



City of Lawrence

2021 Application for Funding

APPLICATION INFORMATION

General Information: As part of the budget process, the City has set aside funding for outside agencies to provide various services. The City has recently adopted a new strategic plan and is asking agencies to review that plan and determine how the programs they are requesting funds for may help the City move towards success in one of the following outcome areas:

- a) **Unmistakable Identity:** Lawrence is a welcoming community, synonymous with arts, diverse culture, fun, and a quintessential downtown. City parks and community events contribute to the vibrancy experienced by all people in Lawrence.
- b) **Strong, Welcoming Neighborhoods:** All people in Lawrence live in safe, functional, and aesthetically unique neighborhoods that provide opportunities to lead healthy lifestyles with access to safe and affordable housing and essential services that help them thrive.
- c) **Safe and Secure:** Lawrence is a community where all people feel safe and secure and have access to trusted public and community-based safety resources.
- d) **Prosperity and Economic Security:** The City of Lawrence fosters an environment that provides all people and businesses the opportunity for economic security and intentionally acknowledges, removes, and prevents barriers created by systemic and institutional injustice. Our community succeeds because of collective prosperity and a vibrant, sustainable local economy.
- e) **Infrastructure, Asset Management, and Connectivity:** The City of Lawrence has well-maintained, functional, and efficient infrastructure, facilities, and other assets. Connectivity supports accessible, sustainable methods for safely moving people and information throughout the community and the region. Investment in these assets reflects the City's commitment to contribute to the well-being of all people.

Applications will be reviewed by Staff. A team has been identified for each of the outcome areas noted above. Upon submission, applications will be reviewed by the appropriate team to determine alignment of the program to the identified outcome area. Following their review, recommendations for funding will be forwarded to the City Commission. Recommendations will be based on available resources, coordination of services, the need demonstrated through the agency's application, the stated objectives of the agency's program (and the ability to measure progress toward the programs objectives), alignment to the strategic plan, equity, cost reasonableness, and past performance by the agency in adhering to funding guidelines (as appropriate). Please see the scoring matrix for additional information.

Other Information. Collaboration and/or coordination between agencies is highly recommended and multi-agency proposals to address an identified community need is encouraged. All programs must have goals with measurable outcomes.

Reporting Requirements. All grantees will be required to submit an annual report to the City of Lawrence outlining how the funds were used and whether the stated objectives were met by February 15, 2022.

Distribution of Funds. Funds will be distributed in two equal disbursements and in accordance with the Kansas Cash-Basis Law of 1933, codified as amended at K.S.A. 10-1101 *et seq.*, the City retains the right to unilaterally adjust the amount of the disbursement if the Governing Body determines that insufficient public funds exist to fully fund the Grantee. The first distribution is to occur no earlier than April 1 of the grant year and the second distribution is to occur no earlier than October 1 of the grant year.

SECTION 2. STATEMENT OF NEED AND DESCRIPTION OF PROGRAM

- A. Provide a brief statement of the problem or need your agency proposes to address with the requested funding. How will your program make an impact to meet the need? The statement should include characteristics of the client population that will be served by this program. If possible, include statistical data to document this need.**

In 2015, the city council and the newly renamed Explore Lawrence got together and determined a signature event was needed to represent their new motto, "Unmistakably Lawrence." During this meeting, one participant said simply "We already have one – the Busker Festival." Since then, the Lawrence Busker Festival has worked closely with Explore Lawrence to ensure that we remained we this one-of-a-kind-unique-to-Lawrence kind of event. And now, we are stepping up our presence to become more unmistakable than ever. In 2021, our 14th annual event, we are expanding from three days to four, and increasing our marketing by \$14,000 to include billboards, radio, and social media in out of town markets. We want to invite those outside our area with the unique fun in our hometown.

Since our inception in 2008, the Lawrence Busker Festival has remained free to all. Any money spent at our event is voluntary and determined by the patron; there is no cost for admission. This allows us to welcome families and community members who might not usually be able to attend live performances due to financial barriers. We consider young families to be our primary client population.

The Lawrence Busker Festival also benefits local businesses, as we regularly attract 20,000+ people, coming downtown with money to spend. With increased days and marketing, we are looking to expand our client base to regional travelers, increasing our benefit for young families and local businesses in 2021.

- B. Please describe what demographic disparities exist, and how the program is designed to increase equity. Who would benefit from or be burdened by this program? Are there unintended consequences and if so, what are your strategies to mitigate those consequences?**

Our demographic is the 35-45 year couple with a small family who are both working yet unable to have the money for any activities outside of school and athletics. Our studies have shown that this is the group least likely to participate or attend cultural events without some financial assistance. (*Arts and Economic Prosperity Report, 2015*) The Lawrence Busker Festival gives them the opportunity to see over 25 different acts, from Lawrence and around the world, performing on 5 different outdoor areas in one walkable area without the burden of admission. This family would only face the normal costs of parking and eating for any other shopping trip in downtown Lawrence. While artists are allowed, and encouraged, to solicit tips after each performance, it is up to the patrons whether and what they will give. Often, when a family does decide to tip a performer, they will give it to their child to place in the hat, introducing them to the satisfying experience of supporting the arts directly.

Having that many people in our small downtown area does have unintended consequences. In the past we have dealt with overflowing trash cans, littered streets and businesses who object to people crowding in front of their shops. We have effectively dealt with each of these problems with more volunteers to clean and greater communication with the businesses on what to expect. We are also aware of a small contingency of Lawrence residents who consider the Buskers to be "filthy panhandlers" and avoid downtown during our event. We suspect that this is a social media phenomenon and not a true representation of a large group. We do try to inform them and every resident that our performers are complete professionals who travel extensively to make their living as artists.

C. Provide a brief description of the program services and activities using an evidence-based model. The description should describe as specifically as possible the interaction that will take place between the provider and the user of the service.

We produce the annual Lawrence Busker Festival, which places variety and musical acts on locations in downtown Lawrence for four days. Specific sites are dedicated to musicians and local performing companies such as the Last Carnival Circus School and the Picking and Fiddling Festival. Additional services offered to patrons include performance skill workshops and an indoor cabaret style showcase called the Busker Ball. Noteworthy is the worldwide publicity we got from producing the first All-Female Busker Festival in 2019. In our best year we estimate that we had 22,000 people attend within a three-day period. Our lowest attendance was estimated at 17,000 in a year that was hit with rainstorms and high temperatures.

Explore Lawrence has worked closely with us to produce reports on the number of local and visiting patrons, number of hotel rooms booked, and tax revenue impact from our event. Our festival was canceled in 2020 due to the Coronavirus pandemic shutdown in Kansas, so the most recent year was 2019, when 1100 out of town visitors, 700+ overnight stays in hotel rooms, and over \$250,000 in city tax revenue was attributed to our patrons' attendance.

In a typical visit to the Lawrence Busker Festival, one of our patrons will have a direct interaction with multiple performers throughout the day. This includes scheduled acts and "surprise" performances they simply encounter along the sidewalks. The performers include musicians, acrobats, jugglers, comedians, magicians, fire manipulators, dancers, mimes, and contortionists. Our patrons will see performers from the local area as well as from around the world. In the past we have hosted acts from Australia, Great Britain, Canada and Mexico. Along with performances, patrons will find a good assortment of food, drink, and craft vendors. Given the number of performers, our patrons often return multiple days to see them all.

On the whole, an experience at the Busker Festival is marked by uniqueness, surprise and variety not found anywhere else. It is what makes Lawrence "Unmistakable."

D. Please describe the priority population you are working with.

As mentioned above, our main demographic and thus our priority population is the young family with children, who cannot afford to take the whole family to a cultural event. By presenting performers who solicit tips at an event with free admission we make it possible for this segment of the population to control their expenses and see high quality performers. These families cut across ethnic lines and other socioeconomic categories.

E. What other agencies in the community are providing similar types of services, and how do you coordinate services?

We work closely with the Lawrence Arts Center, who are a sponsor, to provide street performers at their live events. Additionally we provide buskers for events produced by Mike Long at the Granada and Abe and Jakes. Downtown Lawrence, Inc. has been a sponsor of the Busker Festival for over 12 years and we work with them to help with their Final Friday, Winter Wonderland and Sidewalk Sale events. We anticipate doing much the same with our new presenting sponsor, the Free State Brewery.

SECTION 3. STRATEGIC PLAN ALIGNMENT

A. How does the proposed program align with the outcome area identified? Please explain how this program will help the City achieve success in that particular outcome area and provide specific strategies in your response.

The Lawrence Busker Festival seeks to be an extension of the Unmistakable Lawrence brand promoted by Explore Lawrence in its tourism marketing. We present a festival unlike any other in the area, and with only a handful of Busker Festivals in the United States, we are arguably the biggest. We are well regarded worldwide as a festival that is well run, well attended, and generous to our performers. Artists from Argentina, Italy, England and beyond solicit us each year for a spot in the festival. We are a worthy and suitable ambassador for the town that we love.

Our increasing marketing to the regions around us can be thought of an additional campaign for the city itself, not just the festival. With the help of a Kansas Tourism Bureau grant we will be going into the Wichita, Omaha and Eastern Missouri markets to bring in more visitors. We will promise them an inexpensive, unique and unmistakable experience that will have them coming back in the upcoming years. This is an Outcome Area we can meet.

The Lawrence Busker Festival also responds directly to the goals for the arts in Lawrence found in the Cultural Arts Plan developed in 2015 by the city's Cultural Arts Commission. One of the outcomes cited is "Embrace All/Celebrate Community" and has the goal of "Supporting and promoting community celebrations in public spaces, including parades and festivals that are in the aggregate relevant to all parts of the Lawrence community". By presenting a diverse amount of local and worldwide performers made accessible by all, the Lawrence Busker Festival fulfills this goal.

Similar to the Strategic Plan Outcome Area #1, the Cultural Plan also has "Build a Market and Creative Brand" for Lawrence as its fourth outcome. It asks the city to build upon its creative assets in a brand for the whole city. The first action in this outcome is "Promote cultural/creative tourism with...creative communities actively collaborating...". One way the report noted for doing this is for events to "Form ongoing partnerships with Explore Lawrence...and other organizations involved with promoting or presenting Lawrence to the outside world." Our partnership with Explore Lawrence is well established and we draw on it for marketing, production and statistical help. We intend to work even more with them to create our expanded marketing campaign for 2021.

By purposefully fulfilling these outcome goals, the Lawrence Busker Festival is a vital and vibrant part of the city's overall brand and an essential partner in it's strategic and cultural plans.

Outputs

How many unduplicated clients will be served? _____ 24,000 _____

Please list any other output goals (i.e. # presentations delivered, # medications provided, etc.)

Outcomes

Please provide three specific program SMART (specific, measurable, attainable, relevant, and time-bound) objectives for 2021. Examples include, “75% of clients receiving job training will retain their job one year after being hired,” “increased fundraising efforts will result in a 15% increase in donations in 2021,” **Applicants will be expected to report their progress toward meeting these objectives in an annual report to the City.**

- i. Increasing the duration of the festival to 4 days will increase our attendance by 10 - 15%
- ii. Increasing our marketing to new markets will increase our out of town visitors by 10%
- iii. The additional days and increased visitors will create an 8% increase in city tax revenue.

SECTION 4. PROGRAM BUDGET INFORMATION

- A. Provide a detailed budget for the proposed program using the form below (you may attach a supporting document).

Category	Requested Amount	Applicant Amount	Total Amount	Explanation
Personnel	0	8500	8500	production workers and administration
Fees & Services	7500	7500	1500	Artist fees
Estimates/Bids			0	
Travel		5000	5000	Air travel, rental car and hotel for artists
Marketing	7500	10000	17500	Billboards, radio, social media
Cost of Materials		5000	5000	Signage, posters, schedules
Operating Expenses		10000	10000	Equipment and space rental
Other		3000	3000	Artist hospitality, Sponsor appreciations
Grand Total	15000	46500	61500	

- B. Provide a list of all anticipated sources of funding for the proposed program in 2021. The total proposed program budget and total proposed program revenue should match.

Revenue Source	Anticipated Amount	Explanation/Status of Funding Request
City of Lawrence (General Funding)	15000	projected
City of Lawrence (Other Sources)*	12000	projected
Douglas County		
United Way		
Other (please describe)	12000	Business Sponsors (projected)
	7500	Vendor Fees (projected)
Other (please describe)	7500	KCAIC (confirmed)
	7500	Kansas Tourism Bureau (confirmed)
Grand Total	61500	

*Other sources could include Special Alcohol Funding, Housing Trust Funds, Transient Guest Tax Funds, CDBG

- C. What percent of the requested program costs are being requested from the City (include both Special Alcohol and Other)? 44% (general and TGT funding combined)
- D. **Will these funds be used to leverage other funds? If so, how?**
 General Funding money will serve to help us meet the matching amounts for the Kansas Tourism Grant (\$15,000) and the Visiting Artist Grant from the Kansas Creative Arts and Industries Commission (\$7500).
- E. **Is your agency receiving any in-kind support (i.e. facility space) from the City? If yes, please describe and include the approximate value of that in-kind support.**

We have applied for TGT funding but it has not been awarded it at this time.

SECTION 5. SUPPLEMENTAL INFORMATION

Please attach your agency's most recent IRS Form 990, most recent financial audit, and most recent annual report if completed for your agency's board.

- A. If your agency has never filed an IRS Form 990, please select the check box.
- B. If your agency has never completed a financial audit, please select the check box.
- C. If your agency has never completed an annual report, please select the check box.

Based on the attached IRS Form 990, please answer the following questions:

- A. What is the total number of volunteers (estimate if necessary)? This is part I line 6 of the IRS Form 990.

- B. What are your agency's total liabilities? This is part I line 21 of the IRS Form 990. \$ _____
- C. What are your agency's total assets? This is part I line 20 of the IRS Form 990. \$ _____
- D. What are your agency's total net assets or fund balances? This is part X line 33 of the IRS Form 990.
\$ _____
- E. What are your agency's permanently restricted net assets? This is part X line 29 of the IRS Form 990.
\$ _____
- F. What is your agency's land, building, or equipment fund? This is part X line 10c of the IRS Form 990.
\$ _____
- G. What are your agency's total expenses? This is part I line 18 of the IRS Form 990. \$ _____

The signatures below attest that the information in this application is accurate and that, unless otherwise explicitly described in this application, no other source of City or community funding will be used to support the programming for which Special Alcohol Funds are being requested.



Richard Renner

Agency Representative (PRINT)

Signature

11/22/20

Date