

# 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

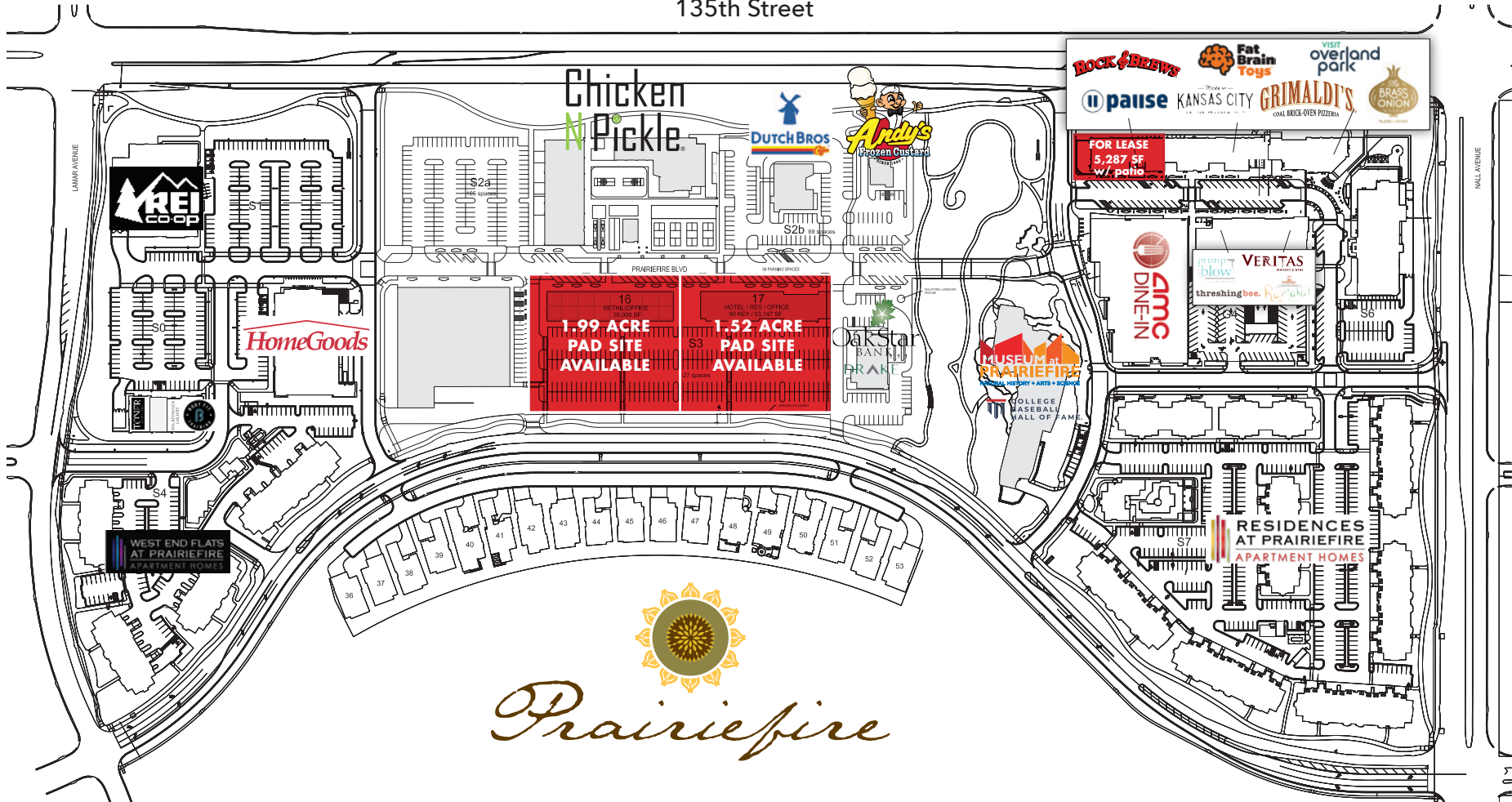


**CROSSROADS**  
REAL ESTATE GROUP

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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 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, Drake Development 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<br>(Population over 25) | 71.8%     | 67.6%     | 62.3%     |

## COMPARABLE PROJECT STATISTICS 5-MILE RADIUS ESTIMATES

|                                      | AVERAGE<br>HOUSEHOLD<br>INCOME | POPULATION | 2015-2020<br>GROWTH<br>RATE | MEDIAN<br>AGE | BACHELOR'S DEG.<br>OR HIGHER<br>(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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