

# SPEEDWAY DEVELOPMENT GROUND

## Proposed Retail, Recreation, & Entertainment District



### Approximately 54.32 Acres Available I-70 & 110th Street, 10747 Riverview Avenue, Edwardsville, Kansas



Estimated Population  
53,567

Average Household Income  
\$74,970

Five Mile Radius

- Ideally suited for major retail, office, recreational, hotel, restaurant, and residential use
- Located in a major tourism district drawing over 14 million visitors annually from as far as 250 miles away
- Great locations across I-70 from Kansas Speedway, Cabela's, Great Wolf Lodge, Schletterbahn Vacation Village, Nebraska Furniture Mart, The Legends Kansas City Outlets, K.C. T-Bones Baseball Stadium, Plaza at the Speedway, and K.C. Sporting Park

For Information Contact:

BLOCK & COMPANY, INC., Realtors 816.753.6000  
In the Skelly Building on the Country Club Plaza  
605 West 47th Street, Suite 200, Kansas City, Missouri 64112

**David Block**  
816.412.7400  
dblock@blockandco.com

## I-435 & Parallel Parkway, Kansas City, Kansas

### VISITATION



**Schlitterbahn Vacation Village Water Park:** This new 40 acre water park is the new world standard of water park design. It offers a unique family experience, based on an award winning water transportation system where families can flow together along the lazy river or go to the wave pool, tube slides, body or mat slides, Master Blaster, hot tub bar and kid area. Schlitterbahn continues to grow and receive world award recognition.



**Sporting Park.** The Sporting Kansas City soccer team opened its brand new, state-of-the-art 342,000 square foot Sporting Park on June 9, 2011. The \$200 million venue is one of the best soccer stadiums of its size in the world. Sporting Park, the first major league professional sports stadium in the state of Kansas, is part of a development plan that also includes a nearby tournament-quality athletics complex with 18-24 fields and associated amenities to host national, regional and local youth and adult soccer tournaments, camps, leagues, practices and games.



**Hollywood Casino at Kansas Speedway,** the first phase opened in early 2012 and features a 100,000 SF casino floor, a lounge, and several dining and entertainment concepts. A later phase is planned to include a hotel, more gambling space, a spa, a convention center, and an entertainment retail district.



**The Kansas Speedway** is the Midwest's premier auto sports venue, and features NASCAR, IRL & Craftsman Truck events. The Speedway seats 82,000 and has infield space for 750 motor coaches. International Speedway also has committed to asking NASCAR for a 2nd Sprint Cup Series race at Kansas Speedway and to build a new road course.



**United States Soccer Federation** National Training and Coaching Development Center on about 40 acres south-east of 98th Street and Parallel Parkway. It will include at least eight tournament soccer fields on about 130 acres nearby on the north side of 94th Street. OnGoal will try to persuade U.S. Soccer to locate a 100,000-square-foot office building on the new national training center site that OnGoal is developing for it. U.S. Soccer plans to solicit proposals for the new building, which would house 300 U.S. Soccer employees. The soccer village also may include commercial development on the south 50 acres of the Speer site.



**Dairy Farmers of America** the Kansas City area's largest private company, plans to move its headquarters to the Village East area located at the southeast quadrant of I-435 & Parallel Parkway. The 100,000 square-foot building will bring 300+ jobs, construction is expected to be finished late 2016.



**Great Wolf Lodge:** a full-service, year-round family destination resort featuring: 281 family sized suites, a 49,000 square-foot indoor entertainment area including a waterpark, themed, family restaurant, spa, arcade, meeting / conference space, confectionery café, fitness center and gift shop.



**Cabela's:** Featuring museum-quality wildlife displays and large aquariums, Cabela's destination retail stores reinforce an outdoor lifestyle image and provide exciting tourist and entertainment shopping experiences for the entire family. The 188,000 sf Kansas City store had over 4 million visitors in one year.



**Nebraska Furniture Mart:** a true success, Nebraska Furniture Mart is America's largest home furnishings store and occupies more than one million square feet of space.



**CERNER:** New 600,000 sf office campus is home to a major expansion of Kansas City's Cerner Corporation and 4,000 new employees



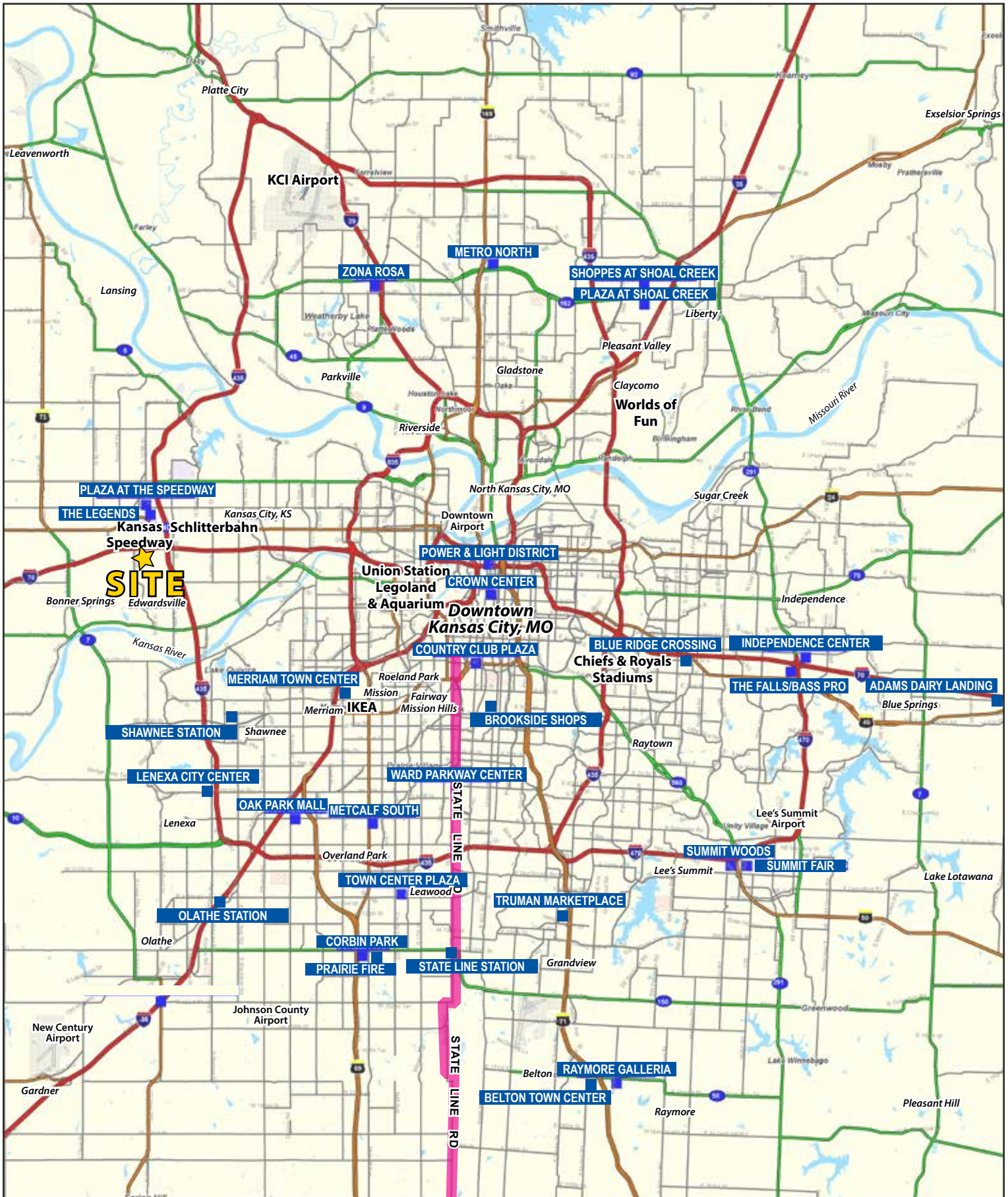
**American Royal Association:** The new \$160 million dollar development of 274 Acres will include two arenas — one with 5,000 to 8,000 seats, the other with 2,000 seats — plus more than 300,000 square feet of exhibition space. The Complex will be the new home of the American Royal BBQ Competition which is held annually in October and brings around 50,000 attendees.

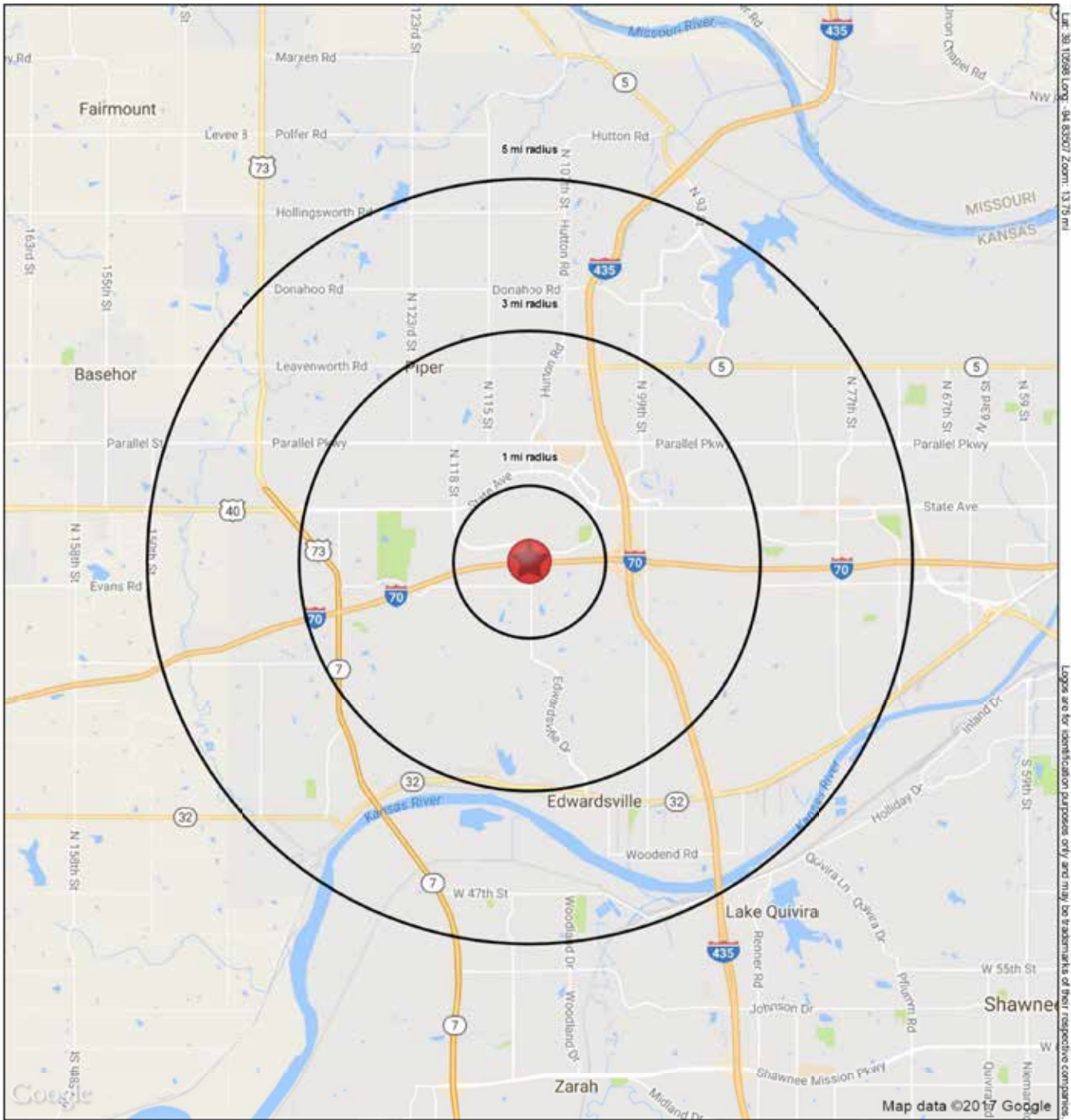


**T-BONES:** The CommunityAmerica Ballpark located in Village West is the home of the Kansas City T-Bones Baseball Club, which attracts many events and family activities.



# Greater Kansas City Metropolitan Area | Locator Map





## Interstate 70 & 110th Street

Kansas City, KS 66111

March 2017

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty.

# SUMMARY PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.1060/-94.8351

RS1

Interstate 70 & 110th Street		1 mi radius	3 mi radius	5 mi radius
Kansas City, KS 66111				
POPULATION	2016 Estimated Population	101	9,047	53,567
	2021 Projected Population	104	9,313	55,188
	2010 Census Population	101	8,156	50,591
	2000 Census Population	99	6,564	43,210
	Projected Annual Growth 2016 to 2021	0.6%	0.6%	0.6%
	Historical Annual Growth 2000 to 2016	0.2%	2.4%	1.5%
	2016 Median Age	40.5	36.3	35.8
HOUSEHOLDS	2016 Estimated Households	40	3,520	20,477
	2021 Projected Households	41	3,619	21,100
	2010 Census Households	39	3,103	18,954
	2000 Census Households	37	2,298	16,237
	Projected Annual Growth 2016 to 2021	0.5%	0.6%	0.6%
	Historical Annual Growth 2000 to 2016	0.5%	3.3%	1.6%
RACE AND ETHNICITY	2016 Estimated White	87.2%	76.3%	70.0%
	2016 Estimated Black or African American	6.9%	13.5%	18.9%
	2016 Estimated Asian or Pacific Islander	1.1%	3.1%	2.6%
	2016 Estimated American Indian or Native Alaskan	0.7%	0.6%	0.7%
	2016 Estimated Other Races	4.1%	6.4%	7.8%
	2016 Estimated Hispanic	6.7%	8.9%	10.5%
INCOME	2016 Estimated Average Household Income	\$79,212	\$80,471	\$74,970
	2016 Estimated Median Household Income	\$63,996	\$73,889	\$67,939
	2016 Estimated Per Capita Income	\$30,981	\$31,313	\$28,711
EDUCATION (AGE 25+)	2016 Estimated Elementary (Grade Level 0 to 8)	4.2%	3.0%	3.9%
	2016 Estimated Some High School (Grade Level 9 to 11)	3.4%	4.0%	5.3%
	2016 Estimated High School Graduate	20.1%	25.8%	29.0%
	2016 Estimated Some College	32.5%	27.2%	25.1%
	2016 Estimated Associates Degree Only	8.6%	10.1%	9.3%
	2016 Estimated Bachelors Degree Only	17.2%	18.8%	17.8%
	2016 Estimated Graduate Degree	14.0%	11.1%	9.6%
BUSINESS	2016 Estimated Total Businesses	38	672	1,778
	2016 Estimated Total Employees	1,080	13,905	26,862
	2016 Estimated Employee Population per Business	28.4	20.7	15.1
	2016 Estimated Residential Population per Business	2.7	13.5	30.1

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