

EXPERIENCE BLUHAWK



BLUHAWK

THE CENTER OF
SPORT + LIFESTYLE™



AT THE CENTER OF SPORT + LIFESTYLE



Bluhawk is delivering the next generation of mixed-use projects by creating a breakthrough destination at The Center of Sport + Lifestyle™, merging sports, entertainment, lifestyle retail, services and dining into a one-of-a-kind experience.

WHY BLUHAWK:

- + Situated in the highly desirable demographics of **Overland Park** at the intersection of 159th and Hwy. 69, Johnson County's next growth corridor.
- + A walkable **277-acre master planned development**, with retail, sports, family entertainment, residential, office, hospitality, healthcare, green space and neighborhood amenities.
- + **The nation's first indoor sports and entertainment complex** (410,000 SF) to anchor a mixed-use lifestyle project, offering year-round activities.
- + Bluhawk already boasts over **4.3M visits annually**, a 20% year-over-year increase.
- + AdventHealth Sports Park is expected to drive **\$24M in local economic growth impact**.
- + **160k SF of Phase 2 retail opens Spring 2027** featuring elevated lifestyle retail, dining, services and entertainment.
- + AdventHealth South Overland Park at Bluhawk has over **1,100 employees** including 800 nurses and medical staff, 66 beds and a full array of services including an emergency room and birth center.
- + The local **Blue Valley School District** has 23,000 students across five high schools, nine middle schools and 22 elementary schools.

BUILD. CURATE. CREATE.



THE CENTER OF
SPORT
+
LIFESTYLE™



BUILDING COMMUNITY

Bluhawk is anchored by **AdventHealth Sports Park**, the **255,000-square-foot** Phase 1 multi-sport complex that opened in October 2024 with a focus on adult, youth and amateur sports, performance and training, family entertainment and casual dining. An additional **155,000 square feet** is planned for Phase 2, adding more sports facilities, indoor/outdoor pickleball, mini golf course, and interactive sports games. **Future nationally televised events** will bring additional exposure to this world-class facility and Bluhawk.

CURATING BRANDS

Shopping for all ages, crafted service offerings, local and national F&B options drive the next phase of lifestyle development, complementing the existing **270,000 square feet of grocery-anchored retail** already open and operating at Bluhawk. Phase 2 provides a **160,000-square-foot elevated experience** that caters to the exceptional demographics of Overland Park and the local, regional and national visitors to AdventHealth Sports Park.

CREATING MEMORIES

Bluhawk is delivering an energetic sense of place that will include **activated open spaces, placemaking opportunities and programming for all age groups**. Combined with sports activities, retail, entertainment and dining options, visitors are encouraged to linger longer, increasing dwell times throughout the entire project.



A BREAKTHROUGH DESTINATION



THE RESIDENCES
AT BLUHAWK

154 single-family
homes and 201
apartment units



255,000 SF indoor sports
and entertainment
complex expanding to
410,000 SF



99-key hotel
opening Spring 2026



24/7 ER, orthopedic surgery,
labor & delivery, advanced imaging
and more; employing 1,100+

THE OFFICES
AT BLUHAWK

18,000 SF of office,
expanding to 110,000 SF

PHASE II RETAIL
(SPRING 2027)

160,000 SF of crafted and
elevated retail, dining and
entertainment

OPEN RETAIL

270,000 SF anchored by
Consentino's Market with
Sierra Trading Post, TJ Maxx,
Ulta Beauty, and more

159th Street

Antioch Road

WHY KANSAS CITY



Strategically positioned at the heart of America, the **Kansas City Metro** spans both Missouri and Kansas, serving as a **major logistics hub and economic powerhouse in the Midwest**.

The metro area is home to several prominent universities including the **University of Missouri-Kansas City (UMKC)** with over **17,000 students**, and **University of Kansas** just **40 miles** away in Lawrence. The region has established itself as a leading center for **healthcare innovation, agricultural technology, financial services, and logistics operations**.

Kansas City is a premier sports and entertainment destination, home to the **four-time Super Bowl Champion Kansas City Chiefs**, the **two-time World Series champion Kansas City Royals**, Sporting Kansas City (MLS) and the **Kansas City Current**, which plays in the world's **first purpose-built stadium designed specifically for women's professional soccer**. The city successfully hosted the **2023 NFL Draft** and has been selected to **host FIFA World Cup matches in 2026**, cementing its status as a world-class event destination.

Kansas City hosts major corporate headquarters and operations for industry-leading companies such as: **Cerner Corporation (Oracle Health)**, Hallmark Cards, **H&R Block**, Burns & McDonnell, Kansas City Southern Railway, Garmin, **AMC Entertainment**, DST Systems, Russell Stover Chocolates, Commerce Bank, UMB Financial, Black & Veatch, **Populous**, and more.

2.3M
Residents in the KC Metro

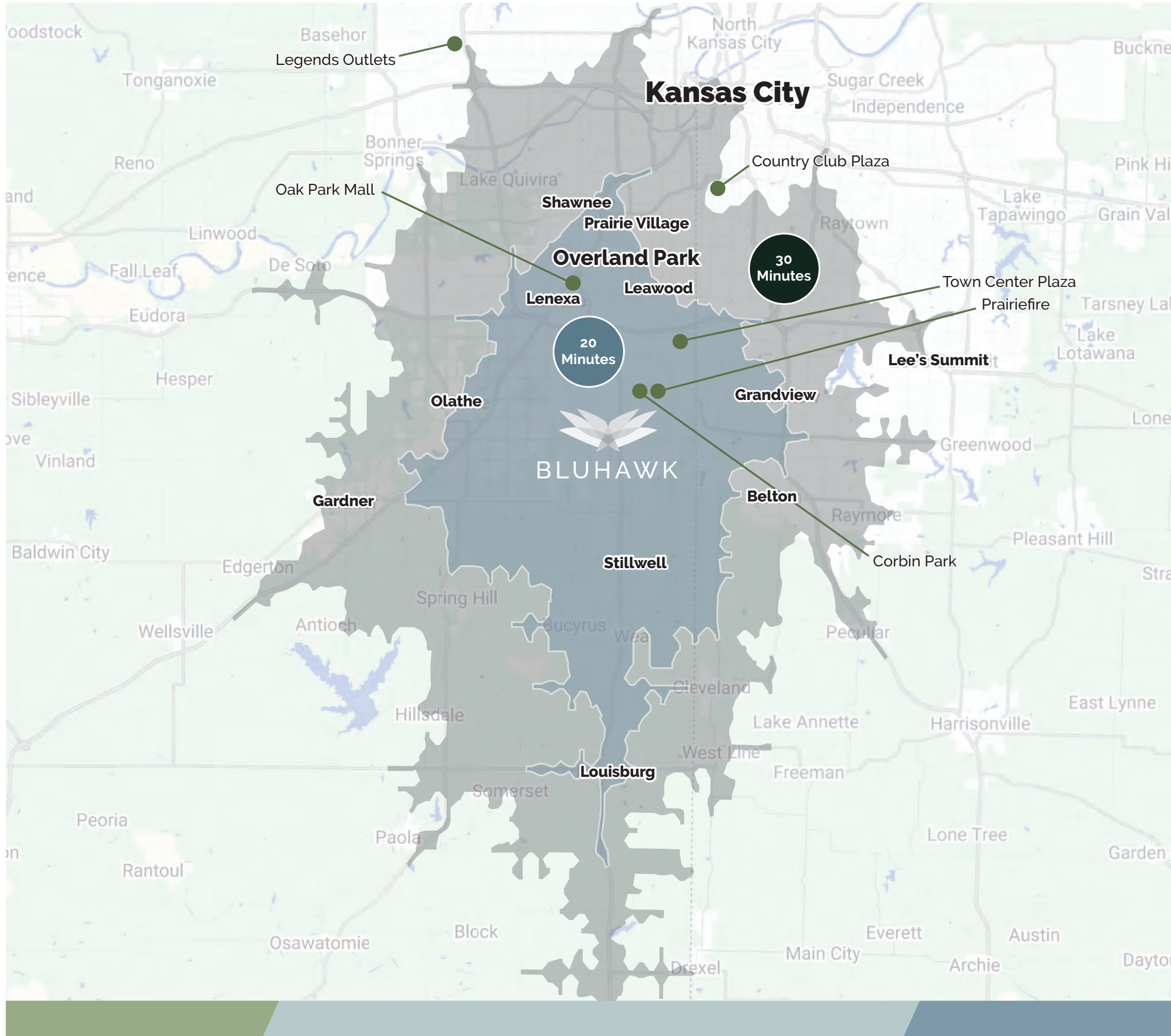
#7 nationally
for live-work-play
development

#3 nation's
most livable
metro areas

\$6.6K+
Dining & Entertainment
Annual Spending

\$2.9K+
Retail Shopping
Annual Spending

TRADE AREA DEMOGRAPHICS



Drive Time Demographics

Population	20 Minutes	30 Minutes
2026 Population	464,798	1,203,744
2030 Estimate Population	477,097	1,232,195
Projected Annual Growth 2026-2030	0.5%	0.5%
Income		
2026 Average Household Income	\$140,477	\$119,325
2026 Median Household Income	\$103,511	\$85,012
Households & Growth		
2026 Households	120,907	495,750
2030 Estimated Households	124,442	512,513
Projected Annual Growth 2026-2030	0.7%	0.7%
Race & Ethnicity		
2026 White	74.1%	64.3%
2026 Black	6.3%	15.4%
2026 Asian Alone	6.5%	4.3%
2026 Hispanic	9.5%	12.9%

✚ Johnson County, KS projects **0.5% annual population growth** and **2.6% median income growth through 2030**, creating exceptional opportunity for premium retail concepts

ESRI forecasts for 2026 and 2030. U.S. Census 2020.

DAYTIME DEMOGRAPHICS



Overland Park and the surrounding area boast a strong job market, with key sectors in **health care, professional/tech services, and finance**. Overland Park has over **140,000 employees** with **low unemployment** (~4% at the end of 2025) and **high incomes**, and there are more than **800,000 daytime workers** within a 30-minute drive of Bluhawk making it a convenient destination.

In addition to major employers like **Garmin International (5,000 employees)**, **T-Mobile (3,800 employees)**, and **Black and Veatch (2,100 employees)** with large offices, major employers with multiple locations in the area include **HCA Midwest Health (5,000 employees)**, **University of Kansas Health System (4,000 employees)**, **Blue Valley School District (3,300 employees)**, **Shawnee Mission School District (2,500 employees)** and **Quest Diagnostics (2,200 employees)**.

Drive Time Employment

Daytime Population	10 Minutes	20 Minutes	30 Minutes
Employees	71,911	374,805	966,936

Source: ESRI



Overland Park, KS downtown commercial district

NEXT GENERATION MIXED-USE PROJECT



WORLD-CLASS SPORTS PARK


AdventHealth
SPORTS PARK
at BLUHAWK



410,000 SF

indoor sports and entertainment complex

255,000 SF open and operating

155,000 SF

expansion planned for 2027



80+

National and regional tournaments and events bringing visitors from around the country



NHL regulation ice rink

8 basketball courts

OR

16 volleyball or pickleball courts

40,000 SF turf field



Home to University of Kansas Club Hockey, KC Icehawks Hockey Club, KC Power Volleyball Club, KC Surf Soccer Club, Prime Baseball Club, Silver Blades Figure Skating Club, Bluhawk Swim Academy, C26 and TPH Academy

Phase 2 expansion
to add Pure Putt mini golf, indoor and outdoor pickleball courts, interactive sports games and a second ice rink

Family entertainment center with arcade games, laser tag, bowling and e-sports



JOIN THESE TENANTS

95%
LEASED
& OPEN



PHASE I - EXISTING TENANTS:



FIVE GUYS
BURGERS and FRIES



BARNES & NOBLE



SALADWORKS

Buckle

Bath & Body Works

T.J. maxx



RED DOOR
WOODFIRED GRILL

ULTA
BEAUTY



Panera
BREAD

CONTACT INFO



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