KCStat

kcstat.kcmo.org

April 5, 2016

#KCStat

Planning, Zoning and Economic Development

Planning, Zoning and Economic Development Goal

To develop a vital economy where there is opportunity for growth, particularly in historically underdeveloped areas; citizens have opportunities for creating wealth and prosperity; and visitors consider Kansas City a desirable destination.

How to Get There: 2015 City Objectives for Planning, Zoning and Economic Development

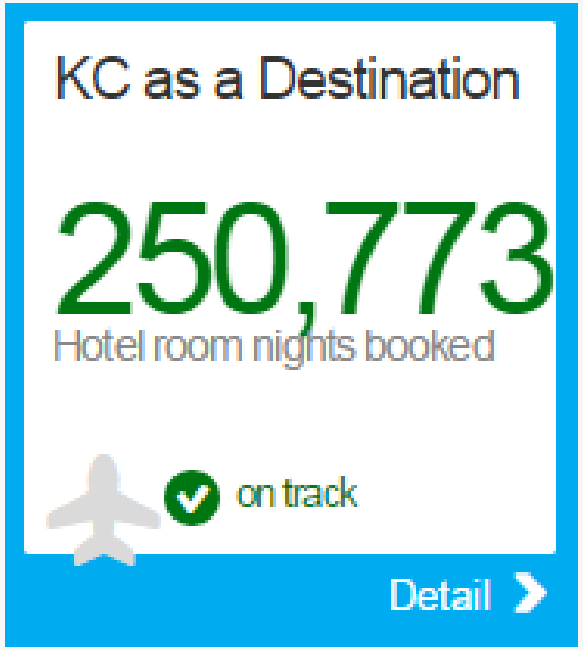
1. Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods. (2018)
2. Implement the City's long-range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan. (Tune up: 2017)
3. Implement programs that foster small business growth and development. (2016)
4. Implement the City Planning and Development Service Improvement Plan in order to streamline business processes and systems. (2017)
5. Enhance Kansas City as a destination for leisure and business travel through aggressive promotion of our community and continued investment in the City's convention and entertainment facilities. (Ongoing)
6. Prepare the airport terminals at KCI to meet and exceed the future needs and requirements for our customers and tenants to make KCI a world-class airport. (Ongoing)
7. Utilize arts-based strategies to support the creative sector in fostering economic and community development. (2017)
8. Increase support for economic prosperity of the creative sector. (Ongoing)
9. Develop a digital inclusion strategic plan for the City's part in the Kansas City Coalition for Digital Inclusion. (May 1, 2016)
10. Analyze the current and historic use of incentives in TIF, LCRA, 353, and PIEA areas to determine the ongoing need for development assistance. (2017)

FY2016-17 Measures of Success

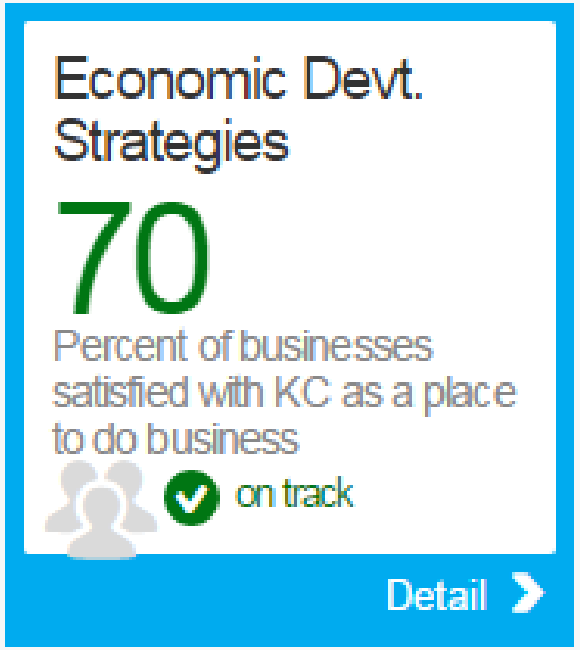
Measures of Success	FY15 Actual	FY16 Target	FY17 Target
Percent of businesses rating the City as an excellent or good place to do business	65.1%	67%	69%
Percent of businesses satisfied with overall quality of services provided by the City	60.1%	62%	64%
Hotel Room nights booked due to convention center activity	170,359	200,000	200,000

Planning, Zoning and Economic Development: How we measure progress

Objectives 5 & 6



Objectives 2, 3, 7, 8, 9, & 10



Objective 4

Objective 1

Source: KCStat.kcmo.org

Kansas City as a Destination

Objective 5

Enhance Kansas City as a destination for leisure and business travel through aggressive promotion of our community and continued investment in the City's convention and entertainment facilities.

Hotel Room Nights

250,773 Hotel room nights booked

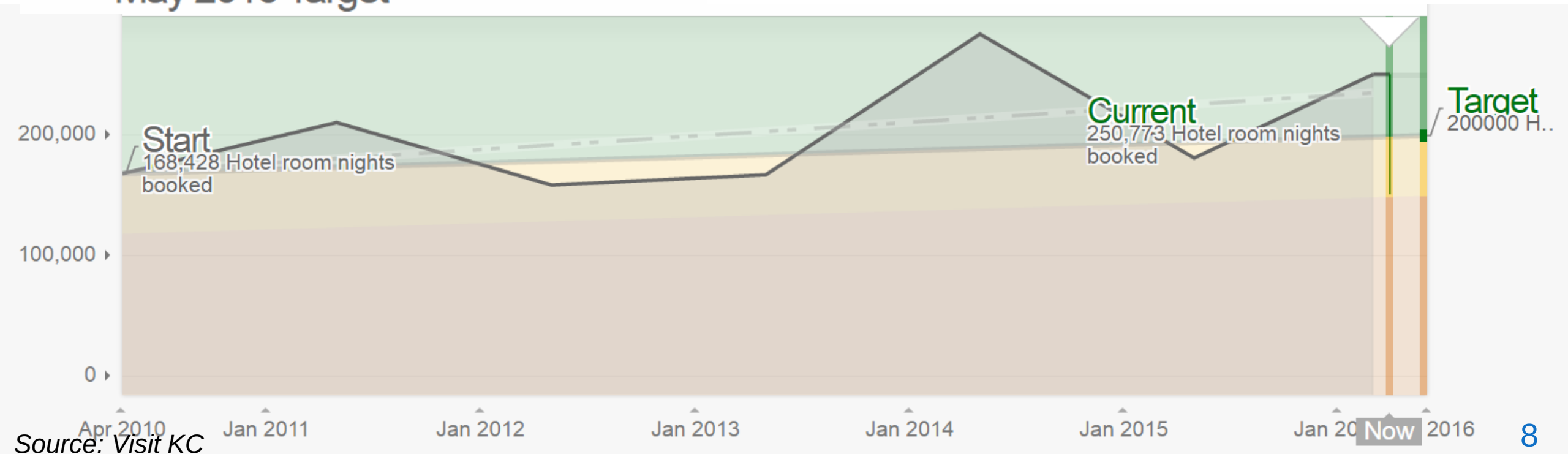
Current as of Feb 2016

On Track

Hide chart

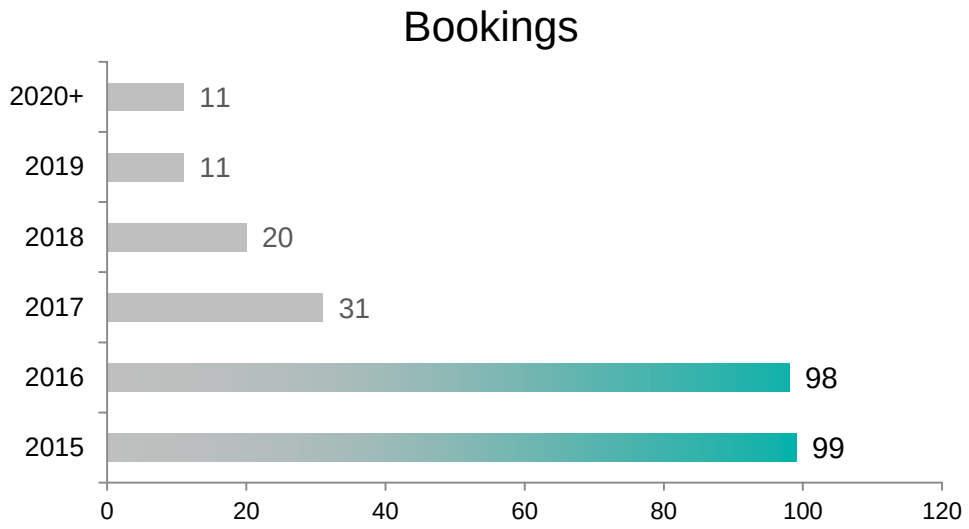
200,000 Hotel room nights booked

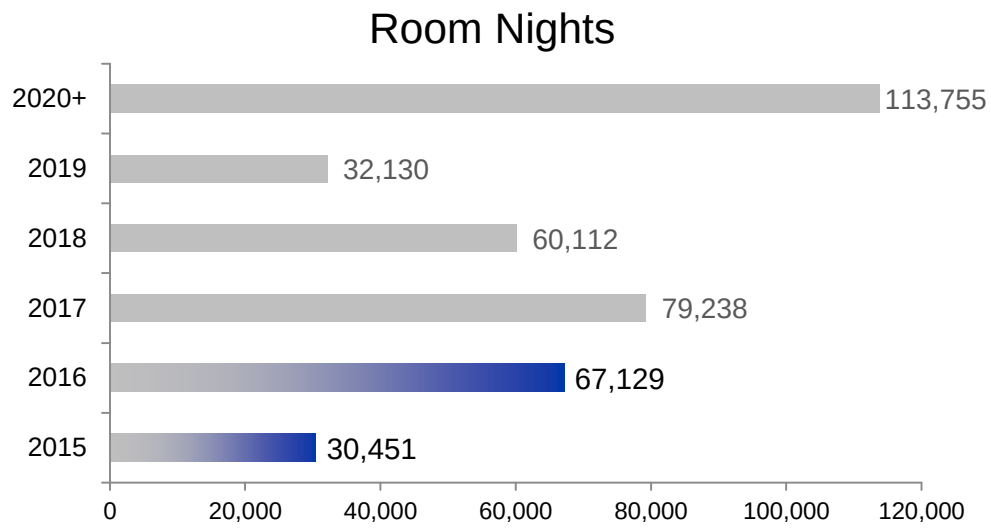
May 2016 Target

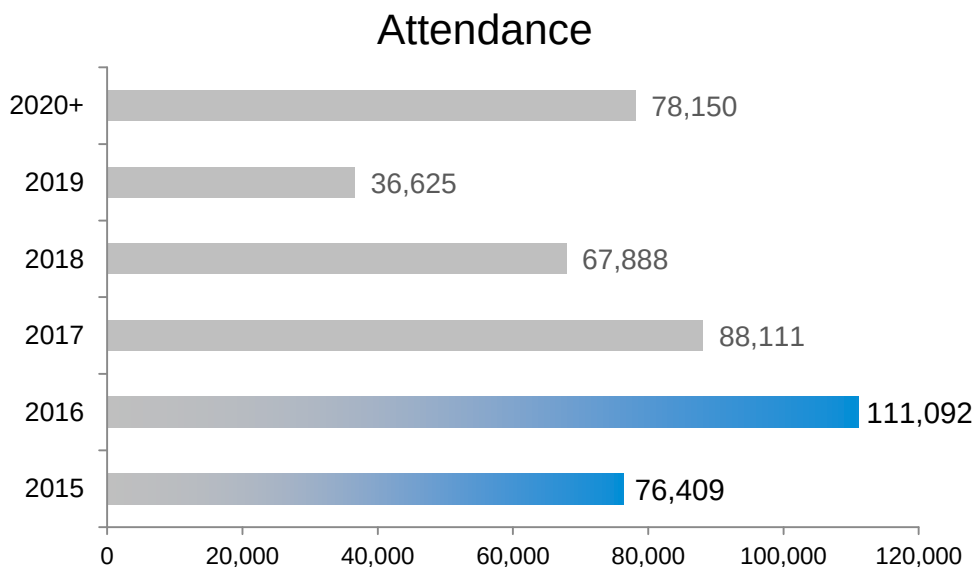


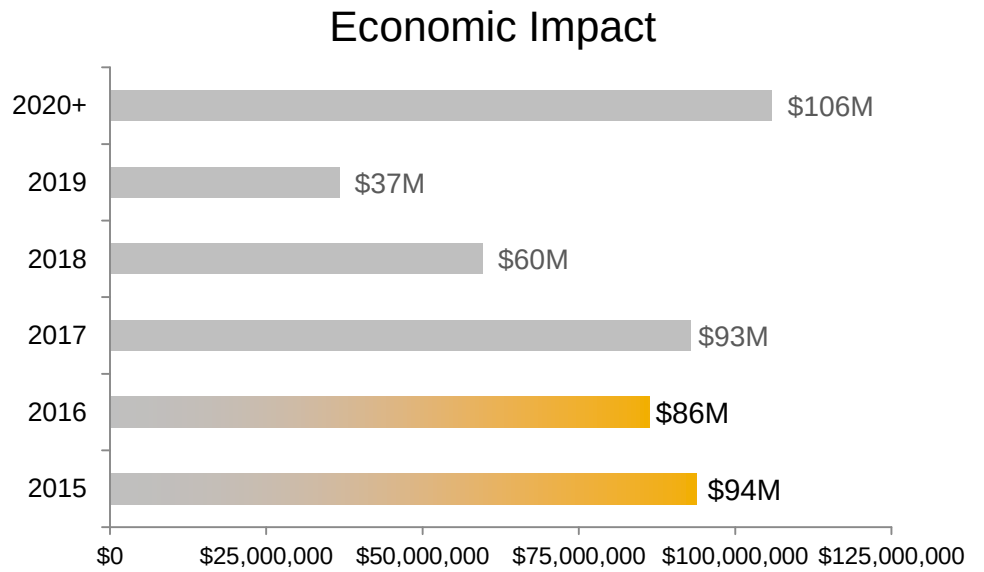
Source: Visit KC

2015 Yearly Placement









Data *as of December 31, 2015; Source: Visit KC*

Return on Investment

Convention Impact

Jan. 1-Dec. 31, 2015
Visit KC booked 270 meetings.

287,657 Convention Center Room Nights

95,158 Non-Center Room Nights

$475 Million Economic Impact

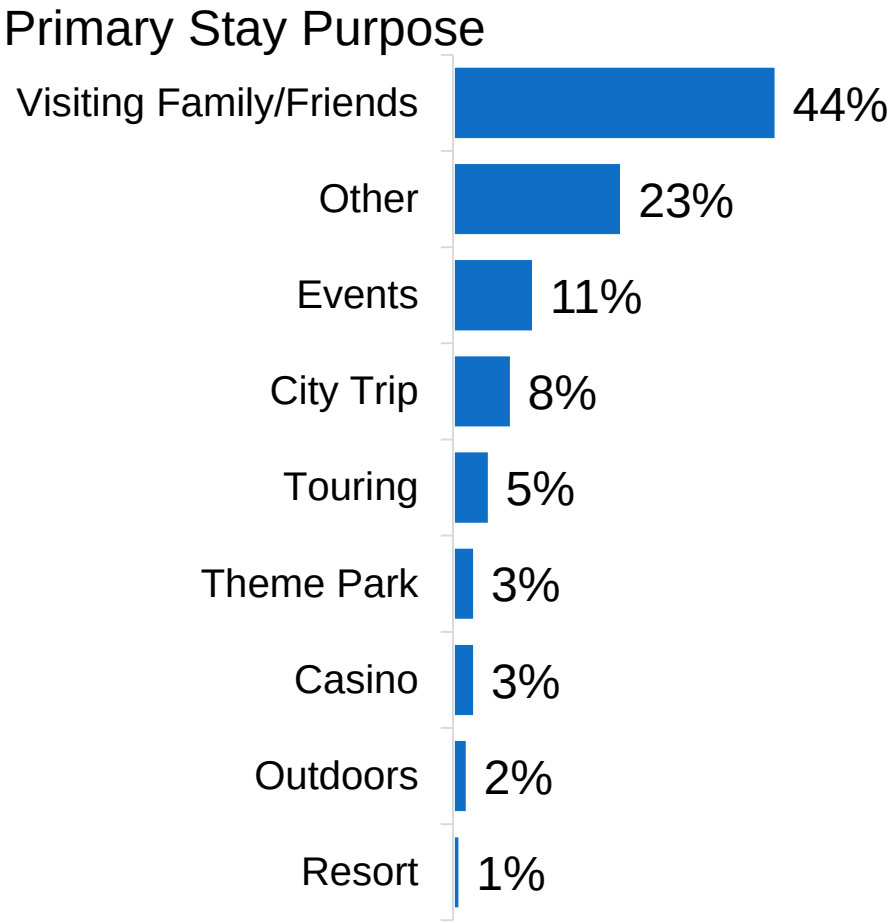
Leisure Impact

For every $1 Visit KC spends on advertising, **we generate $81** in visitor spending.

Source: Visit KC

Visitor Data

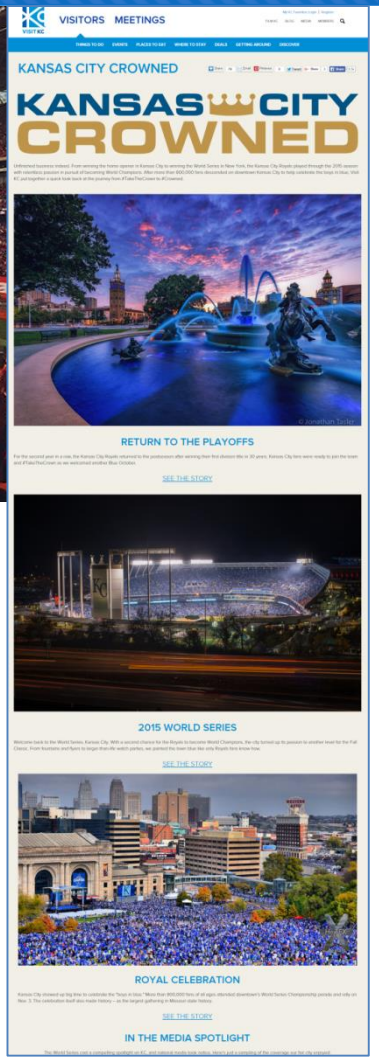
- Presented key research findings from 2014 Visit KC's visitor profile and economic impact study:
  - Record 24M visitors in 2014, a 5-percent jump from 22.1M in 2012
  - Visitor spending grew to a record $3.1 billion
  - Tourism-generated employment reached new high of 46,621 jobs

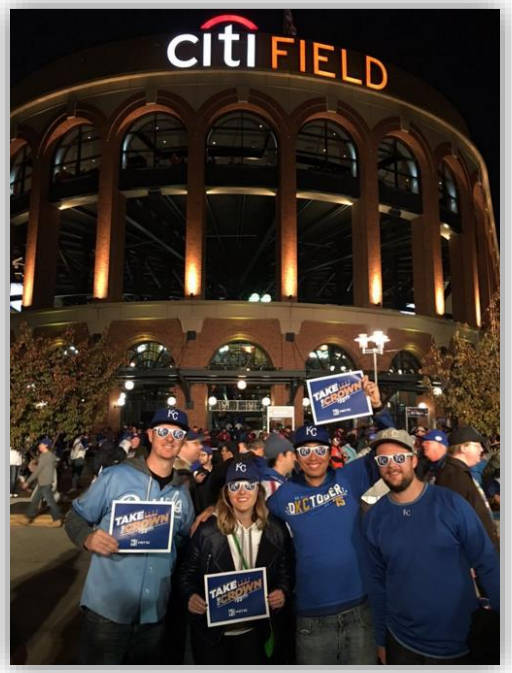


Source: Visit KC

Key Accomplishments: Marketing & Communications

- Launched an integrated marketing campaign in support of the **Kansas City Royals**' incredible postseason run
- Eclipsed 75,000 Twitter followers and recorded a 156-percent increase in **Twitter impressions** year-over-year (59 million
- Coordinated fan activation and promotion surrounding the **Kansas City Chiefs** game in London, engaging 90,000+ international travelers.





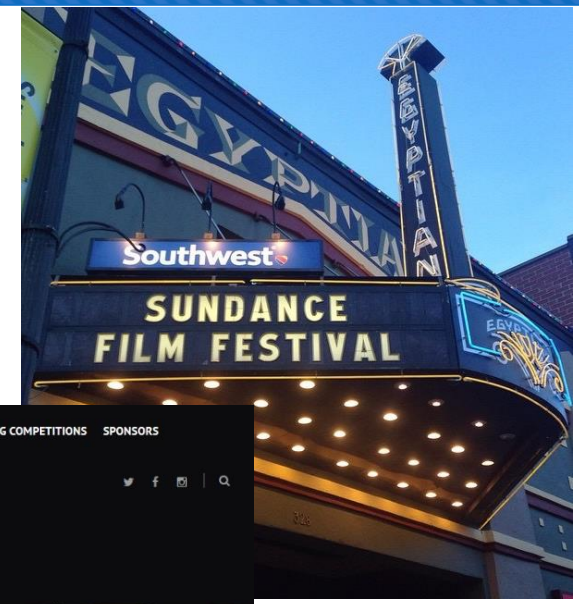
MISSOURI
enjoy the show

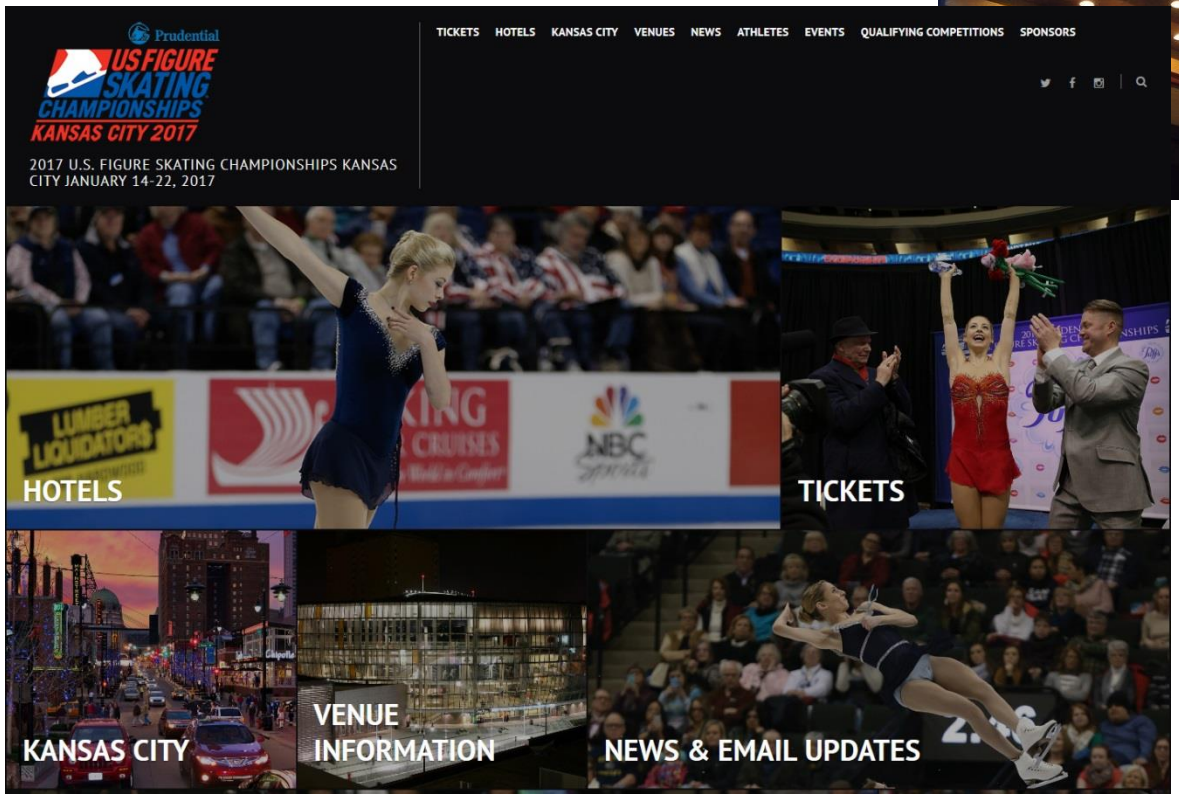
flykci.com
Kansas City International Airport

Key Accomplishments: Marketing & Communications

- Launched event website and ticket sales for the 2017 **U.S. Figure Skating Championships** in Kansas City.
- Prepared promotional plans in support of **African-American History Month** in February, encompassing content strategies, digital initiatives, PR and social.
- Facilitated the local taping of three national commercials for **American Girl Dolls**.

KC film + media





Convention Hotel Announcement

Bookings Based on Convention Hotel Announcement

- ✓ **Shriners International** (2020)

  20,000 attendees, 11,000 room nights, $18.2 million

- ✓ **American Association for Laboratory Animal Science** (2021)

  4,500 attendees, 8,800 room nights, $6.5 million

- ✓ **USA Volleyball** (2021)

  20,000 attendees, 32,400 room nights, $20.7 Million

Groups expressing interest in the new convention hotel represent the following market segments:

-Sports -Educational -Hobby/Avocational
-Religious -Agricultural -Animal -Health
-Arts & Culture -Business & Trade
-Fraternal -Multicultural

- E-mail announcement delivered to 3,600 sales clients on 5/12
- Major trade, regional and national PR coverage resulted, including *The New York Times*

Top Market Segments *Percentage of Definite Bookings*

2011-2014

1. Education **26%**
2. Sports **18%**
3. Association **12%**

2015-2021+

1. Education **25%**
2. Sports **21%**
3. Association **17%**

Source: Visit KC & Trends Analysis Projections, LLC.

Media Mentions

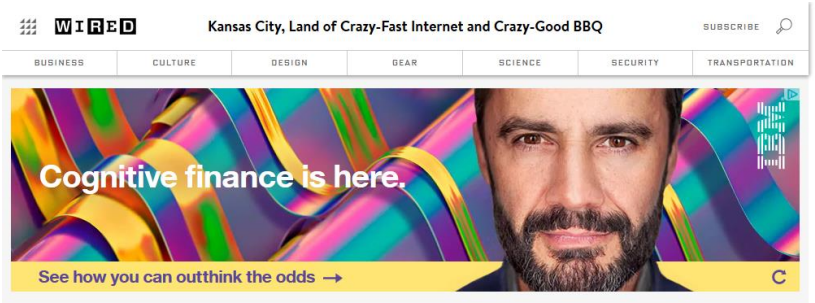
WIRED– Nov. 6
"Kansas City, land of crazy-fast internet and crazy-good BBQ"

WALLETHUB– Feb. 22
"#7 for Women-Owned Businesses"

USA TODAY– Dec. 14
"Top 20 Museums in the USA"

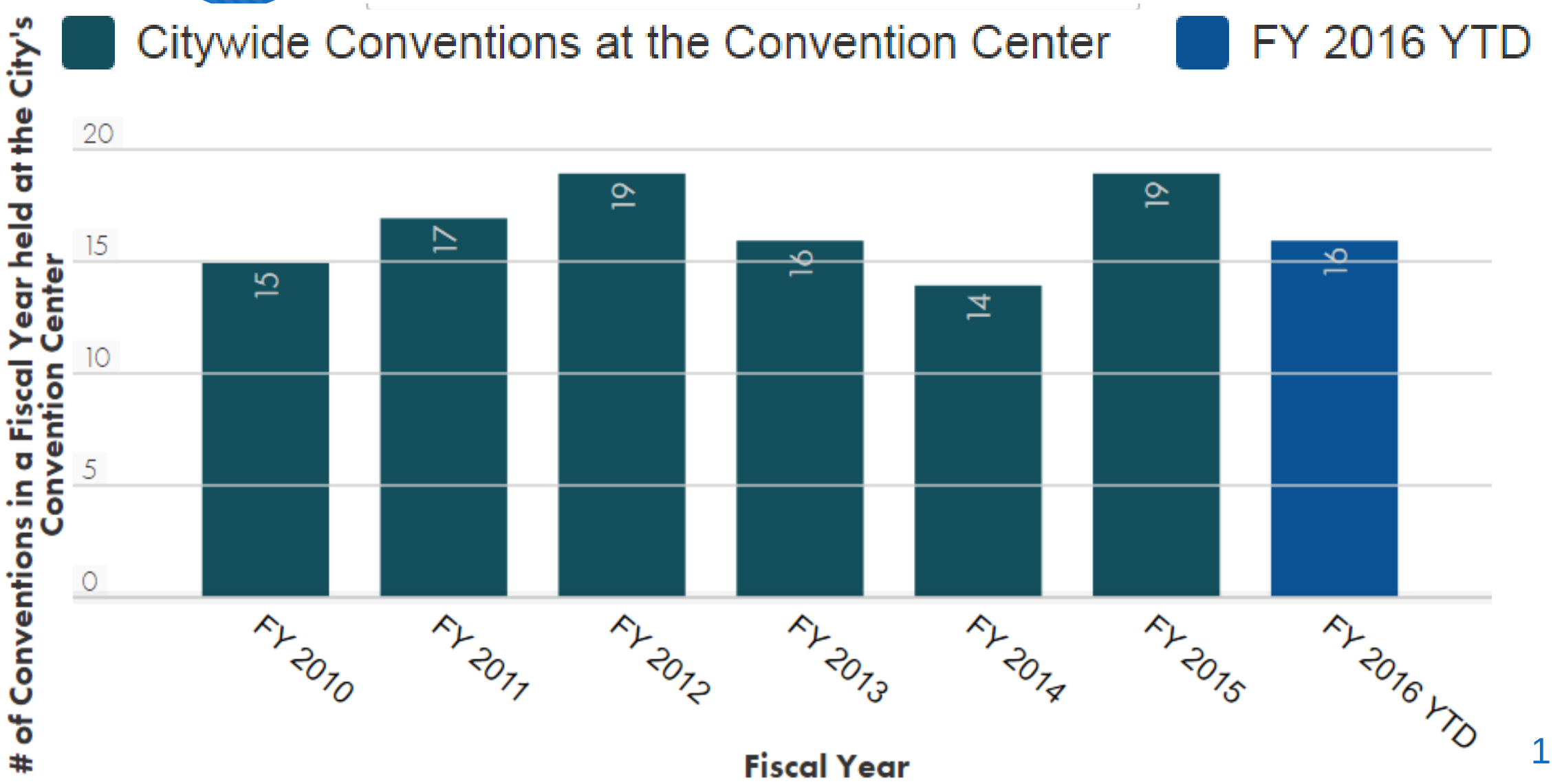
CHICAGO TRIBUNE– Jan. 11
"Beyond BBQ: Kansas City surprises visitors with treasure-trove of delights "

"This is a belated apology to KC: sorry it took me so long. I get it now."



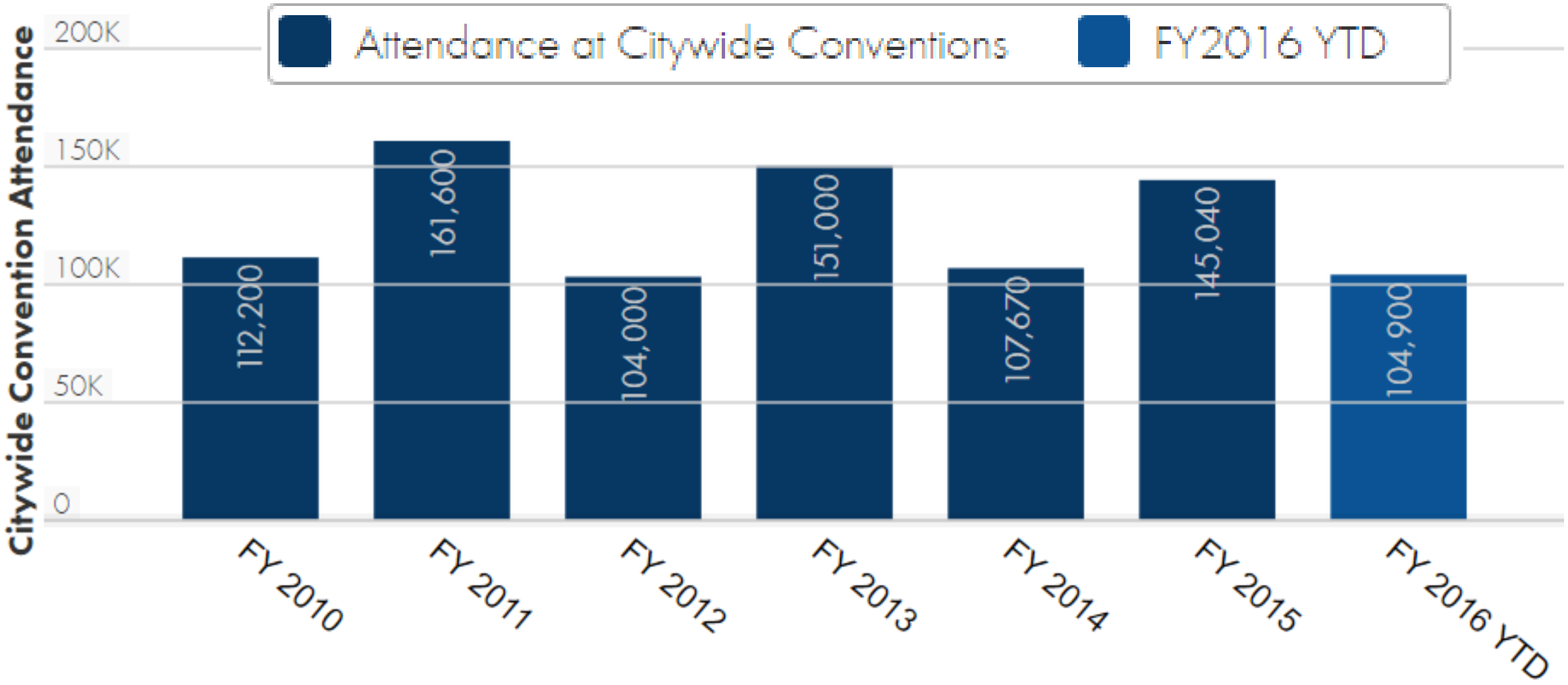
Others include Time Magazine, The Daily Meal, bon appetit and Fox News

Convention Center Activity – Citywide Conventions held at Convention Center



Source: VisitKC

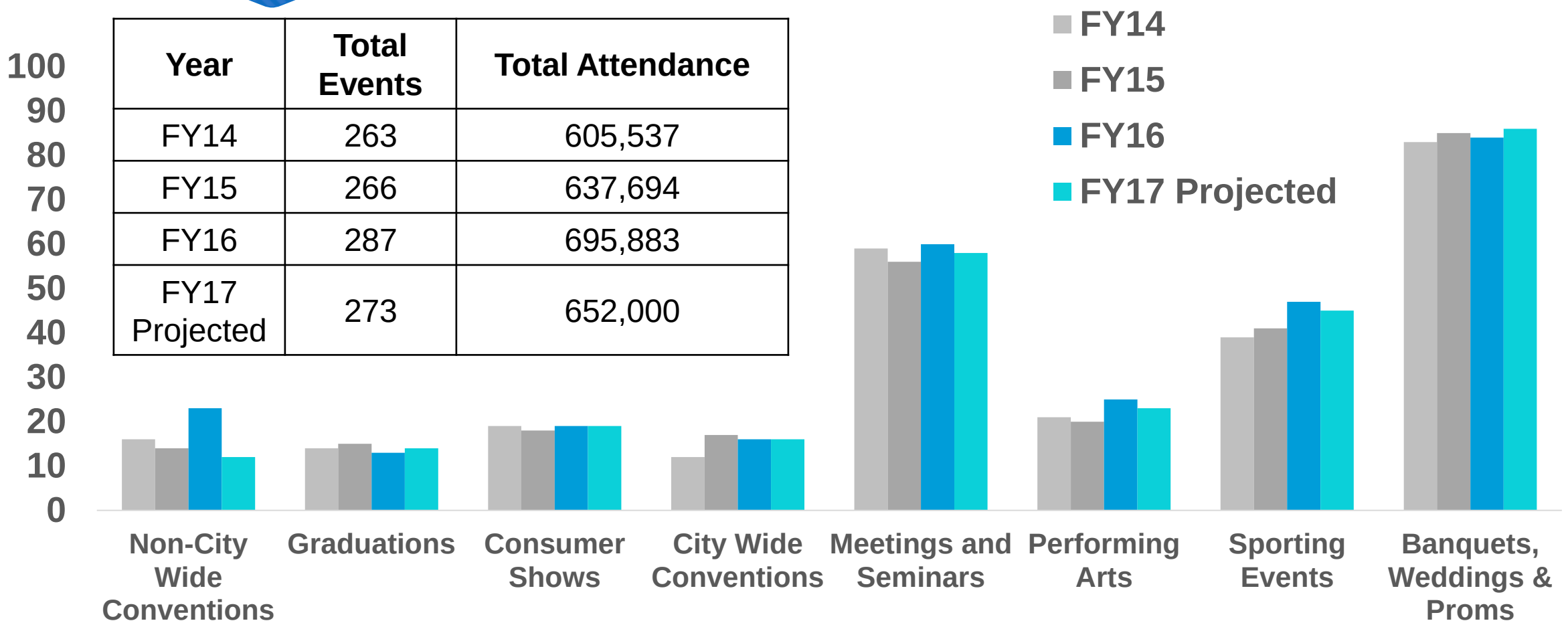
Convention Center Activity – Attendance for Citywide Conventions Held



Source: VisitKC

Total Events Held at Convention Center

Year	Total Events	Total Attendance
FY14	263	605,537
FY15	266	637,694
FY16	287	695,883
FY17 Projected	273	652,000



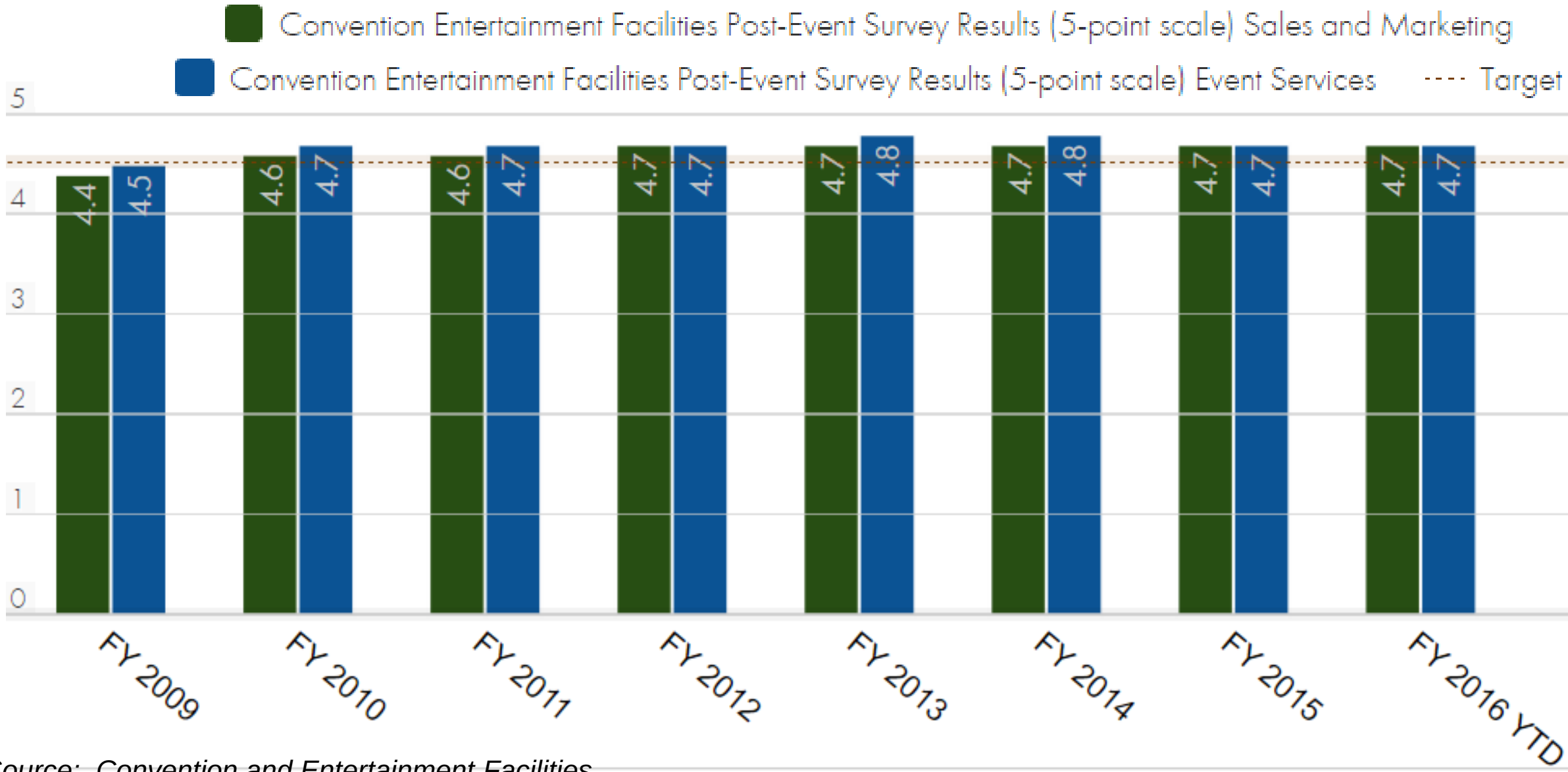
In FY16, 31% of attendance came from consumer shows, 23% of attendance came from conventions, 19% of attendance came from performing arts, and 10% or less of attendance came from each of the other event categories.

Source: Convention and Entertainment Facilities

Kansas City Convention Center Recognition

- Maintained an average customer service rating of 4.6 from post event surveys, on a rating scale of 1-5 with 5 being the highest possible score.
- Received a 2015 Prime Site Award from Facilities & Destinations Magazine in New York City for ninth consecutive year. Prime Site Awards are based on the opinions of those in the industry directly involved with site selection, such as association executives, meeting planners and trade show managers
- Received a 2015 award from the Kansas City Business Journal as one of the top five banquet facilities in the region.

Convention Center Post-Event Survey



Source: Convention and Entertainment Facilities

Objective 6

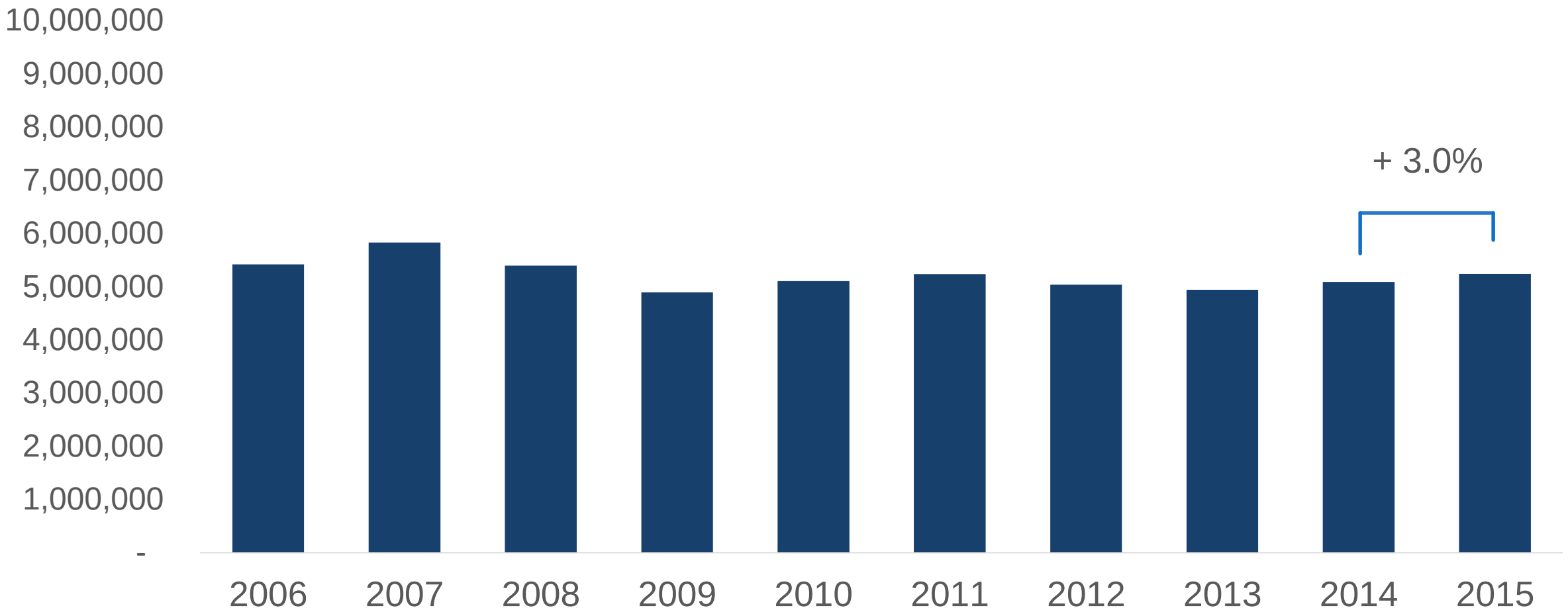
Prepare the airport terminals at KCI to meet and exceed the future needs and requirements for our customers and tenants to make KCI a world-class airport.

Charles B. Wheeler Downtown Airport (MKC)

- 71,095 flight operations at MKC in 2015 (up 2.2%)

Enplanements (number of passengers who get on a plane at KCI)

2015 saw a 3% increase over 2014

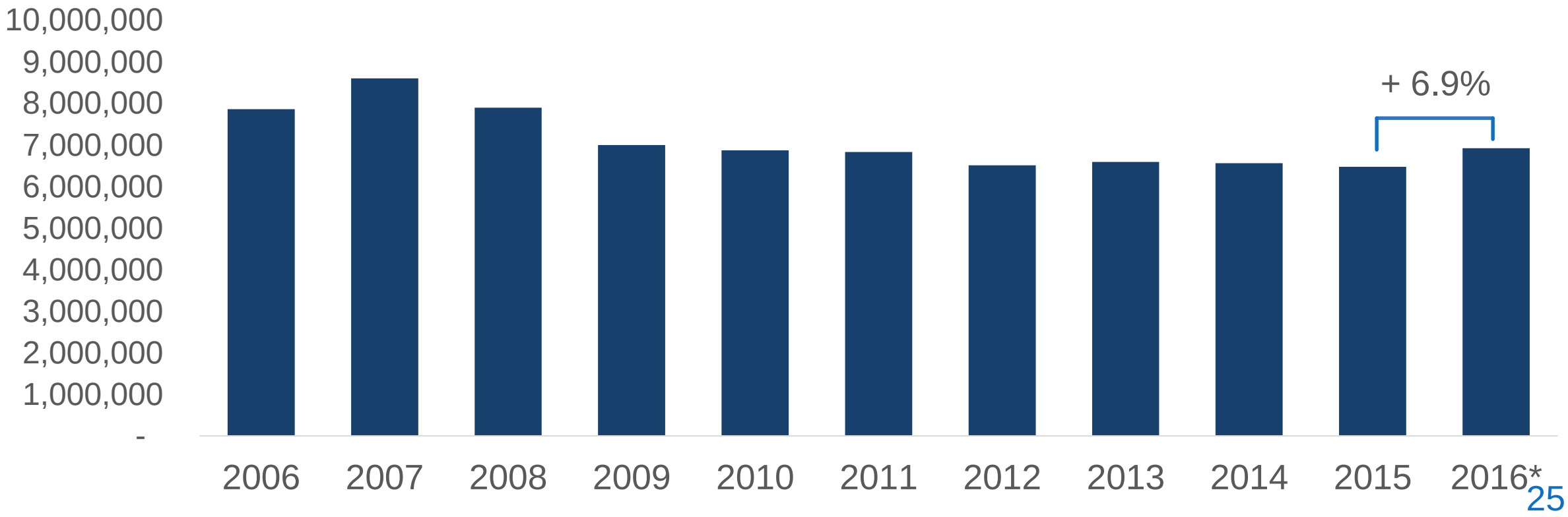


Source: Aviation Department

KCI Annual Airline Seats

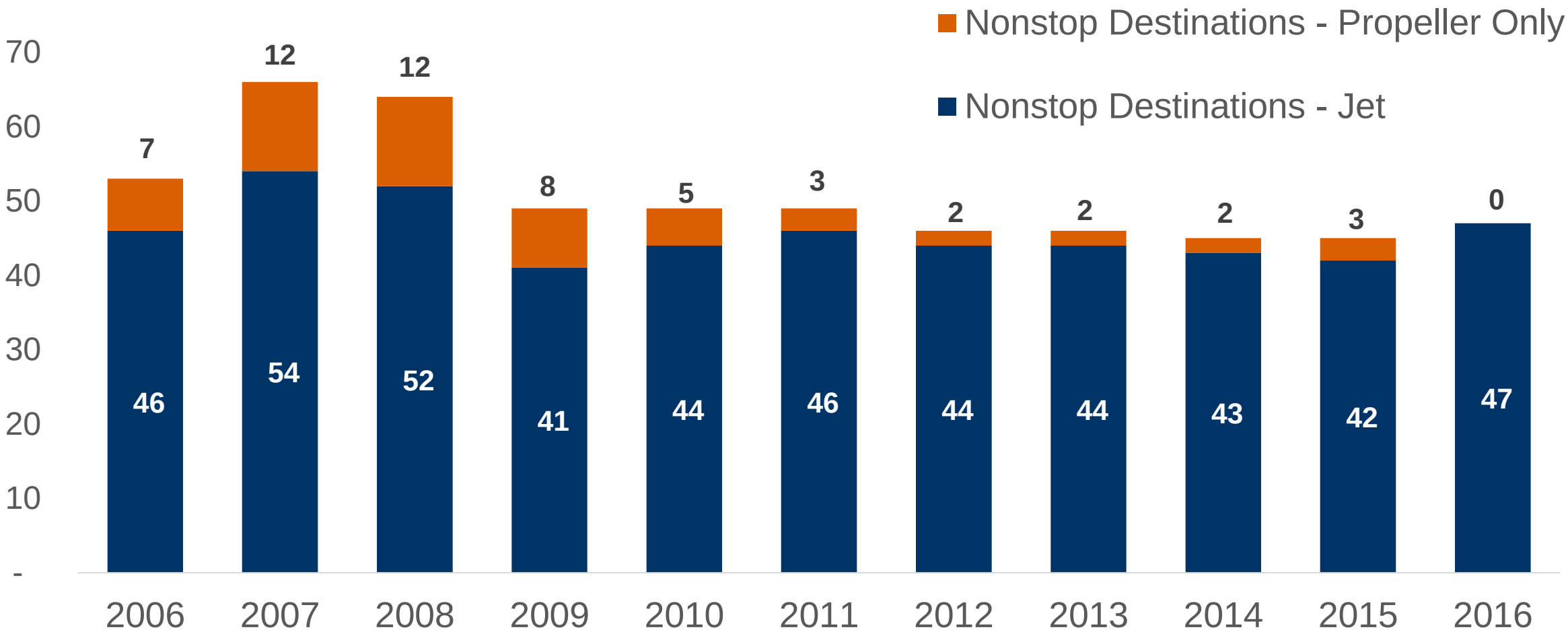
6,923,546
annual airline seats (Projected number for calendar year 2016)

Number of seats up 6.9% from 2015
- Highest level of service since 2009



Source: Aviation Department

Number of Nonstop Destinations



All data is as of June of that calendar year.

Source: Aviation Department

New Air Service From KCI

- New air service **launched** since October 2015 KCStat:
  - Allegiant – New nonstop service began November 2015
    - Orlando/Sanford (SFB) – twice per week
    - Punta Gorda (PGD) – twice per week
    - Tampa/St. Pete/Clearwater (PIE) – twice per week
  - Southwest Airlines to Orange County (SNA) began November 2015
  - Frontier Airlines to Orlando (MCO) began January 2016
  - Alaska Airlines to Portland (PDX) began February 2016

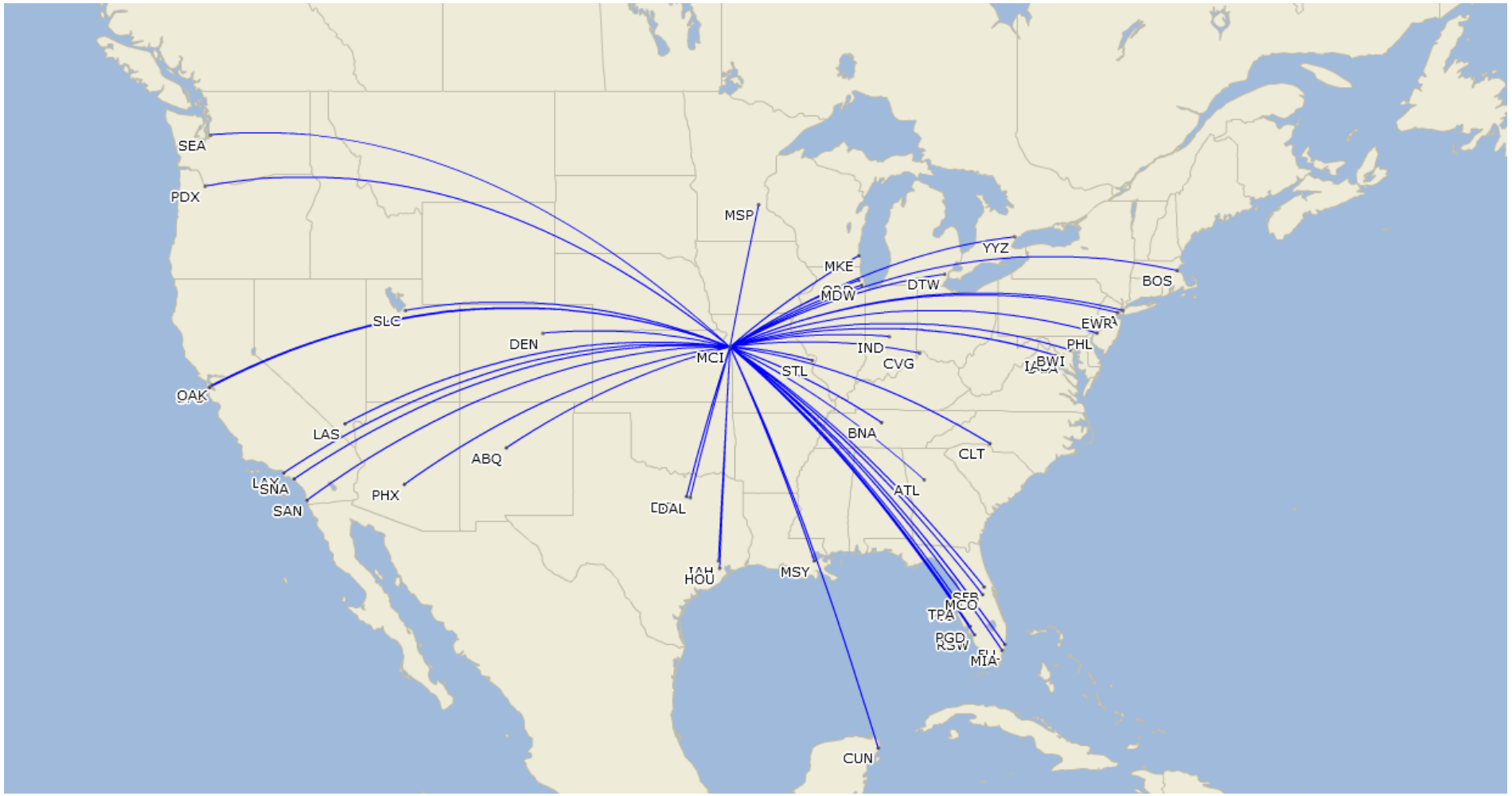
Source: Aviation Department

New Air Service From KCI

- New air service **announced** but not yet launched:
  - American Airlines to New York City (LGA) begins April 2016
  - Frontier Airlines to Atlanta (ATL) begins April 2016
  - Frontier Airlines to Chicago (ORD) begins April 2016
  - Southwest Airlines to Pensacola (PNS) begins June 2016
  - Frontier Airlines to Philadelphia (PHL) begins June 2016

Source: Aviation Department

Airlines At KCI



AIR CANADA

Alaska

allegiant
Travel is our deal.

American Airlines

DELTA

FRONTIER
AIRLINES

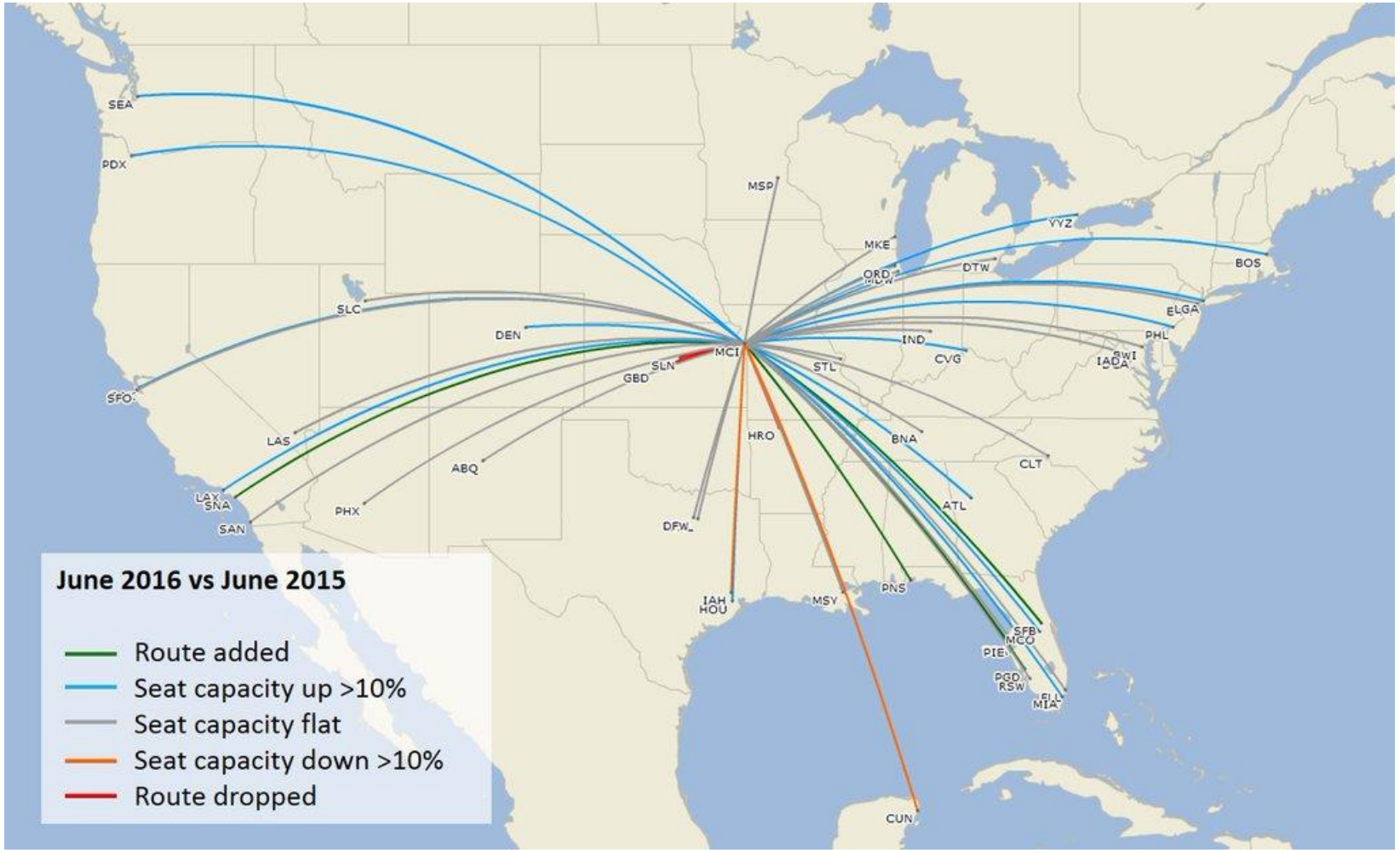
Southwest

spirit
LESS MONEY. MORE GO.

UNITED

Source: Aviation Department

Airline Growth At KCI



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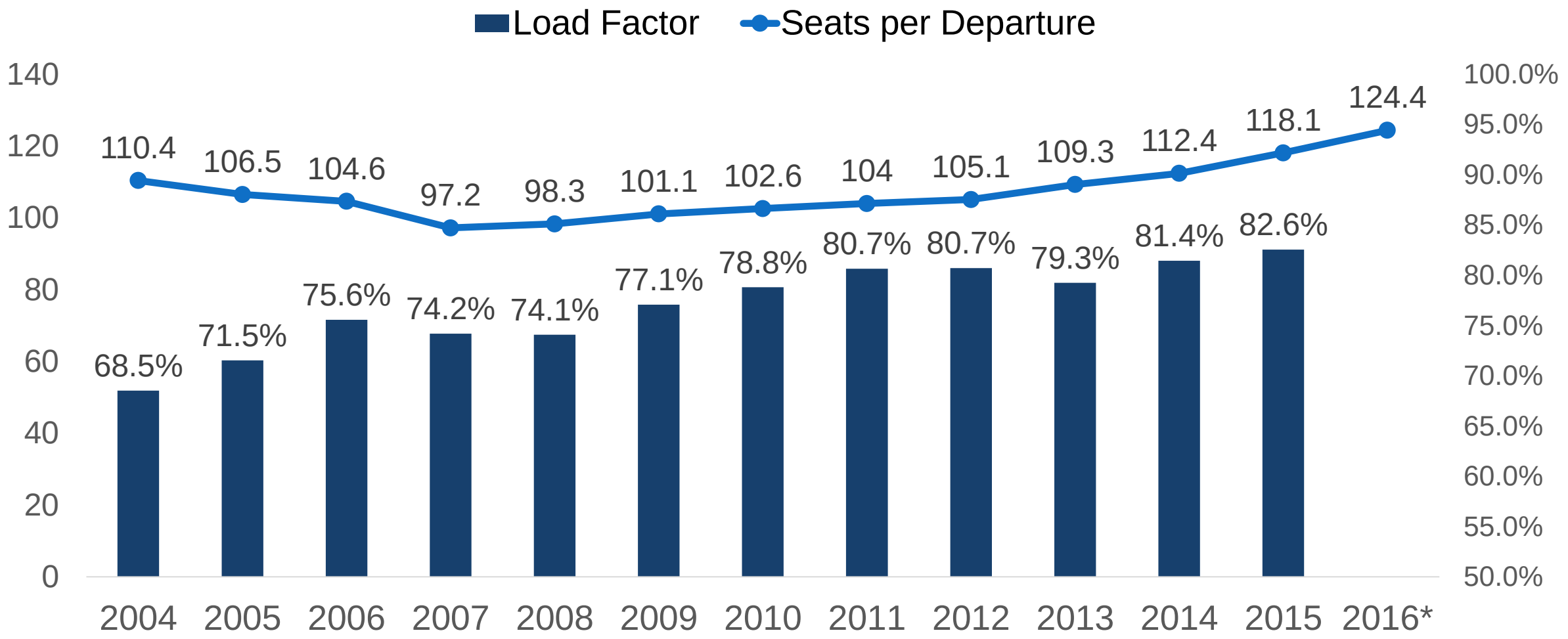
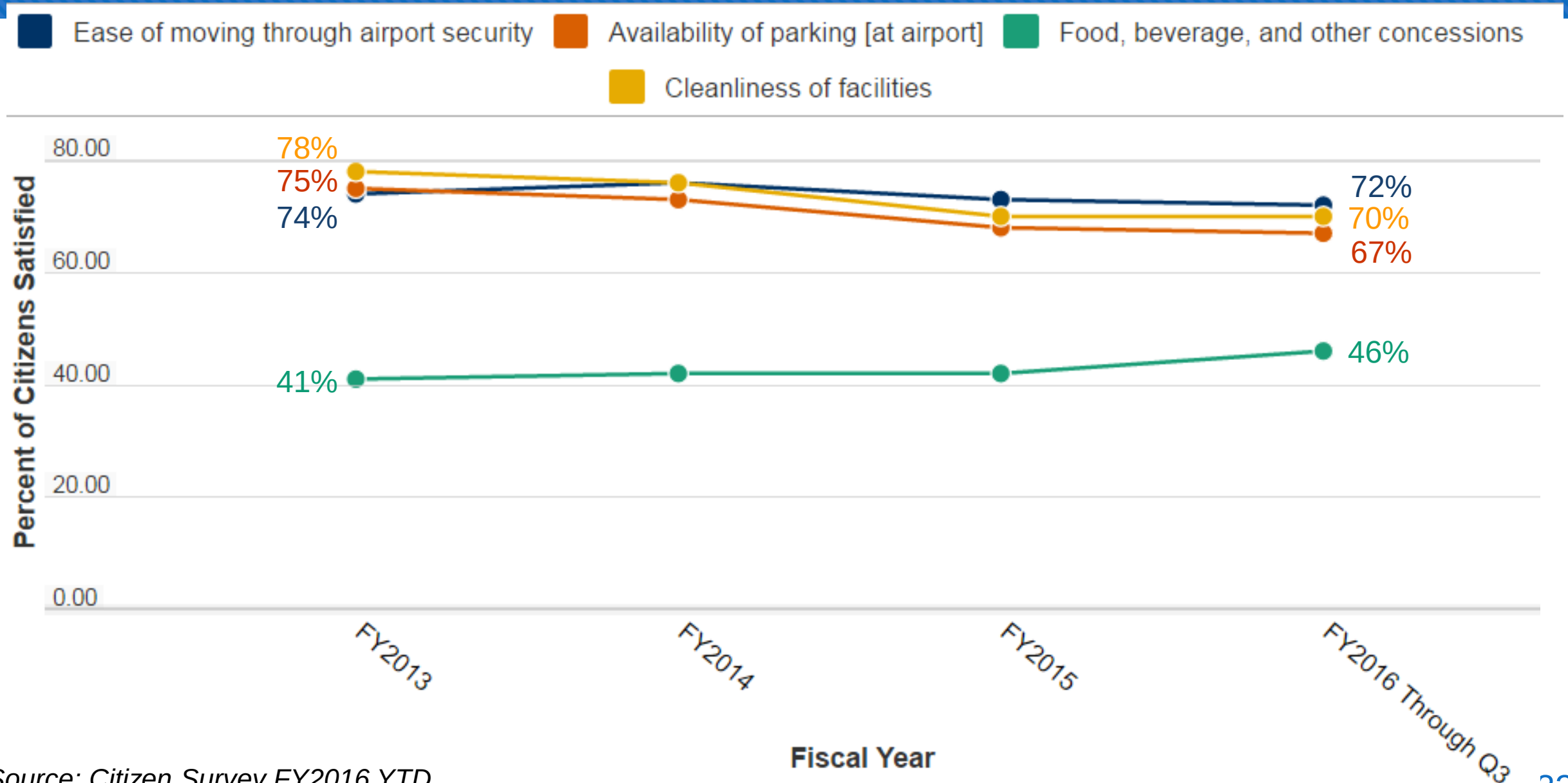
Source: Aviation Department

Load Factor & Seats Per Departure



Source: Aviation Department

Citizen Satisfaction with Airport Services



Source: Citizen Survey FY2016 YTD

Airport: Importance-Satisfaction Ranking

Airport Category	Importance	Satisfaction	I-S Rank FY16 YTD	I-S Rank FY15
Food, beverage, and other concessions	30%	46%	1	1
Availability of parking	35%	67%	2	4
Ease of moving through airport security	38%	72%	3	3
Cleanliness of facilities	24%	70%	4	5

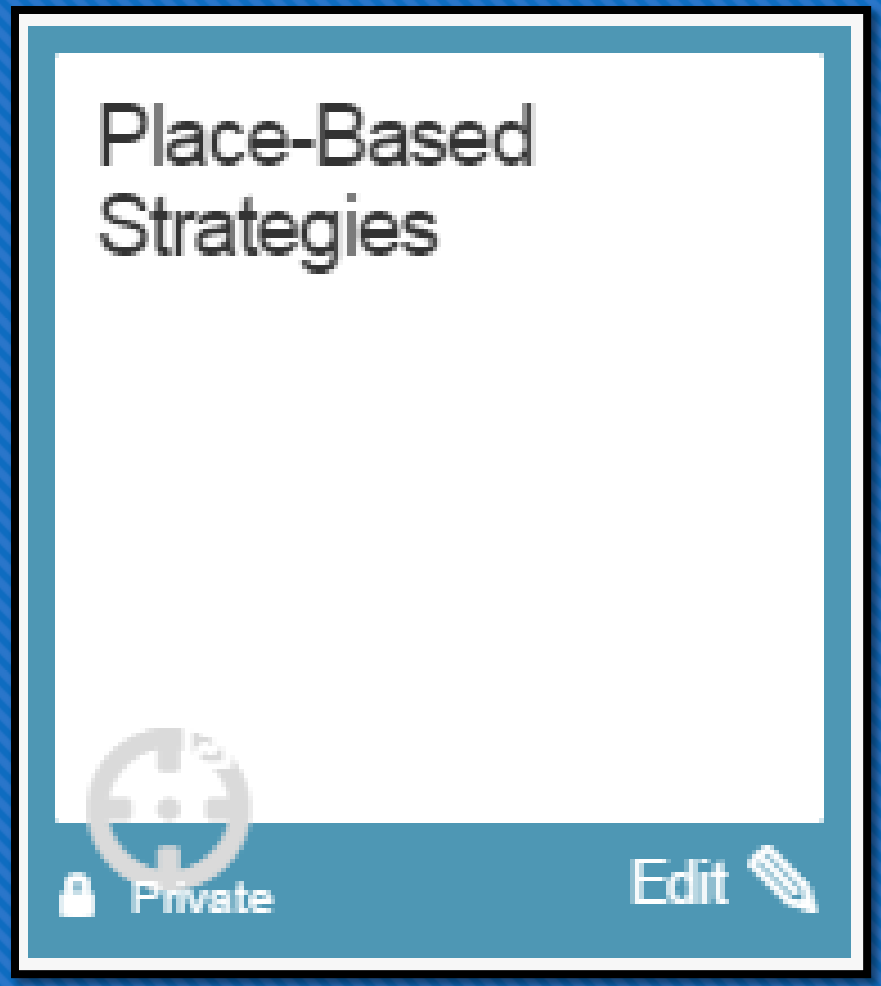
I-S combines two important factors in order to create a list of priorities: **highest importance** and **lowest satisfaction**

- Importance = percent of citizens who selected service in answer to the following question: *"Which TWO of the Airport Services listed do you think should receive the MOST EMPHASIS from the City over the next two years?"*
- Satisfaction = percent of citizens who said that they were very satisfied or satisfied with the service
- Calculation of I-S = Importance*(1-Satisfaction)

Source: Citizen Survey FY2016 YTD – Questions changed in FY16

Terminal Planning

- Nearing conclusion of a two year negotiation with airline partners
- Three updates to KCMO City Council
- Six updates to KCMO Airport Committee
- A recommendation is likely in April 2016
- All presentations are archived at www.kcmo.gov/airport-committee

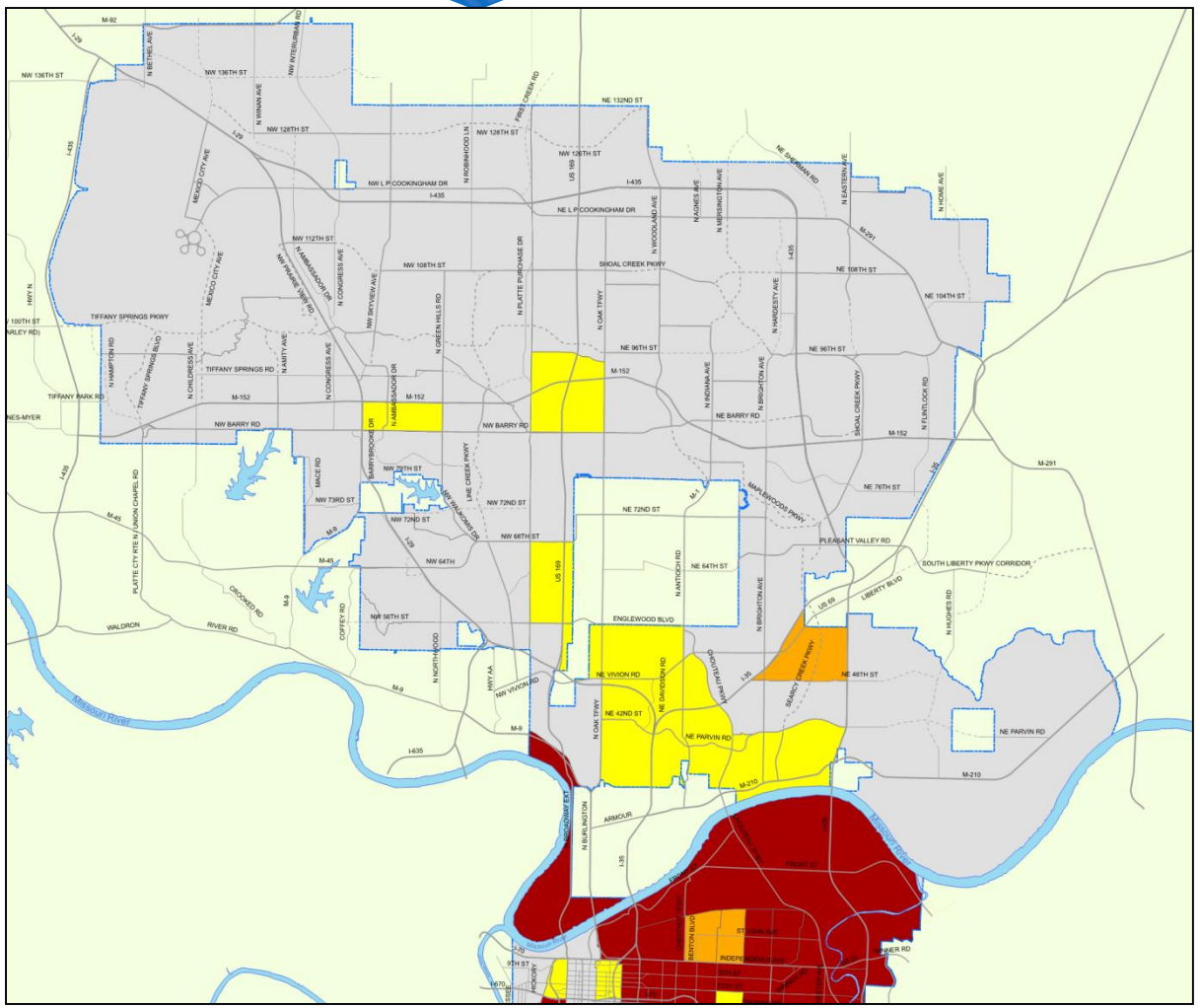


Place-Based Strategies

Objective 1

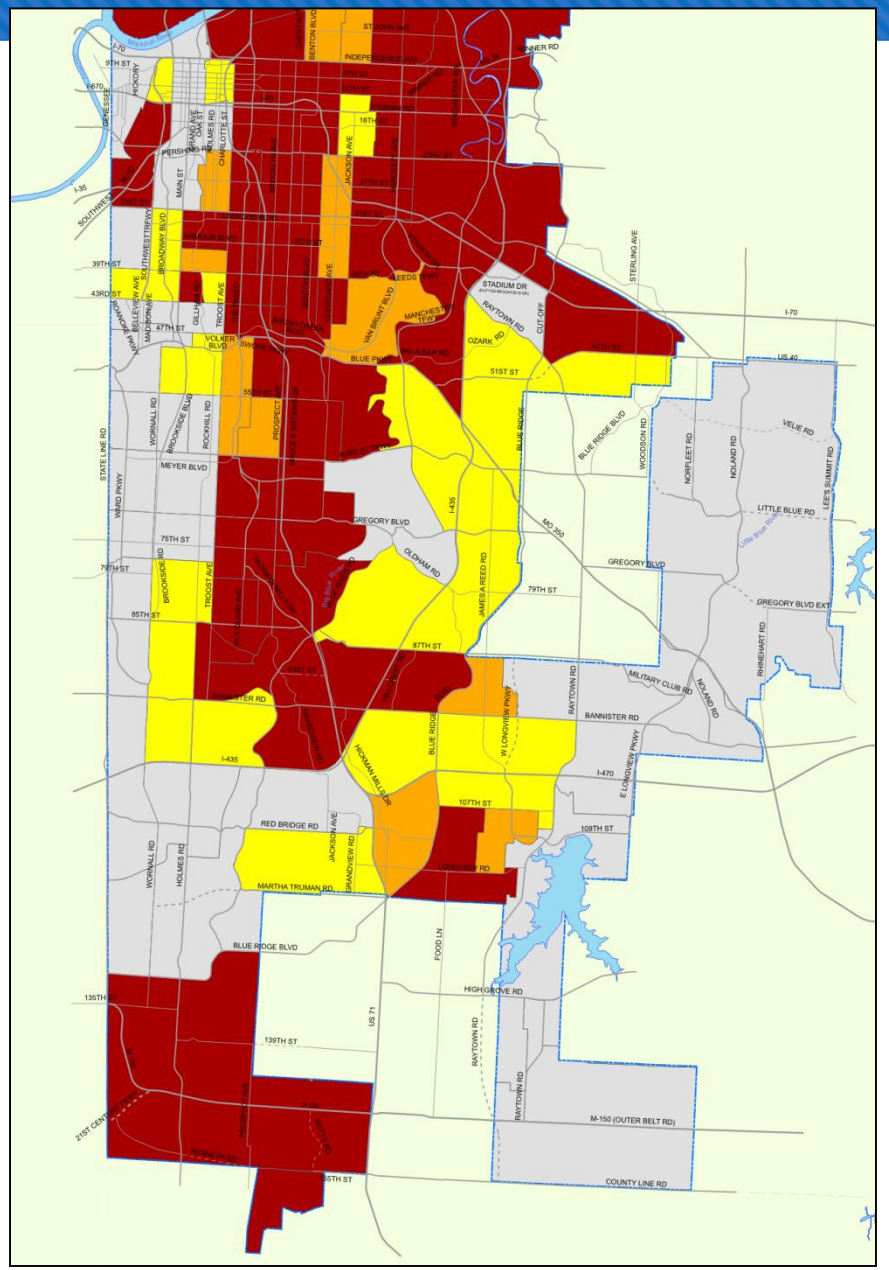
Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods.

Distressed Census Tracts



Not Distressed
Income < 80% AMI or Poverty > 20%
Income < 60% AMI or Poverty > 30% or Unemployment > 1.5 times U.S. Rate
Income < 50% AMI or Poverty > 40% or Unemployment > 2.0 times U.S. Rate

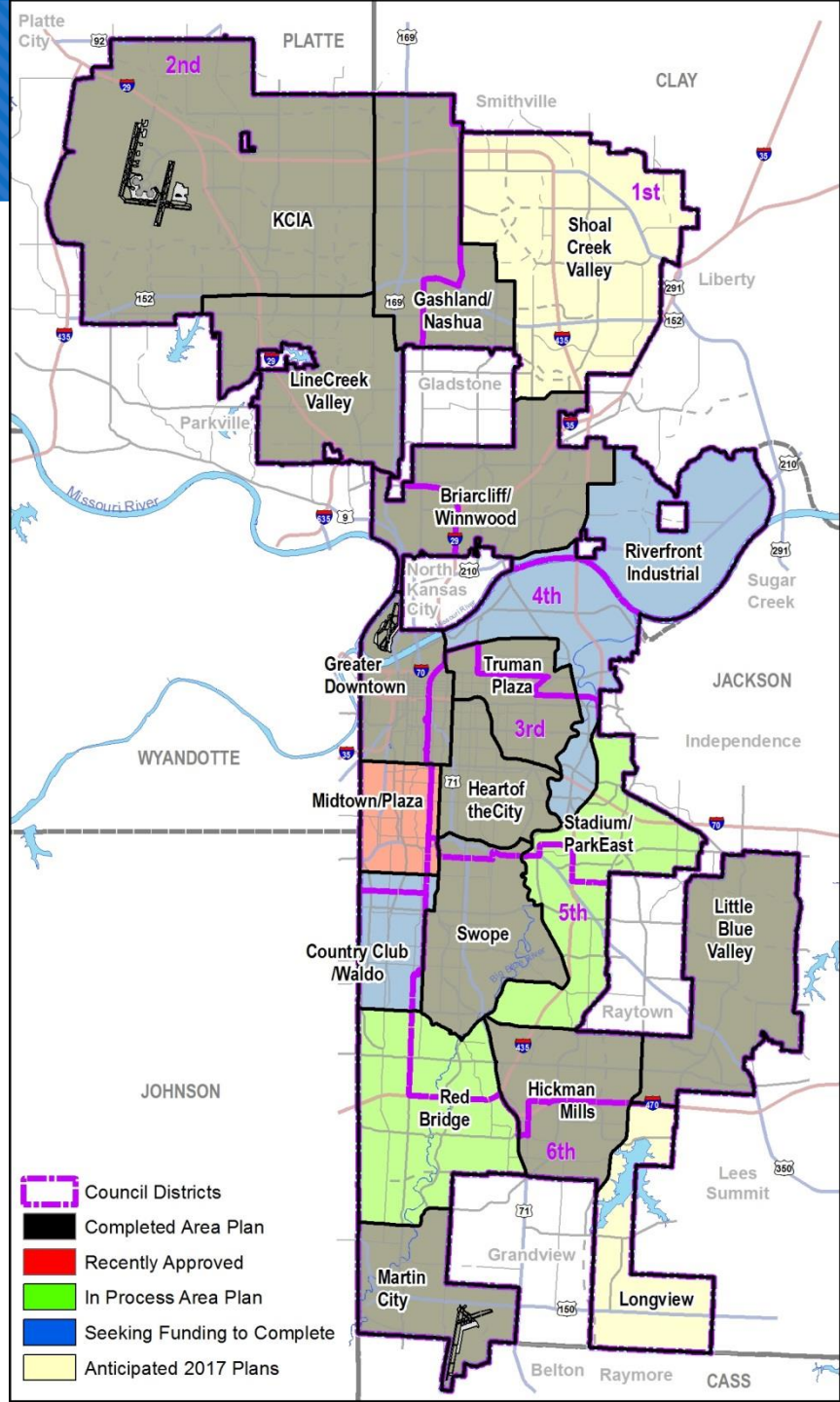
Source: 2009-2013 American Community Survey



Area Plan Program

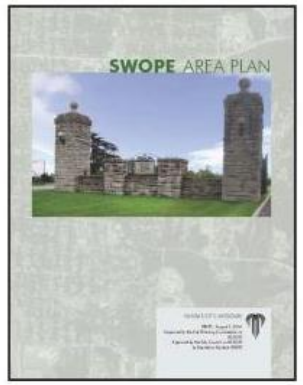
- 18 Area Plans
- Current status:
  - 12 adopted
  - 2 in process
- Includes implementation program after adoption

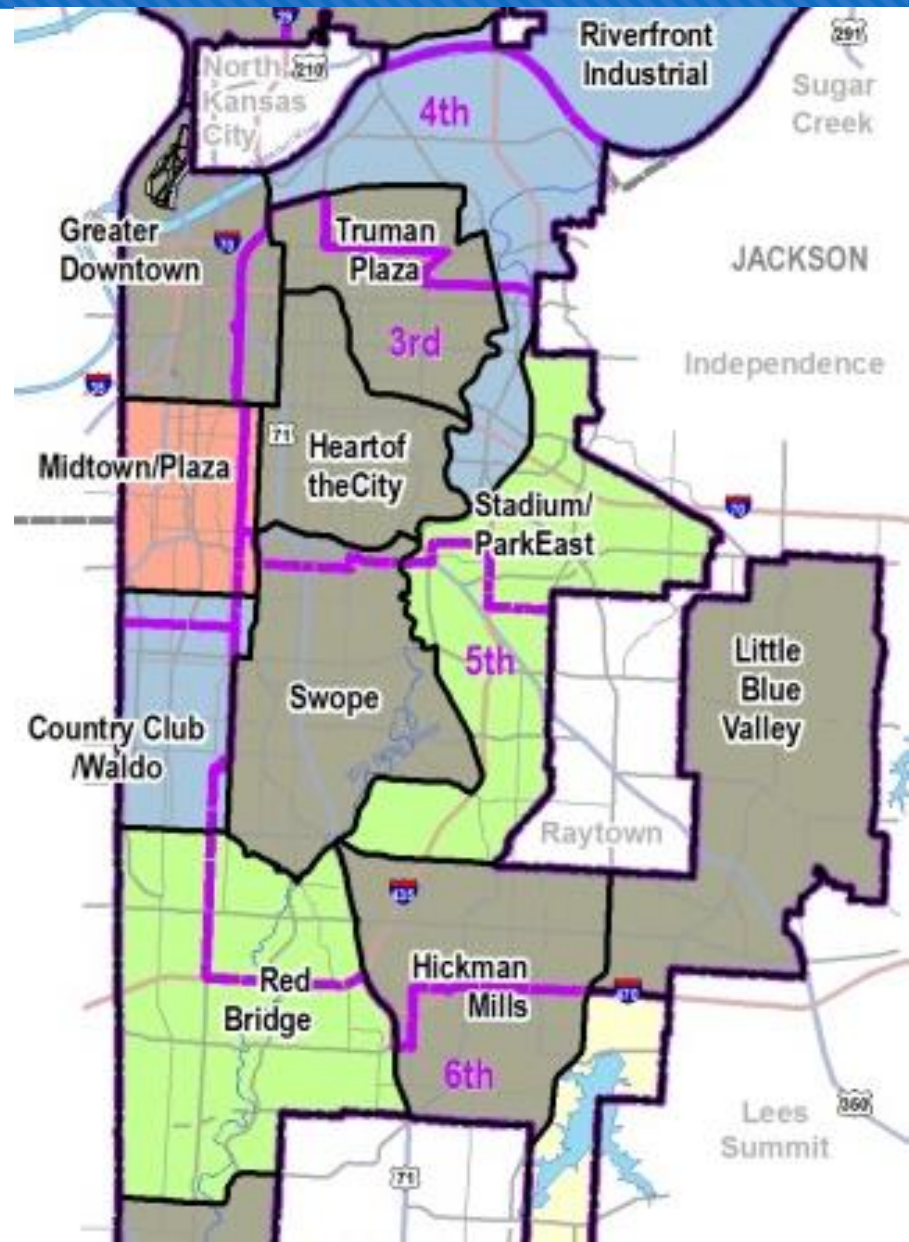
Source: City Planning and Development



Area Plan Key Accomplishments

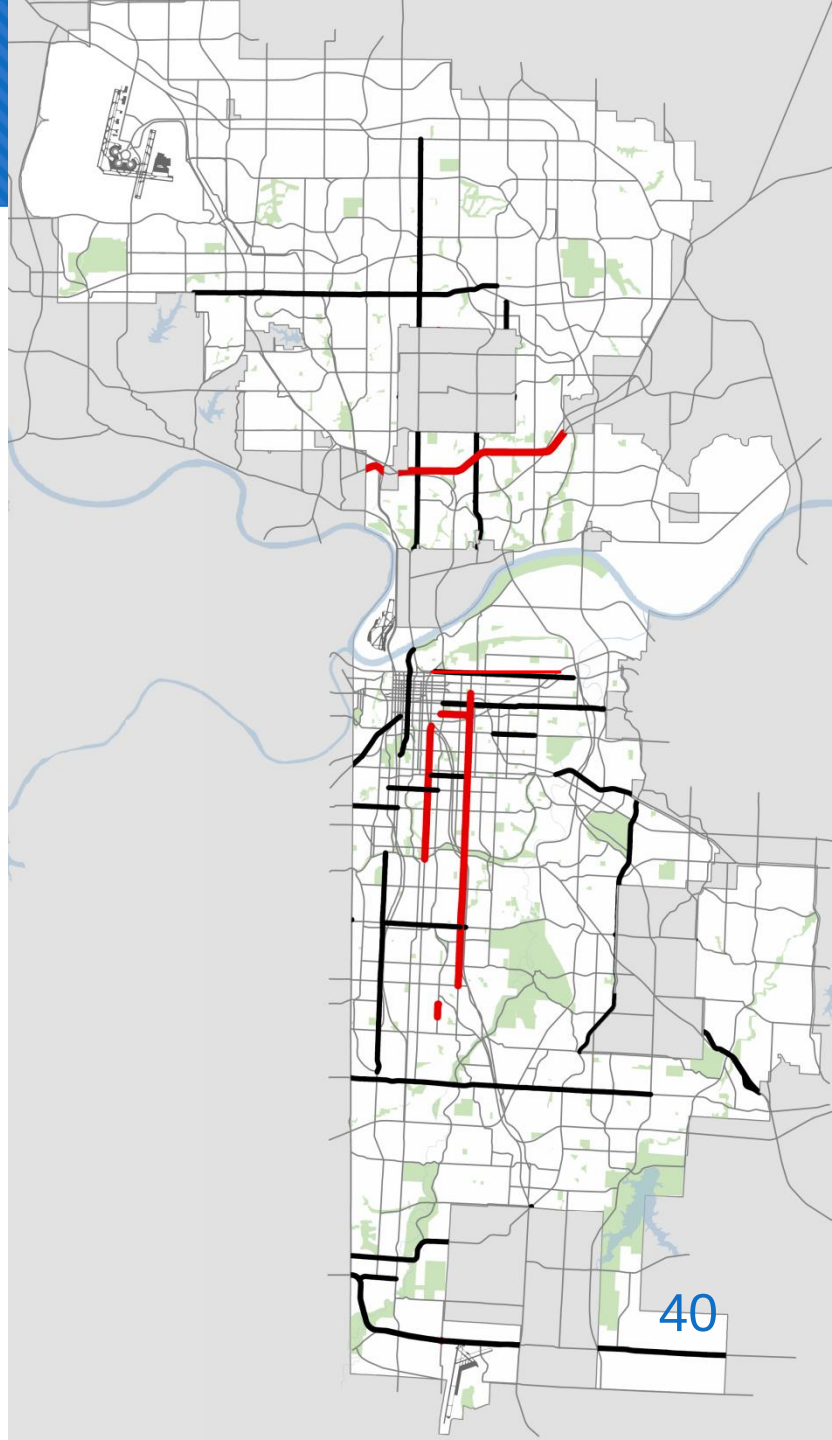
- Adoption of
  - Midtown / Plaza Area Plan
- Formation of Implementation Committees for
  - Swope Area Plan
  - Midtown / Plaza Area Plan
- Beginning Planning Process
  - Red Bridge
  - Blue Ridge (formerly Stadium / Park East





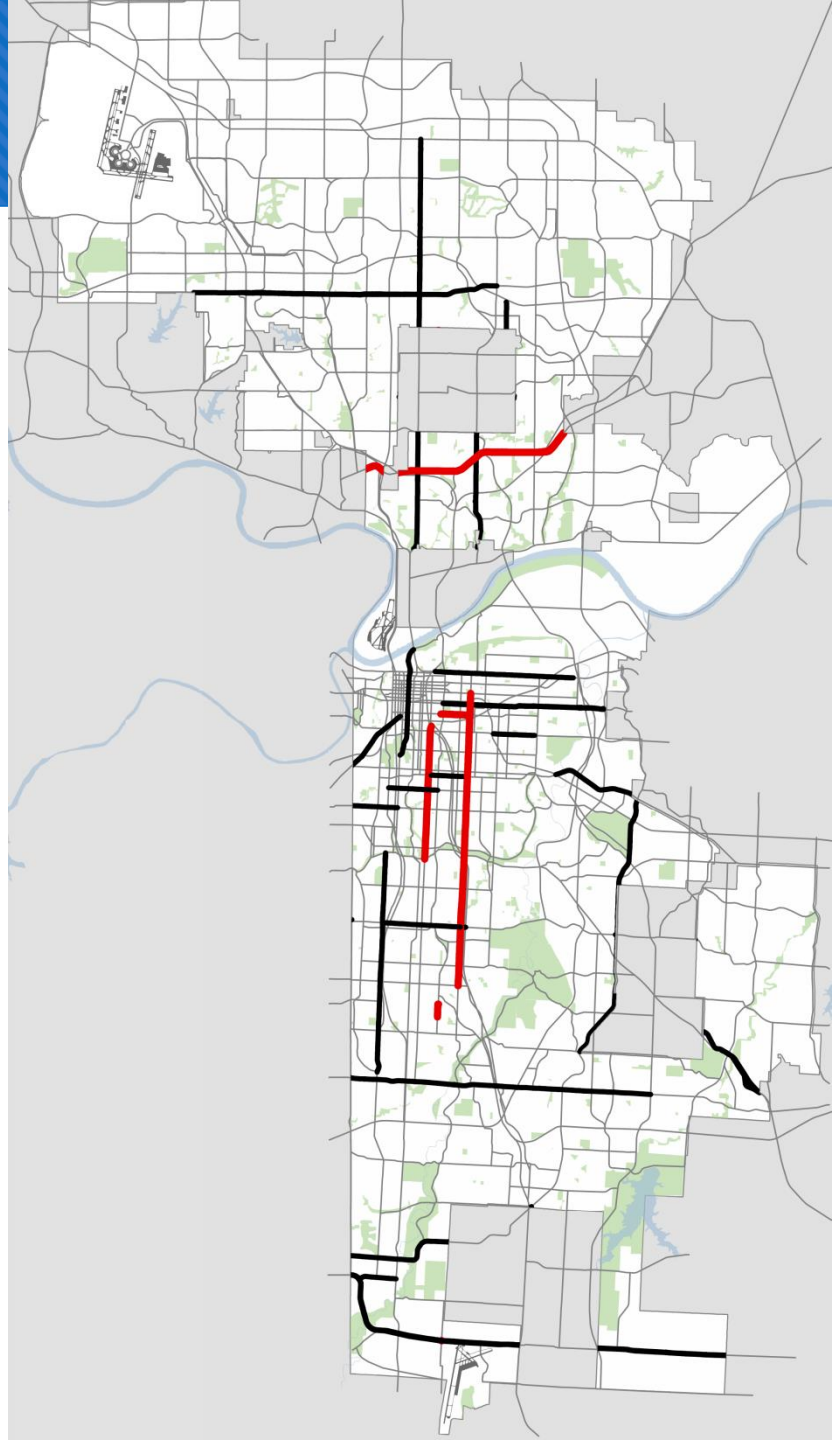
Historically Underdeveloped Corridors: Key Accomplishments

- North Vivion Road
  - FOCUS Vivion Road corridor enhancement study – corridor redevelopment and streetscape planning
- Independence Avenue
  - Utilizing a $30 Million HUD Choice grant for Chouteau Courts
  - Zoning overlay through MARC Sustainable Places grant – Forest Ave to Ewing Ave
- 18th & Vine
  - Vetting of city supported physical improvements
  - Urban Youth Baseball Academy
- 63rd Street
  - Oak St to Troost Ave, new residential infill development and conversion of the former Cleveland Chiropractic Clinic



Historically Underdeveloped Corridors: Key Accomplishments

- Troost Avenue
  - Zoning overlay established for 22nd to Cleaver Blvd
  - Streetscape right-of-way improvements 31st to Cleaver Boulevard
- The Paseo – 79th to 82nd Street
  - Target Green OCP $20 Million Green Infrastructure Effort
  - Zoning overlay through MARC Sustainable Places grant – Downtown Marlborough
- Prospect Corridor
  - The Prospect Corridor Development Implementation Strategy for Economic Development and Housing
  - Ladders of Opportunity Grant between 22nd & 27th Street



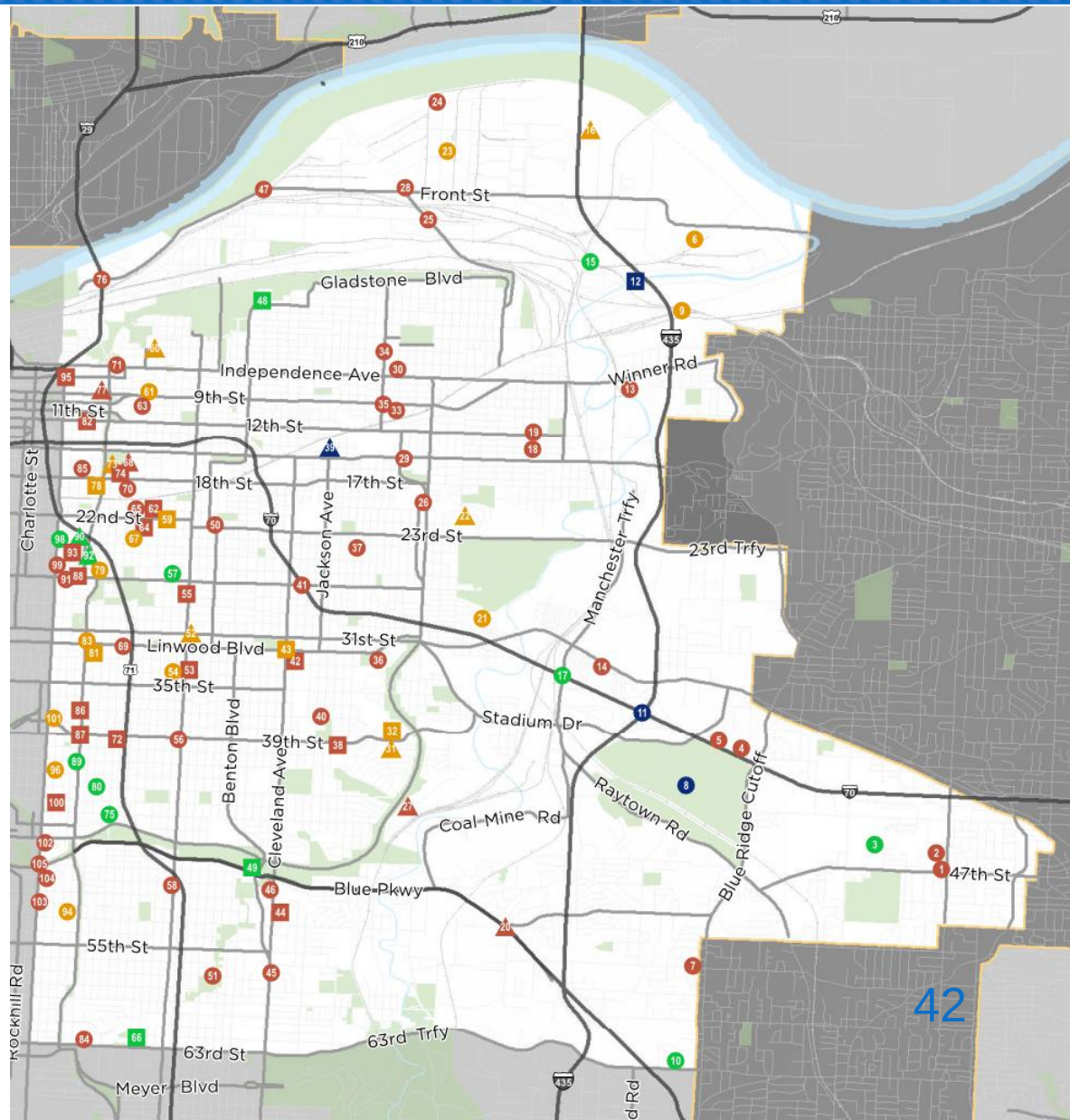
East Side Development Highlights

- Major Development Projects* – 2011 to 2015
  - Project Total: $2,466,570,151

	Approved	Underway	Completed
Less than $10M	▲	■	●
$10M-$25M	▲	■	●
$25M-$74M	▲	■	●
$75M or more	▲	■	●

*Major Development Projects data attempt to include all projects valued at $3 million or more which either have been completed, are underway, or have been substantially approved

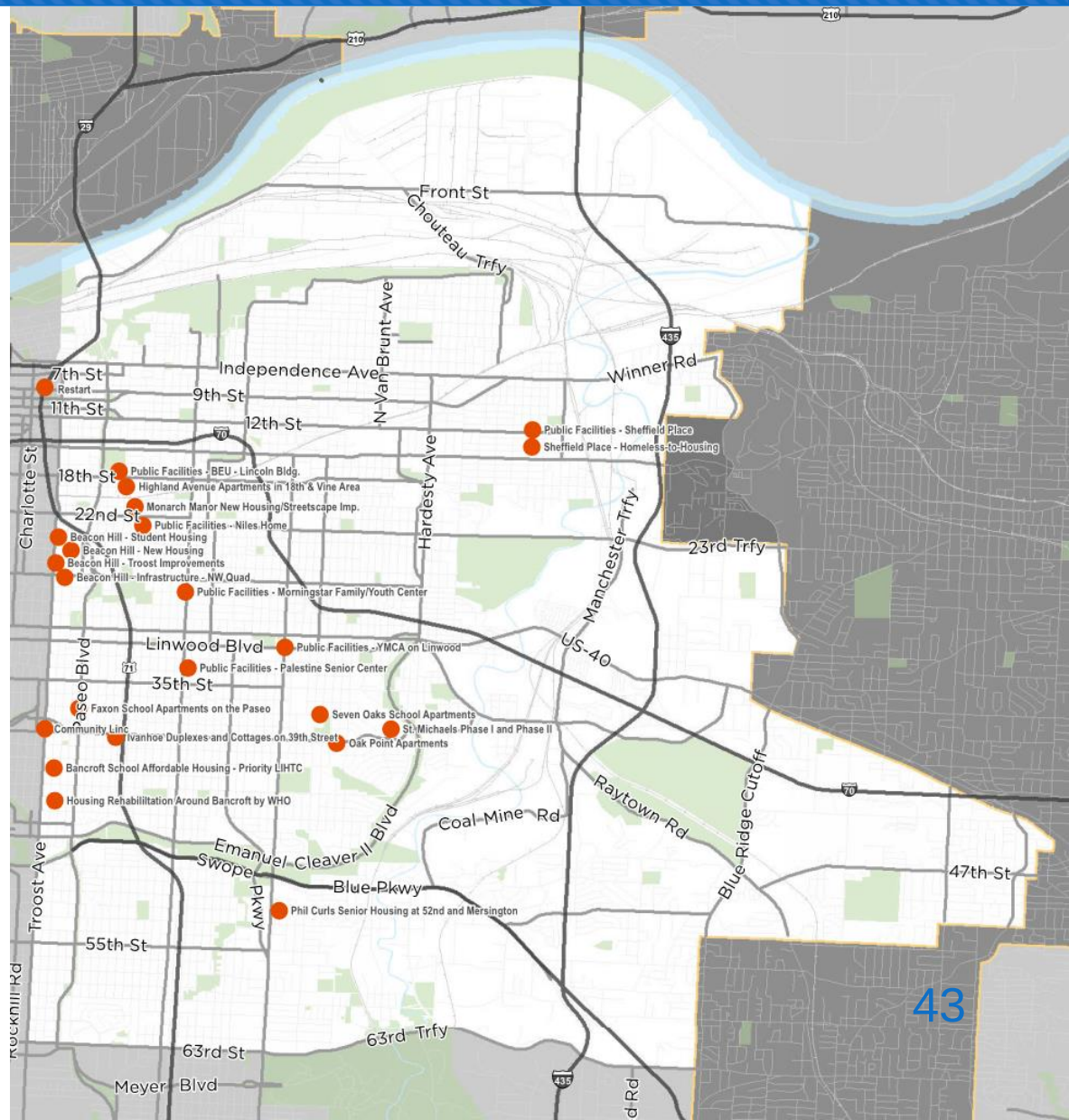
Source: City Planning and Development



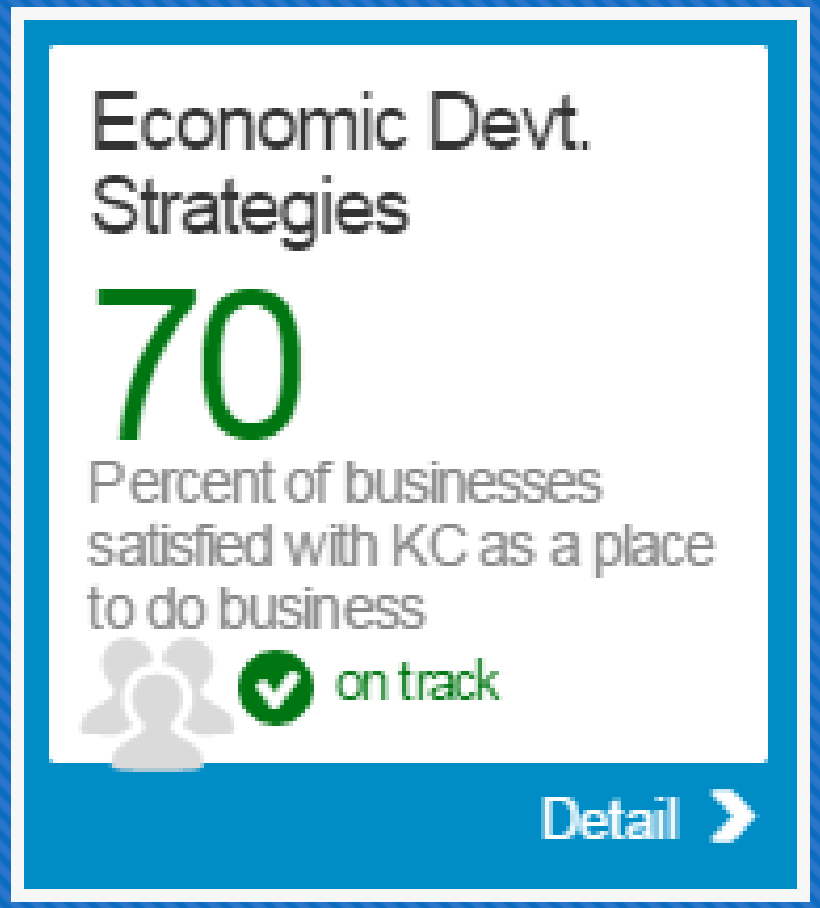
East Side Development Highlights

- Housing and Public Facility Projects –2012 to 2015
  - Total Development Cost

    $156,423,928



Source: City Planning and Development

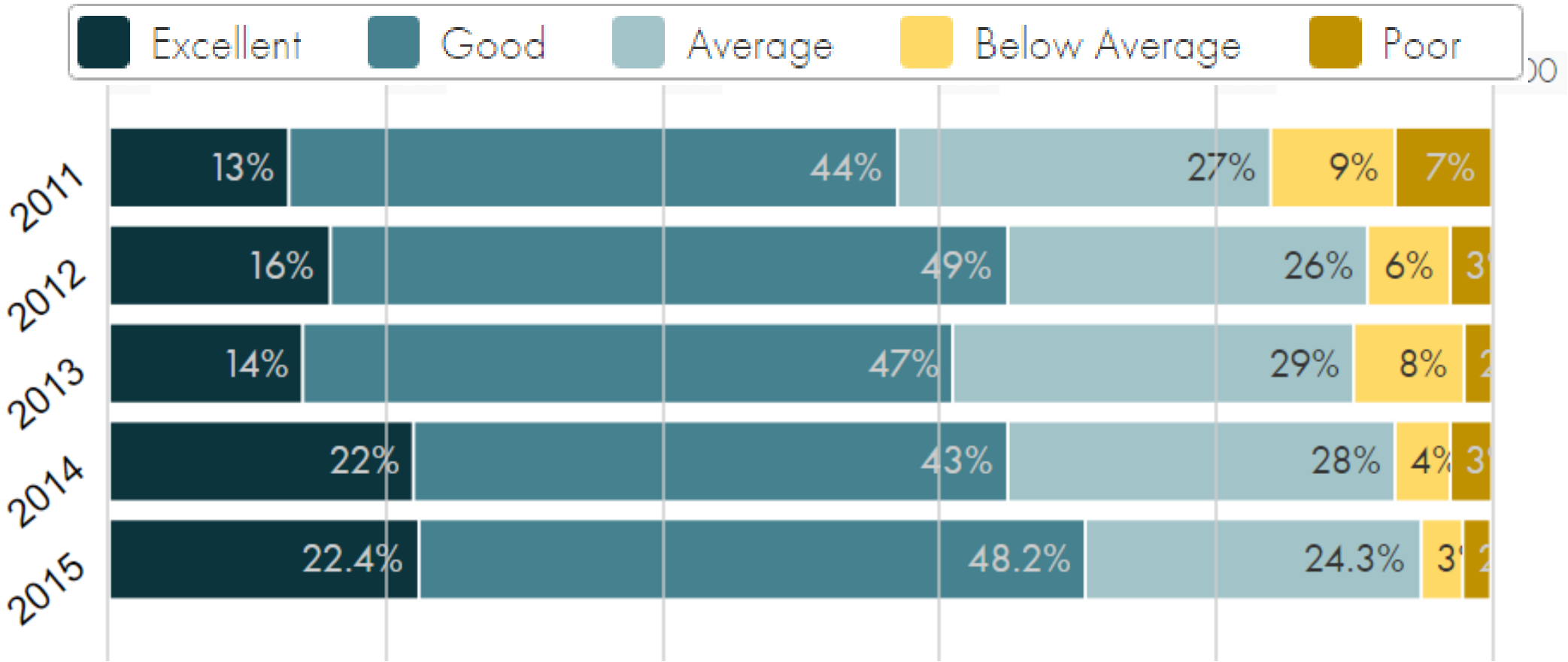


Economic Development Strategies

Objective 2

Implement the City's long-range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan.

Business Survey: Satisfaction with Kansas City As a Place to Do Business

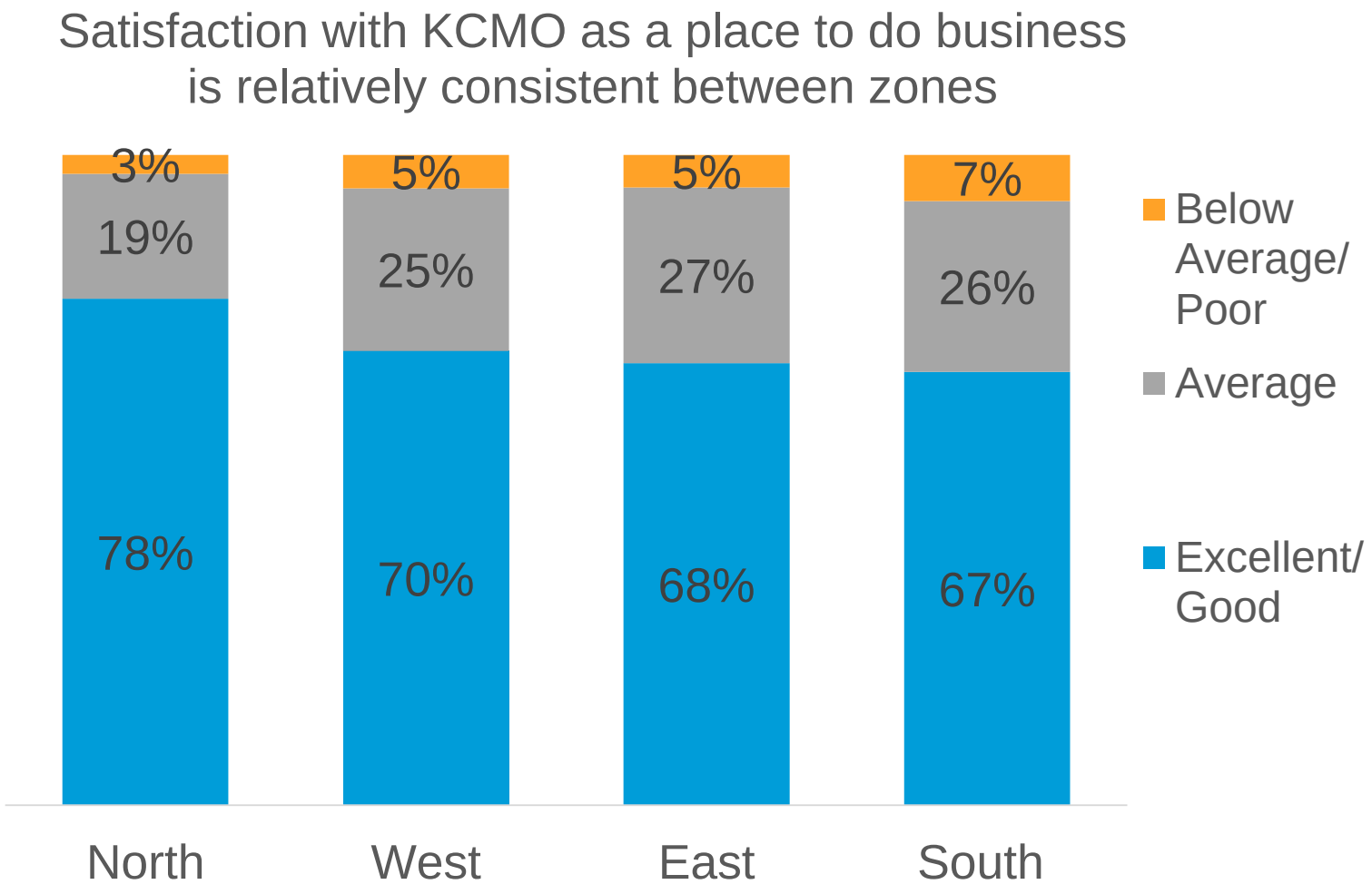


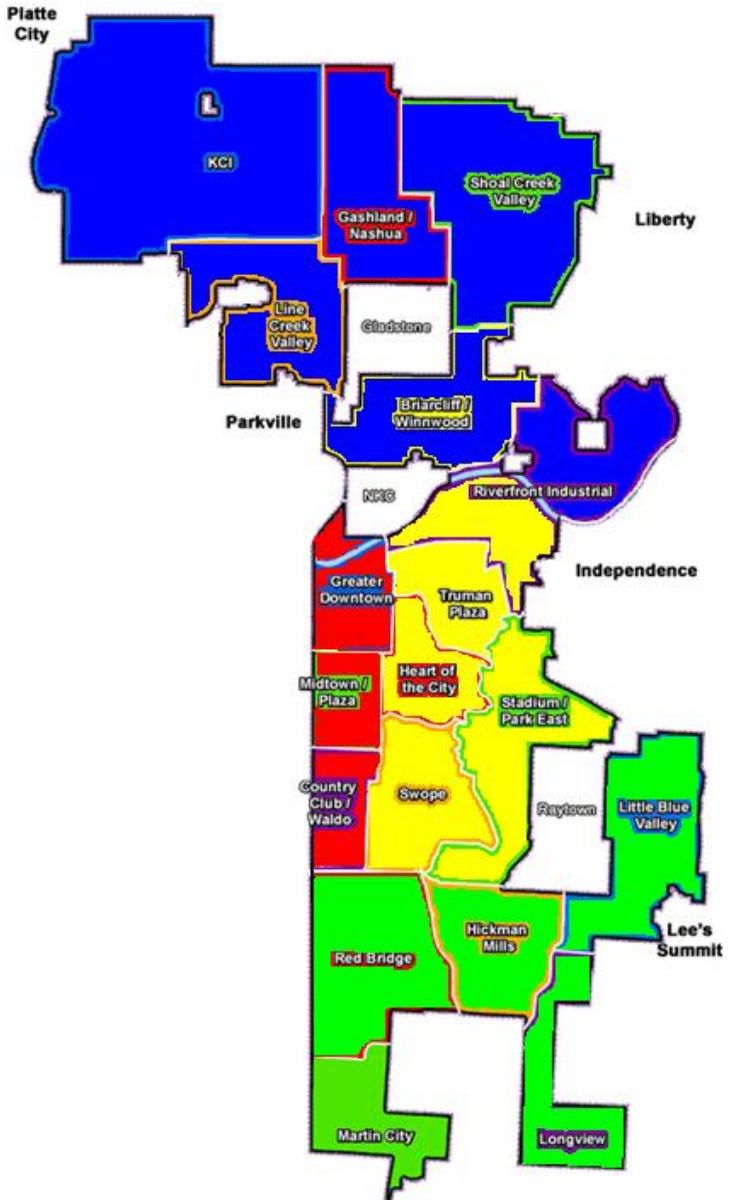
Businesses rating KCMO as a “good” or “excellent” place to do business is up to 70% in 2015.

Only 5% rate KCMO as a “below average” or “poor” place to do business.

Source: EDC Business Survey (ETC Institute)

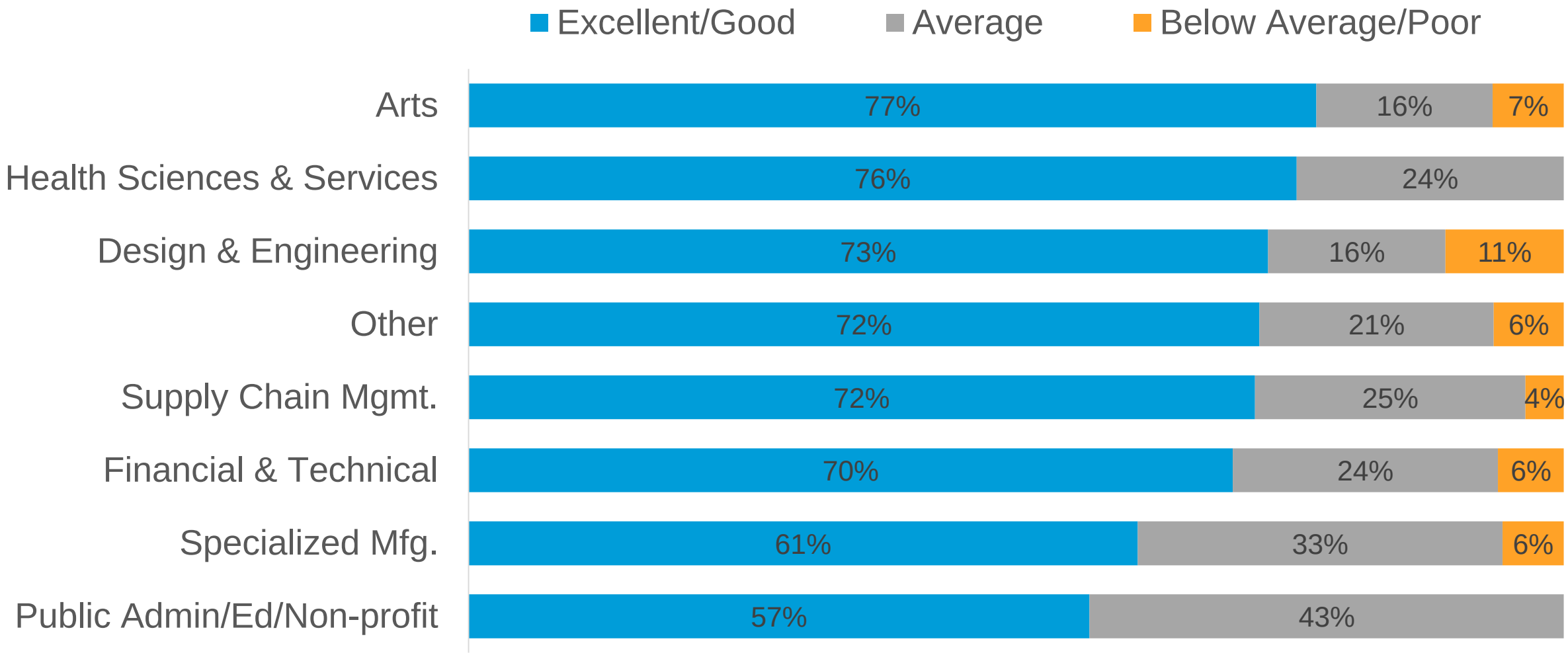
Satisfaction with KCMO as a Place to Do Business by Zone





Source: EDC Business Survey (ETC Institute)

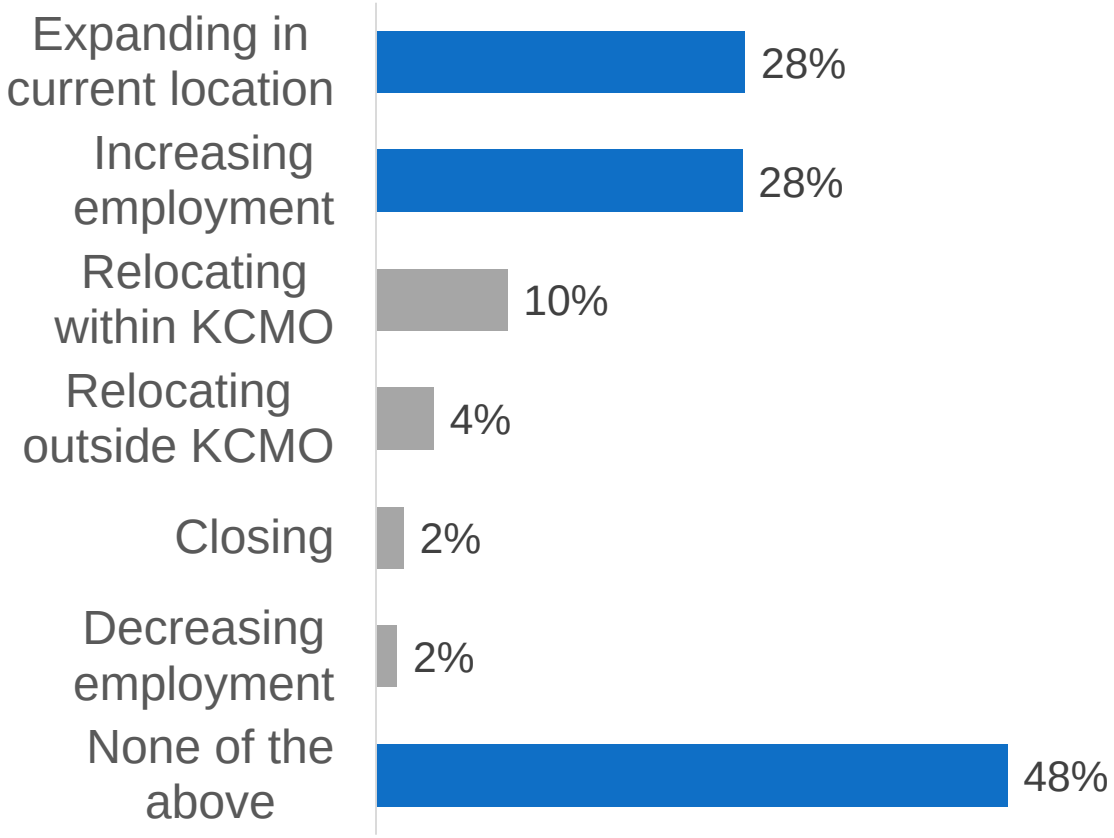
Satisfaction with KCMO as a Place to Do Business by Industry Sector



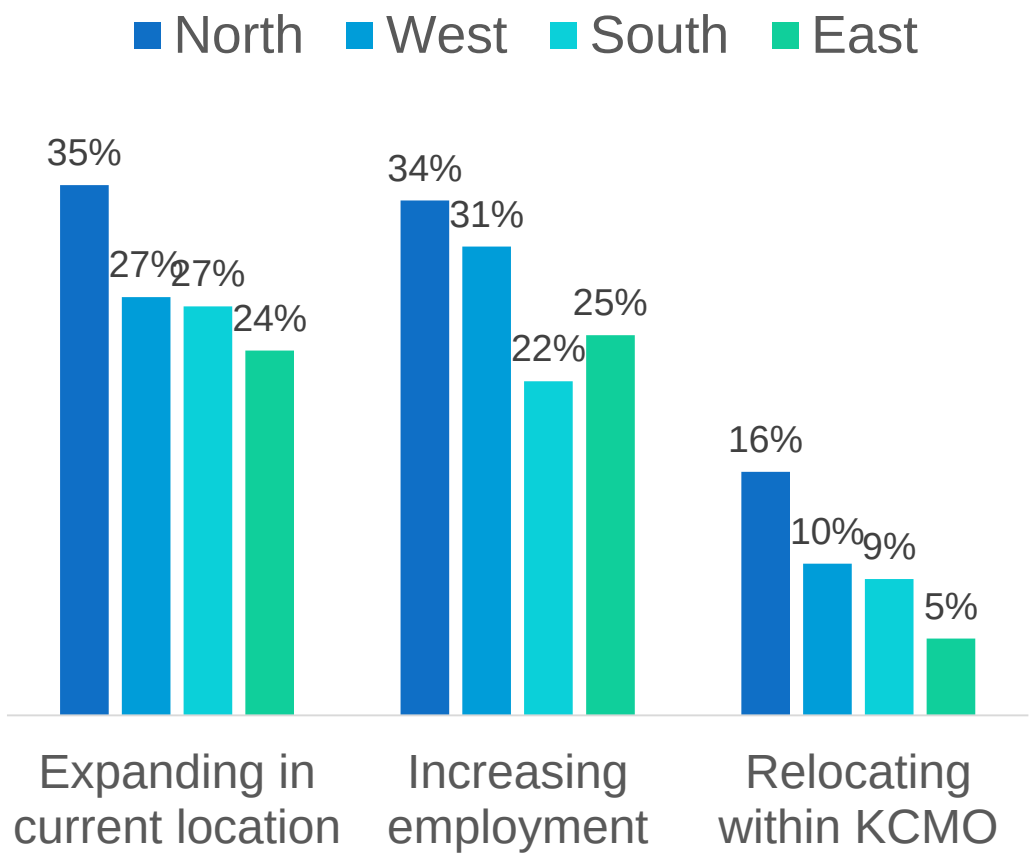
Source: EDC Business Survey (ETC Institute)

In the Next 3 Years, Is Your Organization Planning to Do any of the Following?

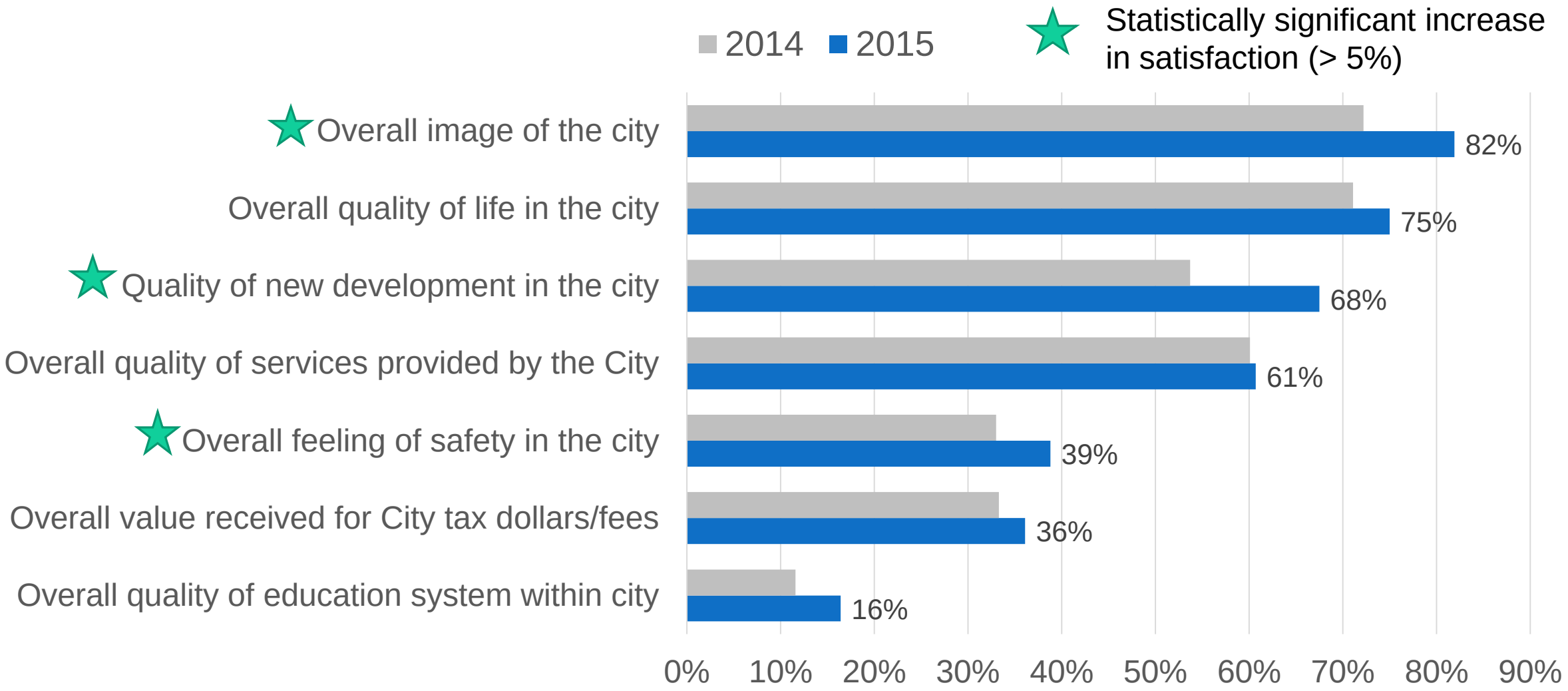
More than a quarter plan to expand or increase employment; almost half plan no changes.



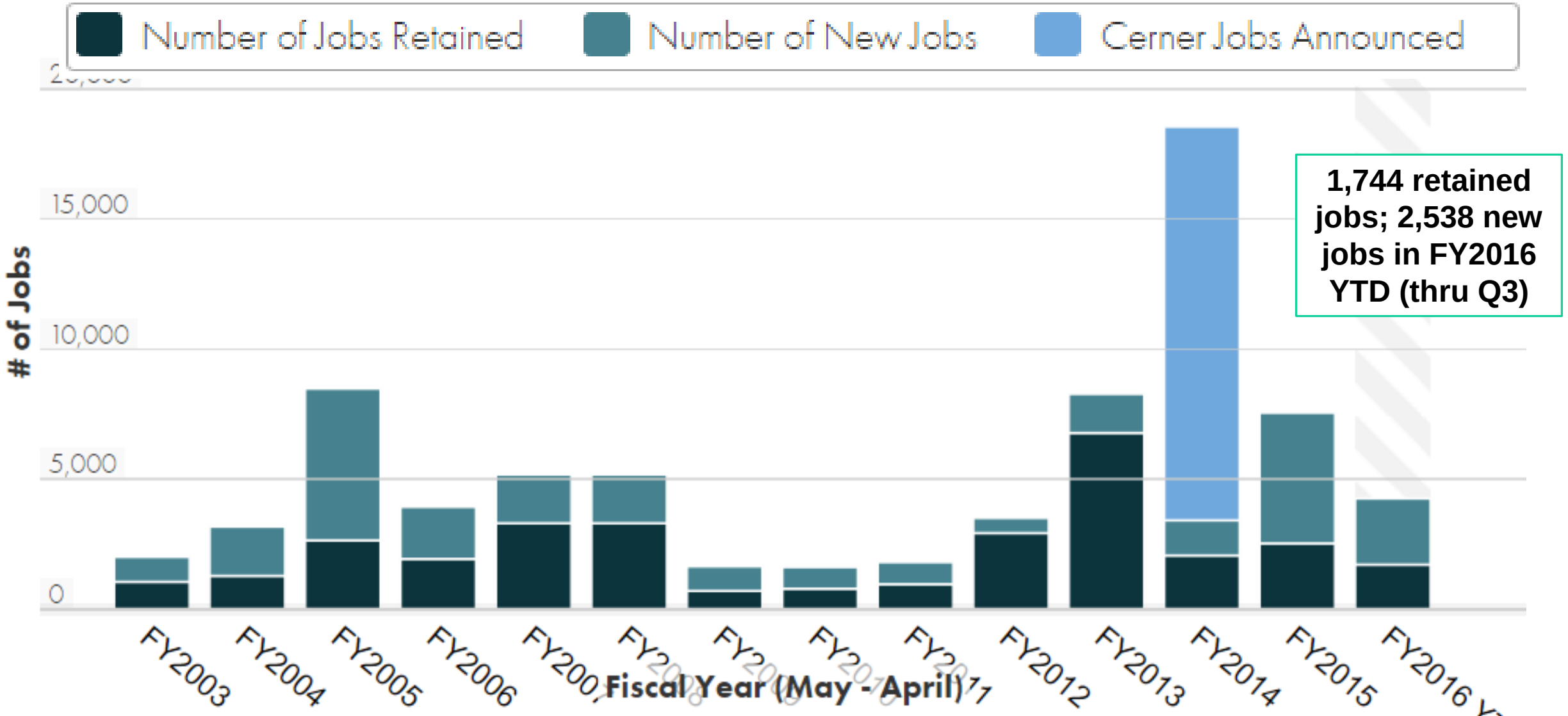
Businesses in the North zone are more likely to be planning changes



Perceptions of the City and City Government



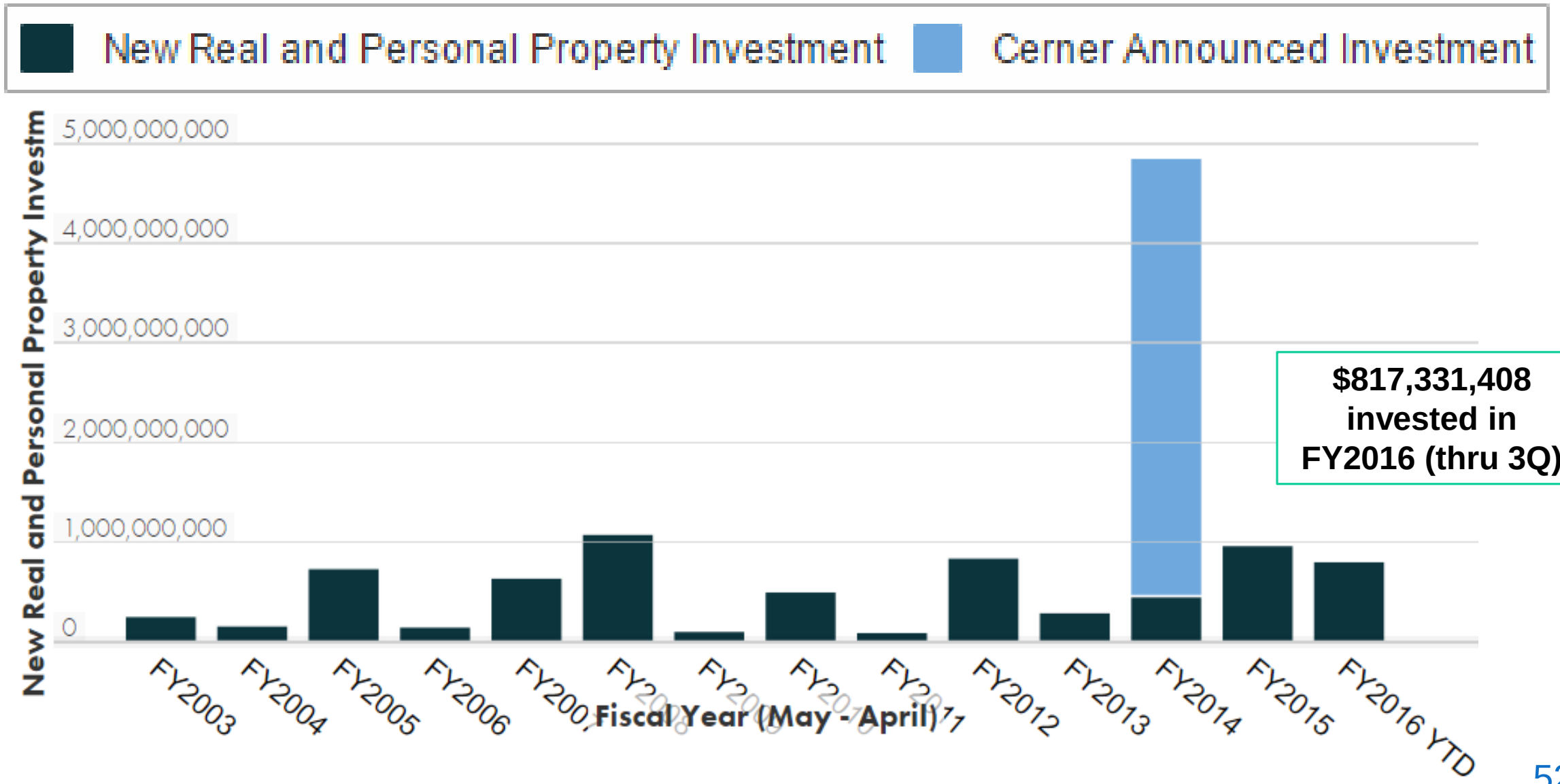
EDC Activity – Retained/New Jobs



1,744 retained jobs; 2,538 new jobs in FY2016 YTD (thru Q3)

Source: EDC KC

EDC Activity - Investment



Source: EDC KC

EDC Contract Quarterly Performance Indicators

AdvanceKC Strategy	Measure	FY2015	FY2016 YTD (Q3)
Target Sector Support	Announced Projects	**31**	**19**
	Jobs from Announced Projects	**5,091**	**3,835**
	Existing Business Visits (FY Target = 222)	**245**	**188**
	Investment for Business Development Activities	**$156,516,810**	**$290,568,199**
Urban Land Use and Revitalization	Approved Projects	**28**	**30**
	Jobs from Redevelopment Projects	**2,250**	**447**
	New Investment for Redevelopment Activities	**$822,407,902**	**$817,331,408**
Business Climate	Satisfaction with KC as a Place to do Business (Average, Good, Excellent)	**93%**	**94%**
	Local Tax Incentives Approved	**$188,479,960**	**$250,214,099**
	Ratio of Investments to Incentives	**4:1**	**5:1**
Innovation and Entrepreneurship	SBA 504 Loans Closed ($ and #)	**$0 (0)**	**$272,000 (1)**
	Revolving Loans Closed ($ and #)	**$59,000 (2)**	**$34,000 (7)**

Source: EDC KC

EDC Highlights: Announced Projects since last KCStat

Project Name	# of New Jobs	Investment	Average Wage	Project Location
MMC	42	$4.9 million	$94,000	South KC
FishTech	48	$8.2 million	$119,000	South KC
Hollis + Miller	165	$3.6 million	$81,000	Downtown
Pramata	15	$272K	$89,000	Downtown
QM Power	100	$4.2 million	$81,000	South KC

FishTech Labs customer support center

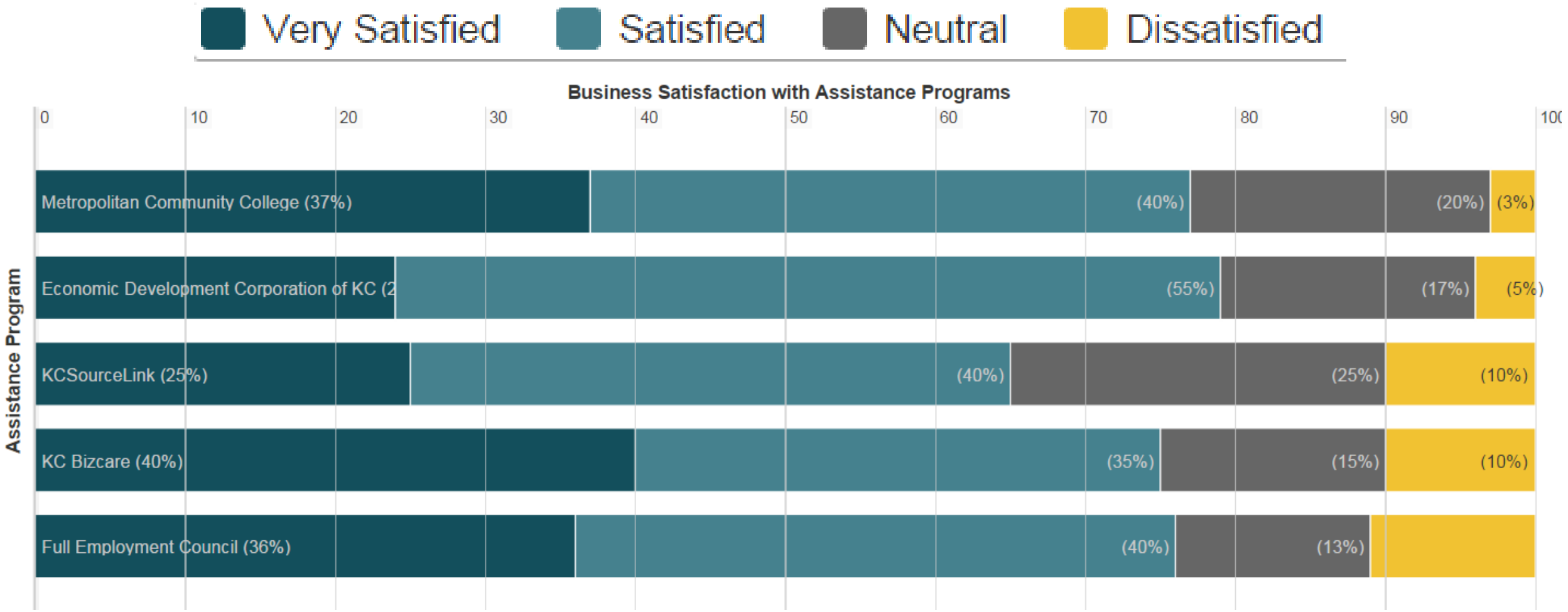
MMC new building addition

Source: EDC KC

Objective 3

Implement programs that foster small business growth and development.

Satisfaction with Business Assistance Centers in KC



Source: 2015 Business Survey

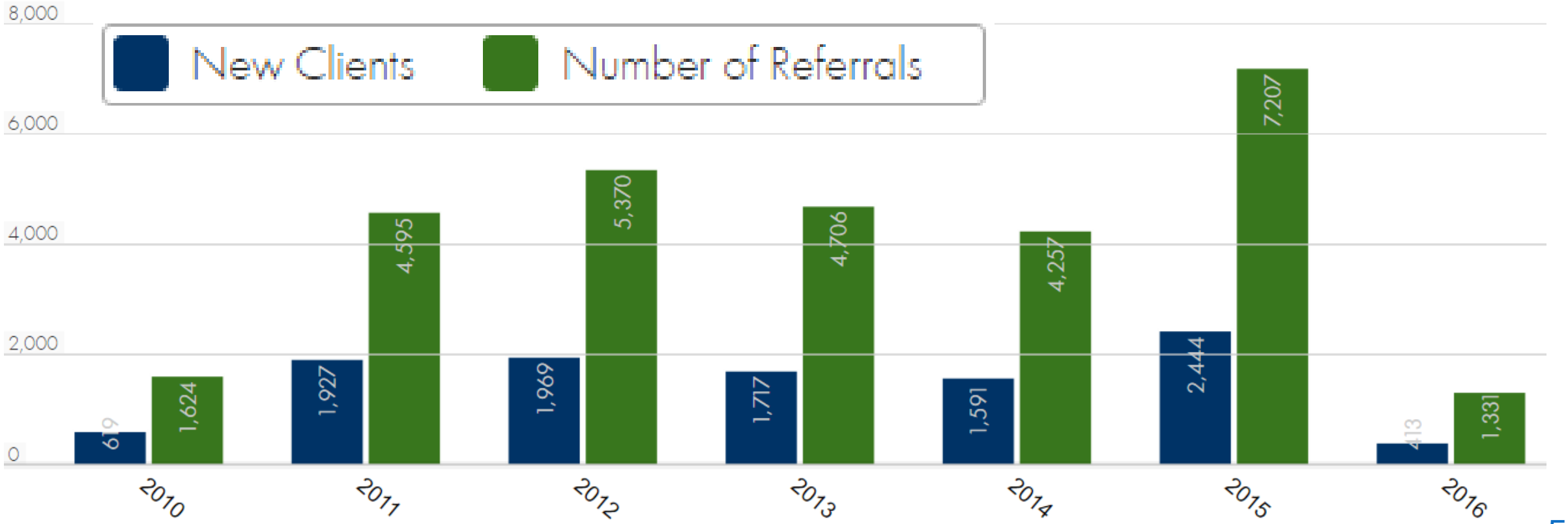
Business Survey: Use of Business Assistance Programs

Business Assistance Program	% of Businesses who are aware of it	% of Businesses who have used it
Metropolitan Community College	56%	14%
EDC of KCMO	47%	9%
Full Employment Council	41%	12%
KC Sourcelink	21%	4%
KC Bizcare	17%	4%
Justine Petersen	6%	.2%

Source: 2015 Business Survey

KC BizCare Clients

BizCare Clients: Most Common Business Types	Count (Jun 15-Feb 16)
Transit/Ground Passenger Transportation	471
Personal Care Svcs (Beauty/Barber Shops)	109
Admin/Support Svcs (Janitorial, Landscaping)	102
Food Services/Drinking Establishments	95



Source: KC Bizcare

Most Frequent Types of Referrals

Referred to KCsourcelink and SCORE mentoring program

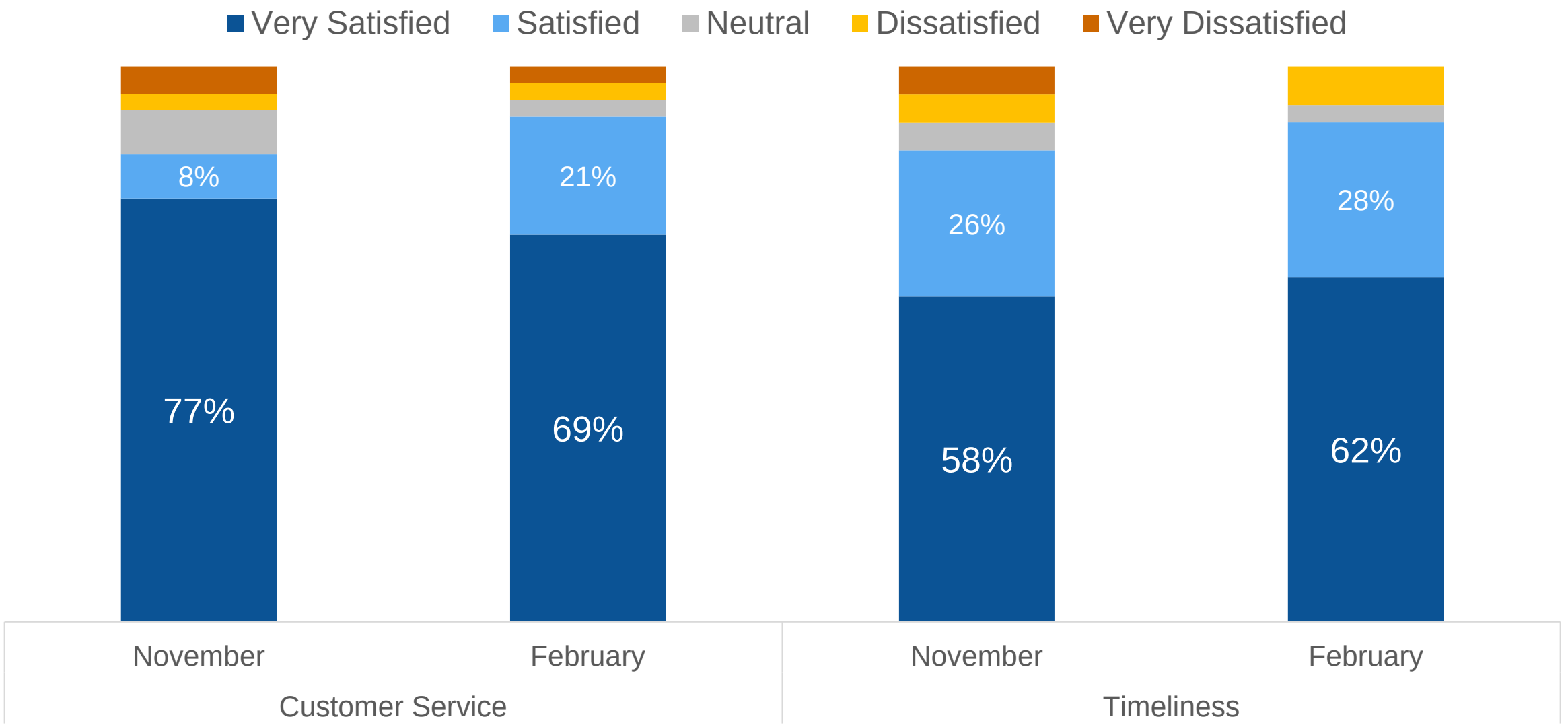
Referred to SBA “Basics of Starting a Business” class and HRD event

KCStat Reporting KCBizCare - Top Referral Organizations										
Month 2015-2016	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	
UMKC Legal Services Clinic	17	9	13	28	33	10	17	23	15	165
KCSourceLink	5	5	6	3	8	4	6	5	4	46
Justine Petersen Micro Loan	5	5	6	6	3	4	5	5	3	42
SCORE Kansas City	3	6	2	5	2	2	3	3	6	32

Source: KC Bizcare

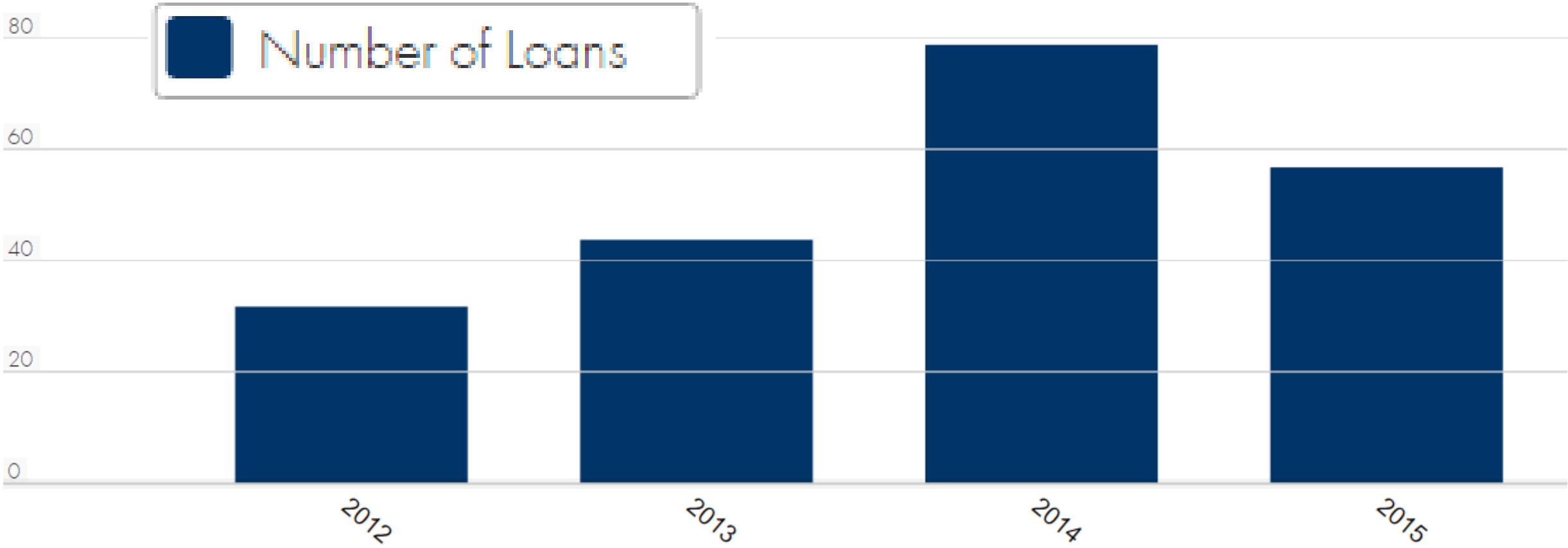
Satisfaction with BizCare Customer Service and Timeliness

N=28



Source: KC Bizcare

Justine PETERSEN



Source: Justine PETERSEN

Launch KC

- LaunchKC is designed to attract tech entrepreneurs locally, regionally and nationally to apply and compete for ten $50,000 non-dilutive grants, mentorship, transitional work space and other incentives.
- LaunchKC applications are open! They will close on July 6, 2016.
- http://www.launchkc.org

Objective 9

Develop a digital inclusion strategic plan for the City's part in the Kansas City Coalition for Digital Inclusion.

Digital Inclusion Strategic Plan

- As our efforts continue it is becoming more necessary and advisable to adopt a Digital Inclusion Strategic Plan.
  - Plan will inform the City Council and City departments on how the City is engaging in current initiatives to bring the benefits of Internet access to all Kansas Citians and will make recommendations on how the City should grow these initiatives and continue to collaborate with the Coalition.
  - A working document of the Digital Inclusion Strategic Plan has been in place for the last year. The working document is shared with over 100 people involved in digital inclusion in KC. We are in the process of editing the working document into a format that will be useful to the City Council and will be submitted for adoption by resolution in May 2016.
  - The Goals of the plan will include 1) increasing public access to Google Fiber Community Connections at Community Centers 2) implementation of the Digital Upcycling & Digital Scholars Programs 3) enhancing partnerships with Google Fiber, AT&T and other ISPs to bring low-cost Internet services to residents of economically-distressed neighborhoods, and 3) promoting opportunities for distance learning, distance working, homebased business and small business economic inclusion.

Connect Home

- To date, the City has been successful in a broad range of digital inclusion efforts.
  - Most noteworthy of these is the City's partnership with the Housing Authority on the White House/HUD ConnectHome initiative.
    - Through ConnectHome, Google fiber is connecting over 1300 households in the Housing Authority.
    - Other local partners are providing low-cost refurbished computers and digital life skills training as well as other educational opportunities.

Driving Broadband Utilization for Small Business

Strategic Networks Group – Small Business Growth Program

Personalize Results: DEi Scorecard

A DEi Scorecard is delivered to each business and organization

- Individualized **'broadband health check'** that:
  - benchmarks competitiveness against peers
  - estimates ROI from increased utilization
  - provides links to local advisors and support
  - Includes "top 3" recommendations
- Data based on the individual's current broadband utilization against industry average
- Shared with local economic development agencies so they can raise awareness, increase adoption, and drive utilization

strategic networks group
the broadband economists

DEi Digital Economy Index Scorecard

This scorecard compares your current level of Internet use to other organizations of similar size in your industry sector. The Digital Economy index (DEi) is a score based on the Internet-enabled applications (e-solutions) that you use.

By using this scorecard you can uncover additional e-solutions that can bring the greatest potential impact to your organization through improved efficiencies, innovation, and increased profitability.

The Digital Economy index (DEi) measures your current use of Internet-enabled applications (e-solutions) on a scale from 0 (none) to 10 (maximum).

Your DEi score: 4.6

Your Industry Sector	Sector DEi
Manufacturing / Processing	6.2

Statewide DEi Distribution for your industry

Percentage of organizations in your industry sector with a higher DEi score: 81.0%

Acme Parts Supply

MANASSAS PARK VA

Industry sector: Manufacturing / Processing
Organization size: 20 - 49 employees

Opportunities to improve your score

Increasing use of e-solutions (and your DEi score) improves your organization's productivity, competitiveness, and bottom-line - and how you rank against your peers.

Below are the top three e-solutions identified for your organization where the opportunity to drive new revenues and/or cost savings are the most significant.

e-Solution	Annual Impacts* Percent	Amount
Selling goods or services		**$ 561,880**
New revenues	8.1%	$ 560,640
Cost savings	0.03%	$ 1,240
DEi increase		**0.78**
Advertising and promotion		**$ 345,460**
New revenues	4.9%	$ 343,370
Cost savings	0.05%	$ 2,090
DEi increase		**0.58**
Customer service and support		**$ 278,400**
New revenues	3.6%	$ 253,750
Cost savings	0.56%	$ 24,650
DEi increase		**0.78**

Total annual impacts from NEW e-solutions: $1,185,740 per year

** Based on averages for your industry and size. Actual results may vary.*

Getting started

To get started now, please contact
Ann Mills
your business adviser with our partner
Northern Region
email: a.mills@northern.org
phone: (888) 555-1267

For 'actionable' background information on how you can benefit from e-solutions, please follow the link below:

Actionable Information

To take the next step please follow the link below and an advisor will contact you.

Request for follow-up by an advisor

Strategic Networks Group (www.sngroup.com) VABB-00906 Digital Economy Index (www.digitaleconomyindex.com)

Objective 7

Utilize arts-based strategies to support the creative sector in fostering economic and community development.

KCMO Arts Convergence Plan

Objective 7 directly reflects recommendations from the Arts Convergence Plan:

GOAL 9. Increase support for economic development of Kansas City, MO's creative sector.

9.2 | Convene people and businesses in Kansas City, MO's creative sector, including individual artists.

GOAL 7. Showcase the creative potential of Kansas City, MO's new technology platform.

7.1 | Identify creative possibilities and projects arising from the capabilities enabled by Google Fiber.

GOAL 10. Provide more comprehensive information to residents and workers about available arts and cultural activities and resources.

10.1 | Create a communitywide arts and cultural marketing program, in collaboration with existing marketing efforts, to improve residents' access to information and messaging.

10.3 | Improve access to existing online directories of Kansas City, MO's creative community, including nonprofit arts and cultural organizations, arts-related businesses, artists, and other cultural resources.

What KCMO Residents Want to be different in KCMO in 5 to 10 years

More culturally vibrant neighborhoods and districts throughout the City	45%
Better information about what is happening in my community	44%
More arts and cultural festivals	35%
A more culturally vibrant downtown area	31%

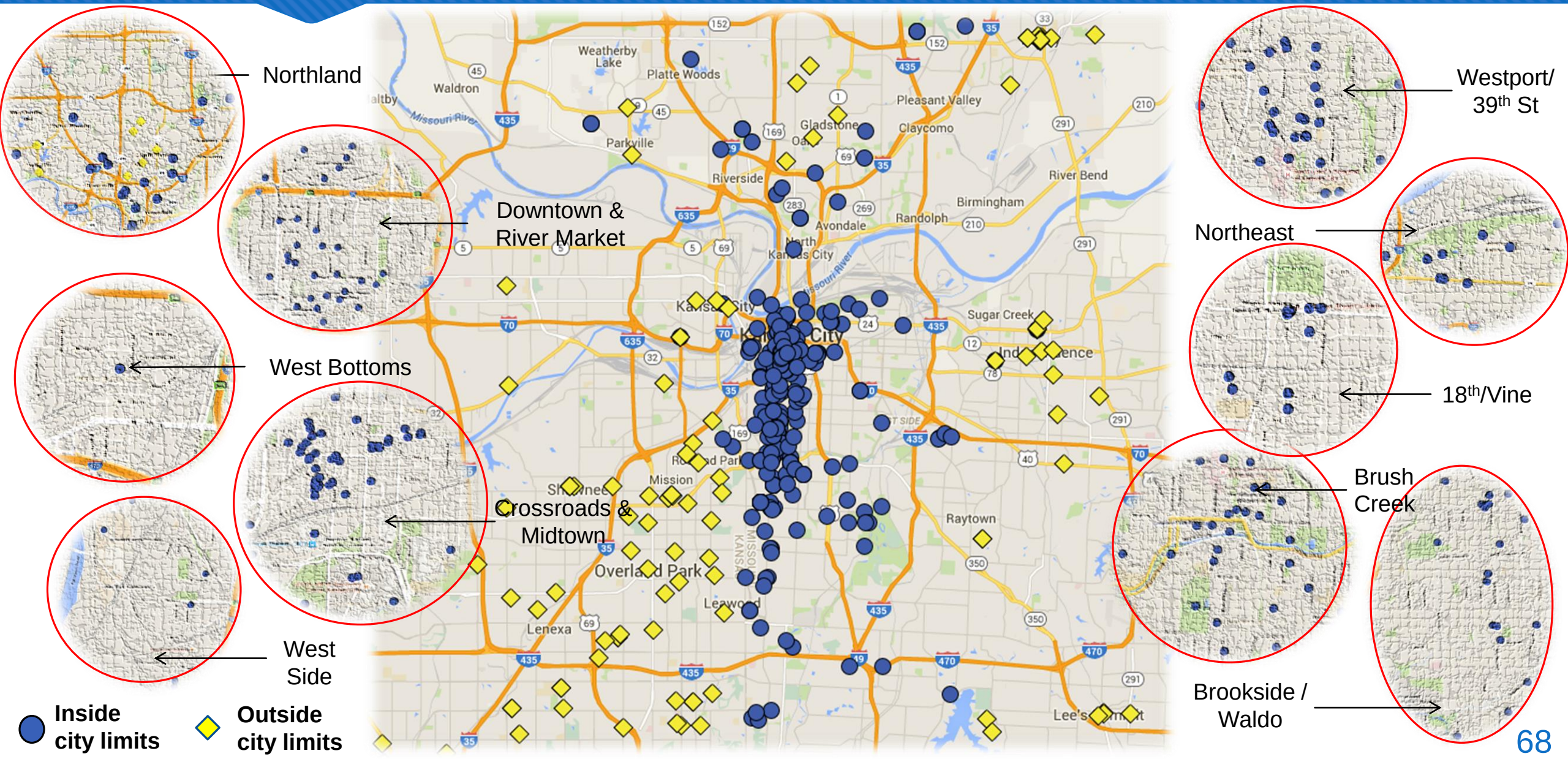
KCMO Cultural Tourism Initiative (CTI)

GOAL: *To attract new audiences and enhance the city's cultural identity by defining, activating and promoting Kansas City's unique corridors, districts and neighborhoods through arts, culture and creativity.*

What is Cultural Tourism?

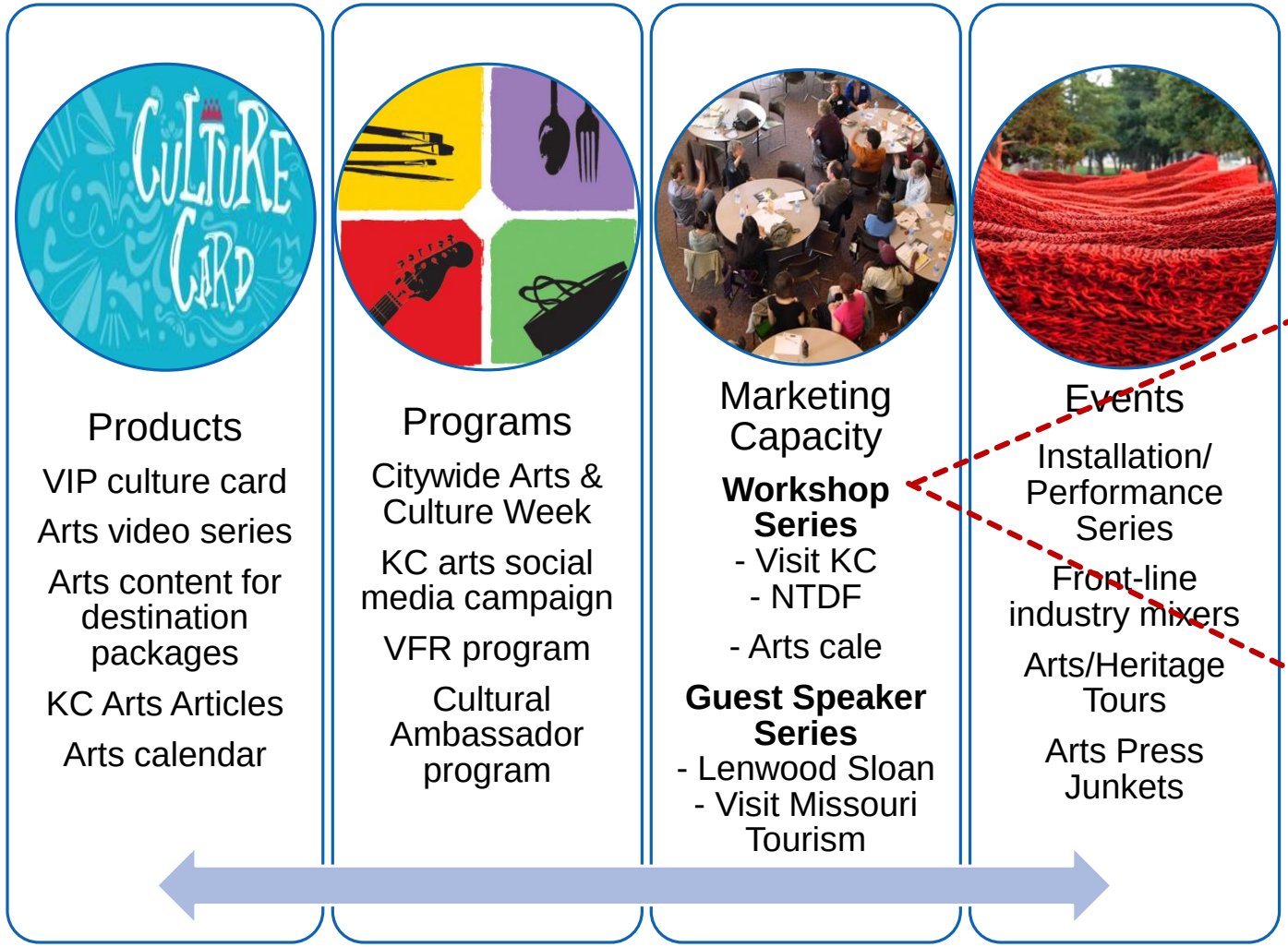
Cultural Tourism is a subset of tourism focused on a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.

Cultural Tourism Initiative – Asset Mapping



Cultural Tourism Initiative - Timeline

IDEA MAP: Possible planning meeting outcomes



2016 TIMELINE

May
City TAG meeting kick-off

May & June
District/Corridor Planning Meetings

June – September
NTDF Applicant Workshops

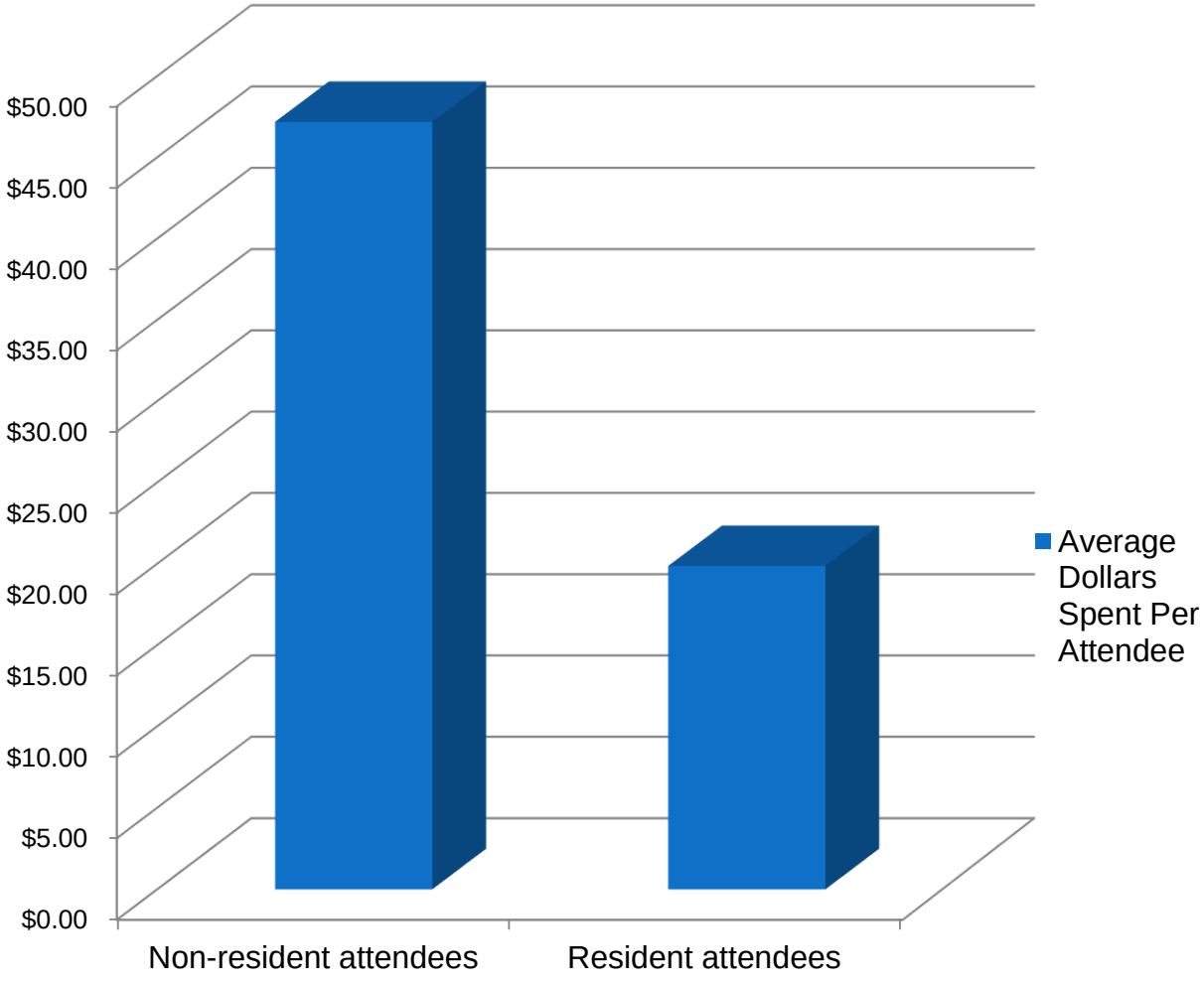
August + *(onoing)*
Building product/program/events

September – December *(tentative)*

Visit KC program workshops

Cultural Tourism - Benefits

Cultural Tourists Spend More!



Source: Arts & Economic Prosperity IV | Americans for the Arts

Intended Benefits of Cultural Tourism Initiative:

- ✓ Increased promotion of and access to arts and cultural activities in KCMO;
- ✓ Increased collaborative programming for collective economic impact;
- ✓ Greater awareness of neighborhood-based cultural identity;
- ✓ Mapping and preservation of local assets;
- ✓ Greater capacity for arts and cultural organizations and individuals to thrive; and
- ✓ Increased audiences to KCMO for arts and cultural activities.

Film Development Program

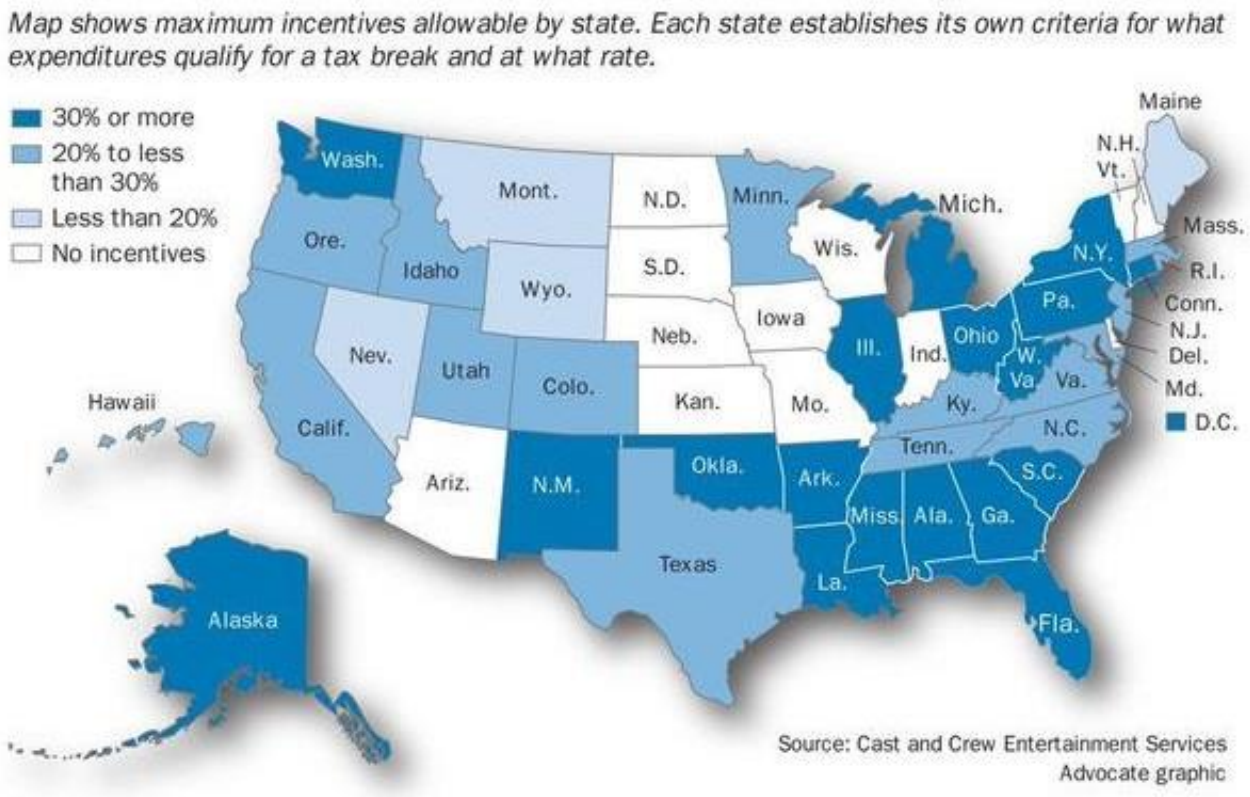
Increase Creative Economy through Film!

- On February 25, the **Film Development Program** was created to encourage film production in Kansas City.
- The purpose of a KCMO Film Incentive Policy is to
  - increase the number of high-impact production projects in Kansas City, Missouri;
  - Stimulate local economy and support job growth
  - Be financially competitive across the country
  - Market KCMO as a destination for productions
- The film production field is a tech industry that harnesses market assets in digital technology and fiber bandwidth.
- The program will officially launch on May 1, 2016.

CITIES & STATES WITH FILM INCENTIVE PROGRAMS

CITIES

STATES



Sources: https://austintexas.gov/sites/default/files/files/EGRSO/Creative_Content_Incentive_Guidelines__2_.pdf and Cast & Crew Financial Services, Spring 2015

Film Development Program – Data Collection

PROGRAM SUMMARY

Cap: $75,000

Reports: Quarterly / Annually

Benefits: Economic & Social Impact

Rebates: Performance-based on actual spend in KCMO

Levels: 2 Tiers (3.5 or 7%) based on meeting program requirements

Bonus: .25% for marketing deliverable or .25% if set/filmed entirely in KCMO or showcases KCMO local creative and business community.

Quarterly + Annual Reports will track the following measures:

Total Expenditures in KCMO	Quarterly
Jobs created - crew	Quarterly
Jobs created - cast	Quarterly
Total # of applications	Quarterly
Number of participating projects	Quarterly
Types of completed projects	Quarterly
Amount of rebate	Quarterly
Greater KC Expenditure report (regional)	Quarterly
Total Economic Impact	Annual

Objective 8

Increase support for economic prosperity of the creative sector.

Arts Vibrancy Index

Kansas City ranks TOP 20 in country as an arts ‘hotbed’!

Report by Southern Methodist University’s National Center for Arts Research ranks more than 900 communities that support local arts.

KC appears on the on NCAR’s Arts Vibrancy Index for the first time.

The index compares communities in three areas: arts providers (venues to artists), arts dollars (revenue to donations) and government support.

The arts in Kansas City are known for being on the leading edge, receiving international acclaim for their artists and arts venues.

Arts Providers		**167th**
	Independent artists	201st
	Arts and culture employees	237th
	Arts, culture & entertainment employees	299th
	Arts organizations	168th
Arts Dollars		**28th**
	Program revenue	35th
	Contributed revenue	19th
	Total expenses	31st
	Total compensation	36th
Government Support		**40th**
	State arts dollars	51st
	State arts grants	107th
	Federal arts dollars	109th
	Federal arts grants	84th

Economic Prosperity of the Creative Sector

- In 2015 a pilot program was launched with Justine PETERSEN to support Kansas City arts-related businesses. Ongoing.
- On February 16th, *ArtCap* was launched, a $250,000 loan pool dedicated to arts businesses to be administered by KCMO non-profit lender AltCap.
- An audit will be conducted for an inventory of arts business development support and gap analysis over the next year.
- AltCap will convene Referral Partners quarterly to monitor gap financing needs, assess the audit and identify gaps in arts business support.

Quarterly Report Data
# of loans
Average size loan
Activities funded
% of loans repaid
Artist / Business location
Business impact (qualitative)

Objective 10

Analyze the current and historic use of incentives in TIF, LCRA, 353, and PIEA areas to determine the ongoing need for development assistance.

Incentives Study

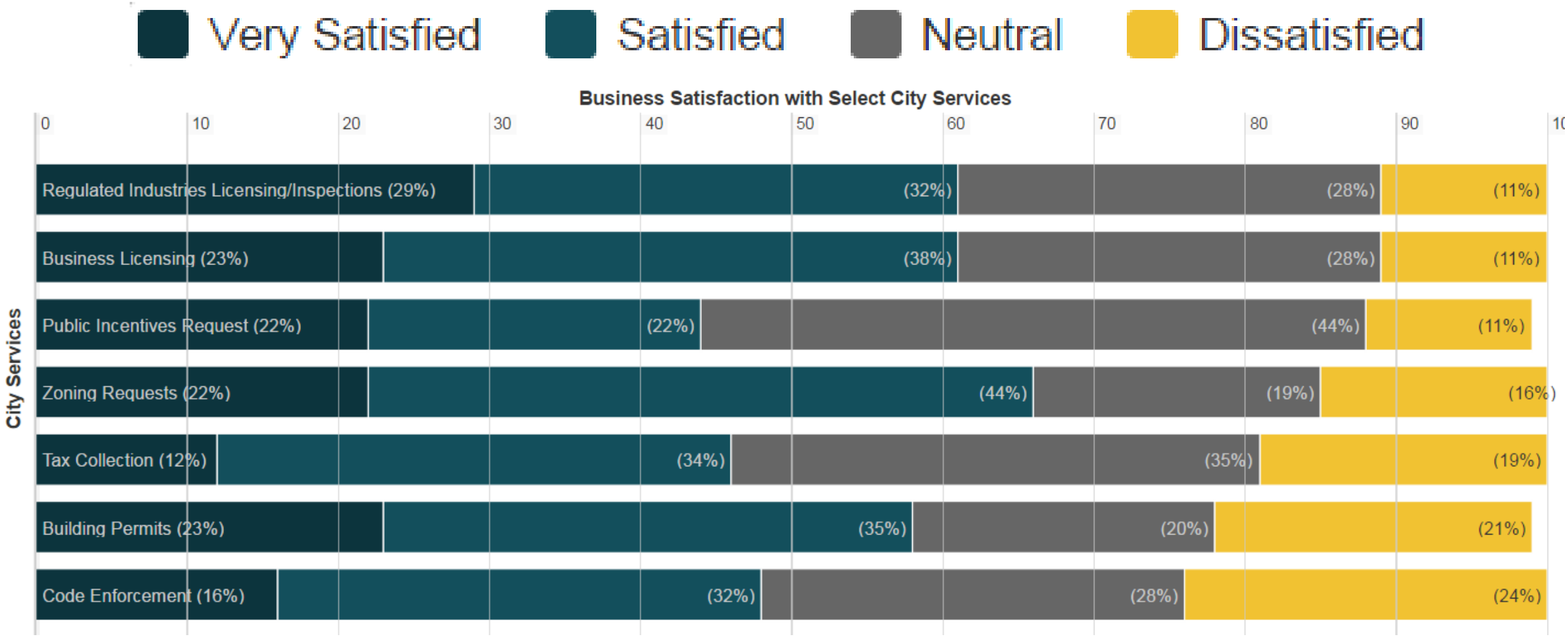
- **Council passed ordinance 150175 on 12/17/15 directing the City Manager to pursue a comprehensive economic incentives study**
  - Currently collecting TIF, PILOT, and 353 plan data
  - Study will evaluate TIF, Abatements, and City Contributions
  - Will look at Purpose, Historic Usage, Outcomes, Process, Fiscal Impacts, and make recommendations for future policy changes
- **Working with EDC to implement create a new consolidated database for better data tracking/monitoring.**
  - Implementation in FY17
- **Preparing RFQ for consultant report on effect of development incentives on local economy/taxing jurisdictions and recommendations for future use**
  - Anticipated completion date - End of FY17
  - RFQ Target Date – spring 2016
  - Selection of Interdisciplinary consulting team – spring/summer 2016

Services for Businesses

Objective 4

Implement the City Planning and Development improvement plan in order to streamline business processes and systems

Business Satisfaction with Select City Services



Source: Business Survey, 2015

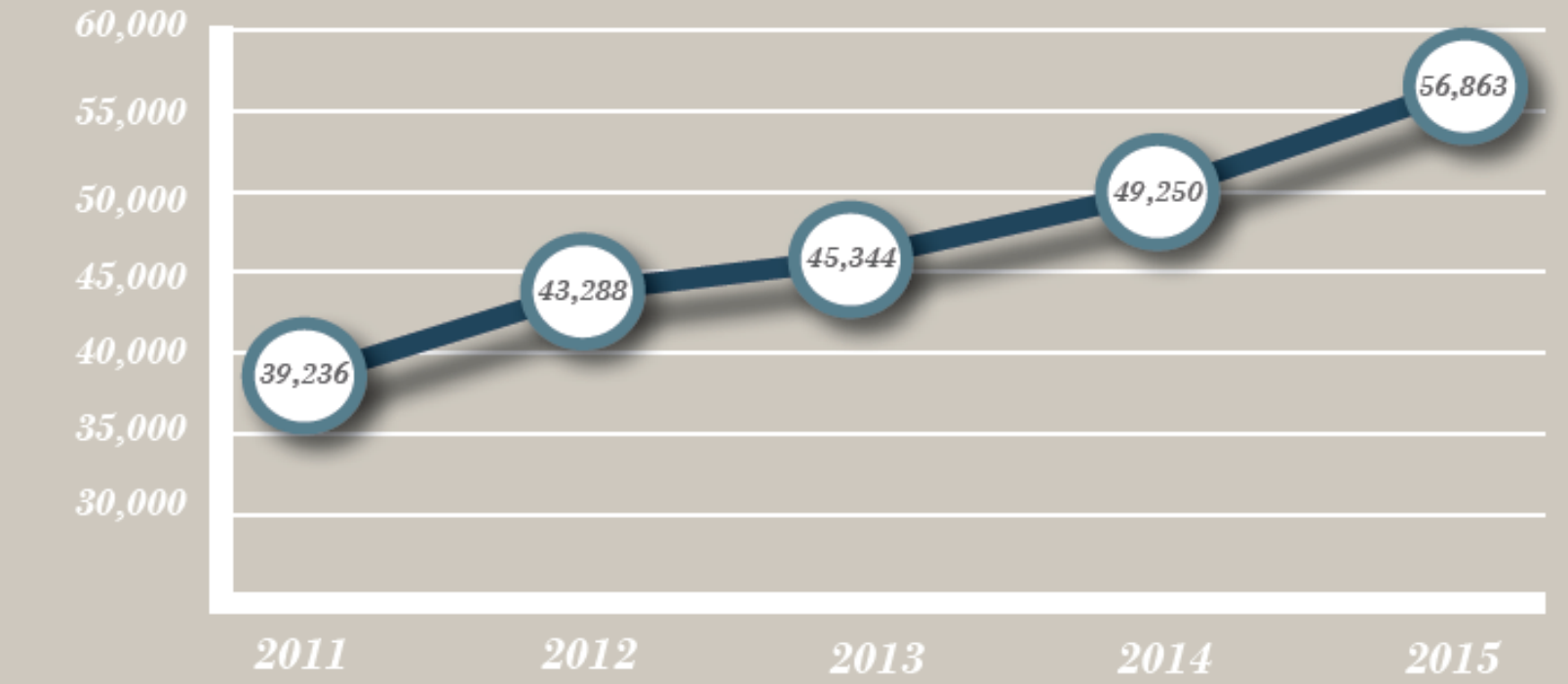
Trends in Satisfaction with City Services for Businesses

Increase in satisfaction	No change	Decrease in satisfaction
Municipal Court	311 Action Center	Airport Services
Police-Crime/Safety Response	Code Enforcement	
Ambulance-Medical Emergency Response	Regulated Industries Licensing/Inspections	
Fire Incident Response	Health Inspections	
Zoning Requests	Fire Inspection	
Public Incentives Requests	Building Permits	
MBE/WBE Certification	Trash Collection	
Website Usefulness	Water Services	
	Stormwater Drainage	

Source: Business Survey, 2014-2015

Volume of Permitting Work

Inspection Trends



*Highest Number of Multi-Family Units Built Since 2006

**Highest Number of Residential Permits Issued for Alterations in Last 10 Years

Source: City Planning and Development

Key points and Structure for Implementing Recommendations

Remaining Priority Areas

- Fifth Floor Renovations (by end of 2016)

Next Steps:

- Transition to Departmental Business Plan
- Energov Implementation

Total recommendations addressed to date: 91%

Presentation of analysis findings to groups/ organizations involved with planning and development issues ongoing

Conducting focus groups to develop / review specific strategies for service delivery enhancement

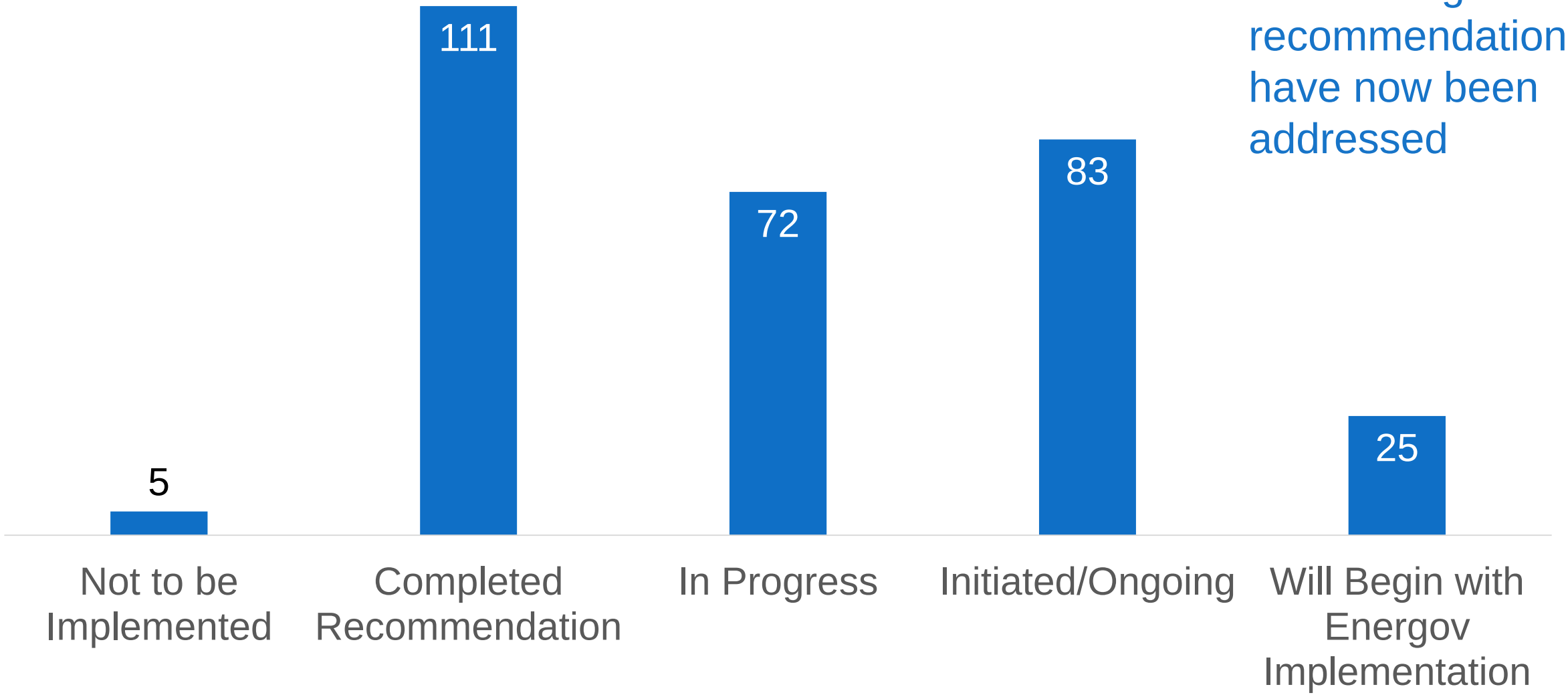
Bi-monthly reporting of implementation progress

CPD Communications Current Initiatives

Revamp of Website	• CPD views website as the 24-7 customer service portal; made documents and links easier to find.
Department Brand	• Aligned with City's brand image/moniker
Online fillable forms	• Revamping manuals and creating more online forms
Partnership with City Communication	• Determine best mediums for most efficient and effective communication with neighborhoods, customers and employees

In the future, CPD hopes to produce video tutorials on different subjects concerning how to navigate the permitting system…etc.

Status of City Planning and Development Improvement Plan



91% of original 325 recommendations have now been addressed

Source: City Planning and Development Improvement Implementation Plan

Questions?

Stay up to date on progress at kcstat.kcmo.org

#KCStat

Planning, Zoning and Economic Development