

News Release

**For Immediate Release
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The Partnership's Marketing Materials for Retail Recruitment Recognized

Alicia Stephens, Executive Director of the Partnership for Community Growth and Development recently attended the Missouri Economic Development Council's 2006 Fall Conference held November 7-9 at the University Plaza Hotel and Convention Center, Springfield, Missouri. She joined over 125 of Missouri's professional economic developers and others interested in promoting the expansion and attraction of business and industry in Missouri in attending the conference.

At the annual marketing awards banquet, the Partnership accepted an award for its marketing materials. The special event at which the Partnership used these materials was the Annual Convention of the International Council of Shopping Centers (ICSC). This event was attended by over 40,000 people representing retailers, developers, service providers and investors. The Partnership's purposes of attending included recruitment of tenants for existing retail space, recruitment of an hotelier for a hotel/conference center and recruitment of a national developer for a greenfield site slated for a regional lifestyle center. The Partnership's nomination noted that "Since we increased our efforts of recruitment for retail developers and tenants, we have experienced increased interest in most other markets including residential, office and tourism-related business i.e. hoteliers". The materials included a poster, flyers and pocket-sized CD.

The Liberty area was also represented in the educational sessions at the MEDC conference including "Website Development for the Economic Developer" presented by Deb Turpin of River City Studios, the organization that developed the Partnership's website. The "Legislative Updates" were presented by Greg Steinhoff, Director of the Missouri Department of Economic Development and by local Representative Doug Ervin.

The Missouri Economic Development Council is a state-wide, non-profit association of 400+ economic developers and community leaders. Created in 1979 to provide a unified voice for economic development through its programs in professional education, legislation, and marketing, MEDC is the leading voice and advocate for economic development in Missouri.

The Partnership is a private/public not-for-profit organization whose focus is retaining existing and attracting new businesses in the Liberty, Missouri area. For more information call 816-407-9242 or go to www.thinklibertymo.com.