

STATE OF DOWNTOWN REPORT



2017 WICHITA, KANSAS

WICHITA



100 YEARS AS THE AIR CAPITAL OF THE WORLD

Boasting a workforce instilled with a pure, raw talent for building complex objects, aircraft and aircraft components have been built with Wichita expertise and craftsmanship for over 100 years. Home to 300+ suppliers, including Bombardier Learjet, Spirit AeroSystems and Textron Aviation Wichita has delivered over 40% of all general aviation planes built nationally, and over 30 % built in the world.

PRIME GLOBAL LOCATION

Located in the heart of the I-35 corridor and at the confluence of major railroad systems, the greater Wichita region is perfectly positioned to grow global ideas and businesses. The newly built \$200 million Dwight D. Eisenhower National Airport – ranked the #4 best small hub airport in the U.S.¹¹ – is home to six airlines featuring 12 nonstop destinations and over 250 domestic and 100 international one-stop cities.

INNOVATIVE BUSINESS & ACADEMIA

Ranked as a top three metro for innovative partnership funding between business and academia²⁰, state-of-the-art programs provide maximum efficiencies for new product development and testing – taking innovation and profits to higher altitudes, faster. World-class research and development facilities within the region can build an entire business jet from start to finish.



KANSAS

WORLD-CLASS TALENT PIPELINE

The greater Wichita region is home to the National Institute for Aviation Research, the largest aviation research and development academic institution in the nation. Paired with 1,500 annual graduating students from the National Center for Aviation Training, Wichita State University's groundbreaking Innovation Campus, and other prestigious educational institutions, there is direct access to an ascending pipeline of talent.

UNPREDICTABLY AMAZING

Home to the seventh largest zoo in the nation²¹, over 100 miles of bike paths, and the annual Riverfest – one of the 40 largest outdoor festivals in the world²² – this Top 10 City for New College Graduates²³ is full of diverse experiences. Discover Instagram-worthy sunsets, nationally known local artists and culinary experts, short commute times and low cost of living – just to name a few of the region's best kept secrets.

THRIVING URBAN CORE

Downtown Wichita is a thriving hub of social, professional and cultural experiences. With nearly \$1 billion of investment in the last decade,⁴ Downtown offers the space, and support to turn the possibilities of today into the iconic landmarks of tomorrow. Building on a history of innovation and creativity, the urban core's signature warehouses and brick alleys offer adventure and a new entrepreneurial vibe.

2017 State of Downtown Highlights

835¹⁷

RESIDENTIAL UNITS
COMPLETED SINCE 2010

\$593 MILLION⁴

10 YEAR TOTAL
PRIVATE INVESTMENT

500,000+⁷

TOTAL SQUARE FEET
OF RETAIL SPACE

566,389⁸

2016 CONVENTION AND
EVENT ATTENDEES

2,138²

ESTIMATED RESIDENTIAL
POPULATION

12:1⁴

PRIVATE TO PUBLIC
2016 INVESTMENT

742¹⁷

RESIDENTIAL UNITS
IN DEVELOPMENT

\$76.4 MILLION⁴

2016 PRIVATE INVESTMENT

\$6.2 MILLION⁴

2016 PUBLIC INVESTMENT

3.1 MILLION⁷

TOTAL SQUARE FEET OF
OCCUPIED OFFICE SPACE

87%⁷

OCCUPIED CLASS A
OFFICE SPACE

\$1 BILLION⁸

TOURISM ECONOMIC IMPACT
IN GREATER WICHITA AREA



Developing a vibrant urban environment is at the heart of our mission at Downtown Wichita. As the Chair of the organization's Board of Directors this year, and having lived in the district for over 12 years, I have seen firsthand how our community has worked collaboratively to advance this mission to revive and enhance our center city. A key driver for the progress is Project Downtown: The Master Plan for Wichita, which continues to provide the blueprint for private investment and development, as well as the framework for the public sector to make strategic investments. The team at Downtown Wichita works diligently to provide the leadership and staff resources necessary to coordinate these initiatives.

Our collective and aligned efforts are bringing Project Downtown to life in 2017 and beyond. Last year, private and public sector investment in the core continued at a significant pace, led by the opening of many multi-use projects. Cargill Meat Solution's Protein Division, Downtown's largest private sector employer, announced plans to build a new 200,000 square foot headquarters, positioning the company for future growth. This newly constructed campus will be a catalyst for future development in the Old Town neighborhood, directly south of Douglas Avenue. The west bank of the Arkansas River is under transformation — the new Advanced Learning Library is nearing completion, and River Vista and connecting riverfront improvements are under construction. Additionally, Downtown Wichita is launching a series of new pilot projects that will add vibrancy, promote walkability, and add to the aesthetics of the district's public spaces.



Cindy Claycomb, Chair
Downtown Wichita

To assist with further development and drive strategic collaboration, Downtown Wichita is pleased to provide this annual report on the state of our Downtown. In this report, you will find demographic and economic data that documents the progress underway 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 Wichita's urban core. We thank our many partners who assist us with the collection of this information and contributing to the development of our city and region.

I invite you to discover all of the inspiring enhancements occurring in our Downtown. I also encourage you to be part of the transformation — help us share the uniqueness and one-of-a-kind opportunities that Downtown Wichita has to offer our region and the world.

Sincerely,

A handwritten signature in black ink that reads "Cindy Claycomb" with a long, sweeping horizontal line extending to the right.

Dr. Cindy Claycomb
Chair
Downtown Wichita

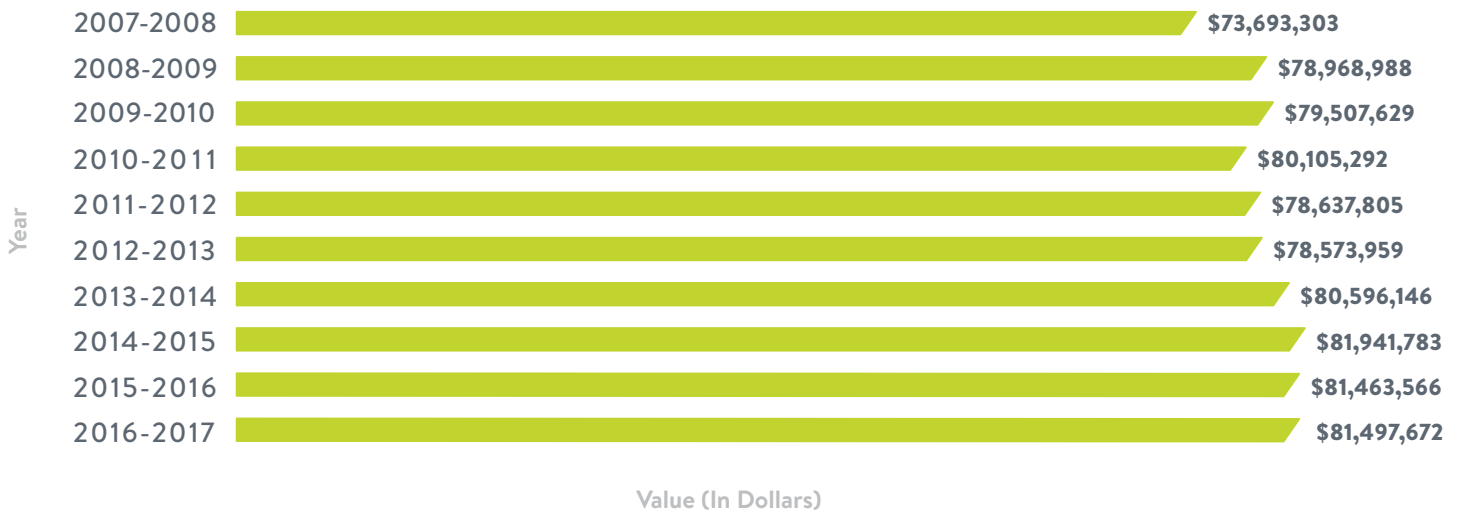
SHAPING TOMORROW'S CITY, TODAY

Downtown Wichita offers the space, resources and support to turn the possibilities of today into the thriving landmarks of tomorrow. In 2016, private sector investment outpaced public sector investment 12:1, totaling over \$76 million. Newly welcomed to Downtown are a variety of residential, commercial, and public amenities, including The Douglas, 520Commerce, Parking at Market & William Garage, and Douglas Avenue and Mosley streetscape improvements. Project Downtown: The Master Plan for Wichita, adopted in 2010, provides a 15-year vision for the community. It continues to be realized through strategic infrastructure investment and private sector development in the Downtown area.

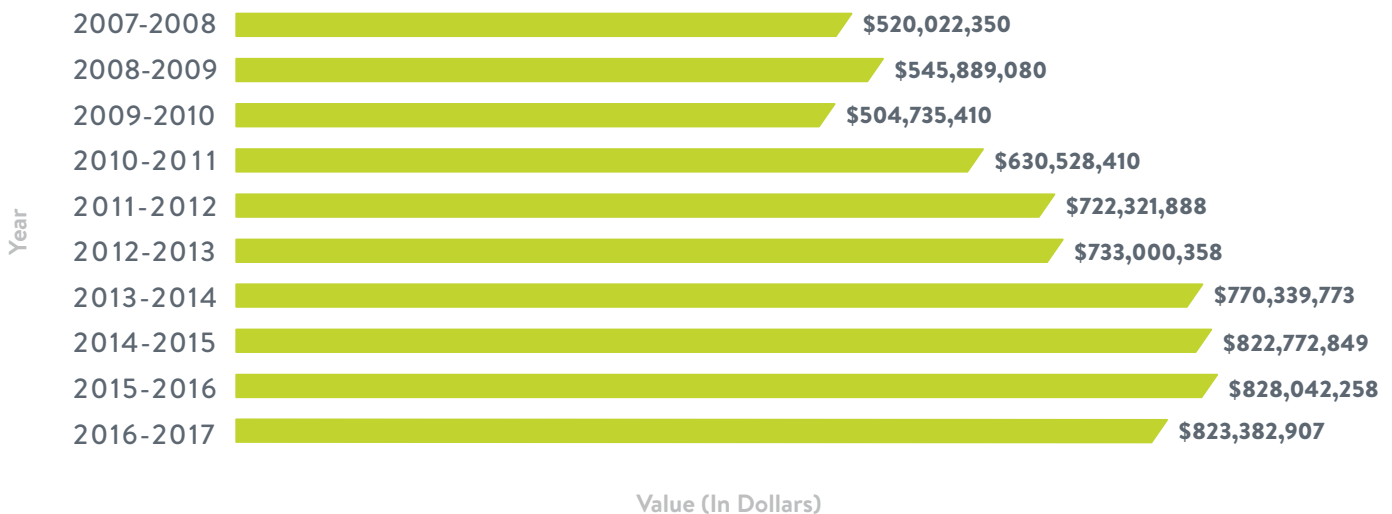


INVEST

Assessed Real Property Value⁵



Appraised Property Value⁵



\$76.4M 2016 PRIVATE INVESTMENT⁴

Strong private sector investment continued in 2016. Several key projects will be underway in both 2017 and 2018.

12:1 PRIVATE TO PUBLIC INVESTMENT⁴

Strategic investment by the public sector catalyzed private sector investment in Downtown in 2016, with a 12:1 private to public ratio.

\$593M TOTAL 10 YEAR PRIVATE INVESTMENT⁴

Over the past 10 years a strong market has driven significant private sector investment, and positions the core for future growth.



Investment in Downtown⁴

Private Investment
10 Year Total \$593,868,858

Public Investment
10 Year Total \$160,522,002

Arena Investment*
10 Year Total \$171,087,276
*Total Arena investment since 2005= \$174,246,994

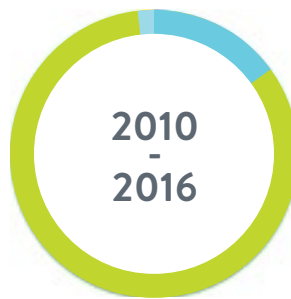


Annual

Total Investment
\$82,642,941

93%
\$76,466,484

7%
\$6,176,457



Since Project Downtown

Total Investment
\$524,369,935

83%
\$442,991,741

15%
\$71,887,099

2%
\$9,491,095



10 Year Investment

Total Investment
\$925,478,136

64.2%
\$593,868,858

17.3%
\$160,522,002

18.5%
\$171,087,276*

Investment in Downtown⁴



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 2007-2016 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 2007-2016 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 2005-2016 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$ 645,806, 2006: \$2,513,912, 2007: \$7,277,326, 2008: \$72,560,112, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0, 2015: \$0, 2016: \$0.

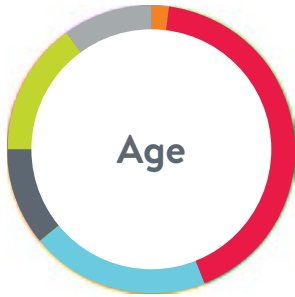
THRIVE AT THE CITY'S CENTER

With vibrant cultural experiences and diverse residential options, walkable amenities and easy access to either side of town, Downtown Wichita offers a unique pace and perspective within the city. There's always something new to explore in Downtown, including four unique properties that came online in 2016 — the historic renovation of the Exchange and Bitting Buildings into The Douglas, the adaptive reuse of 520Commerce into live/work units and lofts, and the new construction of the Flats 324 Modern and the Pinnacle Lofts & Apartments. Whether luxe or contemporary, adventurous or traditional — the city's most historic district is full of transformative possibilities to absorb almost 2,000 units over the next five years as a catalyst to grow the current population of 2,138 downtowners.



LIVE

Resident Demographics¹



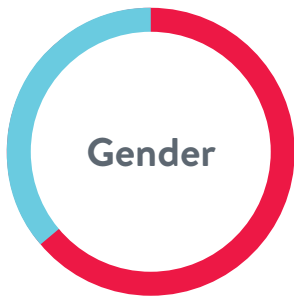
2% 0-19 Years Old
42% 20-29 Years Old
20% 30-39 Years Old
11% 40-49 Years Old
15% 50-59 Years Old
10% 60+ Years Old



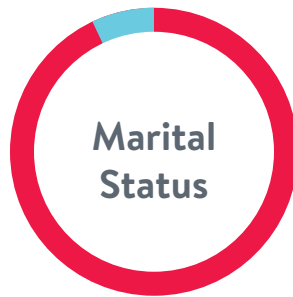
84% White
10% Black or African American
1% American Indian and Alaskan
4% Asian
6% Other



7% Some High School
24% High School Graduate
31% Some College or Associates
38% Bachelor's Degree or Higher



64% Males
36% Females



93% Single
7% Married



78% 2010 or Later
20% 2000-2009
2% 1990-1999

835 UNITS COMPLETED SINCE 2010¹⁷

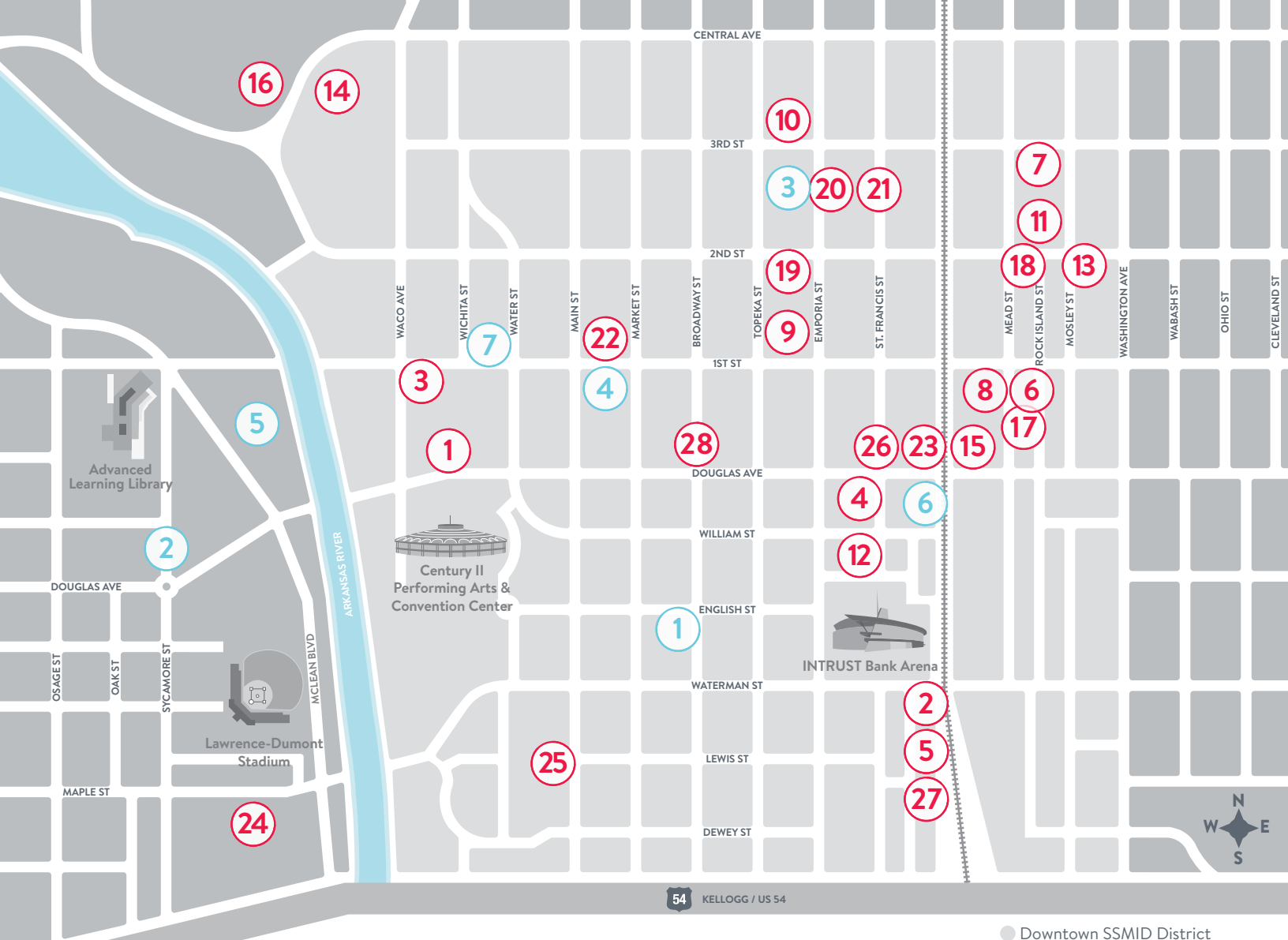
The private sector recognizes the transformative possibilities in Downtown and continues to invest in unique properties.

742 UNITS IN DEVELOPMENT¹⁷

A diverse inventory of residential projects are set to come online in the near future, increasing the options from historic lofts to modern apartments.

2,138 ESTIMATED POPULATION²

Downtown's population continues to grow, increasing since the adoption of Project Downtown in 2010.



● Downtown SSMID District

Residential Properties

○ Complete ○ Under Construction/Planning

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

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



Household Demographics¹



24% \$14,999 or Less

9% \$15,000 - \$24,999

10% \$25,000 - \$34,999

19% \$35,000 - \$49,999

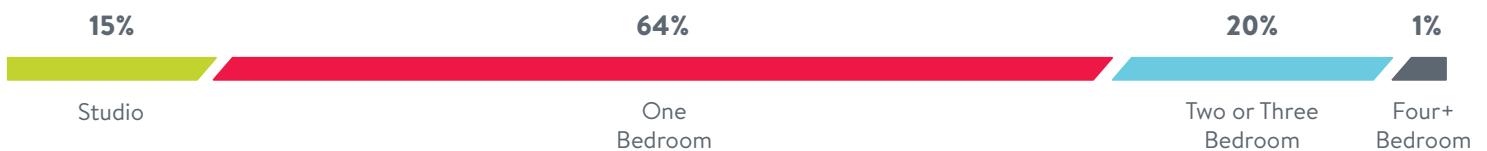
26% \$50,000 - \$74,999

7% \$75,000 - \$99,999

3% \$100,000 - \$149,999

2% \$150,000 or More

Type of Household¹



Cost of Living Index⁶

Metropolitan Statistical Area

Oklahoma City, OK

84.6

Tulsa, OK

88.9

Wichita, KS

91.8

Kansas City, MO-KS

93.1

National Average

100.0

Tacoma, WA

103.0

88.8

Louisville, KY

94.4

Raleigh, NC

104.0

Charleston, SC

CONNECTING PROGRESS AT THE CORE

With ample office and entrepreneurial space in the city's commercial core and three of Wichita's largest office buildings, Downtown is the place to attract a talented workforce and sustain dynamic business interests. In 2016 Cargill Meat Solutions announced a catalytic commercial investment—to build their new 200,000 square foot headquarters in the thriving Old Town Entertainment District at The Wichita Eagle site. The Eagle, positioning itself for success in the digital age, has relocated to a renovated space in Old Town Square. Concurrently, Meritrust Credit Union purchased Cargill's existing building, a space that allows them to grow in the center city. From renovations to new construction, the Downtown commercial ecosystem is building Wichita's competitiveness one block at a time.

A photograph of two men in a workshop or studio setting. The man on the right, with a beard and a black fedora, is pointing towards the left with a smile. He has a tattoo on his neck and a large tattoo on his right arm. The man on the left is wearing a black beanie and a camouflage jacket, looking towards the right. The background shows a brick wall and some equipment. The image is overlaid with a blue and green geometric design.

WORK

Central Business District Office Space⁷



Total Square Feet (SF)

3,960,861 SF



Average Price Per SF

\$11.06 per SF



Average Occupancy Rate

80% Occupied

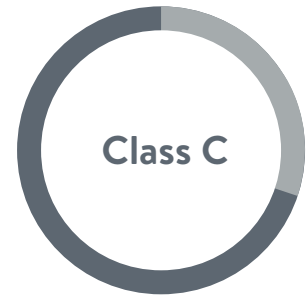
Occupancy Rates⁷



87% Occupancy Rate
13% Vacancy Rate

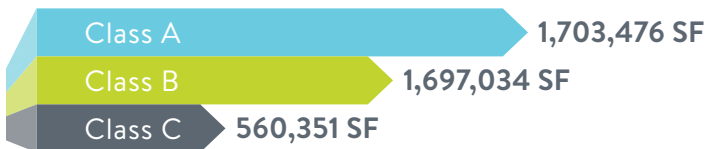


79% Occupancy Rate
21% Vacancy Rate



70% Occupancy Rate
30% Vacancy Rate

Total Square Feet⁷



Average Price Per SF⁷



3.1M SF OCCUPIED OFFICE SPACE⁷

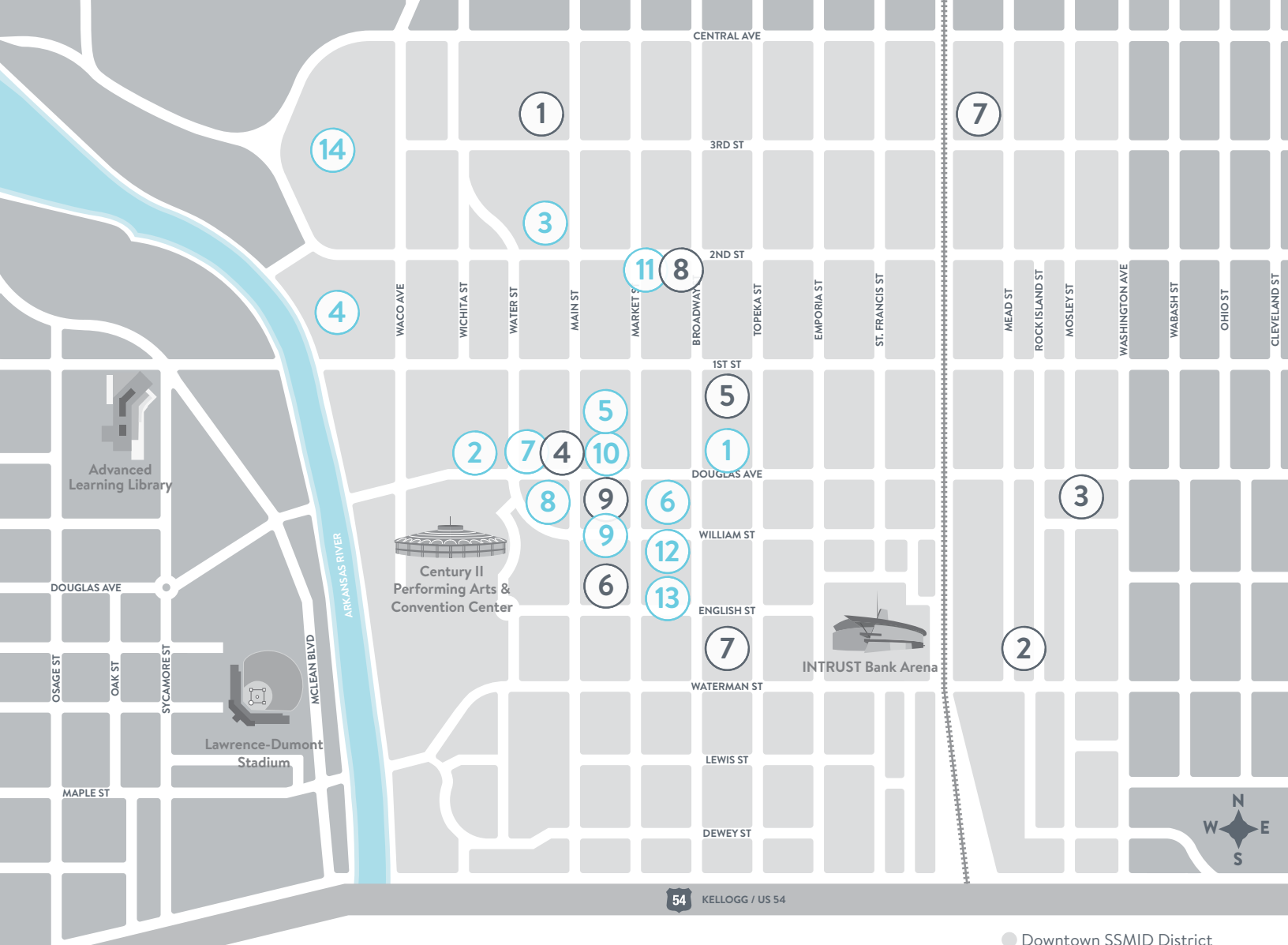
Downtown maintains the highest concentration of leaseable office space in the city with an average occupancy rate of 80%.

87% OCCUPIED CLASS A OFFICE SPACE⁷

Class A office space remains in high demand. Cargill Protein Group will begin construction on 200,000 SF of Class A office space in 2017.

FIRST ACCELERATOR IN WICHITA

The e2e Accelerator, the first Accelerator in Wichita, launched in 2016 in the urban core. In its inaugural year, six companies graduated the program.



● Downtown SSMID District

Largest Office Buildings⁹

By total square footage

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

Top Employers¹⁷

By number of employees (offices with over 100)

- | | |
|--|---|
| 1 City of Wichita
765 EMPLOYEES | 6 Fidelity Bank
298 EMPLOYEES |
| 2 Protection 1
707 EMPLOYEES | 7 PEC
192 EMPLOYEES |
| 3 Cargill Protein Group
700+ EMPLOYEES | 8 Emprise Bank
180 EMPLOYEES |
| 4 INTRUST Bank
521 EMPLOYEES | 9 High Touch Technologies
115 EMPLOYEES |
| 5 AT&T
DNR | |



First accelerator in Wichita opens in Downtown

A vibrant urban ecosystem benefits individual businesses and their surrounding communities. Attracting and retaining dynamic commercial interests in the 21st century encompasses not only brick and mortar companies, but the infusion of entrepreneurs and iconic ideas into the economy to foster the growth of startups and scalable companies. Our ability to bring these sectors together to innovate and create jobs has a direct impact on the future growth of our region.

Through the vision of the Entrepreneurship Task Force (ETF) of the Greater Wichita Partnership, key partners including entrepreneurs, investors, local leadership and service providers began convening in 2015, focused on fostering an entrepreneurial environment rich for startup activity. These strategic discussions led to the launch of the first entrepreneurial accelerator in Wichita – e2e. The physical space opened in 2016 at the High Touch Technologies building in Downtown Wichita.

The e2e organization, an independent, 501(c)(3) entity, continues to work closely with the ETF to cultivate the entrepreneurial ecosystem by activating, accelerating, and mentoring entrepreneurs in the heartland. The e2e Accelerator is a mentor-driven program designed to provide an entrepreneur with the knowledge, resources and mentorship to take a company to the next level. The accelerator features a unique model; it is not restricted to startups, but will take companies of any age, provided they can be scaled. Companies that participated in the inaugural accelerator class graduated in 2016.



In addition to the e2e Accelerator, the new space in Downtown is also home to the e2e Incubator, a co-working and event space. The Incubator is designed to promote entrepreneurial collisions. Learn more at e2ewichita.com.

EXCITEMENT WITHIN REACH

A community driven by collaboration positions the urban core of the largest city in Kansas as the perfect platform to host festivals, conventions, and live entertainment. In 2016, Wichita won the bid to host the 1st and 2nd Rounds of the 2018 NCAA Men's Basketball Tournament which has a projected impact of \$10 million in direct sales⁸. Winning this competitive bid catalyzed the development of the first new hotel in Downtown since 2012- the Hilton Garden Inn, and strategic improvements in infrastructure. These collaborative efforts were advantageous, as it led to our community again winning the bid to host over 15,000 fans during the upcoming 2021 NCAA Men's Basketball Tournament. Events like these continue to grow, welcoming thousands of locals and visitors Downtown to relax, connect, and explore the possibilities.



DISCOVER

Attraction Attendance⁸

	2012	2013	2014	2015	2016
Wichita Thunder Hockey	228,374	194,283	174,725	174,332	186,042
Wichita Wingnuts	262,619	151,373	153,325	145,212	152,861
Kansas Sports Hall of Fame	17,818	29,229	20,465	16,687	17,181

Arts & Museum Attendance⁸

	2012	2013	2014	2015	2016
Botanica	123,494	105,239	138,375	154,114	159,885
Exploration Place	216,266	192,751	170,270	176,810	199,598
Great Plains Transportation Museum	3,155	2,998	2,850	2,747	5,581
Kansas African American Museum	3,824	1,644	2,845	2,747	3,000
Mid-America All-Indian Center	10,301	25,515	21,171	26,706	26,885
Museum of World Treasures	40,007	36,748	42,175	43,178	43,352
Old Cowtown Museum	47,378	57,817	59,889	61,495	58,430
Wichita Art Museum	50,402	52,462	57,134	62,028	44,808
Music Theater of Wichita	59,872	75,852	65,277	57,665	64,891
Wichita Symphony Orchestra	47,224	47,325	56,539	52,692	48,346
Wichita/Sedgwick Co. Historical Museum	10,749	13,112	13,591	16,514	16,687

Top Conventions and Events⁹

	2012	2013	2014	2015	2016
Riverfest	275,000	250,000	380,000	380,000	450,000
National Baseball Congress	75,000	75,000	75,000	68,000	60,000
Automobila Car Show	120,000	140,000	160,000	60,000	60,000
WABA Home Show	40,000	35,000	30,000	20,000	28,000
Prairie Fire Marathon	15,000	15,000	20,000	20,000	23,000
Starbird-Devlin Rod & Custom Car Show	DNR	DNR	15,000	15,000	23,000
Outdoor Living & Landscape Show	30,000	20,000	20,000	20,000	17,500
Tallgrass Film Festival	10,000	12,000	13,000	15,000	16,000

\$1B TOURISM ECONOMIC IMPACT⁸

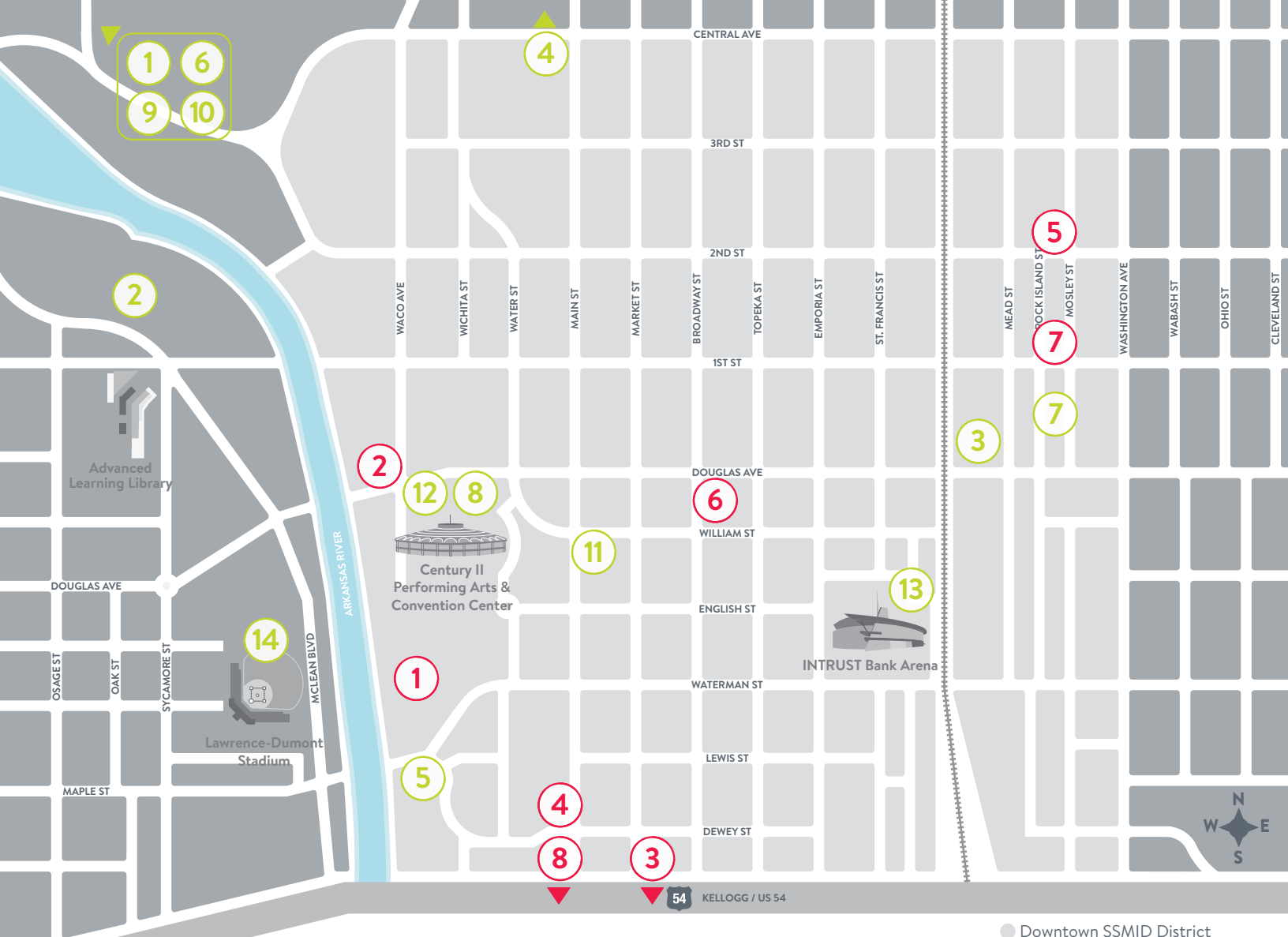
Visitors contributed more than one billion in economic impact to the greater Wichita area in 2016 and supported more than 12,500 jobs.

8 PROPERTIES, BOASTING 994 AVAILABLE ROOMS¹⁰

Downtown has a diverse offering of unique hotel properties. Boasting historic charm and modern amenities, including the only five-star hotel in Kansas.

566,389 CONVENTION AND EVENT ATTENDEES⁸

Downtown's quality hotels, proximity to entertainment and restaurants make it the perfect location for those who attend tradeshow and conventions.



● Downtown SSMID District

Hotels

By room quantity

Museums & Attractions

- 1 **Hyatt Regency Wichita**
303 ROOMS
- 2 **Drury Plaza Hotel Broadview**
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

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

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

Downtown Hotel Data¹⁰



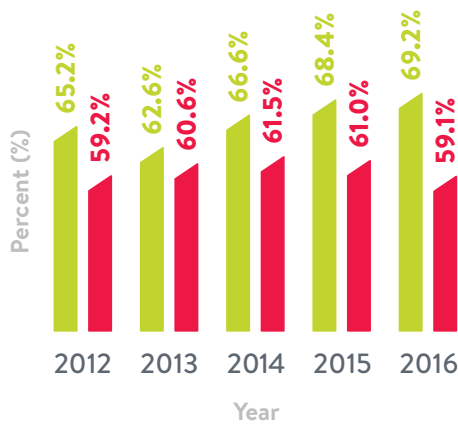
Downtown Hotels



Overall Average of Wichita Area Hotels

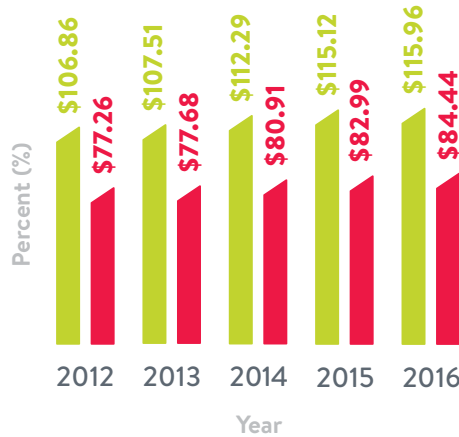
Occupancy

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



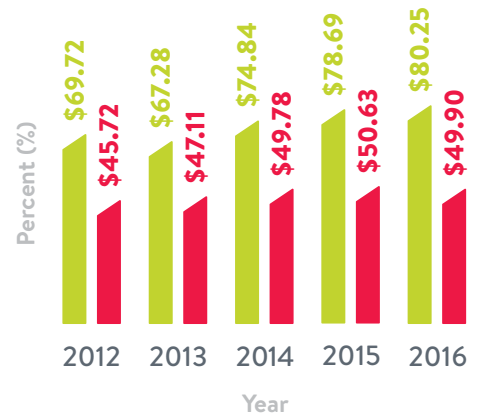
Average Daily Rate (ADR)

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



Revenue Per Available Room

Total room revenue divided by rooms available.



Venue Attendance

Century II¹²



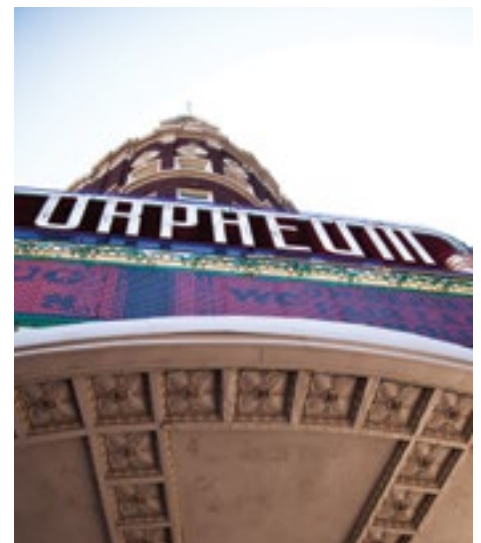
2016 535,205
2015 413,505
2014 441,302
2013 438,751
2012 528,708

INTRUST Bank Arena¹⁴



2016 371,280
2015 439,767
2014 298,825
2013 411,121
2012 384,603

Orpheum Theatre¹³



2016 65,361
2015 80,025
2014 65,200
2013 60,000
2012 54,551

EXPLORE & DISCOVER THE UNIQUE

Make a day of sampling local craft breweries, explore diverse flavors from innovative chefs, or spend an afternoon browsing boutiques for one-of-a-kind clothing, gifts and collectibles. With over 500,000 square feet of total retail space in the city's most historic business district—the possibilities to launch entrepreneurial ideas and startups in an already thriving environment are endless. Almost a half a million shoppers are within twenty minutes of the core, ready to experience Downtown and discover colorful bars, shops, restaurants and venues for cocktails, dinner, and live music. This base stimulated over \$173 million in retail sales in 2016, generating an important economic and employment base for the district.

A photograph of two men in a shop. The man on the left, wearing a red baseball cap and glasses, is pointing at a roll of white fabric. The man on the right, wearing a light blue polo shirt, is looking at the fabric. In the background, there is a chalkboard with a menu titled "SELECT DRESS" listing items like "1 10cm ITALY", "2 11cm ITALY", etc. The image is overlaid with a large red diagonal graphic and a large white word "SHOP" at the bottom.

SHOP

Retail Data



48% Food and Drink
25% Miscellaneous Store Retail
5% Building/Garden Equipment
4% Furniture and Home Decor
4% Sporting Goods, Hobby Stores
14% Others (combined total)



17.8% Class A (97,371 SF)
71.6% Class B (392,043 SF)
10.6% Class C (58,028 SF)



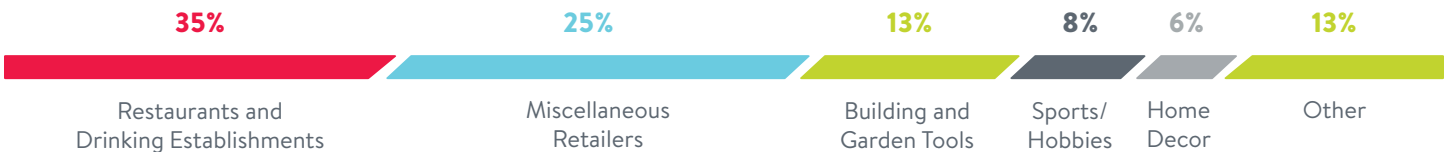
89% Occupancy Rate
11% Vacancy Rate

Shopping Area¹⁶



Top Retail Sales by Industry¹⁵

Total 2016 retail sales \$173 million



\$173M RETAIL SALES¹⁵

Unique retail shops, restaurants, and nightlife drive retail sales and provide an important employment base for the district.

500,000+SF RETAIL SPACE⁷

Downtown boasts one of the largest concentrations of one-of-a-kind retail space in the metro area.

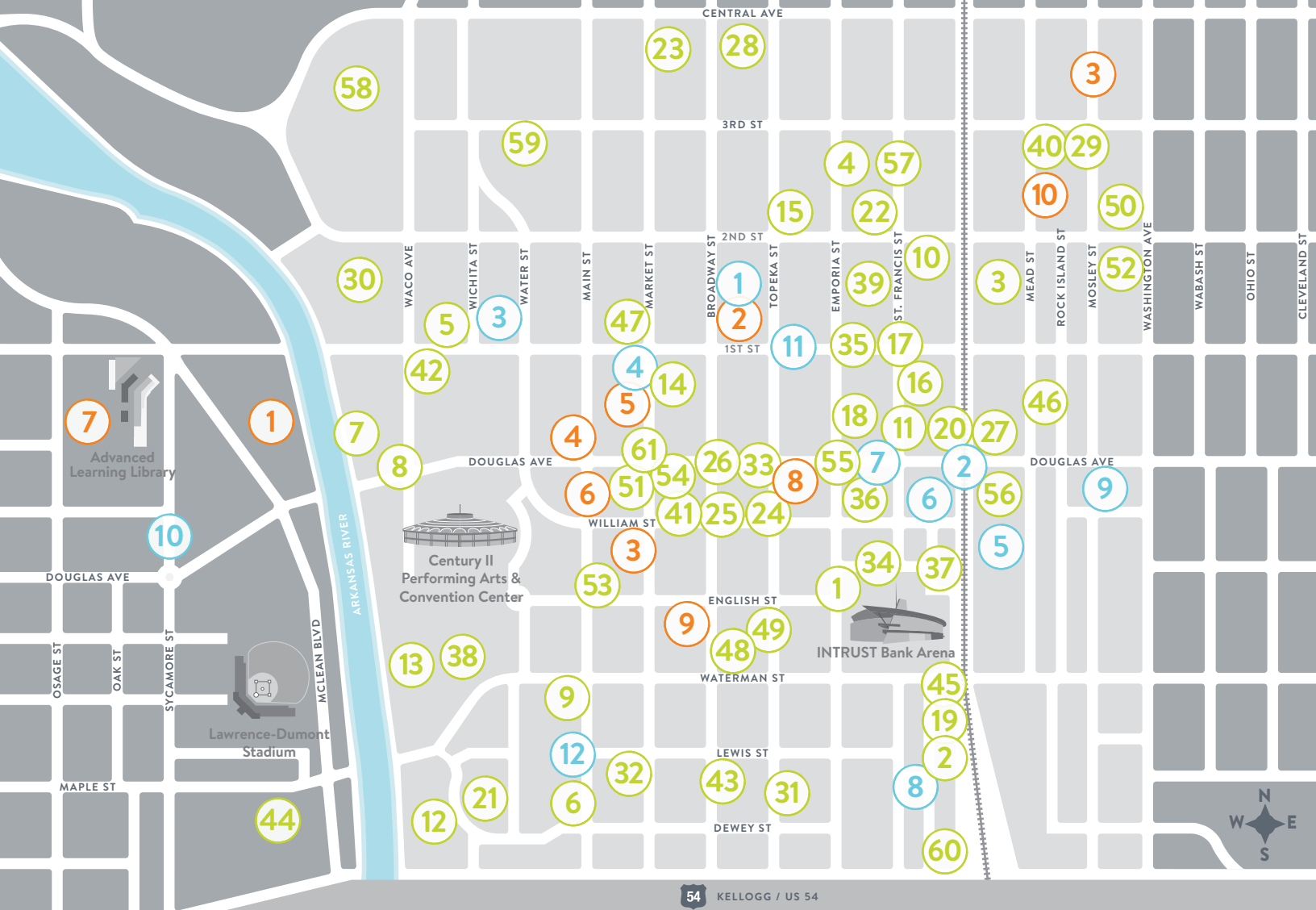
119 DOWNTOWN RETAILERS¹⁷

Downtown offers an eclectic mix of retail and dining options. Many unique shops and niche products can be discovered in the district.

BUILD



A vibrant development ecosystem benefits individual businesses and their surrounding communities. Downtown Wichita is full of possibilities to build the future and realize the vision set forth in Project Downtown: The Master Plan for Wichita. In 2016, several significant projects were announced and many were completed, delivering strong returns for the community. Four diverse residential properties added 407 units in the district in 2016. The Douglas, an adaptive reuse and infill project in the heart of Downtown was monumental, adding 240 units, some of which feature balconies overlooking Douglas, Downtown's postcard avenue. Strategic investments in public infrastructure contributed to the momentum, including the renovated Parking at Market & William Garage, Douglas Avenue streetscape improvements and new transit shelters greeting residents and visitors with colorful displays.



Downtown Development Projects Since 2010¹⁷

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 Broadview
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 & Wichita Thunder Hockey 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 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
57. Flats 324 Modern
58. Pinnacle Lofts & Apartments
59. Ronald Reagan Building
60. 520Commerce (Mixed-Use)
61. The Douglas

Under Construction

1. River Vista, Riverfront and Delano Park Improvements
2. Wichita Orpheum Theatre Phase 1
3. Mosley Streetscape Improvements
4. INTRUST Bank Renovations
5. 125 N. Market
6. High Touch Building Renovations
7. Advanced Learning Library
8. Hilton Garden Inn
9. Broadway Autopark Apartments
10. Wichita Eagle Headquarters Renovations

In Planning

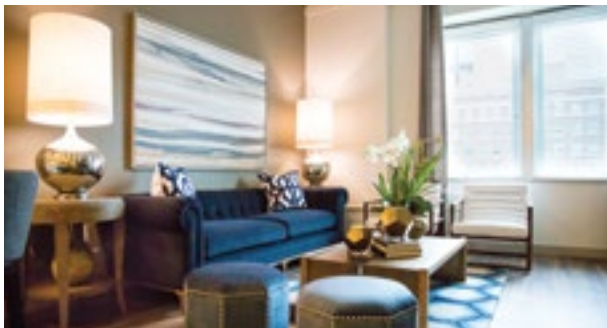
1. Wichita Orpheum Theatre Phases 2-5
2. Douglas Avenue Underpass Renovation
3. Water Street Lofts
4. Market Centre Apartments
5. Union Station Phase 2
6. Spaghetti Works Property
7. Douglas Avenue - Streetscape Improvements Phase 2
8. St. Francis and Commerce Street Improvements
9. Cargill Protein Group - New Division Headquarters
10. EPC Delano (Mixed-Use)
11. First and Second Street Improvements



PROJECTS COMPLETED



Photo by Randy Tobias Photography



The Douglas **\$38 million, Completed Dec. 2016**

The Douglas project is now complete and has transformed the Douglas Avenue corridor. The pink marble Exchange Place and white brick Bitting Building have been renovated and now offer 240 luxury residential units and a new 300-space parking garage where the former Lerner and Michigan buildings were. The ground floor of all the buildings is available commercial space. A new locally owned coffee shop will soon occupy the commercial space.



Photo by Randy Tobias Photography

Tower 1, the former Bitting Building, includes 66 apartments ranging from 400 SF studios, to units with over 1,100 SF. The nine-story Exchange place building includes 139 apartments ranging from 450 SF studio to 1,300 SF two-bedroom, two-bath unit. The new five-story building has 35 apartments in addition to a parking garage for tenants. Resident amenities include a rooftop deck with wading pool, grills, fire pits, and a dog park and pet washing station. Inside the apartments are granite countertops, farmhouse kitchen sinks, and a washer and dryer. Residents can also enjoy valet parking services.



520Commerce
\$3 million, Completed Dec. 2016

Construction of residential units, an artistic gallery, creative office space and work studios, and a co-op based café is complete at 520Commerce. The building's character was kept in tact including floors, exposed wooden beams and brick walls.



Flats 324 Modern
\$7 million, Completed June 2016

In addition to the Flats 324, located in the renovated Wichita High School, 73 new contemporary units are complete. Amenities include a swimming pool, pet park, dog-washing station, gated access, covered parking, an expanded exercise area and a clubhouse.



Parking at Market & William
\$9.68 million, Completed Nov. 2016

Interior and exterior renovations are now complete for the Parking at Market & William Garage, located at 215 S. Market. This nine floor and 434 space garage now benefits nearby businesses and the public.



Pinnacle Lofts & Apartments
\$6 million, Completed June 2016

Pinnacle Lofts & Apartments are now complete, located in close proximity to Riverside Park and Arkansas River bike paths. The units feature open floor plans with modern finishes. Resident amenities include a bike-share program and more.



Ronald Reagan Building
\$15.7 million, Completed Nov. 2016

Renovations are complete for the former IRS Building, located at 271 W. Third. The new facility houses multiple Sedgwick County and City of Wichita and offices and departments as a means to streamline efficiency.



Douglas Streetscape, Phase 1
\$1.3 million, Completed Oct. 2016

Phase 1 of the Douglas Avenue streetscape project is now complete. This phase focused on curb extensions at main intersections and the addition of transit shelters and amenities from Main to Washington Streets.

PROJECTS UNDER CONSTRUCTION



Advanced Learning Library
\$33 million

The Advanced Learning Library at Second Street and McLean Boulevard will include 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 available for public use.



Broadway Autopark Apartments
N/A

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



INTRUST Bank
\$2.5 million

INTRUST Bank is renovating its Downtown headquarters at 105 S. Main Street. This multi-million dollar investment will provide updates to the historic building. Improvements include work on office and customer areas, interior finishes, and include new heating and air conditioning equipment.



Mosley Streetscape
\$1.6 million

Mosley Street (from Second to Third Streets and North Rock Island) was 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 were installed.



Commerce Streets Arts District Parking \$950,000

Parking and aesthetic improvements are currently under construction in the Commerce Street Arts District. The proposed streetscape improvements include additional public parking between the railroad and the east facade of the buildings along Commerce Street. The new parking and access drive will provide much needed circulation.



Hilton Garden Inn \$14.2 million

Plans were approved to transform the Commerce Plaza building at the corner of Douglas and Topeka into a Hilton Garden Inn. The project will transform the adjacent surface lot into additional hotel rooms. Construction crews have completed demo to the interior of the building and steel for the new hotel facility has been erected.



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 units to the riverfront and will include a "Boats and Bikes" concept that will offer public boat and bike rentals. The plan also incorporates riverfront and park improvements.



Wichita Eagle - New Headquarters N/A

The Wichita Eagle has moved their headquarters to a new location in the heart of Old Town. The space formerly housed Associated Marketing and the Oeno Wine Bar. The new headquarters embraces technology as the Eagle moves forward as a digitally driven company.

PROJECTS IN PLANNING



First and Second Street Improvements \$3.7 million

Improvements to First and Second Streets are currently planned in the Old Town neighborhood. The project will add curb extensions at all intersections from Washington Street to the railroad tracks. Other improvements add traffic calming measures such as speed tables at pedestrian crosswalks and other streetscape amenities.



Cargill Protein Group - New Division Headquarters \$60 million

Cargill Protein Group's new headquarters will be located on the site of the former Wichita Eagle Building. The new building will complement the warehouse character of Old Town through its use of similar materials, while incorporating a modern design with an open floor plan, outdoor courtyard and patio spaces for collaboration.



EPC Delano (Mixed-Use) \$40 million

This project includes 180 residential units and a mixed-use hotel concept with proposed commercial space. The sites are located adjacent to River Vista and the new Advanced Learning Library in the Delano neighborhood.



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.



Spaghetti Works Property N/A

Plans for the Spaghetti Works property include a "live, work, play" concept and improvements to Naftzger Park. Originally built in 1894, the property is located between the recently renovated Union Station and INTRUST Bank Arena.



Douglas Avenue Underpass

Phases 1 and 2 - \$2.1 million

The Wichita City Council approved plans for improvements to the Douglas Avenue Underpass, which will begin later this year with completion anticipated in spring 2018. Initial improvements will address structural issues, paint the iron structure, install lighting and initiate pigeon mitigation. Phase 2 will address the abutment walls.



Douglas Streetscape, Phase 2

\$1.3 million

Phase 1 improvements (which are now complete) along Douglas Avenue included curb extensions and streetscape amenities. Phase 2 includes plans for additional streetscape amenities such as the installation of medians, foliage, signage, seating and more.



St. Francis and Commerce Street

\$5.1 million

Improvements include upgrading utility and drainage infrastructure, refurbishing the existing brick streets and further definition of parking and drive lanes, all while still preserving the character of the Commerce Street Arts District.



Union Station, Phase 2

Phases 1 and 2 - \$54 million

Phase 2 plans are being finalized, and include renovating the Union Station terminal and building an additional 150,000 SF of new office space. The terminal and operations buildings will be a mix of commercial retailers, restaurants and office space.



Water Street Lofts

\$9.5 million

Old Town developer Dave Burk plans to repurpose the nine-story building into 105 apartments. The property includes an abundance of windows, adequate parking for residents and beautiful views of the Arkansas River.



DOWNTOWN WICHITA

Mission & Vision Statement

Downtown Wichita (also known as the Wichita Downtown Development Corporation or WDDC) was launched in 2002 to revitalize and enhance the City center. Downtown Wichita is a private 501(c)(3), not-for-profit corporation that works closely with the private sector and local government to stimulate new investment and interest in Wichita's urban center. The mission of Downtown Wichita is to direct a comprehensive economic development program to strengthen the district 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

Downtown Wichita is governed by a Board of Directors who represent Downtown business and property owners. The organization 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 and the Arkansas River.

The 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 organization 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.

Innovation Center

The Innovation Center is a partnership between Downtown Wichita and the City of Wichita to assist developers with gaining access to the resources necessary to make urban redevelopment projects happen. The 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.



Project Downtown: The Master Plan for Wichita is a market-based visionary plan focused on key areas of 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 community's 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.

2016 Board of Directors

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WSU Ventures - Wichita State University

Steve Coen, Vice Chair
Kansas Health Foundation

Clay Bastian, Finance Chair*
Fidelity Financial Corporation

Greg Boulanger, Immediate Past Chair*
Cargill

COMMITTEE CHAIRS

Gary Schmitt, Business Development
INTRUST Bank

Susan Santo, Image Enhancement and Marketing
Visit Wichita

Clay Bastian, Finance
Fidelity Bank

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Trans Pacific Oil Corp.

John Belford
Belford Electric

Wayne Chambers
High Touch Technologies

Sharon Fearey
Downtown Resident

Scott Flemming
Sullivan Higdon & Sink

Marilyn Grisham
The Fiber Studio

Dick Honeyman
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Cablecom, Inc.

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The Trust Company of Kansas

Bill Livingston
GLMV Architecture

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Todd Ramsey
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John Rupp
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INTRUST Bank

Don Sherman
Westar Energy

Joe Tigert
New York Life

Nathaniel Wayman
Security National

Sean Weaver
Allen, Gibbs & Houlik, L.C.

Larry Weber*
Garvey Center

Mary Wright
Old Mill Tasty Shop

Rod Young
Professional Engineering Consultants

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Old Town Association, President

Suzy Finn
Young Professionals of Wichita and
Wichita Regional Chamber of Commerce

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City of Wichita, Planning Dept.

Dale Miller
City of Wichita, Planning Dept.

Janet Miller
City of Wichita, Vice Mayor

Shelly Prichard
Wichita Community Foundation

David Dennis
Sedgwick County, Commissioner

Scot Rigby
City of Wichita, Asst. City Manager

Susan Santo
Visit Wichita

Lavonta Williams
City of Wichita, Councilwoman

* Denotes Past Downtown Wichita Chair

Downtown Wichita Staff



Jeff Fluhr
President



Marlo Dolezal
Chief Financial Officer



Jason Gregory
Executive Vice President



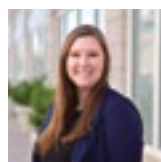
Jaimie Garnett
Executive Vice President of
Strategic Communications



Nancy Moore
Executive Assistant



Andy Kim
Director of Multimedia



Megan Hartzell
Director of Communications



Alex Pemberton
Director of Special Projects



Kelsey Pracht
Communications Specialist

Greater Wichita Partnership



In 2012, more than 100 private-sector companies came together within the Wichita Metro Chamber of Commerce (now known as the Wichita Regional Chamber of Commerce) to form the Leadership Council, a group looking for ways to move the region's economic development forward. Through the group's ongoing work, it was determined that the best way to achieve the region's long-term goals was through greater coordination between

local businesses, non-profits and government agencies. To facilitate this strategy, the group began the process of forming the Greater Wichita Partnership—an organization that could serve as a hub for collaboration and communication between both public and private sectors.

Led by Jeff Fluhr, president of Downtown Wichita, the Greater Wichita Partnership was officially launched in 2015, bringing Downtown Wichita and the Partnership together as a collaborative initiative. With ongoing guidance from the Leadership Council, the Partnership immediately began the process of aligning resources and focusing the community on the common strategies that would fast-forward economic growth both in Wichita and throughout south-central Kansas. To do this, the organization focused on six key strategies: growing primary jobs through the Blueprint for Regional and Economic Growth, providing diversification through entrepreneurship, developing educational and workforce opportunities, improving internal and external perceptions, recruiting and retraining talent and strengthening Downtown vitality.

The urban core of Wichita is a critical component to the future of our region. Through the vision of Project Downtown: The Master Plan for Wichita, the Downtown Wichita team drives the implementation of the Downtown strategic priority for the Partnership.

Downtown Self Supported Municipal Improvement District

Downtown Wichita 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. Downtown Wichita leverages annual SSMID funding through private contributions, grants and events. In 2016, Downtown Wichita leveraged SSMID funding with an additional \$46,005. In total, from 2009-2016, Downtown Wichita has leveraged SSMID funding by \$594,386.96.

2016 SSMID BOARD

Joe Johnson, Chair
Schaefer, Johnson, Cox & Frey
Architecture

Alan Banta
Trans Pacific Oil Corp.

John Belford
Belford Electric

Jim Faith
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Dick Honeyman
Hite, Fanning & Honeyman

Don Sherman
Westar Energy

Larry Weber
Garvey Center

Mary Wright
Old Mill Tasty Shop

Rod Young
Professional Engineering
Consultants

EX OFFICIO MEMBERS

Scot Rigby
City of Wichita

Jeff Fluhr
Downtown Wichita





IMAGE ENHANCEMENT

Placemaking and Programming

The new placemaking initiative of Downtown Wichita is aimed to program underutilized parks, plazas and open spaces in the district as a means to increase community engagement and vibrancy. A recent example and success story is the Pop-Up Park (121 E. Douglas) that the Downtown Wichita organization, in collaboration with multiple community partners, completed with grant funding from the Knight Foundation Fund at the Wichita Community Foundation in 2015. What was an eyesore known as the “hole on Douglas” is now a vibrant public space activated each day with food trucks drawing hundreds of people to the space over the lunch hour.

Due to the success of the Pop-Up Park, Downtown Wichita, through the leadership of the SSMID Advisory Board, committed to stakeholders to carry out additional placemaking initiatives to help activate multiple locations. The first major project was announced in the second quarter of 2017, Gallery Alley, which transformed an underutilized alleyway off of Douglas Avenue into a pedestrian-oriented space that can be utilized for outdoor dining and activated with unique events like Final Friday each month. The Knight Foundation Fund at the Wichita Community Foundation provided the grant funding for the project. Additional projects and programming will take place throughout 2017, many activating underutilized spaces in the district.

People First Pilot Project

The People-First Pilot Project was designed to decrease the street footprint, increase the pedestrian right of way and add vibrancy to Downtown Wichita through the addition of temporary seating, barriers and painting. A volunteer group coordinated efforts to install the pilot project along Main Street between the Douglas and William intersections near High Touch Technologies and INTRUST Bank in Downtown Wichita. This pilot project was funded by the Knight Foundation Fund at the Wichita Community Foundation; other project partners include Health ICT, Bike Walk Wichita and the City of Wichita. The pilot was up during the annual River Festival, which exposed many visitors and Wichitans to the impact that temporary interventions in streetscape can have on design perception.

Bicycle Fix-It Repair Station

Downtown Wichita partnered with the City of Wichita to install a bicycle repair station at the intersection of Douglas and Topeka. The station was well received and has paved the way for additional stations to be installed throughout the community. Downtown Wichita acted as the fiscal sponsor for the installation and is responsible for maintenance.



ICT Chalk Talks

Directly adjacent to the Pop-Up Park, two large, brightly colored murals were painted and life-size chalkboards were installed in the former storefront of the Caldwell-Murdock building. Each month, a new question is posed to the community and passersby can respond to questions and provide creative expressions on the boards. The questions and responses are transposed via social media where the community can continue to contribute to the conversation. Each Final Friday, a local artist provides a unique chalk art exhibit. Downtown Wichita was the fiduciary agent for the ICT Chalk Talks project, which was led by Bokeh Development.

Flowers on Douglas

The Flowers on Douglas initiative was a public/private partnership between Downtown Wichita, the City of Wichita and additional private sector donors. As part of the Douglas Avenue streetscape improvement project, the City invested in more than 100 landscape pots and infrastructure for watering that would be accessible for the long-term maintenance of the pots. Downtown Wichita, through a third-party landscape contractor, oversees the ongoing planting and maintenance of the pots. The initial planting was completed by a volunteer group of master gardeners led by Cindy Carnahan. The first planting in May 2017 was transformative for the Douglas Avenue corridor from Main to Washington Streets. The vibrant flowers and plants have evoked a sense of pride and beauty in our urban core, while enhancing the walkability of the district's main thoroughfare, Douglas Avenue.

Douglas Avenue Transit Shelters - Marketing Campaign

In 2015, eight new transit shelters were installed along Douglas Avenue with highly-visible backlit window displays. Since their installation, Downtown Wichita has worked in collaboration with Wichita Transit to conceptualize, design, and implement a rotating creative marketing campaign. The exterior advertisements showcase the dynamic amenities of the urban district including restaurants, entertainment, and museums. Additionally, other shelter designs help promote ridership of public transportation options within the district, including the free Q-Line trolley service and the City-wide bus service. To keep the content current, the exterior designs are rotated out on a regular basis. The interior of each shelter displays route maps and transit information for riders to easily navigate their way around Downtown and across the City.

ENGAGEMENT

Urban Design and Development

The Downtown Wichita team, working directly with developers and property owners on projects in the urban core, provides ongoing assistance in the fields of urban planning and design. As developers work through project due diligence, Downtown Wichita can provide urban design guidance, market information, and act as a facilitator for other collaborations necessary for a project to be successful.

Cultivating these relationships ensures that each project considers the impact a property has to its surroundings, how it is contributing to the urban fabric of the district, and how it is positioning the district for future growth. In 2016, Downtown Wichita was involved with several projects including Cargill Protein Division's new headquarters at the former Wichita Eagle Site, the new Hilton Garden Inn Hotel, the development of the Spaghetti Works site, and many Douglas Avenue improvements including the railroad underpass.



Rendering of the Hilton Garden Inn, a project in which the Downtown Wichita team provided urban design assistance.

Advocacy

Working in partnership with community partners such as the City of Wichita, Visit Wichita, Friends of Historic Preservation, and the Wichita Regional Chamber of Commerce, the Downtown Wichita organization has an active role in advocacy on various legislative initiatives.

Regularly, Downtown Wichita works with the City Council on projects within the district, providing economic data or testimony of how a project will further implement the vision set forth in Project Downtown: The Master Plan for Wichita.



Economic Research

The Downtown Wichita organization remains committed to providing accurate, market based information for developers, property owners, and investors to further develop Wichita's urban core. In addition to market based research and specific planning initiatives, the annual State of Downtown Report presents timely U.S. Census Data and local market information and trends.

Working in partnership with Wichita State University's Center for Economic Development and Business Research (CEDBR), the City of Wichita, Visit Wichita, Sedgwick County, and other partners we are able to provide this data to drive collaborative conversations and assist the public and private sectors with strategic investment decisions. The report is designed to be a resource for those who own, develop, market, or invest in real estate.



Tyler Swehla
2016 Westar Design Intern

Educational Engagement

Since 2011, Westar Energy has sponsored a summer design internship position at Downtown Wichita for a post-secondary student in the fields of design and urban planning. The 2016 design intern was Mr. Tyler Swehla, a candidate for a masters degree in Landscape Architecture at Kansas State University.

Tyler was a great addition to the team and was able to assist with multiple projects throughout the summer, including a visionary redesign of Reflection Square Park. In addition, the organization employs a Wichita State University Cooperative Education student on staff to assist with daily communications and office needs.



EVENTS

Community Events

Downtown Wichita sponsors multiple district events and initiatives as a means to enhance community engagement and awareness of all the district has to offer. In 2016, the organization provided \$11,000 in event sponsorships. Additionally, the Downtown Wichita team provides marketing and communications assistance for general event awareness and visitor parking information.



Annual Downtown Clean Up

Downtown Wichita hosted the annual Clean Up event in partnership with City of Wichita Public Works and Parks & Recreation Departments in April. Over 100 volunteers assisted with various tasks and trash pick up, all of which help beautify the district and enhance perceptions. Westar Energy sponsored lunch for all the volunteers. This event would not be possible without the efforts of those volunteers who give back to their community.





Downtown Living Tour

The Downtown Living Tour, presented by Downtown Wichita in the fall of 2016, 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 1,500 attendees were able to visit 18 different residential options by walking or riding the Q-Line trolley. The Downtown Wichita team provided event logistics support, a communications strategy, social media marketing, email, digital and print marketing support. There were ten event sponsors and three media sponsors.

Participating Properties

Property and number of units

250 Douglas Place 141 UNITS	Player Piano Lofts 36 UNITS
520Commerce 24 UNITS	Rock Island Lofts 8 UNITS
Corner 365 36 UNITS	The Douglas 240 UNITS
Flats 324 68 UNITS	The Finn Lofts 25 UNITS
Flats 324 Modern 73 UNITS	The LUX 86 UNITS
Harvester Lofts 48 UNITS	The Renfro 20 UNITS
Innes Station Apartments 80 UNITS	WaterWalk Place 46 UNITS
Lofts at Old Town Square 15 UNITS	WaterWalk Hotel Apartments 133 UNITS
Pinnacle Lofts & Apartments 70 UNITS	The Zelman Lofts 9 UNITS



MARKETING

Community Outreach

The Downtown Wichita 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 communications team produces public presentations, manages social media, and maintains the website, downtownwichita.org. Other duties include graphic design and digital and email marketing to promote Downtown events, efforts and initiatives including 2nd Saturday and Final Friday.

In order to spark new development and be a catalyst and creator of change, the Downtown brand needs to evolve as the district evolves. In 2016, a new logo, brand and responsive mobile friendly website were unveiled to further unify and enhance awareness of the district and organization. This new branding effort creates a strong visual identity and is representative of the creative, thriving and collaborative environment that exemplifies Downtown Wichita. These new tools provide the foundation and platform to share messages in an engaging way that tailors to key downtown audiences: developers, residents, visitors, businesses and employees.

Key to the updated branding effort is the new brand promise of Possibility People, which provides an opportunity to promote all that is possible from

economic development and investment to cultural vitality to diverse lifestyles. The new logo, brand and website were designed by Howerton+White, a local integrated marketing agency, who worked closely with Downtown Wichita during its development.

Digital and Video Marketing

In 2016, over thirty presentations were provided to local, regional and national organizations. Strategic emails communicating development progress were sent with an average open rate of 30%. The national average for open rates for a non-profit as of July 2017 is 19.71%.¹⁹ Approximately 60 Downtown Weekly Event Emails and Special Event Emails were published with an open rate of 25%. In 2016, Downtown Wichita enhanced their video marketing, releasing an end of year progress video and multiple development videos throughout the year.

Holiday Marketing

Promoting holiday events, shopping, and dining in Downtown brings awareness to the unique offerings in the district. In 2016 Downtown Wichita promoted the Downtown for the Holidays marketing campaign, which encompassed print marketing, digital advertising, and created a mobile friendly webpage, downtownwichita.org/holidays, which had approximately a thousand pageviews.

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Information Sources



The 2017 State of Downtown Report was published by Downtown Wichita in September 2017.

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

1. U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202. Totals may not add up 100 due to rounding.

2. The 2010 U.S. Census states the population in the 67202 area code is 1,393. Per Downtown Wichita records, 702 units rental units have opened in the Downtown SSMID district since 2010 when the Census was taken. Per data provided directly from the Downtown residential rental properties, the absorption rates of the market rate units has an average of 85%. Per the U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates, the average size of renter-occupied units is 1.25 persons. Therefore, an estimate for the current population is 2,138.

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 2007 - 2016 only for the Downtown SSMID District (shown on map on page 37 - 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 2007 - 2016 only for the Downtown SSMID District (shown on map on page 37 - 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 2005-2016 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$ 645,806, 2006: \$2,513,912, 2007: \$7,277,326, 2008: \$72,560,112, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0, 2015: \$0. 2016: \$0. Note: Yearly data may not match the yearly data published in this report or any future reports due to receiving updated information.

5. Information provided by Sedgwick County Appraiser and Sedgwick County Department of Finance

Note: Yearly data may not match the yearly data published in this report or any future reports due to receiving updated information.

6. Council for Community and Economic Research, Cost of Living Index, 2016 Annual Average, Vol. 49, No. 4.

7. Central Business District. J.P. Weigand & Sons Inc. Forecast 2017

8. Visit Wichita Convention & Visitors Bureau

9. Wichita Business Journal Book of Lists
Vol. 31 No. 52 Published December 23, 2016

10. 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 prior reports may not match the yearly data published in this report or any future reports.

11. #4 Best Small Hub Airport
Source: Phoenix Marketing International
<https://www.flywichita.com/eisenhower-airport-ranked-4th-best-small-hub-airport-u-s/>

12. City of Wichita Division of Arts & Cultural Services

13. Wichita Orpheum Theatre

14. INTRUST Bank Arena

15. ReferenceUSA Government Division. Data compiled by CEDBR, March 2017.

16. U.S. Census Bureau, 2010 Decennial Census

17. Downtown Wichita

18. Downtown Wichita Occupancy recorded from individual property managers and owners for rental units that came online since 2010.

19. Constant Contact "Nonprofit - Other" business type
<http://support2.constantcontact.com/articles/FAQ/2499>

20. Top Three Metro for Innovative Partnership Funding
Source: Brookings Institution

21. Seventh Largest Zoo in the Nation
Based off size/acres by Association of Zoos and Aquariums (AZA) from the 2012 AZA membership directory

22. Riverfest - one of top 40 outdoor festivals in the world
Source: Pollstar

23. Top 10 City for New College Grads
Source: Smartasset <https://smartasset.com/mortgage/the-best-cities-for-new-college-grads>

