

March 25, 2014

TO: Dave Corliss, City Manager

City of Lawrence

FROM: Susan Tate, CEO – Lawrence Arts Center

RE: Request for disbursement of Transient Guest Tax Funds and city services

This memo is to request the disbursement of Transient Guest Tax monies to the Lawrence Arts Center and for city services to support the upcoming Free State Festival to be held in Lawrence June 25-29, 2014. The festival will attract wide audiences through the involvement of guest artists, panelists and curators in the cross-disciplinary mediums of cinema, music and visual arts.

These funds will supplement the grant from the National Endowment for the Arts (\$75,000 in 2014, \$75,000 in 2015); in-kind support from the University of Kansas (TBD); in-kind marketing support from the Lawrence Journal-World (TBD), Downtown Lawrence Inc. (TBD) and Kansas Public Radio (TBD); a major sponsorship from the Sprint Foundation (\$15,000); sponsorships from the following businesses at \$5,000 each – Prairie Fire Entertainment, The Olivia Collection, The EyeDoctors, Free State Brewery. Networking partners throughout the cultural district are providing in-kind support including: the Lawrence Convention and Visitor's Bureau; The Lawrence Cultural Arts Commission; Abe & Jake's Landing; The Granada; The Cider Gallery; The Lawrence Public Library; Ingredient; Pachamamas; Liberty Hall; 715; Bowersock Dam; AT&T; Weaver's; the German Turnhalle; St. Luke's AME; New York School; Lawrence Creates; and Laugh Out Loud. Letters of support from the entities will be submitted to the City.

Sites throughout the burgeoning 9th Street Corridor in the Lawrence Cultural District will feature outdoor projections in a unique, immersive experience of motion art in unexpected venues. Artist-in-residence Luke DuBois will create a digital work for this exhibition and help curate the festival's installations.

The Free State Festival includes a competitive film festival. Engaging films from the national festival circuit will be programmed with accompanying guests for post screening q&a's. In addition to national film programming, FSF will include local premieres, interactive theater, music videos and live concerts.

**2013-14
BOARD OF DIRECTORS**

Dan Schriener, Chairman
Tom Carmody, Vice Chairman

Larry Chance, Treasurer

Jean Anderson

Tim Caboni

Matt Gilhousen

Joan Golden

Emily Hill

Diane Horning

Brian Horsch

Sheryl Jacobs

Tony Krsnich

Michel Loomis

Molly Murphy

Jim Otten

Dru Sampson

Evan Williams

**2013-14
NATIONAL ADVISORY BOARD**

Rocco Landesman

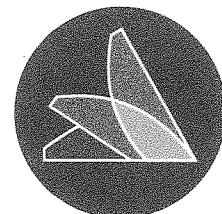
Mike Michaels

Deanell Reece Tacha

Judith Sabatini

Roger Shimomura

Susan Tate,
Chief Executive Officer



The University of Kansas will work with the Lawrence Arts Center to curate a series of ideas presented in both panel and lightning round formats in sites throughout the district. Partnerships with area organizations such as the Lawrence Public Library, Wild West Film Fest, Women of Lawrence Film (WOLF), music venues and food vendors will infuse the festival with vibrancy, community spirit and local color.

Support for the festival is provided in part by funding from the National Endowment for the Arts. Partners include the Lawrence-Journal World and the University of Kansas.

The backdrop and amenities of the Lawrence Cultural District with these outdoor events and opportunities to experience art, music, film and ideas will bring thousands of community members to downtown Lawrence for five days, as well as artists, performers, and academicians from around the world.

The Transient Guest Tax Funds will be used to fund direct marketing as well as the production costs of the outdoor musical performance by acclaimed blues artist Johnny Winter.

BUDGET:

2,500 Direct Mail pieces with Full Schedule	\$ 5,000.00
<u>Production Costs for Wednesday, June 25th Outdoor Music Show</u>	<u>\$15,000.00</u>
TOTAL:	\$20,000.00