

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

Final reports must be received by August 1, 2016 or within 30 days of completion of project, whichever date is sooner. Please fill out this form, attach final budget and documentation such as photographs, programs, reviews, or surveys, and submit it to:

Lawrence Cultural Arts Commission
City Manager's Office
Porter Arneill, Director of Arts and Culture
P.O. Box 708
Lawrence, KS 66044

Questions? Contact Porter at parneill@lawrenceks.org or (785) 832-3402

Name of Organization Silly Goose Records

Address 900 Maine St

City, State, Zip Code Lawrence, KS 66044

Telephone (785) 424-5236 **Fax** _____ **E-Mail** sillygooserecords@gmail.com

Project Director Nick Carswell

Project Title MXM2015 (MixMaster) Music Conference & Showcase

LCAC Grant Amount \$ 1,400 **Start Date** 5/1/2015 **End Date** 5/2/2015

The following questions may be answered on this form or attached to the form as a separate document.

1) Describe the outcome of this project

MixMaster2015 (MXM2015) successfully achieved the outcomes laid out in the project application. The project aimed to nourish both the artistic and business aspects of the music industry, through education, collaboration and community, supporting:

- A better understanding of copyright law and music industry mechanics among local artists.
- Improved business practices among musicians, performers, venues and industry businesses.
- Connections between community artists and industry professionals, journalists, etc.
- Expert feedback for budding artists and musicians, and the chance to improve their music.
- Showcase performances of some of the best independent artists in Lawrence.
- More artists performing, recording and releasing music through better business practices.
- Improved sense of character and pride in the local music industry in Lawrence.

In our second year of this event, we expanded our programs to reach more people:

- 30 people took part in production workshops in Lawrence Public Library's Sound+Vision studio
- 15 acts showcased original songs at the Songwriter Night in Five Bar & Tables
- 62 people attended the Industry Conference, picking up important tips for their music careers
- 10 demos were showcased and connections made to key industry personnel
- Over 100 people attended the Live Showcase where 7 bands performed live

- Many more people heard of our efforts through promotion in Ink Magazine, Lawrence.com, University Daily Kansan, IHeartLocalMusic.com and on KJHK 90.7FM, 90.9 The Bridge, KKFI 90.1FM and Kansas Public Radio.

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.

4) Estimate how many people benefited from this project: 371 _____ adults _____ children
How did you collect these numbers?

Through attendance, participant and performer counts at all 4 key events:
Production Workshops, Songwriter Night, Music Conference and Live Showcase.

	Audience	Performers	Panelists	
Production Workshops	30		4	34
Songwriter Night	90	27		117
Conference	62	12	12	86
Showcase	110	24		134
Total Numbers	292	63	16	371

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

The LCAC grant was a key financial contribution to the project. LCAC funds allowed us to pay all the performers at the live showcase. Grant money was paid directly to 7 different local performance groups - a total of 24 individual independent musicians. This cash funding also enabled us to leverage partner sponsorship income and in-kind support, ensuring that the event covered its expenses. Additional program-based income was then contributed to the Midwest Music Foundation's Musicians Healthcare Fund, further benefiting independent artists. The timing of the LCAC grant funding guaranteed the financial success of the program, and maximized community support, sponsorship and participation.

5) If grant was given as start-up money for a continuing program, have you/your organization identified future sources of funding? ☐ yes ☐ no ☒ n/a
If yes, please list:

7) Attach final project budget indicating specifically how the LCAC grant was expended.

Attached.

8) Documentation of the project attached here includes (please itemize)

- MXM2015 Final Budget
- MXM2015 Event Poster and Flyer Design
- MXM2015 Photos
- Press Coverage – University Daily Kansan – Kansan.com
- Outreach – KJHK eblast
- Press coverage – Lawrence.com
- Press coverage – Kansas Public Radio
- Press coverage – 90.9 The Bridge

MXM2015 Final Budget

Income

LCAC Grant	\$ 1,400.00
Five Bar & Tables	\$ 966.00
Mass Street Music	\$ 100.00
Blue Collar Press	\$ 140.00
Program fees	\$ 518.00
Total	\$ 3,124.00

In-Kind Income

Design	\$ 600.00
Production Fees	\$ 150.00
KJHK Promo	\$ 750.00
I Heart Local Music promo	\$ 200.00
Ingredient Catering	\$ 125.00
Total In-Kind	\$ 1,825.00

Total Cash & In-Kind Income	\$ 4,949.00
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Expenses

Artists	\$ 1,400.00
Ink Advertising	\$ 966.00
Printing run 1	\$ 75.85
Printing run 2	\$ 124.60
I Heart Local Music ad	\$ 100.00
Ingredient Catering	\$ 125.00
Total	\$ 2,791.45

In-Kind Expense

Design	\$ 600.00
Production Fees	\$ 150.00
KJHK Promo	\$ 750.00
I Heart Local Music promo	\$ 200.00
Total In-Kind	\$ 1,700.00

Total Cash & In-Kind Expenses	\$ 4,491.45
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Balance	\$ 457.55
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Donation to MMF Fund	\$ 450.00
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Final balance	\$ 7.55
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SILLY GOOSE RECORDS
FIVE BAR & TABLES
& KJHK PRESENT

FIVE
BAR & TABLES

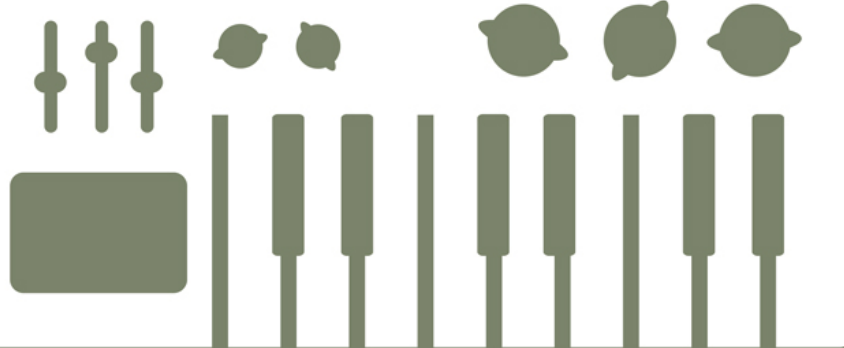


MIX/MASTER MUSIC CONFERENCE + SHOWCASE

MXM2015

THE BOTTLENECK 5.2.15

#MXM2015



MAY 1-2, 2015 | WWW.MXM2015.COM



PRODUCTION WORKSHOPS

LAWRENCE PUBLIC LIBRARY
FRIDAY MAY 1ST | 9.30am - 5pm
SOUND+VISION STUDIO



SONGWRITER NIGHT

FIVE BAR & TABLES
FRIDAY MAY 1ST | 7pm
Hosted by CARSWELL & HOPE



MUSIC CONFERENCE

THE BOTTLENECK
SATURDAY MAY 2ND
12noon-5pm | \$12 Day Pass
(conference + showcase)

PANELS & WORKSHOPS

Music Industry Mechanics
Copyright & Publishing
Revenue Streams

Building Your Team
Production - Bookings
Artist Management

Audience Development
Promotion - Marketing
Radio - Live Shows

Demo Dip
Live Listening & Feedback
Radio & Print Journalists

Visit www.MXM2015.com for full panel list



LIVE SHOWCASE

THE BOTTLENECK
SATURDAY MAY 2ND
7pm-late | \$7 (gig only)

WESTERNERS - PINK ROYAL
LA GUERRE - CS LUXEM
JESSICA PAIGE - LION
NICHOLAS ST JAMES



City of Lawrence
LAWRENCE CULTURAL
ARTS COMMISSION



Production Workshops at Lawrence Public Library Sound+Vision Studio

#MXM2015 Production Workshops: Jim Barnes



#MXM2015 Production Workshops: Ed Rose



#MXM2015 Production Workshops: Mike West



#MXM2015 Production Workshops: Robert Rebeck





Sista Faith



David Wirsig

Songwriter Night Schedule	
7:00PM	Carswell & Hope
7:15PM	Sista Faith
7:30PM	Brooklyn Rye
7:45PM	Terri Laddusaw
8:00PM	Brooke Bell
8:15PM	Throckmorton Potentate
8:30PM	Marcus Barnoskie
8:45PM	Libby O'Neil
9:00PM	Debbie Fugett
9:15PM	Michael Paull
9:30PM	Rain Charger
9:45PM	David Wirsig
10:00PM	Joel Bonner
10:15PM	Michael Jared Murphree
10:30PM	Carswell & Hope

Performer Line-up



Brooklyn Rye



Libby O'Neil

#MXM2015 Music Conference | *Photos by Fally Afani*



#MXM2015 Live Showcase

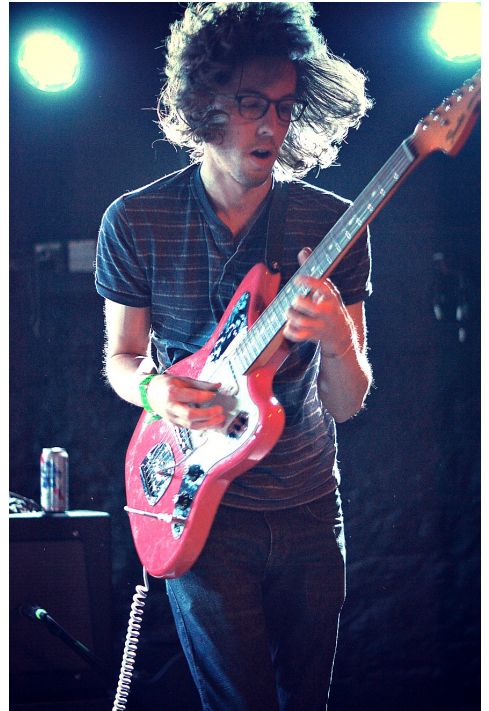


Nicholas St James



CS Luxem

Westerners



CS Luxem



Pink Royal



Home ▶ Arts And Features

#MXM2015 brings local music professionals together

Story Comments

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Ali Dover/KANSAN

Kelly Corcoran (Love Garden) speaks to the crowd at the Mix/Master Music Conference on Saturday. The event had a series of panels giving pointers to local musicians and artists. The evening ended with several live bands.

Haghirian on MXM

I suggest all young bands and young musicians make plans to attend MXM2016 and take advantage of the opportunity

Posted: Sunday, May 3, 2015 11:45 pm

By: Lily Grant | @lilygrant_UDK

Members of the music industry — local musicians, management teams, talent scouts and music lovers — joined forces past Friday and Saturday to put on the second annual MixMaster Music Conference & Showcase.

Gathering people in the industry to share information and network, #MXM2015 was organized to support local music and advance the music community in Lawrence and the surrounding area.

Dylan Guthrie, lead singer of local band Pink Royal, has attended the conference both years. His band has gained much success since last year's conference, with the recent release of its album "Taps" and a show the band played at the Granada.

"I can't even tell you how helpful [the conference] is, to me and to others," he said. "Everyone's scribbling down notes and networking. Everyone was incredibly friendly and open. Music and strategies for success shouldn't be a competition, even though music, in some ways, feels competitive. What's cool about events like this is that they bring the musical community together in this way that is mutually beneficial."

The conference began on Friday with production workshops at Lawrence Public Library's Sound + Vision Studio, including a master class with local music producers. The day ended with a "Songwriter Night" at

Five Bar & Tables, where local musicians played their own music and covered other songs.

Saturday's festivities began at noon with a session where music professionals discussed the industry and issues pertaining to copyright, live streaming music and how to insure every member of an artist's team is being paid fairly.

"There's a lot that goes into making sure that we're getting some sort of compensation for the work that we've put our blood, sweat and tears into," Guthrie said.

Musicians learned how important it is to have a strong, supportive team of people who manage a band or artist. Attendees were also taught how to get a musician's name out there by networking and using social media.

The conference ended with an event called "Demo Dip," where musicians who brought a demo of their music could have it played aloud for 30-45 seconds, and a panel of music journalists and industry experts responded with honest, helpful feedback. Chris Haghirian, who works for INK Magazine and Kansas City-area music station 90.9 The Bridge, was one of the panelist for Demo Dip. He said the panel offered critique and let the musicians know what they could do with their music.

Guthrie said his biggest takeaway from the event was learning how to build a team of people who are invested to advocate for his band and appreciated Nick Carswell, head of Silly Goose Records, for putting the event on.



For more information, go to :
www.meadowbrookapartments.net
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Nearly one in five women experienced attempted or completed sexual assault since entering college. Read more: bit.ly/1CGXS18

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polls

Was TLC's statement regarding "19 Kids and Counting," Josh Duggar and his family appropriate?

☐ Yes, this is a sad situation

☐ No, it was too soft

☐ I don't know

Vote

View Results

Do you think TLC should cancel "19 Kids and Counting" in the wake of recent events?

☐ Yes

☐ No

☐ I don't care

Vote

View Results

"I'm blown-away impressed with the work Nick did bring all these people together," Guthrie said. "He's set a bar for the musical community that we all need to strive for."

Haghirian said the best part about MXM is that Carswell created an event and environment where bands have the full attention of people in the media that can play their music, write about their music or photograph their live gigs.

"It tears down the walls and cuts through a long string of perhaps unanswered emails because we're all in the room together now," Haghirian said. "I suggest all young bands and young musicians make plans to attend MXM2016 and take advantage of the opportunity that Nick [Carswell] has created for them to help start their band on a better path."

— Edited by Yu Kyung Lee



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Discuss Print

Posted in Arts and features, Music on Sunday, May 3, 2015 11:45 pm. | Tags: Mxm, Mixmaster Music Conference And Showcase, Mxm2015, Mxm2016, 2015, 2016, Mixmaster, Music, Networking, Lawrence, Kansas, Band, Pink Royal

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- Takeaways from USA vs. Canada (Game 2)

Today's Events

July 2015

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

today's events browse submit

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editor@kansan.com

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Welcome to KU, and to KJHK, your student-run radio station! There are so many reasons to join KJHK - get involved today!



Local Bands: Get Ready for MixMaster 2015 this May 1 and 2 in Downtown Lawrence!

Local Bands – are you hoping to connect closer with your musical community? Are you ready to start thinking about the next steps in your band's development?

Now in its second year, the MixMaster Music Conference & Showcase (aka [#MXM2015](#)) is a music industry event that brings music professionals and local artists together to share information, connect, collaborate, and showcase some of the best local talent that Lawrence has to offer.

The aim of [#MXM2015](#) is to support the local and regional music industry by informing and improving the creative and business practices of artists and musicians, while also offering a unique concert experience for the community. [#MXM2015](#) sees expanded programs and partnerships, with two days of workshops, performances and discussions.

[To learn more about Mix/Master, panel topics, registration, and more, you can visit \[mxm2015.com\]\(#\).](#)

KJHK is proud to sponsor local music and those that work to make it grow beyond our borders. For more information about this and other local music momentum, you can always visit [KJHK.org](#).

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EVENTS CALENDAR

Saturday | May 1
MixMaster
Downtown Lawrence
12:00PM

Saturday | May 2
MixMaster
The Bottleneck
12:00PM

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Lawrence.com weblogs | I Heart Local Music



Posted by Fally Afani April 21, 2015 at 11:19 p.m.

Why local musicians shouldn't miss the MixMaster 2015 Music Conference



by Fally Afani

If you are in any way involved with local music, you might want to sign up for an upcoming conference.

MixMaster 2015 is an event that helps local musicians connect with industry professionals such as journalists, record labels, promoters and more. The conference helps musicians learn about anything from copyright issues to production.

Speaking of which, this year's conference is adding production workshops at the Lawrence Public Library's Sound + Vision studio on Friday, May 1, from 9 a.m. to 4:30 p.m. Producers and engineers will share their knowledge with attendees. Later that night at 7 p.m., Five Bar & Tables will host a Songwriter Night.

The actual music conference takes place the next day on Saturday, May 2, at the Bottleneck from noon to 5 p.m. The venue will also host a live showcase later that night.

I Heart Local Music attended MixMaster 2015 last year and was thoroughly impressed with the plethora of necessary knowledge available to local musicians. We encourage anyone to attend conference and showcase, spearheaded by Silly Goose Records.

You can RSVP to the event on Facebook [here](#), or go to [MixMaster's website here](#).

— Fally Afani is a freelance writer and editor of [I Heart Local Music](#). She enjoys long walks, photography and rock and roll. She does not like cats, but makes exceptions for the ones at Love Garden. For more local music coverage, visit [iheartlocalmusic.com](#).

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MXM 2015 Music Conference Offers Opportunities for Kansas Musicians

Friday, May 1st, 2015, by [Tom Parkinson](#)



The music industry has changed dramatically in the past 20 years. Now, much of the work once done by managers, agents and record company executives is handled by the individual artist. A conference in Lawrence this weekend is aimed at helping independent musicians navigate their way through the new, “do-it yourself” model of making and marketing original music. The MixMaster 2015 conference features opportunities for artists to interact with music business professionals, have their music heard, and get advice and feedback. KPR's Tom Parkinson spoke with local musician and entrepreneur Nick Carswell who organized this weekend's so-called MXM conference.



That was Nick Carswell, Lawrence-based musician and organizer of the Mix/Master 2015 or MXM Conference and Showcase that starts today and runs through tomorrow night in Lawrence.

Click [here](#) for more information and a complete schedule of the weekend's events.

Tags:

- [Music industry](#)

NEWS

MIX/MASTER 2015 OFFERS VALUABLE TIPS TO CAREER-ORIENTED MUSICIANS

Home (<http://bridge909.org>) | 909 News (<http://bridge909.org/news/>)
| Mix/Master 2015 Offers Valuable Tips to Career-Oriented Musicians

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For a lot of independent artists, strumming a guitar or smashing a drum kit comes naturally. Getting their music heard, however, can be a painstaking process, especially for those with limited experience and knowledge of the industry.

“Unfortunately, due to the complicated history of the music business,” mentions Nick Carswell, “only artists who fully understand how things like songwriting royalties and radio play work can access enough revenue streams to support themselves and their music.” Carswell is Creative Director at Silly Goose Records (<https://sillygooserecords.wordpress.com/>), a Lawrence-based music collective that will present the second annual Mix/Master2015 (<https://sillygooserecords.wordpress.com/mxm2015/>) (#MXM2015) conference and showcase this weekend. The event will highlight various facets of the music industry.

Silly Goose has expanded #MXM2015 to two days this year: Friday’s daytime workshop on music production, taught by local producers, and an open mic night—where songwriters are invited to play original material and a cover from an influential artist—will focus more on the artistic side of music making, while Saturday’s conference will feature valuable information about the business side. A live music showcase will conclude the weekend, with performances by Westerners

[s://www.facebook.com/westernersband?fref=ts](https://www.facebook.com/westernersband?fref=ts)), Pink Royal

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Local music aficionados will direct the conference panels on music industry mechanics, assembling a team and promotion. Artists will also be able to submit their music for immediate feedback from music journalists and radio producers. According to Carswell, the panels aim to provide a broad framework of the music business, with topics “that may at first seem somewhat irrelevant or abstract, but are crucial to understanding the possibilities available to anyone trying to forge a successful career in music,” such as copyright, performance rights organizations and management contracts. “At the same time, we’ll discuss practical tips about booking shows and building an audience.”

Isaac Flynn, talent buyer for Pipeline Productions and guitarist/vocalist for Hembree (<https://www.facebook.com/hembreemusic>), is one of Saturday’s panelists. “I think #MXM2015 will give artists an inside look at what talent buyers, agents, or other industry professionals are looking for in an artist/band. It will also focus on how they can get the attention of these people.” Other panelists include 90.9 The Bridge’s Sarah Bradshaw, Tim Finn of *The Kansas City Star* and Kelly Corcoran of Love Garden Sounds.

The conference will also give artists and music professionals a chance to connect and network. “I still hear people talking about how they first met or made a connection through MixMaster, and that really is the other goal with the project,” says Carswell. “The ultimate goal is to nurture and promote the local industry through shared learning and connectivity.”

#MXM2015 begins Friday with a workshop on music production at the Lawrence Public Library’s Sound + Vision Studio. Friday’s open mic songwriter night will take place at Five Bar & Tables. The conference and live music showcase on Saturday will take place at The Bottleneck. Details are at this link (<https://sillygooserecords.wordpress.com/mxm2015/>).

Michelle Bacon is a musician and writer dedicated to the Kansas City music community. As editor of The Deli Magazine-Kansas City (<http://kc.thedelimag.com/>) and social media coordinator for Midwest Music Foundation (<http://midwestmusicfound.org/>) and Folk Alliance International (<http://folk.org/>), she advocates and helps spotlight music in the area. She is also a freelance writer for The Kansas City Star and plays in area bands The Philistines (<http://philistineskc.com/>), Dolls on Fire (<http://dollsonfire.com/>) and Chris Meck & the Guilty Birds (<https://www.facebook.com/chrismeckandtheguiltybirds>).

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