



Kearney is Open

Defining and expressing the
unique character of
Kearney, Missouri

Defining the community

- Residents were asked to describe Kearney – its strengths, its shortcomings and what makes it special – in a survey.

Kearney welcomes you



- The common theme: Kearney is a welcoming community that enjoys a celebration, and that likes to meet new people.

Expressing its unique character

KEARNEY
IS
Open

- The idea of “openness,” and the green color, which suggests the great outdoors, were the perfect combination to capture the true Kearney.

Maximizing the effectiveness



- Business, community and civic leaders participated in Brand School training, learning how to get the “Kearney is Open” word out most effectively.

kearneyisopen.com expanded the program's reach

KEARNEY IS *Open*

HOME WHAT'S HAPPENING WHAT TO SEE & DO GET THE WORD DIRECTIONS

Search



Open (oh-puhn)

- Not closed or barred
- Accessible
- Free of obstructions
- Ready for business
- Available
- Free for all to join, enter, use, visit
- Ready to entertain new ideas
- Liberal or generous
- Extended or eager to receive

Kearney, MO. It's all these things and much more. A recent survey of area residents confirmed what you already knew: Kearney is a great place to live, work and raise a family. We have an open spirit, a character that is uniquely ours, generosity to friends, neighbors and visitors, and a true vision for our community.

From that study comes "Kearney is Open," a program that will spread the word about all that is great about our community. You'll find more information about the program on this website, and you'll see evidence of it all over town over the coming months.

As you communicate with friends, neighbors, associates, co-workers and visitors to our town, you can be a part of the wonderful open spirit of Kearney by encouraging everyone you meet to represent Kearney with arms and hearts wide open.



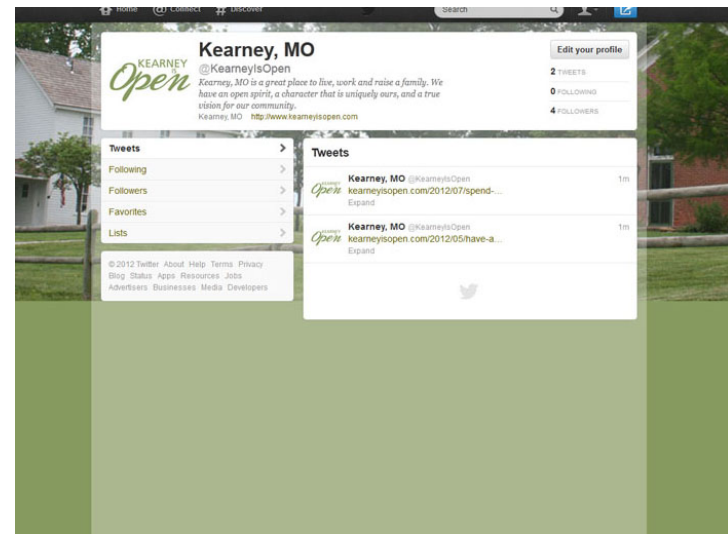
- The website is the perfect place to tell the story, and keep it fresh with new examples of "openness."

Social media was added

Facebook



Twitter



And a blog was started, to provide a steady stream of news

KEARNEY IS *Open*

HOME WHAT'S HAPPENING WHAT TO SEE & DO GET THE WORD DIRECTIONS

Search

Have a 'blast' at the Kearney fireworks celebration

Spend an evening under the stars at Kearney Amphitheater

By Kearney On July 12, 2012 · Add Comment

Watch little, blue creatures. Listen to country or rock musical acts. Where can you do all this and more under the stars?

At the Kearney Amphitheater – located at 3001 N. Highway 33 (about two miles north of the intersection of Highways 92 and 33) – amidst the beautiful backdrop of the Jesse James Park pond and continuously flowing fountain.

The irrigated grounds surrounding the Amphitheater provide plush lawn seating for concert- and movie-goers. And with the steamy temperatures this summer, you can stay a little cooler in the shade of the new, L-shaped pavilion.

The Amphitheater's several concerts, appealing to all ages and a variety of tastes, include Double Vision (a Foreigner tribute band), Hells Bells (ACDC tribute band), Eliminator (ZZ Top tribute band) – and back by popular demand, Justin Moore (Aug. 18). The shows range in price, based on the cost of booking each act (e.g., the Justin Moore tickets are \$25 each).

For movie lovers of all ages, the upcoming Movie in the Park is "The Smurfs," which starts at dusk on July 28.

Before the movie or concert, make an evening of it and tailgate* with your family and friends in the parking lot (parking is free). Additionally, while you are free to sit or stand on the lawn to enjoy the show, for extra seating comfort, you might want to bring along a blanket or chair.

Food and beverages – such as hamburgers, ice cream, hot dogs, hamburgers, chicken tenders, pop, beer and water – also will be available for purchase at the Amphitheater concessions stand.

The amphitheater was completed in late 2007 and was made possible through a \$150,000 Land & Water Conservation Fund grant, Missouri tax credits, and generous donations from community members and in-kind donations from local businesses. The city of Kearney, itself, donated \$350,000 toward the project. The project was completed without a tax increase to Kearney patrons.

Our e-newsletter is the “source” for all that is Kearney

Share This:    

KEARNEY WHAT'S HAPPENING | WHAT TO SEE & DO | DIRECTIONS

JUNE 2012
Open for business



A recent survey of area residents confirmed what you already knew: Kearney is a great place to live, work and raise a family. We have an open spirit, a character that is uniquely ours, generosity to friends, neighbors and visitors, and a true vision for our community. From that study comes "Kearney is Open," a program that will spread the word about all that is great about our community. You'll find more information about the program at [our new website](#), and you'll see evidence of it all over town over the coming months.

As you communicate with friends, neighbors, associates, co-workers and visitors to our town, you can be a part of the wonderful open spirit of Kearney by encouraging everyone you meet to represent Kearney with arms and hearts wide open.

Inflatables. Family picnics. Disc golf. Live music. Fireworks.
What do all these things have

KEARNEY HISTORY
Did you know that in:
1856 - David T. Duncan and W.R. Cave laid out the town of Centerville, which is now the southeastern portion of

OPEN
"There exist limitless opportunities in every industry. Where there is an **open** mind, there will always be a frontier."
- Charles Kettering

- Residents get a monthly reminder of the latest “open” events to enjoy.

Three words say it best about
this vibrant community

KEARNEY
IS
Open

RESULT:

Kearney was voted 2016 **Top 10 Fastest Growing Cities in Missouri** by *Homesnacks*, a real estate infotainment publication.





For more information about this program,
or branding for your community:

Please contact:

Rick Nobles
President/Partner
Patron Insight
913.484.0920
rick@patroninsight.com