

ARTS & CULTURE ARE CORE TO KANSAS CITY



ARTS**CORE**

**Powering Economic
Growth and Prosperity**

City of Kansas City, Missouri Report

ArtsKC.org/AEP5

Arts & Culture: Core to KCMO Region

The arts and culture in Kansas City, Missouri are an intrinsic part of our vibrant community, representing 88% of the total economic impact of the nonprofit arts and culture industry in our region. The industry sustains our city's quality of life, beauty and vitality, but also powers economic growth, jobs and tourism.

Americans for the Arts (AFTA) has released its Arts & Economic Prosperity® 5 Study, which features 2015 national data, as well as local data for the City of Kansas City, Missouri.



\$161.7M

Spending by Arts & Cultural Organizations

Organizations support our economy by employing people locally, purchasing goods and services from local establishments and by attracting tourists.

\$82.5M

Spending by Audiences

Audiences bolster the local economy with event-related spending at restaurants, hotels, retail stores, parking garages, and more.

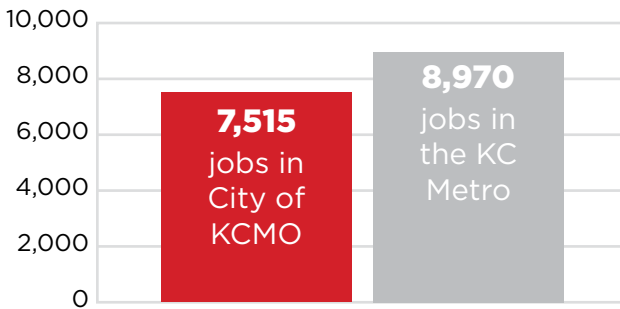
Kansas City & Missouri State Government Revenue

\$18.8M

Arts & culture generates millions in government revenue, proving that government funding for the industry is not a “frill,” but rather an investment that brings a positive return.

Industry Generates Jobs & Income

If the arts & culture industry were a single entity, it would rank as a top private sector employer. Jobs in the City of Kansas City contribute to 84% of our region’s total nonprofit and culture industry employment. The industry hires artists and performers, but also other staff such as administrators and educators.



The City of KCMO represents **84%** of creative industry employment in the region.

Household Income

\$220.8M

The arts and culture industry in the City of Kansas City, Missouri generated a combined \$220.8M in household income that, in turn, went back into the City’s economy for purchases, including cars, homes, and more.

Industry Drives Cultural Tourism

Our city is buzzing with tourists attending arts and cultural events, which means that, while they're here, they spend money on food, transportation, souvenirs, and more. In fact, tourists spend \$9 more than locals on event-related expenses.

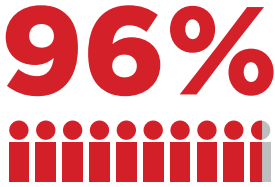
Average tourist spend:



Events Attract Tourists

96% of tourists living outside of Jackson County who attended an arts or cultural event said the primary purpose of their visit to the City was to attend that event.

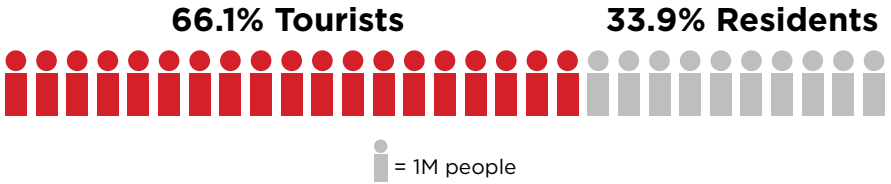
This compares to a 69% national average of tourists traveling for the purpose of attending and arts and cultural event.



Arts Event Attendees Are Primarily Tourists

Of the 2.9 million nonprofit arts attendees in Kansas City, MO, 33.9% were residents and 66.1% were tourists, which is almost double the national average of nonlocal attendees (34.1%).

Tourism is clearly contributing to our local economy.



Value of Volunteerism

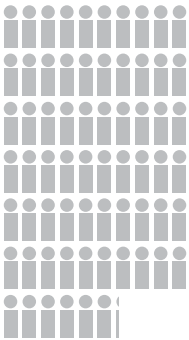
7,616
volunteers

+

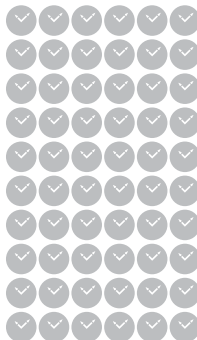
346,465
hours

=

\$8.2M



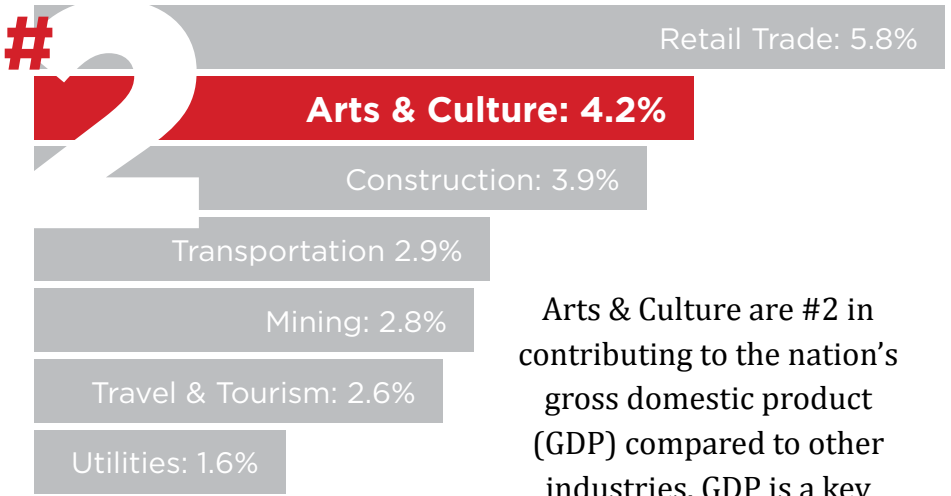
i = 100 people



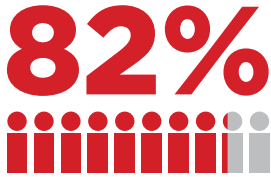
✓ = 5,774 hours

During 2015, volunteers provided unpaid services valued at an estimated \$8.2M to the nonprofit arts & cultural organizations that participated in the City's study.

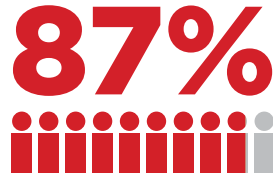
Arts & Culture = 4.2% of GDP



Arts & Culture are #2 in contributing to the nation's gross domestic product (GDP) compared to other industries. GDP is a key economic indicator of an economy's health.



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

About the Study

Study Size for National & Regional Data

The national *Arts & Economic Prosperity 5 Study* represents detailed economic findings from 341 communities and regions representing 50 states and the District of Columbia. The study excludes spending by individual artists and the for-profit arts and entertainment sector. City of Kansas City, Missouri data was collected from 91 of the 165 eligible nonprofit arts & cultural organizations in Jackson county, representing a 55% participation rate.

Sources

Except where noted below, all data represents 2015 data from the AFTA *Arts & Economic Prosperity 5 Study*.

¹ "Book of Lists." Kansas City Business Journal. 2015-2016: p. 40.

² Americans for the Arts' 2016 survey of 3,020 adults by Ipsos Public Affairs.

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