



***ECONOMIC DEVELOPMENT***

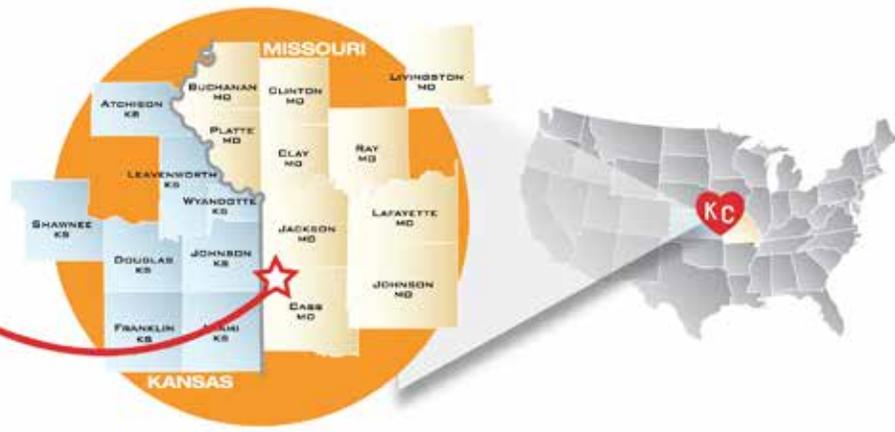
***Remarkable Progress. Simple Process.***



**2020 Annual Report**

# BELTON

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## **REMARKABLE PROGRESS. SIMPLE PROCESS.**

In a most challenging year, the City of Belton, Missouri, reaped the rewards of its long-term strategic initiative to diversify its economy, landing significant projects particularly in the industrial sector. One project made the Kansas City Business Journal's "Top 10 Real Estate Deals" and is valued at \$143 million. Belton continued to realize gains in residential, retail and commercial investment.

Of the 13 projects our regional partner, Kansas City Area Development Council (KCADC) reports as wins for 2020, Belton landed two of the biggest! Chewy, Inc., an online retailer of pet food and pet-related products with plans to hire more than 1,600 at full buildout and BoxyCharm, a Beauty for All (BFA) company, a monthly subscription service that sends beauty products to users' doors each month.

The news was also good in the residential sector with the announcement of several new projects including two, Class A developments – The Encore apartments with 322 luxury units and Center 301 apartments, a gated community with 306 units.

Economic development partners are on the record saying that Belton "sets itself apart" with its commitment to do what it takes to win projects that are in the best interests of the city, bringing a business-friendly, prepared and professional approach to each opportunity. With Belton's increasingly recognized advantages in quality of life, affordability, the exceptional work ethic of its labor force and its access-rich location, the city is well positioned for growth.



**BELTON** *ECONOMIC DEVELOPMENT*  
*Remarkable Progress. Simple Process.*

[www.choosebelton.org](http://www.choosebelton.org)

## INVESTMENT SUMMARY



	RESIDENTIAL		COMMERCIAL		
	RESIDENTIAL PERMITS	RESIDENTIAL INVESTMENT VALUE	COMMERCIAL INVESTMENT	ESTIMATED JOBS	SQUARE FOOTAGE
2015	18	\$2 Million	\$10.4 Million	240	182,000 SF
2016	106	\$18 Million	\$17.5 Million	300	320,000 SF
2017	101	\$20 Million	\$12 Million	200	89,000 SF
2018	69	\$13 Million	\$33 Million	340	154,000 SF
2019	86	\$16 Million	\$16.3 Million	275	515,000 SF
2020	164	\$30 Million	\$117 Million	265	1,100,000 SF

## ECONOMIC DEVELOPMENT ADVANTAGES



### LOCATION

The City of Belton is in the heart of the greater Kansas City metropolitan area. Just minutes from the stadiums of our championship baseball, football and soccer teams, cultural landmarks and world-class shopping. A short drive on I-49 will get you or your business to your destination quickly in a city \*rated as the second, least-congested in the U.S.

\*TomTom Traffic Index 2019

### HIGHWAY, RAIL, AIR and BARGE ACCESS

Belton is adjacent to I-49 and 10 minutes from the I-49, I-435 and I-470 Three Trails Crossing interchange which takes a driver nearly anywhere in the metropolitan area within 20 minutes, including to the other major highways I-35 and I-29 (north-south) and I-70 (east-west). Nearly 85 percent of the U.S. population can be reached from Belton in two driving days or less.

Belton businesses also benefit from the metro's No. 1 rankings\* in rail, air and barge access. Served by five Class 1 railroads, the metro is first in the U.S. in freight volume. It ranks first nationally among medium-sized airports and anticipates the opening of the new, single terminal Kansas City International Airport in 2023. The area also is located along the largest navigable inland waterway (Missouri/Mississippi river system) and adjoins the Missouri River's Corps of Engineers-managed shipping channel.

\*ThinkKC

## DEMOGRAPHICS



Source: ESRI® 2020

### POPULATION



24,684

### AVERAGE DAILY COMMUTE



25 minutes

### HOUSEHOLD INCOME



\$60,788

### HOUSEHOLDS



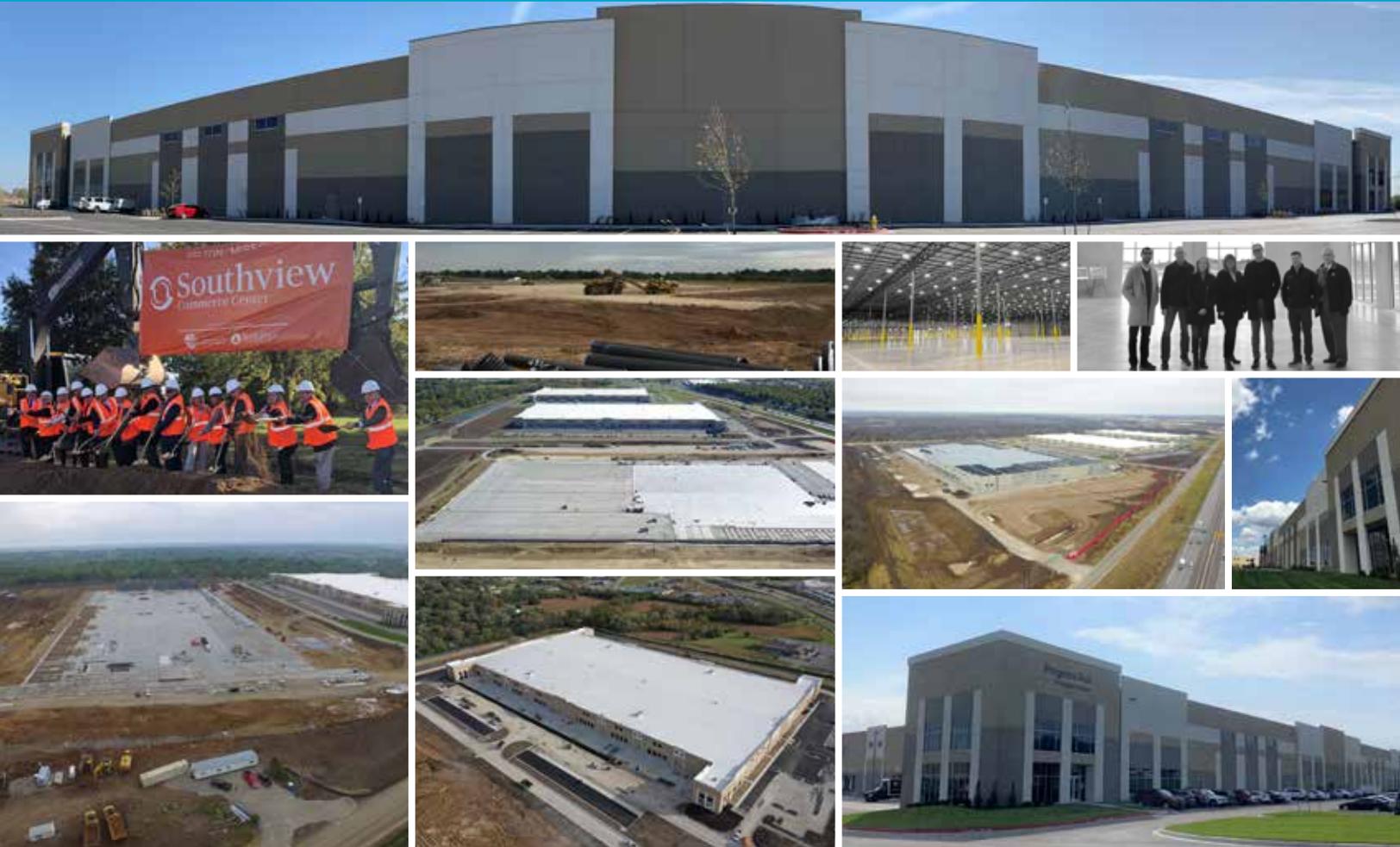
9,317

### MEDIAN AGE



35 38

# GAME CHANGING INDUSTRIAL: SOUTHVIEW COMMERCE CENTER AND MARKEY BUSINESS PARK



## SOUTHVIEW COMMERCE CENTER

The results could not be better for the Southview Commerce Center. In 2018, the Belton City Council approved NorthPoint Development's \$105 million plan to redevelop the former Southview Golf Course into a 148-acre, flex industrial campus. Just two years later, announced projects – including a 2020 Top 10 real estate deal valued at \$143 million – will complete a 2 million-square-foot build-out among three national brands which plan to bring more than 2,000 new jobs to the city.

Industrial sector gains are 2020's primary contributor to Belton realizing its long-range goal to diversify its economy. As such, the importance of Belton's partnership with NorthPoint Development cannot be overstated. Locally based and privately held, this real estate development firm has built more square feet of industrial space in the past five years than any other U.S. developer. Coming alongside this kind of industry leadership accelerates Belton's strategic initiative to bring advanced manufacturing and logistics jobs to the city.

*“Southview Commerce Center’s strategic north/south location along Interstate 49 in the heart of the country is a great play for a variety of users.”*

*— Brent Miles, NorthPoint’s Chief Marketing Officer / Founding Partner.*

Vacant for more than a decade, this former site of the Southview Golf Course is now a 148-acre, 2 million-square-foot testimony to Belton's competitive attraction to national brands looking to locate their next state-of-the-art, light manufacturing, warehouse or distribution operation. Located just east of I-49 between 155th Street and 163rd Street interchanges, investment in the all-new flex industrial campus far exceeds preliminary estimates.

**Progress Rail, A Caterpillar Company**, one of the largest, integrated and diversified providers of rolling stock and infrastructure solutions and technologies for the global rail industry, became operational this year in its 456,000-square-foot building. Progress Rail is the first to open its doors in the first building completed on the Southview Commerce Center campus, employing 100 at start up. Total employment is projected to reach more than 200 jobs.



**BoxyCharm, a Beauty For All (BFA) company**, is a customized beauty membership subscription service that sends beauty products to your door each month. They will occupy a 575,000-square-foot, sales tax generating, e-commerce fulfillment center, which is anticipated to be operational in the second quarter of 2021.



**Chewy.com**, an online retailer of pet food and other pet-related products, will occupy an 800,000-square-foot e-commerce fulfillment center. Expected to open in the second quarter of 2021, the company is estimated to generate \$2.6 million in sales tax revenue annually and are expected to bring 1,600 new jobs.



## MARKEY BUSINESS PARK



Markey Business Park, a 112-acre master planned business park is owned by the City of Belton. Located just south of the National Nuclear Security Administration (NNSA)/Honeywell campus and adjacent to the rebranded I-49 Industrial Park (formerly known as CenterPoint Intermodal), it has potential for Kansas City Southern rail service and has prime access to I-49 and Missouri 150.

To meet its standards for readiness in the competitive industrial market, site preparation including property assessment, a due diligence report and master plan has been completed. Belton is working with Missouri Partnership and Kansas City Area Development Council (KCADC) to identify a master developer and attract industry to the site that will offer family-supporting wages. Recently, Markey Business Park has been a finalist site in two highly competitive, multi-state site selection projects.



# 2020 PROJECT ACTIVITY: COMPLETED AND IN PROGRESS

## NEW NATIONAL BRANDS



**Five Guys Burger and Fries**, an American fast-casual restaurant chain, is focused on hamburgers, hot dogs and french fries. The chain invested \$400,000 into the tenant finish of its new 3,000-square-foot restaurant in Cedar Tree Shopping Center off I-49 and Missouri Route 58, where it served its first meal in Belton in the first quarter of 2020.



**Aspen Dental**, the 23rd location in Missouri, began operating in the fourth quarter of 2020, out of its newly constructed, 3,500-square-foot building at the corner of 163rd Street and Markey Parkway. This \$1 million investment is located on a 3.8-acre parcel. A second 6,000-square-foot retail building is to be constructed in a future phase.



**Terrapin Care Station**, headquartered in Colorado, is a consumer-focused cultivation, processor and provider of high-quality medical marijuana. The company is investing \$200,000 in a tenant finish for its new store which will be the first medical marijuana dispensary in Cass County. Located in the Twin Oaks Shopping Center at the corner of North Scott and Missouri Route 58, Terrapin plans to be operational in the first quarter of 2021.



## REINVESTMENT



**Casey's**, newly rebranded, chose the City of Belton to open a prototype convenience store and gas station. The new prototype includes an expanded menu, new services and offers double the seating. After relocating and investing \$3 million in a 5,000-square-foot store, the new Casey's opened in the fourth quarter of 2020.



**Hy-Vee**, a long-time grocer, is reinvesting \$3 million in its Belton location on Missouri Route 58. Interior renovations will include a **Starbucks** and **Market Grille** which are expected to be completed in the first quarter of 2021.



**Max Motors**, following its 2019 expansion with the purchase of a former car lot, expanded yet again in 2020 with the opening of a Max Pre-Owned center on a 5,000-square-foot lot at the corner of Missouri Route 58 and Mullen Road.



**Heart of America Eye Center**, a quality, full-service ophthalmology and optometry practice, invested \$300,000 in relocating to and remodeling a 1,500-square-foot storefront in Belton Market Place, off E North Avenue.



**McDonald's**, located at the interchange of Missouri Route 58 and I-49, reinvested \$115,000 in an interior remodel, which included operational upgrades as well as updating and modernizing its dining room area.



**Quik'n Tasty**, QuikTrip's distribution center, began its \$40,000 breakroom remodel in the fourth quarter of 2020 and will include a convenience store with hot food for employees.



## MAIN STREET



**Main Street** is a vibrant business district that provides an enjoyable mix of shops and restaurants as well as a plethora of service-oriented businesses. Anchored by City Hall, the Belton License Office and the Belton Chamber of Commerce, Main Street is the heart of our city. It is the communities gathering place and is rich in history.

*If small businesses are the backbone of the national economy, then Main Streets are the lifeblood of local communities. Every bit as essential to prosperity and culture, Main Streets give small businesses a place to thrive. These historic avenues, downtown districts and public squares create magnetic hubs that connect people and businesses to the community with something much stronger than a chain.*

— Inside Business, May 2019

## NEW BUSINESS

**Marcellas**, opened in the first quarter of 2020, located at 423 Main Street. This quaint home décor store sells items made by local artisans that are inspired by the order and beauty of nature.

**Meet Me on Main**, a new event space, is located at 515 Main Street and is the new go-to venue for meetings, trainings and events. This industrial chic event space opened in the third quarter of 2020.

**Broken Hatchet Brewing**, located at 422 Main Street, will serve original, craft beers with a play on local history. It is under-construction and plans for a first quarter of 2021 grand opening.



## EXPANSIONS & REINVESTMENT

**Belton Chamber of Commerce**, celebrating its 75th anniversary, relocated to a new, modern office this year. This new location allows for better service to Belton’s business community. The Chamber now shares a building with Meet Me on Main event space, which it manages.

**Belton License Office**, reopened in the first quarter of 2020, after completing a \$25,000 reinvestment in a 2,500-square-foot expansion and renovation.



Belton's housing market boomed in 2020 and will continue into 2021. A highly desirable and progressive city, with a small-town feel, requires little marketing as Belton's reputation as a community with a proud past and bright future precedes itself. The majority of homes are either sold or rented before they are constructed.

**Traditions Subdivision** offers a variety of housing types to meet the needs of young adults, families and seniors in its townhomes, single-family homes and senior villas.



37 **multi-family, four-plex townhomes** are permitted and construction is underway for this two-bedroom rental option.

47 **single-family** home lots are planned for construction in 2021. Lot sizes range from 6,000 to 10,000-square-feet with prices for completed homes estimated to range from \$250,000 to \$350,000. All single-family homes in earlier phases are sold and occupied.

**Senior Villas** began construction in the fourth quarter of 2020 with a plan to build 10 buildings with 53 garden-level, 868-square-foot, one-story villas. Each villa will feature a front porch and back patio, laundry facilities and easy access to a community building.

**Autumn Ridge** subdivision is now in its third phase. Located on the west side of South Mullen Road, 137 single-family homes and 10 lots for single-family attached homes are planned for construction.



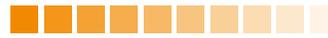
**NorthPoint Development** is investing \$44 million in **The Encore**, a luxury apartment development. Permitting and construction is slated to begin on the long-vacant site at 163rd Street and Turner Road in 2021. The complex will have six, four-story buildings with 322 luxury units and will have a variety of in-demand amenities including a pool, clubhouse and walking trails.



**Case & Associates** is investing \$34 million in **Center 301**, a Class A apartment development with 306 units. It is located at the corner of Towne Center Drive and Markey Parkway and is in walking distance of shopping and dining. This gated community is slated for 2021 permitting and construction and includes three different building styles, some with first floor garages.



## GROWTH IN MEDICAL CARE & SENIOR LIVING



**HCA CareNow Urgent Care**, partnering with Belton Regional Medical Center (BRMC) is investing \$840,000, with plans to open a new concept urgent care and sports medicine rehab clinic in the first quarter of 2021. It will include a CareNow Urgent Care for non-emergency services and BRMC's Outpatient Sports Medicine and Rehab Clinic.



**Carnegie Village**, Belton's premier assisted and independent senior living community, continued its multi-year, multi-million-dollar investment in its facility with a nearly \$200,000 remodel that included a new library and updates to its entryway, therapy room, salon and more.

**Traditions Villas**, a new senior living option, is currently under construction. Offering garden-level, 868-square-foot, one-story villas with two bedrooms. Each villa will feature a front porch and back patio, in-unit washers and dryers and easy access to a community building.



**Notting Hill**, a recently renovated senior living community, invested an additional \$200,000 to build a 2,000-square-foot clubhouse at the 18-acre complex. Earlier interior renovations included granite countertops, stainless steel appliances, in-unit washers and dryers, security systems and patios.

## 2021 PROJECT ACTIVITY: COMMITTED

**Belton Regional Medical Center**, led by CEO Todd Krass, continues to build patient volume year after year and is responding to a growing population and demand with plans for a \$15 million expansion of its intensive care unit, which will add private ICU beds and shell space for future use.



**Beautiful Savior**, a premier, long-term care community of quality senior living, located on South Cedar Street, anticipates a \$3.5 million interior and exterior upgrade in 2021.

# REVITALIZING KEY AREAS

**North Scott Corridor** is a significant redevelopment area. It is the gateway to our community and with its connection to I-49 via the fully reconstructed 155th Street interchange, this easily accessible location makes this corridor ideal for redevelopment.

To alleviate congestion on Missouri Route 58, near the I-49 interchange, Belton applied for and received a Surface Transportation Program (STP) grant from the Mid-America Regional Council (MARC). This important project will be conducted in phases. The first step is the **realignment of Peculiar Drive** which will eliminate a traffic signal and increase capacity and flow of vehicles along this vital corridor. The right-of-way is being secured and this project is currently in the design phase.



# INFRASTRUCTURE MATTERS

Since **Proposition R (Street Bonds)** passed in 2018, approximately 13 miles of road have been replaced. This year, Public Works completed Phase 2 of the Street Preservation Project, reconstructing and resurfacing 7 miles of residential roads, replacing 3.25 miles of curbs and bringing 45 sidewalk ramps into ADA compliance. Phase 3 will include reconstruction and resurfacing of approximately 7 miles of residential roads and is slated to begin in spring of 2021.

Thanks to the passage of **Proposition S (Sewer and Storm Water Bonds)** Public Works has been able to do its due diligence and complete multiple sewer and storm water projects. The Cherry Hill storm water project was completed in 2020. The Allen Avenue storm water project will be completed in the first quarter of 2021. The Hargis Lake storm water project is in the design phase with a 2021 completion target.

This year, Public Works replaced one mile of old cast iron pipe that reached its end of life and upsized the pipes with new PVC.



OUR STRATEGIC PARTNERS 





**BELTON** *ECONOMIC DEVELOPMENT*  
*Remarkable Progress. Simple Process.*

## STAY IN TOUCH

To learn more about economic development progress in Belton, Missouri, contact us at 816.892.1263.

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