



DOWNTOWN
WICHITA

2023 Annual Report

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ASSISTANT CITY MANAGER



A MESSAGE FROM OUR CHAIR

We are building downtown Wichita for tomorrow, for future generations to enjoy and prosper. With more than \$1.6 billion invested in the heart of our city since 2010, we have seen substantial progress and innovation. In 2022, we most notably welcomed the WSU Tech National Institute for Culinary and Hospitality Education (NICHE) and the transformation of Chester I. Lewis Reflection Square Park downtown. There are more impactful projects on the horizon including the highly anticipated biomedical campus, Exploration Place expansion and the reimagined convention center district and performing arts center. These developments have the potential to revitalize our downtown and riverfront, creating a destination where residents and visitors can connect, engage and make lasting memories.

As we reflect on the accomplishments of 2022 highlighted in this annual report, I hope you feel as energized as I do about what's to come. The momentum is building, and we are ready to embrace the opportunities that lie ahead for downtown and its successful future.

JOEL KELLEY
Downtown Wichita Chair



COMMERCE & CULTURE AT THE CORE

Downtown Wichita is a private 501(c)(3) non-profit corporation that amplifies the energy, capital and growth of downtown by empowering residents, visitors and businesses to explore the possibilities of our city's core.

WE WORK TO ACHIEVE OUR MISSION
THROUGH THREE KEY AREAS OF FOCUS:



DEVELOPING DOWNTOWN

Downtown Wichita is experiencing unprecedented momentum with transformative projects like Exploration Place's Amphitheater and Destination Playscape, downtown biomedical campus and development along the east bank of the river for conventions, performing arts and open green spaces.



ENHANCING VIBRANCY

From Flowers on Douglas and the Downtown Clean-Up event, to the Front Porch Project, Alley Doors and holiday events at Naftzger Park, enhancing the vibrancy of our downtown is our priority.



MARKETING THE DISTRICT

We have increased interaction on all social channels and implemented strategic initiatives to work with merchants, draw in visitors and increase participation in events that help the community feel involved. First Friday and 2nd Saturday offer even more opportunities to engage with artists and merchants throughout downtown Wichita.

Investment in Project Downtown Plan Area

► **\$1.6B** Investment
Since 2010

► **\$500M+** Estimated
Pipeline Total

SSMID Investment Highlights

\$1B+

Public & private investment
since Project Downtown

\$862M

Private investment
since Project Downtown

\$151M

Public investment
since Project Downtown

\$65.9M

2022 Annual investment
8% Public / 92% Private

Residential Development as of June 2023

✓ **1,319**

Existing Units
Market properties prior
to Project Downtown

+ **1,462**

New Units
Properties opened since
Project Downtown

✏ **223**

Planned Units
Properties under
construction / planning

Real Property Values for 2022-2023



+9.0%

Appraised property value



+5.5%

Assessed real property value

➔ Scan to view the Development Toolkit





DEVELOPING DOWNTOWN



COMPLETED



UNDER CONSTRUCTION



IN PLANNING



COMPLETED

WSU Tech National Institute for Culinary & Hospitality Education (NICHE)

124 S. BROADWAY AVE.

Transformed into the WSU Tech National Institute for Culinary and Hospitality Education, the historic Henry's building features state-of-the-art commercial kitchens, classrooms, a demonstration kitchen, a public food hall and an indoor/outdoor rooftop event center.

✓ COMPLETED

The Hudson St. Francis

427 S. ST. FRANCIS AVE.

Located near INTRUST Bank Arena, the industrial event space with a mid-century modern ambiance features office space, a new venue and three rentable suites one of which is inside a unique, vintage boxcar.



✓ COMPLETED

The Arcade

906 E. THIRD ST.

The Arcade, a retro video game venue, has transformed the warehouse building located at 906 E. Third St. into a gamer's paradise complete with more than 100 classic arcade games, two private party rooms and a large patio.



✓ COMPLETED

Chester I. Lewis Reflection Square Park, Phase 1

205 E. DOUGLAS AVE. | \$1.7 MILLION

The urban park on Douglas Avenue has been revitalized into a new public gathering place honoring the legacy of Chester I. Lewis, a late leader of the modern Civil Rights Movement at the local, state and national levels. Phase 2 will add art components.

A UNDER CONSTRUCTION

The National

150 N. MAIN ST. | \$21 MILLION

The former Union National Bank and Commerce Bank building is being renovated into The National, a 10-story mixed-use property featuring 151-luxury apartments, a lounge-style pool, a rooftop deck, dog run, yoga studio, fitness center and coworking spaces.



A UNDER CONSTRUCTION

HiTone Lofts

701 E. SECOND ST. | \$17 MILLION

The 1910 historic Winfield building, located near the elevated rail corridor on Second Street, is being transformed into 72 new residential units with ground-floor retail and commercial space.



A UNDER CONSTRUCTION

Keycentrix

105 S. EMPORIA ST.

Keycentrix is relocating its headquarters to the former Legacy Antique Mall building at Douglas and Emporia, renovating the historic structure into a modern office space with room for retail on the ground floor.

A UNDER CONSTRUCTION

Broadway Plaza AC Marriott Hotel

105 S. BROADWAY

The historic 11-story Broadway Plaza building, located at the southwest corner of Douglas Avenue and Broadway Street, is being renovated into a 118-room AC Marriott Hotel featuring a ground-floor bar and a covered entryway for valet parking.





 IN PLANNING

Commerce and St. Francis

COMMERCE & ST. FRANCIS STREETS

Commerce and St. Francis are receiving streetscape improvements including upgraded aesthetic elements. Improvements include trees, benches and bike racks, in addition to sidewalks, new on-street parking and pedestrian and vehicle connections. St. Francis will also become a two-way street.

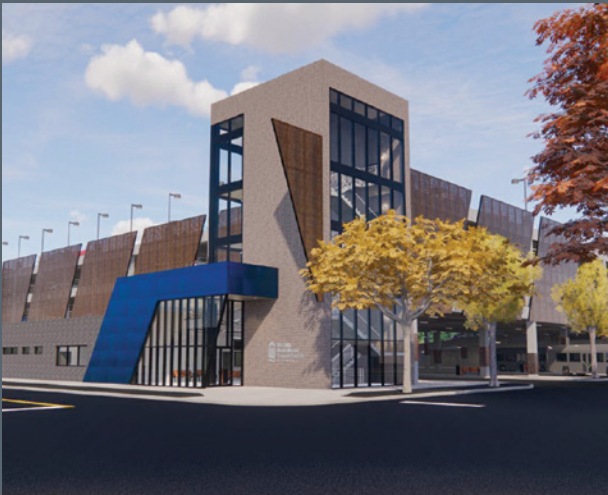
 IN PLANNING

NOT PICTURED

Wichita Biomedical Campus

DOWNTOWN

Wichita State University, The University of Kansas and WSU Tech plan to build a shared biomedical campus in downtown Wichita. This will create a centrally located hub where healthcare services, education, research and technology can be established in the core of our region.



 IN PLANNING

Wichita Transit Multi-Modal Facility

S. SYCAMORE ST. NEAR RIVERFRONT STADIUM

The City of Wichita plans to build a multi-modal facility and parking garage just west of Riverfront Stadium in Delano. The new terminal and transit hub for city buses and shuttles would replace the current terminal. The facility will feature 12 bus bays, ticketing windows, a security office, lobby, staff offices, bicycle and scooter parking, and a 400-vehicle parking garage.



IN PLANNING

Ballpark/Riverfront Development

**NW CORNER OF MAPLE ST.
& MCLEAN BLVD.**

There are plans to develop a 155-room hotel, multi-family residential units, retail spaces and a parking garage along the west bank of the Arkansas River increasing the density and mix of uses surrounding Riverfront Stadium.

IN PLANNING

Exploration Place: Amphitheater & Destination Playscape

300 N. MCLEAN BLVD.

Exploration Place is preparing to break ground on a fully funded amphitheater on the northwest side of the property featuring seating adjacent to the Arkansas River path, a grand stairway, landscape lighting and more. There are also plans to develop the southeast side of the property along the river and First Street into a Destination Playscape, a multi-story, age-progressive and immersive adventure playground.





ENHANCING VIBRANCY



➞ LUCINDA'S



➞ PUBLIC AT THE BRICKYARD



➞ WICHITA CHEESECAKE COMPANY

Front Porch

With an emphasis on creating safe public spaces utilizing local creative talent, The Front Porch Project paired six local business owners with creative teams to create outdoor extensions of their businesses. This placemaking initiative was funded by grants from the National Endowment for the Arts and the Knight Foundation Fund at the Wichita Foundation. The porches debuted on Friday, July 1, 2022.

BUSINESSES AND CREATIVES:

- Jenny Dawn Cellars with Belinda Smith
- Lucinda's with Elisabeth Owens
- Old Mill Tasty Shop with Chiyoko and Sarah Myose
- Public at the Brickyard with Kevin Harrison
- Standard Issue Co. with Drew Phillips
- Wichita Cheesecake Company with Engy AlGarf



FLOWERS ON DOUGLAS

Flowers on Douglas

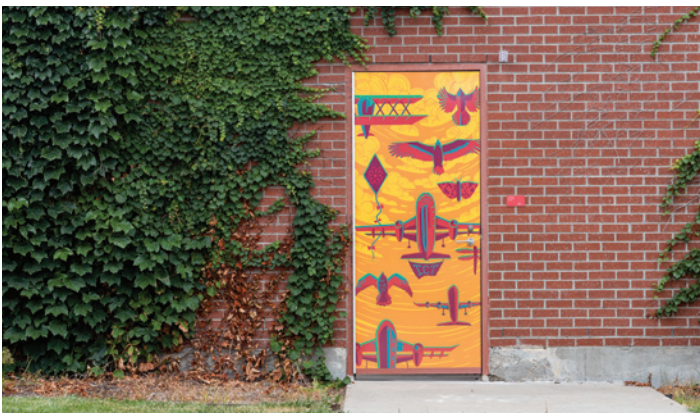
Flowers on Douglas continues to impress residents and visitors with beautiful flowers and foliage from early spring into fall. This initiative is an important component in cultivating a vibrant urban environment with improved safety and walkability. Fun fact: when the spring flowers are being replaced for the summer, the potted cabbages are rounded up and donated to the Sedgwick County Zoo as a crunchy snack for the lemurs and monkeys.



HOLIDAY BANNERS

Holiday Banners

For the second year, Downtown Wichita partnered with Wichita Unified School District 259 to bring more holiday-themed artwork to the downtown core. Twenty-two winning light pole banners created by local fourth graders were featured along Douglas Avenue during the months of November and December. Over 275 students from 10 elementary schools participated in the project this year.



ALLEY DOORS PROJECT AT INTRUST BANK ARENA

Alley Doors Project

The Alley Doors project launched in 2019 and was placed on pause during Covid-19 pandemic. In 2022, the project was reintroduced to the district with the debut of three new doors. This initiative repurposes alley and back-of-building doors into a discovery-driven urban gallery. The goal of this project is to increase foot traffic and visibility of overlooked spaces, enhancing safety, combating vandalism and creating surprises for passersby. Featured artwork was created by artists based in Kansas.

Public Art in Gallery Alley

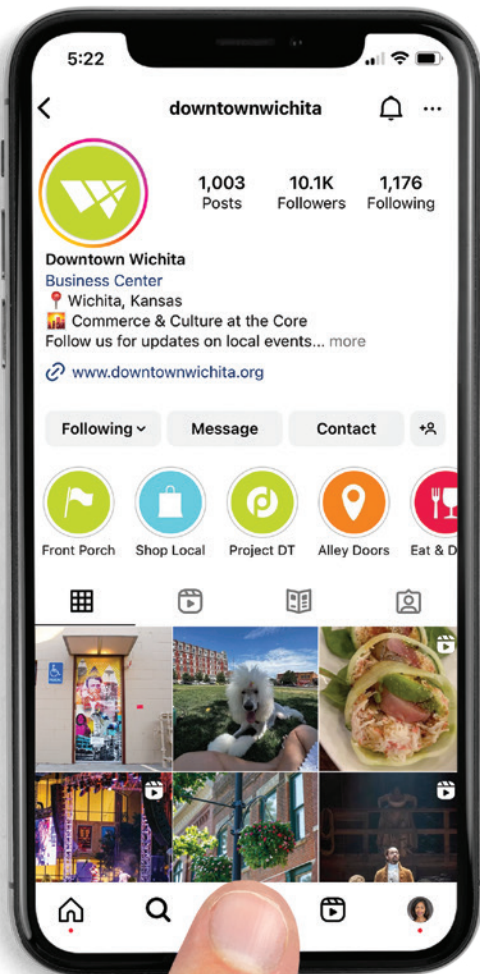
Gallery Alley received a new addition to the growing outdoor sculpture collection in 2022. A second spider sculpture, "*Baby Trees the Spider*," created by local artist Mike Miller, joined the original and infamous giant spider, "*Machine-Nature Interface 88 (Arachnid)*," also created by Miller. The first spider sculpture is installed at ground-level with the new spider hanging on to the Renfro building's brick exterior nearly 40 feet high. Gallery Alley is a public space featuring artwork created to be enjoyed by all visitors, with specific considerations for individuals who are blind, visually impaired and for those with intellectual and developmental disabilities.



SPIDER INSTALLATION IN GALLERY ALLEY

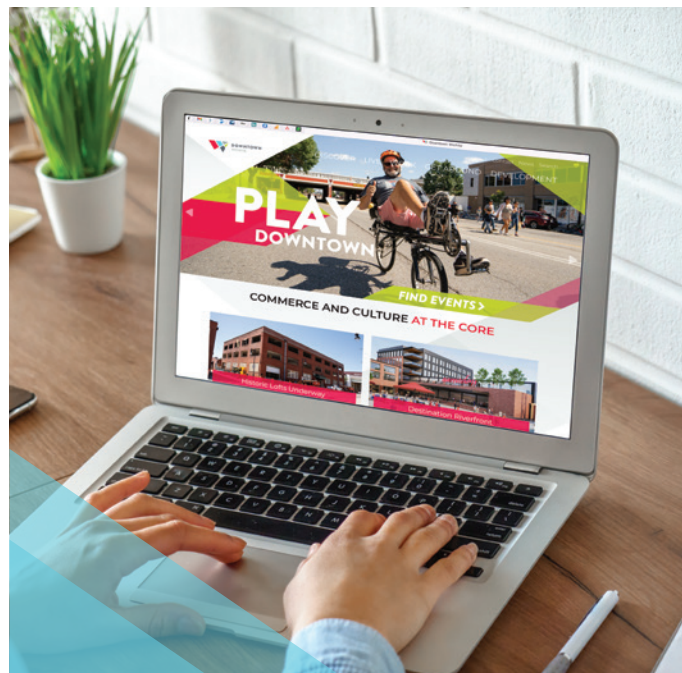


MARKETING THE DISTRICT



Social Media and Email Blasts

Through engaging and vibrant content, we strive to showcase downtown's diversity of businesses, events and opportunities, as well as support the growth and development of the downtown core. Both of these digital tools create quick and easy access for visitors and residents to engage with and be part of our community.



Events Promotion

As the heart of the city, downtown Wichita is a hub for local events, activities, arts and culture. These events are promoted to more than 150,000 online users through our digital assets, to include a robust community events calendar on downtownwichita.org.



→ ST. PATTY'S DAY



→ ELF MOVIE VIEWING



Text Notification

By using a cross-promotion tool such as text notifications, we can promote events, businesses and more, directly into the hands of visitors and residents. Through this digital asset we can start direct, personal and engaging conversations with visitors and residents about the downtown core.



