



Pat George, Secretary

Kansas Creative Arts Industries Commission Briefing

## **Joint Committee on Arts and Cultural Resources**

September 25, 2012

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**Testimony to  
The Joint Committee on Art and Cultural Resources  
on the Kansas Creative Arts Industries Commission  
Kansas Department of Commerce  
September 25, 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 that is 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.

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.

In the past two and a half months, Commerce has worked to logistically integrate and consolidate previous Kansas Arts Commission assets into the Department and is working on merging communication avenues to serve creative businesses and organizations across all disciplines. We have also met with potential industry 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 and possible future relationships. We will continue to meet with national and regional organizations in specific disciplines as we look to expand our partnership network.

The Commission will soon begin 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 the spring. 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.

The Commission also is working 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.

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.



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