

FOR IMMEDIATE RELEASE

**November 28, 2005**

**Partnership for Community Growth & Development**

Contact: Alicia Stephens, Executive Director

Phone 816/407-9242, Fax 816/407-9138

email: [astephens@thinklibertymo.com](mailto:astephens@thinklibertymo.com)

**Marketing Efforts Recognized**

The Partnership for Community Growth & Development accepted awards for its marketing efforts at the Missouri Economic Development Council's (MEDC) Fall Conference held in Columbia, Missouri recently. The MEDC presented three awards to the Partnership – one for best marketing/image campaign and one for best in its division. In addition, the 2005 Overall Excellence in Marketing Award went to the Partnership because of consistent theme usage and broad range of marketing tools utilized resulting in a well-branded campaign. MEDC is the professional economic development organization for Missouri and has a membership of approximately 500 in over 400 communities and/or private sector companies state-wide.

The Partnership's nomination noted that "the objective of the Partnership marketing plan is to make known the assets and advantages of conducting business in the Liberty area". The marketing component of the plan of work is achieved through advertising, a website, marketing trips and public relations.

In order to get up and running quickly after establishing its office in February of this year, the Partnership collaborated with regional leader, the Kansas City Area Development Council (KCADC), by incorporating the Think KC, One KC campaign into its marketing efforts. KCADC is the creative source behind the metro-wide initiative. KCADC Vice President Martin Mini said, "We're thrilled that the ThinkKC/OneKC platform worked for the Liberty area as a framework. But the Partnership still had to do all the heavy lifting to make it all adapt and work for Liberty so well."

"Without KCADC's collaboration and cooperation, the Partnership and the Liberty area would not have been afforded the opportunity for a professional, far-reaching campaign in such a quick timeframe", said Alicia Stephens, executive director of the Partnership.

Funding to implement the marketing plan was provided by the Partnership's investors, the City of Liberty and Liberty Hospital. Liberty Mayor Bob Steinkamp noted, "Getting the word out that Liberty is open for business will continue this community's success. These awards are an indicator that the marketing piece of the City's contract with the Partnership was a good investment."

Components of the campaign include: the website([www.thinklibertymo.com](http://www.thinklibertymo.com)), the LocationOne database of sites and buildings, public relations (Partnership E-News), and advertising done in conjunction with KCADC.

The Partnership board chair, John Engelmann said, “MEDC awards are presented to economic developers by economic developers. Receiving the awards from this group of professionals demonstrates the impact of a professional economic development organization. Our investors understand that the return on their investment comes in many different ways.”

The Partnership for Community Growth & Development is an economic development organization funded by public and private monies. For more information go to their website, [www.thinklibertymo.com](http://www.thinklibertymo.com) or call the office at 816/407-9242.