

DISCOVERIES

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Retail market

What are the opportunities and challenges for downtown to mature as a place to shop/dine/recreate?

January 13, 2010



GOODY CLANCY
ZIMMERMAN/VOLK
W-ZHA
MJB
PEC

MJB Consulting

COMPLETED:

- Retail “audit” of the study area
- Interviews with developers and brokers

NEXT:

- Gathering of demographic data
- Analysis of competitive districts/centers
- “Total immersion”

TODAY:

- Some preliminary findings...



A Retail Real Estate Consulting Firm

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Downtown Wichita - Retail

- **No longer a “mass-market” retail attraction**
 - The rise of the automobile
 - The tide of suburbanization
- **A national trend, not just Wichita**



Downtown Wichita - Retail

- Downtown's a collection of niches
- Must pick our spots, be strategic



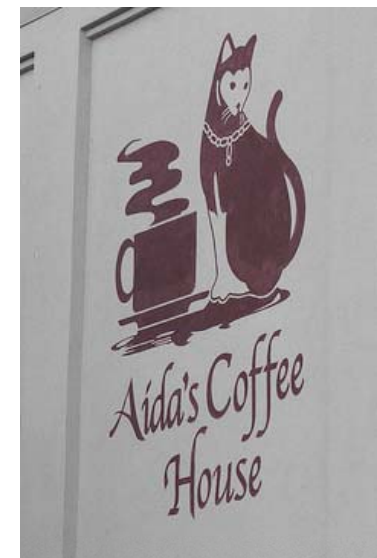
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Downtown Wichita - Retail

- **Build on existing strengths**
 - The rule of marketing
- **No need to reinvent the wheel**
 - Look at the businesses succeeding in Downtown
 - Confirms the presence of viable sub-markets
 - Not just food/drink, but retailers as well!



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Psycho-graphics
 - Characterizes people in terms of their lifestyles, aspirations and sensibilities
 - Critical to understanding urban sub-markets and differentiating urban business districts

Downtown Wichita - Retail

- **Who is your existing customer?**
 - Psycho-graphics, on a Saturday evening...
 - The Vagabond .vs. Caffe Moderne .vs. Heroes



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Downtown Wichita - Retail

- **Who is your existing customer?**
 - Psycho-graphics
 - Examples in DT Wichita (not exhaustive)
 - » Hipsters
 - » Yup-sters

Downtown Wichita - Retail



- **Who is your existing customer?**
 - Hipsters
 - Young creative and alternative types

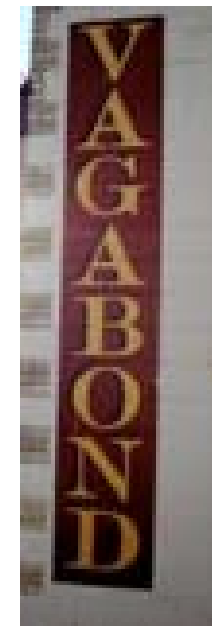
Downtown Wichita - Retail

- **Who is your existing customer?**
 - Hipsters
 - Not much money, but will spend...
 - Apple products, sneakers/footwear, “street-wear”, vinyl records, vintage duds, live-music cover charges



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Hipsters
 - Representative businesses: The Anchor, Finn's Lounge, The Vagabond, Beacon, Rewound Sounds, Classic Line, Wheels



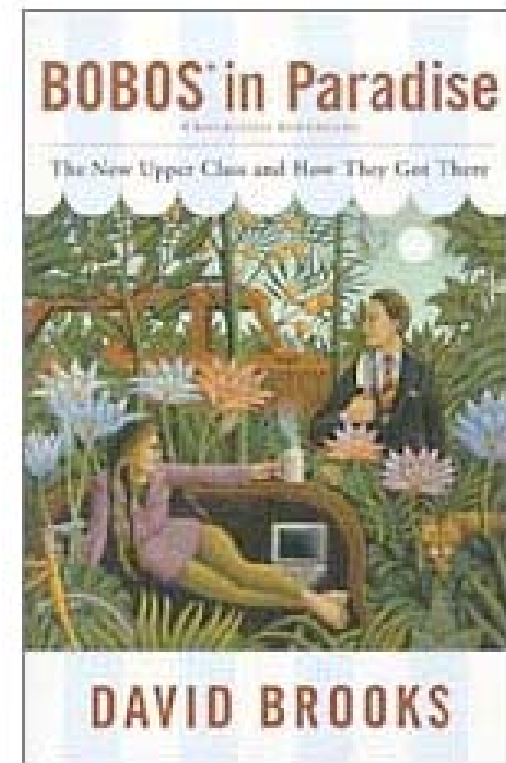
Downtown Wichita - Retail

- **Who is your existing customer?**
 - Hipsters
 - Often “pioneer” forgotten neighborhoods
 - More “risk-tolerant”
 - Need lower-rent spaces
 - Parking not a deal-breaker, might not even drive
 - Transit, bicycle



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Yup-sters
 - Creative and alternative types, but
 - ... have established careers, more money
 - Target market for DT condos
 - ... range from young to *empty-nester*



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Yup-sters
 - Value high culture, celebrate the creative impulse
 - Fine dining and “foodies”
 - Representative businesses: Uptown Bistro, Sabor Latin Bar & Grille, Caffe Moderne, Lucinda’s, Beyond Napa



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Yup-sters
 - Not always internally consistent
 - Want a stylized, sanitized “edge”
 - Less tolerant of inconveniences



Downtown Wichita - Retail

- **Who is your existing customer?**
 - Will be including other psycho-graphic segments as well....
 - Hipsters and yup-sters just used as examples



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Downtown Wichita - Retail

- **Next research phase for MJB Consulting**
 - How big are these sub-markets?
 - Wichita under-represented in arts, info-tech jobs
 - Are they also served by existing competitors?

