

## U.S. & KC Facts: Art, Biz & GuildIt...Findings for Art & Biz Support

- Biz Nationally** - from Small Business Administration, Americans for the Arts, and SNAPP
- Over 70 percent of U.S. businesses are owned and operated by sole proprietors.
  - **82% of Americans believe arts & culture are important to local businesses.**
  - Only 22% of arts alumni indicate that their institutions helped them 'some' to develop business management skills.

**Arts Nationally** - from Americans for the Arts 2014 Top Ten

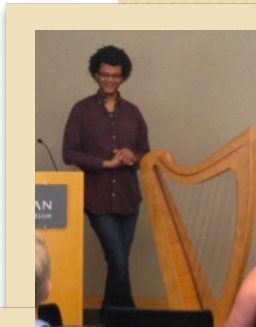
- Students from all social economics levels with an education rich in the arts have higher GPAs and standardized test scores, plus lower drop-out rates.

**Kansas City Arts** - Arts & Economic Prosperity 5, 2015, Study Data

- \$276.1M is the total 2015 economic impact of arts & culture in KC metro.
- KC's area arts spending per capita is \$335, the national is \$272, Johnson County per capita spending alone is \$406.
- KC arts' audiences numbers have grown by 40% from 2010 to 2015. This includes Kauffman Center performances to First Friday in the Crossroads.

**GUILDit** - GUILDit 2016-2017 survey data

- 85% of GUILDit artists are able to better address business **Challenges**
- 77% of GUILDit artists are able to better address business **Needs**
- 52% of our presenters are diverse; 49% are women
- 3 top reasons why people attend GUILDit: 1) to learn from other entrepreneurs; 2) to learn about the KC art scene; plus 3) to connect and network.
- 3 revenue builders GUILDit facilitated: 1) Calvin Arsenia teaching music workshops for the KCMO Library; 2) Dancer Maura Garcia receiving a grant from JCCC; plus 3) Artist Robin VanHoozer representation by Weinberger Gallery.



GUILDit Events

## GUILDit Past and Present Supporters

