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marketing **KC**

PROMOTING THE NEW KC – WORLDWIDE

FAST FACT:

More than 6 percent or 80,842 adults in Kansas City are working to start a business.

Source: KC SourceLink, extrapolated from Ewing Marion Kauffman Foundation information

KC RATES: Entrepreneurship

Entrepreneur magazine just named Kansas City the No. 1 place to start and grow a business in the Midwest. Kansas City also ranked No. 11 nationally in the magazine's 12th annual Hottest Cities report.

[KCADC's Annual Meeting](#) on Nov. 8 will focus on "The Energy of Entrepreneurship" in KC.

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

SAVE THE DATE: KC Branding Alliance

[Learn why KC is a top 25 arts destination in America](#). At 8:30 a.m.

Thursday, Sept. 28, the KC Branding Alliance will meet at the Nelson-Atkins Museum of Art. This quarter we'll focus on our region's vibrant arts scene, which plays a key role in our quality of life.

Presenters will include Joan Israelite of The Arts Council of Metropolitan Kansas City as well as Peter Hansen and Lara Kline of the Nelson-Atkins Museum of Art.

Please [RSVP by Monday, Sept. 25](#). [Learn more about the KC Branding Alliance](#).

CREATED IN KC

Crunched for time? Looking for a quick, warm dinner? When you look to your Rival Crock Pot for the answer this fall, you can think KC. These kitchen essentials were created in KC. [Learn more KC Fun Facts](#).

KC BY THE NUMBERS: We work harder

Does 1 = 1.5 in KC? Production workers in the region contribute 50 percent more value added per hour than the national average (The U.S. Census Bureau). That's almost an extra day of work each week or nearly two extra months of work each year. KC workers also took fewer sick days than the national average (National Center for Health Statistics report).

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.

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.

WORKFORCE: Helping You Recruit the Best and Brightest

There are just two weeks left to [reserve your space in KC Options](#). In partnership with Anthem Media, the publishers of *KC Magazine*, *KCB* and *Commercial Journal*, KCADC will create an annual magazine about living and working in KC.

KC Options will be a key element in KCADC's Talent Recruitment Toolbox. The suite of multimedia products will be designed to help area companies and HR departments better [attract qualified workers](#) to KC.

SO YOU SAY...

"The trains that rumble through downtown Kansas City may no longer be full of livestock, but the city's stock is on the rise."

"Kansas City, MO is a sprawling 318 square miles. With the help of creative developers and architects, the three square miles that make up downtown are finally growing up."

"KC's new civic development comes in the form of a huge new IRS headquarters and the soon-to-be-completed 18,500-seat Sprint Center. These large projects are just the tip of the development iceberg."

"Kansas City's downtown population has increased - from 13,000 in 2000 to 16,700 in 2005 - with the real estate market swiftly following suit."

- *Dwell* magazine, "New Homes, Transformed Cities," October 2006

"Sure, it (Kansas City) still has jazz and barbeque, but much new life is being breathed into this heartland metropolis."

"Upon completing a recent study, local environmental urban planning firm Sasaki Associates offered kudos: 'No city in America has accomplished as much in a short time.'"

- *Delicious Living*, "50 Smart Places to Live," April 2006

Read more editorial comments from [What the World is Saying](#).

The Four-Legged Frontier

Several animal health companies have made tracks to Kansas City. In fact, more than a third of the \$14.2 billion global animal health industry calls Kansas City home. That's something to "moo" about.

KCADC, the Kansas City Area Life Sciences Institute, the Greater Kansas City Chamber and several leading animal health companies have come together to grow the animal health industry even more. Branded as the ["Animal Health Corridor"](#), here's a quick glance at the current industry:

- Thirty-seven animal health companies have their U.S. or world headquarters in Kansas City. Seven animal nutrition companies are headquartered in the area.
- Kansas City is home to 4 of the top 10 global animal health companies (Bayer Animal health, Boehringer Ingelheim Vetmedica, Fort Dodge Animal Health, and Intervet) and 1 of the top 5 animal nutrition companies (Hill's Pet Nutrition).
- At least 20 leading animal health products or brands are researched and/or manufactured in the Kansas City region.

[Learn more about the animal health industry in Kansas City.](#)

DESTINATION KC: Independence, Mo.

The buck stops here. Our humble 33rd president, Harry S. Truman, called Independence Mo., home even retiring here after his time in D.C. His lifelong loyalty is reflected in the Truman Presidential Museum & Library. More than 100,000 visitors pass through its doors every year. The Truman home, at 219 N. Delaware St., is about a mile from the museum and open for tours as well. [Learn more about attractions and day trips in Independence.](#)

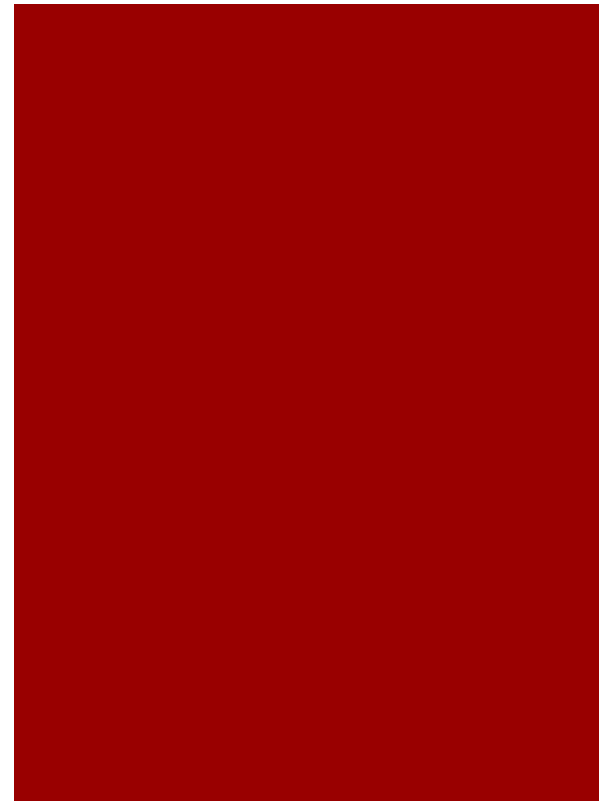
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