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“Sprint Center will become a showcase for the region and is a state-of-the-art reflection of the spirit of Kansas City.”

- Brenda Tinnen, Senior VP and General Manager – Sprint Center

KC FAST FACT: [Home of the Hillyard Shine-Alls](#)

In the early 1900s N.S. Hillyard of St. Joseph, Mo., created a coating for gym floors that revolutionized America’s newest game, Basketball. This coating “avoided slippery conditions on oil-based hardwood floors,” allowing participants to shoot hoops indoors.

SAVE THE DATE! [KC Branding Alliance](#)

Understanding KC’s Assets:

Slam Dunks, Home Runs and Touchdowns

Is promoting, positioning or discussing KC’s assets a part of your job description? If so, mark your calendar for **8:30 a.m. Thursday, December 6**, for our final KC Branding Alliance of 2007. KC Sports is the focus, and what better way to wrap up the year than to enjoy one of downtown Kansas City, Mo.’s newest attractions. You’ve heard the buzz, now you can enjoy first-hand [The College Basketball Experience](#) featuring the National Collegiate Basketball Hall of Fame, next to the newly opened [Sprint Center](#).

Stay Tuned: [Event Details](#)

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

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

WHO KNEW? Border War at Arrowhead: KU vs. MU

The [University of Kansas](#) and the [University of Missouri](#) football teams share the oldest college football rivalry west of the Mississippi, dating back to pre-civil war days and the “Border Wars.” The rivalry continues today, as the 2007 Border War arch-rivalry game kicks off November 24 to a sold-out Arrowhead Stadium.

Source: [Kansas City.com](#), 2007

NATIONAL TREASURE: Negro Leagues Baseball Museum

In 1920, in a meeting held at the Paseo YMCA in Kansas City, Mo., the Negro National League was formed. The Paseo YMCA building is recognized on the National Register of Historic Places.

Visit the 18th and Vine historic district [Negro Leagues Baseball Museum](#) to experience a glimpse into Kansas City Sports heritage.



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

KC BY THE NUMBERS: KCRW Rank #1

[The Kansas City Roller Warriors](#) Roller Derby All-Star Team reign as the 2007 [Women's Flat Track Derby Association](#) National Champions.

Source: [The Pitch](#), October 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.

WHAT THE WORLD IS SAYING:

The National Golf Club of Kansas City

Travel & Leisure Magazine recognized [The National Golf Club](#) in Parkville, Mo., on its top 100 list golf communities in which to live. The National was the first [Tom Watson](#) Signature Design 18-hole championship course and the only golf community in the entire Midwest selected for T+L's top 100 List.

Source: [Travel + Leisure Magazine](#), 2006

KC RATINGS & RANKINGS: Best Places to Live + Play: Cities

National Geographic Adventure Magazine recognized Overland Park, Kan. as a top city for adventure.

Source: [National Geographic Adventure](#), 2007

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

DESTINATION KC: Village West, Kansas City, Kan.

[Village West](#) sits on a 400-acre site at the intersection of Interstates 435 and 70 and offers a wide variety of entertainment options including shopping, dining and sporting events. Village West has proven to be a haven to sports enthusiasts offering NASCAR, IRL and Craftsman Truck races at *Kansas Speedway*, and Northern League Baseball at *Community America Ballpark*, home to the Kansas City T-Bones. For a more hands-on sporting experience, head to [The Legends at Village West](#) and test your skills at the retro-hip *Pin-Up Bowl* or your bull-riding prowess at *Saddle Ranch Chop House*. For the serious outdoor adventurer, a trip to Village West isn't complete without a stop in Cabela's, the 190,000-square-foot store for outdoor gear.

[Find other area attractions](#)

RENOVATIONS UNDERWAY: Harry S. Truman Sports Complex

[Kauffman Stadium Renovations](#) and [the New Arrowhead](#)

BE OUR FRIEND: www.myspace.com/thinkkc

[Visit](#) our KCADC MySpace Page to be our friend. Keep in touch with upcoming KC events, live music and performing arts venues, galleries, and KC sports teams.

KC 2.0 and KC OPTIONS: Working and Living in KC

[KC 2.0](#) is 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 nearly 100 pages answering the question, "Why should I move to Kansas City?" Look for this second edition in your mailbox this week.

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

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.

ALL THINGS KC: KC Merch and Co-Branding

KC Merchandise and Co-branding with the KC icon: Contact [Veronica Manzano](#) – Merchandising & Marketing Coordinator

Subscribe: Marketing KC and KC Branding Alliance

Please forward on to friends and peers.



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