

MESSAGING SUGGESTIONS

ONE QC. SO MANY “THAT’S WHERE!”

QC, That’s Where lends itself to a thousand different stories—each resident, business and event has a contribution to make. Here are a few of the countless possibilities.

- QC, That’s Where you’ll find the 3rd most diversified economy in the U.S.
- QC, That’s Where 30+ languages are spoken in schools.
- QC, That’s Where you can go to Alternating Currents festival AND the World’s Largest Truckers’ Jamboree.
- QC, That’s Where you’ll find one of the top 10 towns for Millennials.
- QC, That’s Where there’s a home for innovation and affordability. (John Deere HQ; 6th most affordable place to live in the U.S.)
- QC, That’s Where 1.6 million visitors spend more than \$954 million every year.
- QC, That’s where 150 Fortune 500 and 1000 companies, including the mighty John Deere, call home.
- QC, That’s Where nearly 40% of the population has a post-secondary degree or higher.
- Where’s the only tug of war stretching across the Mississippi River? QC, That’s Where!

Some of the more complex data points work best as a question.

- Where's the cost of living 16% below the national average? QC, That's Where!
- Where's the 6th most affordable place to live in the U.S.? QC, That's Where!
- Where does the PGA Tour come to play since 1971? QC, That's Where!
- Where's the 5th-ranked place for doing business in the Midwest? QC, That's Where!
- Where's a top 5 most affordable mid-sized American metro? QC, That's Where!
- Where's a top 10 town for Millennials to live? QC, That's Where!
- Where's a top 100 best place to live in the U.S.? QC, That's Where!

Lifestyle references associated with an event offer many opportunities for good headlines.

- QC, That's Where little kids catch big fish! (Bass Federation Jr. World Championship)
- QC, That's Where softball meets fast pitch. (International Softball Congress)
- QC, That's Where homegrown's best. (Freight House Farmers' Market)
- QC, That's Where mine is bigger than yours! (National Ice Cream Day)
- QC, That's Where the Mississippi is mighty pretty. (Riverboat Queen Docks in Davenport)
- QC, That's Where we build bridges to better futures. (New Bridge)
- QC, That's Where the bison (might) roam. (proposed Bison Bridge)
- QC, That's Where our tuggers trump your tuggers. (Great River Tug Fest)
- QC, That's Where history lives.
- QC, That's Where every truck's a beauty. (Walcott Truckers' Jamboree)
- QC, That's Where we lay it on thick. (Red Band Coffee Co. chorizo breakfast sandwich)
- QC, That's Where toes freeze and hearts melt. (Bridge view in the snow.)
- QC, That's Where we're old fashioned and way ahead. (@thekeyunionarcade cocktail)
- QC, That's Where maitai meets my Thai. (ethnic food)
- QC, That's Where free concerts light up the night.
- QC, That's Where brews rule. (Ale trail, etc.)