

KCStat

kcstat.kcmo.org

October 3, 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.

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

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

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 Actual (Survey administered in Oct '16)	FY18 Target
Percent of businesses rating the City as an excellent or good place to do business	65.1%	67%	70%	70%	71%
Percent of businesses satisfied with overall quality of services provided by the City	60.1%	62%	61%	59%	64%
Measures of Success	CY14 Actual	CY15 Target	CY15 Actual	CY16 Actual	CY17 Target
Hotel Room nights booked due to convention center activity	333,923	--	382,815	362,305	--

Kansas City as a Destination

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.

Return on Investment

Tourism Economic Impact • \$5.5 billion

Visitor Spending • \$3.4 billion

Visitor spending increased 8.9%



TOTAL VISITORS 2009-2016 (MILLIONS)

% CHANGE



Jobs • 47,936

Wages • \$1.7 billion

1 in 19.6 jobs (5.1%) in the region are sustained by tourism either directly or indirectly

Federal Tax Revenue • \$395.3 million

State Tax Revenue • \$164.3 million

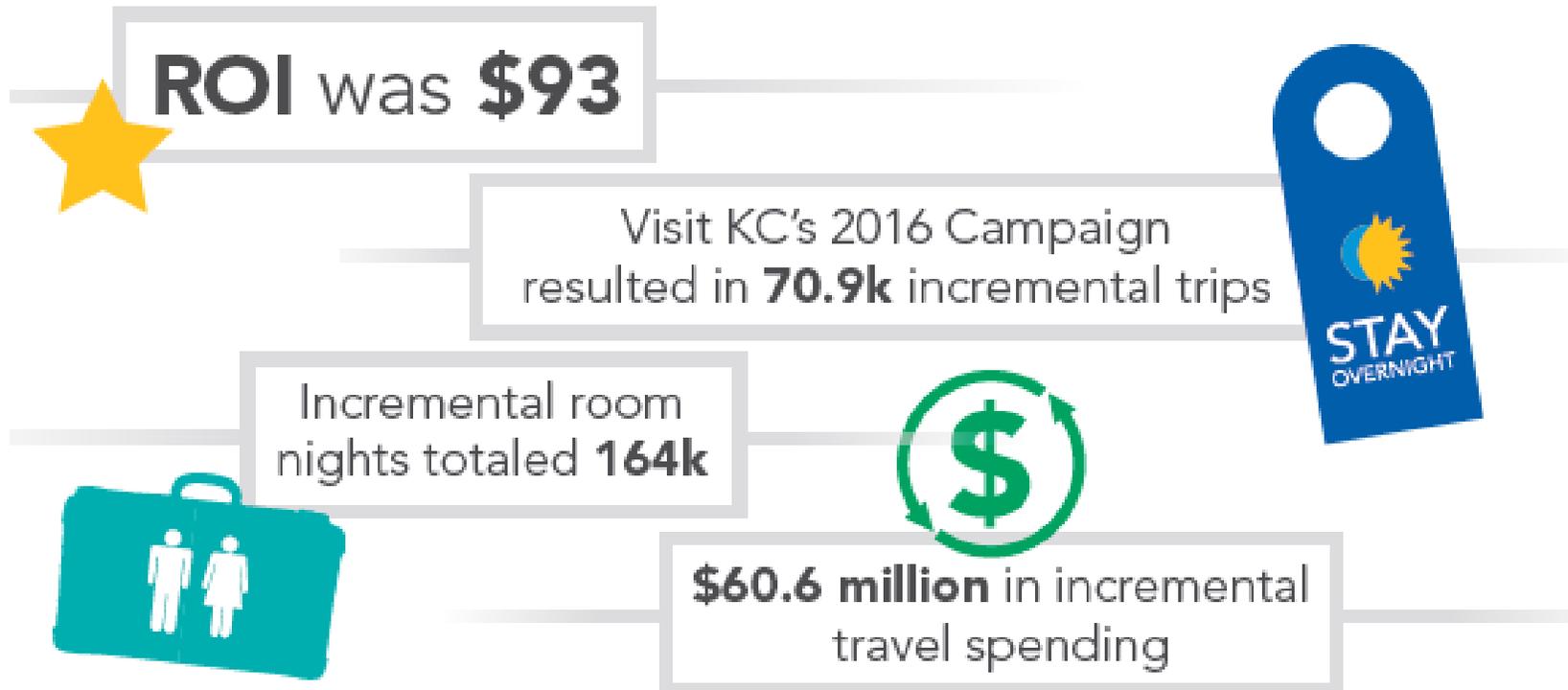
Local Tax Revenue • \$215.5 million

Source: 2016 Tourism Economics

Return on Investment

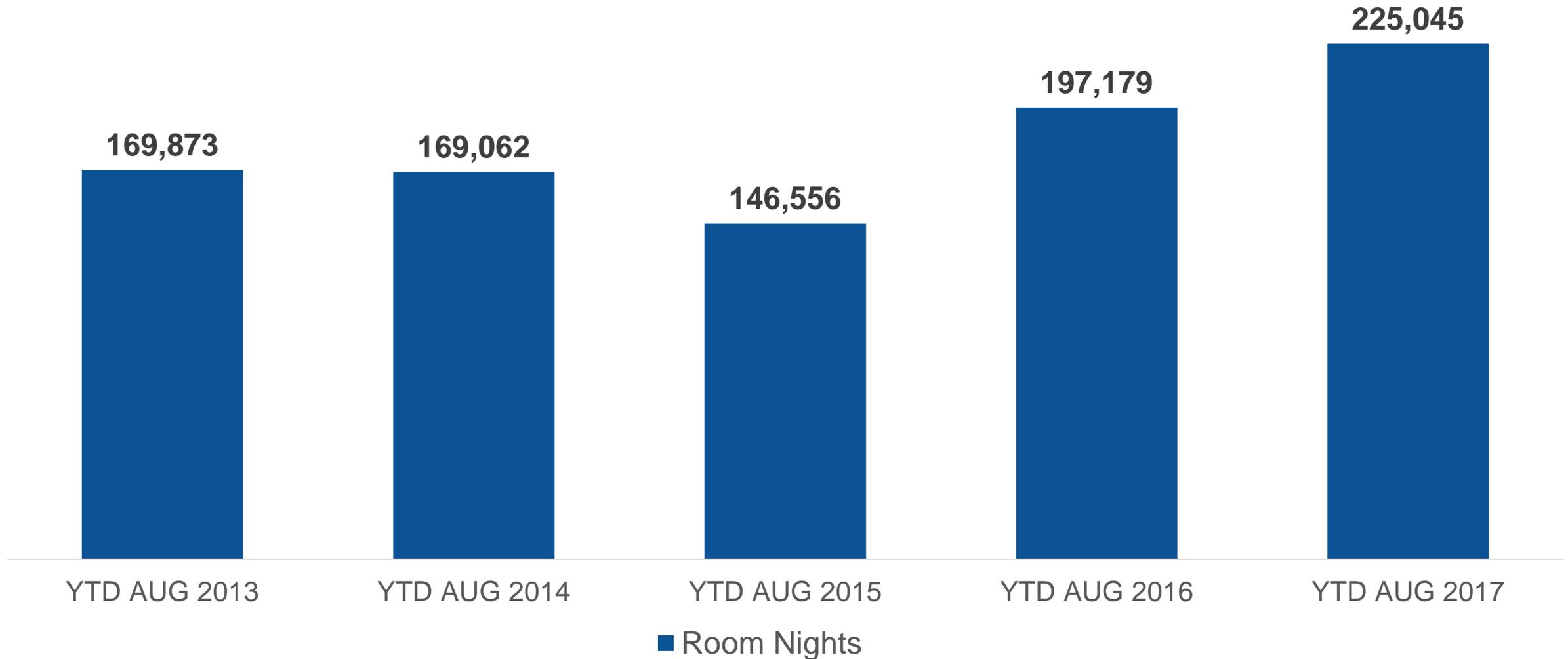
Total Media Buy: \$654,225

Seven media markets, spanning five states



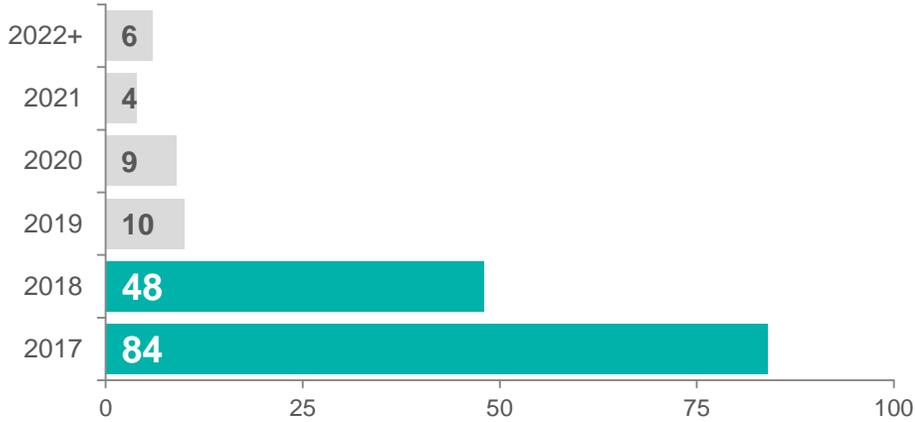
Study measured all media investments expended through August 15, 2016 and visits that occurred through early October.

Hotel Room Nights Booked for Future Years

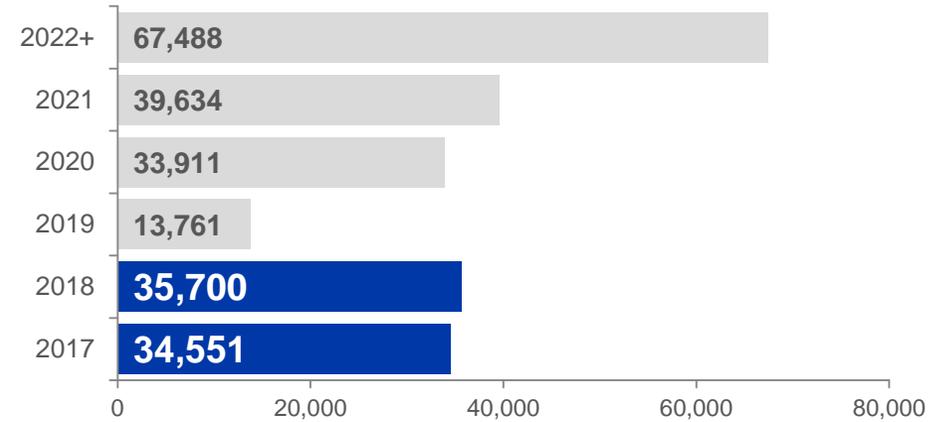


2017 Yearly Placement

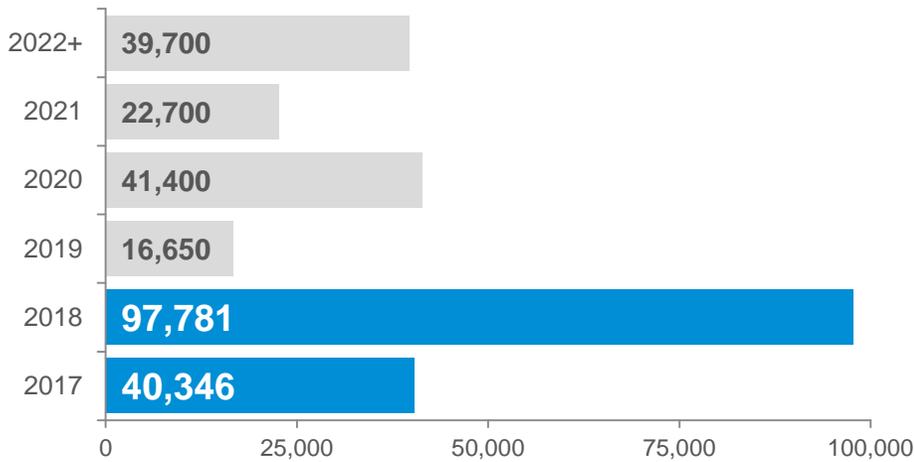
Bookings



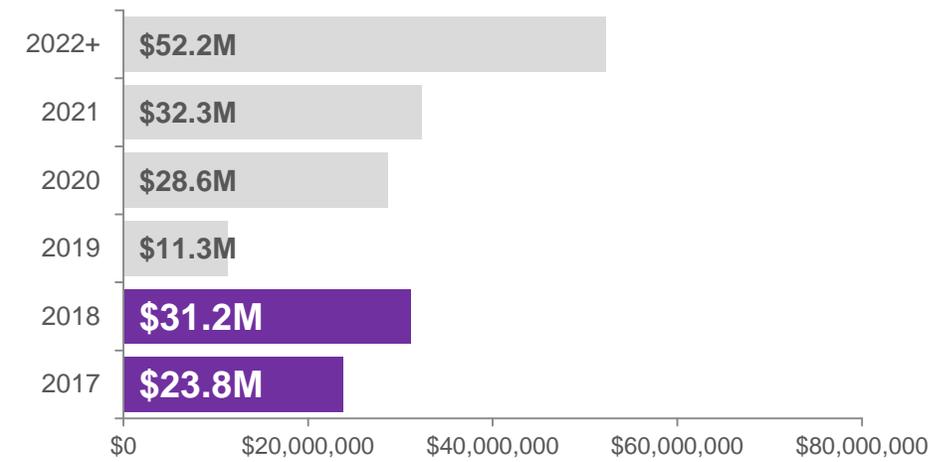
Room Nights



Attendance



Economic Impact



Recent Major Bookings

2020 National Baptist Convention of the USA
12,300 room nights

2022 Veterans of Foreign Wars of the U.S.
10,480 room nights

2027 United Soccer Coaches
10,050 room nights

2022 Evangelical Free Church of America
8,010 room nights

2019 North American Gay Amateur Athletic Alliance
7,030 room nights

2019 United Methodist Church
6,490 room nights

2022 Grain Elevator & Processing Society
4,600 room nights

2018 USA Fencing
4,140 room nights

2021 Watt Global Media
4,075 room nights

2020 National Association of Sports Commissions
3,600 room nights

2018-2021 NCAA Division II Football Championships
2,395 room nights each year

2020 American Association of Police Polygraphists
2,315 room nights



Top 25 Conventions Held in 2017 (Jan-Dec)

Will generate nearly **\$185 Million** to city Reported Nov. 2016

Visit KC's continued work has secured additional 2017 conventions
Updated 2017 Top 25 will generate over **\$196 Million** for KC Data as of Sep. 30

First time conventions to KC include:

Society of Hispanic Engineers \$4.5M economic impact

Scentsy \$6.3M economic impact

United Pentecostal Church International \$4.1M economic impact

Association of State Floodplain Managers \$1.4M economic impact

Team KC on the Road



Visitor Center



VISITOR CENTER SIGNAGE



	Jan-Sept 2017	Jan-Sept 2016	% Change
PARTNER REFERRALS	4,483	n/a*	n/a
PHONE CALLS	3,157	2,228	41.7%
VISITORS	4,708	1,363	245%

*Partner Referrals tracked since Q2 2016

Visitor Influencer Program



Inaugural class included 22 KCPD representatives

-Included detectives, sergeants, captains, media unit, downtown patrol, crime prevention unit

-Since initial orientation, program has welcomed a few additional officers, and they are continually invited

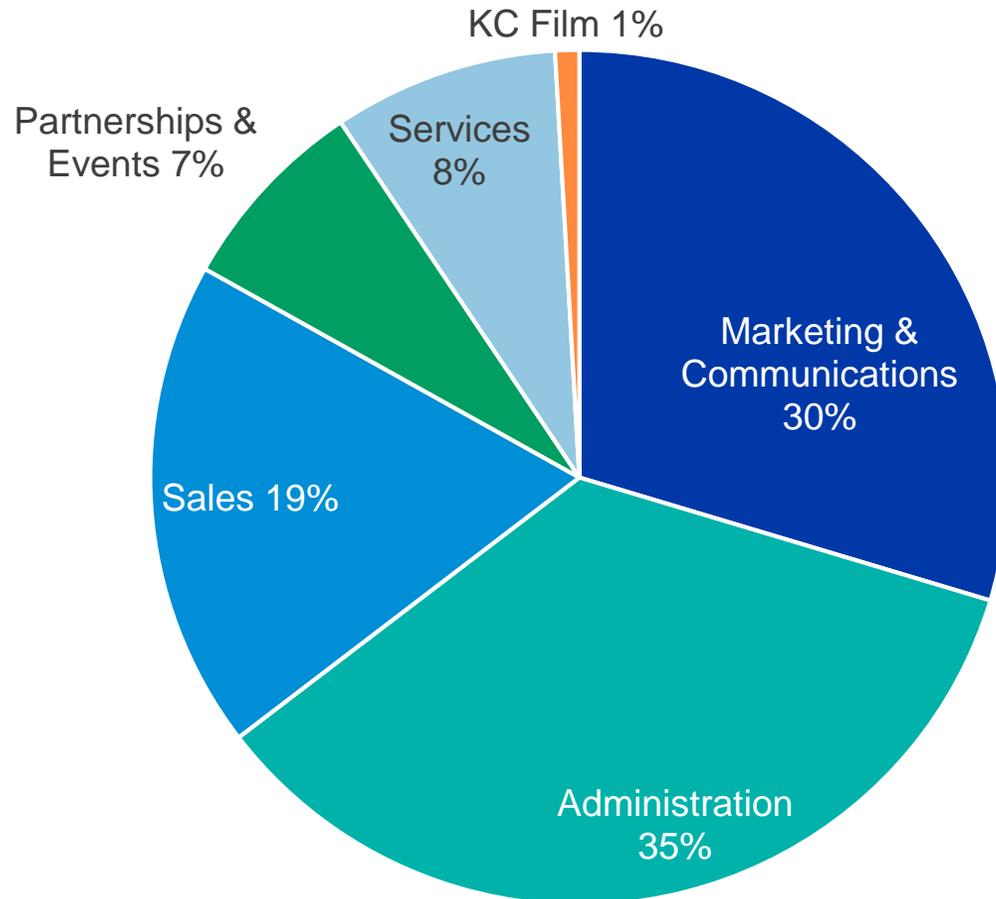
-Each orientation includes a special and different "field trip"

-Initial orientation class went on the *Kansas City Gangster Tour*

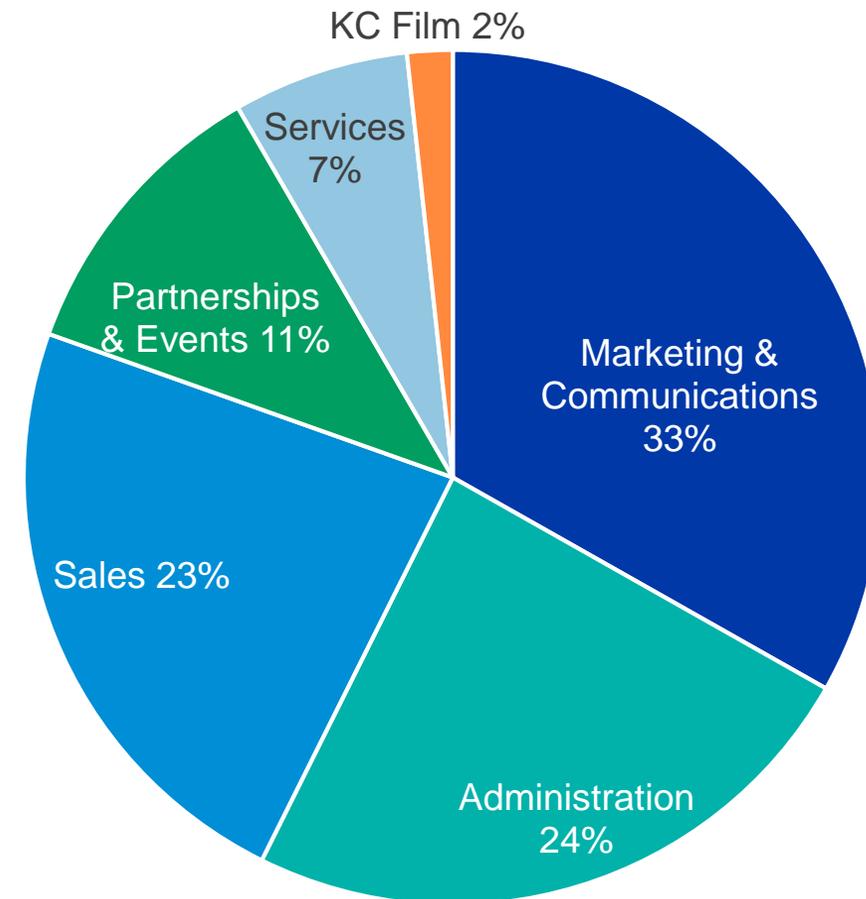


Visit KC Budget Allocation

2016



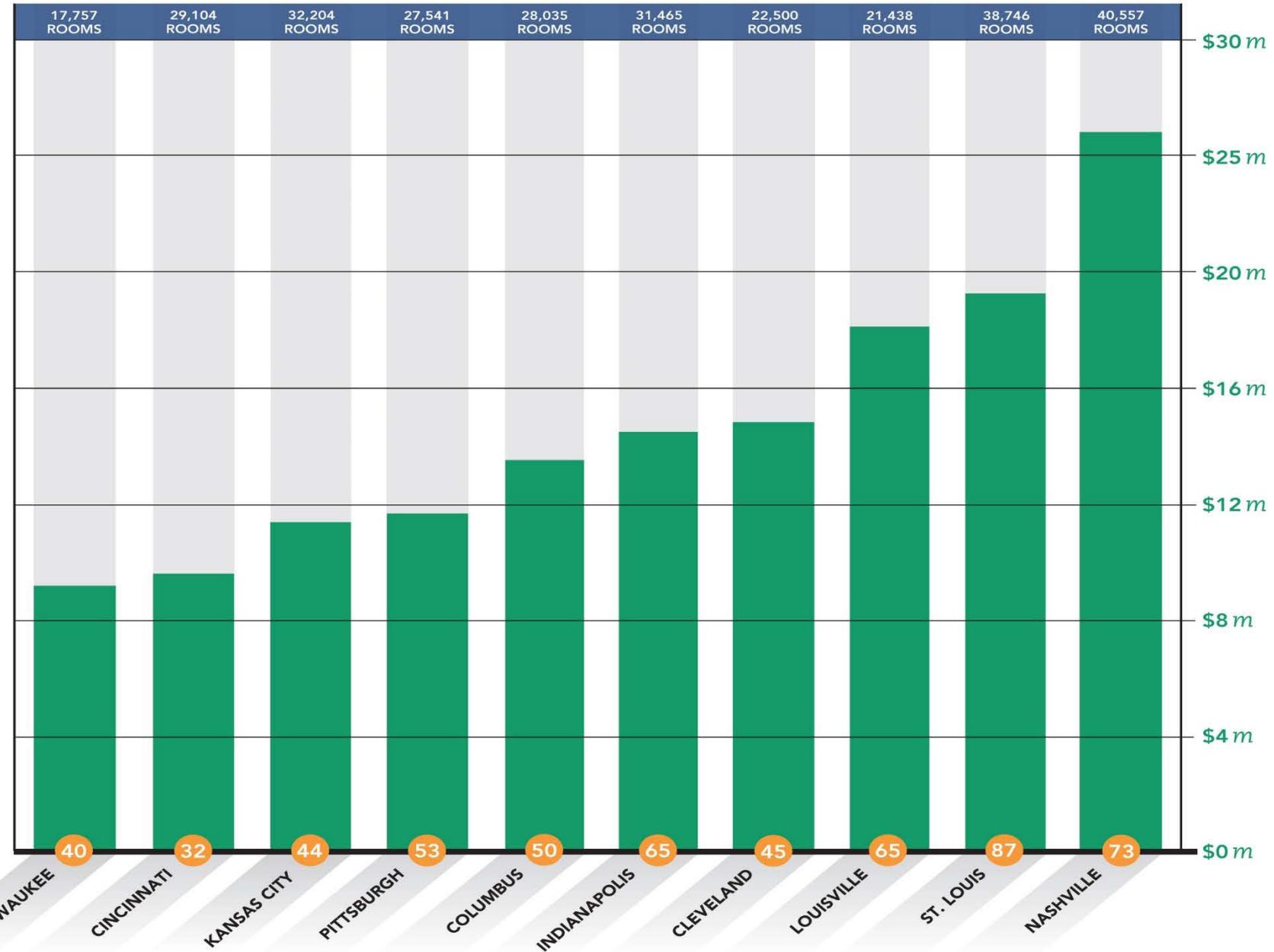
2017



CVB COMPARISONS

2016 BUDGET

FULL TIME EMPLOYEES



Leisure Media: Changes due to State Budget Cuts

2017 CHANGE IN IMPRESSIONS DUE TO BUDGET CUTS

ORIGINAL IMPRESSIONS: 143,389,183

REVISED IMPRESSIONS: 125,350,366

IMPRESSION VARIANCE: **-18,038,817**

National Media Mission

June 14 in Chelsea Arts District

Introduced Kansas City to top-tier travel, lifestyle and business publications

TEAM KC

- **Partnership** between Visit KC, KC Area Development Council and KC Aviation Department
- 3 local chefs, 2 local beverage purveyors, craftsman and 5 musicians

GUESTS

- **68 media** – *Condé Nast Traveler, AFAR, USA Today, Travel + Leisure, Martha Stewart Living, CBS This Morning* and more
- **10 meeting planners**
 - Including American Society of Mechanical Engineers and Center to Advance Palliative Care



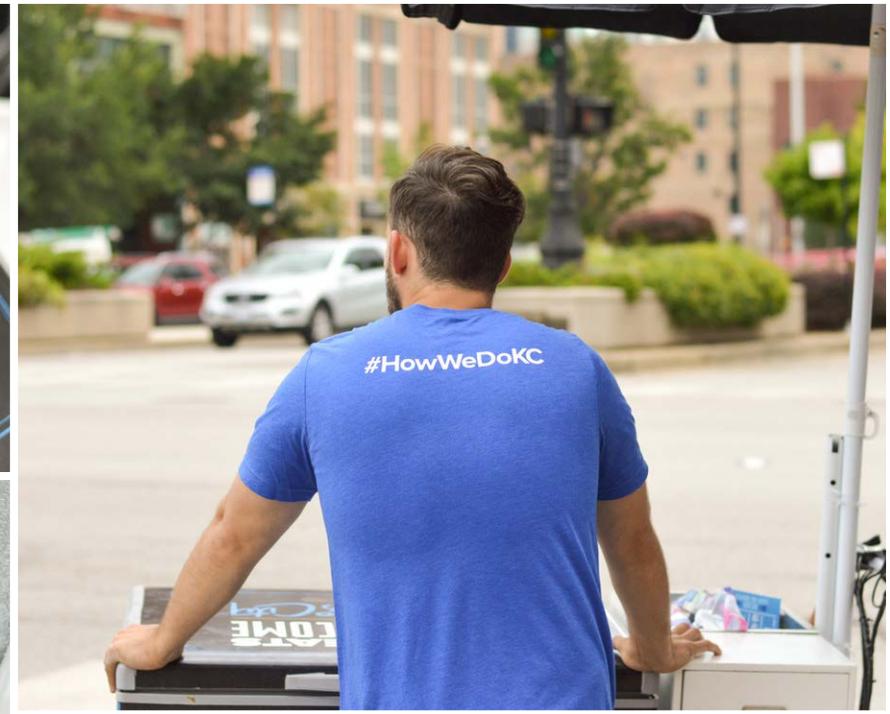
Chicago Activation

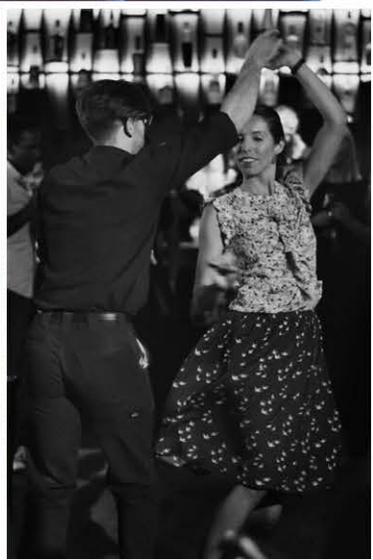
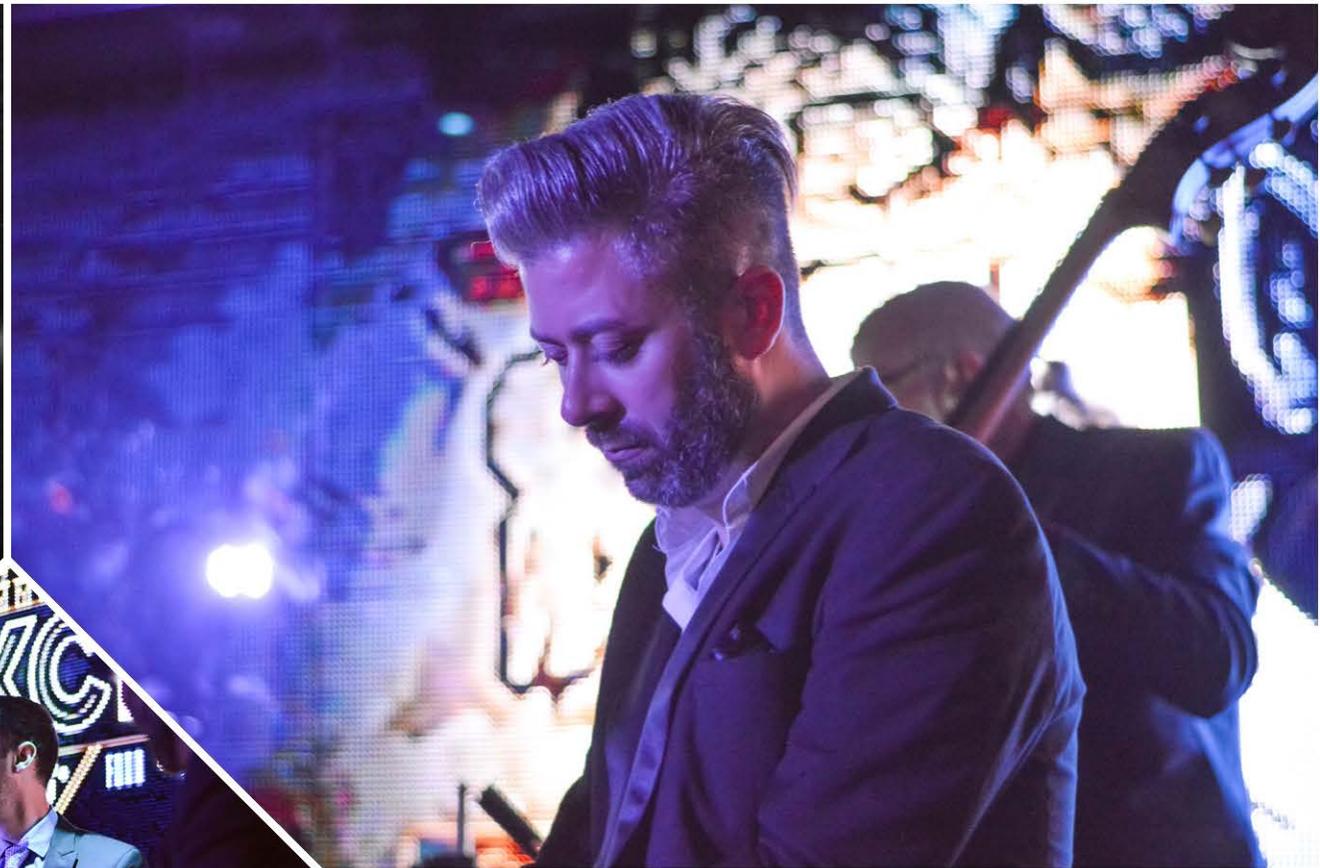
OBJECTIVE

Increase travel from Chicago to Kansas City

- By inspiring, engaging, educating & entertaining
- Showing Chicagoans how KC does arts & culture







KC Film Office

- 614 Productions assisted since opening the KC Film Office (October 2014)
- 148 Productions assisted in 2017 (through Aug. 31)
- 562 KC area locations showcased in KC Film locations database
- 324 projects confirmed that have filmed in the KC area



Assists by Project Type

Films

- 59 Feature films
- 49 Reality TV shows
- 26 Short films
- 10 TV pilots

Commercials

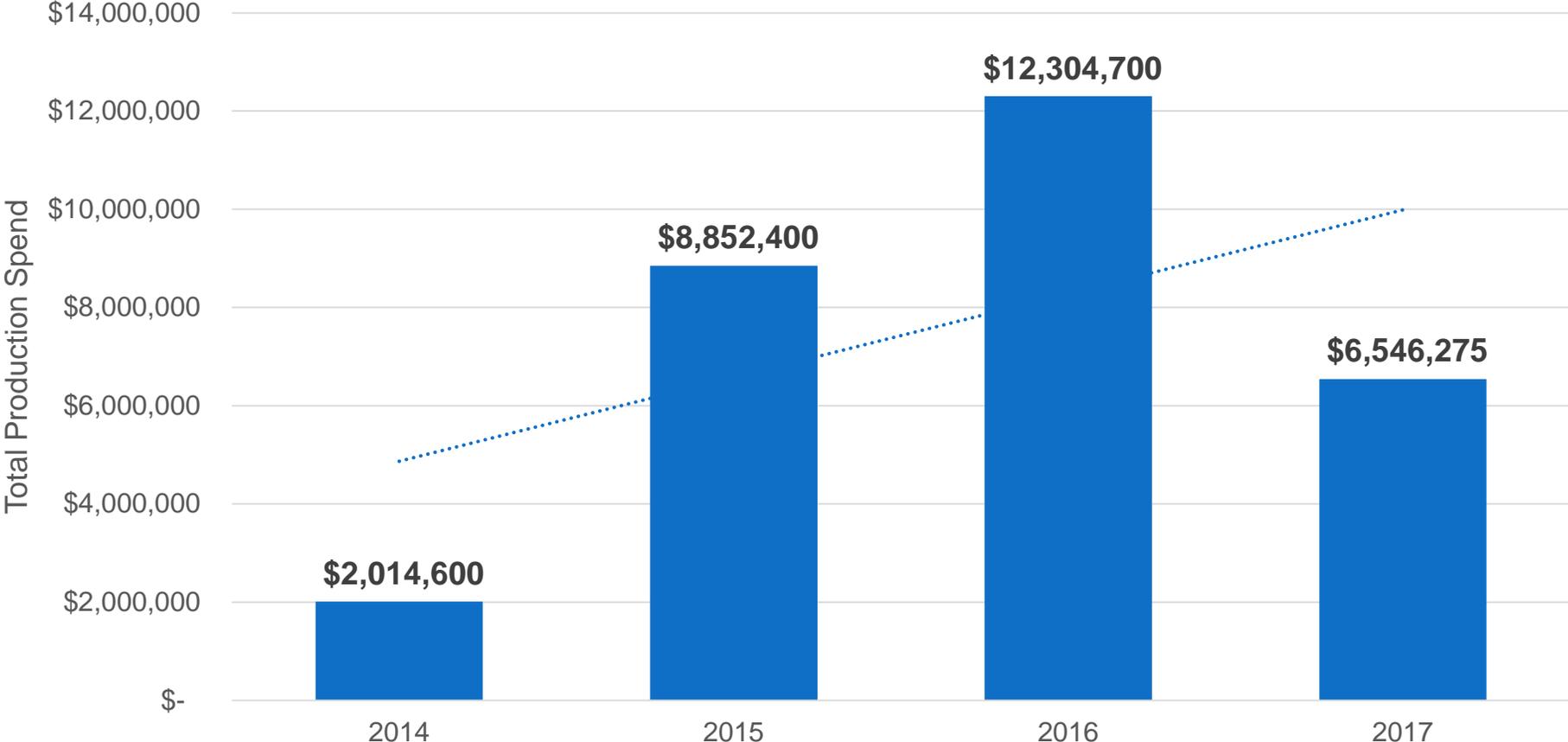
- 84 Productions

International

- 8 Overseas production companies

KC Film Office

\$30 Million Direct Economic Impact



\$30M impact in less than 3 years; 2014 data=3 months, 2017 data=thru July 31

Kansas City Convention Center Facilities



Capital Improvement Projects:

Municipal Auditorium Renovations

- Project estimate: \$500,000
- Replace carpet, lockers and repaint all locker rooms in the Arena. Purchase new basketball court and basketball goals. Install new carpet, wayfinding signage, stair lighting and HVAC in the Music Hall. Replace the heating and air conditioning system in the Little Theatre.

Portable Telescopic Seating Riser Replacement

- Project estimate \$1.1 M
- Replace the facilities Exhibit Hall portable telescopic seating risers.

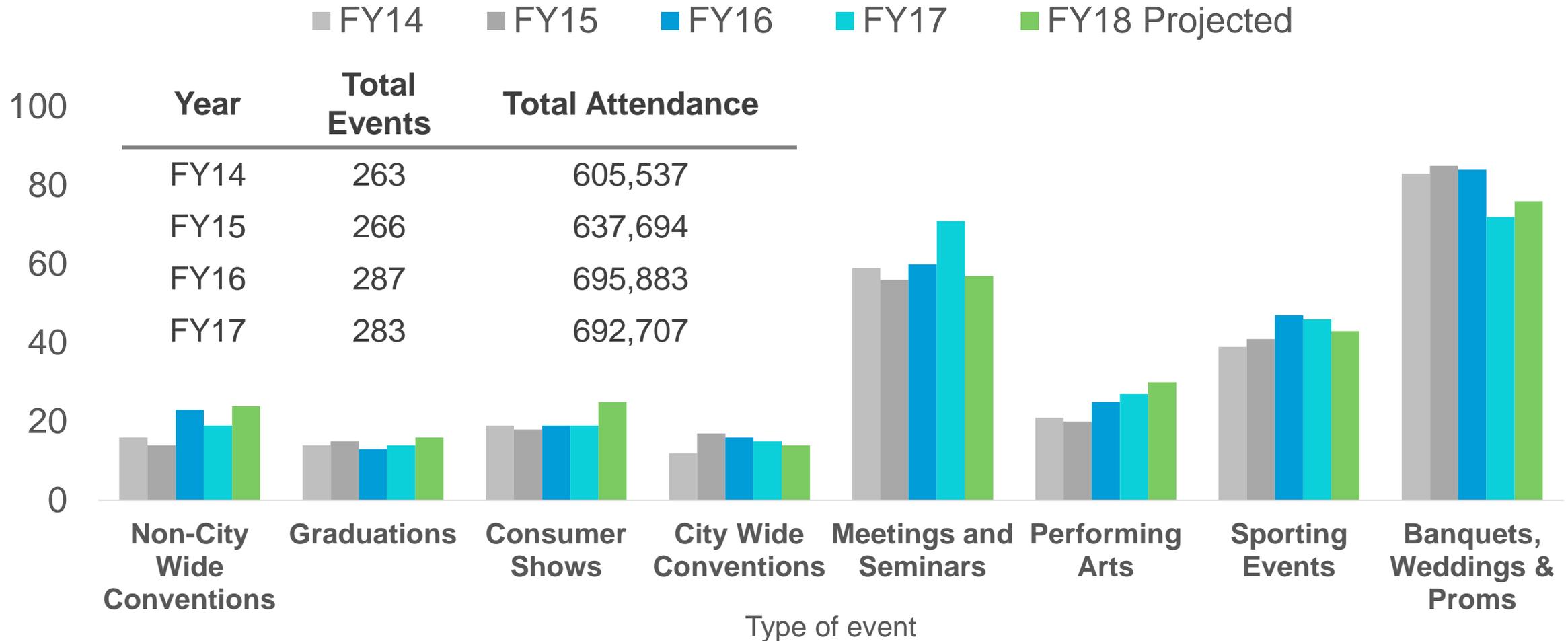
Digital Marquee Installation

- Project estimate \$400,000
- Installation of a new digital LED marquee above 13th and Central Street.

Security Camera Improvements

- Project estimate \$500,000
- Replace all interior and exterior security cameras throughout the Convention Center and Municipal Auditorium.

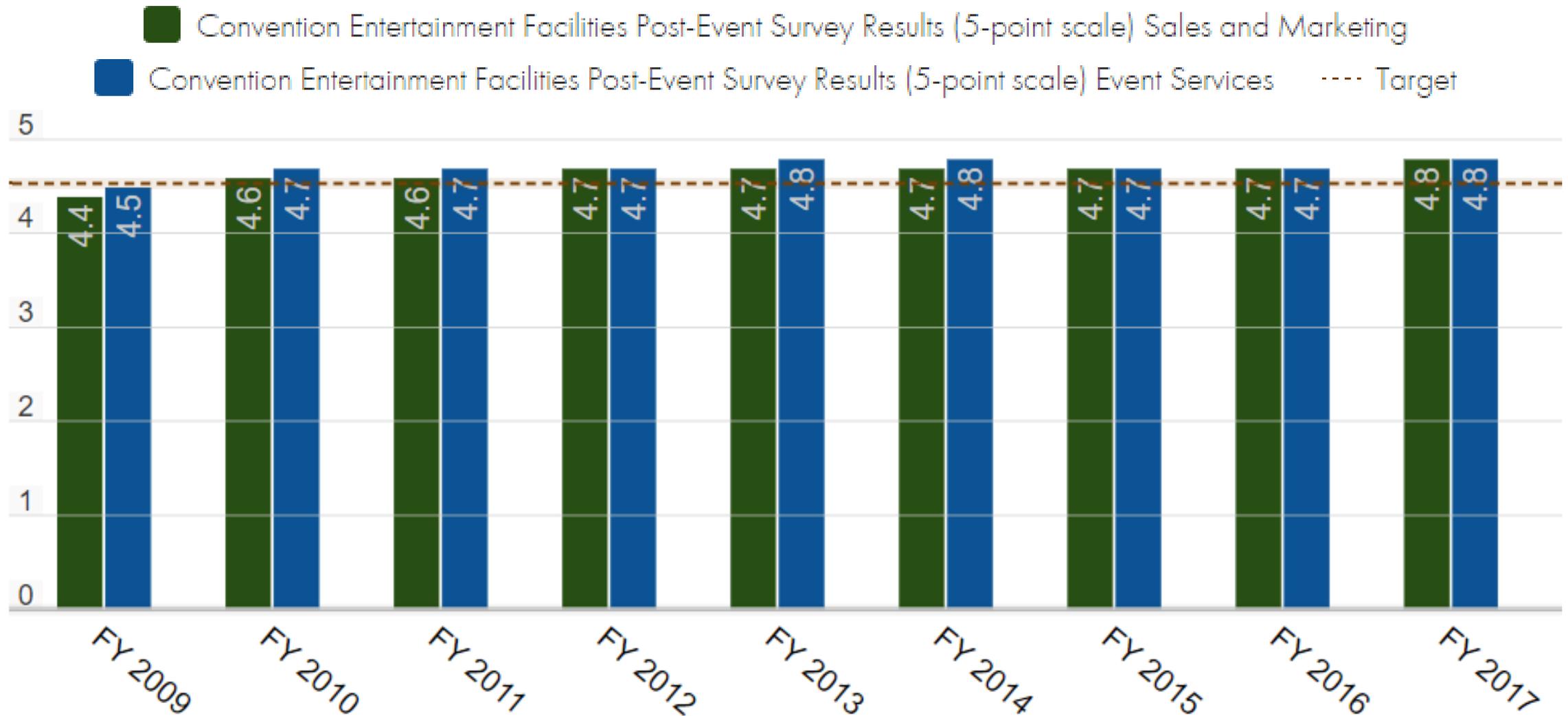
Total Events Held at Convention Center



In FY17, 31% of attendance came from consumer shows, 21% of attendance came from conventions, 17% 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

Convention Center Post-Event Survey



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

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



**TRAVEL+
LEISURE**

**CONDÉ NAST
Traveler**

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

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

#1 Orange County (SNA)
#2 Tampa (TPA)
#3 Dallas-Love (DAL)

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

Kansas City's Rank:
Not Ranked in North America Top 25

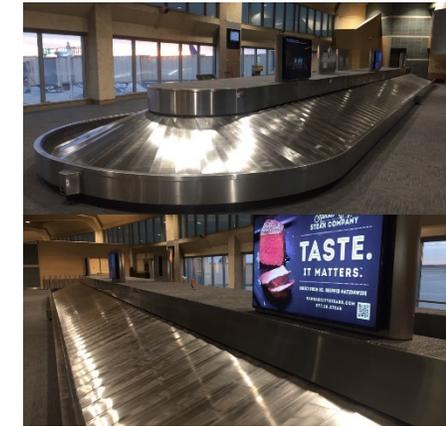
Not Ranked in Global 100

Ranked 15 of 21 Large U.S. Airports

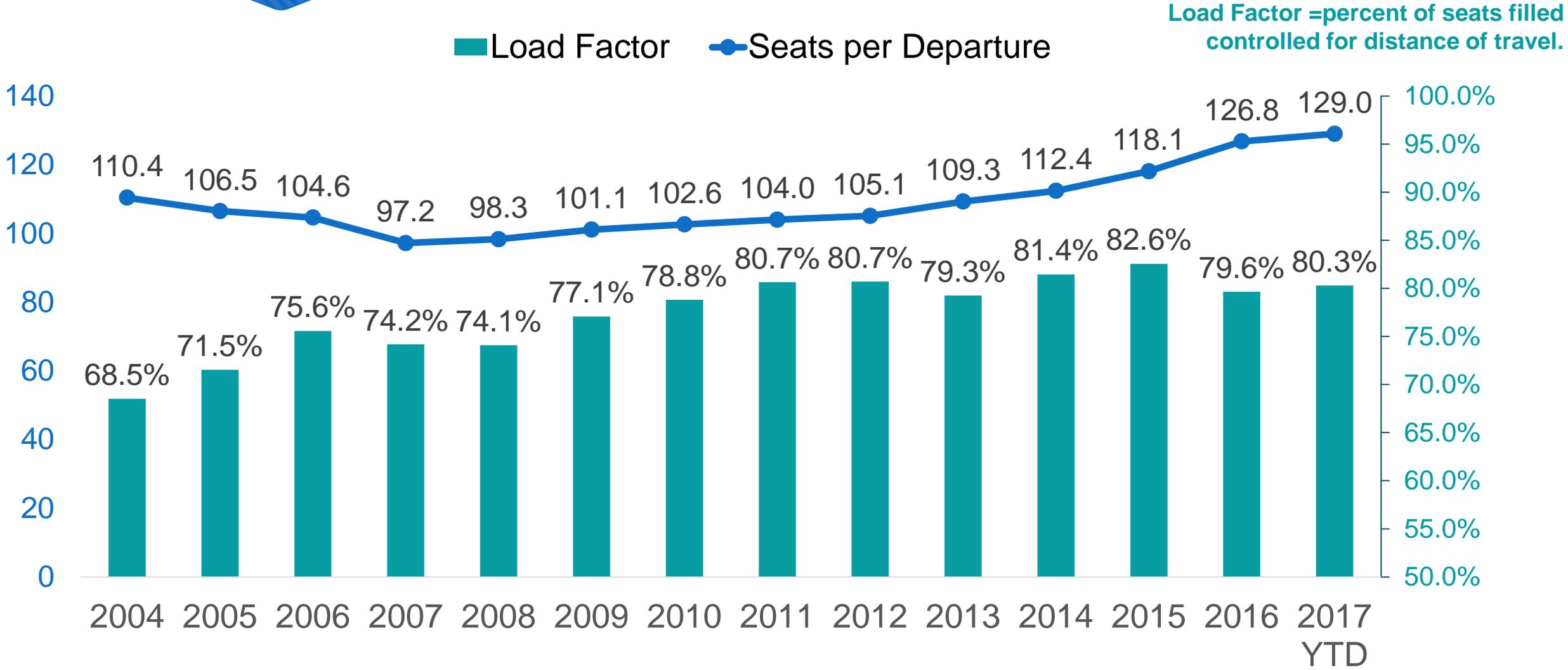
Not Ranked in US Top 10

Airport Investments & Improvements for Customers

- Recent improvements include
 - Consolidated 9-gate departure lounge
 - Room for nursing mothers
 - Service animal relief area
 - New restrooms in United gate area
 - Improved curbside lighting
 - Upgraded complementary WiFi network
 - International facility CBP/FIS (underway)

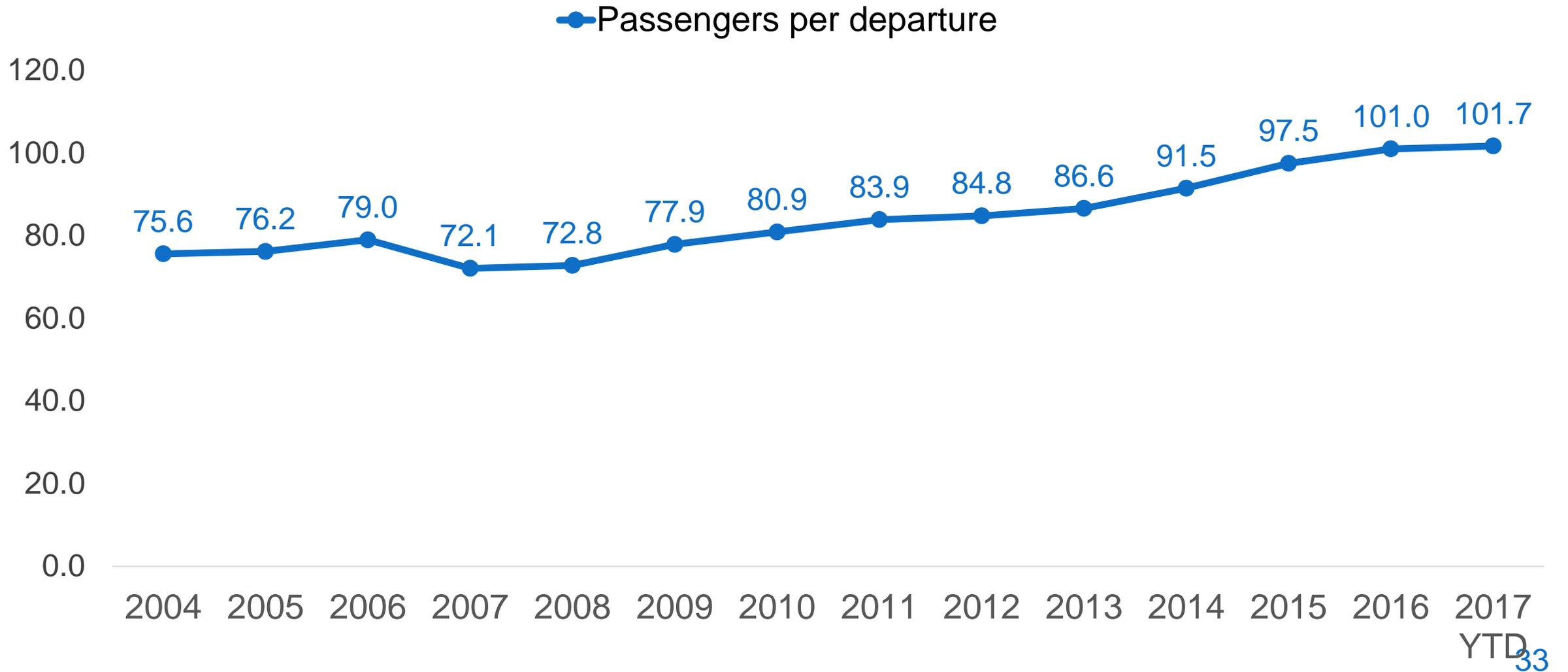


Load Factor & Seats Per Departure



Source: Aviation Department

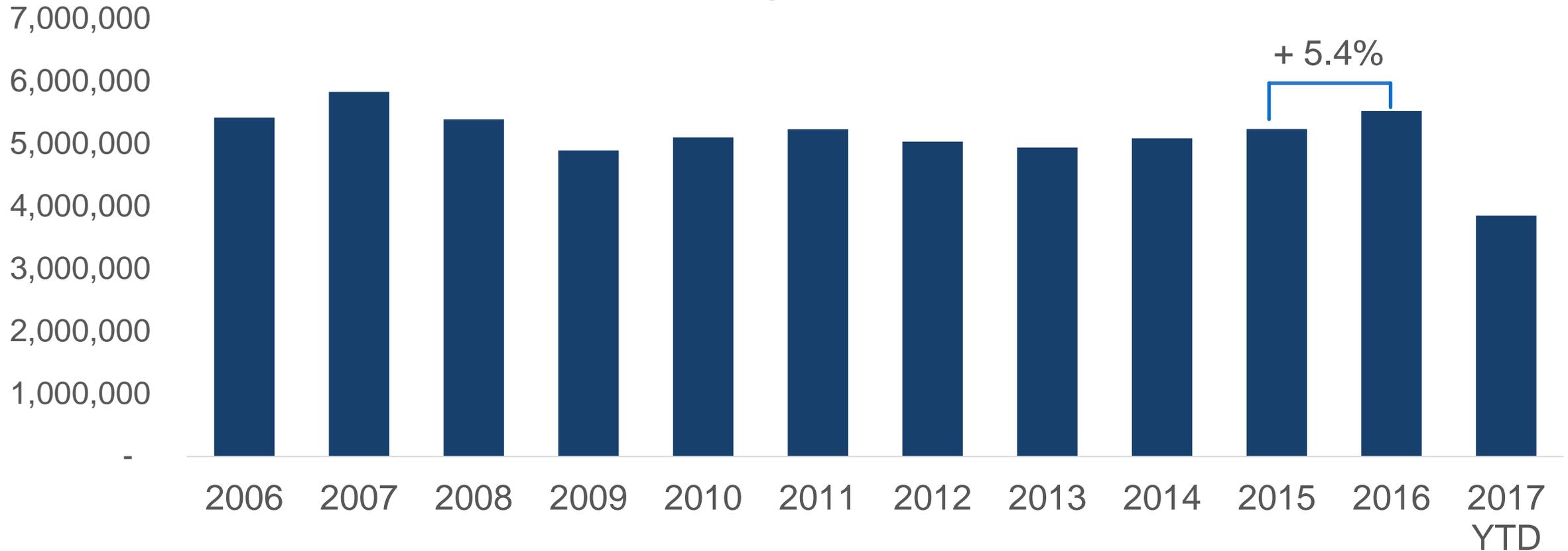
Passengers per departure



In 1972: Passengers per departure = 40

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

2017 YTD tracking up 5.4% from 2016



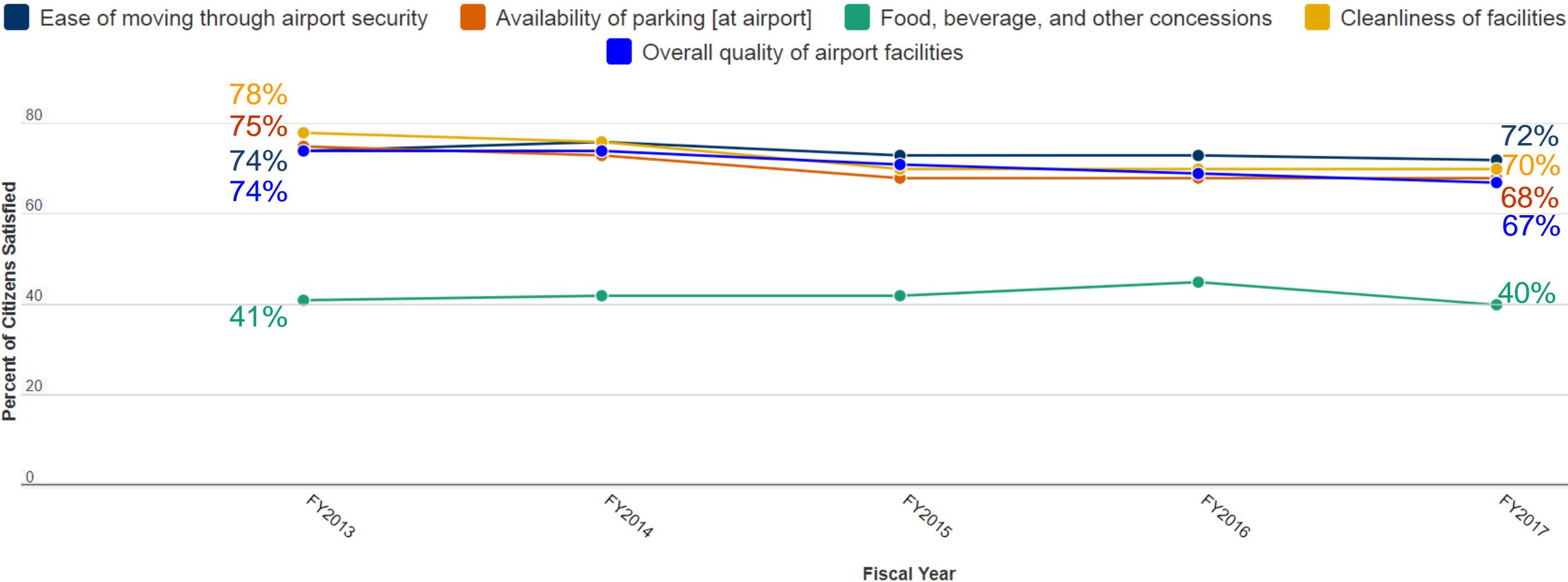
○ Factors influencing enplanement growth:

○ Larger aircraft

○ Additional flights

○ Higher load factors

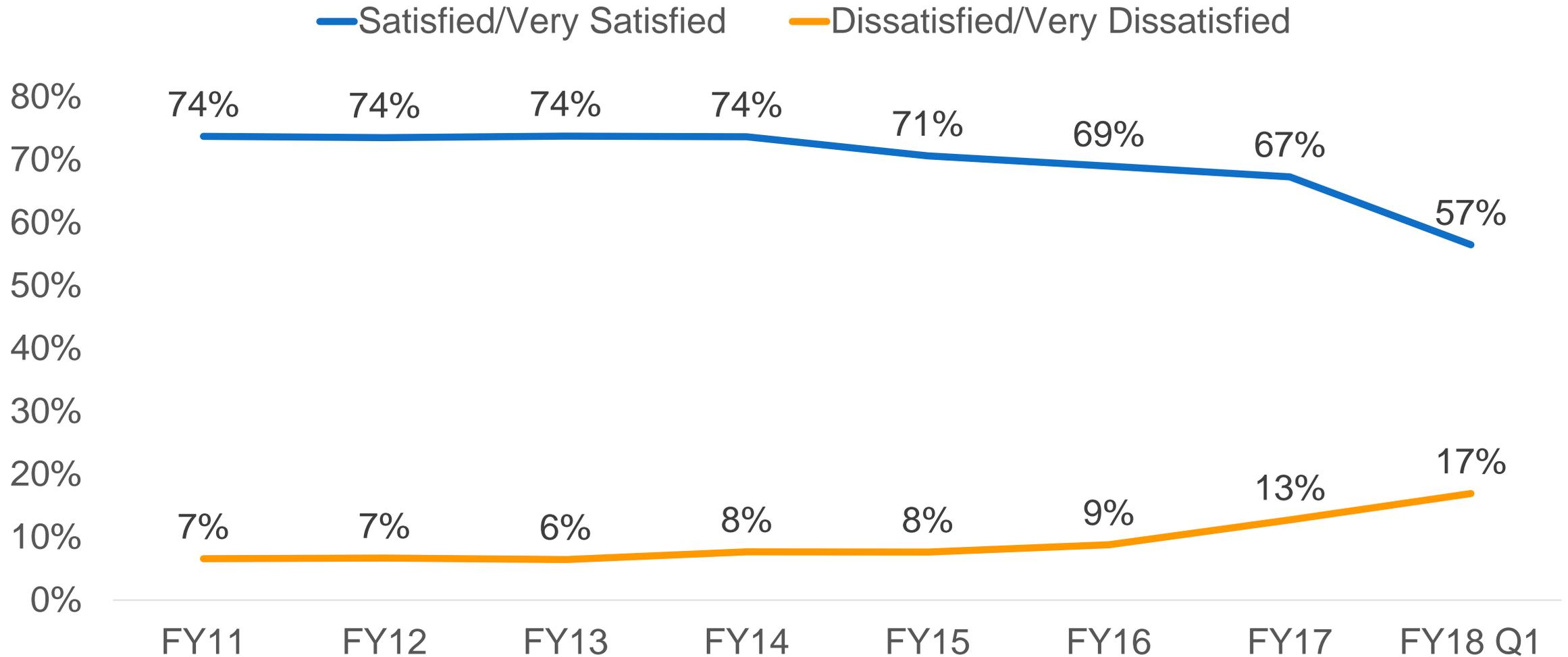
Citizen Satisfaction with Airport Services



Source: Citizen Survey FY2017

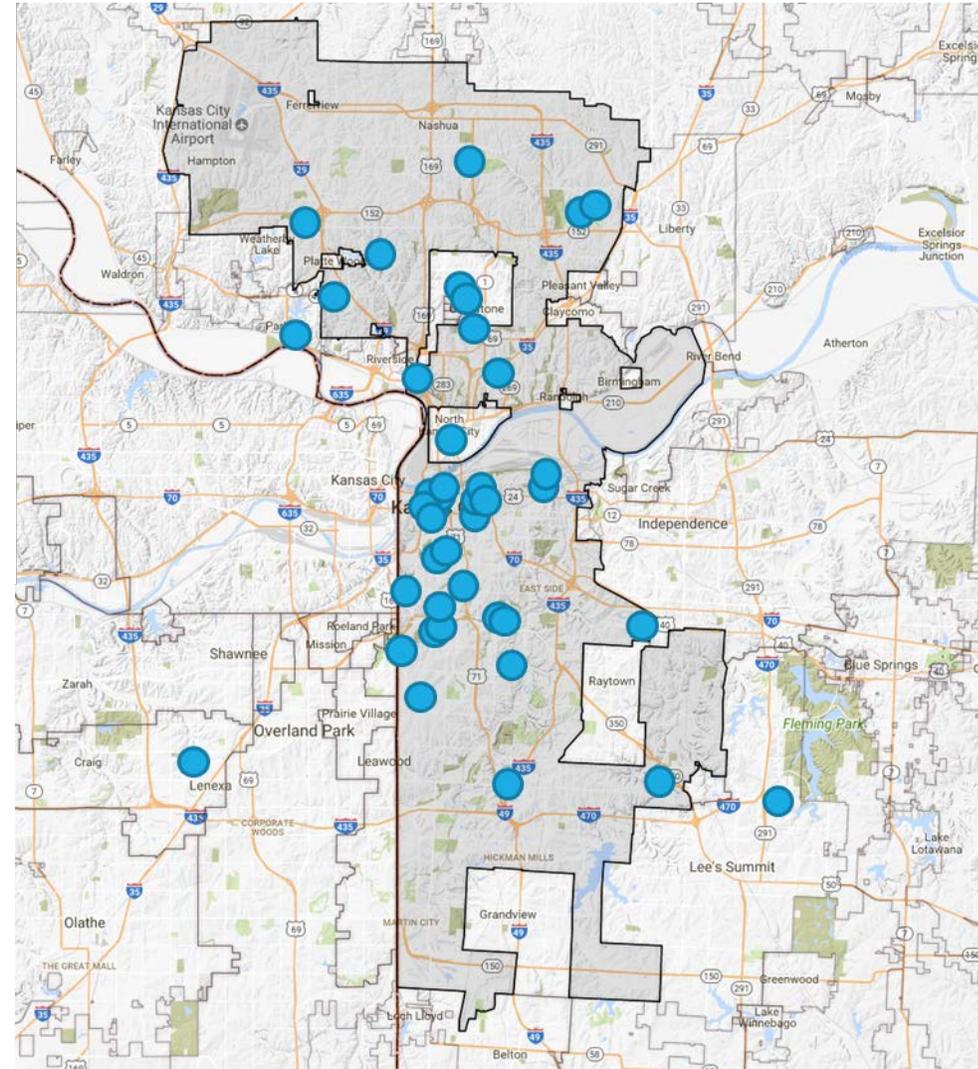
This data includes both respondents who say they have used and those who indicate they have not used the airport in the last year.

Overall Airport Facilities: Satisfied and Dissatisfied



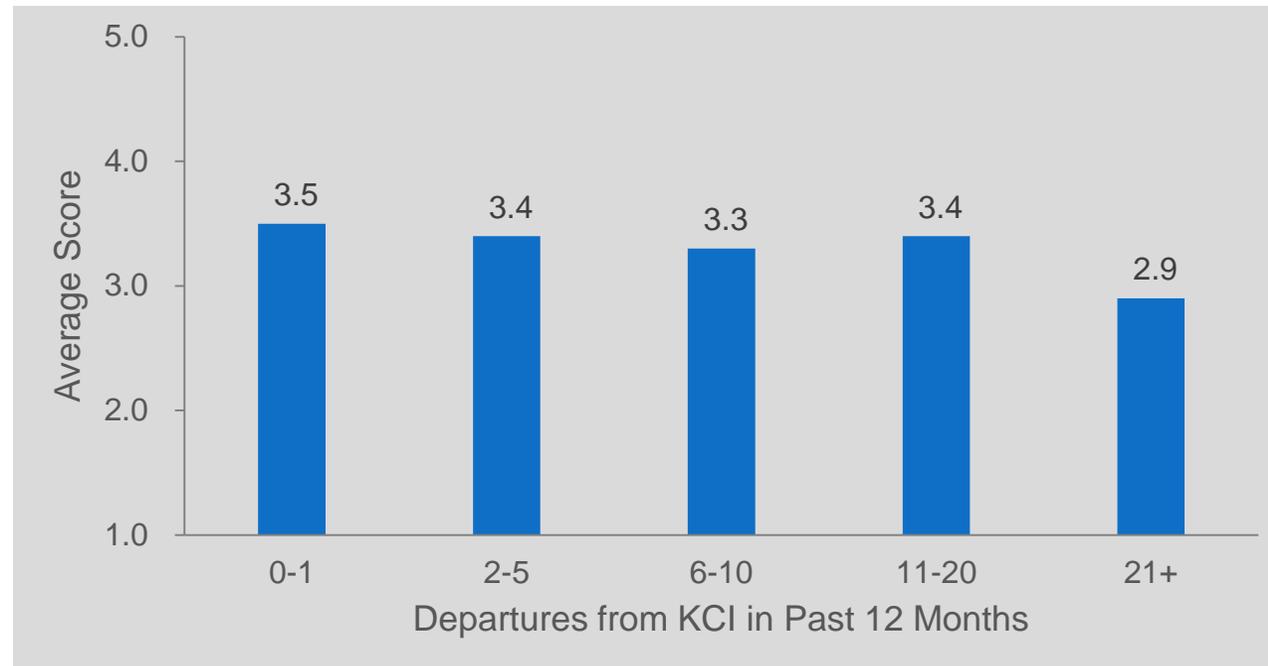
Community Listening Sessions

- April 2017 - August 2017
- 43 Listening Sessions held
- 1,640 attendees
- Meetings in every council district



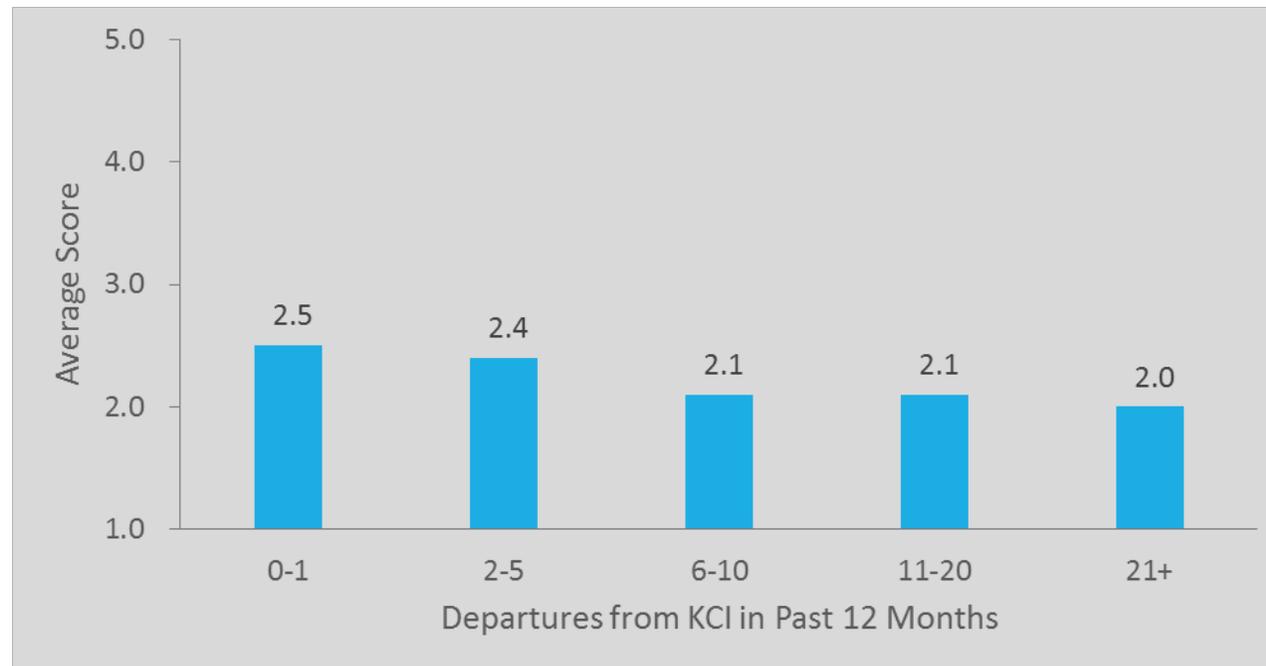
Community Listening Sessions

- Satisfaction with Parking
- 1 (Poor) to 5 (Excellent)
- Overall score from all respondents: 3.4 of 5.0



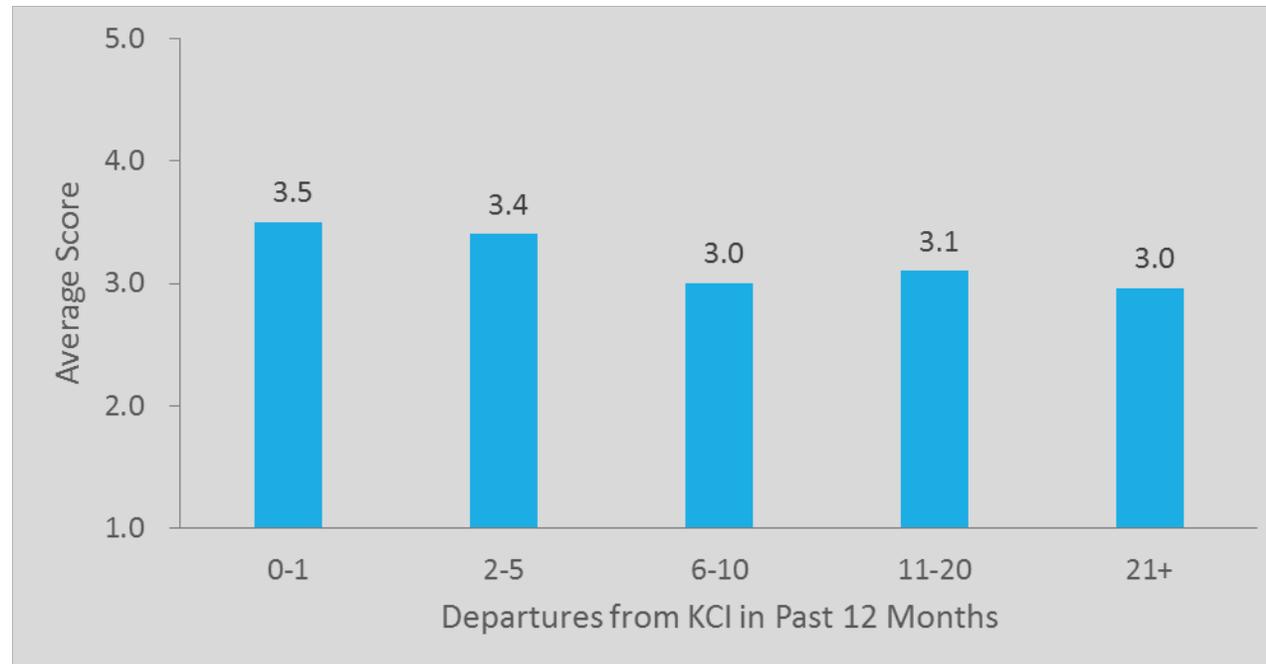
Community Listening Sessions

- Satisfaction with Concessions
- 1 (Poor) to 5 (Excellent)
- Overall score from all respondents: 2.3 of 5.0



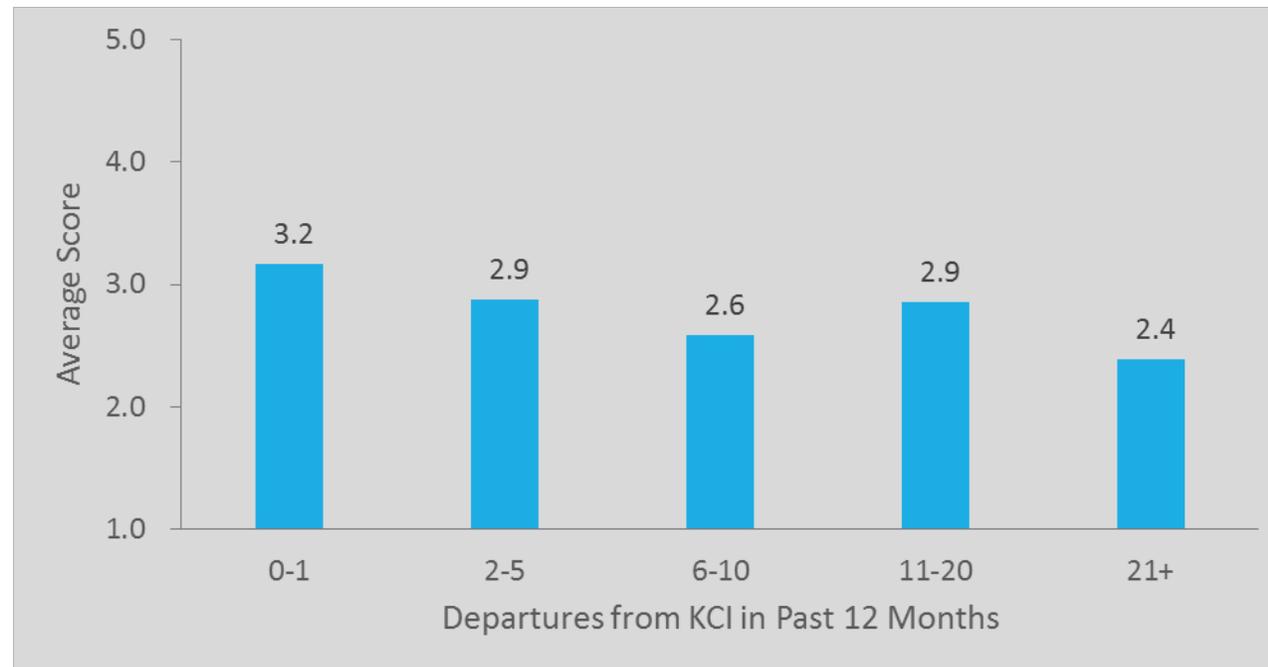
Community Listening Sessions

- Satisfaction with Cleanliness
- 1 (Poor) to 5 (Excellent)
- Overall score from all respondents: 3.3 of 5.0



Community Listening Sessions

- Overall Satisfaction with Kansas City International Airport
- 1 (Poor) to 5 (Excellent)
- Overall score from all respondents: 2.8 of 5.0



Next Steps

- Complete FIS/CBP project prior to Summer 2018
- November 7th election

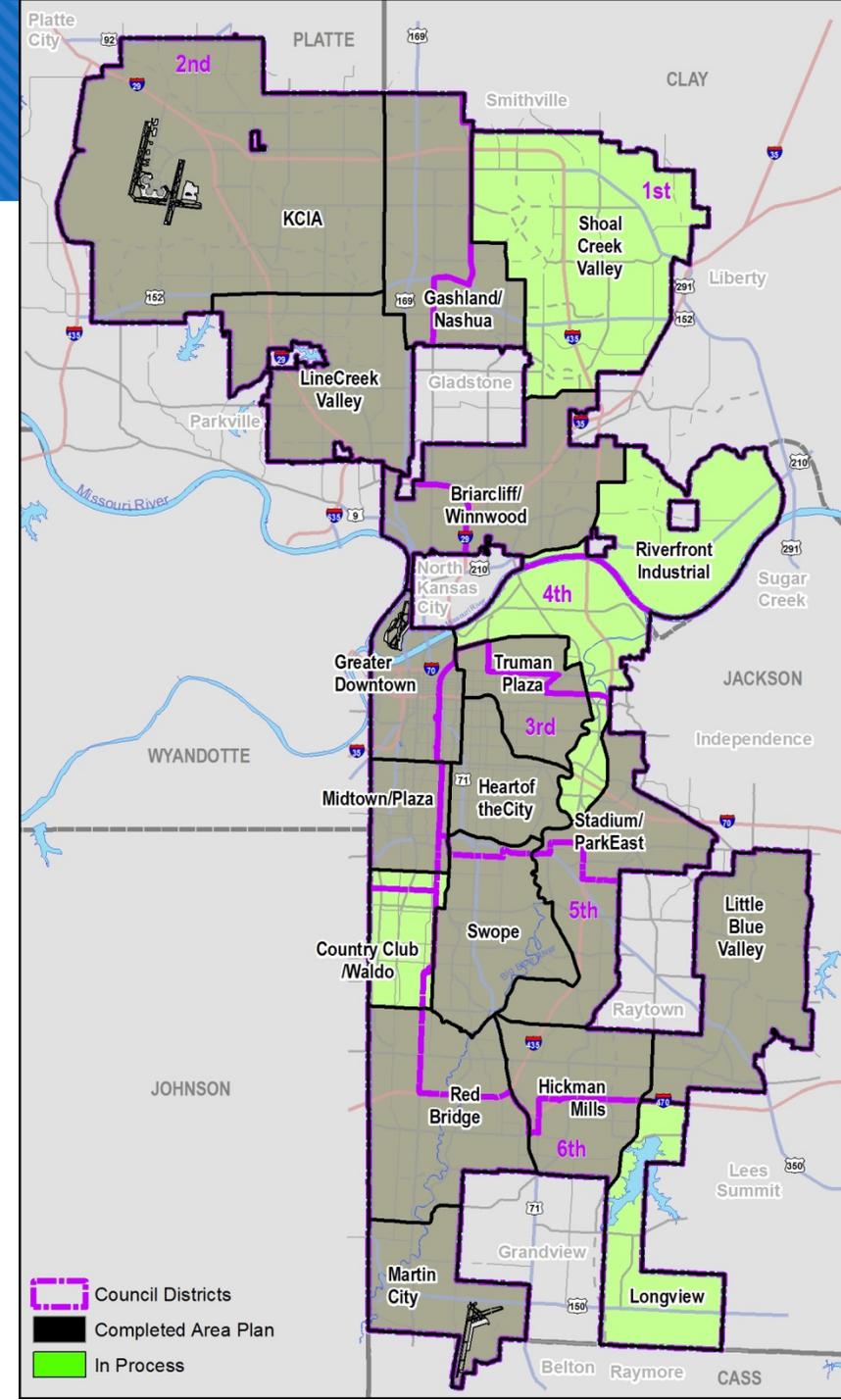
Place and People- Based Strategies

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.

Area Plan Key Accomplishments

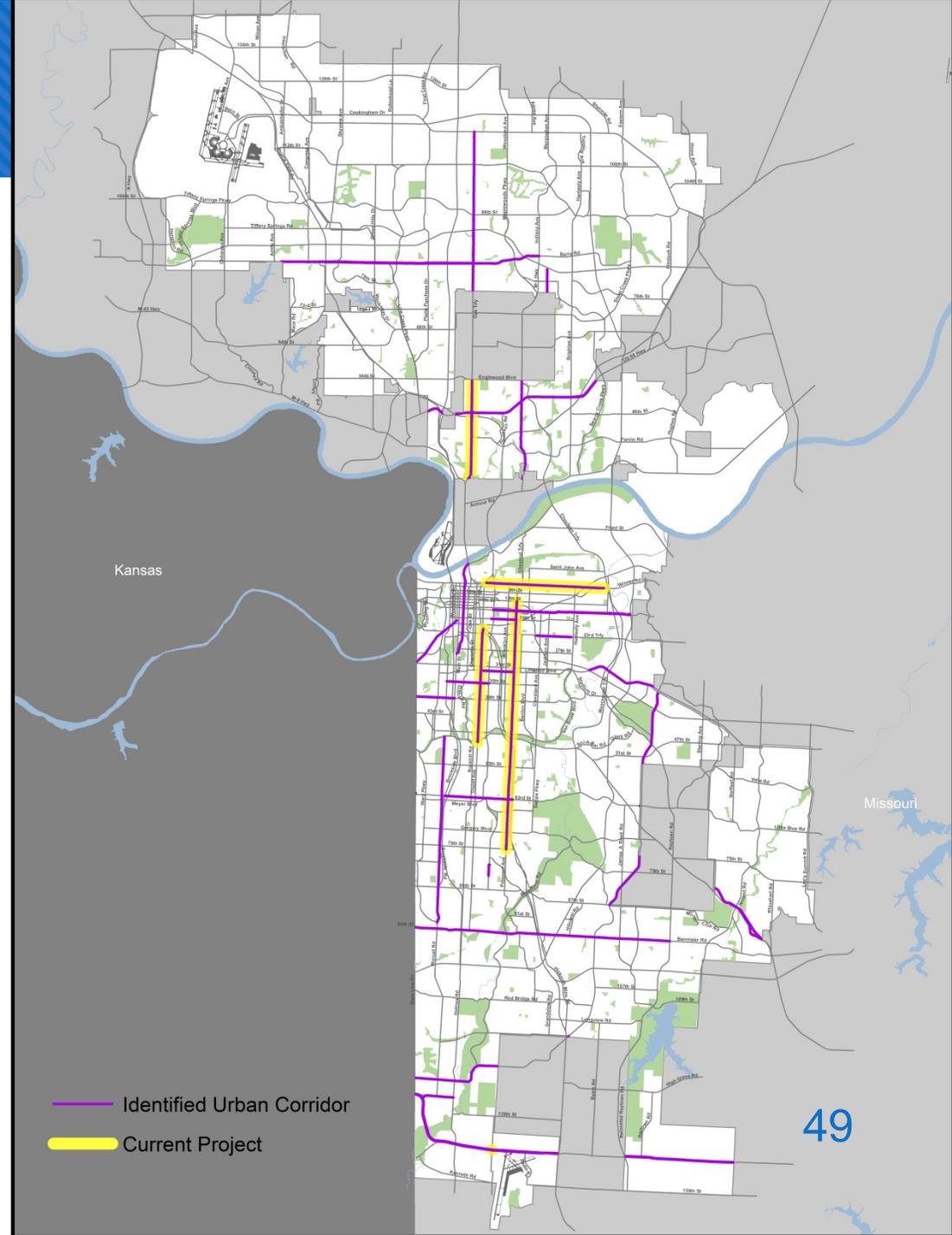
- Formation of Implementation Committees for
 - Swope Area Plan
 - Midtown / Plaza Area Plan
 - Red Bridge

- Area Plans Currently Underway (North to South)
 - Shoal Creek – **2017 Adoption**
 - Riverfront Industrial – **2017 Completion**
 - Country Club / Waldo – **2017 Adoption**
 - Longview – **2017 Adoption**



Historically Underdeveloped Corridors: Current Efforts

- North Oak Trafficway
- Independence Avenue
- Prospect Corridor
- Troost Avenue



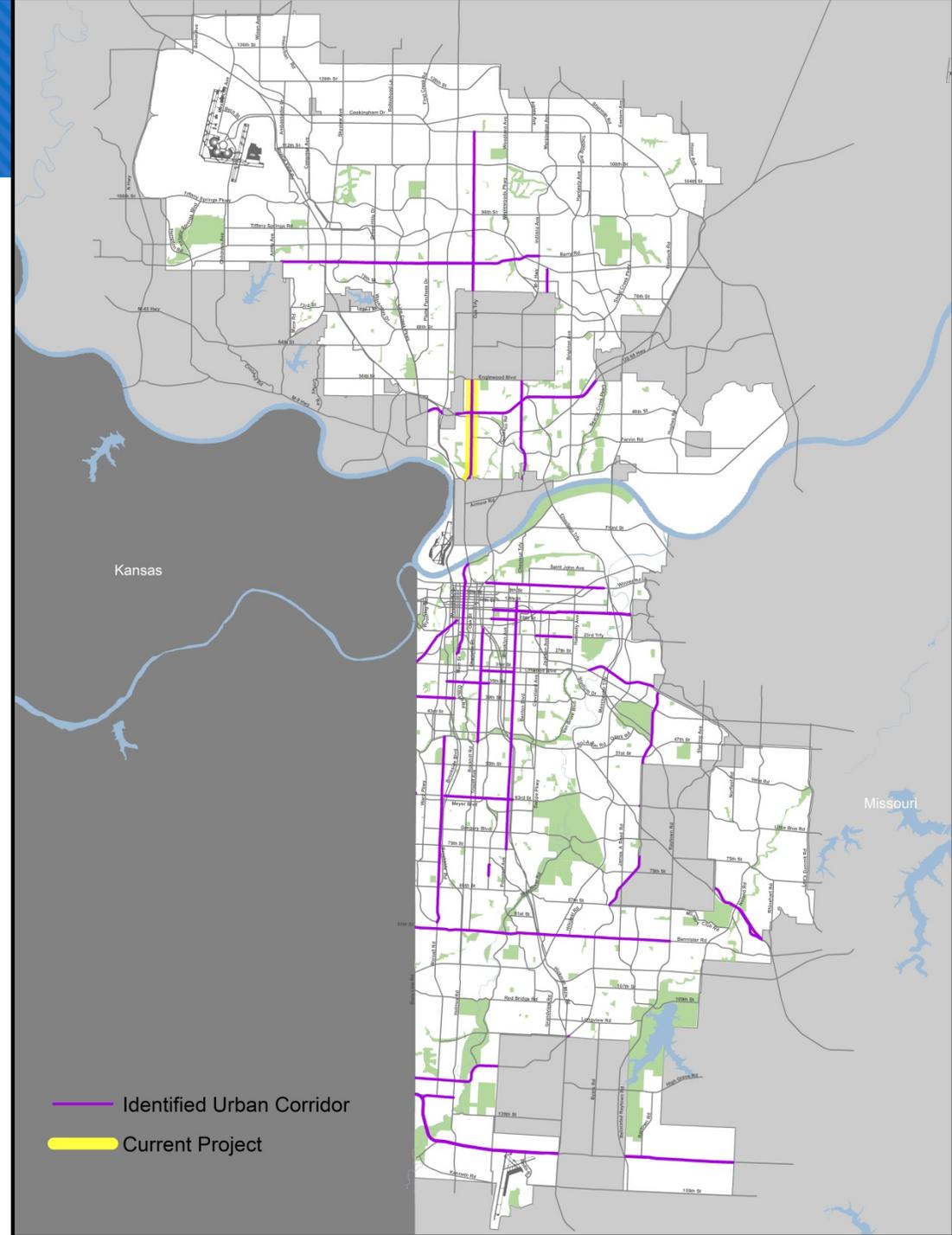
Historically Underdeveloped Corridors: Current Efforts

○ North Oak Trafficway

○ Independence Avenue

○ Prospect Corridor

○ Troost Avenue



Historically Underdeveloped Corridors: North Oak Trafficway

○ North Oak Trafficway

- Implementation of Area Plan & Streetscape Plan with utilization of GO Bonds with Phase 1 of the North Oak Corridor Streetscape Plan
- Façade rebate Program North Oak TIF
- Purchase and rehab of former YMCA



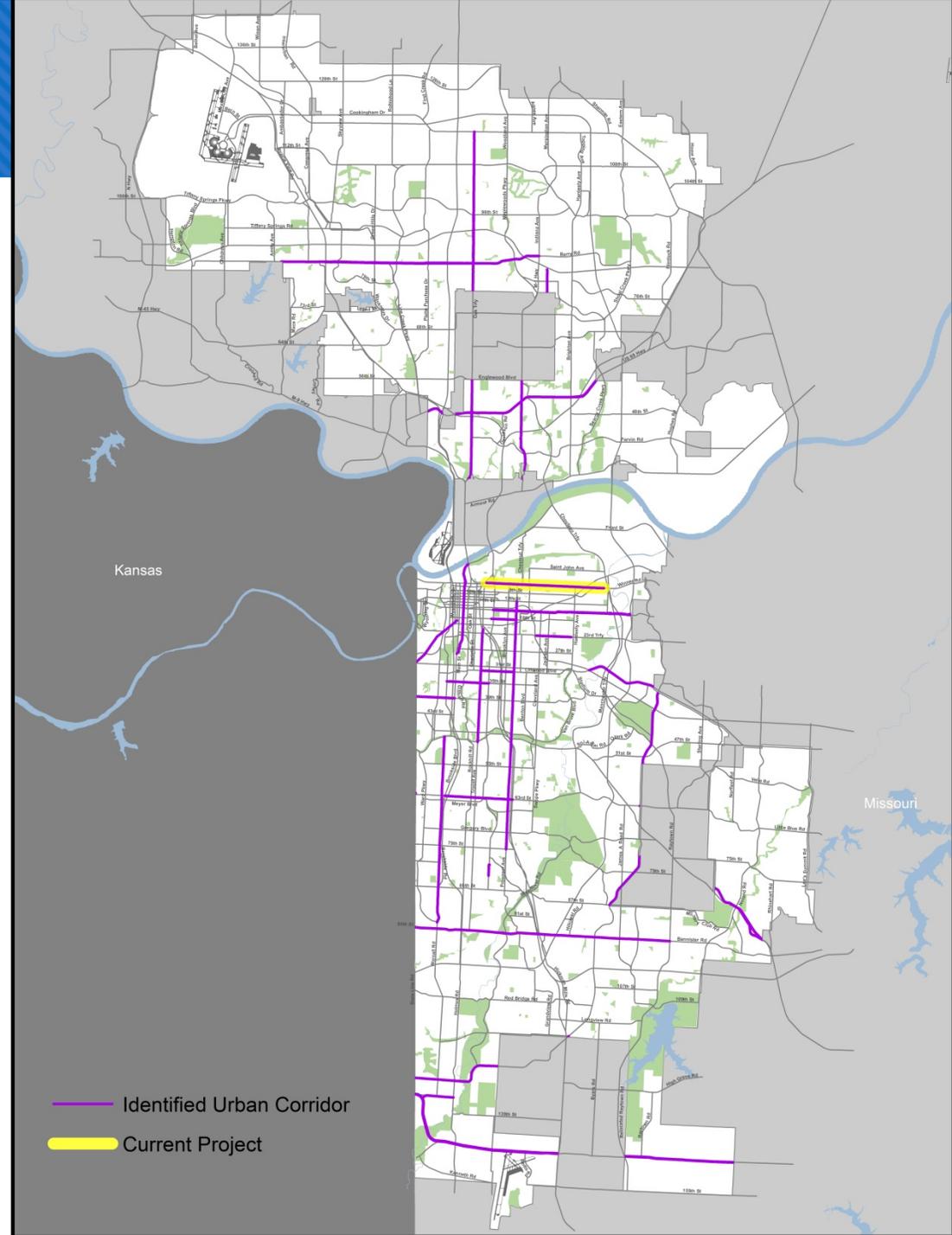
Historically Underdeveloped Corridors: Current Efforts

○ North Oak Trafficway

○ Independence Avenue

○ Prospect Corridor

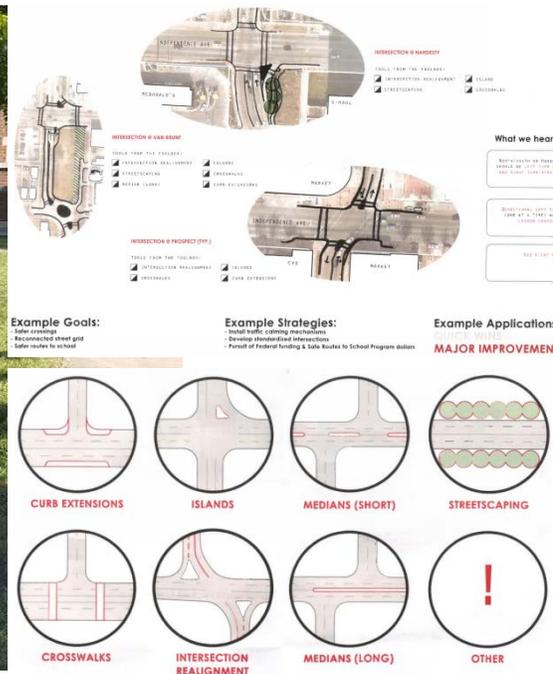
○ Troost Avenue



Historically Underdeveloped Corridors: Independence Avenue

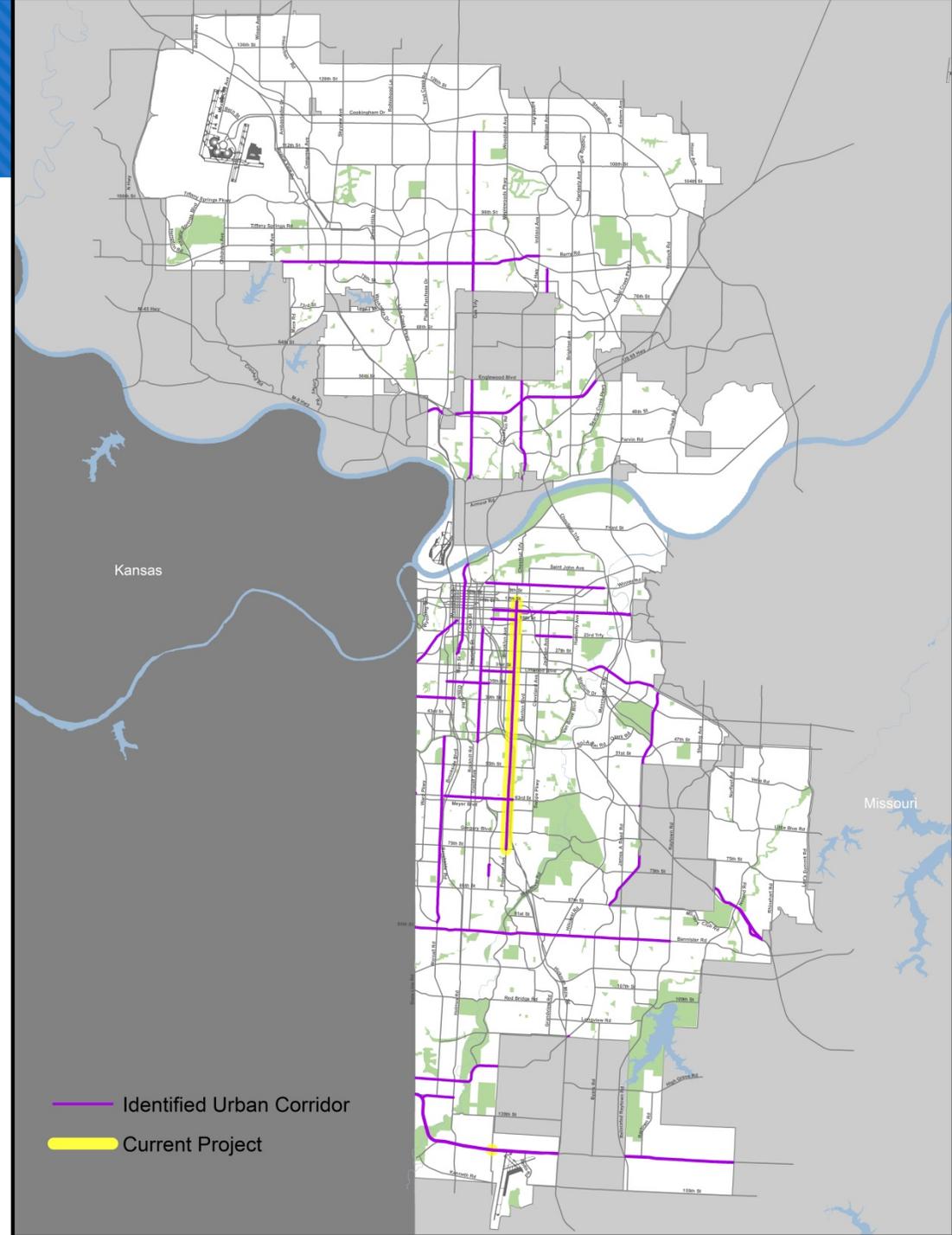
○ Independence Avenue

- North Loop/Broadway Bridge PEL exploring concepts to reconnect Independence Avenue from Columbus Park to Rivermarket
- ULI North Loop Advisory Service Panel for the, including exploration of concepts for future improvements to Independence Avenue.
- Independence Avenue Pedestrian Safety Improvements study includes recommendations for key intersections along Independence from Forest Avenue to Ewing as part of the PSP projects.
- KCATA BRT Feasibility and Planning Assessment Study.



Historically Underdeveloped Corridors: Current Efforts

- North Oak Trafficway
- Independence Avenue
- Prospect Corridor
- Troost Avenue



Historically Underdeveloped Corridors: Prospect Avenue

○ Prospect Corridor

- Prospect MAX BRT scheduled for completion by 2018 with new mobility hubs at 75th & Prospect and 31st & Prospect.
- City partnering with MARC and KCATA on Troost/Prospect ROW Enhancements PSP Study (Prospect 12th – 75th)
- Urban Redevelopment Division working on redevelopment of 63rd and Prospect site
- Prosperity Playbook Blueprint KC completed early 2017 to help track development and planning efforts on the Corridor and seek partnerships with Federal partners
- East Side Sales Tax Databook to establish baseline community information
- 8% sales tax approved by constituents. Some organizations are putting together presentations to support existing plans for redevelopment of Prospect Corridor
- Development continues along the corridor with new senior housing at 38th & Prospect, Sun Fresh Grocery Store at 31st & Prospect, expansion of Aquaponics site at 29th & Wabash and new strip mall at Independence Ave. & Prospect Avenue. Also, housing has been proposed at 39th & Prospect.



Prosperity Playbook Blueprint KC
Affirmatively Furthering Fair Housing - Priority Areas in Kansas City, Missouri

The image shows a map of the Prospect Corridor area with various zones and landmarks labeled. Below the map are three photos: a modern multi-story building, a smaller building, and a group of people standing in front of a building.

360 units of Mixed-Income Housing	Education & Supportive Services	Neighborhood & Community Improvements
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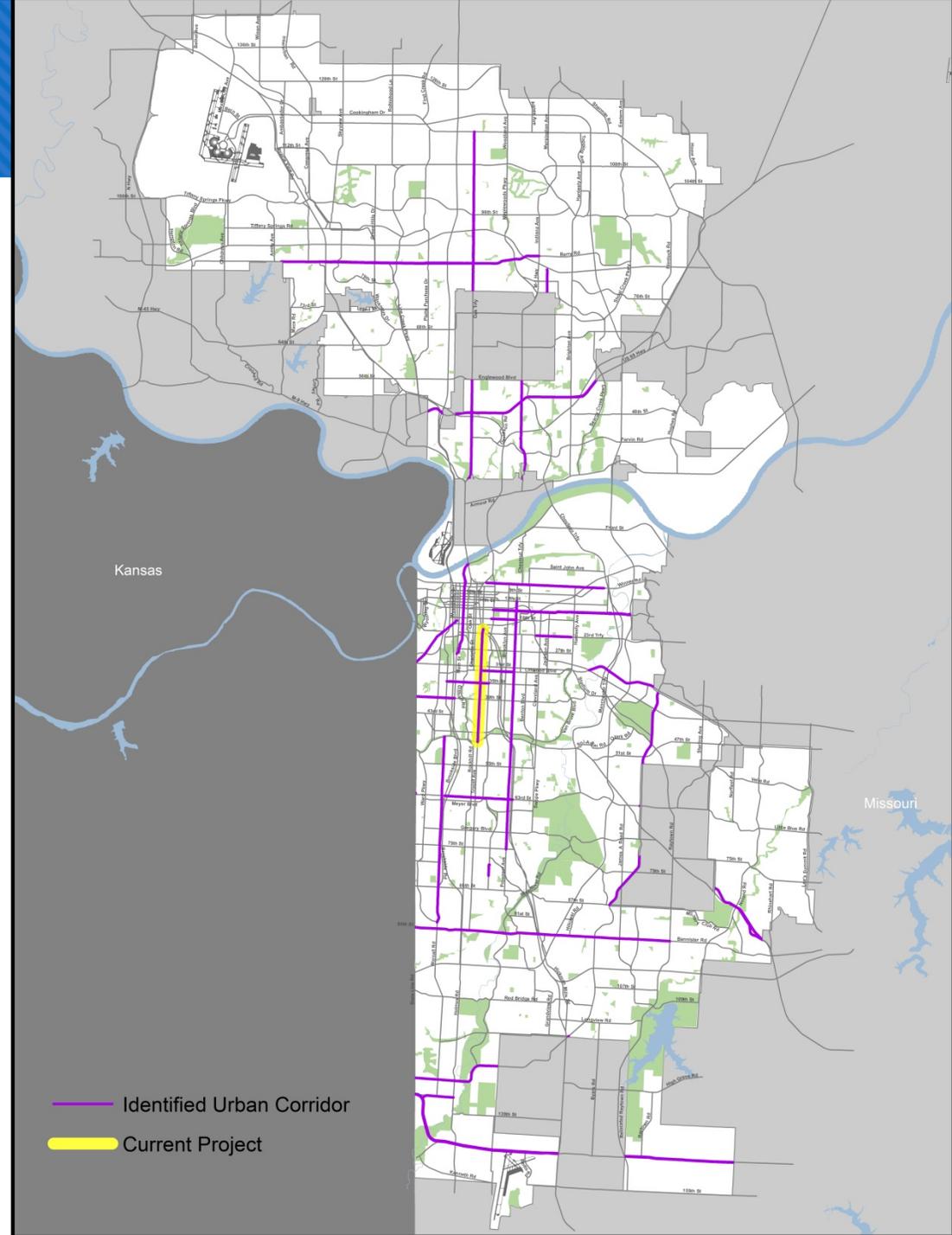


HUD Secretary Castro joined Kansas City leaders (above) - including Congressman Emanuel Cleaver, Mayor Sly James, and Council members Jermaine Reed and Quinton Lucas - in Fall 2015 to announce Kansas City's receipt of a \$30 million HUD Choice Neighborhoods Program grant for the Prose, Gateway neighborhood. The comprehensive revitalization program leverages HUD dollars to provide new high quality housing, access to supportive services such as healthcare and job training, and economic development improvements.



Historically Underdeveloped Corridors: Current Efforts

- North Oak Trafficway
- Independence Avenue
- Prospect Corridor
- Troost Avenue



Historically Underdeveloped Corridors: Troost Avenue

○ Troost Avenue

- City partnering with MARC and KCATA on Troost/Prospect ROW Enhancements PSP Study (30th – 42nd)
- Redevelopment of Armour Blvd & Troost Ave
- Redevelopment of former doctor offices to high-rise apartments at 67th & Troost Avenue called Rockhill Greens.
- LISC, UNI and the City are working with property owners to create a redevelopment plan for the areas of 31st Street to Linwood Blvd and Harrison Street to Forest Avenue. This is part of the KC-CUR plan recommendations which were prepared in 2016.
- Squier Park neighborhood is in the process of downzoning areas within their neighborhood from Armour Blvd to Paseo to 39th Street to Forest Avenue.
- Country Club/Waldo Area Plan is being updated. Troost Avenue from 55th Street to 85th Street is within the boundaries of the area plan. Recommendations will be included identifying Troost as an area for redevelopment efforts.

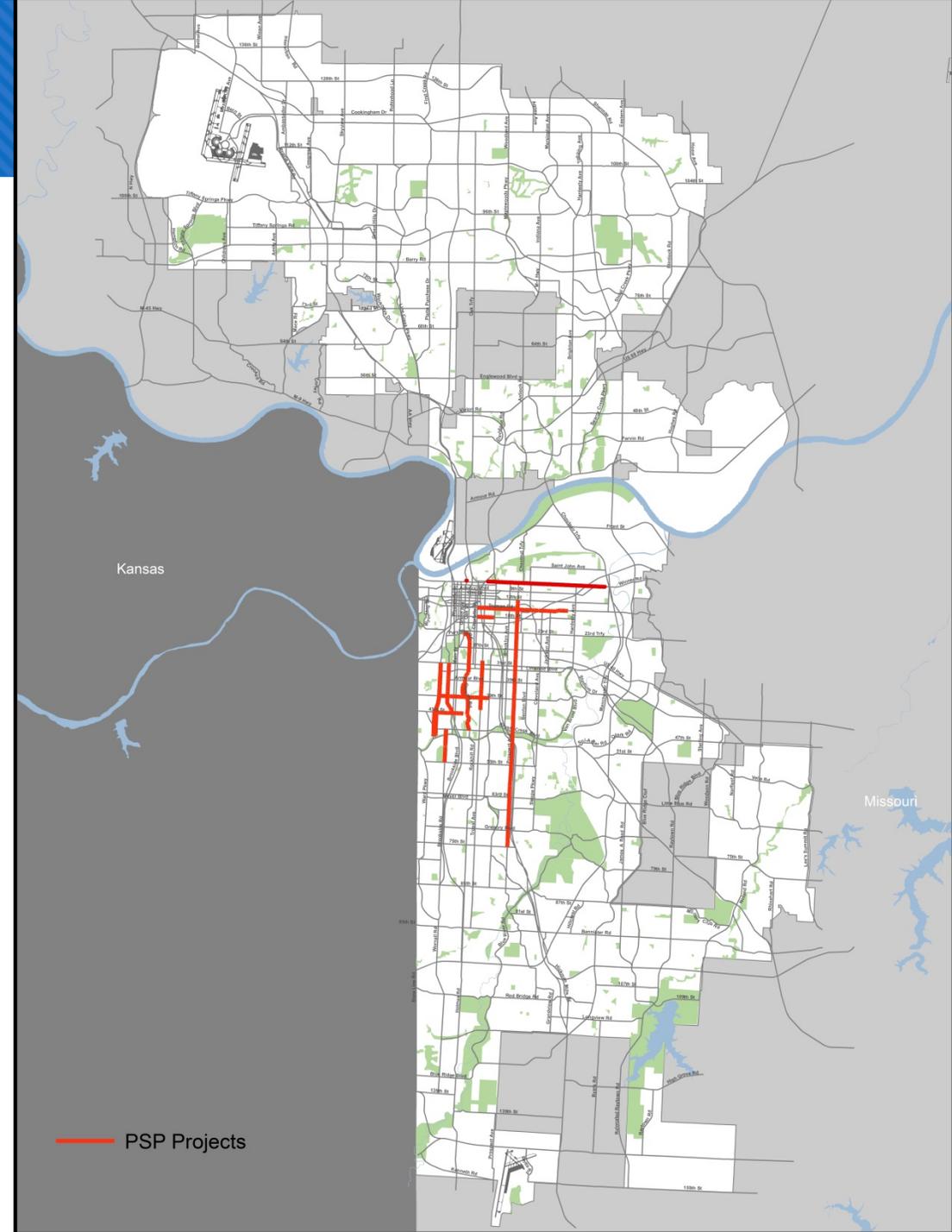


**Troost
Corridor
Priority
Area**



Historically Underdeveloped Corridors: PSP Projects

- 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



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.

KCMO Arts Market Study

PURPOSE OF STUDY

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

BUILDING BETTER COMMUNITIES THROUGH THE ARTS



artspace

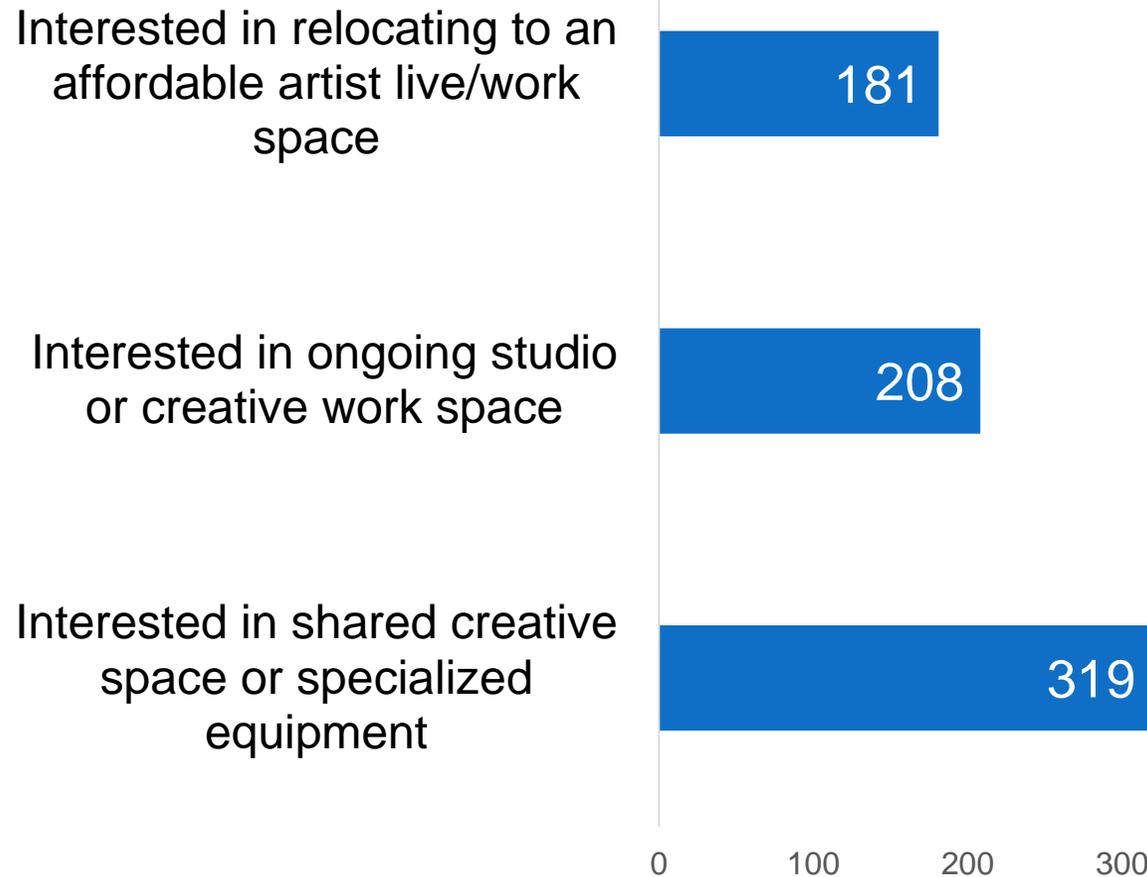


ArtSpace Findings for Individual Respondents

515 total individual respondents

47% of interested respondents' household incomes are at or below 60% of AMI for Kansas City

Individual interest



DISCIPLINE*	#	%
Painting/Drawing	54	30
Music (Vocal/Instrumental/Recording/Composition)	53	29
Literary Arts/Writing	35	19
Film/Video/Television/Digital/Web-Based Production	31	17
Photography	31	17
Mixed Media	28	16
Theater Arts (Acting/Directing/Production, Etc)	25	14
Art Gallery/Exhibition Space/Curatorial	24	13
Graphic Arts/Design	24	13

ArtSpace findings for organizations/businesses

KEY FINDINGS - ORGANIZATIONS/BUSINESSES

- 101 total responded
- 71 are interested in space
- 42 interested in one-year or longer lease
- 62 interested in short-term or occasional rental
- 33 interest in both long- and short-term rental



artspace

KEY FINDINGS - ORGS/BUSINESSES WHERE ARE THEY LOCATED?

Of organizations and businesses that expressed interest in affordable space (71 total):

LOCATION	#	%
Kansas City, MO, proper	56	79
Greater KCMO area	15	21



Creative Space Recommendations

A: ARTSPACE-MODEL MIXED-USE FACILITY

- Including, depending on location:
 - ✓ **Up to 60 units** of affordable **live/work residential** apartments
 - ✓ **Up to 40 units** of affordable **private studio/work** spaces
 - ✓ **2,000 - 3,000 square feet** of **creative commercial / co-working / shared makerspace**
- Creative space specialized equipment and features:
 - ✓ **Gallery/Exhibition space**
 - ✓ **Shared Computers with Design Software**
 - ✓ **Music Recording Studio**
 - ✓ **Rehearsal space (theater, performance art, etc.)**
 - ✓ **Classroom teaching space**
- Ideal location within 1/4 or 1/2 mile of public transit



Glenn North, artist

Creative Space Recommendations

B: LOCAL PRIVATE DEVELOPMENT

Conduct informational sessions for local KC developers **about market demand** for private studio space and other non-residential creative space

Encourage local developers to incorporate creative space into existing or planned/future projects

Develop policy to incentivize private development to build affordable and useable creative spaces (live/work, studio, co-working space, etc.)



Elgin Artspace Lofts; Elgin, Illinois

Creative Space Recommendations

C: SHARED SPACE WITH CREATIVE TENANT

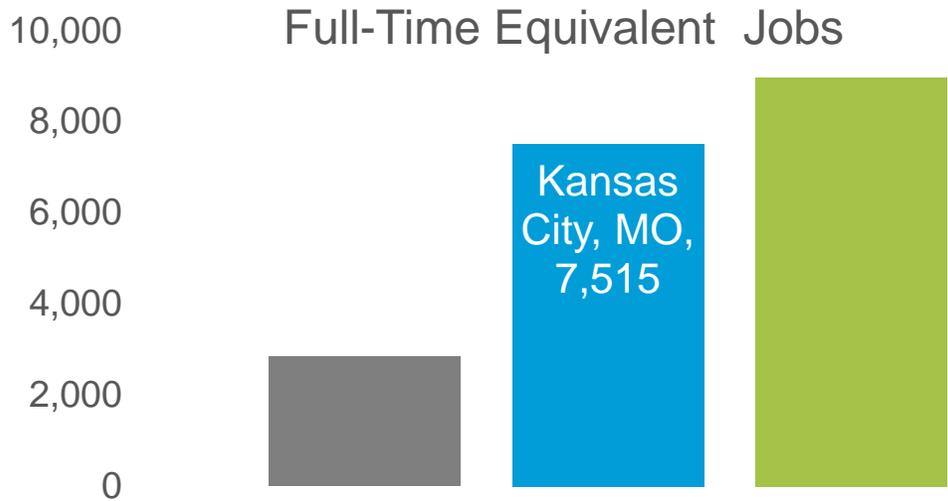
- Identify top 2-3 potential creative businesses to anchor a shared space project
- Project could include flexible **commercial space** for creative businesses, **shared office space**, and/ or **shared studio space** for short-term rent/membership
- **Anchor tenant(s)** would ideally manage programming/reservation/ rental of shared spaces
- Could be **industry-specific**



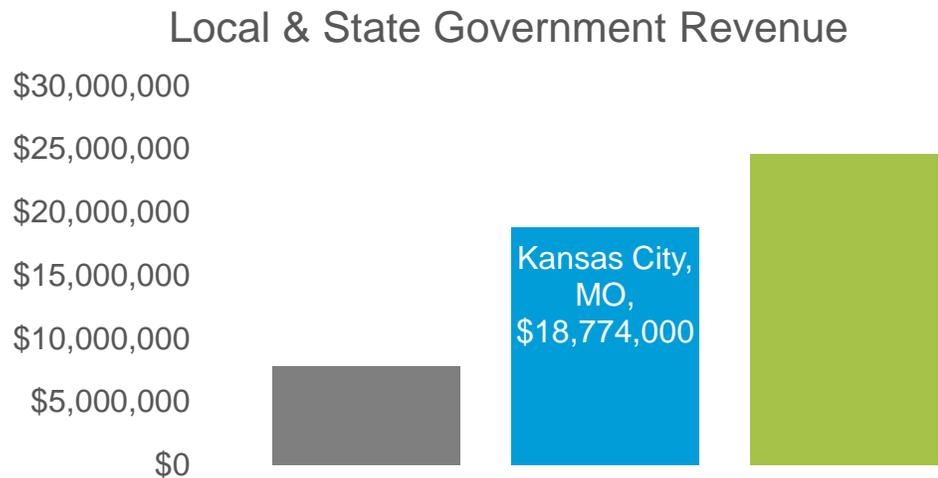
Tyler Kimball, Monarch Glass

Arts and Economic Prosperity Study

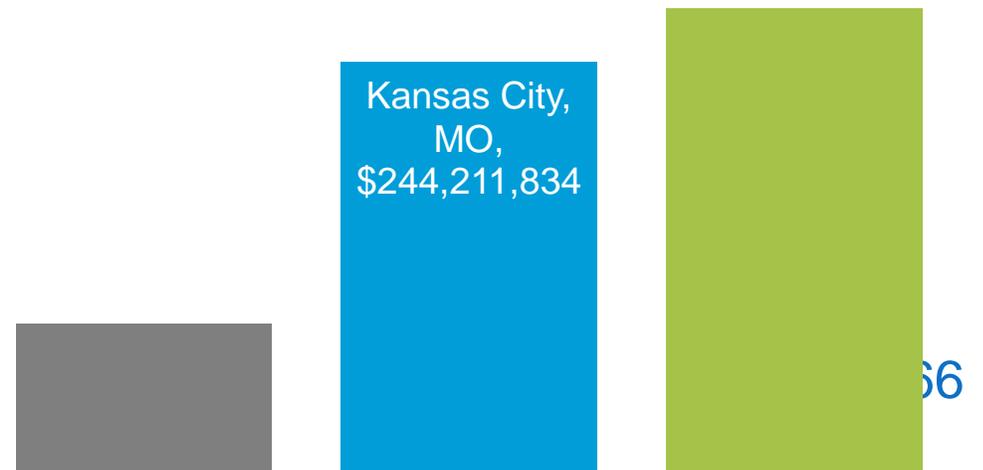
■ Study Region Median ■ Kansas City, MO ■ KC Metro Region



Resident Household Income



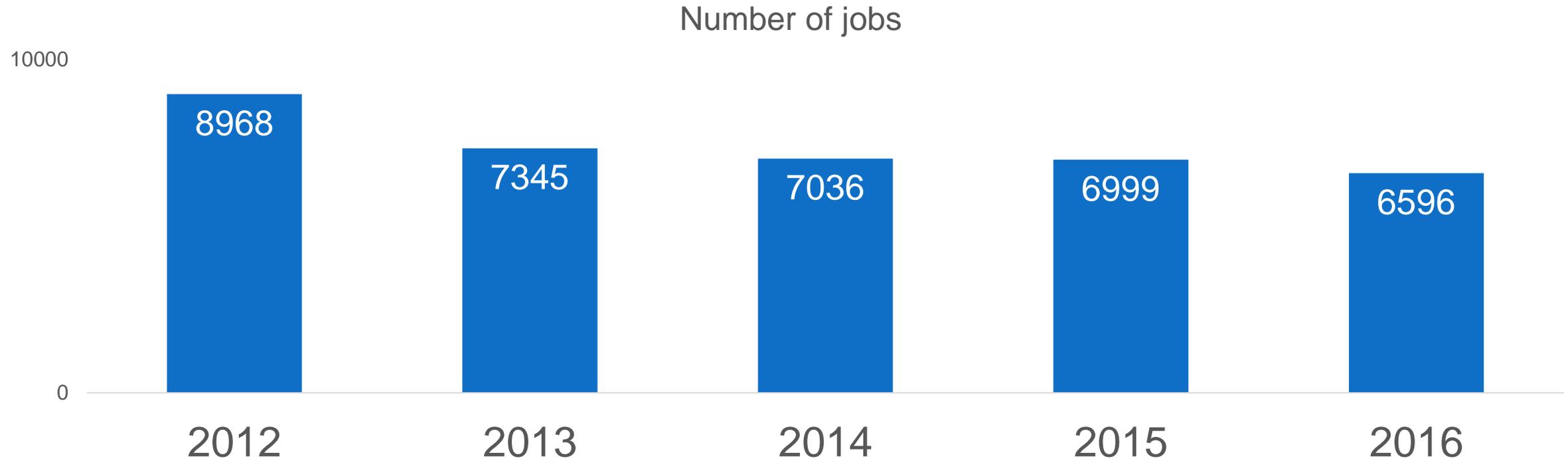
Total Economic Impact



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

Job Creation by Small Businesses

Cumulative Jobs created 2012 – 2016: **36,944**

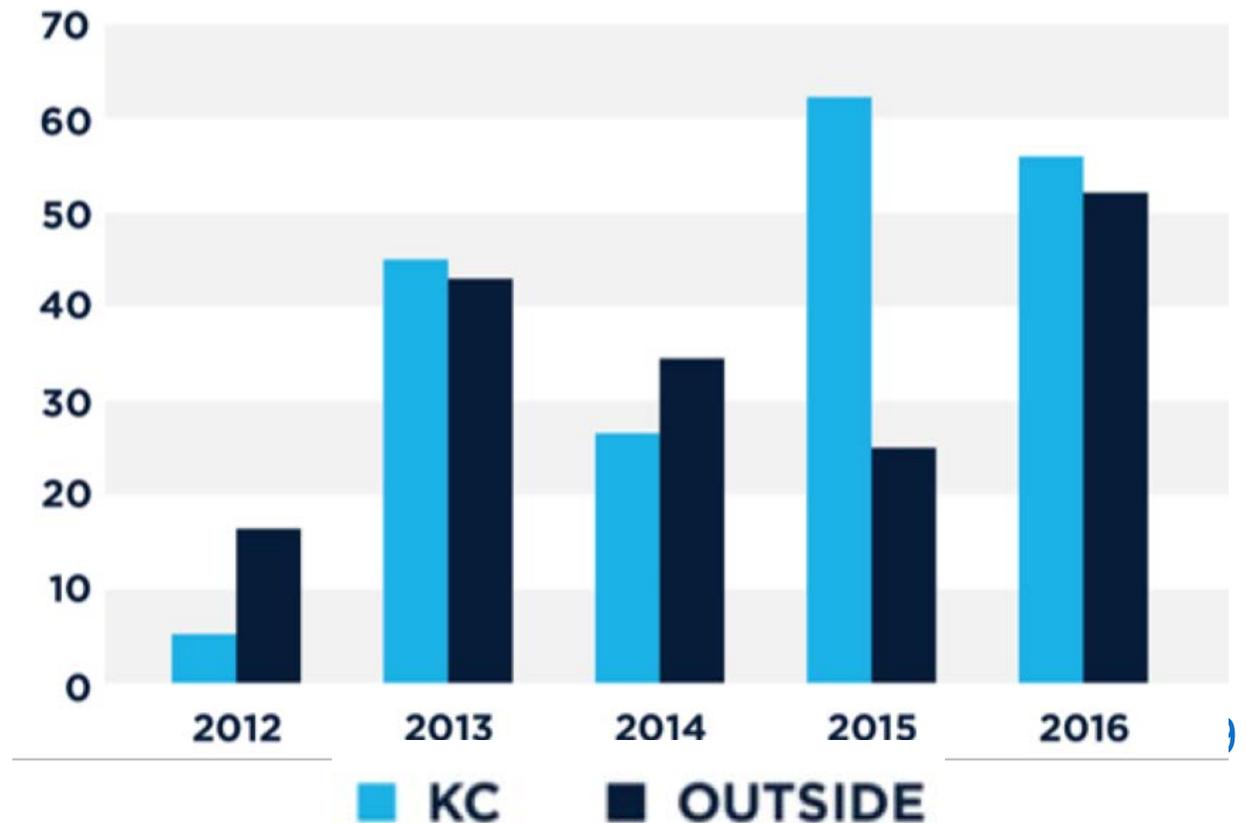


○ These figures represent jobs created by companies who hired their very first employees (between 1-20 people) in each year.

New Developments in Capital Opportunities

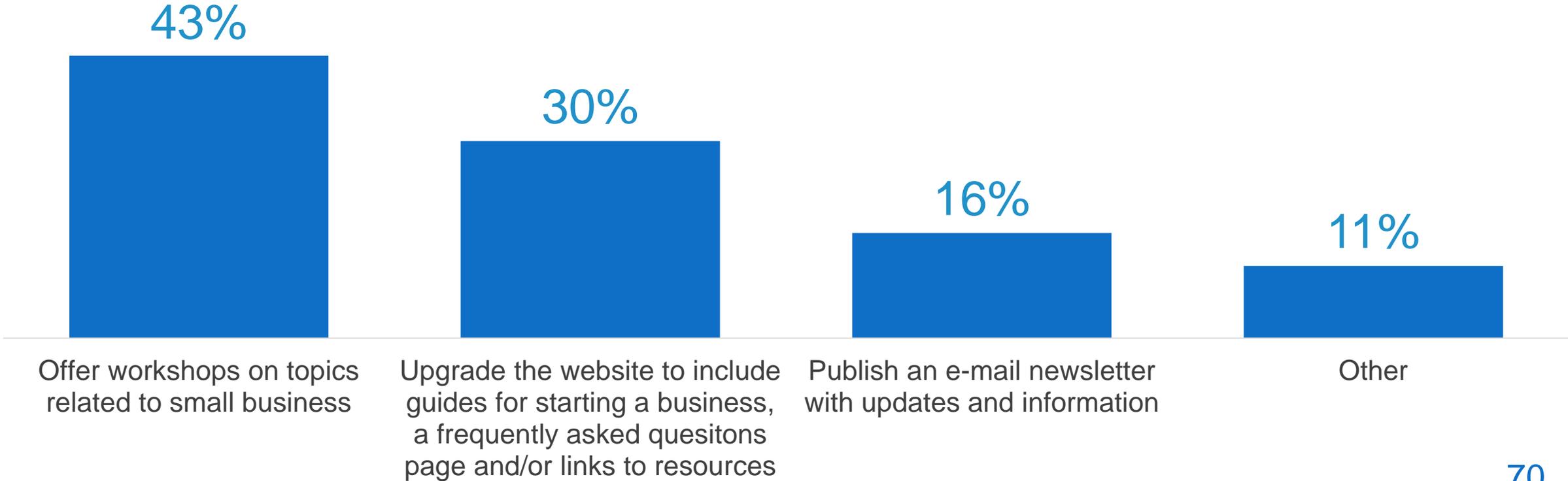
- Department of Treasury Microloan Award:
 - Altcap (\$686,500)
- HRD 4 Change initiative and partnership with Lead Bank

KCSourceLink shows that the number of investors in the local KC market as grown over time:



BizCare Survey Results

- KC BizCare sent out a customer service survey on August 31st, 2017.
- The survey was sent to all businesses who had been in contact with KC BizCare since January 1st, 2017 (1,330 businesses—41 responded).



KC BizCare Outreach

KC BizCare
Projects
Completed/Ongoing

- Multi-Cultural Business Happy Hour
- Northland EDC Small Business Bootcamp
- Northland Neighborhoods, Inc.
- Kauffman Entrepreneurship Summit
- Business Law Entrepreneurs
- KCMO Library Entrepreneurship class

Upcoming Projects

- Workshop in Business Opportunities
- Global Entrepreneurship Week
- 2017 Survey of businesses along streetcar
- E-Commerce workshop
- Marketing workshop
- IRS workshop

KC BizCare Clients



KCStat Reporting KCBizCare												
Month 2016	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Number of new clients	197	216	251	157	137	136	114	158	144	148	123	104
Number of referrals	644	687	792	517	524	428	374	534	421	464	475	367
Number of networking events	8	12	6	12	10	12	7	11	13	11	12	4
KCStat Reporting KCBizCare												
Month 2017	Jan	Feb	Mar	Apr	May	June	July					
Number of new clients	160	153	195	191	177	175	138					
Number of referrals	612	550	657	572	519	562	497					
Number of networking events	13	9	10	8	14	12	13					

Urban Business Growth Initiative Scholarships

UBGI FY2018 (8/1/17 to 7/31/18) Year To Date

▶ Scholarships Available 8/01/17 – 7/31/18:

FastTrac New Venture ▶ 25

FastTrac Tech/
Growth Venture/
Ice House/

Construction Business Mgmt

Social Media/ Financial Management
Government Contracting ▶ 30

▶ Scholarships Used as of 9/27/17:

FastTrac New Venture ▶ 13

FastTrac Tech/
Growth Venture/
Ice House/

Construction Business Mgmt

Social Media/ Financial Management
Government Contracting ▶ 9

Source: KCMO Small Business Committee Update



TechWeek Kansas City 2017

September 11 – September 15



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

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

Determine connection between city plans and initiatives

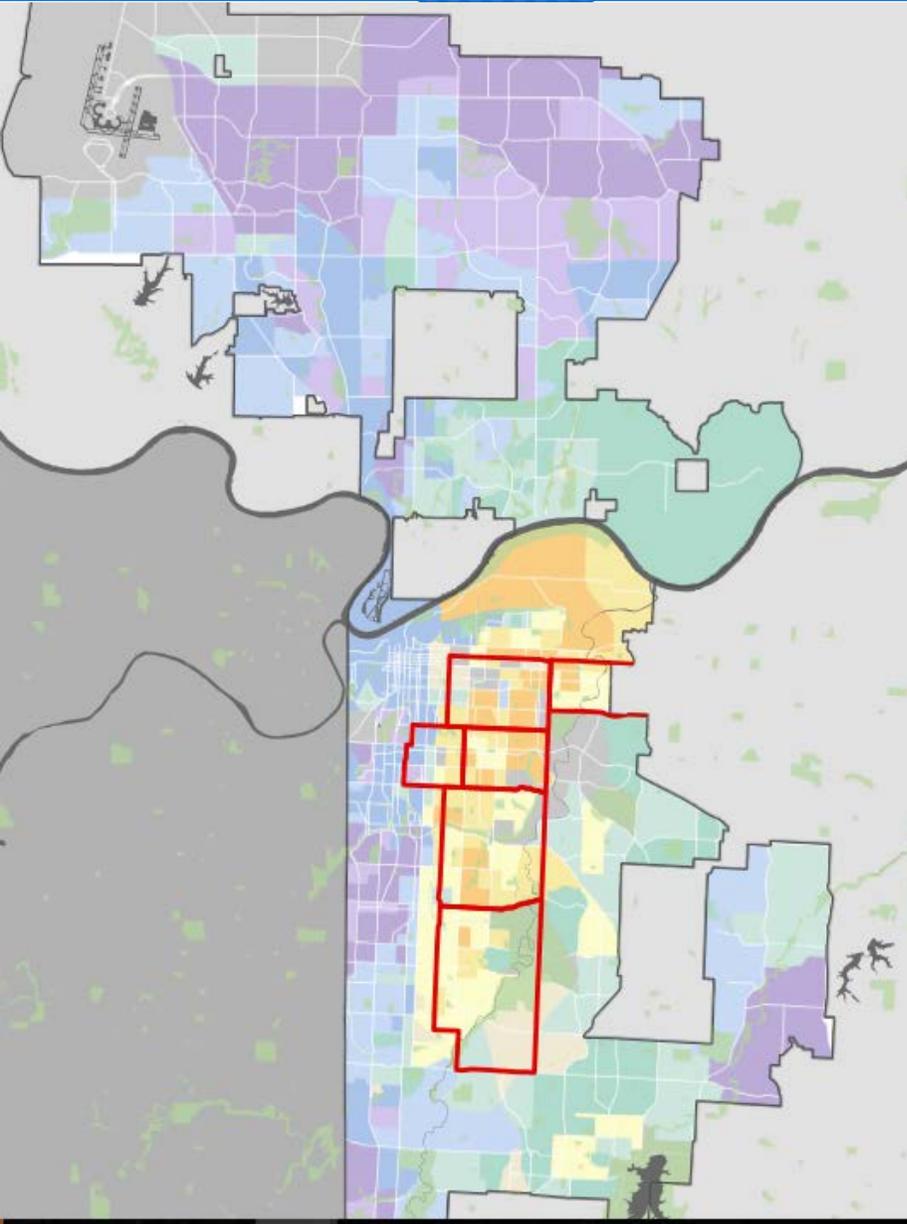
Research and benchmarking of peer cities

Community engagement sessions

Determine key metrics based on research and community needs

Make policy recommendations

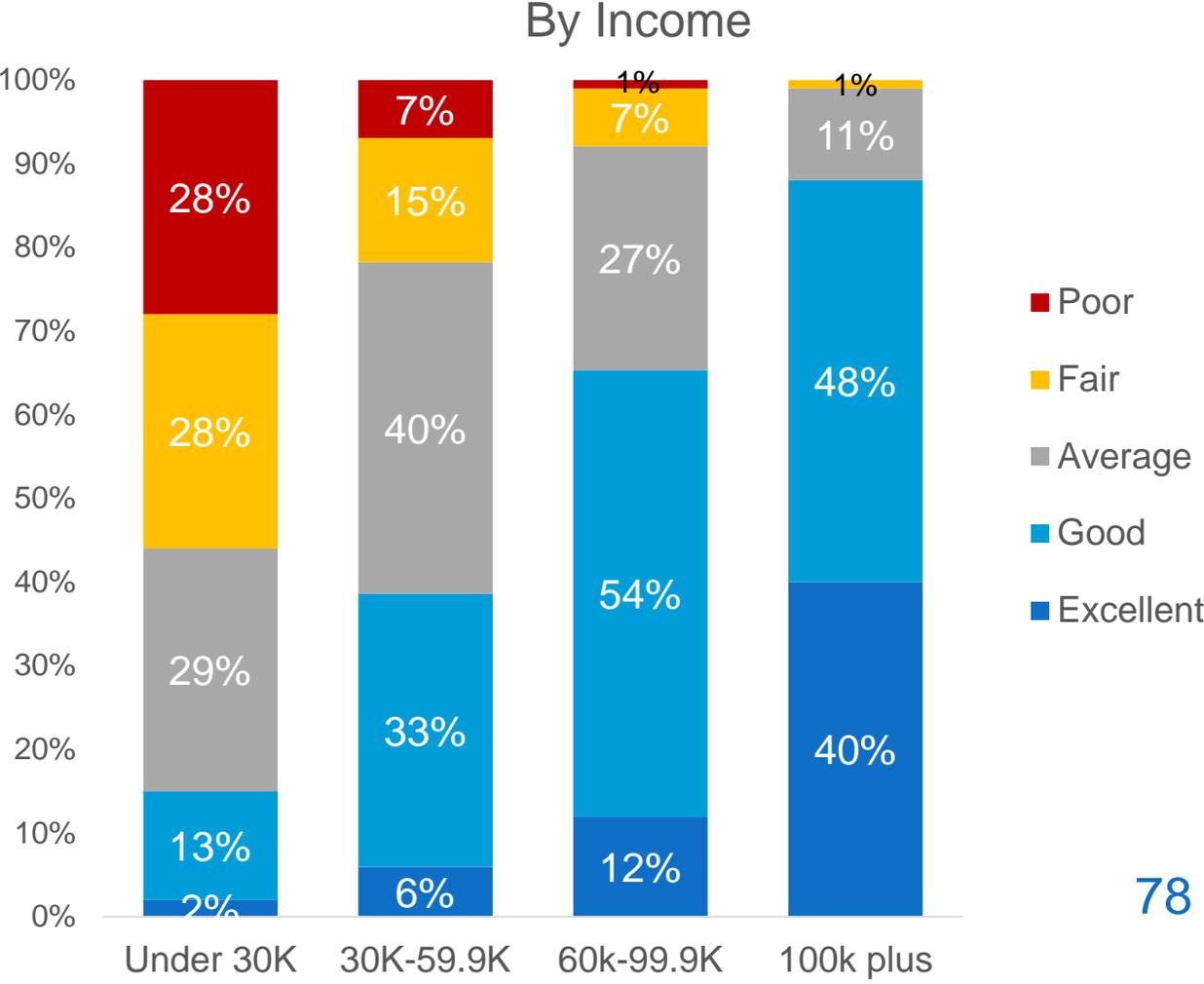
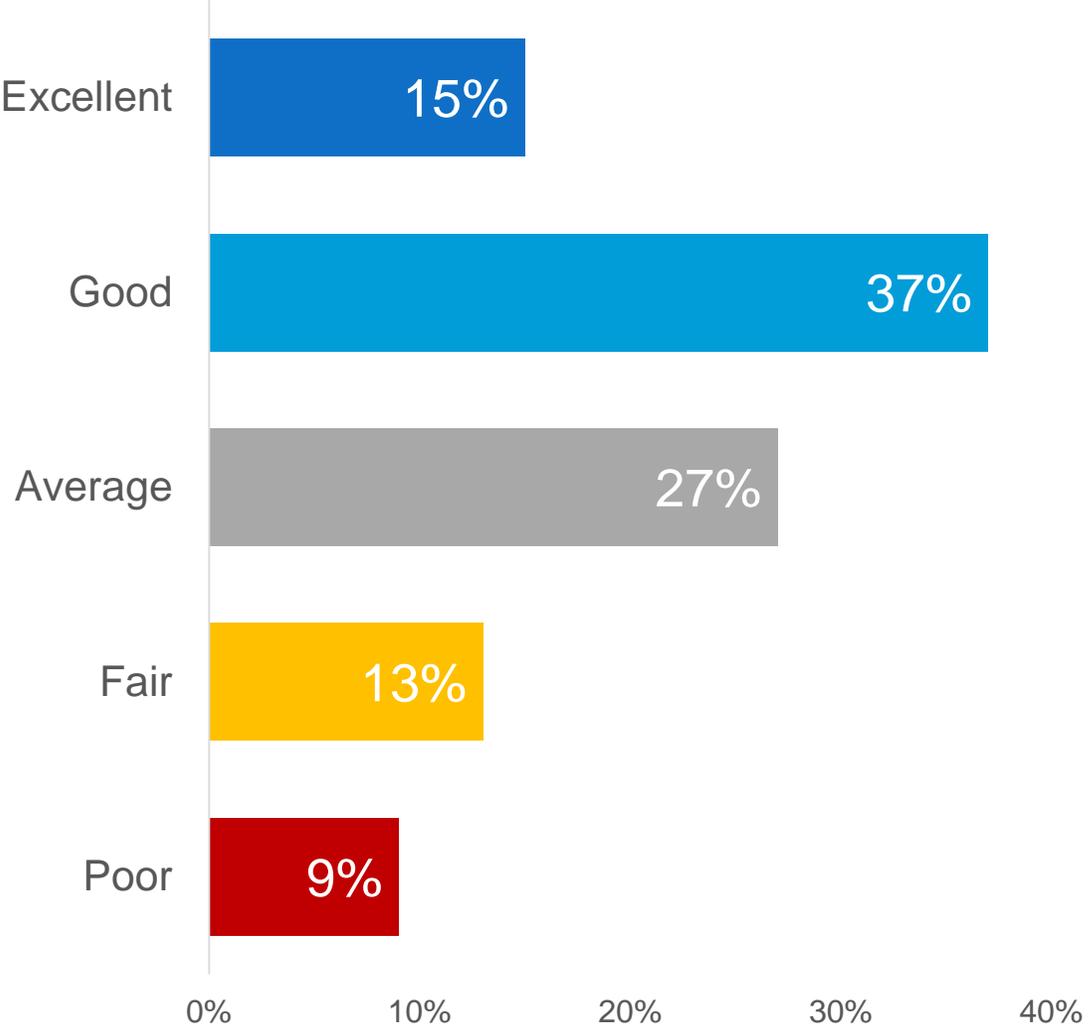
Economic Mobility and Market Value Analysis



- Example of connection between city plans and efforts:
 - Data in Market Value Analysis
 - Efforts around improving variance in life expectancy (LifeX)

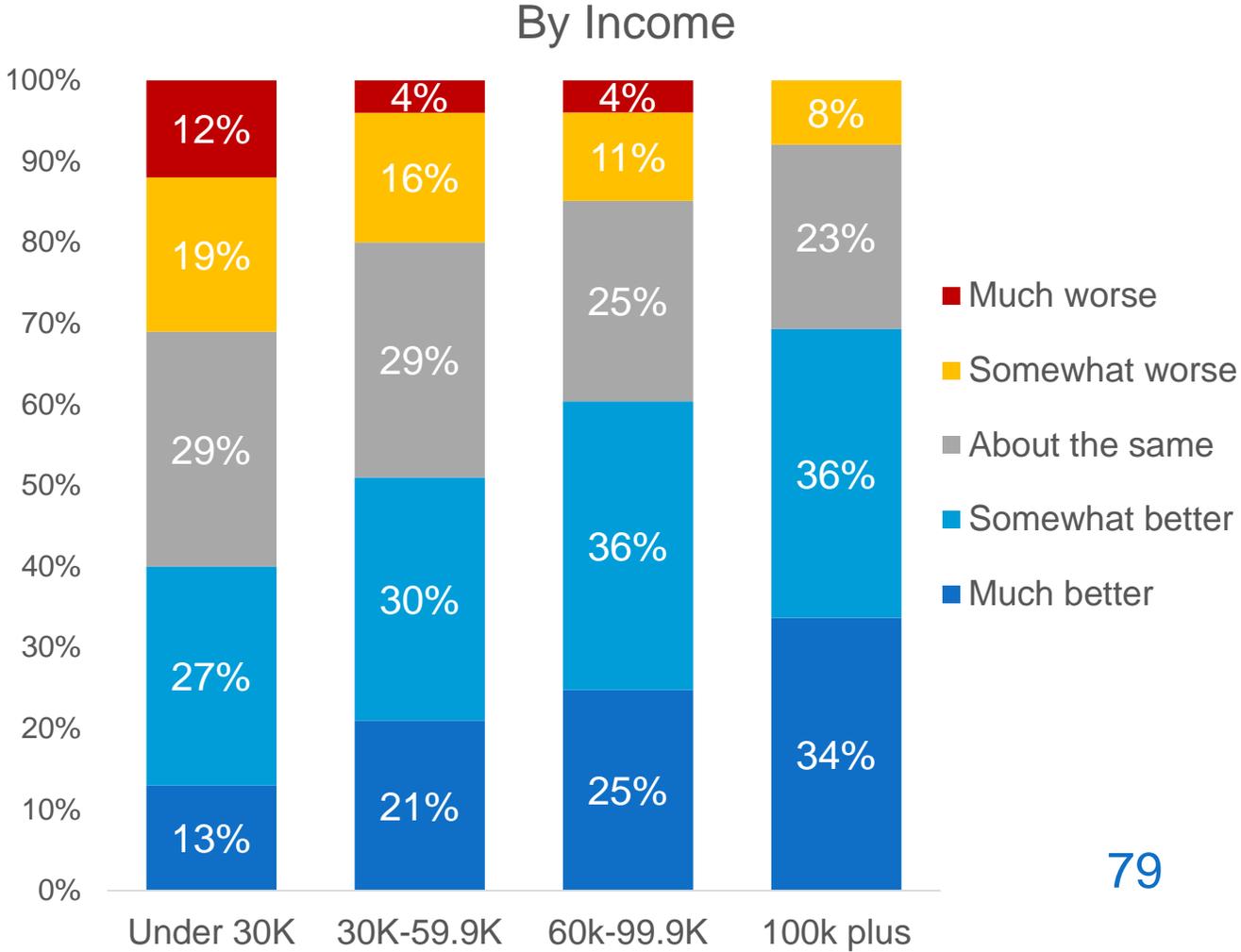
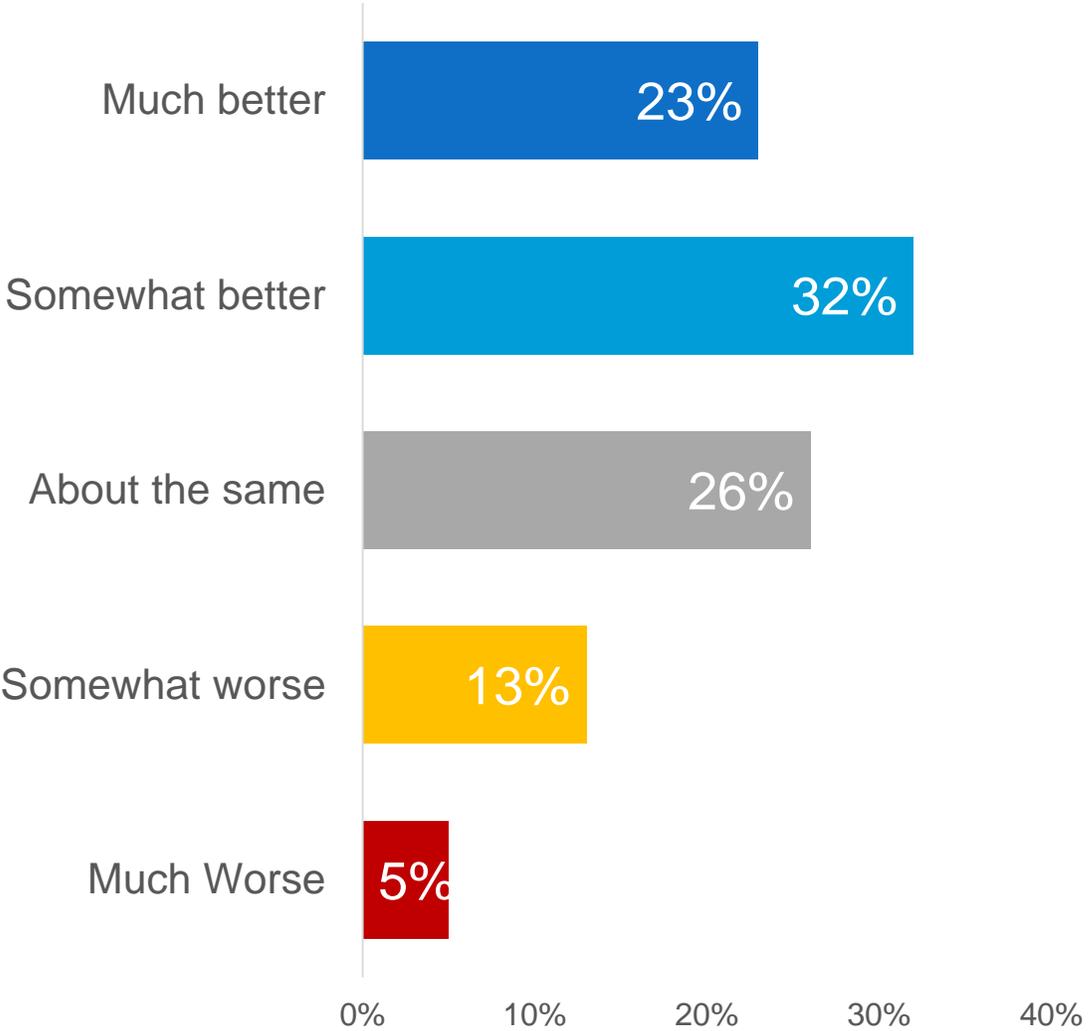
Resident ratings of economic condition

Thinking about your ability to meet your household's needs, would you say your financial situation is:



Resident ratings of economic mobility

Thinking about your parents when they were your age, how would you compare your standard of living to theirs?
 Would you say your standard of living is:

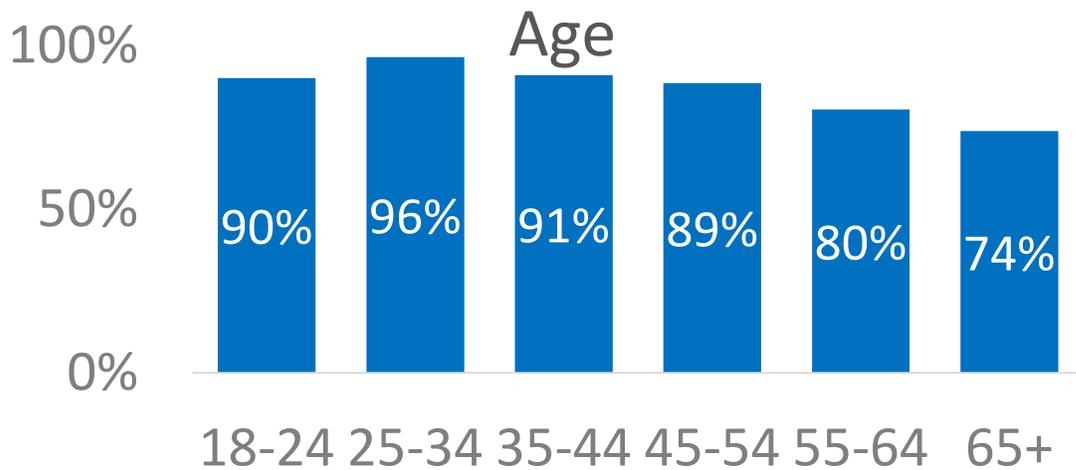




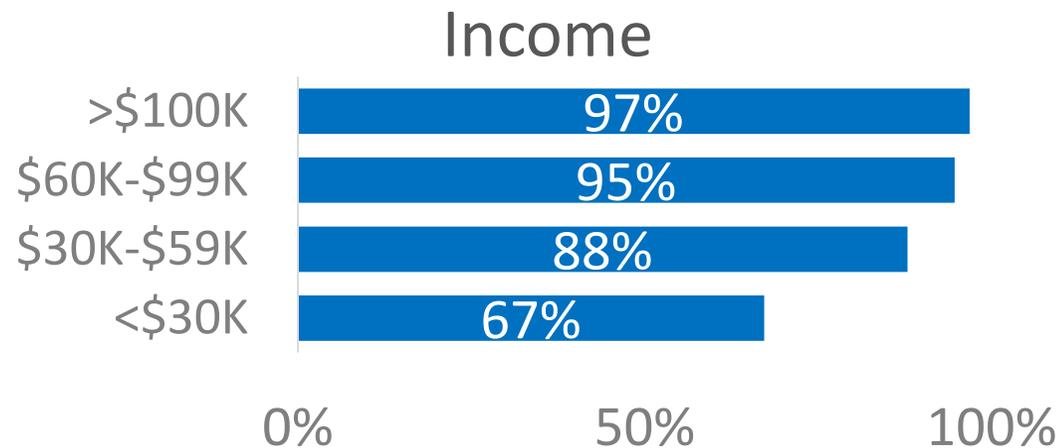
Adopt and implement the digital inclusion strategic plan.

What We Know about Internet Access in KCMO

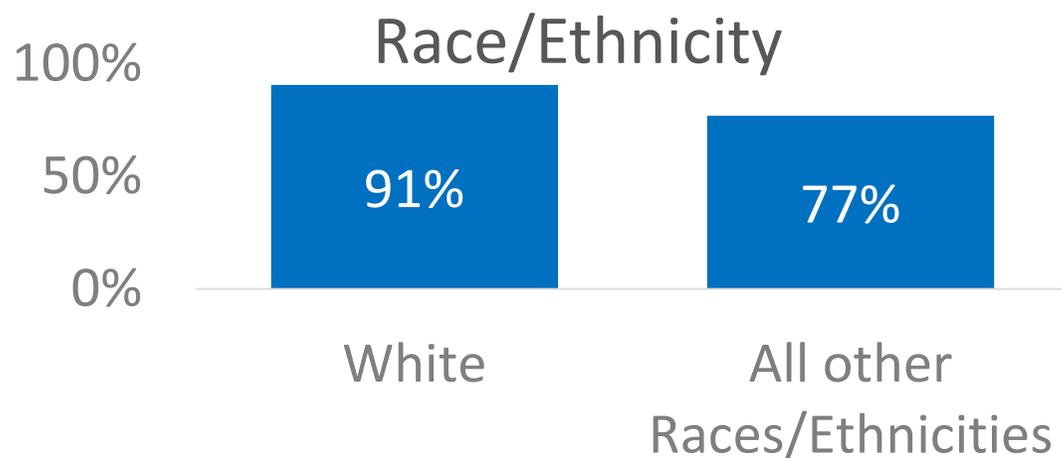
(Percent with Access to Internet at Home)



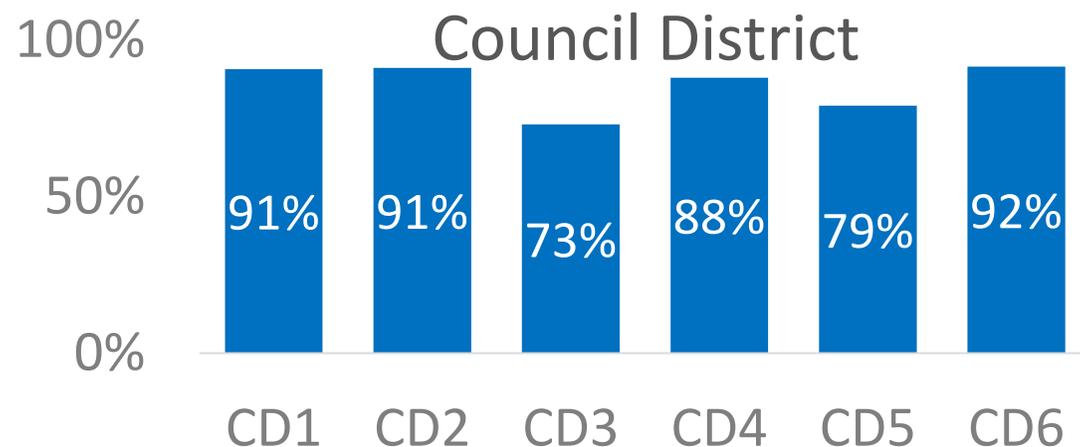
It Decreases with Age



It Decreases with Income



A Large Race/Ethnicity Gap Exists

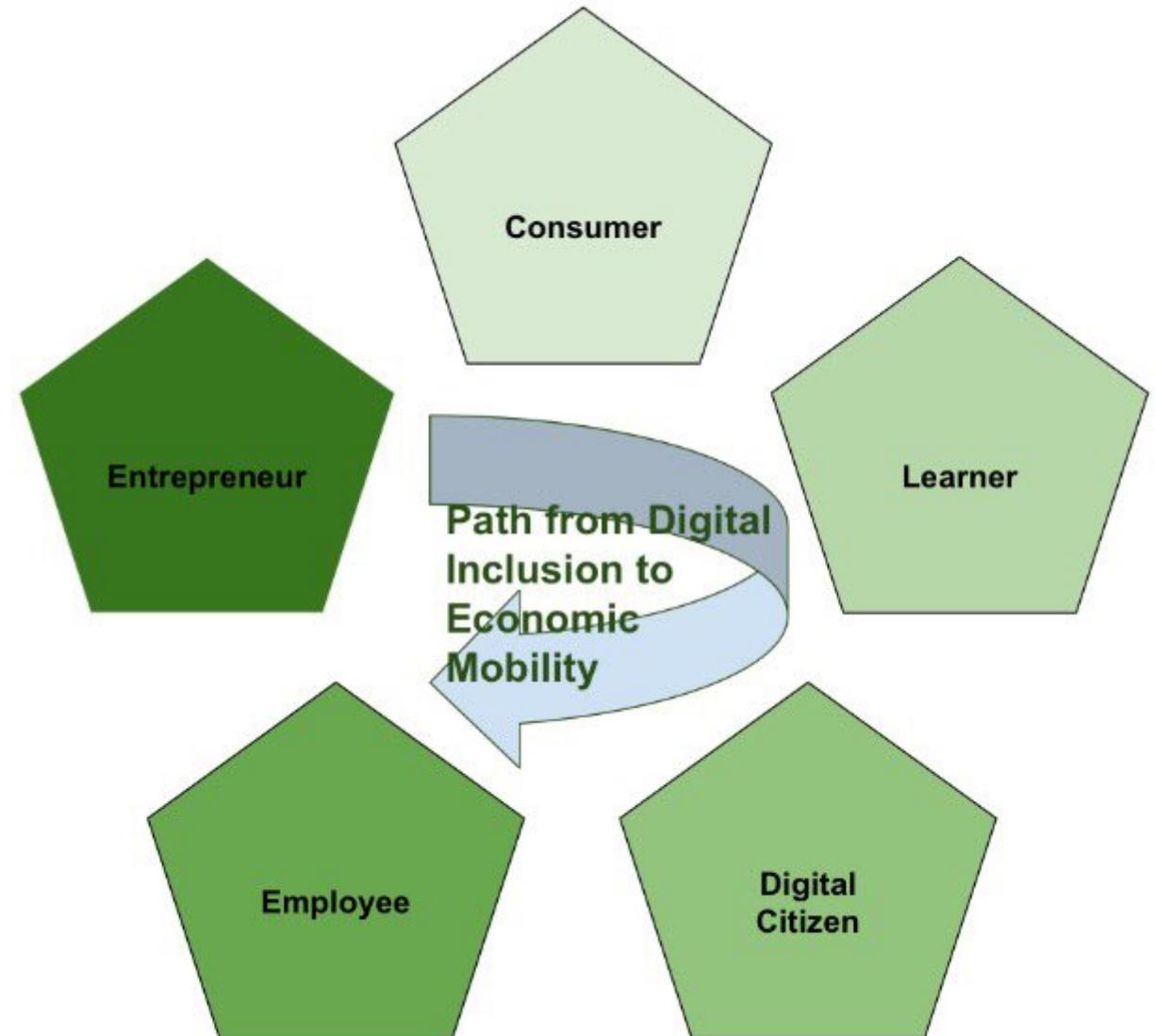


Is Lowest in Council District 3

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



Digital Inclusion Partnerships



- ConnectHome

- Through ConnectHome Nation, Google Fiber is connecting over 1,300 households in the Housing Authority.

- Digital Equity Partnership (d-DE)

- 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



Economic Development Strategies

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

AdvanceKC Proposed Metrics

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 new jobs
- Patent Activity
- Availability of Capital

Place

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

Metrics on People

Metric	Baseline 2010	2010 US Benchmark	Most Recent Data 2015	
Kansas City Population	459,787	13.2%; lowest of peers	474,862	3.27%
% of population that is working age (20-64 years old)	61.8%	59.9%	62.40%	0.97%
Educational Attainment: % population HS degree	25.8%	28.5%	26.10%	11.62%
Educational Attainment: % population Some college	23.90%	21.3%	21.50%	-10.04%
Educational Attainment: % population Associates degree	7.40%	7.6%	7.80%	5.4%
Educational Attainment: % population Bachelor's degree	18.4%	17.7%	20.70%	12.5%
Educational Attainment: % population Graduate degree or higher	11.50%	10.4%	12.60%	9.56%

Metrics on Prosperity

Metric	Baseline 2010	2010 Benchmark	Most Recent Data 2015	Percent Change
Average annual wage (KC three-county area)	\$43,487.33	NA	\$48,184.67	10.8%
Patents per 10,000 residents	2.95	Lagging two peers	3.96	34.23%
Unemployment	10.00	NA	5.7	-43.0%

Metrics on Place

Metric	Baseline 2010	US 2010 Benchmark	Most Recent Data 2015	Change
Housing Affordability Ratio*	Not Available	Slightly lagging two peers	233.6	NA
Median Home Values	\$138,900	\$179,900	\$138,400	-0.36%
Violent crime per 100,000 residents**	1,139.5	404	1417.3	24.37%
Property crimes per 100,000 residents**	5571.2	2942	4441.3	-20.28%

*Source: National Association of Realtors - Affordability Index of Existing Single-Family Homes for Metropolitan Areas

**Source: City Data

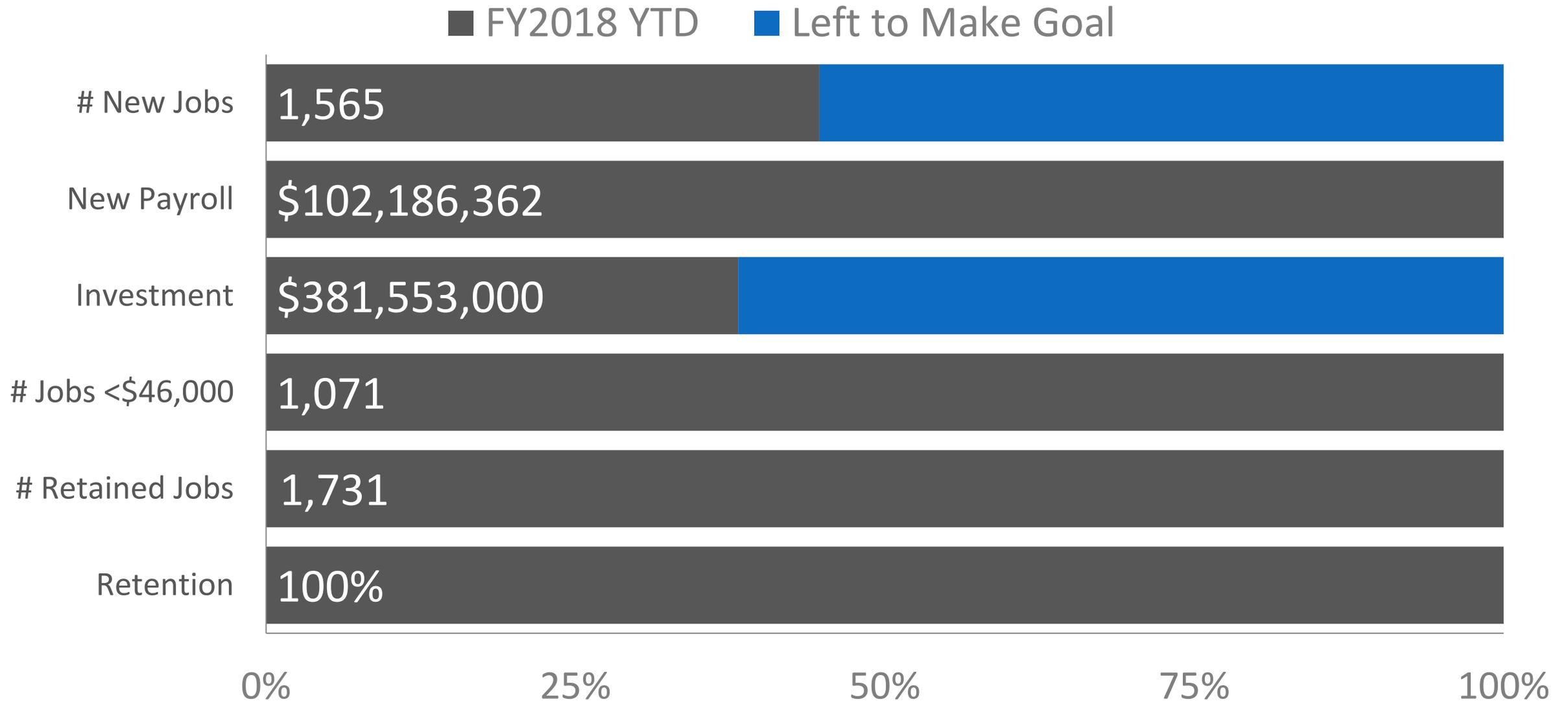
Remaining Competitive

	People	Prosperity	Place	
Competitive Assets	<ul style="list-style-type: none"> • Educational Attainment • Strong Workforce • Family-Oriented • Lifestyle Options 	<ul style="list-style-type: none"> • Entrepreneurship Rates • Economic Stability • Hub for Distribution & Supply Chain/Logistics • Animal Health Corridor • Technology 	<ul style="list-style-type: none"> • Low Cost of Living • Affordable Housing • Healthcare Capacity • Central Location • Cultural Assets – Sports/Arts • Short Commutes • Rail Access 	<ul style="list-style-type: none"> • Population • Logistics Access • Mass Transit • International Airport • Developable Land • Strong Workforce • Cultural/Community Fit • Quality of Life • Time to Operations • Incentives
Competitive Issues	<ul style="list-style-type: none"> • Population Growth Rate • Distribution of Population • Diversity • Poverty – Central City • Perception on Quality of Schools 	<ul style="list-style-type: none"> • Wage Growth/Equity • State Tax Climate • Border War • Access to Venture Capital • Patent Activity • Innovation 	<ul style="list-style-type: none"> • Crime • Historic Segregation Issues • Infrastructure Conditions • Air Quality • Density • Connectivity • Airport Access 	



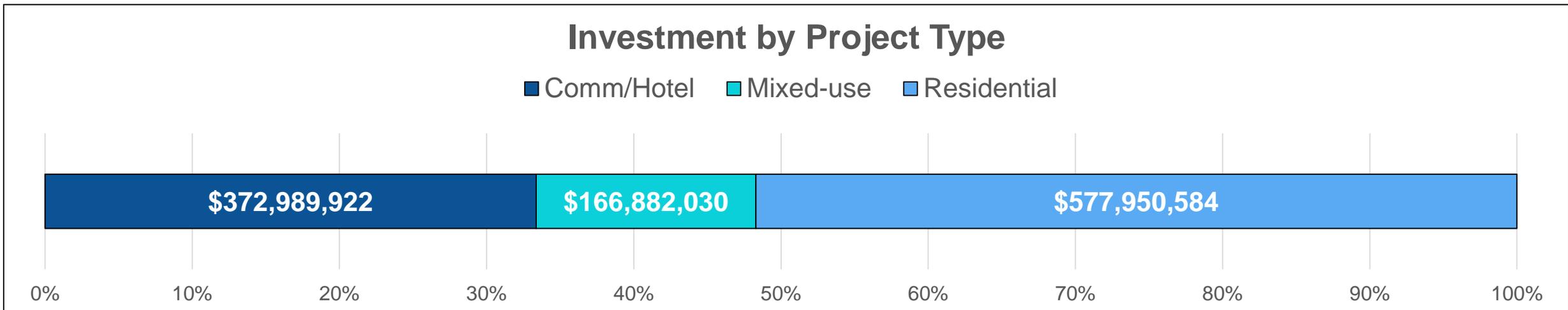
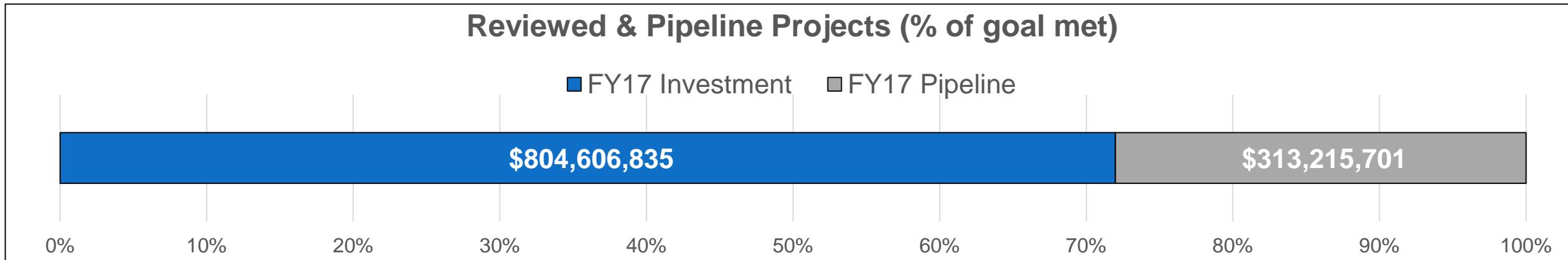
EDC Activity

FY 2018 Q1 Business Development Announced & Established Projects*



*Through 4/7/2017

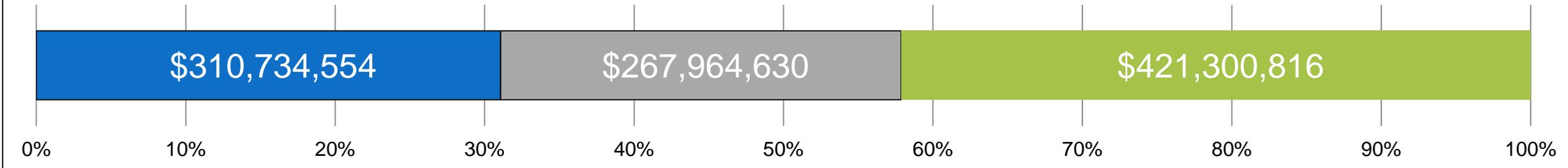
FY2017 AdvanceKC Projects (total \$1,117,822,536)



FY2018 AdvanceKC Projects (May 01 – September 30, 2017)

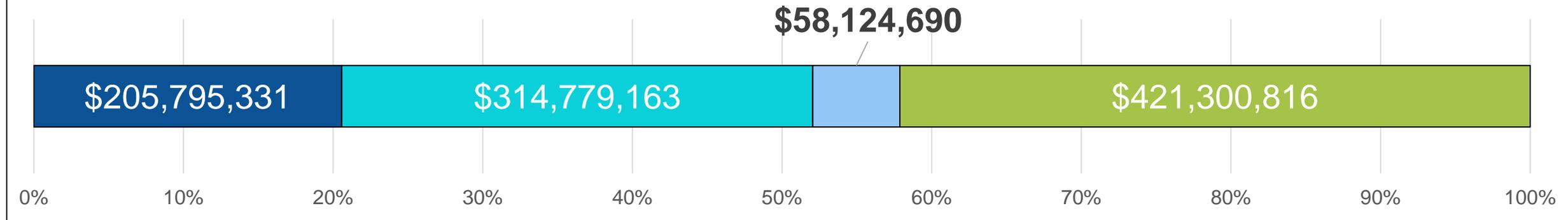
Left to Make \$1 Billion Goal

■ FY18 Investment ■ FY18 Pipeline ■ Left to Make Goal



Investment by Project Type - Left to Make \$1 Billion Goal

■ Comm/Hotel ■ Mixed-use ■ Residential ■ Left to Make Goal



LaunchKC

LAUNCHKC DASHBOARD



400
SUBMITTED
APPLICATIONS FROM
19 STATES



5
OF THE 9 GRANT
RECIPIENTS WERE
WOMEN-LED STARTUPS



2
OF THE 9 GRANT
RECIPIENTS WERE
MINORITY-LED STARTUPS

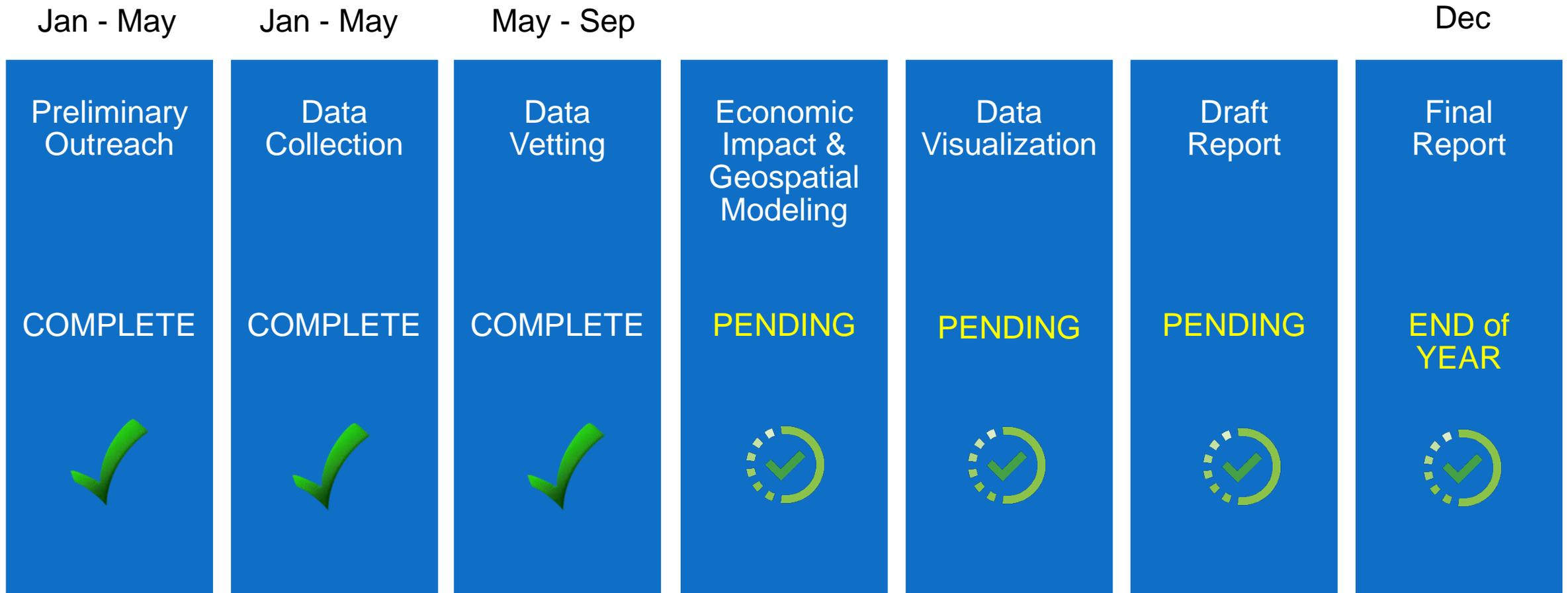


\$500K
IN CASH GRANTS
AWARDED TO 9 TECH
STARTUPS



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

Status of Project



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



City Planning and Development has incorporated recommendations from the Service Improvement Plan into their Department and Division business plans and continues to strive for process and system excellence.

Questions?

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

#KCStat

Planning, Zoning and Economic
Development

