



KCStat Follow-Up Memo
Planning, Zoning and Economic
Development KCStat Meeting
October 3, 2017, 9:00 AM

Full presentation and link to video
(when available) can be found here:
<http://kcmo.gov/kcstat/meetings>

Live-tweet stream can be found by
searching Twitter for #kcstat

The October KCStat meeting on Planning, Zoning and Economic Development focused on reporting progress toward the objectives outlined in the Adopted 2017 - 2022 Citywide Business Plan (see table below). Major discussion points, follow-up items, and data questions that arose at the meeting are summarized below. For questions on these items, please contact Julie Steenson (julie.steenson@kcmo.org).

1. Major Discussion Points

- a. Visitor data continues to trend up in 2017 - including number of visitors (25.2 million) and economic impact (\$5.5 billion)
- b. The marketing campaign "How We Do KC" won two awards and has helped spread Kansas City's tourism message both locally and nationally.
- c. There is a need to understand the impacts of tourism resources/budget to overall tourism activity and economic impact.
- d. VisitKC has launched a training program called Visitor Influencer Program. It is a one day training that helps provides local residents and groups a deeper knowledge of Kansas City's history and tourism.
- e. The Convention and Entertainment Facilities Department continues to make capital improvements to support convention needs; including Municipal Auditorium renovations, riser replacements, installation of a new digital sign and security cameras.
- f. Airlines are in the process of deploying larger aircraft, which makes it difficult to accommodate the number of passengers once they are beyond security checkpoints.
- g. Kansas City International airport has experienced fortieth consecutive month of passenger year-over-year growth. 2017 is also trending up five percent over 2016.
- h. The City Council recommended accepting Edgemoor Developers as the contractor to design, build and finance a new airport terminal.
- i. Kansas City residents will vote in an election on November 7 to regarding the building of a new terminal.
- j. City Planning and Development will adopt four area plans this year, which will mean that all area plans are 10 years or less old, and then we will start again.
- k. The Arts Market Study was completed; five hundred fifteen individuals and one hundred one organizations/businesses completed the study's survey.
 - i. Recommendations include:
 1. the development of a mixed-use facility made up of work/live art space and shared equipment and features
 2. Training for local private development agencies on how to incorporate the needs of artists into their developments

3. Identifying a two to three anchor tenants for a shared art space who could manage use of the facility by other artists and organizations
 - ii. Office of Culture and Creative Services is working with the Economic Development Corporation and the City's Office of Economic Development to determine next steps and possible location of a shared art space.
 - l. A cross-departmental team is working to determine the connection between other city plans, policies and initiatives that impact economic mobility. This team is also researching benchmark efforts in other cities. Next steps include engaging the community, determining appropriate metrics and making policy recommendations.
 - m. Several questions have been added to the resident survey that provide insight into the financial condition of Kansas City residents. Respondents were asked to rate their financial situation; 52% said good or excellent, 27% said average and 22% said fair or poor. Respondents were also asked to indicate how their standard of living compares to that of their parents when their parents were a similar age. Fifty-five percent of respondents indicated that they are doing somewhat or much better than their parents, twenty-six percent said about the same and eighteen percent said somewhat or much worse.
 - n. The Office of Economic Development provided data on a set of metrics that seek to measure the impact of the economic development strategic plan - AdvanceKC. These metrics will be tracked over time to gauge the progress within the major categories outlined in the original AdvanceKC snapshot report - People, Prosperity and Place.
 - o. The Office of Economic Development also recommended that resources be provided to update the plan in the near future.
 - p. Economic Development Corporation reported out that of the previous twenty LaunchKC award winners from 2015 and 2016, seventeen are still in business in Kansas City and have experienced significant employee and wage growth.

2. Follow Ups for Departments to report back (next KCStat TBD 2018):

- a. VisitKC will provide data to the Mayor on the impact of tourism marketing in peer cities **(VisitKC)**
- b. VisitKC will provide impact of tourism in Kansas City to city tax and fee revenue **(VisitKC)**
- c. Office of City Manager will coordinate with VisitKC to provide training to internal City of KCMO staff in 311, Parks, Public Works, and Conventions. **(Office of City Manager)**
- d. VisitKC to provide a budget request with justification that outlines the needs for marketing **(VisitKC)**
- e. Aviation Department to provide data on employee perception of airport (from WiFi survey) **(Aviation)**
- f. Aviation Department to provide updated slide on rankings of United States airports and which airports have recently updated terminals **(Aviation)**
- g. City Planning and Development to put provide a chronology of development on Troost **(City Planning)**

Objectives: The following objectives from the Adopted 2017-2021 Citywide Business Plan were discussed at the 10/3/17 KCStat on Planning, Zoning and Economic Development.

#	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
#	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