



Info Brief

Unified Government Public Relations
701 N. 7th Street, Room 620
Kansas City, Kansas 66101

Mike Taylor, Public Relations Director 913.573.5565

Village West Tourism District 2010

The Kansas Speedway and Village West development in Wyandotte County is one of the most successful economic development stories the State of Kansas has ever seen. It is also one of the most sophisticated, complex, public/private partnerships undertaken anywhere in the nation.

The economic successes of the public/private partnerships which created Village West and Kansas Speedway are well documented and the projections are impressive:

10-million visitors annually. More than \$1-billion in combined public and private investment.

Village West and the Legends truly is a unique retail experience. The Unified Government has been awarded the International Economic Development Council (IEDC) 2009 Excellence in Economic Development award in the Public-Private Partnership Category for the Village West Project. IEDC is the largest and most respected professional economic development organization with members worldwide.

114 businesses, including 28 restaurants, are open in Village West, employing nearly 5,700 persons. These businesses generated over \$610 million in retail sales with local and state sales tax, use and transient guest tax collections of over \$41 million. The 2009 real and personal property taxes levied for this development area was just over \$11 million. Before the Kansas Speedway and Village West developed, the 1,200 acres where the two sit generated \$208,409 a year in property taxes and virtually no sales tax revenue. The total tax base in the area has increased 2,600% since the development was built.

The Legends at Village West is a more than \$230 million shopping center housing nearly 1 million square feet of retail, dining, and entertainment. The Legends 14 Theatre complex (87,000 square feet) with state-of-the-art seating and sound systems is the largest of the tenants. Dave and Buster's, with nearly 50,000 square feet, is a large restaurant/arcade.

More than 100 businesses are open with many of the stores and restaurants new to the Kansas City area, creating a unique destination. Backfire BBQ opened in December 2009 and offers attractions that feature dining, entertainment and retail. Backfire BBQ is a partnership between the creator of the T-Rex restaurant located at the Legends and Orange County Chopper Inc. Another restaurant to open at the Legends in 2009 was Five Guys Burgers and Fries. Vanity Fair Outlet opened in November 2009. In 2010, The Legends rebranded itself as The Legends Outlets Kansas City, a high-end premiere outlet shopping experience. Since the change, sales have increased 9%.

Several businesses in Village West are not part of the STAR bond district, with sales tax revenues going to the Unified Government and State of Kansas. These businesses include JC Penney, Target, Taco Bueno, Payless Shoes, Panda Express, National Tire and Battery and a 117-room Country Inn and Suite.

In addition to the Great Wolf Lodge, four other hotels have opened the past three years in Village West, including Hampton Inn (2003 with 76 rooms), the Chateau Avalon (2004 with 62 rooms), a Holiday Inn Express (2005 with 96 rooms) and Country Inn (2008 with 117 rooms). A permit for an 86-room Best Western was recently issued with construction beginning in 2010. This hotel will be close to the Kansas Speedway.

The Kansas Speedway and Village West District sparked a new housing boom in western Wyandotte County. In 2004, Wyandotte County issued 476 new single family housing permits, setting a 40-year high. Since, then the Home Builders Association of Greater Kansas City ranks KCK 5th in the metro for new homes built. Despite a slow down in the new housing construction market, KCK remains number 5 in the metro for housing permits, following KCMO, Overland Park, Lee's Summit and Olathe.

The Kansas Speedway and Village West developments are more than tourists. A recent survey of over 700 new home owners conducted by the Unified Government shows 40% of new homeowners in KCK moved here from somewhere else. And of that 40%, almost half relocated from Johnson County.

The synergy generated by the Kansas Speedway and Village West are creating new destination tourism attractions. The Schlitterbahn Vacation Village Resort opened in 2009 and continues to expand. It is slated to be a \$750-million water park and retail shopping and dining destination. The \$368-million Hollywood Casino at Kansas Speedway is under construction along turn 2 of the racetrack. The Cerner Corporation is building a new office complex which will hire 4,000 fulltime people and the Kansas City Wizards MLS Soccer team is building an 18,000 seat stadium in Village West.