

Applicant Organization Name THEATRE LAWRENCE, INC

Unique Entity Identifier NWDVAJHXALF8

Federal Employer Identification Number [REDACTED]

Organization Address 4660 Bauer Farm
Lawrence
Kansas
66049
US

Organization Mailing Address (if different from above)

County Douglas County

Website theatrelawrence.com

When does your fiscal year end? 07/31

Organization Legal Status Kansas tax-exempt non-profit 501(c)(3) organization

Organization Mission Statement THEATRE LAWRENCE partners with volunteers to create and deliver extraordinary theatre and education programs that engage community members of all ages and backgrounds as audience members and participants.

Contact Information

Grant Application Contact [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Authorizing Official Title Executive Director

Authorizing Official Email

[REDACTED]

Authorizing Official Phone

[REDACTED]

Applicant Organization Information

Applicant Status 02 Organization - Non-profit

Institution Type 05 Performing Group - Community

Applicant Discipline 04 Theatre - include theatre general, mime, puppet, theatre for young audiences and storytelling as performance.

How many years of completed programming does your organization have? Three or more years

Choose which best describes your programming: Theatre (Community)

Program Information

Please describe your organization and its programming.

Theatre Lawrence is an active, multi-faceted organization with a more than 45-year track record of continued growth and dedication to the arts in Kansas. Years of determination culminated in 2013 with the construction of our current 35,000 square foot \$7.2 million facility. This represented a major new phase in Theatre Lawrence's history; recognized in 2017 by the American Association of Community with their Twink Lynch Organization Achievement Award for completing major steps in expanding services to our community. In 2023 the organization underwent another major transition with the retirement of founder and longtime Executive Director, Mary Doveton. While a challenge, this transition also represented an opportunity for Theatre Lawrence to examine all aspects of the organization, building on past successes and looking for new ways to grow.

Theatre Lawrence creates a wide range of programming each season. This includes:

- **Regular Season** – Consisting of six plays and musicals each running two to three weeks.
- **Penguin Project Production** – Annual musical featuring performers between ages 10 and 21 with special needs. The artists are partnered with neurotypical mentors (middle and high school students) who provide any needed performance assistance. Theatre Lawrence is the only organization in Kansas (including the entire KC metro area) that is a chapter of this national award-winning program.
- **Education programs** – This includes one day and week-long workshops held when Lawrence Public Schools are not in session, called Schools Out Theatre's In (SOTI), summer youth productions, adult classes, classes for young children and their parents, in-school collaborative workshops, and other activity for youth.
- **High School/Middle School production** – Annual production exclusively featuring high school and middle school students.
- **Vintage Players** – Program for seniors (age 65+) that meets twice a month and performs at area retirement facilities in addition to an annual show at the theatre.
- **Additional special events** – Each season generally features one or two bonus productions or events. Examples of this include our biennial production of "Rocky Horror Show" and bringing in performers such as Beatles tribute group, Yesterday and Today.
- **Partner Events** – Work with other groups such as the Lawrence Opera Theatre to provide a venue for their annual summer series, and the City of Lawrence to host events such as the Phoenix Arts Awards.

These events are achieved through collaborative work between volunteers, staff, and guest artists. During the 2022-2023 Season, 329 volunteers contributed more than 28,000 hours of service along-side our 10-person professional staff. In 2023 Theatre Lawrence saw audiences from 47 Kansas counties, and 35 states, with more than 115,800 people passing through our doors. There are only a handful of days each year when there is not an event, rehearsal, or volunteer opportunity taking place at Theatre Lawrence.

Please describe the programming

Theatre Lawrence will provide our community and participants with a variety of diverse opportunities to create and experience theatre and the

activities that will take place within the 2024-2025 grant year.

arts during our 2024-2025 Season. When making programming choices Theatre Lawrence takes particular care in striking a balance between commercial choices and creating collaborative opportunities for community growth and engagement.

Regular Season:

- "Young Frankenstein" Musical. Mel Brookes musical comedy adapted from the classic film. Sept. 20-22, 26-29, 2024
- "Charley and the Chocolate Factory" Musical. This newly available Broadway musical of the film classic features a multi-generational cast with a wide appeal for the entire family. Dec. 6-8, 12-15, 19-22, 2024
- "Native Gardens" Gardens and cultures clash, turning friendly neighbors into feuding enemies in this hilarious comedy of good intentions and bad manners. Jan. 17-19, 23-26, 2025
- "Chicken and Biscuits" Comedy. Can rivaling sisters bury their father without killing each other? This 2021 Broadway comedy is described as "...a much-needed therapy session, a portrait of Black joy, love and laughter," by Variety. March 7-9, 13-16, 2025
- "Clue on Stage" Mystery comedy. It's the classic board game brought to life with a generous dose of laughs in the study, kitchen, and library. April 18-20, 24-26, 2025 (We can not announce this show until after May 1, 2024)
- "Jimmy Buffett's Escape to Margaritaville" Musical. Featuring the music of Jimmy Buffett, this fun musical is a party for the entire community. June 6-8, 12-15, 19-22, 2025

Penguin Project:

- "Frozen Jr" Stage adaptation of the popular Disney film. July 11-13, 2024

Special Events:

- "Hedwig and the Angry Inch" Rock musical. Following up on the success of our biennial production of "The Rocky Horror Show" is this groundbreaking Tony Award winning musical. Outrageous and unexpectedly hilarious Hedwig tells their life story as part rock concert, part stand-up act. Oct. 24-26, 2024
- "Sunday in the Park with George" in Concert. The Pulitzer and Tony winning Stephen Sondheim musical. This is the first in what Theatre Lawrence plans to be an annual series of in concert presentations. May 2, 3, 2025

Youth Productions:

- "Seussical Kids" July 26, 27, 2024
- High School/Middle School production. Will be staged in June 2025. The show for next season has not been selected yet, this season's show is "Disney's Descendants" scheduled for June 28-29, 2024. In October, 2023 the program produced the musical "Ranked" which dealt with the pressure students are under in our world of standardized testing.

Classes and Educational Outreach:

- Exact classes for the 2024-2025 season have not yet been set. Will be offering the SOTI program, in addition to Saturday classes for very young children. We will also be offering classes for adults in acting, and dance which will be scheduled for the new season by July, 2024.
- Suitcase Stories. This new program sends artists into area schools where they work with students to develop original short plays and musicals. These works are then rehearsed and performed for the students by adult actors in their classrooms a few weeks later. This program is beginning in the spring of 2024 and will continue in the fall of 2024. Specific dates and schools are currently being scheduled.

Vintage Players:

- "Senior Moments" Their annual collection of short scenes and skits. July 20, 2024
- Monthly performances at retirement homes throughout Lawrence. Dates TBA

Collaborative Projects"

- Lawrence Opera Theatre. Will stage the opera "Don Giovanni" in addition to a series of concerts at Theatre Lawrence. Aug. 15-18, 2024
- Lawrence Art Guild exhibitions continue year-round with new installations six or more times a year. Lobby gallery is open weekdays year-round.

Please list at least three goals associated with your general programming.

Goal 1: Produce a diverse range of shows and events that explore questions and create opportunities for audiences, artists, and students to grow.

Goal 2: Enhance the experience of our volunteers, through improved scheduling, training and recruitment, making Theatre Lawrence known as a favorite place for people to volunteer in our community.

Goal 3: Continue to build back audience numbers, returning to pre-pandemic attendance in 2025.

Please describe any partnerships and/or collaborations with other organizations directly related to your general operations.

Theatre Lawrence engages in a variety of targeted partnerships and collaborations every season ranging from show specific offerings to long-term efforts.

For each of the six regular season productions we identify community organizations, individuals, or businesses whose own area of focus can enhance the show's community impact and potentially reach new audiences. One such successful partnership was formed this season with St Luke A.M.E church for the musical "Crowns" which explores the significance of hats in African American churches. This included a community conversation hosted at the church with community members invited to show off their church hats and share stories of these hats and history from their own families. The church's pastor was also a panelist for a post-show talk back following a performance of the musical (which also featured Lawrence City Commissioner, Amber Sellers, who spearheaded the city's adoption of "The CROWN Act" a first in Kansas ordinance protecting individuals from race-based hair discrimination). Thanks to this initial collaboration, the church's pastor is now a member of our play selection committee championing the inclusion of the play "Chicken and Biscuits" for the 2024-2025 season.

Other recent show-specific collaborations have included talk backs featuring current and retired KU professors discussing the historical and scientific significance for the play "Silent Sky." We are also currently working with local mystery book store, The Raven, to highlight local mystery authors in conjunction with the upcoming production of Agatha Christie's "A Murder is Announced."

We have an ongoing partnership with the Lawrence Art Guild to display the work of their members in our lobby gallery. These exhibits generally feature two to three local artists and thematically connect to the current show. The opening of these exhibits also tie into the local Final Friday art walk.

We have developed a strong partnership with DCCCA (Developing Caring Communities Committed to Action) to provide workshops and learning opportunities for teens in technical areas of theatre. This partnership also includes workshops and training for the neurotypical teen mentors involved in our annual Penguin Project production. We also work with the local Boys and Girls Club to provide occasional classes. That partnership helped Theatre Lawrence develop and refine a new program called "Suitcase Stories" which will send artists into area schools working with students to develop short plays and musicals that will be performed by local adult actors.

Finally, by collaborating with groups like Explore Lawrence and Kansas Public Radio we expand our marketing partnerships while also helping to promote other events throughout the community.

Meaningful partnerships and collaborations are key to Theatre Lawrence's wide-ranging community engagement efforts.

Impact Only include individuals served IN PERSON. Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

What is your estimated number of events?

47

What is the estimated number of opportunities for public participation for the events?

455

How many adults will participate in the proposed events?

20000

How many children will participate in the proposed events through their school?

400

How many children will participate in the proposed events NOT through their school?

2500

How many Kansas professional artists will be directly involved?

35

How many total professional artists will be directly involved?

40

Total number of individuals engaged

22940

Proposed Beneficiaries Select all groups of people that your project expects to serve directly. For each group, you can select more than one answer if applicable. If your organization does not have a specific focus on reaching distinct populations, select the "No Specific Group" option.

Race/Ethnicity

No specific racial/ethnic group

Audience Age Ranges

No specific age group

Underserved/Distinct Groups	Other underserved/distinct group Individuals with disabilities Youth at risk No specific underserved/distinct group
Additional impact/participation numbers information (optional)	Theatre Lawrence is one of the primary cultural organization in Lawrence and makes a substantial impact on the area's creative economy. According to a zip code analysis of our 2023 ticket sales, we drew patrons from 47 Kansas counties, 35 states, and two countries. Based on the data from our door counters, last year approximately 115,800 visitors walked through our facility's main entrance.
In what counties will your programming take place? Do not include virtual, radio, television, or other distance-based participants.	Douglas County
Describe your virtual programming, if any.	While virtual programming was offered throughout the pandemic, Theatre Lawrence does not currently offer virtual programming.
How does your organization benefit your community?	<p>Theatre Lawrence has wide-ranging benefits for all segments of Lawrence and the surrounding area. Performance nights see area restaurants serving theatre patrons before and after shows. Out of town visitors buy gas, and stay at nearby hotels that we have formed special partnership rates with.</p> <p>We are proud to be an election polling place, and during the pandemic we were a vaccination site. Meals on Wheels uses our location as one of their pick up and drop off spots. Partnerships with other organizations such as the Lawrence Art Guild for gallery space, and the Lawrence Opera Theatre further enhances our community impact.</p> <p>These examples are in addition educational, social, and mental health benefits that participating in or watching live theatre brings.</p> <p>We truly believe in being a cultural arts center for our community and the entire state of Kansas.</p>

How will you market and promote your programming?

Theatre Lawrence has developed a strategy for promoting events and programming which uses a wide range of tactics to reach audiences. Over the last year, as part of our overall examination of operations, we have worked to refine the mix of traditional media (print, radio, direct mail) and newer approaches (social media, targeted emails, etc). Our marketing strategy falls into two categories: general organization promotions, and program specific promotions.

As part of our general organization marketing we have increased social media content (Instagram and Facebook) balancing project specific promotions with broader posts telling our story and demonstrating the impact of the theatre. One of the successful aspects of this approach has been a weekly livestream, called Theatrical Thursday, where we broadcast from different parts of the facility talking to individuals who make things happen behind the scenes, and highlight ways for people to get involved. Our website is in the process of being redesigned by an award-winning theatre website design team and should be launched summer of 2024. We have also retooled our weekly e-newsletter to be more than just promoting the next event. We established a series of videos produced by our technical director discussing what goes into designing and building shows, these are shared in our e-newsletter, social media and permanently on our YouTube page. Additional email updates include a volunteer of the month feature, and organization focused messages from the executive director. We have also made a greater effort to be visible in the community at events, such as annual Art in the Park, and have invested in promotional material such as swag and banners to use at these events.

Program specific promotions begin up to a year and a half in advance, once the upcoming season is announced. The season is promoted through methods such as early-bird renewals mailed to current subscribers, season brochures mailed to all patrons who attended events in the last several years, and targeted email promotions. Beginning eight weeks prior to opening, show specific marketing takes place in earnest. This includes the usual array of posters, press releases, targeted post card direct mail, targeted Facebook and Instagram ads, in addition to ads in newspapers, local interest magazines, and radio/TV stations (these are often trade outs or underwriting agreements). New this season we launched a podcast that is released the week a show opens. Each episode is between 15 and 30 minutes and features an interview with someone involved in the production, and behind the scenes information. It is designed to be like attending a pre-performance talk. It serves as both a promotional and education/outreach component of the production process.

Our marketing strategies are constantly evolving. We view marketing as part of the overall experience participants have with our organization - it should be informative and professional, but at the same time fun and playful.

Accessibility Federal regulations require that all projects funded by the National Endowment for the Arts be accessible to people with disabilities.

1. Buildings and facilities (including projects held in historic facilities) are required to be physically accessible. This can include, but is not limited to: • ground-level/no-step entry, ramped access, and/or elevators to project facilities and outdoor spaces; • integrated and dispersed wheelchair seating in assembly areas; • wheelchair-accessible box office, stage/backstage, meeting, and dressing rooms; • wheelchair-accessible display cases, exhibit areas, and counters; • accessible studio, classroom, and work spaces; • accessible artist residency studios and living spaces; • wheelchair-accessible restrooms and water fountains; and • directional signage for accessible entrances, restrooms, and other facilities.

2. The programmatic aspects of the project are required to be accessible as either part of the planned activity or upon request, where relevant. This can include, but is not limited to: • public contact information for requesting accommodations; • accessible electronic materials and websites; • print materials in alternative formats, such as large-print brochures/labels/programs, Braille, and electronic/digital formats; • accommodations for performances, tours, and lectures, such as audio description, tactile opportunities, sign language interpretation, and real-time captioning.

Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.

Theatre Lawrence is keenly aware of facility and program accessibility and is committed to proactive approaches to making sure we are an organization for the entire community. There are eight wheelchair accessible (plus associated companion) seats in the auditorium. All three floors are accessible via a centrally located elevator. Public and backstage restrooms are accessible, and there is an additional family/gender neutral public restroom on the lower level. Last year we added more sidewalk cut outs leading to the building from the parking lot. The auditorium is equipped with a hearing loop system, and we make hearing assist devices available for individuals who do not have hearing aids compatible with the loop system. Partnering with Audio Reader, at least one performance of every show is audio described. Upon request we provide sign language interpretation. As part of our 2023 facility master plan, we have prioritized upgrading the main entrance's automatic door openers, and plan to complete this project in 2024.

Do you have documented policies and procedures that address non-discrimination on the basis of sex, race, color, national origin, religion, disability, age, or marital status?

Yes

Do you have a designated person that is responsible for compliance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act, and Kansas Act Against Discrimination?

Yes

If yes, what is that person's name?

██████████

Have you completed the Section 504 Self Evaluation Workbook or the Brief Accessibility Checklist from the National Endowment for the Arts?

Yes, we have completed the Brief Accessibility Checklist.

If yes, when was the evaluation completed (month/year)?

1/25/2024

Accessibility includes other factors besides the physical. What efforts has your organization made to provide programming for all?

Impacting as wide a range of our community as possible is one of the core values of Theatre Lawrence. This reaches across our programs from youth into retirement.

Our most impactful program in this regard is the Penguin Project. Theatre Lawrence is the only organization in Kansas, and the KC metro, to be recognized as a chapter of this national program that creates performance opportunities for young artists with special needs. The artists (ages 10-21) are partnered with neurotypical peer mentors, and together they rehearse a musical, typically a Junior version of a musical such as "Beauty and the Beast," "Frozen," or "Annie." The artists and mentors perform together at the conclusion of a four-month rehearsal process. There is no charge for participation. Since we began this program in 2019 it has become one of the most popular and impactful events in our season.

We reach older performers through our Vintage Players program, that travels to area retirement and assisted living facilities to perform.

We work to make opportunities accessible for performers in regular season shows as well. In the fall of 2023, for example, we cast an actor who is blind as a character that was not written to be played as blind. We provided them with a braille script, and assisted with their transportation to and from rehearsals.

Access also includes economic access. We provide scholarships (reduced tuition) for all our youth education programs. We have begun offering targeted reduced ticket prices to segments of our community, and will offer a pay what you can performance during the 2024-2025 Season.

Management and Budget

Please describe how you will evaluate your programming.

Theatre Lawrence employs a variety of methods to evaluate our programs. At the most basic level studying attendance numbers and trends over time provides a gauge for community interest in programming. Going beyond that, however, we send a thank you emails to patrons following events and invite them to share their feedback. Currently the invitation is a single open-ended question. Next season we will use a more formal survey tool and ask patrons to rate their experience based on several factors in addition to sharing any other feedback.

In 2023 we began sending post-event surveys to members of our casts and crews. These surveys have already generated useful information, informing choices regarding adult educational program options, and volunteer orientation/training.

During the 2024-2025 Season we will conduct an audience survey at one of our regular season productions. This survey will cover a range of topics including marketing, spending habits, demographics, and thoughts on current/future programming. Audience members will be able to complete the survey, which will be inserted into programs, by paper or online via a QR code. This effort is being coordinated by our new executive director who has more than 20 years of experience conducting similar studies.

As part of our strategic planning process, started in the fall of 2023, we identify a series of strategy screens to use when evaluating programming. These can be found in depth in the strategic planning document, they include considerations such as mission alignment, economic viability, does it diversify impact, and is a program fulfilling to the participants. These questions are designed to be used by all staff and decision makers when considering adding, modifying, or eliminating programs.

Finally, informal discussions and conversations with patrons and participants at events provide another method of evaluating programs.

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

Theatre Lawrence is fortunate to be in a solid financial position, that does not mean we view this as an opportunity to be fiscally irresponsible. Just prior to the pandemic the organization was able to pay off its mortgage, meaning we were completely debt free in early 2020. We are aggressively updating software and other operational processes to improve efficiency and reduce operational costs such as software subscriptions and other fees. The past two years have seen modest budget surpluses. We have paid close attention to interest rates and moved available funds to high yield savings accounts and CDs. Looking to the future, as indicated in our strategic plan, we will be placing greater emphasis on planned giving and broader donor cultivation efforts.

What is the end date for the applicant's last completed fiscal year? The last fiscal year must be completed by the application deadline.

7/31/2023

Operating Budget

See Operations Budget spreadsheet at end of document

Operating Budget: In-Kind Donations

In-kind: Organizations are allowed to include some in-kind (donated goods and services) in their operating budget. To calculate the maximum allowed in-kind, look at your organization's Total Cash Income (TCI) for the last fiscal year. If Total Cash Income (TCI) is \$150,000 or less, Total Operating Income (TOI) may not include more than 25% in-kind. Maximum allowable in-kind = Total Cash Income divided by 3. If Total Cash Income (TCI) is over \$150,000, Total Operating Income (TOI) may not include more than 10% in-kind. Maximum allowable in-kind = Total Cash Income divided by 9. If your organization has more in-kind than is allowable in this budget, you may report it in "Additional Operating Budget Information" below.

Additional Operating Budget Information

Expenses:

- Operating expenses have steadily increased as costs of supplies have increased. Royalties (costs for permission to produce shows) have increased substantially this year, for plays the cost has doubled.

Income:

- There is no federal support for the current year, or next fiscal year. Previous federal funds were pandemic-related.

Paid Staff - Select the statement that is most true about your organization

Organization has more than one full-time paid management staff member.

Does your organization have a strategic plan or long-range plan?

Yes

If you answered YES, please upload a copy of the plan.

[2023_Theatre_Lawrence_Strategic_Plan_revised_2.24.pdf](#)

Proposal Budget Download the Proposal Budget Spreadsheet (<https://www.kansascommerce.gov/wp-content/uploads/2020/11/KCAIC-Application-Proposal-Budget-Spreadsheet-5.xlsx>) and use it to complete the proposal budget. Note that there are three pages, with tabs at the bottom of the file. Upload the completed spreadsheet below.

1. Proposal Budget Expenses (First Tab) Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses in the Guidelines. Proposal Budget expenses must equal the Proposal Budget income. The expense section contains three columns: Grant funds (these are the funds you are requesting from the state) Cash Match (theses are earned or contributed funds supplied by your organization In-kind (the value of donated goods and services) Do not include any non-allowable expenses in the proposal budget. For General Operating Support the Proposal Budget should match the Operating Budget above minus any non-allowable expenses.

2. Proposal Budget Income (Second Tab) Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

Upload the proposal budget here.

[See proposal budget spreadsheet at end of document](#)

My organization is located in a Rural Opportunity Zone and we request to use in-kind donations as more than 50% of the required matching funds. No

Additional Proposal Budget Information (optional)

Attachments and Support Materials Note: maximum file size is 400 mb. The maximum size for all files and submissions is 800 mb. Required Attachments

State Policy Regarding Sexual Harassment Acknowledgment Form

[Policy-Regarding-Sexual-Harassment-Acknowledgment-Form.pdf](#)

Support Materials

At least one Support Material document must be submitted with the application. Attachments and support materials will not be accepted by any other method including email and fax. See the Guidelines for additional information. No more than 5 support material documents may be uploaded. KCAIC encourages applicants (especially those with limited grant-writing experience) to upload a video describing your organization and programming. The video can be up to two minutes long could take any form, even something taken on a phone with someone explaining what makes the organization special.

Support Material Upload

[Staff_bios_2024.pdf](#)

[TL_online_support_material_links.pdf](#)

Certification By submitting this application and typing my name and date below, I certify to the Kansas Creative Arts Industries Commission that: 1. I am authorized by the applicant organization to act as its official representative and submit this application on the organization's behalf. 2. I, and the organization I represent, am in compliance with stated eligibility and Kansas residency requirements for this program, and ALL information contained in this application is true and correct to the best of my knowledge. 3. The activities and services for which assistance is sought will be administered by or under the supervision of the applicant solely for the described projects and programs. 4. I, and the organization I represent, will comply with all applicable federal and state laws when conducting any program activity for which the applicant receives financial assistance from the Kansas Creative Arts Industries Commission. 5. The applicant organization is in compliance with regulations pertaining to federal grant recipients including Title VI of the Civil Rights Act of 1964, Section 504 of the Rehabilitation Act of 1973, the Age Discrimination Act of 1975, the Education Amendments of 1972, the Americans with Disabilities Act of 1990, and the Drug Free Workplace Act of 1988. 6. The applicant organization certifies, by submission of this proposal, that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency

Name

██████████
