
ART MOVES US

Arts and Culture
Impact in the
Kansas City Region

TOTAL ECONOMIC IMPACT OF NONPROFIT AND CULTURE SECTOR FEDERALLY

\$151,675,522,000

MISSOURI

TOTAL ECONOMIC IMPACT IN MISSOURI

\$11,020,114,000

The diverse arts and culture scene in Missouri has proven to be a heavyweight in our economy, outperforming more conventional players like utilities, agriculture, and mining when it comes to the Greater State Product (GSP). The arts are quietly but significantly shaping Missouri's economic scene, showing they're a formidable force in our financial landscape.

3.1%

Total portion of GSP

89,146

Total jobs

KANSAS

TOTAL ECONOMIC IMPACT IN KANSAS

\$4,444,433,000

In Kansas, the arts and culture sector is also shown to be a big influence in our economic arena, boasting a larger slice of the Greater State Product (GSP) than traditional players like utilities, mining, and even education services. This proves that the arts are not just contributors, they wield a powerful influence.

2.3%

Total portion of GSP

44,637

Total jobs

THE HEART OF OUR COMMUNITY

Nonprofit arts and culture organizations in Clay, Jackson, and Platte counties in Missouri, and Johnson and Wyandotte counties in Kansas contribute significantly to the vibrancy and economic vitality of our region.

\$615,192,367

EMPLOYMENT IMPACT

As a single entity, the nonprofit arts and culture sector stands as the fourth-largest employer in our region, closely following major entities like the University of Kansas Health System, Oracle (formerly Cerner), and HCA Midwest Health.

UNIVERSITY OF KANSAS HEALTH SYSTEM	12,511 JOBS
ORACLE (FORMERLY CERNER)	11,900 JOBS
HCA MIDWEST HEALTH	10,051 JOBS
NONPROFIT ARTS & CULTURE SECTOR	8,977 JOBS

SHARED PROSPERITY

This thriving sector not only supports nearly 9,000 jobs but also contributes significantly to the household income and tax revenue of our community.



TOTAL ANNUAL TAX REVENUE

\$97,499,264

FEDERAL
\$64,849,135

STATE
\$13,986,085

LOCAL (CITY & COUNTY)
\$18,664,044

ECONOMIC & CULTURAL BOOST

Engaging over 4.5 million attendees annually, the sector plays a pivotal role in our local economy, with audiences contributing substantial spending to various local businesses.

TOTAL ANNUAL ATTENDANCE

4,516,503

AUDIENCE MEMBERS

TOTAL ANNUAL AUDIENCE SPEND (NOT INCLUDING TICKET SALES)

\$179,908,055

■ SPENDING BY LOCAL ATTENDEES

\$87,019,106

■ SPENDING BY TOURISTS

\$92,888,949

AVERAGE SPEND PER PERSON, PER EVENT

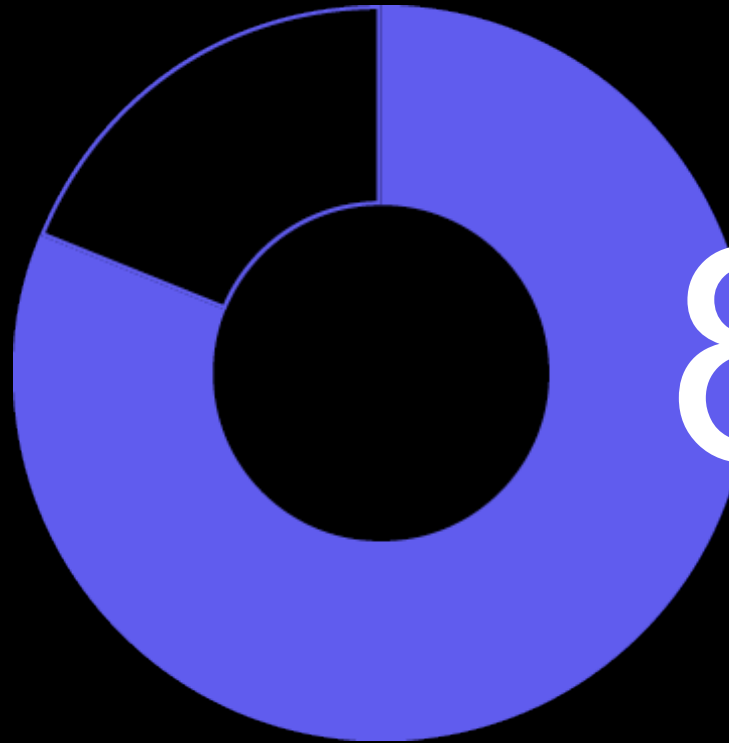
\$33.58
BY LOCALS

\$37.06

\$60.37
BY TOURISTS


COMMUNITY BENEFIT

Engaging with the arts and culture sector not only provides entertainment but also fosters a deep sense of connection and cultural pride, as evidenced by the overwhelmingly positive sentiments of attendees, with over 80% expressing the importance of these activities for current and future generations.



81.3%

81.3% of Audiences Agree That “This venue or facility is an important pillar for me within my community.”

A vibrant night-time parade scene with people in colorful costumes and a brass band. The text is overlaid in white on a dark background.

We believe in a vibrant and just world
where everyone participates in
and benefits from the transformative
power of arts & culture

ARTSKC

ARTSKC

Our MISSION

Advancing Lives Through the Arts

Our APPROACH

ArtsKC is your Metropolitan Arts Council. We have a strategic and relentless focus to promote, support, and advocate for the arts throughout the Kansas City region.



Image credit ArtsKC Summer Market photo by RW Photography.

What We Do

PROMOTE THE ARTS

Ensure inclusive access to and engagement in the arts & culture for all.

SUPPORT THE ARTS

Elevate the capacity of the arts sector professionals to drive lasting and transformative impact.

ADVOCATE FOR THE ARTS

Advance arts leadership in business, civic, and government priorities.

How We Do It

- **Launched the DROP with 32 organizations; an innovative arts access program** that welcomed over 1,000 new individuals to the arts in the first 4 months.
- **Built the capacity of 40 arts organizations to welcome diverse future audiences, awarding \$24,000 in marketing stipends** through our Audience Development Practice
- Launched our partnership with Johns Hopkins International Art & Mind Lab.
Built the nation's first NeuroArts Coalition with 48 cross-sector organizations at the intersection of art and wellbeing.

- **Awarded over \$440,000 of funding to 100 art nonprofit organizations and artists** through stipends and five grant categories.
- **Provided more than \$78,000 in stipends to 78 artist** by exhibiting their work in 40 businesses through the Now Showing program
- With the Unified Government of Wyandotte County and MARC, **we are placing artists on civic planning committees** making arts integral to community development.
- ***Increased dedicated public support for artists and arts organizations*** to \$500,000 annually

OUR IMPACT

- **ArtsKC directly serves 500,000 individuals**, striving for inclusive access to the arts for all.
- **ArtsKC invests \$2.5 million in the arts and culture ecosystem** through grants, stipends, programs, services, research, advocacy, and convening.
- **ArtsKC engages with more than 5,000 regional and national cross-sector stakeholders** advancing arts impact on health and wellbeing, arts impact on community development, arts impact on equity, and arts on education.

LET'S CONTINUE
ADVANCING LIVES
THROUGH THE ARTS



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