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## KANSAS CITY BUSINESS JOURNAL

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# KC lands Pure Fishing by having its hook in the water

Kansas City Business Journal - by [Jim Davis](#) Staff Writer

Development-ready property let Kansas City hook **Pure Fishing Inc.**'s 400,000-square-foot distribution center, which will become one of the metro area's largest when it opens in the fall.

Jeff Kisling, vice president of logistics and services with the Spirit Lake, Iowa, fishing equipment retailer, said a "dream team" of local and state officials made an extremely aggressive timeline possible.

"It was a strategic decision to get this done as quickly as possible," Kisling said about a search that began in October and considered five other locations, "and Kansas City was at that place."

Jerry Fogel of **Kessinger/Hunter & Co. LC**, who represented Pure Fishing, said immediate availability was one of the biggest factors leading to SkyPort Business Park near **Kansas City International Airport**.

"It was platted," Fogel said. "All the engineering work was done. The wetlands issues had been cleared with the (U.S. Army) Corps of Engineers."

SkyPort's owners began grading the 47-acre site in April, before Pure Fishing had signed a lease. Fogel hailed the developer's bravery in proceeding without a tenant commitment.

"That's real stuff," he said. "That's real entrepreneurship."

Fogel said several other Northland properties have ground ready to go. One of those sites could have landed Pure Fishing if SkyPort had fallen through, he said, declining to identify the owner.

KCI Intermodal BusinessCentre, being developed by **Trammell Crow Co.** on Kansas City-owned property near KCI, didn't angle for the deal because space won't be available for at least a year.

In Olathe, construction is nearing completion on the area's largest distribution center ever built speculatively. The building, containing more than 600,000 square feet, will be done in October, said Dan Jensen of Kessinger/Hunter, the project's developer.

Distribution center complexes are planned at the former Richards-Gebaur Memorial Airport in south Kansas City and near Gardner, around intermodal centers that are under construction.

Mark Long of **Zimmer Real Estate Services LC**, who's marketing **CenterPoint-KCS Intermodal Center** at Richards-Gebaur, said he's making proposals for delivery in the spring of 2009. No deals have been announced for the 970-acre park, which could hold 4 million square feet of buildings.

The Gardner hub's timetable is less clear. First, \$49 million in infrastructure bonds need a public guarantor after Gov. Kathleen Sebelius' May 16 veto of a bill providing state backing.

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