

Jackson County Arts Infrastructure Proposal Outline

In the first quarter of 2021, the Jackson County Legislature passed their [annual budget](#) which allocated \$250,000 to establish critical arts and culture infrastructure to comprehensively support a vision for the future. Jackson County will contract with the Metropolitan Arts Council of Greater Kansas City (dba ArtsKC - Regional Arts Council) due to its regional scope and expert knowledge base to lead the establishment process. This outline provides detailed information about the development process, as well as the deliverables to be expected from implementation.

Goal: To support a vibrant and inclusive arts community in Jackson County

This project aims to build infrastructure throughout our region that supports the foundations of our arts and culture community. This community is critical to the social, individual, and economic health and prosperity of each and every citizen. A strong arts and culture community helps to ensure equitable prosperity and humanity in our neighborhoods, schools, and businesses. This proposal positions Jackson County as a leader in the region through an inclusive community vision that builds key performance indicators to measure the social and economic impact of the arts, and addressing needs where they are found - all toward improving the quality of life for each Jackson County resident.

Specific Project Considerations: For these efforts to be successful, it is critical there is diverse representation from throughout the county, reflecting the interests of all cities and unincorporated areas, and representing the full spectrum of arts and culture.

ArtsKC will lead an expert team comprised of the following entities:

- Public Management Center (PMC), University of Kansas (KU) - Patty Gentrup, Hannes Zacharias, Noel Rasor, Carolyn McKnight
- Center for Public Partnerships & Research (CPPR) - Rebecca Gillam
- Mid-America Regional Council (MARC) - Lauren Palmer
- MySidewalk - Dr. Sarah Martin
- University of Missouri Extension - Community Economic Development Department - GK Callahan

I. Phase One, Project Leadership

A. *Deliverable*: Cultural Arts Advisory Committee (CAAC)

1. ArtsKC will advise and make recommendations regarding structure and membership, JACO will determine who is invited to participate. Makeup - 9 to 15 representatives
2. Establish a "job description" or expectations for committee members
3. Specifically frame the requirements for participation that clearly calls out representation. Geography, profession, demographic groups. Diverse representation is critical for success

4. Diversity statement - committee should comprise diversity of all forms

II. Phase Two - Project Kick Off

A. May 1 - Kick Off Date

1. One month to comprise CAAC

B. CAAC Meeting No. 1 - June 2021

1. Members will learn their role and the process; develop guiding principles of work; review preliminary engagement plan of Phase Two

C. Convene City Managers, municipal leaders to onboard with process and scope of project

- D. Four focus groups of no more than 10 people will be convened. In a small group setting, we can explore issues using either cross sections of stakeholders for balanced perspectives or a set of stakeholders representing varied segments of the population.

III. Phase Two - State of the Arts

A. *Deliverable*: Comprehensive Jackson County Arts Asset Map

1. Outreach and asset mapping will be initiated in this phase in combination with MU Extension Office. The aim is to build a method to maintain an ongoing mapping of existing and new arts assets with MySidewalk.
2. [Asset mapping](#) will determine the depth and breadth of arts and culture in JACO: including artists of all kinds, teachers, venues, museums, arts organizations, and community theatres, as well as arts business (creative industries).

B. CAAC Meeting No. 2 (July 2021)

C. Phase Three - Stakeholder Engagement

D. *Deliverable*: Social Impact Measure Method

1. CPPR will lead a community engagement process called Our Tomorrows utilizing the *Sensemaking* methodology to establish social benefit indicators through community engagement. This process captures a periodic snapshot of community experiences in the form of shared stories, and includes interesting data and observations on the experiences of local residents.
2. *Sensemaking Sessions*: A group of representative individuals will document patterns, overlapping statements, and inherent differences among community stories to establish how the arts socially impact our region.

E. Four virtual town hall meetings will be convened at strategic times during the process to build a co-vision of the arts in JACO. This engagement along with the *Sensemaking* engagement will strive to establish a basis for the strategic vision and goals that will guide the CAAC.

F. CAAC Meeting No. 3 - August 2021

IV. Phase Four - Develop Strategic Plan

A. *Deliverable:* Arts & Culture Strategic Plan

1. Developed by ArtsKC and KU

B. CAAC Meeting No. 4 - October 2021

1. The committee, using new community feedback, will define and refine the goals. Will begin discussions regarding what structure for commission should look like.

C. CAAC Meeting No. 5 & 6 - November and December 2021

1. The purpose of these meetings will be to finalize the strategic plan and recommendations for the structure of the commission.

V. Phase Five - Plan Adoption

A. Plan presentation to the legislature (Two interim reports will be provided to the legislature)

VI. Tentative Schedule

	May	June	July	August	September	October	November	December
Project Kick Off								
Cultural Arts Advisory Committee Meetings								
The State of the Arts								
Cultural Arts Inventory								
Economic Value of the Arts								
Collective Learning								
Focus Groups								
Stakeholder Engagement								
Our Tomorrows: The Meaning of Culture and Arts								
Community meetings								
Draft Plan								
Legislature Consideration								

II. Regranting

A. *Deliverable:* \$75,000 allocated for disbursement and administration associated with grantmaking.

1. Disbursement through ArtsKC’s grantmaking program dedicating designated funds to Jackson County organizations and artists. This may be done using the Action Lab model developed in previous projects by CPPR.

Project Budget

Asset Mapping & Outreach	\$9,500
Our Tomorrows	\$73,000
Strategic Planning & Engagement	\$74,000
Impact Grants & Administration	\$75,000
Overall Project Administration	\$18,500
Total for Proposal 2021	\$250,000

Phase II

VIII. Year Two - January 2022

- A. *Deliverable:* Economic impact study/information post COVID & governance structure for ongoing leadership \$40,000
- B. *Deliverable:* Year one social impact measure and dashboard creation \$35,000
- C. *Deliverable:* Second Year Regranting for strategic investment and impact \$175,000

Total for Proposal 2022 - \$250,000 (Flexibility to include more regranting funds)

About ArtsKC

The mission of the Metropolitan Arts Council of Greater Kansas City (dba ArtsKC – Regional Arts Council) is to unleash the power of the arts. ArtsKC was founded in February 1999 to serve as a champion for and voice of the arts community in Clay, Jackson, and Platte counties in Missouri and Johnson and Wyandotte counties in Kansas.

ArtsKC took the initiative in 2014-2015 to develop a Regional Cultural Plan (RCP) that would identify the key arts-related needs that the regional community members identified. This RCP identified six key strategies; arts education, regional marketing and promotion, creative place-making, capacity building

and leadership development for the cultural sector, increased advocacy for the arts, and improved creative economy.

ArtsKC's vision is to build a community of great dreams and vigorous life, where everyone participates in and benefits from the arts. ArtsKC focuses on three strategic priorities to fulfill that mission and vision:

Promote the arts for their individual, community, and economic benefits.

Support artists and arts agencies with capacity building programs and grants.

Advocate for the arts by educating the community, building relationships with government officials, and supporting the development of public funding for the arts.

Our overarching goal is to advance the regional arts ecosystem through advancing inclusive engagement and equitable investment. In 2020 ArtsKC and the Kansas City region faced an unprecedented year. We confronted the most devastating crisis we have seen in generations with the COVID-19 pandemic and continuing broader social unrest. With the generous support of the Muriel McBrien Kauffman Foundation, the organization has stepped up to meet the challenges of the pandemic to fortify the arts community as the devastation of COVID-19 worsens daily. During this challenging time ArtsKC continues to solidify our reputation as supporter, advocate, and thought-leader of the arts and culture community. ArtsKC's work brings together resources, communities, and the arts. In total, ArtsKC's programs directly benefit more than 307,000 people and indirectly benefit more than 1.8 million people through ArtsKC-supported organizations. ArtsKC has provided more than \$29 million in support to local organizations and artists since its inception.

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