Legislation Details (With Text)

File #:	250797	**Version:**	2	**Name:**	
Type:	Resolution			**Status:**	Passed
File created:	9/9/2025			**In control:**	Council
On agenda:	10/2/2025			**Final action:**	10/30/2025
Title:	Sponsor: Councilmember Melissa Robinson RESOLUTION - Receiving the Kansas City Global Music Strategy from Creative City KC, Inc.; acknowledging additional recommendations for the Kansas City Global Music Strategy; and directing the City Manager to convene an internal working group to review the recommendations and report back to Council within one hundred and twenty (120) days.				
Sponsors:	Melissa Robinson				
Indexes:					
Code sections:					
Attachments:	1. Authenticated Resolution 250797, 2. Kansas City Strategy CCKC, 3. 250797 Docket Memo, 4. Kansas City Music Strategy_CCKC-5-JUNE-2025, 5. Kelly Dougherty 250797, 6. resolution 250797_ International Letters of Support for Creative City KC _ Global Music Strategy, 7. 2025-10-21_Letter of Support_Conservatory of Metz, 8. ACOM-KC_Letter of Support Oct25, 9. Daegu_SouthKorea_Letter of Support_Music-Strategy-Kansas City, 10. Letter of Support KC - Bogotá, 11. Letter-of-suuport_France-MiRR Collective, 12. London_Kansas City Letter of Support_				

Date	Ver.	Action By	Action	Result
10/30/2025	1	Council	Move to Amend	Pass
10/30/2025	1	Council	adopted as amended	Pass
10/23/2025	1	Council	Held on Docket	Pass
10/16/2025	1	Council	Held on Docket	
10/2/2025	1	Council	Held on Docket	
9/30/2025	1	Finance, Governance and Public Safety Committee	Immediate Adoption	
9/16/2025	1	Finance, Governance and Public Safety Committee	Hold on Agenda	
9/11/2025	1	Council	referred	

RESOLUTION NO. 250797, AS AMENDED

Sponsor: Councilmember Melissa Robinson

RESOLUTION - Receiving the Kansas City Global Music Strategy from Creative City KC, Inc.; acknowledging additional recommendations for the Kansas City Global Music Strategy; and directing the City Manager to convene an internal working group to review the recommendations and report back to Council within one hundred and twenty (120) days.

WHEREAS, the United Nations Educational, Scientific and Cultural Organization ("UNESCO") designates cities around the world on a biennial basis as culturally significant to join the UNESCO Creative Cities Network (the "UCCN"); and

WHEREAS, the City was so designated by UNESCO and became the first and only UCCN City of Music in the United States on November 16, 2017; and

WHEREAS, Creative City KC, Inc. is a nonprofit organization, registered with the State of Missouri, and the official focal point organization under UNESCO established to develop, implement, manage, and sustain Kansas City's membership in the UNESCO Creative City Network; and

WHEREAS, Creative City KC, Inc. was tasked with creating a Global Music Economic Development Strategy to strengthen Kansas City's music economy, connect Kansas City musicians with global opportunities, and create local opportunities for economic growth; and

WHEREAS, Creative City KC, Inc. has worked for the past seven years to establish Kansas City's leadership in the UCCN, which currently has 350 member cities around the world; and

WHEREAS, the City has contracted with Creative City KC, Inc. to support the development of Kansas City's international brand as a member of the UCCN, including developing Creative City KC, Inc.'s Global Music Economic Development Strategy; and

WHEREAS, Creative City KC, Inc. presented its Kansas City Global Music Strategy to the City Council at the October 31, 2024, Business Session; and

WHEREAS, following a community engagement session at the Kansas City Museum on October 17, 2025, community stakeholders formulated additional recommendations for the Kansas City Global Music Strategy; and

WHEREAS, Kansas City is not widely recognized as a Creative City of Music; and

WHEREAS, Creative City KC, Inc. should invest in objective and reliable data collection as an immediate step; and

WHEREAS, the City should broaden brand awareness beyond UNESCO to encompass all of Kansas City and all genres of music; and

WHEREAS, a critical immediate step is to develop an inclusive implementation plan to clarify the strategies, identify who is responsible for its execution, and understand the resources which are available for implementation; and

WHEREAS, the Council desires to acknowledge receipt of the Kansas City Global Music Strategy, and Council directs the City Manager to appoint an internal working group to review the Kansas City Global Music Strategy and report back to Council within one hundred and twenty (120) days; NOW, THEREFORE,

BE IT RESOLVED BY THE COUNCIL OF KANSAS CITY:

Section 1. That Creative City KC, Inc. presented its Kansas City Global Music Strategy to Council for review and consideration, a copy of which is available in the City Manager's Office, and Council hereby acknowledges receipt.

Section 2. That the Council hereby acknowledges receipt of the following additional recommendations

for the Kansas City Global Music Strategy presented at the October 17 public engagement session:

- Add an "About Us" section to City or partner websites highlighting the UNESCO designation, particularly for promotional opportunities related to the FIFA World Cup 2026.
- Ensure brand name accuracy and consistency across City Communications, 311, and the Mayor's Office.
- Develop a comprehensive brand strategy to promote and protect Kansas City's music identity. The brand must be freely accessible to all.
- Increase transparency in how the brand is represented and managed.
- Collaborate with Kansas City Public Schools (KCPS) and other school districts to integrate music, fine arts, and theater.
- Secure buy-in from and through community organizations to advance shared goals.
- Support professional development partnerships within the music ecosystem.
- Foster binding conversations that lead to tangible educational opportunities.
- Strengthening music industry education, including business and technical aspects.
- Leverage government and city resources for implementation.
- Build partnerships with private contractors to create apprenticeships pipelines.
- Promote music development programs that support individual artists and professionals.
- Ensure musicians lead in educating peers about industry practices.
- Identify practical steps for policy development and industry training.
- Emphasize implementation at every level to ensure fair pay.
- Provide fair platforms for amateurs, instrument makers, educators, and professionals.
- Add resource connections through KC BizCare Arts and other business-support programs.
- Expand radio and local TV programming dedicated to local music.
- Provide a recommendation to the Manager and Council regarding the establishment of an Office of Music for the City of Kansas City.
- Collaborate with Visit KC and the Neighborhood Tourist Development Fund (NTDF) to integrate music into tourism and advertising campaigns.
- Launch a campaign to restore and preserve musical artifacts.
- Strengthen policy frameworks governing financial accountability, with a focus on data-driven policy.
- Expand opportunities for live music performances at the Kansas City International Airport.
- Strengthen and support local music unions.
- Work to improve city permitting for music events.
- Consider hiring a music census or data capacity role to coordinate and manage this work.
- Develop shareable data systems across organizations and city departments.
- Incorporate music into neighborhoods and placemaking.
- Develop pathways for nonprofits and for-profits to be eligible for expanded funding that aligns with their specific needs.

Section 3. That the City Manager shall appoint an internal working group to review the Kansas City Global Music Strategy and report back to Council within one hundred and twenty (120) days.