

# INVESTMENT IMPACT REPORT

A branch of the Kansas Department of Commerce, the Kansas Creative Arts Industries Commission (KCAIC) **activates the state's creative industries** as economic, civic and educational assets to Kansas communities. KCAIC's portfolio includes grants and services that:

- help creative entrepreneurs to grow their businesses,
- foster economic vibrancy,
- develop a skilled workforce, and
- maintain a high quality of life through arts and culture.

Research shows that the creative industries boost economic success in **rural communities**. The [U.S. Department of Agriculture Economic Research Service](#) found that:

- Rural counties with design-driven businesses recovered more quickly from the recession than rural counties lacking creative businesses.
- Rural counties with performing arts organizations provide residents with higher incomes (up to \$6,000 higher).
- Rural counties with performing arts organizations experienced population growth three times faster than rural counties lacking performing arts institutions.



## KCAIC Grants Return on Investment

Since FY2015, KCAIC has made 289 grant investments totaling \$1.8 million, using a combination of state and federal funds. On the average, each grant:

- reaches 2,238 direct beneficiaries,
- engages 626 children/youth, and
- compensates 26 artists or employees.

## Leveraging Local and Private Investment

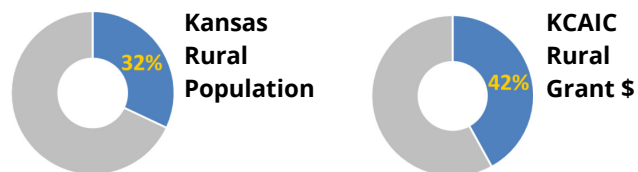
Every \$1 in grant funding from KCAIC is matched by \$3 from other funders and another \$1 in in-kind contributions.



**\$1 from KCAIC leverages \$4 in match.**

## Where Funds Are Needed Most

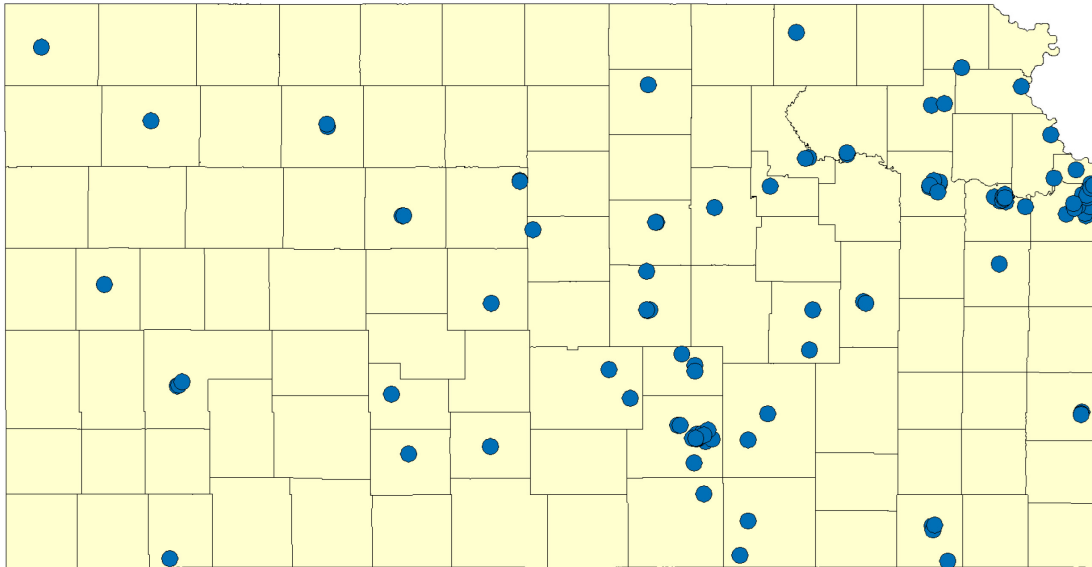
32% of Kansas citizens live outside of metropolitan areas. (Source: [U.S. Department of Agriculture](#)) These **rural regions receive 42% of KCAIC grant dollars.**



26% of all Kansas citizens reside in counties with poverty rates exceeding 15%. (Source: [U.S. Census Bureau](#)) **29% of KCAIC grant funds are awarded to those higher poverty counties.**



## KCAIC Investment Sites



Source: Kansas Creative Arts Industries Commission records, geocoded by the National Assembly of State Arts Agencies. Sites indicate the location of at least one (and often more than one) grant award. For itemized data see the “Award Details” attachment to this report.



In addition to grant awards, KCAIC leads strategic **technical assistance and training partnerships** that benefit Kansas communities. For instance:

### The Next Workforce: A+ Schools Pilot Sites



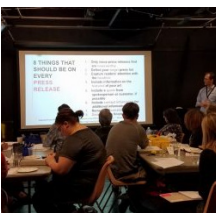
KCAIC collaborated with local educators and the Kansas Alliance for Arts in Education to embed the arts across the curriculum at **Hiawatha Elementary School** and **Cheney High School**. The arts were used to teach all subject areas (like math, science, language arts and history) to boost student achievement, foster creative thinking and develop job readiness skills. The impact is being evaluated by Kansas State University.

#### National research

shows that kids who study the arts score higher on standardized tests and are four times less likely to drop out of school, a key finding given that [3,600 Kansas youth drop out of school each year](#).



### Entrepreneurship Training: Artist INC



Artist INC boosts the business skills of independent artists and creative microenterprises. KCAIC partnered with Mid-America Arts Alliance to offer workshops in **Wichita, Lawrence, McPherson, Pratt and Salina**. Artist INC emphasizes planning and marketing skills that help participants develop profitable businesses.

#### According to the U.S. Bureau of Economic Analysis,

the creative industries in Kansas add \$4.6 billion to the state's economy and support more than 46,000 Kansas jobs.



Additional KCAIC partnerships include the [Arts in Medicine](#) program, the [Tallgrass Artist Residency](#), the [New Play Lab](#) and the [New Dance Lab](#). Using a small amount of KCAIC funding in a catalytic role, these programs bring together arts, university and non-profit partners to spark new ideas and nurture creative networks across the state.