



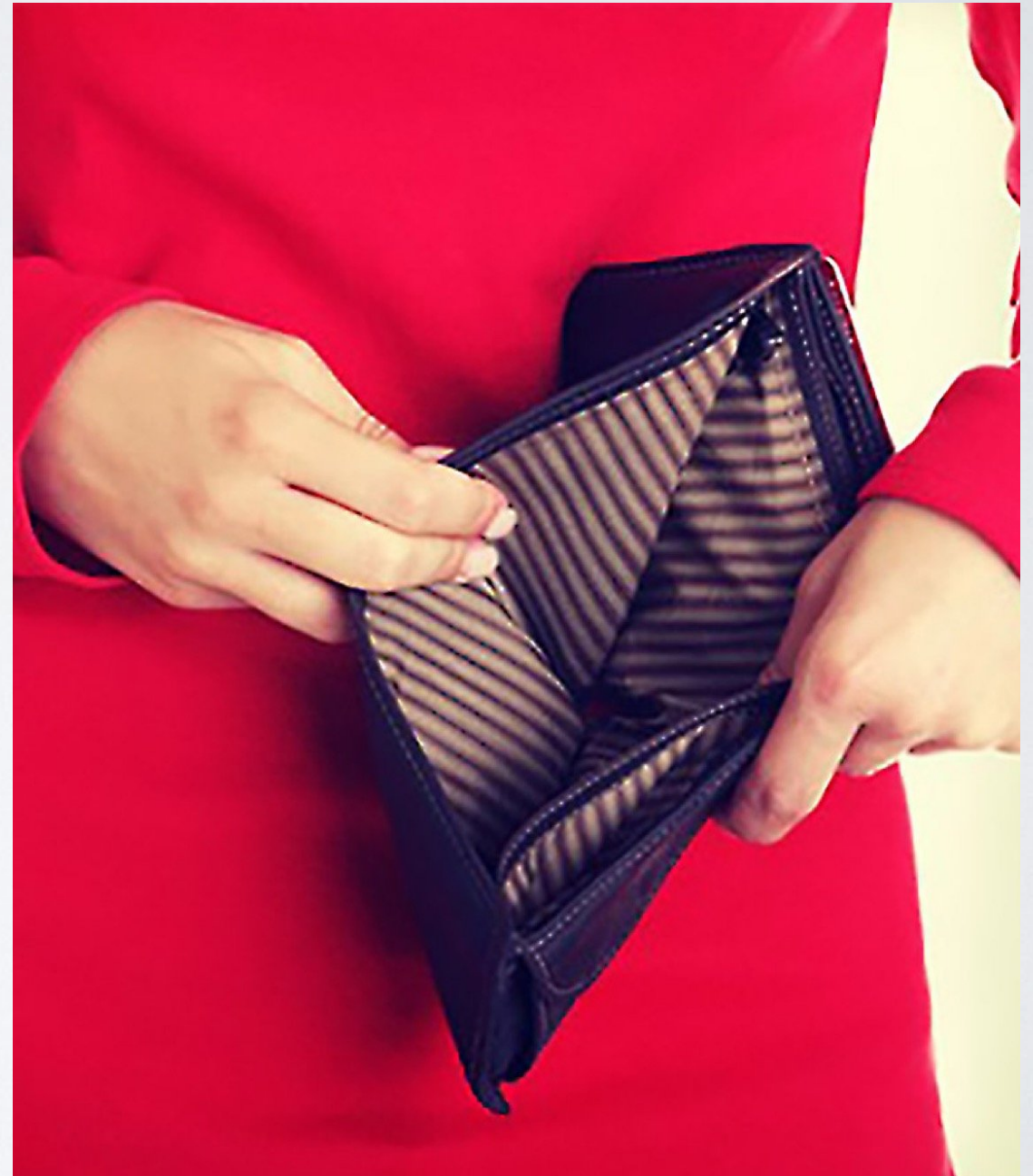
# **KANSAS CITY METRO AREA**

***Population Approximately 2,104,509***



# STRUGGLING BUSINESSES

**Small, Medium, and Large KC Area Businesses of all types are beginning to struggling to obtain and retain customers, due to a combination of reasons. Liquor and food sales are down in all the entertainment districts over the past year.**





# THE DIGITAL AGE

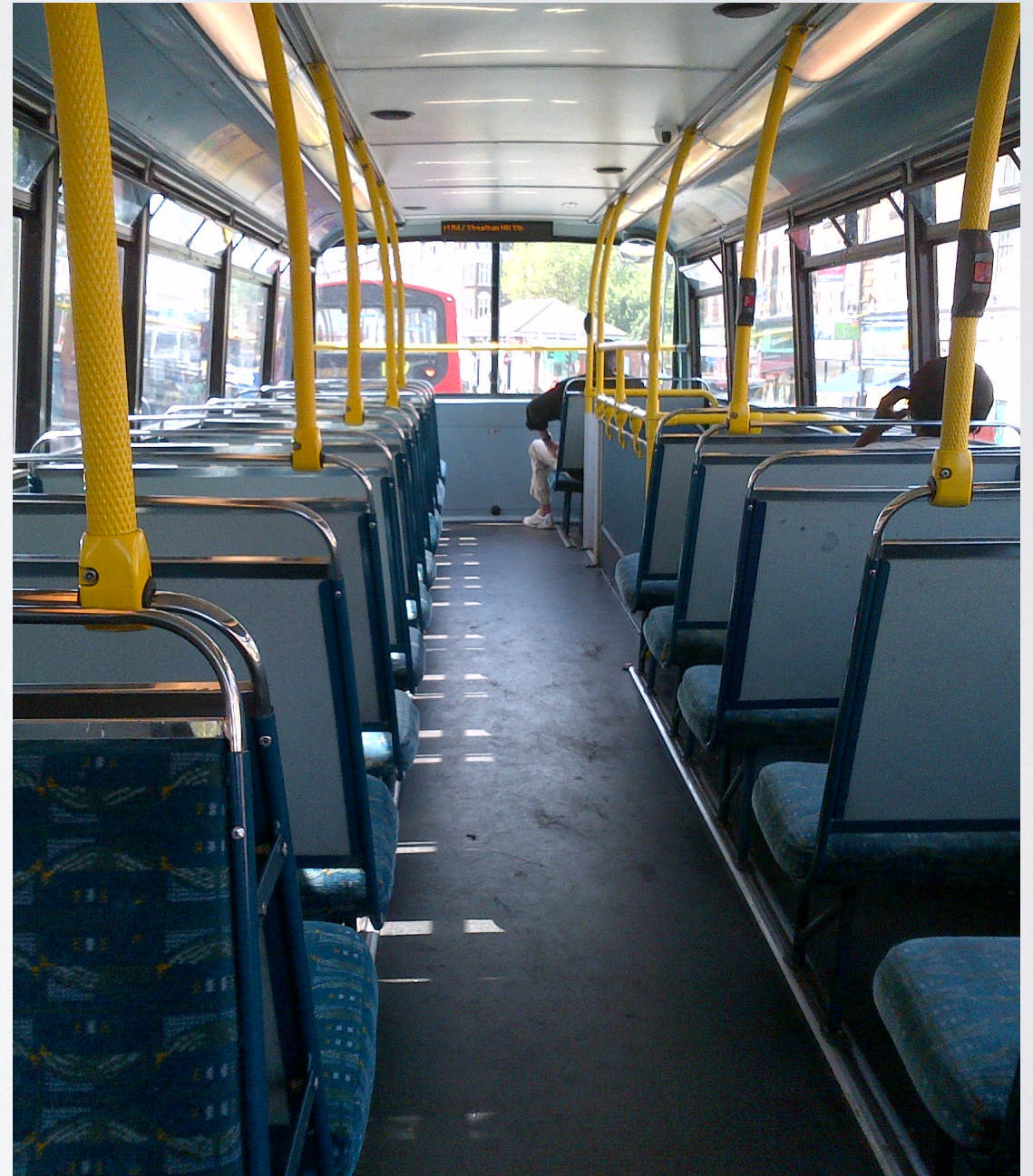
**One of the reasons is the increased popularity of the internet. Times have changes and we are now living in the digital age. Almost everyone has a smart phone and people of all ages use them to make decisions about everything they do and every dollar they spend.**





# ADAPT OR FAIL

**Businesses and cities need to embrace the internet age. If they don't they risk losing money and/or completely failing.**





# **A PLAN FOR KANSAS CITY**



# KC TO THE MAXX

**The Most Unique Entertainment Route In The  
USA**

# **WHAT IS KC TO THE MAXX?**

**1. Entertainment Route**

**2. Smart Phone App**

**3. Information Platform**



# **I. ENTERTAINMENT ROUTE**

- **10 Large KCATA Buses**
- **Running Friday & Saturday, 6pm till 3:30am**
- **10 Stops Along Entertainment Route**
- **Neighborhood Ambassadors At Each Stop**
- **\$5 To Ride All Night - \$3 One Way Trip**



# Ten Large KCATA Buses

- **Buses with drivers for Friday and Saturday Nights 6pm till 3:30am**
- **Fridays - Foodie Fridays, Food & Drink Crawls (Led by Jasper Mirabile)**
- **Saturday - Crawl For Cancer Scavenger Hunts (through KC bars and restaurants coffee shops including category for college age kids to build for the future.)**
- **\$5 to ride all night  
\$3 to ride one way**





# Ten Stops Along Entertainment Route

- **Zona Rosa Shipping Center**
- **City Market**
- **Power & Light Entertainment District**
- **Martini Corner Entertainment District**
- **Westport Entertainment District**
- **Country Club Plaza**
- **Brookside**
- **Waldo**
- **Marco Polo Center**
- **Rosanna Square Shopping Center**





# Neighborhood Ambassadors

- **At least one person assigned at each stop along bus route. Ambassadors are guides with knowledge about each neighborhood that will assist riders and answer questions.**



# **2. SMART PHONE APP**

- **Free Download For iOS and Android Devices**
- **Free Detailed Listings For Businesses Along The Route**
- **Push Notifications Along Route Using GEO Fence and Beacon Technology, Track Bus Arrival, Send Communications Exactly When You Want**
- **Images, Video, Text and Audio to Entertain Riders Along Route**
- **Social Message Between App Users Creating Community**



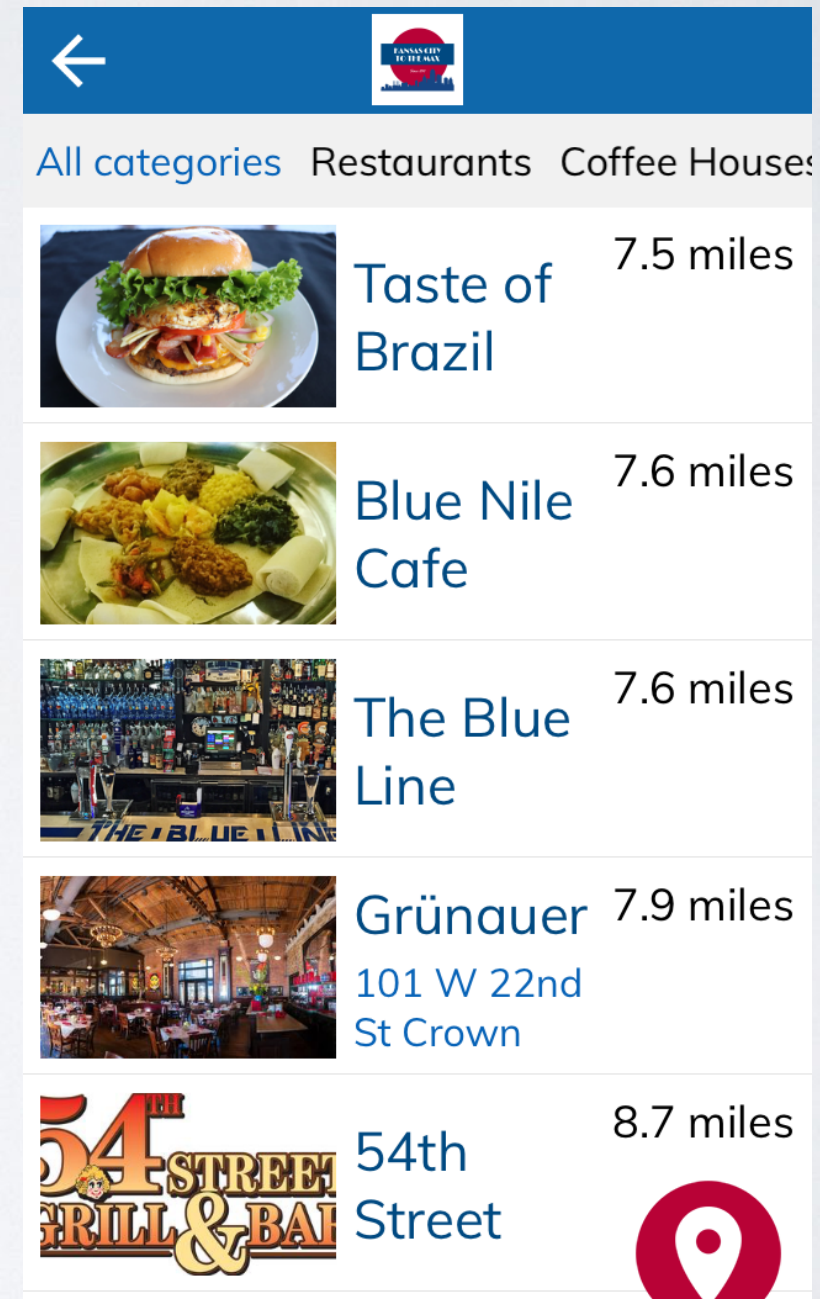
# iOS and Android Devices

- **Completely free download for Apple and Android Devices.**
- **Easy and fun to use.**
- **Download statistics will be available.**



# Detailed Information

- **Displays images, videos and text. One touch calling and directions.**
- **Clickable links to web sites and social media.**
- **Business can offer coupons that will be redeemed within app with complete customization.**





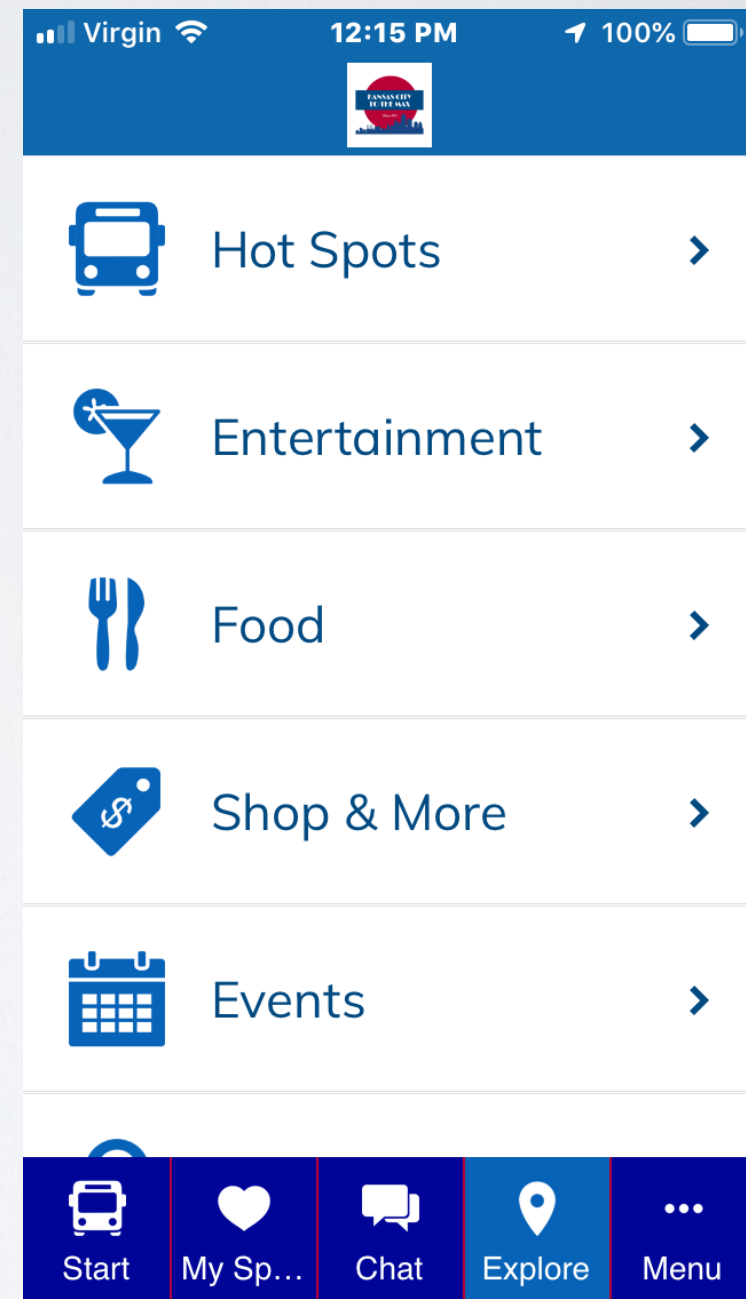
# Push Notifications With GEO Fence/Beacons

- **Alert pops up on users smart phone when they enter, dwell, or exit GEO Fenced area.**
- **Alerts are completely customizable and display coupons, information, or links to audio and videos.**
- **It turns the phone into a virtual tour guide.**



# Images, Video, Text, Audio

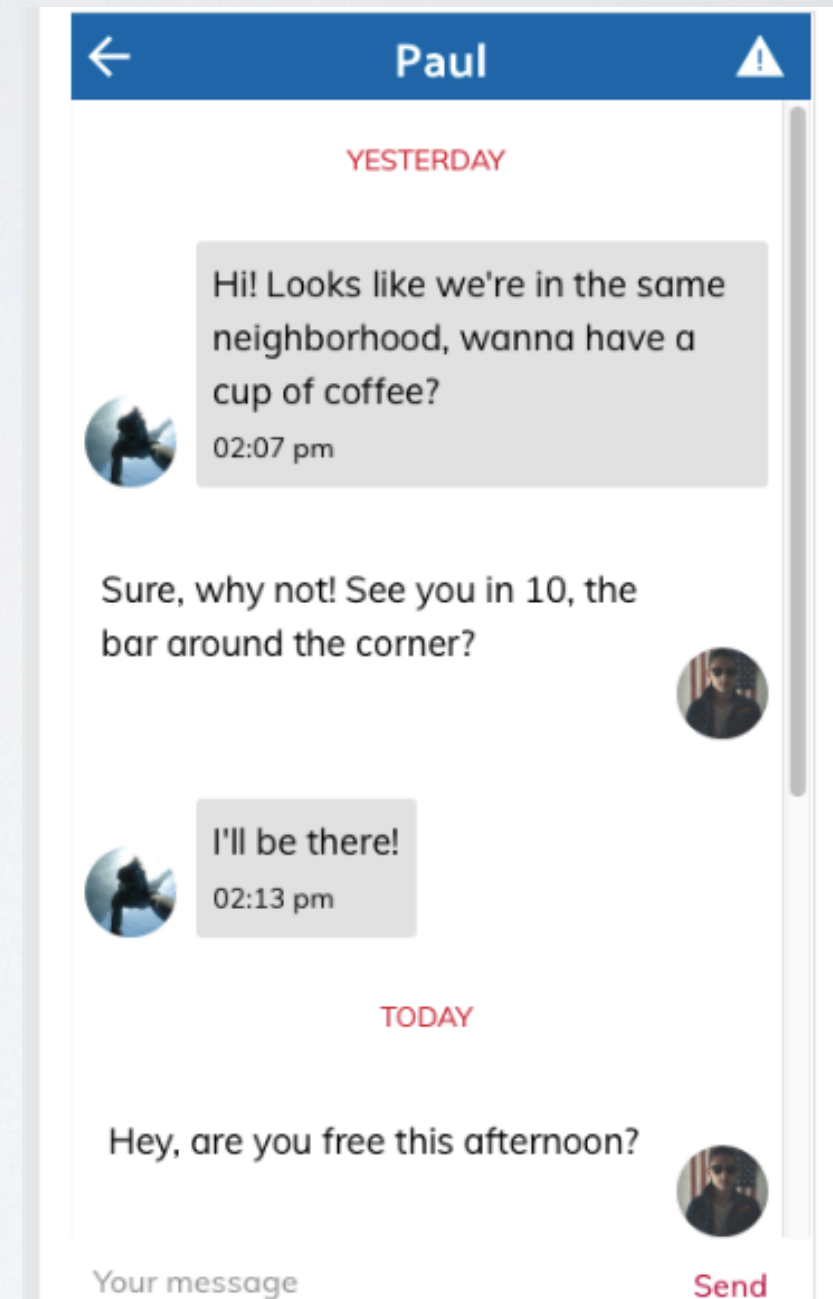
- **Riders will be engaged during the ride and will be able learn everything about Kansas City's past, present and future.**





# Social Messaging

- **App users can send private text messages to each other in the app creating community.**
- **All messages are secure and can only be seen between the people who are communicating.**



# **3. INFORMATION PLATFORM**

- **History Of Kansas City**
- **Job Openings**
- **Public Service Push Notification  
(emergencies, weather)**



# HISTORY OF KC

- **Past, present, and future information about everything related to the Kansas City Metro area.**
- **Designed to be entertaining and educational.**



# JOB OPENINGS

- **The app makes it easier to get the word out about job openings. The app has the added value of being a good resource for anyone looking for employment.**
- **Includes one touch links to website information and/or phone numbers.**





# PUBLIC SERVICE

- **We can send immediate push notifications for emergency weather alerts and any other necessary important information.**
- **Home and Office information displayed in app.**



**MARKETING**



- **Facebook - @kctothemaxx**
- **Instagram - @kctothemaxx**
- **Twitter - @kctothemaxx**
- **Web Site - kctothemaxx.com**
- **Podcast - KC To The Maxx (Audio Podcast)**

# MUSIC LAUNCH VIDEO

- **We plan to produce a launch video featuring local KC celebrities and citizens lip syncing the Black Eyed Peas song “Tonight’s Gonna Be A Good Night” - similar to the Youtube video at [https://youtu.be/-zcOFN\\_VBVo](https://youtu.be/-zcOFN_VBVo)**



# VIP RIDE CARDS

- **VIP Blue Cards** will be issued to all law enforcement that provide an email (cards allow holder to ride free)
- **VIP Red Cards** will be issued to all 1st responders that provide an email (cards allow holder to ride free)
- **VIP Yellow Cards** will be issued to all beauty salon workers that provide an email (cards allow holder to receive a discount)



# PARTNERSHIPS

- **The Kansas City Transportation Group (Yellow Cab, 10/10 Taxi, zTrip, Super Shuttle) will provide additional services for large groups and a link to provide taxi service at the end of the night.**
- **We will share weekend and weekday events of all Hotels who promote us through there social channels and in house.**
- **We will run banner ads for any Radio and TV stations that also publicize what we are doing.**





# KC TO THE MAXX TEAM

- **Scott Wagner**  
**Mayor Pro Tem**  
**816 513-6503**
- **Jasper Mirabile**  
**Jasper's Italian Restaurant**  
**(816) 941-6600**
- **Samantha Green**  
**Crawl For Cancer**  
**[sam@crawlforcancer.org](mailto:sam@crawlforcancer.org)**
- **Bill Nigro**  
**[wmnigro@gmail.com](mailto:wmnigro@gmail.com)**  
**(913) 226-6418**
- **Howard Carney**  
**[howardcarney@me.com](mailto:howardcarney@me.com)**  
**(305) 987-6957**