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FOR IMMEDIATE RELEASE
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Downtown Wichita Names Executive Director

WICHITA, Kan., May 16, 2024 – Downtown Wichita has hired Heather Schroeder of Syracuse, New York to serve as the Executive Director (ED) of Downtown Wichita and the Executive Vice President (EVP) of the Greater Wichita Partnership. With an impressive background in urban planning, real estate management, economic development and placemaking, Schroeder brings a wealth of experience and expertise to the position.

In her role, Schroeder will oversee strategic initiatives aimed at enhancing the economic vitality, cultural richness and overall quality of life of downtown Wichita. Working closely with stakeholders, business leaders and community partners, she will continue the momentum of downtown revitalization through Project Downtown.

"I am thrilled to join the Downtown Wichita and Greater Wichita Partnership teams, and I am eager to work with the community to help position downtown Wichita as a world-class destination with opportunities for all," said Heather Schroeder. "I am impressed by the private and public sector's unwavering commitment to downtown vitality. Wichita is positioned for remarkable growth and I look forward to being a part of downtown's dynamic story."

Before joining Downtown Wichita, Schroeder served as the Deputy Director and Director of Economic Development for the Downtown Committee of Syracuse, Inc. In her more than eight years with the Downtown Committee, she secured and deployed millions of dollars for programs ranging from historic building improvements to downtown master planning and downtown activation projects.

"We are excited to welcome Ms. Heather Schroeder to Downtown Wichita. Schroeder's commitment to urban design, creativity with placemaking and proven leadership with downtown systems such as parking management and clean and safe initiatives made her the ideal candidate to lead Downtown Wichita into the next phase of growth and innovation," said Downtown Wichita President Jeff Fluhr. "Together, we will continue to cultivate a thriving downtown environment."

Since 2010, more than $1.7 billion has been invested in downtown Wichita. An additional $760 million in projects, including transformative developments such as the Wichita Biomedical Campus, Exploration Place's EP2 Initiative and development surrounding Riverfront Stadium have or will commence construction in 2024.

"As a Wichita native and someone who works downtown, I have witnessed firsthand the exponential growth and enhanced vibrancy within the core. The executive director position plays a critical role in our city's vision and future. I am eager to begin working alongside Schroeder to leverage our key assets and encourage more people to live, work and play downtown," said Natalie Gosch, chair of Downtown Wichita and Program Leader for Cargill.

The Downtown Wichita Executive Board led the effort that culminated in the selection of Schroeder. The board was assisted by HRS, a global economic development search firm that conducted the national search.

Schroeder, who holds a Master of City and Regional Planning degree from The University of North Carolina at Chapel Hill and a B.S. in Policy Analysis and Management from Cornell University, will join the team on August 12, 2024.

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About Downtown Wichita
Downtown Wichita is a private 501(c)(3) nonprofit corporation that amplifies the energy, capital and growth of downtown by



empowering residents, visitors and businesses to explore the possibilities of the city's core. In collaboration with stakeholders, the organization stimulates continued investment and interest in downtown and connects resources from the private sector and local government that allow commerce and culture to thrive. For more information visit: https://downtownwichita.org/home.