

# CREATIVE CURRENCY

The Evolution of Marketing Solutions

## LOCAL ECONOMIC TRENDS: RESILIENCE VS. ADJUSTMENT



**Job Market Strength:** Major sectors such as healthcare, logistics, and manufacturing contribute to a competitive unemployment rate, bolstering consumer spending and housing demand.

**Office Space:** The rise of remote work has led to high vacancy rates in traditional office spaces, creating challenges for landlords but opportunities for small businesses seeking flexible office solutions.

**Industrial/Logistics:** This sector remains strong due to KC's strategic location for distribution and e-commerce.

## REAL ESTATE: MULTIFAMILY, SUBURBS, & URBAN CORE REVIVAL

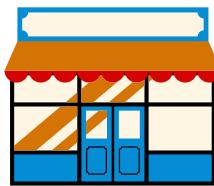
**Multifamily Momentum:** High demand and new construction in urban areas and desirable suburbs, as rising home prices and interest rates keep many potential buyers renting.

**Suburban Growth:** Suburbs on both sides of the state line continue to see strong demand, driven by families seeking highly-rated schools and a lower cost of living.

**Urban Investment:** Developments such as the KC Streetcar extension and CPKC Stadium are boosting downtown retail and residential growth.



## SMALL BUSINESS: SHIFTING CONSUMER BEHAVIOR



**Experience Economy:** Consumers are favoring discretionary services like dining, travel, and wellness, boosting demand for small-format retail such as local restaurants and coffee shops.

**Shrinking Office Footprints:** Large companies reducing office space affects small professional service businesses with slower growth.

**Desire for Local/Authentic:** In KC, consumers prefer local, unique businesses over national chains, fostering neighborhood-centric commercial growth.

## DEMOGRAPHICS: A YOUNGER, GROWING, AND DIVERSE BASE

The Kansas City Metro area is experiencing a youthful influx due to its affordability and strong job market, sustaining housing demand for rentals and first-time buyers. An increasingly diverse population is reshaping demand, favoring businesses that cater to various cultural needs for growth. Additionally, quality of life factors, such as access to entertainment, walkability, and community amenities, are influencing residential and business location decisions.

