

2018 Art in the Loop Project: KC Plays

The Art in the Loop Foundation has successfully activated outdoor spaces in Downtown Kansas City with temporary artwork and performances for the last 4 years through our annual Art in the Loop Project. The project infuses the center of Downtown with innovative, engaging and refreshing art for a 5-month period.

Through a competitive, open call process, we select local artists to create site-specific, temporary artwork engaging an annual theme. We also select local musicians to perform lunchtime concerts.

ART INSTALLATIONS & EVENTS

Our 2018 site partners include [KC Streetcar](#); [West Terrace \(Case\) Park](#), and [KC Public Library Central Library](#). Eight to eleven engaging, site-responsive artworks will be installed along the KC Streetcar route, at streetcar stops a from May - September 2018. Four artworks will be installed in West Terrace (Case) Park on Quality Hill. Two-dimensional, three-dimensional, video and interactive digital artwork will be included.

WEDNESDAY LUNCHTIME CONCERT SERIES

A diverse selection of local musicians and poets will perform at lunchtime on Wednesdays throughout the summer. The performances will take place on-board KC Streetcar and at specified stops, in West Terrace Park and at the Kansas City Public Library Central Library.

ENGAGEMENT & PROMOTION

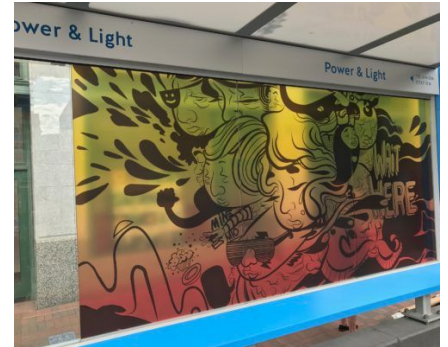
We plan a robust series of public engagement opportunities including opening and closing receptions, pop-up exhibitions and an Art Crawl. In 2018 we're also planning a scavenger hunt that will include self-guided materials as well as one to two public events. Informative signage is also provided for the public.

The project is actively promoted through social media and traditional media. The artwork, artists and performances provide meaningful content that our partners also help us promote. We secure radio advertising, use the KCitypost kiosks, and other grassroots means for promotion as well.

We Need Your Support

The Art in the Loop Project is a partnership of the City of Kansas City, Missouri, the Downtown Council and KC Streetcar. The project showcases local artists who have made Kansas City the center of the Creative Crossroads, attracting national recognition to our region. It also supports efforts to attract young people to live and work in our City by providing unique cultural and entertainment opportunities. All activities are free and open to the public. Support local artists! Sponsor levels range from \$1,000 to \$15,000. Contact Ann Holliday, ann@downtownkc.org or 816-979-1072 for more information.

www.artintheloop.com



Wait Here by JT Daniels, 2017



Enrique Chi, 2017



Cloud Canopy by Monica Dixon, 2017



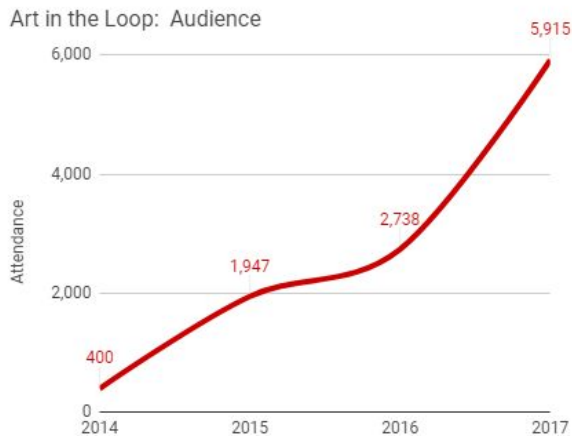
Inscribed by Jeramy Zimmerman, 2017



ENGAGEMENT

Performances

The audience for our performances has increased over time:



It's harder to measure how many people are impacted by the visual art, but we know that over 500,000 boarded the streetcar at the stops where art was located during the duration of the project.

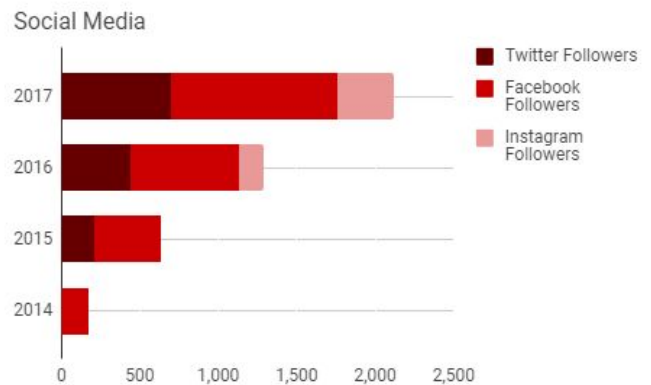
Neighborhood and Organizational Promotional Partners

(Newsletters, Eblasts, Social Shares, Calendar Listings)

City Market, KC Streetcar, KC Public Library, Union Station, Downtown Council, VisitKC, ArtsKCgo.com, KC Track Club, RUN 816, KC Artists Coalition, Missouri Arts Council, KCityPost

Social Media

We're active on Twitter, Facebook and Instagram, promoting our artists, project and sponsors.



- 165,248 Twitter impressions in 2017 (100% increase from 2016)
- 271,612 Facebook impressions (2017)
- 68,132 - reach of Facebook posts (2017)

Media (Articles, Stories)

The Kansas City Star, The Pitch, CitySceneKC, KCUR 89.3, FOX 4 - WDAF, KCTV 5, 90.9 The Bridge, Vending Times

Advertising

90.9 The Bridge