

Thank You Walt Disney, Inc

A 501(c)(3) non-profit organization dedicated
to the preservation and restoration of
Walt Disney's Laugh-O-gram studio,
located in Kansas City, Missouri



“If you can visualize it,
if you can dream it,
there's some way to do it.”

Walt Disney

The Project.

To amplify Walt Disney's Kansas City legacy by restoring his original Laugh-O-gram studio as a place for inspiration, education, and entrepreneurship.

Commitment: \$6.8 Million



The Result.



**Digital Media Education Lab
Offices For Entrepreneurs
Museum & Visitor Center**

Completion: Fall 2024

Kansas City Legacy.

The work Walt Disney did in Kansas City set the stage for his entire career in film production. And it was here that he was inspired to create the character who became Mickey Mouse.



A largely untold history will be a draw to animation and digital media storytellers, community members, children of all ages, entrepreneurs, as well as Disney enthusiasts.

Kansas City's Digital Media Industry.

"Kansas City has nearly 50,000 workers employed in industries related to digital storytelling. This figure has grown 60% between 2011 and 2021 with the computer system design industry seeing the bulk of that growth."

"The KC metro has seen 24% growth in occupations related to digital storytelling between 2011 and 2021. Growth was particularly strong on the technical side with software development and computer user support growth surging."

Jeff Pinkerton, Director of Research
Missouri Department of Economic Development
January 28, 2022

Digital Media Job Categories.

Original Content Development

- Writing • Playwriting • Screenwriting • News Investigation & Reporting • Songwriting • Visual Communication
- Graphic Design • Computer Graphics • Motion Graphics • Digital Arts • Animation • Instructional Design
- Photography • Video Photography • Set Design • Costume Design

Digital Production of Content

- Radio & TV Broadcasting • Podcasting • Film Production • Documentaries • Video Streaming
- Web Design • Social Media • Advertising • Promotion • Public Relations • Video Game Development
- Interactive Media Development • Make-up • Props

Technical Production (i.e. Post-Production)

- Communications Technology • Video Recording Technology • Audio Recording Technology • Film Technology
- Cinematography • Audio Editing • Video Editing • Visual Effects • Special Effects • 3D Animation
- 3D Modeling • 3D Visualization • CAD • Virtual Reality • Augmented Reality

Kansas City Heritage.

Location



The building is located just east of Troost Ave, at 1127 East 31st Street, Kansas City, MO 64109

History



Known as “the Cradle of Hollywood Animation”. The people Walt trained here followed him to California and became the founders of America’s most well-known animation studios

Architecture



The two-story McConahy Building was designed by architect Nelle Peters and constructed in 1922 by the Bliss Building Co.

Functional Spaces.



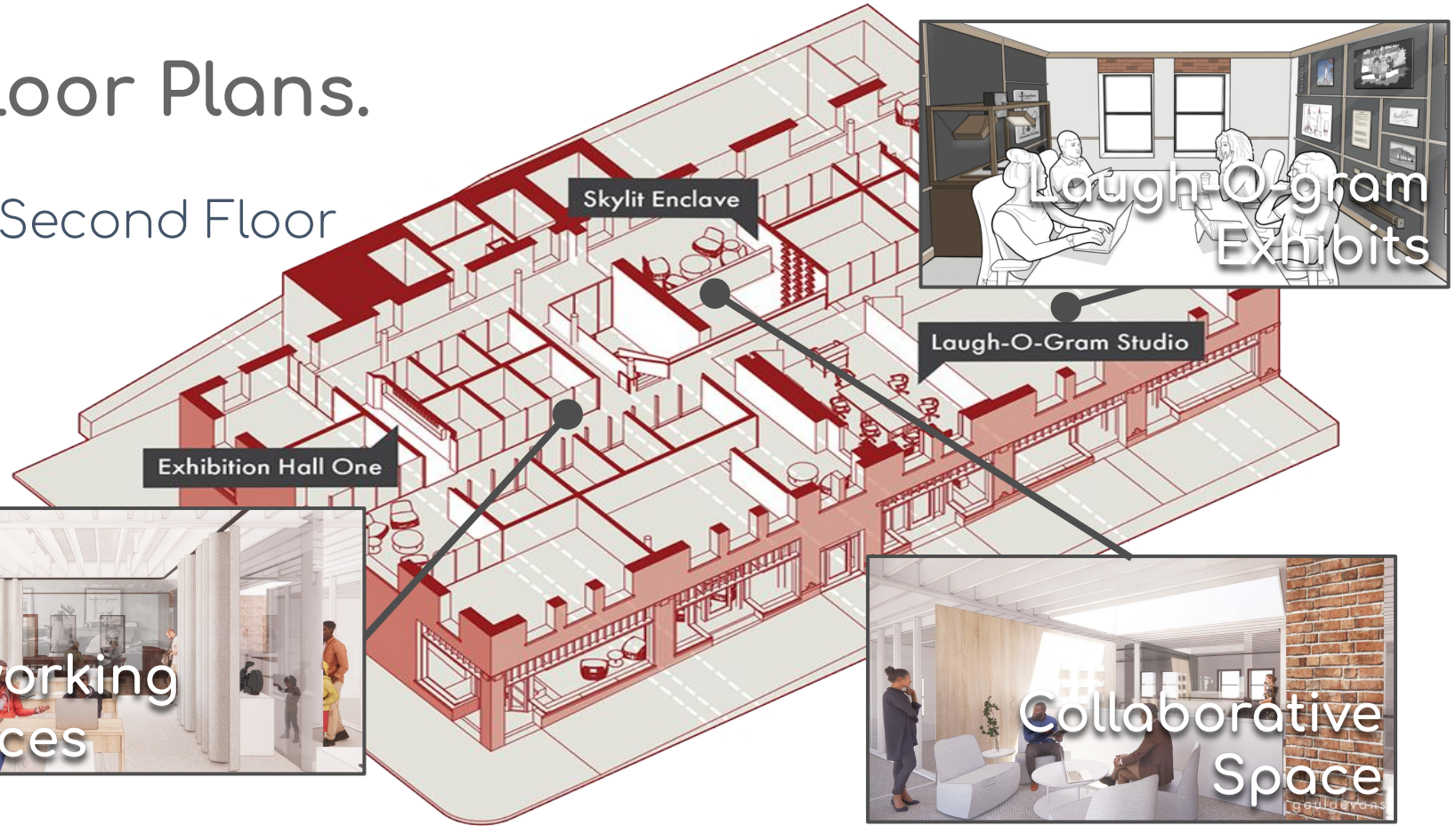
Floor Plans.

First Floor



Floor Plans.

Second Floor



Partnership.



THANK YOU,
Walt Disney
Inc.

LEGACY



Project Partnerships

The **essential building blocks** of every successful project are found in strategic partnerships.



PLEXPOD ENTREPRENEURSHIP



In addition, numerous K-12 and higher educational institutions have an interest to participate in training via the **Kansas City Institute for Media Animation Graphic Innovation in Education (KC IMAGINE)**.



digi**STORY**
▶▶ kansas city

TRAINING



Use Of Funds.



Architecture

Design & architectural services provided by Gould Evans Group



Furniture & Fixtures

Coworking offices & meeting room design provided by Plexpod



Equipment

Educational equipment for creative media labs by digiSTORY KC



Museum Displays

Experiential displays provided by Dimensional Innovations



Construction

Contractor & project management services provided by Centric



Advisors.

National

Joanna Miller - Granddaughter of Walt Disney
Jay Ward - Pixar Animation Studios
Emily Hart - Sr. V.P, Disney Company
Emanuel Cleaver - U.S. House of Representatives
Dan Viets - Attorney, Walt Disney Historian

Nate Addington - University of Missouri KC
Dr. Alicia Dickens - Metro Community College
Kelsie Lauck - 816 Creative Studio
Audrey Navarro - Clemons Real Estate
Richard Wetzel - Centric

Local

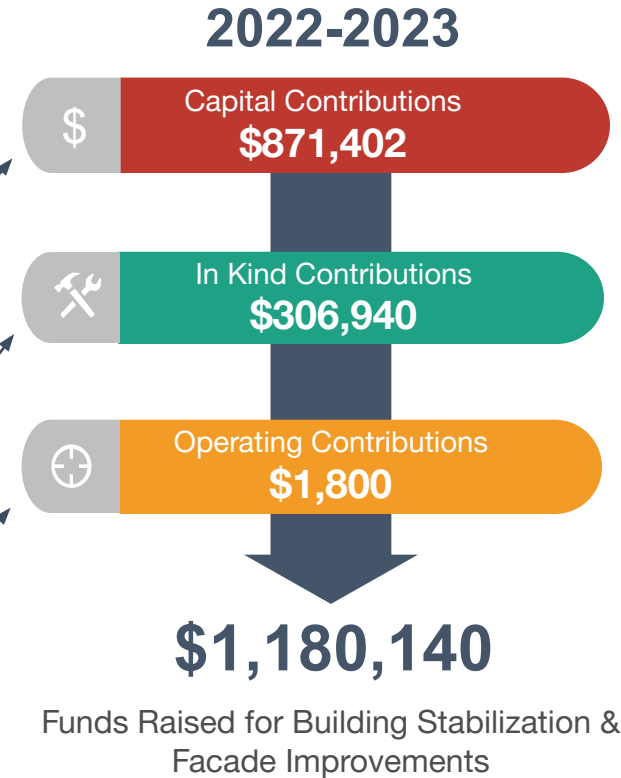
Kay Barnes - Former Mayor, Kansas City, MO
Richard Green - Arvion
Michael T. White - Rouse Frets White Goss LLC
Ron Green - digiSTORY KC
Gerald Smith - Plexpod

Richard Fagerberg - Attorney, Retired
Robert Riccardi - Gould Evans
Carole Hollman - Dimensional Innovation
David Frantze - Stinson, LLP
Sylvester James - Former Mayor, Kansas City, MO
Jamee Rodgers - UNI-KC
Joe Reardon - Greater KC Chamber



Building Stabilization & Facade Improvement Funding

| | | |
|----|-------------------------------------|---------|
| 01 | Walt & Lilly Disney Foundation | 450,000 |
| 02 | Heart of the City Tax Increment | 200,000 |
| 03 | Econ. Dev. Admin. & Private Match | 102,282 |
| 04 | Board Members & Supporters | 10,870 |
| 05 | Web Site Contributions | 13,000 |
| 06 | Insurance Settlement | 96,000 |
| 07 | Committee Members | 1,250 |
| 08 | Contractors & Professional Services | 298,780 |
| 09 | Evergy | 8,160 |
| 10 | TYWD Operating Funds | 1,800 |



(as of October 2022)

Interior Building & Equipment Fundraising

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- 01 Quiet stage of capital campaign begins May 2022
 - 02 Congressman Cleaver announces \$2 million Federal Community Project funding Feb 2023
 - 03 Missouri Development Finance Board announces \$500,000 in tax credits to leverage a potential of \$1 million in contributions Feb 2023
 - 04 Schutte Foundation provides \$100,00 of funding using Missouri Development Finance Board tax credits Jul 2023
 - 05 Missouri Humanities approves a \$5,000 matching grant to aid in the production of a Laugh-O-gram movie Sep 2023
 - 06 The E. Kemper Carter & Anna Curry Carter Commercial Memorial Trust, UMB Bank, trustee award a \$50,000 grant Oct 2023

\$3,060,000
Total Commitments Raised
As Of November 2023



Thank You

Contact Us

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Board Of Directors.

Butch Rigby - Founder, Screenland Companies

Dan Viets - Attorney, Walt Disney Historian

Scott Cauger - President, Englewood Properties

Christy Cabbage - CPA, CGMA, Support Kansas City

Brian Price - Division Director, Morgan Hunter

Tyler Campbell - Digital Programming Promotions Manager, AMC Theatres

Gary Sage - MPA, Principal, Applied Economic Development Research & Policy

Ina P Montgomery - Executive Director, Urban TEC Technology Empowered Communities

Ron Green - Executive Director digiSTORY KC

Kelsie Lauck - Owner, Wayfarer Creative

