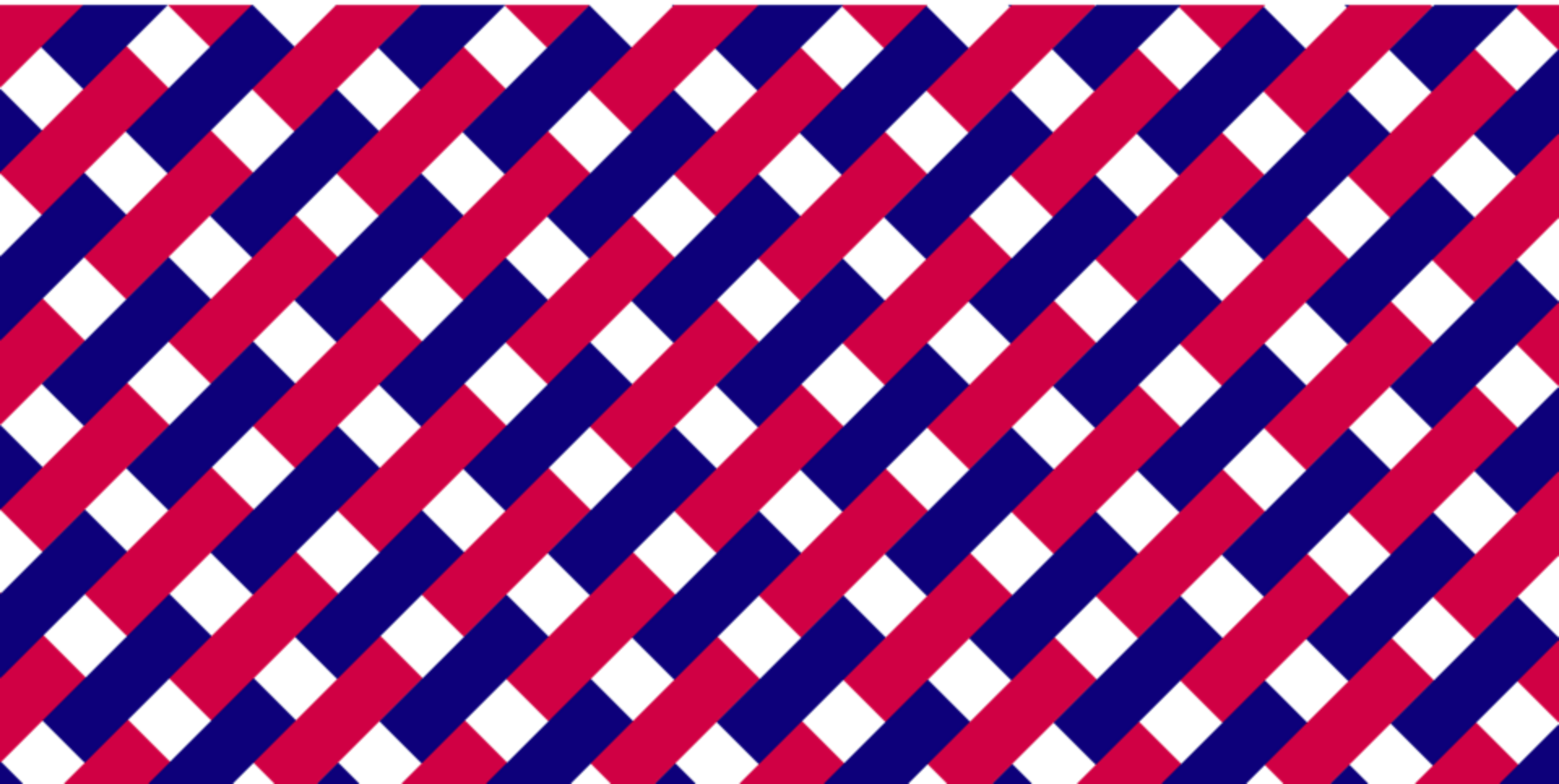


March 2016

Cultural Plan Update

City of Lee's Summit Parks + Recreation



Cultural Plan Update elements

- * Overview
- * Forces and trends
- * Growth and change in Lee's Summit
- * Lee's Summit planning and goals
- * The arts in Lee's Summit
- * Regional benchmarking and best practices
- * A vision for the arts in Lee's Summit
- * Where to invest in the arts in Lee's Summit
- * How to support and fund the arts in Lee's Summit
- * Implementation



Overview – 2007 Cultural Plan

- * Significant progress in the implementation of the plan
- * More work to do
- * And the community is changing

Goal / Recommendation	Status		
	Completed	On-Going	Needs Work
Goal #1 - Participation			
Information and promotion		x	
Senior population special needs		x	x
Improve and extend fairs/festivals		x	
Partnerships with KC groups			x
Community theater program	x		
Literary arts program		x	
Goal #2 - Creativity			
Public schools partnership			x
MCC-Longview partnership			x
Community education			x
Goal #3 – Place			
Downtown cultural district		x	x
Art in public places program			x
Cultural Center feasibility study	x		
Outdoor venues (lakes, parks)	x		x
New Longview district		x	x
Infrastructure			
Full-Time Cultural Arts Coordinator		x	x
Enhance workings of LSAC		x	x
Establish CA funding			x
LSAC involvement with all City arts/culture		x	x



Forces and Trends

- * Bad news:

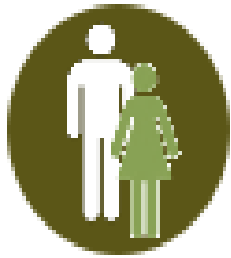
- * Decline in traditional performing arts audience
- * Decline in traditional public sector arts funding
- * Increasing competition for private sector philanthropy
- * Increasing fragility of nonprofit arts organizations

- * At the same time...

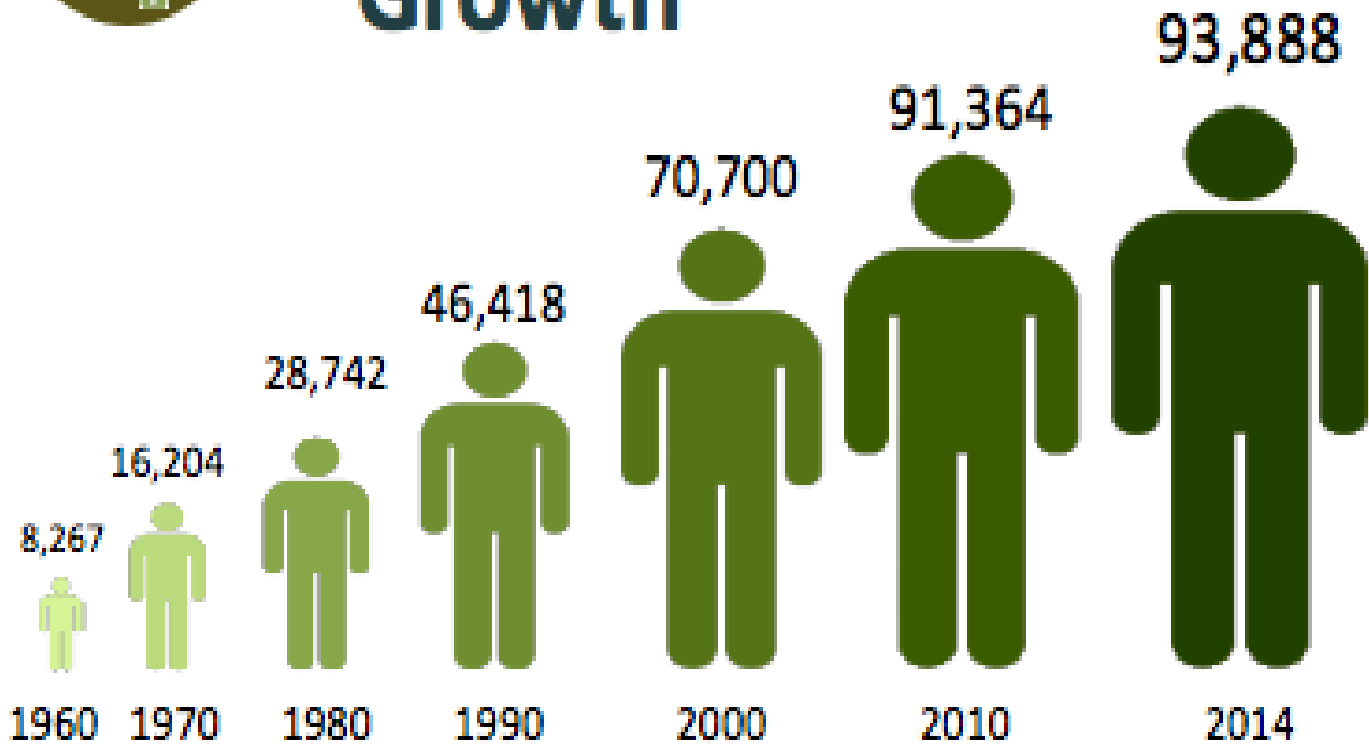
- * Increasing active arts participation
- * Sector-driven arts education
- * Improving arguments for arts “value”



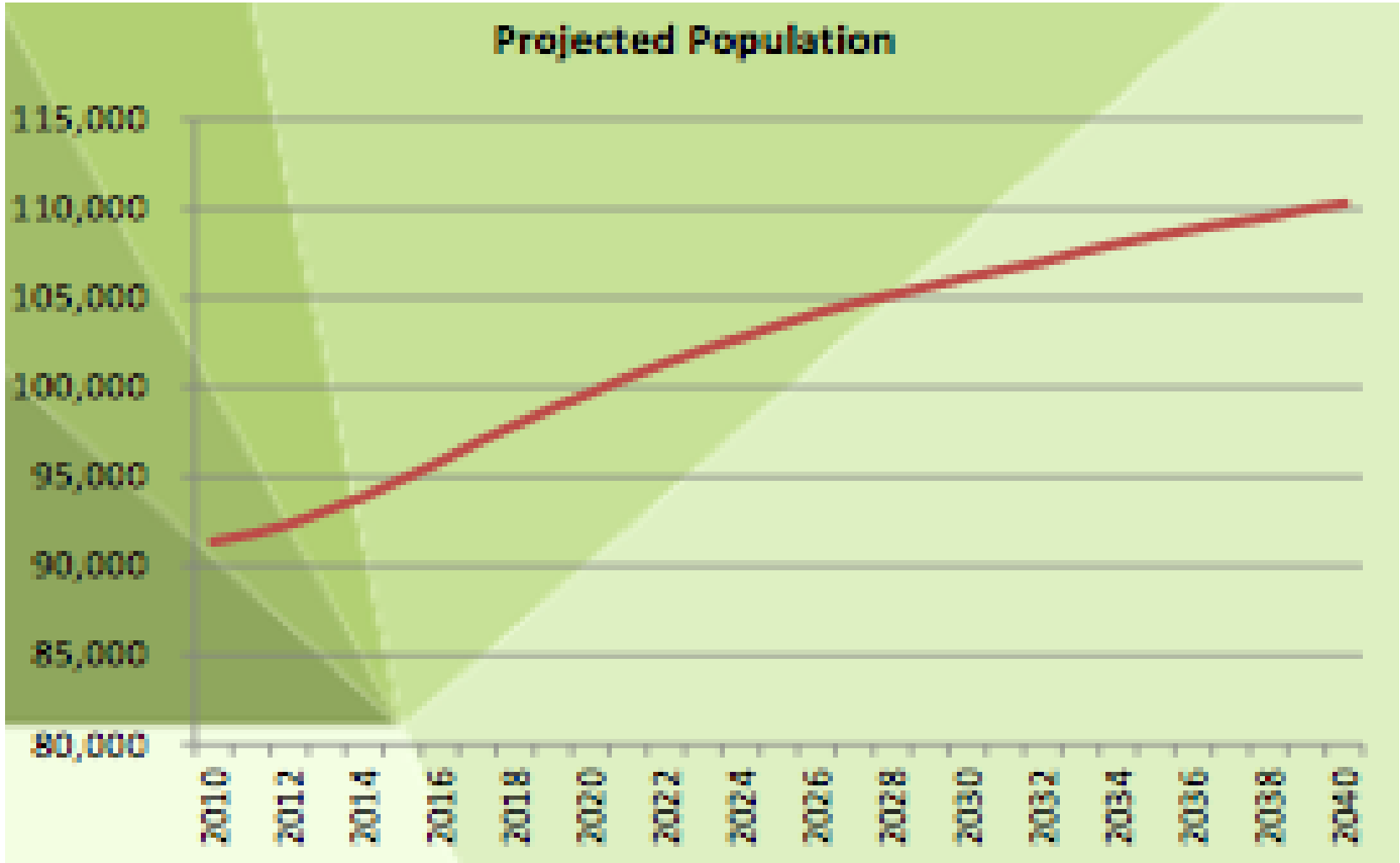
Growth and change in Lee's Summit



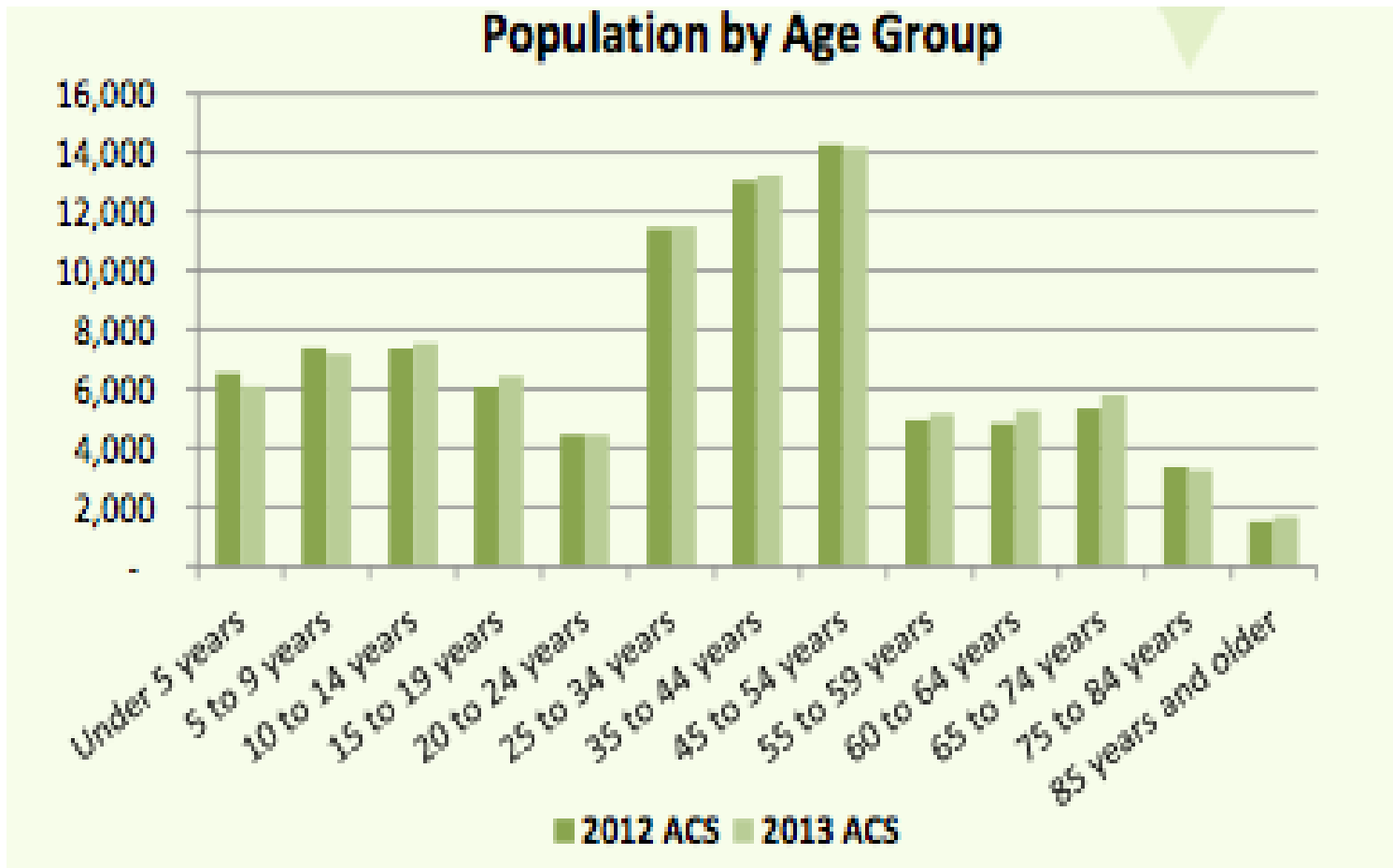
Population Growth



Growth and change in Lee's Summit

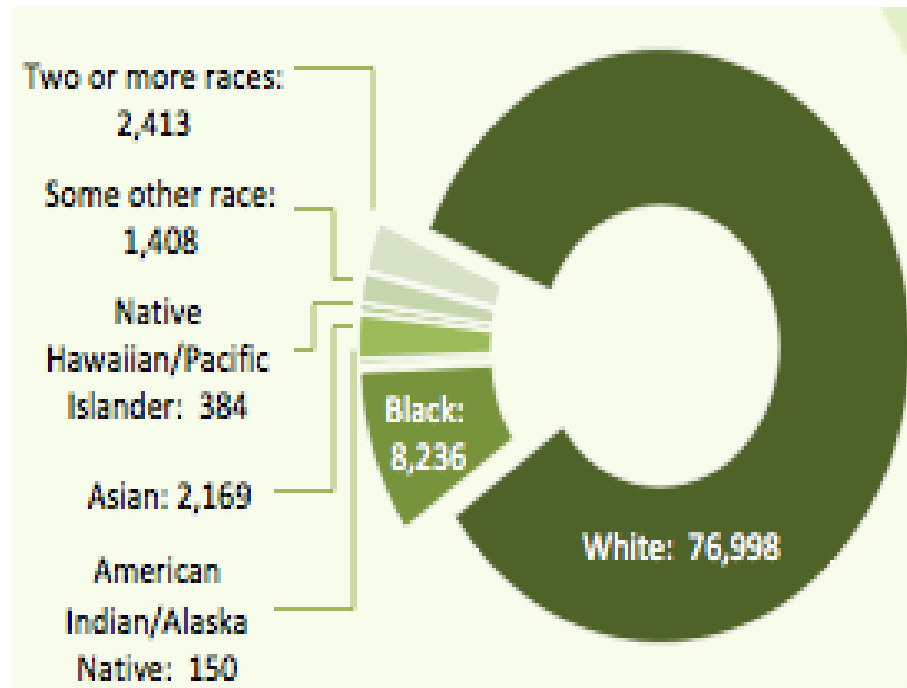


Growth and change in Lee's Summit



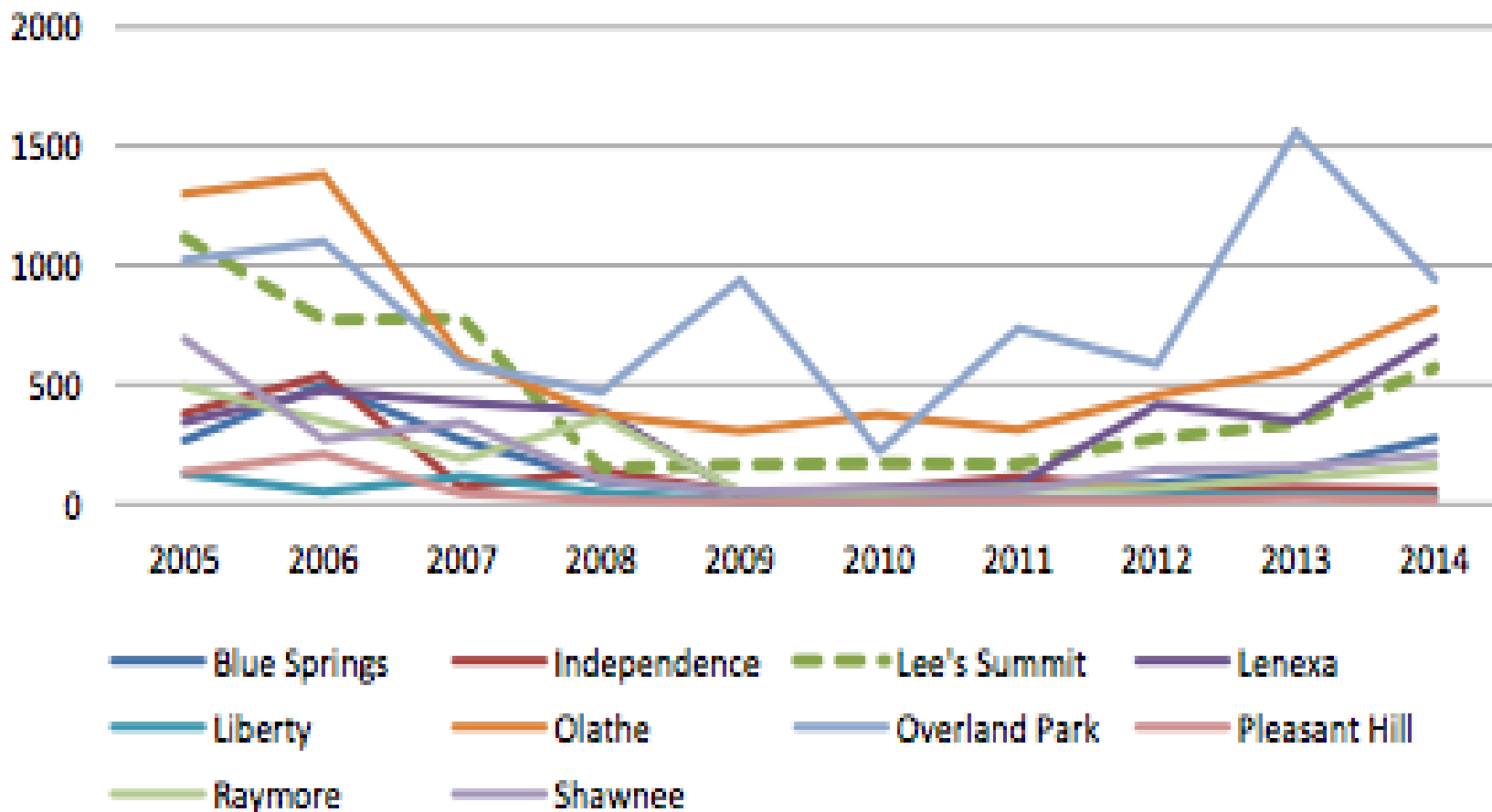
Growth and change in Lee's Summit

Household Income	Number of Households	% Total
Less than \$10,000	1,274	3.8%
\$10,000 to \$14,999	797	2.4%
\$15,000 to \$24,999	2,050	6.1%
\$25,000 to \$34,999	2,351	7.0%
\$35,000 to \$49,999	3,855	11.4%
\$50,000 to \$74,999	5,849	17.3%
\$75,000 to \$99,999	5,311	15.7%
\$100,000 to \$149,999	7,202	21.4%
\$150,000 to \$199,999	3,079	9.1%
\$200,000 or more	1,964	5.8%
Median Household Income	\$77,285	



Growth and change in Lee's Summit

Metro Residential Building Permits 2005-2014



Lee's Summit Planning and Goals

Reports:

- * Historic Preservation Plan, 2002
- * Old Lee's Summit Development Master Plan (2004)
- * Lee's Summit 360 – The 2009 Strategic Plan
- * City of Lee's Summit 2013 Citizen Survey
- * Cultural Facilities Master Plan (2012)
- * Downtown Master Plan Task Force Report (2015)

Recommendations:

- * Preserve cultural assets
- * Cultural uses in downtown
- * Attract artists
- * Expand cultural programming
- * More staff support
- * New sources of cultural funding
- * Innovative locations for programs and events
- * Promote diversity and inclusion



The arts in Lee's Summit

- * Parks and Recreation Board
- * Historical Society
- * Summit Theatre Group
- * Lee's Summit Symphony
- * Summit Art
- * Lee's Summit Arts Council



Benchmarking and best practices

Benchmarking: Market Characteristics				
	Lee's Summit, MO	Independence, MO	Overland Park, KS	Shawnee, KS
Local Market Size	95,240	117,494	184,525	64,599
Local % Population Hispanic	4.0%	7.7%	6.3%	7.5%
Local % Population Black/African Am.	8.7%	5.6%	4.3%	5.3%
Local Median Income	\$69,768	\$44,038	\$76,519	\$74,992

Benchmarking: City-Operated Cultural Facilities or Facilities with Arts Programming				
	Lee's Summit, MO	Independence, MO	Overland Park, KS	Shawnee, KS
Outdoor Performing Arts	✓✓	✓		
Community Center	✓✓	✓✓	✓	✓
Other Government Facility	✓		✓✓	
Historical Facility/Complex	✓	✓	✓	✓

Benchmarking: City Granting Opportunities for Artists + Arts Organizations				
	Lee's Summit, MO	Independence, MO	Overland Park, KS	Shawnee, KS
Granting				
College Arts Scholarships				
In-Kind Contributions (Space, Services, etc.)				
Programming/Operations	✓			



Benchmarking and best practices

Benchmarking: City Arts Infrastructure				
	Lee's Summit, MO	Independence, MO	Overland Park, KS*	Shawnee, KS*
Department	Parks and Recreation	Divided between Parks and Recreation and the Mayor's Advisory Commission on the Visual Arts	Divided between Parks and Recreation Department and Arts and Recreation Foundation	Parks and Recreation
Arts Oversight	Arts Council	Parks and Recreation: Park Commission	Parks and Recreation: Citizens Advisory Council on Parks and Recreation	Parks & Recreation Advisory Board
Structure	12 members appointed by Mayor w/City Council approval. An application process with renewable three-year terms and unlimited appointments	7 member committee w/2 advisors, created by City Council, applications accepted; Advisory Commission: 7 members serving 1, 2, and 3-year terms	Parks and Recreation: 10 members appointed by mayor and confirmed by Governing Body, 2-year terms; Arts and Recreation: 9 members appointed by president and confirmed by City, serve 1, 2, and 3-year terms	9 members (2 from each ward and one at-large) submitted by Councilmembers and appointed by Mayor, 3-year terms
Cultural Plans	Historic Preservation Plan (2002), Cultural Arts Plan (2007), Cultural Facilities Master Plan (2012), Cultural Arts Plan Update (2016)	-	Public Art Master Plan (2002), Public Art Master Plan Update (2009)	-

**Falls within the jurisdiction of the Arts Council of Johnson County*



Benchmarking and best practices

Benchmarking: City Offerings				
	Lee's Summit, MO	Independence, MO	Overland Park, KS	Shawnee, KS
Theatre				
Education: Youth	✓			✓
Education: Adult	✓			
Performances	✓	✓	✓	
Music				
Education: Youth				
Education: Adult	✓			
Performances	✓		✓	✓
Dance				
Education: Youth	✓			✓
Education: Adult	✓	✓		✓
Performances				
Visual Arts				
Education: Youth	✓			✓
Education: Adult	✓	✓	✓	✓
Exhibition	✓	✓	✓	✓
Public Art	✓		✓	
Museum				
Exhibition + Craft Show		✓		
Festivals (2+ days)	✓	✓	✓	✓
Events (1 day)	✓	✓	✓	✓



A vision for the arts in Lee's Summit

- * Investments in the arts and culture should be a key part of building a brand and identity for Lee's Summit as a place where people want to live and visit.
- * Investments should drive additional economic activity in Lee's Summit, supporting existing businesses, creating jobs, and recruiting additional businesses to the community.
- * Investments in the arts and culture should support the further development of downtown Lee's Summit by enhancing the cultural district and then a cultural corridor that extends from MCC Longview to Legacy Park.
- * Investments in the arts and culture should embrace and celebrate the increasing diversity of the community, encouraging recent arrivals to share their creativity and cultural heritage in the community.
- * Investments in the arts and culture should have a strong educational focus, helping Lee's Summit to maintain its excellent reputation as a place with great schools and excellent opportunities for life-long learning.
- * And finally, investments in the arts should enhance the quality of life of Lee's Summit residents, providing opportunities to attend, learn and participate in the arts to people of all ages and backgrounds.



Where to invest in the arts

- * Public Art
- * Support of Arts Organizations
- * Festivals and Events
- * Facilities
 - * Access to City facilities and schools
 - * Outdoor performance and festival space
 - * The performing arts center



How to support and fund the arts

- * Direct City support:
 - * Cultural arts staff reporting to City Manager
 - * Parks and Rec running programs, events and facilities
 - * City funding focused on implementation of this update with clearer direction and accountability
 - * Line-item funding plus pursuit of grants
 - * Additional capital budgeting for facilities



How to support and fund the arts

- * Partnerships
 - * Schools
 - * MCC Longview
 - * Libraries
 - * Healthcare sector



How to support and fund the arts

- * Increase private sector support via
 - * Sponsorship training
 - * Awards programs
 - * Cultural summit
 - * Mentoring program



How to support and fund the arts

- * Arts Council role:
 - * Responsible for update implementation
 - * How the City funds artists and organizations
 - * New funding criteria and encouragement of collaboration
 - * Advancing new partnerships
 - * Important role as communicator



How to support and fund the arts

- * Arts Council structure:
 - * Increase size
 - * Introduce term limits
 - * Limitations on participation by organizations receiving funding
 - * Nominations by Mayor with support of City Council
 - * Closer operating relationship with City Council
 - * Consider spinning off in the longer term
 - * Search for dedicated funding stream
 - * Next year, full time staff plus \$30K for re-granting.
 - * Increases over time based on measurable success



Implementation

Lee's Summit Cultural Plan Update	2016		2017		2018		2019		2020	
	Staff (FTE equiv)	Direct Costs	Staff	Direct Costs	Staff	Direct Costs	Staff	Direct Costs	Staff	Direct Costs
Implementation Timing and Cost	0.1									
Arts Council structural adjustments	0.1									
Staff person funded and hired (sal. & bens)		\$58,500		\$60,548		\$62,667		\$64,860		\$67,130
Partnerships pursued	0.1		0.1				0.1		0.1	
Development of public art strategy	0.1									
New Arts Council funding criteria in place	0.1									
Direct support for local arts groups	0.1	\$30,000	0.1	\$30,600	0.1	\$31,212	0.1	\$31,836	0.1	\$32,473
Improved facility access			0.1							
Sponsorship training program			0.1	\$2,500						
Implementation of public art strategy			0.1	\$10,000						
Pursuit of private and ed. sector partners					0.1		0.1			
Fundraising training, awards and mentorship					0.1	\$10,000		\$5,000		\$5,100
Development of new programs and groups					0.1	\$10,000		\$10,200		\$10,404
Increased event production resources					0.1	\$10,000		\$10,200		\$10,404
Search for dedicated funding stream							0.2		0.1	
Plans for new Performing Arts Center									0.1	\$25,000
Spin-off the Arts Council into 501c3.									0.1	
Staffing	0.5		0.5		0.5		0.5		0.5	
Direct Costs		\$88,500		\$103,648		\$123,879		\$122,096		\$150,511



Next steps

- * Park board presentation
- * Presentation to City Council
- * Adoption
- * Implementation

