



# INDUSTRY-SPECIFIC BRIEFING KC SMALL BUSINESSES

## Surviving the World Cup Surge

### Overview

Kansas City and its regional partners will welcome hundreds of thousands of domestic and international visitors during the 2026 FIFA World Cup™. For art dealers and galleries, this presents a selective, experience-driven retail opportunity tied to tourism and spending. Success will depend on attracting visitors through curated experiences and events, converting foot traffic into sales or long-term relationships, balancing high-end inventory with accessible offerings, and leveraging both in-person and digital engagement.

### Industry -Specific

#### Retail: Art Dealers & Galleries

### OPPORTUNITY

*Vistors increasingly seek cultural experiences, unique, local, and memorable purchases and event-driven activities. Position galleries as must-visit cultural experiences.*

### Global Visibility for KC Area

The World Cup will bring:

- International fans
- Corporate sponsors
- Media organizations
- Team staff and families

### Johnson County Advantage

*During major events, visitors behavior:*

- Increased foot traffic to:
  - Arts districts
  - Cultural venues
  - Walkable retail corridors
- Opportunity to capture:
  - Casual buyers (prints, smaller works)
  - High-net-worth collectors attending global events

### Johnson County Opportunity

- Capture:
  - Visitors staying outside downtown
  - Corporate and hospitality-driven buyers
  - Local & regional collectors

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KC GAME PLAN PLAYBOOK](#)



## THE REALITY

- Uneven Market Demand
  - Market recovery is “K-shaped”:
    - Strong demand at the high end
    - Weakness in mid-market segments
- Consumer Spending Pressure
  - Declining consumer confidence is reducing demand for:
    - High-ticket discretionary purchases
  - Shift toward:
    - Lower-cost, experience-based spending
- Long Sales Cycles
  - Artwork may take:
    - Months or years to sell
  - Revenue is inconsistent and relationship-driven
- Inventory Risk
  - High-value inventory tied to:
    - Market trends
    - Artist demand
- Slow turnover increases financial risk

## WIN THE CUSTOMER

*Visitors will engage with galleries that are:*

- Experience-Driven
  - Curated exhibitions and events
  - Artist showcases and receptions
- Accessible & Inviting
  - Welcoming to both:
    - Casual visitors
    - Serious collectors
- Easy to Engage
  - Clear pricing or inquiry process
  - Knowledgeable staff and storytelling

## BUILD THE EXPERIENCE

*The industry is evolving toward experience + relationship-driven engagement.*

- Create Event-Based Experiences
  - Host:
    - Opening receptions
    - Artist meet-and-greets
    - World Cup-themed exhibits
- Diversify Offerings
  - Include:
    - Lower-priced works (prints, small pieces)
    - Collectibles and design items
- Leverage Multiple Sales Channels
  - Gallery sales (~44%)
  - Art fairs (~31%)
  - Online platforms (~22%)

## MAXIMIZE THE REVENUE

- Improve Inventory Turnover
  - Curate inventory strategically
  - Focus on pieces aligned with buyer demand
  - Promote actively to reduce holding time
- Build Buyer Relationships
  - High-value sales often come from:
    - Repeat collectors
    - Long-term relationships
- Expand Revenue Streams
  - Appraisal and advisory services
  - Commissions and consignment sales
  - Events and private showings

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## BE WORLD-READY

- International visitors will expect:
  - Clear communication and professionalism
  - Transparent purchasing processes
  - High-quality presentation and security
- Operational details matter:
  - Well-designed gallery space
  - Proper lighting and display
  - Secure handling of artwork

## FIVE THINGS ART DEALERS & GALLERIES MUST DO WELL

- Curate the Right Inventory
  - Align offerings with buyer demand and trends
- Build Strong Buyer Relationships
  - Repeat collectors drive revenue
- Create Engaging Experiences
  - Events and storytelling attract visitors
- Improve Inventory Turnover
  - Reduce holding time and risk
- Leverage Multi-Channel Sales
  - Combine in-person, fairs, and digital platforms

STILL HAVE QUESTIONS?  
**CONTACT ECJC TODAY!**

The World Cup presents a high-visibility, experience-driven opportunity for art dealers and galleries—but with selective conversion potential.

- For Johnson County operators, this is a chance to:
  - Capture increased cultural tourism traffic
  - Build relationships with new collectors
  - Generate sales across both high-end and accessible segments
- The businesses that succeed will focus on:
  - Creating compelling, event-driven experiences
  - Offering a range of price points
  - Building strong buyer relationships
  - Leveraging both physical and digital sales channels

