

CAPTURING THE UNTAPPED COMMERCIAL POTENTIAL OF ONE OF THE REGION'S
LARGEST AND FASTEST GROWING MEDICAL CAMPUSES, THE UNIVERSITY OF KANSAS
HOSPITAL AND MEDICAL CENTER



**JOIN IHOP, HANGER CLINIC, FIVE GUYS, HOLIDAY INN EXPRESS, 7-ELEVEN, SUBWAY
AND 87,000+ SF OF MULTI-CARE/ MEDICAL OFFICE SPACE**

Welcome to 39rainbow

39RAINBOW

A mixed-use project strategically located to take advantage of the density and demand of The University of Kansas Hospital, Medical Center, and surrounding population.

- **Hospital, University, & Medical Center**
More than 10,000 employees and visitors daily.
- **Local residents**
97,000 within 3 miles, 265,500 within 5 miles
- **Daytime Populations**
Over 117,700 employees within 3 miles, over 271,900 employees within 5 miles

THE UNIVERSITY OF KANSAS HOSPITAL AND MEDICAL CENTER

One of the largest and fastest growing medical campuses in the region.

- Largest Kansas City Area Hospital
- More than 1/3 of patients live outside of Kansas City
- 24/7 Operations
- Attracts visitors from 49 States, every county in Kansas, and 86% of the counties in Missouri
- Continual expansion with over \$186M invested in new campus facilities since 2011
- Nationally ranked hospital, with top ratings in six specialties: Ear, Nose and Throat; Pulmonology; Kidney Disorders; Heart & Heart Surgery; Urology; Geriatrics; and Cancer Care



Located directly across from one of the region's most prestigious and fastest growing medical campuses

39rainbow Project Profile

As one of the most prominent in-fill locations in the greater Kansas City Metropolitan Area, 39Rainbow addresses community demands for commercial uses in an innovative, mixed-use format that supports efficient and environmentally friendly designs.



39RAINBOW PROJECT HIGHLIGHTS

- Located directly across from one of the regions most prestigious and fastest growing medical campuses
- State-of-the-art architecture & design
- Industry best practices for environmentally efficient technology
- Pedestrian focus with emphasis on community identity and place-making attributes
- Commercial anchor providing needed community retail, hotel, and office services
- First of its kind development in the greater Kansas City area
- Convenient Interstate access—1M south of I-35

Project Area: ± 6.83 acres

Retail North: ± 19,885 SF

Retail South: + 10,675 SF

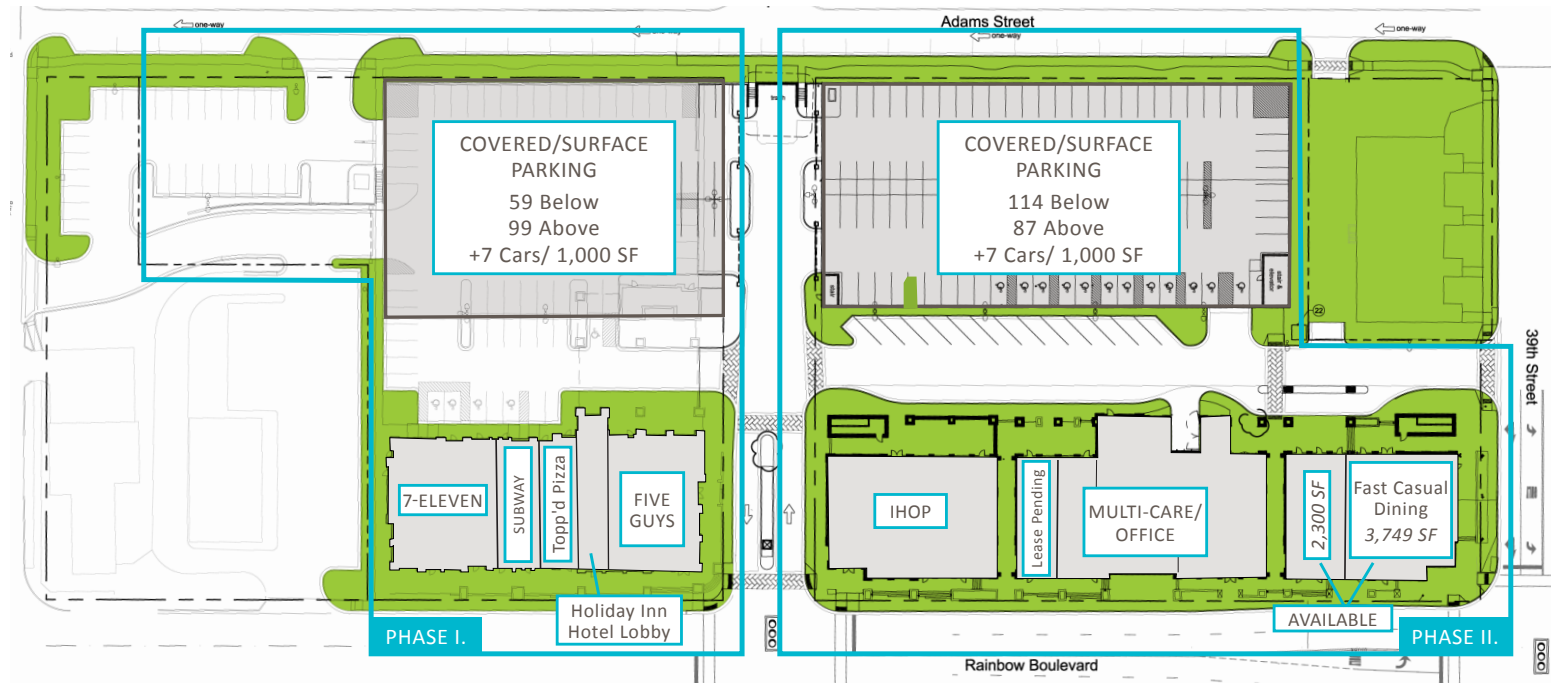
Total: ± 30,560 SF

Hotel: 83 rooms,

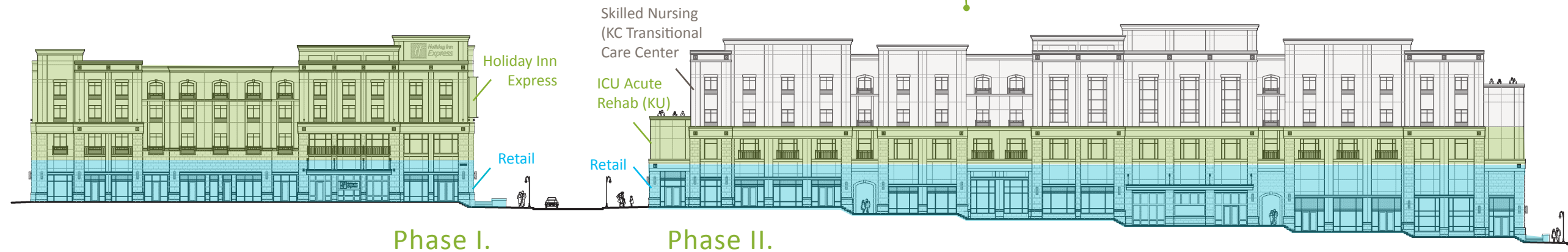


Office/Multi-Care: ± 70,000 SF

39Rainbow Site Plan



Elevations



39 rainbow Area Profile



2010 POPULATION PROFILE	1 MILE	3 MILES	5 MILES
Demographics			
Population	15,006	96,597	265,487
Households	7,813	45,701	115,320
Average Household Income	\$43,844	\$57,797	\$56,229
Median Age	35.51	36.36	36.07
Educational Attainment			
College Degree	44.53%	44.71%	36.95%
Advanced or Professional Degree	14.22%	16.26%	12.33%
Occupation Classification			
Blue Collar	17.76%	16.41%	19.54%
White Collar	60.13%	64.27%	60.66%
Service	22.12%	19.31%	19.80%

Claritas, 2010 Population Demographic Report (est)

2010 BUSINESS PROFILE	1 MILE	3 MILES	5 MILES
# Businesses	1,060	6,409	14,767
# Employees	19,419	117,722	271,859

Claritas, 2010 Business Facts

TRAFFIC CORRIDORS ¹	DAYTIME TRAFFIC	EVENING TRAFFIC	TOTAL 24 HOUR
Rainbow Boulevard (north of 39th Street)	12,002	6,798	18,800
39th Street (between Rainbow Blvd. & State Line Road)	6,116	3,464	9,580

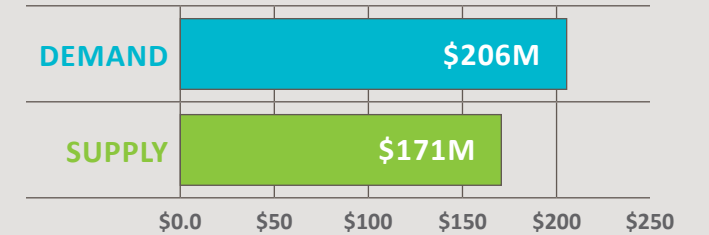
¹Kansas Department of Transportation. Both evening and daytime counts are estimated, with daytime traffic defined as occurring during 8:00 a.m. to 5:00 p.m. Data current as of 8-20-2010.

UNMET & EXPANDING RETAIL DEMAND

Current retail market conditions show a retail gap in excess of \$35M within 1 mile of the site.² The gap will grow exponentially as demand outpaces supply in response to continual medical campus growth.

²Demand data from the U.S. Bureau of Labor Statistics (BLS), Consumer Expenditure Survey. Supply data from the U.S. Census, Census of Retail Trade (CRT). The difference between demand and supply represents the opportunity gap or surplus available for each retail outlet in the specified reporting geography. When demand is greater than (less than) the supply, there is an opportunity gap (surplus)

TOTAL RETAIL SALES INCLUDING EATING/DRINKING PLACES (2010 IN \$M)



Substantial daytime and residential population



KU Medical Campus— an Ideal Neighbor

ACCOLADES

- Home to the University of Kansas Schools of Medicine, Nursing and Allied health, with 3,100 students and 984 faculty
- Ranked in the top 50 hospitals in the country in 9 adult specialties³
- Received six Beacon Awards for Critical Care Excellence in 2010 – more than any other single hospital in the U.S. earned during the year.
- Home to the region’s only accredited adult burn center and the largest physicians’ practice in Kansas (*with more than 200 specialties*)
- Houses the only liver transplant program and the only nationally accredited Level I Trauma Center in the region
- The award-winning Richard and Annette Bloch Cancer Care Pavilion—is the region’s largest hospital outpatient cancer center
- One of 27 National Cancer Institute (NCI) - Designated cancer centers in the United States
- Ranked No. 1 out of 1,700 academic medical centers for Outstanding Nursing Quality from American Nurses Association's, and winner of the 2010 Award

³U.S. News and World Report, 2010/2011: Evaluation of 4,852 hospitals with top 50 in each of 16 categories receiving ranking. Pediatrics are ranked separately in 10 categories. Outside of Kansas City, children's hospitals are not included.



The University of Kansas
Hospital—Largest Kansas City
Metropolitan Area Hospital

rainbow

EXPONENTIAL GROWTH

Patient count has increased 118% over the past 10 years.

PATIENT COUNTS ⁴	2000	2010	% CHANGE
Inpatients	14,478	26,180	80.8%
ER Patients	28,113	46,209	64.4%
Outpatients	156,497	361,652	131.1%
Total	199,088	434,041	118.0%

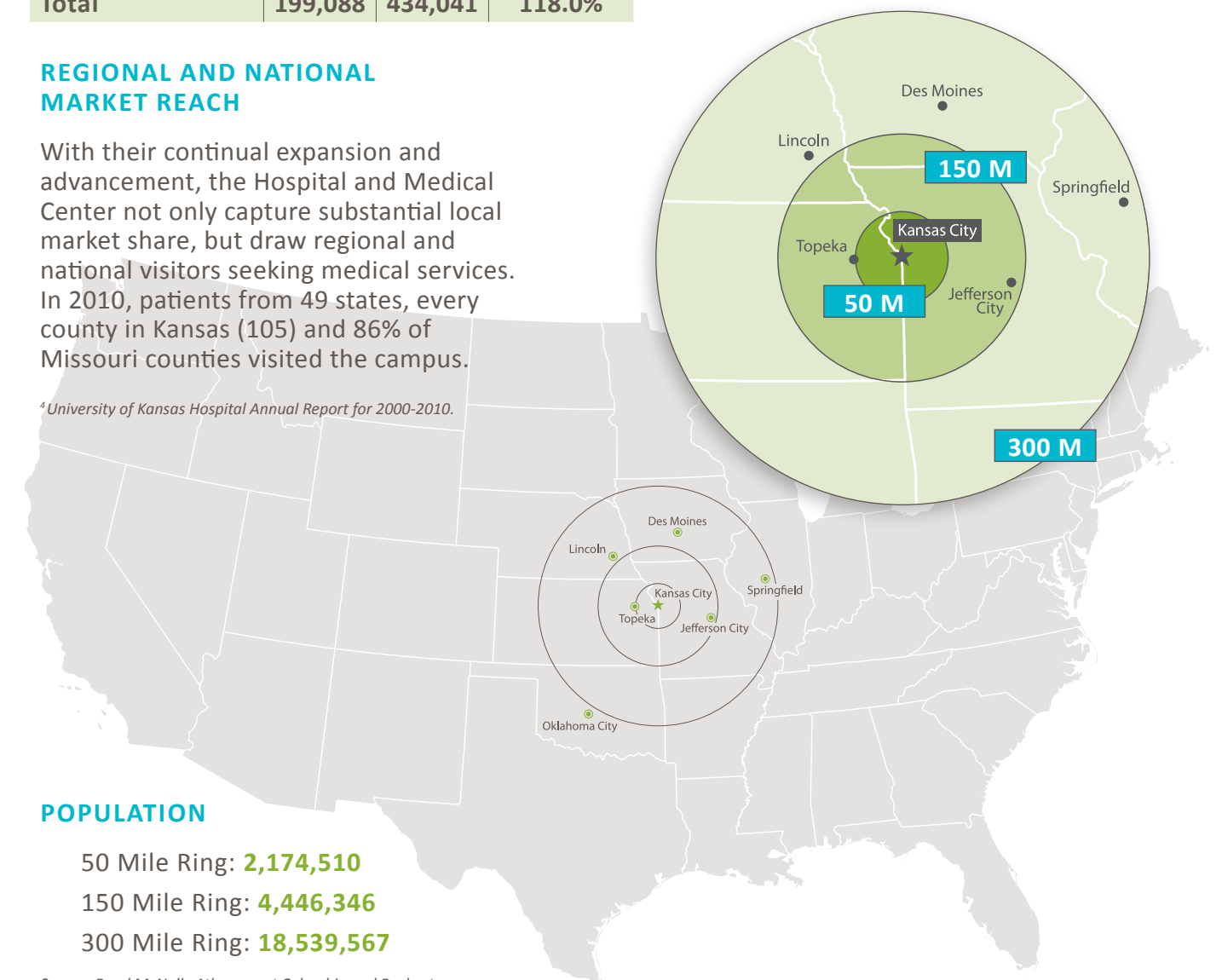
REGIONAL AND NATIONAL MARKET REACH

With their continual expansion and advancement, the Hospital and Medical Center not only capture substantial local market share, but draw regional and national visitors seeking medical services. In 2010, patients from 49 states, every county in Kansas (105) and 86% of Missouri counties visited the campus.

⁴University of Kansas Hospital Annual Report for 2000-2010.

ROUND-THE-CLOCK COMMERCIAL POTENTIAL

Operated 24/7, the Center provides a strong customer base during normal business hours as well as during evening hours. Approximately 38% of the Medical Center’s employees are on site outside the 8-5 daytime hours.



POPULATION

- 50 Mile Ring: **2,174,510**
- 150 Mile Ring: **4,446,346**
- 300 Mile Ring: **18,539,567**

Source: Rand McNally Atlas except Columbia and Rochester.

Continual Medical Campus Expansion



The Hospital and Medical Center have significantly repositioned themselves over the past decade, embarking on an aggressive program to update and modernize the campus, as well as provide for growth.

The University of Kansas Cancer Center was recently awarded National Cancer Institute (NCI) designation, paving the way for additional funding, economic growth, and job creation at the prominent intersection of 39th and Rainbow. NCI designation also positions the center among the most prestigious of cancer research and treatment institutions, accommodating major medical advances in the field and bringing millions of additional dollars to the area.



— \$77M Center for Advanced Heart Care—
(238,000 SF, Completed 2006)

— \$85M Medical Office Building—
(213,000 SF, Opened 2011)



\$279M Patient Tower—
Housing 100 new physicians and 600 patient care jobs
(Expected 2016)

FACILITY	SIZE	COST	DATE
Center for Advanced Heart Care	238,000 SF	\$77M	2006
Hemenway Life Sciences Innovation Center	205,000 SF	\$53M	2007
Richard and Annette Block Cancer Care Pavilion (Westwood Campus)	55,000 SF	\$40M	2011
Medical Office Building	213,000 SF	\$85M	2011
Addition--Center for Advanced Heart Care	123,000 SF	\$50M	2012
Health Education Building	200,000 SF	\$75M	2017 (Expected)
Planned New Patient Tower	14 acres	\$279M	2016

⁷University of Kansas Hospital and various articles



A mixed-use project strategically located to capture the untapped commercial potential of the University of Kansas Medical Center and Hospital.



Credits: Hospital campus photos and information provided by The University of Kansas Hospital and The University of Kansas Medical Center.



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