

Downtown Wichita to Showcase Vibrant Activations During Global TBEX Conference

WICHITA, Kan., Sept. 30, 2025 — Downtown Wichita is gearing up to welcome the world's largest conference and networking event for travel storytellers.

Approximately 150 travel content creators, influencers and industry leaders will come to Wichita for the upcoming **TBEX Summit America 2025** from Oct. 1 to 4. TBEX combines professional development with opportunities to explore Wichita's culture, attractions and experiences, and share them with travel audiences worldwide.

"TBEX is a global stage for Wichita," said Heather Schroeder, Executive Director, Downtown Wichita. "With Visit Wichita hosting the event, Downtown Wichita's role is to make sure downtown not only looks its best but also feels alive and is full of experiences that tell our story and invite attendees to explore more of what makes our downtown unique."

Bringing the Core to Life
From art to music and community clean-up efforts, Downtown Wichita is curating activations that celebrate local creativity and encourage exploration. Many of these initiatives will coincide with First Friday Fest **on Oct. 3**, a larger, expanded version of the city's monthly First Friday art crawl.

While First Friday regularly highlights galleries and creative spaces, First Friday Fest adds to the celebration with live music, a public art unveiling, chalk art contest and more.

- **Gallery Alley Unveiling Event | Oct. 3, 5 to 5:45 p.m. | 616 E. Douglas Ave., Wichita, KS 67202**
  During First Friday Fest, Downtown Wichita will unveil a new artwork by local artist Mike Miller in Gallery Alley.
- **Douglas Avenue Chalk Art Contest | Oct. 3, 11 a.m. to 6 p.m. | Ruffin Building, 101 N. Broadway St., Wichita, KS 67202**
  Sidewalks surrounding the Ruffin Building at 101 N. Broadway St. will transform into an open-air gallery during the inaugural Douglas Avenue Chalk Art Contest. Wichita artists will create 12-foot by 12-foot chalk murals inspired by the theme "Heartland Stories." A panel of judges will select the winning artist at 6 p.m. and award cash prizes.
- **Sunset Sounds Pop-Up Performances | Oct. 3 | 5:30 – 8:30 p.m. | Near and along Douglas Avenue**
  Local musicians will perform in key downtown locations, creating a soundtrack for exploring the heart of our city.

Volunteers Beautify Downtown
In preparation for hosting the TBEX conference, Downtown Wichita organized a Downtown Fall Clean-Up on Friday, Sept. 12, from 9 a.m. to noon. Volunteers repainted the brick pathway through Gallery Alley, planted seven trees and 48 mums at Rotary Park and picked up 350 gallons of litter throughout downtown.

"Thanks to the hard work of our volunteers, downtown enjoyed a little 'spa day,' leaving our landscape refreshed and ready to welcome TBEX visitors to our city with pride," Schroeder said following the event.

A Gateway for Future Opportunities
This series of activations is part of Downtown Wichita's ongoing mission to connect local businesses, artists and residents with downtown events and resources. By serving as a central resource for collaboration, the organization aims to not only make First Friday Fest and TBEX a success but also to create a model for engaging with future conferences and large-scale



gatherings.

For more information on downtown events, volunteer opportunities, or how to participate in the upcoming activations, visit www.downtownwichita.org.

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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. Collaborating with stakeholders, the organization stimulates continued investment and interest in downtown areas, connecting resources from the private sector and local government that enable commerce and culture to thrive. For more information, visit: https://downtownwichita.org/home.