



# City of Lawrence

## Cultural District Task Force

### Recommendations for Enhancing the Lawrence Cultural District

December 10, 2013



*Exhibition at Lawrence Arts Center*

## **Members of the Cultural District Task Force**

**Robert J. Schumm**, Chair – City Commission Representative

**Cindy Maude** – At-Large Representative

**Susan Tate** – Lawrence Arts Center Representative

**Mike Logan** – Downtown Lawrence Representative

**KT Walsh** – East Lawrence Neighborhood Representative

**Jacki Becker** – East Lawrence Neighborhood Representative

**Brenda Nunez** – East Lawrence Neighborhood Representative

**Grace Peterson** – Lawrence Cultural Arts Commission Representative

**Mandy Enfield** – Lawrence Cultural Arts Commission Representative



*Downtown Lawrence ~ photo by Harold Schuster*

**INTRODUCTION AND BACKGROUND**

The Cultural District Task Force was created by the City Commission by Resolution 7021 on April 2, 2013 and was given the charge of identifying three (3) cultural arts district models that combine private, public and grant funding to support improvements in cultural districts and examine the following questions: What are the best practices for making necessary improvements in cultural districts? How can the cultural district maintain its unique cultural and socio-economic mix? What existing cultural organizations play a role in the creative economy in Lawrence? What existing policies currently govern the creative economy? What recommendations for changes in policies and practices are appropriate to enhance the creative economy of Lawrence?



*Historic Carnegie Building*

The Task Force included eight initial members and one member was added to the Task Force early in the process. The members include a diverse representation of the Lawrence community, including representatives from the Lawrence Cultural Arts Commission, the East Lawrence Neighborhood Association, the Lawrence Arts Center, Downtown Lawrence, Inc., the public at-large, and a City Commissioner. The Cultural District Task Force held public meetings beginning in April 2013 through November 2013. During the course of the meetings, the agendas, minutes and resources utilized by the Task Force were made available on the City’s website, along with a mechanism for the public to sign up for notification of meetings. Additionally, public comments were solicited through the website and reviewed by the Task Force as it was submitted.

The City of Lawrence created a Cultural District in February 2013. The district consists of the area bound by 15<sup>th</sup> Street on the south, Kentucky Street on the west, the Kansas River on the north and the Burroughs Creek Trail on the east.

This document is the Final Report of the Task Force and includes various recommendations for the City Commission to consider. Lawrence has yet to reap the full benefit of the public and private investment in existing arts and culture assets. Coordinating these assets will strengthen the Lawrence community and leverage the assets to their full potential.

## **VISION FOR THE CULTURAL DISTRICT**

The Cultural District Task Force discussed and agreed upon the following as a narrative for the Cultural District:

The Lawrence Cultural District identifies a concentrated area of historic interest and innovative creative activity. A well designed and marketed Cultural District will celebrate Lawrence’s cultural assets, increase community involvement, enhance tourism, economic investment, and broaden the tax base throughout Douglas County.



*Final Fridays Event at Lawrence Arts Center ~photo by Ann Dean*

The Cultural District will:

- Preserve historic and cultural identity; leverage these as our city’s strengths.
- Identify Lawrence as a cultural destination.
- Stimulate growth of the cultural life and creative businesses in Lawrence and Douglas County.
- Elevate status of Lawrence as a destination for tourism and business investment.
- Improve community health by encouraging playing, biking, walking, community gardens, and outdoor gathering places.
- Encourage public access and participation in all varieties of the arts.
- Host regularly occurring cultural events.

*Van Go student artist~  
photo by Mike McPheeters*



## **ARTS AND CULTURE AND ECONOMIC DEVELOPMENT**

A growing compendium of research makes a compelling case for the positive relationship between investment in arts and culture and economic development. The field of creative placemaking developed around the theory that the robust presence of arts and culture, well marketed, promotes economic activity. We now know that people don’t follow jobs; jobs follow people, and people seek quality of life. The presence of a cultural

district with arts and cultural organizations, creative sector companies, working artists, and public art in all genres creates an attractive destination for tourists and for companies offering primary jobs.

*Bibliography:*

- Ann Markusen, University of Minnesota, Director of the Project on Regional and Industrial Economics. In the National Endowment for the Arts' report *Creative Placemaking*, Ann Markusen and Anne Gadwa describe creative placemaking as a situation in which "*partners from public, private, non-profit, and community sectors strategically shape the physical and social character of a neighborhood, town, city, or region around arts and cultural activities. Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired.*"

<http://arts.gov/sites/default/files/CreativePlacemaking-Paper.pdf>



*Van Go~ photo by Matt Ritscher, New Hope Photography*

- Richard Florida, The Director of the [Martin Prosperity Institute](#) at the University of Toronto's Rotman School of Management, Global Research Professor at New York University, and the founder of the [Creative Class Group](#), which works closely with governments and companies worldwide, Richard Florida is perhaps the world's leading urbanist, "as close to a household name as it is possible for an urban theorist to be in America," according to *The Economist*. *Esquire* has included him on its annual list of "The Best and the Brightest," and *Fast Company* dubbed him an "intellectual rock star." MIT Technology Review recently named him one of the world's most influential thinkers.  
<http://www.washingtonmonthly.com/features/2001/0205.florida.html>
- Americans for the Arts: Arts and Economic Prosperity  
[http://www.americansforthearts.org/information\\_services/research/services/economic\\_impact/default.asp](http://www.americansforthearts.org/information_services/research/services/economic_impact/default.asp)
- Knight Foundation and Gallup Study: the Soul of the Community  
What makes a community a desirable place to live? What draws people to stake their future in it? 1. Social offerings, 2. Openness, and 3. Aesthetics  
<http://www.soulofthecommunity.org/>

## **CULTURAL DISTRICT ASSET INVENTORY**

The Cultural District area includes a wealth of assets that should be leveraged to benefit the community. The following is a listing of cultural assets within the district, though not inclusive of all cultural assets:



### **History and Historic Sites-**

The area has a rich history from the eleven native tribes who lived here over time, to the founding of Lawrence as a city. The area includes four historic districts: the Downtown Lawrence National Historic District, the North Rhode Island National Historic District, the South Rhode Island National Historic District, and the East Lawrence Industrial Historic District. The area also includes numerous structures that are listed on the local, state and national historic registers. Some examples include the Douglas County Courthouse, the Watkins Community Museum, the Bowersock Dam and the largest intact area (53 blocks) of vernacular housing in the United States surrounding Hobbs Park. *(See map of Historic Properties/Districts, definition of vernacular architecture, and listing of historical properties in the appendix.)*

### **Geography-**

One of the key geographical features of the area is the Kansas River. The historic and cultural tie to the Kansas River is an important asset for the district. Increased

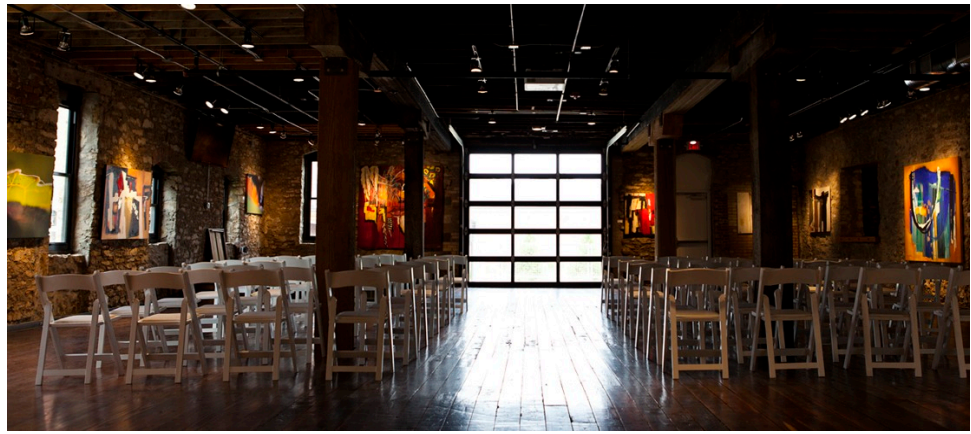


*Kansas River*

accessibility for pedestrians of all ages and people with disabilities within the Cultural District, as well as improving access to the Kansas River is a desired goal of the Task Force. The Burroughs Creek Trail is a key recreational and bicycle/pedestrian route that runs along the district's east edge and is planned to run north and west.

## Cultural Institutions and Organizations–

The Cultural District includes many well established non-profit arts organizations and social service agencies, as well as community gardens and a community orchard.



*Cider Gallery in East Lawrence Industrial Historic District*



The Cultural District includes the community historic museum, the Lawrence Arts Center, the headquarters of a national heritage area, the public library, and several public and private schools.

## Creative Sector Businesses-

The Cultural District is home to approximately six art and design businesses, seven architecture firms, approximately nine commercial art galleries, numerous independently owned restaurants and artisan bakeries, rehearsal spaces, approximately seven live music venues, an independent cinema, several filmmakers, and a multitude of visiting artists in residencies.

## Natural Sites-

Natural sites within the Cultural District include the Kansas River and the East Lawrence Bottoms, a topographic slope from downtown to the river bottoms.



*City Band Concert in South Park~ photo by Harland Schuster*

## Demographics-

The District includes residents and workers of various ethnic and socio-economic backgrounds. The Downtown and surrounding area is a key center of employment. *(See additional details on demographics included in the appendix.)*

## **STAKEHOLDER LISTING**

There are many stakeholders within the Cultural District as shown by the Asset Inventory included in this report. The following are additional organizations that could be considered stakeholders:

- Government- the City of Lawrence and Douglas County, Army Corps of Engineers
- East Lawrence Neighborhood Association/East Lawrence residents and businesses
- Downtown Lawrence residents
- Downtown Lawrence, Inc.
- Lawrence Chamber of Commerce
- Destination Management, Inc./Lawrence Convention & Visitors Bureau
- Freedom's Frontier National Heritage Area
- Douglas County Senior Center
- University of Kansas
- Haskell Indian Nations University



*Lawrence Parks and Recreation Brown Bag Summer Concert Series in Downtown Lawrence*

## **CULTURAL DISTRICT MODELS**

### Introduction-

Community engagement is critical to the success of the Lawrence Cultural District. Involving people in the design and creation of public creative spaces allows them to develop a vested interest in using and maintaining the space. When people have a true sense of ownership or connection to the spaces they inhabit and frequent, the community becomes a better place to live, work and visit.



Fortunately, the Lawrence Cultural District already has an established, engaged group of residents that participate in neighborhood activities and a vibrant downtown with businesses and residents who are invested in the space. They are all “attached” (soulofthecommunity.org).

The following examples demonstrate success through this kind of community engagement. Complete details regarding activities and levels of public and private support in several of these communities are provided in the appendix. These are marked with an asterisk (\*).



*Historic Douglas County Courthouse*

- Providence, Rhode Island <http://www.providenceri.com/ArtCultureTourism> (See appendix for additional information)\*
- Indianapolis, Indiana <http://www.indyarts.org/> <http://indyculturaltrail.org/> (See appendix for additional information)\*
- Columbia, Missouri <http://www.discoverthedistrict.com/> <https://www.gocolumbiamo.com/Arts/> (See appendix for additional information)\*
- Cincinnati, Ohio <http://www.cincinnatiarts.org/>
- Shreveport, Louisiana <http://shrevearts.org/>
- Columbus, Ohio <http://columbusarts.com/>

**The models examined by the Task Force share these elements:**

- City level leadership and financing
- Private financial support
- A city Director of Arts and Culture
- Coordination among municipal leaders, arts organizations, chambers of commerce, and tourism boards

- Strong internet presence and marketing plan that highlights Arts and Culture in the city
- One or more designated and well marketed cultural districts with walkable paths, lighting, way finding signs, and maps
- Commitment to investment in Arts and Culture as an investment in economic development.



*Festival of Cultures~ Downtown Lawrence*

### **RECOMMENDATIONS:**

The recommendations of the Cultural District Task Force assume that all current zoning and plans related to the area within the District would remain in place. The Cultural District Task Force generated the following recommendations for the City Commission’s consideration:

#### **1. ADDITION OF A CITY DIRECTOR OF ARTS AND CULTURE**

This position will ensure success of the Lawrence Cultural District within the context of city-wide arts and culture entities and events, to leverage Lawrence’s investment in arts and culture, and to maximize quality of life that increases economic development opportunities. The Director of Arts and Culture will market Lawrence to a regional and national audience, and help creative businesses and individuals, including the diverse Lawrence arts community, achieve a broader audience and increased economic success. *(See appendix for job description.)*

#### **2. CULTURAL PLAN:**

The City of Lawrence will develop a community-wide cultural plan. This plan should include specific cultural planning for the District.

#### **3. INFRASTRUCTURE IMPROVEMENTS:**

The Task Force makes the following recommendations:

- *9<sup>th</sup> Street Corridor*

We recommend the creation of an appealing pedestrian and bike route (complete streets) connecting Downtown Lawrence with historic East Lawrence and the East Lawrence Industrial Historic District. Wider, passable walkways that are

wheelchair and stroller accessible will be accented with public art, low lighting, benches, trees, banners and way finding signage. The walkways will also include bike paths, bike racks, bus stops – an appealing and safe way to walk, bike and roll daytime and nighttime. Efforts will be made to employ residents and businesses of the Cultural District.

- *Sidewalks*

In addition to the 9<sup>th</sup> St. Corridor and the Burroughs Creek Trail extension, we recommend improved sidewalks throughout the Cultural District. These routine sidewalk improvements may include low lighting and benches.

- *Burroughs Creek Trail Extension*

Further strengthening pedestrian accessibility between the Cultural District and the Kansas River is a desired goal of the Task Force. The Burroughs Creek Trail is a key pedestrian/bicycle recreation and transportation facility that should be continued north across the Kansas River and west through downtown and connecting to the Pinckney neighborhood area. The Burroughs Creek Trail currently has a north terminus at 11th and Hobbs Park.

- *Streets and Alleys*

Street and alley improvements, including routine repair and re-bricking of streets, are recommended.



*Lawrence Cultural Arts Commission's  
Outdoor Downtown Sculpture Exhibition  
"Laminations I" by Jacob Burmood*

#### 4. EVENTS:

- Final Fridays events should be continued and expanded.
- Identification of certain cultural events that would attract people to the Downtown should be pursued.
- The City is encouraged to provide public transportation during Final Fridays and other public events to enhance accessibility within the Cultural District.

## 5. PUBLIC ART

- Opportunities for all art forms including performing arts in the District should be encouraged.

## 6. ARTIST WORK SPACE

- Affordable studio space for working artists should be identified.
- The City is encouraged to plan for artist live-work opportunities.

## 7. PRESERVATION OF THE CHARACTER OF THE DISTRICT

- There should be dedication to maintaining the unique culture and socio-economic mix of the area.
- A commitment should be made to provide affordable work and business space in the District.
- A commitment to the affordability of housing in the District is critical.

## 8. STAKEHOLDER INVOLVEMENT IN FUTURE PLANNING

- There should be special care to involve key stakeholders, including East Lawrence and Downtown residents in the development and implementation of the cultural plan.

## 9. FUNDING

- The City should prioritize funding to hire a Director of Arts and Culture. The City should also fund creation of a city-wide Cultural Plan, marketing of the District, infrastructure improvements, public art and implementation of the plan. Various funding sources to be used may include, but are not limited to, the general fund, capital fund, federal funds, grants, bed tax and other sources to be determined in the plan.



*Historic Santa Fe Station in East Lawrence*

## CONCLUSION

The Cultural District in Lawrence could tie together many existing arts and cultural assets to create an even greater community asset, with the whole being greater than the sum of its parts. The Cultural District Task Force believes that the hiring of a Director of Arts and Culture and the completion of a community-wide cultural plan should be the priorities to make the vision a reality. Future improvements to infrastructure, coordination of events, opportunities for public art of all forms, additional affordable artist work space, preservation of the character of the district, stakeholder involvement and commitment of appropriate funding are all keys to the success of the Cultural District.



*Historic Hobbs Park in East Lawrence  
Mural by David Loewenstein*

## **Appendix**

*Original letter requesting creation of the Cultural District* p 15-17

*Resolution 7021 establishing Cultural District Task Force* p 18-19

### *Models:*

*Providence, Rhode Island* p 20-22

*Indianapolis, Indiana* p 23-24

*Columbia, Missouri* p 25-26

*Minutes from the Cultural District Task Force Meetings* p 27-69

*Demographic information for Cultural District* p 70-72

### *Cultural District Maps*

*Lawrence Arts Center Cultural District Map* p 73

*Cultural District Area Boundary Map* p 74

*Historic Structures and Districts Map* p 75

*Historic Register Properties within the Cultural District* p 76-77

*Zoning Map* p 78

*Parcel Map* p 79

*Director of Arts and Culture Draft Job Description* p 80-81

*Primary Jobs Definition* p 82

*Vernacular Architecture Definition* p 83

January 31, 2013

Dear Lawrence Cultural Arts Commission:

In the last two years, artists, cultural organizations, historians, merchants, restaurants, Downtown Lawrence, Inc., the East Lawrence Neighborhood Association, the Lawrence Public Library, members of the Chamber of Commerce, and the City of Lawrence have been imagining the creation of a cultural district for Lawrence and have invested in Final Fridays, an event based in the concept of such an officially designated area. This cultural district has not been defined; though conversations about it have been lively, they are unofficial. This letter is to ask the City of Lawrence to take an expansive geographical view of creating a cultural district, defining its boundaries, and developing it within a greater cultural plan for the city.

We ask the City to consider an acknowledgement of the area defined by the Kansas River, Vermont Street, 15<sup>th</sup> Street, and the northern terminus of Burroughs Creek Trail as a cultural district and begin to consider developing a plan for the entire area that includes an improved system of lighted, safe sidewalks and shared use pathways which would act as a pedestrian and bicycle linkage between our historic, arts, natural, and cultural heritage sites such as Downtown Lawrence, city center historic districts, the Arts Center, New York School, and myriad galleries downtown and in the Warehouse District, and the Kansas River.

We respectfully request that the city consider designating this geographical district as a cultural district and begin the process of developing a plan that includes consideration of the following:

1. Street and alley improvements including repairing brick streets and rebricking streets
2. Public art: possibly including placement areas for public art in this expanded cultural district
3. Pedestrian accessible, sidewalks with solar powered lighting ;shared use pathways between cultural and historic nodes
4. General connectivity between walkable destinations currently separated by dark streets and impassable sidewalks.
5. Commitment to grant writing, Community Develop Block Grant Money, and an expanded Final Fridays event that highlights connectivity
6. Free internet access
7. A commitment to affordable housing and work space for people in creative sectors.
8. Inclusion of East Lawrence Neighborhood Association and Downtown residents in the formation and implementation of the cultural district.
9. Preservation of historical housing stock.
10. Dedication to maintaining the unique culture and socio-economic mixture of the area.
11. Development of a community cultural Plan for the city as a whole.
12. A city arts and culture administrator to implement such a plan.

We firmly believe that this will put Lawrence, Kansas in the running for national recognition in the areas of public health for walkability and biking, historic preservation, support for the arts, creative placemaking, and neighborhood revitalization. A nonrestrictive and broadly defined “Cultural District” designation will strengthen grant applications from the City of Lawrence and all arts, historical, and cultural entities with this framework.

We stand ready to assist you in creating a vibrant cultural district in the heart of Lawrence that will convey Lawrence’s commitment to public health, the environment, history, and art. The time has come to broaden our community vision. Let’s think big.

Sincerely,

Cathy Hamilton, Director Downtown Lawrence, Inc. and Board of Directors

Brad Allen, Director Lawrence Public Library

Fred Conboy, Destination Management/Freedom’s Frontier

Fred Conboy, Convention and Visitors Bureau

Seed Co. Artist Collective

Nancy Thellman, County Commissioner

Doug Gaumer, Intrust Bank

Scott Elliot, The Summit

Mike Myers, architect and preservationist

Tony Krsnich, Poehler Development and Warehouse Art District

Susan Tate, Director, Lawrence Arts Center

Ben Ahlvers, Exhibitions Director, Lawrence Arts Center, artist

Margaret Weisbrod Morris Lawrence Arts Center, artist

Adam Smith, The Invisible Hand Gallery, artist

Molly Murphy, coordinator Final Fridays, artist

Lynne Green, Director, Van Go Mobile Arts

Steve Nowak, Director, Watkins Community History Museum

Eric Kirkendall, Lawrence Creates

George Paley, artist and property owner



John Hachmeister, sculptor, professor University of Kansas

Barb Kerr, START

Joan Golden, Destination Management Inc. Board , Arts Center Board

Bill Tuttle, University of Kansas Professor Emeritus, History & American Studies

The Lawrence Art Guild, an art collective

Greg Williams, Lawrence Chamber of Commerce

Reverend Verdell Taylor, Pastor St. Luke's AME Church

Deanell Tacha Freedom's Frontier Trustee

East Lawrence Neighborhood Association

## RESOLUTION NO. 7021

### A RESOLUTION REPEALING AND REPLACING RESOLUTION NO. 7017, OF THE CITY OF LAWRENCE, KANSAS ESTABLISHING A CULTURAL DISTRICT TASK FORCE FOR THE CITY OF LAWRENCE

**Whereas**, the City Commission established a cultural district in Lawrence bound by 15<sup>th</sup> Street on the south, the Burroughs Creek Trail on the east, the Kansas River on the north and Kentucky Street on the west; and

**Whereas**, designating this cultural district will enhance local cultural entities in securing grant funding for projects and encourage cultural and arts economic development opportunities; and

**Whereas**, this cultural district, in order to maintain the value of the area, should have improved pedestrian access and safety, maintain the current unique cultural and social-economic mixture currently represented, and be a destination for visitors to Lawrence; and

**Whereas**, this cultural district and a community-wide cultural arts plan can enhance in Lawrence several important community goals, including economic development, the attractiveness of Lawrence and the community's quality of life, and enhancing the vitality of various parts of the Lawrence community;

### **NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF LAWRENCE, KANSAS:**

**Section 1.** There is hereby established the Cultural District Task Force, hereinafter referred to as the "Task Force." The Task Force shall have the mission and role as hereinafter established.

**Section 2.** The Task Force shall be composed of eight (8) residents of the City of Lawrence, as recommended by the Mayor and appointed by the City Commission. The composition of the Task Force shall include a diverse representation of the Lawrence community, including two (2) members from the Lawrence Cultural Arts Commission, two (2) members from the East Lawrence Neighborhood Association, one (1) from the Lawrence Arts Center, one (1) from Downtown Lawrence, Inc., one (1) individual appointed to represent the public at-large, and one (1) Lawrence City Commission representative.

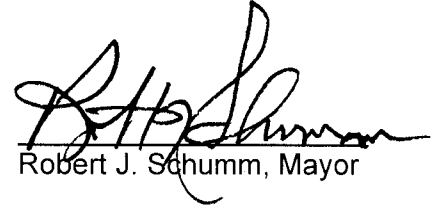
**Section 3.** The Task Force shall have a primary focus on identifying three (3) cultural arts district models that combine private, public and grant funding to support improvements to the district, as well as initiating a broader community-wide cultural arts plan. The Task Force shall organize its work in such a way to provide a report on findings and recommendations by October 31, 2013. The work of the Task Force shall include identification of three (3) cultural district models that combine private, public and grant funding to support improvements in cultural districts. Additionally, the following questions will be examined: What are the best practices for making necessary improvements in cultural districts? How can the cultural district maintain its unique cultural and socio-economic mix? What existing cultural organizations play a role in the creative economy of Lawrence? What existing policies currently govern the creative economy? What

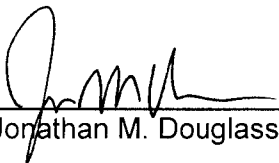
recommendations for changes in policies and practices are appropriate to enhance the creative economy of Lawrence?

**Section 4.** The Task Force shall conduct all meetings in public sessions. The Task Force may organize subcommittees to conduct specific reviews and inquiries, with such subcommittee work to also be conducted in public sessions. The Task Force shall provide a report on findings and recommendations by October 31, 2013.

**Section 5.** This Resolution repeals and replaces Resolution No. 7017 establishing a Cultural District Task Force.

Adopted this 2<sup>nd</sup> day of April, 2013.

  
Robert J. Schumm, Mayor

  
Jonathan M. Douglass, City Clerk

## **Model 1. Providence, Rhode Island**

Providence, Rhode Island provides a good example of community engagement and securing public and private support for ONE very popular event. While this example focuses on their one repeated event, the engagement around this event has created a lively and creative place. It has revitalized a community whose population had stagnated and whose public institutions were in tough shape

Providence, Rhode Island initially tried to trigger a downtown renewal with public promenades and pedestrian-friendly parks, but it wasn't enough to get the community to participate. They had to find the right elements to attract residents and visitors. We can learn from their mistakes AND also feel fortunate that we are already set up for success.

William H. Whyte, asserted that crowded, pedestrian-friendly, active spaces are safer, more economically productive, and more conducive to healthy civic communities. "What attracts people most, it would appear, is other people," he wrote.

### *Engaging the Community*

Started by artist Barnaby Evans in 1994 as a one-time event, Waterfire is a public art event that takes place on the downtown waterways, involving art, music, performances, ceremonial bonfires, boats and ritual.

It was private citizens who recognized the power of Evans spectacle, and with the city mayor's support, they led the institutionalization of Waterfire as a community ritual in 1997.

Today, 25 events, or "lightings" are held each year, spring through fall, drawing as many as 100,000 people (for each event) to downtown Providence's public spaces.

### *Providence Community Assets*

- Well-designed public areas
- Risk-taking city leadership
- Growing downtown artist community

### *Strategies*

- Support public art project utilizing downtown rivers
- Celebrate creativity and cultural identity through public events
- Partner with social service, education, and civic groups to promote community volunteerism

### Public Support

- A city-formed partnership, led by WaterFire artist
- A city Department of Art, Culture +Tourism
- A Cultural Plan that was written in 2009 by the department and collected the opinion of 2000+ residents. This comprehensive plan would serve as a positive model to follow in developing the Cultural Plan for the city of Lawrence.
- Collaboration with the Urban Transit Corridor Plan to integrate public transit into the district
- Effective branding

### Private Support

- Managed by WaterFire Providence, a non profit organization
- Hundreds of volunteers manage and run WaterFire each year
- Over \$1.4 million in annual funding for the event comes from local sponsorships, grants and individual contributions
- Multiple partnerships with social service, education, arts and civic groups

### Outcomes

- Renewed civic pride and cultural identity
- Improved perception of downtown area
- Restorative experience of art and beauty in the heart of the city
- Inclusive, free festival
- \$25 million in new revenue each season
- 100,000 participants in each event; more than 1 million participants annually

### Indirect and Potential Impacts

- Positive reception of city funding needs in state legislative arena
- Reinvestment in downtown residential and commercial buildings
- Restored support for the state's capital city by surrounding communities whose residents now come downtown again.
- Reenergized focus on arts and culture leading to the development of the Cultural Plan, Department and the creation of the strong, on-going branding campaign, "Providence, the Creative Capital."

### References

- Borrup, Tom (2013-05-05). The Creative Community Builder's Handbook: How to Transform Communities Using Local Assets, Arts, and Culture
- Cultural Plan <http://www.providenceri.com/efile/47>

- Transit Information  
[http://www.nefa.org/creative\\_economy/projects/cultural\\_planning\\_urban\\_transit\\_corridors\\_providence\\_rhode\\_island](http://www.nefa.org/creative_economy/projects/cultural_planning_urban_transit_corridors_providence_rhode_island)
- Department of Art, Culture + Tourism  
<http://www.providenceri.com/ArtCultureTourism/art-culture-tourism-creative-providence>
- A paper about why they are so successful <http://metrisarts.com/wp-content/uploads/2013/01/ProvidenceFullCaseStudy.pdf>

## **Model 2. Indianapolis, Indiana**

*How did they successfully and unsuccessfully create a Cultural District*

### Public Funding For Arts/ Culture

In the 1980s Indianapolis was the largest city in the United States without a local arts council. In 1987 they began their Arts Council with a \$500,000 grant to local artists and culture groups. Since then they have been fully committed to supporting the arts through public funding. Currently "Public support of the arts is made each year by the City of Indianapolis through an allocation of \$1 million. An additional \$300,000 comes from the Capital Improvement Board. The funds are allocated through a public grant adjudication process supporting the work of more than 50 arts and cultural organizations each year. The return on investment is phenomenal: \$1.3 million is allocated to the arts and the arts generate \$384 million in economic activity." – Arts Council of Indianapolis

In addition to the massive amount of public funding for arts has been given in the creation of The Cultural Trail. In 1999 Indianapolis officially designated six Cultural districts in their City. Their Cultural Development Commission (CDC) were charged with ways of promoting the city's cultural assets. Brian Payne, the president of the Central Indiana Community Foundation, had a vision that the way to increase public awareness of Culture would be to find a way to connect these six districts (Massachusetts Avenue / Fountain Square / The Canal & White River State Park, Indiana Avenue, The Wholesale District, and Broad Ripple). Initially there was a 5 year \$10 million effort called the Cultural Development Commission which was to establish Indy more as a regional / national cultural destination city. This started as a way to draw out the greatness of different districts and how to highlight them. Unfortunately they had trouble raising money for it because all these "districts" were disconnected.

Thus began the grandiose vision of increasing Culture in Indianapolis through a Cultural Trail, a grand concept that parallels city projects such as Chicago's Millennium Park, the Liberty Trail in Boston, or San Antonio's River Walk.

The cultural trail was both publicly and privately funded: The US Department of Transportation awarded the Cultural Trail a \$20.5 million stimulus grant, one of only 51 grants awarded out of 1,400 proposals submitted in a merit-based competitive process. In addition, the Glicks donated \$15 million and the final \$12.5 million came from other sources to fund the trail. 12 years - \$63 million total cost.

### Private Funding For Culture And Arts In Indianapolis

Once the city got on board in the 1980s and committed themselves to culture in their community private funding began to fill in the holes they needed to keep arts funding solid in their community.

The Central Indiana Community Foundation is one of the huge private organizations that have help fund arts and culture and mainly the Cultural Trail in Indianapolis. There is also the Friends of the Trail which enables citizens and businesses to donate a small amount of income to help fund culture and arts in their community.

### *The Results*

In May of 2013 the Cultural Trail was completed. What began in 2006 as an idea to increase culture in Indianapolis has lead to 8 miles of "complete streets" connecting their six main Cultural Districts in the city. \$2 million was reserved for public art on the trail. No tax dollars were used for this project. This project has lead to major economic and housing boom in many of the areas.

LISC an organization which works to improve physical and economic conditions in Indianapolis invested \$13.5 million in 2012 in parts of their city for loan financing, program grants, training, managed to help provide/renovate home for 19 people in these cultural districts.

Indianapolis commitment to Arts means a stronger economy one that generates \$384 million in economic activity, one that supports over 13,000 full-time equivalent jobs and returns more than \$42.50 million each year in state and local taxes. Since this is not only about economics, it also means their city is a safer city, investing in the arts means positive alternatives for youth and community citizens, by improving public safety, reducing crime, increasing literacy, job skills and higher graduation rates.

The only negative that has come out of the Cultural Trail is that some of the public art has yet to be finished. They tried to develop a massive LED art piece in a parking garage but due to rainwater runoff could not get it completed.

<http://www.nuvo.net/indianapolis/water-damage-dampens-trail-art-progress/Content?oid=2587746#.UnasQCTQHwk>

Check out what Indianapolis has to offer and other positive articles on Cultural Districts/ Creative Placemaking:

<http://www.indyarts.org>

<http://indyculturaltrail.org>

<http://www.pps.org/blog/what-makes-a-great-public-destination-is-it-possible-to-build-one-where-you-live/>



### **Model 3. Columbia, Missouri**

#### *Public Funding*

Columbia has had an Office of Cultural Affairs since 1992. It is housed in the Chamber/CVB offices and is entirely funded by the city. The staff consists of a Director of Cultural Affairs, a programs manager, and an executive assistant. The Director's salary is \$80,000. Total office budget is \$405,000. This office markets art and culture, works with economic development, establishes and oversees Columbia's cultural plan. The Cultural Affairs office also provides an arts newsletter, online art guide, walking art guide, workshops for artists and arts organizations.

<https://www.gocolumbiamo.com/Arts/>

“City funding to support the varied offerings of local arts organizations has been ongoing since the Office of Cultural Affairs was established in 1992. The sponsored performances, exhibits, classes, workshops and special events have benefited countless Columbians and visitors, young and old. Likewise, those dollars have worked their way back into the local economy through the many purchases of goods and services made by the sponsoring arts organizations and via the staff salaries paid. Such expenditures prove that the arts are, indeed, an industry” (City of Columbia).

“Since 1993, the city’s cultural plan has played a vital role in leveraging additional support for arts programs and services, particularly in the form of important funding from the Missouri Arts Council and the National Endowment for the Arts” (City of Columbia)..

In addition, Columbia has the North Village Arts District, with a separate administrative staff that coordinates with the CVB and Chamber. It is part of a City Improvement District funded by a 1/2 cent sales tax. The Arts District funds cover beautification, some public art, a gateways project that will mark entry points to the district, district-wide wifi.

<http://www.discoverthedistrict.com/>

Columbia also has a percent for art program.

#### *Results*

##### **Office of Cultural Affairs Accomplishments**

- In 2007, Columbia was designated the state’s first “Creative Community” by the Missouri Arts Council and the Missouri Department of Economic Development.

- Nearly \$1.5 million has been awarded to local arts organizations since the Office of Cultural Affairs was established.
- In fiscal year 2010, an estimated 70,000 citizens and visitors participated in city-funded arts activities and events. When calculated, the city's cost or investment per audience member was \$1.37.
- Volunteers assisting with the city's annual [Commemorative Poster](#) Party have worked approximately 1,300 hours on the event since 2005. When using the national value of volunteer time for each year, the sum of this donated time is more than \$25,000. The Poster Party itself has raised a combined \$77,400 in funds for city arts programming since 2005.
- Citizens serving on the city's Commission on Cultural Affairs have donated more than 5,400 hours of their time and expertise since the commission was established by the City Council in 1994.
- Since 2005, nearly \$200,000 in state and federal grant dollars have been secured by the Office of Cultural Affairs. Projects included pairing professional artists in school settings, arts marketing, commissioning of new works of public art and coordination of community arts events free to the public.
- The Columbia Image Awards recognize businesses and institutional leaders whose vision, imagination and dedication have resulted in places and spaces that create positive and lasting impressions of our city. The Inspiration Award was presented to the City of Columbia for the Percent for Art project Keys to the City in 2011.
- [MEHA](#) stands for the Museums, Entertainment, History & Art Cultural Tourism Collaborative. The Office of Cultural Affairs along with The District encourages cooperative marketing and event scheduling with eight major cultural institutions in or near the downtown area.

City of Lawrence  
Cultural District Task Force  
April 15, 2013 minutes

MEMBERS PRESENT: Mayor Bob Schumm, Grace Peterson, Cindy Maude, KT Walsh, Mike Logan, Jacki Becker, Mandy Enfield, Susan Tate

MEMBERS ABSENT: none

STAFF PRESENT: Diane Stoddard

PUBLIC PRESENT: Leslie Soden

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Mayor Schumm called the meetings to order. The members of the Task Force introduced themselves.

Mayor Schumm asked Ms. Stoddard to review the charge in the resolution. Ms. Walsh asked about open meetings. Mayor Schumm reported that the meetings would be open meetings. Ms. Stoddard indicated that notification would be provided by the City. The City is working on establishing a website and a subscription e-mail list that people could sign up on to get notification of the meetings, as well.

Mayor Schumm asked for ideas for topics of other meetings. He suggested the topic of gentrification of East Lawrence and strategies to avoid this. Ms. Tate agreed that affordability is an important piece of this neighborhood. She suggested looking at tools that other communities use to avoid this. She also wondered if defining creative economy was important. She indicated that there had been a lot of research on this topic and what could be agreed upon regarding its use. Ms. Maude suggested reviewing this research and what other communities have done would be a good topic. Ms. Tate wondered if there could be a list of reading resources identified. Ms. Peterson suggested starting with the NEA white paper on creative placemaking- Creative Placemaking White Paper by Ann Markusen. Ms. Tate will provide this paper to Ms. Stoddard to distribute.

Ms. Walsh passed out some information regarding gentrification topics, Dave Loewenstein's letter and a quiz. There was a question about census information for this neighborhood in Lawrence. It was asked if this could be collected to be viewed over time. Ms. Stoddard responded that she could work on pulling

demographic information on the area encompassing the cultural district for the next meeting. Mayor Schumm also added that the definition of gentrification is something that should be reviewed. It was pointed out that it would be important to look at information from cities that are of similar size to Lawrence.

Ms. Tate mentioned that the Art Place website also has a number of resources. The website is <http://www.artplaceamerica.org>. Ms. Peterson also suggested an NEA Gallup poll called Spirit of the City. Logan mentioned that he was interested in attracting people to the downtown. Music is his background and there are many other aspects to the art. He wondered if this task force could identify certain events or series of events that would achieve this. He said that DLI had an interest in other ways to bring people downtown. Ms. Becker said that she was interested in looking at other cities and said that she does a lot of work in other cities. Ms. Peterson indicated that she also had an interest in capturing local dollars. Mr. Logan asked about possible synergy with the Convention & Visitors Bureau. He pointed out that there was a sports marketing person hired to promote sporting events. Mayor Schumm suggested that they be informed about these meetings. Ms. Maude also discussed that the Chamber of Commerce is interested in the quality of life related to recruiting businesses. She thought it was important for the community to tell its story to attract businesses. It was suggested to involve the Chamber. After discussion, it was suggested that the group answer the charge.

Ms. Tate suggested a plan for the area related to Final Fridays. Ms. Peterson said that transportation is a consideration as there are some that are not able to get from venue to venue. Mayor Schumm mentioned the illuminated path between KU and the downtown area. He could see extension of that pathway to the east to designate the corridor. There was discussion about sidewalks in this area. Ms. Walsh said there was a perception how work on the district may not positively affect the whole neighborhood. Ms. Tate said the work of the task force was to create the best cultural district possible. Ms. Enfield thought that the goals were not mutually exclusive.

Mayor Schumm asked for the members to distribute information to Ms. Stoddard to distribute to the group to read. It is important the information is from other communities similar sized. It was also suggested that defining creative economy is important.

There was a question about the cultural district map created by the Arts Center. Ms. Tate indicated that the map is a work in progress within the boundaries established by the City Commission. There were questions about how the map was established. Ms. Tate stated that artists can submit their site and they will be included on the map. She clarified that the map isn't meant to be a definitive picture of the cultural district.

The next meeting was set for 4 pm on May 7<sup>th</sup>.

The meeting adjourned at 5:08 pm.

City of Lawrence  
Cultural District Task Force  
May 7, 2013 minutes

MEMBERS PRESENT: Mayor Bob Schumm, Grace Peterson, Cindy Maude, KT Walsh, Mike Logan, Jacki Becker, Mandy Enfield, Susan Tate

MEMBERS ABSENT: none

STAFF PRESENT: Diane Stoddard, Britt Crum-Cano

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meetings to order.

Ms. Peterson noted two changes to the minutes. Ms. Walsh moved to approve the minutes with the amendments. The motion was seconded by Ms. Tate. The minutes were approved.

Britt Crum-Cano, the City's Economic Development Coordinator discussed some demographic information regarding the cultural district. She used ESRI information and also some ArtPlace Vibrancy Indicators, which are economic indicators used by ArtPlace. Ms. Maude asked whether these indicators reflected occupations of the residents of the area, or people who work in the district. Britt clarified that there are some of the demographics that do take into account workers within the district. Ms. Tate asked about the number of workers working in the creative field within the district. Britt pointed to the activity indicators with the NAICS code under arts, entertainment & recreation. Ms. Tate asked if architects were included. Britt indicated that if provided with a list of occupations, she could try to run reports to reflect that. She mentioned the area walk score, which she calculated based on the website information for the walk scores. Britt also referred to the tapestry information that is often used by commercial businesses for market studies. Ms. Walsh thanked Britt for the information provided.

Ms. Tate discussed the definition of creative economy that she had suggested after the last meeting. Ms. Walsh suggested adding a different verb in front of quality of life. The group decided on the following definition for creative economy:

#### CREATIVE ECONOMY:

*The creative economy is a powerful and positive global force. Together, artists, cultural nonprofits, and creative businesses produce and distribute cultural goods and services that impact the economy by generating jobs, revenue, and improving quality of life.*

The next definition discussed was gentrification. Ms. Walsh stated that she thought that gentrification was also people imposing different cultures than people who live in an area without consulting or engaging people who live there. Ms. Peterson agreed. Ms. Enfield suggest something that often displaces residents or causes a cultural shift. Commissioner Schumm suggested that once the definition was finalized, it would be good to use the definition to set goals. He indicated that he did not want to see a change to land use that would change the composition of the area. After additional discussion, the group decided on the following definition.

#### GENTRIFICATION:

*the process of renewal and rebuilding accompanying the influx of middle-class or affluent people into areas that often displaces poorer residents.*

There was general discussion about the next steps for the cultural task force, whether there was a desire to identify certain goals, or agree to study certain topics. Ms. Maude suggested identifying a list of issues. Ms. Tate suggested that the group dedicate its next meeting to brainstorming a list of things that would characterize a cultural district. She suggested that art is a part of this, but only a part of it. Ms. Peterson suggested that the three items outlined in the Soul of the Community study might be a good place to start. Ms. Walsh indicated that inclusion of recreational sport opportunities is also important.

Ms. Peterson suggested that the group establish a way for the public to submit general suggestions or ideas for the cultural district. There was interest in that suggestion.

The next meeting was set for 3:30 pm on May 21<sup>st</sup>.

The meeting adjourned at 5:05 pm.

City of Lawrence  
Cultural District Task Force  
May 21, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, Cindy Maude, KT Walsh, Mike Logan, Jacki Becker, Susan Tate, Mandy Enfield

MEMBERS ABSENT: None

STAFF PRESENT: Diane Stoddard

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meeting to order.

Ms. Tate made a motion to approve the minutes from the May 7 meeting; Ms. Maude seconded the motion. The minutes were approved.

The group brainstormed regarding various topics to include in the cultural district discussion with a goal to organizing them and prioritizing them into several groups. The following list was generated:

- a well defined narrative about the district would be important
- a designated trolley or form of transportation for the district
- zone for architectural exploration.
- being able to get through the district safely through sidewalks and lighting is important.
- public art that is accessible, including music outside would be important.
- Elements within the district and defining them or redefining them to add to the district
- grant money to building owners to provide studio space for artists would be important
- opportunity for artists to invest in their future, such as live/work areas
- Overall branding of cultural district/marketer
- Unified and accessible information and good signage,
- ever surprising area
- the arts should include all forms of art, not just visual arts
- Incentives, other than grants, available for property owners, that would be available for artists living and working and galleries
- Sustainable funding



- Park-like setting, a draw within the district, noticeably different characteristics than the rest of the city,
- Creative thinking around things that would bring people downtown, such as recreational sports activities
- Ever-changing space that encourages people to visit/revisit regularly, “talking houses” to promote history and engage interest
- Make the arts district representative of the entire community; connect to KU and other areas, such as studio space for students, Haskell
- Benches for people-watching, food
- History
- Final Fridays need to have push off the shore, larger event with food (example- Fayetteville, Arkansas first Thursdays), need resources
- Plan, coordination, someone to do this is needed (marketing person or coordinator)
- Parking
- Public restrooms
- Cultural activities taking place in unexpected venues
- Tenants to Homeowners involvement in the downtown area related to affordable housing opportunities
- Identifying greater city and business buy-in- creating sustainability
- Independently owned restaurants and businesses
- Artist-in-residence program tied to district and associated funding
- Celebration of the arts and artists through special features/ongoing promotion
- Plan for attracting more creative businesses
- Geography- using it as an amenity
- Distinctive branding and signage

Commissioner Schumm suggested that Ms. Stoddard work to group the list into several like categories. Mr. Logan agreed to take the list and write up a narrative for review of the task force for the next meeting. Ms. Tate suggested that the list could be broken into background needed to support the district and the wish list for the district. Mr. Logan suggested that we need to amplify on what we are doing now. Ms. Tate stated that one of the ways to do that is to develop all of the different components of this and quantify it. Ms. Walsh indicated a need for public meetings where daycare is provided to provide input. Ms. Maude reiterated the need for space for working artists that is affordable. Commissioner Schumm indicated that once a challenge is identified, opportunities can be identified.

Leslie Soden commented that the disconnect between the cultural district and the East Lawrence neighborhood is that East Lawrence is already full of art. Karen Christilles said she hoped that other areas could be connected in to support the district. She also suggested an outside performance space.

The next meeting was set for 4:00 pm on June 11th. It was agreed that the meeting would include a review of Mr. Logan's narrative statement and also Ms. Tate would bring examples of how other communities fund these types of activities.

The meeting adjourned at 4:40 pm.

City of Lawrence  
Cultural District Task Force  
June 11, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, Cindy Maude, KT Walsh, Mike Logan, Jacki Becker, Susan Tate

MEMBERS ABSENT: Mandy Enfield

STAFF PRESENT: Diane Stoddard

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meeting to order.

There was discussion about the draft minutes. It was decided to change the minutes to add distinctive branding and signage to the list of district assets and refer to history as just history. Ms. Walsh made a motion to approve the minutes with those changes. The motion was seconded by Ms. Maude. The motion was unanimously approved.

Mike Logan and Susan Tate presented a draft narrative about the cultural district. There was a discussion about adding an outcome of the cultural district to be encouraging retaining local businesses and attracting independent businesses. There was a question about the audience for the narrative. It was stated that the narrative would be part of the report from the task force. There was also a desire to make sure to preserve the historic identity of the area.

The narrative as edited during the meeting is:

*The Lawrence Cultural District identifies a concentrated area of historic interest and innovative creative investment. A well designed and marketed Cultural District will capitalize on Lawrence's cultural assets, increase economic investment, and broaden the municipal tax base.*

*The Lawrence Cultural District will:*

- *Inspire revitalization while preserving historic identity*
- *Build community identity*
- *Stimulate the growth of the creative economy*
- *Retain residents and local businesses*

- *Attract visitor and independent businesses*
- *Improve community health by investing in shared use pathways and outdoor gathering places*
- *Encourage public, open access visual and performing arts*
- *Host regularly occurring events.*

Ms. Tate reported that she is working with Callahan Creek and the City to submit a grant from the Kansas Arts Industries Commission for the development of a cultural plan for the City. Ms. Tate stated that feedback on this grant process and other grants identified the need to sustain the plan and implement it. She stated that Callahan Creek worked on a branding campaign through the Chamber of Commerce that was the "City of Arts" and it did last a few years but was not sustained.

Ms. Tate provided funding examples from Wynwood neighborhood in Miami (a business improvement district/BID), the 125<sup>th</sup> Street BID (in Harlem/NYC), an arts district in Los Angeles, and a north Charleston area in Charleston, North Carolina. The Charleston one was funded through a hotel bed tax. Commissioner Schumm said that a number of years ago, the community explored a BID for the downtown to support promotion activities. That proposal was met with some resistance. He just wanted the group to know that background.

There was a discussion about Salina's funding and they fund 14 city employees to run the Smokey Hill River Festival and other arts/cultural activities. Ms. Walsh thought it would be helpful to have someone set out the tools that could be used for funding. Commissioner Schumm did state that this year there are a number of budget requests and so funding is good to discuss, but it may be a while. There was an emphasis on identifying funding options in the report.

There was a desire to have a report on municipal funding options to include business improvement district (BID), bed tax, community improvement district (CID), special benefit districts, city/county joint funding and any other funding mechanisms that could be used. It was requested that staff put this report together for the next meeting.

Brenda Nunez, a citizen from the neighborhood, asked if the history would be the real history or a watered down version and she had some concerns about a lack of people of color on the task force. Commissioner Schumm indicated that someone of color would be welcome to participate, and Ms. Tate also responded that there were many discussions about history leading up to the creation of the cultural district.

There was discussion about ideas from other cultural district. It was decided that this would be an ongoing item on the agenda to provide an update on other cultural districts/other information.

It was mentioned that having John Hachmeister and Molly Murphy to discuss the experience at the Crossroads District in Kansas City could be interesting. Ms. Becker stated that she would look into festivals.

Ms. Walsh reported that there was a large oak tree that was growing in east Lawrence that was cut down by the City several weeks ago.

The next meeting was set for 4:00 pm on June 25th. It was agreed that the meeting would include a report from city staff on funding options.

Ms. Peterson stated that it would be important for the public to have ways to share ideas and successful models, etc. with the task force. She suggested a suggestion form on the City's website.

The meeting adjourned at 5:05 pm.

City of Lawrence  
Cultural District Task Force  
June 25, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, KT Walsh, Mike Logan, Susan Tate, Brenda Nunez

MEMBERS ABSENT: Jacki Becker, Cindy Maude Mandy Enfield

STAFF PRESENT: Diane Stoddard, Tommy Bohler, Britt Crum-Cano

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meeting to order.

Ms. Tate moved to approve the minutes, seconded by Ms. Walsh. Motion unanimously approved.

Ms. Stoddard provided an overview of various economic development tools and financing mechanisms that could possibly fund various projects in the cultural district. There were a number of questions and discussion about these possible tools.

Ms. Tate was most interested in the tools which generate operating funding for a cultural district. The business improvement district (BID) tool and the general fund support would seem to be the best tools for those sorts of expenses.

Commissioner Schumm added that in addition to general funds, there is also economic development support provided to the Chamber and the hotel/bed tax funds. Ms. Tate stated that there are many communities proactively funding cultural programs and she believed that the begging model for these items was not appropriate. She believes that this is the time to get serious about this funding.

Ms. Walsh stated that the CDBG funds had funded a lot of sidewalk improvements in east Lawrence and there may not be interest in more funding.

Regarding the next meeting, July 16 at 4 pm was set. It was requested that members bring reports from stakeholders regarding what is desired to see in a cultural district.

The meeting adjourned at 5:09 pm.

City of Lawrence  
Cultural District Task Force  
July 15, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, KT Walsh, Mike Logan, Susan Tate, Brenda Nunez, Jacki Becker, Cindy Maude Mandy Enfield

MEMBERS ABSENT: None

STAFF PRESENT: Diane Stoddard, Tommy Bohler, Britt Crum-Cano

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meeting to order.

The minutes from the June 25, 2013 meeting were corrected with a minor correction clarifying hotel/bed tax. A motion was made by Ms. Walsh and seconded by Ms. Peterson to approve the minutes with that change. Motion approved unanimously.

Mr. Logan reported that Downtown Lawrence had a meeting and discussed elevating Final Fridays. There was also a discussion with DLI regarding possible support for a cultural planning position. He indicated that there will be more discussion on this in the future.

Ms. Tate stated that the Lawrence Arts Center board had discussions regarding the cultural district. She mentioned that that the board discussed the possibility of contributing financially toward a position if the City were willing to make large investment in the position. Her Board thought that the position was critical for the city, but also the cultural district. She also mentioned that they were interested in free events, such as Final Fridays, maps and identity. The Live Well Lawrence group is also interested in shared use pathways. She clarified that this contribution would be redirected toward this new position from the current part-time coordinator position for Final Fridays.

Ms. Walsh mentioned the importance of the true stories be told about the area, big music events (downtown rather than in residential area), east Lawrence homes tour revival, protection for existing residents related to cost of living in the area, repair of sidewalks all the way to 15<sup>th</sup> Street, and geographic zones within the cultural district (such as primarily office/retail, primarily residential).

Ms. Nunez mentioned concerns about street lighting- she stated that there are no lights on here street in the 800 block of New Jersey. Ms. Peterson added that lighting could be done in a creative way but some were concerned with light pollution. Lighting the pathway area in pedestrian scale could be an option. Ms. Walsh stated that she went to DeVictor Park and enjoyed the naturalist play equipment and stated that she would like to see those opportunities in the cultural district. Ms. Walsh also stated that the Santa Fe Station offered an opportunity to the area.

Ms. Maude asked about the report that was due in October and the group's approach to getting that done. Commissioner Schumm stated that he thought the report could come together based on prior discussion. Ms. Tate thought it was important in the report to specify recommendations from the group and asked how those recommendations would be done. Commission Schumm stated that the group was working well together to get consensus and a vote could be done at the end. The group discussed an outline of the report as a starting point. Ms. Stoddard indicated that she could bring an outline for the next meeting's discussion. It was requested that the draft outline be sent out in advance of the meeting. Ms. Walsh indicated that she thought it was important to put in front of East Lawrence. Ms. Tate wanted to make sure that the group thought ahead to have any input meetings necessary in advance of October. Ms. Maude suggested that the recommendations get as specific as possible in order to communicate a vision. She thought that including visuals in the report would be important. Ms. Peterson stated that she had assumed that the report would be building onto a cultural plan later. There was discussion about Treanor's vision on 9<sup>th</sup> Street. Commission Schumm stated that he had not seen that but would ask for it from Treanor. Ms. Maude suggested including a zoning map in the report. There was a statement that there is no intention of the group to make changes to zoning within the district.

Mr. Logan requested inviting the Convention & Visitors' Bureau to visit about these concepts. Mr. Logan mentioned that he thought there would be more buy-in from other entities related to supporting a position. Ms. Maude added that she thought that the Chamber of Commerce should be involved as well because quality of life is a top issue for business and economic development. Mr. Logan proposed a three year plan related to the position. Ms. Walsh voiced her concern about making sure that the position functions independently. Commissioner Schumm stated that he thought the position would report through someone at City Hall. He also stressed that it would be important for the commitments from other stakeholders be identified.

For the next agenda, it was requested for the next meeting for a representative from the Convention & Visitors Bureau to speak about their role and what they do. Also, a zoning map was requested, and the draft outline of the report for



discussion. Also, there can be more discussion about what other communities are doing.

Ms. Tate reported that the Arts Center just received an Our Town grant.

The next meeting was scheduled for July 30 at 4 pm.

The meeting adjourned at 5:05 pm.

City of Lawrence  
Cultural District Task Force  
July 30, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, KT Walsh, Susan Tate, Brenda Nunez, Cindy Maude, Mandy Enfield

MEMBERS ABSENT: Mike Logan and Jacki Becker

STAFF PRESENT: Diane Stoddard, Tommy Bohler, Megan Gilliland

PUBLIC PRESENT: Fred Conboy, Sonia Smith and Christina Phelps from Destination Management, Inc. (CVB and Freedom's Frontier National Heritage Area) and several citizens

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Commissioner Schumm called the meeting to order. Cindy Maude moved to approve the July 15, 2013 minutes, seconded by Mandy Enfield. The minutes were unanimously approved.

Commissioner Schumm welcomed the guests. Introductions were made.

Fred Conboy introduced the organization, Destination Management, Inc. He mentioned the 1863 Lawrence effort, which has been a collaborative effort to promote Lawrence's history around the important events of 1863. Christina Phelps, Director of the Lawrence Convention & Visitors Bureau, indicated that the main goal was economic impact of the City of Lawrence and the budget is comprised of the transient guest tax (bed tax), and the overarching goal is to bring visitors and tourism to Lawrence by selling Lawrence as a destination. She shared the Lawrence Visitor's Guide, which features the arts in Lawrence and is widely distributed with 46,000 copies annually. She also brought a Lawrence brochure specifically focused on the arts, entitled "Art in the Open". She also mentioned other newsletter and "e blasts" that are sent out monthly. She also mentioned the face to face activity with the Visitors' Center, which sees 10,000 visitors annually. She reported that Christina Metz Howard, the CVB's communication coordinator, attends the monthly arts roundtable meetings and they engage in ongoing networking. The CVB has identified feeder cities (Oklahoma City and Denver, Colorado), which feed visitors to Lawrence and they also promote Lawrence out-of-state. She mentioned that yesterday, the editor from Midwest Living was in Lawrence and she shared information on the arts

assets in Lawrence. She mentioned continuing to brand the arts focus for Lawrence.

KT Walsh thanked the CVB for advertising in various publications and also suggested that the map include the three historic districts in east Lawrence. Susan Tate asked about the process of branding the cultural identity for the city. Ms. Phelps responded that she presents to her board, but currently doesn't bring the branding items to outside groups. However, she thought that it would be a good idea to work collaboratively on this. Ms. Maude agreed that there should be one joint focus on the arts in Lawrence to maximize the limited funding on the effort. Megan Gilliland, the City's Communication Coordinator, reported that the City has not undertaken a larger branding program for the City. She stated that such a program would involve many groups. Ms. Maude stated that she thought there shouldn't be a disconnect between the efforts, such as if there were banners placed leading to the Poehler area, those banners should tie in with the larger strategy. Ms. Phelps agreed with those comments and indicated she would be willing to work with any group on that effort. Commissioner Schumm asked if the CVB had resources to help with this effort. Ms. Phelps clarified that there is a budget for annual publications, but not a budget to do a larger branding campaign. Ms. Walsh stated that the Cultural Arts Commission should be engaged in any branding exercise related to the cultural district.

Mr. Conboy also mentioned that there is \$350,000 in annual federal funding that comes to the Freedom's Frontier National Heritage area and these funds could be utilized as leverage for additional sustainable funding for this effort. Ms. Smith stated these funds are utilized in a large number of counties that encompass the area in eastern Kansas and western Missouri.

Ms. Tate made a recommendation that zoning be entirely off the agenda and isn't the charge of this group. Ms. Walsh added she did not want to get into changing zoning but she thought it would be important that east Lawrence be involved in these discussions if zoning changes would come up in the future. Ms. Tate was concerned if the group got into zoning issues it would struggle with getting the work done that is the charge of the task force. There was a discussion about live/work opportunities. Ms. Walsh stated that she wanted there to be confirmation in the report stating that mostly residential areas are in a certain location and mostly commercial areas are in another location. Ms. Maude asked if a statement could be made that the Cultural District Task Force's recommendations all fall within the current zoning. Ms. Peterson clarified that anyone could request a zoning change in the future. Ms. Walsh stated that she

liked Ms. Maude's suggested statement. There was consensus on making a statement in the Task Force's report that says the group's recommendations assume that all current zoning and plans would remain in place.

There was discussion about 9<sup>th</sup> Street being a logical corridor as a path, rather than 8<sup>th</sup> Street. Ms. Walsh suggested to take this concept to the East Lawrence Neighborhood Association at its meeting on Monday. Ms. Tate asked about whether there were any other items that were needing feedback from either the East Lawrence Neighborhood Association or Cultural Arts Commission. She suggested lighting, sidewalks, etc. also be discussed by those groups. It was also discussed to ask these groups what sorts of things are important considerations for the Task Force. Ms. Walsh suggested the group look at the City Repair website out of Portland, Oregon.

It was suggested that the group get any changes to the draft outline to Ms. Stoddard so that she and Mr. Bohler could make changes to the outline prior to the next meeting.

Ms. Enfield shared an idea that Bob Nugent shared about possibly using an out of service bus and perhaps a bus might be an idea for the arts area. Ms. Tate also shared that the grant that the City and the Arts Center and Callahan Creek applied for through the State of Kansas was still in play and a decision would be made in August.

The next meeting was set for August 13 and it was decided the meeting would be at 3:30 and run until 5 pm. Agenda items will be: Discussion on draft report and reports on ideas from other communities, along with a report from East Lawrence. The Lawrence Cultural Arts Commission meeting will be held on August 14.

The meeting adjourned at 5:15 pm.

City of Lawrence  
Cultural District Task Force  
August 13, 2013 minutes

MEMBERS PRESENT: Commissioner Bob Schumm, Grace Peterson, Mike Logan, Susan Tate, Jacki Becker, Cindy Maude, Mandy Enfield, Brenda Nunez

MEMBERS ABSENT: KT Walsh

STAFF PRESENT: Diane Stoddard, Tommy Bohler

PUBLIC PRESENT: Several citizens

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Commissioner Schumm called the meeting to order.

With regard to the minutes from the July 30 meeting, there was additional discussion clarifying the group was not making any recommendations regarding zoning. A motion was made by Ms. Maude and seconded by Ms. Tate to approve the minutes. Motion was approved unanimously.

There was discussion about the draft outline. Several changes and suggestions were made. It was discussed to compile a list of stakeholders and bring the stakeholder group together to gather feedback. Ms. Tate commented that the composition of the task force provides representation. There was a discussion to include feedback from the CVB and the Chamber of Commerce.

Ms. Maude, Ms. Tate and Ms. Becker volunteered to synthesize sections of the document for review by the larger group at the next meeting.

Leslie Soden was present to comment about the meeting with the East Lawrence Neighborhood Association. East Lawrence Neighborhood Association did not discuss the task force at its last meeting and instead scheduled a special meeting on August 18 to discuss this further. Ms. Becker suggested that she, Ms. Nunez, Ms. Peterson and Ms. Walsh could get together after the East Lawrence Neighborhood Association meeting on August 18 to write up something related to the neighborhood's recommendation. Ms. Maude stated that her understanding of the question for the East Lawrence neighborhood was related to preference to the corridor area and if there was a preference on 9<sup>th</sup> Street, or other areas.

Ms. Soden also relayed her comments about the draft outline of the report. She stated that there is a desire to return the alleys to brick. Commissioner Schumm asked about the priority and cost of that relative to other recommendations. She stated that she would like to see development of the overall cultural plan should be a top recommendation. She wanted to make sure that affordable housing was available to low-moderate income individuals. She stated that she wanted recognition that there are several different components within the area and that she was referring to the 8<sup>th</sup> & Pennsylvania Neighborhood redevelopment zones identified in that planning document. Commissioner Schumm reiterated that the group had mentioned keeping the existing plans in place and that there is a Downtown Plan and an East Lawrence area plan.

Commissioner Schumm reported that Mike Treanor had contacted him regarding a vision that had been made for 9<sup>th</sup> Street and he indicated he wasn't aware of a corridor plan and that he would check further with his staff.

Commissioner Schumm asked if there were reports on ideas from other communities. Ms. Tate stated that she had a list of cities that had created a cultural district, worked to preserve the neighborhoods, and had been funded through the city and a central arts organizations, with the exception of a few that were business improvement districts. She stated that the cities also had in common focusing on a particular place, or intersection. The list provided was: Palmer, Alaska, Miami (Wynwood), St. Paul, MN (city artist in residence), Chattanooga, Syracuse, Cincinnati (Better Block Program), Cleveland, Ohio, Indianapolis (Swarn Street), Little Rock (South on Main), and Providence, Rhode Island. Commissioner Schumm stated that the group needed to decide if they wished to recommend the establishment of a business improvement district. He stated that the history of that issue was that the professional offices did not see a benefit when it was proposed and failed in the early 1980s. There was a discussion about use of the guest tax and whether that could be a source of funding to jump start the effort.

A citizen mentioned that addressing research and reporting as part of the report was important and could be used for future grant writers, etc. Americans for the Arts has a lot of economic impact information. Ms. Maude stated that the staff person could have as their job being the repository for this kind of information.

Ms. Peterson added Paducah, Kentucky and Crested Butte, Colorado regarding other arts district communities.

The next meeting was scheduled for August 27 at 4 pm.

The meeting adjourned at 5:10 pm.

## Cultural District Task Force Minutes

August 27, 2013

Present: Commissioner Bob Schumm, Cindy Maude, Mandy Enfield, Mike Logan, Jacki Becker, KT Walsh, Ben Ahlvers for Susan Tate

Absent: Susan Tate, Grace Peterson and Brenda Nunez

Commissioner Schumm called the meeting to order.

Ms. Walsh made a motion to approve the minutes from the August 13 meeting. The motion was seconded by Ms. Becker. Motion approved unanimously.

Ms. Becker summarized the discussion of the East Lawrence Neighborhood Association. The neighborhood had been concerned with the different areas that comprise the neighborhood, knowing that a large part of the district is residential. The group was leaning toward 9<sup>th</sup> Street as a corridor. There was a desire to look at the new draft with the neighborhood association. She said that the neighborhood association needed one more meeting to discuss thoughts about the draft. It was decided that once that group would meet, the subcommittee that had drafted the current report draft could meet again to make any revisions to the report. Commissioner Schumm asked whether the group had expressed any highly negative comments. Ms. Walsh stated that the concern is the vision for the cultural district indicated that the cultural district area would make money for the city. Ms. Maude stated that the intent was that the cultural district would create opportunity for the entire city. She stated that improving the quality of life would make Lawrence more vibrant and would enhance the economic development of the city because businesses were looking for those qualities. Commissioner Schumm added that the cultural district would add benefits to the community and not only the neighborhood, but also downtown, and other areas near downtown. Commissioner Schumm asked if the 9<sup>th</sup> Street area was identified as the corridor. Ms. Becker stated that understanding there was no zoning changes, the 9<sup>th</sup> Street area was the home base for sidewalk and lighting improvements and other items that had been discussed. Commissioner Schumm asked about whether an outdoor performing arts area had been discussed. Ms. Becker said that had not been discussed. He suggested that might be a topic for the group to discuss and where this might be located. Some of the ideas mentioned were the parking lot east of the Riverfront Mall and Hobbs Park. Ms. Walsh said that she wanted area residents to be considered for employment regarding benches, lighting and other projects in the area.

Ms. Enfield reported on the Lawrence Cultural Arts Commission meeting that she and Ms. Peterson attended. She stated that the LCAC thought that the group needed to refocus on the models and get back to the fundamental charge of the Task Force. She added that her challenge is identifying what we are looking for in the models. Ms. Walsh stated that Ms. Tate looked at the communities with various criteria. Ms. Maude stated that she agreed that the group needed to work toward the charge. Commissioner Schumm stated that he thought that the group had come a long way and thought that if the group could identify one model if it could be agreed upon, that might be appropriate. He stated that he thought that the group has not wasted any time to this point with many items being discussed, including many important issues. Ms. Maude asked about whether the group needed to break into smaller teams and what approach should be taken to write the task force report. Commissioner Schumm asked if the group needed to do homework on this either individually or in small groups. Ms. Enfield indicated that the book "the Creative Community Builder's Handbook" might be helpful to create a worksheet for this. Commissioner Schumm thought that if the group took more time than the end of October, extending the time frame would not be a problem. There was a desire to determine how Salina funded its arts program. Commissioner Schumm requested that staff contact Salina for this information.

It was discussed how it was decided to place the three models in the charge for the group. Patrick Kelly, chair of the LCAC, was present and indicated that they developed their recommendation that included this charge through the discussion with the Arts Center, the East Lawrence Neighborhood Association, etc. Ms. Enfield stated that she thought it was important to do the homework and identify the models.

Commissioner Schumm asked about communities that have a defined district and whether they had a plan. Ms. Enfield mentioned that Ms. Peterson had stated that identifying districts that have a residential component would be useful. Ms. Becker said that it would also be useful to identify districts that haven't worked.

The group decided to divide up various cities: Homer, Alaska- Ms. Maude; Santa Fe, Albuquerque, St. Paul and Minneapolis- Ms. Walsh; Little Rock and Fayetteville- Mr. Logan, Chattanooga and Providence- Mr. Ahlvers; Cincinnati and Cleveland- Ms. Becker; Paducah and Crested Butte- Ms. Peterson. Mr. Alvers suggested looking at college towns. It was requested that members send information in to Ms. Stoddard for distribution.

There was brief discussion on the report. Commissioner Schumm suggested that the group recommend the Burroughs Creek Trail extend north to the river and then west to Pinckney School. Additional assets were identified New York School, Hobbs Taylor Park,



St. Johns Elementary, Century School, Liberty Central Middle School and Pinckney Elementary.

The next meeting was set for September 10, 2013 at 4 pm- 5:30 pm. Ms. Maude stated that she would be out of town.

Ms. Soden stated that the public library open space would be a space for arts events and also the north Lawrence development area around Johnny's.

The meeting was adjourned at 5:05 pm.

## Cultural District Task Force Minutes

September 10, 2013

Present: Mandy Enfield, Mike Logan, Jacki Becker, KT Walsh, Susan Tate, Brenda Nunez

Absent: Commissioner Bob Schumm, Grace Peterson, Cindy Maude

Others: Diane Stoddard, Tommy Bohler, and several members of the public were in attendance.

Ms. Stoddard reported that Commissioner Schumm would be unable to be in attendance due to a sudden conflict. Ms. Peterson and Ms. Maude had also indicated that they were unable to attend.

The next meeting date was discussed. Ms. Tate had a conflict with September 24<sup>th</sup>. The group suggested the 23<sup>rd</sup> at 3:30 or the 25<sup>th</sup> at 3:30. Ms. Stoddard said that she would visit with Commissioner Schumm about these possible dates and also check with Ms. Peterson and Ms. Maude and confirm the next meeting date with everyone.

Ms. Walsh made a motion to approve the minutes from the August 27 meeting. The motion was seconded by Ms. Tate. Motion approved unanimously.

Ms. Becker and Ms. Walsh reported that there wasn't much discussion from East Lawrence on the draft report as a result of other pressing items. Both thought that there could be more discussion between now and the next meeting with East Lawrence and that they could provide an update at the next meeting. This will be a continuing item for the next meeting.

Ms. Enfield reported on Providence, Rhode Island. She thought that it was important because something was tried and it failed and there was a good lesson in that. They tried a river promenade and it was not successful. She thought it was important to know that events needed to connect with people and keep them engaged. She said they established a Water Fire event that has now been successful and is drawing people to the promenade. The City there has a cultural department and a cultural plan and interviewed 2000 residents when writing the plan. She said that they also integrated art with their transit, which she would like to see in Lawrence. Ms. Walsh asked about where they get their funding. Ms. Enfield said that there was over \$1,00,000 in funding with the Water Fire event and this was supported by the city department. Ms. Tate also reported on Providence. She said that they get corporate support, grant support and support from the city. She said that they get funding from Art Space. Ms. Enfield also

referred to an excerpt on Strategy 6 from the "Creative Community Builder's Handbook". She stated that this provided an example of someone needing to be willing to take a risk to get something to happen.

Mr. Logan reported on Fayetteville. The Visitor's Bureau there is more active in coordinating their Final Thursdays events and it has been very successful. They do not have a cultural plan, or a cultural planner at the City. There have been discussions there similar to the discussions here. When they wanted to do something, they created this monthly event. He thought that they were similarly situated to Lawrence. In Little Rock, they have a district that was jump-started by an NEA grant. This was designed by two architects who led the project and designed a corridor. The Arkansas Symphony is located there. He didn't get much other information. He also reported on Bentonville, Arkansas. They have a lot of money in Bentonville and they have a public square downtown and the downtown group leads the charge on everything. There was little connection with the neighborhood. Most of these activities are very core-centric and business-centric.

Ms. Becker reported on Iowa City. It is a college community and they have a Corridor Alliance, which connects Iowa City with Cedar Rapids and Des Moines. It appears that there is state funding that assists with this. Funding has led to a variety of events and various event series that is coordinated with the University. Much is university funded. Many of the events are sponsored by large organizations, such as ACT and banks. She didn't determine if they had a city employee, but it appears that they have a lot of university resources. Through the Alliance, they support public art and are connected in that way. She wasn't sure about how funding was divided between the three cities. She also reported on Indianapolis and they have two major arts organizations there, one in a warehouse area and one in a neighborhood area. A lot of funding came as a result of a major sporting event that took place there last year. There is \$1 million that is committed and \$300,000 from capital funding sources. Ms. Tate added that they have the Indy Cultural trail and it connects art and culture areas with recreation opportunities. It is led by the community foundation, the City, and a non-profit.

Ms. Walsh reported on Santa Fe, Albuquerque and Minneapolis/St. Paul. She reported that Minneapolis is very culturally diverse and the median income is \$47,000. They have several major corporations that contribute to the arts. They have ten universities and four technical schools. She stated that there were interesting things going on with the art groups there, including providing health insurance for artists. She said that in speaking with them, they indicated that there needed to be one major financial partner to make things work. They do have a cultural plan and did large professional surveys as part of that. Ms. Walsh stated that Denton, Texas was an example of a failure as

they created a district but drove out the low income and homeless. All of these communities have cultural plans. There is a fund of which 80% goes into district and they fund grants that help cultural organizations. They increased the historic tax credit within the district for restoration work. In Albuquerque, they started their public art program in 1983 and it started as an urban enhancement trust fund. There was heavy investment early on and in their cultural plan they emphasized their "hidden" cultural life and their multi-cultural population. In Albuquerque, plans emphasized three main goals, including focusing on arts education and sustainable funding for the arts. There was also an emphasis on multi-generational families. There is one central website for events and there is also a cultural diversity center. Intel is a large corporation there that contributes to the arts. In Santa Fe, the population is 70,000 and median income is \$41,000 and they recognized a split in the community between the arts area and the lower income area. A consultant put together a cultural survey and put together a detailed oral history through interviews. This effort identified a need to educate people on how to engage with the arts- write grants, etc. Santa Fe has a three person city department with no advisory board. The State of New Mexico also has a cultural district effort statewide, printing guides and materials. These materials are online and she encouraged the group to review these.

Ms. Tate also added that Minneapolis/St. Paul had an artist in residence program that engages artists in the city at the onset of projects to include art as part of projects from the beginning. They received an Arts Space grant for this. Chattanooga has the Glass House Collective, which is a non-profit working to revitalize a formerly industrial city. This was led privately, with the major leader being an architect and a state-wide revitalization program, along with the city. The area is Historic Glass Street. New sidewalks, new tree-walks and lighting were added by the city first after an architect provided an initial vision. She didn't locate any examples that didn't include significant city involvement.

It was asked what the total annual investment in the arts are from the City of Lawrence and Douglas County are now. Ms. Stoddard indicated that she could get those figures and report back to the group.

Ms. Tate reported that Homer, Alaska created Old Town, and received investment from the City for creative placement and pedestrian infrastructure investment.

Ms. Walsh noted that there were some crowd funding initiatives for cities. This group is just for civic projects. There are several examples that Ms. Walsh noted. Neighbor.ly is an example from Kansas City. Ms. Tate stated that she thought that the recommendation should result in which organization would take the lead. She could

envision that the Lawrence Cultural Arts Commission could be more empowered, for example, including hiring the Cultural Planner. Ms. Enfield stated that she thought the most important piece was the city-funded position. She also thought that there needed to be connection with the Convention & Visitors Bureau. Ms. Walsh also emphasized that it was important that a cultural planner shouldn't be a planner. A cultural administrator needed to come from a different mindset and didn't think that a cultural planner would have this skillset. She also mentioned a city that created a tax for a cultural plan. She also mentioned arts partnering with wildlife and parks to leverage funding- a unique and unexpected partnership. Ms. Enfield stated that support needed to come from the City Commission for any additional support for the Cultural Arts Commission. Ms. Tate said that a theme is that many activities in other communities are led by entrepreneur type individuals. She asked whether someone was trained as a city administrator would be the right individual to run the district. Ms. Enfield mentioned that a job description for a cultural administrator had been created by the Lawrence Cultural Arts Commission and that she would bring this job description to the group. There was interest in finding out who serves as the coordinator in other communities.

The meeting was adjourned at 5:15 pm.

## Cultural District Task Force Minutes

October 1, 2013

Present: Commissioner Bob Schumm, Mandy Enfield, Mike Logan, Jacki Becker, KT Walsh, Susan Tate, Brenda Nunez, Cindy Maude

Absent: Grace Peterson

Others: Diane Stoddard, Tommy Bohler, several representatives from Treanor Architects, and several members of the public were in attendance

Commissioner Schumm called the meeting to order. It was moved by Ms. Tate and seconded by Ms. Enfield to approve the minutes from September 10. The motion was unanimously approved.

Ms. Tate introduced the representatives from Treanor Architects who were present and indicated that they have offered to donate their time to help imagine what the district might look like. Commissioner Schumm thanked them for donating their services. Ms. Walsh suggested the Treanor representatives consider including some historic architect services from their Topeka office.

Schedules were discussed. Ms. Walsh stated that Ms. Peterson has an ongoing conflict on Tuesday afternoons because she has a class that she teaches. It was noted that Ms. Peterson could not meet any day of the week except Tuesday prior to 3 pm. A meeting time of 11:30 to 1 pm on Tuesday, October 8 was confirmed. The meeting will be held in the City Commission Room at City Hall. Participants can bring a lunch. Another meeting was scheduled from 8-9:15 am on October 15 at the Treanor Building, 1040 Vermont.

Ms. Becker provided the report for East Lawrence. She distributed a document that summarized the report. She expressed that generally the concern of the neighborhood was to make sure that things that happen are compatible with a residential neighborhood and be compatible with the 8<sup>th</sup> & Pennsylvania plan. Ms. Stoddard mentioned that she would post a link to this plan on the resources section of the Cultural District Task Force web page. It was confirmed by the east Lawrence residents present that there was a good feeling regarding the work thus far. Ms. Walsh offered to redraft the prior report draft incorporating the East Lawrence comments. Ms. Tate asked about the process for the consensus about the report. Commissioner Schumm stated that he thought that this would be a group consensus.

Nadia Zhiri from Treanor shared a proposal to do a charrette process and they would do some drawing and get feedback quickly from the group all in one day. She said that she wanted to listen to the group about their vision and ideas for the district. A charrette was scheduled for Saturday, October 19<sup>th</sup>. The Task Force was asked to participate on October 19<sup>th</sup> from 8-9 am and 3pm-4pm. The charrette will be held at the Treanor Architects building, 1040 Vermont.

Ms. Walsh reported that Denver implemented a 1% tax on their airport for public art.

Ms. Tate mentioned a trail concept drafted by Michael Almon. Commissioner Schumm mentioned an open house on the multi modal plan scheduled for October 9<sup>th</sup> at Aquatic Center 4:30-7:30. Commissioner Schumm mentioned various plans for enhancing walkability and multi modal transportation around Lawrence. He encouraged the group to attend the meeting to advocate for the Burroughs Creek Trail extension to the north. Ms. Tate stated that this might be a good area of convergence with other things going on in Lawrence. Commissioner Schumm mentioned it would be an agenda item for the meeting to consider a letter of support to include Burroughs Creek Trail extension. Ms. Tate offered to draft a letter for the group to consider and sign at next week's meeting.

Ms. Enfield stated that Broward County had a large trail that surrounded the community and included art. She stated that the county has a cultural affairs division. She also added that architects and designers were involved in planning the trail, like the Our Town grant. Commissioner Schumm asked that this be a continuing agenda item- to discuss ideas from other communities. He suggested that the references from other communities and what they are doing be included somehow in the report.

There was a discussion about the percent for art program. It was stated that this program was used for the upcoming library art. There is not art currently allocated for the recreation center project. Ms. Enfield wanted to discuss this at a Lawrence Cultural Arts Commission meeting.

The agenda for the upcoming meeting is to consider a letter of support for the Burroughs Creek Trail, receive ongoing reports from other communities, have further discussion on the draft report, and review city and county data for arts and cultural spending.

The meeting was adjourned at 5:07 pm.

## Cultural District Task Force Minutes

October 8, 2013

Present: Commissioner Bob Schumm, Grace Peterson, Mike Logan, Jacki Becker, KT Walsh, Susan Tate, Brenda Nunez, Cindy Maude

Absent: Mandy Enfield

Others: Diane Stoddard and several members of the public were in attendance

Commissioner Schumm called the meeting to order. It was moved by Ms. Walsh and seconded by Ms. Tate to approve the minutes from October 1. The motion was unanimously approved.

There was discussion about the group sending a letter of support regarding the Burroughs Creek Trail and connectivity as input for the multi-modal 2040 plan. Ms. Tate shared a draft letter with the group. Ms. Walsh requested that the letter be modified to mention sidewalks throughout the entire neighborhood. Susan Tate was requested to work with Michael Almon on additional language regarding the Burroughs Creek Trail and its extension north over the Kansas River and connecting to the west. Everyone was encouraged to sign the final letter individually and send it to the consultant.

Ms. Peterson reported that she spoke with representatives in Paducah, Kentucky. They have a real estate model- a historic part of town that was falling into disrepair and was largely rentals. The city foreclosed on a number of these properties for code violations, etc. and then the properties were redeveloped into artist residences. There was \$3 million in private investment. There was a commitment by the artists to restore the homes within 2 years. A community bank was involved in lending. This created an artist colony. They created a historic mural project depicting this area. The area includes a textile museum and a number of the artists are textile artists. She stated that there was displacement of some residents, but the city purchased their homes and built them housing in another area. Paducah does not have a university, but it had a downtown area and a neighborhood combined. Ms. Walsh asked about whether they could provide a description of the zoning category that allowed live-work units.

Ms. Maude asked if the intention is to use these models to identify several possible funding sources to put in the report. Commissioner Schumm responded that he thought that is where this was headed. Ms. Tate stated that she thought that there



needed to be a due date for reporting on other communities so that the report could be finalized. Ms. Peterson stated she thought the intention of the Cultural Arts Commission to have three different elements of funding identified. She thought that the models were more important than the visuals created by Treanor. Commissioner Schumm said that he agreed and saw the report as the backbone of this effort. Ms. Tate stated that she saw the recommendation about the City hiring a cultural planner should be a focus and that a planner could do more work on models. Commissioner Schumm thought it was most important to put in examples from other cities and what the outcome was in order to provide possible examples of what could happen here. He also agreed that the top objective would be to hire a coordinator. Ms. Tate suggested several case studies to serve as examples. Commissioner Schumm thought this should number not more than four and possibly provide varying communities- different geographical areas, a river city, a university city, etc.

There was discussion about the difference between a planner and a coordinator. It was discussed that the person should have a strong background in art and would coordinate the cultural district and lead the City in a city-wide cultural plan. It was decided that this should be called the City cultural coordinator.

There was discussion about placing in the report something regarding the use of the real estate model but on a smaller scale. After discussion, it was decided that the report should be more broad and identify as a goal the preservation of historic properties in east Lawrence.

Ms. Walsh stated that she had drafted a report in long hand, but hasn't typed it yet. She did state that there were a number of concerns that came up at the east Lawrence meeting regarding working with Treanor on this process. She said that there were a number of questions raised. There was a unanimous vote from the East Lawrence against the Task Force working with Treanor. Mr. Logan stated that he thought it was beneficial to work with the architects. Ms. Becker asked whether there could be several architects that could work on this but she thought the visuals would be good. Mr. Logan added that the visuals would be good assets. Ms. Maude thought this packaging of the proposal is beneficial. She agreed that we had to have substance too. Ms. Walsh thought the main issues were regarding Treanor. Commissioner Schumm stated that he wanted to emphasize the consensus of the group and not have disagreement with the East Lawrence Neighborhood Association.

Commissioner Schumm asked if the Topeka Treanor office would be acceptable. Ms. Walsh said it would to her, but perhaps not the ELNA. Ms. Maude added that the Lawrence Treanor office is invested in downtown Lawrence as a cultural business. She

didn't believe the Topeka architects would be as invested. Mr. Logan thought that at this point, Treanor had committed their time. Commissioner Schumm stated that he thought that it was important to address the vote presented by ELNA. Ms. Tate stated that at some point there needed to be a good coalition with businesses, organizations, and the neighborhood. Commissioner Schumm wondered if the task force really wanted a visual, the group should work on that soon, but perhaps a visual wouldn't be necessary. Commissioner Schumm asked about Hernly Associates and said that he would ask them if they have any interest in assisting with this. It was asked if both groups could provide visuals. Maude stated that she didn't think it was a good idea to ask Treanor to do other things as they were offering to donate thousands of dollars of their time. There was a consensus to not include a visual in the report as a result of the circumstances. Commissioner Schumm didn't want the visual to block the process from this point. He offered to call the Treanor office to inform them of this decision. The group also needed to reschedule the previously scheduled meeting times.

The next meeting of the Task Force was set for 4:30-6 pm on October 17.

The meeting was adjourned at 12:50 pm.

## Cultural District Task Force Minutes

October 17, 2013

Present: Commissioner Bob Schumm, Grace Peterson, Mike Logan, Jacki Becker, KT Walsh, Susan Tate, Cindy Maude, Mandy Enfield, Brenda Nunez

Absent:

Others: Diane Stoddard, Tommy Bohler and several members of the public were in attendance

Commissioner Schumm called the meeting to order. It was moved by Ms. Walsh and seconded by Mr. Logan to approve the minutes from October 8. The motion was unanimously approved.

Commissioner Schumm reported that he contacted Mike Treanor and explained the situation to him regarding the visioning. He was understanding and left the door open if there was a desire to pursue this in the future.

Ms. Walsh reported that in Portland, the community did a food truck tax and a vehicle tax county wide to fund a pedestrian bridge. Cambridge, Massachusetts has so many buskers that they have started to charge a \$40 license fee, which goes to fund culture programs. Oregon has a cultural trust for the state that enables donations. She also mentioned that other communities were using fiber reinforced plastic for pedestrian bridge structures.

The group began to review the report as edited by Ms. Walsh. Ms. Tate added that the Chamber of Commerce added a plank in support of arts and culture. She encouraged alliances with the Chamber and indicated that economy and investment was important to that group. Ms. Enfield suggested a portion of the report be focused on economic development and other areas of the report be toned down. Ms. Maude asked whether there was any information that shows how building a cultural district impacted the city as a whole. Ms. Tate said that the research from ArtPlace on creative places and the Americans for the Arts that supports this. There was discussion about whether the draft document emphasized leveraging the east Lawrence neighborhood for return on investment for the community. Ms. Soden said that there was a fear gentrification would be the result or other issues that impact the community. Ms. Maude asked for a clear explanation of concerns from the east Lawrence neighborhood. Ms. Enfield said that she was observing that it appears that east Lawrence didn't want to be used as an economic development tool for the City. Commissioner Schumm stated that the City Commission is going to ask about economic return regarding funding that the city

would make. He believed that the economic development tool needed to be described in that context. He said that he didn't see it that the neighborhood would be asked to be accountable, but that the City would need to make the investment and that there would be significant economic activity derived from the funding and work generated with city investment. After discussion, it appeared that the lingering concern was gentrification and to make a statement clear that gentrification is not intended.

Commissioner Schumm requested clarity in how to define a community garden. There was discussion on how to define these gardens, but the group agreed to keep the general definition.

Ms. Maude stated that there were some non-profit service agencies that weren't necessarily a cultural district organization. She added that these social service agencies shouldn't be defined as cultural centers. There was discussion on if the churches and faith organizations should remain as cultural centers. Ms. Walsh said that these centers were represented and heavily involved in cultural districts throughout the nation. Commissioner Schumm said that these could be implemented into the cultural plan, and the group agreed.

Ms. Tate wanted to add a deadline to present to the City Commission before Thanksgiving. Commissioner Schumm wanted this done by the 26<sup>th</sup> of November. Ms. Tate wanted a deadline sooner. The group discussed and wanted a decision on the final report in two more meetings. Ms. Maude requested that the group should work on the report outside of the meetings. It was agreed that there would be three more meetings, in which the final (third) meeting would be a wrap-up that would then put the report on the Commission Agenda. The group discussed next week's meeting date and agreed on Wednesday, October 23<sup>rd</sup> from 6:00-7:30 p.m. at the City Commission room. The group agreed that the second meeting will be on Monday, October 28<sup>th</sup> from 6:00-7:30 p.m. The third meeting was scheduled for Wednesday, November 6<sup>th</sup> from 6:00-7:30 p.m. Staff will provide the edited document to be handed out at the next meeting.

Ms. Tate suggested that there would be a designated member to work on the paragraph that goes after the vision portion of the document. Ms. Tate and Ms. Maude stated that they would work with Ms. Becker on the economic development case portion and the tools and best practices portion for the meeting on October 28<sup>th</sup>. Commissioner Schumm reiterated that the final draft will be completed after the November 6<sup>th</sup> meeting. Commissioner Schumm said that he would have staff decide when this draft would be presented to the Commission at the pleasure of the Mayor.

Commissioner Schumm made a point that several items on the creative sector business sections should be less specific for fear of leaving out businesses. The group agreed

that there should be a more generic approach to the entire section. Ms. Becker also suggested that the report add numbers instead of names, which would add value to the document without leaving anyone out.

The next meeting of the Task Force was set for 6 pm on October 23rd.

The meeting was adjourned at 5:52 pm.

## Cultural District Task Force Minutes

October 23, 2013

Present: Commissioner Bob Schumm, Mike Logan, Jacki Becker, KT Walsh, Cindy Maude, Mandy Enfield, Brenda Nunez; Grace Peterson

Absent: Susan Tate

Others: Diane Stoddard and several members of the public were in attendance

Commissioner Schumm called the meeting to order. It was moved by Ms. Walsh and seconded by Ms. Maude to approve the minutes from October 17 with corrections. The motion was unanimously approved.

Ms. Maude mentioned that the economic development portion of the report will be ready next Monday with the rest of the portion ready for the November 6. It was decided to extend the November 6 meeting until 8 pm. She stated that the Lawrence Cultural Arts Commission previously developed a job description for a cultural coordinator and she would bring that draft to the next meeting for discussion. Ms. Walsh asked whether the draft report should go to the Cultural Arts Commission prior to the City Commission. Ms. Stoddard suggested that the report be shared with the Cultural Arts Commission at its November meeting, which would be before the City Commission consideration. Commissioner Schumm stated that would enable time to tweak anything suggested by the Lawrence Cultural Arts Commission.

The agenda for the next meeting was discussed. It was stated that the economic development section would be discussed, along with a draft job description for the Arts and Culture Administrator.

Ms. Enfield asked for clarification about the models. Ms. Maude stated that she understood that ideas from several communities would be used in the draft. The focus would be on public, private and results. There was some discussion about the communities that will be identified in the report. This part of the draft will be shared at the November 6 meeting.

Commissioner Schumm walked the group through the latest draft of the report. A number of changes were made to the draft document for further review at the next meeting.

The next meeting of the Task Force was set for 6 pm to 7:30 pm on Monday, October 28th. The last scheduled meeting will be held on Wednesday, November 6 at 6 pm-8 pm in the City Commission meeting room.

The meeting was adjourned at 7:35 pm.

## Cultural District Task Force Minutes

October 28, 2013

Present: KT Walsh, Mandy Enfield, Brenda Nunez; Grace Peterson, Susan Tate

Absent: Mike Logan, Jacki Becker, Cindy Maude, Commissioner Bob Schumm

Others: Diane Stoddard and Leslie Soden were in attendance

The meeting was called to order. It was moved by Ms. Enfield and seconded by Ms. Tate to approve the minutes from October 23. The motion was unanimously approved.

Ms. Tate distributed a draft portion of the report on economic development. She highlighted several portions of the section and why the citations were made in the draft. She described Ann Markusen's work on creative placemaking and also Richard Florida's work on the creative class. The Americans for the Arts report on Arts and Economic Prosperity provides information about economic impact of the arts. The report provides some general assumptions about arts spending. She provided a listing of the communities for the models, including links to those communities. She said that the City of Lawrence website is the first thing that comes up when searching on arts and culture in Lawrence, Kansas. She said that finding anything out about arts and culture on these websites was difficult, except for the Final Friday's website. She said that many community websites did not have anything about arts and culture on them at all. She suggested that the Columbia and Ames websites had arts and culture information- and those websites are city sponsored websites. These websites have cultural information. She was not aware of the specific amount of city funding in these communities.

Ms. Peterson stated that the Cultural Arts Commission was working on some online resources on to have public art online. Ms. Tate stated that was a good step. She stated that there needed to be more coordination in this area and make the case for more city investment. It was suggested to include some more references to the Knight Foundation resources- Soul of the Community. Ms. Enfield stated that consistent themes through models in the book about community arts and culture placemaking was an open-minded administrator and desire to take some risks. Ms. Tate stated that the lack of a longer term mayor was an issue in Lawrence and stated that a group like this group was needed to push this issue forward. Ms. Tate stated that all of the models will have in common city funding, private funding, and a cultural administrator. Ms. Tate suggested including several Big 12 cities- Ames and Columbia. Regarding funding, Ms. Tate stated that she thought it was important to let the City decide on how



to fund it, with the group recommending the support for the position. Ms. Enfield stated that she went to Manhattan to visit the Discovery Center and thought that she didn't believe that Lawrence had a draw that people would drive several hours for, with the exception of sports. Ms. Stoddard stated that Lawrence was currently a draw for a large section of the region, including Kansas City where Lawrence was voted the best day trip. There was some discussion about this and a need to pull Lawrence's assets together. Ms. Walsh stated that she had some concerns about Richard Florida's research.

Ms. Tate stated that the Chamber's focus has been more on manufacturing and they do not think about arts and culture, though they added something about arts and culture to their values. She asked whether any of the city commissioners or the city manager attended the Phoenix Awards as the City's signature art event.

Ms. Tate read the first paragraph of the draft. Ms. Soden stated she was concerned about the definition of economic development. Ms. Tate suggested that there were tourism and primary jobs as examples of economic development. Ms. Soden stated that retention of jobs is very important. There was general support for the content of the draft economic development section. Several suggestions were made regarding wording of the section that Ms. Tate noted.

Ms. Enfield asked about formatting the report. She desired to make it more visually interesting. Ms. Stoddard confirmed that there is no standard format for a report, as long as the message is clear. The group discussed about visual images. Ms. Tate suggested that Ms. Maude may have some ideas about formatting. Ms. Tate suggested using the cultural district map that the Arts Center created, with the extension of the Burroughs Creek Trail, etc. and this could be provided as an appendix. Ms. Enfield stated it was important to reinforce that Lawrence is well situated for success related to a Cultural District. Ms. Enfield stated she could easily pull some visuals together. Ms. Peterson thought that houses and historic buildings would be good. Ms. Tate suggested arts sale, and the New York School picnic. She also thought that showing pictures of sidewalks that need repair would be good. A photograph of low level lighting would also be good.

Ms. Tate asked about what meeting this is scheduled for. Ms. Stoddard stated that the item has not yet been scheduled for an agenda- that would be up to the Mayor. The group spoke about the presentation of the report and thought that everyone on the committee should have a role. Ms. Enfield suggested including the original letter showing the broad support for the cultural district.

Ms. Tate said that she would make edits on the economic development section as discussed. Regarding the models, she suggesting highlighting common factors and results.

The next meeting of the Task Force will be held on Wednesday, November 6 at 6 pm-8 pm in the City Commission meeting room. The group discussed visiting about the presentation to the City Commission at this next meeting.

The meeting was adjourned at 7:25 pm.

## Cultural District Task Force Minutes

November 6, 2013

Present: Mike Logan, Jacki Becker, Cindy Maude, Commissioner Bob Schumm, KT Walsh, Mandy Enfield, Brenda Nunez; Grace Peterson, Susan Tate

Absent:

Others: Diane Stoddard and Leslie Soden were in attendance

The meeting was called to order. Commissioner Schumm said that he was going to meet with the Mayor regarding trying to set a date for the report to be discussed prior to the end of the year. He also explained the possible next steps with the report and the timing of when the City Commission considers budget. Ms. Tate asked who would hire the position. She stated that in all of the models they were city-funded positions, not partially grant-funded positions. Commissioner Schumm stated that the Commission is reluctant to fund something outside of the budgetary process.

It was moved by Ms. Walsh and seconded by Ms. Enfield to approve the minutes from October 28. The motion was unanimously approved.

The group reviewed the draft report and made a number of changes to the document.

Another meeting was scheduled for Monday, November 25 at 6 pm at the Lawrence Arts Center in order to have a final review of the report, and discuss the presentation to the City Commission. Members were requested to review the models that were provided at the meeting and contact directly Ms. Becker regarding Indianapolis, Ms. Maude regarding Providence and Ms. Tate regarding Columbia. Changes to the models should be provided to Ms. Stoddard by Friday November 8. She will provide a draft full report the week of November 11 so that members could review that full draft and provide comments to her in order that a final draft could be distributed in advance of the November 25 meeting.

The meeting was adjourned at 7:50 pm.

## Cultural District Task Force Minutes Draft (not formally approved by Task Force)

November 25, 2013

Present: Mike Logan, Jacki Becker, Cindy Maude, Commissioner Bob Schumm, KT Walsh, Mandy Enfield, Brenda Nunez; Grace Peterson, Susan Tate

Absent:

Others: Diane Stoddard, Leslie Soden and several other citizens were in attendance

The meeting was called to order. Ms. Tate provided information on the art shown in the galleries of the Lawrence Arts Center.

Commissioner Schumm thanked everyone who worked on the task force for their efforts.

It was moved by Ms. Walsh and seconded by Ms. Peterson to approve the minutes from November 6. The motion was unanimously approved.

Commissioner Schumm suggested reviewing the document. Ms. Tate said that she wanted to acknowledge that all of the questions posed to the task force had not been answered, but perhaps that could be addressed in the future.

The group reviewed the draft report and made a number of changes to the document.

Commissioner Schumm indicated that the report will be presented to the City Commission on December 10. The group discussed the presentation format. He encouraged the members to have people there to support it.

The following presentation format was decided: Ms. Maude- introduction of members and introduction of report and ask meeting attendees who are present for the report to raise hands; Ms. Tate- grant opportunities (past and present as it relates to the report) and models; Ms. Walsh and Ms. Enfield- the primary recommendations; Ms. Becker and Ms. Peterson- East Lawrence perspective, 9<sup>th</sup> Street Corridor, trails, connectivity. It was asked what the purpose of the City Commission presentation is. The purpose is to have the City Commission consider and approve the report. There was a discussion about a possible January study session with the City Commission on the topic of hiring a Director of Arts and Culture. Commissioner Schumm mentioned that he would bring up that topic. He mentioned that 9<sup>th</sup> Street is on the city's list for reconstruction in the near future.

At the conclusion of the meeting, Commissioner Schumm asked the committee if there was unanimous consensus of the report and if all members could support its contents. All members responded positively.

It was decided that each presenter would send Ms. Stoddard any bulleted points and graphics by December 3 or 4 so that a draft presentation could be assembled.

It was decided that member of the group meet at 5 pm at Callahan Creek, 805 New Hampshire, on December 9 for the group to discuss the City Commission presentation on December 10.

The meeting was adjourned at 8:15 pm.

## Vibrancy Indicators: Lawrence Cultural District

Date:

Apr-13

People Indicators					
	2000	2010	% Change		Sources
<b>Population</b>	3,099	3,206	3.45%		Business Analyst (Census 2010 Summary Profile)
<b>% of Workers in Creative Occupations:</b>	ACS Estimate		%		Source
<b>Workers in Architecture &amp; Engineering:</b> Civilian Employed Population (Age 16+ Years ), By Occupation	9		0.50%		Business Analyst: ACS Population Summary (2005-2009 Estimates)
<b>Workers in Arts, Design, Entertainment, Sports, and Media:</b> Civilian Employed Population (Age 16+ Years ), By Occupation	48		2.6		
<b>Employment Rate</b>	Age 29 & Younger (15-29)	30-54	55+	Overall	Source
Workers in Area, by Age	504	799	217	<b>1,520</b>	Census Bureau, LEDH data retrieved 4-23-2013
Area Working Age Population	1,518	979	279	<b>2,776</b>	Business Analyst, 2010 Census Summary
<b>Employment Rate (# Workers/# Working Age Pop)</b>	<b>33.20%</b>	<b>81.61%</b>	<b>77.78%</b>	<b>54.76%</b>	

Activity Indicators					
Indicator Businesses by NAICS codes	# Businesses	% Total Businesses	Employees	% Total Area Employees	Source
Arts, Entertainment & Recreation	16	2.60%	538	5.80%	Business Analyst: Business Summary, Data provided by Infogroup (4-24-2013)
Accommodation	4	0.60%	129	1.40%	
Food Services & Drinking Places	66	10.00%	1317	14.20%	
Clothing & Clothing Accessories Stores	28	4.70%	168	1.80%	
Sporting Goods, Hobby, Book & Music Stores	19	3.10%	137	1.50%	
Gasoline Stations	1	0.10%	5	0.00%	
Miscellaneous Store Retailers	24	4.00%	96	1.00%	
Food & Beverage Stores	13	2.20%	85	0.90%	
Area Businesses and Jobs	Total Businesses	Total Employees	Total Residential Population	Employee/Residential Population Ratio	Source
Data for Area Businesses	604	9,246	3,197	2.89	Business Analyst: Business Summary, Data provided by Infogroup (4-24-2013)
Area Walk Score	74.37%				FrontSeat: <a href="http://www.walkscore.com/">http://www.walkscore.com/</a>
Land Use Mix	District Composition	Zoning	Description	Source	
Mixed Use	23%	CD	Downtown Commercial	City of Lawrence, GIS Department	
		CN1	Inner Neighborhood Commercial		
		CN2	Neighborhood Shopping Center		
		CS	Strip Commercial		
		IL	Limited Industrial		
		RMO	Multi-Dwelling, Residential Office		
		RSO	Single-Dwelling, Residential Office		
Residential	45%	PRD	Planned Residential Development		
		RM12	Multi-Dwelling, Residential (Medium Density)		
		RM12D	Multi-Dwelling, Residential (Medium Density)		
		RM24	Multi-Dwelling, Residential (High Density)		
		RM32	Multi-Dwelling, Residential (High Density)		
		RS5	Single-Dwelling (Low/Medium Density)		
Other	32%	RS7	Single-Dwelling (Low Density)		
		GPI	General Public and Institutional		
		IG	General Industrial		
		OS	Open Space		
River	River				
# Creative Industry Jobs	ACS Estimate			%	Source
Arts, Entertainment, and recreation: Civilian Employed Population (Age 16+ Years ), By Industry	69			3.70%	Business Analysis: ACS Population Summary (2005-2009 Estimates)

**Other Indicators**

<b>Retail Goods and Services Expenditures</b>	<b>Spending Potential Index</b>	<b>Average Amount Spent</b>		<b>Source</b>	
Apparel and Services	44	\$1,020		Business Analyst: Retail Goods and Services Expenditures report. Consumer spending data derived from 2006 & 2007 consumer Expenditure Surveys, BLS. # Households (2011) = 1,486	
Entertainment and Recreation	54	\$1,691			
Food Away from Home	62	\$1,919			
Alcoholic Beverages	73	\$402			
Airline Fares	50	\$223			
Lodging on Trips	43	\$180			
Food and Drink on Trips	48	\$203			
<b>Businesses by SIC codes</b>	<b># Businesses</b>	<b>% Total Area Businesses</b>	<b>Employees</b>	<b>% Total Area Employees</b>	<b>Source</b>
Eating & Drinking Places	65	10.80%	1,305	14.10%	Business Analyst: Business Summary by SIC codes
Apparel & Accessory Stores	24	3.90%	141	1.50%	
Misc Retail	49	8.10%	263	2.80%	
Food Stores	14	2.30%	94	1%	
Hotels & Lodging	4	0.60%	129	1.40%	
Motion Pictures & Amusements	19	3.10%	548	5.90%	
<b>Tapestry Segmentation</b>	<b># District HHs</b>	<b>% District HHs</b>	<b>% US HHs</b>	<b>Source</b>	
College Towns	702	47.30%	0.90%	ESRI, Business Analyst: Tapestry Segmentation Area Profile	
Dorms to Diplomas	352	23.70%	0.50%		
Young and Restless	257	17.30%	1.50%		
Great Expectations	136	9.20%	1.70%		
Metropolitans	39	2.60%	1.40%		
<b>Total District HHs</b>	<b>1,486</b>	<b>100%</b>			



THE KANSAS RIVER

# LAWRENCE CULTURAL DISTRICT

**.78**

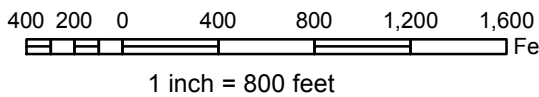
- ◆ GALLERIES, ART & ART SCHOOLS
- HISTORIC SITES
- ▲ PRIVATE ART STUDIOS



Lawrence Arts Center Final Fridays Map December 2013 ~ Map is not meant to be inclusive of all venues and is updated monthly.

Send map updates to Lawrence Arts Center.

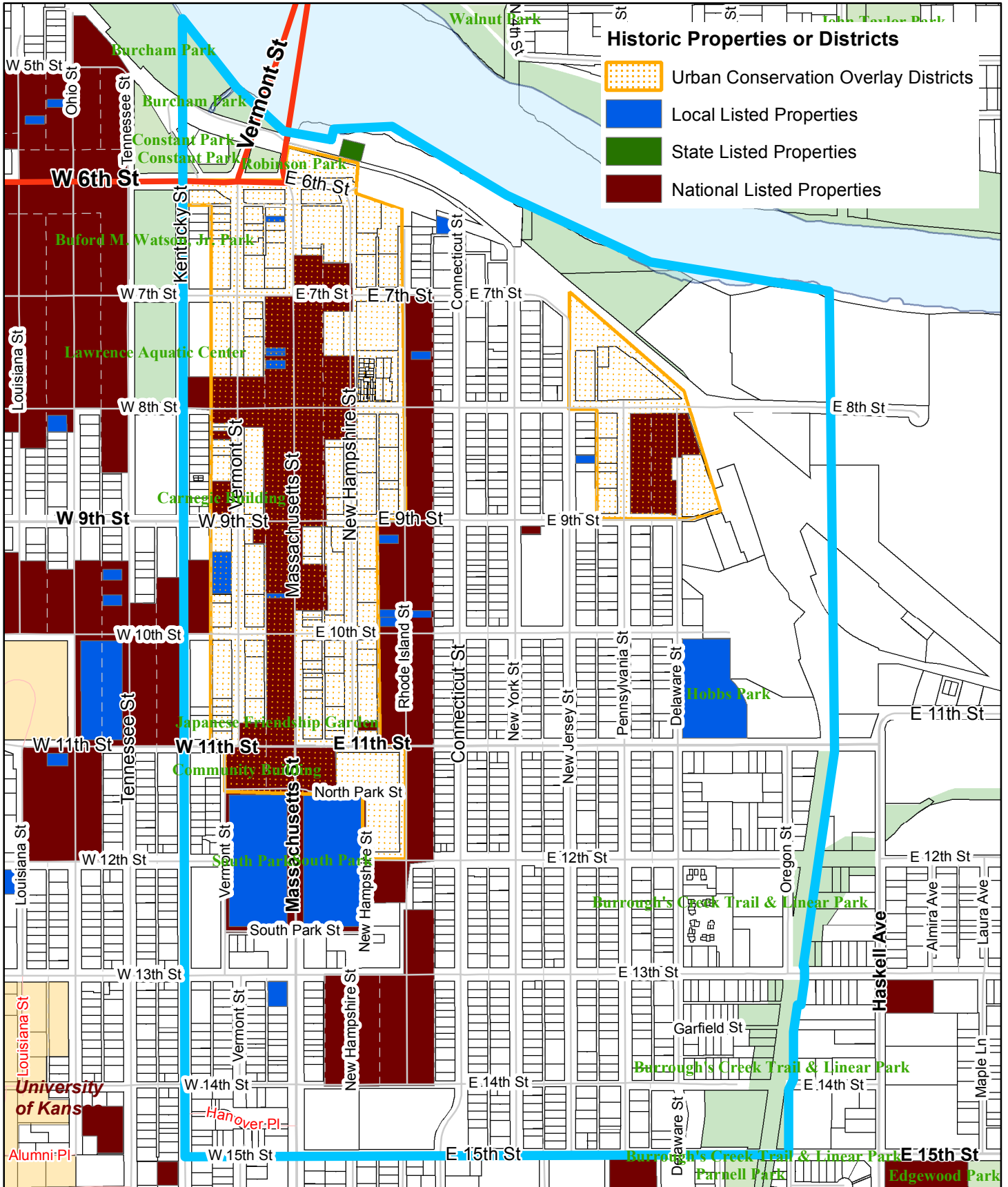
# Lawrence Cultural District



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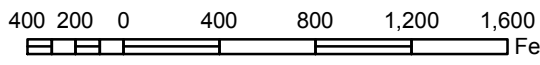
Date: 7/25/2013

# Lawrence Cultural District



## Historic Properties or Districts

-  Urban Conservation Overlay Districts
-  Local Listed Properties
-  State Listed Properties
-  National Listed Properties



1 inch = 800 feet

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Date: 7/25/2013

**Historic Register Properties within the Cultural District as of November 6, 2013**

*Properties on the Local Lawrence Historic Register:*

615 Massachusetts Street – J.B. Shane Thompson Studio  
724 Rhode Island Street – Octavius W. McAllaster Residence  
723-725 Massachusetts Street- Miller’s Hall  
729 Massachusetts Street – House Building (also on State Historic Register)  
905 Rhode Island Street- Social Service League  
940 Rhode Island Street- McFarland House  
941 Rhode Island Street- Hendry House  
945 Rhode Island Street- Shalor Eldridge Residence (also on State Historic Register)  
1140 -1141Massachusetts Street- South Park  
1307 Massachusetts Street- John N. Roberts House  
933 Massachusetts Street- Hanna Building  
11<sup>th</sup> and Delaware Street- Hobbs Park  
820 New Jersey Street- Green and Sydney Lewis House  
925 Vermont Street- Plymouth Congregational Church  
621 Connecticut- Otto Fischer House  
900 Rhode Island Street- Turnhalle

*State Historic Register and dates they were named to the register:*

546 New Hampshire Street- Consolidated Barb Wire Company (1990)  
945 Rhode Island Street- Shalor Eldridge House (1981)  
729/731 Massachusetts Street – House Building (2000)

*National Historic Register and dates they were named to the register:*

Douglas County Courthouse (1975)

Watkins National Bank (1971)

Lucy Hobbs Taylor Building- 809 Vermont (1982)

Eldridge Hotel (1986)

Old Lawrence City Library (Carnegie Building) (1975)

U.S. Post Office-645 New Hampshire (2002)

English Lutheran Church- 1040 New Hampshire (1995)

Lawrence Downtown Historic District (2004)

St. Luke African Methodist Church- 900 New York Street (2005)

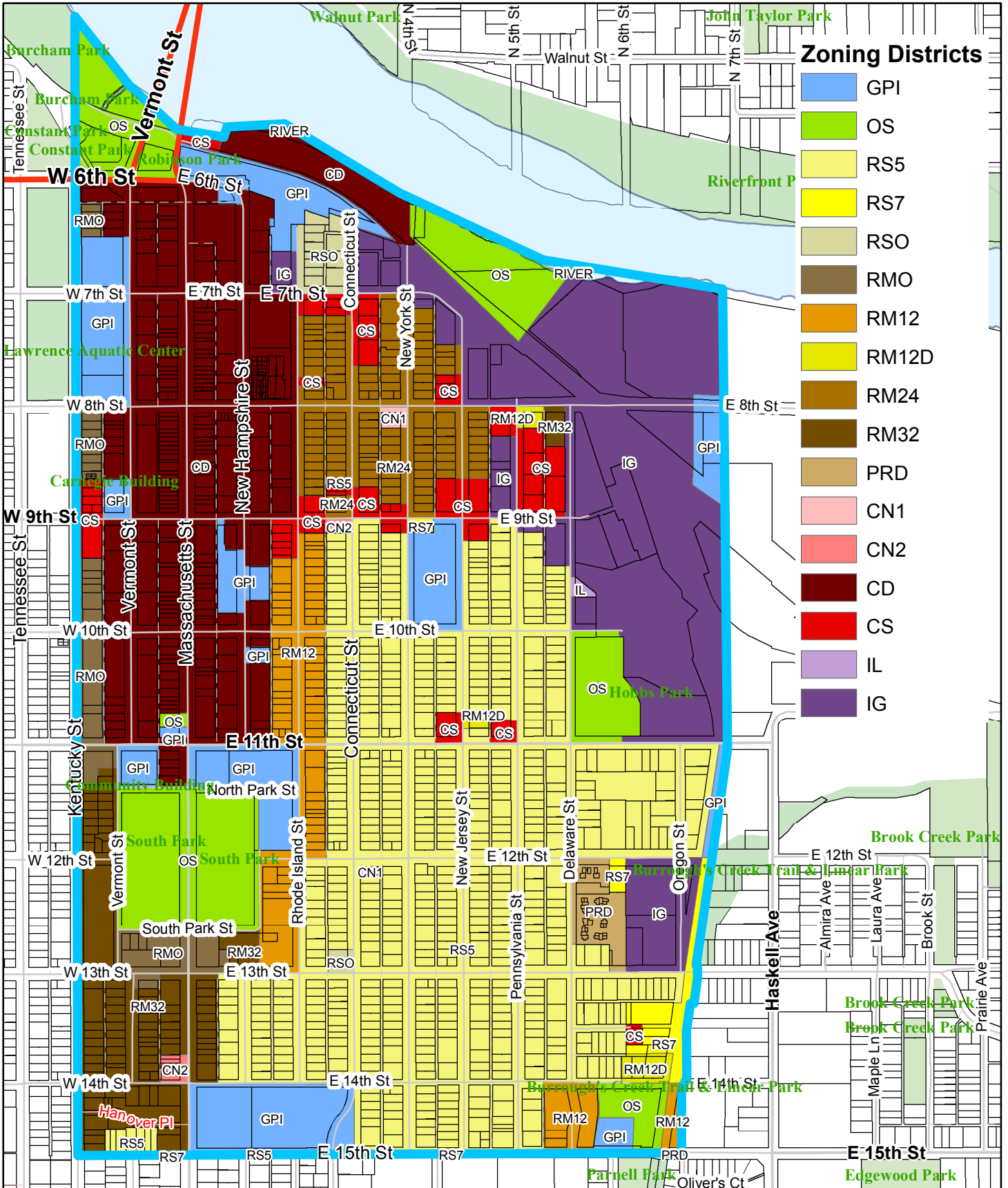
Plymouth Congregational Church- 925 Vermont (2009)

North Rhode Island Street Historic Residential District (2004)

South Rhode Island Street Historic Residential District (2004)

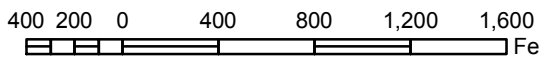
East Lawrence Industrial Historic District (2007)

# Lawrence Cultural District



## Zoning Districts

- GPI
- OS
- RS5
- RS7
- RSO
- RMO
- RM12
- RM12D
- RM24
- RM32
- PRD
- CN1
- CN2
- CD
- CS
- IL
- IG

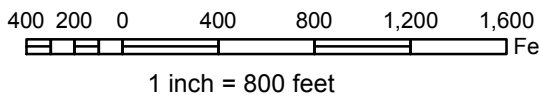
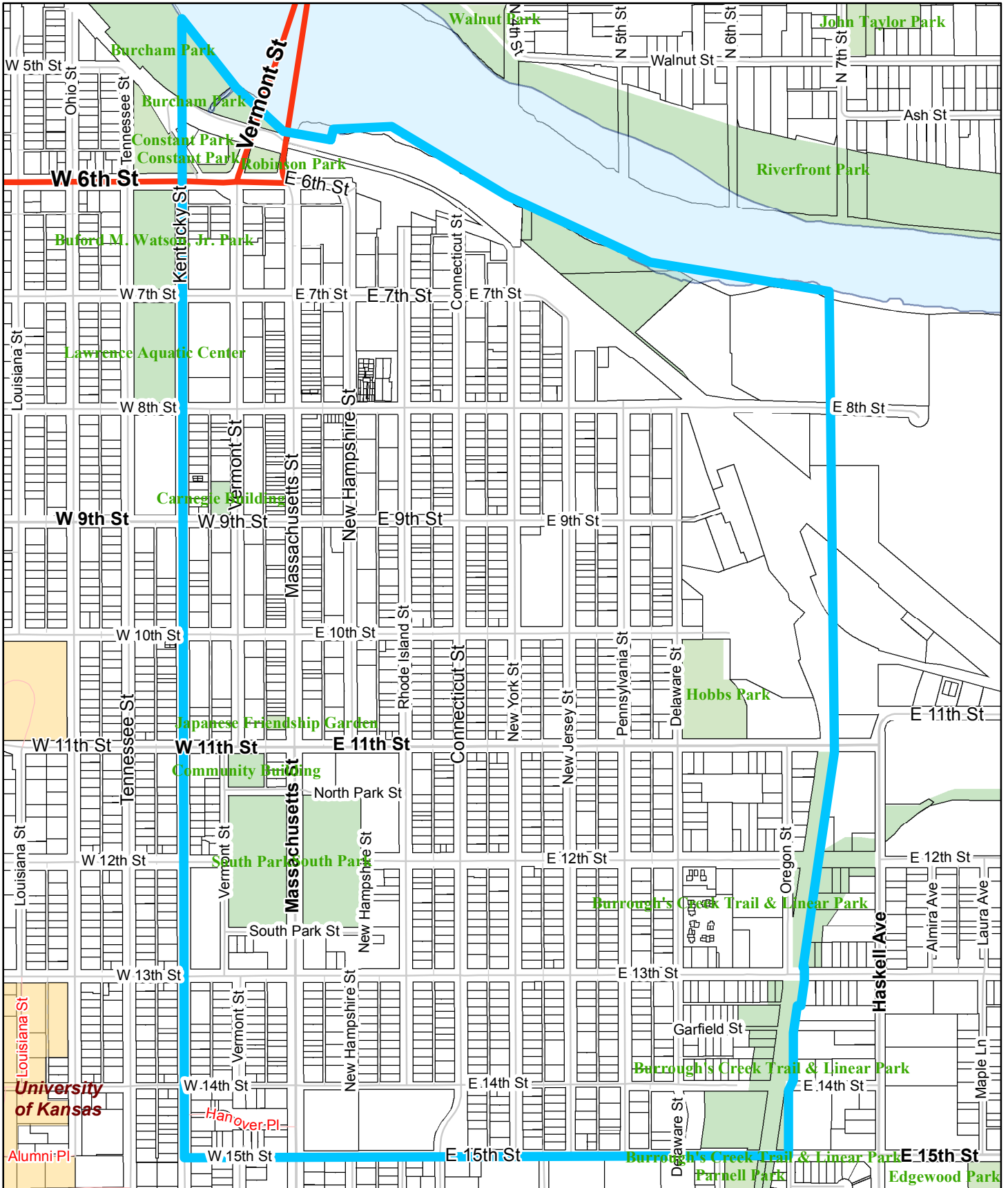


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# Lawrence Cultural District



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Date: 7/25/2013

## **Draft Job Description for City Director of Arts and Culture Position**

To ensure success of the Lawrence Cultural District within the context of city-wide arts and culture entities and events, to leverage Lawrence's investment in arts and culture, and to maximize quality of life that increases economic development opportunities, the City of Lawrence should hire a City Director of Arts and Culture. The Director of Arts and Culture will market Lawrence to a regional and national audience, and help creative businesses and individuals, including the diverse Lawrence arts community, achieve a broader audience and increased economic success.

Recommended responsibilities for this position are:

1. Facilitate the development of a Cultural Plan, which will set goals for the City of Lawrence relating to non-profit arts and culture organizations, individual artists and collectives, creative sector businesses, and for profit arts and culture businesses.
2. Lead the further development and implementation of the vision for the Lawrence Cultural District using the final report of the Cultural District Task Force presented to the City Commission December 10, 2013 as a guideline.
3. Provide staff support to the Lawrence Cultural Arts Commission (LCAC). Develop evaluation and other processes and tools to assist the LCAC in its advisory role to the City Commission.
4. Develop, plan and coordinate events. Working in partnership with the private and non-profit sectors, lead and coordinate the development and operations of Final Fridays and new events, including arts events and festivals.
5. Identify and pursue ongoing funding opportunities, including tax credits, for funding the goals identified in "Recommendations for Enhancing the Lawrence Cultural District" and other priorities in the to-be-developed city-wide cultural plan.
6. Develop partnerships and build relationships with artists, creative sector businesses, local universities and school districts, and state, federal, and private sector arts and other funding organizations.



7. Develop economic development opportunities that require creative skills and generate creative jobs, including the arts, design, media, science, engineering, computer programming, humanities, and research.
8. Provide management and coordination of City of Lawrence cultural marketing, including arts and cultural tourism and the city as a home for businesses that offer primary jobs.
9. Coordinate with private-sector and non-profit groups to leverage and improve existing artistic and cultural assets and build a consistent image for the Lawrence brand. Coordinate marketing efforts between Downtown Lawrence, Inc., CVB, Chamber of Commerce, the City of Lawrence, and independent arts and culture entities.
10. Develop and maintain an online database of Lawrence cultural, creative, and other facilities, tools, and other assets available for creative industries and individuals, including artists. This catalog also will provide a resource for city personnel to identify gaps and avoid duplication of assets.
11. Work with the private sector and funding agencies to develop support for artists.

## **Primary Jobs**

*A working definition provided by the City of Lawrence and Lawrence Chamber of commerce*

### **What is a Primary Employer?**

Primary employer refers to industries that produce more goods and services than can be consumed by the local economy, and therefore export a significant portion of them. A major benefit of primary employers is that external funds are infused into the local economy, and therefore have a substantial impact on output, employment, and wages. A common primary employer is manufacturing.

A primary job is a job that produces goods and/or services for customers that are predominantly outside the community. This creates new "outside" dollars for the community. Once an employer is paid for the products and/or services, he redistributes that wealth in the community through wages paid to employees and through suppliers.

## **Vernacular Architecture Definition**

Vernacular architecture is, in essence, architecture of necessity. Vernacular homes are built, at least in part, by the home owner themselves. They are built from materials at hand; materials that are the area's natural resources present to the builder with no architect involved.

*Definition provided by Josh Davis, 2012/2013 East Lawrence Neighborhood Association President and Architectural Preservation Engineer*