

PROJECT BRIEF



Project Name: City of Olathe/ 119th Street and I-35 Entertainment District

Grant Program: BASE 1.0

Project Date: March 2023 - December 2024

Project Summary

BASE funds supported the planned \$320 million sports and entertainment district in Olathe. Backed by state sales tax revenue (STAR) bonds, the entertainment district is expected to include an ultra-accessible theme park, sports arena focused on hockey and youth athletics, hotel, and restaurants and retail spaces. Grant funds were used to acquire land that is key to moving the development forward.

COVID-19 has been catastrophic to Kansas's tourism industry. Prior to the pandemic, there were more than 66,000 travel-related jobs in Kansas and more than \$8.6 billion spent by domestic and international travelers. During the pandemic, visitor spending declined 33% and tax receipts declined 27%. The sports and entertainment district project presents an opportunity for Kansas to recoup significant revenue loss. Developers plan to complete the project by late summer 2026.

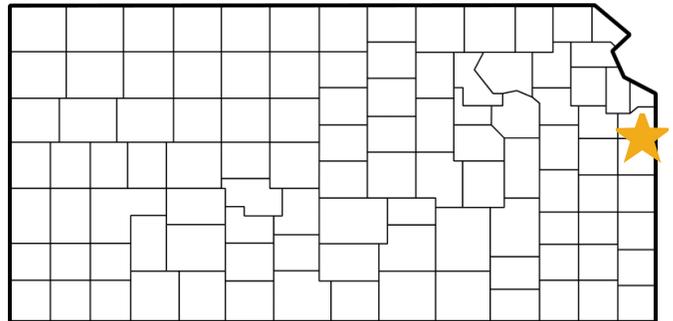
Goals and Objectives

Goal: Acquire key piece of land to move forward with construction of entertainment district.

Objective: Acquire land at NE corner of 119th Street and Ridgeview Road.

Location

Olathe, Kansas



Budget Overview

- Award amount: \$4,000,000
- Match amount: \$1,397,928.84
- Total: 5,397,928.84

Expense categories:

- Land acquisition: \$3,989,770.91
- Site work: \$1,408,157.93

Activities and Timeline

Q2 2023: Site work

Q3 2024: Land acquisition

Target Population

- Families with children
- Local hotels, retailers, business, and their associated workforce
- Youth sports organizations

Outcomes

- The development is expected to create over 100 jobs.
- The development is expected to attract more than 1 million visitors, increasing tourism from surrounding states.
- Foster long-term impact of youth involvement in sports through engagement with the youth-focused sports arena.

Sustainability

Sources contributing to project sustainability include:

- Support from STAR bonds.
- Commitments from youth sports organizations about using the complex for sporting events and tournaments.
- Signing tenants for pad sites, particularly a mix of dining options.

Grantee Information

Olathe is the county seat of Johnson County and is the fourth-most populous city in Kansas. Olathe City Council approved a STAR bond district on approximately 130 acres at the southwest and northeast corners of 119th Street and Renner Boulevard for the sports and entertainment district.

Contact Information

For any queries or additional information, please contact

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