



DOWNTOWN
WICHITA

2021 ANNUAL REPORT

Stay informed with real-time data

\$113M¹
2020 PRIVATE
INVESTMENT

\$3M¹
2020 PUBLIC
INVESTMENT

\$747M¹
10 YEAR TOTAL
PRIVATE INVESTMENT

\$92M¹
10 YEAR TOTAL
PUBLIC INVESTMENT

If you are reading this report, you are invested in downtown Wichita.

Previously, the Downtown Wichita organization produced an annual printed State of Downtown Report containing market and economic data – including investment data (as noted above) and more.

We know your decisions require real-time data. That's why we've created a new digital Development Toolkit where accurate, up-to-date information and resources (previously found in the printed report) are now published and regularly updated. The toolkit documents the exciting transformation occurring in Wichita's urban center.

Reports Available:



Investment



Residential



Commercial



Hospitality



Retail

This information can be used as a resource for those who own, develop, market, or invest in real estate and as a reference tool for preliminary project due diligence and research.

View and download the reports by scanning the code or visit
www.downtownwichita.org/toolkit



Scan on your mobile device



It's difficult to know where to begin as we reflect on a year unlike any other. One word comes to mind – surreal. As the chair of the Downtown Wichita Board of Directors, I have witnessed how the COVID-19 pandemic caused unforeseen challenges. I've also seen how our community faced these challenges together and supported each other during difficult times. One thing that stood out to me over the past year is the stamina and dedication exemplified by the Downtown Wichita organization. The team continued to seek out opportunities to support our community through their three key areas of focus – developing downtown, enhancing vibrancy and marketing the district.

A few notable initiatives by the organization over the past year include the Wichita Love Notes and Alley Doors projects that engaged local artists and brought encouraging messages to the district. Over the holiday season, the “Share Local Love” campaign was launched to create support for downtown businesses through videos highlighting the owners of local shops and restaurants. Hearing the stories of our local business owners and seeing their dedication to this community was impactful and inspiring. Last year was also a major milestone for Project Downtown, our community vision and blueprint for downtown's development, as it marked ten years since the adoption of the plan. I invite you to read more about these incredible initiatives throughout this report.



Alan Banta, Chair
Downtown Wichita

A few development highlights from the past year include the completion of 430 ReDevelopment, a new four story building where IMA Financial Group and American State Bank are the anchor tenants. Fidelity Bank's private car park that will feature one of the largest urban farms in the Midwest is now complete. At the beginning of the year, the Kansas Health Science Center – Kansas College of Osteopathic Medicine received candidate status from the Commission on Osteopathic College Accreditation. This important step in the accreditation process allows the project to move forward with plans for a new, innovative medical school and the revitalization of five historic buildings spanning three urban blocks.

I've been with Trans Pacific Oil and owned real estate in downtown for 25 years. Our office is located in the heart of downtown overlooking the intersection of Douglas Avenue and Main Street. One of my favorite things about working downtown is being in the middle of the action. Downtown offers a unique energy and connectivity and I look forward to experiencing that now and in the future. A recent example is the opening day of the new \$75 million Riverfront Stadium, which took place in April 2021 during a Wichita State University baseball game. It was fantastic to experience this exciting moment for Wichita and root for our team together as a community.

As you look through the pages of this report, I encourage you to focus on the future. After a year full of unknowns, one thing I know for sure is that our community is made of kind, resilient individuals who are dedicated to making Wichita a better place.

Sincerely,

A handwritten signature in black ink, appearing to read "Alan Banta".

Alan Banta, Chair
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, 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.

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

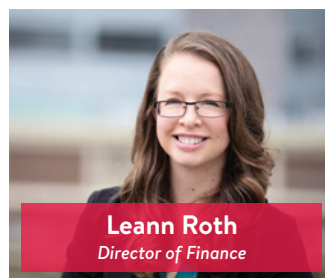
The Downtown Wichita organization works to achieve this mission through three key areas of focus: developing downtown, enhancing vibrancy and marketing downtown.

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 2020, Downtown Wichita leveraged SSMID funding and raised an additional \$220,000 in private sector contributions. In total, from 2009-2020, Downtown Wichita has leveraged and raised over \$1.3 million in addition to SSMID funding. Improving quality of life by developing the region's core is a key priority of the Greater Wichita Partnership, realized through the Downtown Wichita organization as an affiliate of the Partnership.

Our Team



2021 Downtown Wichita Board of Directors

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Trans Pacific Oil Corp.

Jana Davis, Vice Chair
High Touch Technologies

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

Joe Tigert, Immediate Past Chair*
New York Life, Kansas General Office

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Kansas Health Science Center

Tim Nelson
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NAI Martens

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J.P. Weigand & Sons, Inc.

Tracy Hoover
Groover Labs

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Bryan Frye
City of Wichita, District V

Dr. Cindy Claycomb
City of Wichita, District VI

Debra Fraser
KMUW and Old Town Association

Jonathan Long
Wichita Regional Chamber of Commerce

Lacey Cruse
Sedgwick County, District IV

Scot Rigby
City of Wichita, Office of Urban Dev.

Scott Wadle
City of Wichita, MAPD

Shelly Prichard
Wichita Community Foundation

Susan Santo
Visit Wichita

* Denotes Past Downtown Wichita Chair

2021 SSMID Board of Directors

BOARD MEMBERS

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SJCF Architecture

AJ Boleski
INTRUST Bank Arena

Debra Fraser
Old Town Association

Don Sherman
Everbly, Inc.

Greg Boulanger
Cargill Protein Group

Chad McDaniel
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, Office of Urban Dev.



DEVELOPING DOWNTOWN

Project Downtown

Project Downtown: The Master Plan for Wichita is a 15-year community vision and blueprint for growth. The plan was developed through extensive public input from 2009-2010 and was adopted in December 2010. The master plan is designed to assist the public and private sectors with strategic development decisions. Based upon economic analysis and market potential, the plan focuses on key catalyst sites and illustrates potential opportunities for growth. Project Downtown builds upon the uniqueness of our community and casts a vision for the future. Download the full report at www.downtownwichita.org.

Intended outcomes:

- ▶ Develop a vibrant, distinctive downtown
- ▶ Assist the community in attracting and retaining talent
- ▶ Increase Wichita's competitiveness in regional, national and global markets
- ▶ Grow existing tax base revenues
- ▶ Increase tourism

In 2020, Downtown Wichita received a Pinnacle Award from the International Downtown Association (IDA) for the implementation of the Project Downtown plan. Each year, IDA recognizes outstanding projects from downtown development corporations around the globe. These awards, named the Downtown Achievement Awards, highlight the best projects in urban place management. The Pinnacle Award is the industry's highest recognition and represents the most creative, inspiring innovations in urban place management.

This award recognizes the commitment by our community to work together and realize the vision set forth in Project Downtown. Key outcomes include over \$1 billion of investment since 2010, three new hotels totaling 375 new hotel rooms, the addition of 1,228 residential units, the addition of over 445,000 square feet of retail space in the Central Business District and more. The transformation would not be possible without the continued investment from the public and private sectors.



The Downtown Wichita team works to realize the community vision outlined in Project Downtown: The Master Plan for Wichita by collaborating with key stakeholders on urban design implementation, maintaining relevant market and economic research and advocating for investment in the district. By connecting the private sector and local government, we steward initiatives that allow commerce and culture to thrive.

Construction of Fidelity Bank car park

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 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. The goal of the coalition was to create a comprehensive, community vision and master plan for the east bank of the Arkansas River.

Proposed rendering of the riverfront



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 recommendations for the site at a public open house in January 2020. After the presentation, the completion of the final plan and report was paused due to the COVID-19 pandemic. The Coalition will resume the process when timing is appropriate, and will take deliberate steps to identify how the markets (hospitality, commercial, convention, etc.) have been impacted by COVID-19 to ensure the plan has a strong economic foundation.

Proposed rendering of the riverfront





Abby and Madalyn at Naftzger Park

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.

Urban design principles:

- ▶ Foster walkable connections between spaces
- ▶ Encourage dense, mixed-use buildings
- ▶ Focus on ground-floor activation
- ▶ Ensure that development seamlessly connects and interacts with the streetscape

Economic Research

Downtown Wichita regularly engages market experts to update residential, hotel, commercial and retail data to provide timely, accurate information. Updated studies and market information provides lenders, investors and the public sector an accurate forecast of the market potential. Market research has proven valuable for developers, property owners and investors interested in Wichita's urban core.

In addition to market-based research and specific planning initiatives, Downtown Wichita reports timely U.S. Census Data alongside local market information and trends. The information reported is intended to be a resource for those who own, develop, market or invest in real estate and to assist the public and private sectors with strategic investment decisions. Learn more at www.downtownwichita.org/development.



Historic Union Station

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, the organization 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 in support of projects that meets the objectives set forth in Project Downtown.

In addition, the organization promotes and educates on the importance that State and Federal Historic Tax Credit Programs have 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. Recent examples of these tools at work include the conversion of the former Spaghetti Works warehouse into 41 unique residential units and the renovation of the historic Union Station terminal into a mixed-use destination. Five historic buildings are being restored to serve as the campus for the proposed Kansas Health Science Center–Kansas College of Osteopathic Medicine. Downtown Wichita advocated on behalf of these projects by connecting resources, providing letters of support and by sharing input to City and state officials.



Rendering of the Broadway Plaza, which is being renovated into an AC Marriott Hotel



Rendering of Sutton Place, future student housing



Rendering of the Henry's Building, future cafe

PROJECTS COM



Meritrust Center *\$16 million*

Meritrust Credit Union has transformed the 10-story building at 151 N. Main into their 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.

430 ReDevelopment *\$21 million*

TGC Development Group completed the construction of a new four-story building at the corner of Douglas Avenue and Emporia Street. IMA Financial Group is the anchor tenant on the three top floors. American State Bank & Trust Co. occupies the ground floor. The new property features a rooftop amenity space overlooking downtown.



618 E. Douglas Avenue *N/A*

Renovations included updating the interior and exterior of this historic building, which features apartments on the upper floors and office space on the ground floor. Cohlmia Marketing is the anchor tenant. This property is located on the east side of Gallery Alley, a public space featuring sculptures created by local artists.

Shops at Gallery Alley *N/A*

Bokeh Development renovated the ground floor retail spaces in the historic Renfro building. Improvements added windows, exterior signage and storefront visibility and accessibility via Gallery Alley. The space offers retail leases that range from 387-421 square feet.

PLEATED

MAY 2020-2021



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

Fidelity Bank expanded their headquarters with the creation of a ten-story tower and private car park. Phase 1 included a car park with 405 stalls and 24 electric car charging stations with retail space on the ground floor. The rooftop will become Rise Farms, one of the largest urban farms in the Midwest. Phase 2 will focus on the office tower.



FireWorx
\$1.1 million

The former Topeka Street Fire Station, originally built in 1930, has been transformed into a co-working space for artists and startup businesses. The first floor features open, shared workspaces available for rent and the Sunflower Cafe, a local coffee shop. JACO General Contractor is the anchor tenant on the second floor.



Hutton Headquarters
\$5 million

Hutton, a Wichita based construction company, designed and built their new headquarters in the historic Delano District. The building features flexible meeting spaces, virtual reality capabilities, local artwork and more. This project is located adjacent to an area recognized as a catalyst site in the Project Downtown master plan.



Home2Suites by Hilton (Delano Catalyst Site)
\$12.5 million

A new extended-stay hotel is now open in the historic Delano District. The project is located at a key catalyst site as identified in Project Downtown: The Master Plan for Wichita. The hotel features 95 rooms, conference room space, an indoor pool, fire pits and a gathering space that connects to a new public walkway.

PROJECTS UNDER



Kansas Health Science Center - Kansas College of Osteopathic Medicine (KHSC-KansasCom) *\$75 million*

The proposed KHSC-KansasCom project includes the renovation of five historic buildings. The educational center will be located in the two buildings that previously housed the Macy's and Innes department stores. The campus will include a world-class osteopathic skills training center, standardized patient teaching rooms, large lecture halls, a virtual anatomy lab and more.



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 retail space on the ground floor. Amenities include a clubhouse, fitness center and an outdoor courtyard with a pool, fire pits and grills. The City of Wichita is constructing a new public bike path and greenway in conjunction with the project.

CONSTRUCTION



Modig Machine Tool Headquarters
N/A

The historic warehouse at 208 S. Commerce Street is being renovated into the North American headquarters for Modig Machine Tool. The property will showcase the newest tooling machines in Modig's portfolio and is designed to host training events, machine demonstrations and run time validation testing for customers.



Broadway Plaza AC Marriott Hotel
N/A

The historic Broadway Plaza will become an AC Marriott Hotel featuring 118 rooms. The 11-story building will include a ground-floor bar and a covered entryway for valet parking.



Chester I. Lewis Reflection Square Park

Improvements will honor the legacy of the namesake of the park, Chester I. Lewis, 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.

PROJECTS IN PL



Arena Pointe
N/A

The Arena Pointe project includes the renovation of an 8,000 square foot warehouse into office space and the construction of a new, 60,000 square foot mixed-use building on the adjacent surface lot. The new, three-story development will include commercial, office and residential spaces located directly across from INTRUST Bank Arena.



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

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



Sutton Place Renovations
N/A

The Sutton Place building will be renovated into student housing as a part of the proposed Kansas Health Science Center - Kansas College of Osteopathic Medicine, which includes the revitalization of five historic buildings. The project will create a vibrant environment along the William Street corridor, directly south of Douglas Avenue.



Sycamore and McLean (Delano Catalyst Site)
N/A

EPC Development Group has plans for infill development at the corner of Sycamore and McLean. This project will add to the density and growing vibrancy envisioned for this area in Project Downtown: The Master Plan for Wichita. The building is currently being marketed as a build-to-suit site or will build spec for an anchor tenant.

PLANNING



Henry's Building Renovations
N/A

The historic building at 124 S. Broadway Street will be transformed into a future cafe and culinary institute. The building previously housed the Henry's department store and has been vacant for over twenty years. This project will bring a new energy to the William Street corridor, directly south of Douglas Avenue.



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. The site is located adjacent to the new Riverfront Stadium and will become a gathering place for the community designed to draw visitors from across the region.



422 S. St. Francis Street Renovations
N/A

Renovation plans include ground floor office space for The Hudson (an event venue located across the street) and a new venue space with capacity for up to 100 guests. The building will also feature three Airbnb suites available for rent - two on the second floor and one in a boxcar that will be added to the back of the property.



701 E. Second Street Renovations
N/A

A historic warehouse in Old Town will be renovated into a residential property. Proposed plans include a rooftop penthouse and an addition to the south side of the building. The warehouse was originally built in 1910 and is about 38,000 square feet.

ENHANCING VIBRANCY

Business Support Program

When the COVID-19 pandemic began, the Downtown Wichita organization reached out to local restaurant and retail owners in the district to assess their needs and challenges. These informed conversations led to the creation of the Business Support Program, which paired business owners with local professional service providers to receive a free consultation in either law, human resources, accounting or marketing, based on their needs. The program also allows businesses to apply to receive reimbursement for costs associated with participating in the Open Air ICT program or unexpected expenses prompted by the COVID-19 pandemic. Downtown Wichita awarded \$1,500 to 18 businesses for a total of \$27,000 awarded through the Business Support Program.

Downtown Wichita received a grant from the COVID-19 Connection Fund at the Wichita Community Foundation to create and facilitate this program. Local professional service providers include Allen, Gibbs & Houlik for human resources and accounting, Howerton+White for marketing and Martin Pringle Law Firm for legal services.

Painting of the Caldwell Murdock Building

The Caldwell Murdock building sits on the south side of Douglas Avenue between Market and Main Streets and is home to the Little Free Library and the ICT Chalk Talks wall. Currently unoccupied, the building provided the perfect canvas for a temporary installation in August of 2020. Over 60 north and east facing windows were painted by a commissioned group of local artists with hearts, stripes and patterns in bright colors. The cheerful windows quickly became a popular destination for photos. The artwork is still on display for residents and visitors to enjoy. The intention of the installation was to enhance perceptions by engaging the community and promoting local arts and culture. Downtown Wichita would like to thank Bokeh Development for their partnership in this project.





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 of Wichita, we have led and assisted in a variety of placemaking initiatives and programming efforts. These projects 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. During the COVID-19 pandemic, staff looked for ways to safely engage downtowners and bring moments of encouragement and relief.

Charles and Alexandra at an Alley Door location

Alley Doors

The Alley Doors project repurposes alley and back-of-building doors and turns them into a discovery-driven urban gallery. In 2019, 39 artists from across Kansas contributed to an online artwork database. Participating property and business owners used this database to select artwork that was then printed on heavy-duty vinyl and applied to their alley or back-of-building doors. There are currently ten Alley Doors featuring artwork by Aaron Jackson Bowman, Ande Hall, BIGMENTION, Lindsey Kernodle, Matthew Miller, Sue Godwin, Rebecca Hoyer and Robin Valenzuela.

The goal of this project is to increase foot-traffic and visibility of overlooked spaces downtown and thus enhance safety, combat vandalism and create surprises for passersby. The door murals are accompanied by an artist title card and alleyway signage. Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to launch the Alley Doors project.

View all the artwork and find directions to each door at downtownwichita.org/alleydoors. Property and business owners interested in participating can apply at downtownwichita.org/participate.



Artist: Sue Godwin



Artist: Robin Valenzuela



Artist: Lindsey Kernodle



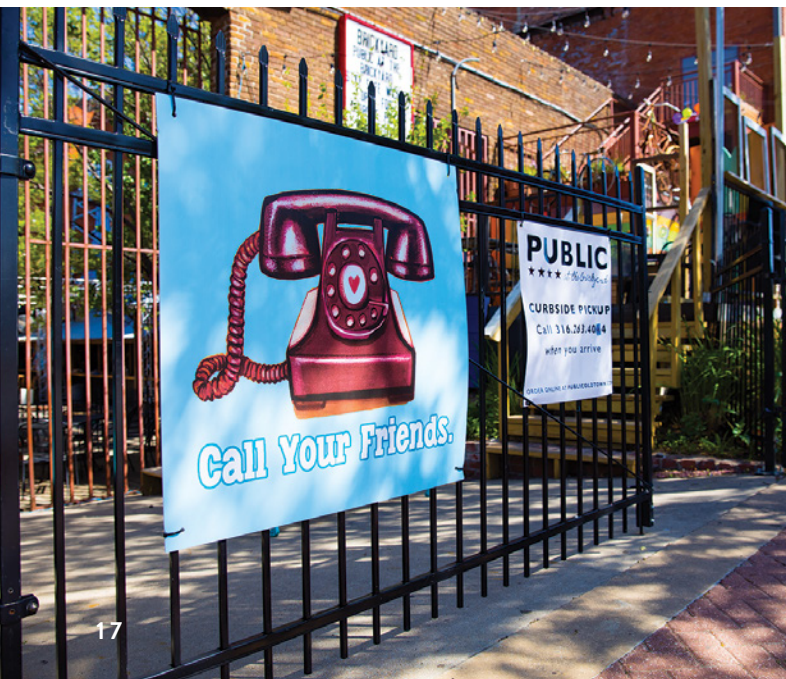
Artist: Dustin Parker

Wichita Love Notes

In an effort to spread messages of hope and positivity during the COVID-19 pandemic, Downtown Wichita commissioned local artists to create posters that were hung throughout the district. After the initial installation, the project was so well received that Downtown Wichita commissioned a second round of designs that were funded by the COVID-19 Connection Fund at the Wichita Community Foundation. During the second phase of the project, the transit shelters along Douglas Avenue were also utilized to display the designs.

Nine total artists created 31 unique designs. Over 70 posters were printed and displayed throughout the district. Participating artists included Curt Clonts, Dustin Parker, Ernest Vincent Wood III, Hallie Linnebur, John Pirtle, Jordan Kirtley, Marc Bosworth, Rebecca Hoyer and Richard Crowson.

Artist: John Pirtle



Artist: Rebecca Hoyer





Bigfoot Brian in the holiday installation

Bigfoot Brian: The Winter Birdwatcher

To spread holiday cheer and enhance vibrancy during the holiday season, Downtown Wichita commissioned local artists Hallie Linnebur and Meghan Miller to construct an art installation. They created a whimsical, colorful installation entitled Bigfoot Brian: The Winter Birdwatcher in the windows of the building at the southwest corner of Douglas Avenue and Emporia Street. In 2019, the Downtown Wichita organization introduced Bigfoot Brian, a 7-foot tall Bigfoot statue that frequently visits downtown hotspots and local businesses to create awareness and drive foot traffic. Bigfoot Brian served as the centerpiece of the installation.

Families were encouraged to visit the location and explore each intricate display to find hidden treasures in a game of “I Spy,” which was available on-site and could be downloaded from the Downtown Wichita website. The installation provided a safe, socially distanced activity during the pandemic and was on display from December 2020-January 2021. Downtown Wichita would like to thank Venture Point Properties for their partnership in the project and allowing the artists to utilize the building.

Photos of the installation





Grand opening of the park in 2015

Reimagining the Pop-Up Park

In 2015, the Pop-Up Park at 121 E. Douglas Avenue was built to challenge the way our community thinks about public space. Working together, multiple community partners developed it as a temporary gathering space using various non-permanent and flexible materials, fixtures and vibrant art. Immediately upon opening, the community embraced the park and it became a destination to grab a bite to eat outside, gather with friends and co-workers and attend outdoor community events throughout the year, providing a sense of place.

After five years, the partners who built the park (Knight Foundation Fund at the Wichita Community Foundation, Bokeh Development, Downtown Wichita) announced that the park would close in September 2020 for the park to be reimagined. The Knight Foundation Fund at the Wichita Community Foundation and Bokeh Development are currently conducting the reimagining process. Naftzger Park is now meeting the needs of the community that the park was temporarily designed to fulfill.

The involvement and investment from the Knight Foundation Fund at the Wichita Community Foundation provided Downtown Wichita and partners the ability to experiment with the space. The team had the opportunity to learn about accessibility during busy and non-busy hours, different materials and how those materials adapt to the environment and much more. Bokeh Development was critical in providing inspiration and partnership in experimentation on behalf of the community.

The park had a positive impact on the community in multiple ways. At the time of completion, the space was the only dedicated place for food trucks to serve in the city. By providing a dedicated location, and the aligned formation of the Wichita Food Truck Coalition, new policy was created at the City - which allowed the mobile food truck industry to flourish in our community. A number of food trucks have launched in Wichita and some have opened brick and mortar locations, creating jobs in the community.

Over 50 events of all sizes were held in the park. Many of these events were programming and placemaking experiments that created new memories for many residents in the community. The park's Facebook page gained over 12,000 "likes" and initiated community conversations about placemaking and increased awareness of the food truck scene in Wichita.

Downtown Wichita appreciates the partnership with Bokeh Development and the Wichita Community Foundation. The knowledge gained is shaping new parks, such as the Chester I. Lewis Reflection Square Park.



Stevie interacts with one of the new sculptures

Gallery Alley

In 2017, Downtown Wichita received a grant from the Knight Foundation Fund at the Wichita Community Foundation to create a temporary public space in the alley located at 616 E. Douglas Avenue. The organization transformed the space into Gallery Alley, which included the addition of sculptures by local artists, café seating, festoon lighting and a community mural on the brick pavers. The alley served as a venue for local artists to showcase their work during the First Friday monthly art crawl. Following these temporary improvements, the City of Wichita permanently closed the alley to vehicular traffic in 2019 in an effort to improve pedestrian safety and encourage walkability.

With the alley now established as a permanent public space, Downtown Wichita partnered with Envision and received an additional grant from the Knight Foundation Fund at the Wichita Community Foundation to further enhance the space by creating a destination for inter-sensory art experiences. Five local artists' proposals were selected to create work for Gallery Alley 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. The artwork is currently underway with plans to install in 2021.

Flowers on Douglas

The Flowers on Douglas beautification project is a key component to enhancing vibrancy in the urban core. The flowers evoke a sense of pride and beauty for downtown in residents, visitors and businesses. The program launched in 2017 through an ongoing 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 Landscape. 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. View more photos and make a donation at www.flowersondouglas.org.

MARKETING DOWNTOWN

COVID-19 Response

During the COVID-19 pandemic, the Downtown Wichita organization sought to keep the general community and business owners updated on changes and connected to the urban core. In order to communicate these updates, a webpage containing downtown closures and changes, general health and safety information, resources for small business owners and ways to help the community could support our local shops and restaurants. Staff also regularly communicated with local business owners and shared email updates with key resources and information on available financial relief opportunities.

Don with Old Mill Tasty Shop



In order to support local shops and restaurants during the pandemic, the organization created a series of videos showcasing business owners sharing ways the community could support their businesses. A video promoting pick-up and delivery services entitled “Downtown To-Go” was also released and gained over 4,000 views on Facebook.

Promoting Development

Downtown Wichita is passionate about attracting and sustaining dynamic commercial interests that will further accelerate development. To further this mission, the downtown team 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 on social media channels



Collaborating with the public and private sectors, Downtown Wichita works to enhance perceptions of Wichita's urban core through marketing and communications. The team regularly works to increase awareness of downtown's development, upcoming events, local shops and restaurants, organizational initiatives and parking and transportation options. In order to achieve these goals, we create and develop strategic communications, marketing and branding initiatives. Resources for key audiences such as developers, residents, businesses and more are regularly updated at www.downtownwichita.org. The team also manages extensive strategic content across multiple social media platforms.

Communications Intern Jady captures footage of a development project

Celebrating 10 Years of Progress

Promotional graphic

Over the past ten years, our urban center has undergone a major transformation driven by Project Downtown: The Master Plan for Wichita. In 2020, Downtown Wichita launched a digital campaign titled Project Downtown: Celebrating 10 Years of Progress to build awareness of the key accomplishments the community has achieved in each market sector as outlined in the plan. The webpage www.downtownwichita.org/celebrate was launched to promote this milestone and featured key development projects as well as data that demonstrated the success of the plan.



This campaign ran for three months and included 20 pieces of custom content, which resulted in over 3,000 pageviews to the website and over 3,000,000 impressions overall. The final piece of content combined this campaign with the Possibility People campaign, which is designed to tell the stories of the residents, business owners and developers who make downtown unique. This video featured community members that embody these qualities and were integral to the creation of the plan. Participants reflected on the process and the progress that has taken place as a result. The video was released in early 2021 and has gained over 2,000 views.

The campaign highlighted key projects such as INTRUST Bank Arena





Cheris, Urban Interiors owner

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. Prior to the COVID-19 pandemic, the organization encouraged event attendance by sending a weekly email highlighting local events to over 5,000 subscribers. These efforts were paused during 2020 and later shifted to highlighting virtual events and local businesses.

First Friday Art Crawl

The First Friday art crawl has a positive impact on our local economy by encouraging the community to support local artists. The event provides an opportunity for both residents and visitors to explore local places and connect with the city, therefore by enhancing vibrancy and building on Wichita's unique arts and cultural scene. First Friday is a monthly event that takes place 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. Several events were canceled due to the pandemic and a handful of galleries shifted to virtual events. This information is updated monthly on www.firstfridayict.org, which received over 6,000 pageviews in 2020.



2nd Saturday Shopping Event

2nd Saturday creates awareness for small businesses and promotes the importance of shopping local for the Wichita economy. The event provides incentive for both residents and visitors to discover new local retailers. Anyone who purchases a reusable 2nd Saturday bag or keycard for \$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. During the COVID-19 pandemic, the website was used to promote ways to shop local and support local businesses from home.





Jennifer, Jenny Dawn Cellars owner

Local Business Promotion

Local shops and restaurants are what make downtown a unique district. Recognizing the COVID-19 pandemic put a strain on these businesses, Downtown Wichita increased the ongoing promotion of local businesses and launched a new campaign titled "Share Local Love." The campaign launched in December 2020 and continued into 2021. Over the holiday season, the campaign featured a series of seven social media videos highlighting local business owners.

The videos provided a personal, vulnerable perspective that reminded our community how important it is to support local. Featured business owners shared ways they were keeping the community safe, their holiday specials and the services they provide (online ordering, pick-up and delivery services, etc.) Each individual video reached over 10,000 people and received over 3,000 clicks. In addition to social media, the videos were also available on the webpage www.downtownwichita.org/holidays, which featured a list of "10 ways to share the local love."

In 2021, the Downtown Wichita team shifted the campaign to include general social media posts for every local shop and restaurant in the urban core. The promotions were posted on Downtown Wichita's Facebook, Twitter and Instagram and were paid advertisements designed to increase awareness for local businesses as they recover from the COVID-19 pandemic.



Warren and Ann, Espresso To Go Go



Timirie, Doo-Dah Diner



Chris, River City Brewing Company



Transit shelter artwork by Dustin Parker

Parking and Transportation Promotion

Downtown Wichita manages the "Where to Park" brand, which was created to provide a one-stop destination for event parking information for the district. Parking information for INTRUST Bank Arena, the Century II Convention and Performing Arts Center, the Orpheum Theatre and more can be found at www.parkdowntown.org, which directs users to the "Get Around" section of www.downtownwichita.org.

This section includes digital and printable parking maps, traffic route updates, transportation options and features a mobile-friendly, interactive map that makes it easy to explore the core. The accompanying Twitter account, @parkdowntown, regularly shares event parking information as well as real-time updates during large events.

Transit Shelter Marketing

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. During the pandemic, the transit shelter displays were updated to feature Wichita Love Notes created by local artists. See page 13 for more information on the Wichita Love Notes project.

Artist: John Pirtle



Artist: Jordan Kirtley





Commerce and Culture at the Core

Discover the possibilities by texting "DTWICHITA"
to 228-28 to join our confidential email list

Learn more at downtownwichita.org
Follow us at [@downtownwichita](https://twitter.com/downtownwichita)



Information Sources

1. 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 2011 - 2020 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 2011 - 2020 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; 2020: \$0. Note: Yearly data may not match the yearly data published in this report or any future reports due to receiving updated information.

Cover artwork created by [Hannah Scott](http://www.hannahleescott.com)
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