



KCStat Follow-Up Memo
 Planning, Zoning and Economic
 Development KCStat Meeting
 April 25, 2017, 9:30 AM

Full presentation and link to video (when available) can be found here: <http://kcmo.gov/kcstat/meetings>
 Live-tweet stream can be found by searching Twitter for #kcstat

Objectives: The following objectives from the Adopted 2017-2021 Citywide Business Plan were discussed at the 4/25/17 KCStat on Planning, Zoning and Economic Development.

#	Objectives relating to Kansas City as a Destination	Target Timeframe
5	Enhance Kansas City as a destination for leisure and business travel through aggressive promotion of our community and continued investment in the City's convention and entertainment facilities.	Ongoing
10	Develop a plan that identifies the steps necessary to ensure a 21st Century airport for business and leisure.	Ongoing
#	Objectives relating to Economic Development Strategies	Target Timeframe
1	Continue implementation of the City's long range economic strategic plan utilizing the recommendations of the AdvanceKC strategic plan.	2017
4	Complete the City Planning and Development Service Improvement Plan to streamline business processes and systems.	2017
9	Analyze the current and historic use of incentives to determine the ongoing need for development assistance.	2017
#	Objectives relating to Place and People-Based Strategies	Target Timeframe
2	Create and implement aggressive neighborhood revitalization plans that are consistent with Kansas City's comprehensive, long-range economic and physical growth plans, with special attention to sustainable development projects or projects in historically underdeveloped corridors and neighborhoods.	Ongoing
3	Implement programs that foster entrepreneurship, small business growth, and development.	Ongoing
6	Identify creative space development needs of the arts, culture, and creative sector through an arts market study, and develop a plan for meeting the needs through planning and economic development partnerships.	2017
7	Develop a plan defining paths to economic mobility for residents of Kansas City, Missouri living in poverty.	2018
8	Adopt and implement the digital inclusion strategic plan.	2017

Major Discussion Points From Meeting:

1. Kansas City as a Destination:
 - a. There was general discussion on the economic impact of convention activity and Visit KC's efforts in the Chicago and New York City markets.
 - b. Mayor Sly James suggested finding inexpensive ways to market Kansas City's tourism to a local audience through social media.
 - i. Visit KC has engaged the community through several major events and in person booths/tables. The goal of this is to create a city of ambassador-residents.
 - ii. VisitKC also has 137,000 followers on Twitter.
 - c. VisitKC emphasized that there is a significant amount of work that goes into getting the attention of national media. Cori Day used the example that attracting a reporter from the Chicago Tribune and scheduling a visit to Kansas City was a 18-24 month process.
 - d. The Convention and Entertainment Facilities continue to see high customer ratings on their post-event survey.
 - e. Ian Redhead with the Kansas City Aviation Department described several improvements that have been made to the terminals that attempt to improve the customer experience at KCI, including a new nursing mothers room and a pet relief area. Ian also explained that the current terminal configuration reduces KCI's ability to install modern, best practice airport amenities, such as post-security pet relief areas, children's play areas, adult changing and washroom facilities, that are now being installed at other airports. KCI's ranking in the [JD Power and Associates rating system](#) has fallen compared to peers in the medium airport category.
 - f. Data indicates that airlines continue to purchase fleets that have larger seat capacity. This presents a problem for larger groups of passengers attempting to board, given the size of the gate areas in the current terminals. One in five departures is on an aircraft with at least one-hundred fifty seats or more. When the airport was first built in 1972, the average flight had forty departing passengers. Soon, many fleets will use one-hundred seventy-five seat aircraft.
2. Economic Development Strategies
 - a. A full report on the incentives policy analysis will be complete around June 2017.
 - b. Key accomplishments of AdvanceKC to date were discussed and include:
 - i. AdvanceKC Vetting Process and "Grade Card"
 - ii. Creation of Advocacy Council
 - iii. Prioritized Infrastructure Plan (GO Bond Proposal)
 - iv. KC Streetcar
 - v. LaunchKC
 - vi. Establishment of Industry Councils
 - vii. Google Fiber Implementation
 - viii. Arts Cap
 - ix. Market Value Analysis
3. Place and People Based Strategies
 - a. By the end of 2017, all eighteen area plans will have been updated within the last ten years, which is on schedule. Once this cycle of updates is complete, City Planning and Development intends to begin the process of updating the city's comprehensive plan (2018).

- b. Megan Crigger with the Office of Culture and Creative Services discussed a recent study completed by the non-profit ArtSpace. Preliminary findings from the study indicate that there is an opportunity in Kansas City to promote artists living/working spaces in conjunction with efforts at neighborhood revitalization. This, combined with an arts market study, also show that artists are in need of better physical space. An outreach survey shows that sixty-two percent of respondents are interested in having access to shared creative space and equipment. Ten percent of survey respondents were art students who said that they would be more likely to stay in Kansas City after graduation if the proper art spaces existed for them.

Follow-Ups for Departments (to report back at October KCStat Meeting):

- Visit KC:
 - please provide occupancy rates for Kansas City hotels (excluding other metro hotels)
 - Determine budget needs (especially for marketing) based on historical budget trends and report at next KCStat in October or prior to the budget cycle.

Next Meeting for Planning, Zoning and Economic Development KCStat: October 3, 2017, 9 AM, 10th floor Committee Room, City Hall