



Neighborhood Planning & Development Committee  
Kansas City, Missouri City Council

November 30, 2021

Dear Committee Members:

Hallmark Cards, Inc. is pleased to express its strong support for the Fidelity Security Life Insurance Company (FSL) Headquarters planned for 2700 Main at Crown Center. A key component in the original vision for Crown Center, set forth by our founder J.C. Hall and his son Don, was an office community that would bring top businesses to downtown Kansas City. Having FSL, another multigenerational Kansas City-based company, headquarter at Crown Center is a testament to the vision of the Hall family and the one-of-a-kind urban renewal project they created more than 50 years ago.

The ability to retain a strong corporate citizen like FSL in Kansas City is essential to the prosperity of Main Street and our urban core. The construction of their signature headquarters building in a highly visible site will be a gateway for future development opportunity along 27<sup>th</sup> Street—not only will it create excellent new opportunities for additional businesses to locate in this area, it will provide additional customers for neighboring businesses, and it will activate pedestrian activity on Main Street and Grand Boulevard in anticipation of the streetcar extension.

The long-term commitment FSL is making to downtown Kansas City is significant and will pay dividends to Kansas City for years to come. In addition, the FSL project will complete the vision Crown Center has been implementing for the southwest parcel of its master plan. For these reasons, we urge City Council to give the proposed project its favorable consideration.

Sincerely,

Stacey Paine  
Executive Vice President, Real Estate