



KANSAS CITY MISSOURI

Establishing the Storefront Vacancy Revitalization “Pilot” Program

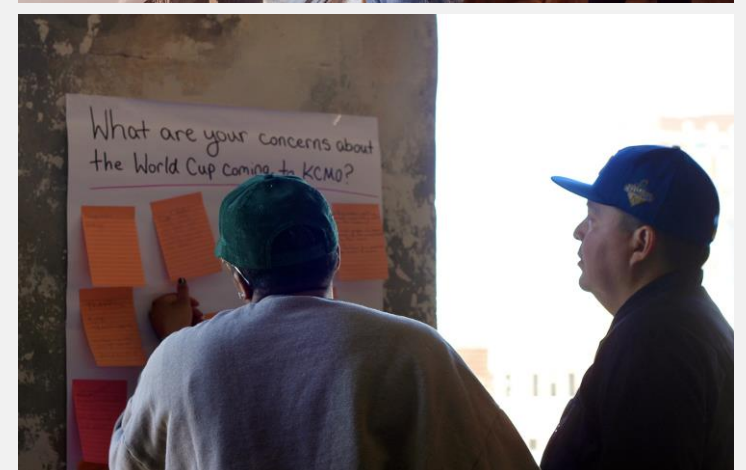
#250436- for the purpose of revitalizing vacant storefronts in Kansas City in anticipation of the 2026 World Cup

June 3, 2025

Finance, Governance and Public Safety Committee



SMBTF Planning Retreat + Town Hall



SMBTF World Cup Prep Initiatives:

- **City Regulatory Education and Outreach**
- **Policy Reform to support small businesses during major tourist events**
- **Small Business Access to Capital Programs**
- **Economic Development by making retail spaces more affordable and accessible**
- **Language Access/Translation Services for Entrepreneurs**
- **Shop Local Campaign and/or Bus Tours**
- **Wayfinding through Public Art/Live Performance Activations**

Storefront Vacancy Revitalization Proposed Pilot Program

In anticipation of the 2026 World Cup, Kansas City, Missouri has a unique opportunity to showcase its vibrant local culture and entrepreneurial spirit. This pilot project aims to support small businesses and artists by activating vacant storefronts in the downtown area. By leveraging private property partnerships and offering financial and technical support, the project seeks to create a bustling urban atmosphere that benefits both the local community and incoming tourists.



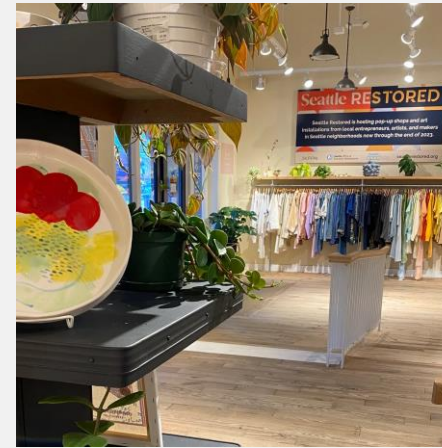
Lease Activations

Chosen artists and small business owners will be granted free or reduced leases for short-term placements or subsidized long-term lease funding, along with expert support in commercial space development, marketing, business planning, and lease negotiations. They will also enjoy professional photography services and be featured in a citywide multimedia campaign.

- **Long Term Lease Agreements-** for existing businesses, 1 year or more leases.
- **Short Term Lease Agreement (Pop-Up Storefront)-**lease lasting 3-6 months.
- **Artist Residency** –activation of up to 6 months of 1-5 artists
- **Public Art Installation-** permanent or temporary installations
- **Outdoor Pop-Ups-** designated locations; event-based targeting new businesses

Stipends

The program provides participants with a fixed stipend in working capital to assist with merchandising, staffing, or art installation. The funds are allocated based on the type of activation. The lease amount will vary based on location and activation to be negotiated with the property owner. An example of a costs and fee structure is as follows:



Activation	Lease Subsidy	Stipend	Duration
Long Term Lease	Up to \$25k/yr	Up to \$5K	Up to 1 yr
Short Term (Storefront Pop Up)	Up to \$1k/mth	Up to \$5K	3-6 months
Artist Residency	Up to \$1k/mth	Up to \$5K	3-6 months
Public Art Installation	N/A	Up to \$25K	Varies
Outdoor Pop Up	N/A	Up to \$1,500	WC Event Based

Small Businesses + Artists

Eligibility:

- **Local and national businesses that include but not limited to retail, restaurant, food, beverage and personal improvements.**
- **Artists- visual artists, sculptures, performance, or any other medium.**
- **For-profit and social enterprises, retail food based or artists organizations.**

Application Process:

- **Call for Businesses**
- **Complete Online Application**
- **No fee to apply**
- **A panel will assess the applications**
- **Accepted applications will engage in a matchmaking process with available spaces.**



Technical Assistance, Support and Resources

Business Development:

- **Legal Support for lease negotiations**
- **Point of Sale Systems**
- **Commercial Leasing Resources**
- **Business Consulting**
- **Accounting Support**
- **Referral to Capital Programs**

Regulatory :

- **Business License**
- **Change of Use Permits**
- **Health/Food Permits**
- **Liquor licenses/Temp. Liquor**
- **Outdoor Events Permits**
- **Outdoor Dining/Sidewalk Cafes**



Private Property Owners

By making their vacant storefronts available, property owners can transform underutilized spaces into thriving centers of creativity and commerce. This collaboration not only enhances the aesthetic and economic appeal of the neighborhood but also strengthens community ties.

- **Vacant Storefronts:** Ideal for pop-up shops and small business activations. These spaces offer a tangible setting for entrepreneurs to test their concepts and engage with customers.
- **Shared Artist Studios:** Perfect for artist residencies, these spaces provide a collaborative environment where artists can create, showcase, and sell their work while benefiting from peer interactions and public exposure.
- **Public and Private Outdoor Areas:** Suitable for outdoor pop ups (booths), food truck parks and public art installations, these spaces allow for dynamic, open-air interactions and experiences that draw in passersby and enhance the street's atmosphere.
- **Flexible Commercial Spaces:** These are adaptable for various uses, whether for long-term leases or short-term activations, providing the versatility needed to accommodate diverse business and artistic endeavors.

Previously Appropriated Funds:

- **\$400,000** from FY 24-25 amendment by Council Wes Rogers for small business World Cup Prep to the SMBTF
- **\$1,000,000** for FY 25-26 amendment by Mayor Pro-Tem Rayna Parks-Shaw for small business World Cup prep to the SMBTF

Estimated Budget	Funding
Program Administration, Design and Implementation, Technical Assistance, Technology, Marketing	\$500,000
Activation Stipends	\$250,000
Lease Subsidies	\$500,000
Public Art Projects	\$150,000

Questions?

