

KCStat

kcstat.kcmo.org

April 25, 2017

#KCStat

Planning, Zoning and Economic
Development



Planning, Zoning and Economic Development Goal

To develop a vibrant economy where there is opportunity for job creation, entrepreneurship, and growth, particularly in historically underdeveloped areas; all citizens have opportunities for creating wealth and prosperity; and visitors continue to consider Kansas City a desirable destination. 2

Objectives

#	Objectives relating to Kansas City as a Destination	Target Timeframe
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
10	Develop a plan that identifies the steps necessary to ensure a 21st Century airport for business and leisure.	Ongoing

#	Objectives relating to Economic Development Strategies	Target Timeframe
1	Continue implementation of the City's long range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan.	2017
4	Complete the City Planning and Development Service Improvement Plan to streamline business processes and systems.	2017
9	Analyze the current and historic use of incentives to determine the ongoing need for development assistance.	2017

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Objectives

#	Objectives relating to Place and People-Based Strategies	Target Timeframe
2	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.	Ongoing
3	Implement programs that foster entrepreneurship, small business growth, and development.	Ongoing
6	Identify creative space development needs of the arts, culture, and creative sector through an arts market study, and develop a plan for meeting the needs through planning and economic development partnerships.	2017
7	Develop a plan defining paths to economic mobility for residents of Kansas City, Missouri living in poverty.	2018
8	Adopt and implement the digital inclusion strategic plan.	2017

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FY2016-17 Measures of Success

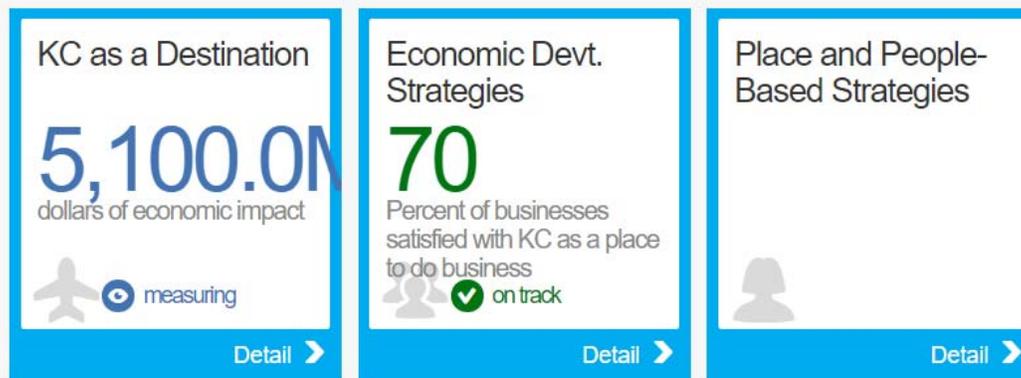
Measures of Success	FY15 Actual (Survey administered in Oct '14)	FY16 Target	FY16 Actual (Survey administered in Oct '15)	FY17 Target	FY18 Target
Percent of businesses rating the City as an excellent or good place to do business	65.1%	67%	70%	69%	71%
Percent of businesses satisfied with overall quality of services provided by the City	60.1%	62%	61%	64%	64%

Measures of Success	CY14 Actual	CY15 Target	CY15 Actual	CY16 Target	CY17 Target
Hotel Room nights booked due to convention center activity	333,923	--	382,815	--	--

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Planning, Zoning, and Economic Development



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Kansas City as a Destination

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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.

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Return on Investment

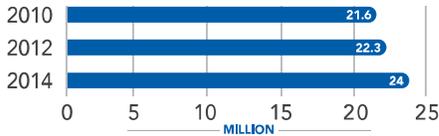
Tourism Economic Impact • \$5.1 billion

Visitor Spending • \$3.1 billion

Visitor spending increased 12% in two years



VISITORS



ECONOMIC IMPACT FOR THE REGION



Jobs • 46,621

Wages • \$1.5 billion

1 in 19 jobs (5.2%) in the region are sustained by tourism either directly or indirectly

Federal Tax Revenue • \$369.9 million

State Tax Revenue • \$153 million

Local Tax Revenue • \$202.7 million

\$5.1 BILLION IMPACT



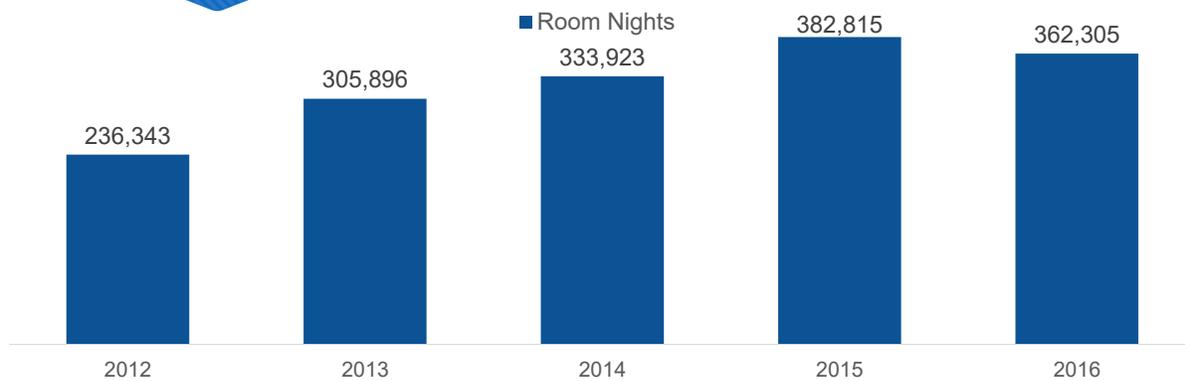
48% STAY OVERNIGHT

24 MILLION

Source: 2014 Tourism Economics

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Hotel Room Nights Booked for Future Years



2015 included:

Big 12 (4 yrs; '17-'20); 10,600 each year; **42,400 total**

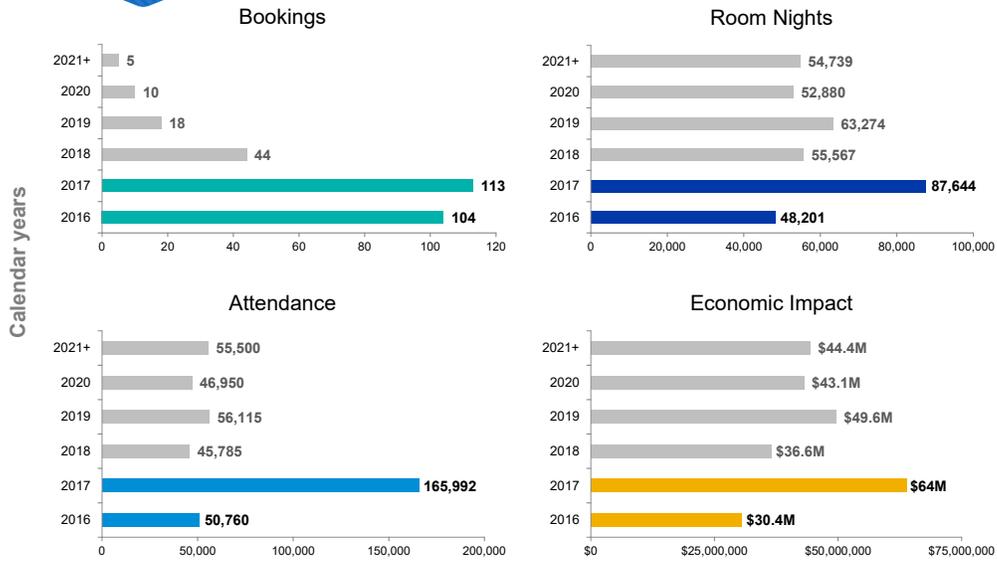
USA Volleyball - 2021 Boys' Junior Olympic VBall Championship; **32,400 total**

Cerner (2yrs; '16-'17); 18,033 each year; **36,066 total**

Data Jan 1-Dec 31, 2016; Source: Visit KC

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2016 Yearly Placement



Data Jan 1-Dec 31, 2016; Source: Visit KC

Market Segments (Top 5)

2017-2023 +

- Sports 31%
- Education 23%
- Religious 10%
- Business/Trade 9%
- Fraternal 7%

2013-2016

- Education 22%
- Sports 20%
- Business/Trade 11%
- Religious 10%
- Engineering/Scientific 9%



Recent Major Bookings

2020 National Baptist Convention

12,300 room nights

2017 World Fastpitch Championships

9,500 room nights

2019-2023 Triple Crown Volleyball NIT

9,300 room nights annually

2017 Education Market Association

3,500 room nights

2019 Vietnam Helicopter Pilots Association

2,800 room nights

2018 National Main Street Center

2,500 Room Nights

2017 USA Fencing

2,300 room nights



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Conventions in 2017

Top 25 will generate more than **\$192 million** to city

National and international meetings

Groups represented include religious, government, sports, arts and more

First time conventions to KC include:

Scentsy

\$6.1M economic impact

Society of Hispanic Professional Engineers

\$4.6M Economic Impact

United Pentecostal Church International

\$4.1M economic impact

Association of State Floodplain Managers

\$1.4M economic impact

Economic Impact

VisitKC uses the economic impact calculator developed by Oxford Economics. This tool standardizes the calculation method across the destination marketing industry.

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Visitor Center

Visitor Center now certified as official affiliate Missouri Welcome Center

Location of center included in city wayfinding & highway signage



	Jan-Mar 2017	Jan-Mar 2016	% Change
Partner Referrals	820	n/a*	n/a
Phone Calls	820	788	4%
Visitors	1,900	216	780%
Web Chats	70	43	63%

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*Partner Referrals tracked since Q2 2016

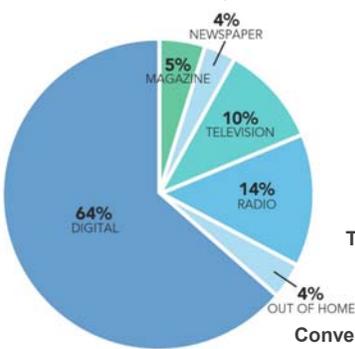
Community Engagement



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2017 Advertising Strategies



Timing: Always On Approach

Agency Partner: MMGY Global

Target Markets: Primary: Des Moines, Omaha, Wichita

Secondary: Lincoln, St. Louis, Northwest Arkansas

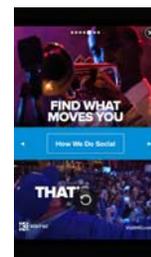
Activation Market: Chicago

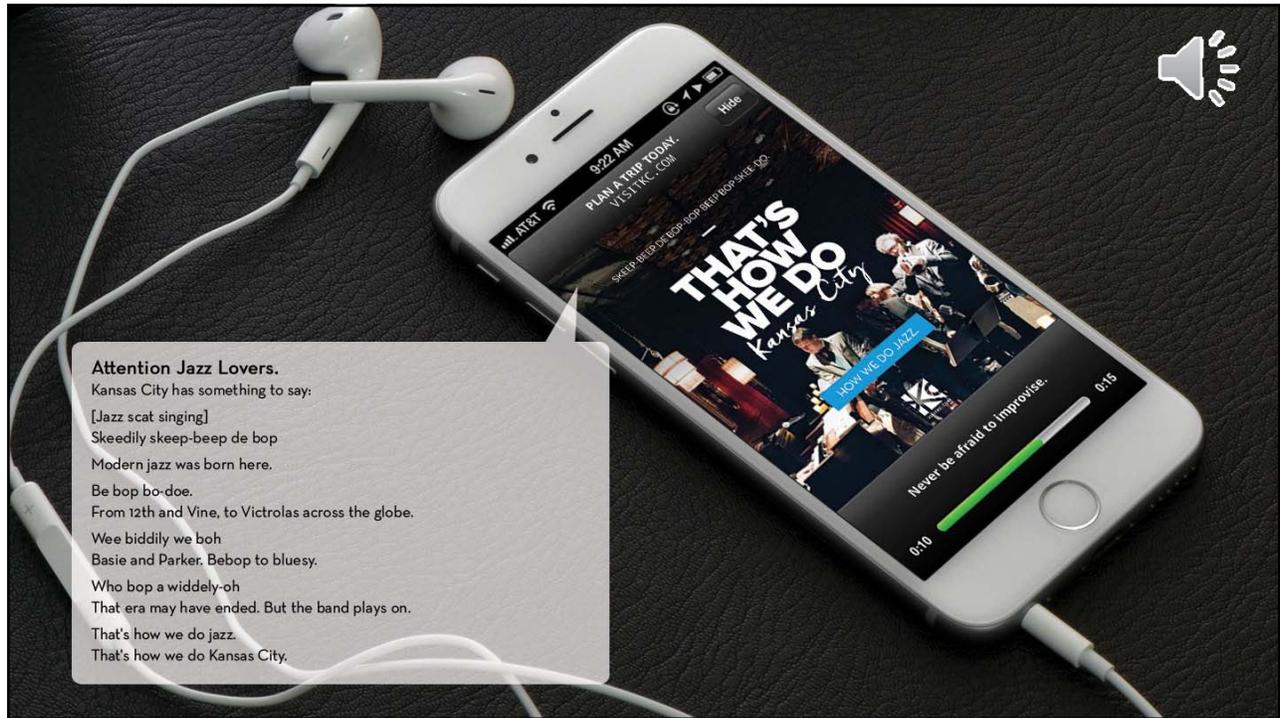
Audience: Young Families, Modern Matures, Active Singles

Tactics: Print, TV, Radio, Streaming Radio, Out of Home, Digital, Social Media, PR, VisitKC.com

Call to Action: Plan your trip at VisitKC.com

Convention Verticals: Association, Fraternal, Religious, Sports and Corporate

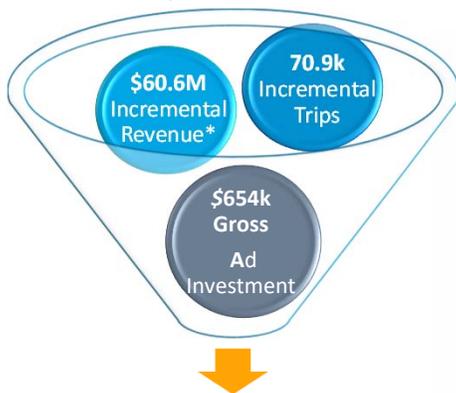




KC-CHI THROWDOWN



Return on Investment from All Marketing in 2016



\$93 GROSS Return on Investment

Aware Party Trip Spending

2016: \$855
2015: \$821
2014: \$719

*Incremental revenue is revenue generated that, without advertising, would not have occurred.

Total Media Buy: \$654,225

Seven media markets, spanning five states

ROI was \$93

Visit KC's 2016 Campaign resulted in **70.9k** incremental trips

Incremental room nights totaled **164k**

\$60.6 million in incremental travel spending



Study measured all media investments expended through August 15, 2016 and visits that occurred through early October.

Press Coverage

HIGHLIGHTS: October 2016-March 2017

GQ – Oct. 4, 2016

“How to Take a Vacation That’s Packed with Art”

Travel + Leisure – Nov. 21, 2016

“America’s Best Cities for Singles”

Dallas Morning News – Feb. 11, 2017

“Where To Travel & Learn During Black History Month”

CNN.com – Feb. 16, 2017

“Kansas City is enjoying its second Golden Age...”

New York Times – March 29, 2017

“American heartland truly seems to be coming into its own.”



KC Film Incentive in Variety

Others include Chicago Tribune, Los Angeles Times, USA Today and more

KC FILM OFFICE

Market KC as a destination for productions

Make it easy to film here

Stimulate economy; support job growth

Liaison/portal for local film incentive – KCMO Film Development Program



251 Productions Assisted in 2016

AMERICAN NINJA WARRIOR (TV)

NBC – 6M viewers

Confirmed April 2017

2015 EI \$300k + 758 Hotel Room Nights



Kansas City Convention Center Facilities

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 2016 Prime Site Award from Facilities & Destinations Magazine in New York City for tenth 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.



Capital Improvement Projects:

ADA Improvement Project

Project estimate \$6,500,000

Improvements include entry way accessibility renovations, concession stand modifications, lighting improvements, signage installation, and elevator renovations to meet Federal ADA regulations in the Conference Center, lobby 2100 and 2200, Municipal Auditorium, Music Hall and Little Theatre.

13th Street Project

Between Broadway and Central Streets

Project estimate \$1,000,000

Improvements include installation of a new digital LED sign above 13th and Central, LED lighting installation, and painting improvements along the 2100 and 2200 lobby sidewalks.

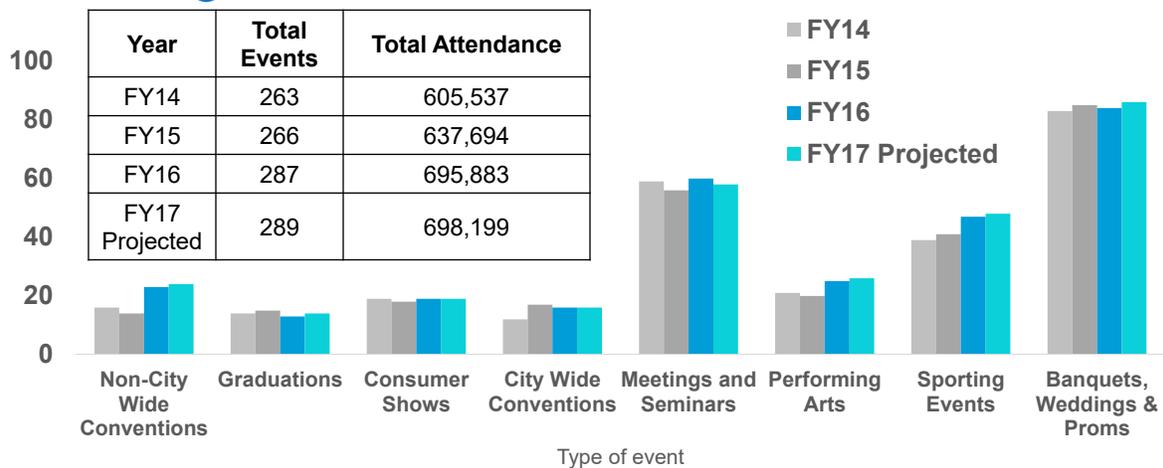
Exhibitor Internet Network

Project estimate \$380,000

Exhibitor network upgrade to one gigabit bandwidth to meet the needs of high tech conventions and meetings.

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Total Events Held at Convention Center



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.

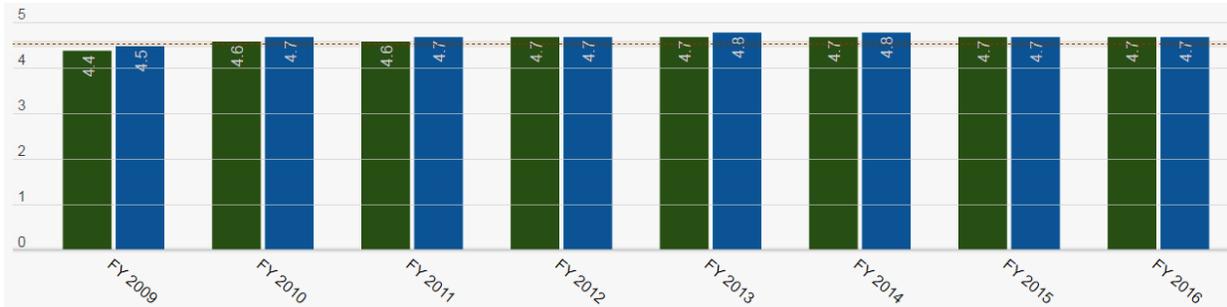
Source: Convention and Entertainment Facilities

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Convention Center Post-Event Survey

FY2017 FYQ3 = 4.8 for both Sales/Marketing and Event Services

■ Convention Entertainment Facilities Post-Event Survey Results (5-point scale) Sales and Marketing
 ■ Convention Entertainment Facilities Post-Event Survey Results (5-point scale) Event Services ···· Target



Source: Convention and Entertainment Facilities

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Develop a plan that identifies the steps necessary to ensure a 21st Century airport for business and leisure.

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Defining a 21st Century Airport

- Optimized to meet the needs of an evolving airline industry
- Delivers a positive guest experience for all types of travelers
- Is recognized for excellence



Winners: #1 Indianapolis (IND)
#1 Jacksonville (JAX)
#2 Tampa (TPA)

Kansas City's Rank: Not Ranked in North America Top 12

#1 Cincinnati (CVG)
#2 Denver (DEN)
#3 San Francisco (SFO)

Not Ranked in Global 100

#1 Indianapolis (IND)
#2 Buffalo (BUF)
#3 Ft. Myers (RSW)

Ranked 26 of 33 Peer North American Airports

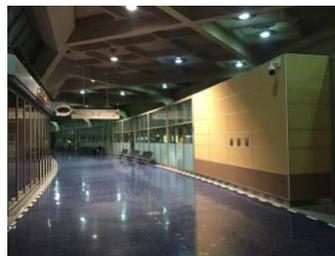
#1 Portland (PDX)
#2 Indianapolis (IND)
#3 Tampa (TPA)

Not Ranked in US Top 10

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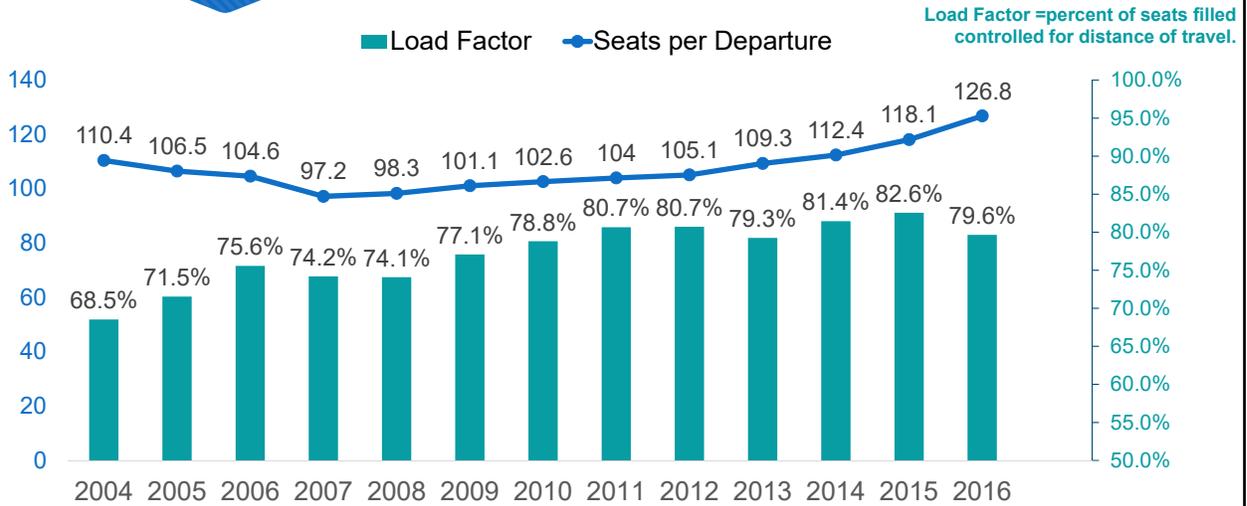
Airport Investments & Improvements for Customers

- Recent improvements include
 - Lighting
 - Rental car signage
 - Seating with power outlets
 - Relocated cell phone parking lot
 - Upgraded complimentary Wi-Fi network
 - Consolidated 9-gate departure lounge



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Load Factor & Seats Per Departure

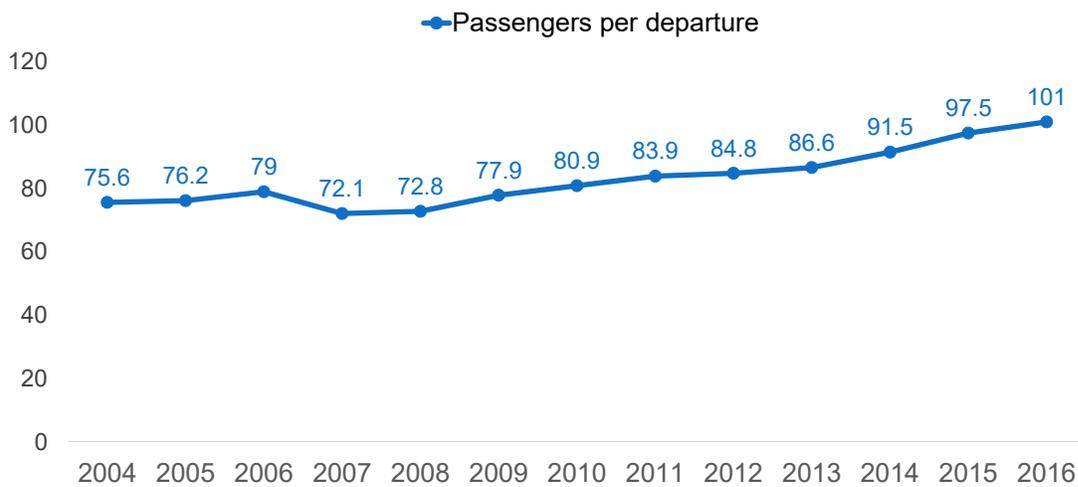


In 1972: Passengers per departure = 40

Source: Aviation Department

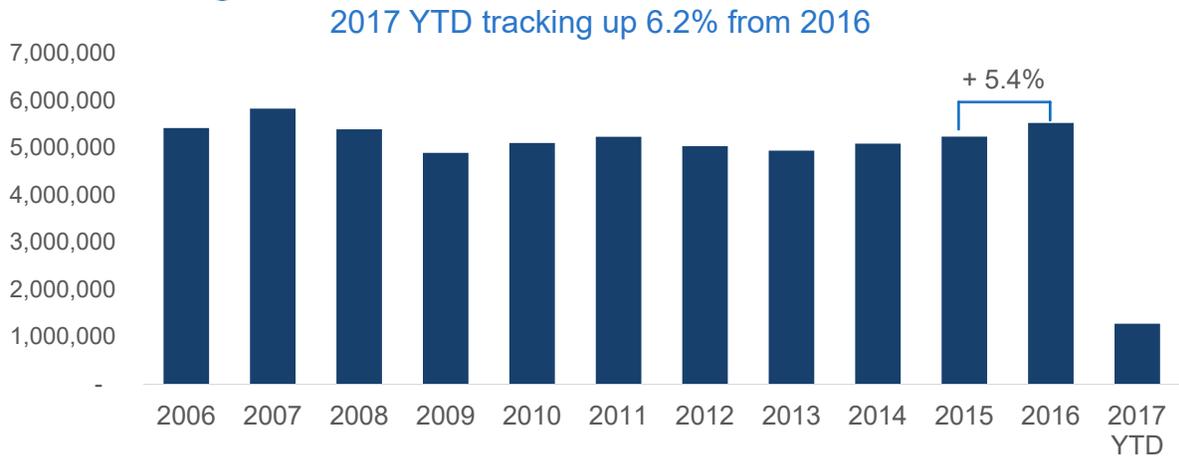
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Passengers per departure



32

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

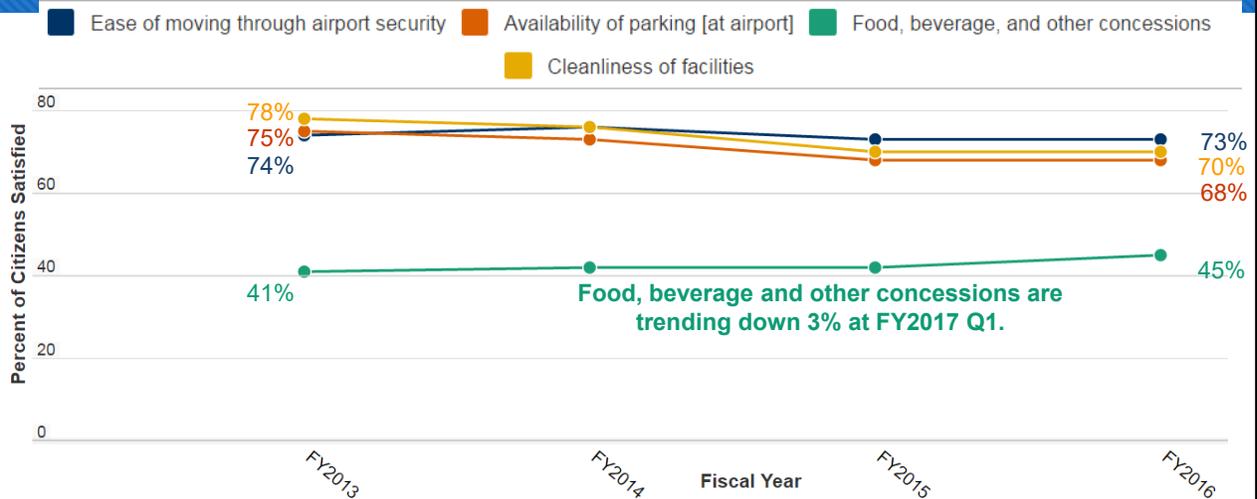


- Factors influencing enplanement growth:
- Larger aircraft
 - Additional flights
 - Higher load factors

Source: Aviation Department

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Citizen Satisfaction with Airport Services



Source: Citizen Survey FY2017 YTD

This data includes both respondents who say they have used and those who indicate they have not used the airport in the last year.

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Importance - Satisfaction by use of airport

Airport Category	Total I-S Rank FY16	Wording of question: have you visited KCI in the last year?	
		Users	Non-Users
Food, beverage, and other concessions	1	1	3
Availability of parking	2	2	1
Ease of moving through airport security	3	3	2
Cleanliness of facilities	4	4	4

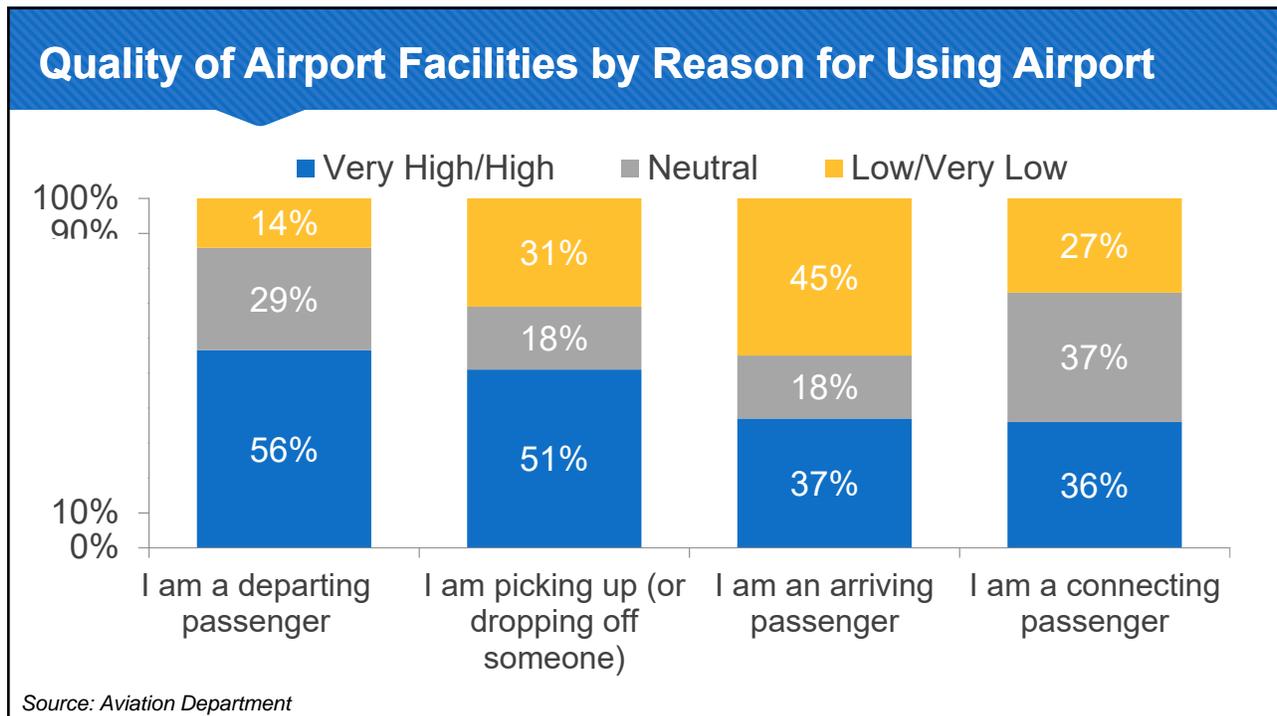
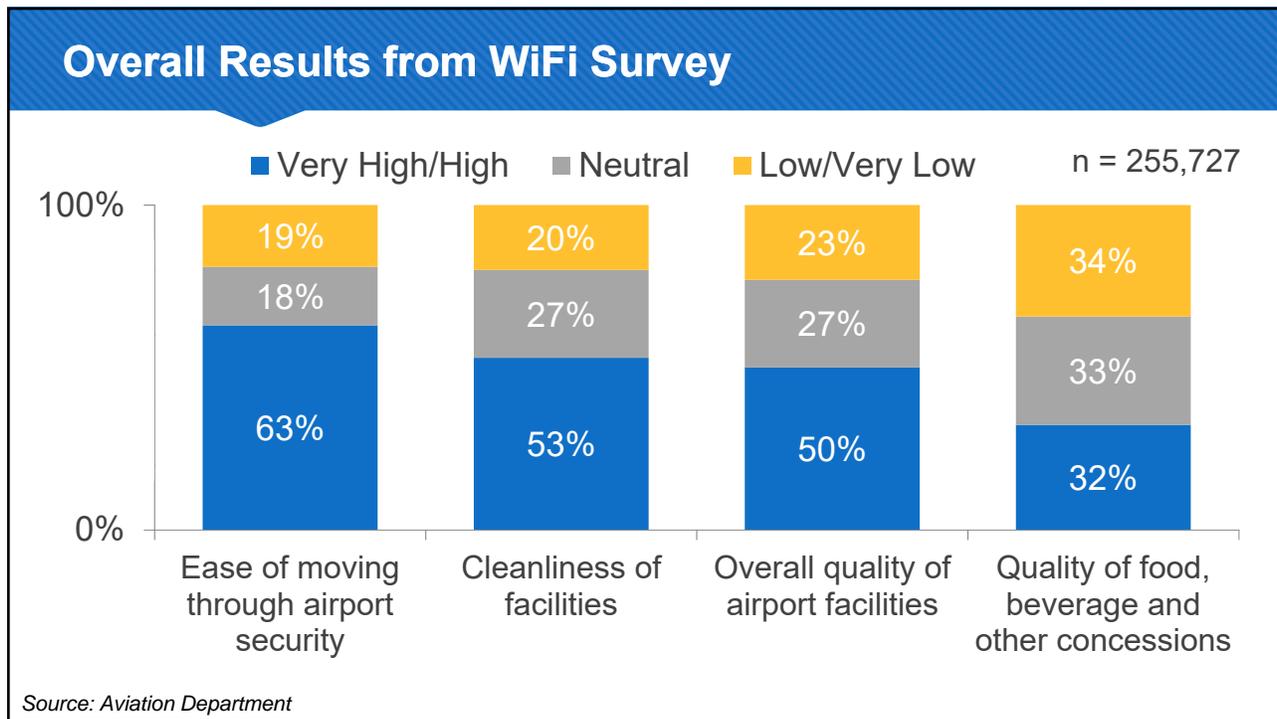
I-S combines two important factors in order to create a list of priorities: **highest importance** and **lowest satisfaction**

- 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)

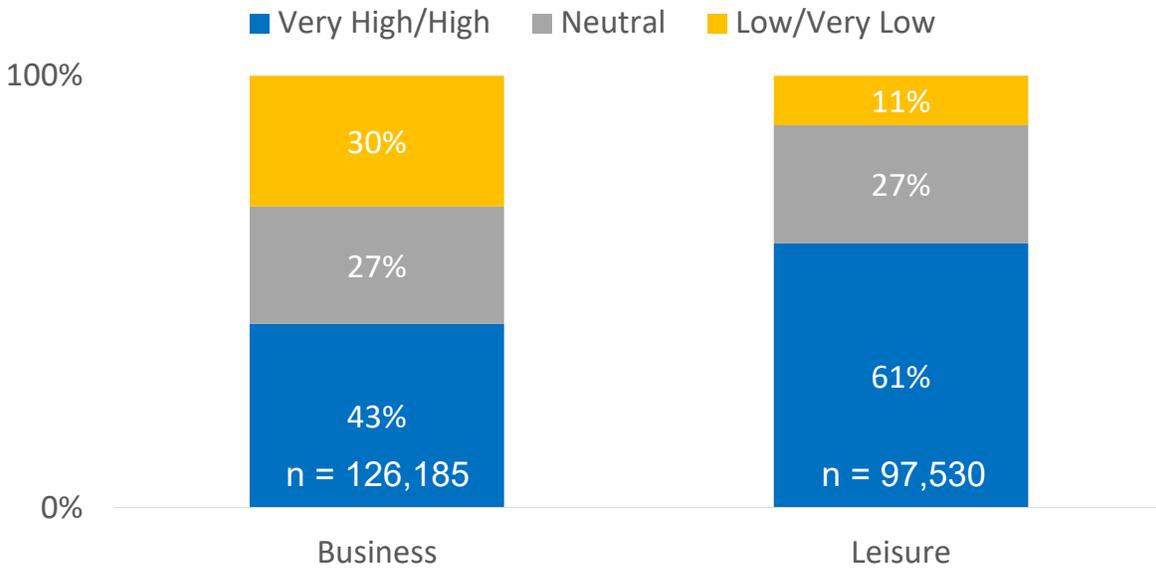
Source: Citizen Survey FY2015 - 2016

WiFi Survey

- The Kansas City Aviation Department relaunched an in-airport survey attached to WiFi usage in October 2016
- Averaged more than 1,000 responses per day
- Over 250,000 surveys collected
- Can break down responses based on traveler type, airline, as well as home zip code



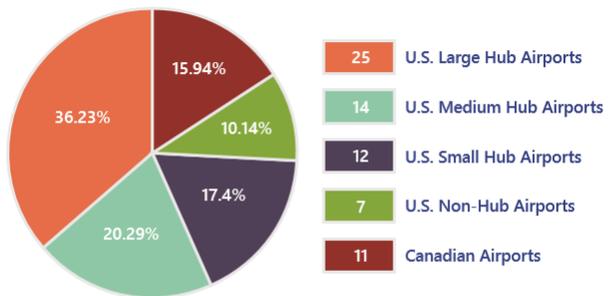
Business vs Leisure Travel Satisfaction with Quality of KCI Facilities



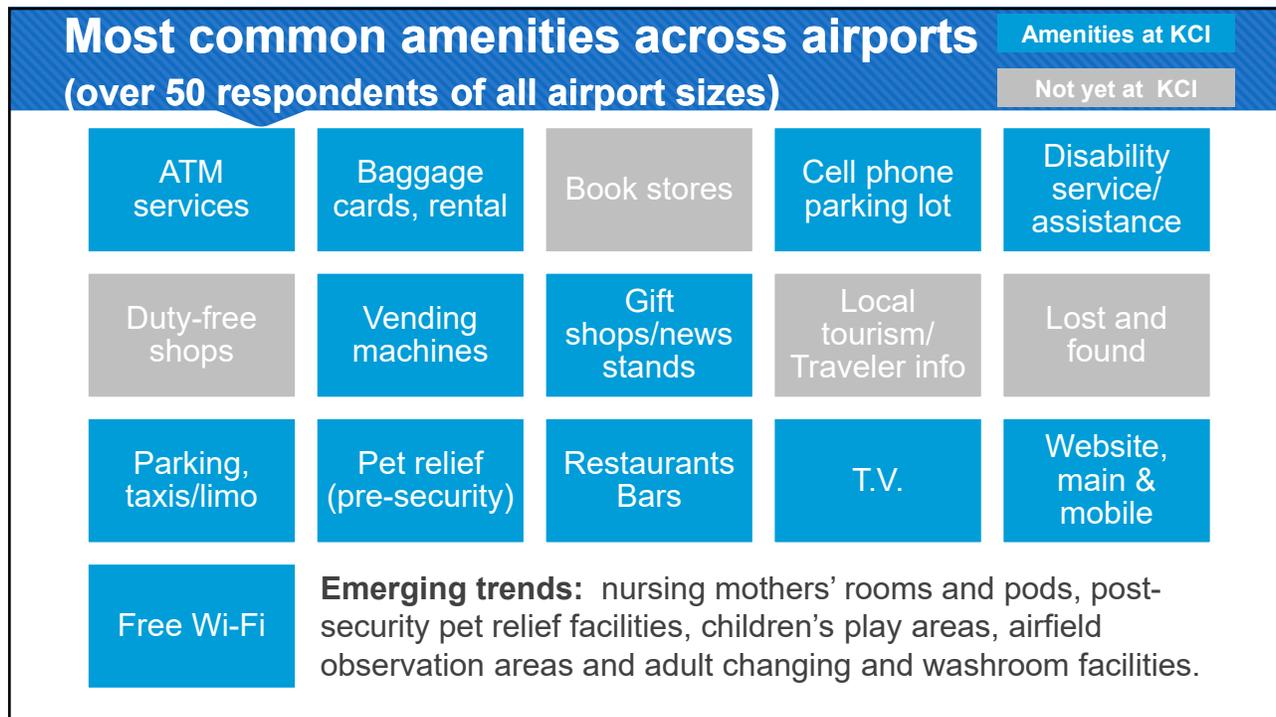
Best practices in airport amenities survey

The Airports Council International – North America conducted a survey of sixty-nine North American airports called the Guest Experience Management and Passenger Amenities Survey. It was designed to assist airport customer service professionals in understanding industry-wide approaches and best practices that enhance guest experience.

BREAKDOWN OF RESPONDING AIRPORTS



76% OF NORTH AMERICAN PASSENGER TRAFFIC



Next Steps

- Complete 9-gate departure lounge project prior to summer travel period
- Begin renovation of international arrivals area to make FIS/CBP and airline operations function more efficiently
- Public hearings regarding the future of existing facilities
 - Residents can visit <http://www.flykci.com/newsroom/terminal-master-plan/> to schedule neighborhood meetings

Economic Development Strategies

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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.



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Source: EDC Business Survey (ETC Institute)

Continue implementation of
the City's long range
economic strategic plan
utilizing the
recommendations of the
AdvanceKC strategic plan.

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Competitive CATEGORIES

Arts and
Leisure

Business
Climate

Connectivity &
Collaboration

Infrastructure

Innovation and
Entrepreneurship

Mobility

Public Safety

Talent
Development &
Education

Target Sector
Support

Urban Land Use
and
Revitalization

MAJOR Accomplishments



- AdvanceKC Vetting Process and “Grade Card”
- Creation of Advocacy Council
- Prioritized Infrastructure Plan (GO Bond Proposal)
- KC Streetcar
- LaunchKC
- Establishment of Industry Councils
- Google Fiber Implementation
- Arts Cap
- Market Value Analysis

NEED Attention/Seeking RESOURCES



- UMKC Arts Campus Downtown
- Metro Green
- Integration of Public Safety and Economic Development Strategies
- Cradle to Career Pipeline
- Industry Council Support
- KC Rising
- New Comprehensive Land Use Plan
- Citywide Housing Policy
- Social Equity Component of Plan
- Comprehensive East-Side Development Strategy

POTENTIAL METRICS/TRENDS

People

- Population Growth
- Age and Composition of Workforce
- Higher Education Student Enrollment
- Educational Attainment Rates

Prosperity

- Changes in Employment for Target Sectors
- Wage Growth
- Net Gain – Border War
- Patent Activity
- Availability of Capital

Place

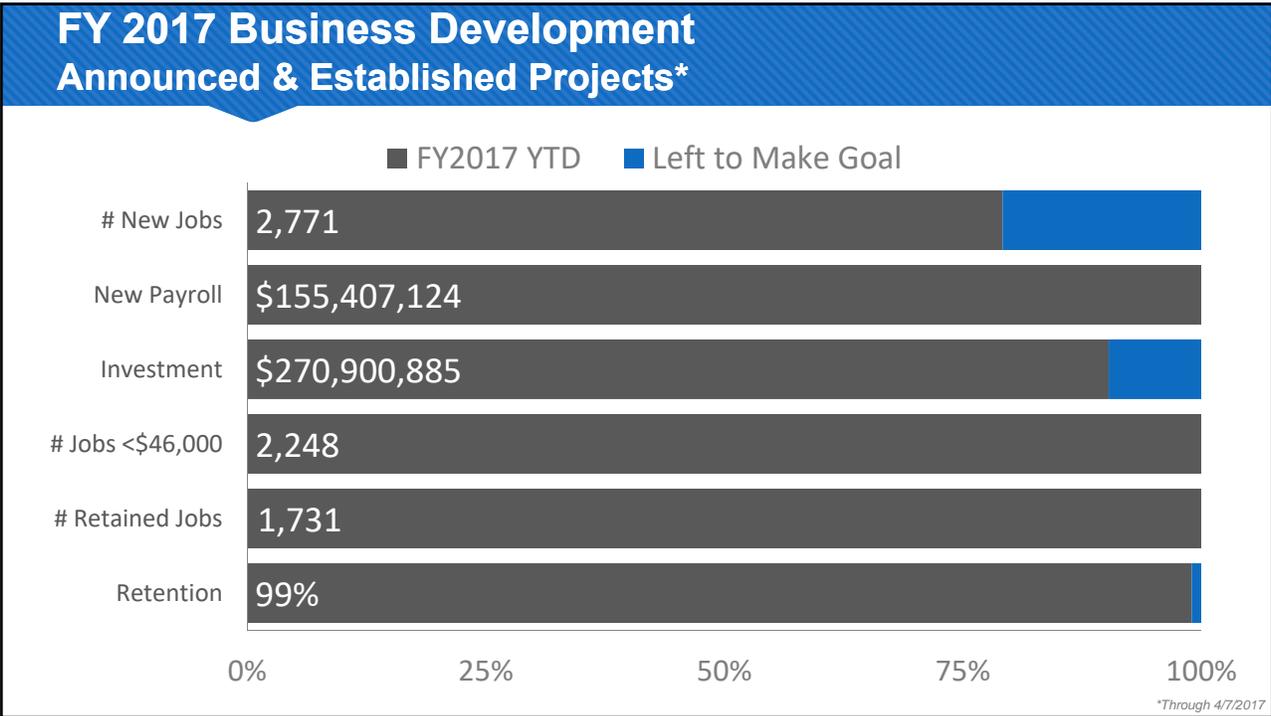
- Housing Affordability Ratios
- % Residents w/o Healthcare
- Increase in Home Values
- Crime Rankings
- School District Ratings

Related policy changes

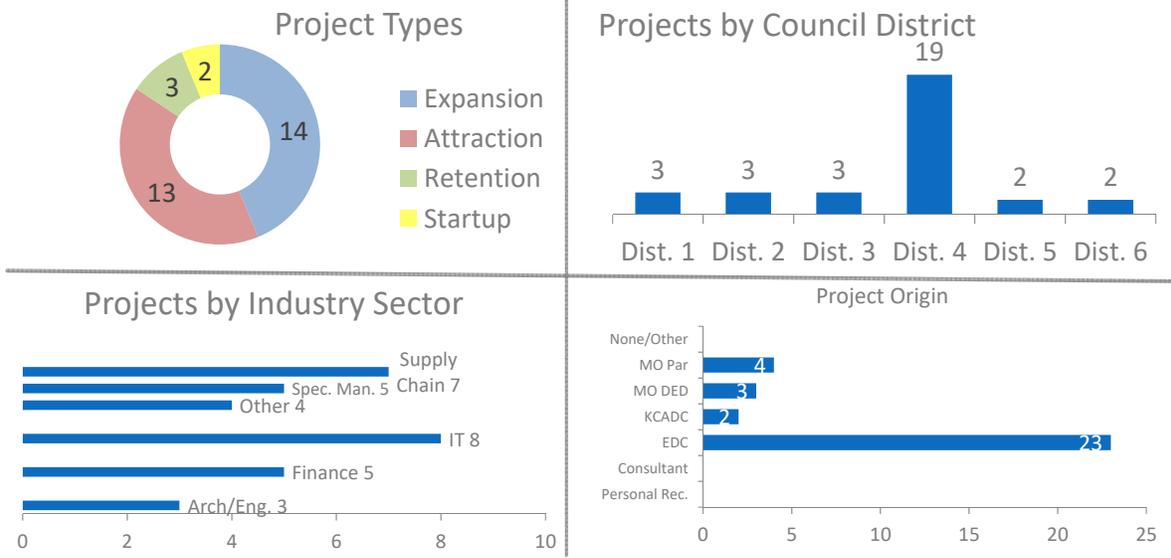
- Improved AdvanceKC Vetting Process
- Right-Sizing of Incentives
- Enhanced Collaboration with Taxing Jurisdictions
- Incentives Cap
- Shared Success Fund
- Incentives Analysis

EDC Activity

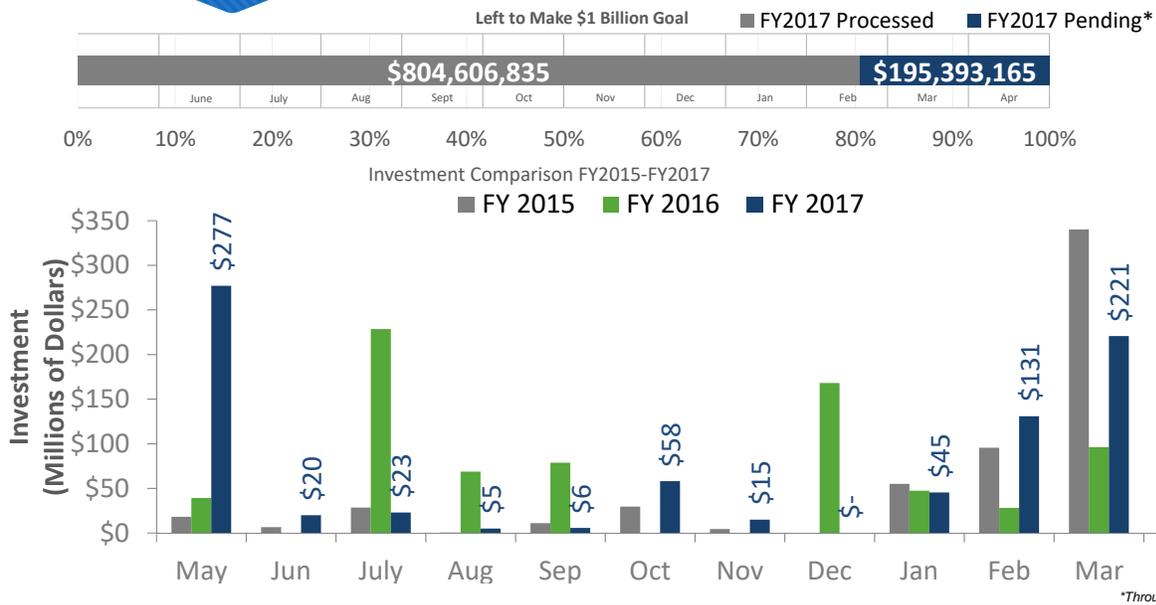
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FY 2017 Business Development Announced & Established Projects*

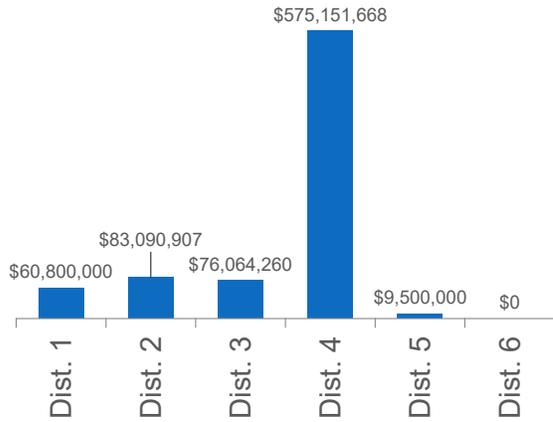


AdvanceKC Reviewed Projects – FY2017*

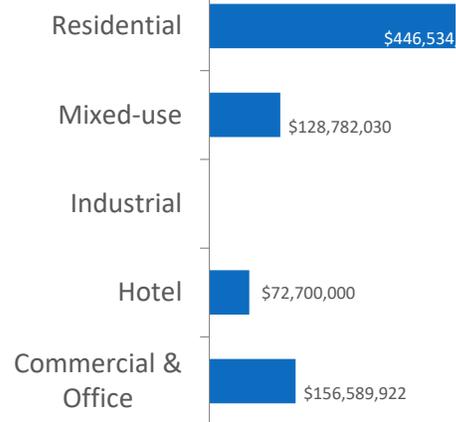


AdvanceKC Reviewed Projects – FY2017*

Investment by Council District



Investment by Type



*Through 4/7/2017

Analyze the current and historic use of incentives to determine the ongoing need for development assistance.

Major tasks for Incentive Analysis

Task 1: Identify Key Performance Indicators

- Create master database
- What are the metrics out of this dataset?

Task 2: Historical Analysis

- Summary report for each program – a written program evaluation manual

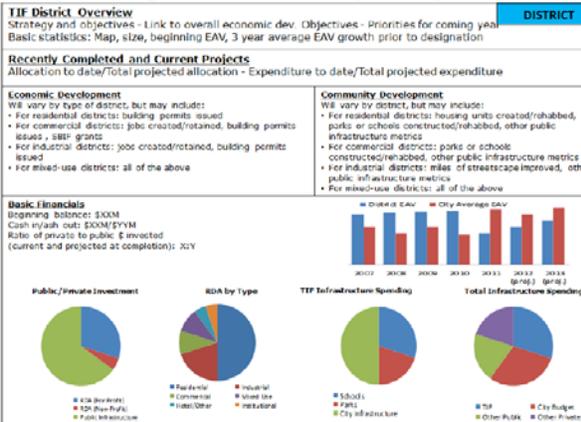
Task 3: Evaluation of reporting systems

- Standard operating procedures for each program
- Tracking system for reporting out on incentives

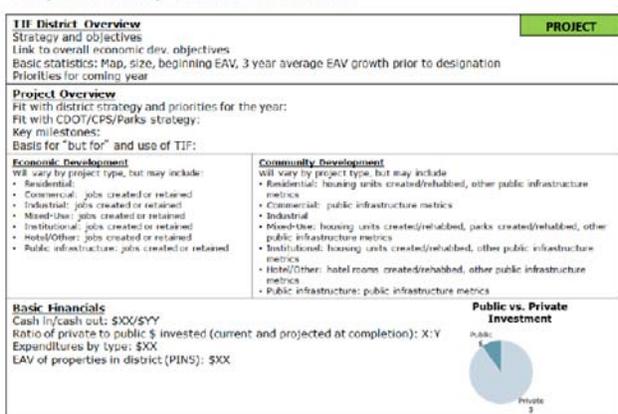
Additional overarching task: Community Outreach

Task 3: Evaluating the reporting system, example: City of Chicago

District Management Dashboard (Annual)



Project Management Dashboard



Status of Project

Council of Development Finance Agencies – 3 site visits

- Met with Council
- Met with Major taxing jurisdictions
- Meetings with Executive Directors of Statutory Agencies Underway
- 3 Focus Groups (Developers, Economic Development Partners, Key Community Groups)

Data Collection and Vetting Underway

- Major Data Sets Collected
- Filling in Platte/Clay Tax Data
- KPIs have been identified
- Working Through Gaps in Economic Impact Model
- Discussing Potential Overlays
- Developing Geospatial Analysis

Next Steps

- Finalize Deliverables for Task 1 and Task 2
- Worksession with over two dozen taxing jurisdictions
- Follow-up with Focus Groups
- Begin working on Task 3 – Monitoring and Reporting

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Complete the City Planning and Development Service Improvement Plan to streamline business processes and systems.

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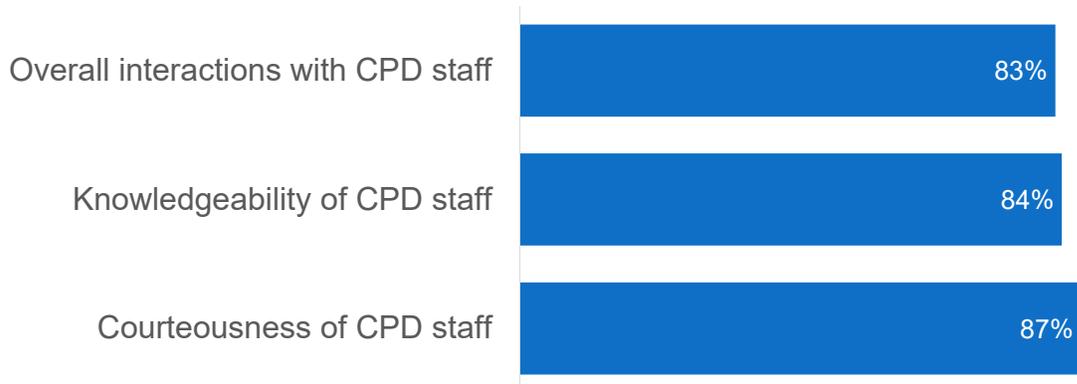
Transition from Service Analysis to CPD Strategic Plans



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CPD Customer Survey Results

% of Respondents Rating "Good" or "Superior"



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Place and People- Based Strategies

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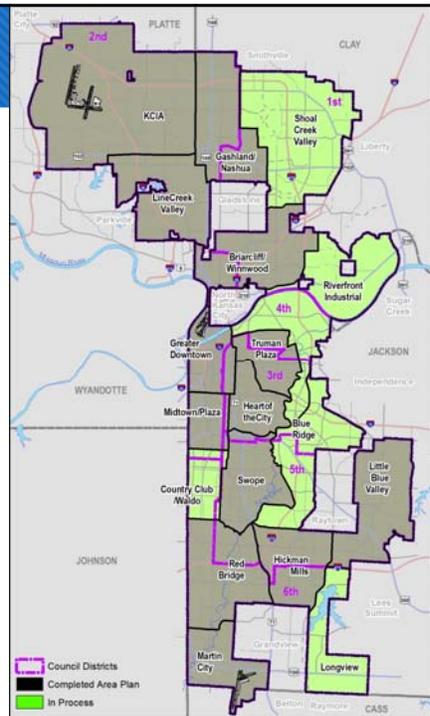
Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans, with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods.

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Area Plan Program

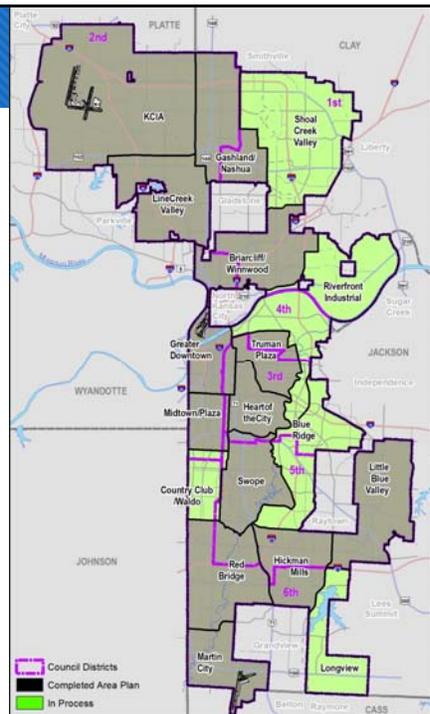
- 18 Area Plans
- Current status:
 - 13 adopted
 - 5 in process
- Includes implementation program after adoption

Source: City Planning and Development



Area Plan Key Accomplishments

- Formation of Implementation Committees for
 - Swope Area Plan
 - Midtown / Plaza Area Plan
 - Red Bridge
- Area Plans Currently Underway (North to South)
 - Shoal Creek
 - Riverfront Industrial
 - Blue Ridge (Near Completion)
 - Country Club / Waldo
 - Longview

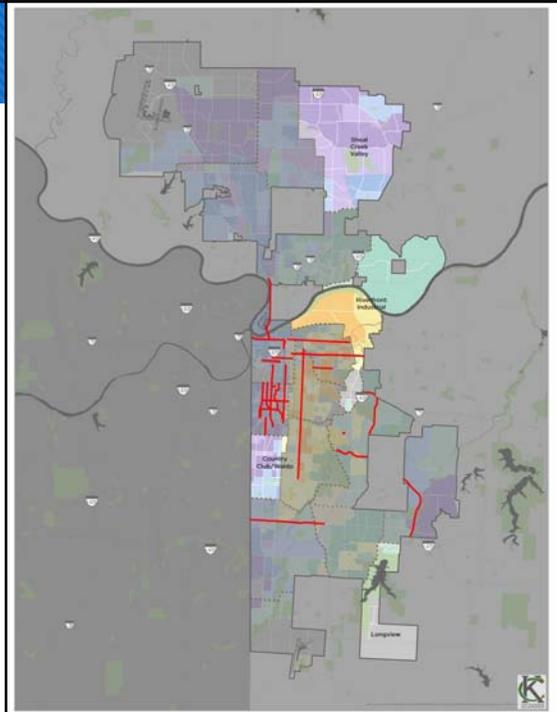


Market-Value Analysis Related to Urban Corridors

- Utilize MVA Data to Explore Potential Patterns Near Underdeveloped Corridors
 - Through the Area Plan Process
 - Identify Underdeveloped Corridors
 - Focus of Local Relationship of Citywide Data
 - Utilize Area Plan Implementation Process to Implement Applicable Recommendations

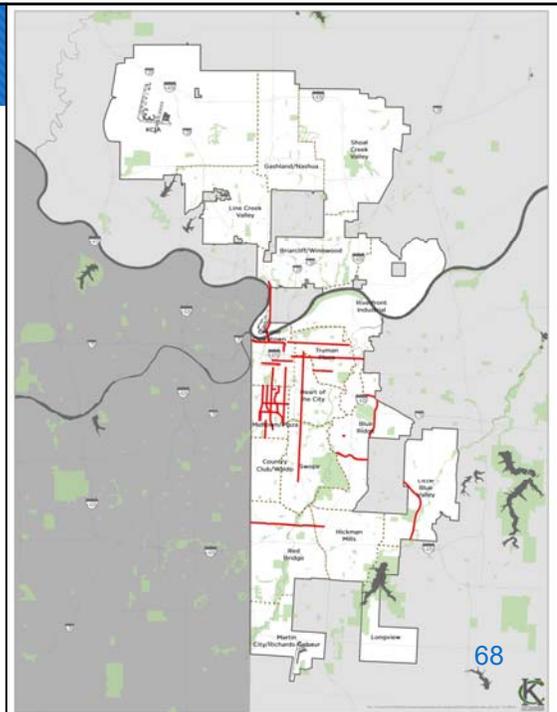
Identified Corridors in Relation to MVA Block Groups

 Identified Urban Corridor	 Category I	 Category F	 Category B
 City Limit	 Category H	 Category E	 Category A
 Identified Major Street	 Category G	 Category C	 Insufficient Data



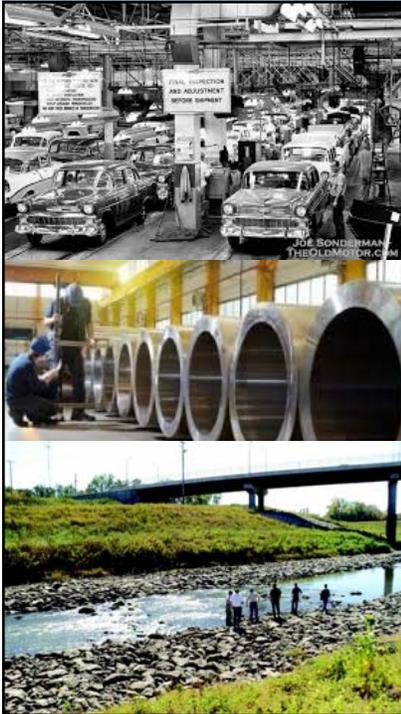
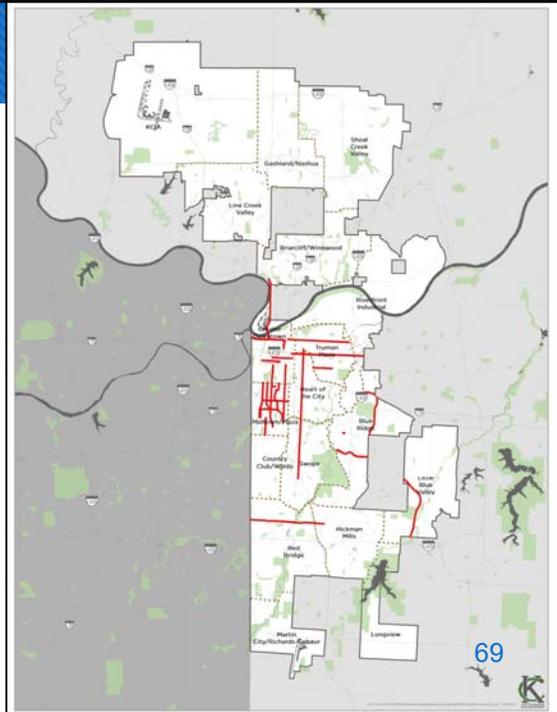
Historically Underdeveloped Corridors: Key Accomplishments

- Independence Avenue
 - Kansas City University is in the process of constructing a new training simulation classroom
- 18th & Vine
 - Bike lane improvements to connect 18th & Vine and Crossroads areas
- Main Street
 - Zoning overlay to codify current Special Review District
- Prospect Corridor
 - KCATA and City are working together on the Prospect MAX BRT scheduled for completion by 2018
- Rock Island Corridor
 - Jackson County coordinating design phase of 17.7 mile multi-modal connection from Lee's Summit to Kansas City, MO
- Bannister Road
 - Roadway improvements recently included resurfacing and sidewalk improvements between State Line and I-435 (MoDOT)



Historically Underdeveloped Corridors: PSP Projects

- Nexus Study – PSP (Planning Sustainable Places) Project Designed to update the 2009 Trail Facilities Nexus Study and consider a dedication requirement and user fee program for consideration by the City Plan Commission and City Council
- PSP studies to conceptualize and implement a multi-modal complete street concepts on:
 - Broadway Boulevard - 31st Street to 43rd Street
 - 39th Street - Southwest Trafficway to The Paseo
 - 43rd Street - Southwest Trafficway to Gillham Road
 - Troost Avenue - 30th Street to 42nd Street
 - Gillham Road - 31st Street to Volker Boulevard
 - Southwest Trafficway/Summit/Madison - 31st Street to 47th Street
 - Wornall Road - 47th Street to 55th Street

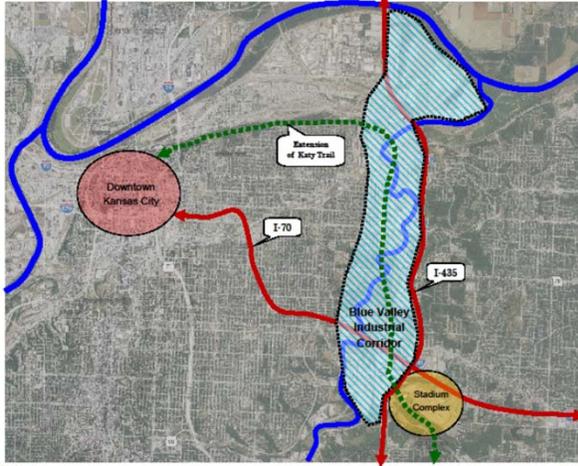


Example: Reclaiming the Blue Valley

Restoring the Economy + Ecology of
the East Side's Historic Job Center

Blue Valley Focus Area

Blue Valley Focus Area Map



1/18/2017

Worldox #190303

Redevelopment Goal & Project Needs



Bannister/Blue Ridge PIEA Plan

Potential Bannister Area Incentive Area

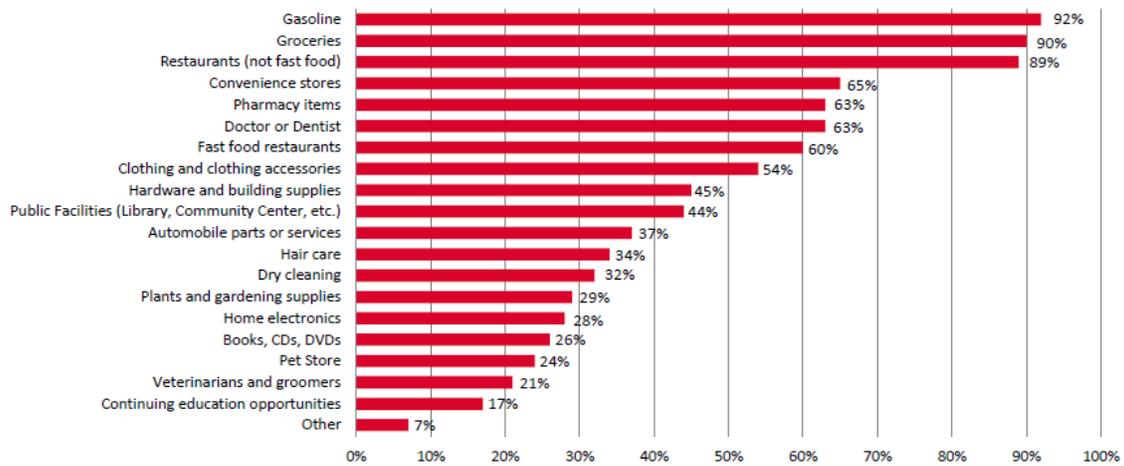


Bannister/Blue Ridge Proactive PIEA Incentive Area

- PIEA-sponsored (e.g. not developer-driven)
- Accelerate Cerner spillover development (“nudge the market”)
- Non-contiguous ‘scattered sites’
- 110 parcels/~165 acres
- Aging strip retail centers
 - Loma Vista
 - Robandee
 - Bannister Square

Cerner Employee Survey

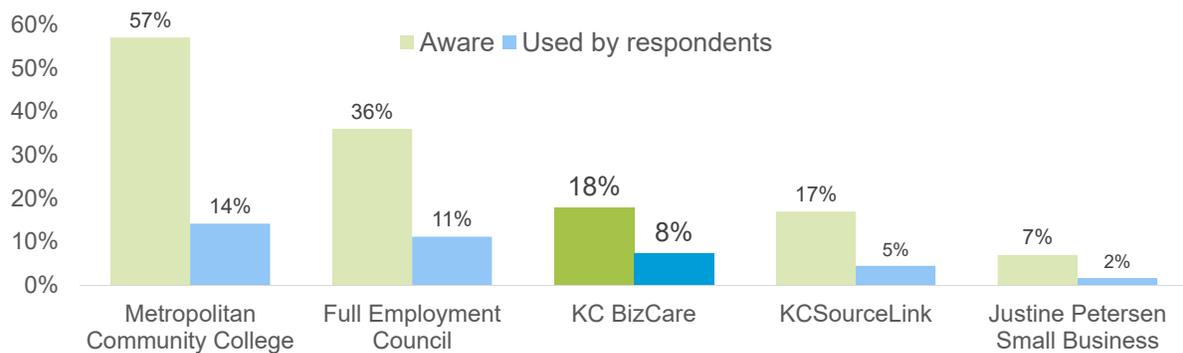
33. Please indicate the goods and services you would use if they were available in close proximity to your work (check all that apply).



**Implement programs that
foster small business growth
and development.**

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Survey respondents' awareness and use of business assistance centers



Respondents who used BizCare were
64% satisfied;
12% dissatisfied

77% of respondents who
used BizCare had fewer than
50 employees

Source: 2016 EDC Business Survey

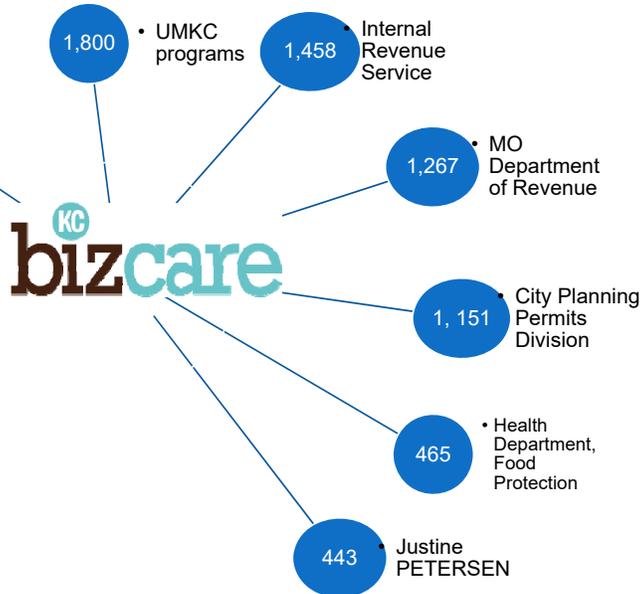


BizCare as a Hub

Referrals by agency since 2009:

28,000 referrals to 350 resources

Other referral agencies	Referrals
Small Business Administration	400
Local chambers	366
US Copyright Office	278
US Patent /Trademark Office	181
Library business services	162



Examples of BizCare Referrals at Work



- Regulated Industries
- Missouri Department of Revenue
- City Planning/Permits
- City Planning/ Inspections
- Fire
- Business License



- Secretary of State
- Health Department
- Independence Ennovation Center
- Mid-Continent Public Library
- Westport Regional Business League

Urban Business Growth Initiative

Training and Counseling for Business Growth



Partners



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Source: KCMO Small Business Committee Update

Urban Business Growth Initiative Impacts

FY2017 Year To Date

▶ BUSINESS COUNSELING SESSIONS

- Clients Served ▶ 90
- Counseling Sessions ▶ 154
- Scholarships Awarded to Kansas City Residents & Businesses ▶ 87

▶ ECONOMIC IMPACT TO KANSAS CITY

- Increased Sales \$610,025
- Equity Investments \$272,825
- Business Starts 7
- New Jobs for Kansas City 41
- Retained Jobs for Kansas City 19

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Source: KCMO Small Business Committee Update

Identify creative space development needs of the arts, culture, and creative sector through an arts market study, and develop a plan for meeting the needs through planning and economic development partnerships.

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Creative Spaces Benefit Community



KCMO Pre-feasibility Study Findings

1. Neighborhood revitalization is a high priority
2. KC as a whole is thriving, but some neighborhoods are not experiencing as much economic growth
3. Arts sector is growing: 33% increase in the number of artists in the metro area
4. Little “true live/work space”
5. Opportunities for neighborhood revitalization or stabilization of the creative sector in gentrifying neighborhoods
6. An arts market study is needed to quantify the market demand for creative spaces.



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KCMO Arts Market Study

PURPOSE OF STUDY

- o **Quantify** the overall demand for arts and creative spaces.
- o **Identify** types of spaces, amenities and features that KCMO artists want/need.
- o **Inform** site selection, design, and programmatic decisions of development.
- o **Maintain** community involvement throughout the project.
- o **Build** support and secure funding.

BUILDING BETTER COMMUNITIES THROUGH THE ARTS



KCMO Arts Market Study

OUTREACH

Email: 842 artists and orgs, 2056 reached by survey launch press release & 400+ KCMO Neighborhood Associations
Print: KC Business Journal, KC Star, Dos Mundos, KC Hispanic News
Radio: KKFI 90.1FM + 89.3FM KCUR + Cascade Media;
Digital: 7,341 Facebook + 19 Twitter posts + 26 street car kiosks
TV: 112 Views on Channel 2 + City website

PRELIMINARY RESULTS

515 individual artists/creatives

- ✓ 181 (35%) - relocating to an affordable live/work spaces
- ✓ 208 (40%) - renting private studio or creative work space
- ✓ 319 (62%) - accessing shared creative space and equipment

101 organizations and businesses

- ✓ 42 (42%) - leasing space on long-term basis in a multi-use arts facility
- ✓ 62 (61%) - renting performance, production, exhibit, office or other types of space in a multi-use arts facility
- ✓ 71 (70%) - utilizing space in a multi-use arts facility

Full report comes out May 12th



Calling all Filmmakers! Have you taken the arts market survey at www.KCArtSurvey.org? Stinson McClendon just did. If you're an artist or creative, if you run an arts organization or a creative business, don't miss your chance to tell us about your live-work space needs and business priorities. Deadline is Jan. 13!
 To learn more about Stinson's projects and upcoming screenings, visit <https://www.facebook.com/stinson.mcclendon>



Arts Market Survey

Are you an artist or creative? Do you lead an arts or cultural organization or creative or arts-friendly business? Do you or your business need affordable space? If yes, 86 then we need to hear from you! Your input will influence the opportunity for a new,...

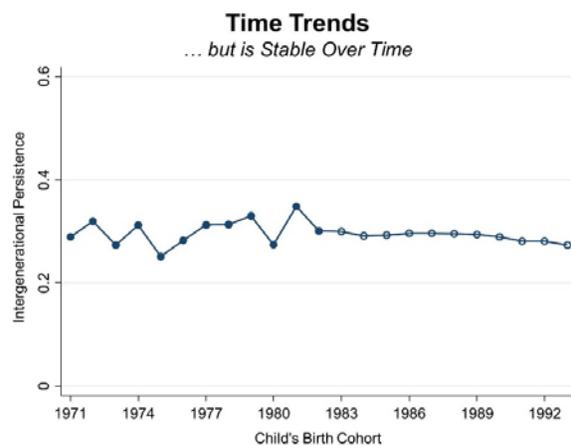
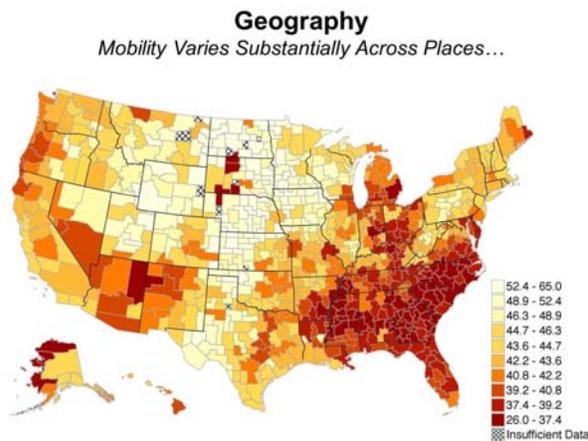
ARTSPACE.ORG

Develop a plan defining paths to economic mobility for residents of Kansas City, Missouri living in poverty.

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Economic Mobility: It's hard to move up the ladder

[Brookings Institution: Is America Dreaming ? : Understanding Social Mobility](#)



Please provide source of data

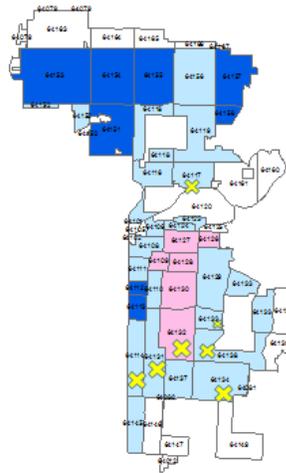
Efforts Underway Impacting Economic Mobility

Health Department –
CHIP

City Planning &
Development – Area
Plans & Economically
Distressed Areas

Neighborhood &
Housing Services –
Catalytic Urban
Redevelopment Initiative

City Manager’s Office –
Digital Equity Strategic
Plan



**Life expectancy by zip code,
Kansas City, MO 2010-2014**

Life expectancy

- 70-72 years
- 73-79 years
- 80-83 years
- Too small pop.*

X Indicates zip codes with the lowest increase in life expectancy over the last 10-15 years

*Too small population to calculate life expectancy
© 2010-2014 American Community Survey 5-Year Estimates



Economic Mobility Plan – Action Steps

- Economic Mobility – Movement on the economic ladder relative to the previous generation. Whether adults have higher income and wealth or how they rank on the income or earnings ladder, compared to their parents.

Goals – generate wealth, decrease cost burden, and provide opportunity

Research and benchmarking to peer cities

Engagement sessions

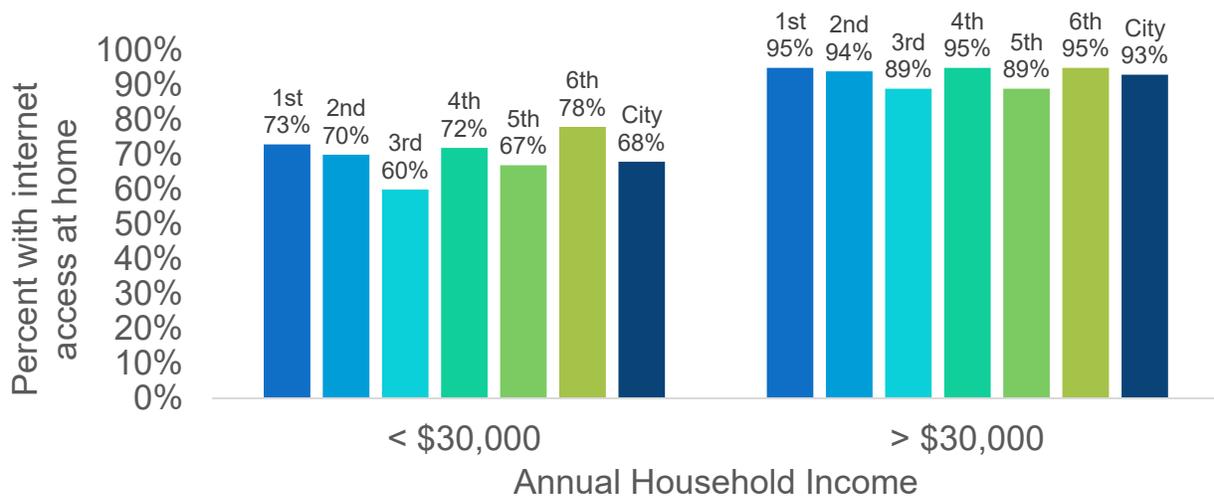
Determine key metrics based on research and community needs

Connect metrics to current city plans/initiatives

Make policy recommendations

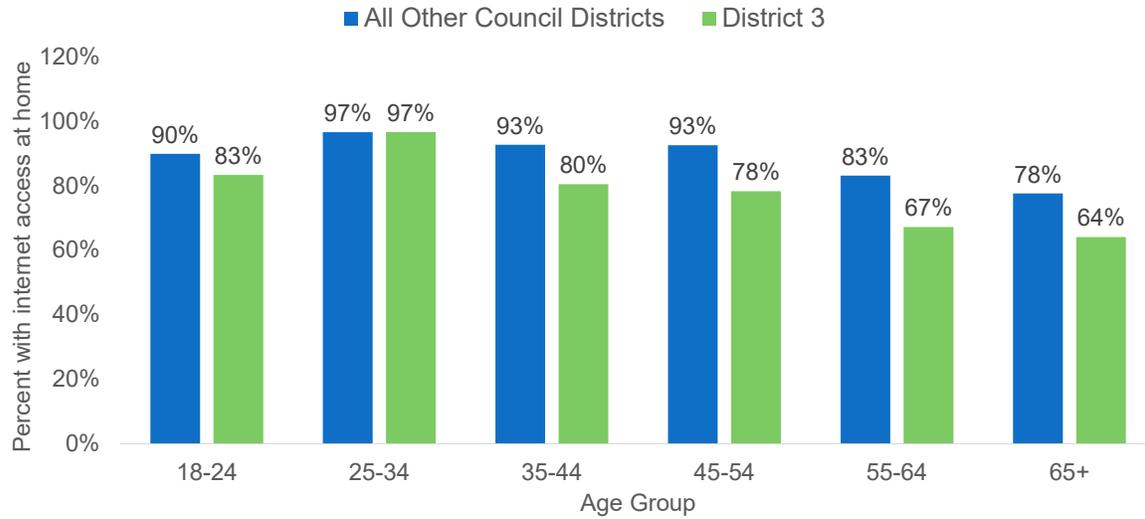
Adopt and implement the digital inclusion strategic plan.

Internet Access at Home by Income and Council District



Source: Citizen Survey, FY2016-17 YTD

Internet Access at Home by Age

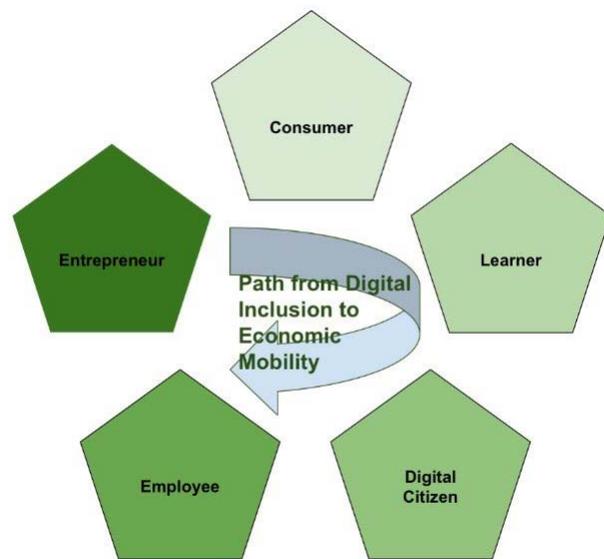


Source: Citizen Survey, FY2016-17 YTD

Defining the Path from Digital Inclusion to Economic Mobility and Entrepreneurship

Six Priorities and Pathways:

1. Access to Affordable Broadband, Devices and Digital Literacy Training
2. Internet Use for Education
3. Internet Use to Promote Digital Citizenship
4. Internet Use to Promote Employment
5. Internet Use for Business and Job Creation
6. Collaboration to Promote Digital Equity Priorities



Major milestones to date

New HUD Rules for 2016

24 CFR 570.201

- Was amended to provide that broadband infrastructure and digital literacy skills training qualifies for HUD funding, such as CDBG

24 CFR 91

- Was amended to provide that ISPs and digital literacy skills providers must be consulted as part of local government 5-Year Consolidated Plan process.
- January 2018 effective date

Meetings with City Departments

Health for inclusion in Community Health Improvement Plan

Housing Division to ensure compliance with HUD regulation updates and convergence of Housing Division priority areas and broadband connectivity

Stakeholder Input

Whole Person, Urban Neighborhood Initiative, various Community meetings, feedback on mySidewalk online engagement tool

Plan Adoption! March 9, 2017

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Potential Digital Inclusion Projects

○ Gigabit Opportunity Zones

- Leverage Google Fiber Infrastructure Serving Economically Distressed Neighborhoods
- Leverage Education, Employment and Entrepreneur Support Resources
- Demonstrate Economic Mobility Made Possible by Gigabit Internet

○ Community Learning Center Network

- Organize Public Access Computer Labs at Libraries, Community Centers, Churches, Non-Profits
- Standardize Outstanding Customer Experience With Computers and Connectivity
- Crowdsource WikiKC.org Community Learning Center curriculum



Potential Digital Inclusion Projects

○ Expanded Digital Upcycling Program

- Present to the business community
- Present to regional local government
- Increase supply of computers, tablets, smartphones in digital inclusion initiatives

○ Expand the Digital Scholars Program

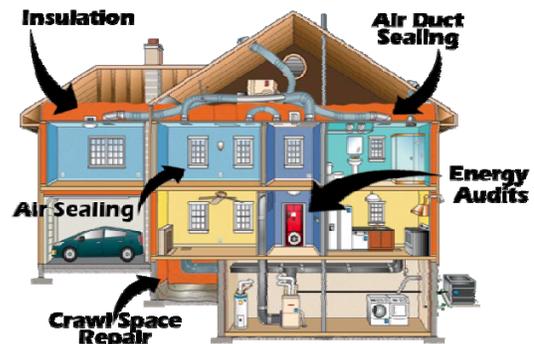
- Offer opportunities with more Coalition for Digital Inclusion Partners
- Integrate with TechHire, LaunchCode and Other Workforce Development Programs
- Monitor Outcomes to Full-Time Employment



Potential Digital Inclusion Projects

○ Internet Services for Recipients of Minor Home Repair/Weatherization Program Benefits

- Engage Internet Service Providers to Connect Low-Income Residents
- Partner with Utilities to Develop Online Tools to Maximize Energy Savings
- Partner with Digital Inclusion Organizations for Access to Computers and Training



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.

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Collaboration across the PZED goal

Policy Implementation

- Identify and Reevaluate Trends in Key Competitive Metrics for People, Prosperity, and Place
- Add Social Equity Component
- Implement Shared Success Fund/Housing Policy
- Implement Targeted Entrepreneurial Support
- Identify and/or Create Entity for Coordination/Collaboration Across Initiatives

Data Decision-Making

- Identify and Implement Data Visualization Platforms
- Public Reporting - Visualization/Dashboarding

Questions?

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

#KCStat

Planning, Zoning and Economic
Development

