

July 28, 2005



3-Trails  
Community Improvement District

A new and more appropriate name for the "Grandview Triangle" seems very much in order as this massive and long awaited transportation infrastructure project approaches completion. A new Triangle name provides our Kansas City region with a once in a lifetime opportunity to proactively embrace our rich transportation heritage and at the same time positively address regional sustainable economic development and tourism.

We are providing regional stakeholders like you with a copy of the recently prepared report by Dr. Elizabeth Noble Ph.D., advocating a Signature Landmark name for the Triangle. We are confident the report will also reflect your strategic economic objectives for our region.

Please join with us in securing a Triangle Signature Landmark name that reflects our transportation history - "from trails to rails and roadways" - and symbolizes transportation's importance to our region's economic future as an international trade gateway to the world.

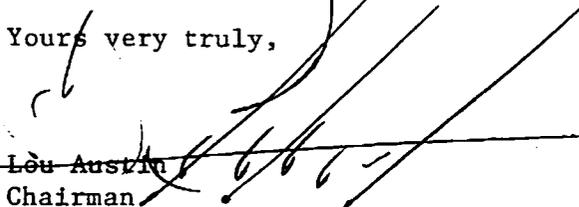
We urge you to communicate your support for a Triangle Signature Landmark name to:

Mr. Stephen Porter  
Senior Communications Specialist  
District 4 - Public Information  
Missouri Department of Transportation  
600 NE Colbern Road  
Lee's Summit, Missouri 64086

816.622.6329  
[Stephen.Porter@modot.mo.gov](mailto:Stephen.Porter@modot.mo.gov)

Thank you.

Yours very truly,

  
~~Lou Austin~~  
Chairman

LA/les

**Elizabeth Noble, Ph.D.**  
**Research and Evaluation Consulting**  
**426 Greenway Terrace**  
**Kansas City Missouri 64113**

July 27, 2005

Mr. Lou Austin District, Chairman  
3 Trails Village Community Improvement District  
5912 Bannister Road  
Kansas City, Missouri 64134

Re: Report on Naming of Signature Landmark

Dear Mr. Austin

The purpose of this letter is to present the report entitled **A Criterion Based Approach to Naming of Signature Landmarks**. The report considers issues in the naming of the Signature Landmark represented in the triangle of the I-435, 470, and 71 highways intersection. The issues associated with this report represent local, regional, and national considerations. In addition there are significant economic development, economic revitalization and tourism issues. This report included an assessment of the Business Plan for the Smartport, Inc., to the transportation sector of the economy. The interests of other sectors such as the City of Kansas City are also reflected in this review.

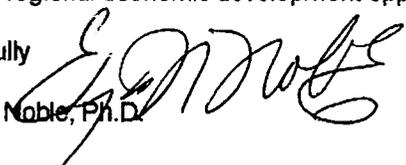
The report presents a criterion-based approach to the naming process. The process utilized by other states was reviewed to consider explicit criterion to naming of signature landmarks. This report suggests a criterion for ***naming of the triangle intersection***.

1. The name is significant to the immediate area and to the metropolitan region; and where the major highway and intersection is a part of a federal interstate system the name is significant to a state or national or international base.
2. The name contributes to the metropolitan area in terms of community recognition and in terms of identity.
3. The name contributes to the economic interests in that it promotes tourism interest, community development interests, and transportation interest.
4. The naming should be a political and economic consensus.
5. The name is appropriate to the physical asset of the highway or intersection.
6. The name has the input and support of regional stakeholders, especially the economic development and tourism agencies.

Based on the criterion the conclusion is that the economic development, economic revitalization, and tourism interests are best served by changing the name of the Triangle. The name for the Grandview Triangle should be changed. The name of 3 Trails Crossing seems to represent the factual attribute of the Triangle. The 3 Trails Crossing represents the best fit to the stated criterion presented here. I would urge the 3 Trails CID to review this report, and to share the report with key regional stakeholders. The key stakeholders would include economic development agencies, MODOT, and organizations that have an interest in the transportation sector of the economy, in economic development of the region and in tourism. The naming of the Signature Landmark of the Triangle is an opportunity to proactively address the trails, rails and roadways transportation legacy and at the same time address in a positive manner a regional economic development opportunity.

Respectfully

Elizabeth Noble, Ph.D.



**A Criterion Based Approach to Signature Landmarks.  
The Issues and Discussion to the Naming of the Grandview Triangle.**

**Elizabeth Noble, Ph.D.**

**July 24, 2005**

**Research and Evaluation Consulting  
426 Greenway Terrace  
Kansas City, Missouri 64113  
(816) 363.6054  
[elizabet.nobel@sbcglobal.net](mailto:elizabet.nobel@sbcglobal.net)**

## **Purpose**

The purpose of this report is to review the issues relative to the 3 Trails Village Community Improvement District (CID) and the Grandview Triangle naming project to be completed in 2005-06. The interest in the naming of the 250 million dollar transportation infrastructure investment in the Kansas City regional transportation system is a regional issue with significant economic development interest in the CID purview. The regional use of the naming of the Triangle is important to regional tourism, to regional economic development, and to CID community and economic development. The Signature of landscape feature ideally recognizes a unique attribute, which identifies, and attracts the appropriate attention to the area and region.

The criterion based approach for naming of significant landmarks is a process that seeks to recognize a material or historic attribute. The criterion approach is based on an objective quantifiable standard for measurement of the naming recommendation. This document recommendation employs the criterion approach by considering the economic interests of the CID, and the tourism considerations of the region. The naming discussion includes the value of the physical asset value of the highway crossing at 470, 435 and 71 in applying this approach.

## **The 3 Trails CID Role and Mission**

The role of the CID is a special governmental creation to engage in sustainable economic development and revitalization activities for the benefit of the community it serves. The CID location is at the intersection of major transportation arteries and the many businesses and jobs dependent upon the transportation corridor. The enhancements, including the Grandview Triangle represent improvement of the transportation infrastructure and the reassertion of the historic transportation role of the area. The branding of the area to the 3 Trails CID intentionally draws on the historic heritage of the area. The westward transportation routes to Santa Fe, Oregon and California, and all points were oriented to the frontier and the process of westward expansion. In addition, the Santa Fe Trail constituted an international trade route linking Mexico to Santa Fe providing a Mexico and United States trade corridor.

The three trails routes are physically located on a common alignment on the intersection of highways 470, 435, and 71. The trails provided significant movement of people, possessions, and cultures. Importantly the railroads through the western gateway at Kansas City provided the link to allow western growth, expansion, and the federal interstate highway system ties Kansas City, the heart of the nation's roadway's system, to the contiguous states, to the state of Alaska, to Canada and to Mexico.

Transportation has been the theme of history for Kansas City. The future of Kansas City is also tied to the theme of transportation. The Smartport concept, which is perhaps best exemplified by the intermodal facility being constructed at Richards Gebauer adjacent to the Kansas City Southern Railroad that is located a few miles south of the Grandview Triangle on 71 highway. The international Smartport reasserts the area's identity in the transportation arena. The past the present and the future (from trails to rails to roadways) of the Kansas City area is the international transportation role which employs the Kansas City geographic asset of location. (See Attachment Smartport Business Plan.)

### **Economic Development.**

Branding is an economic development activity, which attempts to bring some feature to a location to attract business, residents, as well as statewide and nationwide attention. The use of a Signature to an area is therefore an important economic development consideration.

The 3 Trails CID economic development role focuses on the CID area and the coordination of economic development with other governmental bodies and agencies in the Kansas City region. The 3 Trails CID adopted its current brand or name with intent to evoke an historic transportation identity that also serves as an internationally recognized platform for economic revitalization. The Signature Feature of the area in terms of landscape and geography is an icon for the historic trails and the rich collection of the history of the persons who traveled the trails. This Signature Feature should be a fundamental historic identifier and special asset to the region. The economic opportunity to employ this asset to promote the area to the benefit of community development rests on the name recognition. The history, geographic location, and the future direction of the area come together in the highway crossings of the 470, 435, and 71. The serendipity of the 3 trails crossing physically on the intersection offers the region a gateway opportunity to recall the unique historic trails transportation heritage now recognized and appreciated throughout the world.

### **Kansas City SmartPort Inc.**

The Smart Port of Kansas City cites in its business plan of the area that the decision to create such an entity is in part premised on the transportation history

**From its origin as trailhead for the Oregon and Santa Fe Trails, the Kansas City Region has always been a center for international trade and freight transportation. The region is the second busiest rail hub in the United States and the largest air cargo hub in the six state regions. The region is strategically located at the intersection of three major interstate highways 29,35,and 70. And is on the nations largest navigable inland waterway, the Missouri-Mississippi River system. The region has abundant foreign trade zone space and a thriving transportation logistics**

**industry. The local U. S. Customs Service office clears over 9 Billion dollars worth of goods each year. (Kansas City SmartPort Inc Business Plan.)**

The SmartPort has goals, which include the attraction of new business to promote the transportation advantage of the Kansas City location. Importantly the additional goals include partnering with other local entities to attract resources, and marketing information on the attributes of the Kansas City areas. The Kansas City Area Development Council, the Mid America Regional Council, and the Kansas City Economic Development Alliance cooperatively engage the coordination for the marketing of the Kansas City Region. The promotion of the transportation heritage is a major effort of economic development.

**Transportation has always been a central part of the economic development and the strength of the region. Without good transportation access, a region's economy eventually declines businesses, jobs and people move elsewhere. Manufacturing businesses rely heavily on road, rail, airport, and or port access for the movement of raw materials and finished goods. With the development of customized production and Just in Time manufacturing and other cost saving procedures, reliable transportation routes and on time delivery are critical.**

**Kansas City has the transportation strengths and infrastructure to meet the needs of manufacturers and distributors. Smartport Inc initiatives to improve on these transportation strengths with new technologies will only increase the marketability of Kansas City to new investors. (Kansas City SmartPort Inc Business Plan.)**

The Smartport Inc documentation suggests that the Smartport Inc organization would have an interest in the Signature or the Naming of the Grandview Triangle, which emphasizes the transportation history. The Smartport Inc business plan appears to advocate that all economic development interest's promote the international transportation heritage of the Kansas City region

### **Tourism**

The role of the National Park service is to develop a national asset of parks and recreational space for the benefit of the public. The National Park Service reports unprecedented interest in trails across the nation. The trail asset is a natural tourist attraction. The mission of the Park Service also includes the development of the trails across the United States and within the several states whose location provides a unique heritage. The Missouri Conservation department and Missouri Department of Natural Resources participate in the trails management and development.

Many of the states surrounding Missouri have seen an opportunity to develop these trails for tourism. The trails in Nebraska, Kansas, and Iowa have been well documented and are participating in a growing popular interest in hiking, biking, and trail recreation. Missouri has the valuable natural asset of the three trails. Trails in St Louis and in the northern part of the state are presently a focus of trail projects of the National Park Service. A National Park Service recent research project in the 3 Trails CID is intended to utilize forensic archeology techniques to determine the precise location of the three trails.

In the 3 Trails CID the trails have been addressed the asset value of the trails through several projects. These efforts are addressing the historic legacy and rediscovering, and developing the geographic resource.

The opportunity for hiking and biking and revisiting history has prompted the City of Kansas City to establish a Trails-side Center, at the 99<sup>th</sup> and Holmes just west of the Grandview Triangle. The center is equipped with museum resources and historic documents on the trail significance to the region and to the state. The state of Kansas is associating the trails with economic development and in the service of tourism. They have received a state grant to promote the trails and to use the historic trails as a signature to the state economic development activities.

The 3 Trails corridor, the backbone of the Metro Green regional trails greenways initiative stretches from the Sugar Creek Missouri to Gardner Kansas and crosses through the heart of the Grandview Triangle. Being the only national historic trail in the region makes it eligible for National Park Service certification and signage. Plans are underway to organize the 3 Trails Corridor as a trail greenway linking all of the historic trails sites in the region. One such site is Marion Park where the National Park Service has located interpretative exhibits, and is also the site of the historic Hart Grove Creek campground where the Donner Party camped in 1849. This site is adjacent to the Grandview Triangle. This greenway will connect into the Metro Green regional trails/greenway system.

MODOT has erected steel trail sculptures in the 435 right of way leading into the Grandview Triangle. MODOT, in partnership with the City of Kansas City, Missouri, has also provided a “box” to allow the 3 Trails Corridor to cross under the 71 highway to provide the east link to the west side trails locations. This arrangement functionally links the 3 Trails Santa Fe Oregon and California as a regional historic trails tourist corridor.

The Kansas Historical Society in Larned has used its trails for tourism and economic development. Their latest program seeks to develop brochures to attract tours from throughout the Midwest.

**According to the chairman of the Kansas Santa Fe Trail Heritage Organization committee, Myrna Barnes, said she and the committee were elated when they discovered that they would receive funding to help with the brochure and itinerary.**

**“We were excited, because we've been working on this brochure for about three years,” Barnes said. “Now that we have been awarded the grant our project is a reality instead of just a dream.”**

**Barnes said that the brochure will be used to promote and educate tourists about the cultural history and events in Kansas and along the Santa Fe Trail in Kansas, and is another tool to help guide visitors along the Santa Fe Trail.**

**“This brochure will give tourists more of an idea of ways to spend their vacations and what's available for tourists to do and see along the trail in Kansas,” Barnes said. “It hopefully will also bring more visitors to Kansas.” Barnes said that the Santa Fe Trail is a historic treasure for the state of Kansas (Attraction Development Grant The Fort Larned Historical Society, Inc.)**

### **Naming Activities in the Grandview Triangle**

The naming of the Grandview Triangle has been a Kansas City region issue for the past five years. The selection of the name for the Signature feature in the Kansas City region has broad implications for economic developments, tourism, and for the region's unique historic legacy.

The early activity attempted to secure a Signature from the Kansas City region. The Mayor Kay Barnes in February of 2001 suggested to the Missouri Department of Transportation the following name Three Trails Passage. The Hickman School Board at the same time recommended the following names: 3 Trails Crossing, 3 Trails Passage, 3 Trails Crossover, and 3 Trails Highway. The 3 Trails West organization also recommended the name of 3 Trails. The National Park Service is supportive of a 3 Trails signature for the Triangle. (See Attachments for letters) These reviews by political and public interests have avoided parochial interest and have appealed to the broad regional community and economic interest.

These interests to promote the historic heritage recognize the transportation legacy as an attribute suggests that the Signature for the Interchange should properly address the trails and transportation.

## **Recommendation and Conclusion**

The recommendation of this review suggests that there is an implicit criterion for naming of major highways and intersections.

1. The name is significant to the immediate area and to the metropolitan region; and where the major highway and intersections is a part of a federal interstate system the name is significant to a state or national or international base.
2. The name contributes to the metropolitan area in terms of community recognition and in terms of identity.
3. The name contributes to the economic interests in that it promotes tourism interest, community development interests, and transportation interest.
4. The naming should be a political and economic consensus.
5. The name is appropriate to the physical asset of the highway or intersection.
6. The name has the input and support of regional stakeholder, especially the economic development and tourism agencies.

The three trails Oregon, Santa Fe and California trails physically cross at the physical location of the triangle. The three national historic trails are the Santa Fe, Oregon, and the California. The Trails are a valuable asset that is present in the area and characterizes the history of the metropolitan area. The name of Three Trails Crossing also presents a unique development opportunity for activities currently underway in the metropolitan area to recognize the transportation legacy of the area. Importantly this legacy appears to represent a future direction of the area in terms of the Smartport Inc. The name can therefore provide this development with an asset for the continued work to make Kansas City the international transportation hub in a global economy, hence literally making Kansas City an international gateway to the world. Tourism is an important component of the Kansas City economy. The tourism asset of the trails can attract the growing numbers of persons who are attracted to hiking, biking, history and trails. This group of tourists are growing nationwide and internationally.

The naming of the Grandview Triangle should importantly review the efforts of the Smartport Inc. and of the Mayor's Office in its deliberations.

The name for the Grandview Triangle should be changed. The name of 3 Trails Crossing seems to represent the factual attribute of the triangle. The 3 Trails Crossing seems to represent the best fit to the stated criterion presented here.

In summary, the naming is important. The naming activity serves no interest if it is a parochial exercise. The Signature or brand name has economic significance to the value of the location, community significant to the community identity, and in this case tremendous historic significance in terms of the history of the region and the United States; and the future direction of the economy of the region. The name is an asset and can make substantial contributions to the area, especially in economic development and in the tourism value of the trails.

## **APPENDIX**

- 1. 2003-2004 Business Plan Kansas City SmartPort, Inc**
- 2. Hickman Mills School District Letter February 29, 2001**
- 3. MODOT response to Mayor Kay Barnes March 1, 2001**
- 4. MODOT response to 3 Trails West Inc. March 5, 2001**
- 5. National Park Service letter December 16, 2004**
- 6. Why “3 Trails” for the triangle.**
- 7. Blues Highway Millennium Trail**
- 8. Article Lt. Governor Peter Kinder Signs Highway and Bridge Designation Bill.**
- 9. The Three Trails.**
- 10. Kansas City Star Editorial July 26, 2005**

## **Kansas City SmartPort®, Inc.**

### **2003 – 2004 Business Plan**

#### **Mission Statement**

Kansas City SmartPort, Inc. is a non-profit economic development organization dedicated to building upon Kansas City's historic transportation hub status to make Kansas City a cutting-edge, high-tech inland port. Its mission is two-fold: 1) to attract new investment, with significant transportation and logistics elements into Kansas City and 2) to make it cheaper, faster, more efficient, and secure for companies in the Kansas City region to move their goods in, out and through the region.

#### **Background**

Originally a joint effort by the Greater Kansas City Area Chamber of Commerce (The Chamber), the Kansas City Area Development Council (KCADC), and the Mid-America Regional Council (MARC), Kansas City SmartPort was created as a non-profit organization in June 2001. The decision to create SmartPort as an independent non-profit entity was based on the findings of The Chamber's 1993 Intermodal Task Force, the 1995 Intermodal Freight Strategies Study and 1999 Mid-Continent Trade Way Study. The studies concluded that the freight and transportation industry had significant impact on the economy of the Kansas City region, and that enhancing the capacity of Kansas City as a trade hub was both feasible and supported by the business community.

From its origin as a trailhead for the Oregon and Santa Fe Trails, the Kansas City region has always been a center for international trade and freight transportation. The region is the second busiest rail hub in the United States and the largest air cargo hub in a six-state area. The region is strategically located at the intersection of three major interstate highways - 29, 35 and 70 - and is on the nation's largest navigable inland waterway, the Missouri/Mississippi River System. The region has abundant foreign trade zone space and a thriving transportation/logistics industry. The local U.S. Customs Service office clears over \$9 billion worth of goods each year.

The Kansas City area is a vital link in the nation's freight transportation system. The 1995 Intermodal Freight Strategies Study estimated that 80 million tons of freight moved to and from the region, and that approximately 50% of all eastbound intermodal freight entering U.S. commerce through West Coast ports passed through the Kansas City area.

The freight industry is a vital part of our regional economy. The Intermodal Freight Strategies Study estimated that the freight transportation industry was responsible for over 40,000 regional jobs and for real wages and salaries in excess of \$900 million annually.

Growth in U.S. trade with Canada and Mexico, combined with our region's location on strategic east-west transportation routes, provides an opportunity for the Kansas City area to play an increasingly significant role as a center for international trade.

## **SmartPort Objectives**

### **Economic Development**

Transportation has always been a central part of economic development and the strength of a region. Without good transportation access, a region's economy eventually declines as businesses, jobs, and people move elsewhere. Manufacturing businesses rely heavily on road, rail, airport, and/or port access for the movement of raw materials and finished goods. With the development of customized production and JIT (Just In Time) manufacturing and other cost savings procedures, reliable transportation routes and on time delivery are critical.

Kansas City has the transportation strengths and infrastructure to meet the needs of manufacturers and distributors. SmartPort's initiatives to improve on these transportation strengths with new technologies will only increase the marketability of Kansas City to new investments.

In cooperation with KCADC, SmartPort will develop the resources to become part of the team for economic development recruitment. SmartPort will be brought into projects to provide transportation solutions to prospects looking at the Kansas City area. This focus will allow SmartPort to create a niche in the KCADC strategic plan and allow for the direct involvement in economic development projects in this sector.

#### **Goal:**

- Attract at least two new investments to the Kansas City area within two years that have significant transportation and distribution aspects to their projects

#### **Strategies:**

- Identify the key site selection and consulting firms involved in logistic projects and communicate Kansas City strengths
- Identify a short list of corporate targets with logistics operations and communicate directly to them about Kansas City's strengths
- Partner with the Economic Development Alliance in Kansas City to provide the needed resources and marketing information related to the logistics industry
- Partner with KCADC in all marketing and promotional events to tailor a consistent logistics message

- Work with KCADC on their new manufacturing and distribution micro site to provide information on the logistics industry in Kansas City
- Coordinate the design of a corporate survey as part of the federal earmark funds to determine the critical elements of a transportation system needed for new investments
- Develop relationships with other inland and ocean based ports to promote coordination and cooperation

## **Intelligent Transportation Systems**

Kansas City has the transportation infrastructure in place to solidify Kansas City's position as a leading transportation hub in the United States. The Metro has three major interstate highways connecting in its center, the second busiest rail yard in the country, the largest inland navigable waterway, and the largest air cargo facility in a six state region.

SmartPort will work with the Kansas and Missouri Departments of Transportation, the railroad companies, the Kansas City Aviation Department, and the port authorities to continue to focus attention on the needs for maintenance, improvements, and growth in the Metro's physical infrastructure.

SmartPort will also work with the above-mentioned groups and the Federal government to design and implement intelligent transportation systems to improve the security and efficiency of the transportation infrastructure. SmartPort and MARC will continue to develop funding requests to the Federal government as it relates to ITS needs in the Kansas City area.

### *Federal Highway Administration – ITS Integration Funds*

Kansas City SmartPort received an earmark appropriation of \$415,971 in the FY03 appropriations bill. The funds are committed to SmartPort through the request of the Kansas Department of Transportation. The funds must be matched one to one and are reimbursable. The matching funds can be soft, in-kind, or cash. Only 30% can be from other Federal funds. The process for receiving the appropriation is for a detailed proposal to be submitted to the FHWA with a request for the funds from the Kansas DOT. Once approved and allocated, SmartPort can begin utilizing the funds and then submit quarterly request for reimbursement.

The detailed proposal must be submitted by September 13, 2003, at the latest. SmartPort has targeted a submission date of August 1, 2003.

The proposal will be built around the development of an integration architecture focused on the intermodal facilities in Kansas City. The goal will be to build a secure, efficient, integrated system that allows for increased freight traffic in and out of Kansas City utilizing a combination of rail and truck and air and truck transportation methods. In addition, the integration architecture will be designed to link with systems in Canada and Mexico.

The initial stages of the proposed plan will focus on research and analysis of the existing intermodal facilities and the needs associated with each and the entire network. In addition, a survey or data gathering tool will be designed and implemented to determine those elements of the transportation infrastructure and ITS that is the most attractive to manufacturers, distributors, and transportation companies both located in Kansas City and outside the Kansas City area. This input will be vital to designing and implementing the actual ITS integration components. It will also identify the ITS systems being deployed or designed along the major transportation corridors feeding in and out of Kansas City. The success of Kansas City's ITS will depend on the development of compatible systems along these trade corridors.

The second phase will be on the development of the ITS architecture and system requirements that are identified from Phase 1. This architecture will be the key to developing the actual ITS systems that are needed to make Kansas City a secure, efficient, and integrated transportation center.

The last phase will focus on those elements of the ITS architecture that can be implemented or designed within the framework of the ITS Integration Program.

**Goals:**

- Complete analysis of the intermodal freight industry in Kansas City and regionally
- Complete analysis of the site location decision factors regarding transportation affecting site location decisions and compare this to Kansas City's existing transportation assets to determine how best to attract transportation intensive industry to Kansas City
- Begin development of ITS integration of the intermodal facilities in Kansas City

**Strategies:**

- Form strategic team of SmartPort board members to draft the proposal for funding
- Work with economic development team to develop the survey to be used to determine site location decision factors on transportation
- Hire research firm to perform the overall analysis of intermodal freight industry

*Transportation Reauthorization – SAFETEA*

Kansas City SmartPort has drafted a request for funding under the Federal Transportation Reauthorization (SAFETEA) bill. The current authorization expires on October 1, 2003. The funding request as well as letters of support were delivered to the U.S. Congress on March 5, 2003. Each member of the Kansas and Missouri congressional delegation received the information.

SmartPort's request is for \$5 million in order to further design and implement an ITS system that would enhance the security and efficiency of international and domestic cargo shipped to, from, and through the Kansas City region. These funds will allow for the complete design and implementation of the ITS system identified and begun under the FHWA funds mentioned above.

The White House has submitted their funding request for this bill on May 15 at a level significantly less than the House or Senate versions of the bill. These differences will be debated over the next five months, and it is widely expected that a short-term extension will be authorized by October 1 with the final bill coming by the first part of 2004.

SmartPort, in cooperation with NASCO lobbyists in Washington, will continue to communicate our interest in these funds and will begin to draft a very specific and detailed proposal to be submitted to the Kansas City Congressional delegation. SmartPort's goal is to have this proposal completed by September 1, 2003.

**Goal:**

- Secure \$5 million appropriation

**Strategies:**

- Communicate with Congressional delegation in Washington on a regular basis by email, telephone and in person
- Communicate with congressional delegation local staff on a regular basis and continue to invite them to SmartPort board meetings
- Work with Blackwell Sanders Peper Martin staff in Washington to assist in the lobbying of congress for this appropriation
- Work with MARC and the Chamber and their government affairs staff
- Speak at local events about the request for funding and the importance to Kansas City
- Continue to seek letters of support to be written to the Congressional delegation

**International Business Services**

Exports and imports in Kansas City are growing each year. More companies in the region are becoming involved in international business, whether it be importing or exporting. There are services in the region to assist and support this growth but key components related to the movement of the goods are missing.

SmartPort's mission to make it cheaper, faster, more efficient and safer to move goods in, out and through the region dictates that SmartPort focus on these services within international business development.

Services include customs, inspections, financing, documentation, packaging, and labeling. SmartPort will focus on building these services into the Kansas City region and improving on the existing services in the metro.

**Goals:**

- Locate Mexican and Canadian Customs officials in Kansas City
- Add 15% additional resources to the U.S. Customs office in Kansas City
- Twenty C-TPAT certified companies in Kansas City

#### Strategies:

- Secure the support of the Mexican Consul General in Kansas City
- Secure the support of the Canadian Consul General in Chicago
- Get letters of support from the political leaders in Kansas, Missouri and Kansas City
- Meet with Mexican officials to present details of plan
- Meet with Canadian officials to present details of plan
- Secure funds needed for the customs efforts through users fees or sponsorship
- Market the C-TPAT program to eligible companies
- Facilitate the process for C-TPAT certification

### **SmartPort Financing**

Kansas City SmartPort is funded from public and private sector sources. As a non-profit organization, SmartPort must continue to identify funding sources while developing a strategy for partial financial self-sufficiency. The founding organizations have signed to a three-year commitment involving a combination of cash and in-kind assistance.

In addition, SmartPort has secured private and public sector funds to meet the ongoing operating expenses needed to run the SmartPort organization.

#### Goals:

- Raise \$125,000 from public / non-profit sector organizations
- Raise \$125,000 from private sector organizations
- Generate revenue to meet 10% of operating budget needs

#### Strategies:

- Contact each of the current contributors to solidify their support for this year and future years
- Establish a fund raising team within the Board to focus on new contributors and strategies to securing their contributions
- Meet with specific companies in the transportation industry and present the SmartPort mission and objectives to solicit their support
- Meet with transportation associations to partner with in promoting SmartPort to their members
- Meet with specific public and non-profit organizations and present the SmartPort mission and objectives to solicit their support
- Develop revenue generating tools on the SmartPort website
- Develop an annual transportation event similar to the 2002 "SmartPort: Bridge to the Future" event to generate revenue



Board of Education  
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Hickman Mills C-1 School District  
**ADMINISTRATION CENTER**  
9000 Old Santa Fe Road • Kansas City, MO 64138-3998  
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February 27, 2001

Mr. Henry Hungerbeeler, Director  
Missouri Department of Transportation  
105 West Capital Avenue  
P.O. Box 270  
Jefferson City, Missouri 65102

Dear Hungerbeeler,

As president of the Hickman Mills C-1 Board of Education, I am writing to express the Board's desire for renaming the Grandview Triangle interchange. Over the years, with the increase in traffic and congestion, the Triangle has developed a reputation as the least desirable section of highway in the metropolitan area. Without a doubt, this created a less than desirable image of the surrounding area. It is time, with the proposed highway reconstruction, to change the name and the image of the interchange.

The Hickman Mills Board of Education believes a new name should reflect the economic heritage of the area and recognize the three national historic trails which traverse the area, the Santa Fe, the Oregon, and the California Trails. Listed below are some possible suggestions for the new interchange:

- 3 Trails Crossing
- 3 Trails Passage
- 3 Trails Crossover
- 3 Trails Highway

In the 1800's, the three trails changed the face and history of America. By recognizing their impact on history, they can serve to change the face of our community today.

Sincerely,

A handwritten signature in cursive script that reads "David Odneal".

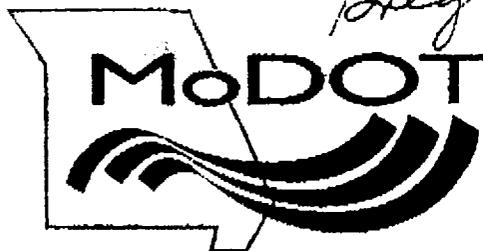
David Odneal, President  
Hickman Mills C-1 Board of Education

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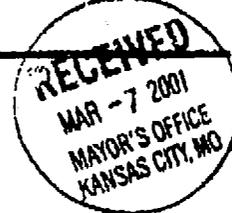
Web Site: [www.hickmanmills.org](http://www.hickmanmills.org)

Missouri  
Department  
of Transportation



Dan Miller, District Engineer

District 4 - Kansas City Area  
600 NE Colbern, P.O. Box 648002  
Lee's Summit, MO 64064-8002  
(816) 622-6500  
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March 1, 2001

Honorable Kay Barnes  
29<sup>th</sup> Floor, City Hall  
414 East 12<sup>th</sup> Street  
Kansas City, Missouri 64106-2778

Dear Mayor Barnes:

Thank you for forwarding the suggestion of Three-Trails Passage as a new name for the interchange now known as the Triangle. Once we complete this reconstruction project, we hope the community will look differently upon it and embrace a name that reflects the area's role as historical crossroads. We welcome everyone's participation in this endeavor.

However, until the reconstruction project is on the verge of completion, we will continue referring to the interchange as the Triangle - the name accepted for the existing convergence of I-435, I-470, 71 Highway and the nearby interchanges at Blue Ridge, Bannister, Red Bridge, Longview and Hickman Mills roads. We don't want the negative image of the existing interchange to carry over when the project is completed.

In eight years, the Triangle as we now know it will have disappeared. In its place will be a safer, smoother and smarter interchange - a transportation portal evolved from the rich heritage of the community spawned by Edwin Hickman's Mill and pioneers who traveled the Oregon, Santa Fe and California trails a few thousand feet north of the mill.

I am pleased that you, Councilmen Alvin Brooks and Charles Eddy and others throughout your community share the excitement of this monumental transformation process. It is important that we honor the past as we build for the future.

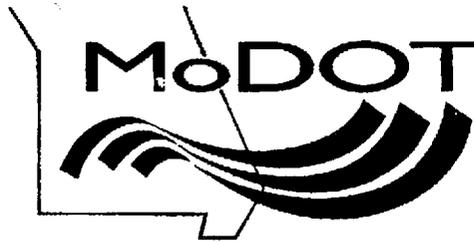
Sincerely,

Henry Hungerbeeler  
Director

jb-tr

cc: Dan Miller-4  
Stephen Porter-4  
Governmental Affairs

Missouri  
Department  
of Transportation



Henry Hungerbeeler, Director

105 West Capitol Avenue  
P.O. Box 270  
Jefferson City, MO 65102  
(573) 751-2551  
Fax (573) 751-8555  
www.modot.state.mo.us

March 5, 2001

Ms. Sara N. Schumacher, President  
3-Trails West, Inc.  
5904 East Bannister Road  
Kansas City, Missouri 64134-1141

Dear Ms. Schumacher:

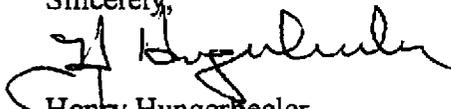
Thank you for forwarding the suggestion of Three-Trails as a new name for the interchange now known as the Triangle. Once we complete this reconstruction project, we hope the community will look differently upon it and embrace a name that reflects the area's role as a historical crossroad. We welcome everyone's participation in this endeavor.

However, until the reconstruction project is on the verge of completion, we will continue referring to the interchange as the Triangle – the name accepted for the existing convergence of I-435, I-470, 71 Highway and the nearby interchanges at Blue Ridge, Bannister, Red Bridge, Longview and Hickman Mills roads. We don't want the negative image of the existing interchange to carry over when the project is completed.

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I am pleased that you and others throughout the community share the excitement of this monumental transformation process. It is important that we honor the past as we build for the future.

Sincerely,

  
Henry Hungerbeeler  
Director

cc: Dan Miller - 4

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# United States Department of the Interior

NATIONAL PARK SERVICE  
Intermountain Region  
National Trails System Office - Santa Fe  
P.O. Box 728  
Santa Fe, New Mexico 87504-0728

IN REPLY REFER TO:

A44(SAFE)

December 16, 2004

Mr. Lou Austin  
3-Trails West Inc.  
5904 E. Bannister Road  
Kansas City, MO 64134-1141

Dear Lou:

We understand that there is a proposal to rename the Grandview Triangle to commemorate the Santa Fe, Oregon, and California Trails.

These three historic routes played a key role in the history of the State of Missouri and the City of Kansas City. All have been recognized by Congress as nationally significant and designated as National Historic Trails. We have been gratified by the outstanding support for the three National Historic Trails by the City of Kansas City, 3-Trails West, Inc. and other organizations, and many individuals throughout the area.

It would be a great honor to have these trails recognized in this manner. If the decision is so made, we would be delighted to work with the State Department of Transportation and others to find a way to recognize this name in some appropriate and visible manner that includes the national historic trail logos.

Please keep us informed of what decision is made. If you have any further questions, please call me at 505-988-6799 or John Conoboy at 505-988-6733.

Sincerely,

Jere L. Krakow  
Superintendent

## Why “3-Trails” for the Triangle?

*The name pays tribute to the area's unique place in American history*

For about 50 years in the 1800's, brave and adventurous Americans seeking new lives moved in wagon trains across the nation to the American West. They followed three trails – the Santa Fe, Oregon, and California – named for the destinations each offered.

The Kansas City area has a singular historical claim, unduplicated anywhere else along the trails: one common road to the great frontier. Before diverging into their separate paths westward, the Oregon Trail and the California Trail followed the same course as the earlier established Santa Fe Trail, through the Kansas City area now referred to as the “3-Trails Corridor.” The Triangle is situated on the historical alignment of these three trails.

This historic legacy offers great opportunity for revitalizing our community and the surrounding area with a unified international tourism effort. Renaming the Triangle 3-Trails Crossing and anchoring the redevelopment of the 3-Trials Community Improvement District with the 3-Trails Corridor, is the first big step in a long-range “MetroGreen” plan that the city and various organizations are suggesting will develop the corridor, promote the historical significance of the area, reposition the area's image and economic revitalization and promote tourism.

The uniqueness of the common 3-Trails route has:

- Earned the interest of the National Park Service, which is considering placing a National Trails Visitors Center in the 3-Trails CID. The Bannister Mall property is the first regional commercial property in America to receive National Park Service certification for being situated on the Santa Fe, Oregon, and California National Historic Trails. The Triangle is also eligible for national certification.
- Provided a development there for the 3-Trails community, which will eventually include walking trails with historical markers along the 3-Trails Corridor.

### **Historical Notes**

- The Santa Fe Trail was founded in 1821, leading to the new nation of Mexico.
- In 1846, the infamous Donner party camped at the “Heart Grove Creek”, located near present day 96<sup>th</sup> Street and Elmwood in Marion Park.
- The Oregon Trail was pioneered in 1827 to and through the Rocky Mountains to the Northwest.
- In 1841, the first wagon train destined for a California settlement was on its way. By 1849, wagons rushed down the trail to seek gold in California.

Other Projects of interest.

In May of 1999, the New Orleans Blues Project submitted an application to the White House Millennium Council for a Millennium Trail designation for the famed BLUES HIGHWAY.

The designation was assigned in June 2000, naming the New Orleans Blues Project as the managing organization of the BLUES HIGHWAY Millennium Trail.

The BLUES HIGHWAY Community Millennium Trail was named, "In recognition of efforts to bring the community together to Honor the Past - Imagine the Future' by developing a trail that connects people to their land, their history and their culture."

The "BLUES HIGHWAY" is a physical and conceptual heritage trail that links America's communities sharing a common blues heritage. The BLUES HIGHWAY traverses The Mississippi River and the old Highways 61 & 49 from New Orleans to the Mississippi Delta to Memphis, St. Louis and Kansas City to Chicago.... and points east to Detroit, Philadelphia and the Piedmont region of the Carolinas; points west to Houston and the Deep Ellum section of Dallas/Fort Worth - the routes traveled by blues men and women from the turn-of-the-century, to modern day touring blues acts, linking the communities and cities where blues was born, nurtured and still thrives today.

The New Orleans Blues Project is developing the BLUES HIGHWAY Millennium Trail as music and cultural economic development initiative, as well as a tourism development initiative. (Blues Highway Millennium Trail)

As a music and cultural economic development project, The New Orleans Blues Project seeks to employ the BLUES HIGHWAY Millennium Trail designation to generate attention, recognition and investment into America's blues and roots music scene and related culture and heritage - with a specific emphasis in terms of investment into community and economic development activities throughout the Lower Mississippi Delta states of AR, MO, TN, MS & LA - in keeping with the Lower Mississippi Delta Development initiative and the New Markets initiative - and more specifically, toward the building of a regional music business infrastructure that will provide more employment, business development and entrepreneurial opportunity. The timing is especially right, as the region moves increasingly toward a more culturally based economy.

As a tourism initiative, the BLUES HIGHWAY will highlight the music, arts, culture and heritage of the communities along the BLUES HIGHWAY, complimenting existing regional tourism efforts and stimulating additional awareness and interest in the region, increasing cultural tourism throughout the lower MS Delta.

## **Lt. Gov. Peter Kinder Signs Highway and Bridge Designation Bill**

### **Highways and Bridges named for prominent Missourians**

Jefferson City, MO - Missouri Lieutenant Governor Peter Kinder signed Senate Bill 233 into law on Tuesday afternoon, naming various highways and bridges in Missouri after prominent Missourians.

The new law also establishes a non-legislative process by which organizations can petition the Department of Transportation to designate a highway or bridge.

"It is always a special moment to recognize the contributions and sacrifices of Missourians with the designation of a stretch of highway or bridge," said Kinder. "I am pleased to sign this legislation into law and honor their contributions to Missouri." Kinder added, "The new process of naming highways and bridges will save the taxpayers money and make the process more accessible to the average citizen."

The new procedure allows organizations and individuals to petition the Department of Transportation for a bridge or highway designation. One member of the General Assembly must sponsor the petition, and the application is to be accompanied by a list of 100 signatures of persons who support the proposed designation. This procedure also requires that all signage and upkeep be paid for by the petitioning organization, with funds being deposited in the Department of Transportation Bridge and Highway Sign Fund created by this legislation. The documents and fees shall be submitted to the Department of Transportation before final approval or denial by the house and senate committees on transportation.

## **THE THREE TRAILS**

### OREGON TRAIL

The Oregon Trail is a 2170-mile overland trail, which followed the Missouri River to the Columbia River country in Oregon Territory (1832-1862). The trail follows the rivers the Missouri River from St. Louis to the Kansas River near Independence, Missouri River to the Little Blue River to the Platte River on to Oregon.

### CALIFORNIA TRAIL

California Trail (1841 follows the Oregon Trail to Fort Hall and Pocatello, Idaho, then along the Raft River and the Humboldt River continuing Reno, Nevada, and the Sierra Nevada through Donner Pass to Sutter's Fort. The ill-fated Donner Pass Party, which stopped in the 3 Trails area, suffered the lost 40 of its 87 members though freezing and starvation in the same range.

### SANTA FE TRAIL

The Santa Fe Trail followed the route along the Missouri River via the Kansas and Arkansas Rivers. The trail then turns southwest on the Indian trail, which follows the Timpas Creek to Santa Fe, New Mexico.

(National Frontier Trails Museum – 318 W. Pacific Ave. – Independence, MO (816)325-7575)