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***"Excellent fine dining establishments are not new to the Midwest ... In recent years, however, smaller cities such as Kansas City ... have sustained not just good individual restaurants but packs of them."***

- Joe Drape, *The New York Times*

#### **KC FAST FACT: "The Wish-Bone"**

In 1945, Phillip Sollomi opened The Wish-Bone Restaurant, a family-style chicken restaurant in Kansas City, Mo. Customers craved his mother's spicy Sicilian salad dressing and soon it was bottled with the label "The Kansas City Wish-Bone Famous Italian-style Dressing." [Wish-Bone](#) dressing is still made in Kansas City and remains true to mom's recipe.

#### **SAVE THE DATE! [Kansas City Branding Alliance](#)**

#### **Understanding KC's Assets: Promoting Kansas City**

Is promoting, positioning or discussing KC's assets a part of your job description? If so, mark your calendar for our next KCBA, **Thursday, December 6**. Past Branding Alliance events have included a sneak-peek at the new Nelson-Atkins Museum of Art Bloch Building; a tour of the Liberty Memorial National World War I Museum; and an informative look into the world of social marketing with VML's Michael Lundgren.

Please forward this information on to your marketing, advertising, public relations, human resources and personnel staff.

Contact [Jauqui Craig](#) for more information.

#### **WHO KNEW? "World Series of Barbecue"**

The [American Royal Barbecue](#), spreading over 20 acres in the historic Kansas City Stockyards District, is the largest barbecue contest in the world.

#### **KC BY THE NUMBERS: Kansas City is Buzz-Worthy!**

Kansas City ranked 4th in MSNBC's top 10 list of underrated U.S. cities. The ranking declares KC buzz-worthy because of its historical landmarks, downtown renovation, museums, fountains, rich blues and jazz history and great barbecue.

April 2007

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.



**The first rule of marketing is knowing your product.**

**If your product is the KC region, MARKETING KC is designed to keep you up-to-date on new developments in our metro area.**

**MARKETING KC is a quarterly news brief created to assist human resources, corporate relocation and personnel recruiters with talent attraction to the KC area. It's also an information resource for marketing, advertising, public relations, real**

### WHAT THE WORLD IS SAYING: Best Chef: Midwest

The 2007 [James Beard Foundation Awards](#), "Celebrating the Art of American Food," nominated Kansas City Chefs Celina Tio of the [American Restaurant](#), and Colby Garrelts of [Bluestem](#), in the Best Chef: Midwest Category. Chef Tio walked away with the honor of Best Chef: Midwest.

### KC RATINGS & RANKINGS: "Kansas City Loves a Party"

KC ranks No. 3 among the country's 50 largest metro areas in the number of festivals, fairs and cultural gatherings per capita. KC Festivals with fabulous fare include: [Ethnic Enrichment Festival](#), [Kansas City Irish Fest](#), [Crossroads Music Fest](#), [Plaza Art Fair](#) and [Fiesta Hispana](#).

Source: *Commercial Journal Kansas City, KC Options*

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

### DESTINATION KC: Historic Downtown Overland Park Farmers Market

Visit the [Downtown Overland Park Farmers Market](#) every Wednesday and Saturday for locally grown produce, flowers, homemade pies and a variety of specialty foods. [Downtown Overland Park](#) sits on the historic Santa Fe Trail. In the early 1900's, this area was home to the famous Steam Electric Interurban Railroad Line, a dance hall, restaurant, blacksmith shop and The Aviation Park. Today, Downtown Overland Park still emits a charm and small town flavor. The area offers over 300 locally owned and operated shops including restaurants and neighborhood cafes, antique stores, art galleries, specialty shops, a variety of business services and the Clock Tower Series Concerts.

[Top 10 Farmers' Markets Kansas City](#)

[Find other area attractions](#).

### KC 2.0 and KC OPTIONS: Working and Living in KC

The Kansas City Area Development Council has launched [KC 2.0](#), an aggressive program to complement the talent recruitment efforts of our region's corporations through improved KC sales materials. In partnership with Anthem Media, KCADC is producing our second annual issue of [KC Options Magazine](#), with more than 100 pages answering the question, "Why should I move to Kansas City?"

Would you like to see your company on the pages of *KC Options*? Contact [Dara Macan](#), Anthem Media at 913.894.6923 for *KC Options* advertising opportunities.

Learn more about the KC 2.0 Talent Recruitment initiative: Contact [Roxanne Elliott](#) – Manager of Talent Recruitment & Marketing at 816.374.5659.

BECOME A KCADC MYSPACE FRIEND: [www.myspace.com/thinkkc](http://www.myspace.com/thinkkc)

### ALL THINGS KC: KC Merchandise

Everyday our OneKC region competes against other major metros for corporate investment, new jobs and talented people. Join the OneKC team and [co-brand with the KC icon](#).

### SUBSCRIBE: MARKETINGKC AND KC BRANDING ALLIANCE:

If you think MarketingKC and the KC Branding Alliance would be of interest to your peers or friends, please forward it on.

estate professionals and KCADC partners.

MARKETING KC provides you with the tools and data needed to help market our region. Feel free to use or pass along any of the content from MARKETING KC as you help us promote OneKC.



**2007 | 2nd Annual**  
**Ad close: Sept 5**  
**Materials due: Sept. 12**

## LOOKING FOR MORE INFO TO MARKET KC? RECRUITING A TALENTED JOB CANDIDATE?

Contact the [KCADC marketing](#) team.



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