



Learners of all ages need equitable access to continuous, innovative, quality education to meet evolving workforce needs.

**Real-World Learning:** 100% of high school students graduate with at least one Market-Value Asset.

**LEAD:** Ewing Marion Kauffman Foundation with Civic Council and KC Chamber

**Align stackable credentials** for learners outside of high school with a career path to move people to promising, good & prosperous jobs.

**LEAD:** KC Rising People Driving Committee

**KEY DEFINITIONS:**

**PROMISING JOB**  
\$45K - \$64,999

**GOOD JOB**  
\$65K - \$84,999

**PROSPEROUS JOB**  
\$85K and above



**CONNECT WITH KC RISING**

**VISIT**

[www.kcrising.com](http://www.kcrising.com)

Learn more about the shared vision and subscribe to our newsletter.

**EMAIL**

[kcrising@kcciviccouncil.org](mailto:kcrising@kcciviccouncil.org)

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To learn more about KC Rising volunteers, visit:



Align × Amplify × Accelerate  
**Together we rise.**



Inclusion

Economies thrive through increased participation when everyone has equitable opportunities to advance.

Build an **early-stage capital infrastructure** for entrepreneurs.

**LEAD:** KC Chamber with KC Rising Ideas Driving Committee



Culture

Cultural assets are an integral component of our economy, as well as a force to unify & inspire our region.

**PARADE OF HEARTS:** A public art experience through May 2022 to benefit those most affected by the events of 2020 and 2021.

[TheParadeOfHearts.com](http://TheParadeOfHearts.com)

**LEAD:** Parade of Hearts Community Action Committee with KCADC and MARC



Neighborhoods

Healthy, safe, & attainable housing options allow people to build better futures.

As our city grows, it must **stay within reach** for the people we will need to fuel our aspirations & our culture, regardless of their income level.

**LEAD:** MARC with the KC Rising Place Advisory Committee



Industry

A focus on our sectoral strengths positions our region to attract, grow, & retain globally competitive businesses.

**KC Global Design:** Elevate KC as the premier design community through a focus on innovation, awareness, & talent.

**LEAD:** KCADC with the KC Rising Traded Sector Driving Committee

**Next sector:** KC will create the most equitable biologics ecosystem in the nation & become a global hub for the development, production, & distribution of biologics.

**LEAD:** KC Rising Traded Sector Driving Committee with BioKansas and BioNexus

**Now sector:** KC has existing strengths in manufacturing & logistics. Recognize & nurture tech in those areas of excellence.



Enterprise

A robust entrepreneurial ecosystem sparks scalable business & leads to breakthroughs that can transform our economy.

Better connect the corporate community with the KC entrepreneurial ecosystem to **foster additional innovation & economic activity.**

**100 firms committed** to intentionally purchasing & growing spend with small & diverse firms.

**LEAD:** KC Rising Ideas Driving Committee with Civic Council and KC Chamber



Connectivity

Effective, accessible transportation & internet options open doors to economic mobility.

The time has come to **close the digital divide.**

**100% of households** connected to digital broadband.

**Today:** 73.5%, rank of 10th in comparison to benchmark metros

**LEAD:** MARC and the Federal Reserve Bank of Kansas City with the KC Rising Place Advisory Committee