



# Info Brief

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## Village West and The Legends

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- 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.
- 10-million visitors annually. \$811-million in combined public and private investment. The investment continues to grow with construction of the \$400-million Hollywood Casino at Kansas Speedway and the \$200-million Kansas City Wizards Major League Soccer Stadium.
- Village West is beefing-up its resume as a world-class tourist destination. The latest accomplishment is the announcement that Kansas Speedway will host two NASCAR Sprint Cup Races in 2011. The additional race weekend is projected to have a \$100-million economic impact for the Kansas City metro. Those races are like holding two Superbowls in Kansas City.
- The area has 114 businesses, including 28 restaurants and 6 hotels. Those businesses employ nearly 5,700 people, jobs which just six years ago did not exist.
- They generated over \$610-million in retail sales in 2009, producing \$41-million in local and state sales tax collections. The 2009 real and personal property taxes levied on Village West is 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.
- Village West continues to do well despite the recession. Sales at The Legends Outlets Kansas City have increased 9% since the shopping center transitioned to a high-end, upscale outlet center in March. The 9% sales growth comes in the outlet store line-up at the Legends. There is also a 5% increase in overall traffic since the outlet conversion. A large portion of the growth is directly attributed to consumers demanding current fashions from respected brands at affordable prices in an entertainment destination setting.
- The Village West development has sparked construction of surrounding retail which is not part of the STAR Bond district, including a Wal-Mart Supercenter, Best Buy, Kohl's Department store, JC Penney, Target, Payless Shoes, National Tire and Battery, Olive Garden, Red Lobster and Chik-fil-A restaurants. Those retail establishments generate sales tax which goes to the State of Kansas, Unified Government and schools.
- Legends is named for the Legends of Kansas. Statues and plaques represent famous Kansans such as Dwight Eisenhower, Amelia Earhart, Wyatt Earp. And of course, there is an actual Yellow Brick Road.
- The Legends hosts several destination dining establishments including The T-Rex Café, a restaurant with robotic dinosaurs and Backfire BBQ with Orange County Choppers, featuring custom motorcycles built by the Teutel family of TV reality show fame.