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MEDIA CONTACT:

Sarah Lehman Rasmussen

sarah.lehman@fleishman.com



§100,000 Centennial Grant Program and new branding mark the start of Country Club Plaza’s 100th Anniversary Celebration

Anniversary to culminate in community celebration in May 2023

Kansas City, Mo. (Oct. 13, 2022) – Country Club Plaza is kicking off its 100th Anniversary Celebration today with the announcement of a \$100,000 Centennial Grant Program and the introduction of new branding that pays homage to the district’s generations of locals and visitors to the Plaza with the tag line “A Kansas City Tradition.”

The Plaza, initially dedicated in 1922, was the nation’s first suburban shopping center. The district encompasses 15 city blocks of beautifully maintained Spanish-inspired architecture, art and fountains, and is Kansas City’s premier shopping and dining destination offering everything from beloved national brands to locally owned shops and restaurants.

“Since 2016, we have been honored to carry on the Plaza’s tradition of serving the Kansas City community and customers from around the country,” said Bill Taubman, president and chief operating officer of Taubman. “We are committed to ensuring the Plaza remains a very special destination for decades to come.”

Centennial Grant Program

To honor the Kansas City community that is the home of Country Club Plaza, the district is launching a \$100,000 Centennial Grant Program* that will award \$25,000 each to four local nonprofit organizations to provide critical funding for projects within the program’s strategic areas of focus: community, education and the arts. Interested organizations can apply on the Country Club Plaza website countryclubplaza.com/grant from now through Nov. 4.

On Nov. 14, eight finalists will be announced on the Plaza website. The public can then vote for their favorite organization through Nov. 18. From there, the four organizations with the most votes will be announced on Dec. 1 and each will receive \$25,000.

“One of the most special ways we can celebrate Country Club Plaza’s 100th Anniversary is to recognize and thank the communities we serve,” said Breana Grosz, general manager of Country Club Plaza.

“Through this grant program, and many other initiatives, we hope to honor the community we call home while also welcoming locals and tourists to create wonderful new memories on the Plaza.”

100th Anniversary Branding – “A Kansas City Tradition”

In addition to the grant program, Country Club Plaza is debuting 100th Anniversary branding, including a new tagline, “A Kansas City Tradition,” new logo, new signature colors in indigo, azure and terracotta, and a new quatrefoil pattern. Each element will be used in signage, marketing and social media throughout the anniversary celebration.

New, Local and Unique-to-Market Brands

Country Club Plaza has more than 45 local shops and restaurants, including EB & Co., Made in KC Marketplace, Messenger Coffee Co., Razzleberry, Rye, Tivol and more. Over the last several months, the Plaza has welcomed new stores, including Lovesac, The Normal Brand, Tirza Design, KC Style Haus, The Shade Store, Pandora Jewelry, Pink Lipps, Psycho Bunny, Pure Barre and Club Pilates. In addition, more than 50 of the Plaza’s tenants are unique to the market, including Charlie Hustle, Classic Cup, The North Face, Psycho Bunny, West Elm and more.

Coming Soon

Several new retailers and restaurants are coming soon to the Plaza, including Ice Cream Bae, Capital One Café, Parachute Home and JD Sports. Stay tuned to www.countryclubplaza.com for more information.

May 2023 Centennial Celebration

From May 1-7, 2023, Country Club Plaza will conclude its 100th Anniversary Celebration with a special, multi-day event to honor its tenants, customers and the community. The event will include special offers, activations, entertainment, live artists, giveaways and more. Details surrounding the 100th Anniversary Celebration will be announced early next year.

More 100th Anniversary activities will be added over the next several months. Please visit www.countryclubplaza.com for more details.

**Grants are funded by an endowment from the JC Nichols Trust which has been in the care of Country Club Plaza since 2016.*

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About Country Club Plaza

Originally constructed in 1922, Country Club Plaza is an iconic, 15-block, 1.3 million-square-foot mixed-use retail property located in the heart of Kansas City. The property includes 804,000 square feet of Gross Leasable Area (GLA) featuring unique-to-market tenants, with key retailers such as Apple, Charlie Hustle, West Elm, Tiffany & Co. and Lululemon, as well as a dynamic mix of restaurants, including The Capital Grille, Rye and True Food Kitchen.