



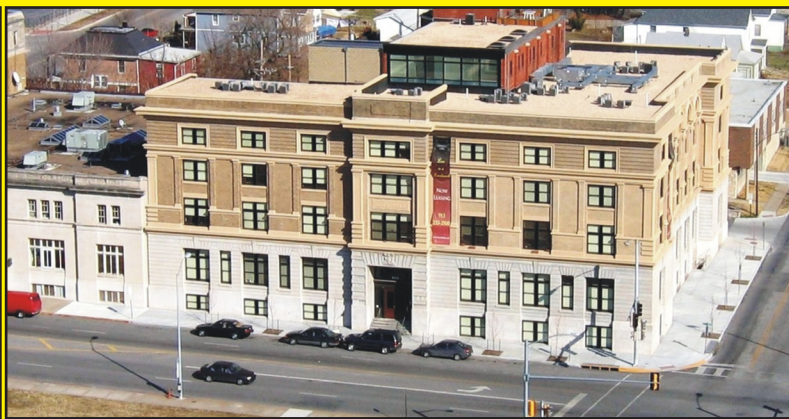
EVERYONE'S DOWNTOWN **A CENTER FOR BUSINESS OPPORTUNITY** DOWNTOWN KANSAS CITY, KANSAS

IT ALL STARTS WITH A PLAN

The Unified Government adopted the **Downtown Master Plan** in 2007, which calls for creating a vibrant downtown that is diverse – economically, physically and culturally. A companion effort, the 2008 **Downtown Quality of Life Plan**, was created through the efforts of Downtown Shareholders (DTS) and the financial and technical support of Greater Kansas City LISC's NeighborhoodsNow! initiative.

Together, the two plans establish a framework of public investment and implementation steps that are opening the doors to new Downtown business opportunities.

DTS has successfully advocated for important public investments, such as construction of the new 7th Street Transit Plaza that anchors the State Avenue Connex Bus Rapid Transit system. DTS also has helped secure public investments in streetscape improvements, landscaping, and improved pedestrian facilities along Minnesota Avenue. DTS also supported the development of the new Children's Campus of Kansas City, and the rehabilitation of historic Horace Mann Lofts, a 30-unit modern luxury apartment building developed in a century-old downtown schoolhouse.



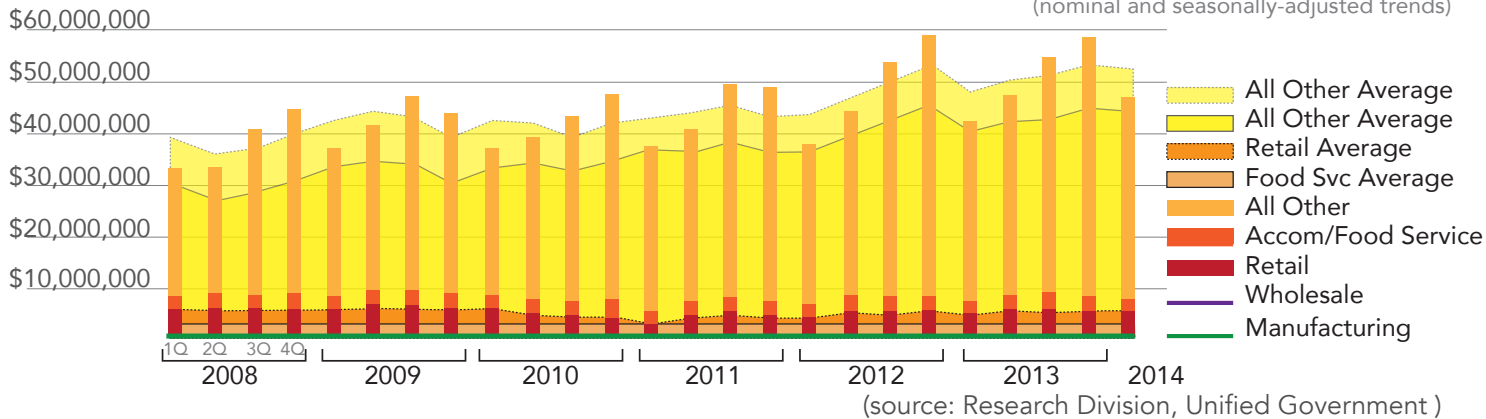
In 2014, the **Downtown Parkway District Master Plan** was approved by the Unified Government Board of Commissioners. The plan is a redevelopment strategy for Downtown Kansas City, Kansas that envisions redevelopment of the area around 10th Street and Minnesota Avenue as a model for healthy communities. The Plan will be anchored by construction of a new YMCA and a new urban grocery store. DTS will champion the Plan toward implementation.

The Parkway District will extend from Waterway Park on the south to the Sumner Academy campus on the north.

The Plan also calls for additional investments in public infrastructure, such as streetscape improvements to improve the pedestrian environment, promote active transportation options such as bicycling, and enhance access to public transit.

DOWNTOWN KCK IS A PLACE TO DO BUSINESS

Reported Sales by Sector by Quarter Downtown Kansas City, Kansas



APPEARANCES CAN BE DECEIVING

Downtown KCK has a robust local economy:

Downtown KCK is home to nearly 400 private-sector business establishments, whose 4,800 employees generate annual revenues approaching \$1 billion. Nearly 2,500 public sector employees also work downtown.

Downtown is centrally located and has excellent transportation access: Downtown KCK is just minutes from Downtown KCMO, Crossroads, the River Market and West Bottoms. I-70 and I-670 connect Downtown KCK to regional destinations like Village West, the Truman Sports Complex, Johnson County and KCI Airport, all within a 25-minute drive.

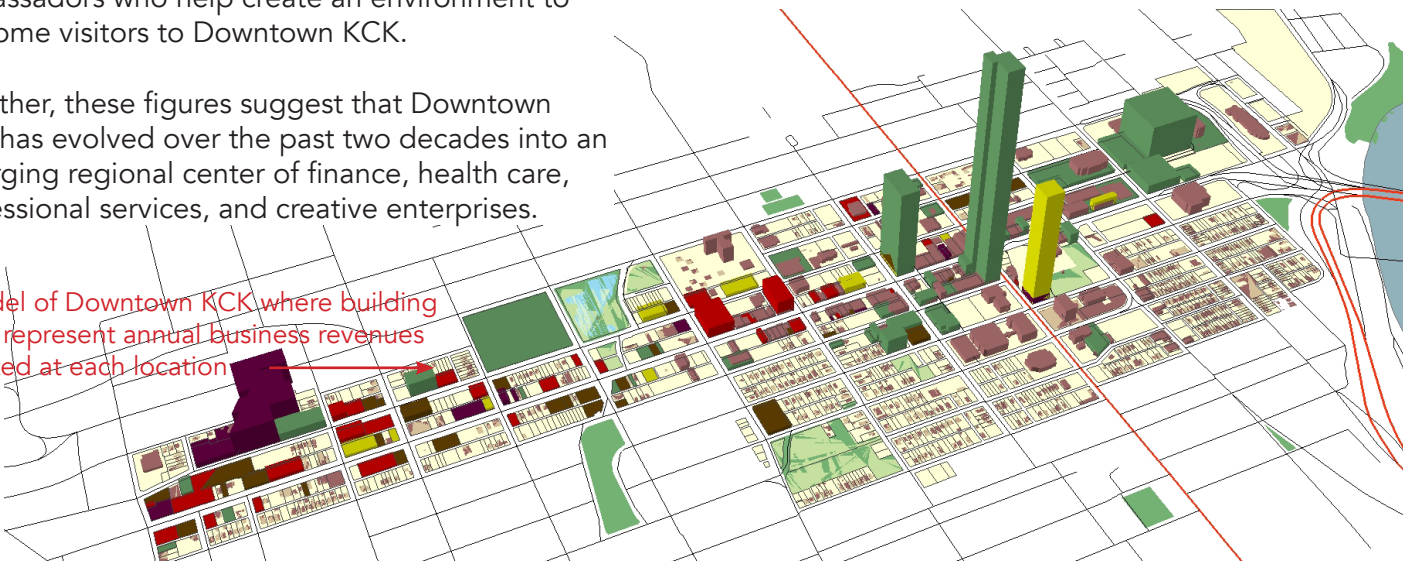
Downtown Improvement District: In 2008, DTS led efforts by local businesses to levy an annual special assessment on their property through the KCK Downtown Improvement District, which funds a supplemental maintenance program and safety ambassadors who help create an environment to welcome visitors to Downtown KCK.

Together, these figures suggest that Downtown KCK has evolved over the past two decades into an emerging regional center of finance, health care, professional services, and creative enterprises.

The business profile of Downtown Kansas City, Kansas suggests a dynamic local economy that defies expectations:

- Downtown meets or exceeds the business performance of six other Wyandotte County commercial districts in the number, type, and sales volume of non-manufacturing business establishments.
- Downtown KCK also performs favorably compared to Downtown Overland Park and Downtown Independence.
- Nearly 40% of gross annual revenues in Downtown KCK pass through three major banks and their holding companies.
- One out of four Downtown KCK businesses are professional and technical services firms.
- Downtown venues include some of the highest-grossing arts and entertainment enterprises in Wyandotte County.

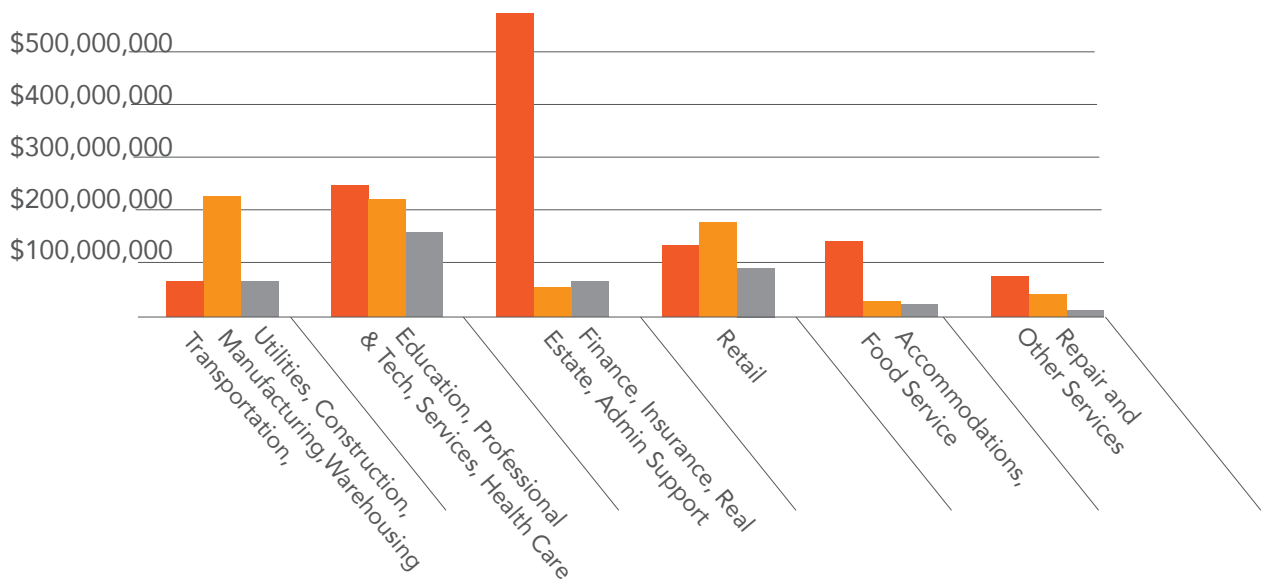
3D model of Downtown KCK where building heights represent annual business revenues generated at each location



Comparative District Analysis

■ Downtown Kansas City, Kansas ■ Downtown Overland Park ■ Downtown Independence

Annual Business Revenues by Clustered NAICS (Source: DatabaseUSA, inSITE)



MOVING DOWNTOWN FORWARD

A key challenge facing Downtown Kansas City, Kansas is a large stock of vacant and underutilized commercial properties that require reinvestment for new uses. Developers are just beginning to recognize the untapped potential of Minnesota Avenue, a classic Main Street once anchored by major department stores, which offers a range of unique investment opportunities.



Katz Drug Store, Before and After

Loretto Commercial Properties has redeveloped the former Katz Drug Store in the 700 block of Minnesota Avenue. Located across the street from the restored offices of the Kansas City, Kansas Chamber of Commerce, this \$1.2 million dollar renovation includes the rehabilitation of the former EPA regional headquarters building next door.



The decision to invest always requires a realistic appraisal of the market potential for growth. To reduce financial risk and uncertainty, Downtown Shareholders is working to assist developers and property owners interested in investing in historic and "older" buildings in Downtown KCK. DTS can help evaluate rehabilitation of existing buildings, provide information on viable and desired economic development opportunities, and identify available financial tools to help businesses flourish.

In 2014, Google Fiber launched the first phase of Gigabit service for small businesses in Kansas City. The rollout of Google Fiber for business may offer an unprecedented opportunity for the rehabilitation and adaptive reuse of existing small-scale, older Downtown buildings.

ABOUT DOWNTOWN SHAREHOLDERS

Since its creation in 2005, DTS has been instrumental in transforming the image of Downtown KCK and setting the stage for increased retail, commercial and housing redevelopment, as well as growth and retention of existing businesses.

Downtown Shareholders can help you build your local business Downtown. Through its Marketing and Economic Development Committees, which include representatives of key Downtown institutions and local banks, DTS helps market businesses and promote development Downtown.

DTS' Co-Op Marketing program helps businesses:

- Tell a compelling Downtown KCK story to foster a positive image within the metropolitan area
- Highlight distinctive brands and extend the message/reach of member/partnering DTS businesses
- Promote collaboration among businesses to extend the impact of their marketing dollars while fostering new B2B relationships
- Make customers aware of the range of destinations and venues in Downtown KCK

In 2009, DTS partnered with the Unified Government to create a small-scale façade improvement program that provided \$60,000 in exterior improvements to several downtown properties, including Crossline Towers, the Mental Health Association of the Heartland, DeLeon Furniture, KCK FitnessLink and Bonito Michoacán. In 2013 DTS received recognition from the Kansas Housing Resources Corporation for its role in the development of Live-Work housing units for artists and creative entrepreneurs.

In 2014, Downtown Shareholders conducted a business survey of its Downtown businesses and stakeholders. Of the nearly 100 respondents, a strong majority (85%) indicated a preference for more retail development, followed closely by more accommodations and food service businesses (nearly 75%). About half (48%) also indicated a desire to see more educational institutions, professional and technical service firms.

KEY CONTACTS

More information about doing business Downtown, and support for local entrepreneurs, is available from:

Chuck Schlittler, Executive Director

Downtown Shareholders of Kansas City, Kansas
726 Armstrong Ave., Suite 201
Kansas City, KS 66101
913-371-0705
director@downtownkck.org
www.downtownkck.org

Unless otherwise indicated, all development inquiries posed to Downtown Shareholders will be kept confidential.

Assistance with information on Unified Government development incentives can also be obtained from:

George Brajkovic, Director

Economic Development Division
701 North 7th Street, Room 421
Kansas City, Kansas 66101
913-573-5730
gbrajkovic@wycokck.org
www.wycokck.org/economic

Additional assistance with navigating the economic development process, including further information on development incentives, is available from:



Greg Kindle, President

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