



2016

State of Downtown Report
Downtown Wichita, Kansas



121

UNIQUE
DOWNTOWN
RETAILERS¹⁸

571

RESIDENTIAL UNITS
COMPLETED
SINCE 2010¹⁹

3 out of 5

LARGEST OFFICE
BUILDINGS IN
THE CITY¹⁰

25,000+

DOWNTOWN
WORKERS⁷

\$6.4 million+

ECONOMIC IMPACT
OF GARTH BOOKS
CONCERTS¹⁸

\$95 million

2015 PRIVATE
INVESTMENT⁴

600,000+

2015 CONVENTION
AND TRADESHOW
ATTENDEES⁹

\$600 million

10 YEAR TOTAL
PRIVATE
INVESTMENT⁴

95-100%

RESIDENTIAL
OCCUPANCY
RATES²⁰

724 units

RESIDENTIAL UNITS
IN DEVELOPMENT¹⁹

\$111 million

RETAIL SALES
GENERATED
IN 2015¹⁸

\$1 billion

TOTAL INVESTMENT
IN LAST DECADE⁴



Letter from WDDC Chair:

The Wichita Downtown Development Corporation is pleased to provide this annual report on the state of our Downtown. In this State of Downtown Report, you will find market and economic data that documents the progress we are seeing in the Downtown district. This report is designed to be a resource for those who own, develop, market, or invest in real estate. It is intended to be a reference tool for research or project due diligence for those developing in Downtown Wichita.

Project Downtown: The Master Plan for Wichita continues to provide the blueprint that assists the private sector in making key investment decisions in Wichita’s core. Concurrently, the plan also provides the framework for the public sector to make strategic investments, which foster private sector investment. The WDDC works to provide the leadership and staff resources necessary to coordinate these initiatives.

During the past year I have been encouraged by the numerous efforts in the community that improve our local economy and quality of life offerings. Now more than ever, groups are working in concert to ensure that businesses are able to grow and prosper and that we will have a trained workforce to complement that growth. We have made progress with efforts to attract and retain talent and we continue to invest in quality of life amenities like the new Advanced Learning Library and riverfront improvements, each of which add to the distinctiveness of our Downtown. Lastly, we continue to make great strides on the perception we have of our community; a groundswell of civic pride is emerging and citizens, both young and old are coming forward to show the pride they have for Wichita. By working together, we are able to increase our economic successes and maximize the opportunities for our region.



Greg Boulanger
Chairman
Wichita Downtown
Development Corporation

Sincerely,

Greg Boulanger
Chairman
Wichita Downtown Development Corporation

Finding a Common North



Greater Wichita
Partnership

Through the vision of the Wichita Metro Chamber of Commerce, over 100 private-sector companies came together in 2012 to move economic development forward in our community as the Leadership Council. These business leaders identified six priority areas to cultivate the economic environment. Through success observed in other cities the Council determined in 2015 the next strategic step to build upon this critical foundation was the formation of the **Greater Wichita Partnership**.

About the Greater Wichita Partnership

Created to expand on existing efforts aimed at making our region more competitive in job creation, talent attraction and capital investment, the Partnership brought together the Greater Wichita Economic Development Coalition (GWEDC) and the Wichita Downtown Development Corporation to develop a unique, holistic approach to community growth. Today, the Partnership serves as the region's economic steward—cultivating a rich and innovative environment to grow local businesses and industries.

The primary work of the Partnership revolves around aligning resources and focusing the business community on common strategies that will fast-forward economic growth throughout a 10-county region within south-central Kansas.

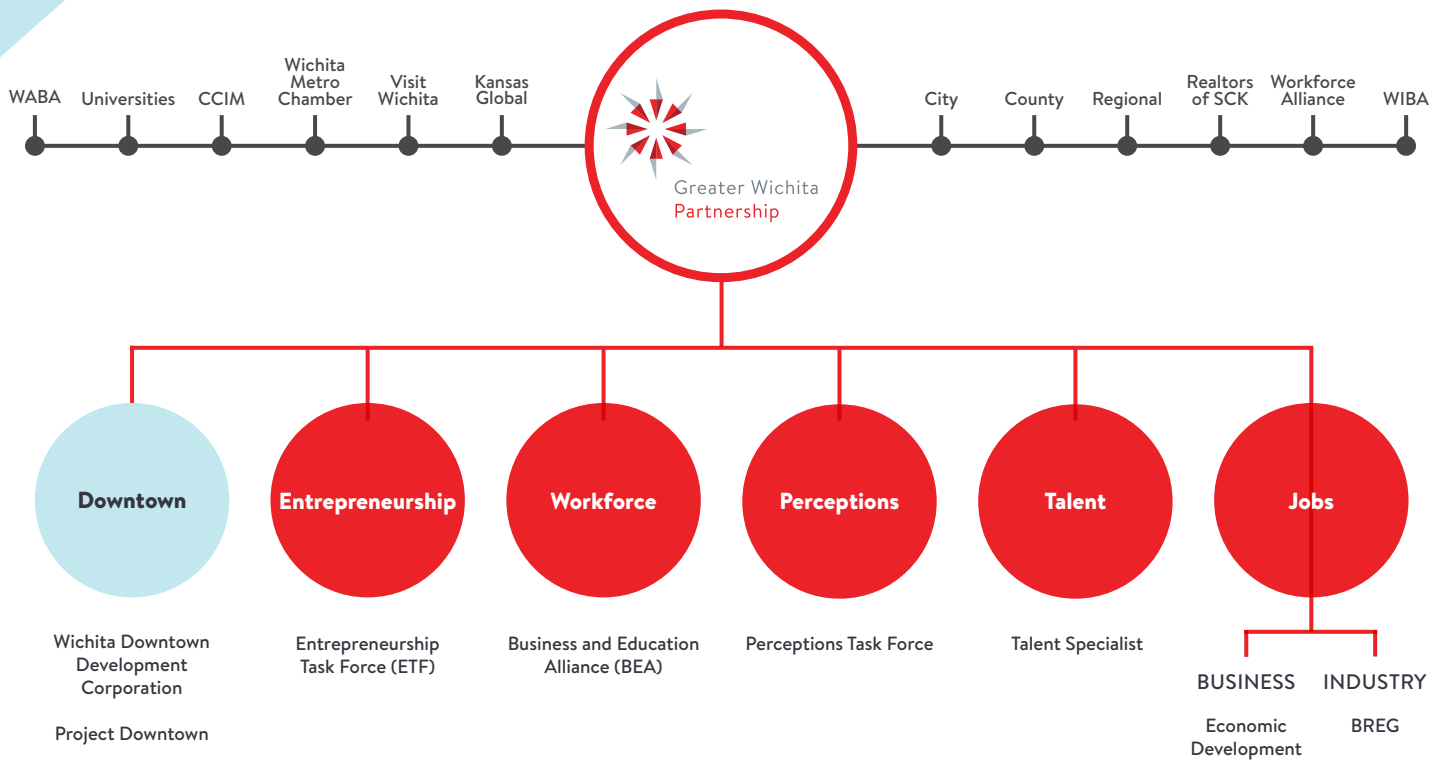
The Partnership's six strategic priorities include:

- ▶ Grow primary jobs
- ▶ Diversification through entrepreneurship
- ▶ Educational attainment and workforce development
- ▶ Internal and external perceptions
- ▶ Recruit and retain talent
- ▶ Downtown vitality

Carrying out this extremely important mission is a team consisting of business and community leaders and full-time staff, dedicated to discovering catalytic ways to grow the area's economy. Whether providing the most up-to-date market data that will allow the private and public sector to make strategic business decisions or implementing marketing strategies aimed at promoting regional opportunities, the Partnership provides the resources and vision to ensure that the community is always pointed in the right direction.

To learn how you can get involved, or access the Partnership's resources visit **greaterwichtapartnership.org**.

Organizational Structure



Downtown Vitality

Goal: To implement Project Downtown: The Master Plan for Wichita

Wichita’s urban core a key focus of strategic economic development alignment.

Cultivating Wichita’s urban core further positions the region to attract and retain talent and businesses, fostering economic vitality and an enhanced position in a national market. Through efforts and initiatives of the Wichita Downtown Development Corporation and the continued implementation of Project Downtown: The Master Plan for Wichita, investment and interest in the core continues to grow, building regional strength. As a key strategy of the Greater Wichita Partnership for economic growth, the following key action plans are recognized in the Partnership’s strategic plan:

- Provide effective/efficient project due diligence (downtown statistical market and economic data)
- Place Making Initiatives
- Policy reflecting today’s utilization of Downtown
- Process to address problem downtown properties
- Integrate sustainability tactics, to ensure growth continues



INVEST

In 2015, private sector investment exceeded \$95 million in the urban core. The public sector strategically invested over \$24 million to foster future private investment and position Downtown for continued growth.⁴

The Douglas
Douglas Ave. & Market St.

Century II
Performing Arts &
Convention Center
225 W. Douglas Ave.

Douglas Avenue
Looking West

@jkrubsack

@sillyhille

\$95 million

2015 PRIVATE INVESTMENT⁴

\$1 billion

TOTAL INVESTMENT IN LAST DECADE⁴

\$600 million

10 YEAR TOTAL PRIVATE INVESTMENT⁴

The private sector continued to lead investment in the core. The market demand remains strong and poised for growth in both residential and office markets.

In 2015 investment in Downtown for the prior decade, including private and public investment and projects under construction, topped \$1 billion for the first time.⁴

Over the past 10 years, the private sector has continued to invest in the Downtown district. Strong market demand has positioned the core for growth.

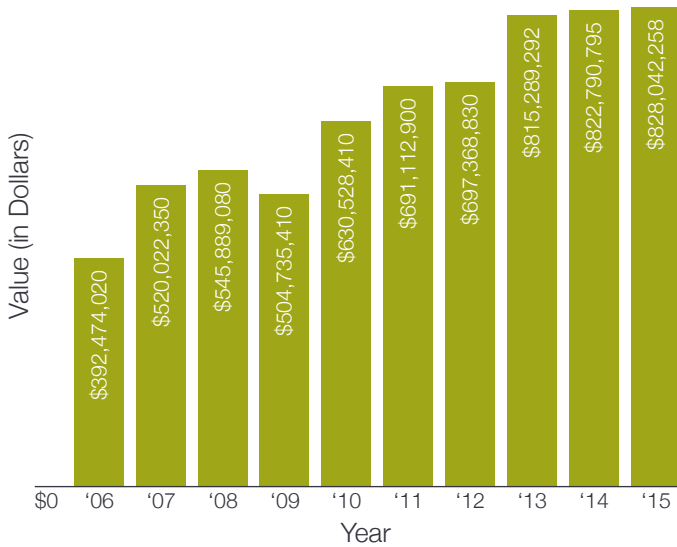
2015 was a monumental year for Downtown. Public sector investment spurred over four times the amount of private sector investment, together totaling over \$120 million⁴—the highest one-year investment total since the adoption of Project Downtown in 2010. Additionally in 2015, multiple catalytic development projects initiated construction. Key projects include: The Douglas, a renovation of the historic Bitting & Exchange buildings in conjunction with new in-fill development; Phase One of the Union Station development started construction and was completed; and the River Vista development at Project Downtown’s Catalyst Site One on the west bank of the Arkansas River broke ground. The City of Wichita continued renovations at the Parking at Market & William Garage. The new exterior color scheme and lighting adds tremendous vitality to the area, and this updated parking supply will help activate the adjacent office buildings.



Parking at Market & William
215 S. Market St.

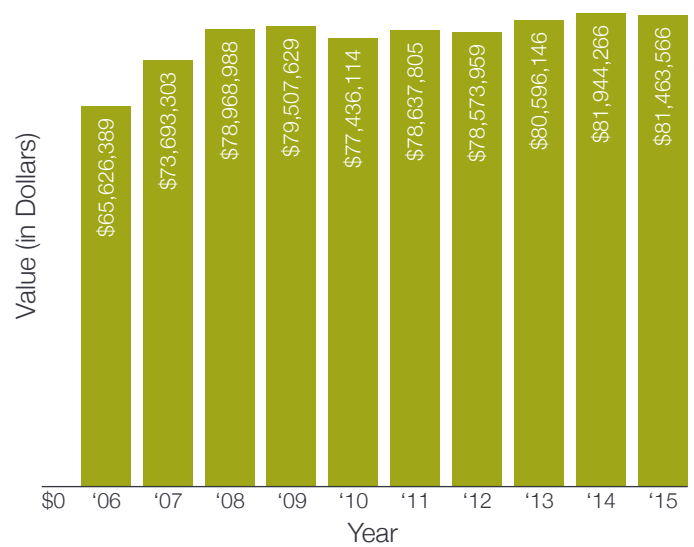
Appraised Real Property Value⁵

\$900 Million



Assessed Property Value⁵

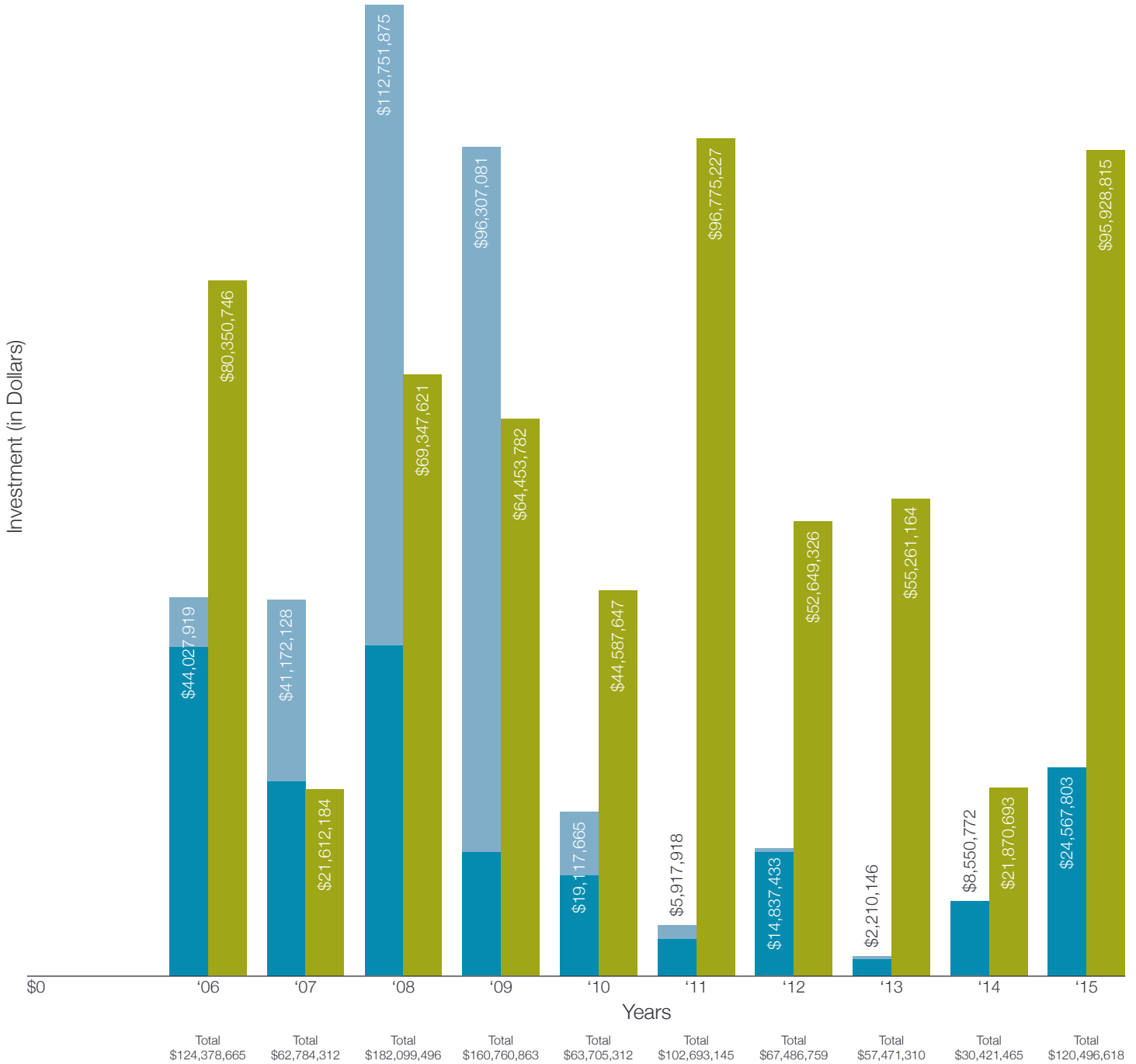
\$90 Million



Aerial View of Downtown Wichita
Looking North

Annual Public and Private Investment in Downtown SSMID⁴

\$125 Million



● Private investment includes data from the following sources: Sedgwick County property sales data - Sedgwick County Appraiser, Sedgwick County and City of Wichita building permit data - Metro Area Building & Construction (formerly Office of Central Inspection). Private investment totals are for the years 2006 - 2015 only for the Downtown SSMID District (Central to Kellogg, Washington to the Arkansas River). Historic Tax Credits (Includes both State and Federal Credits) - Kansas State Historical Society.

Note: All public investment that is reflected in private investment (i.e. items that include the public purchase of land and/or building permits for work on publicly owned property) has been deducted from private investment figures to avoid double counting investment.

● Public investment includes data from the following sources: City of Wichita CIP (Streets & bridges, public buildings & public improvements, parks, stormwater, maintenance), Tax Increment Financing (TIF) - City of Wichita, Facade Improvement Program - City of Wichita, HOME Program Investment - Wichita Housing and Community Services, CDBG funds - Wichita Housing and Community Services and Public Building Commission funding, Community Improvement District (CID) - City of Wichita (This is based on the year the tax was collected). Public investment totals are for the years 2006 - 2015 only for the Downtown SSMID District (Central to Kellogg, Washington to the Arkansas River).

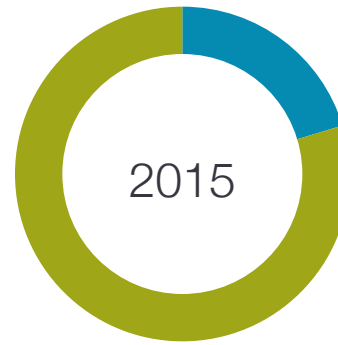
● Public investment for INTRUST Bank Arena - Sedgwick County. INTRUST Bank Arena funding during these years constitutes a larger portion of the public investment value. However, Arena funding is included over years 2006-2015 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2006: \$5,779,067, 2007: \$18,575,958, 2008: \$74,376,927, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0, 2015: \$0. Public investment totals for the Sedgwick County Arena are for the years 2006 - 2015 only.

Key



2015⁴

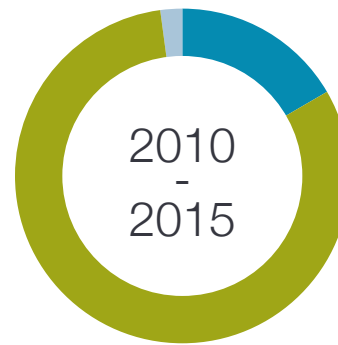
Total investment
\$120,496,618



80%
\$95,928,815
20%
\$24,567,803

Since Project Downtown Adoption⁴

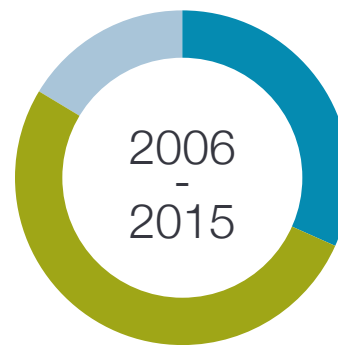
Total investment
\$451,525,257



81%
\$366,525,257
17%
\$75,201,737
2%
\$9,491,095

10 Year Investment⁴

Total investment
\$1,161,437,265



52%
\$601,994,735
32%
\$369,460,740
16%
\$189,981,790

Union Station
701 E. Douglas Ave.





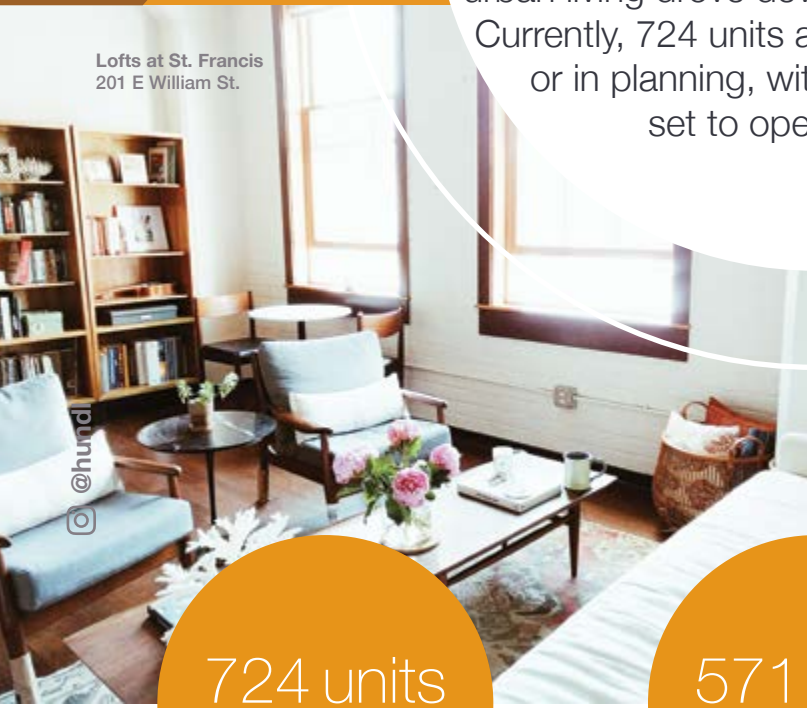
The LUX
120 E. 1st St. N.
theluxliving.com

LIVE

The Downtown residential market continued to thrive in 2015. Increased demand for urban living drove development momentum. Currently, 724 units are under construction or in planning, with many properties set to open in 2016.¹⁹



Lofts at St. Francis
201 E William St.



@hundi

Pop-Up Urban Park
121 E. Douglas Ave.
facebook.com/ICTPopUpPark



724 units
IN DEVELOPMENT¹⁹

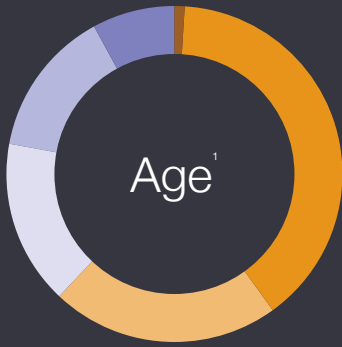
571 units
COMPLETED
SINCE 2010¹⁹

95-100%
RESIDENTIAL
OCCUPANCY
RATES²⁰

A diverse inventory of residential units are poised to come online in 2016 and 2017. These new properties will provide unique living options for Downtown residents.

Downtown Wichita is on pace to double its current resident population over the next five to seven years.

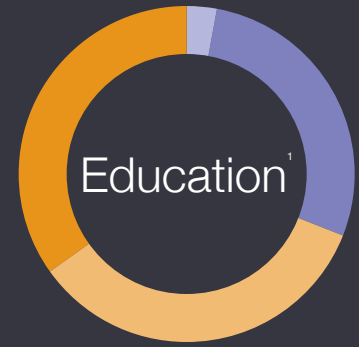
Demand for living Downtown remains the highest in the community. Waiting lists are common at many residential properties.



- 1% 0-19 Years Old
- 39% 20-29 Years Old
- 22% 30-39 Years Old
- 16% 40-49 Years Old
- 14% 50-59 Years Old
- 8% 60 Years Old+



- 80% White
- 13% Black or African American
- 4% American Indian and Alaskan
- 5% Asian
- 3% Other



- 3% Some High School
- 28% High School Graduate
- 34% Some College or Associates
- 35% Bachelor's Degree or Higher

Downtown properties provide unique amenities and an urban lifestyle that cannot be found in other areas of the City. Millennials, empty nesters and other demographics who crave this style of living are driving demand for residential properties in the core. Multiple new construction and adaptive reuse residential development projects, including Flats 324 Expansion, 520Commerce, Pinnacle Lofts, The Douglas and River Vista were in various stages of development throughout 2015. Each of these projects offers a unique location and a one-of-a-kind set of amenities. Once occupied, this new inventory will continue to boost Downtown's resident population. The current Downtown population is 2,095. The typical Downtown resident is 20-29 years old, with an overall median age of 32. Twice as many males as females live in Downtown, and the most common type of household is a single person with no children. The average household income is \$45,961.¹

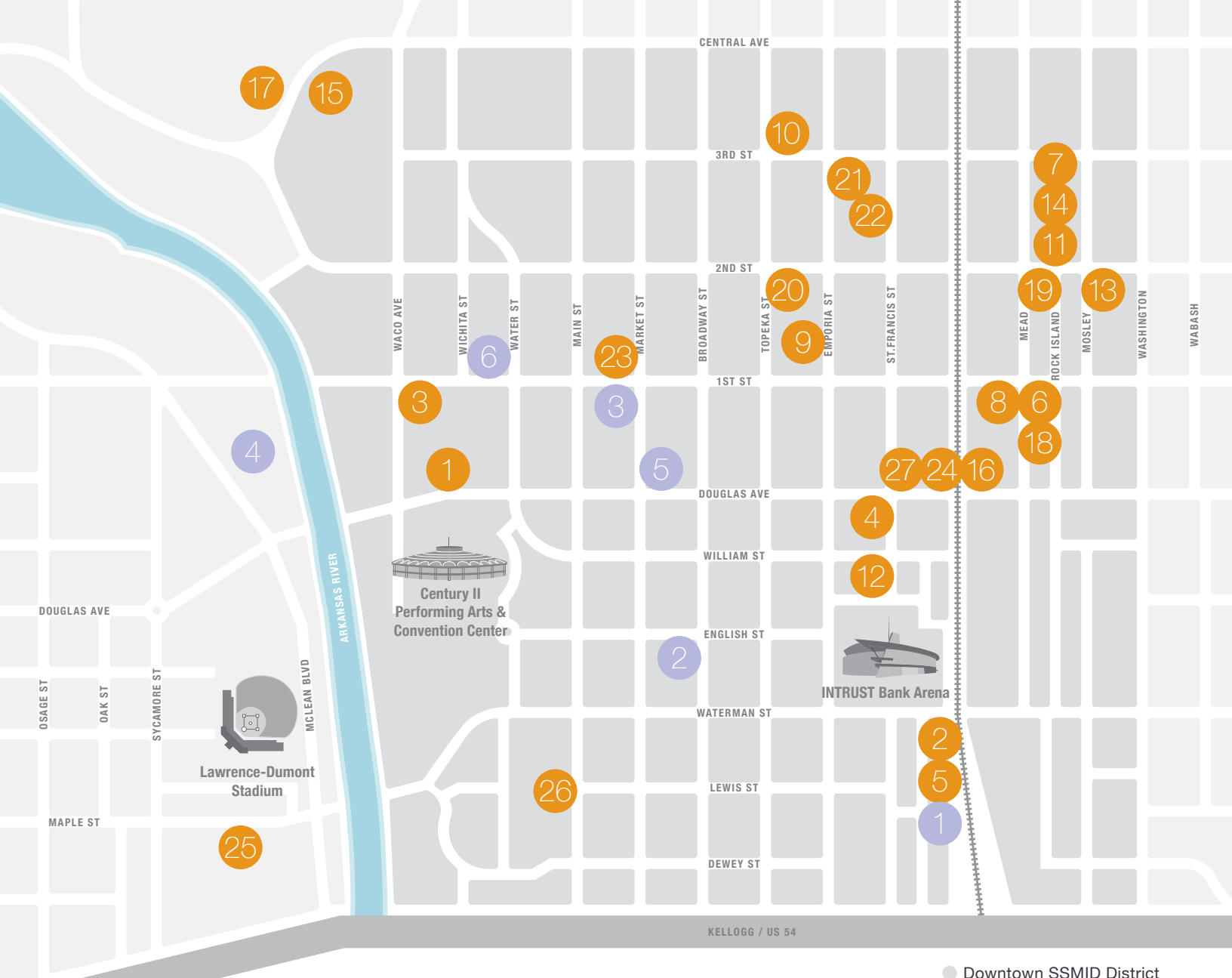
Cost of Living Index⁶

Metropolitan Statistical Area

Tulsa, OK	86.0	<div style="width: 86%;"></div>
Oklahoma City, OK	88.1	<div style="width: 88%;"></div>
Omaha, NE	91.3	<div style="width: 91%;"></div>
Louisville, KY	92.2	<div style="width: 92%;"></div>
Wichita, KS	93.1	<div style="width: 93%;"></div>
Kansas City, MO-KS	94.1	<div style="width: 94%;"></div>
Dallas, TX	96.1	<div style="width: 96%;"></div>
National Average	100.0	<div style="width: 100%;"></div>
Denver, CO	109.6	<div style="width: 109%;"></div>

Household Income and Benefits¹





● Downtown SSMID District

Residential Properties

● Completed ● Under Construction/ Planning

- | | | | |
|--|--|---|--|
| 1 250 Douglas Place
141 UNITS | 10 Legacy Apartments
50 UNITS | 19 Rumley Lofts (Condos)
28 UNITS | 1 520Commerce
24 UNITS |
| 2 Commerce Street Lofts
6 UNITS | 11 Lofts at Old Town Square
15 UNITS | 20 Shirkmere Apartments
108 UNITS | 2 Broadway Autopark Apartments
44 UNITS |
| 3 Corner 365
36 UNITS | 12 Lofts at St. Francis (Condos)
26 UNITS | 21 The Flats 324
68 UNITS | 3 Market Centre Apartments
110 UNITS |
| 4 Eaton Place
118 UNITS | 13 Mosley Street Lofts
24 UNITS | 22 The Flats 324 Expansion
73 UNITS | 4 River Vista*
203 UNITS |
| 5 Finn Lofts
25 UNITS | 14 Noble Building
15 UNITS | 23 The LUX
86 UNITS | 5 The Douglas
240 UNITS |
| 6 Grant Telegraph (Condos)
13 UNITS | 15 Pinnacle Lofts & Apartments
70 UNITS | 24 The Renfro
20 UNITS | 6 Water Street Lofts
103 UNITS |
| 7 Harvester Lofts
48 UNITS | 16 Player Piano Lofts
36 UNITS | 25 WaterWalk Hotel Apartments*
133 UNITS | |
| 8 Innes Station
80 UNITS | 17 Riverpark Plaza Apartments*
584 UNITS | 26 WaterWalk Place (Condos)
46 UNITS | |
| 9 La Louisiana
24 UNITS | 18 Rock Island Lofts
8 UNITS | 27 Zelman Lofts
9 UNITS | |

**Located outside the 67202 zip code. These properties are not included in census data nor population estimate.*



The Zelman Lofts
602 E. Douglas Ave.
zelmanlofts.com

Marital Status¹



94% Single
6% Married



Bedrooms¹

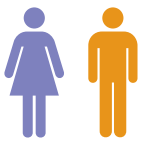
16% Studio
68% One Bedroom
15% Two Bedroom
2% Three Bedroom+



Year Moved¹

70% 2010 or Later
28% 2000 - 2009
2% 1990 - 1999

Gender¹

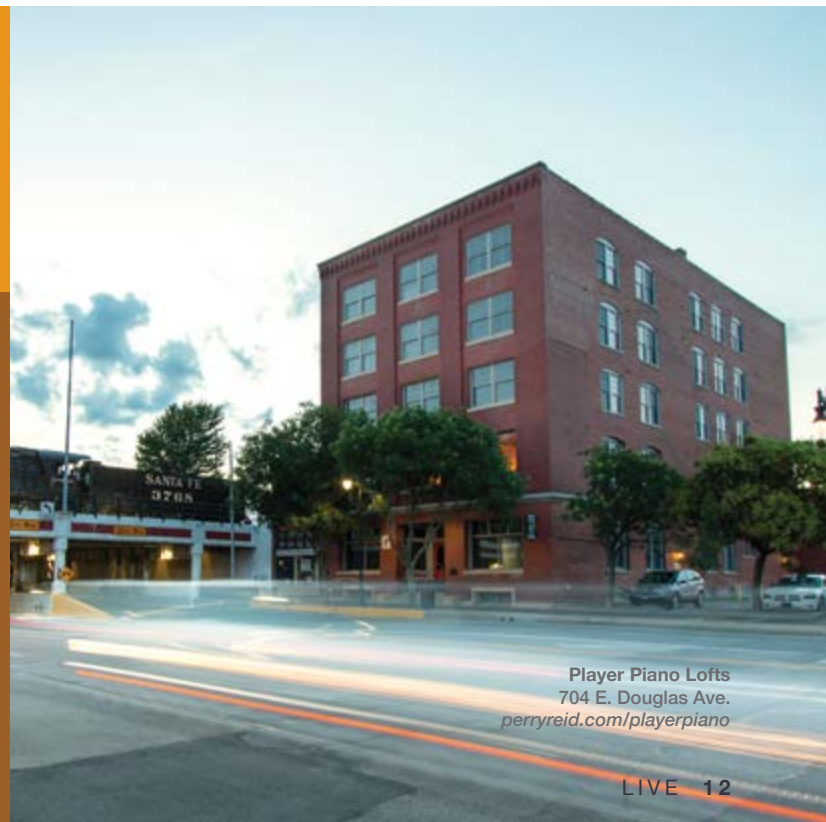


34% Females
66% Males



Downtown can absorb
1,750 units

In 2009, Zimmerman/Volk Associates (ZVA) conducted a residential market study for Project Downtown: The Master Plan for Wichita, which forecasted that Downtown could absorb 1,000 new units in five to seven years. In 2014, the WDDC contracted with ZVA to update the study. The new analysis found a significant increase in the residential market potential for Downtown. Per the study, Downtown Wichita can absorb 1,750 additional units over the next five to seven years, predominantly rental dwelling units.



Player Piano Lofts
704 E. Douglas Ave.
perryreid.com/playerpiano



Regus
801 E. Douglas Ave
regus.com

WORK

Wichita, the largest city in Kansas, is the economic driver of the state, with the urban core being the employment epicenter to over 25,000 daytime workers.⁷ As development accelerates, office occupancy and lease rates continue to increase.

Downtown Wichita
Looking North
downtownwichita.org

COrTen Building
100 S Market St.

@downtownwichita

25,000+
DOWNTOWN
WORKERS⁷

3.1 million sf
OCCUPIED
OFFICE SPACE⁸

3 out of 5
LARGEST OFFICE
BUILDINGS IN
THE CITY¹⁰

Downtown is a key employment hub for the Wichita metropolitan area, and home to many new or expanding businesses.

The Central Business District maintains the highest concentration of leasable office space in the City. Its unique amenities make it a desirable place for businesses.

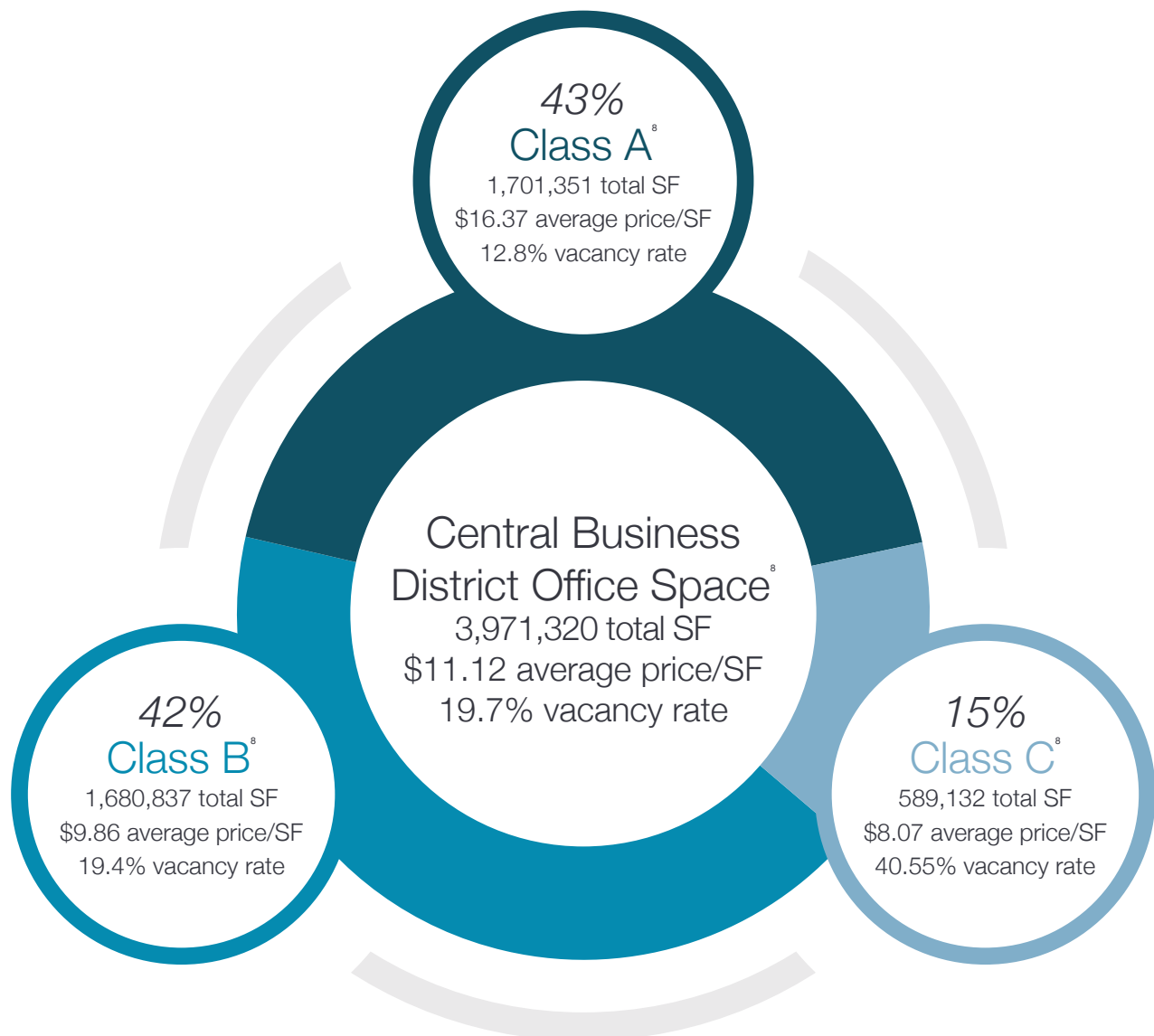
Accessibility and vitality make Downtown a premiere choice for office space. Downtown has 14 of the top 25 largest office buildings in Wichita and three out of the top five.¹⁰

Downtown boasts over 3.9 million square feet (SF) of office space⁸ and 14 of the top 25 largest office buildings in the metro area.¹⁰ Overall occupancy rates increased in 2015 from 80% to 80.3%⁸ and average rental rates increased from \$11.06/SF in 2014 to \$11.12/SF in 2015.⁸ The Central Business District (CBD) is home to unique commercial opportunities including one-of-a-kind cool space, large footprint contiguous office space, and live/work residential units for entrepreneurs and the self-employed. As Downtown amenities flourish and the residential population grows, many employers are taking note and choosing the CBD as the place to be to attract the next generation of talent. Easy accessibility to unique coffee shops and restaurants in the district make it a premiere work environment. Over 25,000 employees⁷ come into Downtown for work and nearly half of Downtown workers earn more than \$39,996 annually.⁷

Top Industries⁷

Sector and number of employees

Educational Services	7,520
Public Administration	3,937
Professional & Tech Services	2,537
Administration & Support	2,406
Finance and Insurance	1,645
Manufacturing	1,404
Accommodation & Food Services	1,059
Healthcare & Social Assistance	982
Company Management	952





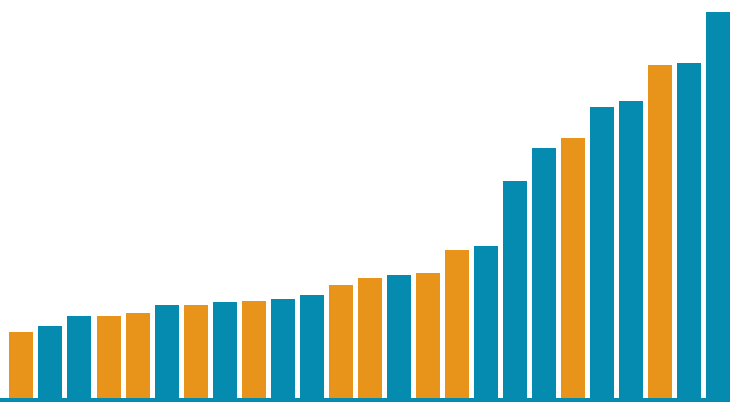
KELLOGG / US 54

● Downtown SSMID District

● Office Buildings¹⁰

Largest buildings by total square footage

- | | | | |
|---|---|----|---|
| 1 | Ruffin Building
100 N. BROADWAY
394,000 SF | 8 | Century Plaza Building
111 W. DOUGLAS
137,638 SF |
| 2 | Garvey Center
250 W. DOUGLAS
345,000 SF | 9 | High Touch Building
110 S. MAIN
107,592 SF |
| 3 | Epic Center
301 N. MAIN
298,000 SF | 10 | One Main Place
100 N. MAIN
103,200 SF |
| 4 | CoBank
245 N. WACO
257,364 SF | 11 | Emprise Bank
257 N. BROADWAY
99,181 SF |
| 5 | 125 N. Market
125 N. MARKET
222,679 SF | 12 | Mayflower Plaza
209 E. WILLIAM
95,575 SF |
| 6 | Finney State Office Building
230 E. WILLIAM
195,000 SF | 13 | Petroleum Building
221 S. BROADWAY
85,513 SF |
| 7 | First National Bank Building
105 N. MAIN
156,000 SF | 14 | Riverview Building
345 RIVERVIEW
75,000 SF |



Downtown has

14 of the 25

Largest office buildings
in Wichita by Square Footage¹⁰

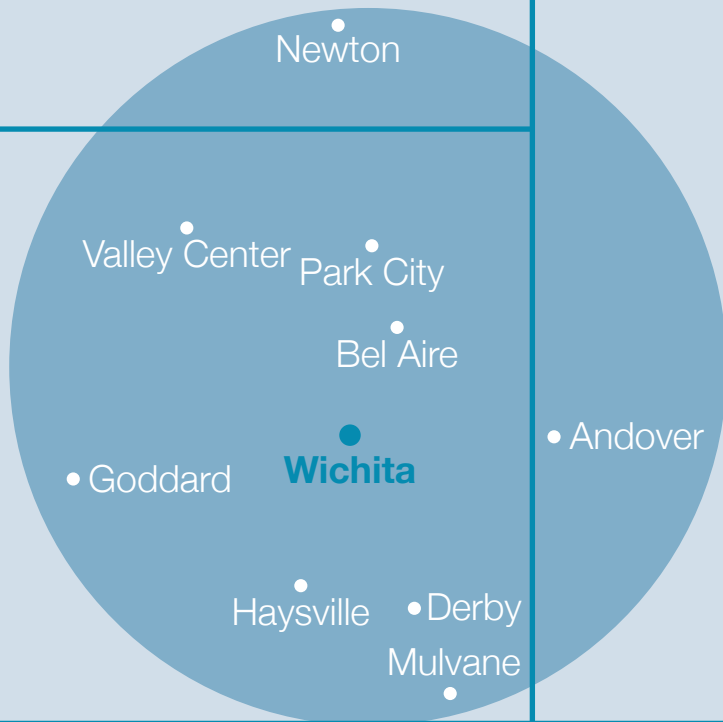


Downtown employs a diverse group of workers. Of the 25,850 primary jobs in Downtown, 63% of the employees commuted from other parts of Wichita, with 38% commuting from outside of Wichita. More females than males work in Downtown, and most workers have a bachelor's degree or advanced degree. The most common Downtown worker tends to be between 30 and 54 years of age, and more than half earn more than \$3,333 per month.⁷

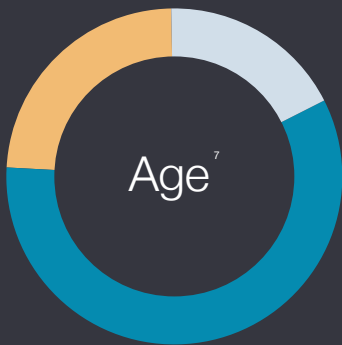
Gender⁷



Females **55%** 45% Males



63% City of Wichita
13% Wichita Metro Area
25% Outside of Wichita Metro Area



18% 29 Years Old or Younger
59% 35 - 54 Years Old
24% 55 Years Old+



7% Some High School
21% High School Graduate
27% Some College or Associates
27% Bachelor's Degree or Higher
18% Not Available



15% \$15,000 Annually or Less
32% \$15,012 - \$39,996 Annually
54% More than \$39,996 Annually



Ambassador Hotel
104 S. Broadway

VISIT

Downtown Wichita's central location, abundance of events and entertainment, museums, arts and cultural sites and attractions paired with industry leading hotel options make it a top destination for visitors.



Garth Brooks Concert
INTRUST Bank Arena
500 E. Waterman



Wichita River Festival
Sundown Parade
Douglas Ave. by Century II

600,000+
2015 CONVENTION
AND TRADESHOW
ATTENDEES⁹

994
UNIQUE UNITS IN
WICHITA'S URBAN
CORE¹¹

\$6.4 million+
ECONOMIC IMPACT
OF GARTH BOOKS
CONCERTS¹⁶

Downtown's quality hotels and proximity to amenities and the Old Town Entertainment District make it a prime location for visitors attending conventions and tradeshows.

The Downtown hotel market remains robust due to outstanding hotel properties. The market continues to out pace the rest of the metro area due to its unique offerings.

Downtown Wichita rolled out the red carpet for Garth Brooks as he entertained fans during six sold-out shows in 2015, creating a significant economic impact for the community.

Attraction Attendance⁹

	2011	2012	2013	2014	2015
Wichita Thunder Hockey	201,005	228,374	194,283	174,725	174,332
Wichita Wingnuts	257,292	262,619	151,373	153,325	145,212
Kansas Sports Hall of Fame	15,561	17,818	29,229	20,465	16,687

Arts & Museum Attendance⁹

	2011	2012	2013	2014	2015
Botanica	76,383	123,494	105,239	138,375	154,114
Exploration Place	171,828	216,266	192,751	170,270	176,810
Great Plains Transportation Museum	1,962	3,155	2,998	2,850	2,747
Kansas African American Museum	1,962	3,824	1,644	2,845	2,747
Mid-America All-Indian Center	32,416	10,301	25,515	21,171	26,706
Museum of World Treasures	34,958	40,007	36,748	42,175	43,178
Old Cowtown Museum	44,297	47,378	57,817	59,889	61,495
Wichita Art Museum	50,414	50,402	52,462	57,134	62,028
Music Theater of Wichita	64,886	59,872	75,852	65,277	57,665
Wichita Symphony Orchestra	27,931	47,224	47,325	56,539	52,692
Wichita/Sedgwick Co. Historical Museum	14,983	10,749	13,112	13,591	16,514

Downtown Wichita is home to big-city amenities, which makes it a top destination for visitors. Favorite destinations include Century II Performing Arts and Convention Center, INTRUST Bank Arena, Lawrence–Dumont Stadium, the Old Town Entertainment District and the Museum District. Downtown’s central location made it a favorable place to host approximately 200 conventions and tradeshow in 2015, which brought 613,979 attendees to Downtown.⁹ INTRUST Bank Arena celebrated its fifth anniversary in 2015 with a special concert series, including six sold out Garth Brooks concerts which brought 75,000 visitors to Downtown. This single event had a direct visitor economic impact of \$3.89 million and an indirect and induced visitor impact of \$2.5 million.¹⁸ Total economic impact exceeded \$6.4 million. The Arena recorded its second best year in 2015 following only their opening year in 2010.¹⁵ For the fifth year in a row, the Orpheum Theater increased its attendance, and in 2015 recorded over 80,000 visitors.¹⁴

Top Conventions and Events¹⁰

Top conventions, events and attendees in 2015

- Riverfest **380,000**
- BlackTop Nationals **180,000**
- National Baseball Congress **68,000**
- Automobilia Car Show **60,000**
- Outdoor Living & Landscape **20,000**
- Prairie Fire Marathon **20,000**
- WABA Home Show **20,000**
- The Women’s Fair **16,000**
- Tallgrass Film Festival **15,000**

Venue Attendance

Orpheum Theater¹⁴



2015 80,025
 2014 65,200
 2013 60,000
 2012 54,551
 2011 43,474

INTRUST Bank Arena¹⁵



2015 439,767
 2014 298,825
 2013 411,121
 2012 384,603
 2011 391,801

Century II Performing Arts & Convention Center¹³



2015 413,505
 2014 441,302
 2013 438,751
 2012 528,708
 2011 454,864

A variety of properties from five star to economical and boutique hotels all provide unique experiences for guests visiting Wichita's urban core. The Downtown hotel market continues to outperform the rest of the hotels in the greater Wichita area. The market in 2015 remained strong with occupancy increasing for the third year in a row to 68.3%.¹¹ The revenue per available room steadily rose for the third year in a row in conjunction with increases to the average daily rate.¹¹

Downtown hotels offer nearly 1,000 rooms located in close proximity to the Central Business District and a variety of cultural and entertainment options. The free Q-Line Trolley transports visitors and convention attendees between attractions and hotels. Guests can track the trolley in real time at www.parkdowntown.org. Free parking in the district makes Downtown Wichita easily accessible for out of town visitors.

Downtown Hotel Data¹¹

Downtown Hotels
Total of six properties with 994 rooms

Overall Average of Greater Wichita Area Hotels
Total of 119 properties with 8,3285 rooms

Occupancy

Rooms sold divided by rooms available. Occupancy is always displayed as a percentage of rooms occupied.

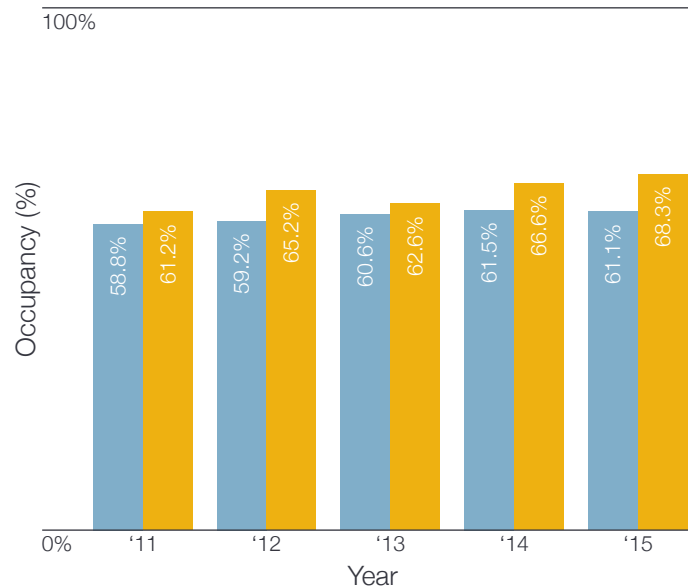
RevPAR (Revenue Per Available Room)

Total room revenue divided by rooms available.

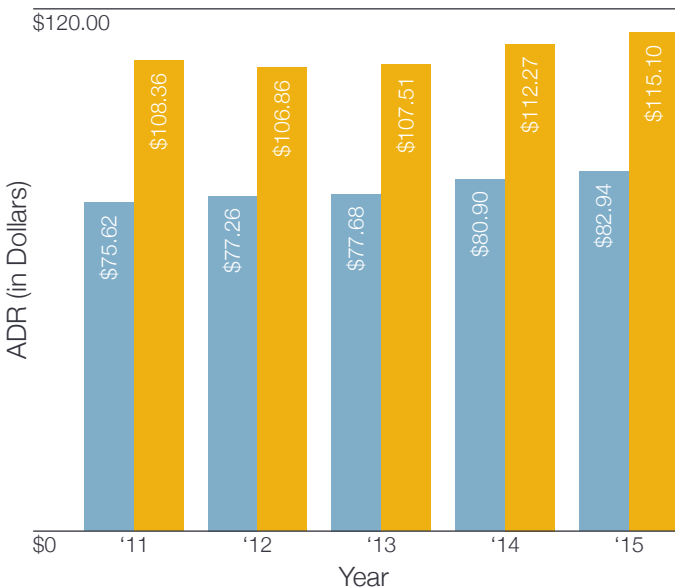
ADR (Average Daily Rate)

Room revenue divided by rooms sold. Displayed as average rental rate for single room.

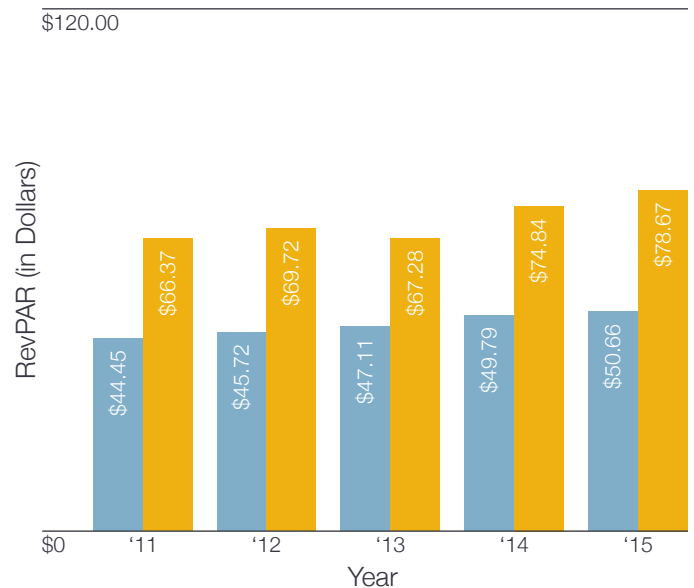
Occupancy¹¹

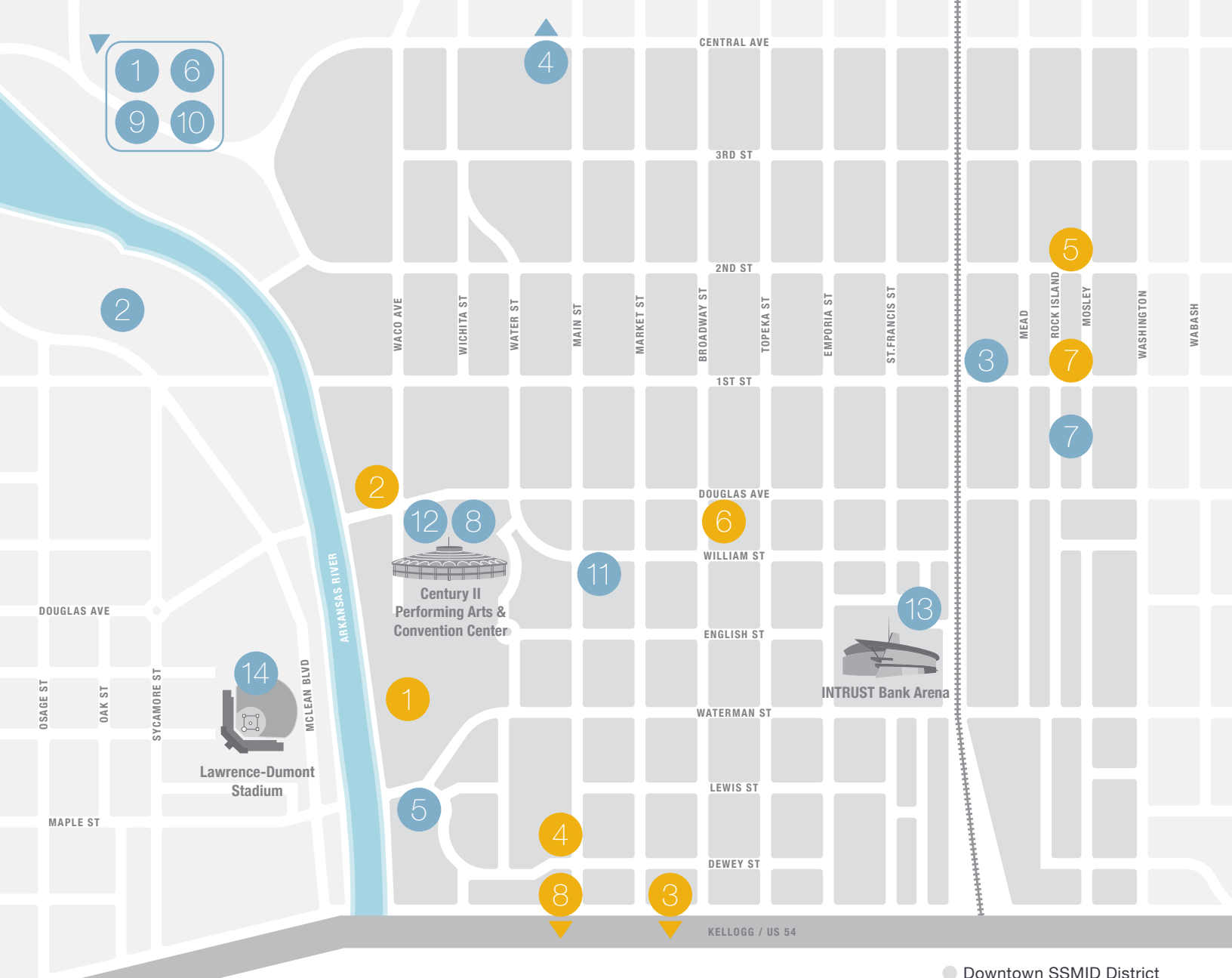


Average Daily Rate¹¹



Revenue Per Available Room¹¹





● Downtown Area Hotels¹¹

In order by room quantity

- 1 Hyatt Regency Wichita
303 ROOMS
- 2 Drury Plaza Hotel Broadview Wichita
200 ROOMS
- 3 Wyndham Garden Wichita Hotel*
150 ROOMS
- 4 Fairfield Inn & Suites Wichita Downtown
131 ROOMS
- 5 Courtyard by Marriott Wichita at Old Town
128 ROOMS
- 6 Ambassador Hotel at Block One
117 ROOMS
- 7 Hotel at Old Town
115 ROOMS
- 8 Hotel at WaterWalk*
88 ROOMS

*Located outside of the SSMID District. Not included in hotel data totals.

● Museums & Attractions

- 1 Botanica, The Wichita Gardens
701 AMIDON ST.
- 2 Exploration Place
300 N. MCLEAN
- 3 Great Plains Transportation Museum
700 E. DOUGLAS
- 4 Kansas African American Museum
601 N. WATER ST.
- 5 Kansas Sports Hall of Fame
515 S. WICHITA
- 6 Mid-America All-Indian Center
650 N SENECA ST.
- 7 Museum of World Treasures
835 E. 1ST ST.
- 8 Music Theater of Wichita
225 W. DOUGLAS AVE.
- 9 Old Cowntown Museum
1865 MUSEUM BLVD.
- 10 Wichita Art Museum
1400 W MUSEUM BLVD.
- 11 Wichita Historical Museum
204 S. MAIN
- 12 Wichita Symphony Orchestra
225 W. DOUGLAS AVE.
- 13 Wichita Thunder Hockey
500 E. WATERMAN ST.
- 14 Wichita Wingnuts
300 S. SYCAMORE ST.



Handpicked LA
924 E. Douglas Ave.
shophandpickedla.com

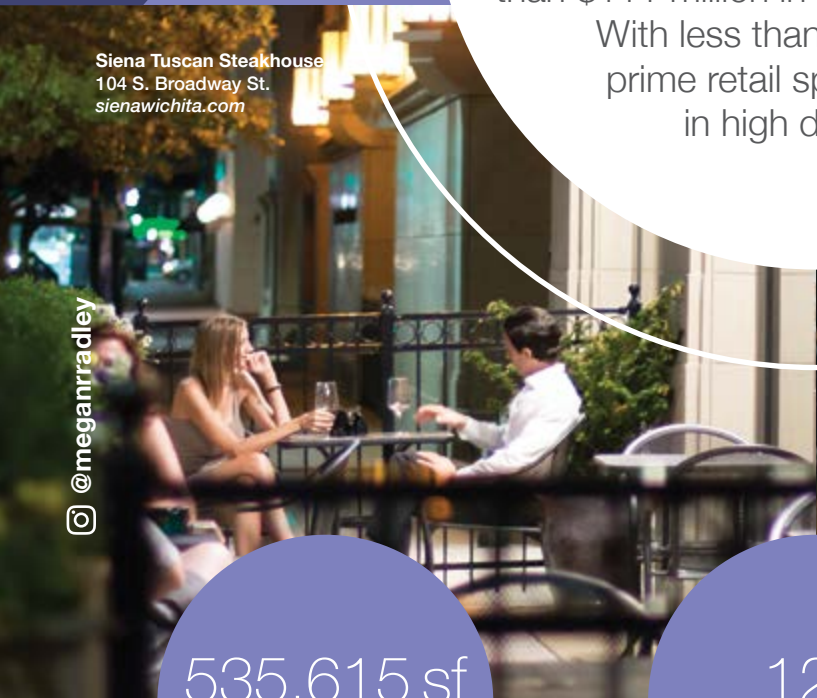


SHOP

Downtown is an eclectic mix of retail, restaurants and bars, which generated more than \$111 million in retail sales in 2015.¹⁶ With less than 3% vacancy, prime retail space remains in high demand.⁹

Siena Tuscan Steakhouse
104 S. Broadway St.
sienawichita.com

Pure Salon
313 N. Mead
pure-salonandspa.com



@meganradley

535,615 sf
OCCUPIED
RETAIL SPACE⁸

121
UNIQUE
DOWNTOWN
RETAILERS¹⁶

\$111 million
RETAIL SALES
GENERATED
IN 2015¹⁶

Downtown boasts one of the largest concentrations of retail space in the metro area. With vacancy rates less than 3%, it remains a very desirable place to do business.⁸

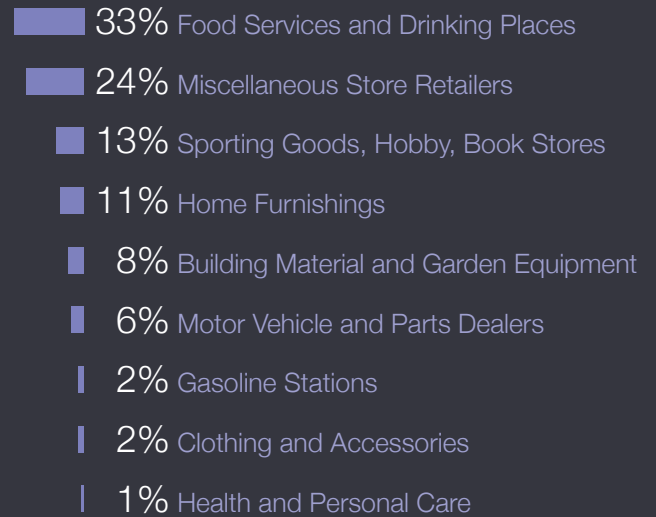
Downtown offers an extensive mix of retail and dining options. Many unique shops serving niche products can only be found in Downtown.

Downtown's retail trade and food and drink sales industry provides a sizable direct and indirect economic impact for the Wichita metro area.

Downtown Wichita has over 500,000 square feet (SF) of retail space, one of the highest concentrations of retail businesses and restaurants in the metro area. With an average lease rate of \$10.54/SF and a vacancy of less than 3%, retail space in Downtown is in high demand. Over 450,000 shoppers are within a 20-minute drive of the core district where they can easily access the eclectic mix of shops, restaurants and bars, or to find one-in-a-market niche retailers found only in Downtown. In 2015, retail trade and food and drink sales totaled more than \$111 million in the Downtown area, with Food Service and Drinking Places accounting for the greatest percentage of sales at 33%. The Food Services and Drinking Places industry is an important employment base for the local economy, and accounts for 45% of the total retail trade businesses in Downtown Wichita. This industry employs over 1,000 people.

Top Retail Sales by Industry¹⁶

Total 2015 retail sales \$111 million



45% Food Services and Drinking Places
 28% Miscellaneous Store Retailers
 6% Furniture and Home Furnishings
 6% Sporting Goods, Hobby Stores
 4% Motor Vehicle and Parts Dealers
 11% Others (combined total)



15% Class A (84,710 SF)
 70% Class B (385,853 SF)
 15% Class C (81,052 SF)



97% Occupied (535,615 SF)
 3% Vacant (16,000 SF)

The Downtown core sits at the geographic center of the metropolitan area, easily accessible via I-135/US-81/KS-15 and US 54/US 400, offering retailers the opportunity to draw from a 360-degree catchment area. The Downtown Transit Center serves as the hub for the city wide network.

Downtown District Shopping Area

145,860 people¹⁷

Live within 10 minutes of Downtown

457,236 people¹⁷

Live within 20 minutes of Downtown



BUILD

As investment increases and projects are announced and constructed, Project Downtown becomes a reality. 56 projects have been completed since 2010 with many more on the horizon.¹⁹

WDDC Design & Innovation Center

520Commerce
520 S. Commerce
520commerce.com



River Vista Groundbreaking
July 2015



56 projects
COMPLETED
SINCE 2010¹⁹

12 projects
UNDER
CONSTRUCTION¹⁹

13 projects
IN PLANNING¹⁹

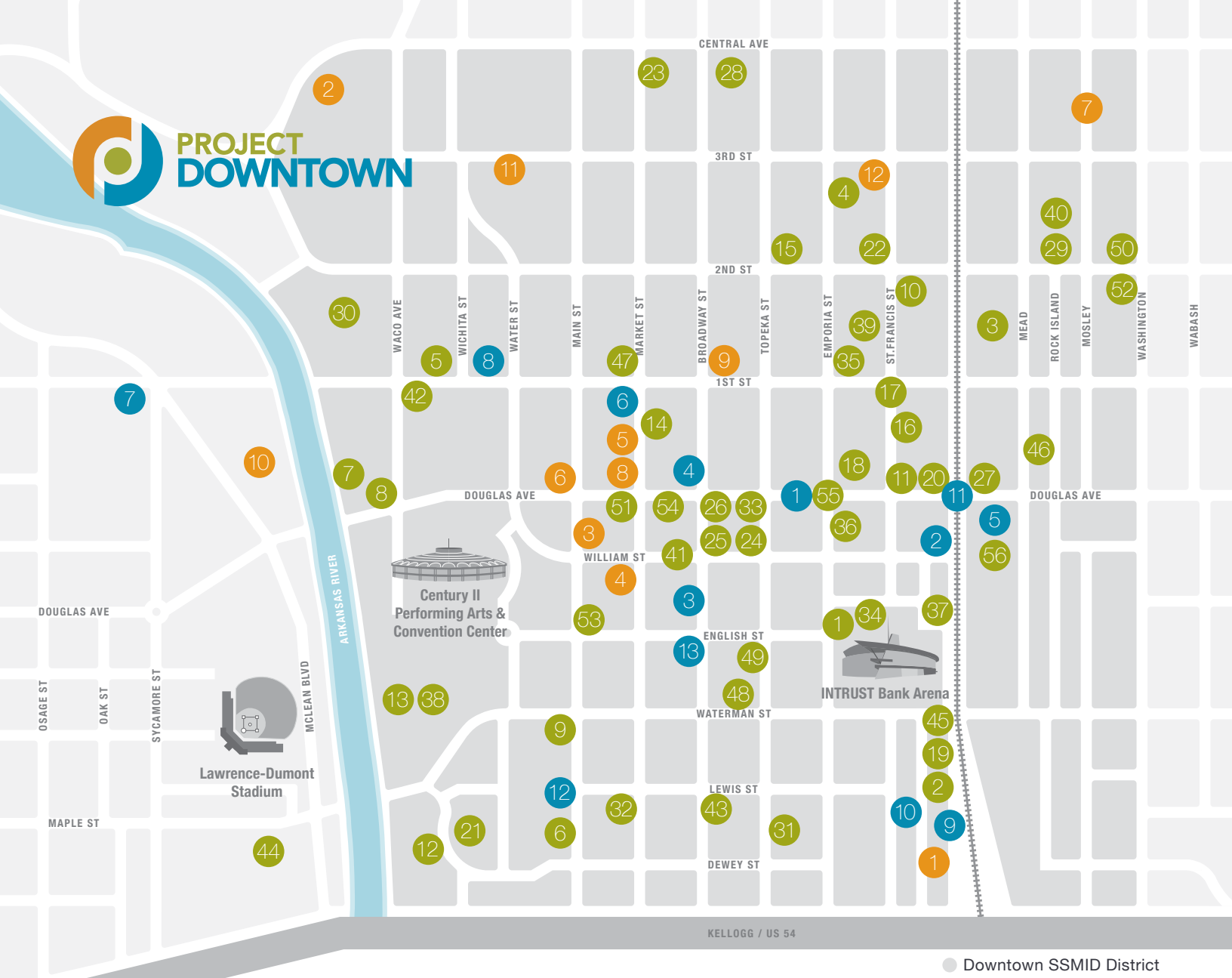
Since the adoption of Project Downtown: The Master Plan for Wichita in 2010, over 50 projects have been completed.

Currently twelve major projects are under construction in Downtown Wichita. These projects range from new residential, office renovations, public amenities to streetscaping.

Major office renovations, conversions of warehouses and new residential projects are poised to continue the transformation of Wichita's urban core.



PROJECT DOWNTOWN



● Downtown SSMID District

Downtown Development Projects

● Completed

1. INTRUST Bank Arena
2. Finn Lofts
3. Airbus Renovations
4. The Flats 324
5. Cargill Innovation Center
6. Fairfield Inn & Suites Wichita Downtown
7. Riverfront Improvements
8. Drury Plaza Hotel Broadway
9. Albert Paley Sculpture Installation
10. Sedgwick Co./Rotary Fdn./Coleman Parking Lot
11. Zelman's Building
12. WaterWalk's Gander Mountain Expansion
13. Hyatt Regency Wichita Renovations Phase One
14. J.P. Weigand & Sons Realtors
15. Open Door
16. Bite Me BBQ
17. St. Francis Streetscape Improvements
18. Howerton+White Expansion & Renovation
19. Commerce Street Lofts
20. The Renfro
21. Fountains at WaterWalk
22. Pixius Communications
23. Robert D. Love Downtown YMCA
24. Block One Parking Garage
25. Urban Plaza at Block One
26. Ambassador Hotel at Block One
27. Player Piano Lofts
28. The Catholic Diocese St. Mary Cathedral
29. Courtyard by Marriott Renovations Phase One
30. CoBank

31. The Arnold Group Renovations
32. KE Miller Engineering
33. Kansas Leadership Center and Kansas Health Foundation Conference Center at Block One
34. INTRUST Bank Arena's Guitar Bar & Thunder Team Store
35. Firestone Place Renovations
36. Eaton Place Renovations
37. 220 & 222 S. Commerce Restaurant Renovation
38. Hyatt Regency Renovations Phase Two
39. Live at 215
40. Courtyard by Marriott Renovations Phase Two
41. William Street 2-Way Conversion
42. Corner 365 (Residential Project)
43. Sonic
44. WaterWalk Hotel Apartments
45. Commerce & Waterman Building Renovations
46. Rock Island Lofts
47. The LUX
48. Renovations at Topeka & Broadway on Waterman
49. P.E.C. Building Renovations
50. Restaurant Renovations at 301 N. Washington
51. Pop-Up Urban Park
52. Yellow Cab Co. Building Renovations
53. Fidelity Bank Headquarters Renovation
54. COTen Building (former Merrill Lynch Building)
55. Douglas Avenue Streetscape Development Phase 1
56. Union Station Phase One

● Under Construction

1. 520Commerce
2. Pinnacle Lofts & Apartments
3. High Touch Technologies
4. Parking at Market & William Renovation (formerly the Macy's Garage)
5. 125 N. Market
6. INTRUST Bank Renovations
7. Mosley Ave. Streetscape Project
8. The Douglas
9. Orpheum Theatre (Phase One)
10. River Vista
11. Sedgwick County Offices Renovation (former IRS Building)
12. Flats 324 Expansion

● In Planning

1. Douglas Avenue Streetscape Development Phase 2
2. Spaghetti Works Property
3. Petroleum Building
4. Kress Building
5. Union Station Phase Two
6. Market Centre Apartments
7. Advanced Learning Library
8. Water Street Lofts
9. Commerce Arts District Parking
10. St. Francis and Commerce Street Improvements
11. Douglas Ave Underpass
12. Wichita WaterWalk
13. Broadway Autopark Apartments

Completed Projects

Projects in the development section are based upon the 2015 calendar year.



301 N. Washington Restaurant Renovations N/A

The vacant building at 301 N. Washington underwent major interior and exterior renovations to be transformed into Gianni Bacci's with a 40 seat outdoor patio. This new restaurant features vintage style cocktails and upscale tapas in the Old Town Entertainment District.



Union Station - Phase One (Phase One and Two) - \$54 million

Occidental Management identified \$54 million in total redevelopment and expansion costs for the historic Union Station campus in Downtown. The project was split into two phases, and phase one is now complete. Phase one renovations included updating the Rock Island Depot and Grand Hotel into mixed-use space, and a redeveloped public plaza area that fronts Douglas Avenue.



P.E.C. Building Renovations \$2 million

Professional Engineering Consultants, or P.E.C., completed extensive interior renovations to their headquarters at 303 S. Topeka. The interior remodel was completed prior to the company celebrating their 50th anniversary.



COrTen Building N/A

The COrTen Building renovation is complete at the corner of Douglas and Market. Prior to its redevelopment, this building sat empty for over twenty years. Bokeh Development transformed the building into contemporary, modern offices with flexible leases, which gives the opportunity for startups and other new businesses to grow incrementally.

Under Construction Projects

Projects in the development section are based upon the 2015 calendar year.



Pop-Up Urban Park \$146,000

“The Hole” on Douglas Ave. has been transformed into a Pop-Up Urban Park through a grant from the Knight Foundation Fund of the Wichita Community Foundation. The park is a place where the community can connect through various programmed activities. The site is activated daily with food truck vendors and activities.



The Flats 324 Expansion \$7 million

With the continued redevelopment of the St. Francis Street corridor, The Flats 324, located at 324 N. Emporia in the historic Wichita High School, has an additional 73 new units under construction in addition to the existing 68 units. Resident amenities will include a swimming pool, pet park, dog-washing station, gated access, options for covered parking, an exercise area and a clubhouse.



Fidelity Bank Headquarters Renovation \$2 million

Fidelity Bank recently completed a major renovation of its 30 year old headquarter lobby space at 100 E. English. The recent lobby renovation opened up views to the north courtyard, and features a custom tile floor pattern, and updated, custom-matched millwork, which ties the space together to create an open, welcoming environment for customers and bank employees.



Parking at Market & William Renovation Approximately \$9.68 million

The Wichita City Council approved a plan to renovate the former Macy’s Garage at 215 S. Market, which the City gained ownership of in November 2013. Interior and exterior repairs will stabilize the structure and open all nine floors and 434 spaces of the garage, which will benefit nearby businesses and the public. Traffic lanes on Market and William will be reopened once the project is complete.

Under Construction Projects

Projects in the development section are based upon the 2015 calendar year.



The Douglas N/A

The Douglas project will retrofit the pink marble Exchange Place and white brick Bitting Building to offer 240 luxury residential units and a new 273-space parking garage. The ground floors of all the buildings will be commercial space. Amenities include a rooftop deck with wading pool, grills, fire pits, and a dog-washing station. The apartments will have granite countertops, a washer and dryer and more.

River Vista \$38.4 million

River Vista will be a new residential development at Project Downtown's Catalyst Site One located on the west bank of the Arkansas River. This project will bring 203 new residential units to the riverfront and will include a "Boats and Bikes" concept that will offer public boat and bike rentals. The plan also incorporates 341 parking spaces and improved access to the river.



High Touch Technologies \$1 million

High Touch Technologies is an employee owned technology company that offices 126 employees in Downtown. The company recently purchased the building that houses their Corporate Headquarters at 110 S. Main and is initiating renovations.



520Commerce \$3 million

Epoch Developments, LLC, began construction of 22 lofts, two brownstones, an artistic gallery, creative office space and work studios, and a co-op based cafe. The building's original character was kept intact including floors, exposed wooden beams and brick walls.



Pinnacle Lofts & Apartments \$6 million

This new 70-unit project includes 33 lofts, 20 one-bedroom units, and 17 two-bedroom units featuring flexible, open floor plans with modern finishes. Resident amenities include a bike-share program, on-site dry cleaning drop off and more.



Sedgwick County Offices Renovation
\$15.7 million

Renovations for the former IRS Building, located at 271 W. Third, are underway, to house multiple Sedgwick County offices including: the Appraiser's Office, the Sheriff's Office of Professional Standards Unit, the Building & Construction Administrative Offices, the Metropolitan Area Building, Environmental Resources and others. Total renovations include remodeling and furnishings.

125 N. Market
\$5 million

Security National took ownership of the 19-story 125 N. Market building in 2013 and has renovated office tenant areas, common areas, restrooms and elevators. The building offers spaces ranging from 1,000 to 16,000 SF, some that include panoramic views of the City. This building was constructed in 1963.



INTRUST Bank Renovations
Approximately \$2.5 million

INTRUST Bank is renovating its Downtown headquarters. This multi-million dollar investment will update work spaces, office and customer areas, interior finishes, and include new heating and air conditioning equipment.

Orpheum Theatre - Phase One
Approximately \$500,000

The Orpheum, built in 1922, is a historic theatre, with six phases of renovation identified. Phase One is underway and includes refurbishing walls, ceilings, decorative crown molding, mirrors, sconces and stair railings. New doors, carpeting and benches will be installed.

Mosley Streetscape Project
Approximately \$1.6 million

Mosley Street (from 2nd to 3rd Street) and north Rock Island will be reconstructed to be consistent with the Old Town pedestrian experience. Brick streets, sidewalks with amenities and landscaping, 33 on-street parking stalls and bicycle racks will be installed.

In Planning Projects

Projects in the development section are based upon the 2015 calendar year.



Spaghetti Works Property

N/A

The four-story Spaghetti Works building, located between the newly developed Union Station property and INTRUST Bank Arena, was built in 1894 and has been recently purchased by Seneca Property. Plans for the property include a “live, work, play” concept. Construction could start later this year, with the initial phase being completed in 2017.



Broadway Autopark Apartments

N/A

The vacant parking garage at Broadway and English will be transformed into a mixed-use building with 44 new residential units, covered apartment parking, and ground floor commercial space. Each tenant will have front door parking and a large patio. The redevelopment plans will preserve 85 percent of the structure, which was originally built in 1949.



Petroleum Building

N/A

Plans for the eight-story, 47,000 SF Petroleum building, originally built in 1929 as the Ellis-Singleton Building, include interior renovations and facade and tenant improvements. The property includes a parking garage and surface lot.



Market Centre Apartments

N/A

The Market Centre building, at the southwest corner of First and Market, was built as the Lassen Hotel in 1919. It was recently purchased with plans to convert the building into 110 apartment units. Construction is slated to start within the next year.



Kress Building

N/A

The six-story Kress building, at the corner of Douglas and Broadway, was recently purchased with plans to increase the building's occupancy through tenant and parking improvements. The building features marble floors and mirrored walls.

Advanced Learning Library
\$33 million

The Wichita City Council has approval plans for a new Advanced Learning Library at Second Street and McLean Blvd. The plans include a multitude of flexible community meeting spaces that can function independently or together, along with a large meeting room that will have seating for up to 300 people. Technology will include over 100 computers and charging stations for public use.



Douglas Ave. Streetscape Development - Phase One
\$6 million

In 2011, the City approved a new plan, led by community input, for transit and streetscape improvements along the core of Douglas Avenue from Main to Washington Streets. Phase One focused on adding new transit shelters, curb and streetscape amenities. A continuation of additional Phase One improvements are slated to begin in fourth quarter 2016.

Union Station - Phase Two
(Phase One and Two) - \$54 million

Phase Two plans for Union Station are being finalized, which include renovating the terminal building and constructing an additional 150,000 SF of new office space. Phase Two redevelopment efforts will also provide a new 480-stall parking garage. The terminal and operations buildings are proposed for mixed-use including commercial, restaurant and office.



Water Street Lofts
Approximately \$9.5 million

USD 259's Alvin E. Morris Administrative Center at 201 N. Water was acquired with plans to re-purpose the nine-story, 96,000 SF building into 90 apartments complete with parking for residents and beautiful views of the river.

Commerce Street Improvements
N/A

St. Francis and Commerce Streets improvements include utility and drainage work and updating the existing brick streets while preserving the character of the Commerce Street Arts District. A new gathering space will link the streets and provide pedestrian amenities.

Commerce Street Arts District Parking
\$950,000

This proposed project will design and construct additional public parking between the railroad and the east facade of the buildings along Commerce Street to enhance circulation and traffic flow in the area.



Downtown Living Tour
Finn Lofts
February 2015

Downtown Clean Up
April 2015

Pop-Up Urban Park
121 E. Douglas Ave.
Opened September 2015

@mrrfbooks



WDDC

The WDDC works to provide the leadership and staff resources necessary to coordinate initiatives that increase investment and interest in the urban core.

The Wichita Downtown Development Corporation was launched in 2002 to revitalize and enhance the City center. The WDDC works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita. By strengthening Downtown Wichita, we are creating a vibrant economic region and state.



Mission & Vision Statement

The Wichita Downtown Development Corporation (WDDC) was launched in 2002 to revitalize and enhance the City center. The WDDC is a private 501c3, not-for-profit corporation that works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita. The mission of the WDDC is to direct a comprehensive economic development program to strengthen Downtown as:

- ▶ The heart of the city for all citizens
- ▶ An active and prosperous place for businesses and employees
- ▶ A center for artistic and cultural experiences
- ▶ A vibrant urban environment for residents, workers and visitors

The WDDC is governed by a Board of Directors who represent Downtown business and property owners. The WDDC contracts with the City of Wichita to provide Downtown development services. The contract is funded through a Self Supported Municipal Improvement District (SSMID) that encompasses the geographic area bounded by Washington Ave., Central Ave., Kellogg Ave. and the Arkansas River. The WDDC Board of Directors employs a professional staff who can assist entrepreneurs, developers and property owners to evaluate and plan a range of investment decisions. The WDDC can help to identify prospective business locations, provide market data, evaluate opportunities for new retail and service businesses, develop marketing and promotional strategies and assist with conceptualizing and implementing construction projects.

Project Downtown



Project Downtown: The Master Plan for Wichita is a milestone we've worked together as a community to achieve. The plan focuses on key areas of our Downtown, illustrating the potential that the community has to grow. The plan has overwhelming support from the private and public sectors. A blueprint for our future, it benefits the public and private sector when making decisions, being strategic with public sector investment so we, as a community, maximize private sector investment. Project Downtown was unanimously adopted by the Wichita City Council in 2010 and continues to strategically help shape our Downtown.

Design & Innovation Center

The Downtown Design & Innovation Center is a partnership between the WDDC and the City of Wichita to assist developers with gaining access to the resources necessary to make Downtown redevelopment projects happen. The Design & Innovation Center also serves as a living room for the community to gather, where countless conversations can take place and ideas can be shared. As a physical space, it is intended to be a creative outlet and a place to showcase Downtown's development activity and foster quality urban design. The center was funded through the Knight Foundation Fund at the Wichita Community Foundation and private partners. Learn more about the Design & Innovation Center and the educational programs and opportunities at www.downtownwichita.org.

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Jaimie Zellner
Executive Vice President of Strategic Communications



Nancy Moore
Administrative Assistant



Andy Kim
Design & Communication Specialist



Megan Radley
Director of Communications

Downtown SSMID

The WDDC contracts with the City of Wichita to provide Downtown development services. The contract is funded through a Self Supported Municipal Improvement District (SSMID). Property owners within the SSMID pay an additional property tax mil levy. The SSMID boundaries are Washington Street, Central Avenue, Kellogg and the Arkansas River.

● Self Supported Municipal Improvement District (SSMID) ● WDDC Offices



2016 SSMID Advisory Board Members

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SCHAEFER, JOHNSON,
COX, FREY ARCHITECTURE

Mary Wright
OLD MILL TASTY SHOP

Alan Banta
TRANS PACIFIC OIL CORP.

Rod Young
PROFESSIONAL
ENGINEERING
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BELFORD ELECTRIC

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& HONEYMAN LLP

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WESTAR ENERGY

Larry Weber
GARVEY CENTER



Wichita Downtown Development Corporation
507 E. Douglas
downtownwichita.org



2015 Contributions
\$33,804.29

The Wichita Downtown Development Corporation leverages annual SSMID funding through private contributions, grants and events. In 2015, the WDDC leveraged SSMID funding with an additional \$33,804.29. In total, from 2009 - 2015, the WDDC has leveraged SSMID funding by \$548,381.96.¹⁹



Old Town Entertainment District
oldtownwichita.com

Public Policy

Mobile Food Vendor Policy

The presence of food trucks in Wichita has increased dramatically over the past five years. Mobile food vendors have become a remarkable tool for activating spaces and providing a dining option throughout the metropolitan area for areas currently underserved by brick and mortar restaurants. The presence of food options at outdoor art fairs, festivals and events helps to build community while enhancing vitality. Due to the growth and popularity of food trucks, it was important to revisit existing policy that limited the food vendors' ability to operate in Wichita. The food trucks have organized to create a formal coalition and the WDDC assisted them in communicating their requests and input with City officials to craft a new policy. City officials, food truck vendors, and other stakeholders are currently working on new policy that more closely aligns Wichita with ordinances that are in place in peer cities. This new policy will be presented to the City Council for consideration in 2016.

Old Town Safety & Sustainability

Old Town is an award winning mixed-use neighborhood in Downtown that is comprised primarily of former warehouse buildings that have been repurposed. This historic district was named an official entertainment district through an ordinance adopted by the City Council in 2014 and remains a destination for visitors from across the region. In 2015-2016, the Old Town Association, working in partnership with the WDDC and the Wichita Police Department, was able to assist the City in creating a new policy that will ensure overall safety, crowd management, and traffic circulation in the district. This new policy pro-actively helps ensure that Old Town remains a safe and thriving neighborhood for citizens and visitors.

Advocacy

The WDDC has an active role in the area of advocacy. The organization works in partnership with entities such as the City of Wichita, Friends of Historic Preservation, Visit Wichita and the Chamber of Commerce on various legislative initiatives. Regularly, the organization works with the City Council on projects within Downtown Wichita providing economic data or testimony of how a project will further the implementation of Project Downtown: The Master Plan for Wichita.



Educational Engagement

Since 2011, Westar Energy has sponsored a summer design internship position at the WDDC for an upper level college student in the fields of design and urban planning. The 2015 design intern was Ms. Amanda Kline, a candidate for a Masters degree in Landscape Architecture at Kansas State University. Amanda has a passion for urban design and was able to assist with multiple projects throughout the summer. In addition, the WDDC employs a Wichita State University Cooperative Education student on staff to assist with every day communications and office needs.

The WDDC leveraged student talent in the design of the Pop-Up Urban Park. In 2015, the WDDC hosted a design charrette which engaged Kansas State University design students along with local design professionals, developers, business owners and residents. This group collectively explored concepts for the site plan of the Pop-Up Urban Park, a foundational component, prior to building the park. In addition, a Wichita State University graphic design studio class designed a conceptual series of posters to promote food trucks, Final Friday, live music, and a film screening in the park. The park was constructed and opened in 2015.

Economic Research

The WDDC remains committed to providing accurate, pertinent information for the Downtown area. One such example is the updated hotel and office market analysis by W-ZHA. The WDDC will continue to contract with market sector experts to ensure investors have current data needed to make informed decisions. The annual State of

Downtown Report is intended to present timely U.S. Census Data and local market information and trends. Working in partnership with the City of Wichita, Sedgwick County, and Wichita State University's Center for Economic Development and Business Research (CEDBR), we are able to provide this data to assist the public and private sectors with strategic investment decisions. The 2015 report received a Silver Max Award from the Wichita American Marketing Association.



2015 Wichita River Festival
Looking southeast
wichitariverfest.com
Photo credit: Clancy Charter

Community Enhancement

Community Event Funding

The WDDC sponsors multiple Downtown events and initiatives. In 2015, the WDDC provided \$11,750 in sponsorships. In addition, WDDC staff provides marketing and communications assistance for general event awareness and visitor parking information.

Annual Downtown Clean Up

The WDDC hosted its annual Downtown Clean Up event in partnership with City of Wichita Public Works and Parks & Recreation Departments. Over 100 volunteers assisted with various tasks and trash pick up, all of which help beautify Downtown. Marcus Rivera, New York Life Agent, sponsored lunch for all the volunteers. This event would not be possible without the efforts of those who give back to their community.



Downtown Clean Up
April 18

DOWNTOWN LIVING TOUR

Downtown Living Tour

The Downtown Living Tour, presented by the WDDC in the spring of 2015, showcased the current and upcoming residential offerings in Downtown Wichita. During the free event, properties in the district welcomed the public to view units and property amenities. Property representatives were on site to discuss living the urban, walkable lifestyle in Downtown. Approximately 2,000 attendees were able to visit nine different residential options by walking or riding the Q-Line trolley. At the time, the Downtown residential market was over 95% occupied, and still nine units were directly leased that day because of this event. The WDDC provided event logistics support, a communications strategy, social media marketing, email and digital marketing support, and TV, billboard, and print advertising. There were seven event sponsors, six media sponsors, and four prize sponsors. Three news stories were spurred because of this event, and it won the 2015 Marketing Campaign of the Year from the Wichita American Marketing Association. The event will be held again in the fall of 2016.



Participating Properties

Property and number of units

- Eaton Place Apartments 115 units
- Rock Island Lofts 8 units
- WaterWalk Hotel Apartments 133 units
- Innes Station Apartments 80 units
- The Flats 324 68 units
- Commerce Street Lofts 6 units
- Player Piano Lofts 36 units
- The LUX 85 units
- The Finn Lofts 25 units





"The Hole" on Douglas Ave.
121 E. Douglas Ave.
January 2015



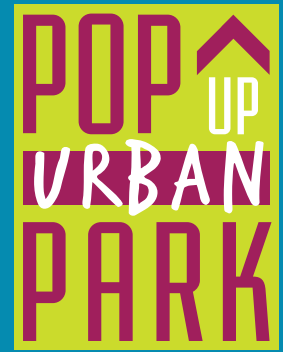
"The Hole" on Douglas Ave.
121 E. Douglas Ave.
July 2015



Pop-Up Urban Park
121 E. Douglas Ave.
October 2015

Pop-Up Urban Park

“The Hole” on Douglas, located on the South side of Douglas Ave. between Main and Market, was not one of Downtown’s most welcoming destinations. “The Hole” came into existence in 2007 when redevelopment plans by the prior owner fell through. In recent years, a local development team, Bokeh Development, purchased “The Hole,” as well as both buildings immediately adjacent, the Caldwell Murdock Building to the West and Woolf Bros. Building to the east. In the last five years, Bokeh Development has successfully completed the Zelman Lofts, the Renfro and The LUX. These new projects contribute 115 new residential units, 210,000 SF of commercial space in Downtown and accomplish the vision set forth in the Master Plan.



Now in place of “The Hole” is a thriving urban space called the Pop-Up Urban Park, which celebrated its grand opening on September 25, 2015 with over 1,000 in attendance. The park project was made possible through a grant from the Knight Foundation Fund at the Wichita Community Foundation.

The initiative filled in the former hole with fill dirt from nearby development projects, and provided a crushed rock surfacing, temporary plantings, overhead lighting, furnishings, and art components. The space is activated daily by food trucks which serve lunch in the park. Since its transformation, hundreds of Downtown workers, residents, and visitors experience the park on a daily basis and its success has been tremendous.

The WDDC worked with many partners on the project including students, artists and local businesses. Landscape architecture students from Kansas State provided preliminary design concepts and also designed and fabricated custom raised planters that also serve as bartop tables for dining. Additionally, the WDDC had the opportunity to work with graphic design students from Wichita State University on a poster campaign for the park. The art in the park was designed and produced for the park by local artists and students and add a touch of color and whimsy to the space. The design of the space is minimalistic and allows for the space to remain flexible for programmed activities. One permanent attraction was the inclusion of a concrete ping-pong table that has been a fan favorite for visitors. The park is a living example of the impact that the programming/activation of space can have in an urban environment. It has succeeded in changing the public’s perception and also positively contributes to the walkability along Douglas Ave. and surrounding blocks.



Pop-Up Urban Park Grand Opening
121 E. Douglas Ave.
September 2015

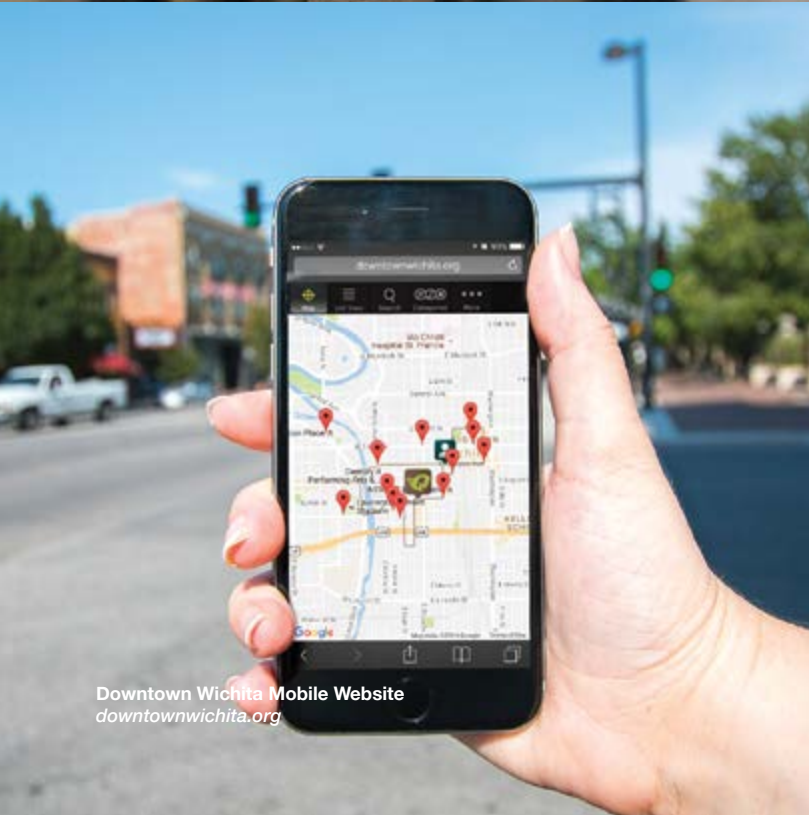


Pop-Up Urban Park Grand Opening
121 E. Douglas Ave.
September 2015





Final Friday at HUE Gallery
430 S Commerce #200
huewichita.com



Downtown Wichita Mobile Website
downtownwichita.org



Downtown Wichita Presentation
WDDC Offices - 507 E. Douglas Ave.

Marketing & Communications

Community Outreach

The WDDC communications staff works in partnership with the public and private sector to develop and implement strategies to creatively communicate the vision outlined in Project Downtown, as well as progress on development initiatives. The WDDC communications staff produces public presentations, manages social media, and maintains the WDDC website, downtownwichita.org. Other duties include graphic design and special event email marketing to encourage on-going promotion of Downtown events, efforts and initiatives including 2nd Saturday and Final Friday. As Downtown continues to evolve, the brand of Downtown Wichita needs to evolve in alignment. Currently, the WDDC communications staff is working with local agency Howerton+White to rebrand the organization and the Downtown Wichita district and redesign the website. These news tools will allow the organization to communicate and connect with the public, investors, and businesses more effectively.

 28% Increase¹⁹
TWITTER
@downtownwichita

 133% Increase¹⁹
INSTAGRAM
Downtown Wichita

 43% Increase¹⁹
FACEBOOK
Downtown Wichita

Digital & Video Marketing

In 2015, 37 presentations were provided to local, regional and national organizations. Downtown Development Emails were sent out approximately every eight weeks with an average open rate of 30.4%.¹⁹ The national average for open rates for a non-profit is 21.9%.²¹ Almost 60 Downtown Weekly Event Emails and Special Event Emails were published with an open rate of 28.9%.¹⁹ In 2015, the WDDC increased their video marketing, releasing an end of year progress video and multiple development videos.

Holiday Marketing

Promoting holiday events, shopping, and dining in Downtown brings awareness to the unique offerings in the district. In 2015 the WDDC launched a Downtown for the Holidays marketing campaign which encompassed print marketing, digital advertising, and created a mobile friendly webpage, www.downtownwichita.org/holidays, which had over 2,000 pageviews.¹⁹

Information Sources



The 2016 State of Downtown Report was published by the Wichita Downtown Development Corporation in August 2017.

All Census Data was provided by Wichita State University's Center for Economic Development and Business Research (CEDBR)

1. U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
2. The 2010 U. S. Census states the population in the 67202 area code is 1,393. Per WDDC records, 571 rental units have opened in the Downtown SSMID district in since 2010 when the Census was taken. Per the U.S. Census Bureau, 2010-2014 American Community Survey 5-Year Estimates the average size of renter-occupied units is 1.23 persons. Therefore an estimate for the current population is approximately 2,095.
3. Total investment amount includes all public, private and Area investment located in the Downtown SSMID district. See number 4 for all sources of investment data. See page 8 for total dollar amount of individual investment areas.
4. Private investment includes data from the following sources: Sedgwick County property sales data - Sedgwick County Appraiser, Sedgwick County and City of Wichita building permit data - Metro Area Building & Construction (formerly Office of Central Inspection). Private investment totals are for the years 2005 - 2014 only for the Downtown SSMID District (shown on map on page 33 - Central to Kellogg, Washington to the Arkansas River). Historic Tax Credits (Includes both State and Federal Credits) - Kansas State Historical Society.
Note: All public investment that is reflected in private investment (i.e. items that include the public purchase of land and/or building permits for work on publicly owned property) has been deducted from private investment figures to avoid double counting investment.
Public investment includes data from the following sources: City of Wichita CIP (Streets & bridges, public buildings & public improvements, parks, stormwater, maintenance), Tax Increment Financing (TIF) - City of Wichita, Facade Improvement Program - City of Wichita, HOME Program Investment - Wichita Housing and Community Services, CDBG funds - Wichita Housing and Community Services and Public Building Commission funding. Community Improvement District (CID) - City of Wichita (This is based on the year the tax was collected). Public investment totals are for the years 2006 - 2015 only for the Downtown SSMID District (shown on map on page 34 - Central to Kellogg, Washington to the Arkansas River).
Public investment for INTRUST Bank Arena - Sedgwick County. INTRUST Bank Arena funding during these years constitutes a larger portion of the public investment value. However, Arena funding is included over years 2006-2015 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2006: \$5,779,067, 2007: \$18,575,958, 2008: \$74,376,927, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0, 2015: \$0. Public investment totals for the Sedgwick County Arena are for the years 2006 - 2015 only.
5. Information provided by Sedgwick County Appraiser and Sedgwick County Department of Finance
6. Council for Community and Economic Research, Cost of Living Index, 2015 Annual Average, Vol. 48, No. 4.
7. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (2014). Totals may not add up 100 due to rounding. Annual earnings are based off of monthly income.
8. Central Business District. J.P. Weigand & Sons Inc. Forecast 2016
9. Visit Wichita Convention & Visitors Bureau
10. Wichita Business Journal Book of Lists
Vol. 30 No. 52 Published December 18, 2015
11. Smith Travel Reports; W-ZHA, LLC.
The year 2010 is not included in the data report because of the Drury Plaza Hotel Broadview going off the market for renovations. A minimum of four hotels is required for data sample. Historical data may be revised by individual hotels due to deadlines, data collection, distribution deadlines, etc., which may cause a change in the overall yearly data. Therefore, the yearly data provided by STR and published in WDDC's 2012 Downtown Economic Report (published May 2013) and WDDC's 2013 State of Downtown Report (published May 2014) may not match the yearly data published in this report or any future reports.
12. Wichita Festivals
13. City of Wichita Division of Arts & Cultural Services
14. Wichita Orpheum Theater
15. INTRUST Bank Arena
16. ReferenceUSA Government Division. Data compiled by CEDBR, March 2016.
17. U.S. Census Bureau, 2010 Decennial Census
18. Wichita State University Center for Economic Development and Business Research Economic Impact Analysis for Garth Brooks concerts at INTRUST Bank Arena in 2015. Data provided to WSU CEDBR from INTRUST Bank Arena, an SMG Managed Facility.
19. WDDC
20. WDDC Occupancy recorded from individual property managers and owners for rental units that came online since 2010.
21. Constant Contact "Nonprofit - Other" business type
<http://support2.constantcontact.com/articles/FAQ/2499>



Wichita Downtown Development Corporation
507 East Douglas Avenue
Wichita, Kansas 67202
downtownwichita.org

