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# ART MOVES US

ARTS  
25 YEARS

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

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# 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**

# BY THE NUMBERS

## ARTSKCGO.COM: OUR FREE REGIONAL PLATFORM

- 537 organizations | 213 venues | 656 artists
- 87 events posted per month
- 1,038 total events posted in FY25 (+16% from FY24)
- 84,500 users | 537,087 clicks in FY25
- 29% increase in event submissions (FY26 Q1 vs. last year)
- Using KC-based tech firm CREMA to redevelop ArtsKCGo.com
- Based on shared heat mapping data from KC2026, will target advertising of local arts entities
- **Key Takeaway:**
  - ArtsKCGo.com is the region's only **free, public-access arts and culture hub**—ready to scale for 2026 and beyond.

# BY THE NUMBERS

## WORLD CUP ARTS, CULTURE & HERITAGE TASK FORCE

- 171 members | Monthly convenings since March 2024
- Representation from all KCMO districts—including the Historic Northeast, East Side, West Bottoms, Westside, Northland, South KC, Downtown, and the urban corridor—as well as participants from across the five-county metro area, Lawrence, and Topeka.
- Smallest, newest organizations to our largest, most established arts assets
- 90+ hours of collective planning and coordination led by ArtsKC
- Includes leaders from arts, culture, heritage, culinary, tourism, education, and creative small businesses
- Resulted in two identified needs: promotion and marketing platform and campaign, and identified “activation sites” showcasing authentic, regional representation
- Key Takeaway:  
A cross-sector coalition built this plan—creating a collaborative model for future large-scale events.

# 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.

Music

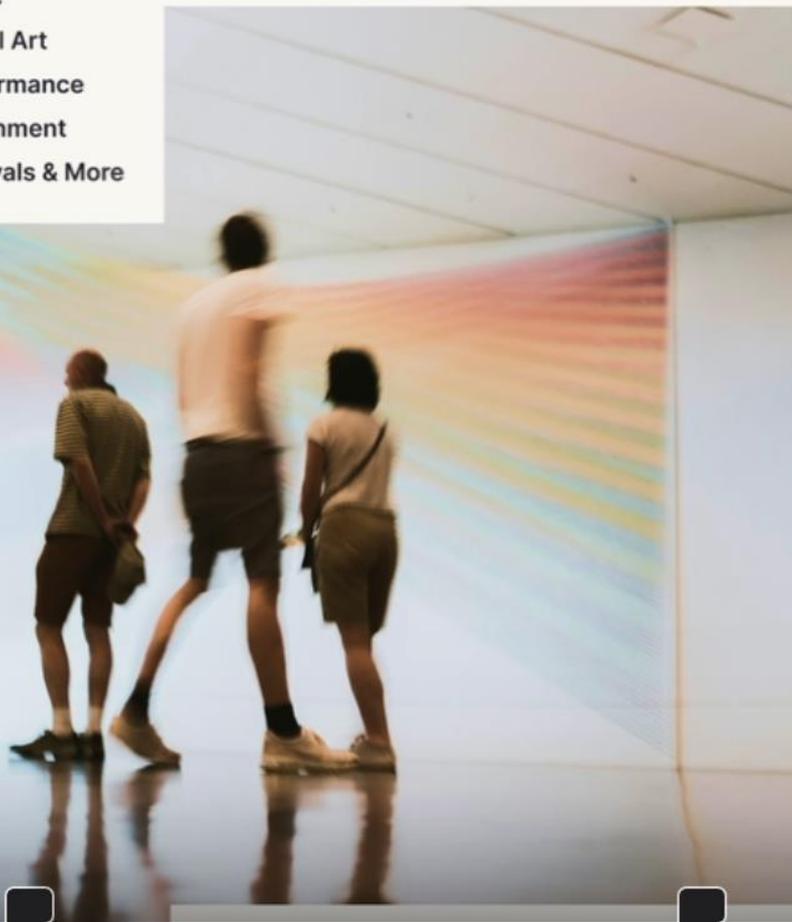
Visual Art

Performance

Enrichment

Festivals & More

ART  
THAT  
MOVES  
US



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# THE BEST OF KANSAS CITY

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CULTURE

CULINARY

NATURE

HISTORY

SCIENCE

THE DROP

EXPERIMENTAL

TECHNOLOGY

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14 OCT 2025



Event Title

By Event Organizer at Event Location

DETAILS

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15 OCT 2025



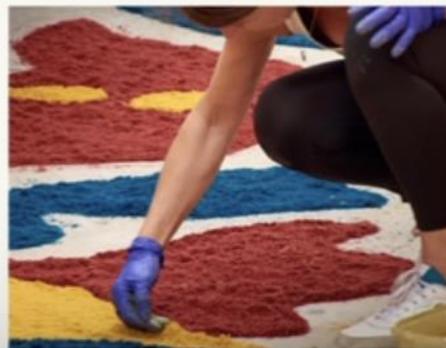
Event Title

By Event Organizer at Event Location

DETAILS

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16 OCT 2025



Event Title

By Event Organizer at Event Location

DETAILS

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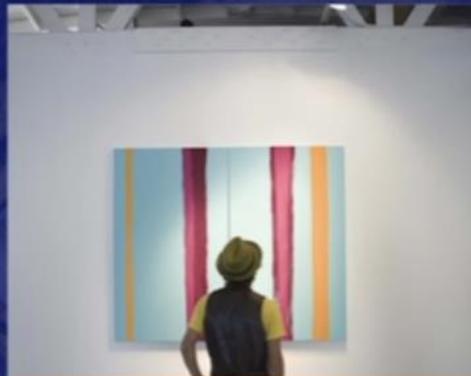
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# MAIN EVENT

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Music



Visual Arts



Performance

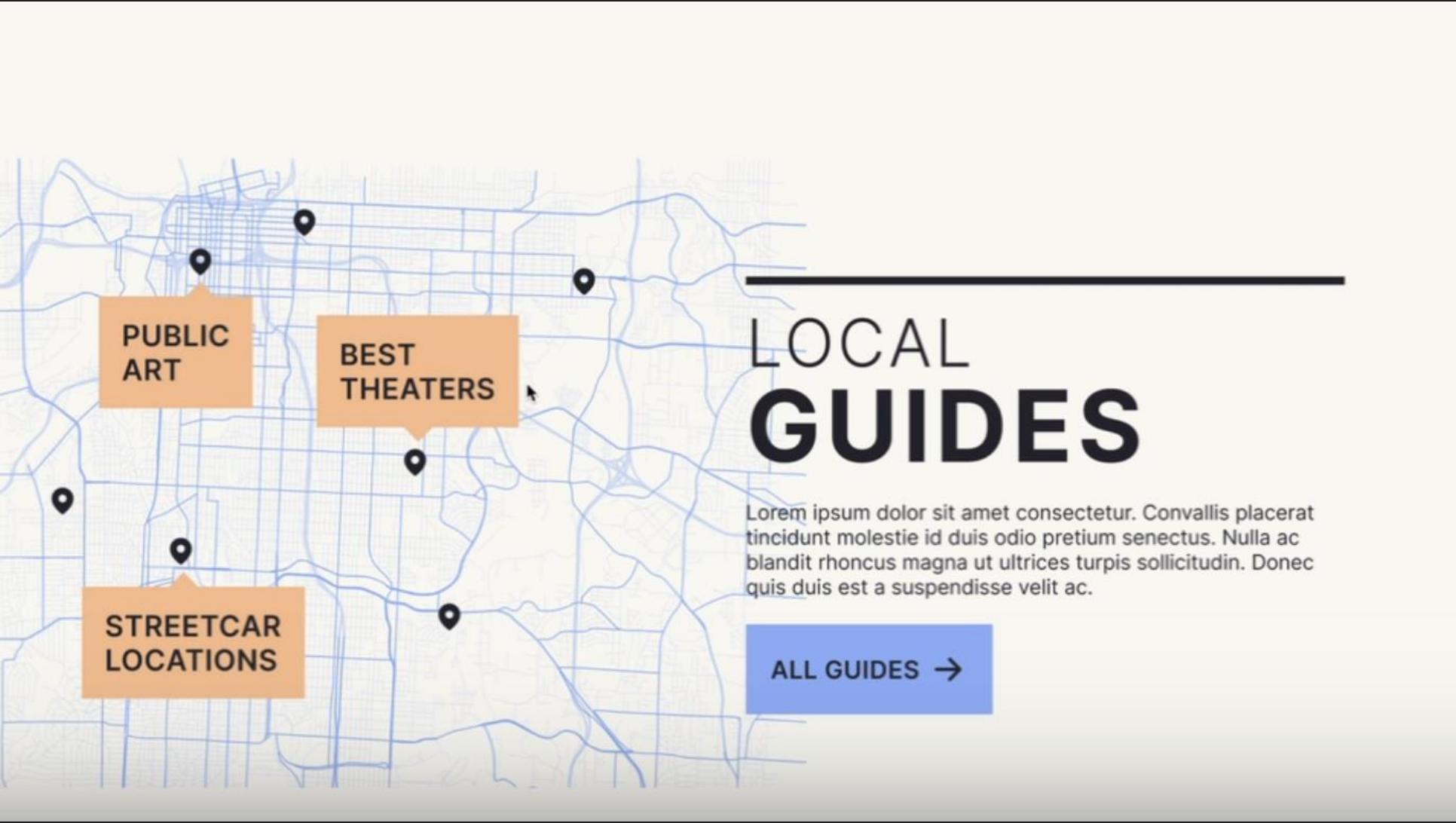


Enrichment



Festivals & More





PUBLIC  
ART

BEST  
THEATERS

STREETCAR  
LOCATIONS

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# LOCAL GUIDES

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ALL GUIDES →

# THIS WEEK

14 OCT 2025



## Event Title

By Event Organizer at Event Location

[DETAILS](#)

MUSIC CLASSICAL/JAZZ FAMILY UNDER \$20

IN-PERSON

15 OCT 2025



## Event Title

By Event Organizer at Event Location

[DETAILS](#)

MUSIC CLASSICAL/JAZZ FAMILY UNDER \$20

IN-PERSON

16 OCT 2025



## Event Title

By Event Organizer at Event Location

[DETAILS](#)

MUSIC CLASSICAL/JAZZ FAMILY UND

IN-PERSON

Category 1

Category 2

Category 3

Category 4

**Location Name**

Location Address



Supporting  
Image

Supporting  
Image

Supporting  
Image

Supporting  
Image

## Hire an Artist

Here you will find highly skilled artists across the Kansas City region – from poets and musicians to sculptors and choreographers. Discover a new favorite or your next collaboration using the search tools! Click on an artist to learn more about their work and view upcoming events.

Supporting  
Image

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## About The Drop

Learn about how ArtsKC makes art accessible with The Drop.

Button