

Background photos: Projects completed since the adoption of
Project Downtown: the Master Plan for Wichita in 2010



CELEBRATING 10 YEARS OF PROGRESS

2020 State of Downtown Highlights

\$681⁴ MILLION
10 YEAR TOTAL
PRIVATE INVESTMENT

\$87.5⁴ MILLION
2019 PRIVATE INVESTMENT

11:1⁴
PRIVATE TO PUBLIC
2019 INVESTMENT

\$108⁴ MILLION
10 YEAR TOTAL
PUBLIC INVESTMENT

\$7.3⁴ MILLION
2019 PUBLIC INVESTMENT

\$168¹⁵ MILLION
2019 RETAIL SALES

\$146¹⁷ MILLION
ESTIMATED WESTBANK
DEVELOPMENT
(Advanced Learning Library, River Vista & Riverfront Stadium)

4.8⁷ MILLION
TOTAL SQUARE FEET
OF OFFICE SPACE

88%⁷
OCCUPIED CLASS A
OFFICE SPACE

1,228¹⁷
RESIDENTIAL UNITS
COMPLETED SINCE 2010

741,500+¹⁷
EVENT ATTENDEES

2,778²
ESTIMATED RESIDENTIAL
POPULATION



Over the past ten years our urban center has undergone a major transformation driven by Project Downtown: The Master Plan for Wichita. The plan was developed in 2009, at the end of the Great Recession – a time when our community was willing to be aspirational and set sights on the future. I’ve been working for New York Life in the heart of our downtown for over twenty years and have enjoyed a front row seat to the incredible growth and changes that have taken place as a result of that strategic vision.

And that community aspiration – it has paid off. Since the adoption of the plan in 2010, it has served as a blueprint for development and has resulted in over \$1 billion of investment in the urban core. We have completed 87 development projects and nearly doubled the number of residential units and retail square footage. There is also an increase in demand for office space as companies look to grow their business in the center of commerce and culture.

A few years ago, my team and I were inspired by the resurgence of downtown as the employment epicenter and added the New York Life sign to the top of our office building at 125 N. Market. When I see that sign, I am reminded that the transformation of our downtown is taking place not because of one person’s story or impact, but because of the collective and collaborative efforts from innovators and makers throughout our city’s history.

It is exciting to see other companies making their mark on the Wichita skyline as you’ll read about in this report. Companies are choosing downtown for their headquarters and expansions in both new and renovated buildings.

Even as we experience the difficulties of a new reality in 2020, we must keep an aspirational mindset just as we did in 2010. We must face challenges together and continue to position our community and region for future growth. Our experience with Project Downtown shows that planning with future generations in mind is worth the reward. Let’s think bigger, bolder and brighter for the next ten years and beyond.

Sincerely,

A stylized, handwritten signature in black ink.

Joseph Tigert, Chair
Downtown Wichita



Joseph Tigert, Chair
Downtown Wichita



PROJECT DOWNTOWN

CELEBRATING 10 YEARS

It goes against human instinct to plan for growth when times are tough – especially during the worst recession in modern history. However, in Wichita we innovatively pursued success against the odds by creating Project Downtown: The Master Plan for Wichita in 2010. This plan is a 15-year community vision for economic development, and this year we celebrate 10 years of implementation by reflecting on the progress that has taken place.

Over the past decade, Project Downtown has driven over \$1 billion of investment in the urban core. From the catalytic projects that set the plan in motion to the projects currently under construction or in planning - Project Downtown is becoming a reality in our city.

The planning process was initiated in 2009 when Goody Clancy was selected as the planning design team. The private sector, the business community, downtown stakeholders and the Downtown Wichita non-profit organization joined in partnership with the public sector to lead and fund the plan.

The Goody Clancy team included economists specializing in four key real estate markets:

- ▶ Residential
- ▶ Hospitality
- ▶ Commercial
- ▶ Retail

The team identified Wichita’s market potential in each area and led a robust community engagement process in order to create the plan. This public input paired with deliberate, market-based strategies and key investment in infrastructure, transportation, streetscape and parks by the City of Wichita has been vital to the transformation of our urban center.

The Downtown Wichita organization, through the leadership of its Board of Directors and staff, has served as the ongoing champion for the plan. This unique leadership role of the organization has built a partnership with the public sector, local lenders and the design and development community. This partnership has proven to be an integral necessity for the community to achieve the goals and forecasted outcomes of the plan.

As we step into the next five years of implementing the plan, we will continue to be resilient and diligent stewards of our community’s vision of a vibrant, thriving urban center.

OVER \$1 BILLION OF INVESTMENT

IN THE URBAN CORE SINCE 2010



RESIDENTIAL

ReNew Wichita, 240 residential units



HOSPITALITY

Hilton Garden Inn, 127 rooms



COMMERCIAL

Cargill Protein Group, completed in 2018



RETAIL

Union Station Phase 1, completed in 2016

RESIDENTIAL RESURGENCE

The residential market has grown exponentially over the last 10 years through the development of 21 new properties. The Project Downtown market analysis conducted by Zimmerman/Volk Associates provided invaluable information to the market needs for downtown living options with a focus on adaptive reuse projects. The conversions of warehouses and historic buildings into urban lofts and apartments mixed with new construction projects have added 1,228 units to the core. The Downtown Wichita organization commissioned Zimmerman/Volk Associates to provide an updated analysis of the downtown multi-family residential market in 2014 and again in 2018.



The Finn Lofts, completed in 2010

EMPLOYMENT EPICENTER

Office space offers two key attributes to building a thriving downtown – density and daily activation. Project Downtown identified critical factors to successful downtown development, such as mixed-uses, ground-floor activation, connectivity and a range of office options that once addressed would increase demand for office space. Since 2010, the Downtown Wichita organization has continued to work closely with public and private sector partners, developers and the real estate community to address these critical issues and establish downtown as the epicenter of employment.



The CorTen office building, completed in 2015

21¹⁷

NEW PROPERTIES

1,228¹⁷

NEW UNITS

93%⁷

INCREASE IN UNITS

14.6%⁷

INCREASE IN OFFICE SPACE

23%⁷

INCREASE IN LEASE RATES

81%⁷

OVERALL OCCUPANCY

HOSPITALITY FOR EVERY LIFESTYLE

When Project Downtown launched in 2010, the hospitality market analysis found that downtown hotels maintain higher occupancies and outpaced options available in other corners of the city. The analysis also showed that more hospitality options were needed in the downtown area and spurred substantial improvements to three of the four existing hotels, Drury Plaza Broadview Hotel, Courtyard by Marriott, Hyatt Regency and Hotel Old Town. Over the last decade, the Fairfield Inn & Suites by Marriott (131 rooms in 2011) the Ambassador Hotel (117 rooms in 2012) and the Hilton Garden Inn (127 rooms in 2020) were added for a total of 375 new rooms.



The Ambassador Hotel, completed in 2012

EXPANDING RETAIL

Local shops and restaurants make downtown Wichita unique and are key to enhancing vibrancy. These one-of-a-kind, local establishments are a part of the culture of our downtown. As the number of residents, visitors and workers has increased in downtown, the restaurant and retail spaces have increased significantly from 290,478 square feet in 2010 to 735,701 square feet in 2020.



Cocoa Dolce downtown factory, completed in 2019

3¹⁷

HOTELS COMPLETED

375¹⁷

NEW ROOMS

50%¹⁷

INCREASE IN ROOMS

100+¹⁷

SHOPS AND RESTAURANTS

445,223⁷

SQUARE FEET ADDED

39%⁷

INCREASE IN LEASE RATE

Hayley and Austin hanging out at the newly redesigned Naftzger Park.



INVEST

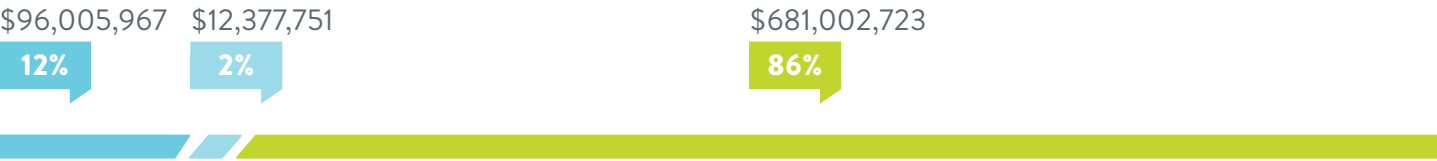
MAXIMIZING POSSIBILITIES

Downtown Wichita is moving in bold new directions as envisioned in Project Downtown, our community’s master plan of development for the urban core. This year marks 10-years of implementing the plan, which has resulted in over \$1 billion of investment through development projects that have been completed or announced. The success of Project Downtown is due to the robust community input that took place when it was created in 2010. Another key factor is the strategic effort to leverage public sector investment in order to maximize private sector investment. In 2019, this approach resulted in \$87.5 million of private investment and \$7.34 million of public investment, an 11:1 dollar ratio in the Self Supported Municipal Improvement District.

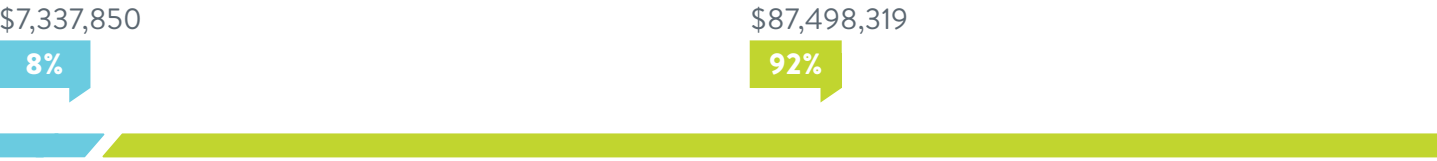
Investment in Downtown⁴



2010-2019 10 Year Investment Total Investment: \$789,386,451



2019 Annual Investment Total Investment: \$94,836,169



\$87.5 MILLION 2019 PRIVATE INVESTMENT⁴
Strong private sector investment continued in 2019 across multiple markets. Several key projects will be underway in both 2020 and 2021.

11:1 PRIVATE TO PUBLIC INVESTMENT⁴
Strategic investment by the public sector catalyzed private sector investment in downtown in 2019, with an 11:1 private to public ratio.

\$681 MILLION 10 YEAR PRIVATE INVESTMENT⁴
Since the adoption of Project Downtown in 2010, the private sector has invested \$681 million in the urban core.



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 2010-2019 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 2010-2019 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 capital funding is included over years 2010-2019 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, 2019: \$0.

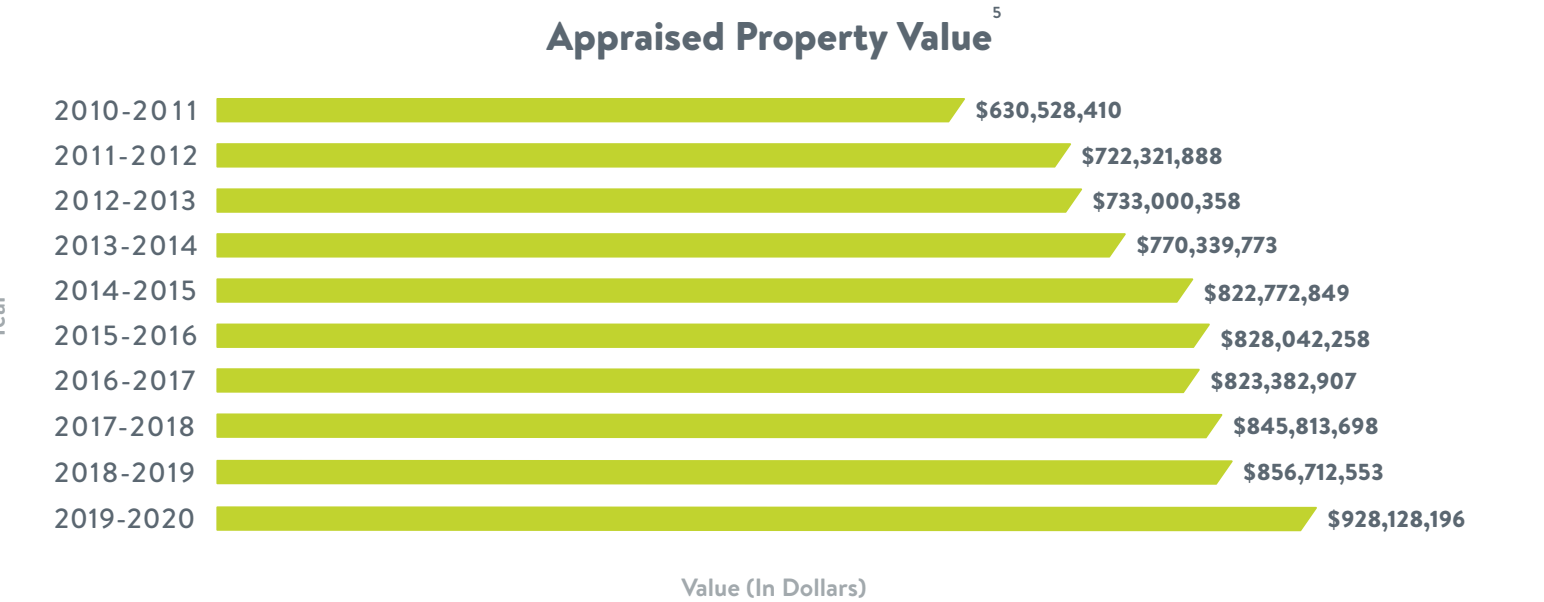


Photo of Naftzger Park by Fernando Salazar





Eric on the patio of his apartment at the Broadway Autopark.

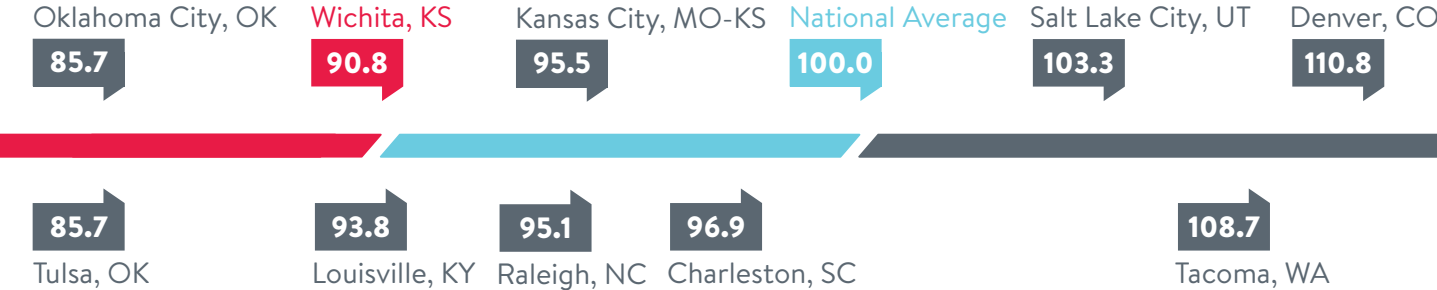
LIVE

DEMAND FOR URBAN LIVING

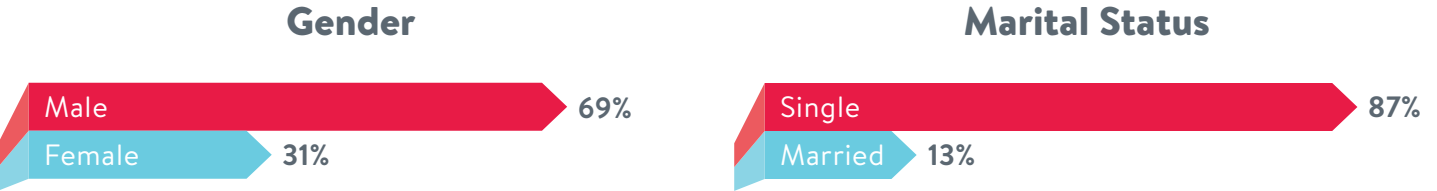
The heart of our city offers a unique sense of community and connectivity, key factors in attracting and retaining talent. In the past decade, Project Downtown has driven the development of 1,228 units in 21 properties and has increased the population to an estimated 2,778 residents. The mixed-use Spaghetti Works project was completed in 2019, featuring 41 units overlooking the newly redesigned Naftzger Park. Just west of the Arkansas River, 204 new units are currently under construction at the 225 Sycamore project. Both of these projects are on catalyst sites identified in Project Downtown that will inspire continued investment and further solidify demand for urban living.

Cost of Living Index⁶

Metropolitan Statistical Area



Housing Data¹



2,778 ESTIMATED POPULATION¹⁷

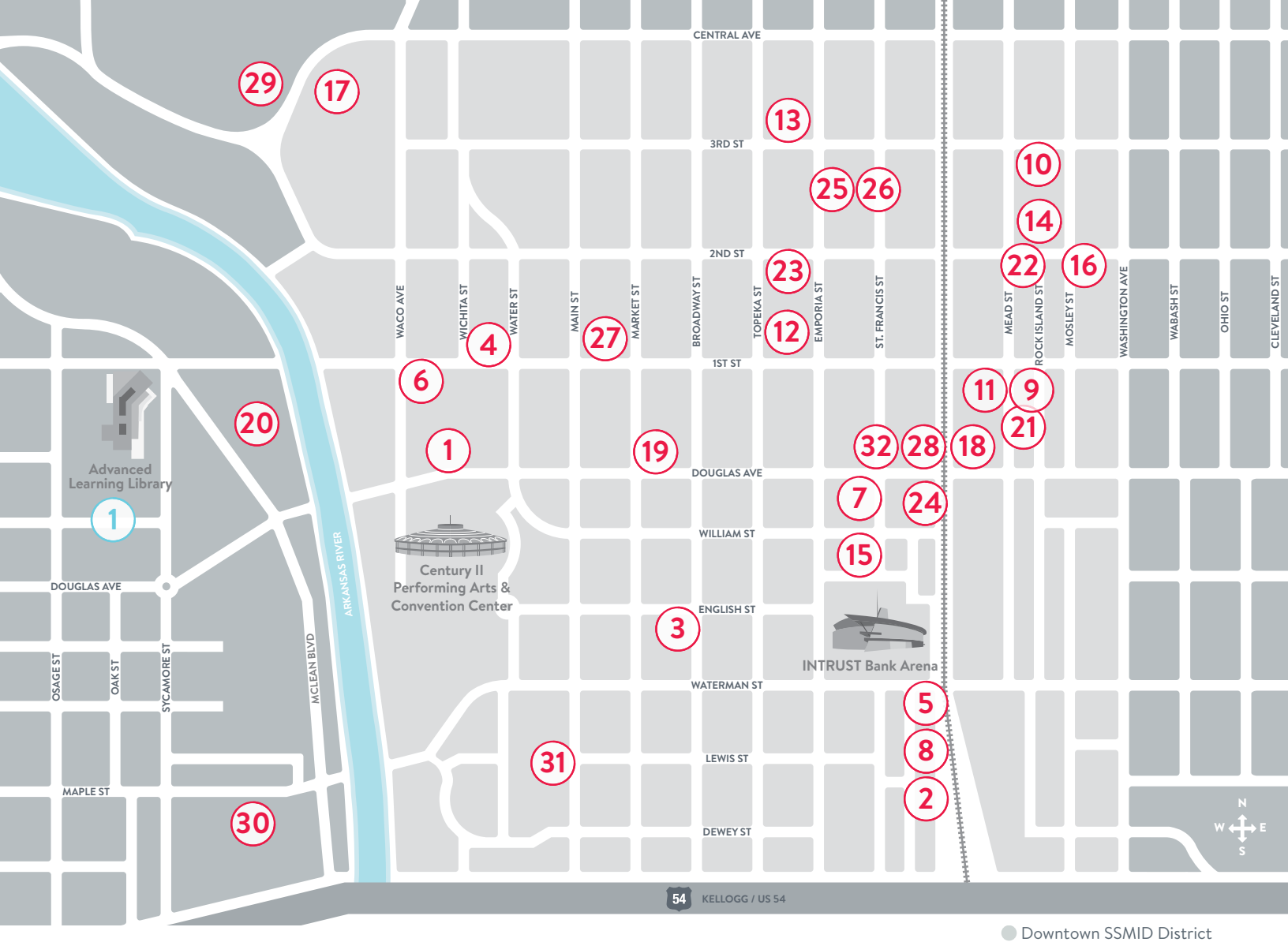
Downtown is home to 2,778 residents in over 30 unique properties throughout the district.

1,228 UNITS COMPLETED SINCE 2010¹⁷

Downtown offers a diverse range of residential options for all lifestyles, with many properties operating at a high level of absorption.

204 UNITS UNDER CONSTRUCTION¹⁷

New projects including 225 Sycamore in the historic Delano District are enhancing the diverse inventory of residential options in the urban core.



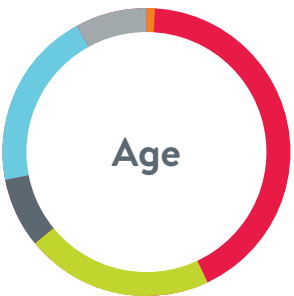
Residential Properties¹⁷

○ Complete ○ Under Construction/Planning

- | | | | |
|--|--|--|---|
| 1 250 Douglas Place
155 UNITS | 11 Innes Station
80 UNITS | 21 Rock Island Lofts
8 UNITS | 31 WaterWalk Place (Condos)
46 UNITS |
| 2 520Commerce
24 UNITS | 12 La Louisiana
24 UNITS | 22 Rumley Lofts (Condos)
28 UNITS | 32 Zelman Lofts
9 UNITS |
| 3 Broadway Autopark Apts.
44 UNITS | 13 Legacy Square Apts.
50 UNITS | 23 Shirkmere Apts.
108 UNITS | 1 225 Sycamore*
204 UNITS |
| 4 Colorado Derby Apts.
106 UNITS | 14 Lofts at Old Town Square
15 UNITS | 24 Spaghetti Works
40 UNITS | |
| 5 Commerce Street Lofts
6 UNITS | 15 Lofts at St. Francis (Condos)
27 UNITS | 25 The Flats 324
68 UNITS | |
| 6 Corner 365
36 UNITS | 16 Mosley Street Lofts
24 UNITS | 26 The Flats 324 Modern
73 UNITS | |
| 7 Eaton Place
118 UNITS | 17 Pinnacle Lofts & Apts.
70 UNITS | 27 The LUX
86 UNITS | |
| 8 Finn Lofts
25 UNITS | 18 Player Piano Lofts
36 UNITS | 28 The Renfro
20 UNITS | |
| 9 Grant Telegraph (Condos)
13 UNITS | 19 ReNew Wichita
240 UNITS | 29 Water's Edge Apts.*
584 UNITS | |
| 10 Harvester Lofts
48 UNITS | 20 River Vista*
203 UNITS | 30 WaterWalk Hotel Apts.*
133 UNITS | |

*Located outside the 67202 zip code.
These properties are not included in census data.

Housing Data¹



1% 0-19 Years Old
42% 20-29 Years Old
21% 30-39 Years Old
8% 40-49 Years Old
20% 50-59 Years Old
8% 60+ Years Old



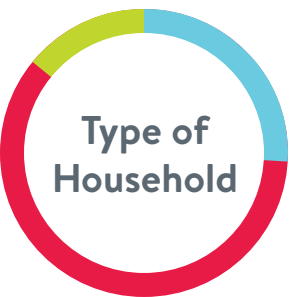
89% White
9% Black or African American
1% American Indian and Alaskan
3% Asian
2% Other



10% Some High School
20% High School Graduate
28% Some College or Associates
42% Bachelor's Degree or Higher



83% 2010 or later
11% 2000-2009
6% 1990-1999



26% Studio
60% One Bedroom
14% Two or Three Bedrooms



34% \$14,999 or less
2% \$15,000-\$24,999
12% \$25,000-\$34,999
13% \$35,000-\$49,999
20% \$50,000-\$74,999
9% \$75,000-\$99,999
8% \$100,000-\$149,999
3% \$150,000 or more

Previously a parking garage, the Broadway Autopark now features 41 residential units



Trent and Marcia are attorneys at Martin Pringle Law Firm, the anchor tenant at Spaghetti Works.



WORK

POSITION FOR SUCCESS

From eclectic co-working spaces in a former firehouse to upscale office towers, Downtown Wichita is where nationally recognized companies and local startups are choosing to make their mark on the world. Companies and developers are strategically designing and building new spaces in the urban core with talent attraction in mind. The mixed-use Spaghetti Works project added 47,000 square feet of new Class A multi-tenant office space. Fidelity Bank announced last year a visionary \$51 million expansion of their headquarters, which includes the construction of a ten-story office tower as well as a four-story car park with commercial space on the ground floor.

Central Business District Office Space⁷



Total Square Feet (SF)
4,824,113 SF



Average Price Per SF
\$12.87 per SF

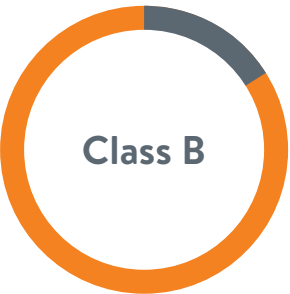


Average Occupancy Rate
81% Occupied

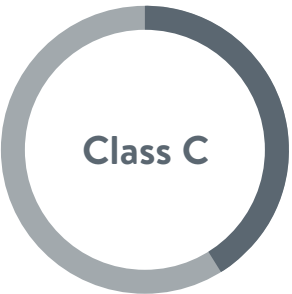
Occupancy Rates⁷



88% Occupancy Rate
12% Vacancy Rate



84% Occupancy Rate
16% Vacancy Rate



59% Occupancy Rate
41% Vacancy Rate

7% INCREASE IN CLASS A SPACE⁷

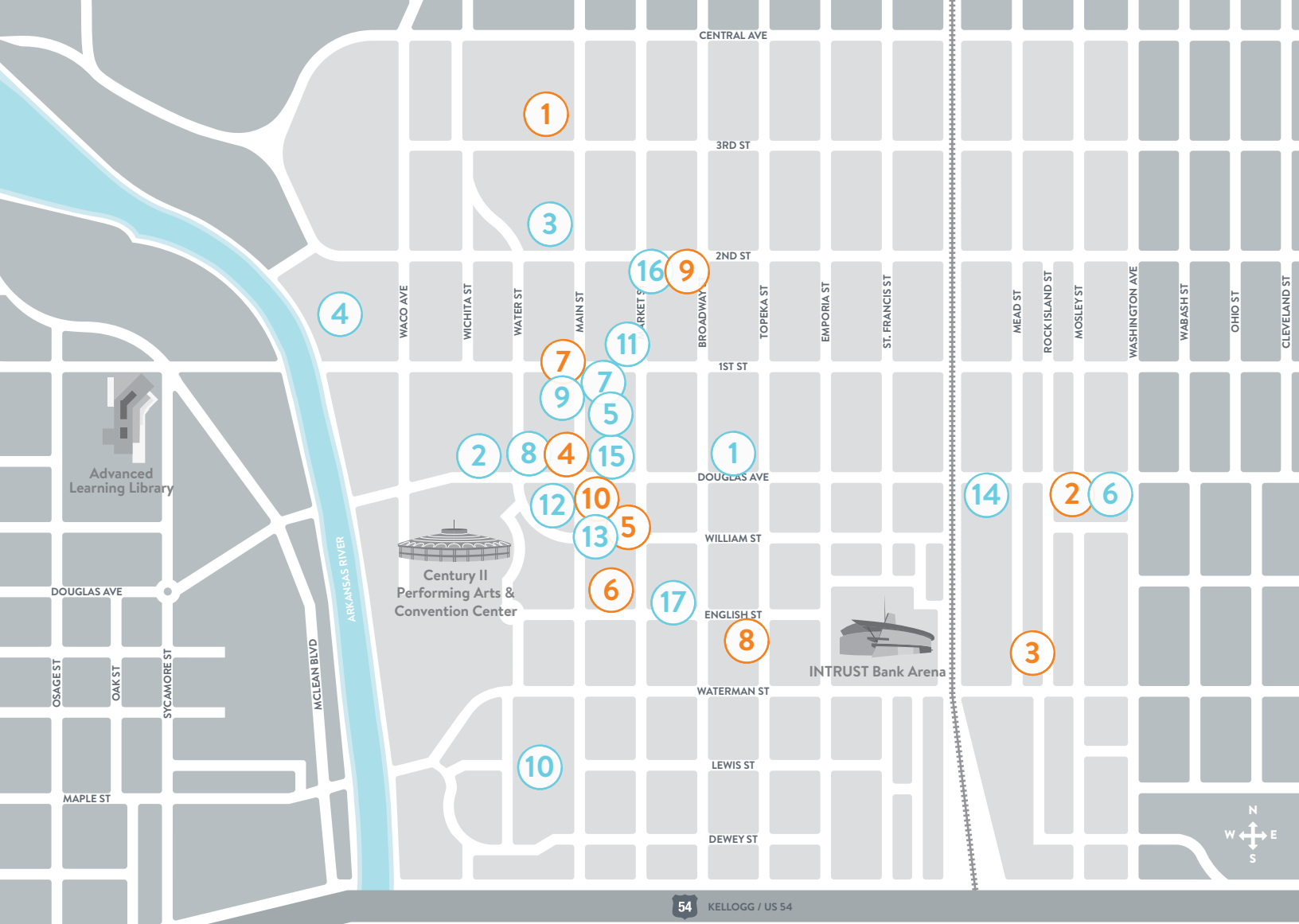
Downtown is the location of choice for dynamic companies positioning themselves to thrive. In 2019, Class A space increased 7% in the core.

12% INCREASE IN THE AVERAGE PRICE PER SF⁷

Demand for urban office space is delivering commercial returns. In 2019, the average price per SF increased from \$11.80 to \$12.87.

4.8 MILLION TOTAL OFFICE SPACE⁷

Downtown maintains the highest concentration of leasable office space in the city with an average occupancy rate of 81%.



Largest Office Buildings⁹

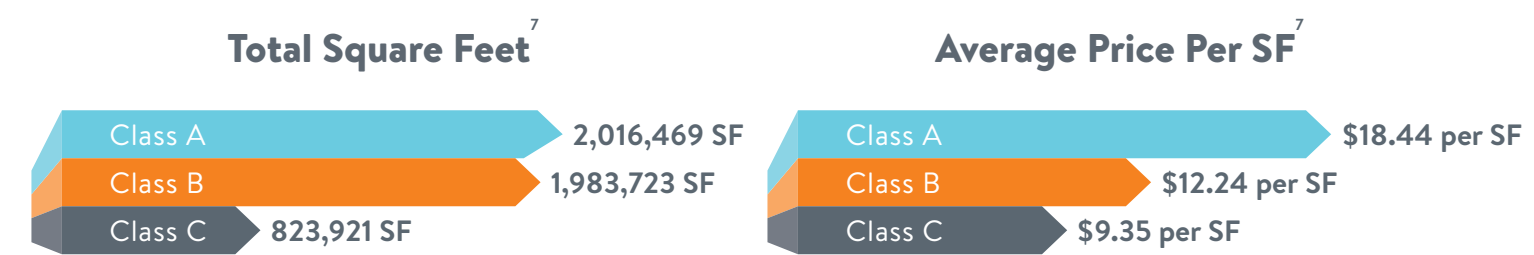
By total square footage

- | | | | |
|----|--|----|--|
| 1 | Ruffin Building
100 N. BROADWAY - 394,000 SF | 11 | The LUX
120 E. FIRST - 129,312 SF |
| 2 | Garvey Center
250 W. DOUGLAS - 345,000 SF | 12 | Century Plaza Building
111 W. DOUGLAS - 127,000 SF |
| 3 | Epic Center
301 N. MAIN - 298,000 SF | 13 | High Touch Technologies
110 S. MAIN - 107,592 SF |
| 4 | Farm Credit Bank Building
245 N. WACO - 257,364 SF | 14 | Union Station
701 E. DOUGLAS - 140,641 SF |
| 5 | 125 N. Market
125 N. MARKET - 222,679 SF | 15 | One Main Place
100 N. MAIN - 92,300 SF |
| 6 | Cargill Protein Group
825 E. DOUGLAS - 188,000 SF | 16 | Emprise Bank
257 N. BROADWAY - 99,181 SF |
| 7 | Former Commerce Bank
150 N. MAIN - 156,000 SF | 17 | Petroleum Building
221 S. BROADWAY - 86,513 SF |
| 8 | INTRUST Bank
105 N. MAIN - 156,000 SF | | |
| 9 | Meritrust Center
151 N. MAIN - 146,000 SF | | |
| 10 | WaterWalk Place
515 S. MAIN - 129,384 SF | | |

Top Employers¹⁷

By number of employees (offices with 100+)

- | | | | |
|---|---|----|---|
| 1 | City of Wichita
1,024 EMPLOYEES | 6 | Fidelity Bank
425 EMPLOYEES |
| 2 | Cargill Protein Group
850 EMPLOYEES | 7 | Meritrust Credit Union
270 EMPLOYEES |
| 3 | Protection 1/ADT
615 EMPLOYEES | 8 | PEC
229 EMPLOYEES |
| 4 | INTRUST Bank
554 EMPLOYEES | 9 | Emprise Bank
165 EMPLOYEES |
| 5 | King of Freight
485 EMPLOYEES | 10 | High Touch Technologies
115 EMPLOYEES |



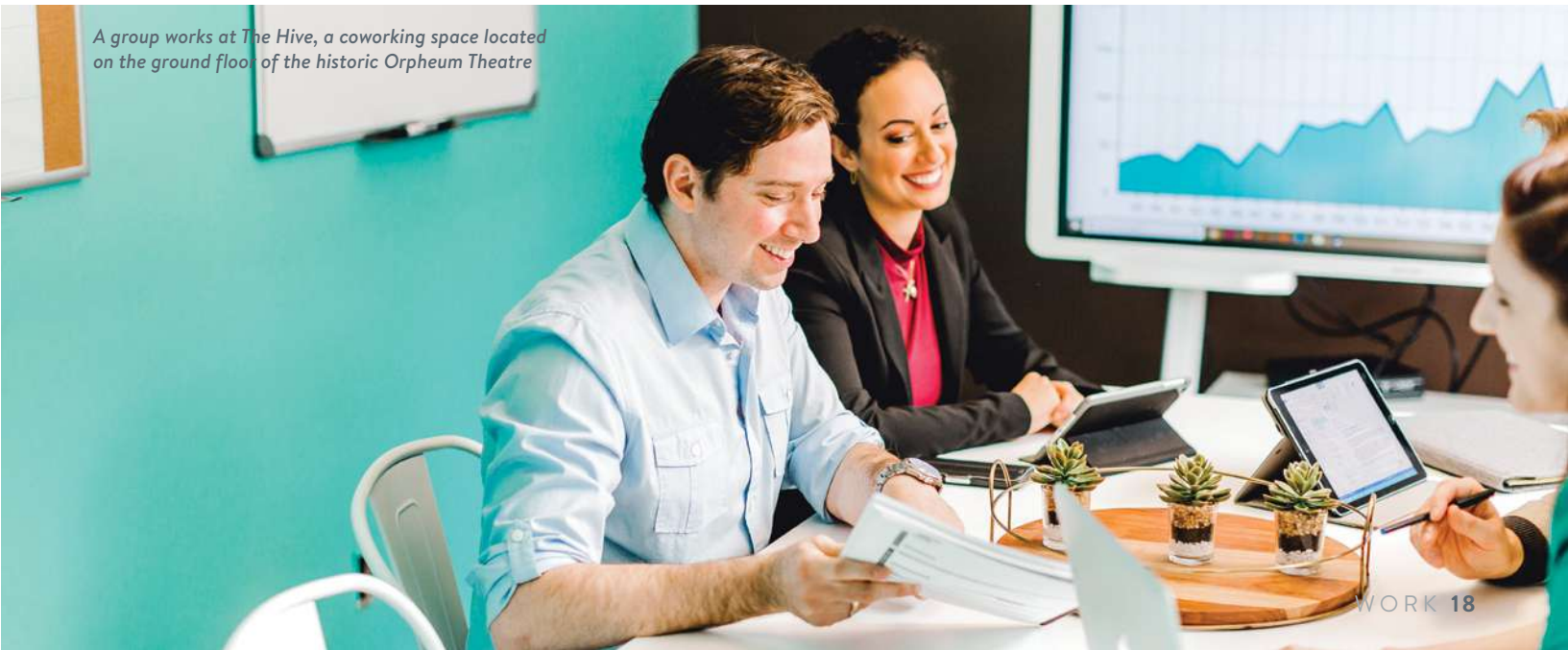
Central Business District Office Space⁷

Over the past five years (2015-2019)

Class A					
	2016	2017	2018	2019	2020
Total SF	1,701,351	1,703,476	1,676,035	1,883,133	2,016,469
Average Price Per SF	\$16.37	\$16.36	\$17.08	\$16.71	\$18.44
Occupancy Rate	87%	87%	85%	89%	88%

Class B					
	2016	2017	2018	2019	2020
Total SF	1,680,837	1,697,034	1,621,813	1,566,062	1,983,723
Average Price Per SF	\$9.86	\$9.69	\$12.05	\$10.61	\$12.24
Occupancy Rate	81%	79%	86%	86%	84%

Class C					
	2016	2017	2018	2019	2020
Total SF	589,132	560,351	660,549	658,858	823,921
Average Price Per SF	\$8.07	\$7.15	\$6.81	\$7.50	\$9.35
Occupancy Rate	59%	70%	55%	67%	59%



A group works at The Hive, a coworking space located on the ground floor of the historic Orpheum Theatre

Gabi and Jade enjoy breakfast at Doo-Dah Diner.

FIND ADVENTURE DOWNTOWN

Downtown is the epicenter of activity with a new adventure around every corner. Seamlessly blending the historic, brick-lined streets of Old Town with modern, innovative architecture, the urban core provides the perfect backdrop for world-class arts and cultural experiences, nationally recognized festivals, as well as trade conventions and events. Thousands have annually flocked to the urban core to enjoy the unpredictably amazing quality of life that Wichita offers. Residents and visitors can experience these amenities while staying in the newly completed Hilton Garden Inn, which features 127 rooms, a ground floor Starbucks and commercial space. This new hotel marks the first new hospitality project in downtown since 2012.

Downtown Hotel Data¹⁰



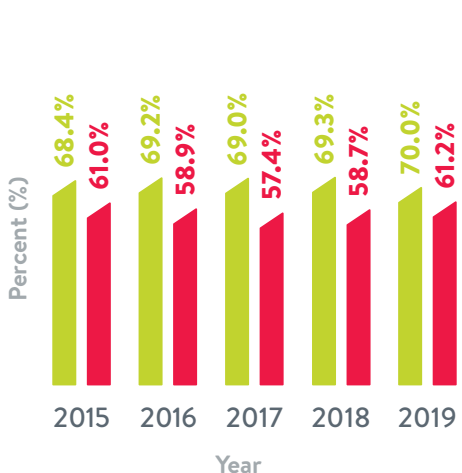
Downtown Hotels



Overall Average of Wichita Area Hotels

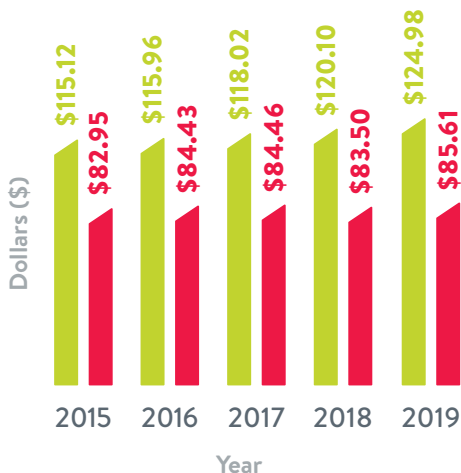
Occupancy

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



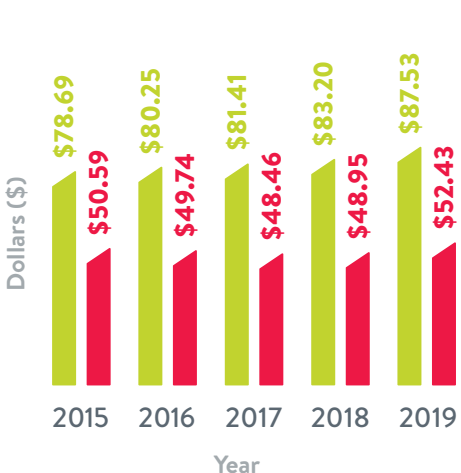
Average Daily Rate (ADR)

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



Revenue Per Available Room

Total room revenue divided by rooms available.



DISCOVER

1,359¹⁷ NUMBER OF HOTEL ROOMS

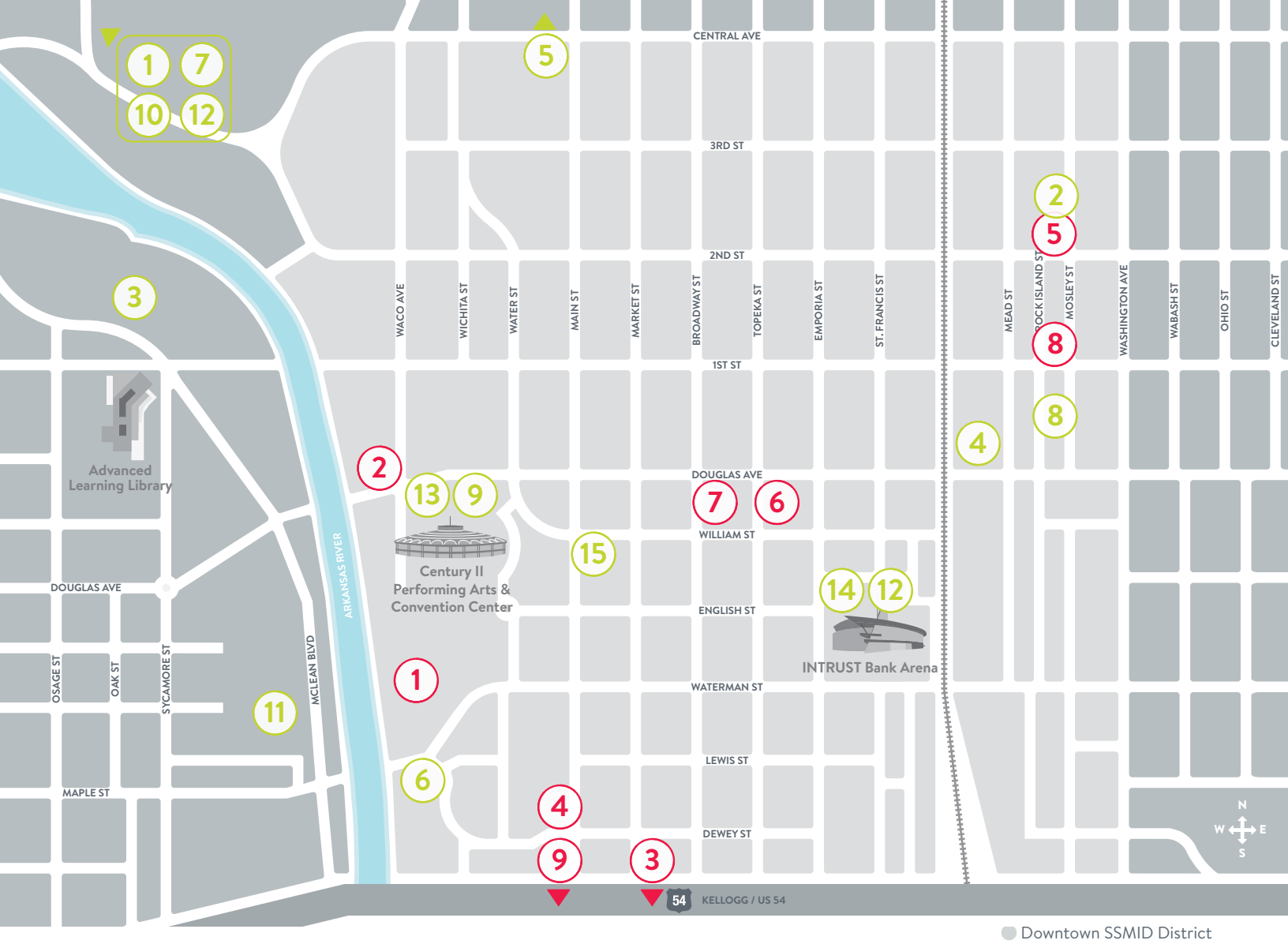
From historic to boutique, downtown offers a wide portfolio of hospitality options, including the recently completed Hilton Garden Inn.

\$1.1⁸ BILLION TOURISM ECONOMIC IMPACT

Visitors to the Greater Wichita region contributed over \$1 billion to our local economy.

741,500+¹⁷ CONVENTION/EVENT ATTENDEES

Family friendly attractions, historic landmarks and tradeshow, and events attract visitors to downtown.



Hotels
By room quantity

- 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 Hilton Garden Inn
127 ROOMS
- 7 Ambassador Hotel at Block One
117 ROOMS
- 8 Hotel at Old Town
115 ROOMS
- 9 Hotel at WaterWalk*
88 ROOMS

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

Museums & Attractions
Listed in alphabetical order

- 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 Museum
650 N. SENECA
- 8 Museum of World Treasures
835 E. FIRST
- 9 Music Theatre Wichita
225 W. DOUGLAS
- 10 Old Cowtown Museum
1865 MUSEUM
- 11 Riverfront Stadium
300 S. SYCAMORE
- 12 Wichita Art Museum
1400 W. MUSEUM
- 13 Wichita Symphony Orchestra
225 W. DOUGLAS
- 14 Wichita Thunder Hockey
500 E. WATERMAN
- 15 Wichita-Sedgwick County Historical Museum
204 S. MAIN

Museums & Attractions Attendance

	2015	2016	2017	2018	2019
Botanica	154,114	159,885	168,350	200,843	267,106
Exploration Place	176,810	199,598	194,029	273,125	249,959
Great Plains Transportation Museum	2,747	5,581	4,519	3,513	3,382
Kansas African American Museum	2,747	3,000	4,289	4,090	4,339
Kansas Sports Hall of Fame	16,687	17,181	18,435	16,466	16,268
Mid-America All-Indian Museum	26,706	26,885	18,522	26,170	19,889
Museum of World Treasures	43,178	43,352	45,582	46,000	44,657
Old Cowtown Museum	61,495	58,430	80,326	54,948	67,559
Wichita Art Museum	62,028	44,808	69,532	79,278	81,425
Wichita Symphony Orchestra Performances	52,692	48,346	37,028	55,013	47,265
Wichita/Sedgwick Co. Historical Museum	16,514	16,687	15,111	14,698	13,647
Wichita Thunder Hockey	174,332	186,042	165,506	191,091	213,762

Top Five Events

	2015	2016	2017	2018	2019
Wichita Riverfest ²¹	380,000	450,000	455,000	460,000	440,000
Music Theatre Wichita Musical Series	57,655	75,935	71,683	68,495	81,000
National Baseball Congress	68,000	60,000	62,000	55,000	55,000
WABA Home Show	20,000	28,000	25,000	40,000	40,000
Automobilia Moonlight Car Show	60,000	60,000	60,000	20,000	20,000

Century II

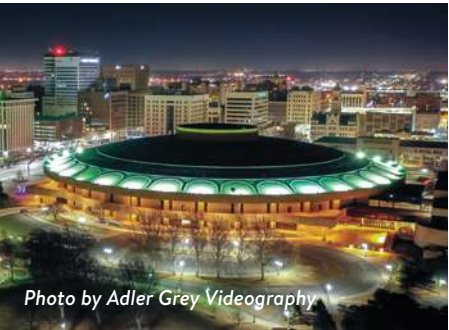


Photo by Adler Grey Videography

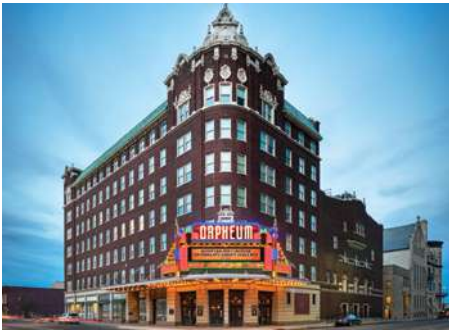
2019	484,039
2018	474,912
2017	502,873
2016	535,205
2015	413,505

INTRUST Bank Arena



2019	348,537
2018	352,285
2017	338,190
2016	371,280
2015	439,767

Orpheum Theatre



2019	55,631
2018	60,007
2017	63,047
2016	65,361
2015	80,025

Ricki enjoys a glass of wine with a friend at Jenny Dawn Cellars, an urban winery.



SHOP

EXPLORE THE CORE

Downtown is a hub of entrepreneurial ideas, businesses and one-of-a-kind unique experiences for both locals and visitors. With over 100 shops and restaurants, the urban core is a center of authenticity and activity for the Greater Wichita region. Retailers, restaurants and nightlife located in the core have a vast customer pool with over 450,000 residents within a 20-minute drive and over 145,000 within a 10-minute drive. The district accounted for over \$168 million in retail sales in 2019, serving as a destination for dining, entertainment and shopping.

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)

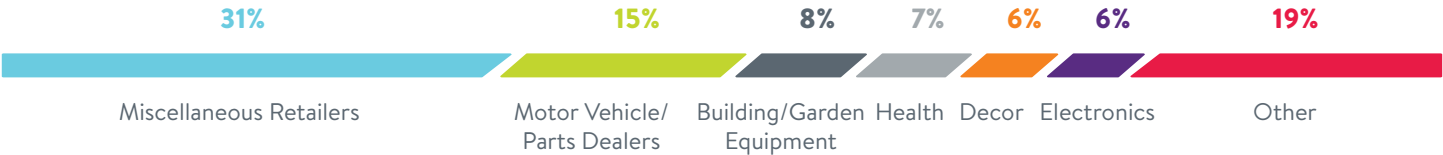


- 24% Class A (175,454 SF)
- 71% Class B (521,844 SF)
- 5% Class C (38,363 SF)



- 87% Occupancy Rate
- 13% Vacancy Rate

Top Retail Trade Sales by Industry¹⁵



\$168 MILLION 2019 RETAIL SALES¹⁵

Over 100 locally owned shops and restaurants contributed to a total of \$168 million in retail sales in 2019.

735,701 SF OF TOTAL RETAIL SPACE⁷

Wichita looks to downtown for one-of-a-kind shops, restaurants and nightlife. Demand for unique retail spaces continues to increase.

87% OCCUPANCY RATE⁷

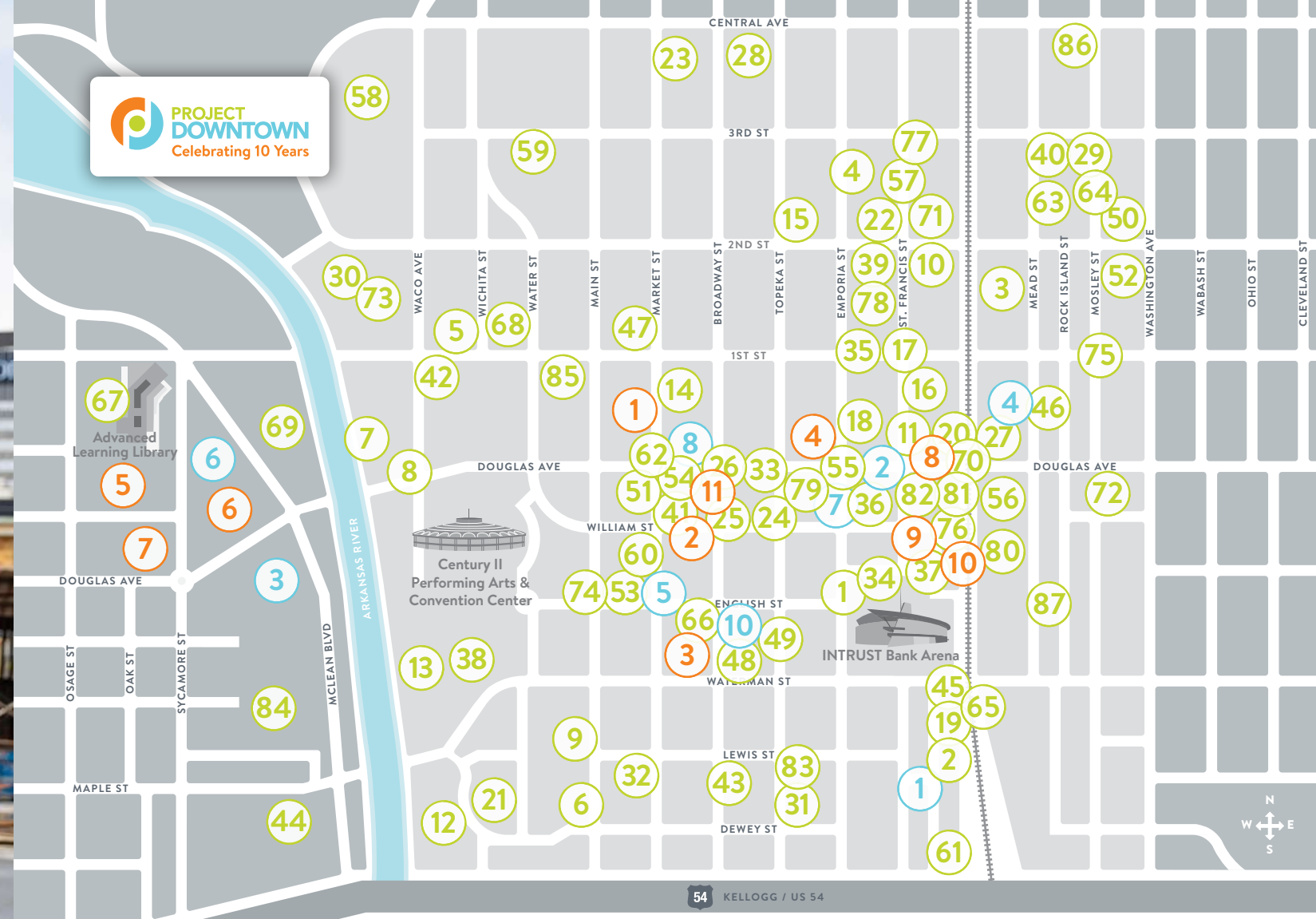
Occupancy rates remained strong in 2019 in alignment with a growing downtown population and increased interest in one-of-a-kind products.

Derick and Jon working at Fidelity Bank's expansion.

BUILD

DYNAMIC OPPORTUNITIES

Project Downtown: The Master Plan for Wichita was adopted in 2010 to serve as a 15-year community vision and blueprint for development. This year marks a full decade of the plan's implementation with 87 catalytic projects completed and more underway. In the last year alone, Riverfront Stadium, home to the Wichita Wind Surge Triple-A baseball team, a new urban park and a diverse mix of office and commercial projects were completed. Ranging from historic and innovative restorations to new and modern construction, each new project creates opportunities to build upon.



● Downtown SSMD District

Completed in 2019

- 74. Fidelity Bank Renovations
- 75. First and Second Street
- 76. Spaghetti Works Phase 1
- 77. Groover Labs
- 78. Cocoa Dolce Renovations
- 79. Hilton Garden Inn
- 80. Union Station Phase 2
- 81. Spaghetti Works Phase 2
- 82. Naftzger Park
- 83. FireWorx Co-Working
- 84. Riverfront Stadium
- 85. Meritrust Center
- 86. Bond Building Renovations
- 87. The Ice House Renovation

Under Construction

- 1. 125 N. Market
- 2. Kansas Health Science Center
- 3. Fidelity Bank Expansion Phase 1
- 4. 430 ReDevelopment
- 5. 225 Sycamore
- 6. Home2Suites Hotel
- 7. Hutton Headquarters
- 8. 618 E. Douglas Renovations
- 9. Gore Oil Renovations
- 10. Modig Headquarters
- 11. Broadway Plaza AC Hotel

In Planning

- 1. St. Francis and Commerce Street
- 2. Douglas Ave. Phase 2
- 3. Riverfront Village
- 4. Mead Street Collective
- 5. Fidelity Bank Expansion Phase 2
- 6. Sycamore and McLean Building
- 7. Douglas & Emporia Renovations
- 8. Chester I. Lewis Reflection Sq. Park
- 9. SPT Architecture Headquarters

* Projects listed here (74-87) took place from 2019-2020. View a list of all completed projects from 2010-2020 (1-87) at www.downtownwichita.org.

View the most up-to-date list of all projects from 2010-2020 at www.downtownwichita.org/development.

PROJECTS COMPLETED



The Ice House Renovation
N/A

Occidental Management completed renovations to a historic building known as "The Ice House." The building now features 27,000 square feet of Class A office space as well as several balconies and a rooftop patio. Developers retained the property's historic character while adding a new modern addition.



Groover Labs
\$5 million

Groover Labs is a nonprofit, technology hub and maker space. Renovations included a 14,000 square-foot lab with studio rental space, a woodshop, a metal shop and an electronics lab equipped with a laser cutter and a 3D printer. This project contributes to the growing energy at the intersection of St. Francis and Second Streets.



Hilton Garden Inn
\$14.2 million

The new Hilton Garden Inn includes 127 guest rooms, meeting space, a restaurant, ground-floor commercial space and a full-service Starbucks. Guests can park in the adjacent parking garage, which is connected by a skywalk. Developers are finalizing plans for a rooftop pool overlooking Douglas Avenue.



Meritrust Center
\$16 million

Meritrust Credit Union has transformed the 10-story building at 151 N. Main into their downtown headquarters, now known as Meritrust Center. Renovations included remodeling the ground floor lobby, interior updates and the addition of an employee patio. This project activates a key property and adds to the growing number of employers in the core area.



Spaghetti Works Phases 1 and 2
\$23 million (Phases 1 and 2)

The Spaghetti Works project included the renovation of a historic building into 44 residential units and the construction of a new Class A building along Douglas Avenue. The property features office tenants on the second floor and commercial tenants on the ground floor and was the catalyst for the redesign of the adjacent Naftzger Park.



Naftzger Park
\$3.9 million

The newly redesigned Naftzger Park features the Every Pavilion, an open lawn for events, flexible seating options, a dog run, a water feature, gardens and more. Plans were derived based on community input by the landscape architecture firm SWA Balsley. Every provided \$1.4 million in additional funding to make this project possible.



Riverfront Stadium
\$75 million

Home field to the Wichita Wind Surge, our Triple-A minor league baseball team, Riverfront Stadium includes fixed seating for 7,000 and a total capacity of 10,000. Designed as a community gathering place, the stadium will also host a wide variety of events and serve as a catalyst for continued development along the riverfront.



Union Station Phase 2
\$54 million (Phases 1 and 2)

The revitalization of historic Union Station is now complete. Phase 1 included the renovation of three adjacent historic buildings and a public plaza. Phase 2 included the restoration of the terminal into office space and an additional 150,000 square feet of new commercial space on the southern portion of the property.

PROJECTS UNDER CONSTRUCTION



430 ReDevelopment
\$22 million

TGC Development Group is constructing a 75,000 square-foot building at the northwest corner of Douglas and Emporia. The new four-story building will feature commercial space on the ground floor and office space on the three upper floors. IMA Financial Group will be the anchor office tenant. Estimated completion is 2020.



Fidelity Bank Phase 1
\$51 million (Phases 1 and 2)

Fidelity Bank is expanding with a ten-story office tower and private car park. Phase 1 includes the construction of the car park, which will feature a rooftop amenity space and 17,000 square feet of ground-floor commercial space. The parking structure is being constructed with the ability to be converted into commercial space in the future.



225 Sycamore
\$40 million

EPC Real Estate is developing a key catalyst site in the historic Delano District into a five-story building that will include 204 residential units and 10,000 square feet of retail space on the ground floor. The property will feature amenities such as an outdoor courtyard with a pool, fire pits and grills as well as a clubhouse and fitness center.



618 E. Douglas Avenue Renovations
N/A

Renovations to the building at 618 E. Douglas Avenue include updating the interior and exterior. The property features apartments on the upper floors and office space on the ground floor. This property is on the east side of Gallery Alley, a public space featuring sculptures, cafe seating and festoon lighting.



Home2Suites Hotel (Delano Catalyst Site)
\$12.5 million

A new extended-stay hotel is currently under construction in the historic Delano District. The project is located at a key catalyst site as defined in Project Downtown. The hotel will feature 95 rooms, conference room space, an indoor pool, fire pits and gathering space that will connect to a new public greenway. Estimated completion is spring 2021.



Kansas Health Science Center
\$75 million

The redevelopment of four historic downtown buildings into the Kansas Health Science Center is underway. This proposed project includes the renovation of the Finney State Office Building into the center; Sutton Place into student housing; Broadway Plaza Building into a boutique hotel; and the Henry's Building into a food hall.

PROJECTS IN PLANNING



Riverfront Village
\$127 million

Developers plan to transform the west bank of the Arkansas River into a 7-acre development including residential, office and commercial spaces. Located adjacent to the new Riverfront Stadium, home to the Wichita Wind Surge Triple-A baseball team, this development is positioned to become a gathering place for the community that will draw visitors from across the region.



Fidelity Bank Phase 2
\$51 million (Phases 1 and 2)

Fidelity Bank is expanding their downtown headquarters with the construction of a ten-story tower and private car park. Phase 2 includes a new 135,000 square-foot office tower. Employees can enjoy access to a rooftop park/lounge and can utilize an outdoor walkway or enclosed skywalk to travel to and from the new car park.



Douglas Avenue Streetscape
\$1.3 million

Phase 1 improvements (completed in 2016) along Douglas Avenue included curb extensions and streetscape amenities. Phase 2 includes plans for additional streetscape amenities, potential reconfiguration of the travel lanes and potential on-street bike lanes.



Douglas & Emporia Building Renovations
N/A

Vantage Point Properties plans to renovate the building at the southwest corner of Douglas and Emporia. Developers plan to retain the property's historic characteristics and transform the building into ground-floor retail and office space on the upper floors.



Chester I. Lewis Reflection Square Park
N/A

The City of Wichita is planning to revitalize an underutilized urban park into a public gathering place. The improvements to the park will honor the legacy of Chester I. Lewis, the namesake of the park, who was the president of the Wichita chapter of the NAACP and was a leader of the modern civil rights movement at the local, state and national levels.



Sycamore & McLean (Delano Catalyst Site)
N/A

Plans at Sycamore and McLean include a 40,000 square-foot mixed-use commercial building that will add to the density and growing vibrancy envisioned for this area in Project Downtown. The building will be marketed as a build-to-suit site or will build spec for an anchor tenant.



DOWNTOWN WICHITA

Commerce and Culture at the Core

Downtown Wichita is a private 501(c)(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 provides 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

The Downtown Wichita organization works to achieve this mission through three key areas of focus: developing downtown, marketing downtown and enhancing vibrancy.

Our Structure

The organization is governed by a Board of Directors comprised of downtown property owners, business owners and stakeholders and is administered by a professional staff. Downtown Wichita contracts with the City of Wichita to provide economic development services in the city's core. This partnership 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 2019, Downtown Wichita leveraged SSMID funding and raised an additional \$161,289 in private sector contributions. In total, from 2009-2019, Downtown Wichita has leveraged SSMID funding by raising an additional \$1.1 million. Downtown Wichita is an affiliate of the Greater Wichita Partnership, and plays a key role in enhancing quality of place, one of three key strategic priorities for the Partnership organization.

Key areas of focus include:



DEVELOPING
DOWNTOWN



MARKETING
DOWNTOWN



ENHANCING
VIBRANCY

Our Staff



Jeff Fluhr
President



Jason Gregory
Executive Vice President



Jaimie Garnett
Executive Vice President of Strategic Communications



Tori Phillippi
Executive Assistant



Andy Kim
Director of Multimedia



Emily Brookover
Director of Community Development



Leann Sanchez
Director of Finance



Megan Hartzell
Director of Communications

Map of the SSMID Boundaries



2020 Downtown Wichita Board of Directors

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New York Life, Kansas General Office

Alan Banta, Vice Chair
Trans Pacific Oil Corp.

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

Don Sherman, Immediate Past Chair*
Every, Inc.

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Brian Blackerby
INTRUST Bank

Chad McDaniel
Emprise Bank

Dick Honeyman*
Hite, Fanning & Honeyman

Dr. Tiffany Masson
Kansas Health Science Center

Greg Boulanger*
Cargill Protein Group

Jana Davis
High Touch Technologies, Inc.

Jennifer McDonald
Jenny Dawn Cellars

Joe Johnson*
SJCF Architecture

Joel Kelley
Cablecom, Inc.

John Belford
Belford Electric

John Rupp
ReeceNichols South Central Kansas

Larry Weber*
Garvey Center

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

Stan Smith
Martin Pringle Law Firm

Tim Nelson
Fidelity Bank

Todd Ramsey
Downtown Resident

Tom Johnson
NAI Martens

Tony Utter
J.P. Weigand & Sons, Inc.

Tracy Hoover
Groover Labs

EX OFFICIO MEMBERS

Brandon Johnson
City of Wichita, District I

Bryan Frye
City of Wichita, District V

Dr. Cindy Claycomb
City of Wichita, District VI

Debra Fraser
KMUW & Old Town Association

Jonathan Long
Wichita Regional Chamber of Commerce

Lacey Cruse
Sedgwick County, District IV

Scot Rigby
City of Wichita, Asst. City Manager

Shelly Prichard
Wichita Community Foundation

Susan Santo
Visit Wichita

* Denotes Past Downtown Wichita Chair

2020 SSMID Board of Directors

BOARD MEMBERS

Joe Johnson, Chair
SJCF Architecture

AJ Boleski
INTRUST Bank Arena

Alan Banta
Trans Pacific Oil Corp.

Chad McDaniel
Emprise Bank

Debra Fraser
Old Town Association

Don Sherman
Every, Inc.

Greg Boulanger
Cargill

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 DOWNTOWN



Construction of the 430 ReDevelopment

Developing Downtown

The Downtown Wichita team works to achieve the vision set forth in Project Downtown by working with key stakeholders on urban design implementation, keeping market and economic research up-to-date and advocating for investment and development in the core. The team takes strategic steps to realize the community's 15-year vision set forth in Project Downtown by collaborating with stakeholders to stimulate investment and interest in the core. By connecting resources from the private sector and local government, we steward initiatives that allow commerce and culture to thrive.

Advocacy

An important role for Downtown Wichita is to advocate on behalf of the district and its stakeholders on a regular basis. 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 the urban core. The organization works with public and private sector partners on development projects within the district, providing key market data and project support through objectives set forth in the Project Downtown plan.



Kansas Health Science Center rendering

In addition, the organization promotes and educates on the importance of State and Federal Historic Tax Credit Programs in downtown revitalization. These programs are critical tools in preserving our historic architecture and many adaptive reuse projects would not be financially viable without them. One example of these tools at work is the Kansas Health Science Center project, which includes the restoration of four historic buildings in the urban core. Downtown Wichita advocated on behalf of this project. Pictured above is a rendering of the former Finney State Office Building. The proposed plan includes repurposing the building into a new medical center.

Project Downtown

This year we are celebrating 10 years of implementing Project Downtown: The Master Plan for Wichita, our community's 15-year vision and blueprint for economic growth. View pages 3-6 of the report for an in depth look at how Project Downtown is driving investment in the urban core. The plan was developed through extensive public input from 2009-2010 and was adopted in December 2010. The plan is 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. Focusing on key areas of downtown and illustrating potential opportunities for growth, the plan is based upon economic analysis and market potential. Project Downtown builds upon the uniqueness of our community and casts a vision for the future. Download the full report to learn more at www.downtownwichita.org.



Intended outcomes:

- ▶ Assist the community in retaining talent, families and jobs
- ▶ Increase tourism
- ▶ Grow existing tax base revenues
- ▶ Increase Wichita's competitiveness in regional, national and global markets





The Spaghetti Works development



Riverfront Legacy Master Plan rendering

Urban Design

Developing in an urban environment is fundamentally different from suburban development. Downtown Wichita works with developers, property owners, the design community and the public sector to ensure that critical components of urban development core practices are incorporated into projects. This strategic direction includes ensuring that development fosters walkable connections between spaces, encouraging dense, mixed-use buildings with a focus on ground-floor activation and promoting projects that seamlessly connect and interact with the streetscape.

Economic Research

Since the adoption of Project Downtown in 2010, Downtown Wichita regularly engages experts to update residential, hotel/commercial and retail studies to provide timely, accurate information. This market-based data has proven valuable for developers, property owners and investors interested in investing in Wichita's urban core. Updated studies and market information provides lenders, investors 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 alongside local market information and trends. The report is designed to be a resource for those who own, develop, market or invest in real estate. It is intended to drive collaborative conversations and assist the public and private sectors with strategic investment decisions.

Riverfront Legacy Master Plan

The Arkansas River is a unique amenity and attraction for the Greater Wichita region. Project Downtown recognizes the riverfront as a catalytic area that will further the transformation of our downtown into a vibrant urban center. In response to recommendations from the Project Wichita regional visioning process and the Century II Citizens Advisory Committee, Downtown Wichita and multiple private sector organizations partnered with the public sector to form the Riverfront Legacy Master Plan Coalition to create a comprehensive, community vision and master plan for the east bank of the Arkansas River.

After six months of community engagement, numerous public meetings and gathering input online, the Design Team, comprised of Populous, RCLCO and Olin Studio, presented their final recommendations for the site at a public open house in January 2020. The recommendations included renderings and designs, a cost breakdown of the plan and funding and implementation strategies. The plan incorporates 17 major capital projects, including a new performing arts center, a new convention center, 10 acres of green space, funding for programming and maintenance of parks, new mixed-use development to drive economic growth and more.

These collective projects provide a catalytic vision for the riverfront that will generate revenue and serve as a talent recruitment tool for our community. Once complete, the projected 10-year economic impact for the site is estimated \$915-\$970 million. The planning process was put on hold earlier this year, but the Coalition will continue working with the public sector and community stakeholders to advance the master plan with appropriate timing given COVID-19.

Phase 1 of the Fidelity Bank expansion



FireWorx Co-Working space



Riverfront Legacy Master Plan rendering



Riverfront Legacy Master Plan DIY Urban Explorations



MARKETING DOWNTOWN

Downtown Wichita communications intern Cathy captures footage of a development project

Marketing Downtown

Collaborating with the public and private sectors, the Downtown Wichita team works to enhance perceptions of Wichita's urban core, create awareness for downtown events, promote development progress and market opportunities. In order to achieve these communications and marketing goals, staff maintains a robust website, www.downtownwichita.org, which features resources and information for developers, residents, visitors, businesses and more. The team also manages extensive strategic content across multiple social media platforms.

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 those who are making a difference in our district through the Possibility People marketing campaign. Since the campaign began in 2017, 15 total stories have been created, six of which were released in the last year. Stories are posted at www.downtownwichita.org and promoted through social media channels and email marketing. The Possibility People videos released in 2019 have resulted in over 38,500 views on social media.

Possibility People featuring Cindy Carnahan with Flowers on Douglas



41 DOWNTOWN

Possibility People featuring downtown residents Martin and Antoine



Promoting Development

Downtown Wichita is passionate about attracting and sustaining dynamic commercial interests that will further accelerate development. To further this mission, staff consistently communicates development news and updates digital platforms including social media and through www.downtownwichita.org. This includes, but is not limited to:

- ▶ Tracking ongoing development progress through printable and interactive maps
- ▶ Maintaining downtown for sale and lease real estate offerings on the downtown website
- ▶ Sharing content about development projects and progress regularly posted on social media channels
- ▶ Producing a regular email update communicating development progress that is sent to email subscribers, providing an overview of projects underway and how Project Downtown is being implemented

Map of development projects



Groundbreaking of the Spaghetti Works project



DOWNTOWN 42



Transit shelter promotional display



Wichita Riverfest Sundown Parade

Transportation & Wayfinding Marketing

Downtown's sidewalks, storefronts and public spaces invite residents, commuters and adventurers to simplify their routines and take the city in stride on foot or by utilizing a variety of easily accessible transportation options. Downtown Wichita promotes these options under the "Get Around" section of www.downtownwichita.org, which includes digital and printable parking maps, traffic route updates and a mobile-friendly, interactive map that makes it easy to explore the core. This section of the website received over 50,000 pageviews in 2019. In addition to promoting wayfinding online, Downtown Wichita partners with Wichita Transit to design and update the interior and exterior displays of the transit shelters located along Douglas Avenue. Ten new transit shelter designs were created and installed on a quarterly basis last year.

Promoting Downtown for the Holidays

Each holiday season, Downtown Wichita works to support district retailers, restaurants and event venues by encouraging the community to experience downtown during the holidays. In 2019, the team developed a new holiday-themed campaign titled "Bigfoot Brian," which encompassed a 7-foot tall Bigfoot statue visiting downtown hotspots. Viewers were encouraged to take selfies with the statue to create awareness of downtown holiday experiences and grow downtown social media channels. The holiday webpages received over 2,000 pageviews.

Family explores Old Town Square during the holidays



Bigfoot Brian at Lucinda's in Old Town



Promoting Events

Downtown Wichita is a hub for local events, activities, arts and culture. The Downtown Wichita team partners with Visit Wichita to maintain a robust community events calendar on www.downtownwichita.org. To encourage event attendance and community connections, the organization sends a weekly email to over 5,000 subscribers highlighting local events. The Downtown Wichita team also assists with the promotion of two monthly local events, First Friday and 2nd Saturday.

The First Friday art crawl takes place once a month at various galleries, restaurants, shops and more. Artists display and sell their unique work at participating locations during this free community event. Downtown Wichita coordinates 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 updated monthly on www.firstfridayict.org, which received over 20,000 pageviews in 2019.

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, www.2ndsatict.com. Once a month, Downtown Wichita works directly with the participating local businesses to update the deals on the website.



Open Streets ICT, an annual community event



Nelly and Maya shop at Bella Luz



ENHANCING VIBRANCY



A volunteer plants flowers along Douglas Avenue

Enhancing Vibrancy

Quality of place is an important component to furthering the vision outlined in Project Downtown: The Master Plan for Wichita. With the goal of strengthening the place-based identity in Wichita, staff has created and assisted in a variety of placemaking initiatives and programming efforts. These initiatives are designed to engage the creative community, improve perceptions, attract and retain talent and help both locals and visitors establish a personal connection with downtown.

Downtown Clean Up

Downtown Wichita collaborates annually with the City of Wichita Public Works & Utilities Department and the Park & Recreation Department to host Downtown Clean Up. In April 2019, over 100 volunteers assisted with a variety of tasks such as street painting, graffiti removal, Pop-Up Park maintenance, trash pickup and more. Every sponsored lunch for the volunteers.

Flowers on Douglas

The Flowers on Douglas program launched in 2017 through a partnership between Downtown Wichita, the City of Wichita and community partner Cindy Carnahan. Cindy is a passionate gardener and local real estate professional who continues to help lead the project through ongoing fundraising efforts and lending her expertise with the planning of the flower arrangements. To date, the project has added over 120 planter pots and 85 hanging baskets along Douglas Avenue from Main to Washington Street that are updated seasonally.

The floral arrangements are planted by a team of talented, volunteer Master Gardeners and are maintained by Hein Landscaping. Funding for this project comes from both the Self Supported Municipal Improvement District (SSMID) and private donations, which can be made at www.flowersondouglas.org. This community initiative creates a welcoming environment for anyone exploring downtown.

Group of volunteers at Downtown Clean Up



Picking up trash at the Downtown Clean Up



Master gardener plants flowers downtown



Planting flowers along Douglas Avenue





Two participants during the Blue Bench event

Pop-Up Park

Located at 121 E. Douglas Avenue, the Pop-Up Park project transformed a significant hole in the ground and eyesore into a vibrant, active community park. The project was realized in 2015 when Downtown Wichita partnered with Bokeh Development and received a grant from the Knight Foundation Fund at the Wichita Community Foundation. The park is activated on a daily basis with food truck vendors and hosts a variety of community events. Downtown Wichita manages the Facebook page for the park, which has over 12,000 followers, and promotes the food truck schedule in partnership with the Wichita Food Truck Coalition. In 2019, Downtown Wichita hosted a variety of programming efforts at the park:



- ▶ The Blue Bench: Special guests from Oxford Senior Living engaged in fun conversations with participants
- ▶ Lazy Dog Agility Course: An obstacle course and photo booth for dogs during the annual Open Streets ICT
- ▶ Movie Nights: Family-friendly classic films and local food trucks once a month
- ▶ Pop-Up Mini Theater: Free snacks and a live performance of Disney classics by talented theater students
- ▶ Summer Brew Series: Attendees could enjoy live music, grab a bite from a local food truck, play yard games and sample a new local brewery each week

Pop-Up Mini Theater



Lazy Dog Agility Course



Gallery Alley

In 2017, Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to transform the underutilized and unsafe alley at 616 E. Douglas Avenue into Gallery Alley, a bright and colorful public space. In 2018, the City of Wichita gathered stakeholder feedback and elected to permanently restrict the alley to pedestrian-only access, with the ongoing goal of promoting an urban, walkable, people-oriented district.

Starting in 2019, Downtown Wichita partnered with Envision and received an additional grant from the Knight Foundation Fund at the Wichita Community Foundation to enhance Gallery Alley in order to create a permanent destination for inter-sensory art experiences. The next phase of the alley will expand on the artwork included in the space with a conscious effort to serve all visitors with specific consideration for individuals of all ages who are blind, visually impaired and for those with intellectual and developmental disabilities. Five local artists' proposals were selected to create work that is currently underway with plans to install in 2020. The reopening of Gallery Alley is to be determined per COVID-19 guidelines.



"Take what you need" pop-up event

Gallery Alley artist Armando



Gallery Alley artist Tomiyo



Information Sources



The 2020 State of Downtown Report was published by Downtown Wichita in August 2020.

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

1. U.S. Census Bureau, 2014-2018 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 was 1,393. Per Downtown Wichita records, 1,228 new units rental units have opened since 2010 when the Census was taken. Per data provided directly from the downtown residential rental properties, the occupancy of the market rate units averages 91% as of 4/15/2020. Per the U.S. Census Bureau, 2014-2018 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 2,778.

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 9 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 2010 - 2019 only for the Downtown SSMID District (shown on map on page 35 - 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 2010 - 2019 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 capital funding is included over years 2010-2019 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; 2019: \$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, 2019 Annual Average, Vol. 52, No. 4.

7. Central Business District. J.P. Weigand & Sons Inc. Forecasts 2010 & 2020

8. Visit Wichita Convention & Visitors Bureau

9. Wichita Business Journal Book of Lists Vol. 34 No. 52 Published December 27, 2019

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, 2014-2018 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 Festivals, Inc.

22. Wichita Symphony Orchestra

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