

PRESS & MEDIA KIT · CONFIDENTIAL



REALE'47

From Sicily to Kansas City.

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An Exquisite Destination

EXECUTIVE MEDIA SUMMARY

Reale' 47 is a new multi-level luxury hospitality and rooftop destination under development near Kansas City's historic Country Club Plaza district. This is not simply another addition to the city's hospitality landscape. It is a redefinition of what that landscape can hold.

Conceived by Kansas City native Louis C. Accurso, whose Sicilian family heritage forms the philosophical foundation of everything Reale' 47 was designed to be, the project draws from the southern Italian tradition of gathering, where architecture is a participant rather than a backdrop, and celebration is treated as something worthy of serious, considered design.

The Country Club Plaza was built intentionally in a Mediterranean architectural language. Reale' 47 does not arrive as an import. It arrives where that language already lives.

ADDRESS 4646 Belleview Avenue Kansas City, Missouri 64112	LEVELS 4 Basement · Floor 1 · Floor 2 · Rooftop	TOTAL CAPACITY ~499 Guests across all environments
ROOFTOP TERRACE ~6,600 Square feet, new construction	EVENT TYPES Weddings · Corporate Private · Cultural Destination-level hospitality	STATUS Active Construction Opening: [Season, Year]

FLOOR 1 · ARRIVAL

Dark.
Rich.
Dramatic.

Bronze and gold architectural lighting against deep stone creates exclusivity before a word is spoken. Full commercial kitchen and bar. Primary event spaces.

FLOOR 2 · GALLERY

Neutral.
Warm.
Adaptable.

Warm stone and travertine allow any event palette to sit without competing. Meeting and gathering rooms from 57 to 80 guests. The revenue engine.

ROOFTOP · HERO

Blue-forward.
Cinematic.

Mediterranean blue at full expression against warm stone. Approximately 6,600 sq ft of new terrace. Skyline-facing bar, lounge seating, sliding glass doors. The premium experience.

The Visionaries

PROJECT TEAM

Louis C. Accurso

FOUNDER · PLAZA LEGACY III, LLC

Louis C. Accurso was not looking for a venue to build. He was looking for an experience that did not yet exist in Kansas City, and he understood that the only way to bring it into the world was to build it himself.

A Kansas City native with deep roots in the city's professional and civic life, Accurso founded and leads one of the region's respected law practices. The instincts that define him most, however, were formed at a table, within his family's Sicilian tradition of gathering.

"My family is from Sicily. There is a philosophy there about gathering and about the weight a room should carry when something important is happening inside it. That philosophy is the foundation of this project."

LOUIS C. ACCURSO · FOUNDER

The Accurso surname derives from the medieval Italian Accorso, meaning help and the willingness to come forward. A name rooted in service and responsiveness. That lineage is not incidental to what Reale' 47 was built to be.

Craig T. Watson, AIA

CRAIG T. WATSON, AIA, LLC · KANSAS CITY

Watson's practice encompasses architecture, interiors, planning and project management. For Reale' 47, his challenge was transformative: taking an existing two-story structure, previously a worship center, and reconceiving it as a four-level luxury hospitality destination with a newly constructed rooftop terrace.

His design language draws from the same Mediterranean architectural tradition that gives the Country Club Plaza its identity, referencing proportion, warm materiality and the relationship between interior space and open sky.

CONTACT

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"We took a former church and gave it a new purpose as a contemporary palazzo, one that feels as though it was always meant to be exactly this."

Valerie Jennings

FOUNDER & CEO · JSMM · KANSAS CITY

Jennings Social Media and MarTech (JSMM) brings together luxury brand development, destination marketing and AI-enhanced creative visualization. For Reale' 47, Jennings serves as experiential brand strategist and creative director.

Her approach has been to build a hospitality brand world rather than a traditional event marketing campaign, one rooted in emotional coherence, architectural storytelling and media authority.

"The goal was to create a hospitality brand world with enough depth and coherence that every touchpoint, from the first social post to the first walk-through, tells the same story."

VALERIE JENNINGS · JSMM

AI-ENHANCED VISUALIZATION

AI visualization developed and tested the emotional atmosphere of the space before construction reached those environments, achieving cinematic depth unavailable through traditional renderings.

Rooftop Ceremony

BRAND DESCRIPTIONS

ONE SENTENCE

Reale' 47 is a four-level luxury hospitality and rooftop destination at 4646 Belleview Avenue near Kansas City's Country Club Plaza, designed around Sicilian heritage, Mediterranean architectural influence and immersive, destination-level guest experience for approximately 499 guests.

SHORT PARAGRAPH

Reale' 47 is a new luxury hospitality destination under development near Kansas City's historic Country Club Plaza district. Designed as a four-level environment, including a newly constructed rooftop terrace of approximately 6,600 square feet, the project is rooted in contemporary Italian sophistication and Sicilian hospitality culture. It introduces rooftop entertaining, immersive interior architecture and destination-caliber event experiences to a market that has long been ready for them. This is not a venue. It is a hospitality brand.

There is a particular kind of hospitality that does not announce itself. It arrives through proportion and the warmth of a material chosen with care.

Reale' 47, under development at 4646 Belleview Avenue near Kansas City's historic Country Club Plaza, was conceived in that register. The project belongs to Louis C. Accurso, a Kansas City native whose family roots run to Sicily, and whose surname carries a meaning that resonates architecturally: readiness, help and the willingness to come forward for someone else's most significant moments.

An existing two-story structure, previously a worship center, is being reconceived by architect Craig T. Watson, AIA into a four-level hospitality environment. A newly constructed rooftop terrace of approximately 6,600 square feet completes the building's emotional arc, with lounge seating, a skyline-facing bar and the Kansas City horizon positioned as a deliberate design element. Total designed capacity: approximately 499 guests.

50-WORD VERSION

Reale' 47 is a four-level luxury hospitality and rooftop destination under development at 4646 Belleview Avenue near Kansas City's historic Country Club Plaza. Rooted in Sicilian heritage and Mediterranean architectural influence, it is designed for approximately 499 guests across luxury weddings, executive events and private celebrations, introducing destination-level hospitality and rooftop culture to the Kansas City market.

100-WORD VERSION

Reale' 47 is a four-level luxury hospitality and rooftop destination under development at 4646 Belleview Avenue near Kansas City's historic Country Club Plaza district. Rooted in the Sicilian heritage of founder Louis C. Accurso and informed by Mediterranean hospitality culture and contemporary Italian design, the project accommodates approximately 499 guests across luxury weddings, executive events, private celebrations and cultural gatherings. A newly constructed rooftop terrace of approximately 6,600 square feet serves as the property's experiential centerpiece. Experiential brand direction is led by Valerie Jennings and JSMM, with architectural leadership by Craig T. Watson, AIA, LLC.

The Story

MEDIA TALKING POINTS

WHY KANSAS CITY?

"The Plaza was already built in a Mediterranean architectural language. We are not imposing an Italian identity onto Kansas City. We are building in a place that was already speaking that language, and continuing the conversation."

WHAT GAP EXISTS IN THE MARKET?

"Kansas City has wonderful restaurants, bars and hotels. What it has not had is a true hospitality destination with a rooftop experience at its center, designed from its very first decision to host the most significant moments in people's lives."

WHY ITALIAN-INSPIRED DESIGN?

"It goes beyond aesthetic preference. My family is from Sicily, and there is a philosophy there about the spaces where people gather. The table matters. The room matters. The quality of the light matters. That sensibility is woven into how Reale' 47 was designed."

WHAT EMOTIONAL EXPERIENCE ARE YOU CREATING?

"We want people to walk in and feel it immediately. And we want them to leave carrying a memory of the space itself alongside the memory of the event. The building should be part of what stays with them."

WHAT ROLE DID AI VISUALIZATION PLAY?

"AI visualization allowed us to develop and test the emotional atmosphere of the space before a single wall was built. We could explore how light moved across the rooftop terrace at golden hour with cinematic depth unavailable through traditional renderings."

HOW IS HOSPITALITY EVOLVING?

"The venues that will matter most over the next decade understand that they are not selling a room. They are selling an atmosphere, a memory and a story. Reale' 47 was conceived in that understanding from the very beginning."

WHAT GAP EXISTS IN THE MARKET?

"Kansas City has been underserved at the intersection of architectural design and hospitality experience. There has not been a true hospitality brand built around the experience of being inside a place, in the way Aman or Casa Cipriani are built. That is what Reale' 47 is."

WHAT IS EMOTIONAL PERMANENCE?

"We wanted guests to carry this place with them after they left, to describe it to people who were not there, to reference it as a standard. That kind of impact comes from atmosphere, from design coherence and from the feeling that the building was expecting you."

WHAT WAS THE ARCHITECTURAL VISION?

"The project asked us to transform an existing structure into something that had not existed in this market before, a genuine luxury hospitality destination with a rooftop as its centerpiece. Every decision was made in service of that atmospheric and experiential goal."

HOW DOES THE BUILDING RELATE TO THE PLAZA?

"The Plaza was built in a Mediterranean architectural language, and our approach was to design Reale' 47 as a contemporary interpretation of that tradition. Not a replica and not a theme, but a building that belongs in this district because it shares the same underlying design values."

WHAT WAS THE MOST SIGNIFICANT DESIGN CHALLENGE?

"Taking a former worship center, which carries a very specific spatial and structural logic, and reconceiving it as a four-level hospitality environment with a newly constructed rooftop addition. How guests move between environments was central to everything."

Timeless Moments

PRESS QUOTE BANK

"Reale' 47 was designed to feel like a destination, a place that lives in people's memory long after the occasion itself."

LOUIS C. ACCURSO · FOUNDER

"We did not look at what other Kansas City venues were doing. We looked at what the finest hospitality environments in the world were doing and asked how to bring that here with full conviction."

LOUIS C. ACCURSO · FOUNDER

"Hospitality today is no longer defined by service alone. It is defined by atmosphere, by memory and by emotional experience."

REALE' 47

"Kansas City deserves hospitality experiences that feel globally inspired while remaining emotionally connected to the city itself."

LOUIS C. ACCURSO · FOUNDER

"The future of luxury hospitality is emotional immersion. Not excess, not volume, not spectacle. Presence."

REALE' 47

"The goal was to create a hospitality brand world with enough depth and coherence that every touchpoint tells the same story."

VALERIE JENNINGS · JSMM

"Architecture is the first hospitality. Before anyone is served, the building communicates something. We wanted Reale' 47 to communicate warmth, care and the sense that this space was designed for exactly this moment."

REALE' 47

"Lighting, materiality and spatial flow were treated as emotional design tools throughout this project, not as decorative considerations."

REALE' 47

"The rooftop was envisioned from the beginning as the social and emotional centerpiece of the property, not an amenity but an architectural intention."

REALE' 47

"We took a former church and gave it a new purpose as a contemporary palazzo, one that feels as though it was always meant to be exactly this."

CRAIG T. WATSON, AIA

From Sicily to Kansas City.

MEDIA ANGLES & STORY HOOKS

ARCHITECTURE & DESIGN

- 01 The Urban Palazzo: How Reale' 47 brings a contemporary Italian architectural sensibility to the heart of Kansas City
- 02 Mediterranean by Design: Why the Plaza's original architectural DNA makes Reale' 47's Italian identity feel native rather than themed
- 03 Rooftop as Architecture: 6,600 square feet designed as the emotional center of a building rather than its amenity floor
- 04 Church to Palazzo: How Craig T. Watson, AIA reconceived a former worship center as a four-level luxury destination
- 05 AI-Enhanced Visualization in Hospitality Design: How JSMM used AI to develop atmosphere before construction began

LUXURY HOSPITALITY

- 06 The Destination Shift: Why the most significant hospitality openings will emerge from secondary markets rather than gateway cities
- 07 Hospitality as Architecture: How Reale' 47 is redefining what an event destination can be in the American Midwest
- 08 From Venue to Brand: The strategic thinking behind positioning Reale' 47 as a hospitality brand
- 09 499 Guests, One Vision: The scale and ambition behind Kansas City's most anticipated hospitality opening
- 10 Sicilian Hospitality Culture, Kansas City Address: The global influences behind a locally grounded project

LUXURY WEDDINGS

11	The Wedding Destination Kansas City Has Been Missing
12	Architecture-First Wedding Design: Spaces built for the camera
13	Skyline, Rooftop, Ceremony: The case for rooftop weddings in the Midwest at genuine scale
14	Four Levels of Celebration: From cocktail hour through reception
15	Italian Heritage, American Celebration

KANSAS CITY & FOUNDER

16	Lou Accurso's Next Chapter: The attorney transforming 4646 Belleview into a luxury landmark
17	The Plaza's Next Era: How Reale' 47 signals a new phase of luxury development
18	Founder-Led Hospitality: Built by personal conviction, not corporate mandate
19	A Sicilian Name on a Kansas City Skyline: The family heritage story
20	Designing Atmosphere with AI: JSMM's process before construction

An Exquisite Destination

PRESS OUTREACH TEMPLATES

SUBJECT LINE

A Kansas City Church Reconceived as a Four-Level Luxury Palazzo by Craig T. Watson, AIA

A hospitality project worth your attention is under active construction in Kansas City, and its architectural story begins with an unlikely starting point. Reale' 47 transforms a former two-story worship center into a contemporary urban palazzo at 4646 Belleview Avenue, with a 6,600 sq ft rooftop terrace and capacity for approximately 499 guests. Conceived by founder Louis C. Accurso, shaped by Sicilian family heritage, and set within a Plaza district built in a Mediterranean architectural language. I would welcome the opportunity to share full press materials and architectural notes.

SUBJECT LINE

Reale' 47: The Rooftop Wedding Destination Kansas City Has Been Waiting For

There is a new luxury wedding destination opening in Kansas City, and it was built specifically because the city's most discerning couples have been leaving town to find what it offers. Reale' 47 is a four-level destination at 4646 Belleview Avenue near the historic Country Club Plaza, designed for luxury weddings with a 6,600 square foot rooftop terrace at its center, accommodating approximately 499 guests. I would love to share a full editorial press kit and AI-enhanced renderings. Would you have interest in an exclusive first look?

SUBJECT LINE

The Hospitality Development That Could Define the Plaza's Next Chapter

Reale' 47, led by Kansas City attorney and founder Louis C. Accurso under Plaza Legacy III, LLC, is transforming a former church at 4646 Bellevue Avenue into a four-level luxury hospitality destination, complete with a newly constructed 6,600 sq ft rooftop terrace and capacity for approximately 499 guests. Architect of record is Craig T. Watson, AIA, LLC. Experiential brand strategy is led by Valerie Jennings and JSMM. Lou is available for an on-record conversation.

VIP INVITATION

You Are Invited: A Private Hard-Hat Preview of Reale' 47

Before Reale' 47 opens its doors, we are extending a small number of private hard-hat preview invitations to members of the Kansas City media, design and hospitality communities. An opportunity to walk the property with founder Louis C. Accurso and architect Craig T. Watson, AIA, to see four levels of luxury hospitality taking shape in real time, including the newly constructed 6,600 sq ft rooftop terrace.

Location: 4646 Bellevue Avenue, Kansas City, MO 64112

Date & Time: [Date · Time]

RSVP by: [Date]

Everything You Need

MEDIA FAQ

FREQUENTLY ASKED QUESTIONS

What is Reale' 47?

A four-level luxury hospitality and rooftop destination under development at 4646 Belleview Avenue near Kansas City's historic Country Club Plaza. Designed for luxury weddings, executive events and elevated social gatherings. Not a traditional venue. A hospitality brand.

Where is it located?

4646 Belleview Avenue, Kansas City, Missouri 64112, near the Country Club Plaza, built with a deliberate Mediterranean architectural character.

When does it open?

Currently in active construction and permitting. Anticipated opening: [Season, Year] . Updates available at [website] .

What are the building specs?

Four levels: basement, first floor, second floor and a newly constructed rooftop terrace of approximately 6,600 square feet. Total designed capacity approximately 499 guests. First floor features a full commercial kitchen and bar. Rooftop features skyline views, a bar, lounge seating and indoor-outdoor flow.

Who designed the building?

Craig T. Watson, AIA of Craig T. Watson, AIA, LLC. Full project team includes Rosehill Gardens (landscape), Bob D. Campbell and Company (structural), Lankford Fendler and Associates (MEP) and Kaw Valley Engineering (civil).

What inspired the design?

Sicilian heritage, contemporary Italian sophistication and the Mediterranean architectural language of the Country Club Plaza. The building is designed as a contemporary urban palazzo, architectural rather than decorative in its references.

What makes Reale' 47 different?

The first Kansas City property to combine a purpose-built rooftop destination at this scale, a four-level multi-environment experience, Mediterranean design authenticity, Sicilian family heritage narrative and destination-level operational depth.

What is the significance of the name?

In Italian, reale carries two meanings: of the king, meaning royal and ceremonial, and real or actual from the Latin res. That duality is built into the project's identity. The Accurso surname derives from medieval Italian Accorso, meaning help and readiness.

Media contact?

[Media Contact Name]

[Email] · [Phone]

Press hub: [website]/press-insights

Every Detail

FACT SHEET & IMAGE CAPTIONS

FACT SHEET

PROJECT NAME	Reale' 47
ADDRESS	4646 Belleview Avenue, Kansas City, MO 64112
LEGAL ENTITY	Plaza Legacy III, LLC
PROJECT TYPE	Four-level luxury hospitality and rooftop destination
LEVELS	Basement · Floor 1 · Floor 2 · Rooftop Terrace
ROOFTOP	~6,600 sq ft, new construction
TOTAL CAPACITY	~499 guests
STATUS	Active construction and permitting, Spring 2026
OPENING	[Season, Year]

FOUNDER	Louis C. Accurso, Kansas City
ARCHITECT	Craig T. Watson, AIA, LLC · 816.456.0030
LANDSCAPE	Rosehill Gardens · Amanda Vanderweide, PLA
STRUCTURAL	Bob D. Campbell and Company
MEP	Lankford Fendler and Associates
CIVIL	Kaw Valley Engineering, Lenexa, KS
BRAND STRATEGY	Valerie Jennings · JSMM · Kansas City
WEBSITE	[Website URL]
MEDIA CONTACT	[Name · Email · Phone]

EXTERIOR RENDERING

Reale' 47, 4646 Belleview Avenue, Kansas City. The building's tailored dark facade and layered window bays signal contemporary luxury while referencing the palazzo architecture of southern Italy. Arch: Craig T. Watson, AIA, LLC. Creative direction: Valerie Jennings, JSMM. Rendering: [Studio] .

ROOFTOP TERRACE RENDERING

Reale' 47, Kansas City. Approximately 6,600 sq ft of newly constructed rooftop featuring Kansas City skyline views, rooftop bar, lounge seating and indoor-outdoor flow. Arch: Craig T. Watson, AIA, LLC. Creative direction: Valerie Jennings, JSMM. Rendering: [Studio] .

RECEPTION / INTERIOR

Reale' 47, Kansas City. Warm materiality, architectural lighting and layered interior environments. Designed for approximately 499 guests. Arch: Craig T. Watson, AIA, LLC. Rendering: [Studio] .

CEREMONY VISUAL

Reale' 47, Kansas City. Designed for architectural presence and emotional intimacy with natural light and Italian-influenced material warmth. Arch: Craig T. Watson, AIA. Rendering: [Studio] .

FOUNDER PHOTOGRAPHY

Louis C. Accurso, Founder, Reale' 47 / Plaza Legacy III, LLC. Photo: [Photographer] . Kansas City, [Year] .

CONSTRUCTION PROGRESS

Reale' 47, 4646 Belleview Avenue, Kansas City. Construction, [Month Year] . Active construction near the Country Club Plaza district. Opening: [Season, Year] . Photo: [Credit] .

From Sicily to Kansas City.



4646 BELLEVIEW AVENUE · KANSAS CITY, MISSOURI

[Website] · [Instagram]

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