



April 6, 2020

Mayor Lucas, City Council Members and City Staff,

As President and CEO of the Kansas City Sports Commission and Foundation, I encourage you to support Ordinance NO 200225 and continue to make critical improvements to Downtown Kansas City.

The mission of the Kansas City Sports Commission is to drive the overall sports strategy, enrich the quality of life, create economic impact and raise visibility for our region. We work to attract events that support our mission. Things like the Big 12 Basketball Championships, with estimated economic activity of over \$20 million annually, create a positive ripple effect for our beautiful city. The Big 12 Conference has awarded these championships to Kansas City through 2024, creating an \$80+ million impact. We've also been awarded the 2023 NFL Draft and expect a \$224 million financial lift, like what Nashville, TN experienced by hosting the NFL Draft in 2019.

Events like these and numerous others ranging from NCAA and NAIA championships, Royals Fan Fest, the potential 2026 World Cup and of course the recent Kansas City Chiefs Super Bowl win continue to put us front and center on the world stage. The Barney Allis Plaza parking garage is an important part of these events being as it's connected to the surrounding hotels and businesses and it's critical in making our destination a walkable downtown for competitors and fans.

The Barney Allis Plaza Redevelopment Project should continue to move forward in order to be completed before the critical date of the NFL Draft in April of 2023. We expect tens of thousands of visitors to descend on Kansas City and will generate substantial global media attention. The rooftop park concept will create a programmable space for visitors and fans and will deliver a top tier city experience which could garner even more large-scale events and glean bigger economic impact for our citizens. If a negative experience occurs, we could lose future opportunities to attract large-scale sports events and competitions.

Moving the Barney Allis Project forward now, despite challenges that were unfathomable just a few weeks ago, is the right thing to do for all of us as stewards of this city. I understand that these are challenging times for public officials like yourselves who must manage multiple community concerns against a limited discretionary budget.

Kansas City has improved its downtown. We have worked hard to evolve our city so everyone who works, lives, plays in and visits will have a positive downtown experience. Barney Allis Plaza is often an initial greeting point for all these patrons.

I am grateful for your service to our city. I urge you will take the steps to continue the forward momentum of our downtown by approving the ordinance at hand.

Respectfully,

A handwritten signature in cursive script that reads "Kathy Nelson".

Kathy Nelson

President/CEO

Greater Kansas City Sports Commission & Foundation