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**KC FAST FACT: “Greatest Thing Since Sliced Bread”**

It was recently discovered that sliced bread was first offered for sale - ever - in Chillicothe, Mo. ... a product of the [Chillicothe Baking Company](#).

Source: [www.chillicothe.org/bread.html](http://www.chillicothe.org/bread.html)

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

Join KCADC and our guest speaker Michael Lundgren, *Creative Technology Director* for [VML's Applied Technology Group](#), **Wednesday, June 6, 2007** at the newly-renovated [Kansas City Convention Facility](#). We will discuss social media and online communication, explaining how MySpace, YouTube and blogs are changing how we interact.

Following the luncheon, join us for a guided tour of the new Kansas City Conference Facility Grand Ballroom.  
Contact [Jauqui Craig](#) for more information.

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

**WHO KNEW? “Creativity Feeds a Vibrant Art Scene”**

KC is home to more commercial art galleries than Minneapolis, Denver and St. Louis; ranks 7th in its concentration of visual artists; has one of the top five children’s theaters in The Coterie Theater; and one of the top five art fairs in the Plaza Art Fair.

Source: *Commercial Journal Kansas City, KC Options*

**WHAT THE WORLD IS SAYING: “Putting Down Roots”**

Overland Park, Kan., and Lee’s Summit, Mo., have been recognized as two of the top 10 outstanding cities to raise a family by *Southern Business & Development*.

Source: *Southern Business & Development*

**KC RATINGS & RANKINGS: “Kansas City – A Top 10 Vacation Destination”**

Considering the prices of airfare, hotels and entertainment in 50 U.S. markets, the **Hotwire Travel Value Index** ranked Kansas City, Mo., as the No. 5 value-priced vacation destination in the U.S.

Sources: Hotwire.com and *The Kansas City Star*, February 2007

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

**KC BY THE NUMBERS: ArtsKC Fund Exceeds Expectations**

Just over a month into the 2007 [ArtsKC Fund](#) Workplace Giving Campaign, the average gift per employee is \$177, compared to the



**KC Branding Alliance**

**Wednesday, June 6, 2007**

**Kansas City Convention Facility  
301 West 13th Street  
Kansas City, MO 64105**

[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 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.

national average of \$100 per employee.

Support arts and programs throughout the Kansas City metropolitan area by contributing to the ArtsKC Fund.

Source: Arts Council of Metropolitan Kansas City.

Looking for [statistics on our region](#)? KCADC's Greater KC Profile contains a wealth of information on the area's population, workforce characteristics, education of our residents and much more.

### **DESTINATION KC: Parkville, MO**

Ten minutes northwest of downtown Kansas City, Mo., sits the river town of [Parkville, Mo.](#) Best known for its historic downtown, Parkville is home to Park University; locally-owned restaurants including [Piropos: A Taste of Argentina](#), [Stone Canyon Pizza Co.](#) and [Power Plant Restaurant & Brewery](#); and unique boutiques, home décor, antiques and specialty shops.

In addition, Parkville offers events for all seasons, including the Parkville Blues, Jazz and Fine Arts River Jam, Parkville July 4th Celebration, the 39th Annual Parkville Days River Fest and Parkville's Christmas on the River.

[Find other area attractions.](#)

### **ALL THINGS KC: KC Merchandise**

Check out KC's merchandise, apparel and gifts program for opportunities to [co-brand with the KC icon](#).

For more information contact [Veronica Manzano](#) at 816.374.5653.

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

Contact the [KCADC marketing](#) team.

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

KCADC created the KC Branding Alliance to assist marketing, advertising, public relations, human resources and personnel professionals, as well as real estate and relocation agents, with promoting, communicating and selling the Kansas City region.

### **SUBSCRIBE**

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

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

**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.



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