



**LAWRENCE CULTURAL ARTS COMMISSION  
COMMUNITY ARTS GRANT FINAL REPORT**

**Final reports are due one month following project completion or no later than July 1, 2015.** Please fill out this form, attach your final budget, any additional information about the project, and any documentation such as photographs, programs, reviews, or surveys, and submit it to:

Lawrence Cultural Arts Commission  
ATTN: Diane Stoddard, Assistant City Manager  
P.O. Box 708  
Lawrence, KS 66044

Questions? Contact Diane at [dstoddard@lawrenceks.org](mailto:dstoddard@lawrenceks.org) or (785) 832-3413

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**Name of Organization** \_\_\_\_\_

**Address** \_\_\_\_\_

**City, State, Zip Code** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_ **E-Mail** \_\_\_\_\_

**Project Director** \_\_\_\_\_

**Project Title** \_\_\_\_\_

**LCAC Grant Amount \$** \_\_\_\_\_ **Start Date** \_\_\_\_\_ **End Date** \_\_\_\_\_

*Answers to the following questions may be given here or attached to this form as a separate document.*

1) Describe the outcome(s) of this project

2) Did this project change substantially from how you described it in your grant proposal? ☐ yes ☐ no  
If yes, please describe why and how it changed and the impact of this change on the outcome.

3) Estimate how many people benefited from this project: \_\_\_\_\_ adults \_\_\_\_\_ children  
How did you collect these numbers?

4) Describe what the LCAC grant enabled you to accomplish in regards to this project.

5) Attach a final project budget indicating specifically how the LCAC grant funds were expended.

6) Attach documentation of the project to this form, please list the items attached.

# MXM2014: Grant Report

## PROJECT NARRATIVE

Silly Goose Records (SGR) **Mix/Master** or **MXM2014** was a new music industry event that brought industry professionals together to share information, connect, collaborate, and showcase some of the best local talent that Lawrence has to offer. The goal was to support the local and regional music industry by improving and informing the creative and business practices of artists and musicians, while also offering a unique performance experience for the arts community.

The program included a **legal presentation** by Don Simon (Don Simon Business Consulting, Midwest Music Foundation, KCVLAA) that outlined key aspects of the legal, financial and technical aspects of the music industry. The presentation was an introduction to many new concepts of business ownership and creative entrepreneurship for many participants.

**The radio panel** consisted of representatives from state wide and regional media outlets (Kansas Public Radio, KKFI, KCPT) who gave valuable feedback for bands about how to best approach local and national radio for airplay and promotion.

**The promotions panel** covered a wide range of topics from audience development, social media, to promotion and touring. Representatives from local and regional event production companies and booking agents discussed audience development. Local music bloggers, promoters and journalists shared some of the best strategies for emerging artists to reach more people with their music.

Finally, the **Demo Dip** gave participating artists live feedback from a panel of industry experts as the audience listened to brief snippets of locally-produced music. Radio DJs, journalists and booking promoters offered the artists feedback on the quality of the work, and suggested avenues for each artist to explore. This was perhaps the most popular panel in the program.

## PROJECT OUTCOMES

The main outcomes from MXM2014 can be discussed in three buckets:

### Educational

Local artists picked up invaluable knowledge directly from practicing music industry professionals, in the company of their peers. Many artists had not been exposed to the information about copyright and intellectual property, and many attendees to pages of notes full of tips and tricks to grow their audience, improve their music businesses and expand in the industry.

### Connective

MXM2014 was a tremendous success in bringing together many artists, journalists, music industry organizations and non-profits who had not all been in one room at any time before.

## MXM2014: Mix/Master Info Sessions & Showcase – Lawrence Cultural Arts Grant

Radio journalists were handed CDs by budding bands and musicians, and meaningful connections were made within the local music scene. In fact, even some industry professionals who had not connected previously had a chance to meet with their peers and get to know their counterparts in journalism, booking, promotion and non-profits.

### Research & Advocacy

Conference participants were surveyed during and after the conference to create some data from which to begin to understand the local music scene. For example, out of artists surveyed, 63% reported no legal business entity for their band, while 25% had formed LLCs for their music. Nearly 70% of bands reported not being a member of a Publishing Rights Organization, while exactly the same amount reported that their music was available to purchase online, and 68% of artists reported playing 16 or more gigs per year. These are just some of the findings through research and discussions from MXM2014.

As bands and artists come together, a culture of professionalism grows within the music community. In as much as MXM2014 aimed to educate and offer training, it also aimed to celebrate success stories and shine a light on artists who have learned how to run their business and promote themselves effectively. This kind of advocacy and peer learning is essential to the local music industry, and MXM2014 was an important first step for many in attendance.

The feedback and support for the project has been strong. Plans for MXM2015 are already in place.

### FINAL BUDGET

|                                                               |                |
|---------------------------------------------------------------|----------------|
| <b>EXPENSES</b>                                               |                |
| Total Printing (flyers, posters)                              | 232.05         |
| Artists                                                       | 600.00         |
| Design                                                        | 200.00         |
| IHeartLocalMusic.com Advertisement                            | 100.00         |
| INK Magazine Advertisement                                    | 966.00         |
| Venue Rental                                                  | 111.00         |
| <b>TOTAL EXPENSES</b>                                         | <b>2209.05</b> |
| <b>INCOME</b>                                                 |                |
| Five Bar & Tables                                             | 966.00         |
| Mass St Music                                                 | 150.00         |
| LCAC                                                          | 1100.00        |
| Door                                                          | 444.00         |
| <b>TOTAL INCOME</b>                                           | <b>2660.00</b> |
| <b>Donation to Midwest Music Foundation's Healthcare Fund</b> | <b>450.00</b>  |
| <b>BALANCE</b>                                                | <b>0.95</b>    |



City of Lawrence  
LAWRENCE CULTURAL  
ARTS COMMISSION



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*v: formulate satisfaction*



SAT • MAY 3RD

# MIX/MASTER 2014

MUSIC CONFERENCE • 12 - 5pm

**MUSIC INDUSTRY PANELS & INFO SESSIONS**  
**CONTRACTS • ROYALTIES • RADIO • BOOKING • PROMOTION**

LIVE SHOWCASE • 7 pm

**THE PHANTASTICS • SUNU • FORRESTER**  
**CARSWELL & HOPE • PINK ROYAL • FAITH**

SONGWRITER NIGHT

FRI • MAY 2ND

**FIVE**  
BAR & TABLES

Join us at Five Bar & Tables as the best local songwriters perform and talk about their songs, Live from 8pm

PRESENTED BY



MIDWEST MUSIC  
FOUNDATION  
THE ARTS EDUCATION CENTER



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737 NEW HAMPSHIRE ST • LAWRENCE, KS  
**THE BOTTLENECK**  
\$10 FOR ALL DAY PASS • \$6 FOR GIG ONLY

#MXM2014



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SILLY GOOSE RECORDS PRESENTS

# MIX MASTER

#MXM2014







