

A "MUST SEE" DESTINATION



"Top 10% Worldwide"

- Trip Advisor 2020



**"48 of the Best Road Trip Destinations
In the U.S. for Families"**

- Country Living Magazine April 2018



"50 States, 50 Must-See Stops"

- USA Today March 2015



"Best Staycations in America"

- Expedia Viewfinder January 2019



Prairiefire

PRAIRIEFIREOP.COM

MERRILL COMPANIES

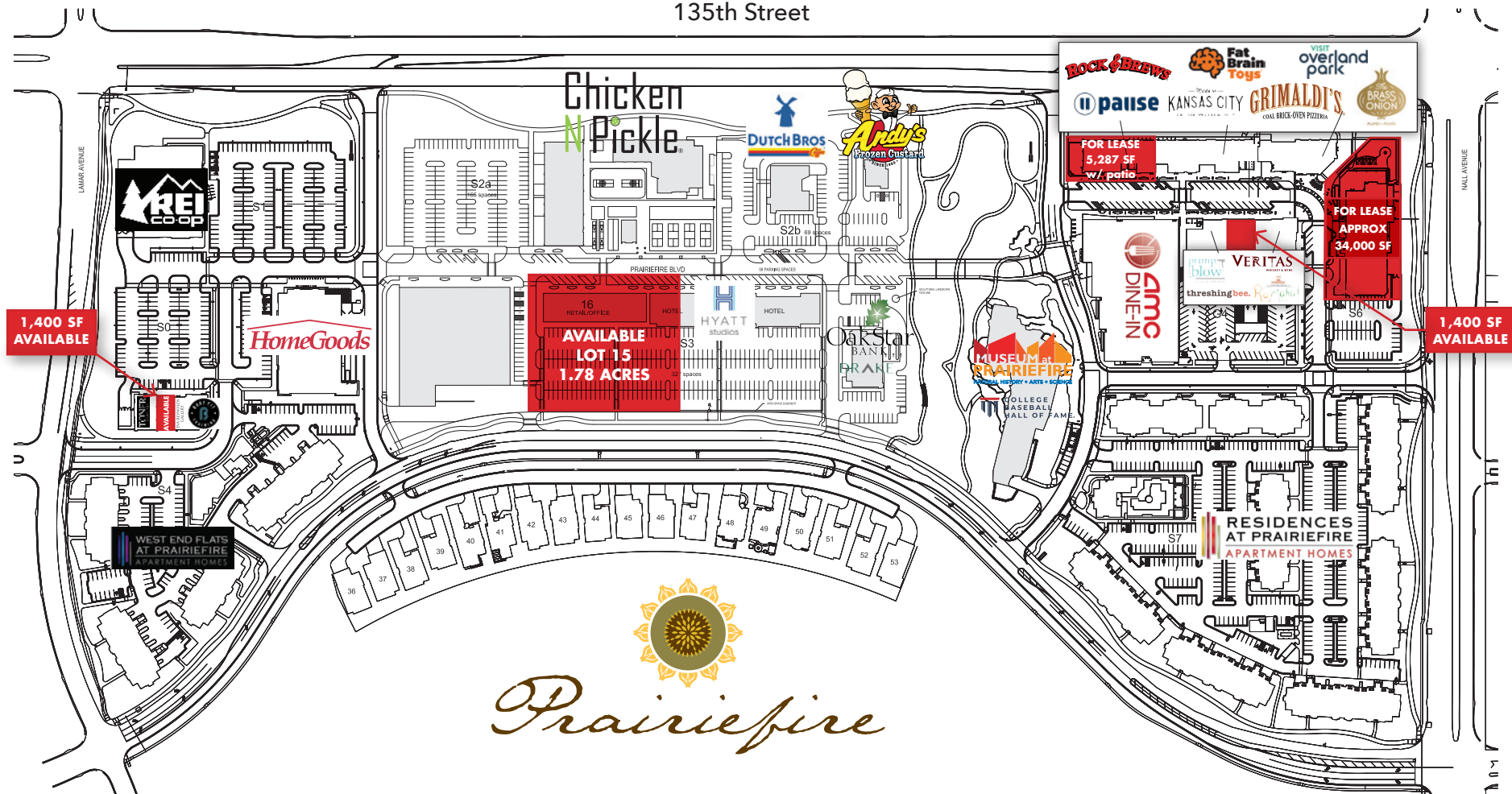


CROSSROADS
REAL ESTATE GROUP

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PRAIRIEFIRE PLAN

135th Street



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PRAIRIEFIRE PLAN



SEE AND BE SEEN



Weekly Events
Oktoberfest
Street Fairs
Tournaments



Community Events
Block Parties & Festivals



MUSEUM AT PRAIRIEFIRE | CHICKEN N PICKLE | HALL OF FAME





A CENTER OF ACTIVITY

Prairiefire is a 60 acre mixed-use development of approximately 700,000 square feet including Retail, Living, Dining, Entertainment, Offices, and a Natural History Museum. This includes over 209,000 square feet of retail in Phases I and II, which is currently 98% leased and an additional 100,000 square feet of retail in the final Phase centered around food and entertainment. Prairiefire has a total of over 400 living units, under construction or occupied. Residential units include multi-family rental and for sale villas on the Nicklaus Golf Club which is the Southern border of Prairiefire.

THE DISTRICTS

The Entertainment District includes the Museum at Prairiefire, a natural history museum built in a first-of-its-kind collaboration with the American Museum of Natural History in New York City. The Museum anchors the Entertainment District along with AMC Dine-In 17 Movie Theater, Pinstripes Bowling Bocce Bistro, and a wide array of restaurants and shops.

The West End features REI, HomeGoods, Eva Reynolds Gallery, French Tip Nail Spa, Toner Jewelers and BFT Body Fit Training.

The Central District of Prairiefire includes Chicken N Pickle, Andy’s Frozen Custard and OakStar Bank and Drake Development. Coming soon is a Hyatt Studios Hotel and Dutch Brothers Coffee.

The College Baseball Hall of Fame announced its new permanent home at the Museum at Prairiefire in 2024 with an opening in mid 2026.

TOTAL USES	RETAIL	MUSEUM	RESIDENTIAL	OFFICE	HOTEL
PHASE I + II	209,000 SF	42,000 SF	418 UNITS		
FINAL PHASE	100,000 SF		18 UNITS	90,000 SF	130 ROOMS
TOTAL	309,000 SF	42,000 SF	436 UNITS	90,000 SF	



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ABOUT PRAIRIEFIRE



PRAIRIEFIRE DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
POPULATION	10,075	86,120	184,658
PROJECTED GROWTH (through 2029)	4.47%	4.24%	3.78%
MEDIAN AGE	35.9	39.6	40.1
AVERAGE HOUSEHOLD INCOME	\$137,716	\$144,829	\$138,005
MEDIAN HOME VALUE	\$397,013	\$320,996	\$292,053
BACHELOR'S DEGREE OR HIGHER (Population over 25)	71.8%	67.6%	62.3%

COMPARABLE PROJECT STATISTICS 5-MILE RADIUS ESTIMATES

	AVERAGE HOUSEHOLD INCOME	POPULATION	2015-2020 GROWTH RATE	MEDIAN AGE	BACHELOR'S DEG. OR HIGHER (Pop. over 25)
PRAIRIEFIRE / Overland Park, KS	\$125,554	174,021	7.05%	40.1	62.3%
KIERLAND COMMONS / Phoenix, AZ	\$92,347	199,332	4.1%	40.6	45.6%
SANTANA ROW / San Jose, CA	\$115,878	555,911	3.6%	35.9	44.2%
COUNTRY CLUB PLAZA / Kansas City, MO	\$59,962	264,476	-0.3%	35.9	33.1%
EASTON TOWN CENTER / Columbus, OH	\$54,753	245,651	1.3%	35.0	30.6%
UNIVERSITY VILLAGE / Seattle, WA	\$76,858	446,271	2.8%	36.9	57.3%
TOWN SQUARE / Southlake, TX	\$130,118	107,822	8.4%	39.0	51.0%

THE AMENITIES AT PRAIRIEFIRE

This suburban-urban project has an extensive amenity package that has created layers of attractions designed to encourage customers to extend their shopping and stay-time. Hike and bike paths encircle the entire 60 acres and connect with the Johnson County bike trail system encompassing over 100 miles. A 10 acre restored wetlands with a trail system has already become a local favorite for walking and running. A commitment to art and sculpture is prevalent throughout the project with renowned artists and sculptors contributing to the pedestrian experience creating an attractive environment for locals and visitors. Prairiefire has been designated by the City of Overland Park as its "Entertainment District" which means it will serve as a destination for numerous conventions and events.



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