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**FAST FACT:**

The Kansas City area annually hosts 16.5 million visitors.  
Source: Kansas City Convention & Visitors Association

**CREATED IN KC**

Did you know Eskimo Pies were created in KC, not Alaska? [Learn more KC Fun Facts](#).

**KC BY THE NUMBERS: Area Demographics**

KC is one of the fastest growing job markets in the Midwest. The area's economy grew by 20 percent in the last decade.

Looking for [statistics on our region](#)? KCADC's Greater KC Profile contains a wealth of information on the area's population and workforce characteristics, education of our residents and much more.

**REGISTER NOW! The State of OneKC**

It's not too late. You can still [RSVP](#) for [The State of OneKC](#) on June 8. KCADC has invited [Mike Mullis](#), one of the nation's top location consultants, to discuss how KC can compete for new investment and jobs in the global economy. KCADC's Bob Marcusse will also foreshadow our region's five-year economic agenda. It's an event you won't want to miss!

**WORKFORCE: Helping You Recruit the Best and Brightest**

KCADC is creating a Talent Recruitment Tool Box. The suite of multimedia products will be designed to help area companies and HR departments better attract qualified workers to KC.

KCADC is partnering with Anthem Media to produce a new publication called *KC Options*. The annual magazine will debut in November and will be the new source for info about living and working in KC.

[Questions or comments](#) about the initiative?

**KC UNITES: Region Showcased in FORTUNE magazine**

KC made a bold statement across all of North America last month. A 24-page [promotional section](#) touting why KC is a great place to live, work, play and do business was bundled within FORTUNE magazine's May 15 issue. The magazine reached 3.7 million readers and was one of the largest advertorials ever published for a city or state. Limited [reprints](#) are

**MARKETING KC is a quarterly news brief for marketing, advertising, public relations, human resources and personnel professionals, as well as real estate and relocation agents, and KCADC investor partners.**

**Delivered four times a year, MARKETING KC provides you with the tools and information needed to help market our region.**

**Feel free to use any of the information from MARKETING KC as you help us promote OneKC.**

available.

### SO YOU SAY...

"On the Kansas side of the Kansas City metro area, you get big houses, terrific schools, kid-friendly streets and enough soccer fields to smother Rhode Island."

"On the Missouri side ... you'll find world-class museums, a booming arts district, historic buildings and a \$3 billion downtown renewal."

"But states that otherwise compete with each other like rival high schools both take pride in the first-class collection at the Nelson-Atkins Museum of Art, the juicy steaks at the Plaza III, and the wide boulevards, ubiquitous fountains, tangy barbecue, raspy blues and smoky jazz that add up to greatness in this larger-than-life city."

Kiplinger's Personal Finance  
50 Smart Places to Live  
June 2006

KCADC has limited reprint quantities of this story available. [Place your request.](#)

Read more about the [top ten smart places to live.](#)

### LIVING IN KC? You're Smart

Kansas City ranked No. 6 on Kiplinger's Personal Finance magazine's first annual list of 50 Smart Places to Live. The magazine evaluated housing prices, cost of living, economic vitality, education, health care, local arts scene and recreational facilities for 367 metropolitan areas in the nation. June 2006

Read more [KC ratings and rankings.](#)

### A LOGICAL LOCATION

More and more corporations and commercial developers are considering and selecting the Kansas City region for major retail distribution centers. In the past two months Pacific Sunwear, Musician's Friend and American Eagle Outfitters have selected KC for such operations. These three companies are now among the largest distribution centers in the region. Learn more about [KC's efforts](#) to attract similar companies to the area.

### KC HOSPITALITY

The Kansas City Convention & Visitors Association is training area hospitality and tourism employees to be ambassadors for KC. The organization launched its hospitality training program last month called [Heartland Tourism Ambassadors](#) . It is teaching people how to not only welcome with a smile, but providing them with restaurant and attraction information and facts about KC to better promote our region's rich history and assets. The goal: a return visit, increased economic expenditures and viral marketing.

### DESTINATION KC: Downtown Lawrence

"[Lawrence](#) boasts one of the most beautiful downtowns in all the U.S. The National Trust for Historic Preservation ranked Lawrence among its "Dozen Most Distinctive Destinations," touting it as one of the best-preserved and most unique communities in America."

"Take a stroll down historic "Mass Street" and indulge your senses with blocks of antiques shops, boutiques, quirky coffee shops and sidewalk

cafes as the sounds of a street musician or local jazz house filter down the street. The community houses some of the country's most enticing [live music](#) venues."

### **ALL THINGS KC: KC Merchandise**

Everyday our KC region competes against other major metros. We compete for new corporate investments, new jobs and talented people. As OneKC we're a team - a competitive team.

When you [show you are a part of the KC team](#), you show your pride. You show that you "thinkKC" and understand the power of teamwork and working as one.

By placing the KC icon alongside your company's logo, it says that your location, the people you employ, are a key ingredient to your success. [Co-brand with the KC icon](#).

### **PASS THIS INFORMATION ON**

If you think MarketingKC would be of interest to your peers or friends, please feel free to forward it on. You can contact [Veronica Manzano](#) to have your name added to our database for this e-newsletter.

### **LOOKING FOR MORE INFO TO MARKET KC?**

Contact the [KCADC marketing](#) team.



This email was sent to: [manzano@thinkkc.com](mailto:manzano@thinkkc.com)

This email was sent by: KCADC  
911 Main, Suite 2600 Kansas City, MO 64105 United States



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