ARTS & CULTURE ARE CORE TO THE KC REGION

ARTSCORE

Powering Economic Growth and Prosperity
Welcome

Dana Knapp, ArtsKC President & CEO
Keynote

Randy Cohen
Vice President of Research and Policy, Americans for the Arts
CREATING JOBS, GENERATING COMMERCE, DRIVING TOURISM.
Greater Kansas City Metropolitan Area!
Clay, Jackson, Platte Counties + Johnson, Wyandotte Counties
Stone-Aged Flute
The Shame Flute
Most Comprehensive Study Ever!
341 Study Regions in all 50 States—including Greater Kansas City Metro Area!
$276.1 Million in Spending (2015)

- Organizations: $179.5 Million
- Audiences: $96.6 Million
Jobs Supported (FTE)

8,970
Government Revenue
(Local & State)

$24.6 Million
Attendees Spent
$25.12 Per Person, Per Event

Meals & Snacks $16.43
Ground Transportation $2.71
Souvenirs/Gifts $1.90
Lodging $1.72
Other/Misc. $2.36
Audiences: Local vs. Non-Local

- Local: 85%
- Non-Local: 15%
81 percent of non-local attendees said, “This arts event is the primary purpose for my trip.”
Arts Volunteerism

- 11,505 volunteers
- 522,000 hours
- $12.3 million value

(2015 volunteer hour = $23.56)
AEP5 National Partners
Americans Value The Arts

82% of Americans believe arts & culture are important to local businesses and the economy

87% of Americans believe arts & culture are important to quality of life

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs
Creative Jackson County
1,724 Arts-Related Business Employ 9,130 People

4.6% of all businesses
2.4% of all employees
All U.S. Arts Industries (2014)
$730 Billion = 4.2 Percent of GDP

Retail Trade: 5.8%
Arts & Culture: 4.2%
Construction: 3.9%
Transportation: 2.9%
Mining: 2.8%
Travel & Tourism: 2.6%
Utilities: 1.6%

Source: U.S. Bureau of Economic Analysis
Artists and Innovation
“Operation Fortitude”
Creativity in the Battlefield
Ready to Innovate

Are educators and executives aligned on the creative readiness of the U.S. workforce?
Thomas Südhof
2013 Nobel Prize for medicine:
“I owe it all to my bassoon teacher”

Drive for excellence...visual thinking...pattern recognition...problem solving...perseverance
Improved Academic Performance
Arts in Healthcare Benefits

- Reduced length of hospital stay
- Fewer medical visits
- Reduced use of pain and anxiety med’s
- Improved recovery time
- Reduced depression
Appreciating Our Cultural Assets
The Arts Mean Business!

AmericansForTheArts.org/AEP5

rcohen@artsusa.org
Insights & Discussion

Topic: Impact of the Arts & Culture Industry

Moderator
Jon Stephens, President of Rockhill Strategic

Guests
Ronnie Burt, President & CEO of Visit KC
Randy Cohen, Vice President of Research and Policy, AFTA
Dr. Cynthia Lane, KCK Superintendent of Schools
Carolyn Watley, Vice President of Community Engagement at CBIZ
Hannes Zacharias, County Manager, Johnson County
Call to Action

Dana Knapp, ArtsKC President & CEO
Resources

Visit ArtsKC.org/AEP5: to get resources, including the regional and national reports

Call ArtsKC: 816-221-1777 with any questions

Email: news@artskc.org to request a group presentation given by ArtsKC
Presenting Partners

ArtsKC.org/AEP5

ArtsJoCo.org

KCMO.gov/culturalarts

AmericansfortheArts.org