

# KCStat

[kcstat.kcmo.org](http://kcstat.kcmo.org)

October 2, 2018

#KCStat

Planning, Zoning and Economic Development



# Planning, Zoning and Economic Development

*“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.”*

# How To Get There: 2018-2023 City Objectives and Strategies For Planning, Zoning and Economic Development

1. **Create and implement aggressive neighborhood revitalization plans with special emphasis on historically disinvested corridors and neighborhoods. (Place-based)**
  - a) Develop a strategy to update the City comprehensive plan (FOCUS). (City Planning and Development)
  - b) Evaluate the effectiveness of area plan implementation committees and develop ways to strengthen them. (City Planning and Development)
  - c) Target City resources toward neighborhood revitalization in targeted, distressed areas by using the Market Value Analysis (MVA). (Office of the City Manager)
  
2. **Implement strategies to promote the social and economic well-being of City residents. (People-based)**
  - a) Develop and implement a plan to foster entrepreneurship, small business growth, and development. (Office of the City Manager)
  - b) Identify creative space development needs of the arts, culture, and creative sectors. (Office of Cultural and Creative Services)
  - c) Create a "Shop Local" program. (Office of the City Manager)
  - d) Implement a business-to-business mentorship program. (Human Relations)
  - e) Develop a plan that defines paths to economic mobility for residents. (Health)
  - f) Implement the digital equity strategic plan. (Office of the City Manager)

# How To Get There: 2018-2023 City Objectives and Strategies For Planning, Zoning and Economic Development

## 3. **Strategically target economic development throughout the City. (Policy-based)**

- a) Monitor and report performance of the current and historic use of incentives. (Office of Economic Development)
- b) Collaborate with the Advisory Committee for the Central City Economic Development Sales Tax to support the effective use and implementation of the 1/8 cent economic development sales tax. (Office of the City Manager)
- c) Target and implement economic development strategies by utilizing the Market Value Analysis (MVA). (City Planning and Development)

## 4. **Enhance the operational efficiency of City development activity.**

- a) Implement and monitor the performance of the community development software system, EnerGov, to streamline business processes related to development. (Office of the City Manager)

# How To Get There: 2018-2023 City Objectives and Strategies For Planning, Zoning and Economic Development

## 5. Enhance the City as a destination for leisure and business travel. (Place-based)

- a) Continually invest in annual appropriated capital improvement projects for the City's convention and entertainment facilities. (Conventions and Entertainment Facilities)
- b) Aggressively promote our community as a place to visit and live in partnership with VisitKC. (Conventions and Entertainment Facilities)
- c) Develop a plan to ensure Kansas City International Airport achieves success in becoming a 21st century airport for business and leisure. (Aviation)
- d) Develop a plan to preserve and invest in historic and cultural assets and destinations. (City Planning and Development)
- e) Monitor the use of Neighborhood Tourist Development Fund (NTDF) resources. (Office of Cultural and Creative Services)
- f) Develop a short-term rental ordinance to regulate residential unit sharing. (City Planning and Development)

# Measures of Success

Objective	Measures of Success	Actual FY15	Actual FY16	Target FY17	Actual FY17	Target FY18	Actual FY18	Target FY19
1	Percent of residents satisfied with physical appearance of neighborhoods.	-	56%	-	56%	58%	56%	60%
4	Percent of businesses rating the City as an excellent or good place to do business.	65%	70%	69%	70%	71%	70%	73%
4	Percent of businesses satisfied with overall quality of services provided by the City.	60%	60%	64%	59%	64%	60%	64%
5	Dollars of economic impact from tourism (calendar year)	\$5.1 billion	-	-	\$5.5 billion	TBD	TBD	\$5.9 billion
5	Number of hotel nights booked due to convention center activity per calendar year	203,883	287,657	245,000	222,177	247,000	243,659	281,000

\*unable to measure at this time

**Objective 1: Create and implement aggressive neighborhood revitalization plans with special emphasis on historically disinvested corridors and neighborhoods.**

# Strategy A

- a) Develop a strategy to update the City comprehensive plan (FOCUS).  
(City Planning and Development)

# Preparing for a Comprehensive Plan

## Foundational plans influencing the Comp Plan

- CHIP
- AFFH
- TOD
- 2018 Housing Policy (draft underway)
- 2018 Bike KC Master Plan (draft underway)
- Advance KC

## Developing scope of work for allocated funding



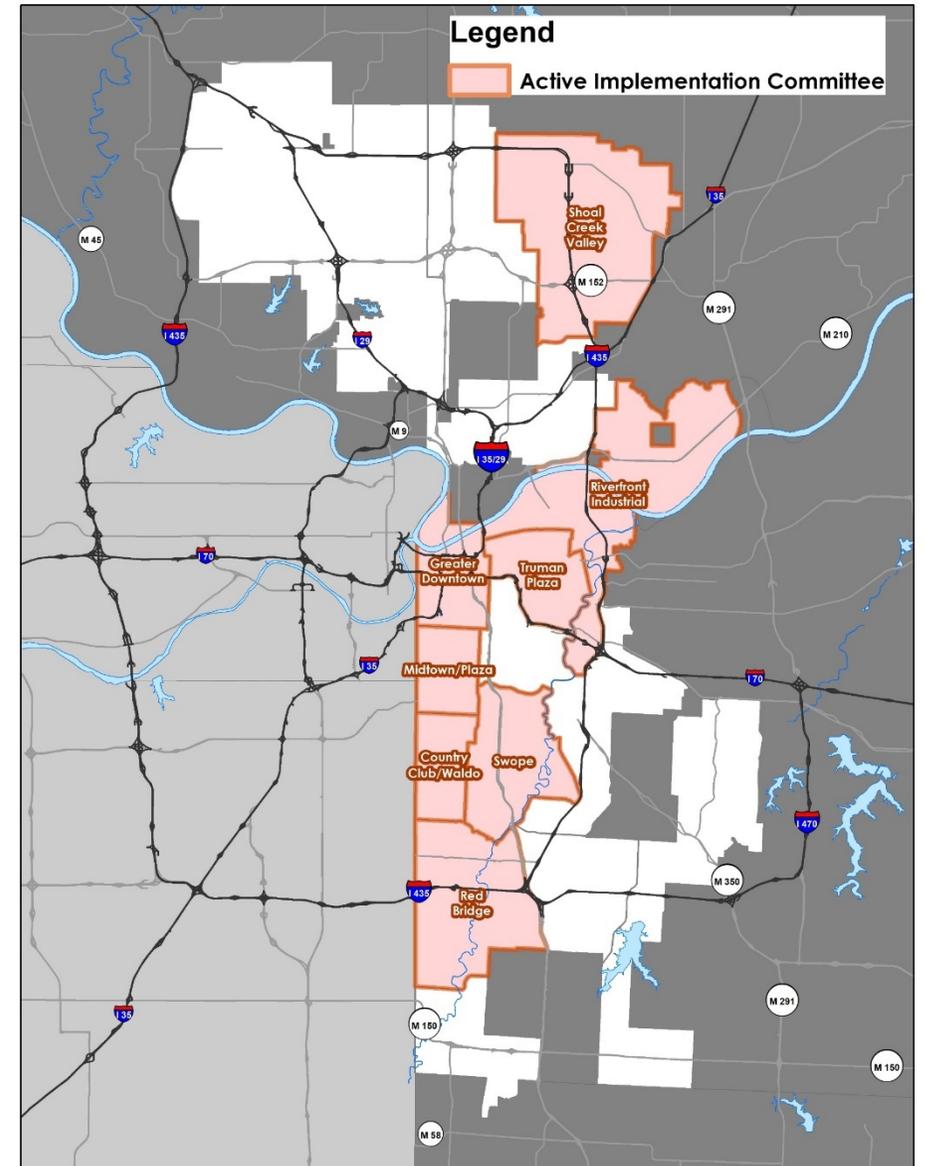
# Strategy B

- a) Evaluate the effectiveness of area plan implementation committees and develop ways to strengthen them. (City Planning and Development)

# Area Plan Program

## Selection of Implementation Committee Results

- Development of PIAC scoring system using GDAP goals
- Main Street zoning overlay completed in 2018
- Plaza bowl concept overlay zoning (underway)
- Midtown Complete Streets PSP study (underway)
- Pursuing PSP grant for streetscape planning in Country Club/Waldo
- Independence Avenue Overlay District adopted in 2016
- HUD Choice Neighborhoods grant awarded to provide mixed income housing
- KCATA is studying the viability of a bus rapid transit line along Independence Avenue
- Working with Clay County and Northland Chamber to identify and fund trail segments in the Shoal Creek planning area
- Highway 71 (Connecting Swope) PSP study (draft completed)
- Troost/Prospect Right-of-Way PSP Study (draft completed)
- Pursuing critical connections to the Three Trails Corridor through PIAC



**Objective 3: Strategically target economic development throughout the City.**

## Objective 1: Strategy C

- Target City resources toward neighborhood revitalization in targeted, distressed areas by using the Market Value Analysis (MVA). (Office of the City Manager)

## Objective 3: Strategy C

Target and implement economic development strategies by utilizing the Market Value Analysis (MVA). (City Planning and Development)

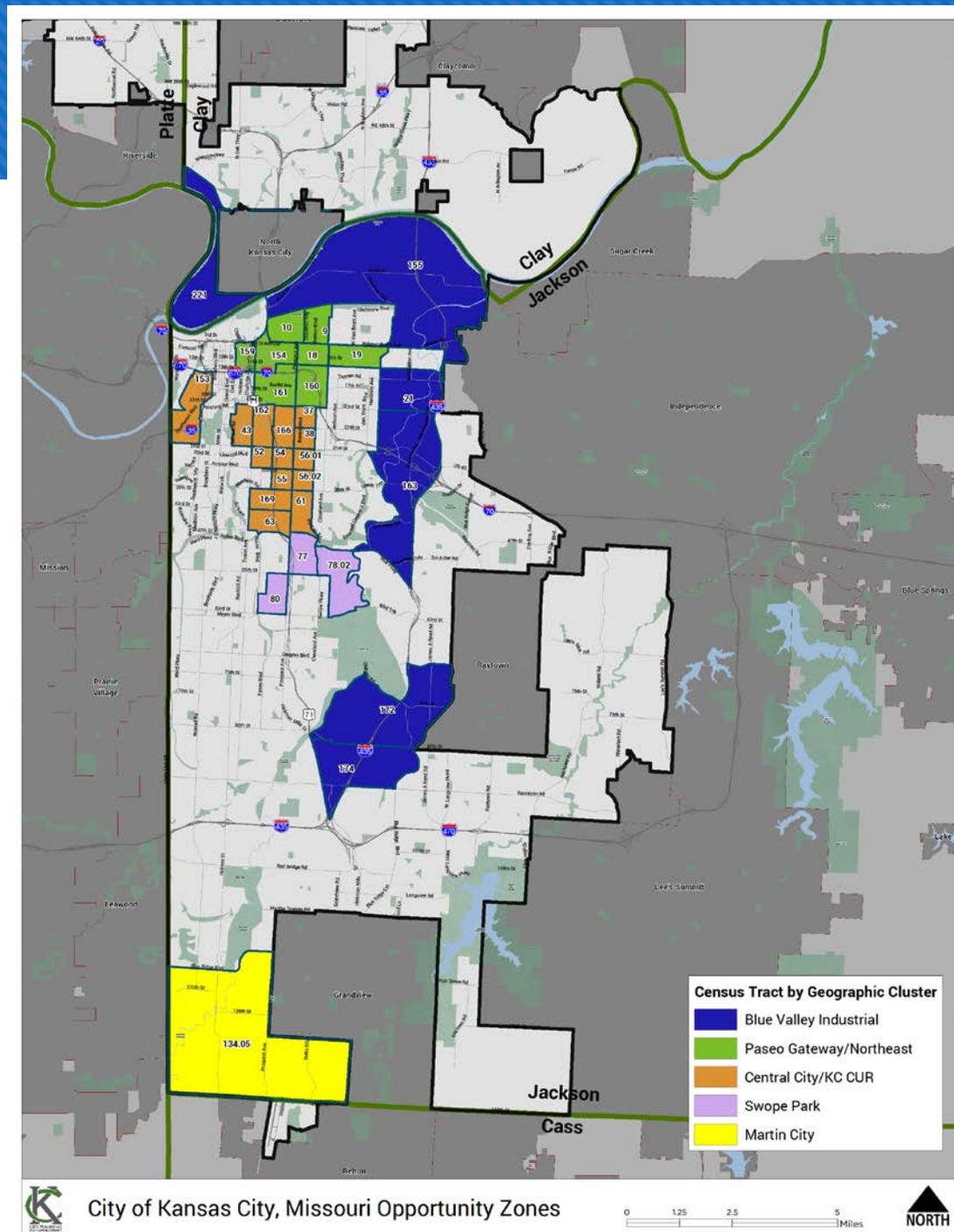
# KC Catalytic Urban Redevelopment (KC-CUR)

In 2015, a partnership of local and regional organizations joined forces to work in the large swath of neighborhoods on the east side of the City. The partnership consisted of the City of Kansas City, MO, Greater Kansas City Local Initiatives Support Corporation (LISC), Urban Neighborhood Initiative (UNI), Mid-America Regional Council (MARC), and the Kansas City District Council of the Urban Land Institute (ULI).

- ***Troost Corridor***: Create a vibrant and stable mixed-use commercial corridor with neighborhood-serving retail.
- ***Ivanhoe Neighborhood***: Stabilize the residential neighborhood and catalyze the market through rehabilitation of existing homes and strategic infill construction.
- ***Prospect Corridor***: Create a vibrant and stable mixed-use commercial corridor.
- ***Wendell Phillips Community***: Initiate the Purpose-Built Community model to produce new mixed-income housing, creating a cradle-to-college education continuum, and introduce community wellness through multiple partnerships and initiatives.

# Opportunity Zone Update

- Provides tax incentives for capital gains that are reinvested into Opportunity Funds
  - 5 years of Opportunity Fund investment provides a 10% reduction in capital gains tax (7 years provides 15% reduction)
  - Holding investment for 10 years provides an exclusion for capital gains generated by Opportunity Fund investment
- Final guidelines for program are under review by U.S. Treasury



# Shared Success Fund Summary to Date

## Definition:

With the passage of ordinance 160383, the City dedicated its portion of property taxes for eligible, incentivized projects to the Shared Success Fund.

## The Fund's Objectives:

- Build on the success of other economic development efforts to accelerate development in severely distressed census tracts
- Provide supplemental resources where private financial institutions are not actively entering severely distressed census tracts

# Shared Success Fund Projects

- There are currently **no funds** in the Shared Success Fund
- The first three projects to contribute to the SSF: River Market West, Ambassador Hotel, and McCown Gordon
- Depending on project construction schedules and the County's valuations, the estimated SSF total by end of year **2018 is \$27,475**
- More projects are slated to come online in 2019

Project Name	Project Location	Agency	Incentive Approved	Estimated Project value	TOTAL EST PILOT	Total Estimated KCMO PILOT (SSF)	Est KCMO SSF 2018	Est KCMO SSF 2019	Est KCMO SSF 2020	Est KCMO SSF 2021
River Market West II	228 W 4th St	PIEA	10 Yrs/75%, 5 Yrs/37.5%	\$ 24,000,000	\$ 2,702,838	\$ 543,488	\$ 13,584	\$ 13,756	\$ 13,756	\$ 13,931
Ambassador Hotel	1111 Grand Blvd	PIEA	10 Yrs/75%, 15 Yrs/37.5%	\$ 14,900,000	\$ 1,960,999	\$ 394,318	\$ 7,700	\$ 7,700	\$ 7,899	\$ 8,105
McCown Gordon	850 Main St	Ch 100	8 Yrs/75%	\$ 12,000,000	\$ 264,260	\$ 53,138	\$ 6,191	\$ 6,315	\$ 6,441	\$ 6,570
			Total	\$ 50,900,000	\$ 4,928,097	\$ 990,944	<b>\$ 27,475</b>	\$ 27,771	\$ 28,097	\$ 28,606

# Strategy B

- 2) Collaborate with the Advisory Committee for the Central City Economic Development Sales Tax to support the effective use and implementation of the 1/8 cent economic development sales tax. (Neighborhood and Community Services – Housing Division)

# Central City Sales Tax Board Priorities

## **Commercial/Industrial Development:**

Construction of large-scale office buildings and mixed-use projects, through new construction or building rehabilitation. Also includes industrial developments and manufacturing facilities.

## **Residential Development**

Build quality multi-family and single-family housing and pursue the expansion of housing options to include mixed-income and mixed-use

## **Catalytic and Incremental Projects**

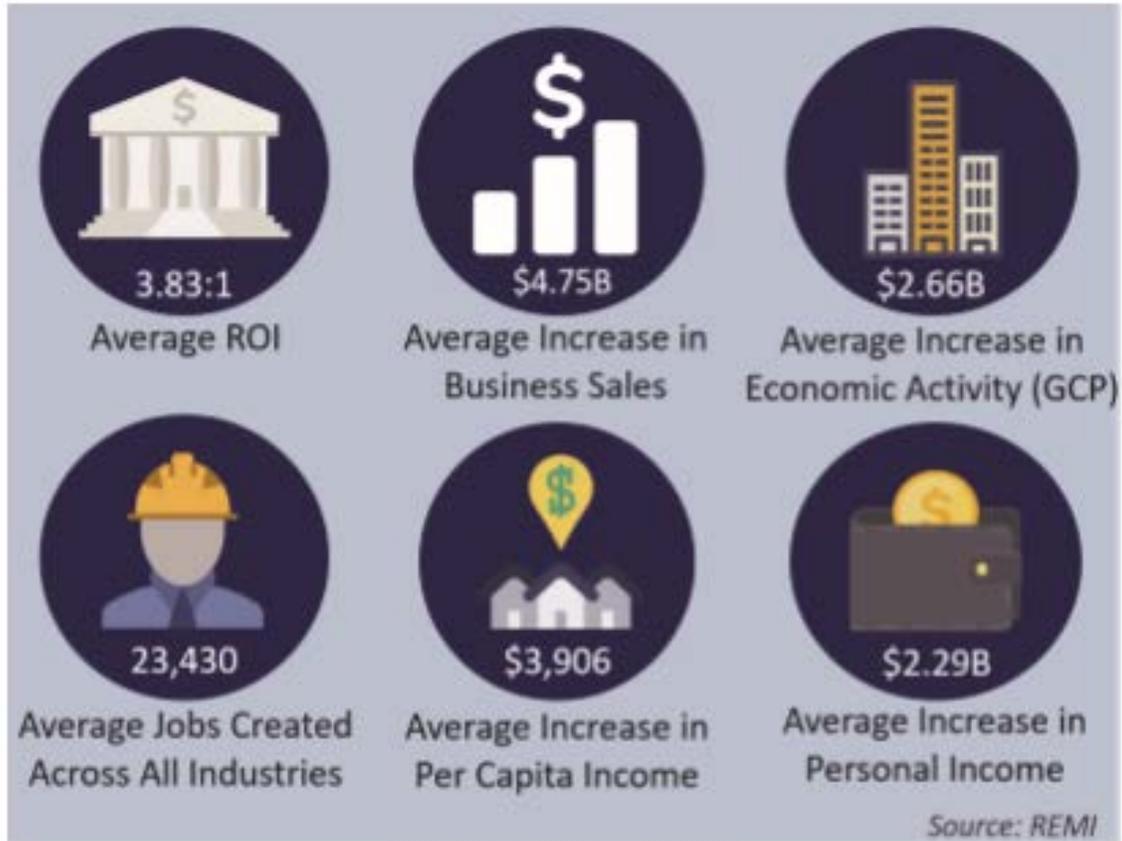
The sales tax will be used for both catalytic and incremental projects.

# Strategy A

- a) Monitor and report performance of the current and historic use of incentives. (Office of Economic Development)

# Key findings of Incentives Analysis

## OVERVIEW OF THE ECONOMIC & FISCAL IMPACTS OF THE ESTIMATED CONTRIBUTION OF INCENTIVIZED ECONOMIC DEVELOPMENT PROGRAMS IN KANSAS CITY, MISSOURI, 2006–2015



## 5 NEXT STEPS FOR CONSIDERATION FOR INCENTIVES MANAGEMENT

### DATA

- Modify incentive application forms and reports that are submitted by recipients to ensure clearly and consistently defined outcome measures.
- Continuously update the data set created as part of this study using City and County sources.

### REPORTING

- Incorporate jobs and investment reporting on **actual** outcomes achieved by active projects separately from recently approved projects and their expected outcomes in reports. The distinction should be clear to audiences.
- Incorporate data on incentive **outcomes** into KCStat.

### ENGAGEMENT

- Work with community and stakeholder groups to select additional indicators of interest. These indicators may be integrated with Triple Bottom Line or equitable economic development objectives.

# Ratio of Private Investment to Abatements (FY2018)

Public investment leveraged nearly \$327 Million in private investment, a ratio greater than 8:1

Program	Investment from Redevelopment Projects	Local Incentives Approved
Chapter 100	\$29,000,000	\$838,284
LCRA	\$83,126,743	\$5,606,386
EEZ	\$18,030,160	\$1,442,710
Chapter 353	\$11,400,000	\$11,400,000
PIEA	\$185,266,083	\$21,346,525
<b>Overall Average</b>	<b>\$326,822,986</b>	<b>\$40,633,905</b>

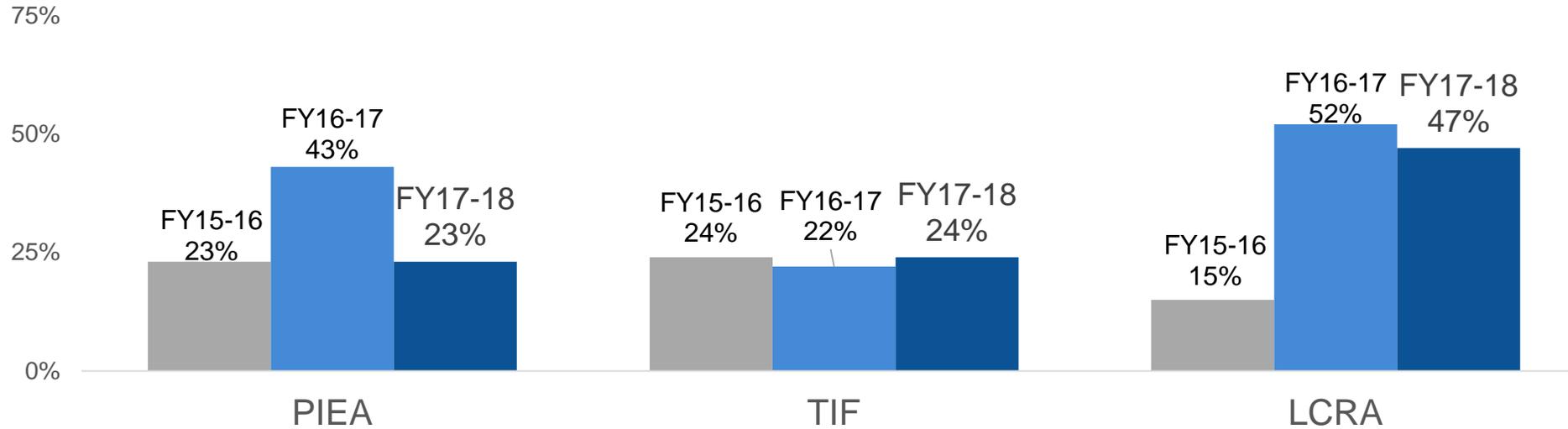
# TIF Aggregate Benefits FY2018

Sum of Base Assessed Value (AV)	Sum of Assessed Value (AV) at Termination	\$ Increase	% Increase
\$8,648,000	\$54,857,000	\$46,209,000	534%

Plan	Ordinance	Projects Terminated	Year	Base AV	AV at Termination	% Increase
Shoal Creek Parkway	180085	A, B	2018	\$ 3,736,000	\$ 36,520,000	878%
11th Street Corridor	180375	D, G1, G2, H1, H2	2018	\$ 561,000	\$ 4,237,000	655%
New York Life	180376	1	2018	\$ 243,000	\$ 7,603,000	3029%
Southtown/31st and Baltimore	180377	D	2018	\$ 3,222,000	\$ 2,842,000	-12%
Americana Hotel	180378	1	2018	\$ 886,000	\$ 3,655,000	313%

# Agency Utilization Minority And Women Business Enterprise (M/WBE)

## M/WBE Utilization for **Construction** by Agency



### Acronym Key

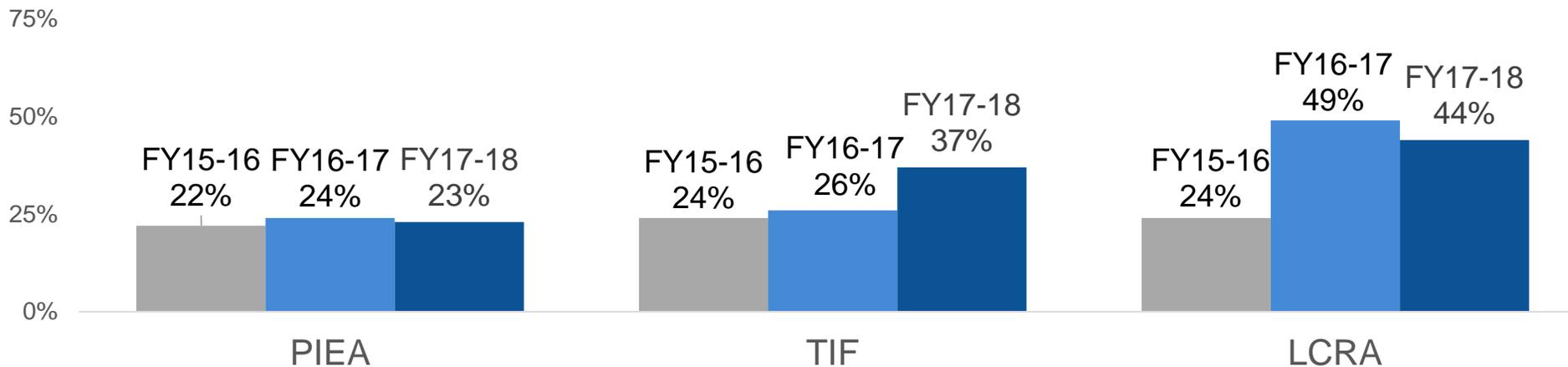
**PIEA:** Planned Industrial Expansion Authority

**TIF:** Tax Increment Financing

**LCRA:** Land Clearance for Redevelopment Authority

**M/WBE:** Minority/Women Owned Business Enterprises

## M/WBE Utilization for **Professional Services** by Agency



Objective 4: Enhance the operational efficiency of City development activity.

## Strategy A

- a) Implement and monitor the performance of the community development software system, EnerGov (CompassKC) to streamline business processes related to development. (Office of the City Manager)



# CompassKC Update since launch

## Departments involved in the initial CompassKC Rollout

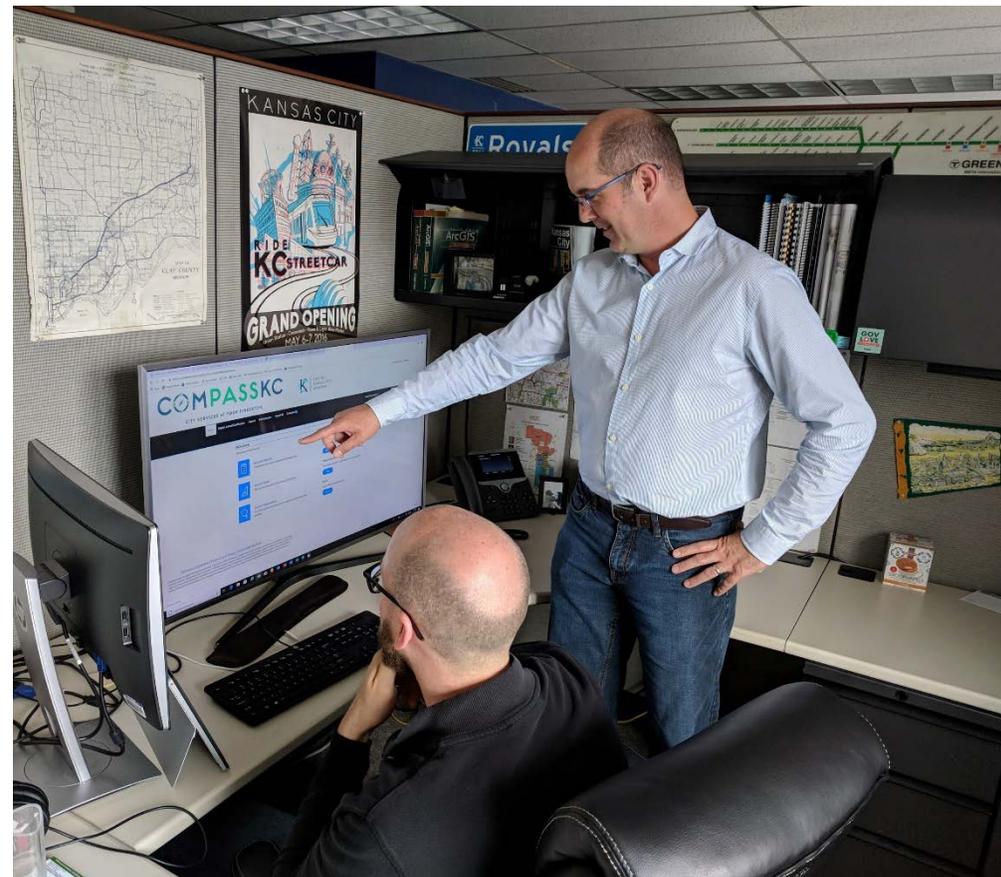
- City Planning & Development
- Water Services
- Public Works
- Fire
- Regulated Industries

## System is providing additional online functionality including

- Permitting, payments, and electronic document submittal within same software
- Consolidated applications for building and site disturbance permits, and private sewer and sewer tap permits
- Automated email notifications for applicants during the approval process

## Phase 1B improvements

- Will occur approximately 6 months after rollout
- Will include 311, Neighborhood and Housing Services, Animal Control, and Parks & Recreation Departments



# Customer Comments on CompassKC Launch

- *“As I am starting to learn the system it continues to get better”*
- *“Getting emails with inspection results is huge for our guys in the field all day”*
- *“The last few CO’s we have received the certificate out of compass within 24 hours of it passing inspection which is an amazing improvement.”*
- *“It is also nice to be able to see everything that is ours in one spot instead of having to search through all kinds of others data”*
- *“I hope others are liking the CompassKC system. So far it's seeming like a great system to me.”*

**Objective 2: Implement strategies to promote the social and economic well being of City residents.**

# Strategy A

- a) Develop and implement a plan to foster entrepreneurship, small business growth, and development. (Office of the City Manager)

# Identifying gaps in the entrepreneurship eco-system

- Entrepreneur Ecosystem Strategic Plan (working draft) and Budget Decision Packages coming out of the Resident Work Sessions
- Intentional focus on increasing diversity and inclusion in the entrepreneur community
  - Incubator/Accelerator in the Prospect Avenue neighborhood – gap identified by Emerging Innovation Districts Mapping Project
- Microgrant support for emerging entrepreneurs
- Business community engagement and support for the entrepreneur community
- Entrepreneurship as Economic Development

# TechWeek

**monday**

October 8th

**tuesday**

October 9th

**wednesday**

October 10th

**thursday**

October 11th

**friday**

October 12th

**morning**

**afternoon**

**evening**

 conference expo - union station

big data,  
tech & policy  
tracks

big data,  
blockchain,  
crypto currency  
tracks

big data,  
diversity &  
inclusion in  
tech  
tracks

digital  
crossroads  
future lens  
track

launchkc  
keynote  
speaker

tech & policy  
keynote  
panel

keynote  
speaker

keynote  
speaker

digital  
crossroads  
future lens  
track



tech & policy,  
smart cities  
tracks

big data,  
fin tech,  
blockchain,  
crypto currency  
tracks

big data,  
vc, health  
tech,  
diversity &  
inclusion in  
tech  
tracks

techstars  
demo day

launchkc  
finalists  
pitches  
&  
awards  
ceremony

innovation  
partnership  
program  
demo day

 nbkc  
happy hour at  
nbkc hqtrs

pure pitch  
rally

 vc summit  
presented by  
lead bank

 kickoff party

 founder's  
house

TechWeek

DIVERSITY + INCLUSION  
IN TECH ENTREPRENEURSHIP

# JOIN US TO TALK CHANGE

During Techweek, hear from others and be part of the conversation about making KC a more inclusive place for diversity in tech entrepreneurship.

[www.techweek.com/kansas-city](http://www.techweek.com/kansas-city)

Sponsored by: EDCKC, Greater Kansas City Chamber of Commerce, the Federal Reserve Bank of Kansas City, Full Employment Council and Metropolitan Community College

OCT.  
10th

# Strategy C

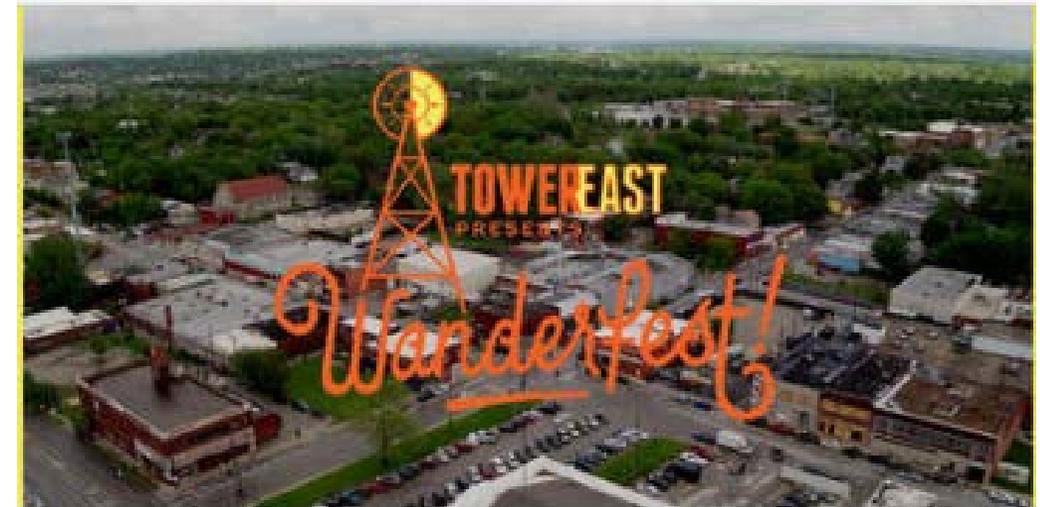
- a) Create a “Shop Local” program.



- b) (Office of the City Manager)

# ShopLocalKC initiative

- ShopLocalKC Roundtable
- ShopLocalKC support of local business shopping events – Troostapalooza, Wanderfest, Westport Public Safety
- Central City Economic Development Sales Tax Board
- Office Hours on Prospect



# Strategy D

- a) Implement a business-to-business mentorship program.  
(Human Relations)

# Joint venture opportunities

- For firms that have exceeded “start up” status
- Small Local Business Enterprise (SLBE)
  - 37 total contracts
  - Total Value: \$4,241,888

# Strategy E

- a) Develop a plan that defines paths to economic mobility for residents.  
(Health)

# Economic Mobility Task Force Updates

Recent Task Force activity: Design Thinking session on payday lending, Updates submitted to city-wide business plan now in Council Committees and Theme for Task Force in 2019: FOCUS

## Standard of living compared to your parents

Kansas City, MO

**56.5%**

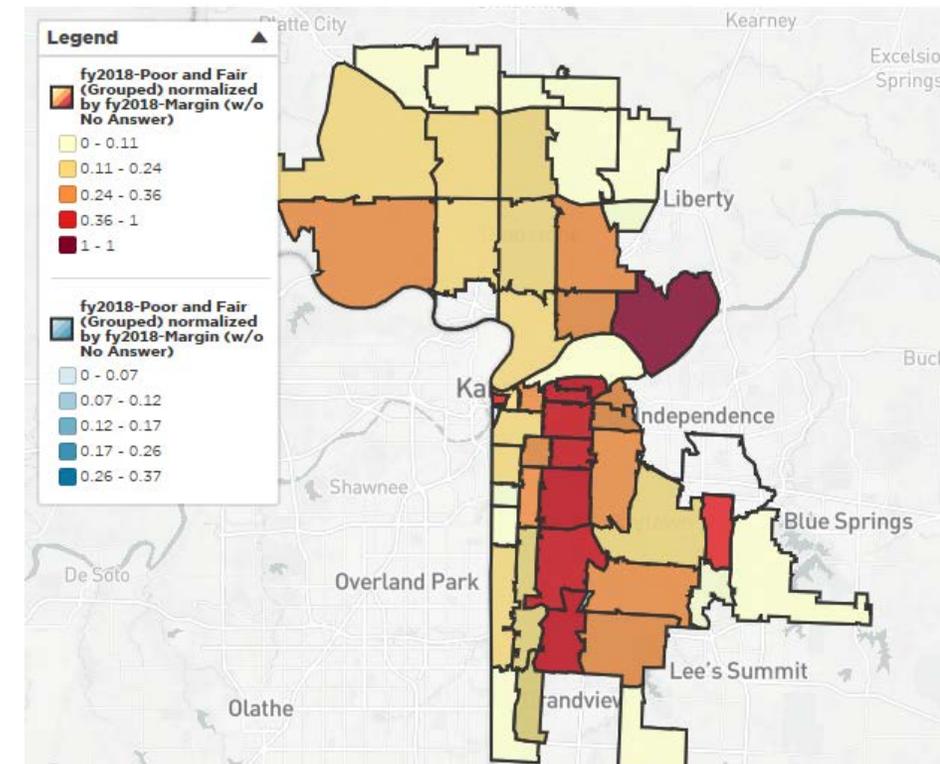
Somewhat Better/Much Better

<https://dashboards.mysidewalk.com/kansas-city-mo-resident-insights/standard-of-living-compared-to-parents>



<https://dashboards.mysidewalk.com/kansas-city-mo-chip-dashboard/predatory-lending>

## Poor and Fair Health vs. Low Economic Mobility



<https://reports.mysidewalk.com/5fc4b1820d>

# Strategy F

- Implement the digital equity strategic plan. (Office of the City Manager)

- Need to identify funding to engage with a digital equity partner
- Will be a decision package

# Strategy B

a) Identify creative space development needs of the arts, culture, and creative sectors. (Office of Cultural and Creative Services)



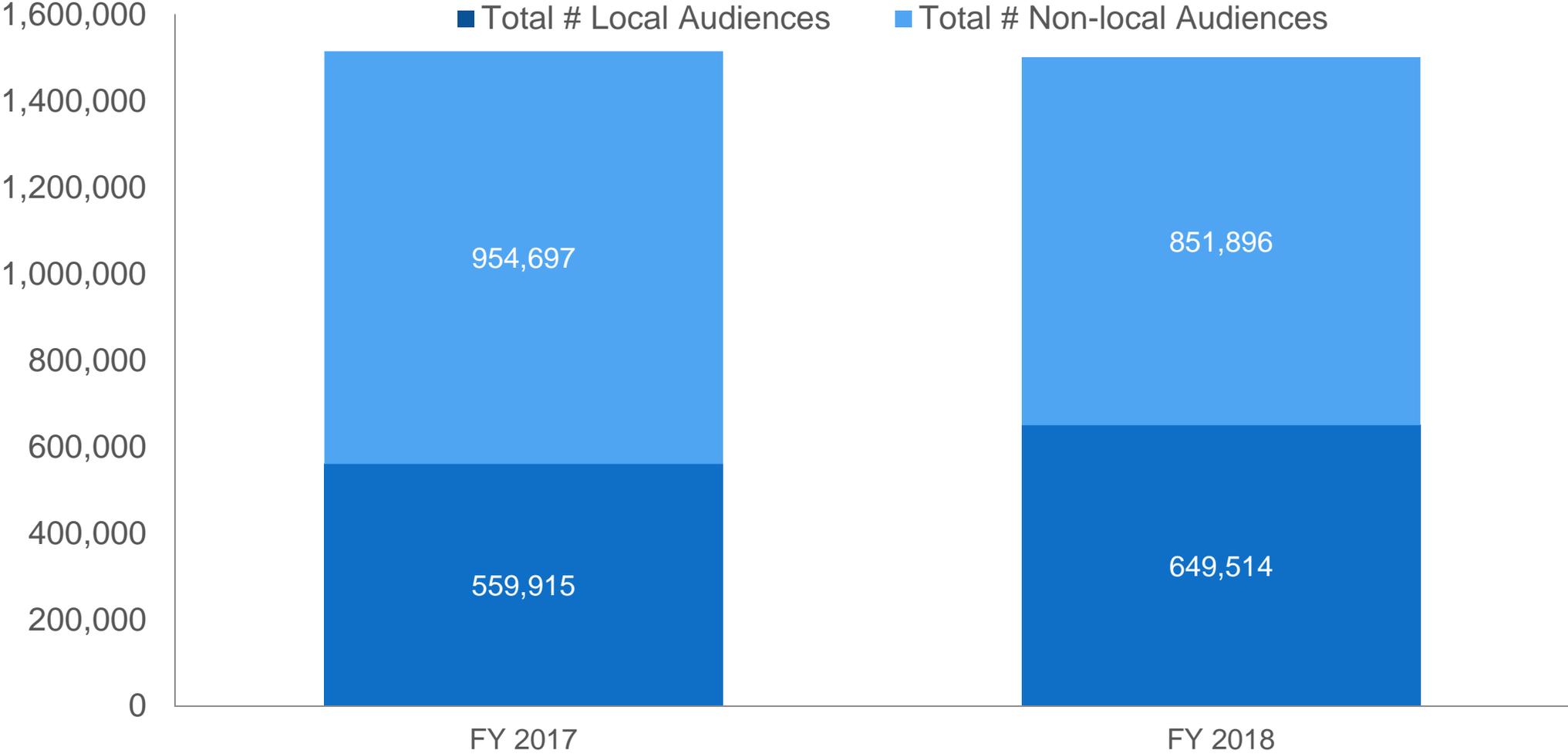
Completed

**Objective 5: Enhance the City as a destination for leisure and business travel.**

# Strategy E

- a) Monitor the use of Neighborhood Tourist Development Fund (NTDF) resources. (Office of Cultural and Creative Services)

# Neighborhood Tourist Development Fund



Local vs Visitor Audiences

# Neighborhood Tourist Development Fund

## FY 2017 – 2018 NTDF ECONOMIC IMPACT *(estimate)*

Event-Related Spending in the City of Kansas City by ATTENDEES *(excluding cost of admission)*

	Residents	Visitors	All Attendees
Total Attendance	649,514	851,896	1,501,410
Percent of Attendees	43%	57%	100%
Average Dollars per Attendee	\$21.74*	\$31.18*	\$27.97*
Total Event-Related Expenditures	<b>\$14,120,434</b>	<b>\$26,562.117</b>	<b>\$41,994,438</b>

} 1. Meals  
2. Transportation  
3. Lodging

## Economic Impact Per \$100,000 of Direct Spending by ORGANIZATIONS

### City of KCMO investment

NTDF Awards:	<b>\$1,885,728</b>
<b>ROI</b>	
Organizational Expenditures:	<b>\$27,665,123*</b>
Full-Time Equivalent Jobs:	<b>866*</b>
Resident Household Income:	<b>\$27,734,562*</b>
Local Government Revenue:	<b>\$727,039*</b>



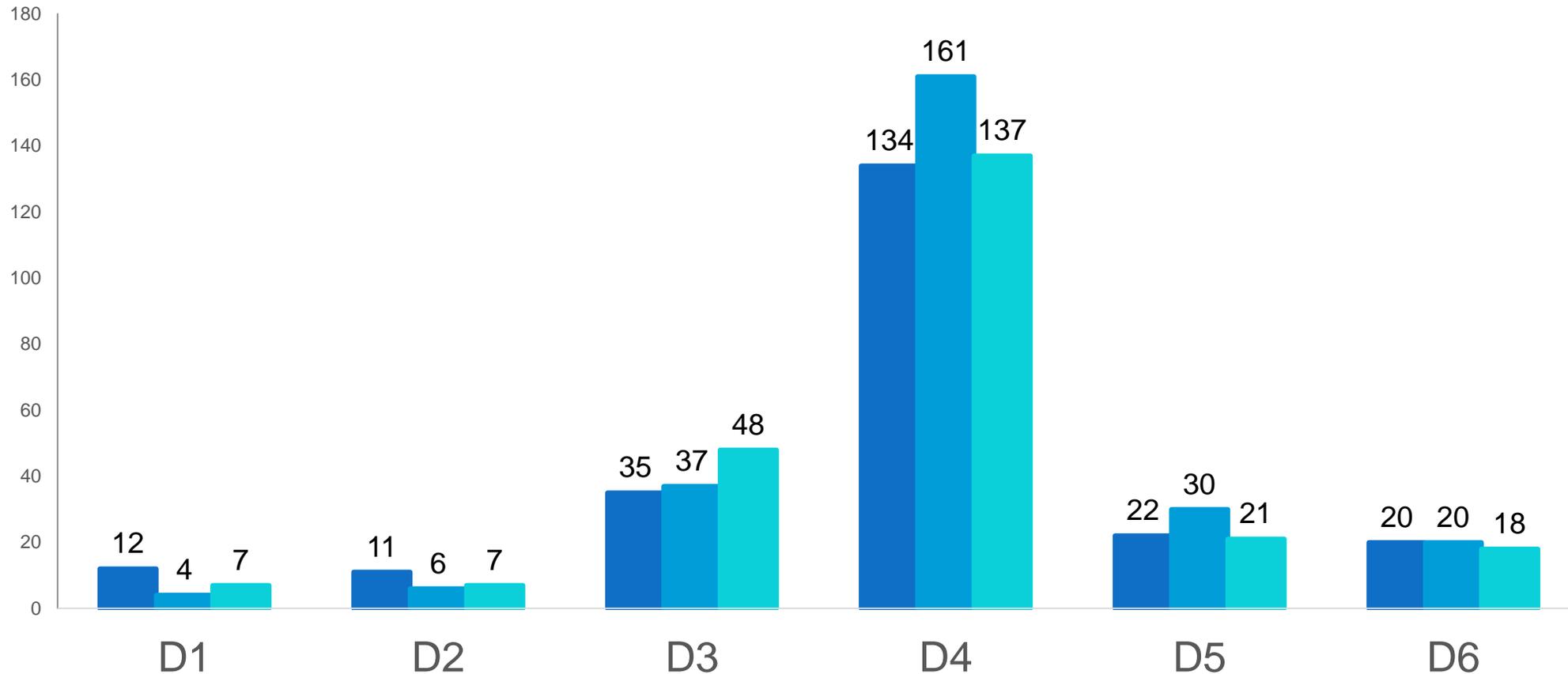
\* Data based on 2015 Arts & Economic Prosperity 5 calculator for KCMO

# Neighborhood Tourist Development Fund

**OCCS GOAL:** *to increase awareness and access to funding by diverse organizations across the city and to increase access to arts & leisure activities by all citizens and visitors to Kansas City.*

Number of Funded Arts & Leisure Activities by City Council District

■ FY 2017 ■ FY 2018 ■ FY 2019



# Neighborhood Tourist Development Fund



## STATE STATUTE

Not less than ten percent of the proceeds of any tax imposed pursuant to subdivision (1) of section [92.327](#) shall be appropriated to the "Neighborhood Tourist Development Fund". Such moneys shall be paid to not-for-profit neighborhood organizations established for the purpose of promoting such neighborhood through cultural, social, ethnic, historic, educational, and recreational activities in conjunction with promoting such city as an international trade, convention, visitors and tourist center.

## ELIGIBILITY CRITERIA

### Economic and Neighborhood Impact (55 Points)

- Tourism Appeal
- Tourism Promotion
- Benefit to Community
- Marketing / Outreach Strategy

### Activity/Program Merit and Excellence (25 Points)

- History of Excellence
- Evidence of Support
- Measure of Success

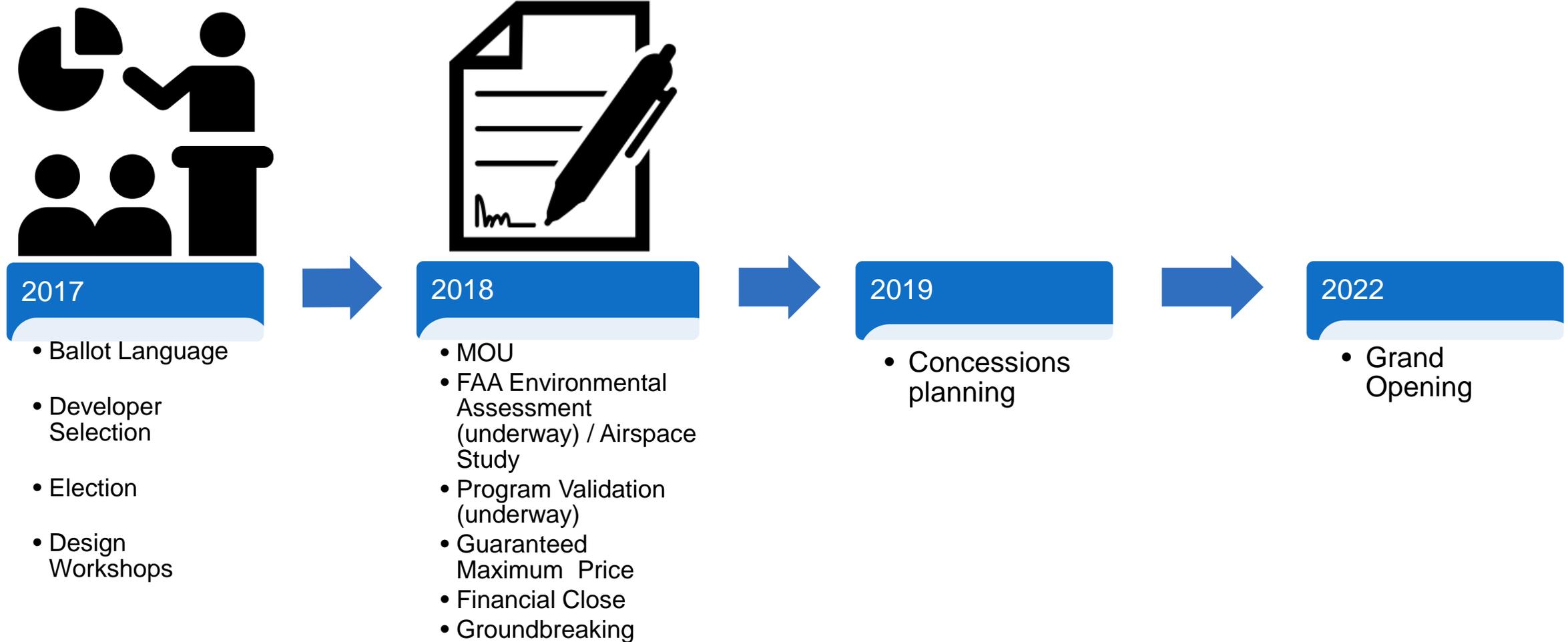
### Organizational Capacity (20 Points)

- Management Capacity
- Project Budget Feasibility
- Organizational Stability

# Strategy C

- a) Develop a plan to ensure Kansas City International Airport achieves success in becoming a 21st century airport for business and leisure. (Aviation)

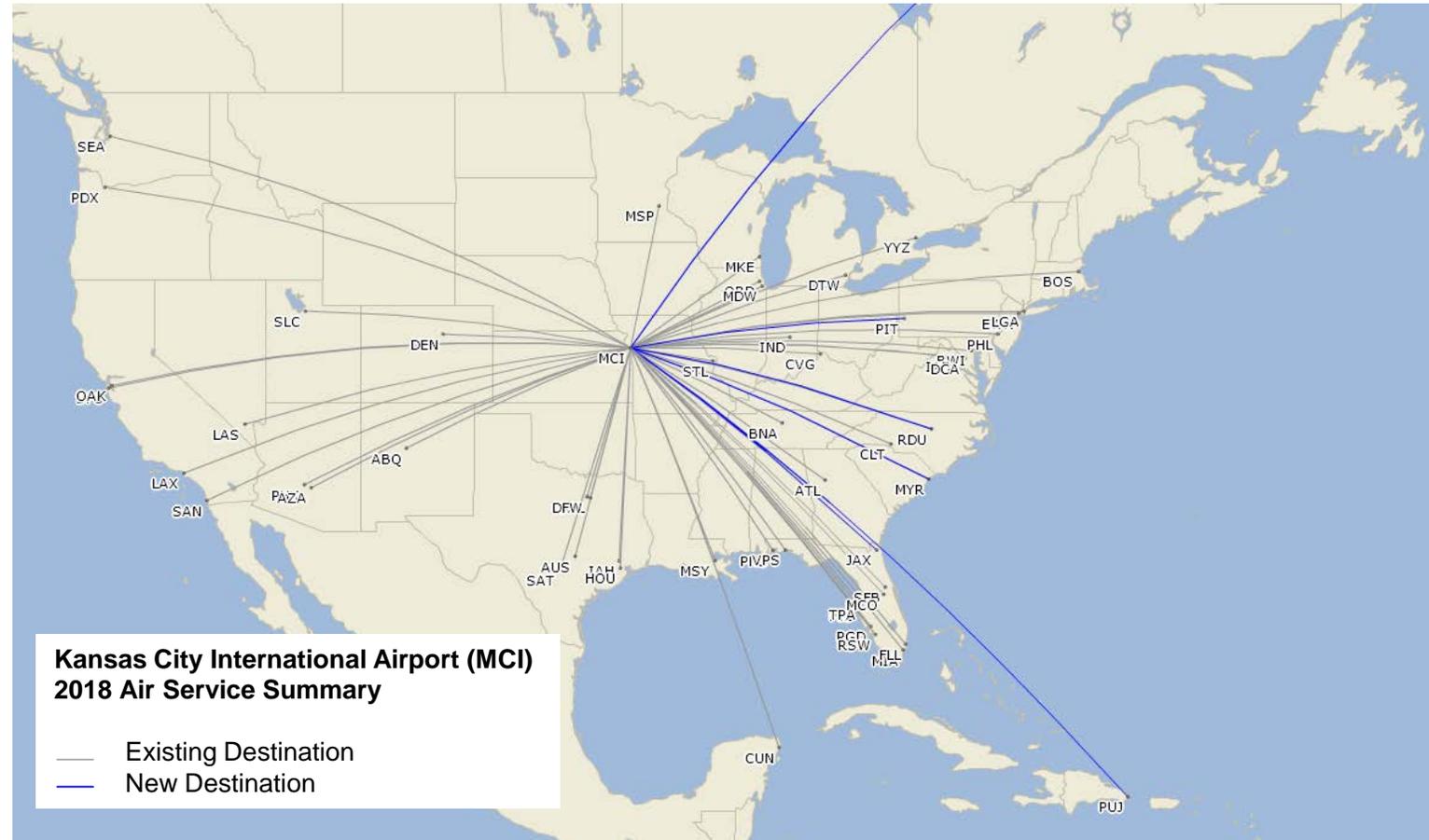
# New KCI Timeline Review



# Air Service Update

- 3 New Airlines
- 7 New Destinations

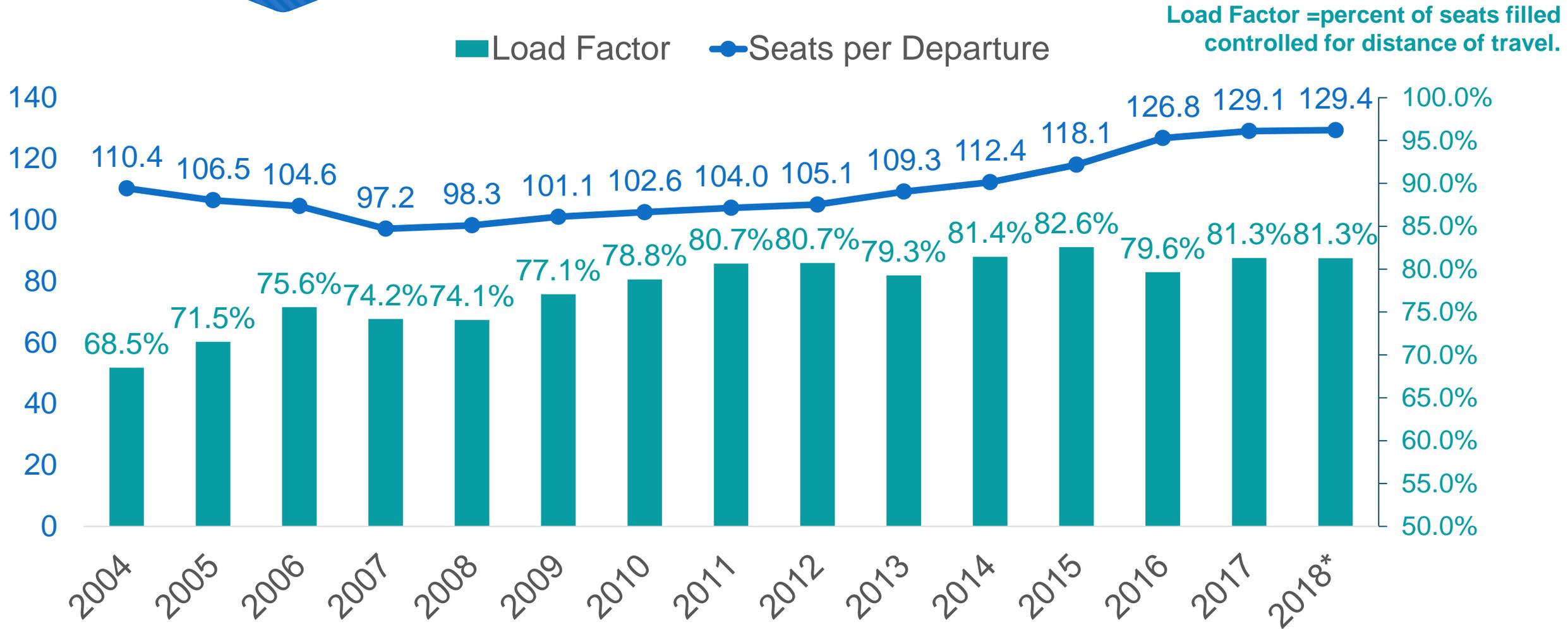
Airline	Destination	Announced	Inaugurated
<b>Allegiant</b>	<b>Myrtle Beach</b>	<b>03APR</b>	<b>08JUN</b>
Delta	Seattle	16JAN	08JUN
<b>Frontier</b>	<b>Raleigh</b>	<b>18JUL</b>	<b>09APR</b>
	<b>Jacksonville</b>	<b>08MAY</b>	<b>13AUG</b>
<b>Icelandair</b>	<b>Reykjavik</b>	<b>09JAN</b>	<b>26MAY</b>
<b>OneJet</b>	<b>Pittsburgh**</b>	<b>13DEC</b>	<b>21MAR</b>
<b>Southwest</b>	<b>Raleigh</b>	<b>15FEB</b>	<b>08APR</b>
<b>Vacation Express</b>	<b>Punta Cana</b>	<b>31JUL</b>	<b>16FEB</b>
Spirit	Ft. Lauderdale	07JUN	09NOV



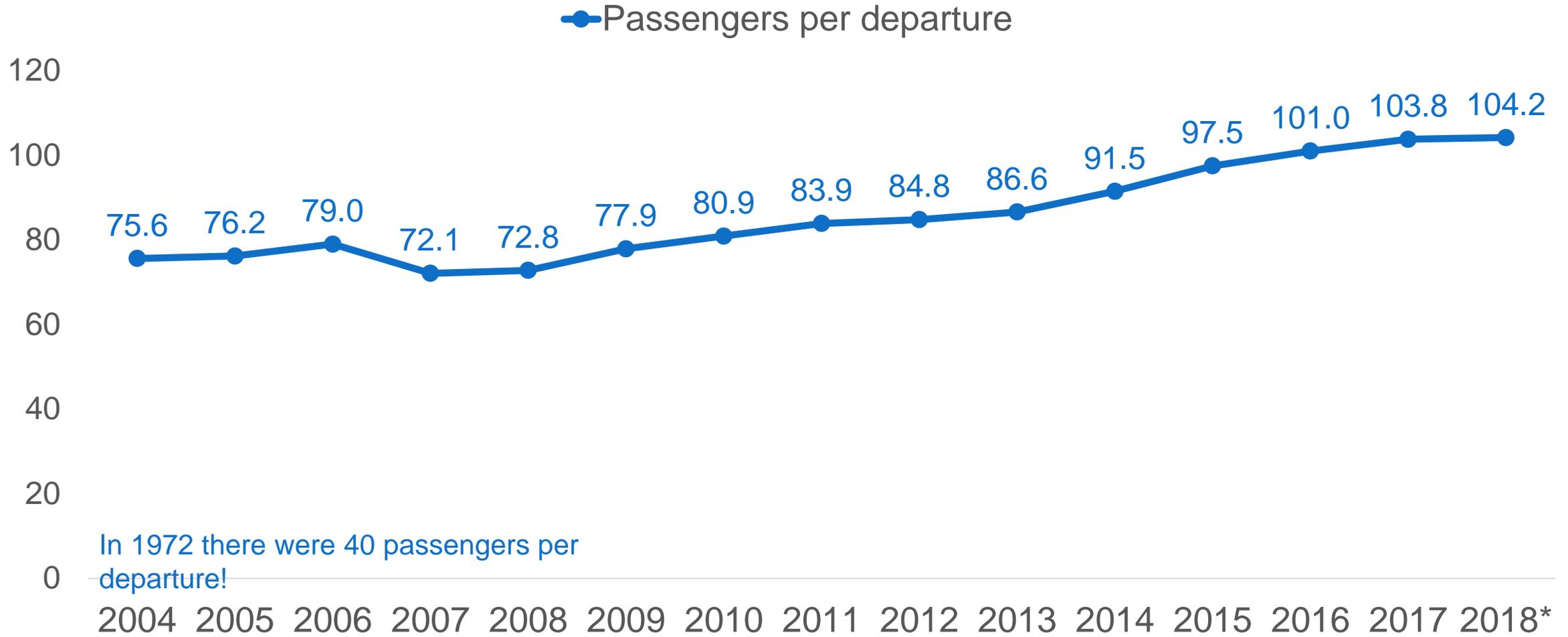
\*January – December 2018 vs January – December 2017

\*\* OneJet's service ended JUN18

# Load Factor & Seats Per Departure

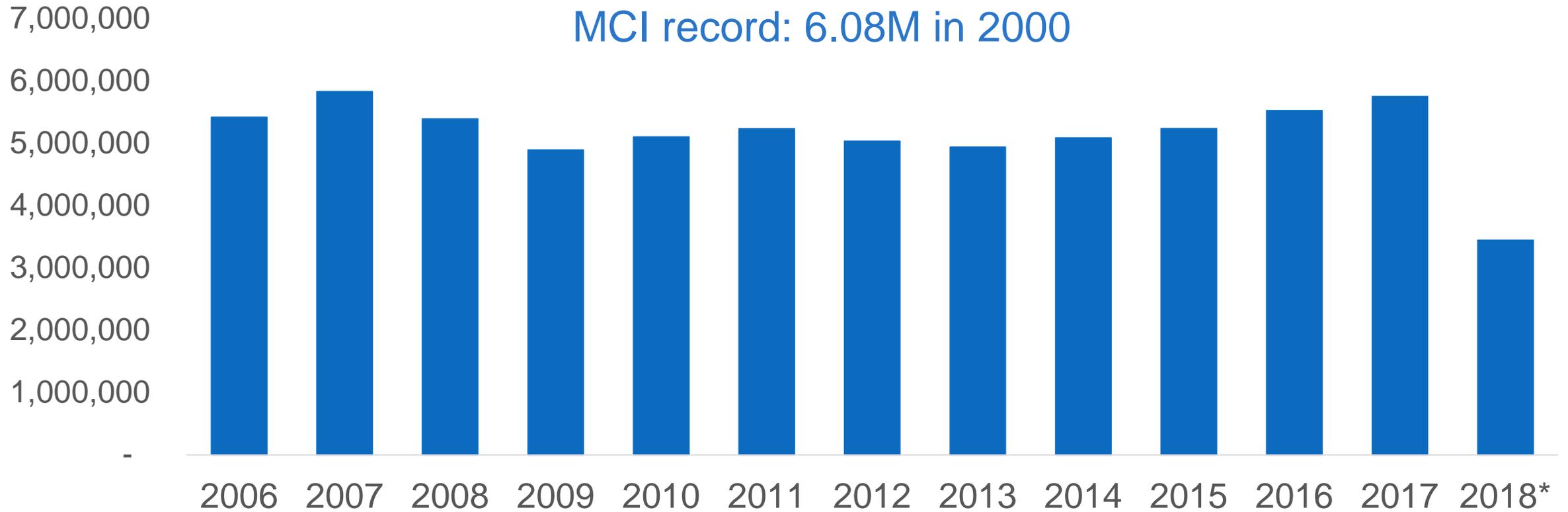


# Passengers per departure



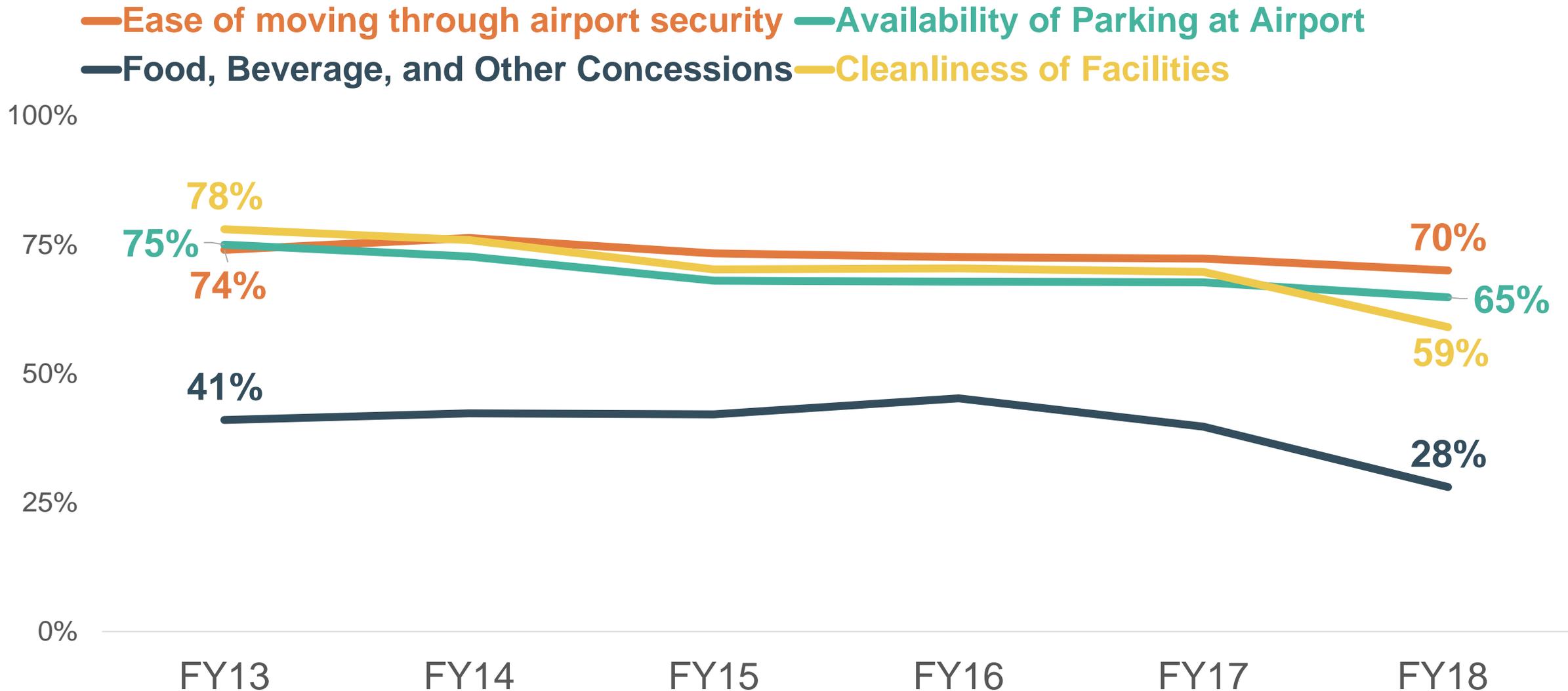
# Enplanements (number of passengers who get on a plane at KCI)

2018 on pace for 5.95M enplanements  
MCI record: 6.08M in 2000



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

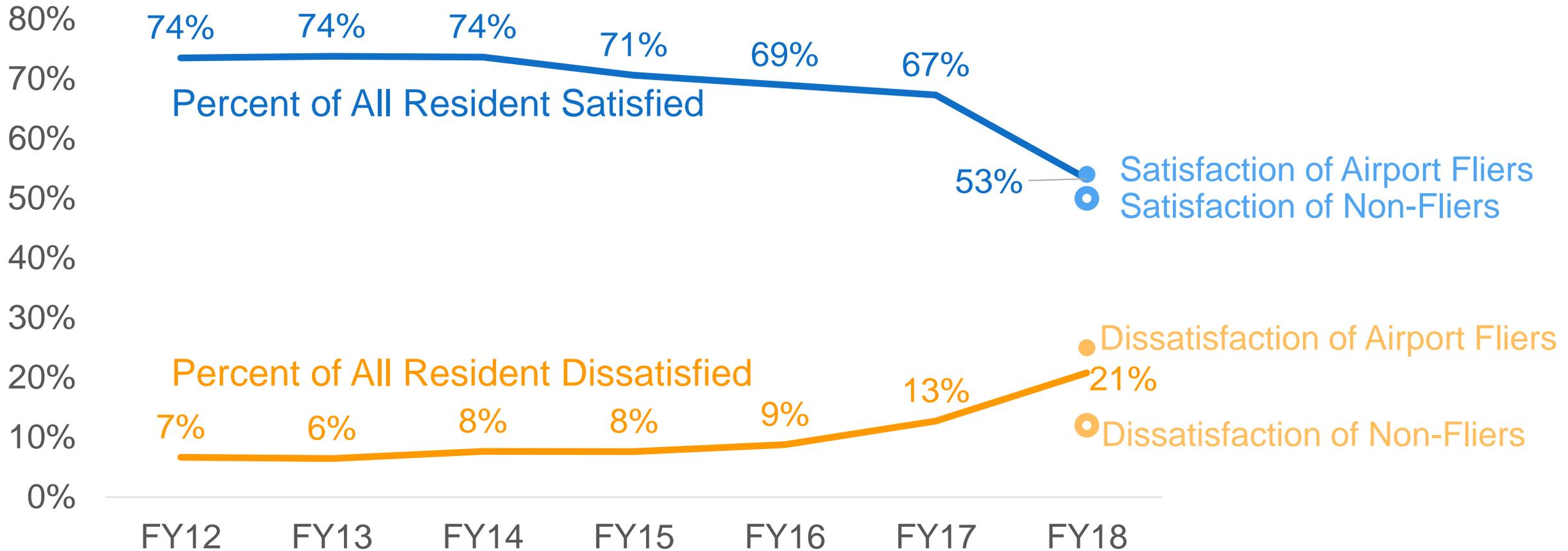
# Citizen Satisfaction with Airport Services



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

Source: Citizen Survey FY2017

# Overall Resident Satisfaction with Airport



Not shown: Percent Rating Neutral

# Strategy B

- Aggressively promote our community as a place to visit and live in partnership with VisitKC. (Conventions 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*

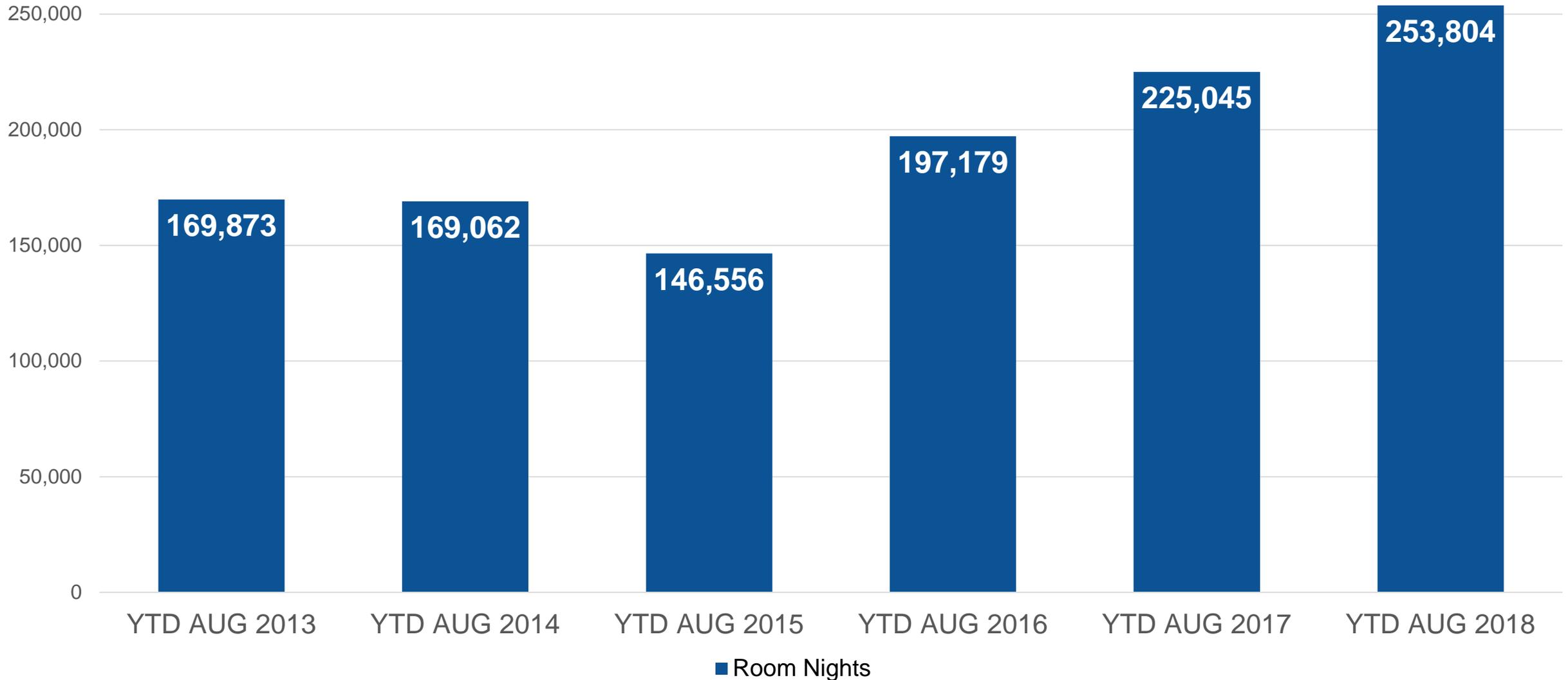
**Federal Tax Revenue** • \$395.3 million

**State Tax Revenue** • \$164.3 million

**Local Tax Revenue** • \$215.5 million

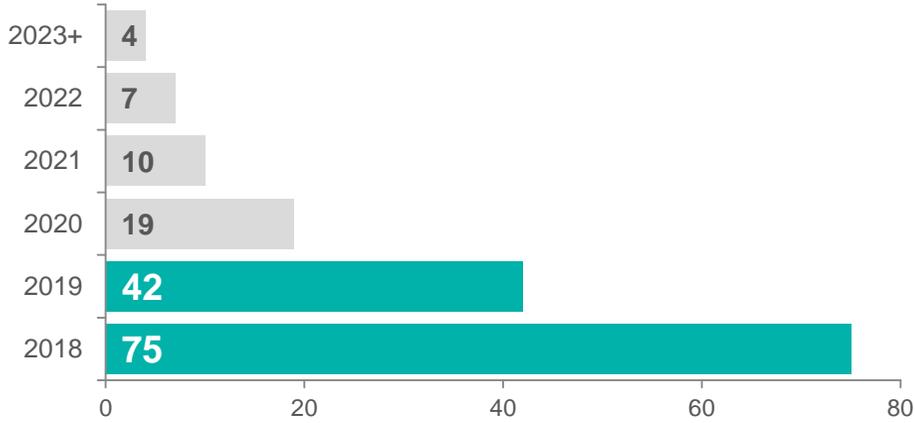
Source: 2016 Tourism Economics

# Total Hotel Room Nights Booked for Future Meetings

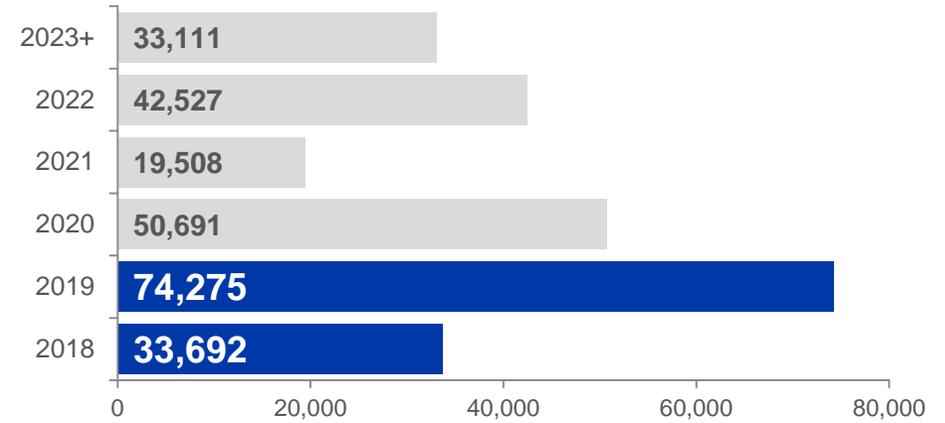


# 2018 Yearly Placement

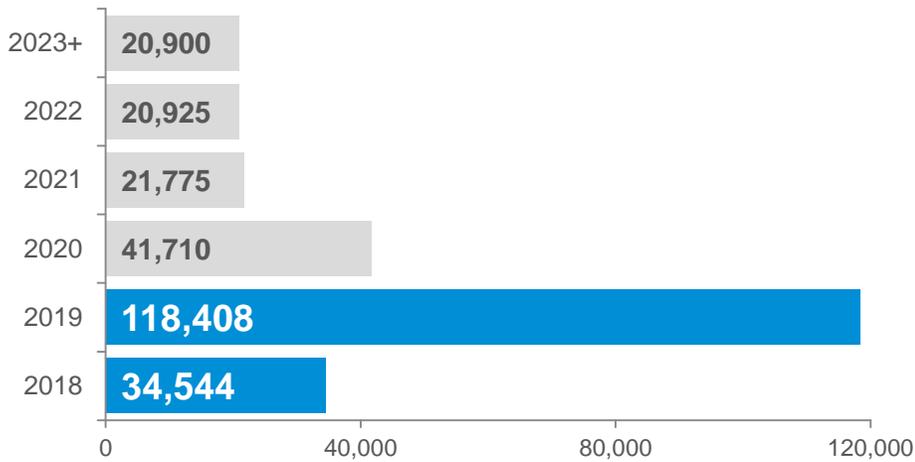
## Bookings



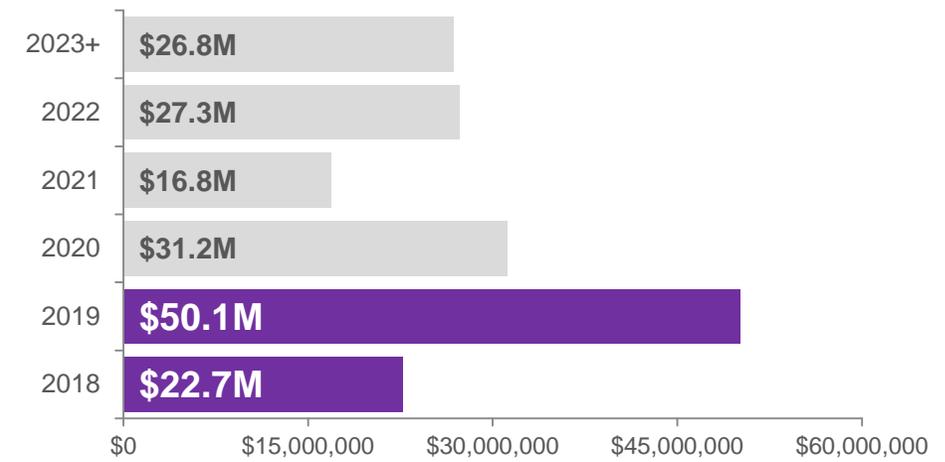
## Room Nights



## Attendance



## Economic Impact



# Major Events Booked in 2018

## **2019-2020 Destination Imagination**

30,200 Room Nights/Year

## **2022 USA Volleyball**

17,700 Room Nights

## **2022 National League of Cities**

15,500 Room Nights

## **2023 American Occupational Therapy Assn**

13,400 Room Nights

## **2018 Midwest Sports Productions**

9,900 Room Nights

## **2023 Kubota Tractor Corporation**

7,900 Room Nights

## **2023 Mennonite Church USA**

6,400 Room Nights

## **2021 National Assn of Credit Management**

6,000 Room Nights

## **2020 Big 12 Women's Basketball Tournament**

5,900 Room Nights

## **2023 Building Owners and Managers Assn Intl**

5,500 Room Nights

## **2021 International House of Prayer**

5,200 Room Nights

## **2022 National Precast Concrete Association**

5,100 Room Nights



# 2019 Top 25 Conventions

25 largest conventions will account for nearly **225,000 room nights** and will generate over **\$175 Million in economic impact** to city

*Largest 2019 conventions in KC include:*

**Destination Imagination** 30,200 room nights

**Educational Testing Service** 28,600 room nights

**USA Volleyball** 17,700 room nights

**Cerner** 17,200 room nights

**American Choral Directors** 11,600 room nights

**Big 12 Conference** 10,600 room nights

# Metro Hotel Development Pipeline

## RECENT OPENINGS 1,100+ ROOMS

**21C MUSEUM HOTEL** 120 Rooms  
**CANDLEWOOD SUITES LENEXA/OP** 96 Rooms  
**CROSSROADS HOTEL KANSAS CITY** 132 Rooms  
**HAMPTON INN & SUITES OP SOUTH** 101 Rooms  
**HOLIDAY INN EXPRESS & SUITES LENEXA** 96 Rooms  
**HOME2 SUITES BY HILTON KC DOWNTOWN** 115 Rooms  
**HOME2 SUITES BY HILTON KCI AIRPORT** 91 Rooms  
**HOME2 SUITES BY HILTON KU MED CENTER** 82 Rooms  
**HOTEL INDIGO KANSAS CITY DOWNTOWN** 118 Rooms  
**TOWNEPLACE SUITES KC AT BRIARCLIFF** 94 Rooms  
**TOWNEPLACE SUITES KANSAS CITY/LIBERTY** 110 Rooms

## UNDER CONSTRUCTION 1,700+ ROOMS

**HOLIDAY INN EXPRESS KC DOWNTOWN** 75 Rooms; 2018  
**HOTEL INDIGO CROSSROADS** 80 Rooms; 2018  
**AMBASSADOR HOTEL** 70 Room Expansion; 2019  
**HAMPTON INN CROSSROADS** 132 Rooms; 2019  
**HOLIDAY INN HUNT MIDWEST** 126 Rooms; 2019  
**SPRINGHILL SUITES CC PLAZA** 96 Rooms; 2019  
**SPRINGHILL SUITES HUNT MIDWEST** 90 Rooms; 2019  
**EMBASSY SUITES** 321 Rooms; 2020  
**LOEWS KANSAS CITY HOTEL** 800 Rooms; 2020

## ANNOUNCED 1,800+ ROOMS

**ALOFT HOTEL-ONE NORTH** ~100 Rooms; 2019  
**ELEMENT BY WESTIN-ONE NORTH** ~100 Rooms; 2019  
**HILTON GARDEN INN KCI** 104 Rooms; 2019  
**LA QUINTA DEL SOL** 92 Rooms; 2019  
**PLATFORM VENTURES PROJECT** 144 Rooms; 2019  
**STAYBRIDGE SUITES OVERLAND PARK** 123 Rooms; 2019  
**TRU BY HILTON KCI** 98 Rooms; 2019  
**ALOFT HOTEL MISSION GATEWAY** ~100 Rooms; 2020  
**BEST WESTERN PLUS** ~100 Rooms; 2020  
**ELEMENT MISSION GATEWAY** ~100 Rooms; 2020  
**EPOCH DEVELOPMENTS PROJECT** Rooms TBA; 2020  
**HARD ROCK HOTEL** 231 Rooms; 2020  
**HOME2 SUITES LENEXA/OP** Rooms TBA; 2020

# Visitor Influencer Program



- Nearly 400 officially trained VIPs
- Next orientation: 10/24 – Register at [www.visitkc.com/VIP](http://www.visitkc.com/VIP)
- 2 custom/private orientations completed
- Many city employees have gone through the program as well as hospitality/tourism industry employees and general community members



# Visitor Center

## VISITOR CENTER SIGNAGE



	Jan-Aug 2018	Jan-Aug 2017	% Change
<b>PARTNER REFERRALS</b>	6,712	4,399	%
<b>PHONE CALLS</b>	3,143	2,939	%
<b>VISITORS</b>	3,041	3,702	%
<b>PARTNER BROCHURES DISTRIBUTED</b>	5,902	Not tracked until '18	%

# 2019 KC Restaurant Week

- Save the date! January 11-20, 2019
- Registration is live! As of right now, we have 113 restaurants signed up.
- This year's community charity beneficiary is the Boys & Girls Club of Greater KC



# National Media Mission

## Program Overview

- **Dynamic media mission to New York market** primarily targeted to travel, lifestyle, culinary and business media
- Sixth annual partnership between **Visit KC and KC Area Development Council**
- Past events have contributed to **visits/coverage** by *Esquire*, *Time Out*, *Travel + Leisure*, *Martha Stewart Living* and *New York Post*

## Event Specifics

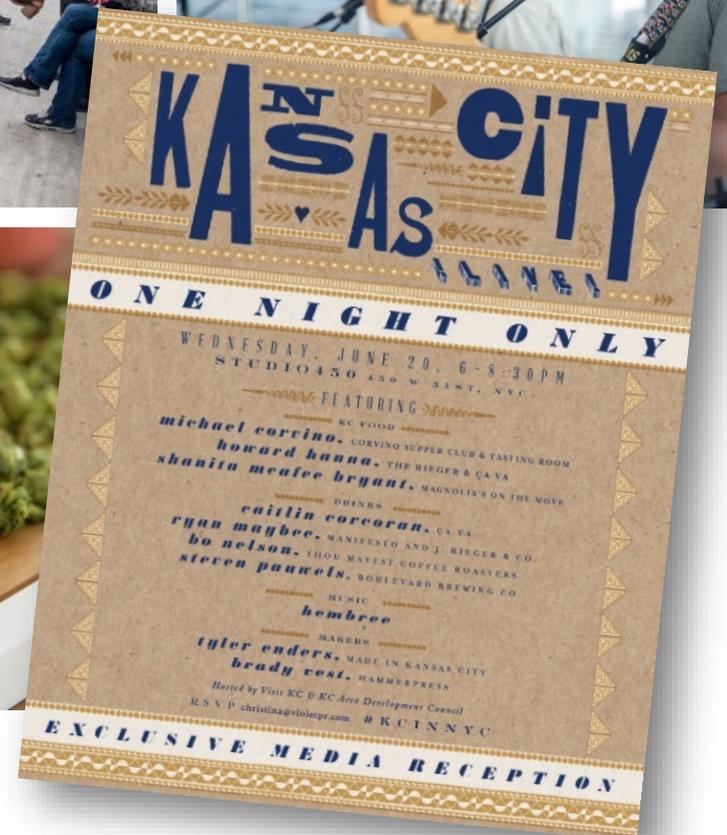
Wednesday, June 20

6-8:30 p.m.

Studio 450, NYC's Hudson Yards

## Attendees

150 guests and 75 media



# 2018 Ambassadors – Food & Drink



**HOWARD HANNA**  
The Rieger, Ça Va  
James Beard  
semifinalist

**SHANITA BRYANT**  
Magnolia's On the  
Move, Winner:  
Cutthroat Kitchen

**MICHAEL CORVINO**  
Corvino Supper Club  
& Tasting Room;  
James Beard  
semifinalist and AAA  
Four Diamond winner

**STEVEN PAUWELS**  
Boulevard Brewing  
Co.; largest specialty  
brewer in the Midwest

**RYAN MAYBEE**  
Manifesto, J. Rieger &  
Co. James Beard  
semifinalist: Outstanding  
Bar Program

**CAITLIN CORCORAN**  
Ça Va, Award-winning  
bartender, Wine  
Enthusiast's Top Wine  
Bars in America

**BO NELSON**  
Thou Mayest Coffee  
Roasters

# Makers & Musicians



**TYLER ENDERS**

Made in KC

Local product displays



**BRADY VEST**

Hammerpress  
Design Studio  
Invitations and  
collateral



**Music by Hembree**  
SXSW featured act &  
NPR's Favorite New  
Artist of 2018

# Early Results



## FEEDBACK

“One of the best I’ve been to in awhile”  
– *SAVEUR*

“It’s time for a return visit.”  
– *Successful Meetings*

“I texted my editor from the reception”  
– *Billboard Magazine*

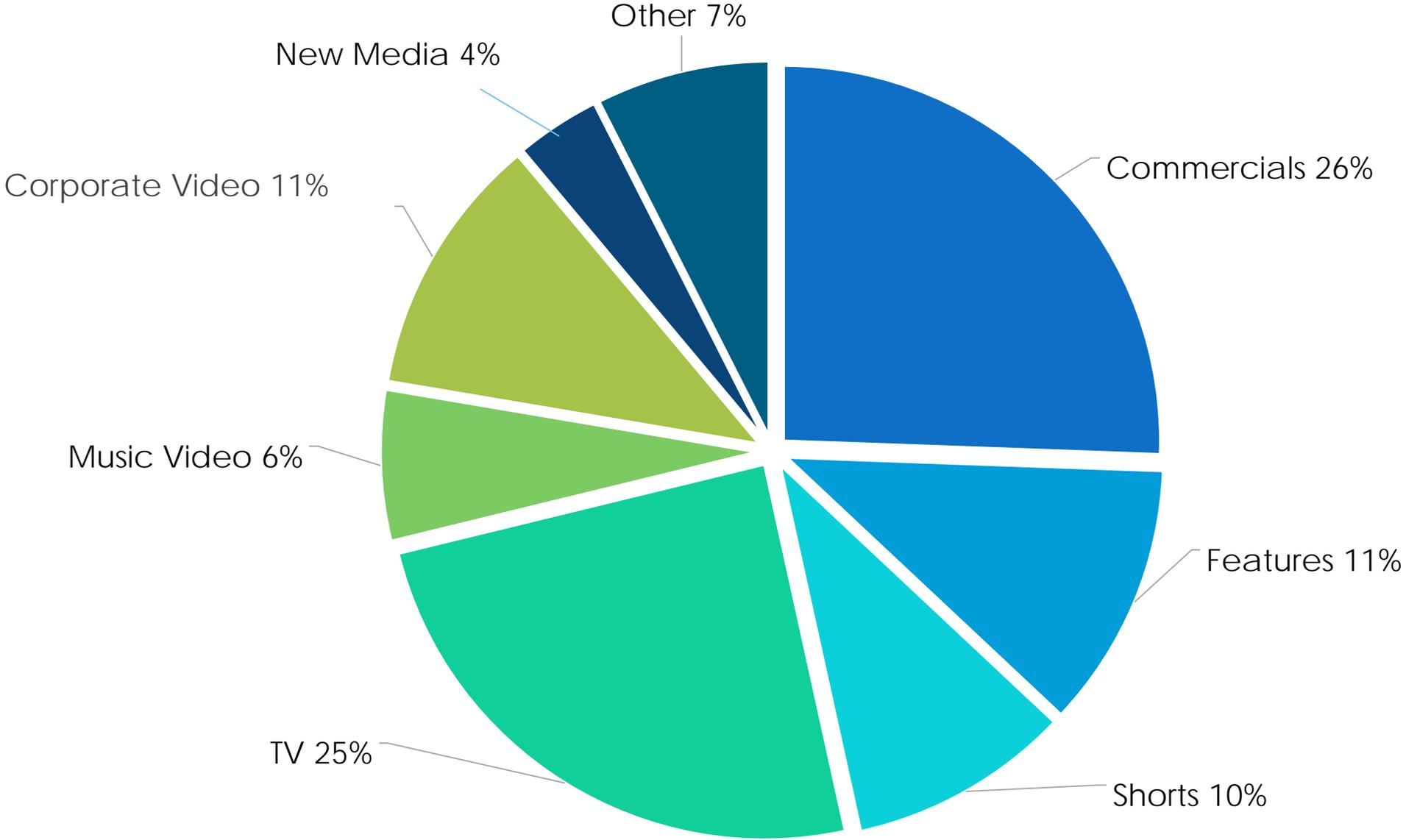
## COVERAGE TO DATE

*USA Today*  
*Manhattan Digest*  
*Vibe Magazine*  
QRO

## STRONGEST LEADS

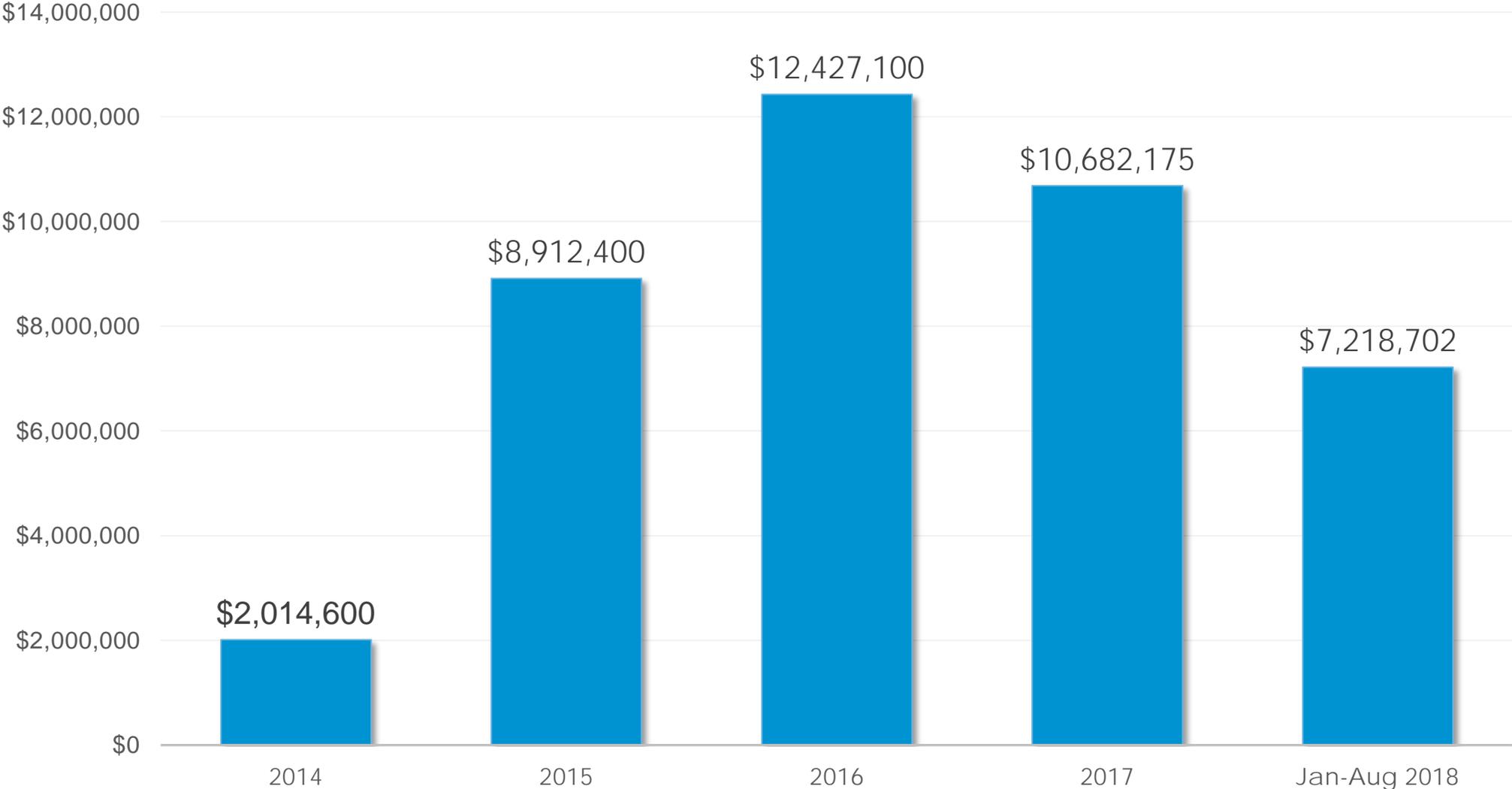
*Food Network Magazine*  
*SAVEUR*  
*The New York Times*  
*National Geographic Travel*  
*ESSENCE*  
*GQ Magazine*

# KC Film Projects



# KC Film Office Economic Impact

Over \$40 Million Estimated Economic Impact



# Queer Eye in KC



- *Queer Eye* season three **started filming July 16**
- Production is taking part in the city's **Film Development Program**
- Have participated in two events/panels in KC:
  - Women of Queer Eye – with Kansas City Women in Film & Television
  - Episode Viewing (“Sky’s the Limit”) and panel with Kansas City Center for Inclusion
- Season 1 recently won three Emmy’s, including ***Best Structured Reality Program***
- Cast participated in ‘**City Hall Selfie Day**’ from KC
  - ***ELGL Members’ Choice Award*** winner during 2018 City Hall Selfie Awards

# Strategy A

- a) Continually invest in annual appropriated capital improvement projects for the City's convention and entertainment facilities.  
(Conventions and Entertainment Facilities)

# CAPITAL IMPROVEMENT PROJECTS

## MUNICIPAL AUDITORIUM

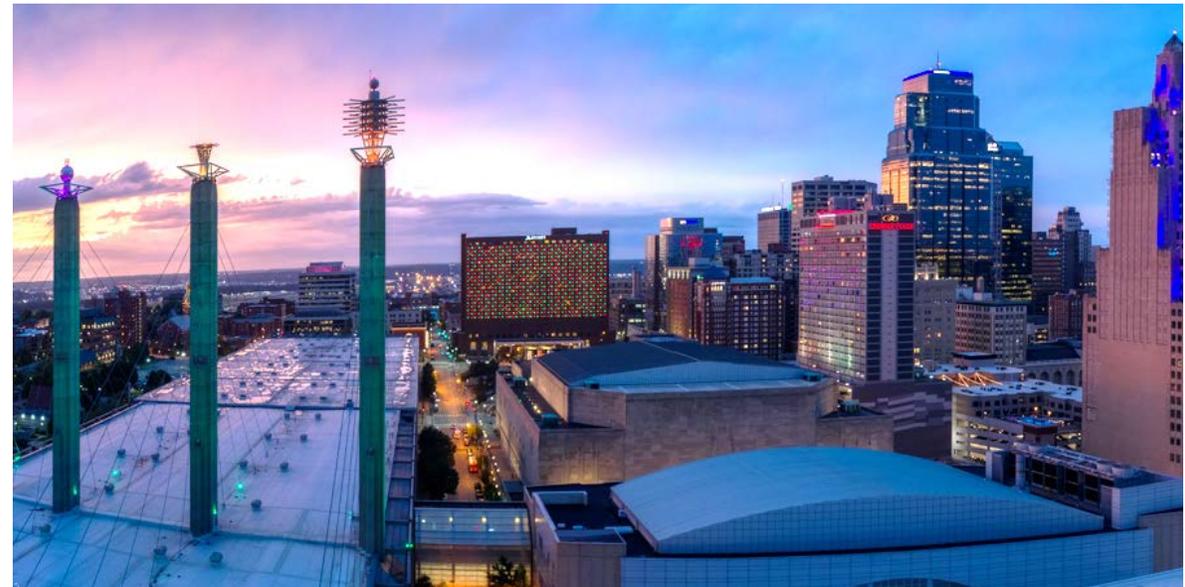
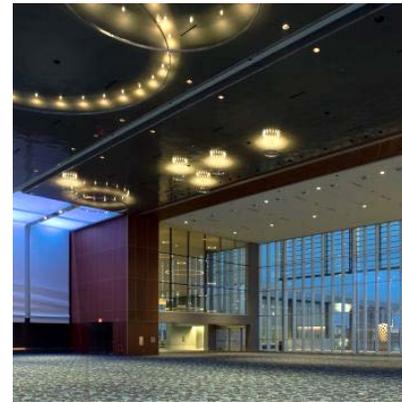
- Roof Replacement
- HVAC Air Handler Renovation
- Elevator Renovations
- Music Hall sound system and theatrical lighting replacement.

## CONFERENCE CENTER

- Roof Replacement
- Elevator Renovations

## GRAND BALLROOM

- KITCHEN BUILD OUT (IN DESIGN PHASE)



# CAPITAL IMPROVEMENT PROJECTS

## EXHIBITOR NETWORK SWITCH (DONE)

- Replaced the facilities primary exhibitor network switch that controls internet access throughout the Convention Center.

## MAIN KITCHEN DISHWASHER (DONE)

- Replaced the commercial dishwasher in the level one main kitchen that serves the entire Convention Center.

## SECURITY CAMERA SYSTEM REPLACEMENT (ON-GOING)

- Replacement of the security camera system is underway in all interior and exterior areas throughout the Convention Center and Municipal Auditorium.



# CAPITAL IMPROVEMENT PROJECTS

## FUTURE CAPITAL IMPROVEMENT PROJECTS

- Exhibit Hall ADA Renovations
- Grand Ballroom ADA Renovations
- Grand Ballroom carpet replacement
- Meeting room 2100 and 2200 carpet replacement
- Lobby 2200 escalator replacement
- Music Hall restroom renovations
- Little Theater restroom renovations

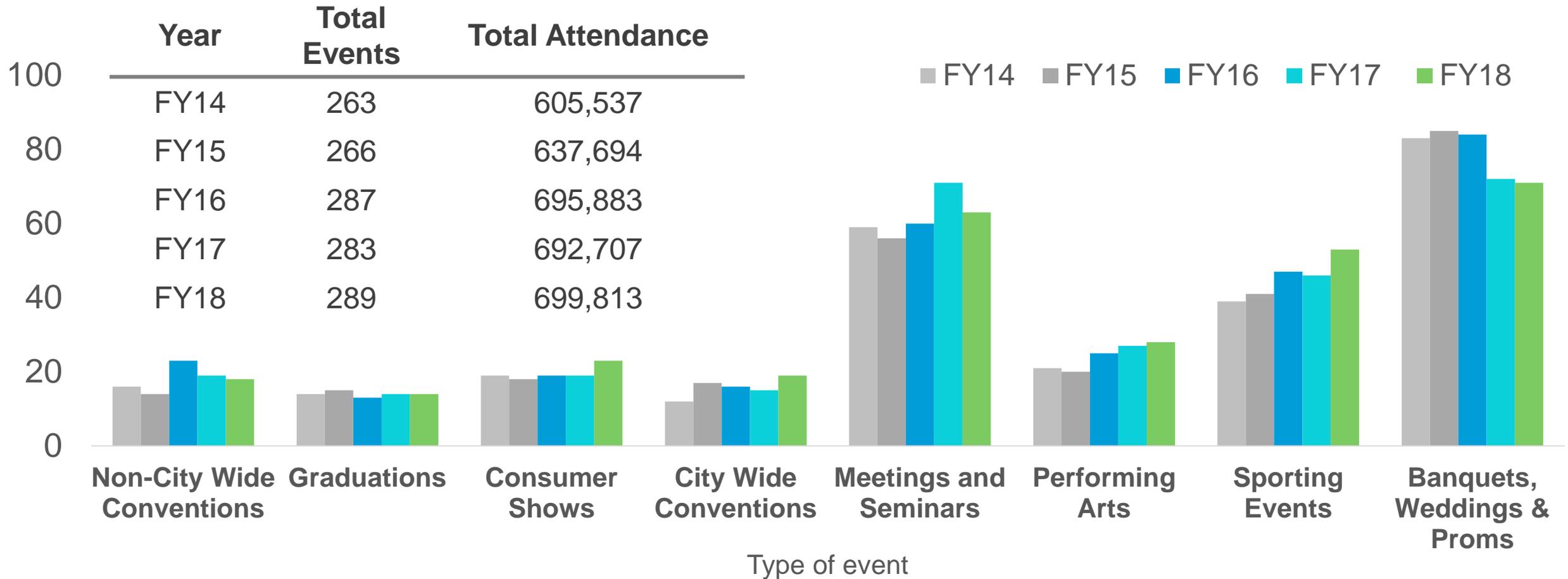


# Upcoming Public Events

- Junior League Holiday Mart
- MECUM Auto Auctions (Fall)
- Perfect Wedding Guide Bridal Show
- Kansas City Sports Show
- RV Show
- Kansas City Royals Fan Fest
- World of Wheels
- Kansas City Auto Show
- MECUM Auto Auctions (Winter)
- HBA Home Show
- Planet Comicon (Largest annual event)



# Total Events Held at Convention Center

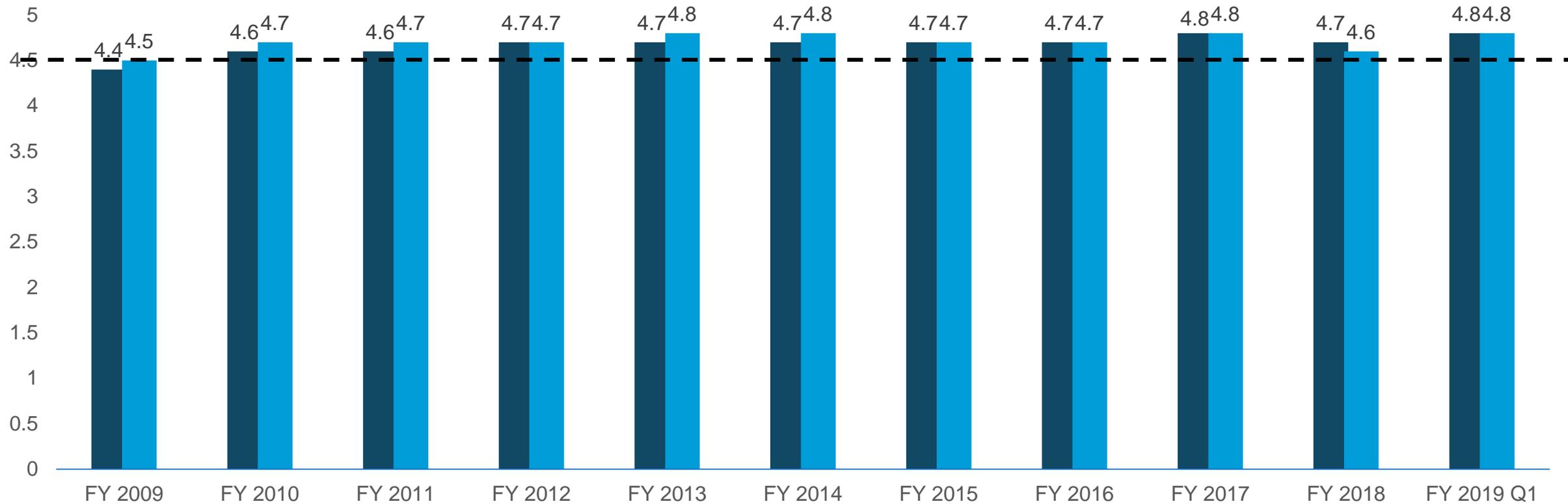


In FY18, 29% of attendance came from consumer shows, 21% of attendance came from conventions, 17% of attendance came from performing arts, 12% came from sporting events and 10% or less of attendance came from each of the other event categories.

# Convention Center Post-Event Survey

■ 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*

# Strategy D

- a) Develop a plan to preserve and invest in historic and cultural assets and destinations. (City Planning and Development)

# Historic Preservation Santa Fe Neighborhood



**The Satchel Paige Residence**  
 626 East 28th Street  
 1910  
 Architect: unknown



**St. Augustine of Hippo Parish**  
 2732 Benton Boulevard  
 1960  
 Architect: unknown



**Walt Disney Residence & Garage**  
 3028 Bellefontaine Avenue  
 Built: 1905 (House)  
 1917 (Garage)



**Union Bank**  
 3121 Prospect Avenue  
 1951  
 Architect: Wight & Wight



**Annunciation School**  
 2800 East Linwood Boulevard  
 1953  
 Architect: Luther Orville Willis

**The Buck O'Neil Residence**  
 049 East 32nd Street  
 190  
 Architect: unknown



**Annunciation Catholic Church**  
 2814 East Linwood Boulevard  
 1903-1924  
 Architect: Frederick C. Gunn



# Historic Preservation Santa Fe Neighborhood



**St. Peter's Evangelical  
Church of Christ**  
3115 Linwood Boulevard  
1924

Architects: George B. Franklin &  
Frank Lloyd Lang



**First Swedish Evangelical  
Faith Church**  
2910 East 30th Street  
1924

Architect: H.C. Eckland



**Elias L Pound Residence**  
2937 Lockridge Street  
1909

Architect: Henthorn & Ferguson Bros.  
Builder: Henthorn & Ferguson Bros.



# Satchel Paige House Remodel



## Satchel Paige Home

Reconstruction efforts being planned for the home at 2626 E 28th St.



## Other Properties In The Santa Fe Area

Opportunities to leverage tax credit programs for strategic investments in the area adjacent to the Satchel Paige house.

# Strategy F

- a) Develop a short-term rental ordinance to regulate residential unit sharing. (City Planning and Development)



Completed

# Emerging Technologies & Sharing Economy

- UMKC Law School – Law Technology & Public Policy course and Pre-Policy Research
- Smart City Advisory Board
- Current negotiations with Shared Mobility and Peer-to-Peer Carsharing

# Icon Credits



Created by Gregor Ciesnar  
from the Noun Project



Created by Robiul Alam

# Questions?

Stay up to date on progress at [kcstat.kcmo.org](http://kcstat.kcmo.org)

#KCStat

