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# marketing **KC**

PROMOTING THE NEW KC - WORLDWIDE

## **FAST FACT:**

The average commute time in Kansas City is 20.7 minutes.

## **SAVE THE DATE: KC BRANDING ALLIANCE**

Is promoting, positioning or discussing KC's assets a part of your job description? If so, mark your calendar now for our second quarter [KC Branding Alliance](#) luncheon scheduled for Thursday, April 20.

Please forward this information on to your marketing, advertising, public relations, human resources and personnel staff. Contact [Jauqui Craig](#) for more details.

## **KC BY THE NUMBERS: AREA DEMOGRAPHICS**

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.

## **CREATED IN KC**

One of America's favorite candies "melts in your mouth, not in your hand" thanks to KC creating the candy coating on M&Ms. Learn more [KC Fun Facts](#).

## **ALL THINGS KC: KC MERCHANDISE**

Want to send a warm KC welcome to a new employee moving from afar? Check out our KCADC e-store for [KC merchandise](#) items that will make your new recruit feel at home.

Is your company getting ready to order branded apparel? [Co-brand](#) with the KC icon. Find out how by contacting [Veronica Manzano](#).

## **SO YOU SAY...**

"In the Kansas City area, which straddles Missouri and Kansas, a small band of Californians are discovering the plentiful supply of spacious homes for prices that would not buy a shack back where they came from."

*The New York Times*  
Saying Goodbye California Sun, Hello Midwest  
Nov. 7, 2005

This *New York Times* article was responsible for spurring a segment on the Today Show, as well as on MSNBC.com titled, ["Go to the Midwest](#)

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.

[Young Man! It's Cheaper!](#) The national profile provides a great endorsement for our region's affordable cost of living and reasonable housing market. To receive DVD copies of the segment, please contact [Veronica Manzano](#).

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

#### **KC AMONG THE NATION'S TOP 25 ARTS CITIES**

*AmericanStyle* magazine ranked Kansas City No. 15 among mid-sized cities in its listing of the Top 25 Arts Destinations in America. The City of Fountains was noted for the Nelson-Atkins Museum expansion and the trendy Crossroads Arts District, as well as its numerous arts destinations sprinkled throughout the city. April 2005.

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

#### **'CAN'T WE ALL JUST GET ALONG?'**

"City and suburb are not in opposition, but should work in concert to provide a better life for the entire metroplex." *KC magazine* writer Hampton Stevens addresses the variety of living choices in our region that make it a great place to live, work and do business.

#### **DID YOU KNOW ONE KC IS WIRED?**

Kansas City was one of 13 regions to recently be awarded a \$15 million grant from the U.S. Department of Labor to train area residents for careers in high-growth industries such as health care, biotechnology and advanced manufacturing. Learn more about the [OneKC WIRED](#) grant.

#### **DESTINATION KC: CITY MARKET**

Say "taste of Kansas City" and most folks think steaks and barbecue. But to get the full flavor of the area's ethnic and historical heritage, the [City Market](#) is a must-see on any itinerary.

For more on KC's recreation and culture assets visit the [Kansas City Convention and Visitors Association](#). The association's website was ranked the sixth-best destination site in North America.

#### **REMEMBER: ORANGE CONES MEAN PROGRESS**

Currently, there is more than \$7 billion in new developments underway in our metro. Read about the [top regional developments](#) in our metro.

#### **A ONE KC QUOTE WORTH REPEATING**

"The great city is that which has the greatest men and women." - Walt Whitman

#### **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](#).



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