



**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 the World Cup.

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.

ART MOVES US

ARTS
25 YEARS

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 community."

TOTAL ANNUAL INDUSTRY EXPENDITURES (Metro Region)

\$615,192,367

Source: Arts & Economic Impact Study 6

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 sector.

ARTSKC go

Explore Events

Local Guides

Resources

Log In

Music

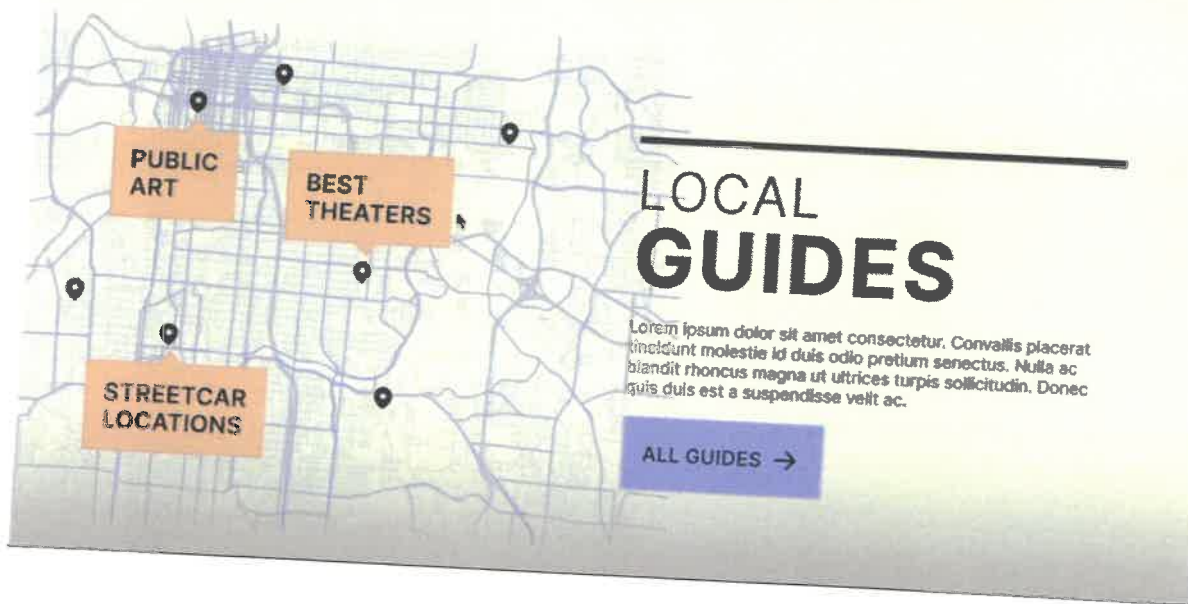
Visual Art

Performance

Enrichment

Festivals & More





The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in City of Kansas City, MO

Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$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	Total Impacts
Employment (Jobs)	6,067	1,614	7,681
Personal Income Paid to Residents	\$303,271,468	\$60,645,166	\$363,916,634
Local Tax Revenue (city and county)	\$14,889,246	\$3,433,528	\$18,322,774
State Tax Revenue	\$11,847,913	\$2,647,733	\$14,495,646
Federal Tax Revenue	\$53,328,282	\$10,668,024	\$63,996,306

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

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	1,504,849	1,504,848	3,009,697
Percentage of Total Attendance	50.0%	50.0%	100.0%
Average Per Person, Per Event Expenditure	\$33.17	\$44.03	\$38.60
Total Event-Related Expenditures	\$49,915,841	\$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	All Attendees
Food and Drink	\$16.71	\$16.90	\$16.80
Retail Shopping	\$3.68	\$4.27	\$3.98
Overnight Lodging (one night only)	\$1.02	\$6.85	\$3.93
Local Transportation	\$3.85	\$7.33	\$5.59
Clothing and Accessories	\$3.07	\$2.63	\$2.85
Groceries and Supplies	\$3.15	\$3.58	\$3.37
Childcare	\$0.35	\$0.63	\$0.49
Other/Miscellaneous	\$1.34	\$1.84	\$1.59
Overall Average Per Person, Per Event	\$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 cultural initiatives in the City of Kansas City, contact ArtsKC.
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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	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$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	Audiences	Total Impacts
Employment (Jobs)	6,523	2,454	8,977
Personal Income Paid to Residents	\$317,315,345	\$88,107,985	\$405,423,330
Local Tax Revenue (city and county)	\$13,815,598	\$4,848,446	\$18,664,044
State Tax Revenue	\$10,136,762	\$3,849,323	\$13,986,085
Federal Tax Revenue	\$50,618,675	\$14,230,460	\$64,849,135

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

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	3,929,358	587,145	4,516,503
Percentage of Total Attendance	87.0%	13.0%	100.0%
Average Per Person, Per Event Expenditure	\$33.58	\$60.37	\$37.06
Total Event-Related Expenditures ²	\$87,019,106	\$92,888,949	\$179,908,055

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

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

First Name	Last Name	Organization	Title
Amy	Abels Owen	Kansas City Repertory Theatre	
Chase	Allison	City of Overland Park, KS	General Manager
Kimberlee	Anspach	eXplore Lawrence	Arts and Events Assistant
Silvia	Arellano Fernandez	City of Lee's Summit, MO	Executive Director
Porter	Arneill	City of Lawrence, Kansas	Cultural Arts Specialist
Lindsey	Arnold Seevers	Johnson County Museum	Assistant Parks & Recreation Director for Arts & Culture
Karen	Badgett	KC Ballet	Curator of Engagement
Bobbi	Baker	NEKC Chamber of Commerce	Chief Sales and Marketing Officer
Danny	Beckley	KC Symphony	President & CEO
Emily	Behrmann	Kansas City Jazz ALIVE, Inc.	Executive Director
Alyssa	Bell Jackson	Kansas City Jazz Orchestra	Board Treasurer & Chair
Dina	Bennett	American Jazz Museum	Executive Director
Erik	Bergrud	Park University/Kansas City Comets	Executive Director
Julie	Bilyea	City of Overland Park, Kansas	Chief Strategic Communications Officer
Bukeka	Blakemore	Creative City KC Inc.	Manager Arts and Events
Wolfe	Brack	InterUrban Art House	Treasurer/Deputy Director
Dalene	Bradford	Retired from Kauffman Center	Program Director
Cole	Braun	National Museum of Toys and Miniatures, The	None
Julie	Brewer		Development Associate
Courtney	Brooks	Global Ties KC	
Chadwick	Brooks	Kansas City Art Institute	President & CEO
Stacy	Busch	No Divide KC	Interim
Susan	Cantrell	KC Studio	Executive Director
Alan	Carr	Visit KCK	
Greg	Carroll	Midnight Blue Jazz	Executive Director
James	Chrisman	JZ Entertainment	President. CEO
Rich	Chungong	Dash In Between	CEO
Dave	Clarke	Friends of Reggae International	Owner
Kevin	Cloud	Culture House, The	Director of Operations
Carrie	Coogan	Kansas City Public Library	Writer in residence
Lonita	Cook	Kansas Creative Arts Commission	Deputy Director for Public Affairs and Community Engagement
Chiara	Cooper	American Jazz Museum	Field Representative, East Central Kansas
Melissa	Cooper	Missouri Association for Arts Education	Director of Marketing and Communications
Evie	Craig	Arts Asylum, The	
Consuelo	Cruz		Executive Director
Jennifer	De Luca	KC Studio	
Forest	Decker		
Christi	Delaroy	Nelson-Atkins Museum of Art, The	
Ruth	DeWitt		Director of Marketing and Brand Strategy
Isaac	Diggs		
Anita	Dixon	Creative City KC	Artist
Eric	Dorfman	Linda Hall Library	Executive Director
Teresa	Dorsch	Englewood Arts	
Melissa	Duggan	City of Leawood	Director
Trina	Duncan	Kansas City Public Library	Cultural Arts Supervisor
Karis	Erwin	National WWI Museum and Memorial	Diversity, Equity, and Inclusion Officer
Cheryl	Eve Acosta	Artist and Designer	Vice President, Marketing and Guest Services
Linda	Falk	KC Zoo & Aquarium	Self-Employed
John	Fierro	Mattie Rhodes Center	COO
Bird	Fleming	Traditional Music Society	President & CEO
Louise	Forster	Nelson-Atkins Museum of Art, The	Executive Director
Kristina	Gabuardy		Strategy Specialist, Brand and Content
Robert	Gann	Kansas City Art Institute	
Sidonie	Garrett	Heart of America Shakespeare Festival	Manager of Community Engagement & Membership
Caroline	Gibel	Starlight	Executive Artistic Director
Andrew	Granade	UMKC Conservatory	Vice President of Programming
David	Gray	KC Ballet	Associate Dean
David	Greenwald	ARFOP/Deanna Rose	Executive Director
			Attorney

FY26 World Cup ACH Task Force Master Roster

First Name	Last Name	Organization	Title
Joanne	Northrup	Nerman Museum of Contemporary Art	Chief Executive Officer
Steve	Nowak	Douglas County Historical Society/Watkins Museum	Executive Director
Stephanie	Ornburn	Folly Theater, The	Event Manager
Jade	Osborne		
Meighan	Peifer	Black White, LLC	-
Rob	Persaud	Nelson-Atkins Museum of Art, The	Chief Marketing Officer
Marty	Peters		
Cassie	Pikarsky	Truman Library Institute	Director of Strategic Initiatives
Allison	Puff	Kansas City Art Institute	Executive VP of Academic Affairs
John	Rensenhouse	KC Actors Theatre	Board President
Calvin	Ricks	Kansas City Friends of Alvin Ailey	Chief Executive Officer
Godfrey	Riddle	Civic Saint	Founder + President
Janell	Rinne	Midwest Trust Center at JCCC	Marketing Coordinator
Madeline	Rislow	National Museum of Toys and Miniatures, The	Curator / Senior Manager of Learning and Engagement
Donnie	Rodgers	Downtown Lee's Summit Main Street	Executive Director
Danaya	Roller	Youth Chorus of Kansas City	Executive Director
Lindsey	Rood-Clifford	Starlight	President and CEO
Deb	Sandler	Lyric Opera of KC	General Director & CEO
Paul	Schofer	Kauffman Center for the Performing Arts	President & CEO
James	Shackelford	UMKC	Assistant Dean of Admissions
Neal	Sharma	KC 2026	Vice President
Carrie	Shoptaw	KC Studio	Account Executive
Flip	Short	Paragon Star	Owner
Neill	Smith	Paragon Star	Director of Events
Rebecca	Smith	Retired	Retired
Vania	Soto	Artist	Artist
Logan	Stacer	Creative City KC	
Melissa	Stan	Folly Theater, The	Grants and Community Engagement Manager
Keith	Stanfield	Opus 76 Quartet	Director
Alicia	Starr	Englewood Arts	Director of Development
Elaine	Stolze	American Theatre Guild	Sr Director of Development
Mandy	Stone	Nelson-Atkins Museum of Art, The	Executive Vice President
Elizabeth	Suh Lane	Bach Aria Soloists	Executive Artistic Director
LaCherish	Thompson	Community Housing of Wyandotte County	Community Building & Engagement Manager
Terri	Thompson	Museum at Prairiefire (MAP)	Executive Director
Rick	Truman	Folly Theater, The	Executive Director
Sara	Tucker	Real KC, The	Community member, COS
Anna Marie	Tutera	Museum of Kansas City, The	Executive Director
Heidi	Van	The Black Box / Fishtank Theatre	Owner / Operator
Jena	Vangjel	Director of Community Engagement	Fountain City Brass Band
Sarah	VanLanduyt	Arts Council of Johnson County	Executive Director
Evan	Verploegh	International Relations Council	Executive Director
Laura	Vogt	National WWI Museum and Memorial	Vice President of Education and Interpretation
Melannie	Walker	KC Melting Pot Theatre	Artistic Director - Operations
Bess	Wallerstein Huff	Starlight	VP of Marketing + Sales
Mike	Warren	Folly Theater, The	Volunteer Coordinator
Margaret	Weisbrod Morris	Lawrence Arts Center	CEO
Warren	Wilkinson	Visit Overland Park	President & CEO
Carmaletta	Williams	Black Archives of Mid-America	Chief Executive Officer
ICE	Williams	ISSOD	Director
Roosevelt	Willis	JZ Entertainment	CEO
Julie	Youngers	Northeast Community Center	Development Director
Jeramy	Zimmerman	Take the Stage/Owen Cox Dance	Artistic Director, Take the Stage
Julian	Zugazagoitia	Nelson-Atkins Museum of Art, The	Director and CEO

Crema

2101 Broadway Blvd
Kansas City, MO 64108

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!	Kansas Creative Arts Commission
American Jazz Museum	Kauffman Center for the Performing Arts
American Theatre Guild	KC Actors Theatre
Arts & Recreation Foundation of Overland Park	KC Fringe
Arts Council of Johnson County	KCRep
ArtsTech	Kemp McGee Arts Culture & Community Foundation
Bach Aria Soloists	Kemper Museum of Contemporary Art
Black Archives of Mid-America	Knell StudioWorks
Black White, LLC	Latino Arts Foundation KC
BNIM	Lawrence Arts Center
City of Kansas City, Missouri	Lenexa Arts Council, Lenexa Parks & Rec
City of Lawrence, Kansas	Lyric Opera of KC
City of Leawood, Kansas	Mattie Rhodes Center
City of Lee's Summit, Missouri	McDevitt Group
City of Lee's Summit, Cultural Arts	Mershon & McDonald
City of Overland Park, Kansas	Metropolitan Ensemble Theatre (MET)
Civic Saint	Mid-America Arts Alliance
Coloratura	Midwest Trust Center, JCCC
Community Housing of Wyandotte County	Municipal Arts Commission
Dash In Between	Museum at Prairiefire (MAP)
Douglas County Historical Society/Watkins Museum	Mutual Musicians Foundation
Downtown Council/Art in the Loop Foundation	National Archives of Mid-America
Downtown Lee's Summit Main Street	National WWI Museum and Memorial
Englewood Arts	Nelson-Atkins Museum of Art
eXplore Lawrence	Nerman Museum of Contemporary Art
Folly Theater	Paragon Star
GF Alma Tapatía	Park International Center for Music
Global Ties KC	playhaus
Harriman-Jewell Series	SOTV Creators
Heart of America Shakespeare Festival	Spire Chamber Ensemble
Heartland Men's Chorus	Starlight Theatre
Inspire KC	The Arts Asylum
International Relations Council	The Culture House
InterUrbanArtHouse	The National Museum of Toys and Miniatures
Johnson County Museum	The Real KC
Johnson County Park and Recreation District	Traditional Music Society
JZ Entertainment	Truman Library Institute
Kansas City Art Institute	UMKC Conservatory
Kansas City Ballet	Unicorn Theatre
Kansas City Friends of Alvin Ailey	Union Station
Kansas City Jazz Orchestra	Visit KCK
Kansas City Repertory Theatre	Visit Overland Park
Kansas City Symphony	

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 this resource.

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 heritage sector:

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 tourism.

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.

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.

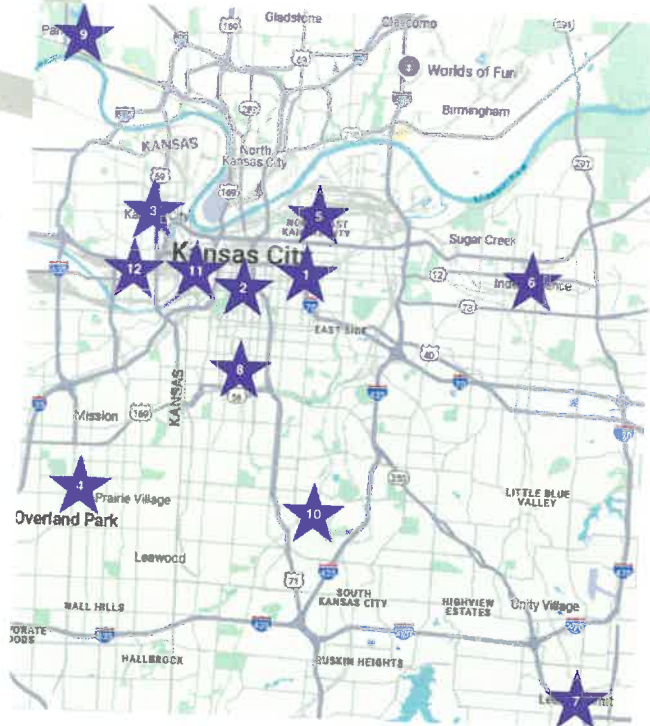
ACTIVATION SITE SUGGESTIONS

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

- 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



Geographic Spread

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.

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

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 events.

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

STREETCAR ARTS ASSETS HIGHLIGHTS



- 1 Future Amphitheater Site
- 2 Quality Hill Playhouse
- 3 Jazz Corridor
- 4 Copenhagen Theater KC Rep
- 5 18th & Vine District
- 6 Kauffman Center
- 7 Crossroads Arts District
- 8 Union Station
- 9 World War I & Money Museum
- 10 Theaters at Crown Center
- 11 Union Hill Cemetery & Just Off Broadway Theatre
- 12 Westport
- 13 Warwick Theater & Metropolitan Ensemble Theatre
- 14 Kansas City Art Institute
- 15 Kemper Museum
- 16 Nelson-Atkins Museum of Art
- 17 Kansas City Library - Plaza Branch
- 18 UMKC Conservatory, KCRep