

04/04/24 - DRAFT - ARTS AND CULTURE RECOMMENDATIONS

NO.	Recommendation + Action Items	Responsibility	Financial Return (Costs vs Return)	Priority Level	Project Timeline	Performance Measure
GOAL: CREATE A CONSISTENT UNMISTAKABLE IDENTITY FOR LAWRENCE PRAC THAT IS RECOGNIZABLE TO THE PUBLIC AT LARGE.						
R167	Strengthen the presence of the indigenous community within the City through arts and culture collaborations	P&R Staff	Medium Cost, High Impact	2	Short-term (1-3 Years)	Increased engagement and participation by indigenous community members.
R168	Formalize the Lawrence Public Art Program by advancing the thrice reaffirmed Resolution—initially passed in 1986— to an Ordinance and implementing the supplemental Public Art Policy.	City Commission	Medium Cost, High Impact	1	Short-term (1-3 Years)	Growth of public art collection
R169	Formalize collaborative relationships with the Lawrence Arts Center, Theatre Lawrence, and the Watkins Museum of History and/or Lawrence Public Library as Cultural Programming Partners of the PRAC Department	P&R Staff, City Commission	Variable Cost, Medium Return	2	Short-term (1-3 Years)	Develop a report out structure with LAC that outlines: participation levels, demographics, scholarships awards, ect.
R170	Continuing providing and further improving Grants to help support arts & culture creators and encourage collaborations with the city and creating arts & culture in Lawrence	P&R Staff	Medium Cost, High Impact	2	Short-term (1-3 Years)	Number of applicants and diversity of applicants (demographics, art and culture forms produced as a result of grant funding)
R171	Develop additional signature City events in Lawrence	P&R Staff	Medium Cost, High Impact	1	Rolling basis	Number of attendees, number of events held, generation of TGT revenue
R172	Work with the community to explore adding a new monument/public artwork at Robinson Park as part of the public art plan	P&R Staff	Medium Cost, Medium Impact	3	Mid-term (3-5 Years)* could be tied to CIP	Installation of monument
R173	Execute a market study for the building of an outdoor event space/amphitheater to understand the community demand and programming types that would be successful in Lawrence.	P&R Staff	Medium Cost, Medium Impact	2	Mid-term (3-5 Years)	Conduct study
R174	To increase the City's creative capital, work with the Affordable Housing office and Advisory Board to explore possibilities for Affordable Housing in Lawrence for Artists	P&R Staff, City Commission	Medium Cost, High Impact	3	Mid-term (3-5 Years)	Artists housed
R175	Explore developing the historic Grover Barn building into an Art and Culture Site	P&R Staff, City Commission	Medium Cost, High Impact	3	Long Term 6-10 year	
R176	As part of the public art plan, enhance City entrances with large landmark art pieces				Long Term 6-10 year	
R177	Develop a sculpture garden in the Rotary Arboretum				Mid-term (3-5 Years)	
R178	Develop a menu of collaborative special events to include cultural events that celebrate the diversity of the Lawrence community				Mid-term (3-5 Years)	