

Research Assignment 1: Local Business and Its Owners

Mass Street Music

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JMC 302

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Section 1: Private Research Diary

Search #1

Database: Google

Search Term: "mass street music" AND Lawrence

Why: Want to see their website and not to get other locations

Result: Found their [website](#). They are a small, independent music store in Lawrence; they do repairs and sell music products. Open Tuesday-Friday 10-6 and Saturday 10-5. At the very bottom of the home page, it has a link to 'Events' and 'Giveaways' so at first glance, they may be open to donating at they've done it in the past. On their 'Giveaways' link it reports; "Free Reestrings at Fidick" August 26th, 2016 (Offered free restrings at their booth at Kansas state fiddling and picking championships), "Gear for Grads: 30% off accessories" April 29, 2016. Nothing since 2016 but shows at one point they were very involved in Lawrence and the KU students. From this website I found their [blog](#). Under the About Us Page, they mention in the FAQ section that they've been in business for 35 years.

What's Next? Fact check they have been open for 35 years.

Search #2

Database: Google

Search Term: mass street music "founded"

Why: Wanted to fact check their websites blog that said they have been in business for 35 years, was curious if that was locally or nationally.

Results: First article was from Wikipedia, but I didn't want to use that info as it's open to the public to publish what they want on the site. Got a lot of results for other music stores and when they were founded so I changed my search to Massachusetts Street Music founded and found this [article](#) about their company. Written in 2017, Author Jacob Schermerhorn says "... [Jim] Baggett opened his store, Mass Street Music, in 1978." The store then moved to its current location in 1983, so the company is now on its 36th year. Jim Baggett started playing guitar in high school and college, meeting a classical guitar builder out of Kansas City who showed him how to build guitars.

What's Next? Look more into the owner of Mass Street Music

Search #3

Database: Google

Search Term: "Jim Baggett" Kansas

Why: I wanted to learn more about the owner of the store to see if he's a donating type / involved in KU as he would most likely have say in whether they donate or not. I added Kansas so the results are region specific.

Results: I found this [article](#) about Jim Baggett published in 2013 by *Lawrence Journal-World*. The author, Chad Lawhorn, says he's become "Lawrence's Mr. Guitar" and that touched on his accomplishments, like stringing instruments for the Antiques Roadshow program on PBS and doing repair work for The Rolling Stones and Johnny Cash, in thanks of his reputation with guitar repair work. The article notes Baggett is more invested in the guitars that "cover his office floor in the 1880s building". I'm curious if there's any historical meaning or importance behind the building that might connect to donating to KU. Jim Baggett graduated college from Missouri and got a guitar building job in Kansas City where he then moved his business, Michigan Street Music (opened in 1978), to Lawrence because of its growing folk music scene where it became Massachusetts Street Store (in 1983). Baggett and the 11-member staff remodeled the business in 2013. Baggett has repaired guitars worth \$500 to \$250,000 before, so the remodeling and the prices of their products indicate Mass Street Music has room in their funds for donations.

What's Next? Look into history of the building.

Search #4

Database: Google

Search Term: 1347 Massachusetts St, Lawrence, KS

Why: I wanted to find if there was any history to the building that might be useful in the memo to have them donate to KUE.

Results: I found this [article](#) that shows the timeline of the buildings history. The article says the building was :

- A father/son grocery store called C.A. Pease and Son Grocery and Meat Market from 1887-1897
- A fruit and Confectionery store known as Vic's, owned by Victor D. Keller from 1900 – 1910. Name changed to Café, Confectioner, and Ice Cream Parlor. One ad was posted for a charity event in which all proceeds went to a new piano for the school district.
- Residents until 1923 when Clyde G. Coe was granted the deed for the building. He ran Coe's Drug Store there. From 1964 to 1976 Colin E. Robt owned "Bob's Our Place" where a local commented it was a great late-night spot in the 60s for greasy food. Property was then passed down among various family members until 1983, deed going to Michael Ramney.
- The next timeline says in 1983 the deed went to Jim Baggett where he opened Mass Street Music so I'm not sure why they previously said the deed went to Michael Ramney.

Search #5

Database: Google

Search Term: Why do business donate to universities filetype:pdf

Why: I wanted to get some more information for why this business should donate to KUE to use in my memo. I did filetype:pdf in hopes of finding official documents, research reports, and other forms of this type to better my chances at receiving accurate information.

Results: I found this [form](#) from the Association of American Universities about charitable giving and universities. The pdf mentions that charitable contributions greatly benefit our nation and says, "The charitable gifts of individuals and businesses have been and continue to be used to establish tax-exempt, nonprofit organizations and/or to fund their operations and mission-based

activities”. It also mentions some federal incentives for charitable giving, the most intriguing ones being, federal government permitting corporations to deduct charitable donations from income (1936) and charitable income tax deduction.

Search #6

Database: Google Scholar

Search Term: Association of American Universities AND credibility

Why: I wanted to fact check the form I read in the above search. I put the forms publisher, Association of American Universities and credibility to find any articles with content about those two topics. I chose to use Google Scholar to see if the association was mentioned in any peer reviewed publishing’s / academic journals.

Results: Most of the results that popped up wasn’t what I was looking for because of common keywords used in them like “American universities”. I changed my search to “Association of American Universities” AAU, where I found [this](#) thesis. The dissertation is about the internationalization within the AAU, so it did not speak on the credibility of the association, but the article also did not list any reasons as to why the AAU wouldn’t be credible.

Section 2: Memo

TO: KU Endowment Fundraising Staff

FROM: Elizabeth Soltis, Communications Intern

DATE: September 17, 2023

SUBJECT: Massachusetts Street Music as a KUE Donor

As a part of our efforts to cultivate local business owners as a donor for KUE, I’ve decided to research Massachusetts Street Music, an independent music shop in Lawrence.

The Business

Locally known as Mass Street Music, the business is open 5 days a week and offers instrumental repairs as well as a variety of music products.

Mass Street Music’s website states it has been a top resource for musicians to get quality repair work done and to discover great gear for over 35 years, since 1983. The shop is run by him and 7 other employees, all sharing a deep passion for music.

The business:

- Located at 1347 Massachusetts St.
- Open Tuesday – Friday from 10am – 6pm and Saturday from 10am-5pm.
- [Was remodeled in 2013](#), adding new lighting and display areas, as well as new testing rooms.
- [Partakes in student discounts.](#)

The Owner

Mass Street music is owned by Jim Baggett, who has had a love for the guitar since high school. After graduating from Missouri, he landed a job mentoring underneath a [classical guitar maker in Kansas City](#) where he noticed his passion lies within the creation of the instrument. He moved his business to Lawrence in 1983 and for the past 30 years has been known as [Lawrence's Mr. Guitar](#).

Jim Baggett is very accomplished; he has strung instruments for a PBS Antiques Roadshow and repaired guitars for The Rolling Stones, Johnny Cash, and other musical icons. According to the [Lawrence Journal-World](#), it was Jim Baggett's reputation of outstanding repair work that brought these opportunities to him.

[Matt Kappenman](#) works alongside Baggett as the web and marketing manager of Mass Street Music who states that Jim is always willing to share knowledge and go the extra mile to teach someone something.

Why Mass Street Music?

Mass Street Music seems like a business we should target for three reasons:

1. The business is familiar with giveaways and charitable donations. Mass Street Music held a [Gear for Grads](#) discount in 2016.
2. The building property has historical ties into the Lawrence community since the 1880's. From grocery store to drug stores, the property has seen multiple businesses. One being Bob's Our Place, a restaurant locally known as a [great late-night](#) spot in the 60's.
3. A couple employees went to school in Kansas, [one being a University of Kansas alumni](#). Although graduating from Missouri, Jim Baggett has ties to Kansas City and has been involved in the Lawrence community for the past [36 years](#).