

ARTS & CULTURE ARE CORE TO THE KC REGION



ARTS**CORE**

**Powering Economic
Growth and Prosperity**

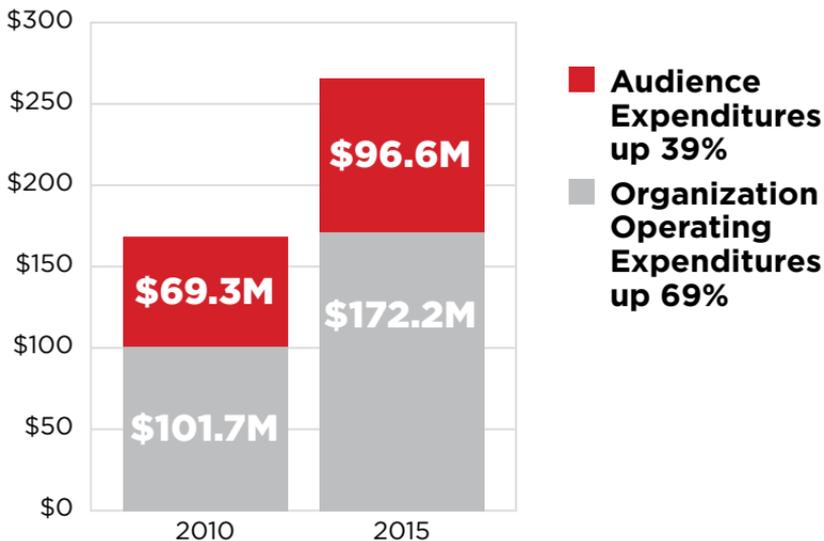
ArtsKC.org/AEP5

Arts & Culture: Core to KC Region

The arts and culture in the Kansas City metropolitan area are an intrinsic part of our vibrant community. The industry sustains our city's quality of life, beauty and vitality, but also powers economic growth, jobs and tourism.

Americans for the Arts (AFTA) has released its *Arts & Economic Prosperity® 5 Study*, which features national, as well as regional data, including 2015 data from five counties in the Kansas City metro area. The numbers make a compelling case for how arts and culture fuel our community's growth and prosperity.

Industry Powers Economic Growth





\$276.1M

Total 2015 economic impact of arts & culture in KC metro

\$179.5M

Spending by Arts & Cultural Organizations

Organizations support our economy by employing people locally, purchasing goods and services from local establishments and by attracting tourists.

\$96.6M

Spending by Audiences Up 39%

Audiences bolster the local economy with event-related spending at restaurants, hotels, retail stores, parking garages, and more.

Local & State Government Revenue



\$24.6M

Arts & culture generate millions in government revenue, proving that government funding for the industry is not a “frill,” but rather an investment that brings a positive return.

Industry Generates Jobs & Income

If the arts & culture industry were a single entity, it would rank as a top private sector employer, hiring artists and performers, but also other staff such as administrators and educators.

Top Private Sector Employers¹:



Household Income



The arts and culture industry generates a combined \$253.6M in household income that in turn goes back into the local economy for purchases, including cars, homes, and more.

Industry Drives Cultural Tourism

Our city is buzzing with tourists attending arts and cultural events, which means that, while they're here, they spend money on food, transportation, souvenirs, and more. In fact, tourists spend twice as much as locals on event-related expenses.

Average tourist spend:

\$45



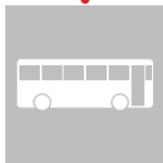
\$22

Meals &
Refreshments



\$11

Lodging
(1 night)



\$6

Ground
Transport



\$6

Other

(Compare: \$22 average resident spend)

Events Attract Tourists

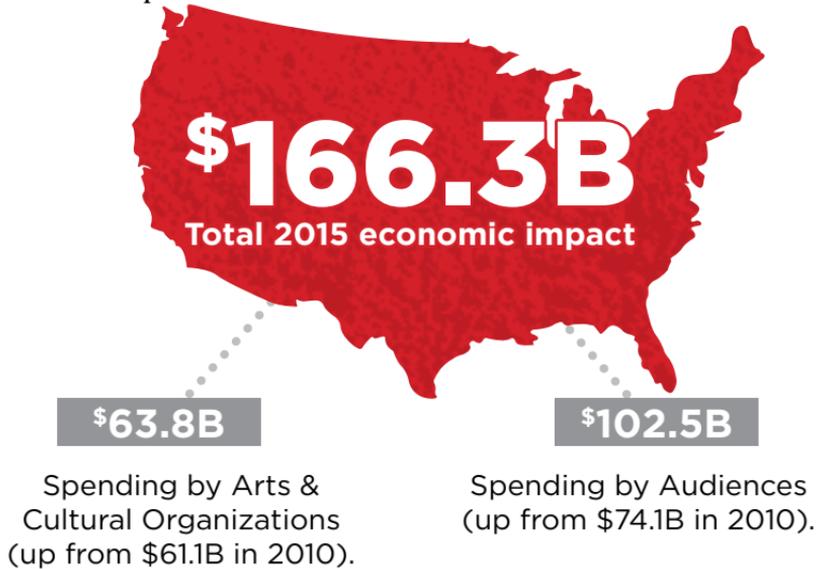
81% of tourists who attended an arts or cultural event said the primary purpose of their visit was to attend that event.

81%



Nationally, Billions Spent on Arts & Culture

Of the more than 300 communities across the nation participating in AFTA's study, collectively nonprofit arts & cultural organizations and their audiences spent billions on arts & culture. And, looking at the broader picture, all U.S. Arts Industries represented 4.2% of GDP in 2016.²



Millions of Jobs Created

4.6M

Jobs created in 2015 (up from 4.1M in 2010)

Local, State and Federal Government Revenue



\$27.5B

Revenue increased 23% in 2015 (up from \$22.4B), underscoring the significant return on investment generated by the arts and culture industry.

82%
iiiiiiiiiii

82% of Americans believe arts & culture are important to local businesses and the economy.

87%
iiiiiiiiiii

87% of Americans believe arts & culture are important to quality of life.

Study Size for National & Regional Data

The national *Arts & Economic Prosperity 5 Study* represents detailed economic findings from 341 communities and regions representing 50 states and the District of Columbia. The study excludes spending by individual artists and the for-profit arts and entertainment sector. KC Metro data was collected from 133 of the 309 eligible nonprofit arts & cultural organizations in Clay, Jackson, Platte, Johnson and Wyandotte counties, representing a 43% participation rate.

Sources

Except where noted below, all data represents 2015 data from the AFTA *Arts & Economic Prosperity 5 Study*.

¹ "Book of Lists." *Kansas City Business Journal*. 2015–2016: p. 40.

² Americans for the Arts' 2016 survey of 3,020 adults by Ipsos Public Affairs

Presenting Partners

ARTSKC

regional arts council

ArtsKC.org/AEP5



ArtsJoCo.org



KCMO.gov/culturalarts



AmericansfortheArts.org