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## KANSAS CITY BUSINESS JOURNAL

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December 27, 2005

## Marketing agency will build new HQ

[Creative Consumer Concepts](#) (C3) plans to co-develop a \$5 million building in Leawood that will serve as its new headquarters, the company's CEO said Tuesday.

Marketing agency C3 will co-own the 24,000-square-foot building at 151st Street and Nall Avenue and be its sole tenant, company CEO Bob Cutler said. [Merrill Cos.](#) is the co-developer and co-owner of the building, Cutler said.

C3 currently leases about 10,000 square feet at 10955 Granada Lane in Overland Park. But the firm, which has about 55 employees, has outgrown the space, Cutler said.

360 Architecture is the new building's architect, and [A.L. Huber General Contractor](#) will handle construction.

Construction is expected to start in the spring, and C3 expects to occupy the building starting in January 2007.

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