

STATE OF DOWNTOWN REPORT



Photo by Debbie Greene

2018 WICHITA, KANSAS



DOWNTOWN
WICHITA

CENTER O



CITY USA

WICHITA, KANSAS

HOME TO THE
3RD²²
MOST ENGINEERS
IN THE UNITED STATES

#1²⁰
IN MANUFACTURING JOBS
IN THE UNITED STATES

\$1 BILLION⁴
INVESTED IN THE URBAN CORE

KNOWN AS THE
AIR CAPITAL
OF THE WORLD

#3²¹
ADVANCED INDUSTRY HOTSPOT
IN THE UNITED STATES

TOP 10²³
CITY FOR NEW COLLEGE GRADUATES

2018 State of Downtown Highlights

879¹⁷

RESIDENTIAL UNITS
COMPLETED SINCE 2010

\$631 MILLION⁴

10 YEAR TOTAL
PRIVATE INVESTMENT

506,368 SF⁷

TOTAL SQUARE FEET
OF RETAIL SPACE

\$167M¹⁵

2017 RETAIL SALES

2,319²

ESTIMATED RESIDENTIAL
POPULATION

6:1⁴

PRIVATE TO PUBLIC
2017 INVESTMENT

699¹⁷

RESIDENTIAL UNITS
IN DEVELOPMENT

\$65 MILLION⁴

2017 PRIVATE INVESTMENT

\$10 MILLION⁴

2017 PUBLIC INVESTMENT

3.1 MILLION⁷

TOTAL SQUARE FEET OF
OCCUPIED OFFICE SPACE

85%⁷

OCCUPIED CLASS A
OFFICE SPACE

\$1.1 BILLION⁸

TOURISM ECONOMIC IMPACT
IN GREATER WICHITA AREA



Downtown is full of possibilities.

As the major urban center in the middle of the nation, Downtown Wichita serves as a place where the community can convene, collaborate and connect, making it the perfect location for the Kansas Health Foundation, which I have had the pleasure of serving at for over 30 years. Our Downtown's development is critical to our future success in attracting and retaining talent, growing businesses and enhancing quality of life.

Downtown Wichita is pleased to provide this annual report on the state of our Downtown. This report contains market and economic data that documents the transformation occurring in Wichita's urban center as well as the services provided by the organization's staff. It is intended to be a reference tool for those developing in Downtown Wichita.

Tremendous progress is underway with significant development occurring along Douglas Avenue and the Arkansas River. Projects ranging in size and scope are widespread across the urban landscape. Over \$500M in private sector investment has been infused in the district since Project Downtown: The Master Plan for Wichita was adopted in 2010. Much of this private investment has been spurred by over \$91M of public sector investment, which has been a catalyst for unlocking potential new development. Our residential population is growing and businesses are exploring new opportunities while expanding their footprints. Engagement opportunities for every lifestyle are enhancing vitality and drawing in visitors.

There is a tremendous amount of positive change that continues to envelop our community; we truly are a city under transformation. In collaboration with community and public sector partners, the Downtown Wichita staff have implemented numerous placemaking and programming initiatives that are changing the way people engage with the core. Projects like the Pop-Up Park and Gallery Alley activate areas in new and interesting ways through programming and events. Dedicated efforts to market the district as a hub for commerce and culture were exponentially increased with a new logo, brand, website and launch of the "Possibility People" advertising campaign last year.

There is an increased sense of community pride, with multiple groups collaborating to move our city and region forward. As we garner momentum, it is critical that we not let up our intensity; instead, let's push forward together for greater success for Downtown and our entire community.

Sincerely,

Steve Coen, Chair
Downtown Wichita



Steve Coen, Chair
Downtown Wichita

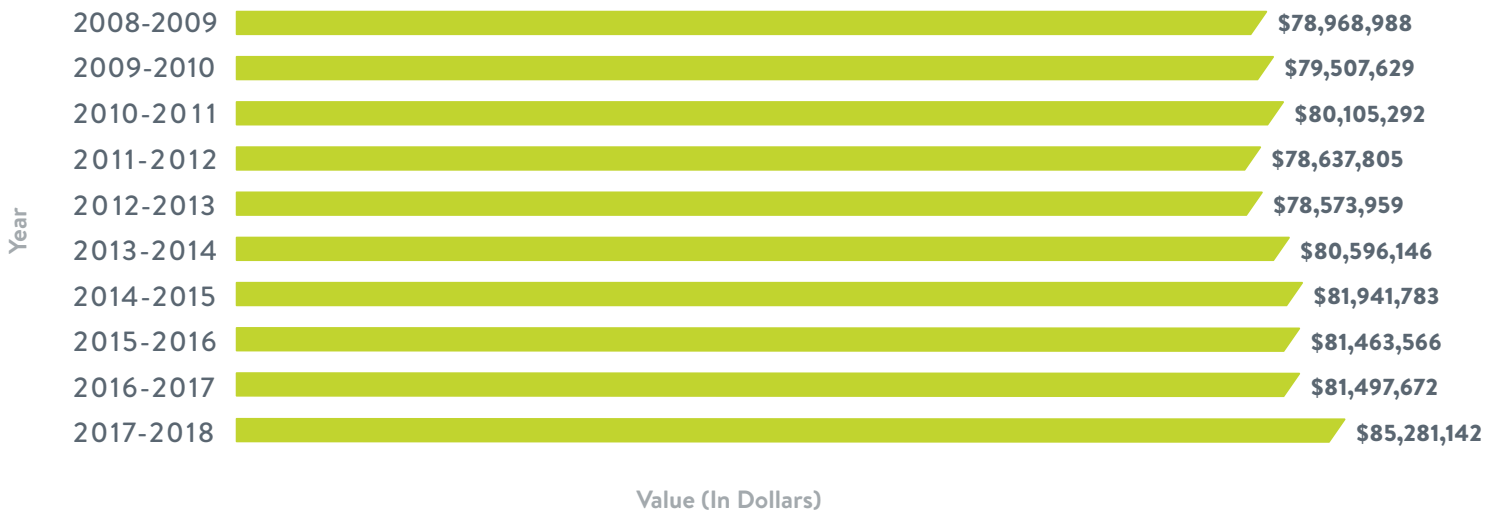
INVEST

INSPIRE POSSIBILITIES

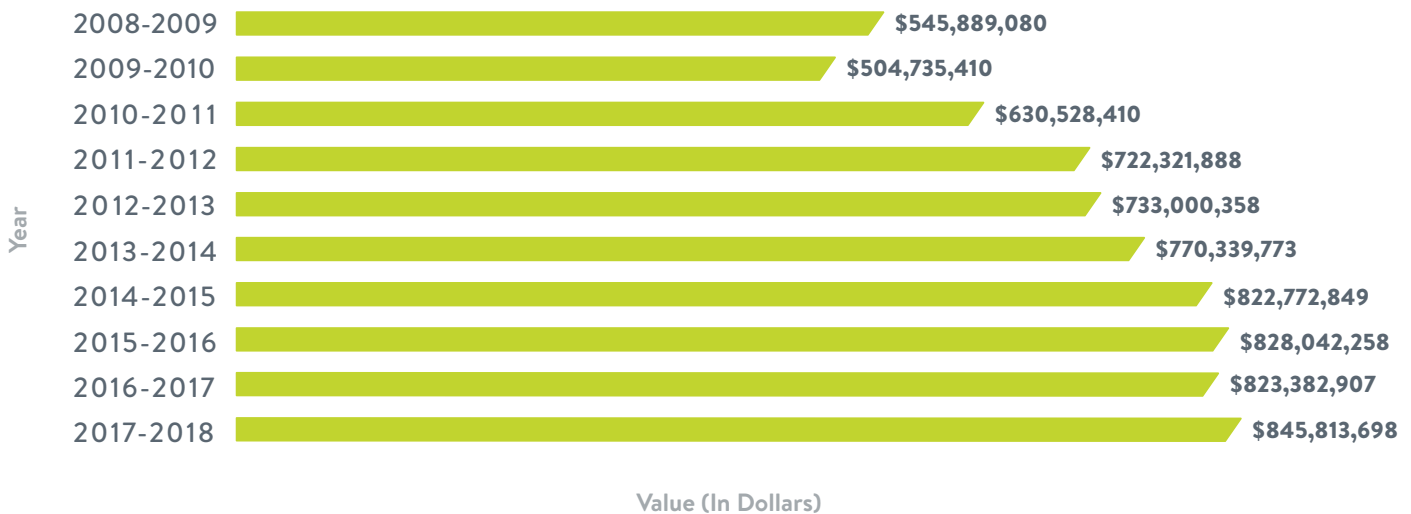
Downtown Wichita provides the environment to turn the ordinary to extraordinary. Led by productive collaboration and catalytic partnerships, over \$75 million⁴ was invested in Wichita's urban core in 2017, with public sector investment leveraging private sector investment 6:1. Major investments including Cargill's construction of their new Protein Division headquarters and River Vista – the first residential development along the Arkansas River – are activating idle spaces into inspiring hubs. Continued investment in infrastructure and quality of life amenities by the public sector paired with new development by the private sector are fulfilling the vision laid out in Project Downtown: The Master Plan for Wichita, a 15-year vision adopted in 2010.

The Delgado family at
Reflection Square Park

Assessed Real Property Value⁵



Appraised Property Value⁵



6:1

PRIVATE TO PUBLIC INVESTMENT⁴

Strategic investment by the public sector catalyzed private sector investment in Downtown in 2017, with a 6.3:1 private to public ratio.

\$65M

2017 PRIVATE INVESTMENT⁴

Strong private sector investment occurred in 2017. Several key projects are nearing completion with more projects underway.

\$631M

10 YEAR PRIVATE INVESTMENT⁴

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



Investment in Downtown⁴

Private Investment
10 Year Total \$631,146,674

Public Investment
10 Year Total \$132,243,595

Arena Investment*
10 Year Total \$168,513,421
*Total Arena investment since 2005= \$193,514,252



Annual

Total Investment
\$75,583,759

86%
\$65,263,893

14%
\$10,319,866



Since Project Downtown

Total Investment
\$599,953,694

85%
\$508,255,634

13%
\$79,320,309

2%
\$12,377,751



10 Year Investment

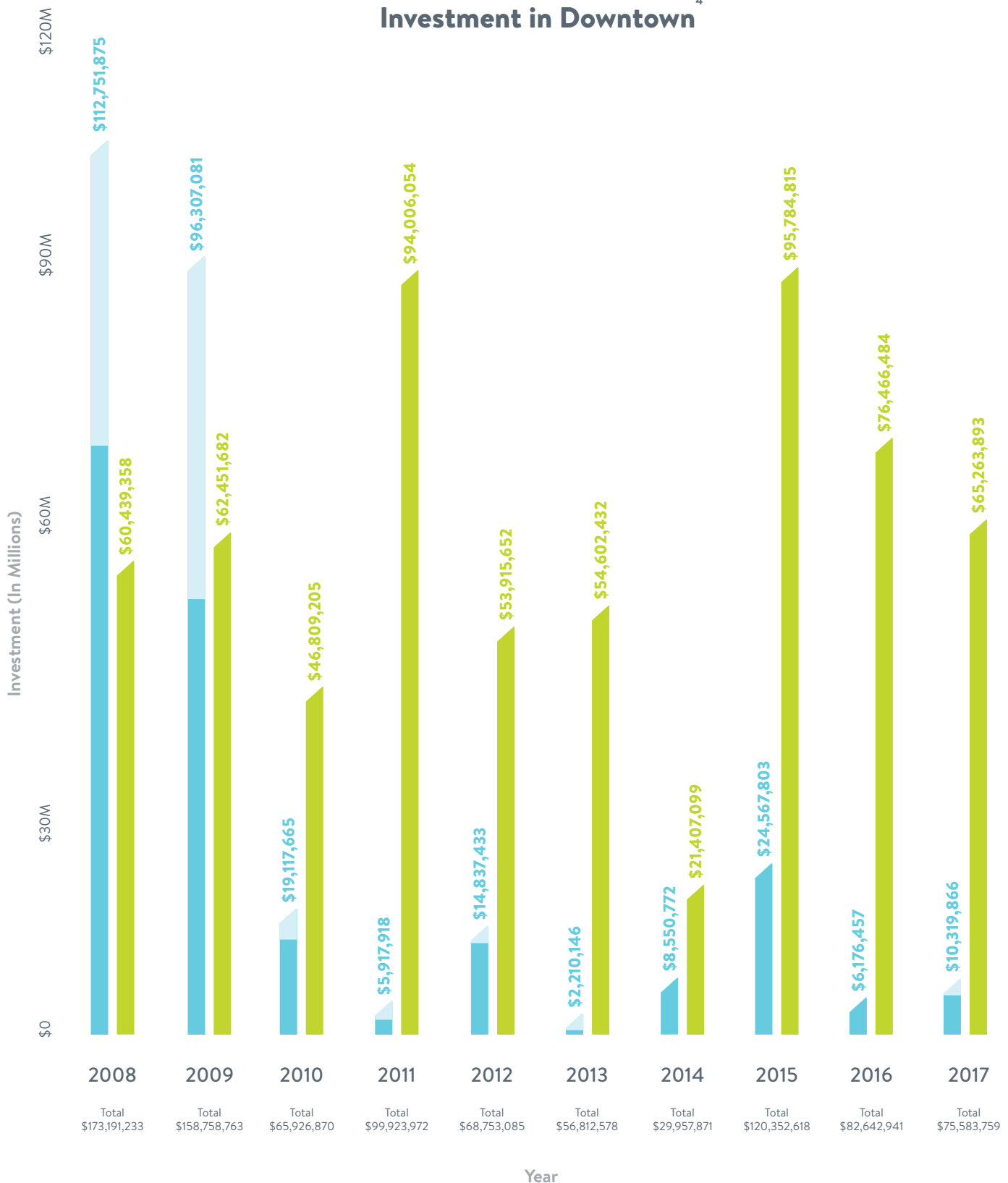
Total Investment
\$931,903,690

68%
\$631,146,674

14%
\$132,243,595

18%
\$168,513,421*

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 2008-2017 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 2008-2017 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 2008-2017 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$645,806, 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, 2016: \$0, 2017: \$2,886,656.



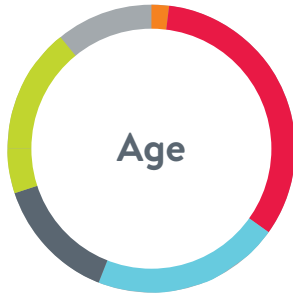
LIVE

CREATE YOUR BEST LIFE

From micro unit studios to luxury condos, family style apartments and historic warehouse lofts, whether your style is luxe or contemporary, adventurous or traditional — Downtown has a great space to live your best life. Driven by market analytics, Wichita's urban core is on pace to increase the dynamic mix of residential offerings by 2,000 units in five years,¹⁷ including the newly completed units at Broadway Autopark. This visionary project transformed a vacant, industrial parking garage into 44 creative units, boosting the number of completed units since the adoption of Project Downtown to 879, with 699 in the pipeline. Accessible nightlife, car-free commutes, and close proximity to thriving cultural amenities make the unique setting of Downtown full of possibilities for all.

Joey and Bella
Downtown residents

Resident Demographics¹



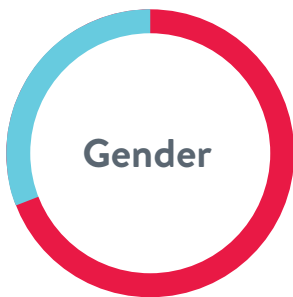
2% 0-19 Years Old
 33% 20-29 Years Old
 21% 30-39 Years Old
 14% 40-49 Years Old
 19% 50-59 Years Old
 11% 60+ Years Old



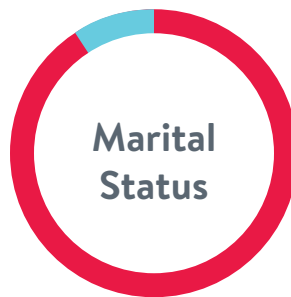
87% White
 7% Black or African American
 2% Asian
 5% Other



8% Some High School
 19% High School Graduate
 33% Some College or Associates
 40% Bachelor's Degree or Higher



69% Males
 31% Females



91% Single
 9% Married



76% 2010 or Later
 22% 2000-2009
 2% 1990-1999

2,319

²
ESTIMATED POPULATION

Since the adoption of Project Downtown: The Master Plan for Wichita in 2010, the population in Downtown has steadily increased.

879

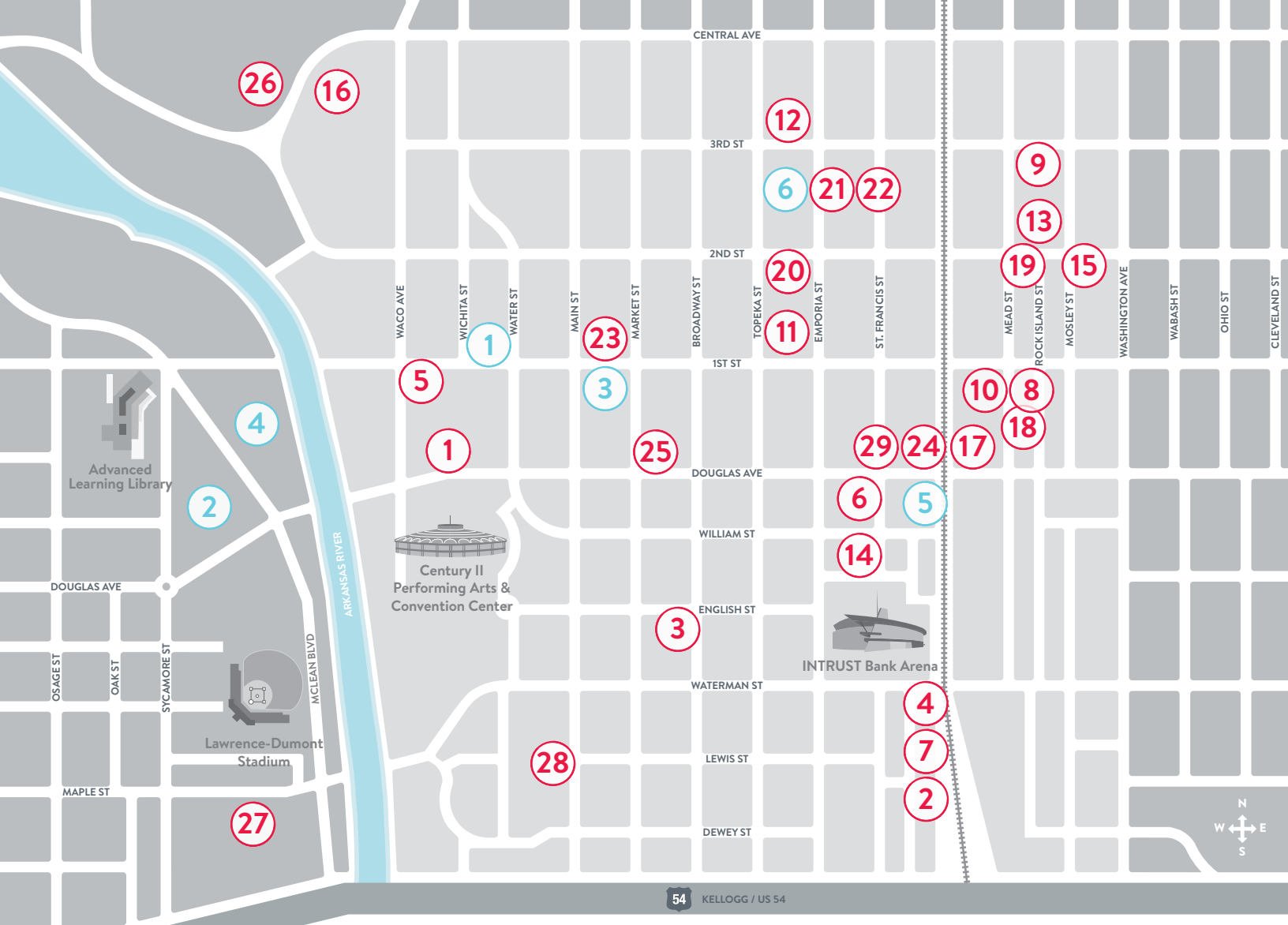
¹⁷
UNITS COMPLETED SINCE 2010

Downtown boasts over twenty unique properties with more in development. Since 2010, 879 units have been completed.

699

¹⁷
UNITS IN DEVELOPMENT

Adaptive reuse of historic buildings and new construction projects are enhancing the diverse inventory of residential options in the core.



● Downtown SSMID District

Residential Properties

○ Complete ○ Under Construction/Planning

- | | | | |
|---|---|--|--|
| 1 250 Douglas Place
155 UNITS | 11 La Louisiana
24 UNITS | 21 The Flats 324
68 UNITS | 1 Colorado Derby Apts.
106 UNITS |
| 2 520Commerce
24 UNITS | 12 Legacy Square Apts.
50 UNITS | 22 The Flats 324 Modern
73 UNITS | 2 EPC Delano*
180 UNITS |
| 3 Broadway Autopark Apts.
44 UNITS | 13 Lofts at Old Town Square
15 UNITS | 23 The LUX
86 UNITS | 3 Market Centre
110 UNITS |
| 4 Commerce Street Lofts
6 UNITS | 14 Lofts at St. Francis (Condos)
27 UNITS | 24 The Renfro
20 UNITS | 4 River Vista*
203 UNITS |
| 5 Corner 365
36 UNITS | 15 Mosley Street Lofts
24 UNITS | 25 The Douglas
240 UNITS | 5 Spaghetti Works
40 UNITS |
| 6 Eaton Place
118 UNITS | 16 Pinnacle Lofts & Apts.
70 UNITS | 26 Water's Edge Apts.**
584 UNITS | 6 The Flats 324 Expansion
60 UNITS |
| 7 Finn Lofts
25 UNITS | 17 Player Piano Lofts
36 UNITS | 27 WaterWalk Hotel Apts.*
133 UNITS | |
| 8 Grant Telegraph (Condos)
13 UNITS | 18 Rock Island Lofts
8 UNITS | 28 WaterWalk Place (Condos)
46 UNITS | |
| 9 Harvester Lofts
48 UNITS | 19 Rumley Lofts (Condos)
28 UNITS | 29 Zelman Lofts
9 UNITS | |
| 10 Innes Station
80 UNITS | 20 Shirkmere Apts.
108 UNITS | | |

*Located outside the 67202 zip code.

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



Household Demographics¹



29% \$14,999 or Less

10% \$15,000 - \$24,999

11% \$25,000 - \$34,999

22% \$35,000 - \$49,999

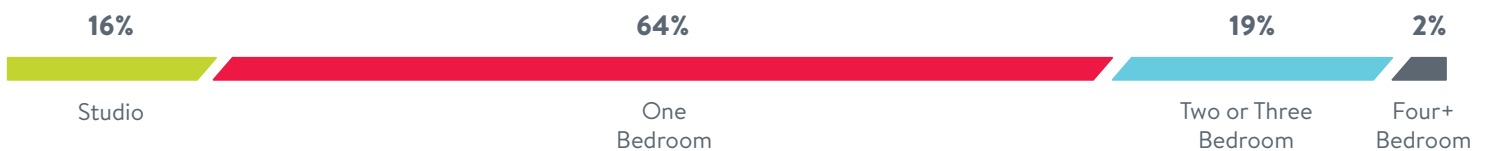
12% \$50,000 - \$74,999

8% \$75,000 - \$99,999

8% \$100,000 - \$149,999

2% \$150,000 or More

Type of Household¹



Cost of Living Index⁶

Metropolitan Statistical Area

Kansas City, MO-KS

91.5

Tulsa, OK

92.0

Wichita, KS

92.2

National Average

100.0

Tacoma, WA

108.4

84.9

Oklahoma City, OK

92.3

Louisville, KY

96.4

Raleigh, NC

104.0

Charleston, SC

WORK

EXPLORE OPPORTUNITIES

Step out of the office and experience the confluence of work and culture in the core of Kansas' largest city. From the adventurous vision of entrepreneurs in co-working spaces to the dynamic operations of large employers in sizable footprints, almost four million square feet of office space positions Downtown as the hub for collaboration and connection. Increasingly sought after by talent, unique space in urban centers is in demand to sustain dynamic business interests. Occupancy for Class B space in the Central Business District increased by 7% in 2017, with an increase in price per square foot of \$2.36. Diverse commercial options, walkable amenities and easy access welcomes all businesses – big and small – to enliven dreams to destiny.

Joel at the Labor Party
co-working space

Central Business District Office Space⁷



Total Square Feet (SF)

3,958,397 SF



Average Price Per SF

\$11.63 per SF



Average Occupancy Rate

81% Occupied

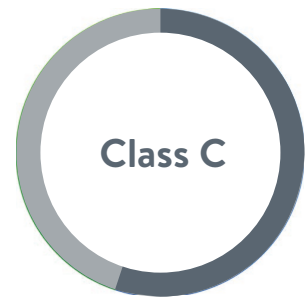
Occupancy Rates⁷



85% Occupancy Rate
15% Vacancy Rate

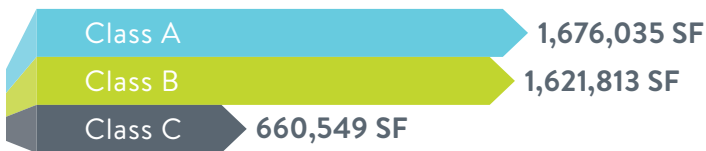


86% Occupancy Rate
14% Vacancy Rate

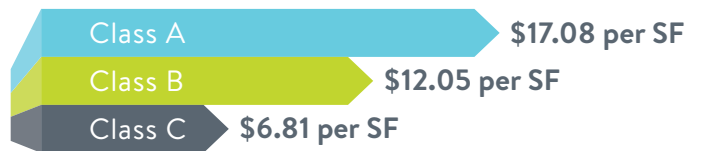


55% Occupancy Rate
45% Vacancy Rate

Total Square Feet⁷



Average Price Per SF⁷



85%

OCCUPIED CLASS A OFFICE⁷

Class A office space in the urban core remains in high demand. Cargill Protein Group is currently constructing over 200,000 SF of new Class A space in Old Town.

3.1M SF

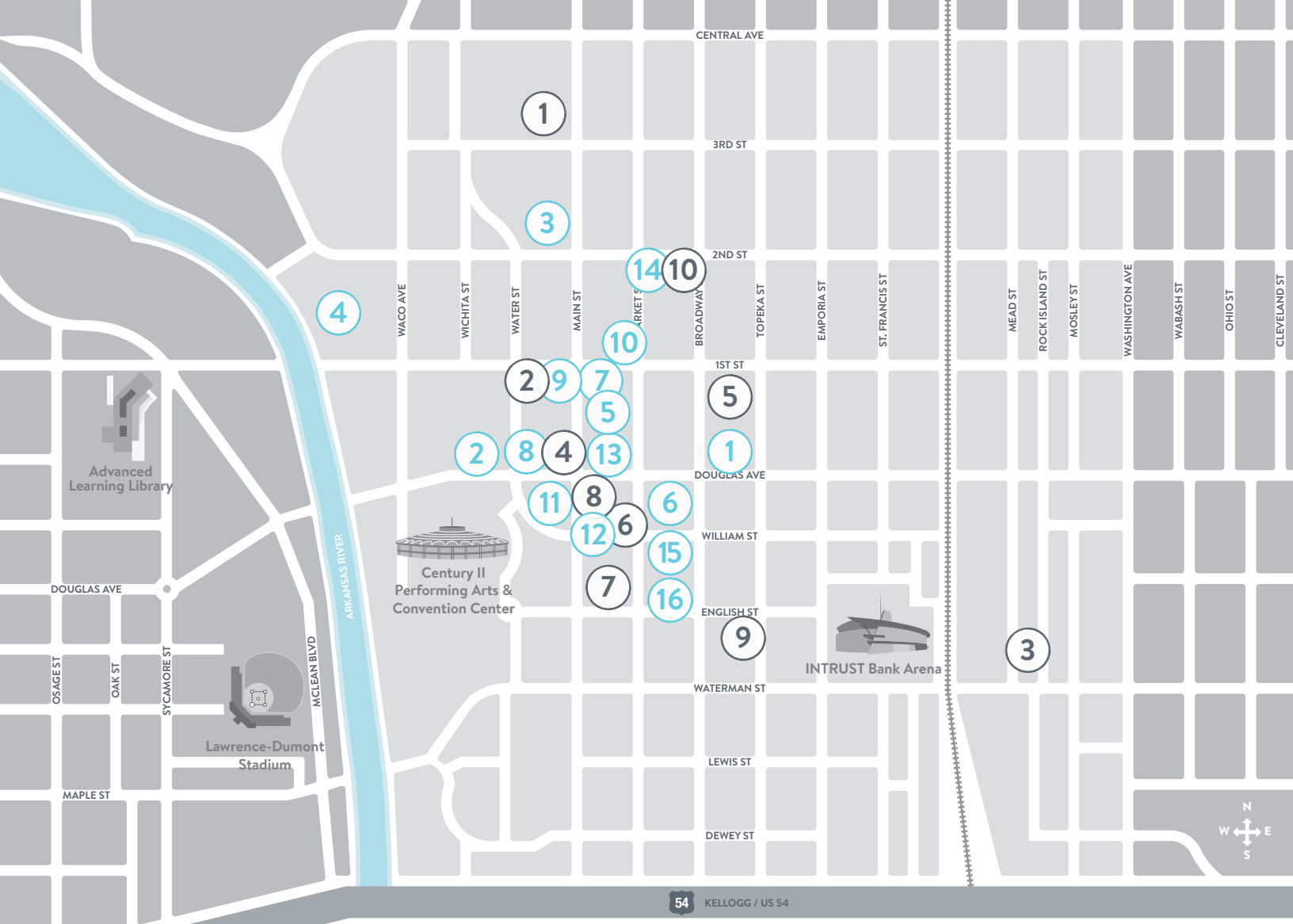
OCCUPIED OFFICE SPACE⁷

Downtown maintains the highest concentration of leaseable office space in the city, offering a wide variety of options for both small startups and large corporations.

7%+

INCREASE IN OCCUPANCY⁷

Demand for Class B office space rose by over 7% in 2017 as more companies look to Downtown to grow their business and attract and maintain talent.



● Downtown SSMID District

Largest Office Buildings⁹

By total square footage

- | | |
|---|---|
| 1 Ruffin Building
100 N. BROADWAY - 394,000 SF | 11 Century Plaza Building
111 W. DOUGLAS - 137,638 SF |
| 2 Garvey Center
250 W. DOUGLAS - 345,000 SF | 12 High Touch Technologies
110 S. MAIN - 107,592 SF |
| 3 Epic Center
301 N. MAIN - 298,000 SF | 13 One Main Place
100 N. MAIN - 103,200 SF |
| 4 CoBank
245 N. WACO - 257,364 SF | 14 Emprise Bank
257 N. BROADWAY - 99,181 SF |
| 5 125 N. Market
125 N. MARKET - 222,679 SF | 15 Sutton Plaza
209 E. WILLIAM - 95,975 SF |
| 6 Finney State Office
230 E. WILLIAM - 195,000 SF | 16 Petroleum Building
221 S. BROADWAY - 85,513 SF |
| 7 Former Commerce Bank
150 N. MAIN - 156,000 SF | |
| 8 INTRUST Bank
105 S. MAIN - 156,000 SF | |
| 9 Centre City Plaza
151 N. MAIN - 146,000 SF | |
| 10 The LUX
120 E. FIRST - 48,000 SF | |

Top Employers¹⁷

By number of employees (offices with over 100)

- | | |
|--|---|
| 1 City of Wichita
765 EMPLOYEES | 6 King of Freight
326 EMPLOYEES |
| 2 Cargill Protein Group
700+ EMPLOYEES | 7 Fidelity Bank
300 EMPLOYEES |
| 3 Protection 1/ADT
691 EMPLOYEES | 8 High Touch Technologies
200 EMPLOYEES |
| 4 INTRUST Bank
521 EMPLOYEES | 9 PEC
192 EMPLOYEES |
| 5 AT&T
DNR | 10 Emprise Bank
180 EMPLOYEES |

Wichita, Kansas Center City U.S.A. for business



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 business, while a new \$200 million national airport makes air travel easy and convenient.



#1 Skilled Workforce in the U.S.A.

Ranked as the most manufacturing specialized region in the U.S., the Air Capital of the World provides direct access to the most-trained and most-advanced workers in the world with a pure, raw talent for building complex objects. Wichita is also ranked as the #3 engineering capital in the nation²² (only behind Silicon Valley, CA and Houston, TX).



Low Cost of Living, High Quality of Life

With a short commute time that saves almost one day every year, Wichita provides the opportunity to experience more. Purchasing a single family home in Wichita is 39% below national median price and with a cost of living below the national average,¹⁷ you can have a larger house – for the same cost – as in other cities.



Thriving and Emerging Industries

Driven by a strong workforce and business-friendly environment, the greater Wichita region is home to economic connections and global assets which create a diverse, competitive portfolio of industries.

Advanced Manufacturing
Advanced Materials
Aerospace
Agriculture
Data Services and IT
Healthcare
Oil and Gas
Transportation and Logistics



Unpredictably Amazing

Discover Instagram-worthy sunsets, an urban center under transformation and nationally known local artist and culinary experts – just to name a few of Wichita's best kept secrets. Enjoy urban amenities and small town charm with short commute times and a low cost of living.

33 museums
28 art galleries
22 attractions
17 festivals
8 shopping districts
8,000+ hotel rooms
1,000+ restaurants

DISCOVER

THE CENTER OF IT ALL



Enjoy the convenience, energy and comforts of staying with the city close at hand. Downtown is home to historic and boutique hotels, as well as familiar hospitality franchises with plenty of options for every lifestyle. Demand in the hospitality market was a catalyst for a new Hilton Garden Inn, which initiated construction in 2017. From sports teams to children's museums to world-renowned arts and cultural groups, locals and visitors alike can discover new experiences. In 2018, Wichita welcomed visitors to experience the first and second rounds of the NCAA men's basketball tournament, which had an economic impact of \$10 million⁸. With more than 50 museums and art galleries, specialty conventions and tradeshow that generate an important economic impact, you can explore diverse experiences in the center of it all.

John and Kate
at Food Trucks
at the Fountain

Attraction Attendance⁸

	2013	2014	2015	2016	2017
Wichita Thunder Hockey	194,283	174,725	174,332	186,042	165,506
Wichita Wingnuts	151,373	153,325	145,212	152,861	159,436
Kansas Sports Hall of Fame	29,229	20,465	16,687	17,181	18,435

Arts & Museum Attendance⁸

	2013	2014	2015	2016	2017
Botanica	105,239	138,375	154,114	159,885	168,350
Exploration Place	192,751	170,270	176,810	199,598	194,029
Great Plains Transportation Museum	2,998	2,850	2,747	5,581	4,519
Kansas African American Museum	1,644	2,845	2,747	3,000	4,289
Mid-America All-Indian Center	25,515	21,171	26,706	26,885	18,522
Museum of World Treasures	36,748	42,175	43,178	43,352	45,582
Old Cowtown Museum	57,817	59,889	61,495	58,430	80,326
Wichita Art Museum	52,550	57,134	62,028	64,954	70,301
Music Theater of Wichita	75,852	65,277	57,665	64,891	71,683
Wichita Symphony Orchestra	47,325	56,539	52,692	48,346	37,028
Wichita/Sedgwick Co. Historical Museum	13,112	13,591	16,514	16,687	15,111

Top Conventions and Events⁹

	2013	2014	2015	2016	2017
Riverfest	250,000	380,000	380,000	450,000	455,000
National Baseball Congress	75,000	75,000	68,000	60,000	62,000
Automobila Car Show	140,000	160,000	60,000	60,000	60,000
WABA Home Show	35,000	30,000	20,000	28,000	25,000
Outdoor Living & Landscape Show	20,000	20,000	20,000	17,500	17,000
Tallgrass Film Festival	12,000	13,000	15,000	16,000	16,000
Prairie Fire Fall Marathon	15,000	20,000	20,000	23,000	15,000
Starbird-Devlin Rod & Custom Car Show	DNR	15,000	15,000	23,000	15,000

\$1.1B

TOURISM ECONOMIC IMPACT⁸

Visitors contributed more than one billion dollars in economic impact to the greater Wichita area in 2017.

567,314

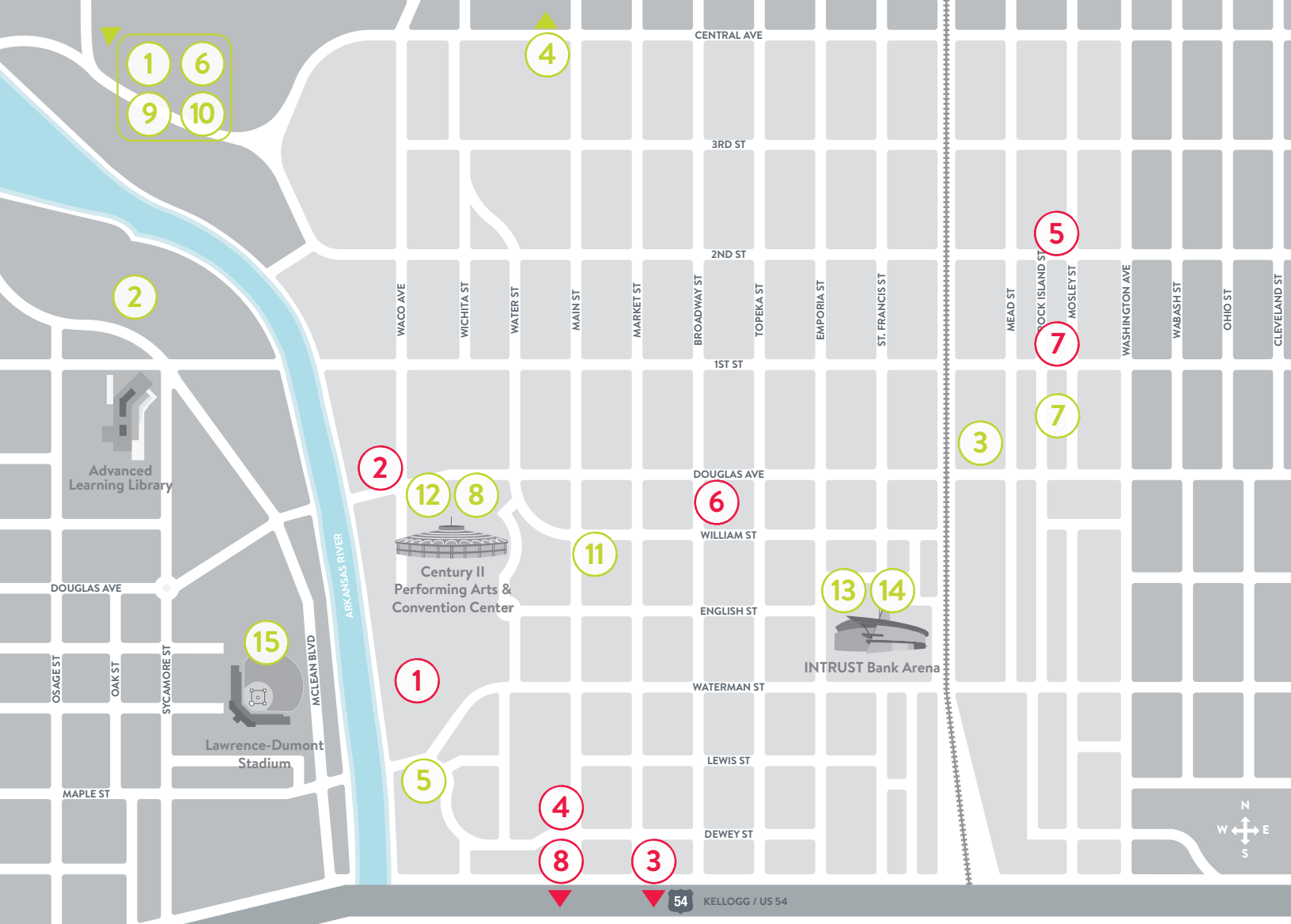
CONVENTION/EVENT ATTENDEES⁸

Downtown is a nexus of activity, bringing a total of 567,314 convention and event attendees to explore Downtown Wichita throughout the year.

\$10M

NCAA ECONOMIC IMPACT⁸

Wichita hosted the 1st and 2nd Rounds of the NCAA Men's Basketball Tournament in 2018, resulting in an economic impact of \$10 million.



● 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 Force Football**
500 E. WATERMAN
- 15 **Wichita Wingnuts**
300 S. SYCAMORE

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

Downtown Hotel Data¹⁰



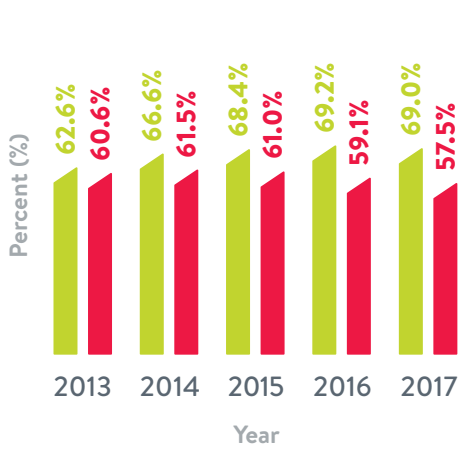
Downtown Hotels



Overall Average of Wichita Area Hotels

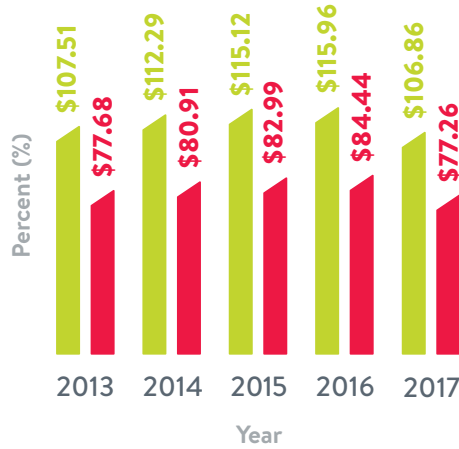
Occupancy

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



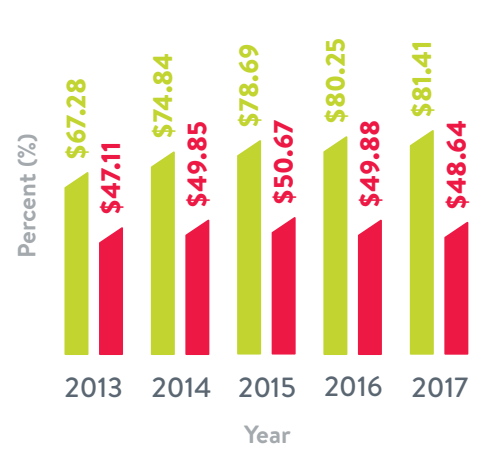
Average Daily Rate (ADR)

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



2017	502,873
2016	535,205
2015	413,505
2014	441,302
2013	438,751

INTRUST Bank Arena¹⁴



2017	338,190
2016	371,280
2015	439,767
2014	298,825
2013	411,121

Orpheum Theatre¹³



2017	63,047
2016	65,361
2015	80,025
2014	65,200
2013	60,000

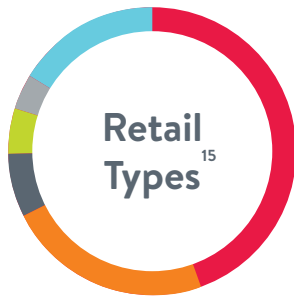
SHOP

FIND A KEEPER

Building on a thriving history of innovation and creativity as old as its signature warehouses and brick alleys, every city block in Downtown offers a new adventure. Come down for a show, a casual afternoon or a meal with friends, and find yourself swept away by the colorful energy and Midwestern hospitality of our city's core. Discover one-of-a-kind handmade goods, search for vintage treasures, and update your home or wardrobe at over 100 retailers in over 500,000 feet of space. In 2017, retail occupancy rose by 4%⁷ with total retail sales in excess of \$167 million. From small business startups to companies increasing their footprint, Downtown is where one-of-a-kind entrepreneurial ideas, businesses, and restaurants want to be.

Sahara at
86 Cold Press

Retail Data



- 44% Food and Drink
- 23% Miscellaneous Store Retail
- 8% Motor Vehicle/Parts Dealers
- 5% Building/Garden Equipment
- 4% Home Decor
- 16% Others (combined total)



- 7% Class A (37,371 SF)
- 83% Class B (418,345 SF)
- 10% Class C (50,652 SF)



- 92% Occupancy Rate
- 8% Vacancy Rate

Shopping Area¹⁶



Top Retail Sales by Industry¹⁵

Total 2017 retail sales: \$167 million



\$167M¹⁵

RETAIL SALES

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

100+¹⁷

DOWNTOWN RETAILERS

Over 100 eclectic shops and restaurants are located within the Downtown district.

506,368 SF⁷

TOTAL RETAIL SPACE

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

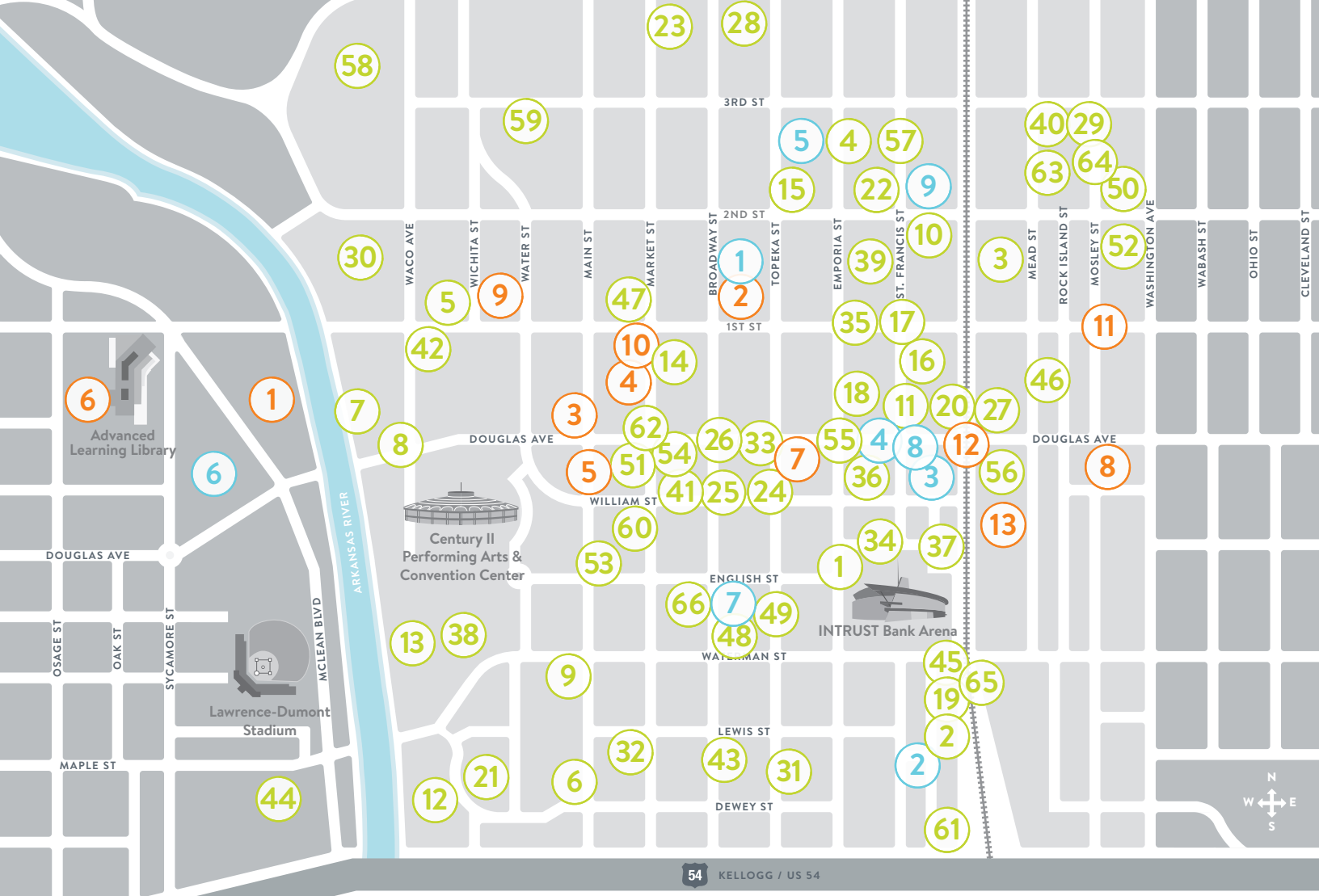
BUILD

THE VISIONARY PLACE



Downtown is everybody's neighborhood, a nexus of activity and exploration for locals and out-of-towners alike. Driven by a dedicated vision built upon community input, Project Downtown: The Master Plan for Wichita is driving the transformations of today into the thriving landmarks of tomorrow. In 2017, the adaptive reuse of the existing Broadway Autopark garage into 44 market rate units, proved that a visionary approach to development could push the envelope of possibilities for future development. Strategic investments by the public sector in streetscape improvements, parking, and additional transportation options are enhancing connectivity and providing fundamental resources to spur further development and growth in the urban core.

Brent working on site at
Cargill Protein Group's
new headquarters



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 & Hockey 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. COrTen 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. Parking at Market & William Garage
61. 520Commerce (Mixed-Use)
62. The Douglas
63. Wichita Eagle Renovations
64. Mosley Streetscape Project
65. Commerce Arts District Parking
66. Broadway Autopark Apartments

Under Construction

1. River Vista, Riverfront and Delano Park Improvements
2. Wichita Orpheum Theatre Phase 1
3. INTRUST Bank Renovations
4. 125 N. Market
5. High Touch Building Renovations
6. Advanced Learning Library
7. Hilton Garden Inn
8. Cargill Protein Group Headquarters
9. Colorado Derby Lofts
10. Market Centre Apartments
11. First and Second Street Improvements
12. Douglas Avenue Underpass
13. Union Station Phase 2

In Planning

1. Wichita Orpheum Theatre Phases 2-5
2. St. Francis & Commerce Street Improvements
3. Spaghetti Works Property
4. Douglas Avenue - Streetscape Improvements Phase 2
5. Flats 324, Second Expansion
6. EPC Delano (Mixed-Use)
7. 333 E. English Street Renovation
8. Naftzger Park Renovation
9. Wave Event and Concert Venue



PROJECTS COMPLETED



Broadway Autopark Apartments *N/A, completed Nov. 2017*

The historic Knightley Parking Garage has been transformed into the Broadway Autopark – an innovative mixed-use development featuring 44 unique residential units and ground floor commercial space. Originally built in 1949, over 80% of the structure was preserved during renovation, such as the west facing spiral ramps and porthole windows.

Residents can enjoy amenities such as front door parking, large balconies, a fitness center, a dog washing station, a clubhouse and more in this modern industrial space. Visit broadwayautopark.com to learn more about the history of this nostalgic Wichita property and view leasing information.

Broadway
AUTOPARK



Mosley Streetscape

\$1.6 million, completed summer 2017

Enhancements to Mosley Street from Second to Third Streets (and North Rock Island Street) are now complete. Improvements to the brick streets, landscaping, and sidewalk amenities such as 33 on-street parking stalls and bicycle racks were installed. These updates were designed to be consistent with the look and feel of the Old Town district.



Commerce Streets Arts District Parking

\$950,000, completed summer 2017

Parking and aesthetic improvements are now complete in the arts district directly to the south of INTRUST Bank Arena. New public parking has been added between the railroad and the east facade of the buildings along Commerce Street. The new parking and access drive have improved circulation. In addition, a new stage was built to create a new venue for community events.

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.



Cargill Protein Group
\$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.



Hilton Garden Inn
\$14.2 million

The Commerce Plaza building at the corner of Douglas and Topeka will soon become a luxurious Hilton Garden Inn. Plans include 120-130 rooms, meeting space, a rooftop restaurant and bar and more. This new property will utilize the neighboring parking garage for guest parking. Estimated completion is summer 2018.



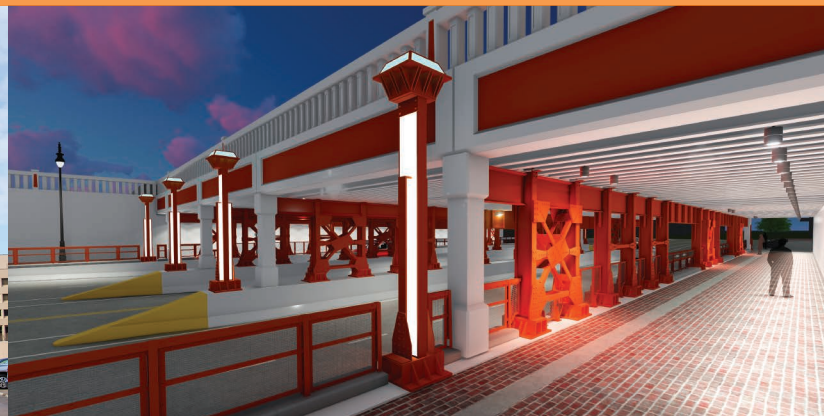
First and Second Street Improvements
\$3.7 million

Improvements to First and Second Streets are currently underway in the Old Town neighborhood. The project includes adding curb extensions at all intersections from Washington Street to the railroad tracks. New traffic calming measures and other streetscape amenities such as lighting and benches are also included in the project.



Colorado Derby Lofts \$9.5 million

Renovations to the historic Colorado Derby Lofts are underway to repurpose the nine-story building into 106 residential units. The property boasts beautiful views of the Arkansas River, a rooftop lounge and wading pool with fire pits and barbeque grills, a fitness center and much more. Estimated completion is spring 2018.



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 address structural issues, paint the iron structure, install lighting and provide pigeon mitigation. Phase 2 will address the abutment walls. Phase 1 construction has begun and anticipated completion is August 2018.



River Vista \$38.4 million

River Vista is nearing completion along the west bank of the Arkansas River. Located at Project Downtown's Catalyst Site One, this residential project includes 203 new units, a public boat and bicycle rental facilities and riverfront improvements. Residents will be able to enjoy balconies, a fitness center, an on-site pool and more.



Union Station, Phase 2 Phases 1 and 2 - \$54 million

Phase 2 plans are now underway and construction crews have begun renovations to the historic Union Station terminal and baggage area. In addition to renovations to the existing buildings, Phase 2 also includes an additional 150,000 SF of new office space. The project will be a mix of commercial retailers, restaurants and office space.

PROJECTS IN PLANNING



Spaghetti Works Property \$23 million

The Spaghetti Works project is a key connector between Old Town and INTRUST Bank Arena and is poised to be an anchor development — as outlined in Project Downtown: The Master Plan for Wichita. Plans are underway to renovate the historic Spaghetti Works building into 41 unique residential units in addition to the construction of new Class A office and retail space on the neighboring surface parking lot. Tenants of the new development will be able to enjoy a rooftop deck at this distinctive new property. This mixed-use development is also a catalyst for the redesign of the adjacent Naftzger Park.



333 E. English N/A

The property at 333 E. English Street was recently purchased. The new owner plans to renovate this unique building into modern commercial space. The building is located just across the street from the recently renovated Broadway Autopark Apartments and will continue to build momentum for development along Broadway Street.



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.



Naftzger Park

\$3.5 million

Naftzger Park is a one-acre park located at the southeast corner of Douglas and St. Francis. A key connector between Old Town and INTRUST Bank Arena, plans to redevelop Naftzger Park and the adjacent property are underway. Internationally renowned landscape architect SWA Balsley has presented plans that incorporate open space for events, a dog run, gardens, multiple seating options, and more. Plans for the redesign were derived based on community input and were approved by Wichita City Council. Construction could begin as early as summer 2018.



Douglas Avenue Streetscape, Phase 2

\$6 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, landscape, new way finding signage and more.



Wave

N/A

Plans to develop the vacant surface lot at the northeast corner of Second Street and St. Francis Street are underway. The lot will be transformed into an indoor-outdoor concert and event venue featuring a local beer garden, food trucks, yard games and more. The project will bring a new energy to the Old Town District.

Bike Share ICT



DOWNTOWN

WICHITA



Commerce and Culture at the Core

Downtown Wichita is a private 501(c)(3) non-profit corporation that amplifies the energy, capital, and growth of Downtown by empowering residents, visitors, and businesses to explore the possibilities of our city's core.

Founded in 2002 as the Wichita Downtown Development Corporation (WDDC), our mission is to cultivate opportunities to revitalize and enhance Wichita's urban core. We collaborate with change-makers whose presence stimulates investment and interest in Downtown. By connecting resources from the private sector and local government, inviting locals, investors and visitors alike to experience the diverse layers of Downtown Wichita, we steward spaces for commerce and culture to thrive.

Downtown Wichita shows collaborative leadership to strengthen Downtown as:

- ▶ The core of urban experiences for all citizens of Wichita
- ▶ A connected and prosperous place for professional growth
- ▶ An incubator for creative expression and cultural diversity
- ▶ A vibrant, authentic environment for tourism, investment and exploration

Downtown Wichita's key areas of focus include:



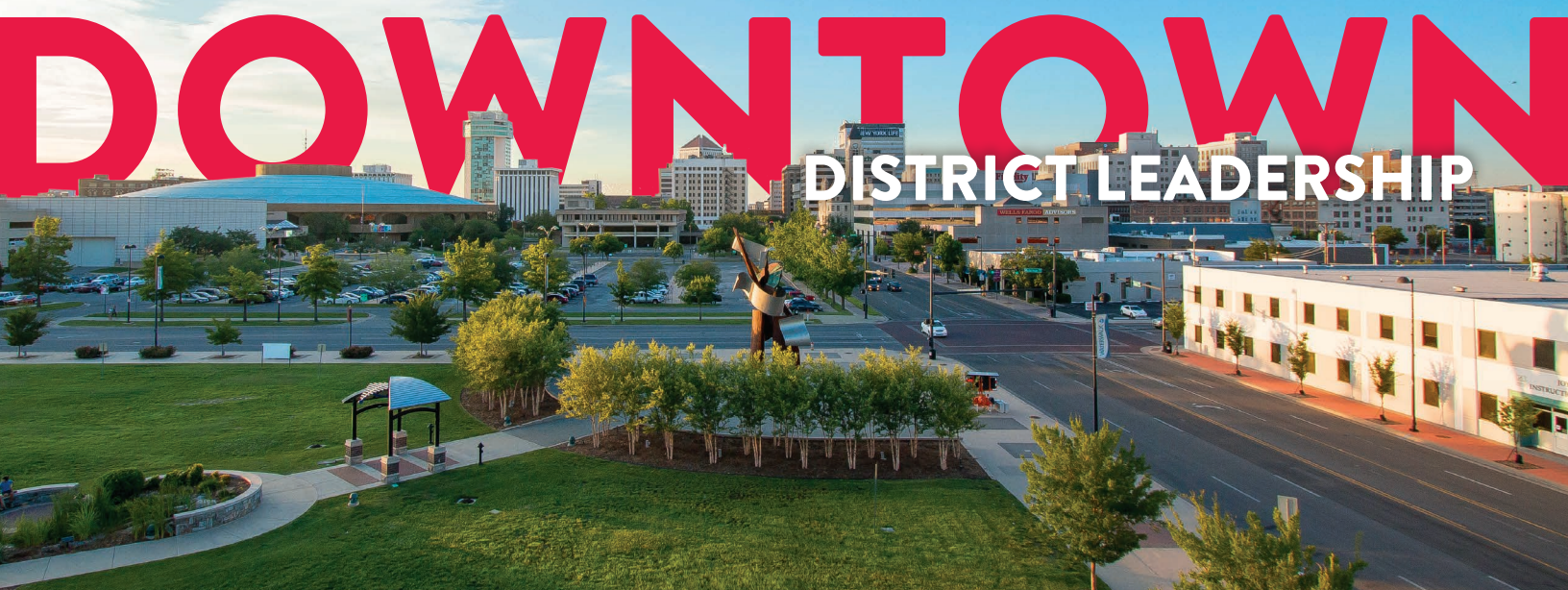
**DEVELOPING
DOWNTOWN**



**MARKETING
DOWNTOWN**



**ENHANCING
VIBRANCY**

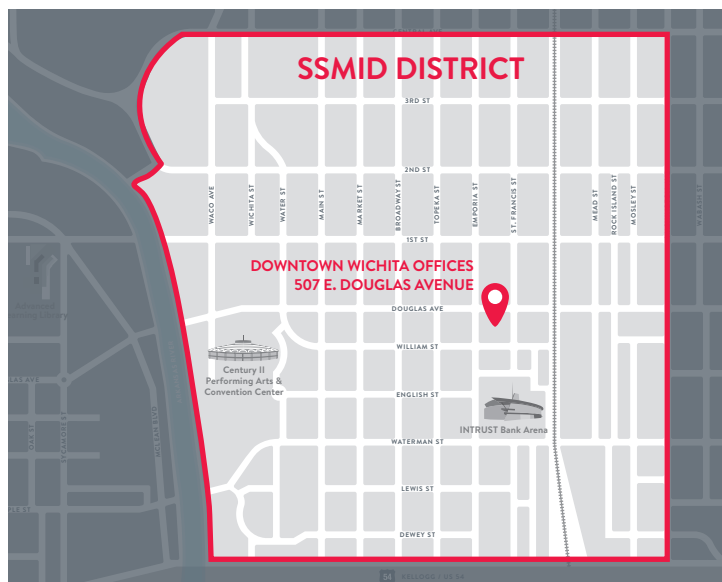


Our Structure

Governed by a Board of Directors comprised of Downtown property owners, businesses and stakeholders, and administrated by a professional staff, Downtown Wichita contracts with the City of Wichita to provide development services in the city's core. This contract is funded through a Self Supported Municipal Improvement District (SSMID), designating Downtown as the geographic area bounded by Washington Street, Central Avenue, Kellogg Avenue and the Arkansas River. In 2017, Downtown Wichita leveraged SSMID funding with an additional \$150,972. In total, from 2009-2017, Downtown Wichita has leveraged SSMID funding by \$745,358.

While attention and resources are focused on this geographic area, any individual, business, association, corporation, partnership, or other entity interested in contributing to the vitality of Downtown is welcome to collaborate with Downtown Wichita. Our staff connects entrepreneurs and property owners to information on prospective business locations, sharing relevant market data to help evaluate opportunities for new businesses, develop marketing and promotional strategies, and assist with conceptualizing or implementing construction.

Enhancing Downtown vibrancy is one of six strategic priorities of the Greater Wichita Partnership, realized through the Downtown Wichita organization.



2018 SSMID Board

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Schaefer, Johnson, Cox & Frey
Architecture

Alan Banta
Trans Pacific Oil Corp.

John Belford
Belford Electric

Jim Faith
Emprise Bank

Dick Honeyman
Hite, Fanning & Honeyman

Don Sherman
Westar Energy

BOARD MEMBERS CONT.

Larry Weber
Garvey Center

Mary Wright
Old Mill Tasty Shop

Rod Young
Professional Engineering
Consultants, P.A.

EX OFFICIO MEMBERS

Jeff Fluhr
Downtown Wichita

Scot Rigby
City of Wichita, Asst. City
Manager

2018 Downtown Wichita Board of Directors

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Kansas Health Foundation

Don Sherman, Vice Chair
Westar Energy

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Garvey Center

Mary Wright
Old Mill Tasty Shop

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Professional Engineering Consultants, P.A.

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Old Town Association, President

Scott Knebel
City of Wichita, Planning Dept.

Dale Miller
City of Wichita, Planning Dept.

Shelly Prichard
Wichita Community Foundation

Dave Unruh
Sedgwick County, Commissioner

Scot Rigby
City of Wichita, Asst. City Manager

Susan Santo
Visit Wichita

Brandon Johnson
City of Wichita, District I

* Denotes Past Downtown Wichita Chair

** Denotes Past Downtown Wichita Chair and Current Ex Officio Board Member

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Sheryl Weller
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Jason Gregory
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Jaimie Garnett
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Strategic Communications*



Nancy Moore
Executive Assistant



Andy Kim
Director of Multimedia



Megan Hartzell
Director of Communications



Kelsey Pracht
Communications Specialist



DEVELOPING DOWNTOWN

Project Downtown

Project Downtown is a master plan – a blueprint for development of Wichita’s urban core. It builds upon the uniqueness of our community and it casts a vision for the future. The plan was built upon a framework of community input and engagement and is led by both the private and public sectors. The plan focuses on key areas of our Downtown, illustrating the potential we have as a community to grow. The community plan assists the public and private sectors when making decisions, guiding strategic public investment so we, as a community, maximize private sector investment. Key to the plan’s success is ongoing community engagement. Project Downtown: The Master Plan for Wichita strives to achieve several key outcomes: connect and maximize the potential of areas including Old Town, INTRUST Bank Arena and the River Corridor; build upon previous Downtown plans; provide specific action-oriented development strategies, including implementation plans; the initiatives will be based upon economic analysis and realities and the plan will maximize private sector investment and return on public sector investment. The plan will further solidify the identity of our city and community.



As a result of such planning, we can expect a number of outcomes:

- ▶ Assist the community in retaining young people, families and jobs
- ▶ Increase tourism
- ▶ Grow existing tax base revenues
- ▶ Make Wichita competitive in regional, national and global markets

Project Downtown and appendices may be downloaded at www.downtownwichita.org/development

Innovation Center

A creative space within the Downtown Wichita offices built to convene and engage, the Innovation Center exists to further Downtown and regional economic and community development initiatives and strategies. The space serves as a resource when pursuing investment in Downtown Wichita and provides an inviting presentation space to market the development of Downtown. The Innovation Center also gives the Downtown Wichita organization the ability to host various meetings to engage stakeholders and the opportunity for collaboration with higher education institutions in the areas of design, real estate and urban development to further develop Downtown as an economic hub for the region. The Innovation Center was created in 2011 by Downtown Wichita in partnership with the Knight Foundation Fund at the Wichita Community Foundation and a number of private sector partners.

Urban Design

Ensuring that development fosters walkable connections between places; encouraging dense, mixed-use spaces with a focus on ground-floor activation; and finally promoting projects that seamlessly connect and interact with the streetscape - are all important components of urban design. Since urban development constitutes a different way of designing structures than those found in the suburban parts of our community, Downtown Wichita works with developers, property owners and the public sector to realize these development objectives.

In addition, as developers work through project due diligence, Downtown Wichita can provide up-to-date market information, and act as a facilitator for other collaborations necessary for a project to be successful. In 2017, Downtown Wichita was involved with several projects including the Spaghetti Works site redevelopment and adjacent Naftzger Park, Cargill Protein Division's new headquarters and River Vista along the Arkansas River.

Advocacy

An important role for the Downtown Wichita organization is to regularly advocate on behalf of the district and its stakeholders. Working collaboratively with community partners, Downtown Wichita has an active role in shaping policy at the local, regional, state and national level to positively impact the momentum underway in Wichita's urban core. The organization regularly works with public partners on projects within the district, providing economic data or testimony of how and if a project meets the objectives set forth in Project Downtown. In addition, the organization promotes and educates on the importance of the Historic Tax Credit Program (both state and federal programs) in Downtown's revitalization. A necessary tool in preserving our historic architecture, many adaptive reuse projects in Downtown Wichita would not be financially possible without this program.





Economic Research

Since the adoption of Project Downtown in 2010, market-based information for developers, property owners and investors has driven investment and development in Wichita's urban core. Three distinct markets (residential, hotel/commercial and retail) are regularly updated to provide timely, accurate benchmarks since the inception of the plan. 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.

Urban Design Internship

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 2017 design intern was Ms. Yingyi Zhong, a candidate for a Master of Landscape Architecture from Kansas State University. Yingyi's talent was a great addition to the team. Her impressive rendering skills were utilized to develop design concepts for various Downtown projects and public spaces. Her work encompassed alternative design concepts for Chester I. Lewis Reflection Square Park; another looked at possible concepts for a downtown dog park.





Educational Engagement

Engaging students in the development of Wichita's urban core continues to be a priority for the Downtown Wichita organization. In 2017, the organization sponsored a landscape architecture design studio in partnership with Kansas State University. The class worked with the joint City of Wichita and Sedgwick County Metropolitan Area Planning Commission (MAPC) and the Delano community on a neighborhood plan for the district, which is adjacent to the main Downtown core.

The two key areas of focus were the riverfront and the commercial area along Douglas Avenue. Students gathered data and analyzed existing conditions as foundational elements for urban design concepts. Teams then met with Delano district stakeholders and received feedback for these initial concepts. The design concepts, titled "Delano's Turn," were presented at a public open house.

This student work and data has been used as a baseline for the MAPC staff who began a formal update to the Delano Neighborhood Plan in the fall of 2017. A steering committee comprised of area stakeholders are currently working with MAPC staff members to finalize a plan for the next 15-20 years for this important Wichita neighborhood.



DOWNTOWN MARKETING

Marketing the District

To communicate the thriving environment within Wichita's urban district, the Downtown Wichita organization employs a communications team to work 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 internal staff manages the Downtown Wichita's district branding and communications. From print materials to managing an influential digital presence, the communications team creates content for and engages on foundational platforms to share messages tailored to key downtown audiences: developers, residents, visitors, businesses and employees.

In 2017, there were a total of 204,864 visitors to www.downtownwichita.org. The top three pages visited were the interactive map, parking information and the events calendar. Social media channels grew steadily throughout the year, including a 25% increase on Facebook, a 33% increase on Instagram, and a 9.3% increase on Twitter. Strategic promotional items were produced in 2017 to further market Downtown including coasters and stickers distributed by district restaurants, bars and food trucks, and fun socks were given away to showcase Downtown Wichita pride.



Possibility People Campaign

A signature marketing campaign for Downtown Wichita – created to promote all that is possible from economic development and investment within the district to cultural vitality to diverse lifestyles – is titled “Possibility People.” This recently launched campaign showcases the stories of individuals within the Downtown district, including residents, workers and developers through video and written content which are housed on the Downtown Wichita website. These “Possibility People” stories are promoted through digital marketing and social media outreach. This campaign offers a unique perspective into the lives of individual’s that are making things happen – their vision, the challenges and opportunities they see within the district, and how they have been a catalyst for their dream. The ultimate goal of the campaign is to inspire others to create change.

Thus far, five Possibility People stories have been created: Downtown residents David and Susan Cohrs, developer Michael Ramsey with Bokeh Development, owners of FNL Denim Frank Hopkins and Levi Fitzmier, owners of Aida’s Silver Jewelry Aida Sabha and Jamila Sabha, and owner of Handpicked Los Angeles Lauren Mercado. Possibility People videos have received over 50,000 views on Facebook alone.



Invested in key property development throughout Downtown, Michael Ramsey of Bokeh Development is changing the conversation about possibilities in Wichita.



Lauren has created a fashion destination at her shop, Handpicked Los Angeles. Personally selecting each item, she is bringing west coast style to the women of Wichita.



Mother daughter duo Aida and Jamila have owned and operated their unique shop, Aida’s Silver Jewelry and Café, in the Old Town district side by side for over twenty years.



Empty nesters David and Susan Cohrs left the family farm to find new rhythms Downtown, diving into walkable neighborhoods rich with nightlife and urban energy.



Facebook
Downtown Wichita
6K+ Likes



Twitter
@downtownwichita
14K+ Followers



Instagram
@downtownwichita
4K+ Followers



YouTube
Downtown Wichita
900+ Views



Vimeo
Downtown Wichita
700+ Views

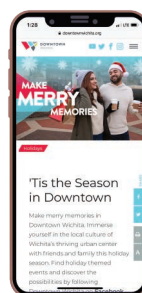


Holiday Marketing

Whether shopping for the perfect gift from unique retailers or dining with friends at a locally owned restaurant, Downtown offers unique experiences for the holidays. In 2017 the Downtown Wichita team implemented a cohesive communications strategy to promote holiday events, shopping, and dining with family and friends for the holidays in Wichita's urban district. The campaign, titled "Make Merry Memories" encompassed print marketing, digital advertising, and social media marketing.

The Downtown Wichita website, downtownwichita.org/holidays, served as a hub for all holiday-themed events and information in the Downtown area. This page had over 3,000 total pageviews. In order to promote the website, advertisements were created and distributed on the Wichita Eagle website. The digital advertisements on Kansas.com made over 120,000 impressions and had a 12% click rate, which is 4% higher than the industry average. The fifteen second preroll video received a click rate of 0.68%, also exceeding the industry average of 0.5%. Both types of ads were successful in driving organic traffic to downtownwichita.org/holidays.

In addition, the Downtown staff hosted an Ugly Christmas Sweater Party in the Pop-Up Park encouraging employees who work Downtown to wear their most festive holiday gear and compete to win prizes. First, second and third place winners were selected by a panel of judges. Winners received gift cards to local Downtown restaurants.





Downtown Clean Up

Plans were made to host the annual Clean Up event in partnership with the City of Wichita Parks & Recreation and Public Works Departments in April. Unfortunately, due to inclement weather, the event has been rescheduled for the fall. Volunteers will paint streets and curbs, remove graffiti, landscape at parks and pickup trash to beautify the district.

Westar Energy will sponsor lunch for the volunteers. This event is a great way for the community to get engaged in enhancing the image of Downtown.





Event Promotion

Downtown is Wichita's favorite place to go for great art, local flavor, vibrant nightlife and active adventures. To promote the epicenter of activity in the urban core, the Downtown Wichita team promotes ongoing and unique events in the district through various communications channels and platforms. A robust events listing is managed and published in real time on downtownwichita.org. An events email is published weekly and distributed to a subscriber list encompassing over 4,000 community members.



Last year 52 weekly event emails were sent with an average open rate of 24%, which is 4% above industry average. In 2017, hundreds of events were published on the online calendar managed by Downtown staff. Additionally, events are regularly promoted through the Downtown Wichita social media channels. The Downtown Wichita organization also sponsors multiple events that enhance Downtown vitality and attract visitors and citizens to the core area including Wichita River Festival, Tallgrass Film Festival, Wichita Wagonmasters Downtown Chili Cookoff, and the Prairie Fire Marathon.





Final Friday Art Crawl

Downtown's diverse scene has something for everyone. Beyond general event promotion and assistance, the Downtown Wichita team plays a key role in facilitating two events that convene the artistic and retail community to work together to build awareness of local talent and products.

The Final Friday gallery crawl is a unique opportunity for thousands of students, families and art lovers to engage with local art each month at unique locations in Downtown and throughout the city. Downtown Wichita staff members coordinate directly with local artists and galleries to gather information from galleries that will participate in the art crawl. This information is updated and managed on the Downtown Wichita website as a monthly gallery listing for the public. Staff also manages promotion of the list through the Final Friday Facebook page. In 2017, over 300 Final Friday shows were promoted. This grassroots event continues to thrive because of the collective vision and collaboration of galleries and artists.



2nd Saturday Local Shopping

The 2nd Saturday shopping event promotes shopping local by providing discounts to the public who purchase a re-usable 2nd Saturday shopping bag or keycard for \$5. This effort is a partnership between the Downtown Wichita district, the Douglas Design District, and the Delano neighborhood. Participating retailers work together to provide discounts as a means to building awareness of the local shopping options in the core of Wichita.





Transit Shelter Marketing

Since installation in 2015, Downtown Wichita has worked in collaboration with Wichita Transit to conceptualize, design, and implement a rotating creative marketing campaign in the transit shelters along Douglas Avenue. These shelters have highly-visible backlit window displays. Designs are updated quarterly to correspond with current events and activities to 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. The interior of each shelter displays route maps and transit information for riders to easily navigate their way around Downtown and across the City.



ENHANCING VIBRANCY

Q-LINE Route Improvements

In 2017, Downtown Wichita collaborated with the leadership of Wichita Transit and district stakeholders to reimagine and launch a new Q-LINE Trolley service. The proposed changes focused the service along the Douglas Avenue corridor, connecting the Downtown district to Delano and the Douglas Design District. New, extended hours on Friday and Saturday evenings support safe transportation for nightlife activities, while a new lunchtime service eases traffic during the work day.

These changes resulted in a tremendous increase in ridership, increasing year over year ridership by 592%. This improved service allows residents, workers and visitors to be less dependent on their vehicle and parking, while encouraging walking to and from destinations. It will be a vital service going forward as we work to improve the connectivity of our city.



Parking & Mobility

Events welcome thousands of locals and visitors Downtown to relax, connect, and explore the possibilities. In March of 2018, Wichita hosted the 1st and 2nd Rounds of the 2018 NCAA Men's Basketball Tournament at INTRUST Bank Arena, which had an economic impact of \$10 million.⁸ Over 15,000 fans attended the tournament in the Downtown district. In collaboration with a team of community partners, the Downtown Wichita staff provided marketing and communications support for parking and wayfinding.

The parkdowntown.org website was utilized as the hub for all parking, transit and wayfinding information. Printed and interactive maps were created for each day of the tournament featuring parking lots and garages, shuttle routes and stops, trolley routes and stops, street closures and other critical wayfinding information for event attendees. In addition, the Downtown Wichita staff managed the @parkdowntown Twitter account 24 hours a day during the tournament, assisting visitors in finding parking and their way to the event. This collaborative effort enhanced the visitor experience and perceptions of Downtown Wichita.

The parking and wayfinding subcommittee of the NCAA tournament in Wichita included:





PARK(ing) Day

PARK(ing) Day is an annual worldwide event that seeks to activate existing parking spaces as a site for creative experimentation, artistic expression and unscripted social interaction. The initiative recognizes the need for new approaches that help shape the urban landscape – by converting small segments of the automobile infrastructure into places for people. In 2017, Downtown Wichita organized the local PARK(ing) Day event with multiple groups and businesses participating.

Prizes were awarded to the following organizations: Best Overall - Howerton+White and Vibrant ICT, Most Engaging - Howerton+White and Vibrant ICT, Uniquely Wichita - Liv+Work, Most Informative - Wichita Transit and Most Creative - The Garvey Center.





Programming Support

Downtowns provide the distinctive fabric of a community and the sense of place needed to retain talent and promote civic engagement. In addition to leading placemaking events to activate the urban core, the Downtown Wichita team supported programming efforts of public and private sector partners to further engage the community. In 2017, the Downtown Wichita team provided marketing and communications support for Open Streets ICT, which was led by the City of Wichita Parks & Recreation division by designing a logo for the event.

The Old Town district in Downtown, named an “Amazing Place” by the American Planning Association ten years ago, celebrated the decade anniversary of this award in 2017. The Downtown Wichita team promoted this milestone by partnering with the Old Town Association and City of Wichita to design and produce banners and generate awareness on social media. In addition, an event which came out of the Wichita Community Foundation’s “Up the Ambition” program – titled “Light Up Reflection Square Park” – was supported by the Downtown team with marketing material production and digital event promotion.





Pop-Up Park

The Pop-Up Park transformed and activated an eyesore in the urban core of Wichita into a thriving public space where the community can interact and connect in 2015. This project filled in a former “hole” and in its place built a temporary park with raised planters that double as seating, artwork by local artists, a variety of colorful seating options, festoon lighting and a concrete ping-pong table which is a local favorite.



Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to construct the Pop-Up Park and positively enhance Wichita's urban core.





Transforming this eyesore into a community gathering space creates many opportunities for civic engagement. The park, located at 121 E. Douglas Avenue, is activated daily by food truck vendors who serve up tasty cuisine for Downtown employees, residents and visitors. The park also hosts multiple events throughout the year, including everything from dog costume parties to live concerts. The Downtown Wichita staff coordinates the food truck schedule and collaborates with partners on events that activate the space.

In addition, the Downtown team has led placemaking efforts within the park, including a temporary Pop-Up Beach. Colorfully painted tires held back sand with beach furniture for kids and visitors to play in. The project capped off the summer with a Luau-themed party, where event-goers competed for prizes in a hula-hoop contest, limbo competition and pineapple eating contests.





Gallery Alley

Gallery Alley is a temporary placemaking initiative that transformed an underutilized alley into a vibrant public space. The 15-foot-wide alley was formerly open to vehicular traffic, causing an unsafe environment along the Douglas Avenue frontage. The goal of the alley is to accelerate revitalization in Downtown Wichita through promoting urban, walkable, people-oriented development and local art through a new urban design concept. Gallery Alley is located at 616 E. Douglas Avenue. In partnership with the adjacent property owners, Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to construct Gallery Alley in May 2017 and positively enhance Wichita's urban core.





The creative space showcases vibrant sculptures and a ground mural by local artists and regularly hosts live music, art exhibits and movie nights, which are open to the public. Festoon lighting and colorful furnishings provide a welcoming environment to either grab lunch or connect with others in the community. Downtown Wichita hopes to work with the adjacent owners and public partners to make the project a permanent installation.



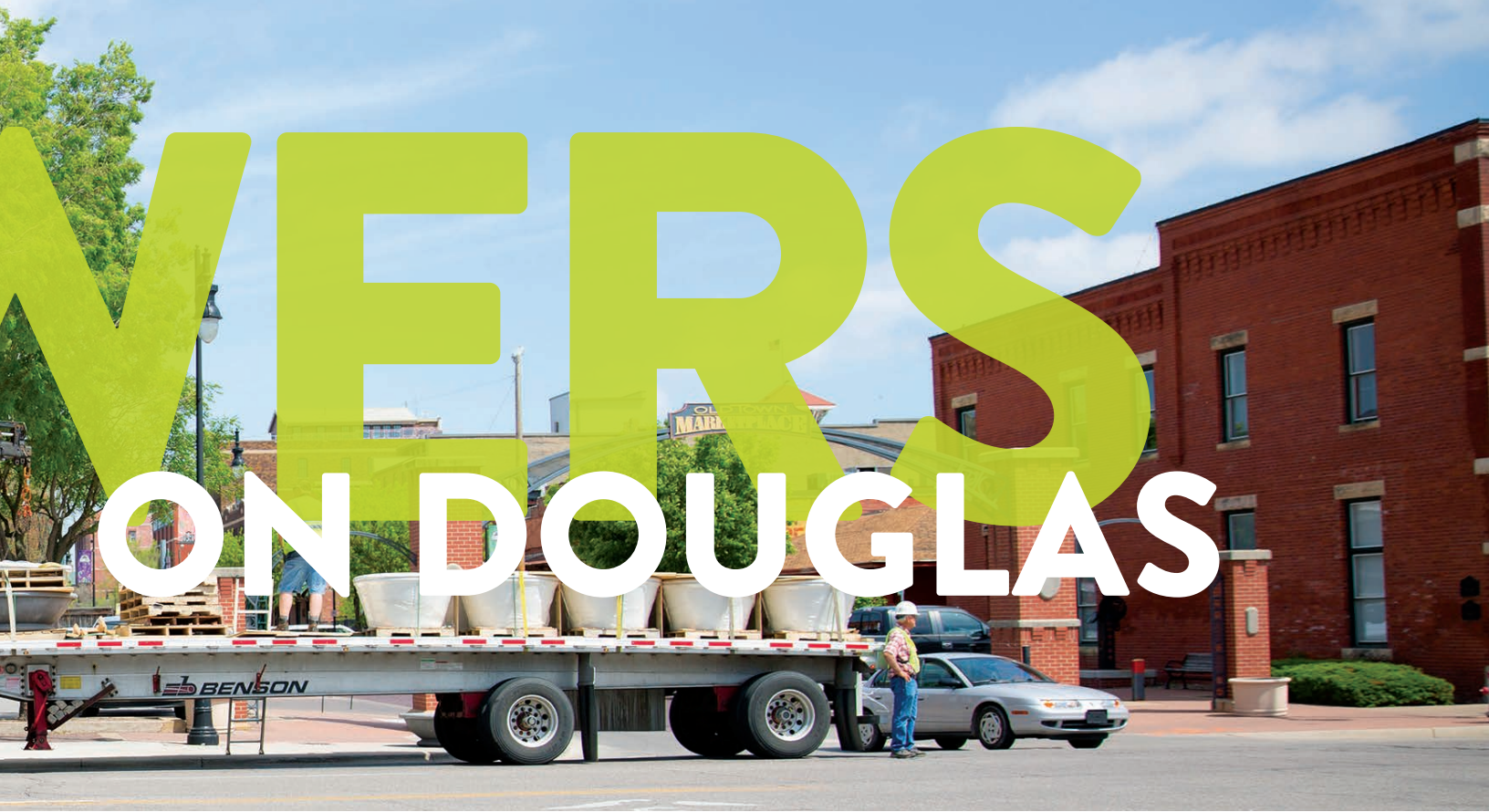
FLOW



Flowers on Douglas

Last year, over 100 planter pots were installed along Douglas Avenue from Main to Washington Streets. These planters are filled with flowers and greenery and are updated seasonally. This initiative, titled “Flowers on Douglas,” was launched by Downtown Wichita in 2017 in partnership with the City of Wichita, who purchased large planter pots for the Douglas Avenue corridor as part of its ongoing streetscape improvement project. Downtown Wichita contracted with a local landscape company to plant and maintain the planters on an ongoing basis, utilizing funding from the SSMID.





Cindy Carnahan, a passionate gardener and local business owner, helped lead the project with additional private sector fundraising and the planning of the beautiful flower arrangements. A team of Master Gardener volunteers donated their time and expertise to plant the flowers. Seasonal plantings and cascading flowers bloomed all summer and into the fall from Main to Washington Streets and the visual impact to Douglas Avenue was a tremendous success. To further enhance the beautiful foliage and infrastructure installed last year, the Flowers on Douglas project is expanding to incorporate eighty hanging baskets along Douglas Avenue in 2018.



Information Sources



The 2018 State of Downtown Report was published by Downtown Wichita in May 2018.

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

1. U.S. Census Bureau, 2012-2016 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, 879 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, 2012-2016 American Community Survey 5-Year Estimates, the average size of renter-occupied units is 1.24 persons. Therefore, an estimate for the current population is 2,319.

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 2008 - 2017 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 2008 - 2017 only for the Downtown SSMID District (shown on map on page 33 - 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 2008-2017 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$ 645,806, 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, 2016: \$0, 2017: \$2,886,656. 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, 2017 Annual Average, Vol. 50, No. 4.

7. Central Business District. J.P. Weigand & Sons Inc. Forecast 2018

8. Visit Wichita Convention & Visitors Bureau

9. Wichita Business Journal Book of Lists
Vol. 32 No. 51 Published December 22, 2017

10. Smith Travel Reports; W-ZHA, LLC.
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. U.S. Census Bureau, 2012-2016 American Community Survey 5-year estimates, Race, Total Population. Downtown census data is for zip code 67202. Totals may not add up 100 due to rounding.

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 2018.

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

17. Downtown Wichita (or Wichita Downtown Development Corporation)

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. Brookings Institution - 2012

21. Wichita ranks third on Brookings 2015 advanced industry hotspots list, or R&D and STEM-worker intensive industries. These industries—which range from automotive and aerospace manufacturing to energy activities to digital services like computer system design and software—play an outsized role in powering regional and national economic success, Brookings - 2015

22. Forbes - 2013

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



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