



THE COMMITTEE TO KEEP THE CHIEFS AND ROYALS IN JACKSON COUNTY

Campaign Team Q&A

WHAT ARE THE CHIEFS AND THE ROYALS ASKING OF JACKSON COUNTY?

- The Chiefs and the Royals are asking Jackson County to build on the last half century supporting our teams by voting YES to continue the same level of tax support – 3/8 cent – for the next 40 years.
- This is the same tax but a better deal for Jackson County. No one will pay more in taxes by voting YES on April 2. Rather, a YES vote for this partnership will result in additional tangible benefits to meet the needs of our community.
- In fact, we have agreed on a path that will provide more than \$200 million in new economic benefits to the County by eliminating its obligation to pay stadium insurance premiums and park levy to the teams.
- With our two teams staying in Jackson County, there will be significant additional private money invested in the county, the city and community – including more than \$1.3 billion between the clubs.
- These investments will support the growth of Kansas City businesses and tourism, leading to more jobs and ultimately economic growth that will benefit our community.

WILL THE CITY OF KANSAS CITY AND THE STATE OF MISSOURI HELP FUND THE STADIUM PROJECTS?

- Conversations with both the city and state are ongoing.
- The Jackson County sales tax revenue is the foundational support needed for these projects. We expect city and state funding to supplement that public money and the more than \$1.3 billion in committed private funding between the two teams.

HOW WILL THE UPGRADED ARROWHEAD STADIUM AND NEW ROYALS BALLPARK BENEFIT THE JACKSON COUNTY ECONOMY?

- Ensuring both short- and long-term economic growth in Kansas City and greater Jackson County is a top priority.
- We want to inform voters of every economic benefit projection as soon as we can. We will know more and be able to say more when we have finalized the Community Benefits Agreements for each team, which we hope to do very soon.
- The Chiefs and Arrowhead currently drive more than \$993 million in total annual economic output for the Kansas City region, including more than \$572 million in total economic output in Jackson County.



- The Royals are committed to continuing to spur inclusive growth and job creation, uplifting the community, and fostering a more equitable and prosperous Kansas City region. We will hire and work with minority-, women- and veteran-owned businesses and supportive programs; solidify our union labor agreement; ensure a prevailing wage agreement for workers; and create workforce development programs, wraparound services and continue community engagement and outreach. The ballpark district will also include a variety of housing opportunities accessible for Kansas Citians from all walks of life.
- While the Royals are still in the process of completing the economic analysis specific to the Crossroads, we expect the jobs, labor income, tax revenue and economic output to be similar or better than the projections we previously released for a new ballpark district.

WHAT COMMUNITY BENEFITS CAN JACKSON COUNTY EXPECT AS PART OF THE RENOVATED ARROWHEAD STADIUM AND NEW ROYALS BALLPARK AGREEMENT?

- The Chiefs' Community Benefits Agreement is modeled after the one completed in 2006, which was very successful.
- The Royals are committed to a Community Benefits Agreement centered around core goals we call KC WINS:
 - Delivering a **world-class** neighborhood ballpark district and experience that is welcoming and accessible to all;
 - Spurring **inclusive** growth and job creation, uplifting the community, and fostering a more equitable and prosperous Kansas City region;
 - Continuing to **nurture** Kansas City's future through the team's intentional philanthropic and community impact initiatives; and
 - Driving **sustainable** impact with responsible and forward-looking neighborhood investments.

HOW WILL PUBLIC MONEY BE USED FOR ARROWHEAD STADIUM AND FOR THE NEW ROYALS BALLPARK?

- Today, a 3/8 cent sales tax supports both teams and stadiums; we are asking that this remains in place for the next 40 years because these projects are contingent on a renewed public-private partnership between Jackson County and the two teams.
- The Hunt family will be investing \$300 million as part of the plan to renovate and expand Arrowhead, plus they will cover any construction cost overruns if they incur. The Chiefs' share of the Jackson County funding will be used for maintenance and repairs.
- In 2023, the Chiefs invested more than \$20 million in Arrowhead Stadium as part of the upkeep and in addition to the taxpayer support.
- The Royals' project – the largest public-private development in Kansas City's history, projected to be a \$2 billion investment as currently envisioned – is an investment directly into our community.



- The Royals' ownership group will be funding the majority of this project, including over \$1 billion to cover a major portion of the ballpark and the entirety of the surrounding development. The Royals share of the Jackson County funding will be used to support the ballpark construction and maintenance.
- We believe the public benefit of a neighborhood ballpark in the Crossroads will be commensurate with the public investment – from bringing more people downtown to patronizing businesses and restaurants to the new public spaces that will be created as a result of this project. The vast majority of public-private partnerships have been beneficial to both sides in baseball and other major professional sports.

WHY ARE THE CHIEFS ABLE TO RENOVATE ARROWHEAD, BUT THE ROYALS CAN'T RENOVATE THE K?

- It starts with a bad batch of concrete that the Royals received when our stadiums were built. The Chiefs received a different batch that was not problematic.
- That has led to “concrete cancer” at The K – first identified in an independent structural report in 2007.
- In this context, also keep in mind the difference between baseball and football stadiums: 81 home baseball games per year plus other events with all the wear of wash down that comes with that schedule, versus 8-9 football home games and a handful of events at Arrowhead.
- While the Royals and fans have enjoyed many exciting moments at The K – now 50 years old – it will soon have outlived the functional capabilities that have made it so special. While the leases extend to 2031, the Royals will not play at The K beyond then.
- This affords the Chiefs the opportunity to take fuller advantage of what Arrowhead has to offer by renovating, making repairs, adding amenities to all three levels and enhancing the tailgating experience.
- These upgrades will allow the Chiefs to continue the tradition of providing one of the best gameday experiences in all of professional sports, and to preserve and enhance the Arrowhead experience for a new generation of fans.
- By building a new ballpark, the Royals can construct a world-class experience, a new home for Royals fans far and wide, and one that is woven into the fabric of the city. We want to play baseball in a location where we can make this contribution to Kansas City, the league's third smallest market.

WHAT HAPPENS IF THE APRIL 2 BALLOT MEASURE FAILS?

- If Jackson County decides not to support the Chiefs and the Royals going forward, the teams must consider all options to find stadiums in which to play.



HOW DOES STATE OR CITY FUNDING AFFECT THIS PROJECT?

- The Jackson County tax revenue is foundational for both of these projects. We expect city and state funding to supplement that public money and the more than \$1.3 billion in committed private funding between the two teams.
- The Chiefs would not be willing to sign a lease for another 25 years without the financing to properly renovate and reimagine Arrowhead.
- Similarly, the Royals have said that continuing the public private partnership of the last half century is essential for the advancement of a new neighborhood ballpark in the Crossroads.

HOW WILL THE RENOVATIONS AND DEVELOPMENT AFFECT PARKING AT BOTH STADIUMS?

Chiefs

- The Chiefs will be adding to the total number of parking spaces available, as well as adding new levels/tiers of parking options for guests. We also envision ingress/egress improvements, more technology and support for ride-sharing options, plus dedicated gates for the single-use venue and parking lots.
- The Chiefs will build a new parking deck on the south side of the stadium and expand parking on the north side at the current site of Kauffman Stadium. This will increase the total number of paved parking spots while reoriented parking lots will improve pedestrian flow efficiency and the tailgating experience.
- The Chiefs will expand, pave and permanently light the Lot O RV Parking Lot. The expansion will include permanent restroom facilities.
- The Chiefs will create a dedicated rideshare zone promoting a more seamless rideshare experience for games and events while reducing congestion.
- Three new pedestrian bridges will eliminate interruptions to vehicular traffic flow, resulting in improved safety, efficiency and event experience.

Royals

- More than 40,000 spaces – twice the number of parking spots of the Truman Sports Complex – will be available downtown, 21,000 of which are within at 10-minute walk of the new site location. The majority of this parking will be provided in existing parking facilities, most of which are empty at night and weekends, when the majority of the games will be played.
- In order to accommodate fans at the new Royals ballpark, 9,000 parking spaces are required (and already available) – *all of which can be accessed within a 10-minute walk of the ballpark.*
- We plan to include 1,500 spaces on site that will be tied to season ticket holders or other seating products.
- An event traffic management plan will be developed for the ballpark to handle traffic and parking. This will help create a seamless parking experience for game days and events, as well as when there are other major events in the area that occur simultaneously.
- An abundance of surface/structured parking will benefit attendees by providing easy access to the ballpark.



HOW WILL A BALLPARK IN THE CROSSROADS IMPACT TRAFFIC?

- Peak traffic patterns out of the downtown area should counterflow any fans arriving at the new stadium. Those who are leaving the area should not hinder those entering, helping reduce traffic congestion.
- Traffic can be managed more efficiently by dispersing fans between multiple parking lots and with various ways into and out of the site. There are also numerous residents and employees downtown, in the Crossroads, Power & Light, River Market and Crown Center, many of whom we anticipate walking or taking public transit to the game.
- Put simply, the Crossroads ballpark will be the most accessible in the country. The site is connected to five major interstates and more than 22 ingress and egress routes, with a streetcar line within two blocks of the site.

WHAT DO YOU SAY TO CONCERNS THAT A BALLPARK AND COMMERCIAL DISTRICT WILL RUIN THE CULTURE AND VIBE THAT HAVE GROWN NATURALLY IN THE CROSSROADS?

- Everything about the Royals project will draw its inspiration from Kansas City – its people, parks, arts, music and food. It will be our goal to integrate the current culture and vibe with the building blocks we bring to the table, and we are confident that can be both additive and harmonious.
- Moving to the Crossroads is about connectivity and the ability to bring 18th & Vine, the Crossroads, Power & Light, and the East Village together through the expansion of the I-670 cap, the park, and by bringing business development to the area.
- Drawing more people to the area will help the district continue to grow.
- We're lucky in Kansas City to have role models for how to do this. The successful integration of Kansas City into KCI is a great recent example of how we preserve what exists in the community while growing to meet local needs.

WHAT DO YOU SAY TO BUSINESS OWNERS WHOSE BUSINESSES MAY BE DISPLACED BECAUSE OF THE BALLPARK DEVELOPMENT? WILL YOU USE EMINENT DOMAIN TO PURSUE DEVELOPMENT?

- The Royals are committed to being good neighbors and going through the proper procedures, publicly, to develop the Crossroads.
- We are speaking to every businessowner who will be impacted by the ballpark development to make sure we do this the right way.
- We are committed to negotiating a fair market deal with every property owner, and each will be handled on an individual basis.
- We also see opportunities to bring some of these impacted businesses into the stadium and the district – that is very much part of the dialogue we're having.



IS THIS BALLOT MEASURE SUPPORTED BY THE CHIEFS, THE ROYALS OR BOTH TEAMS?

- The Chiefs and the Royals are working in lockstep and are equal partners in our joint campaign asking the people of Jackson County to continue our partnership.
- We've had a partnership for the last 50 years and that will of course continue through this campaign and beyond.

HOW WILL THE CAP BE FUNDED AND WHO WILL OWN IT?

- The ballpark will enable extending the cap over I-670 beyond the current South Loop Project all the way to Locust Street, which will go even further to connect these areas of downtown Kansas City.
- The South Loop Project is another great example of a public-private partnership with significant community benefits, with the city, state and federal governments contributing funding alongside major private companies like H&R Block.
- The city is already working with local, state and federal officials on funding and constructing the cap. The Royals' organization will participate in those ongoing conversations as we move forward with the Crossroads to see how best we can extend it as envisioned in the project.

CRIME HAS BEEN A BIG ISSUE IN KANSAS CITY. IS THERE ANYTHING IN THE CBA OR OTHER PLANNING THAT WILL ADDRESS CONCERNS ABOUT CRIME IN AND AROUND THE BALLPARK DISTRICT?

- When we say we are investing in this neighborhood, we mean we are considering all aspects of what developing here will mean for existing and future residents, both residential and commercial.
- We will continue having those conversations and how we mitigate interruptions to our community will be part of those discussions.
- We've said from the beginning we won't go anywhere that wouldn't be convenient and safe for our fans.

THE PLAYERS MAKE A LOT OF MONEY. DO THEY PAY THE KANSAS CITY E TAX?

- All Kansas City, Missouri residents are required to pay the earnings tax even if they earn income outside of the city. Non-residents are required to pay the earnings tax on income earned within Kansas City, Missouri city limits.



A LOT OF PEOPLE PAY THIS TAX BUT CAN'T EVEN AFFORD TO GO TO THE GAMES OR FIND TRANSPORTATION TO THE STADIUMS SO THEY DON'T HAVE TO PAY FOR PARKING. WILL THIS BE ADDRESSED?

- Making our games and the overall fan experience affordable and accessible for all is important to both the Chiefs and the Royals.
- The Chiefs will continue to work with KCATA and the city to find solutions for public transportation to and from Arrowhead Stadium. In addition, we will use some of the additional space at the sports complex for new rideshare solutions.
- In the past year, the Hunt Family Foundation and the Chiefs had a philanthropic footprint of more than \$4.5 million, with a focus on children and families in Jackson County.
- Right now, the Royals Foundation works closely with partners, schools, not-for-profits, and veterans' groups to facilitate discounted rates. Jackson County Days offer all County residents steep discounts to dozens of selected games, including weekends. We consistently offer flash sales, ticket specials, and discounted prices on concessions. Our games are among the most accessible in Major League Baseball. All of those efforts will continue and even grow at the Crossroads.
- The Royals also have deep ties to the historic 18th & Vine district, adjacent to the Crossroads, with the Kansas City Royals Urban Youth Academy (UYA), which has hosted over 60,000 youth visits since 2018, providing a safe space and access to free baseball, softball and education/wellness programming.

WHERE WILL THE MONEY COME FROM TO MODIFY ARROWHEAD FOR THE WORLD CUP?

- The Kansas City Sports Commission, in conjunction with the Executive Committee of the Local Organizing Committee, is responsible for raising the funds necessary for World Cup modifications. They have received commitments from both states as well as the city to fund modifications.

IS THERE ANY EVIDENCE THAT STADIUMS MOVED DOWNTOWN FROM SUBURBS SPUR ECONOMIC DEVELOPMENT?

- Petco Park in San Diego is a great example of a ballpark that moved from the suburbs, in this case Mission Valley, into downtown San Diego and brought to life the Gaslamp neighborhood that was otherwise underutilized.
- Petco Park brought tens of thousands of new residents to downtown San Diego, created over 19,000 new jobs and incited significant development of commercial and corporate office space, drawing in major tech companies and boosting local restaurant and retail shops.
- Petco Park served as the catalyst for a desolate and underutilized neighborhood in San Diego to develop into a cultural hub of the city that on game days is an integral part of the fan experience before, during and after games.



- Nationals Park in Washington, D.C., has been credited for lifting the surrounding Navy Yard neighborhood into a burgeoning living and commercial destination. Additional ballparks such as Busch Stadium in St. Louis and Coors Field in Denver have become models for how a ballpark can serve as a nucleus for social and economic activity.

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