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#### KC FAST FACT

The Liberty Memorial National WWI Museum is the only public museum in the United States dedicated exclusively to the history of World War I.

Source: [www.libertymemorialmuseum.org](http://www.libertymemorialmuseum.org)

#### SAVE THE DATE: KC Branding Alliance – March 1

Please join us at 8:30 a.m. Thursday, March 1, at the [Liberty Memorial Museum](#), the newest must-see attraction in the Midwest.

A panel of real estate experts will discuss KC's real estate and housing options. We'll then get a behind-the-scenes commentary about what it took to make the WWI museum what it is today. Following the program, guests may tour the museum. [Learn more about the program](#).

[RSVP](#) by **Feb. 23**.

#### KC RATINGS & RANKINGS

Unsung cities are full of surprises. A recent article in the *Los Angeles Times* ranks Kansas City, Mo., the **No. 1 Most Underrated City** in the nation with unexpected appeal.

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

#### KC BY THE NUMBERS: Home in KC

Kansas City consistently rates as one to the most affordable housing markets among metropolitan areas with populations exceeding one million. In Kansas City, a household earning the median family income of \$66,700 could purchase 87.9% of the houses sold.

Source: National Association of Home Builders

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?

**KC is listed No. 3** on the Urban Land Institute's "Ten Cities to Watch" for contemporary design. Atlanta, Chicago, Los Angeles, Miami, Minneapolis, New York City, Portland, San Francisco and Seattle filled in the remaining spots.

Source: *Urban Land*; November/December 2006

#### WHAT THE WORLD IS SAYING: The Nelson-Atkins Museum of Art

"Come next year, Kansas City's leading art institution will have its moment



#### KC Branding Alliance

**Thursday, March 1, 2007**

**The National WWI Museum Liberty Memorial**  
**100 W. 26th Street**  
**Kansas City, MO 64108**

[Register now!](#)

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

in the national spotlight as the latest museum to unveil a major expansion.”

Source: *Chicago Tribune* Dec. 4, 2006

What else is the national media saying about KC? Visit [What the World is Saying](#) online.

### **ARTS & ENTERTAINMENT: Kansas City Repertory Theatre**

The [Kansas City Repertory Theatre's](#) second stage, the Copaken Stage, is now open! The new stage kicks off its inaugural season with the rock musical, [Love, Janis](#).

The Rep is a fully professional resident theater founded in 1964. Its flagship stage is Spencer Theatre.

### **DESTINATION KC: Atchison, Kan.**

With its rich history and Victorian architecture, [Atchison, Kan.](#) is perfect for a short day trip away from the city. Attractions include the:

- Amelia Earhart Birthplace Museum
- Muchnic Art Gallery
- Haunted Atchison Trolley Tour
- Independence Hiking and Biking Trail
- and the eclectic Downtown Atchison shopping district, home to the popular [Nell Hill's Home Emporium](#).

Nell Hill's fans take note: Founder, Mary Carol Garrity, will bring Atchison to Kansas City this fall with the opening of her new store in [Briarcliff Village](#).

[Find other area attractions.](#)

### **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.

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](#).

### **UNDERSTANDING KC'S ASSETS: Promoting KC**

KCADC created the KC Branding Alliance to assist you in promoting, communicating and selling the Kansas City region. It is a great resource for marketing, advertising, public relations, human resources and personnel professionals, as well as real estate and relocation agents. [Learn more about the KC Branding Alliance](#) and how it can help make your job easier.

### **PASS THIS INFORMATION ON**

[Subscribe to MarketingKC](#). If you think MarketingKC would be of interest to your peers or friends, please feel free to forward it on.

### **LOOKING FOR MORE INFO TO MARKET KC?**

personnel recruiters with talent attraction to the KC area. It's also an information resource for marketing, advertising, public relations, real 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.

Contact the [KCADC marketing](#) team.



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