



Executive Summary

<i>Problem Statement</i>	The State of Missouri lacks a comprehensive hub of information promoting Arts & Culture assets and events.
<i>Recommended Solution</i>	To create a one-stop, statewide, online Arts & Culture resource to share Arts & Culture assets and events available throughout the state.
<i>Purpose</i>	To amplify Missouri's over \$1.7 billion Arts & Culture Economy with a one-stop resource for Arts & Culture events taking place in the State of Missouri while improving citizen experience.
<i>Project Dates</i>	Development Initiation Date: Sep 15, 2025 Website Launch Date: Sep 15, 2026 After the launch, we will continually analyze the effectiveness of the site, making revisions to emphasize what works best and enhance the user experience.
<i>Target Audiences</i>	- State of Missouri—The State will benefit as this site directly serves the over \$1.7 billion Arts & Culture economy and promotes the state's investment in this economy. - The Public—People will now have a centralized online location to find out about Arts & Culture events and resources throughout the state. - Arts & Culture Organizations—This group will be able to connect their events and happenings on one all-encompassing webpage, increasing visibility as well as awareness of other events happening throughout the state, sparking collaborations and inspiration for future events.
<i>Prospective Partners</i>	Missouri Arts Council (confirmed), Missouri Department of Tourism (confirmed), Missouri Humanities Council , St. Louis Arts , Arts KC Go , Visit Columbia MO , Visit Springfield MO , Branson Regional Arts Council
<i>Featured on the Website</i>	Arts & Culture events, presenting venues, theaters, museums, Arts & Culture halls of fame, creative districts, local arts councils, entertainment where Arts & Culture is the main focus
<i>NOT Featured on the Website</i>	Fundraisers, tournaments, sports events, outdoor excursions, festivals where the main focus is not Arts & Culture

Frequently Asked Questions

<i>How do you know this is a real problem within the state?</i>	The Horizons initiative, a partnership of the Missouri Arts Council, Missouri Humanities, and the Missouri Division of Tourism, addresses the lack of awareness regarding arts and culture programming throughout the state. This program funds a select number of groups, however, and is limited in scope.
<i>Who benefits from launching this website, making this project a priority?</i>	This site gives all Arts & Culture organizations access to an organized platform to share their events and provides an outlet for the public to access statewide Arts & Culture-focused resources and events. While some larger cities have their own promotional websites, smaller, more rural communities lack this essential tool.
<i>Are there similar regional or community sites with the same purpose, and, if so, how will you coordinate efforts with those groups?</i>	Yes, Kansas City, St. Louis, Springfield, and Columbia all have their own tourism or Arts & Culture websites. To avoid sites duplicating one another, we will link these sites into MOgrooves, allowing them to be the carrier for their specialized information. This allows us to focus our efforts on the rural communities that may not be included in the scope of these pre-existing sites.
<i>Why launch a new site instead of updating/revamping the existing Missouri Arts Council website?</i>	Each website has a distinct purpose. MOgrooves will share information on the Arts & Culture events taking place statewide and the location in which they take place, in a grassroots manner that highlights each region of the state. The existing MAC website shares information on what MAC is as an organization, MAC's granting opportunities, and other initiatives MAC offers.
<i>How will MOgrooves work with local entities to ensure statewide coverage?</i>	MOgrooves is powered by the Missouri Arts Council, which has a statewide network of grant recipients across all 163 House Districts. The grant recipients will be required to publish their sponsored events with Missouri Tourism as a way to ensure full statewide participation.
<i>What strategies will be used to promote MOgrooves to maximize usage by residents and tourists?</i>	The MOgrooves team will use earned media, social media, and cross-promotion, especially engaging grantees (including arts councils and creative districts) to both contribute to the site and promote it to their constituents. QR codes will be placed in welcome centers around the state.
<i>What costs are associated with this project?</i>	Domain Creation (\$120), Name Reservation (\$25), Trademark (\$55), Advertising & Promotion (\$1,000), Platform (\$600), Personnel (\$1,200)

The Data



For more AEP6 information
please scan the QR or visit
[https://missouriartscouncil.org/
economic-impact-of-missouri-art/](https://missouriartscouncil.org/economic-impact-of-missouri-art/)



Direct Economic Activity	Organizations	Audiences	Total Expenditures
Total Industry Expenditures (FY2022)	\$1,135,595,386	\$589,253,478	\$1,724,848,864

Economic Impact of Spending by Arts and Culture Organizations and Their Audiences

Total Economic Impacts (includes direct, indirect, and induced impacts)	Organizations	Audiences	Total Impacts
Employment (Jobs)	9,134	4,222	13,356
Personal Income Paid to Residents	\$410,390,286	\$146,974,130	\$557,364,416
Local Tax Revenue (city and county)	\$18,399,663	\$7,707,626	\$26,107,289
State Tax Revenue	\$14,566,621	\$6,444,462	\$21,011,083
Federal Tax Revenue	\$68,286,598	\$25,233,645	\$93,520,243

Event-Related Spending by Arts and Culture Audiences Totaled \$589.3 million

Attendance to Arts and Culture Events	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Total Attendance to In-Person Events	14,623,353	1,918,901	16,542,254
Percentage of Total Attendance	88.4%	11.6%	100.0%
Average Per Person, Per Event Expenditure	\$29.72	\$49.01	\$31.97
Total Event-Related Expenditures²	\$368,935,402	\$220,318,076	\$589,253,478

Nonprofit Arts and Culture Audiences Spend an Average of \$31.97 Per Person, Per Event

Category of Event-Related Expenditure	Local ¹ Attendees	Nonlocal ¹ Attendees	All Attendees
Food and Drink	\$12.75	\$16.54	\$13.19
Retail Shopping	\$5.69	\$6.13	\$5.74
Overnight Lodging (one night only)	\$1.29	\$9.93	\$2.30
Local Transportation	\$2.85	\$7.00	\$3.34
Clothing and Accessories	\$3.31	\$3.61	\$3.34
Groceries and Supplies	\$2.18	\$3.19	\$2.30
Childcare	\$0.70	\$0.80	\$0.71
Other/Miscellaneous	\$0.95	\$1.81	\$1.05
Overall Average Per Person, Per Event	\$29.72	\$49.01	\$31.97

Source: Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the State of Missouri. For more information about this study or about other cultural initiatives in the State of Missouri, contact the Missouri Arts Council.

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Inspired in part by the hit TV show "Shark Tank" and other similar competitions, the **Show Me Challenge** is a new way for employees of Missouri's 17 executive departments to compete to identify solutions that improve how we serve out citizens, cut out unnecessary bureaucratic work, and/or save time and money.

To compete in the Show Me Challenge, please do the following:

1. Complete all fields of the below template. *(help guide is available at showmechallenge.mo.gov/resources)*
2. Submit your pitch via www.showmechallenge.mo.gov/pitch-form.html

Pitch submission deadline: June 10, 2025

Note: must be state employee at time of winning to be eligible for prize money.

TEAM INFORMATION

OpEx Coach name:

Email:



Team Member Name and Email

Department (select)

Division (type)

ex: *Mo Mule, Mo.Mule@oa.mo.gov*

Administration

Commissioner's Office



- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.



PITCH

Pitch name

What is the problem you are addressing? *(no more than 200 words)* 

What is the root cause of the problem? *(No more than 200 words)* 

What is the potential solution? *(No more than 100 words)* 



Which area of impact is your primary focus? *(choose one - if other, please specify)*



What is your primary measure for impact?
(measures should follow SMART principles: Specific - Measurable - Actionable - Relevant - Time Bound)

Primary Measure	Current Status	Target
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What is the suggested benefit? *(less than 100 words)*



PROJECT PLAN

What are the major activities and milestones to deliver your solution?*(If additional room is needed, please attach a separate document).*



Milestone/Deliverable



Activity



Due Date





REQUIRED RESOURCES AND SUPORT

What is the expected project duration? (*choose one*)

6 months - 12 months

Does your project require any specialized skills to complete? If so, list.

Yes

Web development, UX design, accessibility compliance (ADA/WCAG). content moderation

Does your project require a statutory change to complete? If so, explain. (*less than 100 words*)

No statutory change is required.

Can you implement your project with your current resources? If not, explain. (*less than 100 words*)
strongly recommended: provide a cost breakdown in your additional materials.

Yes, but optional additional funding may be required for domain creation, platform, trademark and name reservation, and ongoing community engagement and advertisement.

Are there other factors critical to design and implement your project? (*no more than 50 words*)

No.



ADDITIONAL MATERIALS

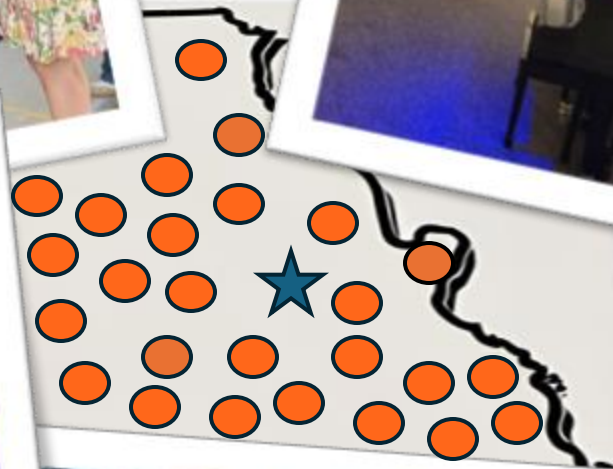
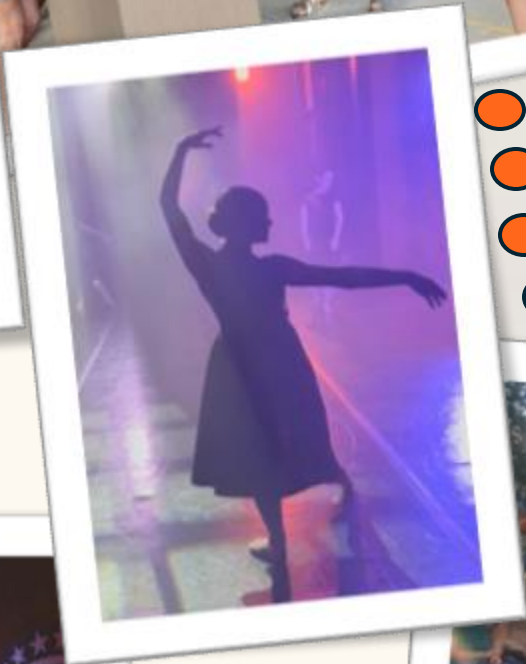
Please list any additional materials you have provided.



Fueling the \$1.7 Billion Creative Economy

MO
GROOVES





Scalability:

Three options to launch MOgrooves:

- **Option "Let's Do It!"**
 - Bare bones option, minimal overhead, site built in office, focused on functionality
 - Cost: \$3,000
- **Option "Teamwork!"**
 - Intermediate spending option, includes hiring a website developer, focused on functionality and vibrancy
 - Cost: \$40,000
- **Option "Let's Invest!"**
 - The bells and whistles option, includes hiring a website developer, team training for site management, focused on functionality and pizzazz
 - Cost: up to \$110,000



The Economic and Social Impact of Nonprofit Arts and Culture Organizations and Their Audiences in State of Missouri

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The State of Missouri
has a creative
economy of over \$1.7
billion!

3,200 visitors per month

- 25% attend an event
- Spend \$30-\$50 each



**Up to \$480,000 per year
new spending**



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Artistry in Motion

***Discover a world of art, music, and creativity in
Missouri with MO Grooves.***

***Be part of our vibrant community and explore
events, job opportunities, and***