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FAST FACT:

Nearly 280,000 jewel-colored bulbs dotting 80 miles of wire cover the expanse of the Country Club Plaza.

Source: [The Country Club Plaza](#)

KC is No. 2 in rankings of NFL Fan Loyalty

Win or lose we stick behind our home team. *American City Business Journals* set out to identify the [NFL's best fans](#) - the ones who stay loyal even if their team is losing, the weather is frightful or their local market is small. KC's steadfast support for the Chiefs over the past ten years earned the No. 2 spot in fan loyalty across all 32 teams.

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

KC BY THE NUMBERS: KCI Travelers Are Frequent Savers

U.S. airfares may be at their highest level in 11 years, but Kansas Citians can rely on some of the cheapest seats in the nation. Among the 100 busiest airports across the nation, Kansas City International Airport is the 18th cheapest to fly.

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.

Who Knew?

When compared with the 29 largest metropolitan areas in the United States, Kansas City has the:

- 4th highest concentration of graphic designers
- 6th highest concentration of commercial and industrial designers
- 7th highest concentration of visual artists
- 12th highest concentration of architects

Source: The Artistic Dividend Revisited, 2004

Drink to this...

Kansas City has the best tap water in the United States according to SustainLane's 2006 [U.S. City Sustainability Ranking](#). [Read more about](#)

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.

[KC's sustainability.](#)

DESTINATION KC: Johnson County, Kan.

Johnson County Community College, named by *Rolling Stone* magazine as one of the most respected community colleges in the country, houses the Carlsen Center. More than 40 percent of all events, activities and performances are sponsored by community groups or local arts presenters. The 2006-2007 [Carlsen Center schedule of performances](#) includes comedienne Lily Tomlin, Garrison Keillor of the public radio show *Prairie Home Companion*, The Wailin' Jenny's folk acoustic group, world symphony performances, opera, dance and much more.

[Find other area attractions.](#)

Goin' to Kansas City

A record number of big conventions - 1,000 room nights or more - have booked in Kansas City, Mo. so far this year for regional and national gatherings. The occupancy rate for the metro's 29,000 hotel rooms hit 67 percent this fall, the best in a decade and up nearly 10 percent since last year. [Read more about KC's Convention Renaissance.](#)

WORKFORCE: Helping You Recruit the Best and Brightest

KCADC and Anthem Media are proud to present *KC Options*, a 112-page magazine highlighting lifestyle and career opportunities in KC. *KC Options* is the first tool in a comprehensive suite of materials developed by KCADC to assist our regional corporations in their talent recruitment efforts. Content highlights KC's prominent industries, housing variety, cultural assets and entertainment venues.

KCADC investors may request copies by contacting [Veronica Manzano](#) at 816.374.5653. Anthem Media has additional copies for sale - please contact [Jamie Charles](#) at 913.894.6923, ext. 683.

The Results are In...

Since last year, KCADC has attracted 15 new companies to the metro resulting in:

- more than 1,700 direct new jobs
- 3.4 million square feet of occupied space
- more than \$57 million in added payroll
- more than \$525 million in new investment

KC Branding Alliance

We're gearing up for some great programming in 2007. Stay tuned for more information.

We're always welcoming new individuals to the KC Branding Alliance. Please spread the word to anyone who promotes, communicates or sells the Kansas City region.

[Learn more about the KC Branding Alliance](#) by contacting [Jauqui Craig](#) at 816.374.5645.

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

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LOOKING FOR MORE INFO TO MARKET KC?

Contact the [KCADC marketing](#) team.



This email was sent to: manzano@thinkkc.com

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



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