



Pat George, Secretary

Kansas Creative Arts Industries Commission Briefing

**Legislative Budget Committee**

October 10, 2012

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**Testimony to  
The Legislative Budget Committee  
on the Kansas Creative Arts Industries Commission  
Kansas Department of Commerce  
October 10, 2012**

Chairperson and Members of the Joint Committee:

Thank you for the opportunity to speak to you today. My name is Peter Jasso and I am the Director of the Kansas Creative Arts Industries Commission.

The Kansas Creative Arts Industries Commission is a program in the Kansas Department of Commerce's Business and Community Development Division focused on the creative industries sector of the economy. The commission is dedicated to measuring, promoting, supporting and expanding the creative industries to grow the state's economy and create creative industry-related jobs in film, arts, culture, and design.

The total Commission budget appropriation for FY '13 is \$699,467. Administrative costs for FY'13 are estimated at approximately \$150,000. This provides for one full time employee, 11 board members, and operational expenditures that include travel, rent, marketing, dues and subscription services, web applications, and costs related to a statewide strategic planning process. The remainder of the budget is dedicated to funding programs created by the plan.

Formed on July 1, 2012, the Kansas Creative Arts Industries Commission merges the former Kansas Film Commission and Kansas Arts Commission to capitalize on the potential for the creative industry to drive economic growth in Kansas. Film, arts, culture, and design are just some of the creative sectors that have many potential benefits for boosting the Kansas economy. The goal of the commission is to further economic development through promotion and expansion of the creative industries in Kansas by providing fast growth, dynamic industry clusters; helping mature industries become more competitive; providing critical ingredients for innovative places, catalyzing community revitalization, and delivering a better prepared workforce.

Since its creation three months ago, Commerce has worked to do the following:

- Logistically integrate and consolidate previous Kansas Arts Commission and Kansas Film Commission assets, including physical, legal, fiscal and digital items, files, and information.
- Merge communication avenues to serve creative businesses and organizations across all disciplines. This includes the update and expansion of web services currently offered on FilmKansas.com. These services will include: an expansion of the film production guide to include personnel and businesses in other disciplines; interactive bulletin board for creative arts related jobs and projects; expansion of project database to include information other creative products; and the creation of a venue database to list information on creative spaces.
- Consult with potential local, regional and national partners including the National Endowment for the Arts, the National Association of State Arts Agencies, and Mid-America Arts Alliance to discuss the new commission, receive training and information relating to national trends in state arts agency management, and explore possible future relationships. We will continue to meet with local stakeholders including both organizations and businesses within the creative industries to expand our partnership network.
- Coordinate with the Kansas Department of Revenue to carry forward the former arts commission's efforts to raise private dollars with the selling of arts license plates. Starting with their 2012 tax returns, Kansans also may support the creative industries through the KCAIC Checkoff Fund on their tax returns.

- Continue the logistical support services of the Kansas Film Commission in assisting film and video projects shooting in Kansas such as the feature films “Jayhawkers” and “Terminal” as well as TV projects by National Geographic and Shed media. We have also continued publishing our film e-newsletter on a monthly basis.
- Submit an initial application for the NEA state partnership grant. We have worked closely with both the NEA and NASAA to discuss timeline, deadlines and criteria given our program’s unique history and stage of development.

The Commission has begun a strategic planning process which will result in a statewide plan for the creative industries in Kansas. The process will involve meetings with stakeholders across all state regions and creative disciplines. We anticipate this process to conclude in early 2013. This process will ensure that the Commission is investing state resources in a way that best grows the creative sector of the Kansas economy and will also fulfill a key requirement of federal and regional grant applications.

In drafting our current process, we looked at examples from other state arts agencies with a similar focus and/or size supplied to us by NASAA. These processes normally spans 1.5 – 2 years on average.

We also looked at the process employed by our own Kansas Arts Commission during a similar planning period conducted in 2006 and 2007. That processes lasted a total of 16 months, with the first visioning meeting with staff and board taking place 6 months into the process and the first meeting with regional stakeholders taking place after 8 months.

The KCAIC is in a unique position amongst other state arts agencies in that it is a completely new entity and must complete the strategic plan before programs can be established. It has been asked not to accommodate this situation we have come up with an expedited process that will see completion in January 2013, just over 6 months after the KCAIC’s creation.

While it is important to note that the process may inevitably evolve as input is received and processed, it currently involves the following:

### **Steering Committee**

A Strategic Planning Steering Committee is currently being formed to provide logistical guidance on the process and assist in establishing specific regional meeting details. They will also help to ensure that major stakeholders are represented in their respective categories. The Committee membership will be representative of each economic region as defined by the Department of Commerce and of various discipline categories and economic development focuses.

### **Regional Meetings**

The KCAIC will hold meetings with stakeholders in the above mentioned categories in each of the state’s six economic regions as defined by Commerce. Stakeholders will include representatives from all areas of the creative economy in each region including creative arts organizations, businesses, entrepreneurs and institutions. Stakeholders will have the opportunity to share their views on the state of the creative industries in their respective regions and how the KCAIC can help them revitalize their communities, create jobs, and grow the local economy using local resources, innovative ideas, and targeted state investments.

### **Kansas Creative Arts Industries Online Survey**

To ensure that we solicit input from as wide a constituency of the citizenry of Kansas as possible, the KCAIC will design, administer, and promote an online survey to garner information from the general

## **KCAIC Board Meeting**

KCAIC and Commerce staff will draft the plan based on input from the above mentioned meetings and survey. The plan will be submitted to the KCAIC board for review. The KCAIC board will then convene to formally approve the plan which will be made public and dispersed to all creative arts industries stakeholders. The KCAIC will formalize programs and adopt rules and regulations based on the plan.

By putting targeted economic growth policies and programs in place, states and communities across the country are making film, arts, culture and design vital parts of their economic solutions. They are experiencing growth not only in traditional visual and performance arts, but also in the fast growing cluster areas of entertainment, design, and technology driven new media. With systematic data tracking, integrated planning and targeted legislation, Kansas too can grow the state's economy through its creative industries.

Thank you for your time and the opportunity to address the committee.