

Swope Park Area Study

2022

Starlight

Project Team Goals

The Swope Park Project Team's goals were to develop meaningful relationships with Swope Park neighbors in order to:

- ◆ Raise awareness of Starlight's nonprofit status, programming, and Community Engagement initiatives
- ◆ Position Starlight as an organization that Swope Park residents are proud to champion
- ◆ Better embody Starlight's desired role as a community asset for all Kansas Citians
- ◆ Increase mental and emotional wellness for local residents through greater access to high-quality arts experiences
- ◆ Follow through on Starlight's responsibility to embed Inclusion, Diversity, Equity, and Accessibility in all areas of the organization
- ◆ Solicit direct feedback from individuals who live and/or work in the immediate areas surrounding Starlight

INCLUSION

Starlight encourages an environment that welcomes, values, and respects the individual differences and contributions of its employees and community.

DIVERSITY

Starlight values the unique differences of our employees and community and the ways in which those differences contribute to a richer, more creative, and productive work culture and experience.

EQUITY

Starlight promotes fairness within policies, procedures, resources, programs, and opportunities, which create conditions that allow all to reach their full potential.

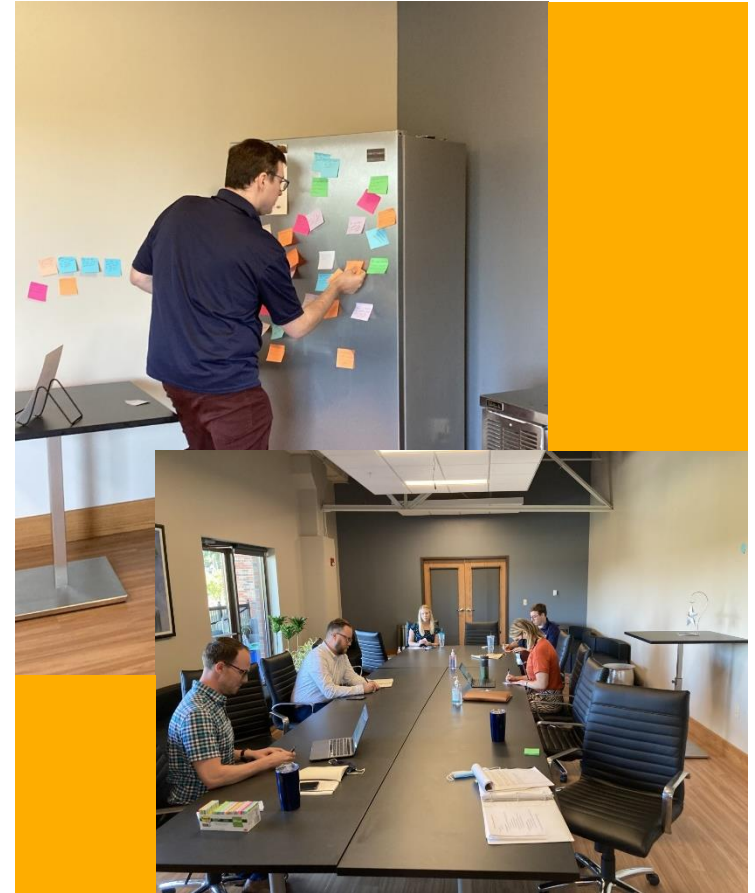
ACCESS

Starlight provides fair and equitable access to services, resources, and opportunities that are essential to achieve and maintain social, cultural, and economic well-being.

Survey Preparation

- ◆ Brainstormed key questions for the community
- ◆ Developed a list of organizations to build relationships with, including:
 - Neighborhood Associations
 - Health Service Providers
 - Nonprofit Organizations
 - Schools
 - Places of Worship
 - Privately Owned Businesses
 - Community Leaders
- ◆ Participation in offsite community events
- ◆ Carried out a series of 1:1 interviews with Starlight and community stakeholders to seek guidance and feedback on initial survey content and design.

Swope Park Project Team



Survey Target Area and Distribution

- ◆ Survey completion was incentivized through a drawing to receive 1 of 5 \$50 Visa gift cards
- ◆ Surveys were created in both paper and online formats
- ◆ Sites that received paper copies of the survey included:
 - Neighborhood Associations
 - Local Libraries
 - Community Centers
 - 5th District Meeting Site
- ◆ Groups who received direct links to complete the survey included:
 - 5th District Newsletter
 - Neighborhood Association Newsletters
 - UMKC Center for Neighborhoods Newsletter
 - Community Engagement Program Partners
 - South Kansas City Alliance Newsletter
 - Kansas City Neighborhood Advisory Council
 - Approximately 10,000 individuals within target zip codes received 2 survey emails.

Survey Boundaries

North

Dr. Martin Luther King Jr. Blvd. (Blue Pkwy)

East

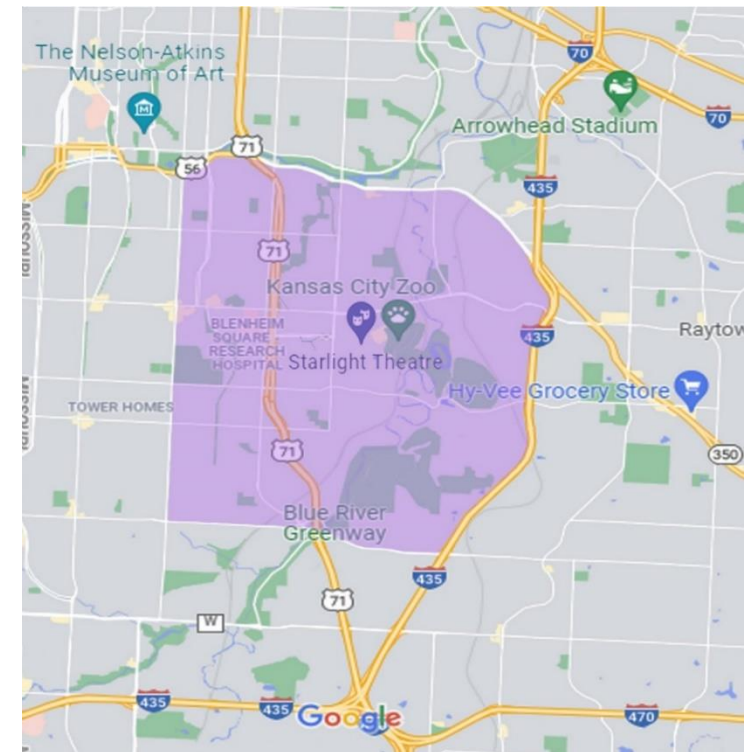
Interstate 435

South

87th Street

West

Troost Avenue



Survey Results

205

completed surveys

142

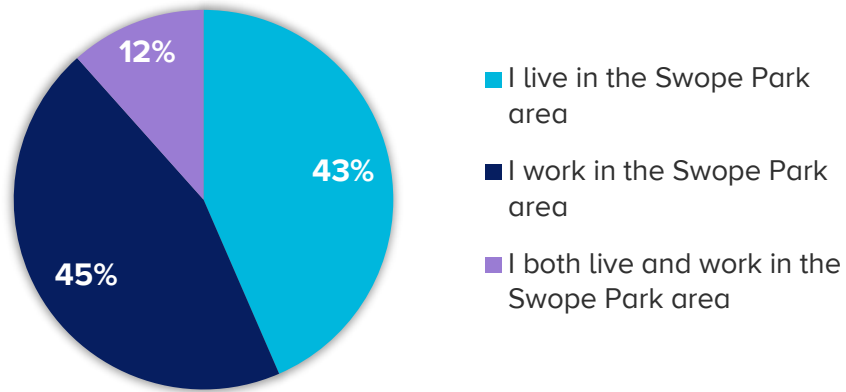
qualifying responses

36

additional feedback
surveys

Relationship to the Area

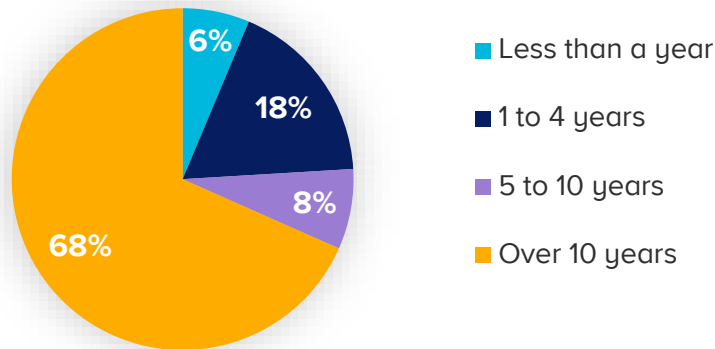
**Relationship to the Swope Park Area
(142 Responses)**



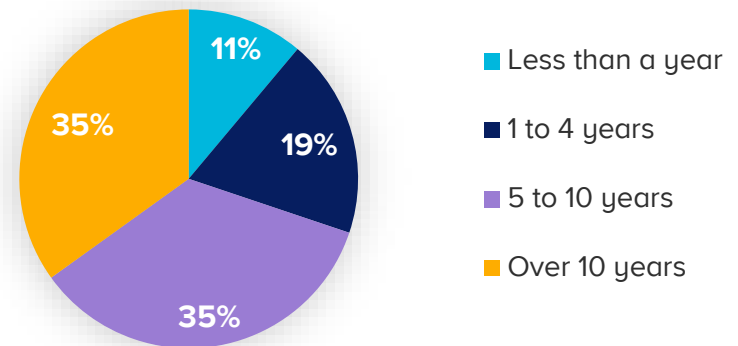
Zip Codes for Residents			
64105	1	64131	8
64113	1	64132	11
64129	1	64110	13
64134	2	64133	14
64138	5	64130	19

Zip Codes for Workers			
64108	1	64133	1
64109	1	64130	11
64110	1	64132	46
64114	1		

Length of Residence (79 Responses)



Length of Local Work Status (63 Responses)



Survey Demographics

AGE	17 or younger	18-25	26-34	35-44	45-54	55-64	65 or older	Decline to answer
Survey %	0%	2%	11%	21%	20%	25%	17%	4%

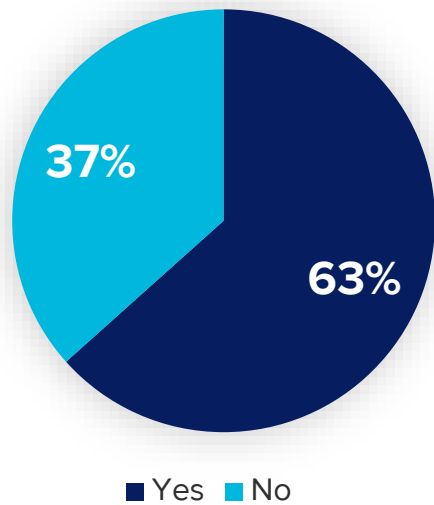
RACE	African-American / Black	American Indian or Alaska Native	Asian-American / Asian	Middle Eastern / North African	Native Hawaiian or Pacific Islander	White / Caucasian	Unknown / Some other race	Decline to answer
Survey %	37%	2%	1%	0%	0%	50%	0%	10%

ETHNICITY	Hispanic, Latino, other Spanish origin	Not Hispanic, Latino, or other Spanish origin	Decline to answer
Survey %	1%	92%	7%

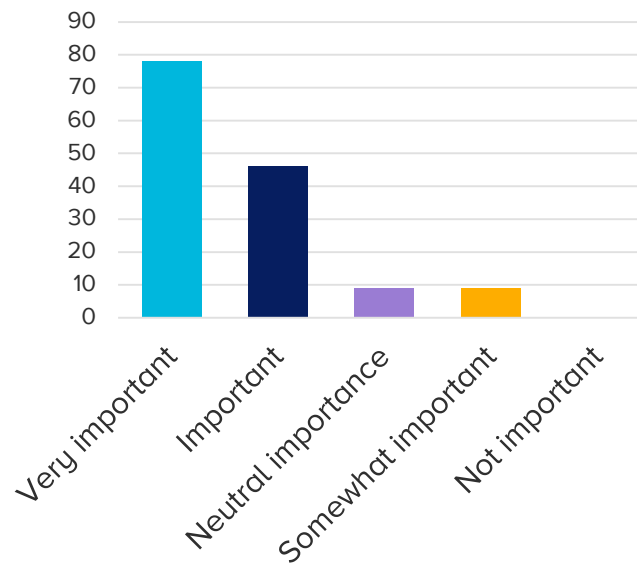
GENDER	Female	Male	Non-binary	Decline to answer
Survey %	73%	20%	1%	6%

Community Insights

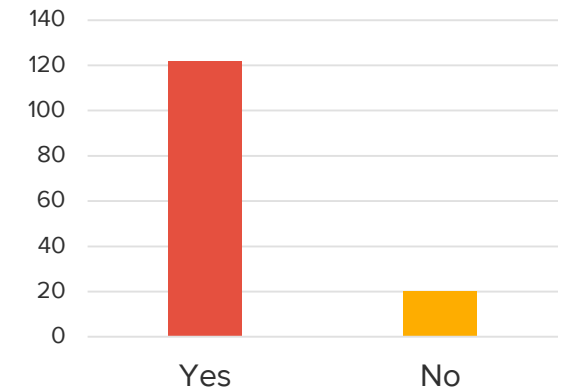
When you are in the Swope Park area, do you feel you have access to a satisfactory amount of music, theatre, visual art, and other arts experiences?



How important is it for you to have access to music, theatre, visual art, and other arts forms outside the home?



Do you feel there are aspects of the Swope Park area that need to be improved?



Community Insights

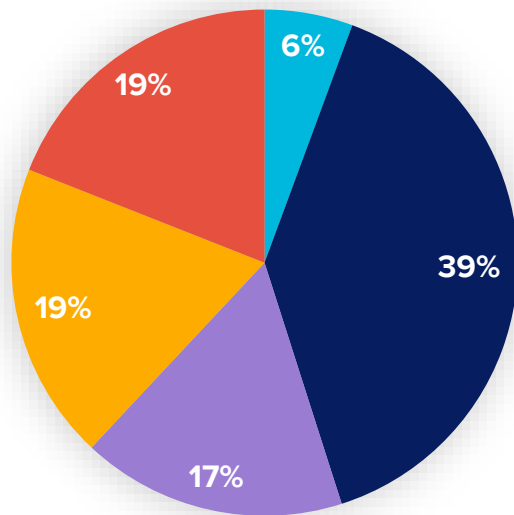
Which aspects of the Swope Park area are in greatest need of improvement?

Access to and availability of healthy foods (food security)	71
Public safety	65
Economic development	60
Public works (water, trash, road maintenance, etc.)	50
Environmental Sustainability	46
Recreational amenities (parks, playgrounds, sports, entertainment, etc.)	44
Arts & Culture opportunities (visual art, performance art, cultural gatherings and celebrations, etc.)	42
Affordable housing	40
Continuing-education resources (libraries, workforce development programs, etc.)	31
Public transportation	22
Schools (Pre-K through 12)	20
Healthcare facilities	11
Other	10

“Other” responses included: High-quality mental health services, signage, more programming for all cultures, money for schools, and multimodal transportation like bike lanes and sidewalks.

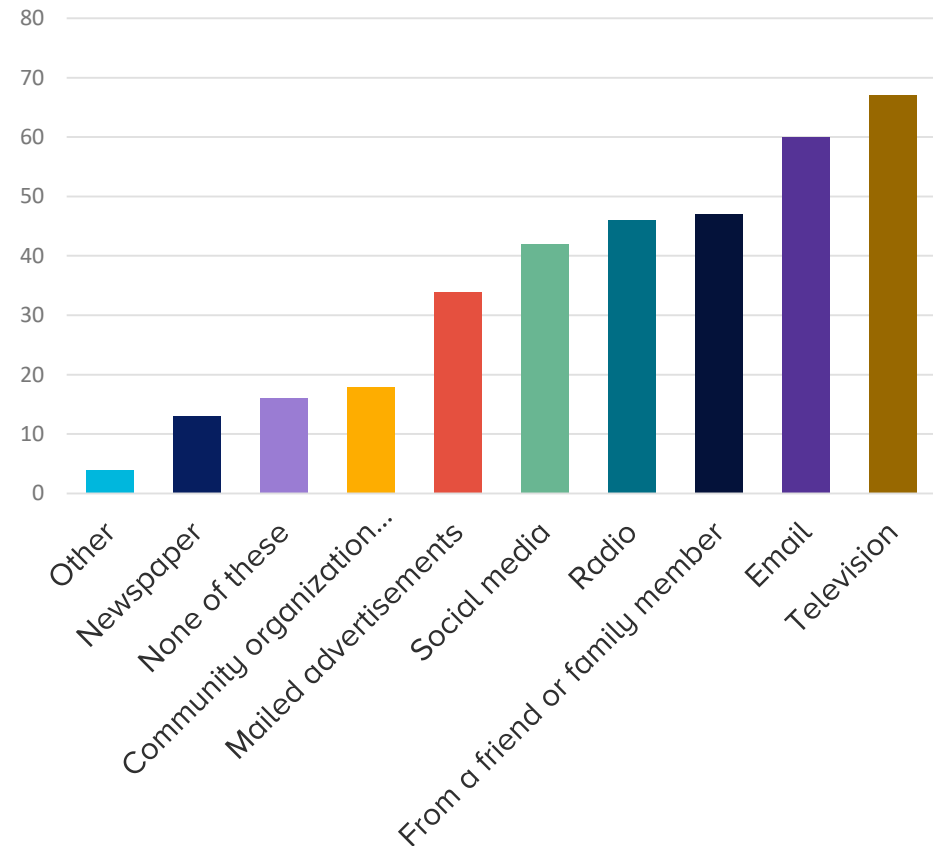
Engagement with Starlight

How recently, if ever, have you been to Starlight Theatre for a performance or other type of event?



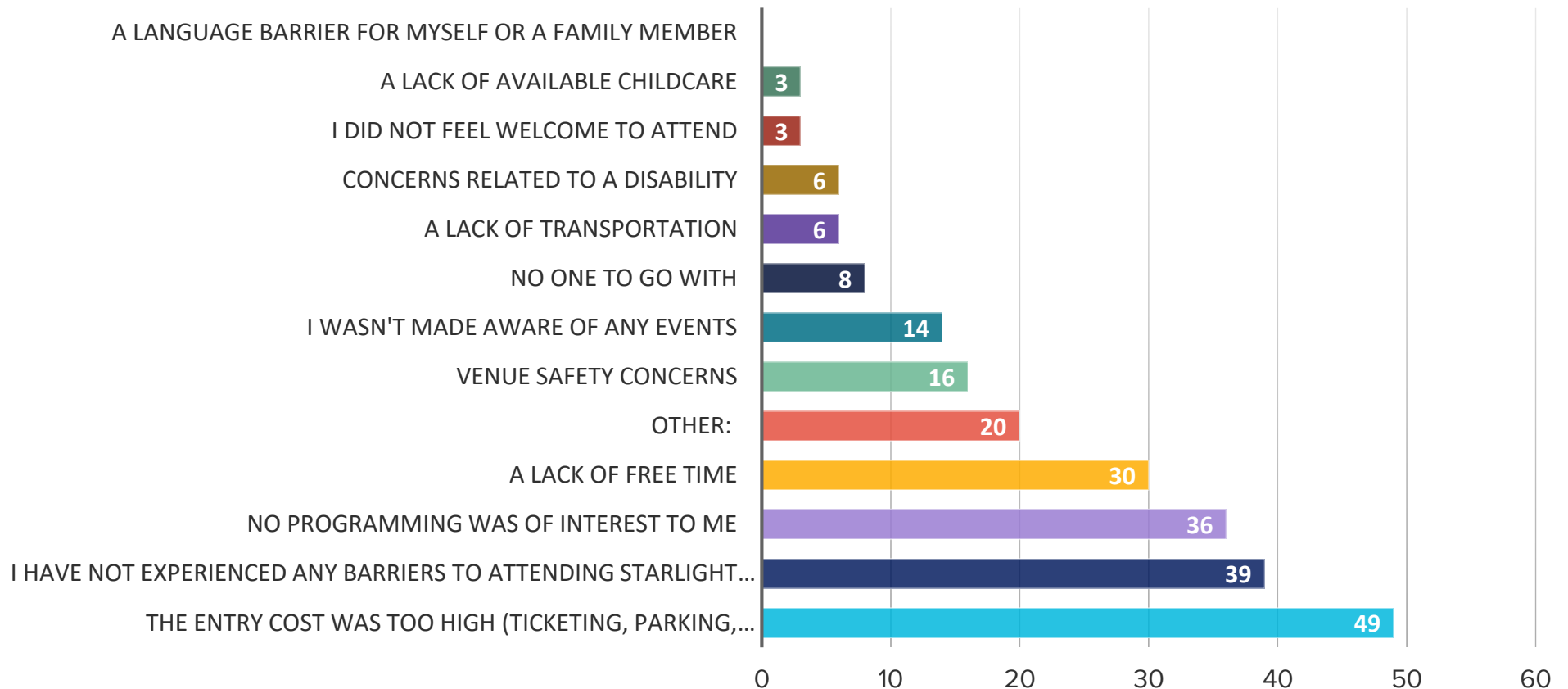
- Never
- Within 1 year
- Within 2 years
- Within 3 years
- 4 years ago or more

How do you typically hear about Starlight programming?



Engagement with Starlight

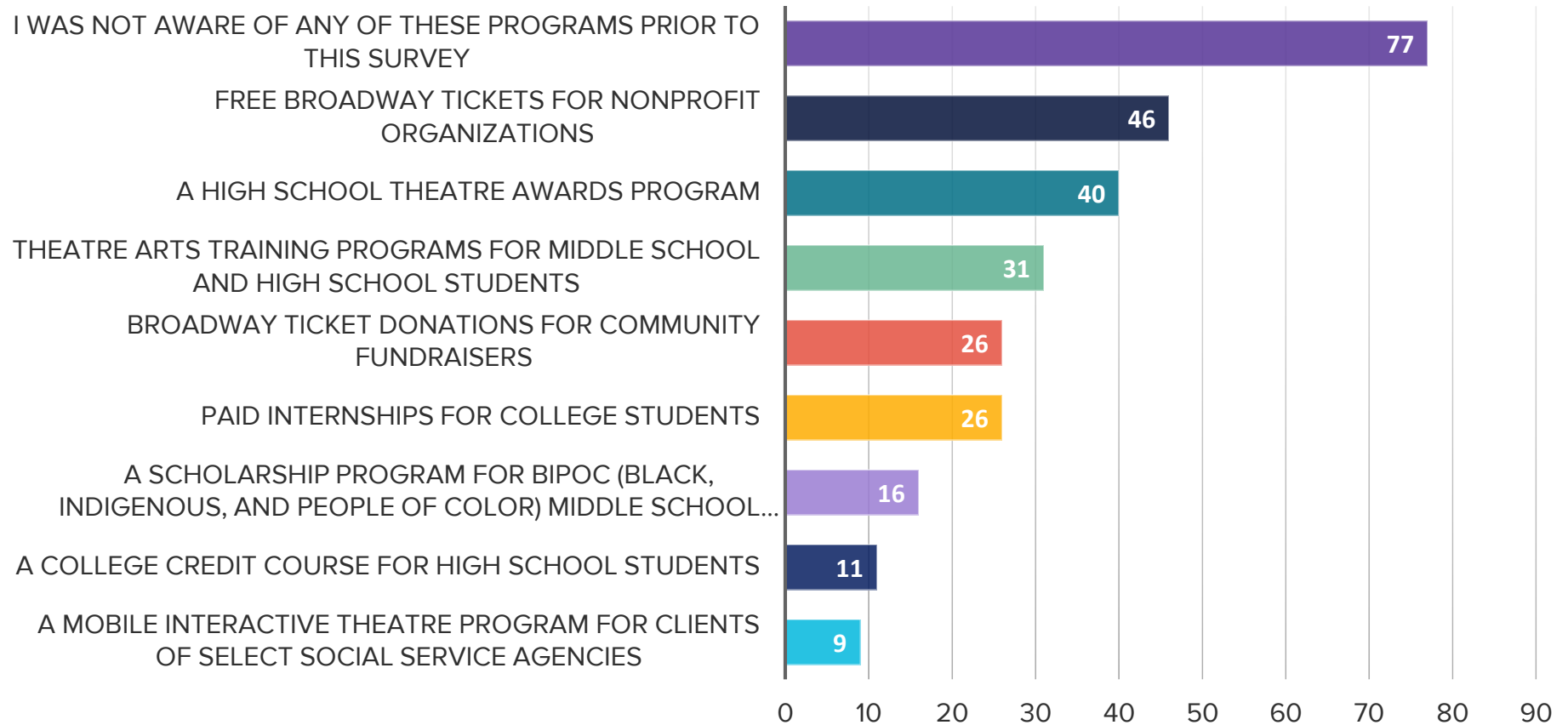
What Barriers Have You Experienced to Starlight Event Attendance?



“Other” responses included: The pandemic, getting older, too far to walk from seats to parking, not enough space for dining prior to a performance, preference for GA/standing seating, always the same groups performing.

Engagement with Starlight

Starlight is a 501 (c)(3) nonprofit organization. Prior to taking this survey, were you aware of the following Starlight Community Engagement Programs?



What They Like...

Are there things you like about having Starlight in the Swope Park area?

“It offers the arts in the area where marginalized live.”

“Brings **culture and diversity** to the neighborhood.”

“**Convenient and beautiful** location.”

“Easy access and great location within the park. **Love having the sound of concerts** that I can hear even though I'm not in attendance.”

“Love the history of the theater...grew up down the street. **I would go as a child and they would let you attend for free in the back rows!**”

“It's very central to the city. It's easy to get to. I love the open air venue, **it's unique and special.**”

“Brings **employment opportunities** into the area.”

“There's a variety of people in this area and **Starlight is a great unifier for all different types of people** - as long as it's accessible.”

What They Dislike...

Are there things you dislike about having Starlight in the Swope Park area?

“**Safety** is a big concern.”

“The **traffic**.”

“Limited **park access** on show nights.”

“**Parking** is difficult.”

“There are no **weekend matinee performances** for people that don't get out after dark.”

“After the shows end, **walking to your car is very dark**, maybe improve the lighting surrounding the parking areas.”

“There is **nothing I dislike** about having the Starlight in the Swope Park area.”

Ideas for Future Programming

What types of events would you like to see at Starlight?

“Concerts, Broadways, Movie Nights.”

“**More diverse Broadway shows.** Free concerts in the park.”

“Community led theatre productions that are **inclusive to ALL youth** in our area.”

“More **cultural performances.**”

“I know there are currently commercials but I'd like something I could maybe put on my fridge as a reminder there are events happening.”

“I love all the shows at Starlight and performed in Annie, Annie Get Your Gun, Hair, Peter Pan etc. in the 80s ! The stage was the place to leave it ALL behind and I now have a talented grandson who loves the arts...**it's just a challenge to afford the shows consistently.** ”

Key Takeaways

- ◆ Overwhelming majority of respondents **embrace having Starlight in their backyard**
- ◆ **Starlight is essential in Swope Park** – provides much-needed access to arts and entertainment
- ◆ More than half of respondents are **unaware of Community Engagement efforts**
- ◆ **Affordability** is important to many residents
- ◆ **Residents are paying attention** to Starlight’s programming selections
- ◆ Respondents have a deep appreciation for the **beauty** Starlight adds to the area
- ◆ **Safety** when entering and leaving the Swope Park area is a noted concern for some
- ◆ **Show-night traffic** has a noticeable impact on the area and recreational access to Swope Park

Moving Forward

5 Next Steps for Starlight:

1. Continue to build and preserve neighborhood relationships
2. Maintain ticket affordability for all programming
3. Communicate with our surrounding neighborhoods about performance impacts
4. Utilize event programming feedback to craft more inclusive performances
5. Raise awareness of our Community Engagement programming



Special Thanks

- Ashley Williamson, Southeast Community Center
- Carl Stafford, My Region Wins!
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- Gene Willis, GEHA
- Georgia Brown, Foxtownwest Neighborhood Association
- Jeff Primos and Diane Hershberger, Marlborough Community Coalition
- John Sharp, South Kansas City Alliance
- Keema McCoy, Executive Legislative Aide to Councilman Lee Barnes Jr. – 5th District At-Large
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- Michael Carmona, Community Capital Fund
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- Town Fork Creek Neighborhood Association
- Southeast Branch – KC Public Library
- Tiffany Moore, Kansas City Neighborhood Advisory Council
- Vanessa Vaughn West, Starlight Board of Directors

Thank you to the many individuals in our community who helped our project team create, distribute, and report on this survey.



Starlight