

RESOLUTION 250882 ~ ARTS, CULTURE, & HERITAGE PROMOTION AND MARKETING PROPOSAL Presented by ArtsKC ~ Regional Arts Council

Order of Materials Included

- 1. ArtsKCGo.com Platform Upgrades Brief
- 2. Presentation Slides ArtsKCGo.com redevelopment by the numbers
 - a. Economic Impact Pages
 - b. Regional Impact Booklet (Insert)
- 3. Task Force Roster
- 4. Letter from Local Technology Partner, CREMA
- 5. Marketing & Promotion Recommendations from Task Force
- 6. Activation Sites Recommendations (Second Proposal from Task Force)

ArtsKC Platform Upgrades In Preparation for World Cup 2026

Presented by ArtsKC - Regional Arts Council Request: \$100,000 Investment to Enhance ArtsKCGo.com



Overview

As Kansas City prepares to welcome the world for the 2026 FIFA World Cup, ArtsKC is leading efforts to ensure our region's diverse arts, culture, and heritage sector is front and center. Rather than develop a costly new app, we propose a \$100,000 investment from the City of Kansas City, Missouri to upgrade ArtsKCGo.com—a trusted platform in service since 2016. With targeted enhancements, the platform will expand access, increase visibility, and deliver lasting legacy value for both residents and visitors. With the inclusion of small businesses and the culinary sector, we can advance the reach even further. Why This Matters

This project supports the City's goals around legacy-building, equitable community engagement, and economic development. It provides durable digital infrastructure, offers smaller and underrepresented organizations a low-barrier path to visibility, and promotes regional tourism and participation beyond the stadium and central Fan Fest.

Proven Platform, National Representation

ArtsKCGo.com runs on the Artsopolis system, already in use by peer cities like Cincinnati, St. Augustine, Broward County, and San Antonio. Being part of this platform gives ArtsKC access to shared innovations while ensuring our platform remains locally responsive. **Planned Enhancements**

The upgrade will add a regional public art map, user-curated cultural itineraries (including BIPOC, LGBTQ+, and historical themes), walking tours like the KC Rainbow Tour, and integrated blog and media content through partnerships with outlets like KCUR, The Pitch, and KC Studio. It will also feature expanded listings that include culinary and small business partners—ensuring inclusive promotion of the full cultural landscape. **Promotional Campaign**

We also seek support for a region-wide marketing effort to elevate our creative identity during the World Cup. This campaign would celebrate local talent, drive engagement with the platform, and build civic pride and global recognition of our cultural strength. City investment would help support Kansas City-specific segments of this campaign. Why Now

To be fully implemented and promoted ahead of the 2026 tournament, the platform must be upgraded by late 2025. This timeline requires funding decisions by summer 2025. **Legacy Impact**

This investment will deliver lasting infrastructure, empower hundreds of local organizations, boost cultural tourism, and elevate Kansas City's creative profile-before, during, and long after Conclusion

Kansas City already has the foundation. With your support, we can elevate it to meet the global stage. A \$100,000 commitment from KCMO will help ensure our city's cultural story is told powerfully and inclusively to the world.

Preparing the Arts, Culture, & Heritage Sector for the 2026 World Cup and Beyond.

BY THE NUMBERS

WHAT THE ARTS MEAN FOR KANSAS CITY

Annually, the nonprofit arts and culture sector contributes to Kansas City, Missouri:

- Over \$510 million in economic activity
- Almost 8,000 jobs
- Over \$18 million in local tax revenue (City and Counties)
- Over 3,000,000 attendees (Over 4.5 million regionally)
 - Generating more than \$116 million in event-related spending (not including purchase of ticket)
- Average spend per non-resident is over \$44 per person, per event (again, not including ticket)
- 90.4% of attendees say "This activity or venue is inspiring a sense of pride in this neighborhood or

TOTAL ANNUAL INDUSTRY EXPENDITURES (Metro Region)

\$615,192,367

BY THE NUMBERS

THE 2026 FIFA WORLD CUP: A GENERATIONAL OPPORTUNITY

- Kansas City will host 6 matches | 600,000+ visitors | \$655M economic impact
- Average visitor stay: 9 days
- 80-90% of visitors will not attend a match
- Even those attending all 6 matches = 9 hours of soccer, 200+ hours in the city
- If 50% of visitors (300,000 people) attend one arts event and spend \$44 each, that's \$13.2M in new audience spending - that's a 13,100% ROI or \$132 generated for every \$1 the City invests.
- Key Takeaway:
 - We want it to be unmissable how non-residents can engage with our sector and enjoy an authentic cultural experience of Kansas City, Missouri, and ArtsKCGo.com and a throughout, coordinated marketing campaign can deliver that. Also an opportunity for residents to re-engage with our





LOCAL

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ALL GUIDES ->



14 OCT 2025



Event Title By Event Organizer at Event Location DETAILS

MUSIC CLASSICAL/DAZZ FAMILY UNDER \$20 IN-PERSON

15 OCT 2025



Event Title by Event Organizar at Event Location DETAILS

MUSIC CLASSICAL/JAZZ FAMILY UNDER \$20

16 OCT 2025



Event Title By Event Organizar at Event Location DETAILS

MUSIC CLASSICALUAZZ FAMILY UND







The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in

City of Kansas City, MO

Direct Economic Activity	Organizations		
Total Industry Expenditures (FY2022)		Audiences	Total Expenditures
	\$394,386,138	\$116,174,298	\$510,560,436

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	TANK MILE	
Employment (Jobs)		Addiences	Total Impacts	
Personal Income Paid to Residents	6,067	1,614	7,68	
ocal Tax Revenue (city and county)	\$303,271,468	\$60,645,166		
state Tax Revenue	\$14,889,246	\$3,433,528	\$363,916,634	
	\$11,847,913		\$18,322,774	
ederal Tax Revenue	\$53,328,282	\$2,647,733	\$14,495,646	
	400,020,202	\$10,668,024	\$63,996,306	

Event-Related Spending by Arts and Culture Audiences Totaled \$116.2 million

Attendance to Arts and Culture Events Total Attendance to In-Person Events	Local [†] Attendees	Nonlocal ¹ Attendees	All
Percentage of Tatal Att	1,504,849	1,504,848	Attendees
Percentage of Total Attendance	50.0%		3,009,697
verage Per Person, Per Event Expenditure	\$33.17	50.0%	100.0%
otal Event-Related Expenditures	\$49,915,841	\$44.03	\$38.60
	V43,313,641	\$66,258,457	\$116,174,298

Nonprofit Arts and Culture Audiences Spend an Average of \$38.60 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	Ali	
Food and Drink		Attendees	Attendees	
Retail Shopping	\$16.71	\$16.90	\$16.80	
Overnight Lodging (one night only)	\$3.68	\$4.27		
Local Transportation	\$1.02	\$6.85	\$3.98	
Clothing and Accessories	\$3.85	\$7.33	\$3.93	
Groceries and Supplies	\$3.07	\$2.63	\$5.59	
Childcare	\$3.15	\$3.58	\$2.85	
other/Miscellaneous	\$0.35	\$0.63	\$3.37	
	\$1.34		\$0.49	
Overall Average Per Person, Per Event	\$33.17	\$1.84	\$1.59	
	\$33.17	\$44.03	\$38.60	

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Kansas City. For more information about this study or about other

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The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in Greater Kansas City Metropolitan Area (MO/KS)

Direct Economic Activity			()
Total Industry Expenditures (FY2022)	Organizations	Audiences	Total Expenditures
5 - Formator (F12022)	\$435,284,312	\$179,908,055	\$615,192,367

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	ganizations and Their Audiences		
Employment (Jobs)	Organizations	Audiences	Total Impacts	
Personal Income Paid to Residents	6,523	2,454		
Local Tay Davis	\$317,315,345	\$88,107,985	8,97	
Local Tax Revenue (city and county)	\$13,815,598		\$405,423,330	
State Tax Revenue	\$10,136,762	\$4,848,446	\$18,664,044	
ederal Tax Revenue	\$50,618,675	\$3,849,323	\$13,986,085	
	Ψυυ,018,675	\$14,230,460	\$64,849,135	

Event-Related Spending by Arts and Culture Audiences Totaled \$179.9 million

Attendance to Arts and Culture Events Total Attendance to In-Person Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All	
Person Events	3,929,358		Attendees	
Percentage of Total Attendance		587,145	4,516,503	
verage Per Person, Per Event Expenditure	87.0%	13.0%	100.0%	
otal Event-Related Expenditures ²	\$33.58	\$60.37		
Expenditures ²	\$87,019,106		\$37.06	
-Apenditures	\$87,019,106	\$92,888,949	\$179,908,0	

Nonprofit Arts and Culture Audiences Spend an Average of \$37.06 Per Person, Per Event

Category of Event-Related Expenditure Food and Drink	Local ¹ Attendees	Nonlocal ¹ Attendees	All
	\$17.52	CHILL I SAME	Attendees
Retail Shopping	\$3.21	\$19.90	\$17.83
Overnight Lodging (one night only)		\$7.62	\$3.78
Local Transportation	\$0.46	\$13.74	\$2.19
Clothing and Accessories	\$3.53	\$9.15	
Groceries and Supplies	\$4.27	\$4.24	\$4.26
Childcare Childcare	\$2.85	\$2.33	\$4.27
	\$1.04		\$2.78
other/Miscellaneous		\$0.59	\$0.98
verall Average Per Person, Per Event	\$0.70	\$2.80	\$0.97
TOOM TO EVENT	\$33.58	\$60.37	\$37.06

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the Greater Kansas City Metropolitan Area. For more information about this study or about other cultural initiatives in the Greater Kansas City Metropolitan Area, contact ArtsKC.

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FY26 World Cup ACH Task Force Master Roster

		est Name	Organization		
Amy		Owen	Kansas City Repertory Theatre		Title
Cha	7 411001		City of Overland Park, KS		General Manager
	berlee Anspa		eXplore Lawrence		Arts and Events Assistant
Silvia	T TOTAL	o Fernandez	City of Lee's Summit, MO		Executive Director
Porte	T all cill		City of Lawrence, Kansas		Cultural Arts Specialist
Linds	7 111010	Seevers	Johnson County Museum		Assistant Parks & Recreation Director for Arts & Culture
Karer	Daagei	t	KC Ballet		Curator of Engagement
Bobb	Daker		NEKC Chamber of Commerce		Chief Sales and Marketing Officer
Dann		,	KC Symphony		President & CEO
Emily			Kansas City Jazz ALIVE, Inc.		Executive Director
Alyssa	a Bell Jac	kson	Kansas City Jazz Orchestra		Board Treasurer & Chair
Dina	Bennett		American Jazz Museum		Executive Director
Erik	Bergrud				Executive Director
Julie	Bilyea		Park University/Kansas City Comets		Chief Strategic Communications Officer
Bukeka	a Blakemo	re C	City of Overland Park, Kansas Creative City KC Inc.		Manager Arts and Events
Wolfe	Brack		iterUrban Art House		Treasurer/Deputy Director
Dalene	Bradford				Program Director
Cole	Braun		etired from Kauffman Center		None
Julie	Brewer		ational Museum of Toys and Miniatures, T	he	Development Associate
Courtne					- SPINEIL ASSOCIATE
Chadwi	3 1-100110		obal Ties KC		President & CEO
Stacy	Busch	Ka	insas City Art Institute		Interim
Susan	Cantrell		Divide KC		
Alan	Carr		Studio		Executive Director
Greg			it KCK		
James	Carroll		dnight Blue Jazz		Executive Director
Rich	Chrisman	JZ	Entertainment		President, CEO
	Chungong		sh In Between		CEO
Jave	Clarke	Frie	nds of Reggae International		Owner
evin	Cloud	Cult	ure House, The		Director of Operations
arrie	Coogan		sas City Public Library		Vriter in residence
onita	Cook	Kan	sas Creative Arts Commission		Deputy Director for Public Affairs and Community Engageme
hiara	Cooper	Ame	rican Jazz Museum	F	ield Representative, East Central Kansas
elissa	Cooper		ouri Association for Arts Education		irector of Marketing and Communications
/ie	Craig	Arts	Asylum, The		g and communications
onsuelo	Cruz		Sylutti, frie	E	xecutive Director
nnifer	De Luca	KC S	tudio		
rest	Decker		iudio		
risti	Delaroy	Notes	n Alli		
th	DeWitt	IVEISO	n-Atkins Museum of Art, The	Di	rector of Marketin
ac	Diggs				rector of Marketing and Brand Strategy
ta	Dixon			Art	ict
	Dorfman		ve City KC		
sa	Dorsch		Hall Library		ecutive Director
ssa			vood Arts		
33 <u>4</u> 1	Duggan		Leawood		ector
1 5	Duncan	Kansas	City Public Library	Cul	tural Arts Supervisor
	Erwin	Nation	al WWI Museum and Memorial	Dive	ersity, Equity, and Inclusion Officer
yl	Eve Acosta	Artist a	nd Designer	Vice	President, Marketing and Guest Services
	Falk		& Aquarium	Self	Employed
	Fierro	Mattie I	Rhodes Center		
	Fleming	Traditio	nal Music Society		ident & CEO
	Forster	Nelson-	Atkins Museum of Art, The		cutive Director
na (Gabuardy	1.5.00,1	And Museum of Art, The		egy Specialist, Brand and Content
	 Gann	Kansas	City Art Institute		Stand and Content
	arrett			Mana	Iger of Community Engl
	Ribel	neart of	America Shakespeare Festival	Execu	ger of Community Engagement & Membership utive Artistic Director
	aranade	Starlight		Vice	President of P
	aranage aray		onservatory	Assa	President of Programming
	reenwald	KC Balle			eate Dean titive Director
11.0	reenwald	I AREOD /F	Deanna Rose	EXECU	tive Director

FY26 World Cup ACH Task Force Master Roster

Joa		Name	Organization		
Stev			Nerman Museum of Contemporary Art		Title Chief Executive Officer
	phanie Ornburn		Douglas County Historical Society/Watkins Museum	n	Executive Officer Executive Director
Jade			Folly Theater, The		Event Manager
Meig					L.vent Manager
Rob	Persaud		Black White, LLC		
Mart			Nelson-Atkins Museum of Art, The		Chint Moulesti Care
Cass					Chief Marketing Officer
Alliso			Truman Library Institute		Director of Qu
John	Rensenhou		Kansas City Art Institute		Director of Strategic Initatives
Calvir			KC Actors Theatre		Executive VP of Academic Affairs
Godfr	- 110113		Kansas City Friends of Alvin Ailey		Board President
Janell	Rinne		Civic Saint		Chief Executive Officer
Madel			Midwest Trust Center at JCCC		Founder + President
Donnie	1.1.0.0		National Museum of Toys and Miniatures, The		Marketing Coordinator
	riougeis		Downtown Lee's Summit Main Street		Curator / Senior Manager of Learning and Engagement
Danay			Youth Chorus of Kansas City		Executive Director
Lindse:	- India omidi	a [Starlight		Executive Director
Paul	Sandler		yric Opera of KC		President and CEO
	Schofer		Kauffman Center for the Performing Arts		General Director & CEO
James	Shackelford	L	JMKC		President & CEO
Neal	Sharma	K	C 2026	A	ssistant Dean of Admissions
Carrie	Shoptaw	K	C Studio	V	ice President
Flip	Short	P	aragon Star	A	ccount Executive
Neill	Smith		aragon Star	0	wner
Rebecca	3 Smith		etired	Di	rector of Events
Vania	Soto	Ar	tist	Re	etired
Logan	Stacer	Cr	eative City KC	Ar	tist
Melissa	Stan		lly Theater, The		
Keith	Stanfield		us 76 Quartet	Gra	ants and Community Engagement Manager
Alicia	Starr		glewood Arts	Dir	ector
Elaine	Stolze		erican Theatre Guild		ector of Development
Mandy	Stone	Nei	son Atkins MA	Sr [Director of Development
Elizabeth	Suh Lane	Bac	son-Atkins Museum of Art, The h Aria Soloists	Exe	cutive Vice President
aCherish	Thompson				cutive Artistic Director
erri	Thompson	Mus	nmunity Housing of Wyandotte County	Con	nmunity Building & E
Rick	Truman	Foll	seum at Prairiefire (MAP)	Exec	nmunity Building & Engagement Manager cutive Director
ara	Tucker		Theater, The		cutive Director
nna Marie			KC, The		
eidi	Van	Mus	eum of Kansas City, The	Evan	Imunity member, COS
епа	Vangjel	The	Black Box / Fishtank Theatre		er / Operation
arah	VanLanduyt	Direc	tor of Community Engagement		er / Operator
an	Verploegh	Arts	Council of Johnson County	Evan	tain City Brass Band
ura	T	Interr	ational Relations Council		utive Director
elonnie	Vogt	Natio	nal WWI Museum and Memorial		utive Director
SS	Walker	KC M	elting Pot Theatre	VICE F	President of Education and Interpretation
re	Wallerstein Huff	Starlig		Aitisti	c Director - Operations
	Warren		heater, The	VP of	Marketing + Sales
	Weisbrod Morris	Lawre	nce Arts Center		eer Coordinator
	Wilkinson	Visit O	verland Park	CEO	
	Williams		Archives of Mid-America		ent & CEO
	Williams	ISSOD			xecutive Officer
	Willis	JZ Ente	ertainment	Directo	or
	Youngers		ast Community Center	CEO	
	Zimmerman	Take th	e Stage/Owen Cox Donne	Develor	oment Director
an z	Zugazagoitia	Nelson-	Atkins Museum of Art, The	Artistic	Director, Take the Stage
			Museum of Art, The	Nive of	and CEO



Good morning committee members,

Many of you already know the breadth and depth of ArtsKC's impact in our community. As active participants in the regional arts scene, we've consistently seen the benefit to our families, friends, neighbors, and collaborators.

As longtime partners of ArtsKC, we regret that we cannot be present this morning. Even so, we wanted to provide a few words as we consider this project:

Crema is a design & technology consultancy based in the Crossroads district for over 16 years. For most of that time, our previous office served as a community gallery, regularly hosting First Friday events. Over the years, we've partnered with everyone from local startups to global enterprises including JE Dunn, H&R Block, CommunityAmerica, Black & Veatch, American Century Investments, and more. Our work helps these organizations work more effectively by building tools and systems that unlock their unique advantages, thereby allowing them to focus on getting more good work done.

This project for ArtsKC is no different: the primary focus of this project is giving ArtsKC more powerful tools to engage and grow the arts community. The vision for this new ArtsKC is to connect the region's artists, venues, and organizations with the audiences that are looking to be challenged, seen, and inspired.

For Crema's part, this work includes time to:

- Understand the various user & organizational needs
- Evaluation of compelling examples from around the country and globally
- Design & prototyping of components, pages, and workflows
- Coordination with the development partner

A primary objective is to make it easier for ArtsKC employees to integrate the website with marketing, communications, and reporting systems so that they can focus more on program development and directly serving the venues, artists, organizations, and participants. This single point of focus, designed for flexibility and support of a wide range of future needs, has a significant, compounding indirect impact for those ArtsKC serves for years to come.

The redesign & rebuild will also make it easier for anyone looking for events to find what's most compelling to them. This will be especially important as the World Cup approaches: with the mass of events planned for that time period, we want to make it as easy as possible for residents and visitors alike to get exposure to the incredible arts events Kansas City has to offer.

WORLD CUP ARTS, CULTURE & HERITAGE MARKETING RECOMMENDATIONS Host Organization: ArtsKC - Regional Arts Council

WHO IS AT THE TABLE

Developed in March of 2024, the Arts, Culture, and Heritage Task Force, hosted by ArtsKC, represents arts organizations and artists of every budget size, medium, and geographical position, as well as municipal administrators across our region. To best inform the requests outlined in this proposal, marketing and communications professionals were specifically tasked with coalescing around the needs of our sector and how resources could best be utilized to inform the actions and requests made herein.

List of Task Force Contributors

18th and Vine Lives! American Jazz Museum American Theatre Guild

Arts & Recreation Foundation of Overland Park

Arts Council of Johnson County

ArtsTech

Bach Aria Soloists

Black Archives of Mid-America

Black White, LLC

BNIM

City of Kansas City, Missouri

City of Lawrence, Kansas City of Leawood, Kansas City of Lee's Summit, Missouri City of Lee's Summit, Cultural Arts City of Overland Park, Kansas

Civic Saint Coloratura

Community Housing of Wyandotte County

Dash in Between

Douglas County Historical Society/Watkins Museum Downtown Council/Art in the Loop Foundation

Downtown Lee's Summit Main Street

Englewood Arts eXplore Lawrence Folly Theater

GF Alma Tapatía

Global Ties KC Harriman-Jewell Series

Heart of America Shakespeare Festival

Heartland Men's Chorus

Inspire KC

International Relations Council

InterUrbanArtHouse Johnson County Museum

Johnson County Park and Recreation District

JZ Entertainment Kansas City Art Institute Kansas City Ballet

Kansas City Friends of Alvin Ailey Kansas City Jazz Orchestra Kansas City Repertory Theatre Kansas City Symphony

Kansas Creative Arts Commission Kauffman Center for the Performing Arts

KC Actors Theatre

KC Fringe **KCRep**

Kemp McGee Arts Culture & Community Foundation

Kemper Museum of Contemporary Art

Knell StudioWorks

Latino Arts Foundation KC Lawrence Arts Center

Lenexa Arts Council, Lenexa Parks & Rec

Lyric Opera of KC Mattie Rhodes Center McDevitt Group Mershon & McDonald

Metropolitan Ensemble Theatre (MET)

Mid-America Arts Alliance Midwest Trust Center, JCCC Municipal Arts Commission Museum at Prairiefire (MAP) Mutual Musicians Foundation National Archives of Mid-America National WWI Museum and Memorial

Nelson-Atkins Museum of Art

Nerman Museum of Contemporary Art Paragon Star

Park International Center for Music

playhaus SOTV Creators

Spire Chamber Ensemble

Starlight Theatre The Arts Asylum The Culture House

The National Museum of Toys and Miniatures

The Real KC

Traditional Music Society Truman Library Institute **UMKC** Conservatory Unicorn Theatre Union Station Visit KCK

Visit Overland Park

without support or activation. Another legacy aspect of such a campaign beyond promotion during the World Cup would be an ongoing sense of community connectedness where community members feel more connected to the organizations in their own area, and vice versa.

Participants would be able to self-identify and self-select how and if they would like to participate in this collaborative marketing campaign. Those who choose to participate (organizations and municipalities/governments) would add their marketing assets to the collective effort to have them transformed by our partner agency to reflect our campaign identity to then be utilized by that organization. This would result in the development of dedicated marketing resources for participating organizations to make implementation as successful, uniform, and easy as possible, especially for small to mid-size organizations with diminished capacity for marketing compared to their larger peers. In addition to these resources, a creative assets database would be established to help organize participants' individual assets, as well as finalized, uniform assets for use by individuals as well as coordinating marketing/promotion partners.

In order to effectively and comprehensively accomplish this campaign in time for preparation for the arrival of international audiences, funding decisions must be made and funds must be received by the end of 2025.

Marketing Engagement Technology

The arts have been impacted by shifting audience participation for decades. It is a variable that continues to compound arts programmers, marketers, and executive leadership across the country. Resource organizations like ArtsKC, the National Endowment for the Arts, and Americans for the Arts are constantly striving to produce new and innovative resources to help support our community and harness new and evolutionary opportunities for future sustainability and success.

One transformative innovation that could result from our region's participation in the World Cup could be a tool long sought after by our community, and one that other regions and, in fact, nations have been the beneficiaries of, and that is a promotional platform for posting events and opportunities for easy and ubiquitous access by both local and non-local audiences. Through our work with local partners like CREMA and international technology firms, ArtsKC has begun the process of assessing the fees and budget necessary for the development of a new and dynamic technology platform that could allow for a comprehensive suite of features. In addition, through participation in a program led by a globally recognized philanthropic organization, ArtsKC is advancing toward a more robust data collection and management system to support future technological upgrades.



component could be based on targeted promotions and/or upselling based on user interests and data from previous searches and engagement.

Long-Term Technology Host

As leader of this legacy project, ArtsKC would commit to serving as the host for this new suite of tools and technologies on behalf of our arts community, given appropriate investment and funding. This would include continued promotion of the tool, ongoing best practices and user education, sustainability and ongoing technological servicing and fundraising, and revenue generation and development. This would allow the service to continue to be offered to arts, culture, and heritage users, as well as community member participants. In order to effectively serve as a host, ArtsKC would need ongoing commitment from funders to appropriately staff

DEFINITIONS OF SUCCESS

In order to provide feedback to our community, we have identified specific criteria and outcomes that would demonstrate success and effective incorporation of the arts, culture, and

Increased Visibility of Local Arts and Culture:

- Showcase local talent and cultural diversity through performances, exhibitions, and public art.
- Enhance global recognition of the region's creative identity, attracting future tourism and cultural investments.

Economic Impact:

- Generate revenue for local artists, arts organizations, and supporting industries (e.g., hospitality and retail) through increased participation and sales.
- Boost long-term economic growth by leveraging the event to attract cultural

Community Engagement and Inclusion:

- Foster pride and unity by representing diverse voices and cultures in the arts programming.
- Offer accessible events and opportunities for local residents to engage with the World Cup festivities.

Legacy Infrastructure and Programs:

- Establish lasting public art installations, cultural landmarks, or programs initiated during the event.
- Strengthen partnerships among arts organizations, government agencies, and private sector sponsors for future collaboration.

Expanded Audience and Reach:

 Introduce international visitors to local art and culture, creating ambassadors who promote the destination worldwide.

ARTSKC

WORLD CUP ARTS, CULTURE & HERITAGE RECOMMENDED ACTIVATION SITES Hosting Organization: ArtsKC - Regional Arts Council

The Arts, Culture, and Heritage World Cup Task Force, hosted by ArtsKC - Regional Arts Council, has been tasked with identifying three to five organizations, venues, or physical spaces that can be utilized as activation sites in partnership with the FanFest experience and further engagement opportunities provided by KC2026 during the World Cup event. Through our collective work with the task force, we committed to compiling a list of a diverse group of sites that offer geographical, cultural, and community diversity to achieve this goal. We have not considered some locations that will likely already be activated based on their geographical appeal, cultural significance, available space, and other qualifying factors that make their inclusion in this list redundant. These include, but are not limited to, the Country Club Plaza, Riverfront area, etc.

ACTIVATION SITE SUGGESTIONS

The goal of the Task Force is to showcase the most diverse and dynamic segment of our region's arts, culture, and heritage assets. As such, we propose the inclusion of the following venues/areas/districts as activation sites to support the FIFA FanFest during the 2026 World Cup in Kansas City. Through direct engagement with the ACH Task Force, we have identified eleven sites that demonstrate the most diverse, authentic, and locally representative selection of activation opportunities across the geographic breadth of our region.

Regardless of the organizations and areas included in the following recommendations, there are dozens of options that could make excellent choices for activation during this once-in-a-lifetime event. These selections have been made based on a number of factors:

- Representation of authentic and/or historic identity of Kansas City
- Geographical diversity and appeal
- Capacity and ease of experience for FIFA guests .
- Proximity to further engagement with the surrounding community, including small business activation, etc.
- The ability for natural and built engagement opportunities

It is the intention of the Task Force that, by offering these suggestions of activation sites, developed in collaboration with our sector partners, these organizations would be compensated for their selection as activation sites. In addition to direct funding for programming, staffing, facility, and security costs, we request site inclusion in developing transportation methodology and logistics during event activation.



Geographic Spread

4. Downtown Overland Park, KS

Rationale:

- Storied history
- Further Kansas inclusion
- Small business engagement
- Organic art activity
- Indoor and outdoor options

Potential Activation Opportunities

- JOCO heritage center
- InterUrban Art House
- Farmer's market
- La casa del padel
- Outdoor stage/street festival
- Matt Ross Community Center

5. Historic Northeast (Kansas City, MO)

Rationale:

- Authentic representation of KC history
- Cultural diversity of the community
- Public art abundance
- Small business engagement
- Venue space potential short-term rentals
- Indoor and outdoor options
- Culinary options

Potential Activation Opportunities:

- Kansas City Museum
- Kessler Park

6. Independence Square (Independence, MO)

(Englewood, Indep Square, Truman)

Rationale:

- Geographic diversity
- Authentic regional history
- Multiple activation points
- Indoor and outdoor options for activation
- Diverse communities
- Small business engagement

Potential Activation Opportunities:

- Englewood Arts
- Independence Square
- Truman Library (could be focal point)
- Pioneer district
- Square can celebrate "small town USA"
- Fort Osage

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10. Swope Park (Kansas City, MO)

Rationale:

- Indoor and outdoor opportunities
- Abundance of space
- Park shelters
- Activation of Starlight, parks, and Zoo
- Geographic diversity

Potential Activation Opportunities:

- Starlight Theatre
- Parks and Recreation
- Glow party/Jazzoo
- Use of park shelters
- Ample outdoor space for food, retail, large-scale activities (ex: drone show, hot air balloons, fireworks, etc.)

11. West Bottoms

Rationale

- Agricultural history
- River connection to Berkley

Potential Activation Opportunities

- Mattie Rhodes Cultural Center
- The Ship
- Rock Island Bridge

12. Westside (Kansas City, KS)

Rationale:

- Storied history
- Literal bridge between states
- New small business activation
 - Opportunity for multiple businesses to be represented in one location
- Diversity of community

Potential Activation Opportunities:

- Culinary
- Festivals
- Regnier Family Wonderscope Museum

OPTIMUM VENUES

We also wanted to include venues we feel are particularly adept at scaling up when needed and easy to utilize. These could maximize space and opportunities for the space to host

- Swope Park
- Kessler Park
- West Bottoms/Rock Island Bridge
- Union Station
- Kauffman Lawn
- English Landing Park

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STREETCAR ARTS ASSETS HIGHLIGHTS

