



## **The arts are integral to the vitality of our region and the quality of life for all.**

ArtsKC believes that a safe, healthy, and affordable community is critical to the future of each citizen and their ability to thrive. The arts in education, thriving artist entrepreneurs, and robust arts organizations provide positive region-wide economic and social impact. The **arts create jobs**, drive **innovation**, attract employees and businesses, and **support tourism**. The arts also **bridge** social and cultural **divides**, revitalize and connect neighborhoods, and **create** personal and collective **inspiration** and **hope**.

In 2015, the City of Kansas City became a **leader** among its peer cities by establishing the **Office of Culture and Creative Services** (OCCS). This office was formed to lead the City of Kansas City's **Arts Convergence Plan**—a 10-year cultural master plan that outlined the community's vision for **arts and culture development**, and was **adopted by city leadership**.

Furthermore, the **KC Film Office** reopened in 2014 to support and recruit the **development of a robust film industry in our region**. Since reopening, its incentive program has brought over 1,000 projects to our area, and with them, a **significant return** on the City's investment.

As such, we have **two immediate requests** for Kansas City's Mayor and City Council to **continue the investment** in these vital programs.

### **1. Retain the Office of Culture and Creative Services.**

With many surrounding cities and municipalities striving to build critical art and cultural infrastructure within their local governments, we feel it is regrettable that the City of Kansas City, MO would choose to eliminate this crucial piece of our city's long-standing priorities.

The department of OCCS ensures that the arts have a voice in City Hall during critical discussions around all elements of community development—aspects of society the arts have been proven to positively affect.

### **2. Retain the KC Film Office's incentive program.**

The KC Film Office's incentive program returns millions on the City's investment. Through partnerships with production companies and incentive funds, the KC Film office is able to bring revenue and positive media visibility to our city and area.

## **IN SUMMATION**

The City of Kansas City is recognized worldwide for the quality and vitality of our arts and culture sector. This success will only continue through the commitment and partnership of our elected officials, businesses, artist entrepreneurs, educators and arts organizations. If we work together, we will continue to shape a community that elevates the arts as a key determinant of our health and well-being, as well as, an economic imperative

## KANSAS CITY ARTS & CULTURE IMPACT

### The Arts as Job Creator



### Total Economic Impact



### Household Income



### Govt. Revenue for KCMO



## KANSAS CITY ARTS AND CULTURE SOCIAL IMPACT

**20%**

### Rise in Property Values<sup>1</sup>

Having a cultural organization in a community has been shown to increase nearby residential property values by up to 20 percent.

**COMMUNITIES  
WHERE ARTS ARE  
PRESENT HAVE 18%  
LESS SERIOUS CRIME  
AND 14% FEWER  
REPORTS OF ABUSE  
AND NEGLECT**

**75%**

### Reduction in Income Disparity

From 2000–2010, more than 75% of diverse, low-income neighborhoods saw reductions in income disparity that directly correlated to the formation of new arts organizations within that community.

## LOCAL CREATIVE OFFICES AND THEIR IMPACT

### A dedicated office of culture and creative services drives:

- **\$250 million** in arts and culture economic impact in KCMO, specifically
- **\$20 million** in direct government revenue for the City of Kansas City, MO
- **8,000 jobs** in the City of Kansas City, MO

### The KC Film Office's incentive program has:

- Given project assistance to more than **1,000 projects**, with an economic impact of **\$50 Million**.
- Incentivized film projects to hire locally, **creating thousands of job** opportunities in 6 years.
- Given bonuses to projects that **feature local artists or organizations**—further boosting our area.

### — On the Record —

From **KC Studio's Interview**, "*The Arts in Kansas City Have a Friend in Mayor Quinton Lucas*"  
**Mayor Lucas:** "Art is what makes this community special... It is vital for us in every neighborhood that people know about culture, history, the future and how to dream.  
I think the arts, in all their forms, encapsulate that."

<sup>1</sup> Americans for the Arts - [www.americansforthearts.org/socialimpact](http://www.americansforthearts.org/socialimpact)



## TALKING POINTS FOR ARTS ADVOCATES

### Office of Culture and Creative Services (OCCS)

- The OCCS ensures the arts have a voice on staff in City Hall embedding the arts in cross departmental planning where the arts can play a role in critical discussions around housing, development, equity, violence prevention, etc.—all aspects of society the arts have been proven to positively impact.
- Since 2015, OCCS has administered the Neighborhood Tourist Development Fund, which provides funding to local non-profit organizations to promote Kansas City's distinct and diverse neighborhoods through cultural, ethnic, historic, educational, and recreational activities in conjunction with promoting such city as an international trade, convention, visitors and tourist center.
- In 2016, OCCS launched its partnership with AltCap to provide microloans to artists in the city. ARTcap microloans are available for amounts up to \$50,000 to artists, artisans and makers as well as other established businesses in the creative industries.
- Americans for the Arts (AFTA) released its Arts & Economic Prosperity® 5 (AEP5) Study in June 2017, which features national and regional findings, including 2015 data for the City of Kansas City, Missouri. OCCS was the facilitator of the findings for the study for the City of Kansas City MO.
- OCCS conducted the Kansas City Arts Market Study in partnership with Kansas City Economic Development Corporation to find out what artists, arts and cultural organizations and creative businesses consider their top creative space priorities for the future.
- The OCCS contracted with Artspace, the country's leading developer of arts facilities, to conduct an arts market survey to assess the creative space needs of the arts, culture and creative sectors in Kansas City.

### KC Film Office

The KC Film Office is key to driving revenue to the City through the development of a robust film industry

- \$51 Million in estimated economic impact for projects KC Film Office has served. Projects the office doesn't assist are not included in this estimate, and so the impact number is actually much greater than \$51 M.
- 784 professional crew and service companies listed in KC Film Production Guide. Each project represents jobs (2-50) for crew/cast = thousands of job opportunities over 5+ years
- More than 20 feature films have been produced in KC since 2014
- More than 25 national television shows have filmed in KC since 2014
- 285 PR opportunities created by Kansas City's film industry, including features in Variety Magazine, 2019 & 2020 Best Places by MovieMaker Magazine, Hollywood Reporter, Deadline Hollywood & many more

### Tourism

- 81% of tourists to KC said the primary purpose of their visit was to attend arts and culture events.

### Workforce

- The arts are our city's third-largest employer, with over 10,000 residents earning their living from the nonprofit arts sector and creative industries.

### Economic Impact

- The arts provide our city over \$250 million in total economic impact and direct revenue of \$18.8 million. That's a remarkable return on the City of Kansas City's overall investment.

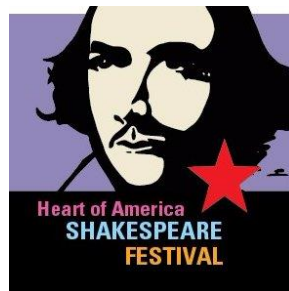
### Arts & Housing

- According to Americans for the Arts, having a cultural organization in a community has been shown to increase nearby residential property values by up to 20 percent.

### Arts & Crime

- According to Americans for the Arts, communities where the arts are present have 18% less serious crime and 14% fewer reports of abuse and neglect. ArtsTech helps serve this community.

**Community Partners in Support of ArtsKC's Position**



If you would like to add your name to our list of community supporters, please email [BHaralson@ArtsKC.org](mailto:BHaralson@ArtsKC.org).

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