

City of Lawrence Outside Agency Annual Report For Calendar Year 2022

Reports on activity should be submitted electronically to Lindsay Hart, at lihart@lawrenceks.org by 5:00pm on Wednesday, February 15, 2023. To answer the following questions please refer to your 2022 request for funding.

Reporting Period: Calendar Year 2022

Agency Name: Douglas County Historical Society

1. Refer to the program in which your agency received funding; provide a participant success story that helps demonstrate the accomplishments of the program.

Supported by City funding, the Watkins Museum developed the Museum Minute video program. These short videos are distributed to the museum’s email list and posted on its YouTube channel:

<https://www.youtube.com/channel/UCI4UOhWSWRCZrOSnjv2hZAw>

These videos share community members’ thoughts on a particular display in the museum and how that display helps them make a meaningful personal connection to the past. The eight videos posted so far have received 1,439 views. The program was awarded the Kansas Museums Association 2022 Technology Award in November.

2. Refer to your 2022 agreement for funding; provide a brief narrative of the activities funded with City funds.

City funding helped support the Watkins Museum’s communications and outreach function. This effort is led by a full-time communications and outreach manager responsible for the museum’s social media and member communications. City funds partially covered staffing expense associated with this function. City funding supported social media posts, a monthly e-newsletter, e-blast communications, maintenance of the museum’s email list, and development The Museum Minute.

3. Refer to your 2022 agreement for funding; report what progress was made toward your proposed outcomes and comment as necessary.

Outcomes	List 2022 outcomes from agreement	Comment as necessary
Outcome #1	Execute a comprehensive communications strategy	A coordinated communications effort now includes social media, email/mail communications, and advertising/other promotions.
Outcome #2	Expand Watkins Museum’s social media presence	The museum’s social media presence grew by almost 10% in 2022: Instagram – 2,110 followers Facebook – 5,732 followers Twitter – 590 followers YouTube – 387 subscribers E-newsletter – 2,125 subscribers
Outcome #3	Increase museum attendance to 25,000	The pandemic caused significant decreases in onsite attendance, which have not been recovered. Attendance has been

		maintained at near 2019 levels with the introduction of online programs and virtual tours.
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4. Refer to the line-item budget provided in your 2022 application for funding; is this accurate to how your allocation was actually spent? If no, what changed and why?

Budget Categories	Requested Amount	Actual Amount	Comment as necessary
Personnel	\$13,000	\$13,000	City funding supported personnel expenses associated with the museum's full-time communications/outreach position
Fees & Services			
Estimates/Bids			
Travel			
Marketing			
Cost of Materials			
Operating Expenses			
Other			
Grand Total			