



KC Local Color<sup>™</sup> is on the leading edge of an intensifying national trend. Across America communities are strengthening and expanding locally owned businesses. Stick with the Locals. ~Mary Kay

## Local Update

### BIG NEWS

#### KC LOCAL COLOR<sup>™</sup> & THE KC CONVENTION & VISITORS ASSOCIATION JOIN FORCES TO BUILD OUR LOCAL ECONOMY

#### DUAL MEMBERSHIP WITH CVA!

[KC Local Color<sup>™</sup>](#) Partners now enjoy FREE Membership (\$200 Value) in the [KC Convention & Visitors Association](#) (CVA) and reduced rates on CVA member upgrades. This means that as a KC Local Color<sup>™</sup> partner, your business will automatically be added to the CVA Website Directory and you will receive all CVA level-I membership benefits, unless you specify otherwise. As a result, more Kansas Citians and visitors will find and visit your business. Last year, more than 854,000 unique visitors made 1.6 million visits to the CVA website. In addition, KC Local Color<sup>™</sup> Partners receive deep discounts on CVA Membership Upgrades as follows:

<u>Regular CVA Rate</u>	<u>KC Local Color<sup>™</sup> Partner Rate</u>
Web Level: \$200/Year	<b>FREE</b>
\$500 Upgrade	\$250
\$650 Upgrade	\$400

You can now brand your company's advertising with both of these powerful logos. Use both the KC Local Color<sup>™</sup> and KC Convention & Visitor Association logos. By utilizing both of these growing brands, your customers know your business is truly independent and a vital part of KC's sustainable economy. Downloads are easy from both web sites.

KC Local Color<sup>™</sup> partners will receive a letter soon that highlights the advantages of this unprecedented partnership. If you currently belong to the CVA, contact Mary Kay at 816-616-0060 about additional opportunities to promote your business.

#### KANSAS CITY IS NO. 1 PLACE TO START A BUSINESS

*Entrepreneur* magazine report names Kansas City the No. 1 place to start and grow a business in the Midwest. -*Entrepreneur Magazine's* 12th annual Hottest Cities report

## Partner Deals

SHARON RENSENHOUSE OF [NUTCRACKER SWEETS](#) remind us that she and her team has put together some mouth-watering gourmet treats for the holidays. Select from their offering or customize your own gift baskets for friends and business associates.

## Cash-In On Our Reach

[KC Local Color<sup>™</sup>](#) **SURPASSES**  
**2,600,000 CONSUMER IMPRESSIONS**  
with your advertising dollars. We reach more than two million consumers through radio, PR, print and word-of-mouth including:

- KC Local Color<sup>™</sup> Web Hits
  - More than 87,000 since launch.
- KCTE Hot Talk Radio Sponsorship
  - 912,000 listener impressions to 11-1-06
- KC Star Business Section 10/17/06
  - Circulation: 650,480
- CVA Visit KC Magazine
  - Circulation: 275,000
- CVA Meeting Planner Guide
  - Circulation: 50,000
- KC Small Business Monthly-July 2006
  - Circulation: 25,000
- Southtown Council Directory
  - Circulation: 8,000
- Rockhurst High School Sports Program
  - Circulation: 3,000
- Kansas City Blues Society Blues News
  - Circulation: 2,000 KC Area Residents
- The KC Bungalow Club
  - 166 Members

## Partners Only

**DRIVE NEW CUSTOMERS** to your business by offering tantalizing discounts. You control your offer. Update your discount today at [kclocalcolor.com](#). Just click "enter business area" to "update your listing."

**DISPLAY YOUR KC LOCAL COLOR<sup>™</sup> DECALS PROUDLY** in your business window and on your vehicles so Kansas Citians know you are helping to keep KC vibrant and self-reliant.

**USE YOUR DISCOUNT CARD** to receive discounts from our other Partner Businesses. You are part of a growing community of support.