

2700 Grand Boulevard/
2711 Warwick Trafficway
Kansas City, Missouri

Exclusive Crown Center Mid-Rise/
Multifamily and/or Office Development
Sites

27TH & GRAND KANSAS CITY, MISSOURI

National WWI
Museum &
Memorial

26th Street

Hallmark Cards
Corporate HQ

27th Street

Gallerie
KC

Main Street

27th & Grand

REDEVELOPMENT OFFERING

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BLOCK
REAL ESTATE SERVICES, LLC

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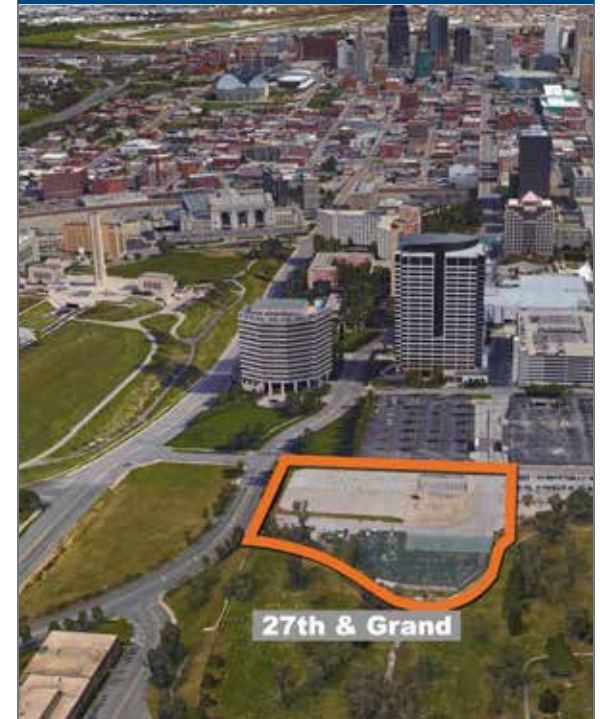


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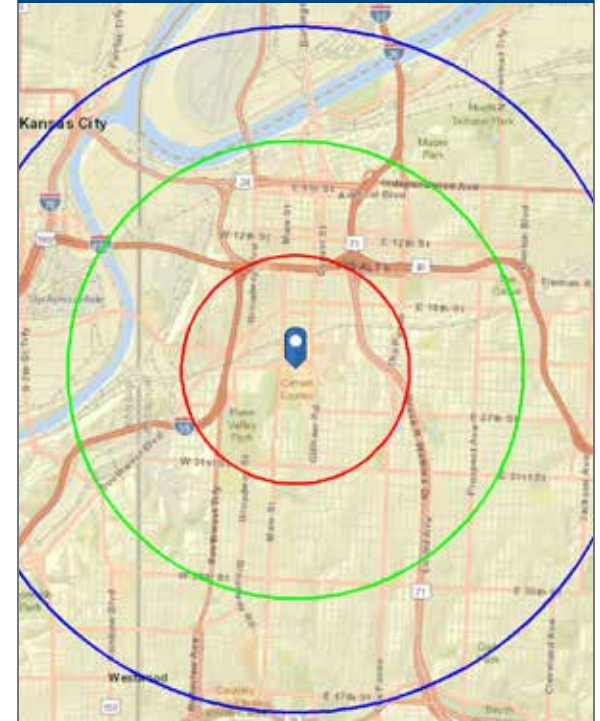


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OFFERING TERMS

Purchase Offer Guidelines

Terms of Sale: Cash

Purchase Offer Content: Use a “Letter of Intent” (LOI) format that describes the price and terms. The LOI should include, but is not limited to the following:

- Offering Price
- Transaction Time Frame
 - Inspection to Closing
- Debt and Equity Source(s)
- Contingencies (if any)
- Earnest Money Deposit; Amount and Time to Non-Refundable status
- Company History
- Experience in Similar Transactions
- Recent Closing History
- Ability to Close / References

The Seller will review all offers and, at its sole discretion, Seller may select one or more prospective buyers for further interviews or negotiation. The Seller also reserves the right to reject all offers.



For more information:

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Confidentiality and Conditions

This Offering Memorandum was prepared by Block Real Estate Services, LLC (Broker) and has been reviewed by the Owner. It contains selected information pertaining to the Property and does not purport to be all-inclusive or to contain all of the information which a prospective Buyer may desire. All financial projections are provided for general reference purposes only and are based on assumptions relating to the general economy, competition and other factors beyond control and, therefore, are subject to material change or variation.

An opportunity to inspect the Property will be made available to qualified prospective purchasers. The summaries do not purport to be complete or accurate descriptions of the agreements involved, nor do they constitute a legal analysis of such documents. This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal, without notice, and does not constitute a recommendation, endorsement or advice as to the value of the Property by Broker or the Owner. Each prospective Buyer is to rely upon its own investigation, evaluation

and judgment as to the advisability of purchasing the Property described herein.

Owner and Broker expressly reserve the right, at their sole discretion, to reject any or all expressions of interest, or offers to purchase the Property and/or terminate discussions with any party at any time with or without notice. Owner shall have no legal commitment or obligation to any Buyer reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner, and any conditions to Owner's obligations thereunder have been satisfied or waived. Broker is not authorized to make any representations or agreements on behalf of Owner.

This Offering Memorandum is the Property of Broker and may be used only by parties approved by Broker. The Property is privately offered and, by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it to Broker

immediately upon request of Broker or Owner, and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Broker and Owner.

The terms and conditions set forth above apply to this Offering Memorandum in its entirety. If, after reviewing this Offering Memorandum, you have no further interest in purchasing the Property, kindly return this Offering Memorandum to Broker.

The Property is being sold "as is, where is" and subject to all faults. Owner makes no representation or warranty with respect thereto other than a special warranty of title in the deed conveying the Property to the Buyer. Buyer acknowledges that there is no reliance on any representation or warranty of Owner or of any agent or representative of Owner.



EXECUTIVE SUMMARY



Block Real Estate Services, LLC (BRES) has brought to market a flexible site with up to 4.394± acres of prime real estate in downtown's Crown Center mixed-use development in Kansas City, Missouri. The parcel of available land is owned by Hallmark cards and is adjacent to their corporate headquarters. The site may be purchased in whole or in part per any proposal from purchaser. The other sites are also available for purchase discussions.

Development Highlights

- Prime, irreplaceable urban core location
- Large site ready for development
- Downtown core zoning with an urban renewal district
- Crown Center is a mixed-use development with all the concepts of live, work, play, stay, shop, and eat already in place

PROPERTY SNAPSHOT

Address	2700 Grand/ 2711 Warwick Trafficway Kansas City, Missouri, 64108
Submarket	Downtown/Crown Center
Number of Buildings	One Existing
Land Size (SF)/Land Size (Acres)	191,404±/4.39± (Divisible/ flexible)
Zoning	Downtown Core (DC)

Development Highlights

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- Crown Center is a mixed-use development with all the concepts of live, work, play, stay, shop, and eat already in place

Development Flexibility

Featuring flat terrain and centralized utilities, the already assembled land is primed for re-development.

Infill City Block

The opportunity to acquire a flexible site with up to 4.4 acre site Crown Center represents an unmatched opportunity for a Buyer to develop a substantial property in a very rare downtown location.

Zoning

The site features Downtown Core (DC) zoning and is part of an urban renewal district, (353) and will provide developers with options for mid to high rise multi-family development.

Civic-Minded Seller

Hallmark Cards, Inc., one of the crown jewels of Kansas City, will consider offers from Buyers who are interested in developing a mid-rise/multi-family/mixed-use development that follows the general guidelines/master plan for Crown Center and they are open to a wide variety of ideas and styles that meet the development guidelines (key features).

Irreplaceable Urban Core Location

The site is located in the booming downtown submarket of Crown Center in the heart of Kansas City, Missouri. It's also near the Power & Light Dining and Entertainment District featuring one of the busiest entertainment venues in the United States, the Sprint Arena; the KC Streetcar, the Crossroads Arts District; Hospital Hill, home to one of the most renowned children's hospital in the United States – Children's Mercy Hospital; Union Station, and the Liberty Memorial, which lies within the large urban Penn Valley Park that is within short walking distance.

With a strategic, urban in-fill location in downtown Kansas City, 27th & Grand is at the doorstep of the metro's top cultural attractions, best nightlife and some of Kansas City's largest and most established companies. In addition, Kansas City's pro-business initiatives targeting high-tech and cutting-edge industries has helped to transform downtown into a "Creative Crossroads," attracting a growing number of firms in the architecture, design, engineering, and IT sectors.



Crown Center Square Fountain



Sprint Arena



KC Streetcar

EXECUTIVE SUMMARY

While the City's policies have certainly helped to attract businesses, many of these innovative companies have also been attracted to downtown's high concentration of educated, young residents from which

Irreplaceable Urban Core Continued

To target for employment. Lured by the metro's top nightlife and entertainment venues, the millennial age demographic comprises over 25% of downtown's 20,000 residents according to Kansas City's Downtown Council, nearly 10% higher than Kansas City's other submarkets.

With over \$7 billion in capital investment since 2000 and another \$4 billion in progress, downtown Kansas City continues to experience a renaissance unparalleled in its history. One project recently completed is the \$100-million KC Streetcar line that connects the River Market with Crown Center, providing easy accessibility to all points in the metro's booming urban core. The Kansas City skyline is anticipating expansion from Crown Center south to the Country Club Plaza shopping and dining district in Midtown.

Booming Property Sectors

Hotels

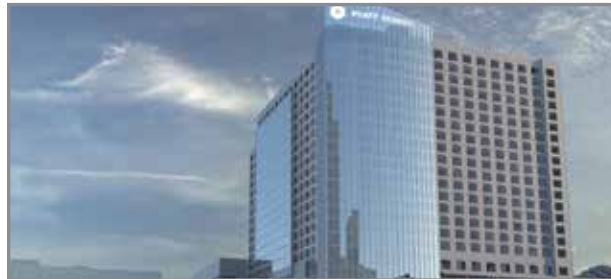
The hotel market in downtown Kansas City is similarly booming. There are currently more than 1,850 rooms planned for the downtown and Crossroads Arts District areas in eleven different boutique projects. Construction is underway on a new, 800-room Hyatt convention hotel. These hotel rooms are expected to accommodate more events, including Chiefs, Royals and Sporting KC games, concerts at the Sprint Center or Kauffman Center, musicals at the Music Hall, the Big XII basketball

tournament, and the Kansas City Marathon. They are also expected to accommodate Kansas City's large employer base and increased convention business. VisitKC reports that downtown hotel occupancy increased 8.4% from last year with a 4.0% increase in average room rate.

Office Market

While the Central Business District has competed with suburban properties for tenants for many years, newly announced projects are poised to take advantage of the growing number of employees desiring to work in downtown Kansas City. Copaken Brooks is leading the charge with its newly announced "Twist" building, a planned, Class A 25-story tower that would encompass 525,000 square feet at 13th & Grand. The same developer also recently completed a historic renovation of the 10-story Corrigan Building for office use in the Crossroads Arts District with asking rents in the low \$30 per square foot range and are 100% occupied less than a year after completion.

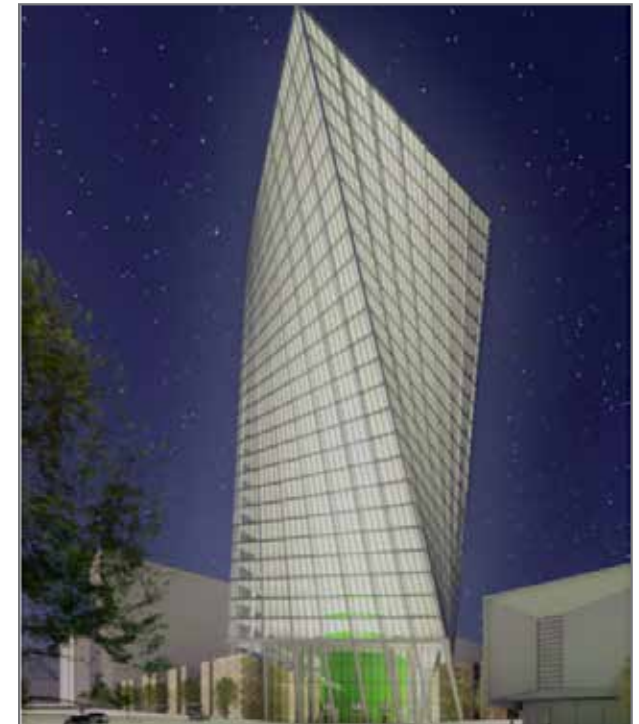
Stanton Road Capital, a Los Angeles-based investment management firm recently invested over \$32 million in Crown Center with the acquisition of the Sun Life building at 23rd Street and Grand Boulevard while Children's Mercy Hospital has under construction a \$27 million, 9-story, 400,000 SF research tower at 23rd and Locust Streets, just a block away from this site.



Planned Hyatt Convention Hotel (Artist Rendering)

LARGEST DOWNTOWN EMPLOYERS	# EMPLOYEES
Children's Mercy Hospital	5,425
DST Systems (HQ)	4,640
City Government	4,600
Truman Medical Center	4,275
Hallmark Cards (HQ)	3,700
Internal Revenue Service	3,200
KCP&L (HQ)	3,060
Federal Government	3,000
Commerce Bank (HQ)	2,400
UMB Financial (HQ)	2,175
State Street Bank	1,470
H&R Block (HQ)	1,075
Assurant (HQ)	1,000
JE Dunn (HQ)	650
HNTB Corp	600

Source: KCADC



Copaken's Planned Twisted Tower (Artist Rendering)

City Rankings

The Kansas City Area Development Council, which was ranked as the number one regional economic development team in the U.S. in the 2014 Winning Strategies Report, continues to rank in the top three in 2019. The KCADC is the major promoter for the Kansas City region. The organization helps sell companies on Kansas City when they are evaluating relocation options. Kansas City ranks very high in a number of areas, including number three in the 10 best U.S. Cities for real estate investors, No. 13 in Travel+Leisure magazine America's Best Cities for Hipsters, No. 6 Best Place to Retire, No. 7 Top City for Tech Start Ups by Entrapeneur.com, No. 7 for America's Best Downtowns, No. 4 for Young Entrepreneurs, a top 10 travel destination, No. 21 in the country for young brain power, No. 8 for best park systems in the nation, No. 11 best city in America, No. 4 for female entrepreneurs, a top 10 coolest city in the Midwest, a top three most philanthropic community in the country, No. six on the list of America's smartest cities by U.S. Today, a top six romantic city by Livability.com, and No. 5 overall best city in America to raise a family by Parenting magazine. Kansas City also ranks twelfth best city in America for sports, but ranks as the No. 1 city for soccer in the country. Kansas City ranks as a "smart city" as it continues to be one of the most connected cities in the country, thanks to cutting edge technologies through a \$15 million public-private partnership that was set up several years ago. Kansas City ranks No. 21 of the best places for business and careers out of 1,200 U.S. cities with populations between 25,000 and 100,000 and based on 33 key indicators of livability. Leawood, Kansas, a community within the Kansas City Metro area, and Overland Park, Kansas, ranked in the 99th percentile for desirability and No. 1 and No. 3 on the

affordability index, respectively. The Sprint Center continues its ranking as the second busiest venue in the U.S. and the eighth busiest venue in the world. Kansas City continues its ranking as the No. 1 city in the country for barbecue and hosts the largest barbecue event in the country, the American Royal Barbecue Tournament. Kansas City also ranks No. 13 as the overall strongest metropolitan area in the country. It ranks No. 2 as the best city for women in tech, No. 3 for the best job market according to the American Community Survey, a top five affordable city for millennials according to Zillow, No. 2 best city for jobs according to Glassdoor, No. 4 Greenest City according to Travel+Leisure, No. 3 most cultured city in America according to Travel+Leisure, No. 7 on Travel+Leisure's list of 20 coolest cities in America, and No. 2 on the top 10 budget destinations for travelers according to Sherman's Travel blog. Our very own Starlight Theatre was voted the third best outdoor music venue in the nation by U.S. Today. Other Kansas City rankings include fourth best friendly city in America according to Travel+Leisure, sixth best city in the country for new startups, and first in the country for affordability by Travel+Leisure.

Kansas City Metro Recap

In 2018, the Kansas City Metro economy remained quite strong and most real estate sectors performed well. Kansas City continues to be one of the best places in the country for real estate investments in terms of overall investment capital returns and long-term yields. It has been ranked as one of the top cities for investments for many years because it has a consistent and predictable investment cycle. This ranking has continued to attract more institutional and foreign investment activity to the Kansas City market in the last few years. The multifamily sector, in 2019, continued its impressive growth rate as it

has for the last several years. Over 2,000 units were constructed in 2018 with another 8,400 currently under construction and slated to deliver in 2019 and 2020. The multifamily sector will continue to thrive in 2019 because the pace of demand is comparable to the supply that is being produced by developers in the marketplace. The industrial sector continues to be the strongest sector of real estate in Kansas City. Speculative development continued at a strong pace with over 6 million square feet completed in 2018, but this was lower than the 7 million square feet in 2017, and the record 9.85 million square feet delivered in 2016. Most of this space continues to be speculative mid-bulk and bulk industrial property. Absorption has remained strong with over 6.1 million square feet of development absorbed in 2018, after over 7.68 million square feet were absorbed in 2017. Predictions for the Kansas City industrial market continue strong through 2019, as intermodal activity and the automotive sector lead the way. What has changed is an increase in development competition from out of town developers, which is reducing investment returns and requiring developers to be far more strategic in their development strategies. The office sector grew moderately in 2018, but, as usual, specific sectors of the marketplace led the way. The combined Johnson County submarkets had the most under construction with 446,008 square feet followed closely by the downtown submarket at 445,060 square feet. New office developments will be in high quality "live, work, play" locations in the community and will probably be developed with lead tenants in place. Strong activity will continue to occur in Johnson County with the 112th Street and Nall Avenue corridor and the College Boulevard and Highway 69 corridor leading the way. While the retail sector improved slightly in 2018, specific niche projects have been the most successful. Grocery and

EXECUTIVE SUMMARY

entertainment anchored retail projects continue to have the clear majority of activity, and we can expect that to continue in 2019 as the soft goods sector continues to slow and be eliminated by ecommerce activity. The healthcare sector in Kansas City again was strong in 2018 with nearly \$975 million in new healthcare development by area hospitals, medical developers, and health service providers. This growth will continue strong in 2019 as additional hospitals gear up to provide new healthcare services throughout the metro as the population continues to age. In 2018, more than \$3.85 billion of residential, commercial, and industrial construction was either planned or underway in the metro area. This was a large increase from the activity in 2017, but short of the \$5.9 billion in 2016. In 2019, we expect this development activity to continue. As we noted in our annual report, warning signs on the horizon include the following:

- The FOMC, which raised the federal funds index in 2017 to 1.50%, raised it four times throughout 2018 to 2.5%. While expectations were in place for at least three more raises in 2019 in late December, the FOMC began to shift its stance, now saying any future increases in the Federal Funds rate would be daily driven. We think this was due to many signs that the economy was slowing and fears that too many increases would lead to a recession in late 2019. However, their goal may not have fully changed from a 3% level for the Fed funds index by 2020. As any more increases continue, development activity will slow because of the increasing cost of money and the decreasing availability of construction financing.
- After the midterm elections, we now have a divided Congress with the Democrats in

charge of the House of Representative and the Republicans in charge of the Senate. President Trump continues his desire to want to push economic activity, but with interest rates rising due to the FOMC wanting to make sure the economy doesn't overheat, expect far less activity to occur in terms of new policies in 2019. We also may see a continuation of investigations of the Trump Administration instead of Congress working together to provide solutions for healthcare, immigration, drug prices, and other important topics. Hopefully enough members of Congress will be able to forge relationships and create positive activity to move our country forward.

- Business and government leadership needs to work together consistently to promote the Kansas City Metro as a united community that desires new business from both inside and outside the community. As always, there needs to be a strong public-private partnership in all 50 separate communities that make up the Kansas City metropolitan area to encourage increased investment and development activity. There also needs to be consistent legislation by city leaders throughout the community, so that developers know the "rules" before they look for development opportunities in the various communities around our metro. Also, by strengthening area sentiment toward developers and development activity, and understanding that the development community takes substantial risk and provides its own capital to create new places to live, work, and play, perhaps our area residents and leaders can more warmly embrace the development community. Kansas City remains a truly exciting community with so many amazing places to live, work, shop, and

play. However, the leaders of all of Kansas City's communities must work together to promote our metropolitan community as we all benefit from the city's reputation and national visibility. With truly engaged and focused leadership, our community can remain a great city economically, culturally, and socially.

MARKET RENTAL RATES

PROPERTY NAME	UNITS	IMPR. RATING	ADDRESS	CITY	YEAR COMPLETED	SQFT	MARKET RENT	PER SQFT
Union Berkley Riverfront	407	A	1000 Berkley Pkwy	Kansas City	2018	2210 - 550	\$7298 - \$811	\$3.30 - \$1.01
The Grand	201	A	1125 Grand Blvd	Kansas City	2018	1950 - 680	\$5899 - \$1375	\$3.05 - \$1.59
Two Light	296	A	1444 Grand Blvd	Kansas City	2018	1582 - 591	\$5531 - \$1484	\$3.56 - \$1.89
Arterra KC	126	A-	2100 Wyandotte Street	Kansas City	2019	1465 - 420	\$4521 - \$1079	\$3.12 - \$2.09
One Light	307	A+	50 East 13th Street	Kansas City	2016	1395 - 593	\$4287 - \$1414	\$3.95 - \$1.96
Commerce Tower	355	A	911 Main Street	Kansas City	2017	2108 - 427	\$4258 - \$796	\$3.04 - \$1.55
Power & Light Building	291	A+	1320 Baltimore Avenue	Kansas City	2017	1606 - 608	\$4234 - \$1093	\$2.88 - \$1.44
Roaster's Block	146	A	701 Broadway	Kansas City	2017	1924 - 487	\$3814 - \$1017	\$2.09 - \$1.41
909 Walnut Street	152	A	909 Walnut Street	Kansas City	2005	1950 - 700	\$3240 - \$1202	\$1.72 - \$1.16
Piper Lofts	118	A-	117 West 20th Street	Kansas City	2006	1921 - 737	\$2723 - \$1379	\$1.87 - \$1.18
Apex on Quality Hill	138	A	1050 Jefferson Street	Kansas City	2018	1616 - 754	\$2657 - \$1302	\$1.78 - \$1.29
Board of Trade Lofts	164	B+	127 West 10th Street	Kansas City	2003	2136 - 512	\$2641 - \$852	\$1.66 - \$1.20
531 Grand Boulevard	140	A	531 Grand Blvd	Kansas City	2018	1721 - 494	\$2578 - \$925	\$2.00 - \$1.48
Switzer Lofts	114	B+	1829 Madison Avenue	Kansas City	2017	1849 - 348	\$2531 - \$876	\$2.52 - \$1.32
Old Townley Lofts	78	A	200 Walnut Street	Kansas City	2001	1927 - 814	\$2489 - \$1115	\$1.49 - \$0.97
Pershing Lofts	55	B+	215 West Pershing Road	Kansas City	2015	1423 - 537	\$2262 - \$1153	\$2.29 - \$1.59
Second & Delaware	278	B+	122 Delaware Street	Kansas City	2020	1342 - 548	\$2234 - \$877	\$2.09 - \$1.60
Summit on Quality Hill	252	A	1200 Washington Street	Kansas City	2017	1603 - 754	\$2221 - \$1371	\$1.82 - \$1.34
RM West	137	A-	228 West 4th Street	Kansas City	2015	1313 - 756	\$2163 - \$1264	\$1.73 - \$1.58
East 9 at Pickwick Plaza	260	A+	933 McGee Street	Kansas City	2017	1008 - 353	\$2080 - \$763	\$2.45 - \$1.62
Crossroads Westside	221	A-	601 Avenida Cesar E Chavez	Kansas City	2018	1317 - 614	\$2041 - \$1213	\$2.06 - \$1.42
Landing at Briarcliff, The	340	A-	1601 NW 38th Street	Kansas City	2015	1364 - 749	\$1998 - \$965	\$1.62 - \$1.13
Centropolis on Grand	56	B+	501 Grand Blvd	Kansas City	2016	1366 - 831	\$1997 - \$1204	\$1.50 - \$1.30
Founders, The	397	B+	2901 Oak Street	Kansas City	2006	1472 - 585	\$1942 - \$870	\$2.43 - \$1.12
Stuart Hall	115	B+	2121 Central Street	Kansas City	2004	1640 - 910	\$1939 - \$1051	\$1.30 - \$1.09

NEW DEVELOPMENTS FROM 2018-2019

PROPERTY ASSET CLASS	PROPERTY NAME	ADDRESS	CITY	STATE	UNIT COUNT	COMPLETION DATE	IMPR. RATING
Discretionary	Apex on Quality Hill	1050 Jefferson Street	Kansas City	MO	138	05/01/2018	A
Discretionary	Summit on Quality Hill	1200 Washington Street	Kansas City	MO	252	08/31/2017	A
Discretionary	Union Berkley Riverfront	1000 Berkley Pkwy	Kansas City	MO	407	08/13/2018	A
Discretionary	909 Walnut Street	909 Walnut Street	Kansas City	MO	152	09/01/2005	A
Discretionary	The Grand	1125 Grand Boulevard	Kansas City	MO	201	12/1/2018	A
Discretionary	531 Grand	531 Grand Boulevard	Kansas City	MO	140	7/17/2018	A
Discretionary	Arterra	2100 Wyandotte St	Kansas City	MO	126	1/2/2019	A-
Discretionary	Crossroads Westside	601 Avenida Cesar E Chavez	Kansas City	MO	221	11/23/2018	A-
Discretionary	Two Light	1444 Grand Boulevard	Kansas City	MO	296	6/15/2018	A

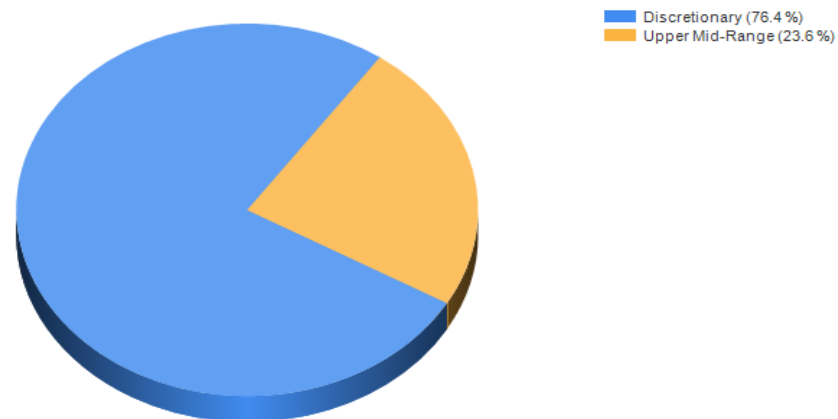
MARKET INVENTORY COMPOSITION

MARKET INVENTORY COMPOSITION

Market	Kansas City
Submarket	1 - Downtown Kansas City
Group By	Property Asset Class
Property Status	Planned, Under Construction, Completed
Property Completion Year	Between '2016' And '2019'
Property Asset Class	Discretionary (A+, A), Upper Mid-Range (A-, B+)

Rental Category	Inventory		
	Properties	Units	% of Total
Discretionary	12	3,154	76.4%
Upper Mid-Range	7	974	23.6%
	Property Count	Total Units	
	19	4,128	100.0%

Composition By Rental Category



PROPERTY OVERVIEW

DIVISIBLE SITE:
UP TO 191,404 ± SF,
4.394 ± ACRES

DOWNTOWN CORE

ZONING

27th & Grand

*Note-BRES is actively listing the site in orange. The site in yellow is actively marketed for sale by another broker and the sites in red are not actively listed but are for information only as they relate to the Master Plan for Crown Center.

Property Details

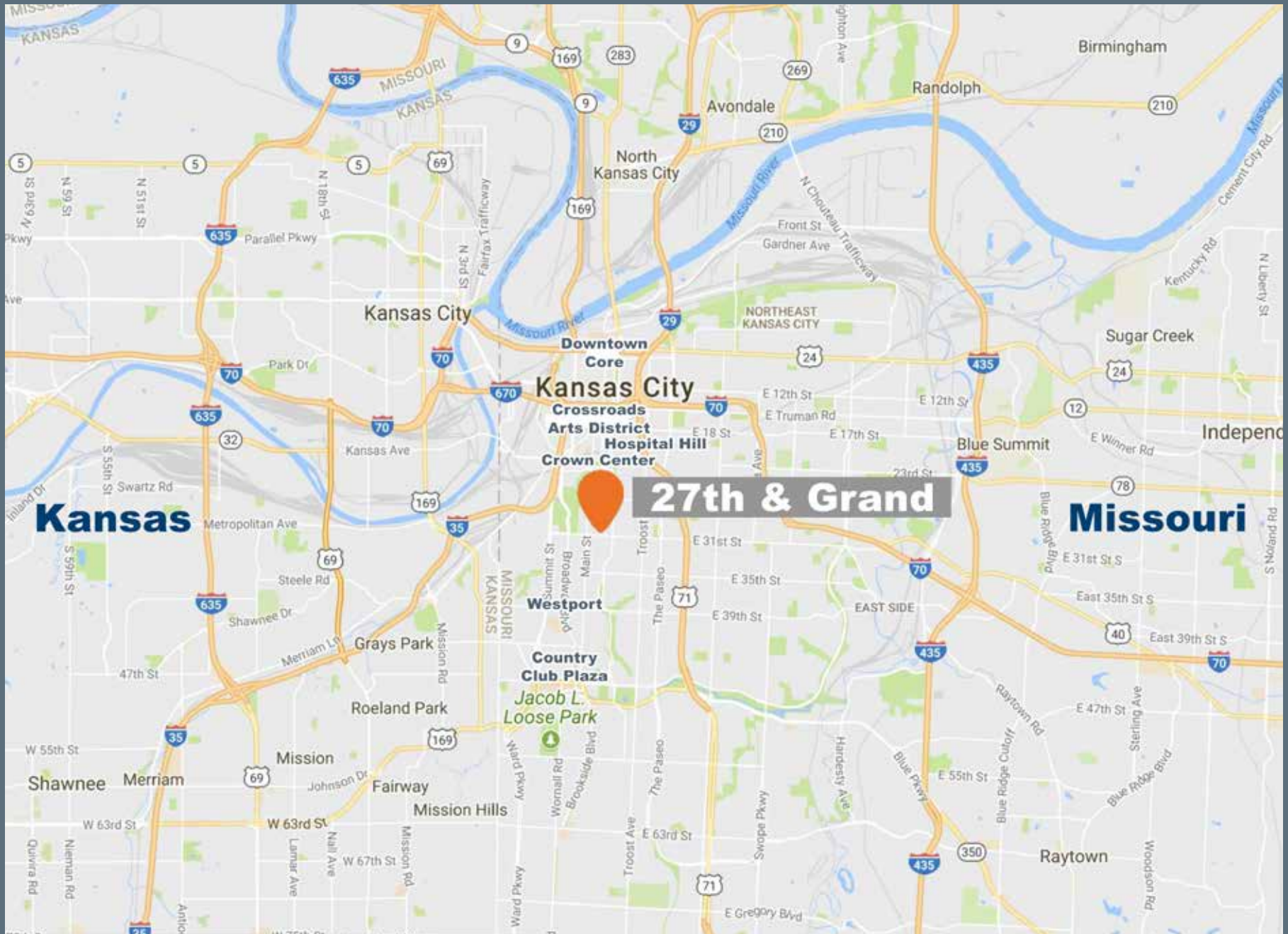
Property Name	27 th & Grand (Outlined in orange below)
Address	2700 Grand Boulevard/ 2711 Warwick Trafficway Kansas City, Missouri 64108
Parcel Number	29-820-02-16-00-0-00-000
Property Rights	Fee Simple
Zoning	Downtown Core (DC) Urban Renewal District (URD) The DC district also accommodates residential development, both in a stand-alone high-density form and mixed with office and retail uses. This land use classification corresponds with the DC zoning district within the new zoning ordinance.
Use	Mid-Rise Office Buildings, Mixed Use Multifamily (podium/ Wrap Style) - Low to Midrise
Site Size	Divisible Site Up to 4.394 acres (191,404± SF)

Adjacent Sites:

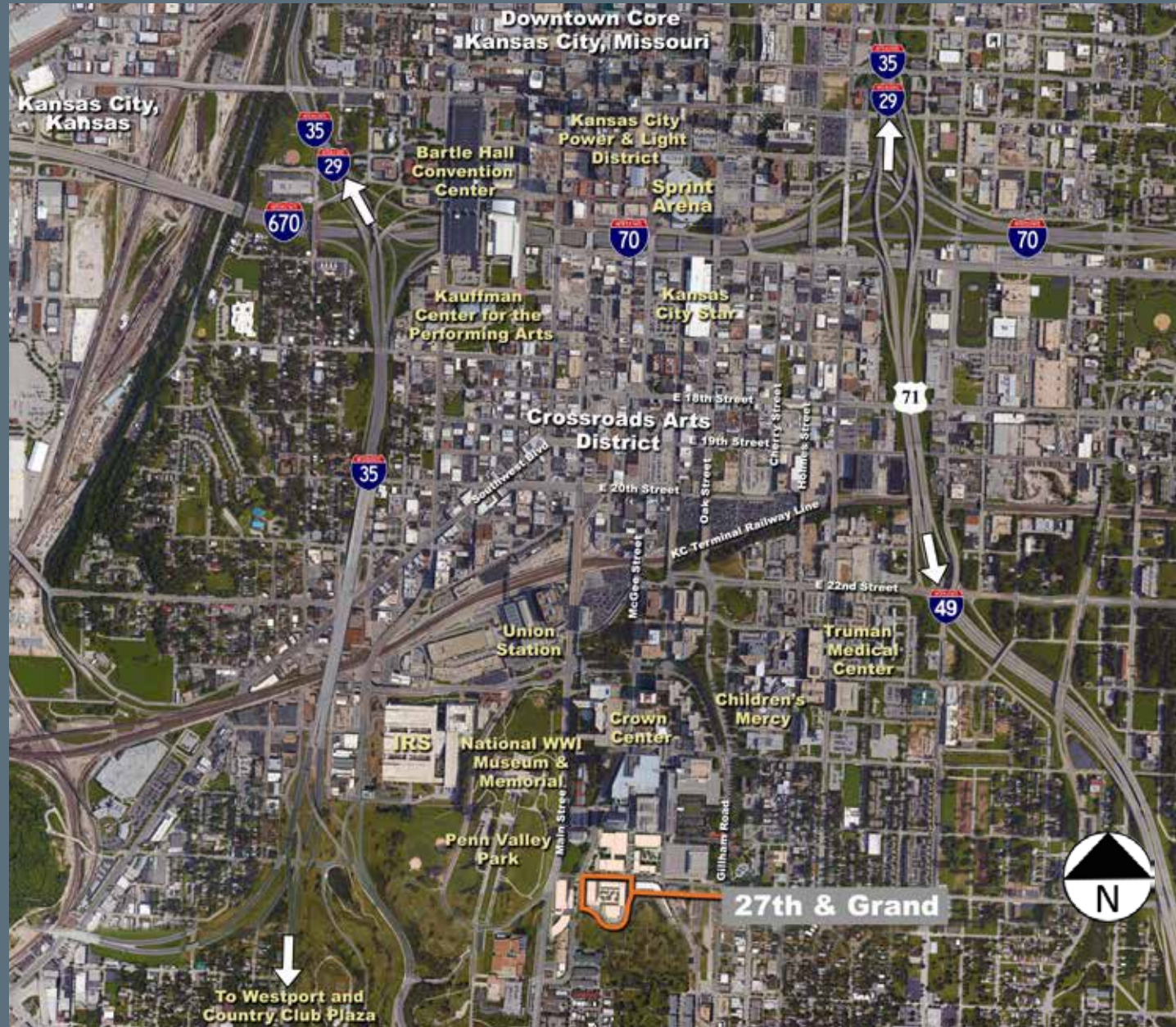
Property Name	27 th & Main (Outlined in yellow below)
Address	27th & Main Street Kansas City, Missouri 64108
Zoning	Downtown Core (DC) - Urban Renewal District (URD)
Use	Mid-Rise Office Building
Site Size	2.37 acres
Property Name	26 th & Grand (Outlined in red below - 2 parcels)
Address	26th & Grand Street Kansas City, Missouri 64108
Zoning	Downtown Core (DC) - Urban Renewal District
Use	Mid-Rise Multifamily/Office/Mixed Use Building
Site Size	2-6 acres



LOCATION MAP - 27TH & GRAND



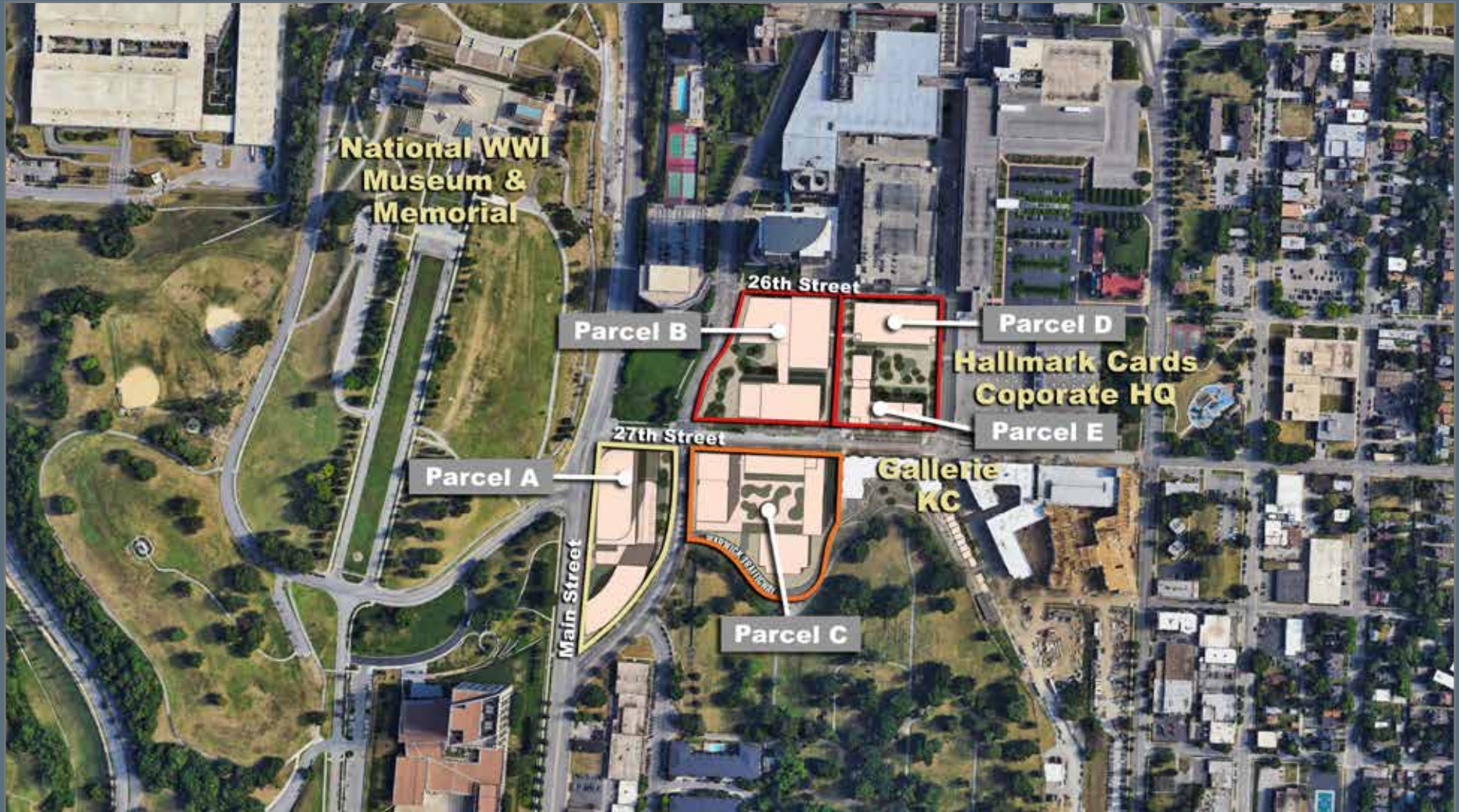
HIGH AERIAL



LOW AERIAL



PROPOSED MASTER PLAN - CROWN CENTER

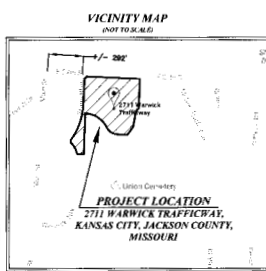
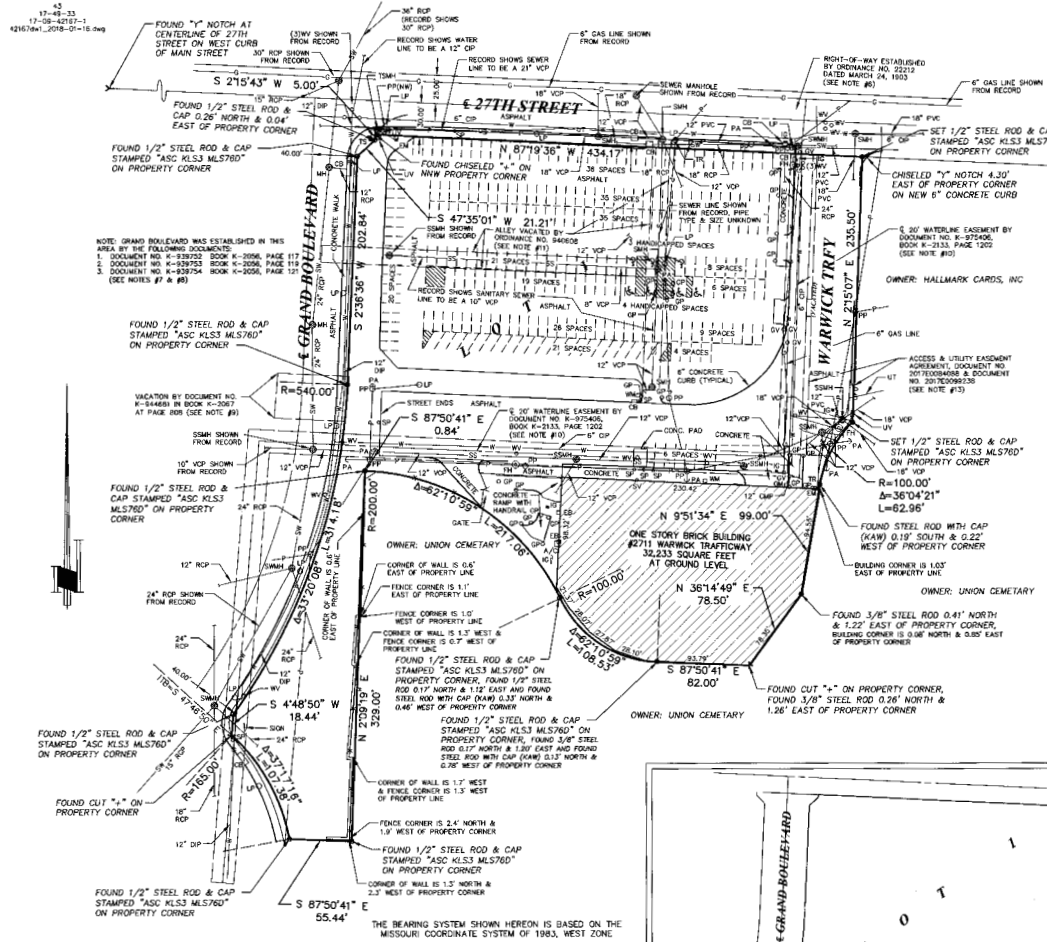


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SITE AERIAL

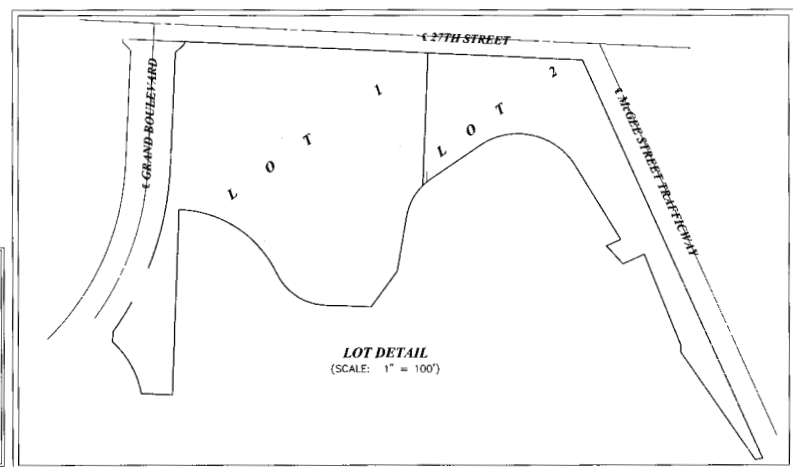


ALTA SURVEY



LEGEND

A/C	AIR CONDITIONER	SMH	SEWER MANHOLE
CB	CANON BRUSH	SP	SOIL PILE
CR	CAST IRON PIPE	SWM	STORM WATER MANHOLE
CP	COUPLER	TR	TELEPHONE RISER
DB	ELECTRIC BOX	TS	TRAFFIC SIGNAL
EM	ELECTRIC METER	TSM	TRAFFIC SIGNAL MANHOLE
EQ	FIRE HYDRANT	UP	UNDERGROUND PIPE CONNECTION
GM	GAS METER	UV	UTILITY VAULT
GV	GAS VALVE	VP	VERTICAL GLASS PIPE
GP	GUARD POST	WM	WATER METER
HP	HANDICAP PARKING	WV	WATER VALVE
RO	ROAD MARK	W	WATER
CP	LIGHT POLE	OP	OVERHEAD POWER
MA	MANHOLE	SS	SEWER
PA	POLE ANCHOR	SC	COMBINATION SEWER
PVC	PLASTIC PIPE	SM	STORM WATER
PP	POWER POLE	SP	SEWER
PP(W)	POWER POLE (NO WIRES)	UT	UNDERGROUND TREE OPTIC
RCP	REINFORCED CONCRETE PIPE	W	WATER
SMH	SEWER MANHOLE		



DRN, RMC, P.C., LG, CK, JFW, APP.

DATE OF PLAT OR MAP: March 16, 2018

DATE: March 16, 2018

3/14/18	ACQD FROM #12 FROM TITLE COMMITMENT	JWA
3/16/18	PLUTTE ADDITIONAL EASEMENT AND ADJUT EASEMENT NO. #13	JFW
3/22/17	CRANED MANHOLE IN GRAD TO MATCH PROJECT NORTH SIDE OF GRAND	JWA
	REVISION	BY

ALTA/SURVEYS LAND TITLE SURVEY

THIS IS TO CERTIFY THAT THIS SURVEY WAS EXECUTED IN ACCORDANCE WITH THE CURRENT STANDARDS FOR PROPERTY BOUNDARY SURVEYS AS ESTABLISHED BY THE MISSOURI BOARD FOR ARCHITECTS, PROFESSIONAL ENGINEERS, PROFESSIONAL LAND SURVEYORS AND LANDSCAPE ARCHITECTS AND MEETS OR EXCEEDS THE ACCURACY STANDARDS OF A CLASS URBAN SURVEY.

DATE: OCTOBER 23, 2017

FOR: **HALLMARK CORP. REAL ESTATE**
2405 GRAND, SUITE 200
KANSAS CITY, MISSOURI 64108

PROJECT LOCATION:
KANSAS CITY, MISSOURI
JACKSON COUNTY, MISSOURI

ATTN: **KIM MEYERS**

ANDERSON SURVEY COMPANY
203 N. EXECUTIVE WAY
LEAS SUMMIT, MISSOURI 64063
(816) 248-5500

MISSOURI STATE CERTIFICATE OF AUTHORITY, 000276

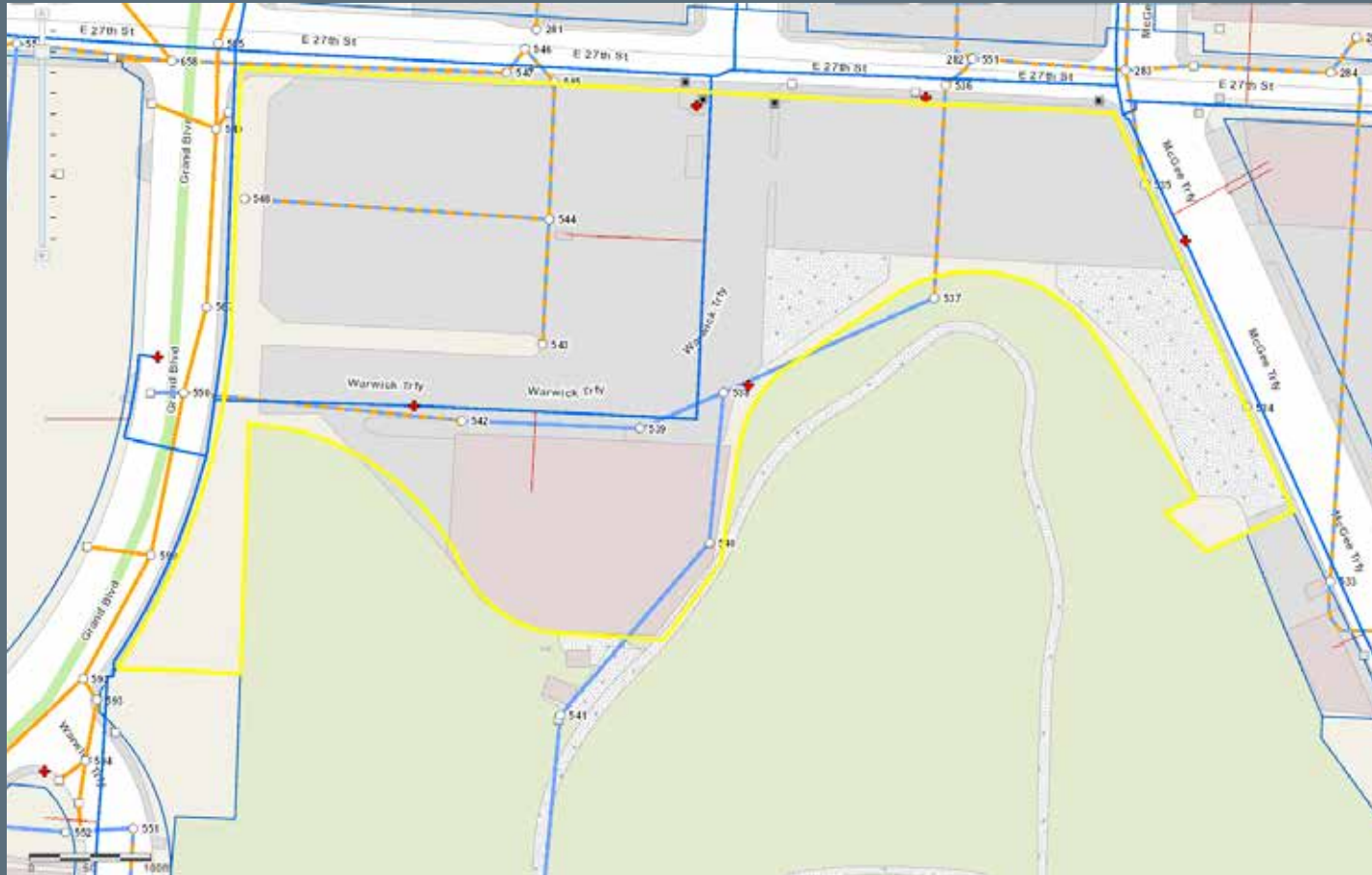
SITE MAP



PARCEL OUTLINE - PLAT - 27TH & GRAND



UTILITY MAP



- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Water Distribution | <input checked="" type="checkbox"/> Wastewater | <input checked="" type="checkbox"/> Stormwater Inlet Points |
| <input checked="" type="checkbox"/> Hydrants | <input checked="" type="checkbox"/> Manholes | <input type="checkbox"/> Curb Inlet |
| + KCMO | ○ Standard Manhole | <input type="checkbox"/> Setback Curb Inlet |
| + Private | ○ Drop Manhole | <input type="checkbox"/> Catch Basin |
| <input checked="" type="checkbox"/> Water Service Lines | ○ Lamp Hole Manhole | <input type="checkbox"/> Curb And Drop Inlet |
| <input checked="" type="checkbox"/> Water Mains | □ Dual Manhole | <input type="checkbox"/> Drop Inlet |
| — Active | ● Air Relief | <input type="checkbox"/> Field Inlet |
| — Proposed | ■ JB Junction Box | <input type="checkbox"/> Area Side Inlet |
| | ■ DS Diversion Structure | <input type="checkbox"/> Trench Drain |
| | | <input type="checkbox"/> Other |
| | | <input checked="" type="checkbox"/> Sewer Mains |
| | | — Gravity - Sanitary |
| | | — Gravity - Storm |
| | | — Gravity - Combined |
| | | — Non Gravity - Sanitary |
| | | — Non Gravity - Storm |
| | | — Non Gravity - Combined |

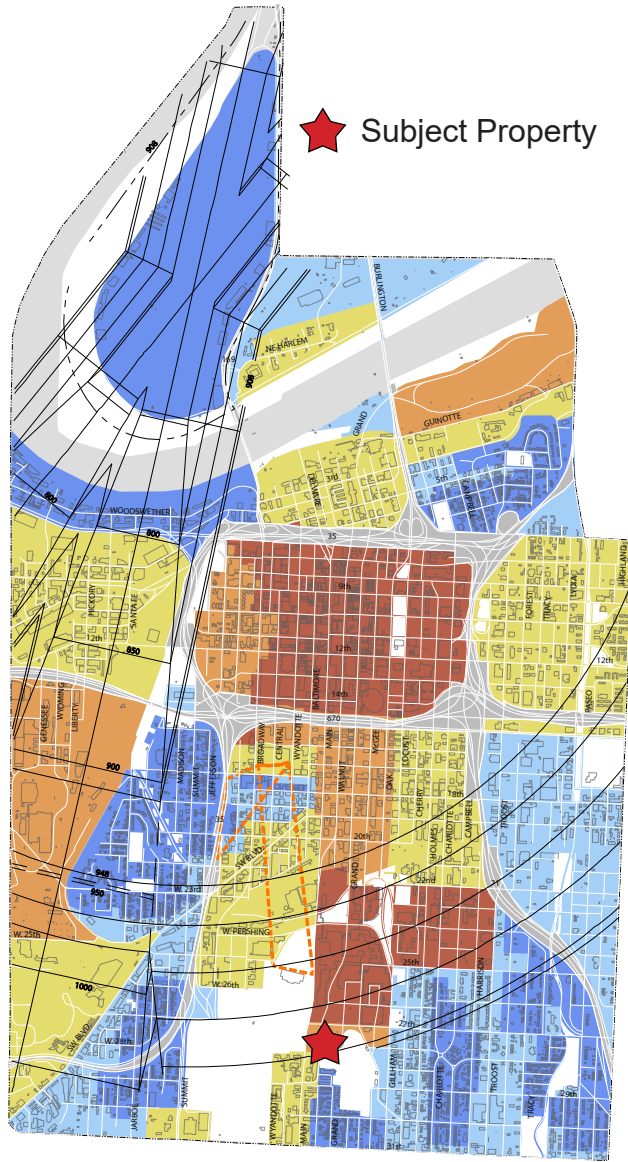
HEIGHT MAP AND LAND USE

Recommended Buildings Height Map

- Height**
- no max / FAR 15
 - 130' / FAR 10
 - 75' / FAR 5-10
 - 55' / FAR 3-5
 - 35' / FAR 1-3
 - open space / r.o.w.
 - protected views
 - airport height contours

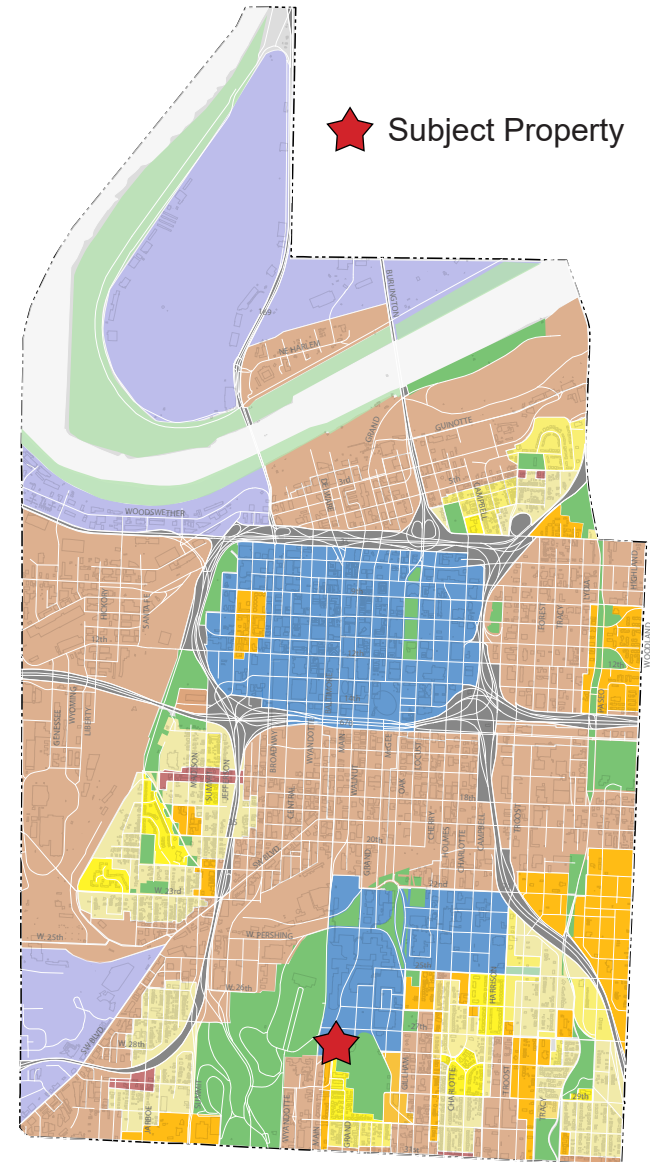
On 17th Street between Baltimore and Central, all signage should be below the maximum height of the building.

On 17th Street between Baltimore and Central, the roof top of all buildings should not include any habitable structure exceeding the maximum height limitation (i.e., penthouse).

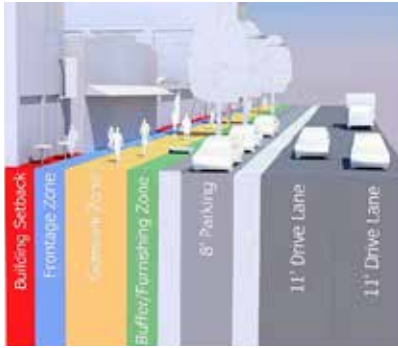


Land Use Plan

- Downtown Core
- Mixed Use Neighborhood
- Downtown Mixed Use
- Downtown Residential
- Residential Medium High
- Residential Medium
- Residential Low
- Industrial
- Parks
- Open Space
- R.O.W



URBAN DESIGN MATRIX



The Urban Design Matrix makes ideal design recommendations based on district and street type. The goal of the matrix is to influence the general scale and massing patterns, not to dictate building style and materials.

Context	Downtown Residential				Downtown Mixed Use		Downtown Core	
	Residential		Dense Res./Commercial		Complete	Corridor	Complete	Corridor
	Complete	Corridor	Complete	Corridor				
Primary Building Entrance Orientation	front, side	front, side	front, side	front	front, side	front	front	front
Min. First Floor Building Facade Transparency	na	na	none	60%	40%	60%	40%	60%
Maximum Setback (from property line)	20 ft.	15 ft.	15 ft.	0 ft.	10 ft.	0 ft.	0 ft.	0 ft.
Surface Parking Access/Location (excluding driveways)	rear, side	rear, side	rear, side	rear, side	rear, side	rear, side	rear, side	rear
Pedestrian Zone								
Recommended Total Ped. Zone Width	11 ft.	13 ft.	10 ft.	17 ft.	15 ft.	23 ft.	20 ft.	26 ft.
Frontage Zone Width	na	na	na	5 ft.	5 ft.	5 ft.	5 ft.	5 ft.
Sidewalk Width	6 ft.	8 ft.	6 ft.	8 ft.	10 ft.	10 ft.	10 ft.	10 ft.
Buffer/Furnishing Zone Width	5 ft.	5 ft.	4 ft.	4 ft.	0 ft.	5 ft.	5 ft.	8 ft.
Edge Zone Width	0 ft.	0 ft.	0 ft.	0 ft.	0 ft.	3 ft.	2 ft.	3 ft.
Street Tree Spacing	50 ft.	50 ft.	50 ft.	30 ft.	50 ft.	30 ft.	30 ft.	30 ft.
Street Lighting	street	street	street	street, ped	street	street, ped	street, ped	street, ped
Vehicular Zone (based on collector thoroughfares)								
Desired Operating Speed (mph)	25	30	30	30	30	30	30	30
Design Speed	Design Speed should be a max. of 5 mph over operating speed.							
Number of Through Lanes	2	2 to 4	2	2 to 4	2 to 4	2 to 4	2 to 4	4
Lane Width	10-11 ft.	10-11 ft.	10-11 ft.	10-11 ft.	10-11 ft.	10-11 ft.	10-11 ft.	10-11 ft.
Parallel On-Street Parking Width (where applicable)	7 ft.	7 ft.	7 ft.	8 ft.	8 ft.	8 ft.	8 ft.	8 ft.
Min. Combined Parking/Bike Lane Width (where applicable)	13 ft.							
Vertical Alignment	Use AASHTO minimums as a target, but consider combinations of horizontal and vertical per AASHTO Green Book							
Medians (14' where applicable)	none	none	none	painted	painted	painted, raised	painted	painted, raised
Bike Lanes (preferred min. width) (where applicable)	5-6 ft.							



CROWN CENTER OVERVIEW

Crown Center is an office, hotel and entertainment district that is home to shopping, dining and attractions. Crown Center Square is focal point and features an iconic year-round fountain, seasonal outdoor ice skating and some of Kansas City's favorite outdoor events and festivals. Five million people visit Crown Center each to work, stay in one of our hotels, watch live theater or plan in one of our attractions, like the Hallmark Visitors Center or SEA LIFE Kansas City Aquarium. For a full schedule of both indoor and outdoor events, please see Exhibit E in the [Dropbox](#).

Crown Center's daytime working population is estimated to be 20,000 and the area boasts ample parking, with over 8,500 parking spaces throughout the Crown Center developments.

Crown Center Highlights

- 1.3 million square feet of office and retail space with more than 40 shops and restaurants
- 1,453 hotel rooms between the Westin Kansas City at Crown Center (723 rooms) and the Sheraton Kansas City Hotel at Crown Center (730 rooms).
- 135 high-rise condominiums at San Francisco Tower and 100+ mid-rise condominiums at Santa Fe Place
- 361 multifamily units at the Gallerie KC Apartments (located at 27th & McGee)

Office

- 3.0 million square feet of office in the entire complex

Retail

- 295,000 square feet of retail space in the entire complex

DEVELOPMENT PROGRAM

The land use program described in the table at right demonstrates development opportunity for Parcels A–E based on optimal strategies for market positioning, return on investment, and site layout and design, determined through analysis. See next page for a diagram identifying the recommended location and building form for each program component. The overall program mix on these parcels breaks down to approximately 61% office space, 35% residential, and 4% retail.

The recommended principal program for Parcels A, B, and the west edge of Parcel C is office space, reinforcing Grand Boulevard as a prime office address throughout the Crown Center area. The recommended principal program for the eastern portion of Parcel C, and all of Parcel E, is residential, reinforcing the emerging neighborhood around the adjacent Gallerie upscale multifamily development parcels. Parcel D is devoted to parking, serving demand adjacent Parcel E as well as some demand from Parcel B, and is grouped together with Parcel E as an integrated block and development phase.

Ground floor retail will provide important amenity serving all parcels, as well as the Crown Center Square area, and should be focused around the corner of 27th Street and Grand Boulevard. Here, it will be adjacent to a variety of workers, residents, and visitors during the course of each day, and highly visible from Main Street, Grand Boulevard, and 27th Street alike, and can benefit from adjacent public plaza space.

Each parcel contains structured parking serving all or most of its parking need. Parking demand is assumed to total 4 spaces per 1,000sf of leasable office space (85% of gross office space area), and 1.2 spaces per housing unit. It is assumed that retail parking demand can be satisfied through a combination of on-street parking, and shared use of off-street parking spaces serving office and/or residential use.

The development sequence across the parcels is flexible, to allow response to a variety of market opportunities of different program types and amounts. Parcels A, B, and C all have two principal buildings that can be developed in separate phases if desired. Near-term development on at least one of the three building sites at the corner of Grand Boulevard and 27th Street would be advantageous, by marking the corner as a significant development address that enhances the positioning of adjoining development parcels along both streets.

PROGRAM SUMMARY

Parcel Area	Subsection	DEVELOPMENT SIZE				LAND USE			
		Building footprint (principal floors)	Building height	Total building area	Overall floor area ratio	Office floor area	Retail floor area	Housing units	Parking space supply
acres		gross sf	floors	gross sf		gross sf	gross sf	@ 970 gross sf	@325 sf/ space
A	2.96	47,500		390,800	3.03	380,000	10,800	0	1,293
	Building A1	27,000	8	216,000					
	Building A2	20,500	8	164,000		216,000	10,800		
	Site A1 Retail	10,800	1	10,800		164,000			
	Parking: above-grade structure	33,600–54,000	7	286,196					881
	Parking: below-grade structure	54,000–63,000	2	134,100					413
B	2.79	48,000		202,000	1.66	183,000	19,000	0	487
	Building B1	20,000	4.5	90,000		85,000	5,000		
	Building B2	28,000	4	112,000		98,000	14,000		
	Parking: above-grade structure	26,400	6	158,400					487
C	3.21	6,000		524,400	3.75	208,400	22,800	302	1,051
	Building C1: high-rise office	20,000	11	219,800		208,400	11,400		
	Building C2: high-rise residential	11,500	24	255,200				263	
	Building C2: mid-rise residential	10,000	6	49,400			11,400	39	
	Parking: above-grade structure	66,000	4	341,460					1,051
D	1.62	33,000		99,000	1.40				305
	Parking: above-grade structure	33,000	3	99,000					305
E	1.53	30,700		153,500	2.30			150	
	Building	30,700	5					150	
Totals PREFERRED SCENARIO MIX	12.11	Site Total	2.39	1,263,025		771,400	52,600	452	3,136



Kansas City, MO

HOW TO GET TO CROWN CENTER



Crown Center is located in the heart of Kansas City at
2450 Grand Blvd., Kansas City, MO 64108 | 816-274-8444

FROM THE NORTH ON I-35 Follow I-35 South to 71 Hwy South (exit 3). Continue on 71 Hwy South (exit 2M). Exit at 22nd St. and turn right (west). Turn left (south) on Grand Blvd. and continue to Crown Center at Pershing Rd.

FROM THE NORTH ON I-29 Take I-29 South to US-169 South (exit 2B). US-169 South becomes Broadway. Follow Broadway to Pershing Rd. Turn left (east) on Pershing Rd. and continue to Crown Center at Grand Blvd.

FROM THE SOUTH ON I-35 Exit at W. Pennway St. (exit 1C). Turn right (east) on W. Pennway. Turn left (north) on Southwest Blvd. Turn right (south) on Broadway. Turn left (east) at Pershing Rd. and continue to Crown Center at Grand Blvd.

FROM THE SOUTH ON 71 HIGHWAY AND I-49 Exit at 22nd St. and turn left (west). Turn left (south) on Grand Blvd. and follow to Crown Center at Pershing Rd.

FROM THE EAST ON I-70

Exit at Locust St./Truman Rd. (exit 2Q). Turn left (south) on Grand Blvd. and follow to Crown Center at Pershing Rd.

FROM THE WEST ON I-70 Take I-70 East to I-670. Exit I-670 on to I-35 South (exit 2T). Exit I-35 South at 20th St. (exit 1D). Turn left (east) on 20th St. Turn south on Grand Blvd. and continue to Crown Center at Pershing Rd.

EASY ACCESSIBILITY Van-accessible handicapped parking is available on Grand Blvd. near the main entrance, and the parking garage includes handicapped parking close by. Ramps throughout Crown Center allow access to all shops, Hallmark Visitors Center and Kaleidoscope. For specific information, [call 816-274-8444](tel:816-274-8444) during shopping hours.

CrownCenter.com | [#CrownCenter](https://www.instagram.com/CrownCenter)



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DIRECTORY



FEATURED ATTRACTIONS

LEGOLAND® DISCOVERY CENTER

For kids ages 3–10, it's like jumping into the biggest LEGO® box ever! With more than 2 million LEGO® bricks, an interactive laser ride and iconic Kansas City LEGO® landmarks, LEGOLAND® is the ultimate family entertainment. For information, [call 816-471-4386](tel:816-471-4386) or visit KansasCity.LEGOLANDDiscoveryCenter.com.



SEA LIFE KANSAS CITY AQUARIUM

A Kansas City favorite, SEA LIFE is swimming with exotic marine life. See fish of all sizes, including sharks, rays and a sea turtle. For information, [call 816-471-4386](tel:816-471-4386) or visit VisitSeaLife.com/Kansas-City.



HALLMARK VISITORS CENTER

Explore more than 100 years of fascinating Hallmark history. See how artisans craft cards and products, and browse original keepsakes. Open Monday–Saturday. Free admission. [Call 816-274-3613](tel:816-274-3613) or visit HallmarkVisitorsCenter.com.

CROWN CENTER ICE TERRACE

Skate on Kansas City's only public outdoor rink – open daily, November through mid-March. Group rates and season passes available. For information and hours, [call 816-274-8411](tel:816-274-8411).



CROWN CENTER SHOWPLACE

Free interactive exhibits year-round. Plus, the Showplace is home to Santa during the Christmas season. For exhibit information, [call 816-274-8444](tel:816-274-8444) or visit CrownCenter.com.

KALEIDOSCOPE

Kaleidoscope is a free hands-on art studio, where children and their families make their own wonderful creations. Sponsored by Hallmark. For session times, [call 816-274-8300](tel:816-274-8300) or visit HallmarkKaleidoscope.com.

THEATRES



MTH THEATER

Kansas City's own professional theater company specializes in musical theater productions. MTH, with its large casts and live music, has become a local theater favorite for its intimate and engaging concert-style productions of book musicals and cabaret shows. For ticket information, [call 816-221-6987](tel:816-221-6987) or visit MTHKC.com.

THE COTERIE THEATRE

Recognized nationally, The Coterie is a professional not-for-profit theatre that offers families and young adults unique theatre experiences that last a lifetime. For ticket information, [call 816-474-6552](tel:816-474-6552) or visit TheCoterie.org.



SPECIAL EVENTS



WEEKENDER

Friday evenings in July and August call for good times shared with family and friends on Crown Center Square. Enjoy live music, outdoor movies, food trucks and more.

For show information, call [816-274-8444](tel:816-274-8444).

KANSAS CITY IRISH FEST

Commemorate Kansas City's proud Celtic heritage with three days of music, dancing and exhibits. The festival features more than two dozen local and national bands playing traditional music and Celtic rock. Explore Irish culture, visit with the in-house genealogy experts or take in a comedy show featuring Ireland's funniest comedians. For more information and to book a hotel room, visit KCrishFest.com.

HOSPITAL HILL RUN

The Hospital Hill Run is Kansas City's premier half-marathon and, according to *Runner's World* magazine, it's one of the best in the Midwest. Challenge yourself by running the half-marathon or 7.7-mile race (brought back for the 45th year of the Hospital Hill Run) on Saturday, or join the family-friendly 5K on Friday evening.

Visit HospitalHillRun.com.

CROWN CENTER ANTIQUE FESTIVAL

This outdoor festival features pottery, china, toys, linens, collectibles, furniture, jewelry, books and much more. No admission fee. For event hours and more information, visit CrownCenter.com or call [816-274-8444](tel:816-274-8444).



HALLMARKET

A celebration of creativity and artistic talent. Around 100 Hallmark artists, photographers, sculptors and designers will display and offer their works for sale. Browse watercolor paintings, sculptures, textiles, jewelry, photography and more. These are the artists' personal works created outside of their jobs with Hallmark. Call 816-274-5745.

KANSAS CITY CHALK & WALK FESTIVAL

Artists start with empty squares of pavement, and by the end of the weekend, these squares are transformed into magnificent pieces of artwork. No admission fee. Visit KCChalkAndWalk.org for more information.

CELEBRATE THE HOLIDAYS AT CROWN CENTER

Don't miss a favorite Kansas City holiday tradition. From the arrival of Santa and the lighting of the Mayor's Christmas Tree to holiday choirs and a gingerbread village, there is something to put a sparkle in everyone's eye. Visit the jolly man himself at Santa's Gingerbread Station or take a spin at the Ice Terrace. You can even take home a piece of last year's tree when you purchase a Mayor's Christmas Tree ornament.

MAYOR'S CHRISTMAS TREE

The 100-foot-tall Mayor's Christmas Tree, one of the nation's tallest trees, is the centerpiece for an illuminating holiday celebration. The tree is a symbol of the Mayor's Christmas Tree Fund, which is dedicated to assisting the city's less fortunate. Join Kansas City Mayor Sly James and a celebrity guest as they flip the switch to light the tree the Friday after Thanksgiving. Program begins at 5:30pm. Call 816-274-8444.

Mayor's Christmas Tree Ornament: After the holidays, the wood from the Mayor's Christmas Tree is made into commemorative ornaments, which are sold the following year to benefit the Mayor's Christmas Tree Fund. Available at Crown Center Customer Service, Level 2. Call 816-274-7251.



EBT SANTA'S COUNTDOWN TO CHRISTMAS

Don't miss one of Kansas City's favorite pieces of Christmas nostalgia. EBT Laughing Santa, who first appeared at KC's Emery, Bird, Thayer department store in the early 1900s, has been providing memories for new generations at Crown Center since 1979. Children of all ages will marvel at this jolly ol' soul as he chuckles his way through the holiday season while counting down the days until Christmas. Call 816-274-8444.

SANTA'S GINGERBREAD STATION

All aboard for a favorite holiday tradition at Crown Center Showplace! Kids and families can explore this interactive exhibit, meet and have their photo taken with Santa Claus (through December 24), climb aboard the Crown Center Express train engine, and enjoy Gingerbread Village. No admission fee. Photos with Santa are available for a fee or take your own.

STAY & PLAY



The Westin Kansas City



Sheraton Kansas City

TWO GREAT HOTELS

Crown Center has two world-class hotels just a short walk away from all our shops, theatres, restaurants and attractions. The Sheraton Kansas City Hotel at Crown Center and The Westin Kansas City at Crown Center both feature luxury accommodations and enjoyable amenities. For more information and to learn about our hotel packages with special offers, visit CrownCenter.com/hotels.

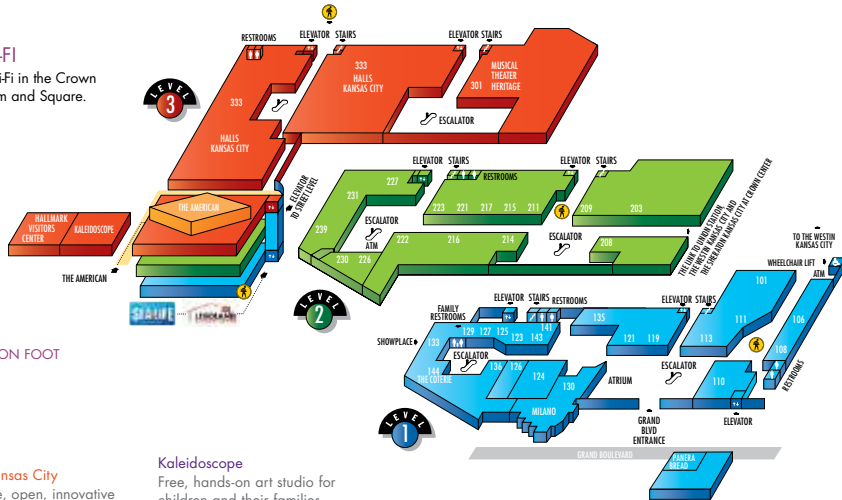
Sheraton Kansas City Hotel at Crown Center
2345 McGee Street
Kansas City, MO 64108
816-841-1000

SheratonKansasCityHotel.com

The Westin Kansas City at Crown Center
1 East Pershing Road
Kansas City, MO 64108
816-474-4400

WestinCrownCenterKansasCity.com

FREE WI-FI
Enjoy free Wi-Fi in the Crown Center Atrium and Square.



APPAREL

333 Halls Kansas City
An expansive, open, innovative shopping experience on Level 3 where favorite designers, trendy new brands and fresh new surroundings await shoppers and visitors alike. Visit the H BAR for table, bar and coffee service. 816-274-3222

222 KiD OH!
Unique children's wear from sought-after designers for infants through boys' & girls' size 16. 816-274-5005

ENTERTAINMENT

144 The Coterie
Live theatre for families and young adults. 816-474-6552

Hallmark Visitors Center
Explore more than 100 years of Hallmark history. Interact with artisans. Free. 816-274-3613

Kaleidoscope
Free, hands-on art studio for children and their families. Scheduled times apply. 816-274-8300

LEGOLAND® Discovery Center
Hands-on attractions, play areas and LEGO® rides for children. 816-471-4386

301 MTH Theater
Intimate, concert-style productions of book musicals and cabaret shows. 816-221-6987

SEA LIFE Kansas City Aquarium
Exotic marine life, including sharks, rays and more. 816-471-4386

133 Showplace
Interactive children's exhibits throughout the year – plus Santa's Gingerbread Station. 816-274-8444

FOOD (RESTAURANTS)

The Brasserie*
Contemporary, casual cuisine. The Westin Kansas City at Crown Center. 816-391-4472

214 Crayola® Café
Creative, colorful, fun food. 816-398-4820

135 Fritz's Railroad Restaurant*
Featuring signature burgers delivered by electric trains. 816-474-4004

H BAR
Soup, salads, sandwiches plus bar and coffee service. Halls Kansas City. 816-274-3200

130 Milano Italian Dining*
Fresh, seasonal and rustic Italian food. 816-398-4825

Panera Bread*
Freshly baked bread, handcrafted sandwiches, salads, soups and more. 2405 Grand Blvd. 816-221-3800

106 Shang Dim Sum Tea House
Traditional dishes using high-quality organic or locally grown ingredients. Mon-Sat 11am-3pm. Sunday – Tea Bar only

Spectators Gastro-Pub*
Inspired by Boulevard Brewing Co. serving great food, good wine and well-crafted beers, and featuring our house-smoked meats and barbecue. Sheraton Kansas City Hotel at Crown Center. 816-398-4840

110 SPINI Neapolitan Pizza*
Exceptional artisan food, pizza-friendly wines and family-friendly fun. 816-221-7746

113 Unforked*
Fresh and locally sourced seasonal cuisine. 816-283-3675

FOOD (QUICK SERVICE)

124 d'Bronx
New York-style deli and pizzeria. 816-842-2211

121 Einstein Bros. Bagels*
Fresh sandwiches, soups and salads, plus great coffee and cappuccino. 816-471-1444

136 Greek Food, Ltd.
Gyros with pita bread, Greek salads and sweet baklava. 816-472-1527

136 K.C. Bar B.Q.
Sandwiches, chicken tenders – plus burgers and fries. 816-472-1527

123 Pak Ling Express
Chinese cuisine – appetizers and entrees. 816-283-3383

136 Potatoes and More
Baked potatoes with a variety of toppings. 816-472-1527

136 Taste of Philly
Enjoy a Philly sandwich your way – beef, chicken or veggie. 816-472-1527

141 Three Little Pigs BBQ*
Award-winning BBQ sandwiches, sides, desserts and more. 816-421-7447

143 ZTECA*
Burritos, tacos, salads, nachos and quesadillas. 816-474-7779

FOOD (SNACKS, TREATS)
125 Chip's Candy Factory*
More than 450 selections with a delightfully sweet and exciting candy experience. 816-283-8225

239 Chip's Chocolate Factory*
Fine chocolates and Kansas City Fudge™ made while you watch. 816-421-0012

127 Juice Spot
Smoothies, pretzels, plus other snacks and drinks. 816-842-0471

119 Sheridan's Lattés & Frozen Custard*
Delicious, high-quality frozen custard, plus lattés and coffees. 816-421-5151

126 Smallcakes
Smallcakes is a neighborhood cupcakery and creamery specializing in gourmet cupcakes and cupcake ice cream. 816-283-8788

129 Topsy's Popcorn Shoppes
Famous popcorn of all flavors, plus snacks, soft-serve yogurt and soft drinks. 816-472-5087

GIFTS, SPECIALTY

208 Amy's Hallmark
A Gold Crown store with the latest Hallmark cards, products and more. 816-283-0459

101 The Apothecary*
Sundry items, gifts, tobacco and spirits. 816-599-4072

108 Best of Kansas City
Kansas City collectibles and edibles featuring on-site custom gift baskets. 816-303-7330

Caricature Entertainment
Fun caricatures in as little as three minutes. Level 2, near suite 222. 816-804-3080

223 Club 22*
Tween gifts, décor, accessories and more. 816-283-3788

216 Crayola® Kansas City
Color your world with Crayola products, plus fun interactive displays. 816-274-7500

215 European Accents*
Nesting dolls, Baltic amber, Polish pottery, Vera Bradley and more. 816-842-5525

231 Function Junction
Cool cooking stuff that makes you look cool while you're cooking stuff. 816-283-3033

217 The Missing Piece
Hats and caps for men and women – and kids too. 816-421-1722

221 Mobile Solutions
Cell phone accessories, helicopters and sunglasses. 816-842-1791

209 Occasions*
Gifts and décor for Christmas and other holidays. 816-283-8338

111 Pen Place
Fine writing instrument boutique. Authorized Montblanc dealer. 816-474-7500

106 Shang Tea Co.
Tea, porcelain teaware and jade art from the Far East. Now serving Shang Tea Co. 816-421-2588

227 Sportibles
Pro and college sports apparel, memorabilia and collectibles. 816-221-0071

211 Toy Time
Specialty toys for kids of all ages. 816-221-8697

226 Wilderness Reflections
Wildlife gifts, Native American jewelry, minerals and children's science toys. 816-221-3200

SERVICES

230 Crown Center Customer Service
Customer service representatives are available to assist you with gift certificates, gift wrap, mail wrap, stamps, shipping, strollers and wheelchairs. 816-274-7251

i Information
Stop by Customer Service on Level 2 or call anytime during shopping hours for assistance from our friendly customer service representatives. 816-274-8444

Madrigal's Elite Detailing
Car wash and complete auto detailing service. 816-274-3579

203 Naturally Salon and Spa*
Relax and refresh with an Aveda experience. 816-471-8138

HOTELS

Sheraton Kansas City Hotel at Crown Center
816-841-1000

The Westin Kansas City at Crown Center
816-474-4400

SHOPPING HOURS: MONDAY-SATURDAY: 10am-7pm
SUNDAY: Noon-6pm

MEMORIAL DAY, FOURTH OF JULY AND LABOR DAY: 10am-5pm

CHRISTMAS HOLIDAY HOURS: Monday-Saturday, 10am-9pm, Sunday, Noon-6pm, Christmas Eve: 10am-5pm and New Year's Eve: Noon-5pm
CLOSED New Year's Day, Easter, Thanksgiving Day and Christmas Day | *These shops and restaurants have extended hours.

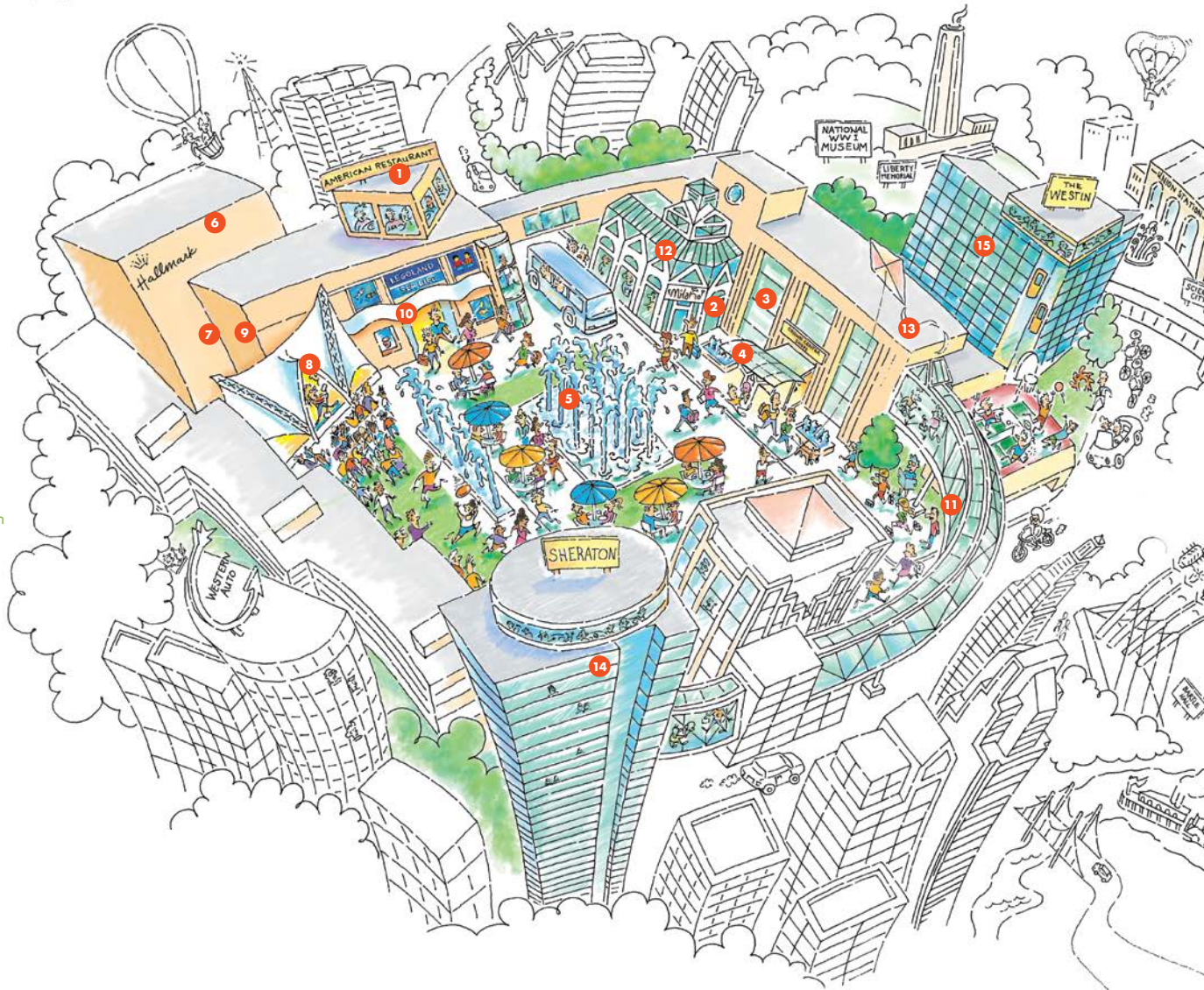


Kansas City, MO

- 1 The American
- 2 The Coterie
- 3 Crayola® Kansas City & Café
- 4 Crown Center Shops Entrance
- 5 Crown Center Square
- 6 Hallmark Cards International Headquarters
- 7 Hallmark Visitors Center
- 8 Ice Terrace/Entertainment Pavilion
- 9 Kaleidoscope
- 10 LEGOLAND® Discovery Center & SEA LIFE Kansas City Aquarium
- 11 The Link
- 12 Milano Italian Dining
- 13 MTH Theater
- 14 Sheraton Kansas City Hotel at Crown Center
- 15 The Westin Kansas City at Crown Center



Be the first to know about special events and promotions. Get exclusive club coupons, a birthday gift, a chance at monthly drawings and more. Join the club at CrownCenter.com.



FREE PARKING

3 FREE HOURS OF PARKING

Receive a 3-hour validation slip from any Crown Center shop or restaurant. No purchase necessary.

6 FREE HOURS OF PARKING

Show same-day receipts totaling \$25 or more at Customer Service on Level 2 and receive a 6-hour validation slip. Receipts are not accepted at the pay-on-foot kiosks or garage exit stations.

When you are ready to leave, take your parking garage entrance ticket and validation slip to any pay-on-foot kiosk or garage exit station and follow these four easy steps:

- **INSERT** your parking garage entrance ticket.
- **SCAN** your parking validation slip.
- **PAY** any balance amount due.
- **REMOVE** your validated entrance ticket and proceed to your car to exit the garage.

The entrance ticket is valid for a limited time – about 15 minutes – and should only be processed when you are ready to leave the garage.



LOCATION & MARKET OVERVIEW

8.3 MILLION

PEOPLE WITHIN FOUR HOURS

20,000

DOWNTOWN RESIDENTS

7,908

SQUARE MILES IN THE
KANSAS CITY METROPOLITAN AREA

32%

OF METROPOLITAN AREA HAS
A FOUR-YEAR DEGREE

KANSAS CITY OVERVIEW

Located at the confluence of the Kansas and Missouri rivers on the Midwestern Plains, Kansas City is truly “The Heart of America.” The Kansas City Metropolitan Area comprises 15 counties, six in the State of Kansas and nine in the state of Missouri, and covers 7,908 square miles – a land area approximately equal to that of the state of Massachusetts. The city’s location in the middle of the country and the fact that it is the only major city west of St. Louis and east of Denver, allows it to attract a constant influx of visitors from a host of small communities in surrounding states. Kansas City is reachable within four hours by over 8.3 million people in the surrounding states of Kansas, Missouri, Iowa, Illinois, Nebraska, Arkansas and Oklahoma.

Kansas City boasts a highly-educated labor force of more than one million people. Approximately 33.6% of the metro area population has a four-year degree. The region’s most concentrated educated workforce is in Johnson County, where 50% of adults over the age of 25 have at least a four-year college degree. Each year, the Kansas City job market is a magnet for more than 100,000 college graduates from regional colleges and universities. The area’s information technology workforce numbers more than 34,000 and area universities and colleges produce more than 1,000 IT graduates each year. Kansas City is also a regional hub of the U.S. federal government.

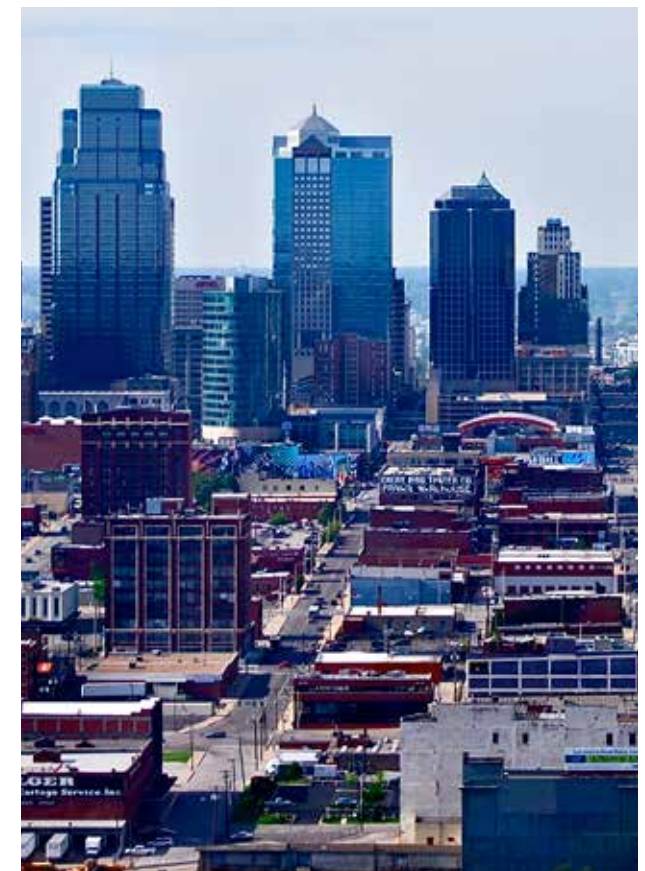
The metro was recently named by Expansion Management Magazine as one of “America’s 50 Hottest Cities” for company executives looking to expand or relocate their headquarters, back-

office operations, or manufacturing plants. The area has also been widely recognized as having the technology, infrastructure, and resources to support companies of all sizes. Well-educated and tech-savvy workers are readily supplied by the University of Missouri at Kansas City, Kansas State University and the University of Kansas and other schools. With its affordable occupancy costs, the Kansas City office market continues to gain favor nationally and has emerged in recent years as one of the nation’s preferred locations for back office and call center operations.

DEMOGRAPHIC	KANSAS CITY	JACKSON COUNTY	KANSAS CITY MSA
Population, 2015	475,378	687,623	2,087,471
Population % Ch., 2005-2015	2.50%	1.70%	6.60%
Median Age, 2014	35	36.4	36.7
Land Area (sq. mi.)	314.95	604.46	7,950
High School Grads, 2014	88%	88.70%	90.80%
College Grads, 2014	31.60%	28%	33.60%
Labor Force, 2015	255,619	365,391	1,118,850
Unemployment Rate, 2015	4.30%	4.60%	3.80%

Note: Educational Attainment rates are for the population 25 years and older. Annual education attainment rates are not available for communities under 25,000 population. For consistency, the Educational Attainment data is from the 2010-2014 American Community Survey 5-Year Estimates.

Sources: U.S. Census Bureau, Population Estimates, American Community Survey; U.S. Bureau of Labor Statistics.





LOCATION & MARKET OVERVIEW

A high-end residential neighborhood and shopping center just north of downtown.



Briarcliff

The heart of Kansas City, downtown contains the metro's largest office market, major employers, and top destinations for arts, dining and entertainment.



Downtown Kansas City

A commercial complex consisting of office buildings, retail establishments, entertainment venues, restaurants and hotels. The neighborhood is also home to the world headquarters of Hallmark Cards.



Crown Center

The Federal Reserve Bank of Kansas City's headquarters building was developed in 2008.



Federal Reserve Bank

A state-of-the-art medical center combining education, research and patient care across more than 200 specialties.



KU Med School & Hospital

A neighborhood consisting of high-end retail, restaurants, and entertainment establishments, as well as some of Kansas City's most expensive office space and largest employers.



The Country Club Plaza



Subject Property



N. Kansas City Hospital

A 451-bed, 72-acre medical campus employing 2,000 people.



Cerner Headquarters

Kansas City's largest employer, Cerner's world headquarters campus employs over 9,000 people. The company is a supplier of healthcare IT solutions.



Crossroads Arts District

A historic neighborhood serving as the metro's top art gallery district and center for visual arts. The area is also home to numerous restaurants, live music venues, houseware shops, architects, designers and advertising agencies.



Hospital Hill

A neighborhood that is home to Truman Medical Center, Children's Mercy Hospital and the University of Missouri - Kansas City School of Medicine.



Westport

Originally its own town, this historic neighborhood was annexed by Kansas City in 1897. Today it is one of Kansas City's main entertainment districts.



University of Missouri - KC

A public research university that is part of the University of Missouri system (16,000 students).

Sprint Center

Sprint Center is a large, multi-use indoor arena in downtown Kansas City, MO at 14th & Grand across from the Power & Light District. Seating capacity fluctuates depending on the event, ranging from 17,500 seats for hockey and over 19,250 seats for concerts. Since opening in October 2007, the arena has hosted multiple Big 12 Men's Basketball Tournaments, first, second, and fourth round games of the NCAA Men's Tournament and hundreds of the world's top musicians and performers. In terms of live entertainment, Sprint Center ended 2016 as the nation's 4th-busiest and the world's 13th-busiest according to Pollstar, an industry trade publication. Sprint Center consistently hosts sold out concerts and will host the 2019 NCAA Men's basketball Midwest Regional.



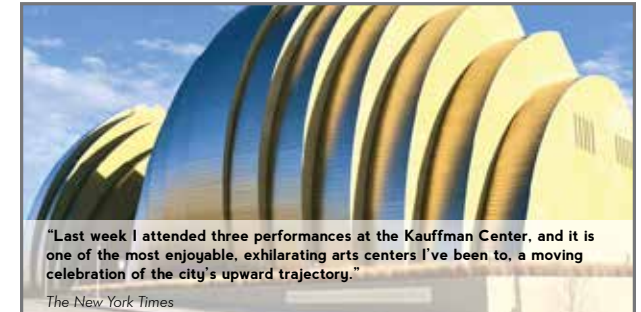
Power & Light District

The Power & Light District is a nine block shopping and entertainment district in downtown located between Baltimore Avenue to the west, Grand Boulevard to the east, 12th Street to the north, and I-670 to the south. Opened in 2008, the P&L District has become the top entertainment destination point in Kansas City, helping to drive the number of downtown residents from 13,000 to 20,000 in the last decade. With an average age of 35, much of the population growth has been in the millennial age bracket. According to UMB Bank's senior recruiting officer, Leigh Perkins, "the P&L District has made my job a lot easier. Talented young professionals are interested in not only working downtown, but residing downtown." According to P&L's developer, Cordish Co., the district has reported double-digit sales growth each year since coming online.



Kauffman Center for the Performing Arts

Designed by world renowned architect Moshe Safdie, the Kauffman Center for the Performing Arts is a \$50-million state-of-the-art performing arts facility in downtown near the Power & Light District, Sprint Center Arena and the Crossroads Arts District. Inaugurated in 2011, the center is home to the Kansas City Symphony, the Lyric Opera of Kansas City and the Kansas City Ballet. There are two performance halls: a 1,800-seat proscenium-style theater for general theatrical performances, ballet and opera; and a 1,600-seat concert hall featuring vineyard-style seating on all four sides of the stage. In coming years, a site directly south of the Kauffman Center will be home to the University of Missouri - Kansas City's Conservatory of Music and Dance campus and its 600 students.



LOCATION & MARKET OVERVIEW

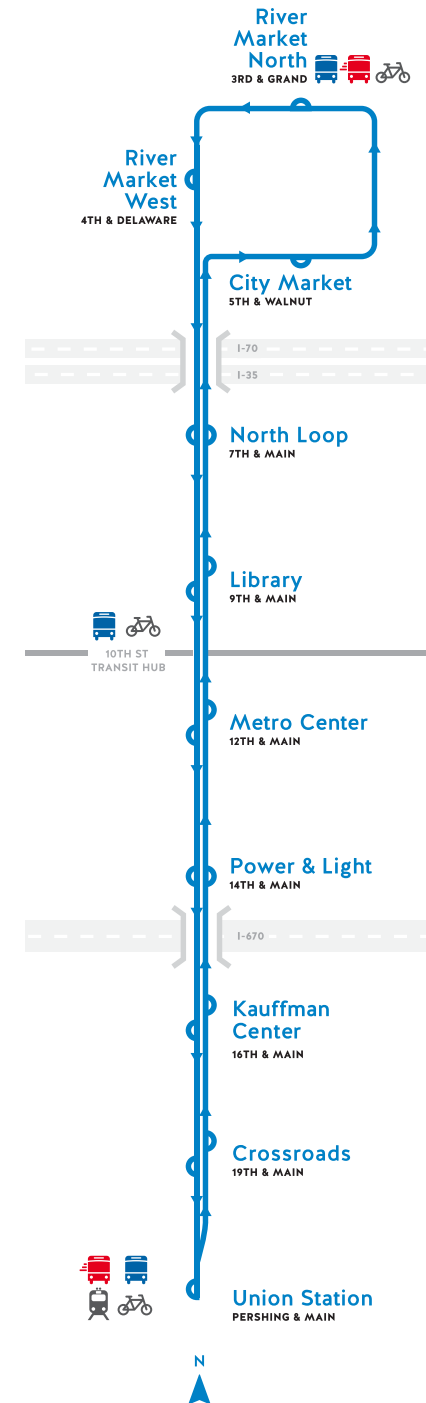
Kansas City's New Streetcar Line

Kansas City's urban core has been enhanced by a \$102 million, 2.2-mile streetcar line stretching from the River Market to Union Station in Crown Center. The system is free to ride and features real-time arrival signage, level-boarding, on-board bicycle accommodations, and enhanced transit stop shelters and signage. Construction began in June 2014 and the line reached full functionality in 2016. The streetcar line has had consistently greater use than originally anticipated with 1,400,000 trips completed in 2016. A future expansion of the streetcar line to the University of Missouri Kansas City is currently under consideration. A new Transportation Development District has been proposed to replace the existing Downtown Streetcar TDD to provide funding to extend the line south with the expansion estimated at a cost of \$227 million. According to Sly James, Mayor of Kansas City, "When everything is done and laid and the streetcar is running, I think we're going to see a city that we haven't quite imagined before." As of April 2016, more than \$1.7 billion in development projects within the KC Streetcar Transportation Development District have been completed, in progress or announced since the streetcar was announced in December 2012, while another recent survey linked the streetcar to the creation of about 1,500 downtown jobs.

For more information, visit www.kcstreetcar.org



Proposed Streetcar Extension



Kansas City Metropolitan Area

With a location that is within 250 miles of both the geographic and population centers of the United States, the Kansas City MSA encompasses 15 counties and more than 50 communities across northeast Kansas and northwest Missouri. Its 2015 estimated population of nearly 2.1 million represents growth of 13.5% since the 2000 census. Truly a hidden gem of the Midwest, Kansas City offers a wealth of attractions, including a striking landscape of wide boulevards, beautiful parks, distinctive architecture and more than 200 fountains. The metro also offers a myriad of diversions for its residents including world-class museums, professional sports, a vibrant arts scene and premier shopping.

Kansas City boasts a highly educated workforce and a favorable unemployment rate of 4.1% (October 2016), both of which are key indicators of the vibrant Kansas City economy. In fact, Kansas City's economy is recognized as one of the nation's most diverse with no sector comprising more than 16% of overall employment. This diversity has contributed to Kansas City's reputation as an extremely stable market for apartment investment.

The metro has recently made impressive inroads in high-growth, cutting-edge industries such as the biosciences and technology sectors, thereby creating high-paying jobs that are enabling local apartment operators to push rent levels to record highs. Several metro municipalities have created economic

incentives and specially-funded initiatives to attract more investment in these burgeoning economic segments, helping to ensure Kansas City's future as a major economic center.

With an eye on the future, the metro has also continued to nurture its core economic drivers of manufacturing, distribution, financial services and telecommunications. Its central location, high quality of life and low cost of living continue to attract new companies in these segments, including Amazon.com, which will occupy nearly 2 million square feet in three separate facilities when the final Kansas City, Kansas facility is completed. Ford and GM have also continued to invest billions of dollars into their local manufacturing facilities, creating thousands of new jobs and attracting several suppliers to locate operations in Kansas City.

COMPANY	INDUSTRY	# OF LOCAL EMPLOYEES
Burns & McDonnell	Architect/Engineering	2,300
Children's Mercy Hospital	Health care	6,305
Cerner Corporation	Healthcare information systems (Hdq.)	11,823
City of Kansas City, MO	Government	4,471
Commerce Bank	Financial services	2,355
DST Systems, Inc.	Financial services (Hdq.)	3,500
Federal Government	Government	30,000
Great Plains Energy, Inc. (KCP&L)	Electrical utility (Hdq.)	2,191
Hallmark Cards, Inc.	Greeting cards	4,600
HCA-Midwest	Health care	9,310
Honeywell Manufacturing	Electronic, mechanical and engineered components	2,600
Kansas City Missouri Public Schools	Education	2,200
Saint Luke's Health System	Health care	6,920
State of Missouri	Government	6,189
University of MO-KC	Higher education	2,674
Ford Motor Company	Auto Manufacturing	4,900

A High IQ for HQs

Some of America’s most recognizable and successful companies have their headquarters in the Kansas City region. Iconic corporations such as Hallmark, H&R Block, Russell Stover Candies, AMC Entertainment, Sprint Corporation and American Century Investments were started decades ago by entrepreneurs who chose Kansas City to give birth to their idea, raise the capital, innovate the product, harness the labor force and grow market share. All of these substantial organizations are located significantly close to the project site. Like their Kansas City entrepreneurial forbearers, world class companies are being built in and recruited to Kansas City today through the same tried and true formula of creativity, work ethic, innovation and access to capital – both financial and human. A new generation of companies headquartered in Kansas City is impacting the way we work and play. If you own a personal navigation device, there’s an excellent chance you purchased one from Garmin International, the world leader in the development of the technology that helps us find where we are or where we’re going anywhere in the world.

One of Kansas City’s best success stories in recent years is Cerner, a medical information software and hardware company whose corporate headquarters with over 9,000 employees is located 7.5 miles to the north of Locust and Cherry Street. The company has private and public sector clients around the globe, including the government of the United Kingdom. It’s there that Cerner is involved in the herculean task of upgrading the system that maintains the medical records of every citizen of the island nation. As a testament to the company’s explosive growth, Cerner is currently embarking on a colossal \$4.5 billion project 11 miles to the southeast of Cherry and Locust street at the site of the former Bannister Mall which is expected to add 16,000 jobs to metro employment over the next decade. Known as Innovation Campus, this monumental expansion is being lauded as the largest economic development project in Missouri state history and according to Southern Business Development magazine it is the largest expansion in the South’s history in so far as job creation is concerned.

MAJOR CORPORATE HEADQUARTERS IN KANSAS CITY	
AMC Entertainment	Fortune 1000
American Century Investments	
BATS Trading	
Black & Veatch	
Burns & McDonnell	
Cerner Corporation	Fortune 1000
Collective Brands	
Commerce Bank	
DeBruce Grain	
DST Systems	Fortune 1000
Garmin International	Fortune 1000
Great Plains Energy (KCPL)	Fortune 1000
H&R Block	Fortune 1000
Hallmark	Fortune 1000
Hill’s Pet Nutrition	
JE Dunn	
Seaboard Corporation	Fortune 500 (#411)
Sprint	Fortune 500 (#87)
UMB Financial	
Westar Energy	Fortune 1000
YRC Worldwide	Fortune 500 (#498)



WHY KC

KANSAS CITY IS

LOGISTICALLY CONNECTED & SUPPLY-CHAIN CENTERED

Since 2015,
\$456 MILLION INVESTED
& 6.7 MILLION SQUARE FEET
of warehousing and distribution space built or occupied by companies including:
Amazon, CVS Pharmacy, Spectrum Brands, HHI, S&S Active Wear & ReallyGoodStuff.com

KANSAS CITY REGION

- LARGEST RAIL CENTER BY TONNAGE
- LOCATED AT INTERSECTION OF FOUR MAJOR U.S. HIGHWAYS
- ON LARGEST NAVIGABLE INLAND WATERWAY

#2 IN USA
in 2016 for industrial construction completions

25 MILLION
square feet of spec industrial development since 2012

ECOMMERCE
firms can start operations faster in KC than most cities

Kansas City has more
FOREIGN TRADE ZONE (FTZ)
space than any other U.S. city

#2 AUTO HUB
for manufacturing and assembly in USA according to Brookings Institution

WORKFORCE
partnerships with educational institutions in the region identify needs of the industry and ensures generational growth

SMART CITY
investments of more than \$15 million from KC's first public-private partnership is developing cutting-edge technology for connecting to KC's infrastructure and transportation grid

COMPANIES

SELECT KC FOR

- LOCATION
- ABUNDANT REAL ESTATE
- AVAILABLE LAND
- DYNAMIC WORKFORCE
- LOW OPERATING COSTS
- EFFICIENT UTILITIES
- FIBER INFRASTRUCTURE

KC SMARTPORT

KCSmartPort.com

For Additional Information see exhibit H & F v

EXHIBITS

PLEASE CLICK THIS LINK

<https://www.dropbox.com/sh/8nx1umlhdy5g6fv/AACAkZGrpmuDha4uoQ0y6nuaa?dl=0>

EXHIBIT A

COMPLETE LOCATION & MARKET OVERVIEW

EXHIBIT B

DOWNTOWN KANSAS CITY HOUSING REPORT

EXHIBIT C

DEMOGRAPHIC PROFILE

EXHIBIT D

SITE MAP REPORT

EXHIBIT E

2018 EVENT CALENDAR

EXHIBIT F

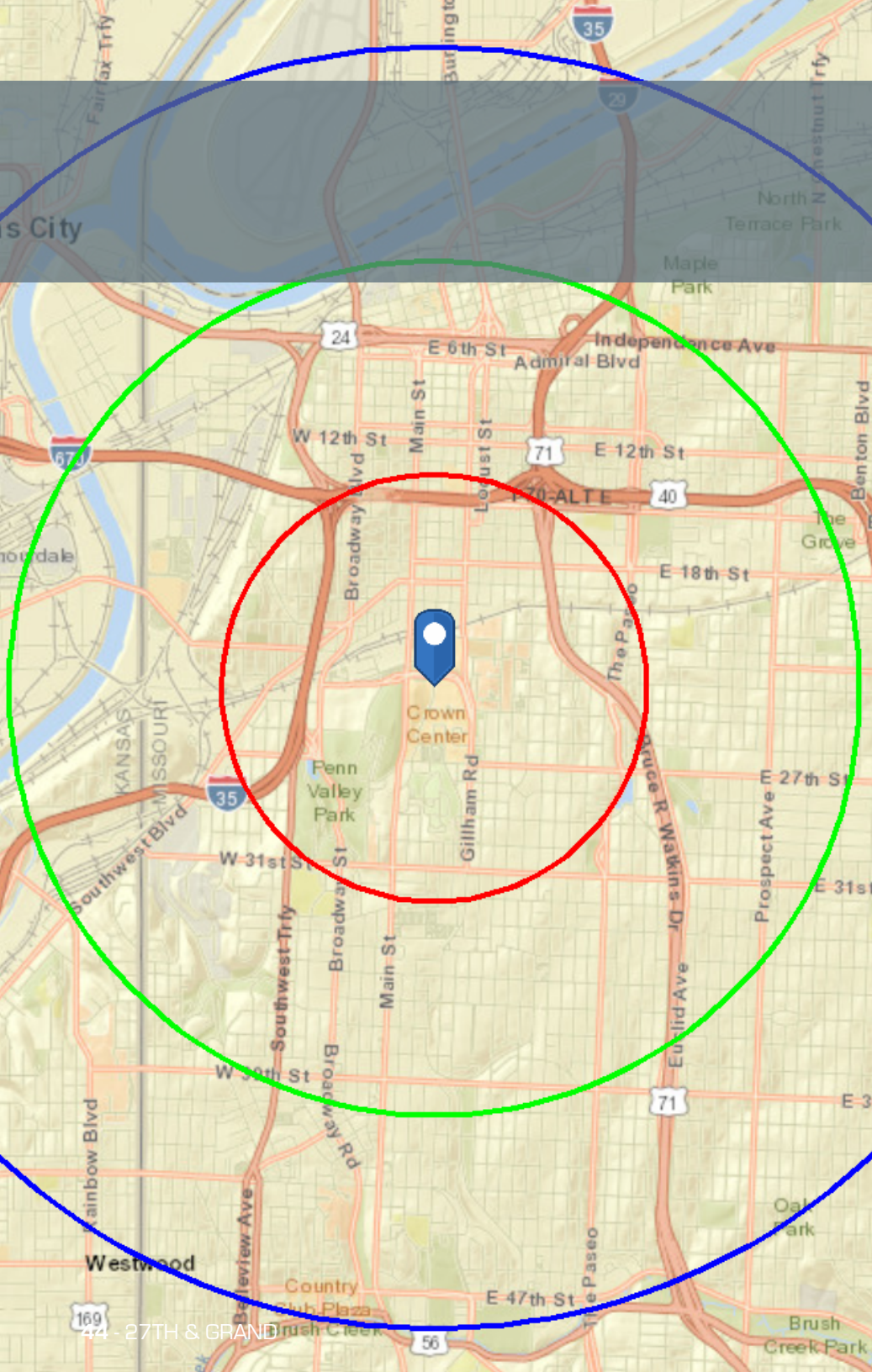
KC REGIONAL OVERVIEW

EXHIBIT G

LOCATION & MARKET OVERVIEW

EXHIBIT H

WHY KC



Articles on Development/Redevelopments in the Downtown Core of Kansas City

27th & Grand Site Available for Sale:

https://www.bizjournals.com/kansascity/news/2018/02/02/crown-center-development-site-for-sale.html?ana=e_du_prem&s=article_du&ed=2018-02-02&u=mC2E3anBQYqh64wGLk%2FBbBtYe95&t=1517672064&j=79798521

19th & Oak Site Under Contract:

<https://www.bizjournals.com/kansascity/news/2018/01/26/large-site-could-become-east-crossroads-first.html>

Development of GallerieKC in Crown Center/27th & Gillham:

<https://milhaus.com/news/introducing-kansas-citys-newest-mixed-use-apartment-community-gallerie/>
<https://uc-bproperties.com/property/27gillham/>

Children’s Mercy Hospital New Office Tower:

<https://cityscenekc.com/childrens-mercy-hospital-launches-construction-of-nine-story-research-building/>

Sun Life Completes \$940M acquisition of Assurant’s KC Operations:

<https://www.bizjournals.com/kansascity/news/2016/03/01/sun-life-financial-assurant-employee-benefits-sale.html>

Stanton Road Capital of Los Angeles Completes Purchase of KC Trophy Office Property – Sun Life – 23rd & Grand:

<https://www.bizjournals.com/kansascity/news/2018/01/03/la-firm-completes-purchase-of-kc-trophy-office.html>

Corrigan Station Renovation in Crossroads:

<http://www.kansascity.com/news/business/development/article54165220.html>

Crossroads West – CityScape Residential:

<http://cityscaperesidential.com/portfolio/crossroads-westside/>

ARTerra – Crossroads’ First New Multifamily High-Rise:

<https://www.bizjournals.com/kansascity/news/2017/07/17/crossroads-arterra-high-rise-copaken-brooks-altus.html>

Opus Development – Crossroads Multifamily Development:

<http://www.kansascity.com/news/business/development/article136926308.html>

Two Light – Downtown Development – Cordish:

<https://www.bizjournals.com/kansascity/news/2015/04/09/two-light-apartment-building-plans.html>

Three Light planned – Downtown Condos – Cordish:

<https://www.bizjournals.com/kansascity/news/2018/01/17/cordish-three-light-condos-for-sale.html>

Downtown Office Building Planned – with a Twist:

<https://www.bizjournals.com/kansascity/news/2017/08/23/copaken-brooks-downtown-tower-grand-boulevard.html>

Crane-Watch – What’s being built in Kansas City:

<https://www.bizjournals.com/kansascity/feature/crane-watch>

Kansas City’s Crown Center - A Model Mixed-Use Community:

https://m.crowncenter.com/Resource_/PageResource/About/History/KCs_Crown_Center_July_2017.pdf

Plans to Extend Streetcar to UMKC

<http://kcstreetcar.org/plans-extend-streetcar-umkc/>

EXHIBITS

Kansas City Area Development Council Website Links

Greater KC Profile:

<http://thinkkc.com/business/greater-kc-profile>

Taxes & Financial Incentives Profile:

<http://thinkkc.com/business/taxes-incentives>

Industries:

<http://thinkkc.com/business/industries>

Communities:

<http://thinkkc.com/business/communities>

Entrepreneurship:

<http://thinkkc.com/business/entrepreneurship>

Maps:

<http://thinkkc.com/business/maps>

Real Estate:

<http://thinkkc.com/business/real-estate>

Regional Employers:

<http://thinkkc.com/business/regional-employers>

Recruitment Snapshot:

<http://thinkkc.com/business/recruitment-snapshot>

Talent Development:

<http://thinkkc.com/business/talent-development>

Service Providers:

<http://thinkkc.com/investors/investor-listing/by-industry>

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