



WICHITA

Center of Progress

WELCOME TO WICHITA a center of progress, entrepreneurial hub, **HISTORIC** western gateway and regional center of commerce. Think you know all about Wichita? Take another look: a trade area of roughly **1,000,000** people, attractive **INCENTIVES** for new businesses, success of a historic, **MIXED-USE** Old Town District, 20,000 underserved college **STUDENTS**, a **TOP RANKING ARENA** (one of the best in U.S.), 26,000 downtown **DAYTIME WORKERS**, a modern movie **MULTIPLEX** anchor and free downtown **PARKING**. Focus in. Learn more. Be a central part of our progress.



PLAY Crowds seek first-tier entertainment downtown, including 492,500 INTRUST arena attendees

LIVE Historic Old Town meets redeveloping downtown to offer loft living and urban convenience

WORK 26,000 daytime workers / 51,975 quality jobs citywide by top 12 employers

SHOP 20,000 university students and a city with a healthy national retail presence

VISIT Kansas' largest city is perfectly positioned to welcome its 6 million annual visitors

centerpiece





goodshow



FINAL
FRIDAY

Downtown venues offer preferred destinations to celebrate throughout the year. Top tier acts appear at INTRUST Bank Arena; the symphony and opera perform at Century II Performing Arts Center. Visitors explore the rustic charm of Old Cowtown Museum and the modern, highly acclaimed Wichita Art Museum. This is where we're entertained.

SYMPHONY
VENUES
Opera
CONCERTS
PLAY

Arts

Wichita Art Museum
MUSIC

FINAL FRIDAY

THEATRE

CenturyII
Performing
Arts Center

EXPLORE



Old Town Warren

492,500

annual attendees at the downtown INTRUST Bank Arena

INTRUST Bank Arena

- 15,000-seat multipurpose entertainment venue
- New facility opened in 2010
- Features major touring acts
- Home to the Wichita Thunder hockey team
- 22nd-busiest arena in the U.S. — 45th in the world
- 492,500 annual attendees

Old Town Warren

- Modern seven-screen multiplex
- Operated by Warren Theatres, region's premier exhibitor
- 500,000 annual moviegoers

Century II Performing Arts & Convention Center

- 2,200-seat Concert Hall
- 1,600-seat Mary Jane Teall Theatre
- Home to Music Theatre of Wichita, Wichita Symphony Orchestra and Wichita Grand Opera
- 220,000 sq. ft. and 93,000 sq. ft. exhibit space
- 5,000-seat Convention Space
- An attached 303-room Hyatt Regency Hotel
- 440,000 annual attendees



Lawrence Dumont Stadium



Orpheum Theatre



City of Wichita Central Library 364,000 annual visitors **Exploration Place** 171,000 annual visitors

Lawrence-Dumont Stadium 220,000 annual visitors **Wichita Art Museum** 59,000 annual visitors

Orpheum Historic Theatre 41,000 annual visitors **Mid-American All-Indian Center** 39,000

annual visitors **Museum of World Treasures** 38,000 annual visitors **Old Cowtown Museum**

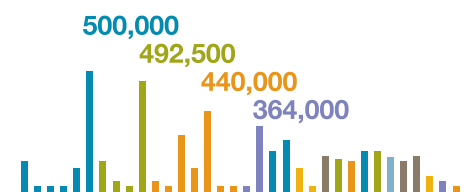
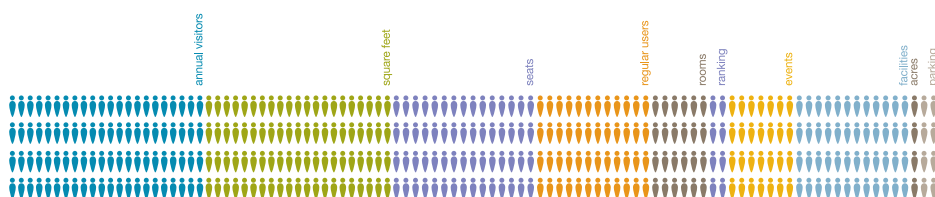
32,000 annual visitors **Botanica, The Wichita Gardens** 105,000 annual visitors **Wichita-Sedgwick**

County Historical Museum 12,000 annual visitors **Great Plains Transportation Museum** 2,200 annual

visitors **Kansas African-American Museum** 1,600 annual visitors

Downtown as Event Destination

- In 2010, events accounted for nearly 900,000 of the 2 million+ visitors to attractions and events
- 180,000 annual attendees to nine-day Wichita River Festival
- 160,000 attendees to BlackTop Nationals
- 80,000 attendees to Automobilia Moonlight Car Show
- 65,000 annual attendees to Final Friday and First Friday shows
- 9,500 attendees to Tallgrass Film Festival





urbanlife



DRIVE LESS

skyline

DESIGN

Healthy

URBAN PARKS

LOfts

BIKE

CREATIVE

NEIGHBORHOODS

LIVE

WALK

ABILITY

Historic

Living downtown means walking and biking more, driving less. It's being close to coffee shops, patio bistros and parks. Refurbished lofts dot every downtown sector as more trendsetters choose to live the downtown life. This concentrated mix of art, life and design [featured in Dwell Magazine, Sept. 2011] is creating new neighborhoods, with new retail and development opportunities.



WaterWalk Place

205,000

residents within 10 minutes of downtown

Downtown Core

- 1,860 residents living in Downtown Wichita at present
- Historic Old Town District, filled with upscale residential lofts
- Residential projects continue to be developed in today's economic climate
- Absorption of another 1,500 new market-rate units (roughly 1,800 new residents) projected over the next 5 to 7 years)



The Finn Lofts

Adjacent to Downtown

- Historic, high-value residential neighborhoods such as Riverside and College Hill



Eaton Place



One of the most enjoyable benefits of living and working in Downtown Wichita is the ease of walking to nearby destinations. Wichita's efforts to encourage downtown walkability have been key in attracting high-value development. The Old Town District is a dynamic mix of retail shops, unique restaurants, residences and interactive public spaces. A few blocks away the Arkansas riverfront offers walking, jogging, cycling and scenic views of the city's skyline.

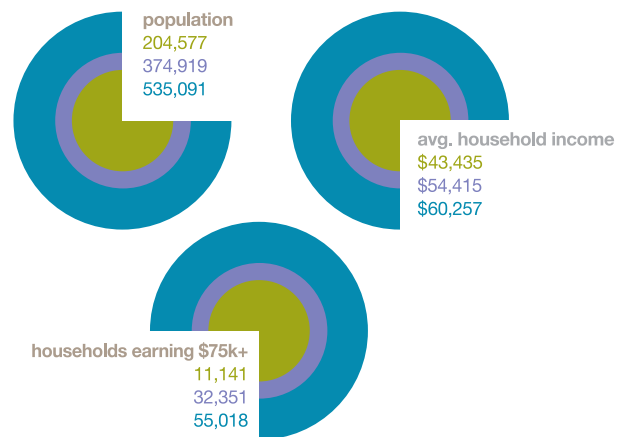
Downtown's Douglas Avenue features a public sculpture collection adorning each block. Public and private sectors are working together to develop a city core friendly to foot traffic.



Further Afield

statistics for 10, 15, and 30 minutes from downtown Wichita

10 minutes
15 minutes
30 minutes





greatjob

PROJECT
DOWNTOWN

INVEST

Wichita is the **largest city**
in Kansas and the **economic center**
of the state. Known as the **Air Capital** of the
World, the city ranks as the #1 aerospace and
defense manufacturing cluster in the U.S. Downtown
Wichita is **work central** for thousands in the financial,
healthcare, education, oil & gas, creative arts industries.

TECHNOLOGY

WORK

Professionals
COUNTY
SEAT

INCENTIVES

Access

With a **highly trained** pool of
talent, no matter how you
look at business in our
town, **Wichita**
works well.



Cargill Innovation Center

26,000

daytime workers

Downtown as Employment Center

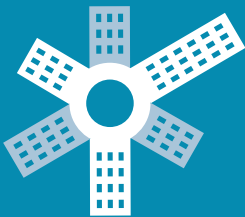
- 26,000 daytime workers
- Recent expansions by Cargill and Airbus
- Low vacancy rate for Class A office space
- 225,000–480,000 sq. ft. of office space in next 10 years

Downtown as Government Center

- City Hall, Sedgwick County seat
- Finney State Office Building



Epic Center



225–480,000
sq. ft. of office space in next 10 years





daytime workers

26,000



sq. ft. of future office space

480,000



businesses represented in Downtown

1,400

Top employers

- 
- 1 Spirit AeroSystems, 10,300 (HQ)
 - 2 Via Christi Health System, 6,342
 - 3 Cessna Aircraft Co., 5,506 (HQ)
 - 4 Unified School District 259, 5,495
 - 5 Hawker Beechcraft, 5,000 (HQ)
 - 6 State of Kansas, 3,743
 - 7 City of Wichita, 3,121
 - 8 Sedgwick County, 2,874
 - 9 Federal Government, 2,744
 - 10 Bombardier Learjet, 2,400
 - 11 Koch Industries, 2,250 (HQ)
 - 12 Boeing, 2,200

51,975

quality jobs provided by
top 12 area employers





hotspots

DINING

Trendsetters

Downtown Wichita boasts ideal locations for **unique** retail of all kinds. From the **college-age** crowd to downtown workers to families, the area is a cross section of consumers **craving** more choice. Trendsetters searching for the **new**, the one-of-a-kind and the different.

UNIQUE

SHOP

Bistro
COFFEE

COLLEGE
STUDENTS

Alternative, traditional, artsy, **classic**...from coffee to cocktails, the location is **here** and the time is **now**.

BOUTIQUES

Yupsters

MODERN

Hipsters

Café

Drinks

SHOPPING



Mead's Corner



Lucinda's Boutique



1 Million

trade area population

The Brickyard



Downtown Wichita's existing co-tenancies suggest that it is the most appropriate location for retailers catering to the following niche markets:

Hipsters

- Young, creatively inclined and alternatively minded types
- Live in and drawn to the “underground”
- “Early adopters” who set trends and pioneer neighborhoods

Yup-sters

- More established careers, earn more money than hipsters
- Share the hipsters' creative and alternative sensibilities
- Gravitate to areas with reputations as hip and artsy

Students and Young Adults

- Roughly 20,000 university students in Wichita
- Wichita State University: 15,000 enrollment is the state's third-largest
- No recognizable “college drag” with shopping, dining and nightlife

National Retailers

Wichita is already home to the following:
Coach, Brooks Brothers, Von Maur,
Chico's, Coldwater Creek,
Banana Republic, Williams-Sonoma,
P.F. Chang's, Bonefish Grill

Niche Retailers

Downtown has the largest number of independently owned and operated merchants in the region. Unique spaces and an eclectic clientele are a profitable combination.



A photograph of the Hotel at Pilot Town at dusk. The building is a multi-story brick structure with arched windows and a prominent white portico over the entrance. A large, illuminated vertical sign on the left reads "HOTEL". Several flags are flying from poles: the American flag, a purple flag with "KANSAS" written on it, and a red, white, and blue flag with a circular emblem. The entrance area is lit with warm lights, and a few people are visible walking on the sidewalk. The word "gotime" is overlaid in large white lowercase letters on the right side of the image.

gotime

SEMINAR

Q
LINE

TOURISM

Wichita has all the **big-city amenities** you could want, at Midwestern prices. This is where **worldwide innovation** meets Old West lore, where the city plays host to **film festivals**, top musical acts and **international business groups**. Discover five-star, economical and boutique hotels — **downtown offers**.

CONFERENCES

VISIT

EXPO DESTINATION

FESTIVAL
GO
Tours

CELEBRATION

2 Million

downtown annual visitors



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