



Photo by 34thStateMedia.com



# #1 BEST CITY

FOR MANUFACTURING WORKERS

*Kempler Industries*

# #9 TOP CITIES

WITH THE BEST WORK-LIFE BALANCE

*SmartAsset.com*

# DISCOVER

# #8 HOTTEST CITIES

FOR YOUNG MILLENNIALS TO BUY HOMES

*Realtor.com*

# #3 CITY

FOR LOW STARTUP COSTS IN AMERICA

*SmartAsset.com*

**#1 GROWTH RATE**

OF DIGITAL SERVICES JOBS

*The Brookings Institution*

**#2 RECESSION-PROOF**

CITIES IN THE UNITED STATES

*Livability.com*

 **WICHITA, KANSAS**

ONE OF THE  
**COOLEST CITIES**  
IN AMERICA

*Thrillist.com*

KNOWN AS THE  
**AIR CAPITAL**  
OF THE WORLD



# 2019 State of Downtown Highlights

**\$655** MILLION<sup>4</sup>

10 YEAR TOTAL  
PRIVATE INVESTMENT

**\$85.2** MILLION<sup>4</sup>

2018 PRIVATE INVESTMENT

**9:1**<sup>4</sup>

PRIVATE TO PUBLIC  
2018 INVESTMENT

**\$197** MILLION<sup>4</sup>

10 YEAR TOTAL  
PUBLIC INVESTMENT

**\$9.3** MILLION<sup>4</sup>

2018 PUBLIC INVESTMENT

**\$163** MILLION<sup>15</sup>

2018 RETAIL SALES

**513,984 SF**<sup>7</sup>

TOTAL SQUARE FEET  
OF RETAIL SPACE

**4.1** MILLION<sup>7</sup>

TOTAL SQUARE FEET  
OF OFFICE SPACE

**89%**<sup>7</sup>

OCCUPIED CLASS A  
OFFICE SPACE

**1,228**<sup>17</sup>

RESIDENTIAL UNITS  
COMPLETED SINCE 2010

**350**<sup>17</sup>

RESIDENTIAL UNITS  
IN DEVELOPMENT

**2,749**<sup>2</sup>

ESTIMATED RESIDENTIAL  
POPULATION





Downtown Wichita is the center of commerce and culture in the largest city in Kansas – offering vibrant cultural experiences, walkable amenities and endless activities. Downtown is home to dynamic companies who choose to be in the middle of the action. During my time with Westar Energy over the past 12 years I have witnessed downtown’s evolution firsthand and it has been an awesome experience!

Much of that transformation began in 2010 with the adoption of Project Downtown: The Master Plan for Wichita. Since that time, over \$694 million in both private and public sector funding has been invested in downtown. It is amazing to look back at all that has been accomplished as we approach the 10-year mark since the master plan was set into motion.

As I look down our postcard street, Douglas Avenue, I see progress through projects like Cargill Protein Group’s new \$70 million headquarters where over 850 employees are now just steps away from Old Town. Right next door, the \$54 million restoration of the historic Union Station is nearing completion and the neighboring \$23 million Spaghetti Works development is serving as a catalyst for the redesign and rebuilding of Naftzger Park, our premier urban park.

Heading west on Douglas Avenue lives one of our community’s most treasured assets, the Arkansas River. A project that I am especially looking forward to seeing come to fruition is the new \$75 million ballpark that will reside on the river’s west bank. The ballpark will be home to Wichita’s new Triple-A minor league baseball team in addition to serving as a community gathering place for a variety of events. I’ll be there to cheer on our new team as they step up to the plate for the first time in the spring of 2020.

Downtown Wichita is pleased to present this State of Downtown Report containing market and economic data as a resource for continued development. As we reflect on recent progress throughout this report, we recognize that we have much more to accomplish. Recent wins can fuel future success when we strive for excellence. We ask you to join in the commitment to downtown’s further development. We have the opportunity to dream big for Wichita. Let’s seize the moment together in Wichita, my hometown.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Sherman", with a long horizontal flourish extending to the right.

Don Sherman, Chair  
Downtown Wichita



**Don Sherman, Chair**  
Downtown Wichita

The Chavez family walking along the newly renovated riverfront near River Vista.

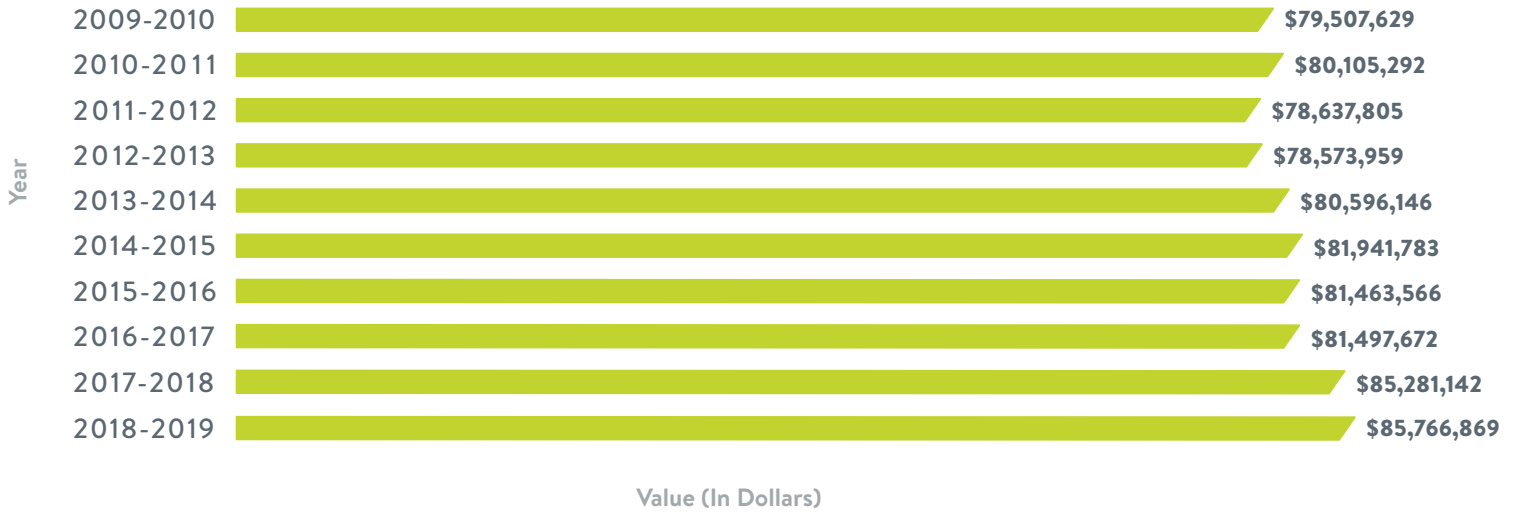


# INVEST

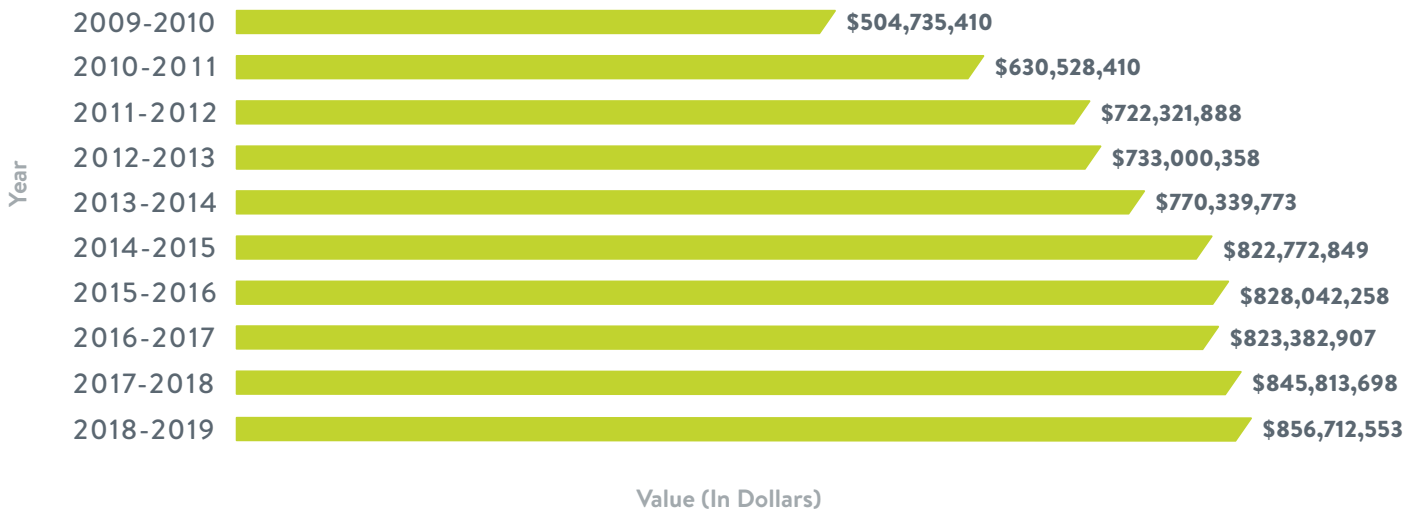
## BUILDING A THRIVING CITY

There's an energy in Wichita that is renewing our cityscape. From vacant to vibrant, key land parcels in 2018 were transformed into hubs of inspiring activity including the Advanced Learning Library, Wave Venue, Cargill Protein Group's new \$70 million North American headquarters and more. Strategic investment by the public sector revived the west bank of the Arkansas River into an engaging community space, catalyzing the recently completed 203-unit River Vista property. Driven by the vision in Project Downtown: The Master Plan for Wichita, \$94 million private and public funds were invested in the district last year, with private sector investment leveraging public sector investment 9:1.

## Assessed Real Property Value <sup>5</sup>



## Appraised Property Value <sup>5</sup>



**\$85.2M** <sup>4</sup>

2018 PRIVATE INVESTMENT

The private sector continues to invest in downtown revitalization, increasing vibrancy and bringing new possibilities to the core.

**\$655M** <sup>4</sup>

10 YEAR PRIVATE INVESTMENT

Downtown Wichita is a city under transformation, largely driven by significant private sector investment over the past 10 years.

**9:1** <sup>4</sup>

PRIVATE TO PUBLIC INVESTMENT

Strategic investment by the public sector catalyzed private sector investment in downtown in 2018, with a 9:1 private to public ratio.



# Investment in Downtown <sup>4</sup>

**Private Investment**  
10 Year Total \$655,956,086

**Public Investment**  
10 Year Total \$103,216,465

**Arena Investment\***  
10 Year Total \$94,136,494  
\*Total Arena investment since 2005= \$193,514,252



Annual

Total Investment  
\$94,596,588

**90%**  
\$85,248,770

**10%**  
\$9,347,818



Since Project Downtown

Total Investment  
\$694,550,282

**85%**  
\$593,504,404

**13%**  
\$88,668,127

**2%**  
\$12,377,751



10 Year Investment

Total Investment  
\$853,309,045

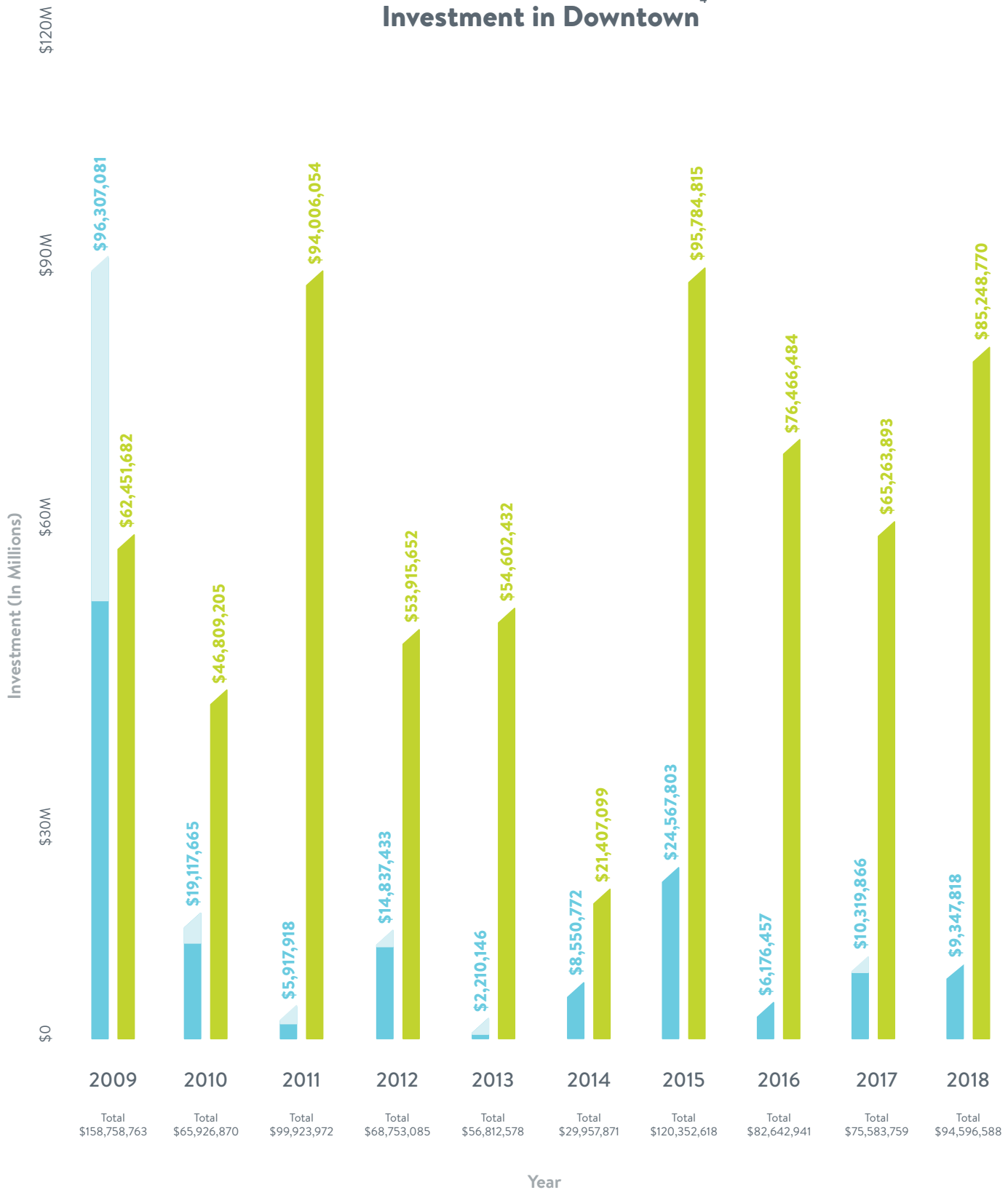
**77%**  
\$655,956,086

**12%**  
\$103,216,465

**11%**  
\$94,136,494\*



# Investment in Downtown <sup>4</sup>



**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 2009-2018 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 2009-2018 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 2009-2018 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, 2018: \$0.



The Sweeneys enjoying  
the rooftop deck at the  
Colorado Derby Lofts.

# LIVE

## FIND YOURSELF HERE

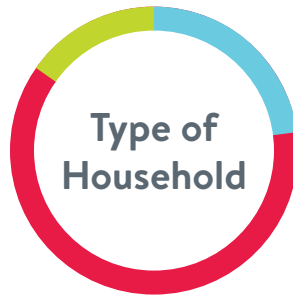
Experience the creative character of downtown Wichita around every corner. With over 30 distinctive living options and outdoor spaces serving as gathering hotspots and performance venues – an estimated 2,749 residents call our vibrant district home. In the past decade, residential units have doubled, and in 2018 over 300 units came online from two properties – the Colorado Derby Lofts and River Vista luxury apartments along the west bank of the Arkansas River. Opportunities to turn the possibilities of today into the thriving landmarks of tomorrow continue to grow – a recent study projects market capacity for an additional 2,000 new units to come online over the next five years.



## Resident Demographics<sup>1</sup>



**84%** 2010 or later  
**12%** 2000-2009  
**4%** 1990-1999

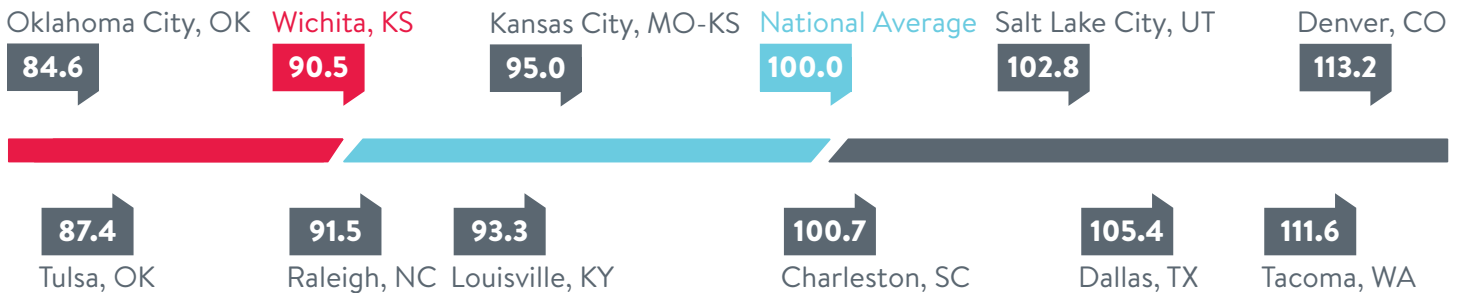


**23%** Studio  
**61%** One Bedroom  
**15%** Two or Three Bedrooms



**28%** \$14,999 or less  
**5%** \$15,000-\$24,999  
**14%** \$25,000-\$34,999  
**14%** \$35,000-\$49,999  
**16%** \$50,000-\$74,999  
**10%** \$75,000-\$99,999  
**9%** \$100,000-\$149,999  
**3%** \$150,000-\$199,999  
**1%** \$200,000 or more

## Cost of Living Index<sup>6</sup> Metropolitan Statistical Area



**2,749**<sup>2</sup>

ESTIMATED POPULATION

The number of downtown residents continues to grow since Project Downtown: The Master Plan for Wichita was adopted in 2010.

**2,000+**<sup>17</sup>

POTENTIAL UNITS

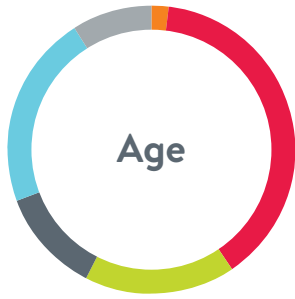
A recent market study projects market capacity for an additional 2,000 units to come online over the next five years.

**1,228**<sup>17</sup>

UNITS COMPLETED SINCE 2010

Residential options grew with the completion of Colorado Derby Lofts and River Vista, adding over 300 units in the last year.

## Resident Demographics<sup>1</sup>



- 2% 0-19 Years Old
- 39% 20-29 Years Old
- 17% 30-39 Years Old
- 12% 40-49 Years Old
- 22% 50-59 Years Old
- 9% 60+ Years Old

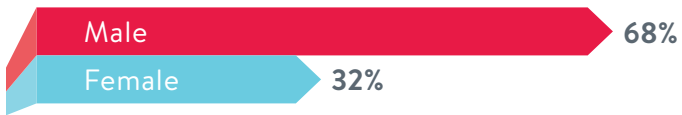


- 89% White
- 9% Black or African American
- 1% American Indian and Alaskan
- 3% Asian
- 2% Other



- 7% Some High School
- 21% High School Graduate
- 31% Some College or Associates
- 41% Bachelor's Degree or Higher

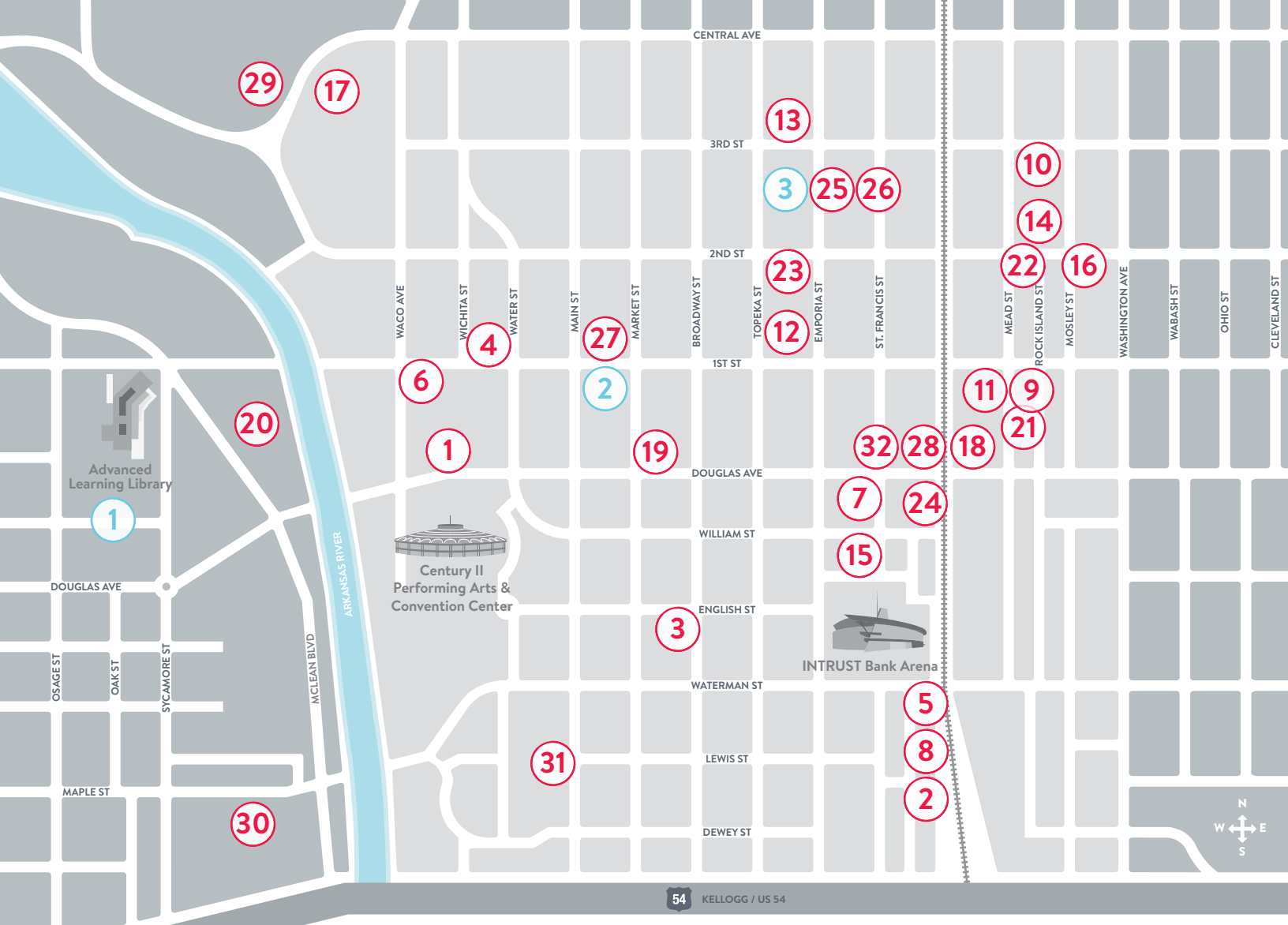
## Gender<sup>1</sup>



## Marital Status<sup>1</sup>



Photo of the Spaghetti Works Apartments courtesy of Landmark Commercial Real Estate



● Downtown SSMID District

## Residential Properties

○ Complete    ○ Under Construction/Planning

- |                                                      |                                                            |                                                      |                                                       |
|------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------|-------------------------------------------------------|
| <b>1</b> <b>250 Douglas Place</b><br>155 UNITS       | <b>11</b> <b>Innes Station</b><br>80 UNITS                 | <b>21</b> <b>Rock Island Lofts</b><br>8 UNITS        | <b>31</b> <b>WaterWalk Place (Condos)</b><br>46 UNITS |
| <b>2</b> <b>520Commerce</b><br>24 UNITS              | <b>12</b> <b>La Louisiana</b><br>24 UNITS                  | <b>22</b> <b>Rumley Lofts (Condos)</b><br>28 UNITS   | <b>32</b> <b>Zelman Lofts</b><br>9 UNITS              |
| <b>3</b> <b>Broadway Autopark Apts.</b><br>44 UNITS  | <b>13</b> <b>Legacy Square Apts.</b><br>50 UNITS           | <b>23</b> <b>Shirkmere Apts.</b><br>108 UNITS        | <b>1</b> <b>EPC Delano*</b><br>180 UNITS              |
| <b>4</b> <b>Colorado Derby Apts.</b><br>106 UNITS    | <b>14</b> <b>Lofts at Old Town Square</b><br>15 UNITS      | <b>24</b> <b>Spaghetti Works</b><br>40 UNITS         | <b>2</b> <b>Market Centre</b><br>110 UNITS            |
| <b>5</b> <b>Commerce Street Lofts</b><br>6 UNITS     | <b>15</b> <b>Lofts at St. Francis (Condos)</b><br>27 UNITS | <b>25</b> <b>The Flats 324</b><br>68 UNITS           | <b>3</b> <b>The Flats 324 Expansion</b><br>60 UNITS   |
| <b>6</b> <b>Corner 365</b><br>36 UNITS               | <b>16</b> <b>Mosley Street Lofts</b><br>24 UNITS           | <b>26</b> <b>The Flats 324 Modern</b><br>73 UNITS    |                                                       |
| <b>7</b> <b>Eaton Place</b><br>118 UNITS             | <b>17</b> <b>Pinnacle Lofts &amp; Apts.</b><br>70 UNITS    | <b>27</b> <b>The LUX</b><br>86 UNITS                 |                                                       |
| <b>8</b> <b>Finn Lofts</b><br>25 UNITS               | <b>18</b> <b>Player Piano Lofts</b><br>36 UNITS            | <b>28</b> <b>The Renfro</b><br>20 UNITS              |                                                       |
| <b>9</b> <b>Grant Telegraph (Condos)</b><br>13 UNITS | <b>19</b> <b>ReNew Wichita</b><br>240 UNITS                | <b>29</b> <b>Water's Edge Apts.**</b><br>584 UNITS   |                                                       |
| <b>10</b> <b>Harvester Lofts</b><br>48 UNITS         | <b>20</b> <b>River Vista*</b><br>203 UNITS                 | <b>30</b> <b>WaterWalk Hotel Apts.*</b><br>133 UNITS |                                                       |

\*Located outside the 67202 zip code.

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



Cristy on her way to work at  
Cargill Protein Group.

# WORK

## COLLABORATE IN THE CORE

With over 4.1 million square feet of commercial space in the city's core, the possibilities to launch entrepreneurial ideas or sustain dynamic business interests in a thriving environment are endless. Demand for urban office space continues to increase globally as businesses position themselves to attract and retain talent in unique, urban spaces. Class A office space increased by 12% in 2018 with the completion of Cargill Protein Group's new \$70 million headquarters, boasting 188,000 square feet of collaborative workspace and housing over 850 employees. From solo operations to large scale corporations, companies are looking to downtown as the employment epicenter.

# Central Business District Office Space<sup>7</sup>



**Total Square Feet (SF)**  
4,108,053 SF



**Average Price Per SF**  
\$11.49 per SF

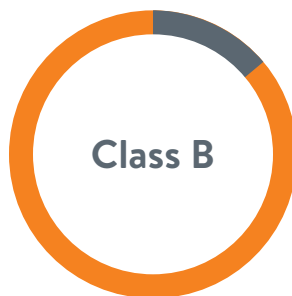


**Average Occupancy Rate**  
85% Occupied

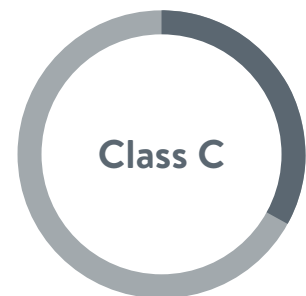
## Occupancy Rates<sup>7</sup>



**89%** Occupancy Rate  
**11%** Vacancy Rate

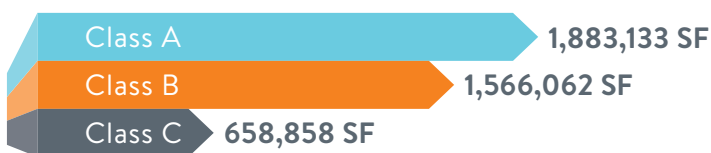


**86%** Occupancy Rate  
**14%** Vacancy Rate

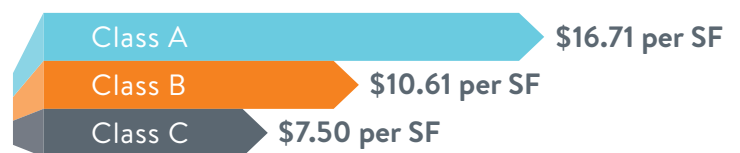


**67%** Occupancy Rate  
**33%** Vacancy Rate

## Total Square Feet<sup>7</sup>



## Average Price Per SF<sup>7</sup>



**4.1M SF**<sup>7</sup>

TOTAL OFFICE SPACE

Downtown maintains the highest concentration of leaseable office space in the city with an average occupancy rate of 85%.

**4%+**<sup>7</sup>

INCREASE IN CLASS A OCCUPANCY

Demand for Class A office space rose to 89% as more companies position themselves to thrive in the urban core.

**207,000 SF**<sup>7</sup>

NET NEW CLASS A OFFICE SPACE

Led by Cargill Protein Group's innovative new headquarters, downtown added significant new Class A space in 2018.

# Central Business District Office Space <sup>7</sup>

Over the past five years (2015-2019)

## Class A

	2015	2016	2017	2018	2019
Total SF	1,612,573	1,701,351	1,703,476	1,676,035	<b>1,883,133</b>
Average Price Per SF	\$16.04	\$16.37	\$16.36	\$17.08	<b>\$16.71</b>
Occupancy Rate	87%	87%	87%	85%	<b>89%</b>

## Class B

	2015	2016	2017	2018	2019
Total SF	1,774,983	1,680,837	1,697,034	1,621,813	<b>1,566,062</b>
Average Price Per SF	\$9.96	\$9.86	\$9.69	\$12.05	<b>\$10.61</b>
Occupancy Rate	76%	81%	79%	86%	<b>86%</b>

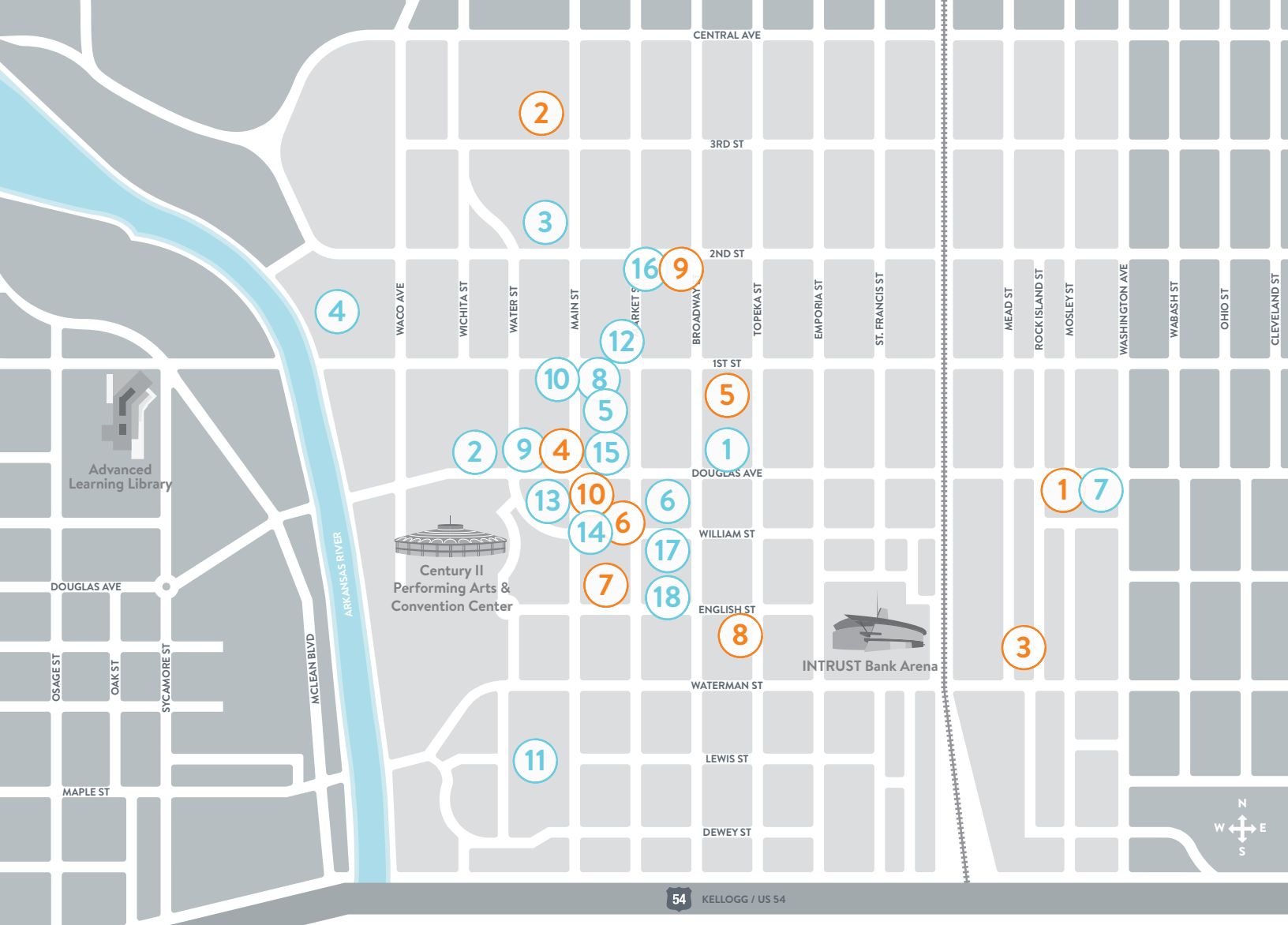
## Class C

	2015	2016	2017	2018	2019
Total SF	572,580	589,132	560,351	660,549	<b>658,858</b>
Average Price Per SF	\$7.46	\$8.07	\$7.15	\$6.81	<b>\$7.50</b>
Occupancy Rate	72%	59%	70%	55%	<b>67%</b>



Agnew & Associates recently renovated their office space in Old Town





● Downtown SSMID District

## Largest Office Buildings<sup>9</sup>

By total square footage

- |                                                                                   |                                                                        |
|-----------------------------------------------------------------------------------|------------------------------------------------------------------------|
| <b>1</b> <b>Ruffin Building</b><br>100 N. BROADWAY - 394,000 SF                   | <b>12</b> <b>The LUX</b><br>120 E. FIRST - 129,312 SF                  |
| <b>2</b> <b>Garvey Center</b><br>250 W. DOUGLAS - 345,000 SF                      | <b>13</b> <b>Century Plaza Building</b><br>111 W. DOUGLAS - 127,000 SF |
| <b>3</b> <b>Epic Center</b><br>301 N. MAIN - 298,000 SF                           | <b>14</b> <b>High Touch Technologies</b><br>110 S. MAIN - 107,592 SF   |
| <b>4</b> <b>Farm Credit Bank Building</b><br>245 N. WACO - 257,364 SF             | <b>15</b> <b>One Main Place</b><br>100 N. MAIN - 103,200 SF            |
| <b>5</b> <b>125 N. Market</b><br>125 N. MARKET - 222,679 SF                       | <b>16</b> <b>Emprise Bank</b><br>257 N. BROADWAY - 99,181 SF           |
| <b>6</b> <b>Finney State Office</b><br>103 S. Market - 200,000 SF                 | <b>17</b> <b>Sutton Plaza</b><br>209 E. WILLIAM - 95,975 SF            |
| <b>7</b> <b>Cargill Protein Group<sup>17</sup></b><br>825 E. Douglas - 188,000 SF | <b>18</b> <b>Petroleum Building</b><br>221 S. BROADWAY - 86,513 SF     |
| <b>8</b> <b>Former Commerce Bank</b><br>150 N. MAIN - 156,000 SF                  |                                                                        |
| <b>9</b> <b>INTRUST Bank</b><br>105 N. MAIN - 156,000 SF                          |                                                                        |
| <b>10</b> <b>Centre City Plaza</b><br>151 N. MAIN - 146,000 SF                    |                                                                        |
| <b>11</b> <b>WaterWalk Place</b><br>515 S. Main - 139,394 SF                      |                                                                        |

## Top Employers<sup>17</sup>

By number of employees (offices with 100+)

- |                                                        |                                                           |
|--------------------------------------------------------|-----------------------------------------------------------|
| <b>1</b> <b>Cargill Protein Group</b><br>850 EMPLOYEES | <b>6</b> <b>King of Freight</b><br>475 EMPLOYEES          |
| <b>2</b> <b>City of Wichita</b><br>765 EMPLOYEES       | <b>7</b> <b>Fidelity Bank</b><br>328 EMPLOYEES            |
| <b>3</b> <b>Protection 1/ADT</b><br>615 EMPLOYEES      | <b>8</b> <b>PEC</b><br>229 EMPLOYEES                      |
| <b>4</b> <b>INTRUST Bank</b><br>530 EMPLOYEES          | <b>9</b> <b>Emprise Bank</b><br>165 EMPLOYEES             |
| <b>5</b> <b>AT&amp;T</b><br>DNR                        | <b>10</b> <b>High Touch Technologies</b><br>100 EMPLOYEES |

Matthew and Sonya grabbing a bite to eat before a show at Wave concert venue.

# DISCOVER

## GREAT TIMES START DOWNTOWN

Explore the sights and sounds of local life around some of Wichita's favorite attractions, historic landmarks and world-renowned arts and cultural experiences. Downtown's diverse scene has something for everyone and welcomed thousands of convention and event attendees to explore the city last year. With over 1,000 hotel rooms in the district, and a new Hilton Garden Inn with 127 of rooms under construction, the urban core is ready to welcome visitors to experience the center of it all. As momentum continues in downtown, opportunities for new events, activities and hospitality will continue to arise.

## Attraction Attendance<sup>8</sup>

	2014	2015	2016	2017	2018
Wichita Thunder Hockey	174,725	174,332	186,042	165,506	191,091
Kansas Sports Hall of Fame	20,465	16,687	17,181	18,435	16,466

## Arts & Museum Attendance<sup>8</sup>

	2014	2015	2016	2017	2018
Botanica	138,375	154,114	159,885	168,350	200,843
Exploration Place	170,270	176,810	199,598	194,029	273,125
Great Plains Transportation Museum	2,850	2,747	5,581	4,519	3,513
Kansas African American Museum	2,845	2,747	3,000	4,289	4,090
Mid-America All-Indian Center	21,171	26,706	26,885	18,522	26,170
Museum of World Treasures	42,175	43,178	43,352	45,582	46,000
Old Cowtown Museum	59,889	61,495	58,430	80,326	54,948
Wichita Art Museum	57,134	62,028	44,808	69,532	79,278
Wichita Symphony Orchestra Performances <sup>22</sup>	56,539	52,692	48,346	37,028	55,013
Wichita/Sedgwick Co. Historical Museum	13,591	16,514	16,687	15,111	14,698

## Top Five Events

	2014	2015	2016	2017	2018
Riverfest <sup>21</sup>	380,000	380,000	450,000	455,000	460,000
Music Theatre Wichita Musical Series <sup>20</sup>	65,277	57,655	75,935	71,683	68,495
National Baseball Congress <sup>8</sup>	75,000	68,000	60,000	62,000	55,000
WABA Home Show <sup>8</sup>	30,000	20,000	28,000	25,000	40,000
Automobila's Moonlight Car Show <sup>8</sup>	160,000	60,000	60,000	60,000	20,000

# 656,000+

EVENT ATTENDEES<sup>17</sup>

Downtown Wichita is a major hub of activity for both locals and visitors with over 656,000 event attendees in 2018.

# 1,232

NUMBER OF HOTEL ROOMS<sup>8</sup>

With over 1,200 hotel rooms and more currently under construction, visitors can enjoy their stay with culture and entertainment close by.

# \$1.1 B

TOURISM ECONOMIC IMPACT<sup>8</sup>

In 2018, visitors to the greater Wichita region had an economic impact of over one billion dollars.



# Downtown Hotel Data <sup>10</sup>



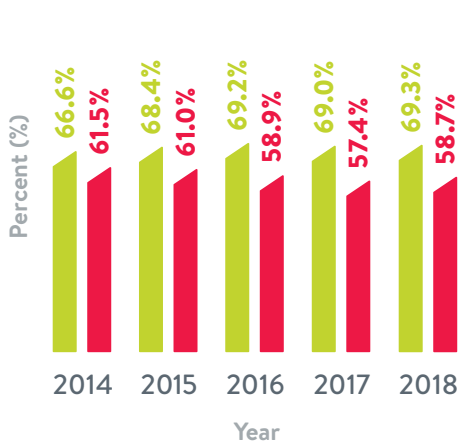
**Downtown Hotels**



**Overall Average of Wichita Area Hotels**

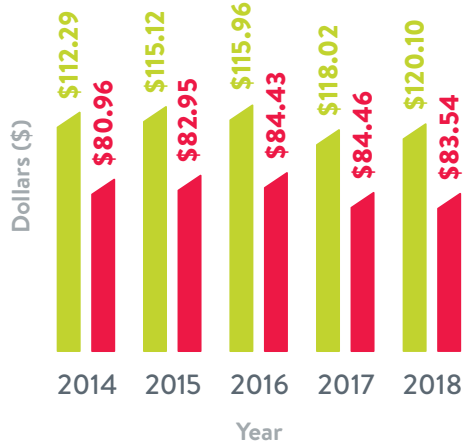
## Occupancy

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



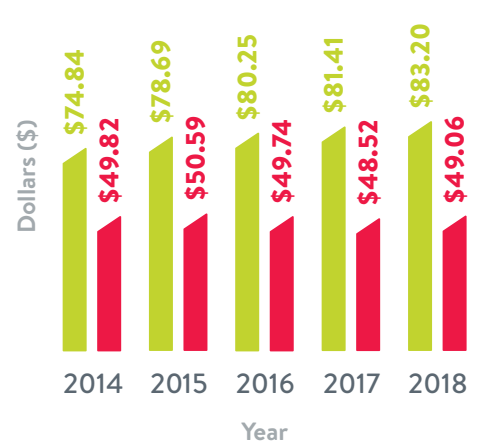
## Average Daily Rate (ADR)

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 II <sup>12</sup>



2018	474,912
2017	502,873
2016	535,205
2015	413,505
2014	441,302

### INTRUST Bank Arena <sup>13</sup>

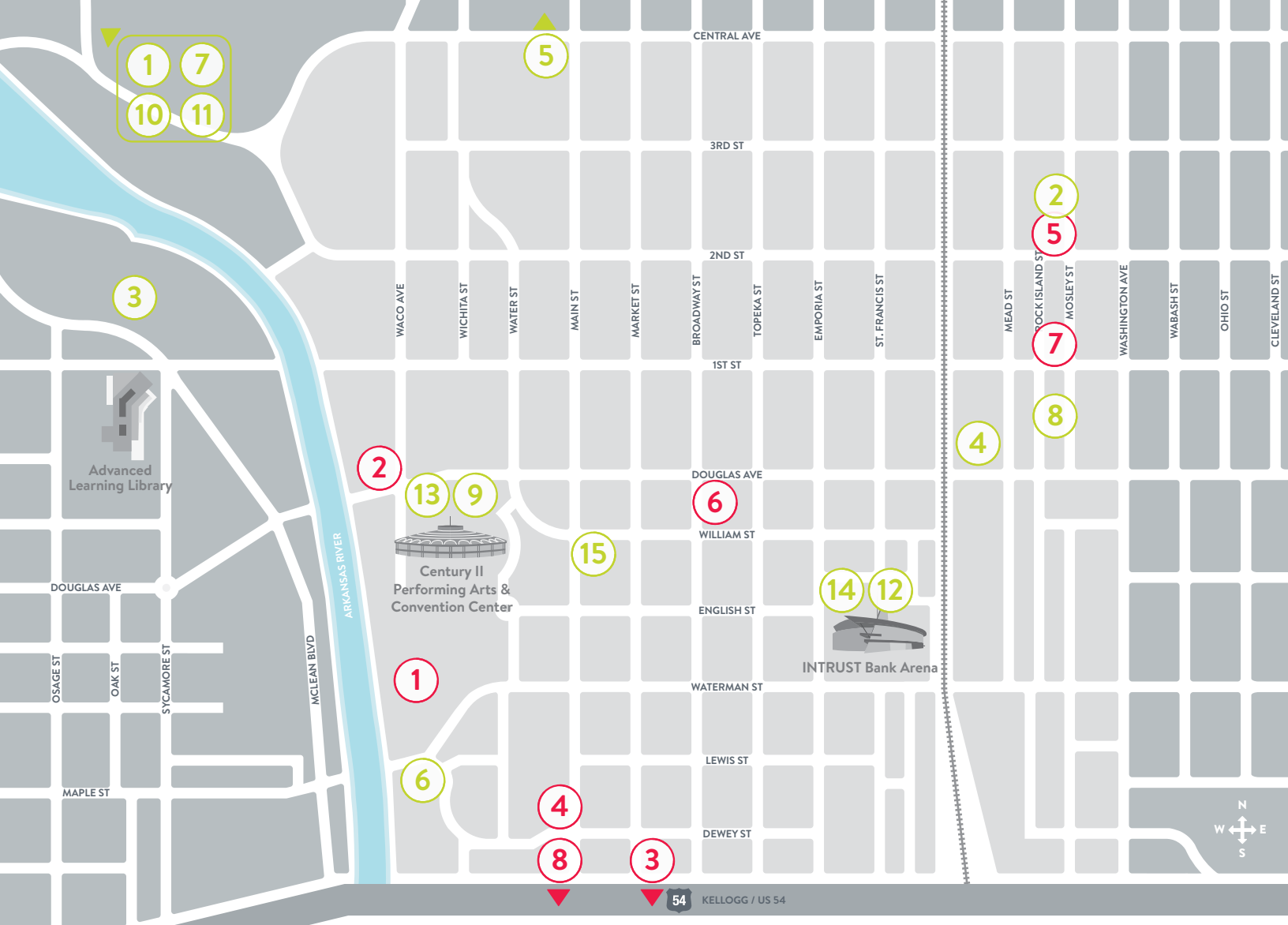


2018	352,285
2017	338,190
2016	371,280
2015	439,767
2014	298,825

### Orpheum Theatre <sup>14</sup>



2018	60,007
2017	63,047
2016	65,361
2015	80,025
2014	65,200



**Hotels**<sup>17</sup>  
By room quantity

**Museums & Attractions**<sup>17</sup>  
Listed in alphabetical order

- 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** CityArts Gallery  
334 N. MEAD
- 3** Exploration Place  
300 N. MCLEAN
- 4** Great Plains Transportation  
700 E. DOUGLAS
- 5** Kansas African American Museum  
601 N. WATER
- 6** Kansas Sports Hall of Fame  
515 S. WICHITA
- 7** Mid-America All-Indian Center  
650 N. SENECA
- 8** Museum of World Treasures  
835 E. 1ST
- 9** Music Theatre Wichita  
225 W. DOUGLAS
- 10** Old Cowntown Museum  
1865 MUSEUM
- 11** Wichita Art Museum  
1400 W. MUSEUM
- 12** Wichita Force Football  
500 E. WATERMAN
- 13** Wichita Symphony Orchestra  
225 W. DOUGLAS
- 14** Wichita Thunder Hockey  
500 E. WATERMAN
- 15** Wichita-Sedgwick County Historical Museum  
204 S. MAIN

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



Nelly and her daughter Maya explore Bella Luz, a local shop in Old Town Square.

# SHOP

EXPLORE LOCAL LIFE

Downtown is Wichita's favorite place to go for local flavor, vibrant nightlife and active adventures. In 2018, the downtown district drove an excess of \$163 million in retail sales, generating an important economic and employment base for the district. Serving as an innovative incubator for local businesses, and with over 450,000 shoppers within a 20 minute drive, downtown is where you come to discover local boutiques, taste unique craft beers and sample diverse culinary creations from local chefs. With 513,984 square feet of retail space, downtown Wichita is the place to immerse yourself in local life.



## Retail Data



- 42%** Food and Drink
- 23%** Miscellaneous Store Retail
- 10%** Motor Vehicle/Parts Dealers
- 6%** Building/Garden Equipment
- 4%** Health/Personal Care
- 15%** Others (combined total)



- 7%** Class A (37,371 SF)
- 86%** Class B (442,493 SF)
- 7%** Class C (34,120 SF)



- 93%** Occupancy Rate
- 7%** Vacancy Rate

## Top Retail Trade Sales by Industry

<sup>15</sup>


## Shopping Area

<sup>16</sup>


**457,236**<sup>16</sup>

RESIDENTS WITHIN 20 MINUTES

A large number of residents live within 20 minutes of downtown and provide a critical mass of locals who eat, drink and shop.

**513,984**<sup>7</sup>

TOTAL RETAIL SPACE

Downtown retail space is growing as locals and visitors look to the urban core for diverse experiences and one-of-a-kind items.

**\$163M**<sup>15</sup>

RETAIL SALES

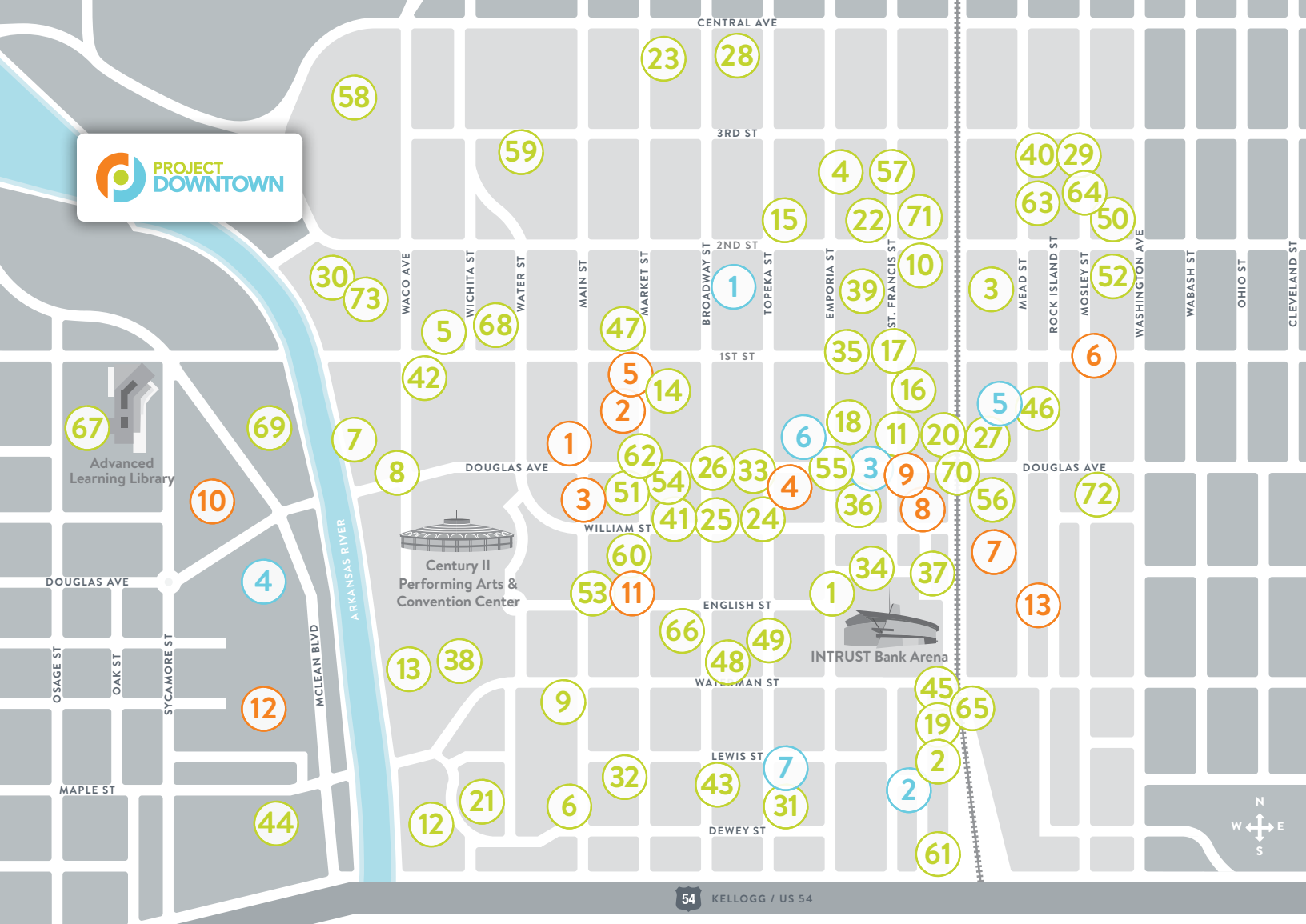
Unique shops, restaurants and nightlife drive retail sales and provide an important employment base for the district.

Gary and Jim working on-site of the Spaghetti Works project, where a new mixed-use building is being constructed.

# BUILD

## CREATING A VISION

From historic restorations to new construction, Wichita's urban core is a thriving hub of social, professional and cultural experiences with six inspiring projects completed in 2018 and many more underway. A former firehouse will transform into a hub for artists and entrepreneurs. The historic Union Station campus will feature an urban winery, open floor plans and retail space. The Spaghetti Works building and adjacent Naftzger Park will become a local landmark where our community can engage and connect. Each new urban project is developing Wichita into an iconic city, and brings us closer to the vision set forth in Project Downtown: The Master Plan for Wichita – the community's 15-year vision.



● Downtown SSMID District

**○ Completed in 2018**

- 67. Advanced Learning Library
- 68. Colorado Derby Lofts
- 69. River Vista Apartments
- 70. Douglas Avenue Underpass
- 71. Wave Event and Concert Venue
- 72. Cargill Protein Group
- 73. Farm Credit Bank Building

*\* Projects listed here (67-73) took place in 2018. View a full list of all completed projects (1-73) at [www.downtownwichita.org](http://www.downtownwichita.org).*

**○ Under Construction**

- 1. INTRUST Bank
- 2. 125 N. Market
- 3. High Touch Building
- 4. Hilton Garden Inn
- 5. Market Centre Apartments
- 6. First and Second Street Updates
- 7. Union Station Phase 2
- 8. Spaghetti Works (Mixed-Use)
- 9. Naftzger Park
- 10. EPC Delano (Mixed-Use)
- 11. Fidelity Bank Office
- 12. New Ballpark Development
- 13. The Ice House

**○ In Planning**

- 1. Orpheum Theatre Renovations
- 2. St. Francis & Commerce Street
- 3. Douglas Streetscape Phase 2
- 4. Riverfront Village
- 5. Mead Street Office Collective
- 6. Douglas & Emporia (Mixed-Use)
- 7. FireWorx Co-Working

View the most up-to-date list of all projects from 2010-2019 at [www.downtownwichita.org/development](http://www.downtownwichita.org/development).



# PROJECTS COMPLETED



## **Cargill Protein Group Headquarters** *\$70 million*

Over 850 employees are now stationed in this innovative office space. Boasting four stories and 188,000 square feet, the new Cargill headquarters features numerous collaboration spaces, wellness rooms, an outdoor patio, a state-of-the-art sensory center and more. Employees are thriving and just steps away from local dining and shopping in Old Town.



## **Advanced Learning Library** *\$33 million*

The new central branch of the Wichita Public Library features modern, flexible meeting spaces, a children's center, over 100 computers and charging stations and an on-site coffee shop operated by local Reverie Coffee Roasters. The second level of this creative space features a balcony where the community can enjoy a great book.

## **Colorado Derby Lofts** *\$9.5 million*

The nine-story Colorado Derby building has been transformed into 106 residential units with views overlooking the city and the Arkansas River. Residents can enjoy a rooftop pergola with large screen televisions, barbecue grills and a wading pool. Developers kept historic features intact, showcasing the building's unique history.



**River Vista**  
**\$38.4 million**

Located at Project Downtown’s Catalyst Site One, River Vista offers a unique style of living along the west bank of the Arkansas River. The project includes the construction of 203 luxury apartments, improvements to the riverfront and enhancements to the adjacent Delano Park. Residents enjoy amenities such as a resort-style clubhouse, an on-site fitness center and swimming pool, a pet park and more. The project also includes a “Boats and Bikes” rental facility that will begin in summer 2019.



**Douglas Avenue Underpass**  
**\$2.1 million**

Renovations to the Douglas Avenue Underpass, a key connector from INTRUST Bank Arena to Old Town, are now complete. Improvements included addressing structural issues, painting the understructure, adding creative lighting and mitigating pigeons. The underpass is now a bright and welcoming thoroughfare.



**Wave**  
**\$2 million**

A vacant surface lot has become a live concert and event venue with both indoor and outdoor space. Located in Old Town, Wave features a beer garden, food trucks, yard games and more. Guests can enjoy a bite to eat from a rotating lineup of food trucks, or a unique nacho station called Adios Nachoria all while attending a live concert.



# PROJECTS UNDER CONSTRUCTION



## Ballpark Project \$75 million

A Triple-A minor league baseball team is relocating to Wichita, spurring the development of a new ballpark. Plans include fixed seating for 6,000 with a total capacity of 10,000. The ballpark will host a wide variety of community events and serve as a catalyst for continued growth along the riverfront. Estimated completion is 2020.



## EPC Delano \$40 million

EPC Real Estate LLC was selected by the City of Wichita to develop two parcels of land in Delano. The project includes 180 residential units, as well as a mixed-use hotel concept with commercial space. The sites are located near the River Vista residential development and the new Advanced Learning Library.



## Second Street Improvements N/A

Improvements to Second Street are currently underway in the Old Town neighborhood. The project includes 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.



## Spaghetti Works \$23 million

The Spaghetti Works project includes the transformation of the historic property into 41 unique residential units as well as the construction of a new building on the former adjacent surface parking lot. This development is poised to become a local landmark and is the catalyst for the Naftzger Park redevelopment.





**Hilton Garden Inn**  
*\$14.2 million*

The former Commerce Plaza building at the northeast corner of Douglas and Topeka will become a Hilton Garden Inn. Plans include 120-130 guest rooms, meeting space, a restaurant and rooftop bar and more. The project will utilize the neighboring parking garage, allotting slots for guest parking. Estimated completion is summer of 2019.



**Naftzger Park**  
*\$3.9 million*

A community park will become a vibrant and interactive space with an open lawn for events, a dog run, a stage/pavilion, space for food trucks, flexible seating, gardens and more. The park was designed by world-renowned architect SWA Balsey. Every made a gracious donation of \$1.4 million to make this project possible.



**The Ice House Project**  
*N/A*

Occidental Management plans to renovate a historic building known as "the icehouse" into 27,000 square feet of Class A office space. The building will feature several balconies and a rooftop patio. Developers plan to retain distinctive aesthetics while adding complementary modern elements and may include a restaurant on the ground floor.



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

The iconic Union Station terminal building will soon house a mix of retailers, restaurants and innovative office space. Building upon the renovations completed in Phase 1 (including a mixed-use public plaza area and office space), Phase 2 is currently under construction and includes an additional 150,000 square feet of new commercial space.

# PROJECTS IN PLANNING



## **FireWorx** *\$1.1 million*

The former Topeka Street Fire Station will transform into a shared co-working space for artists and startup businesses. The first floor will feature a coffee shop, art gallery, and open, shared workspaces available for rent. The second floor will feature private studios and office space available for flexible leasing.



## **Douglas & Emporia Project** *\$22 million*

Development plans on the northwest corner of Douglas and Emporia would transform the site into a mixed-use property with commercial space on the ground floor and offices on the three upper floors. Preliminary plans include razing an existing building and constructing a new 75,000 square foot building in its place and on the adjacent lots.

## **Kansas Health Science Center** *N/A*

Plans are underway to restore the buildings formerly known as Finney State Office Building, Henry's Building, Broadway Plaza and Sutton Place. This project will focus on the area along William Street (just south of Douglas Avenue between Market and Broadway Streets) and is adjacent to Catalyst Site Five as outlined in Project Downtown.





**Riverfront Village**  
N/A

Developers plan to transform the west bank of the Arkansas River into a 7-acre mixed-use development that could include residential, office and commercial uses. Adjacent to the proposed new Ballpark, this new development hopes to become a gathering place for the community that will draw visitors from across the region.



**Mead Street Collective**  
N/A

The former downtown mini storage building will transform into a collaborative environment featuring twenty private offices, space for restaurant concepts, an outdoor patio, a second-floor deck on both the east and west sides of the building and a rooftop deck/entertainment area. The building is located at a key entrance to Old Town.



**St. Francis and Commerce Street Improvements**  
\$5.1 million

Plans include upgrading utility and drainage infrastructure, refurbishing the existing brick streets and further definition of parking and drive lanes. All updates will preserve the character of the Commerce Street Arts District.



Billy and Lavonta explore  
Old Town just outside the  
Museum of World Treasures.

# DOWNTOWN WICHITA

**Downtown Wichita shows collaborative leadership to strengthen downtown as:**

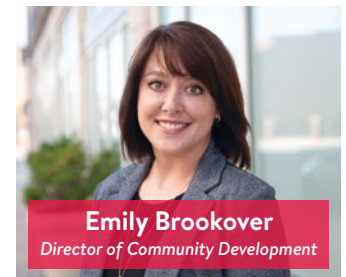
- ▶ The heart of the city for all citizens
- ▶ An active and prosperous place for businesses and employees
- ▶ A center for artistic and cultural experiences
- ▶ A vibrant urban environment for residents, workers and visitors



## Commerce and Culture at the Core

Downtown Wichita is a private 501c(3) non-profit 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 that revitalize and enhance Wichita's urban core. We collaborate with stakeholders to stimulate investment and interest in downtown. By connecting resources from the private sector and local government, we steward initiatives that allow commerce and culture to thrive.

### Downtown Wichita Staff



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 administered by a professional staff, Downtown Wichita contracts with the City of Wichita to provide economic 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 Central Avenue, Kellogg Avenue, Washington Street and the Arkansas River. In 2018, Downtown Wichita leveraged SSMID funding and raised an additional \$197,044 in private sector contributions. In total, from 2009-2018, Downtown Wichita has leveraged raised \$942,402 in addition to SSMID funding. Enhancing downtown vibrancy is one of the key priorities of the Greater Wichita Partnership, realized through the Downtown Wichita organization.

### 2019 Downtown Wichita Board of Directors

#### EXECUTIVE COMMITTEE

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Westar Energy

**Joe Tigert, Vice Chair**  
New York Life, Kansas General Office

**Sean Weaver, Finance Chair**  
Allen, Gibbs & Houlik, L.C.

**Steve Coen, Immediate Past Chair\***  
Kansas Health Foundation

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Trans Pacific Oil Corp.

**Bill Livingston\***  
GLMV Architecture

**Brian Blackerby**  
INTRUST Bank

**Cassandra Bryan**  
Cassandra Bryan Design

**Chad McDaniel**  
Emprise Bank

**Dick Honeyman\***  
Hite, Fanning & Honeyman

**Erik Leschuk**  
LightSpeed VT

**Greg Boulanger\***  
Cargill Protein Group

**Jana Davis**  
High Touch Technologies, Inc.

**Joe Johnson\***  
SJCF Architecture

#### BOARD MEMBERS CONT.

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Cablecom, Inc.

**John Belford**  
Belford Electric

**John Rupp**  
ReeceNichols South Central Kansas

**Larry Weber**  
Garvey Center

**Marilyn Grisham**  
The Fiber Studio

**Martha Linsner**  
The Trust Company of Kansas

**Nicole Howerton**  
Howerton+White

**Randy Doerksen**  
Meritrust Credit Union

**Rod Young**  
Professional Engineering Consultants, P.A.

**Scott Flemming**  
Signal Theory

**Sharon Fearey**  
Downtown Resident

**Tim Nelson**  
Fidelity Bank

**Todd Ramsey**  
Apples & Arrows

**Tom Johnson**  
NAI Martens

#### EX OFFICIO MEMBERS

**Brandon Johnson**  
City of Wichita, District I

**Bryan Frye**  
City of Wichita, District V

**Cindy Claycomb\***  
City of Wichita, District VI

**Dale Miller**  
City of Wichita, Planning Dept.

**Debra Fraser**  
Old Town Association

**Jonathan Long**  
Wichita Regional Chamber of Commerce

**Pete Meitzner**  
Sedgwick County, District I

**Scot Rigby**  
City of Wichita, Asst. City Manager

**Scott Knebel**  
City of Wichita, Planning Dept.

**Shelly Prichard**  
Wichita Community Foundation

**Susan Santo**  
Visit Wichita

\* Denotes Past Downtown Wichita Chair





## 2019 SSMID Board of Directors

### BOARD MEMBERS

**Joe Johnson, Chair**  
SJCF Architecture

**AJ Boleski**  
INTRUST Bank Arena

**Alan Banta**  
Trans Pacific Oil Corp.

**Debra Fraser**  
Old Town Association

**Don Sherman**  
Westar Energy

### BOARD MEMBERS CONT.

**Greg Boulanger**  
Cargill Protein Group

**Jim Faith**  
Emprise Bank

**Joel Kelley**  
Cablecom, Inc.

**Randy Doerksen**  
Meritrust Credit Union

**Rod Young**  
Professional Engineering Consultants, P.A.

### EX OFFICIO MEMBERS

**Jeff Fluhr**  
Downtown Wichita

**Scot Rigby**  
City of Wichita, Asst. City Manager

# DEVELOPING

## Project Downtown

Project Downtown: The Master Plan for Wichita serves as a blueprint for the development of Wichita's urban core. The plan was created in 2009-2010 through multiple rounds of community input led by both the public and private sectors. It was designed to assist the public and private sectors when making decisions and to guide strategic public investment so that the Wichita community can maximize private sector investment and development. Project Downtown focuses on key areas of our downtown, illustrating the potential we have to grow. It builds upon the unique assets of our community and casts a vision for the future.



The community plan strives to achieve several key outcomes: connect and maximize the potential for focused 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 to further solidify the identity of our city and community. The plan is based upon economic analysis and market potential, updated as market economics change, to provide data to decision makers and help maximize private sector investment and the return on public sector investment.

Community objectives through a holistic plan include:

- ▶ 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/project-downtown](http://www.downtownwichita.org/development/project-downtown)



# DOWNTOWN

At the job site of the Spaghetti Works project with Hutton

## Innovation Center

The Innovation Center is a creative space within the Downtown Wichita offices built to convene and engage with key audiences. The center serves as a resource to further regional and economic development initiatives by giving staff the ability to host various meetings to collaborate with stakeholders, the community, students and more. In addition, it provides a welcoming atmosphere for presentations that allow staff to market and showcase development progress when pursuing investment opportunities. The space is utilized for downtown initiatives focused on design, real estate and urban development with partners and community-oriented organizations who are also able to access the space for various meetings. 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

Because urban development and design is fundamentally different from suburban development, Downtown Wichita works with developers, property owners and the public sector to help ensure that critical components of urban development core practices are incorporated into projects, including:

- ▶ Ensuring that development fosters walkable connections between spaces
- ▶ Encouraging dense, mixed-use buildings with a focus on ground-floor activation
- ▶ Promoting projects that seamlessly connect and interact with the streetscape

In 2018, Downtown Wichita was instrumental in assisting the City of Wichita to engage and convene the community to discuss the future of Naftzger Park, the premier urban park in downtown Wichita. With input from the public, the design team was able to prioritize desired elements in the new park including an open lawn for larger events, several seating options with shade, a dog run for area residents, seasonal gardens and a pavilion/stage that can be activated on a regular basis with programmed activities. In addition, staff served on the Delano Neighborhood Planning Committee to help ensure the connectivity with downtown and assisted with other planning efforts including the Downtown Streetscape Planning and the Downtown Parking and Mobility Planning initiatives.





## 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 the urban core. Since the inception of the plan, Downtown Wichita has regularly engaged experts to update three distinct markets (residential, hotel/commercial, and retail) to provide timely, accurate information. In July 2018, Downtown Wichita re-engaged Laurie Volk of Zimmerman/Volk Associates to reassess the downtown multi-family residential market. Updated market information provides lenders, developers and the public sector an accurate forecast of the market potential.



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, the City of Wichita, Sedgwick County, Visit Wichita 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.

## Opportunity Zones

Opportunity Zones are a new economic development tool that was created by the tax code under the Tax Cuts and Jobs Act in December of 2017. Census tract areas in each of the 50 States were identified by state governors with the goal of spurring economic development and job creation in distressed areas and communities. Much of downtown Wichita falls within the defined Opportunity Zone areas which under certain conditions, may allow properties to qualify for preferential tax treatment created by the program by providing assistance to investors.

Downtown Wichita worked with area stakeholders to produce an Opportunity Zone Prospectus for Wichita in which favorable development opportunities within the Opportunity Zone Areas are promoted. Downtown Wichita distributed this prospectus to potential local and national investors. This beneficial program is another major attractor for those seeking investment opportunities in real estate and allows us to position downtown favorably in the regional and national markets.



The Broadway Autopark Apartments

## 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, state and national levels to positively impact the momentum underway in Wichita’s urban core. The organization works with public partners on projects within the district, providing market data or testimony of how a project meets the objectives set forth in the Project Downtown plan.

In addition, the organization promotes and educates on the importance of State and Federal Historic Tax Credit Programs in downtown’s revitalization. These programs are critical tools in preserving our historic architecture and many adaptive reuse projects would not be financially viable without them.

The conversion of the historic Knightley Parking Garage into the Broadway Autopark Apartments (pictured above) is an example. Constructed in 1949, local group Bokeh Development renovated the structure into 44 residential units in 2017, preserving the historical integrity of the building and creating a unique living environment.

Staff also worked with local developers and city officials to draft policy surrounding the Common Consumption Area laws, which permit alcoholic beverages to be consumed in a “common area” that can be shared by multiple retail sales establishments. Several entertainment areas, particularly in downtown, will benefit from the creation of these common consumption areas, allowing patrons the flexibility to drink responsibly within a defined geographic area.



Collaborating with stakeholders and Zimmerman/Volk Associates



Pictured right: Jason Gregory, Executive Vice President of Downtown Wichita at the Q-LINE Trolley expansion announcement

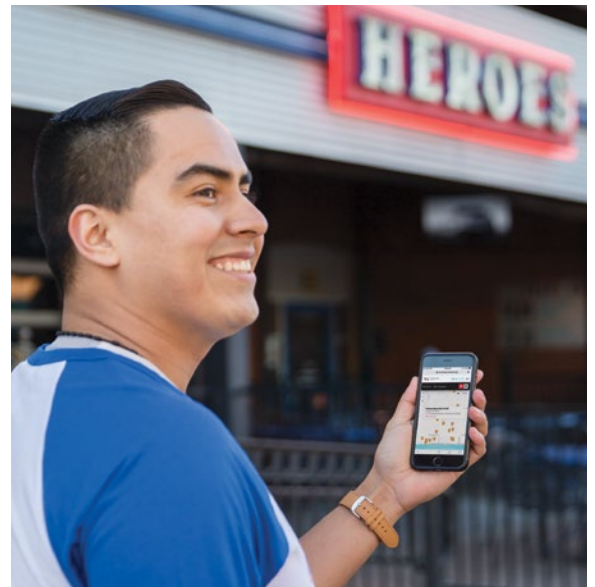


# MARKETING

## Marketing Downtown

Downtown Wichita empowers possibilities downtown by communicating new developments, exciting announcements and unique local events is key to furthering the vision outlined in Project Downtown: The Master Plan for Wichita. The Downtown Wichita organization employs a communications team that collaborates with both the public and private sector to create awareness for the district.

In order to share all of the progress happening in the urban core, staff maintains the website [www.downtownwichita.org](http://www.downtownwichita.org), which is updated on a regular basis. The website features resources for developers, residents, visitors, businesses and more. In 2018, the site received a total of 223,846 pageviews. Using the downtown website, you can find your new home using the list of all residential properties, view a full list of local shops and restaurants, view an endless list of events and more.



## Follow Us



**Facebook**  
**Downtown Wichita**  
7K+ Page Likes



**Twitter**  
**@downtownwichita**  
15K+ Followers



**Instagram**  
**@downtownwichita**  
6K+ Followers



**YouTube**  
**Downtown Wichita**  
1,600+ Views



**Vimeo**  
**Downtown Wichita**  
3,200+ Views



# DOWNTOWN

## Possibility People Campaign

From cultural vitality to diverse lifestyles, the urban fabric of downtown is woven with unique stories of collaborators, innovators, makers, investors and more. Downtown Wichita shares the stories of these individuals to promote all that is possible in our district through the Possibility People campaign. Since the campaign began in 2017, eleven total stories have been created, six of which were released in the last year. Their stories are promoted through videos and blogs on social media and at [downtownwichita.org](http://downtownwichita.org).



Brianna and her team at ABLS Salon have been transforming hair and hearts since 2011. Her team invites their clients to discover their beauty – inside and out.



Husband and wife coffee fanatics turned their vintage Airstream into one of the coolest coffee shops in the city...until they opened Espresso To Go Go disco.



Adam has been growing the local music scene for years. Now he's diving deep into a new adventure - creating a new live music venue called Wave.



Angie, Brenda and Claudia collaborate with their clients at e2e in the heart of downtown to drive engagement in the local Latino community.



She set out to find adventure and discovered a home. Elizabeth is a driving force behind community efforts giving a voice to local artists.



Founder Austin Dugan is more than a dreamer – he's a doer. His business, 86 Cold Press, has grown from a mobile bike to two storefronts in three years.





## Holiday Marketing Campaign

Downtown Wichita made it easy to have a fun-filled holiday season through the “Discover Winter Adventures” campaign, which was created to inspire people to explore downtown. The web page [downtownwichita.org/holidays](http://downtownwichita.org/holidays) served as a hub of information, listing all holiday themed events in the urban core and had over 2,000 pageviews. In addition, downtown staff created four experiences, each for different target audiences. The experiences included: Festive Family Outing, Holiday Hoopla with Friends, Dazzling Date Night and Spirited Shopping Experience. They were promoted through social media, printed posters and handouts and Wichita Eagle digital advertisements. Those who participated and shared their unique experience on social media were entered to win a prize worth \$250 with a winner announced for each of the experiences.



Winners of the Spirited Shopping Experience







The Old Town Farmers' Market

## Event Promotion

Foodies, shoppers and entertainers – there’s something for everyone in the urban core. Partnering with Visit Wichita, Downtown Wichita staff maintains a robust events calendar on [downtownwichita.org](http://downtownwichita.org). This endless list of happenings is the go-to for local activities. To promote these events, we utilize social media and send a weekly events email once a week to over 5,000 subscribers. The industry average for email open rates is about 19% for nonprofits.<sup>18</sup> The events email has an above average open rate of 23%. In addition to being the epicenter of activity for events, downtown is also home to one-of-a-kind festivals such as the Wagonmaster’s Chili Cook Off, Tallgrass Film Festival, Wichita Riverfest, the Prairie Fire Marathon, the Chisholm Trail Marathon and more.



## Final Friday

Connect with local artists during the Final Friday art crawl, an event that takes place once a month at various galleries, restaurants, shops and more. Artists display and sell their unique works at participating locations during this free community event. Downtown Wichita staff work directly with artists and galleries to gather and create a list of all participating locations available to the public each month. Art lovers can also utilize an interactive, mobile-friendly map listing of all participants. This information is housed on the Downtown Wichita website and at [FinalFridayICT.com](http://FinalFridayICT.com).

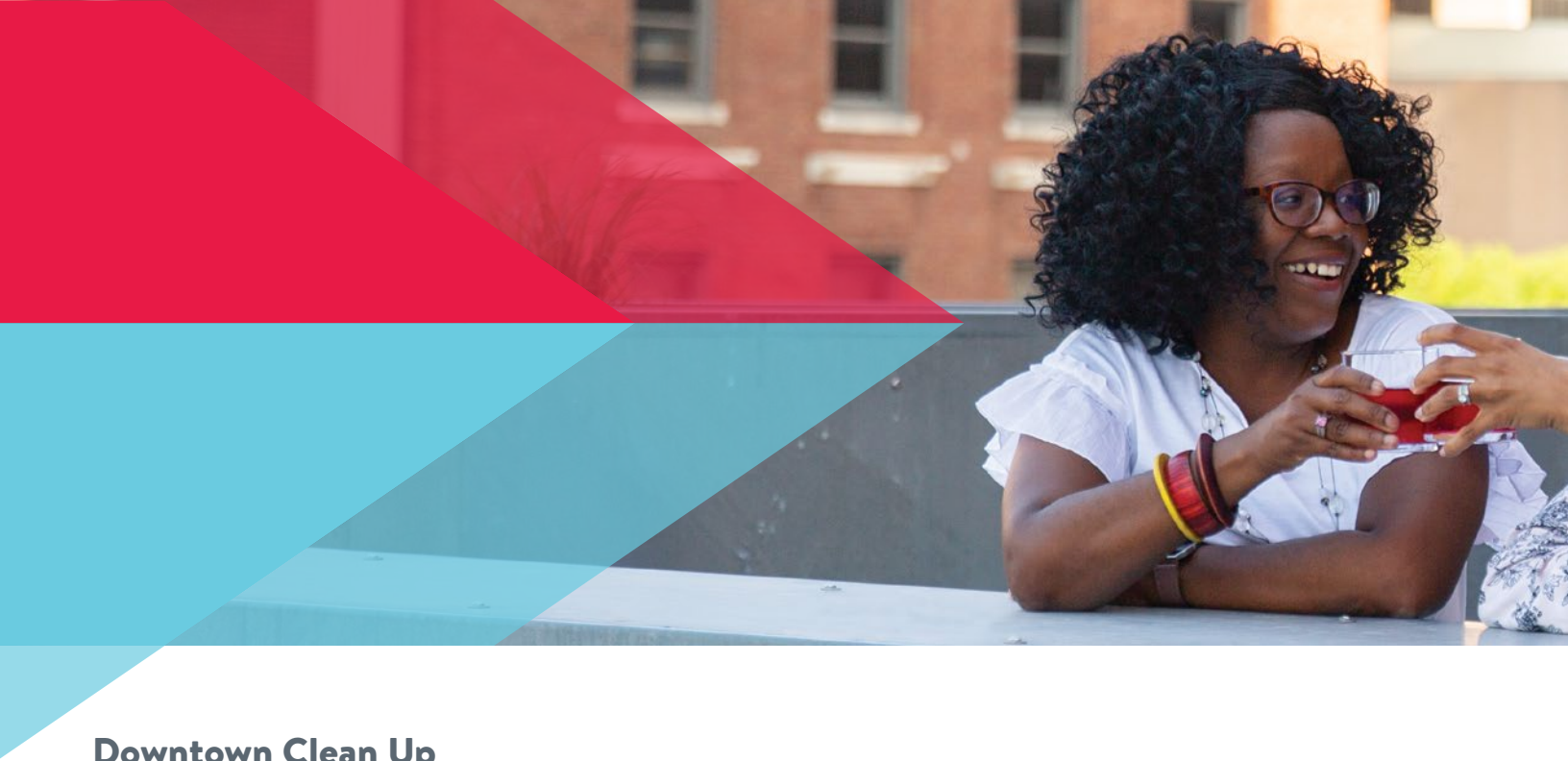


## 2nd Saturday

Find one-of-a-kind handmade goods, search for vintage treasures and update your home or wardrobe at shops throughout downtown. Anyone who purchases a reusable 2nd Saturday bag or keycard for just \$5 will gain access to discounts at participating retailers. Deals and discounts can be found on the event website, [2ndSatICT.com](http://2ndSatICT.com). Once a month, Downtown Wichita works directly with the participating local businesses to update the deals on the website.







## Downtown Clean Up

Downtown Wichita partnered with the City of Wichita Public Works & Utilities Department and the Park and Recreation Department to host the annual Downtown Clean Up event on Saturday, September 15, 2018. Over 100 volunteers assisted with picking up trash, painting streets, removing graffiti, maintenance of the Pop-Up Park and more. Staff was readily available to offer guidance and answer questions. These hardworking volunteers helped keep downtown clean and beautiful during this fun community event. Westar Energy sponsored lunch and provided pizza for all at the Pop-Up Park.





Photo taken at The LUX to promote the Downtown Living Tour

## Downtown Living Tour

From minimal studios to luxury condos, whether your style is luxe or contemporary, adventurous or traditional, downtown has a great space to live your best life. Downtown Wichita hosted the third Downtown Living Tour on Saturday, June 23, 2018 in order to build awareness of unique residential offerings in the urban core. This free, self-guided tour featured ten participating properties that were open to the public from 2-6 p.m. Attendees could walk, bike or ride the free Q-LINE Trolley to and from each location.

The Pop-Up Park at 121 E. Douglas served as headquarters for the event where attendees could engage with staff members, grab a bite to eat from a local food truck and pick up a free water bottle. Printed maps with event details were available at the Pop-Up Park and at each participating location. Attendees could also utilize an interactive map with event details at [downtownwichita.org/living-tour](http://downtownwichita.org/living-tour).

## Participating Properties

Property and number of units

250 Douglas Place <b>155 UNITS</b>	River Vista Apartments <b>203 UNITS</b>
Broadway Autopark <b>44 UNITS</b>	The Finn Lofts <b>25 UNITS</b>
Colorado Derby Lofts <b>106 UNITS</b>	The Flats 324 <b>141 UNITS</b>
Pinnacle Lofts & Apartments <b>70 UNITS</b>	The LUX <b>86 UNITS</b>
ReNew Wichita <b>240 UNITS</b>	WaterWalk Hotel Apartments <b>133 UNITS</b>

## Media Sponsors



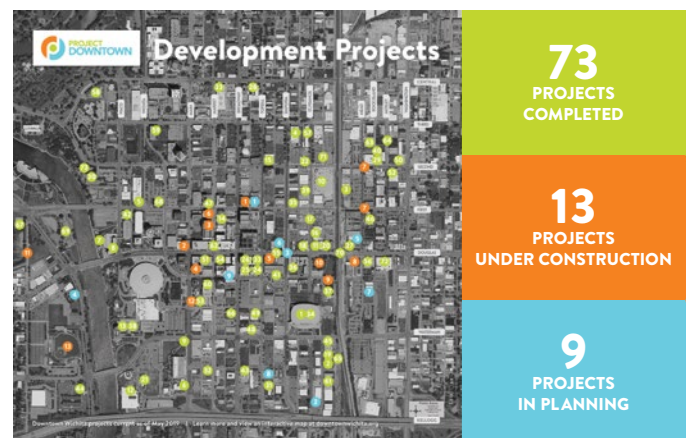




## Promoting Development

Downtown Wichita is passionate about attracting and sustaining dynamic commercial interests that will further accelerate development. To further this mission, staff is consistently communicating development news and updates on social media and through various methods on [downtownwichita.org](http://downtownwichita.org). Staff promotes ongoing development progress through a printable and interactive map list of all projects in planning, under construction and completed.

An email update communicating progress is sent once a month to over 5,000 subscribers, offering an in-depth look at each project and how it contributes to the vision set forth in Project Downtown: The Master Plan for Wichita. Anyone looking for space downtown can easily navigate downtown real estate offerings by using the for sale and lease listings available on the downtown website. These listings are regularly updated for developers, real estate agents and businesses looking for new opportunities.



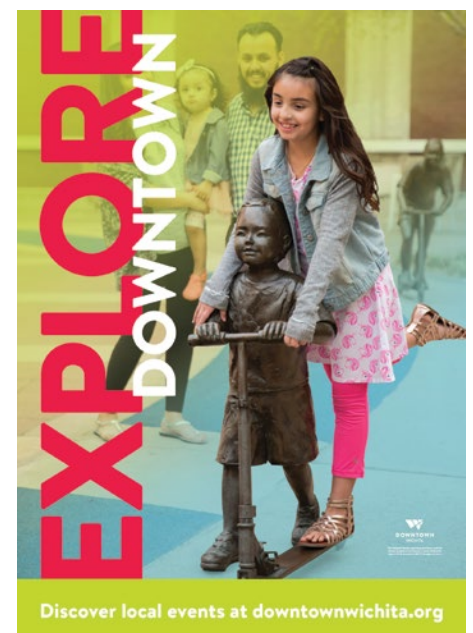




## Transit/Wayfinding Marketing

Downtown has become a revitalized destination for locals and visitors alike and getting around is easier than ever. The Downtown Wichita communications staff works to promote parking and transportation options by utilizing the "Get Around" section available at [www.downtownwichita.org](http://www.downtownwichita.org). This section of the website includes information about Wichita Transit and Bike Share ICT, a bicycle rental service. The website also features a mobile-friendly interactive map that displays event parking, the free Q-LINE Trolley route, restaurants, shops and more, all of which is updated on a regular basis.

In addition to promoting wayfinding online, new transit shelters were installed along Douglas Avenue in 2015 equipped with large interior and exterior displays. The interior displays provide information about the bus system and the free Q-LINE Trolley shuttle service. The exterior displays are used to promote downtown's offerings to drivers and pedestrians passing through Wichita's urban center. The displays are updated on a quarterly basis to showcase events, festivals, transportation, local dining, shopping options and more.



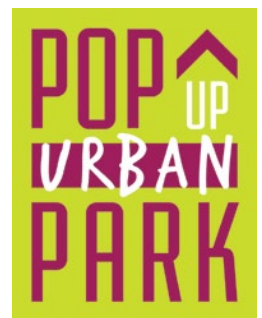


# ENHANCING

## Pop-Up Park

From an empty space to a vibrant hub of energy – the Pop-Up Park transformed an eyesore into a local landmark. In 2015, Downtown Wichita partnered with Bokeh Development and received a grant from the Knight Foundation Fund at the Wichita Community Foundation to fill in a significant hole at 121 E. Douglas Avenue and build the park. The park features raised planters with seating, artwork by local artists, a variety of seating options, festoon lighting, a concrete ping-pong table and is activated on a daily basis by food truck vendors.

The park also serves as a gathering place for community events such as movie nights and music festivals. Local musicians are able to showcase their talents during lunch every Friday in the summer. The Downtown Wichita staff manages all social media for the park and coordinates and promotes the food truck schedule in partnership with the Wichita Food Truck Coalition.



Stay up-to-date with park activities!

 ICT Pop-Up Urban Park [#ICTPopUpPark](https://www.facebook.com/ICTPopUpPark)





# VIBRANCY

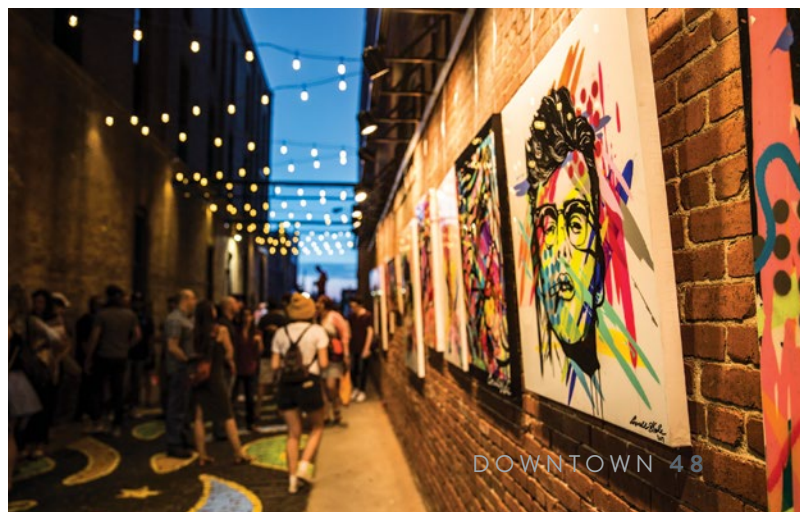


## Gallery Alley

Gallery Alley is a placemaking initiative that transformed an underutilized alley into a bright and colorful public space. This 15-foot wide alley located at 616 E. Douglas Avenue was formerly open to vehicular traffic, which created an unsafe environment for the increasing number of pedestrians who passed by on the sidewalk. In 2017, Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to temporarily close the alley to vehicles and create a new public space with flexible seating, creative lighting, a ground mural and sculptures by local artists.

After one year, the pilot program was extended for six months in order to garner feedback from area stakeholders and the public on the future of the alley. The feedback supported eliminating access to vehicles and ultimately the City of Wichita elected to permanently restrict the alley to pedestrian access only, with the ongoing goal of promoting an urban, walkable, people-oriented district.

In 2018, Gallery Alley continued to host a variety of events. Local artists and musicians were able to showcase their work and gain exposure once a month during the popular Final Friday art crawl. East High School students returned to host their second annual “Aces in the Alley” event, during which students were able to display their visual art and give live performances. Other events included pop-up concerts, notably by local radio station T-95, who featured alternative rock band, Asking Alexandria, for a short concert before performing live at The Cotillion.







## Flowers on Douglas

The Flowers on Douglas program expanded to include 85 hanging baskets along Douglas Avenue from Main to Washington Streets in the last year. These baskets added to the initial 110 planter pots that are rotated with seasonal plantings throughout the year. The Flowers on Douglas project was launched in 2017 through a partnership with the City of Wichita in which the City purchased the planters along the corridor as part of its ongoing streetscape improvement project. Since then, Downtown Wichita has contracted with local company Hein Landscape to plant and maintain the planters on an ongoing basis, utilizing funding from both the Self Supported Municipal Improvement District and private donations.

Many other community partners are critical to the initiative's ongoing success but none as much as Cindy Carnahan. Cindy is a passionate gardener and local real estate professional who continues to help lead the project through ongoing fundraising and lending her expertise with the planning of the flower arrangements. In addition, a team of talented Master Gardeners volunteer their time to plant the flowers each spring and fall. Seasonal plantings and cascading flowers bloomed for three seasons, creating a welcoming environment for locals, residents and visitors to experience as they explore our downtown.



# Information Sources



The 2019 State of Downtown Report was published by Downtown Wichita in May 2019.

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

1. U.S. Census Bureau, 2013-2017 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, 1,228 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, 2013-2017 American Community Survey 5-Year Estimates, the average size of renter-occupied units is 1.3 persons. Therefore, an estimate for the current population is 2,749.

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 2009 - 2018 only for the Downtown SSMID District (shown on map on page 34 - 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 2009 - 2018 only for the Downtown SSMID District (shown on map on page 34 - Central to Kellogg, Washington to the Arkansas River).

Public investment for INTRUST Bank Arena - Sedgwick County. INTRUST Bank Arena funding during these years constitutes a larger portion of the public investment value. However, Arena funding is included over years 2009-2018 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; 2018: \$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, 2018 Annual Average, Vol. 51, No. 4.

7. Central Business District. J.P. Weigand & Sons Inc. Forecast 2019

8. Visit Wichita Convention & Visitors Bureau

9. Wichita Business Journal Book of Lists  
Vol. 33 No. 51 Published December 21, 2018

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, 2013-2017 American Community Survey 5-year estimates, Race alone or in combination with one or more other races. Total will be more than 100 percent because individuals of more than one race are counted by the number of races reported. Downtown census data is for zip code 67202.

12. City of Wichita Division of Arts & Cultural Services

13. INTRUST Bank Arena

14. Wichita Orpheum Theatre

15. ReferenceUSA Government Division. Data compiled by CEDBR, February 2019.

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

17. Downtown Wichita (or Wichita Downtown Development Corporation)

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

20. Music Theatre Wichita

21. Wichita Festival, Inc.

22. Wichita Symphony Orchestra





# Commerce and Culture at the Core

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