

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



ARTS & ECONOMIC PROSPERITY 5

THE ECONOMIC IMPACT OF NONPROFIT ARTS & CULTURAL ORGANIZATIONS & THEIR AUDIENCES



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!

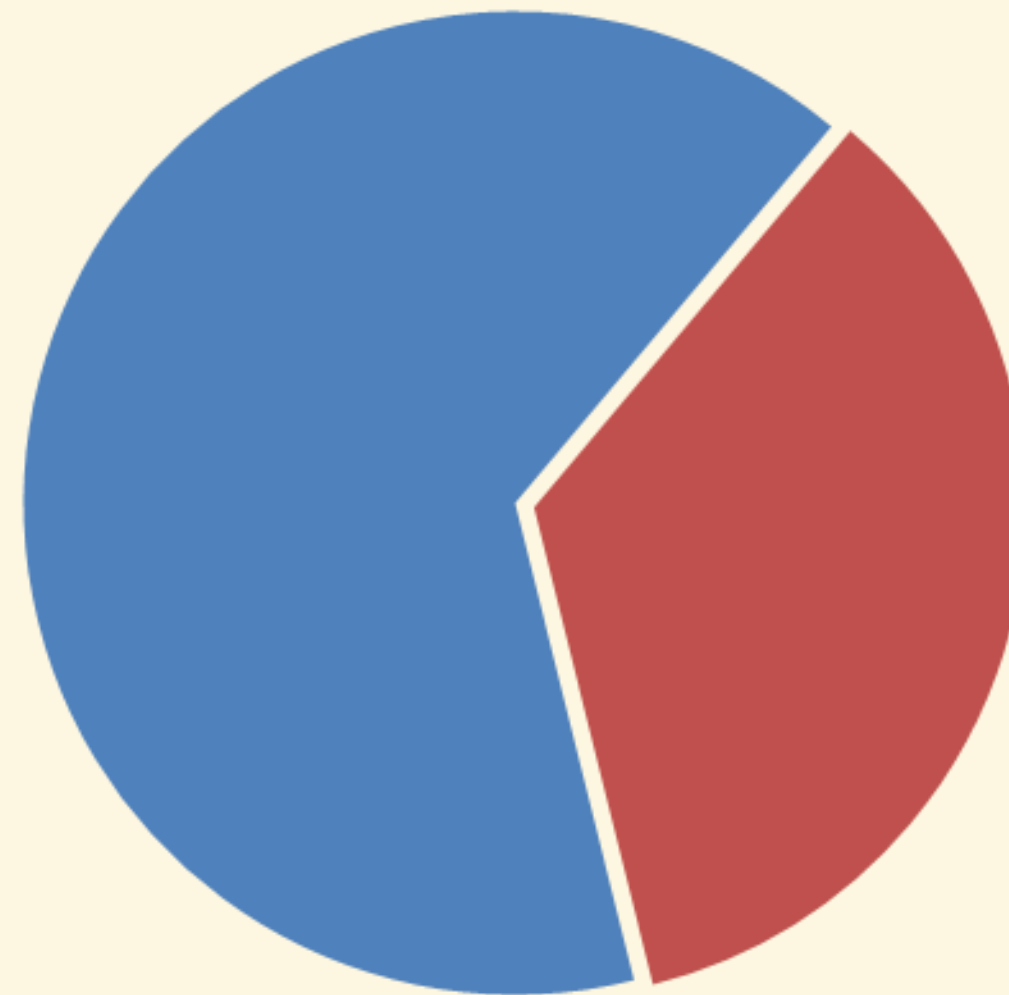
341 Study Regions in all 50 States—including *Greater Kansas City Metro Area!*





\$276.1 Million in Spending (2015)

Organizations
\$179.5 Million



Audiences
\$96.6 Million



Jobs Supported (FTE)

8,970

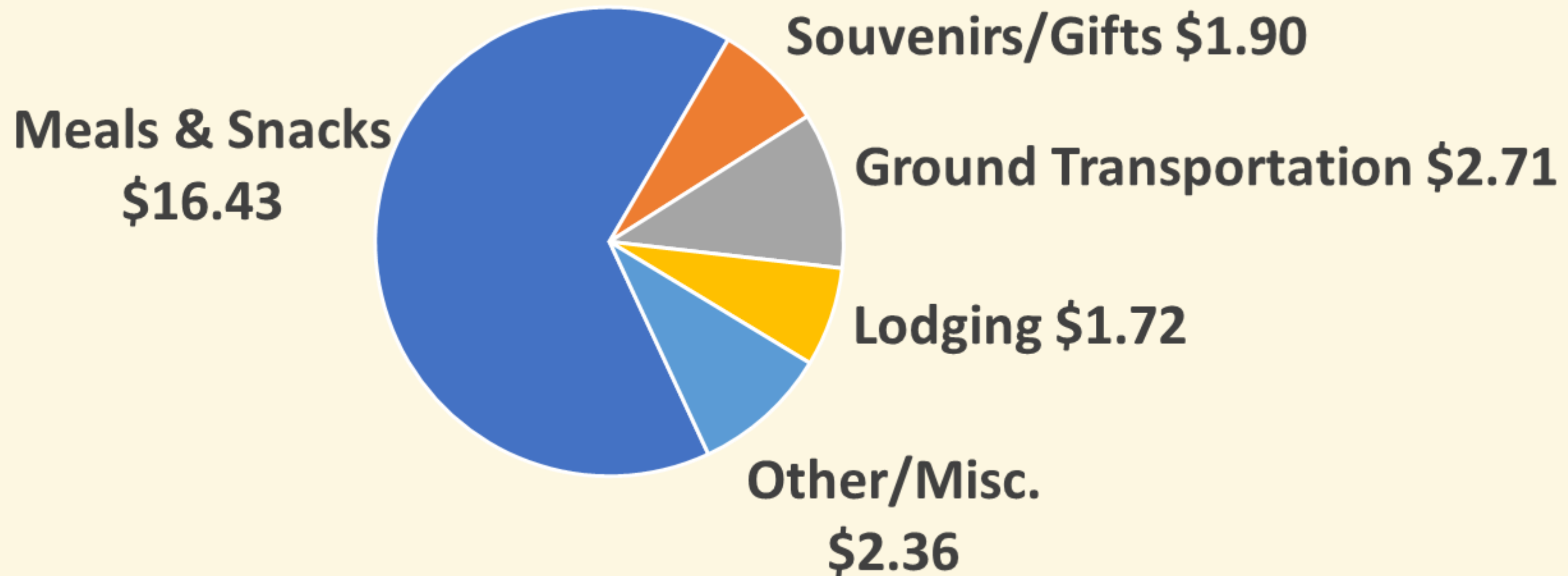


Government Revenue (Local & State)

\$24.6 Million



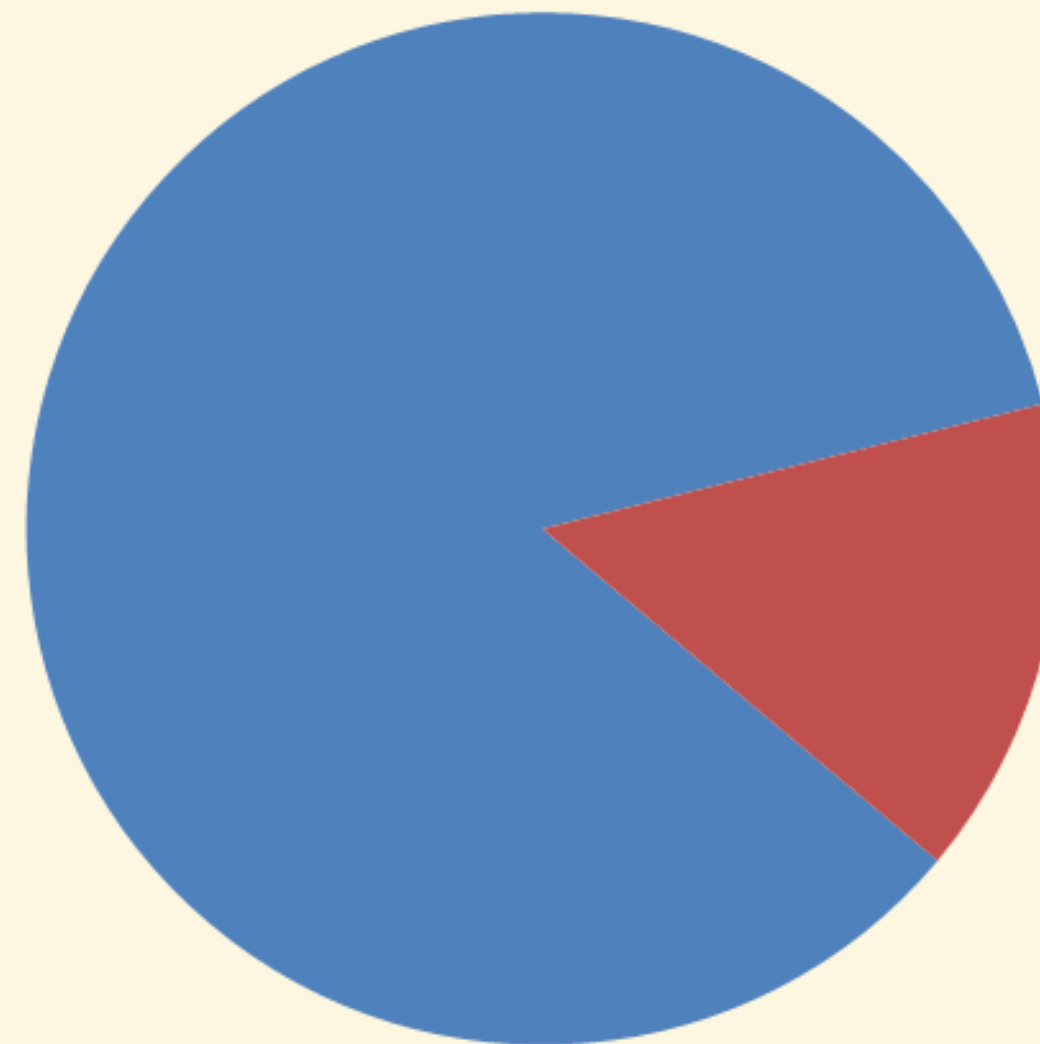
Attendees Spent \$25.12 Per Person, Per Event





Audiences: Local vs. Non-Local

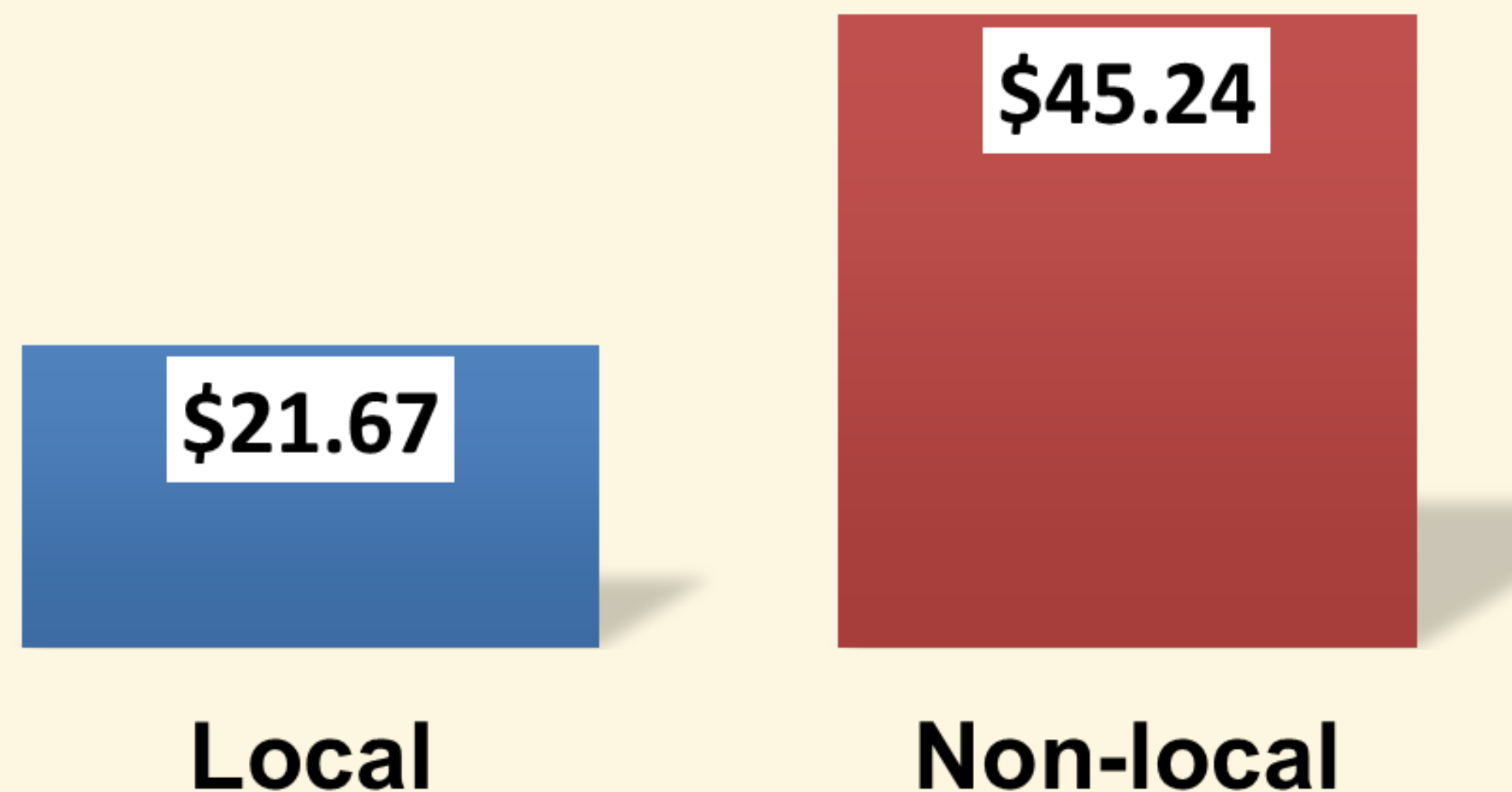
Local
85%



Non-Local
15%



Event-Related Spending *Local vs. Non-Local*



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%

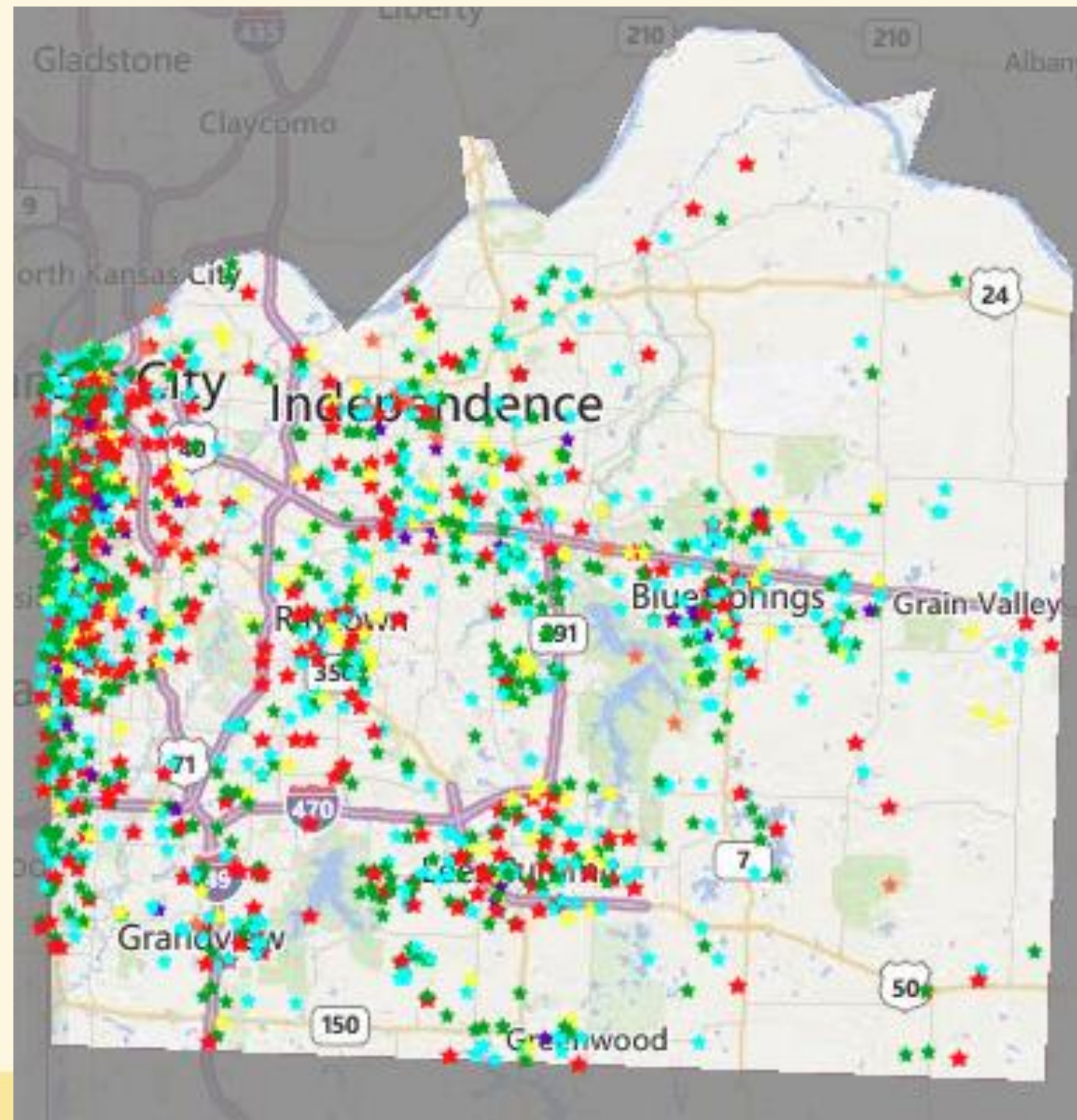
of Americans believe arts
& culture are important
to quality of life

Source: Americans for the Arts
2016 survey of 3,020 adults
by Ipsos Public Affairs



Creative Jackson County

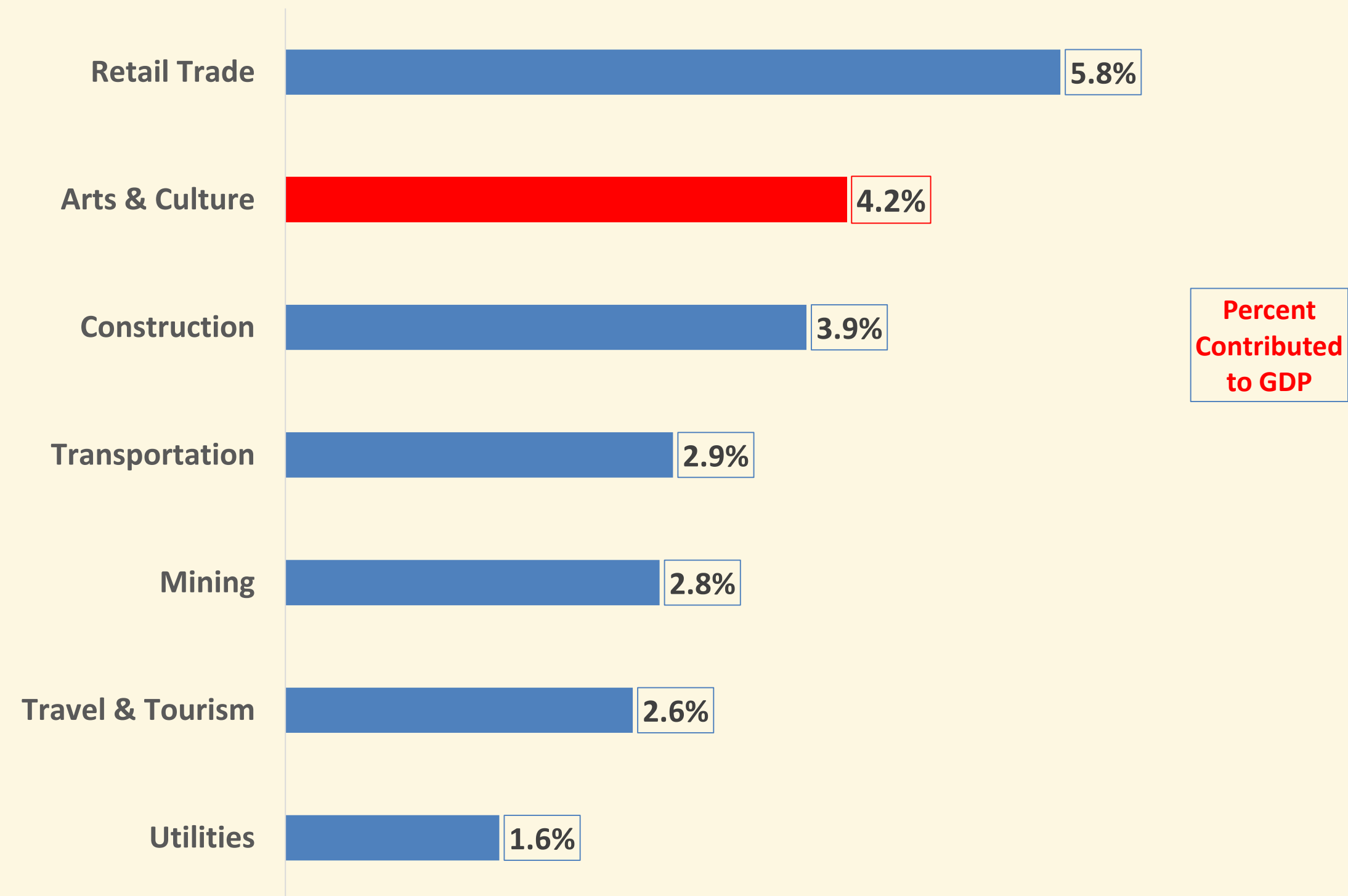
1,724 Arts-Related Business Employ 9,130 People



4.6% of all businesses
2.4% of all employees



All U.S. Arts Industries (2014) \$730 Billion = 4.2 Percent of GDP



Source: U.S. Bureau of Economic Analysis

Artists and Innovation

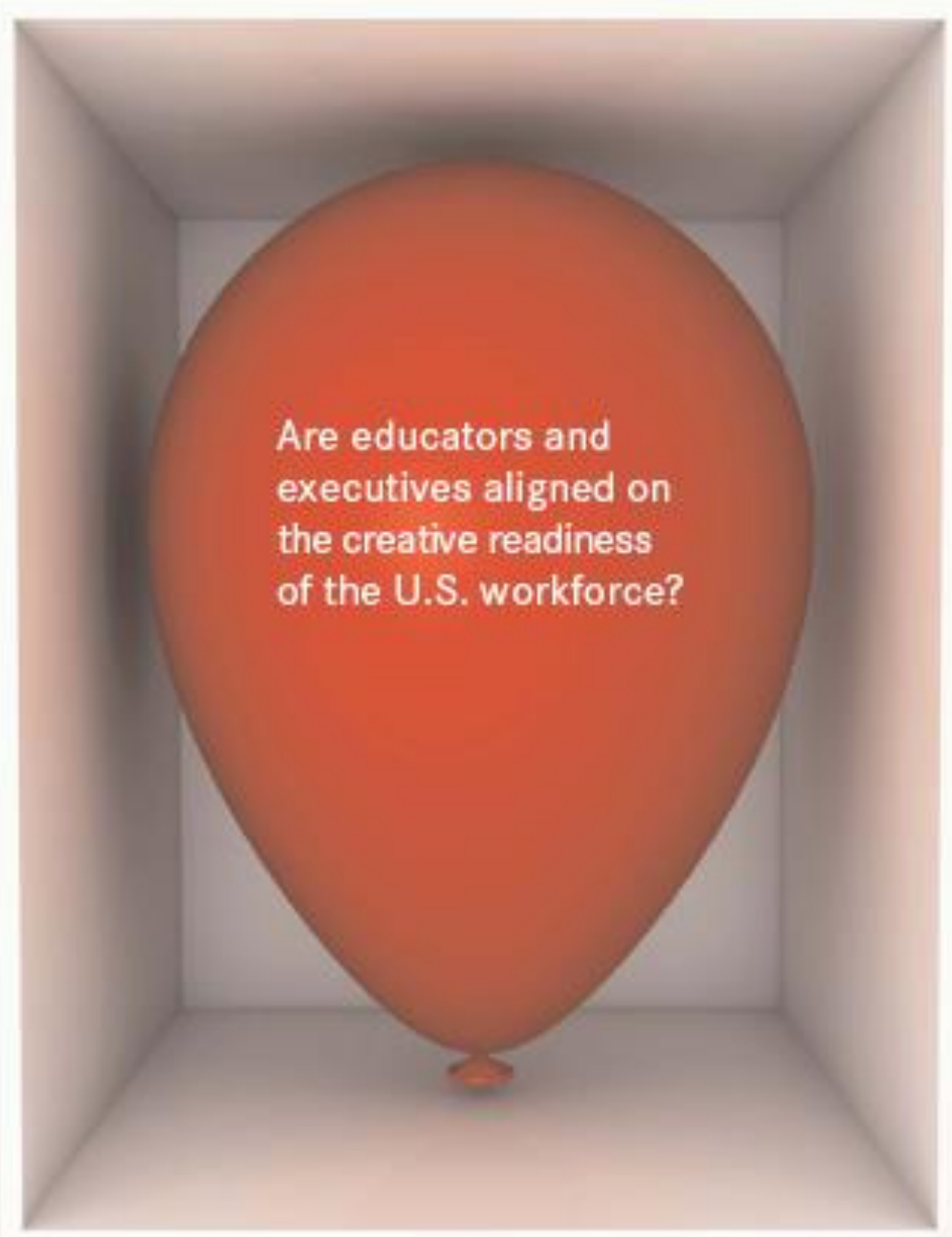


“Operation Fortitude” Creativity in the Battlefield



Ready to Innovate

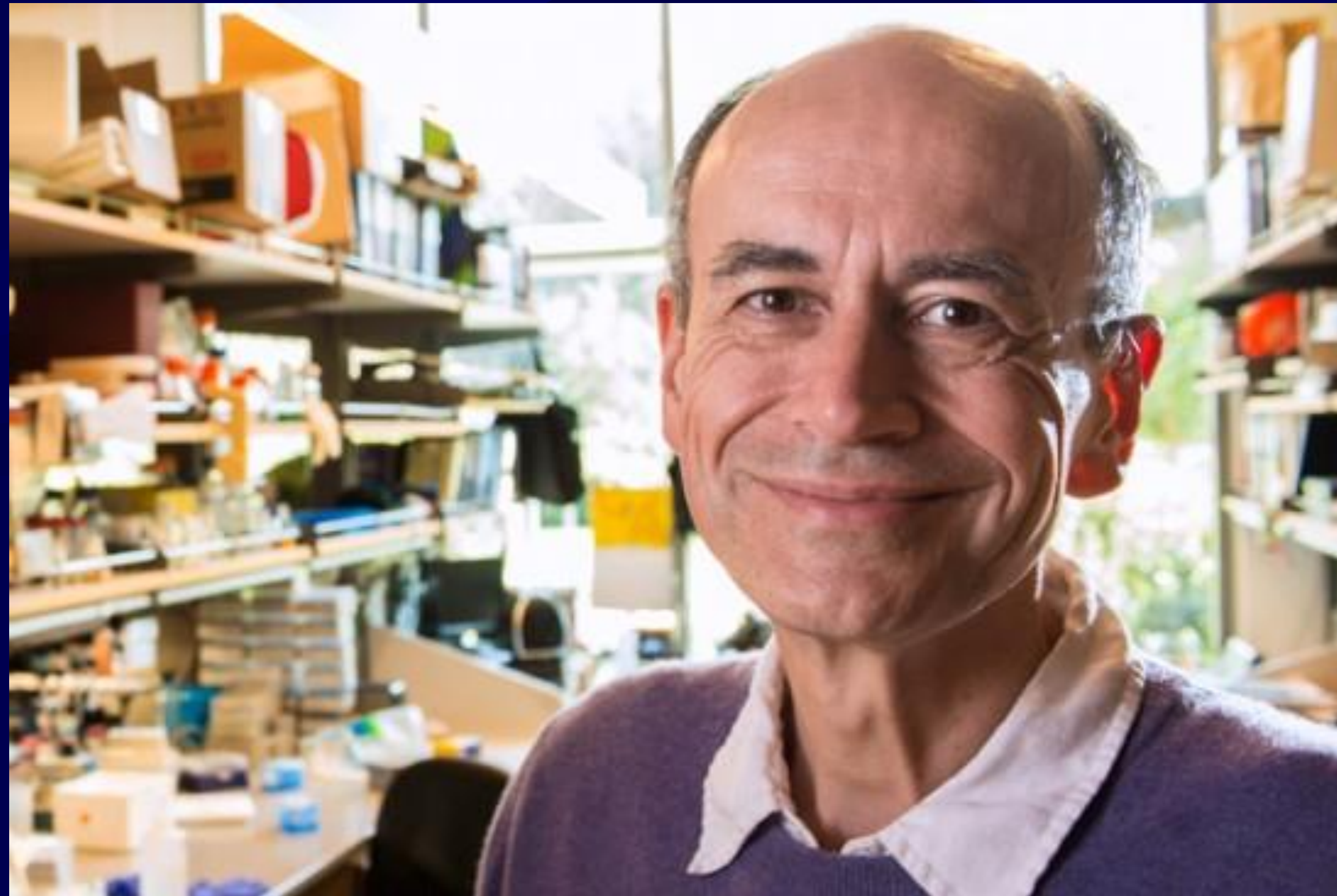
RESEARCH REPORT
R-1424-08-RR



Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

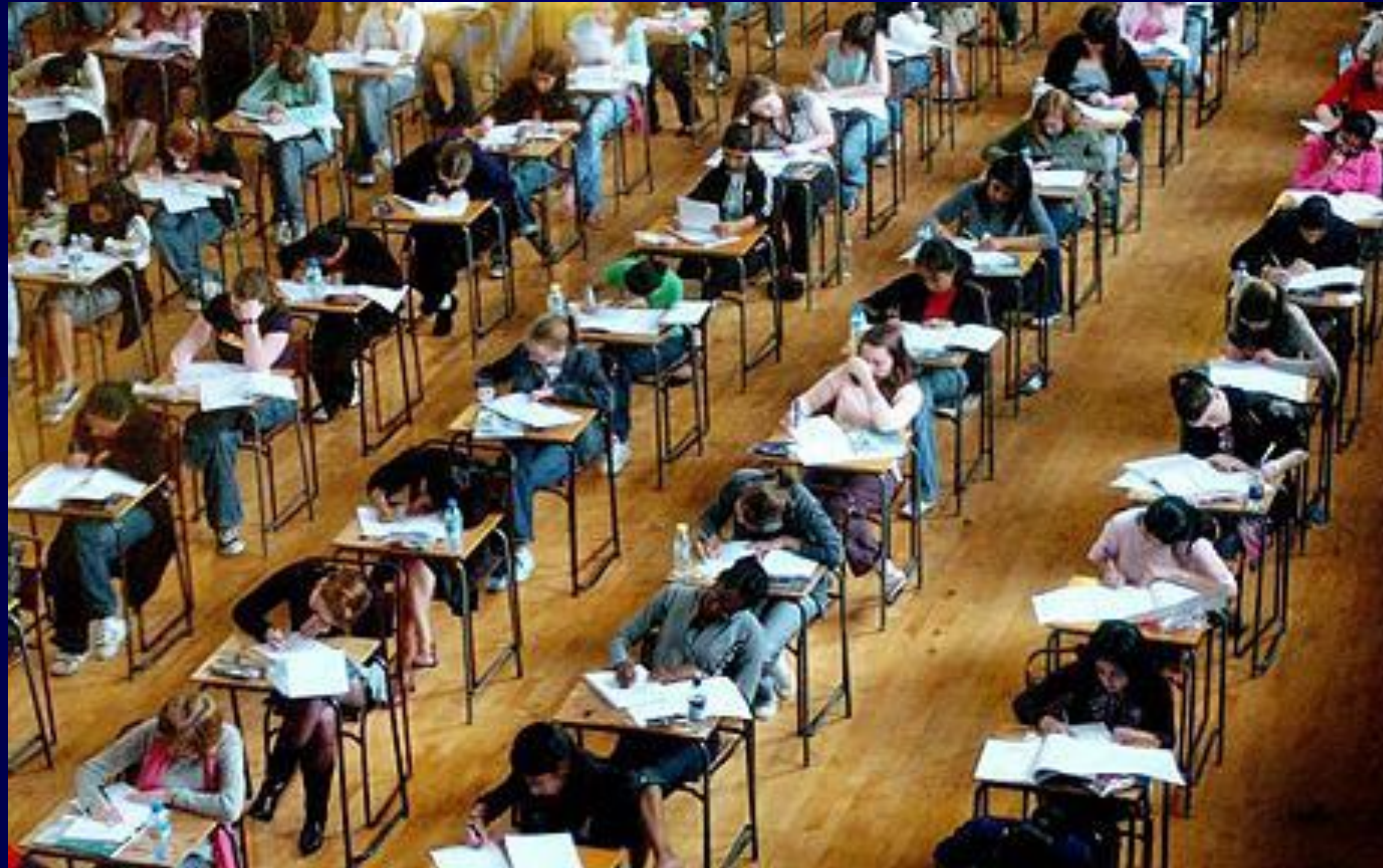
Trusted
Insights for
Business
Worldwide

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](https://www.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

