



2012 DOWNTOWN **ECONOMIC REPORT** WICHITA, KANSAS





May 2013

The previous year has yielded great economic news for Downtown Wichita. Growth in markets such as residential, hospitality, commercial and retail are strengthening the city's center. A thriving Downtown is key to our city's and region's success, and our Downtown continues to grow.

Through Project Downtown, the Master Plan for Wichita; we have market demand analysis, urban design criteria and clear direction from public investment policy to further shape Wichita into a vibrant, destination city. The implementation results since Project Downtown's adoption in December 2010 have generated local, regional and national investment interest.

The Wichita Downtown Development Corporation is pleased to provide this first report of Downtown Economic Data. This document is designed to be a resource for those who own, develop, market, or invest in real estate. The goal is to be a useful reference tool when researching or executing project due diligence. This data contributes to our city's competitiveness.

The Wichita Downtown Development Corporation will continue to refine and develop the content of this document on an annual basis. Explore the opportunities and additional development resources available on our website www.downtownwichita.org. The future holds tremendous promise for Downtown Wichita.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Schmitt".

Gary Schmitt
WDDC Chair

A handwritten signature in black ink, appearing to read "Jeff Fluhr".

Jeff Fluhr
WDDC President



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ABOUT WICHITA DOWNTOWN DEVELOPMENT CORPORATION

WDDC Vision & Mission Statement

The Wichita Downtown Development Corporation (WDDC) was launched in 2002 to revitalize and enhance the center city. WDDC is a private 501c3, not-for-profit corporation that works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita. The mission of the Wichita Downtown Development Corporation is to direct a comprehensive economic development program 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, and
- A vibrant urban environment for residents, workers and visitors.

The WDDC is governed by a 25-member Board of Directors who are elected by members of the organization. The WDDC contracts with the City of Wichita to provide downtown development services. The contract is funded through a Self Supported Municipal Improvement District (SSMID) that encompasses the geographic area bounded by Washington Street, Central Avenue, Kellogg and the Arkansas River. The WDDC Board of Directors employs a professional staff who can assist entrepreneurs, developers and property owners to evaluate and plan a range of investment decisions. We can help to identify prospective business locations, provide market data, evaluate opportunities for new retail and service businesses, develop marketing and promotional strategies and assist with conceptualizing and implementing construction projects.



WDDC INITIATIVES



Downtown Design and Innovation Center

The Downtown Design & Innovation Center is a partnership between the WDDC and the City of Wichita to assist developers with gaining access to the resources necessary to make downtown redevelopment projects happen. The Design & Innovation Center will also help determine if a project is consistent with Project Downtown's design guidelines and assesses its eligibility for incentive programs and public investment through a public-private partnership. As a physical space, it is a place to showcase Downtown's development activity and foster quality urban design. The center was funded by the John S. and James L. Knight Foundation, Wichita Community Foundation and the private sector.

Community Engagement

Through grant funding from the Knight Foundation, the WDDC was able to bring two outstanding speakers to Wichita as part of our annual lecture series. In April 2012, Peter Kageyama, author of *For the Love of Cities*, hosted a workshop that connected audience members who may not have been engaged previously. This interactive workshop ignited the community to identify and execute more grass-roots initiatives, which builds the creative core of any city. The community was challenged to turn their personal engagement with Wichita into tangible action and use that excitement and energy as a much needed community development resource.

In November 2012, the WDDC was also fortunate to host Mayor Kirk Humphreys who was well received at the WDDC Luncheon event. Humphreys is a native of Oklahoma City, OK and was twice elected Mayor of Oklahoma City, serving from 1998 through 2003. Under his leadership, the city completed the historic MAPS Projects which dramatically revitalized the downtown area. In 2001, Mayor Humphreys led the MAPS for Kids effort, a sweeping \$690 million revitalization of the city's public schools. Mayor Humphreys discussed the initiatives identified through Visioneering's Community Priority Project and provided another outside perspective on how to accomplish these goals.



Educational Engagement

As part of a continued mission of engaging the community, the WDDC has partnered with the John S. & James L. Knight Foundation and also Westar Energy to engage design students in the initiatives to revitalize Downtown. In 2013, Westar has sponsored a summer internship program for the second year in which a student from Kansas State's College of Architecture Planning & Design has joined the WDDC staff for the summer to work on various projects. This student has the opportunity to work directly with developers, City officials and other business professionals on actual projects where they assist with design concepts for specific projects. Also, with the help of Knight Foundation funding, the WDDC has engaged studio classes from Kansas State and the University of Kansas design programs to look at new possibilities for Downtown. Lastly, the WDDC employs a local college student intern on its staff part-time. The intern helps maintain the information on the website and assists with ongoing special projects. This internship opportunity allows WDDC to partner with local universities in a meaningful way.

DOWNTOWN VALUES & INVESTMENT

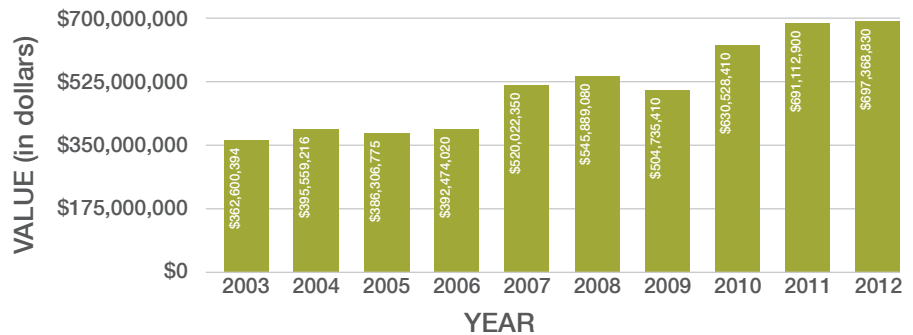


The Downtown SSMID (Self Supported Municipal Improvement District - shown above) has seen a ten-year total amount of \$396,850,538 in public investment and \$564,776,159 in private investment. SSMID property values have increased over \$300 million in the last ten years.

1. Property value totals are for the years 2003 - 2012 only for the Downtown SSMID District (shown in the above map - Central to Kellogg, Washington to the Arkansas River). Property value information provided by Sedgwick County Appraiser.

2. Property tax collected totals are for the years 2003 - 2012 only for the Downtown SSMID District (shown in the above map - Central to Kellogg, Washington to the Arkansas River). Collected property tax information provided by Sedgwick County Appraiser accounts for actual property taxes collected.

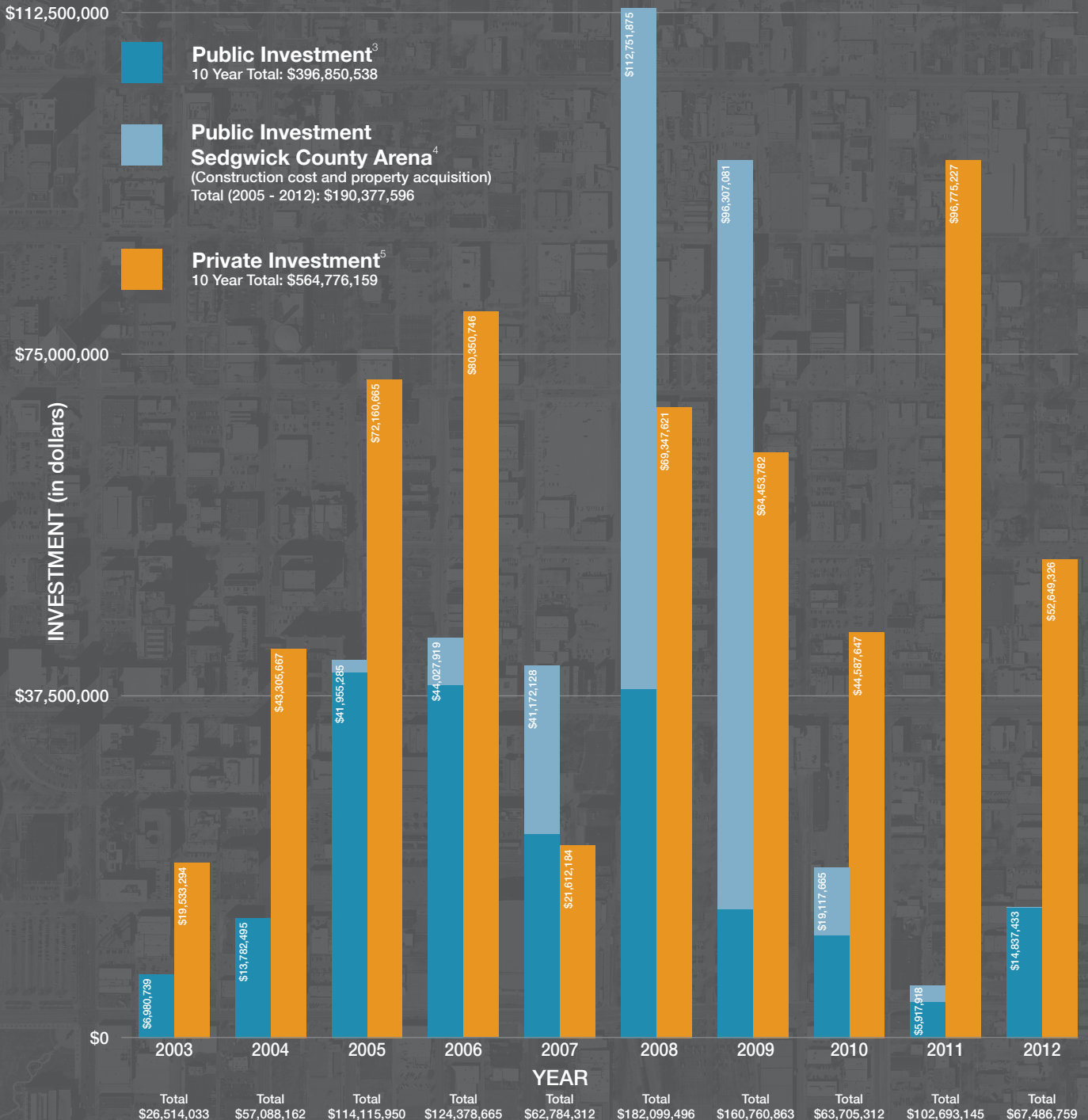
Property Value¹



Collected Property Tax²



Public and Private Investment in Downtown SSMID



3. 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, ODBG 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 2003 - 2012 only for the Downtown SSMID District (shown on map on previous page - Central to Kellogg, Washington to the Arkansas River).

4. 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 funding is included over years 2005-2012 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. Public investment totals are for the years 2003 - 2012 only for the Downtown SSMID District (shown on map on previous page - Central to Kellogg, Washington to the Arkansas River).

5. 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 2003 - 2012 only for the Downtown SSMID District (shown on map on previous page - 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.

DOWNTOWN BY THE NUMBERS

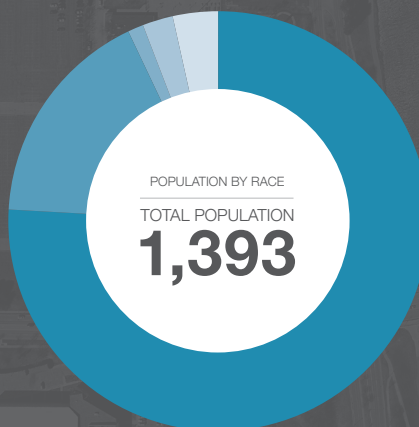
POPULATION DATA

DOWNTOWN POPULATION

1,393

According to the U.S. Census, Downtown Wichita's population was 1,393 persons in 2010. The largest age group was 20-29 year olds (28%) with the overall median age of the Downtown population being 37.9 years.

There were 402 females (approximately 29%) and 991 males (approximately 71%) who lived in Downtown in 2010. The median age of females in Downtown was 33.6. The median age of males was 39.2. Most of the Downtown population has had some college or a bachelor's degree.

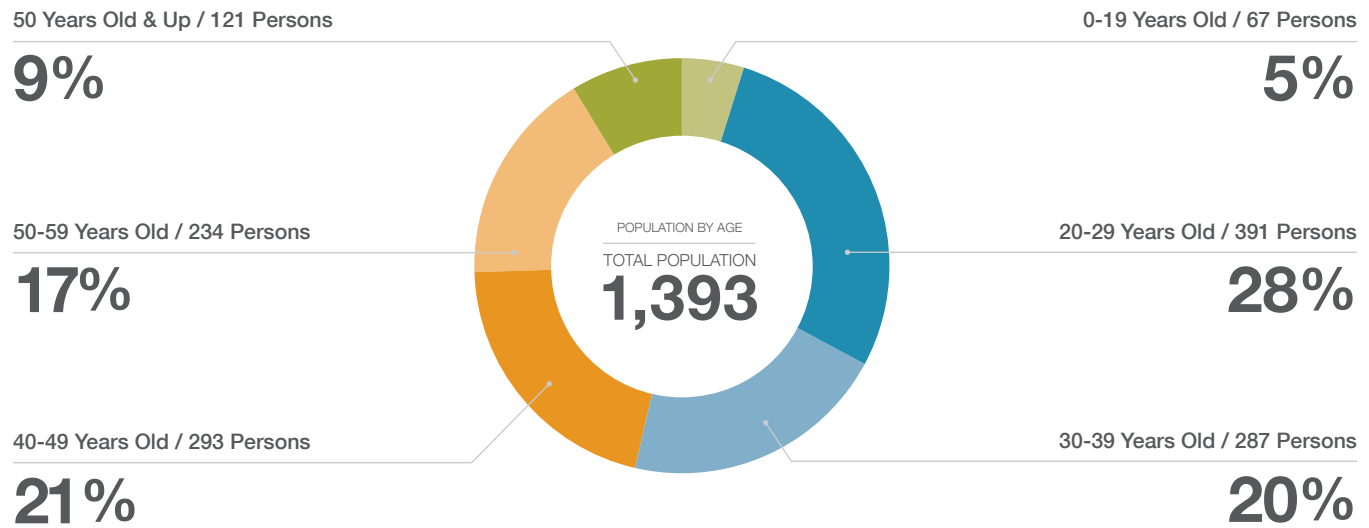


Total Population by Race⁶

White	76%
Black or African American	17%
American Indian and Alaskan	1%
Asian	3%
Other	3%

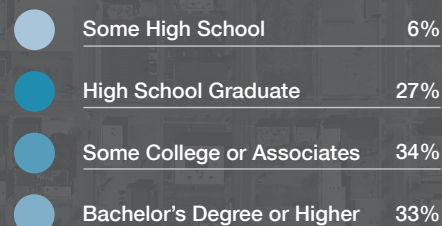
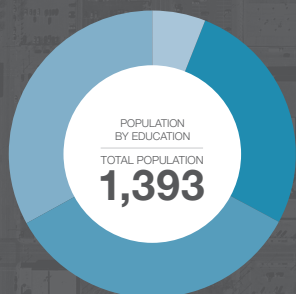
6. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as shown in map above.

Total Population by Age⁷

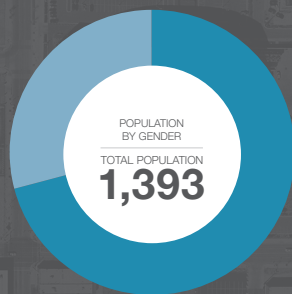


7. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as shown in map on previous page.

Population by Education¹⁴



Total Population by Gender¹⁴



8- 9. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as shown in map on previous page.

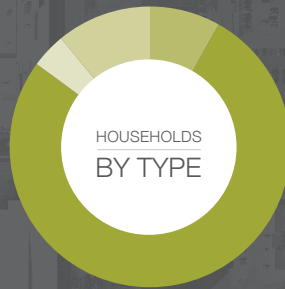
DOWNTOWN BY THE NUMBERS

HOUSING DATA



The average owner household size in Downtown was 1.61 persons and 1.27 persons for the average renter household. Single without kids was the most common type of household. The mean household income in Downtown in 2010 was \$44,066. Most of the Downtown residential population (89%) has moved into the district since 2005.¹⁰

In the last 24 months, Downtown has seen 160 new rental units open. The total number of units in the 67202 zip code does not include the 584 Riverside Plaza Units that were included in Project Downtown's housing market study.¹¹



Households by Type¹²

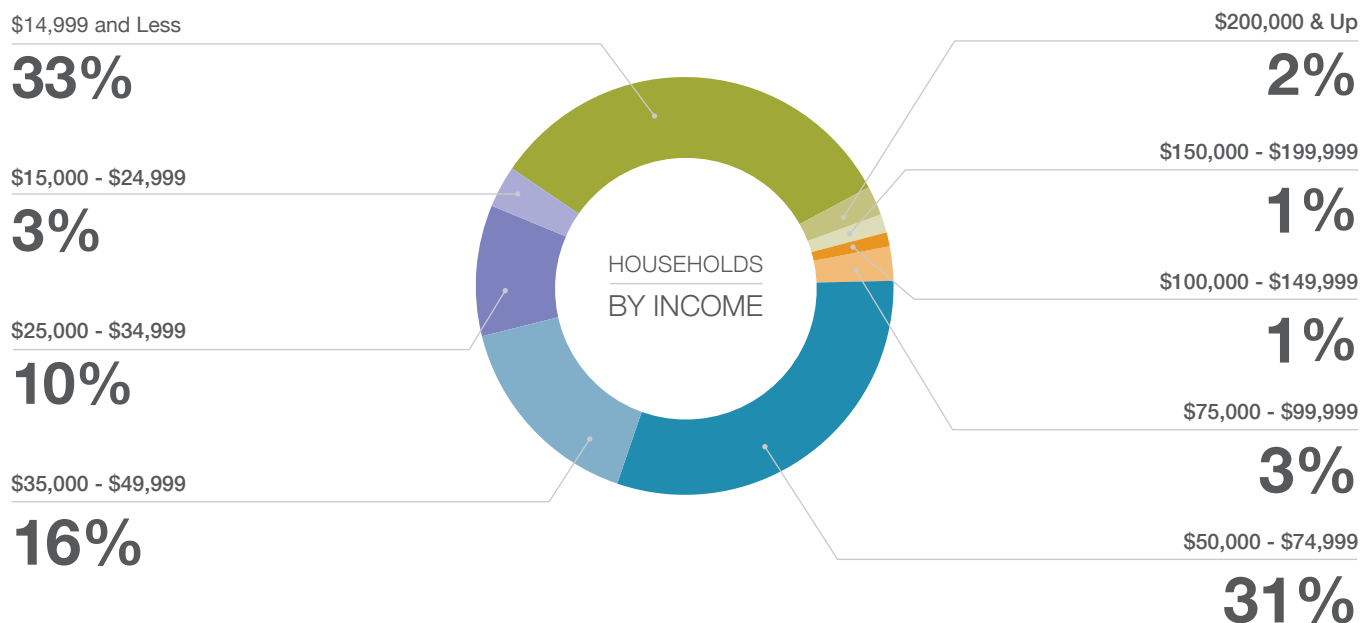
Single without kids	77%
Single with kids	8%
Married without kids	11%
Married with kids	4%

10. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map above.

11. The total number of units in the 67202 zip code does not include the 584 Riverside Plaza Units that were included in Project Downtown's housing market study typically included by the WDDC as they are not included in the 67202 zip code census data.

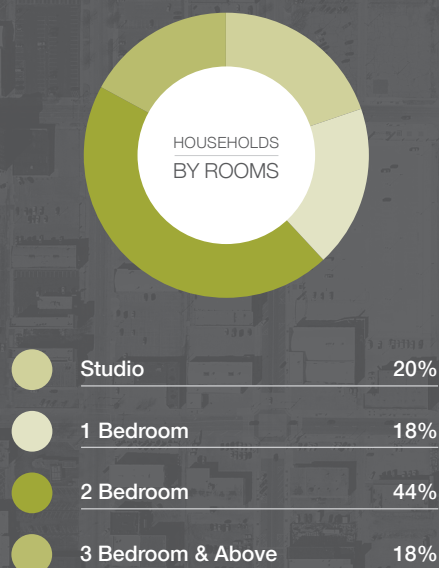
12. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map above.

Household Income & Benefits¹³

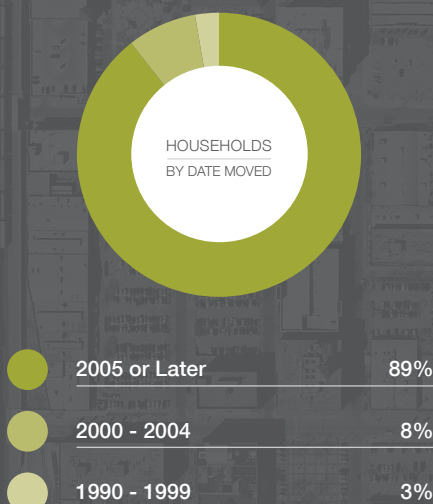


13. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map on previous page.

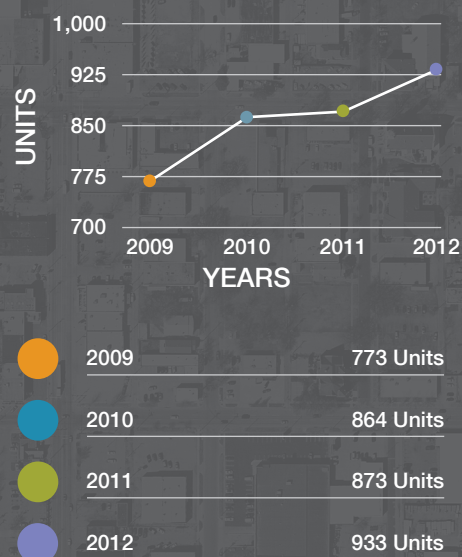
Housing Units by Number of Rooms¹⁴



Housing Tenure Movement¹⁵



Residential Unit Growth¹⁶



14-15. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as shown in map on previous page.

16. The total number of units in the 67202 zip code does not include the 584 Riverside Plaza Units that were included in Project Downtown's housing market study typically included by the WDDC as they are not included in the 67202 zip code census data.

DOWNTOWN BY THE NUMBERS

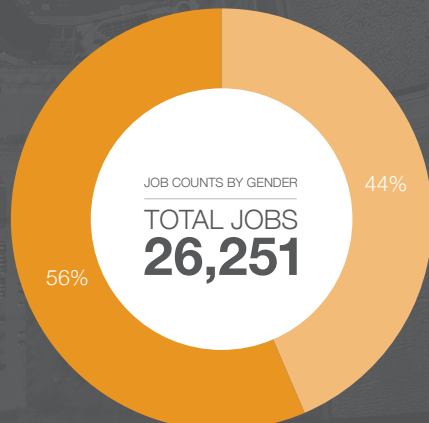
EMPLOYMENT DATA

67202 ZIP Code Boundary

PRIMARY JOBS IN DOWNTOWN

26,251

Of the 26,251 primary jobs in Downtown, 62% of the employees commuted from other parts of Wichita with 27% commuting to Downtown from outside the Wichita metro area. More females than males worked in Downtown and most had some college or a bachelor's degree. The most common Downtown worker tended to be between 30-54 years old and earned \$3,333 or more a month.

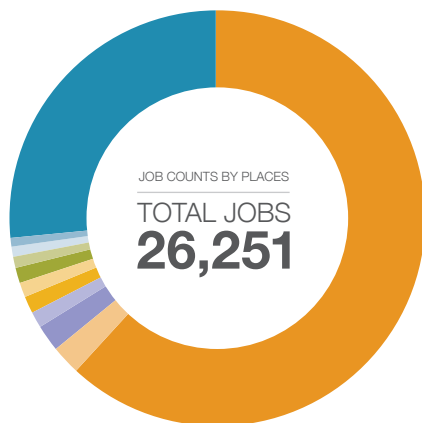


Jobs by Worker Gender¹⁷



17. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map above.

Job Counts by Places/ Where Workers Live¹⁸



Wichita, KS	62%
Derby, KS	2%
Bel Aire, KS	2%
Andover, KS	1%
Park City, KS	1%
Haysville, KS	1%
Valley Center, KS	1%
Maize, KS	1%
Newton, KS	1%
Mulvane, KS	1%
Other	27%

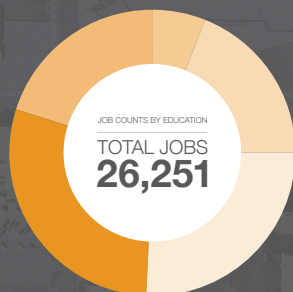
Jobs by NAICS Industry Sector¹⁹

7,496 / Educational Services
4,144 / Public Administration
2,244 / Professional, Scientific, and Technical Services
2,234 / Finance and Insurance
1,886 / Administration & Support, Waste Management and Remediation
1,633 / Manufacturing
1,401 / Health Care and Social Assistance
1,040 / Accommodation and Food Services
828 / Management of Companies and Enterprises
620 / Information
499 / Other Services (Excluding Public Administration)
390 / Retail Trade
348 / Mining, Quarrying, and Oil and Gas Extraction
339 / Wholesale Trade
332 / Construction
265 / Utilities
217 / Real Estate and Rental and Leasing
144 / Agriculture, Forestry, Fishing and Hunting
115 / Arts, Entertainment, and Recreation
76 / Transportation and Warehousing

18. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map on previous page.

19. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map on previous page.

Jobs by Worker Educational Attainment²⁰



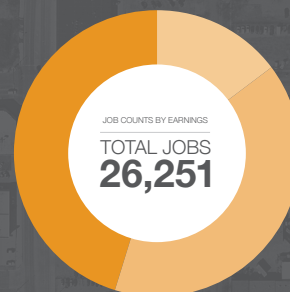
Less than High School	29%
Completed High School	20%
Some College	6%
Bachelor's Degree	19%
Not available*	26%

Jobs by Worker Age²¹



Age 29 or Younger	20%
Age 30 - 54	60%
Age 55 or Older	20%

Jobs by Worker Earnings²²



\$1,250 or Less per Month	15%
\$1,251 to \$3,333 per Month	40%
More than \$3,333 per Month	45%

20. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map on previous page. *Workers aged 29 or younger
21 - 22. Source: U.S. Census Bureau, 2007-2011 American Community Survey. Downtown census data is for zip code 67202 as show in map on previous page.

Wichita, Kansas

1 inch = 100 feet

DOWNTOWN OFFICE MARKET

Per J.P. Weigand's 2013 Forecast, the Central Business District (CBD) has 89 commercial buildings with 3,780,245 sq. ft. of leasable space. The average rate per sq. ft. in the CBD is \$10.90.²³

CBD Class A²⁴

The CBD has 16 Class A office buildings which provide a total of 1,396,600 sq. ft. of leasable space. The vacancy rate is 12.4% and the average price per sq. ft. is \$15.81.

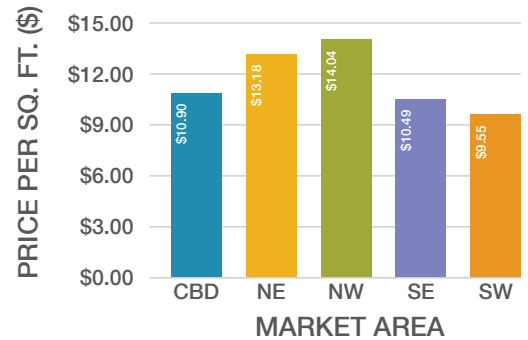
CBD Class B²⁵

The CBD has 60 Class B office buildings which provide a total of 1,860,471 sq. ft. of leasable space. The vacancy rate is 23.4% and the average price per sq. ft. is \$9.35.

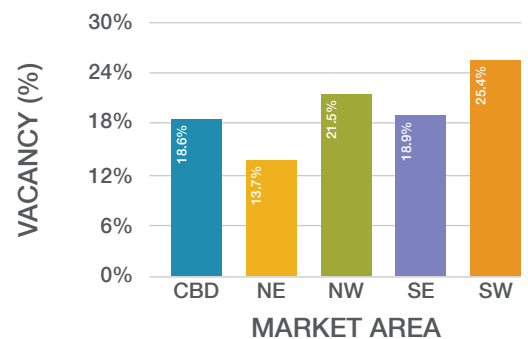
CBD Class C²⁶

The CBD has 13 Class C office buildings provide a total of 523,174 sq. ft. of leasable space. The vacancy rate is 18.4% and the average price per sq. ft. is \$9.07.

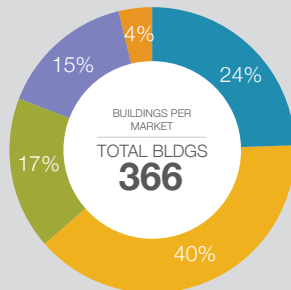
Quoted Rates per Market²⁷



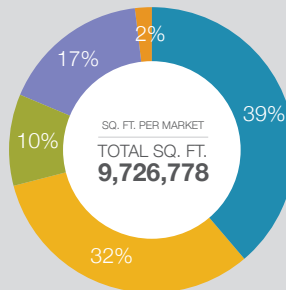
Vacancy per Market²⁸



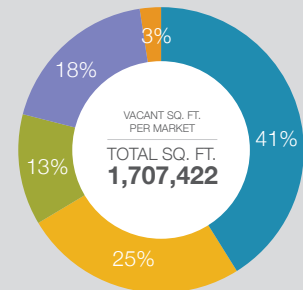
Number of Buildings per Market Area²⁹



Total Sq. Ft. per Market Area³⁰

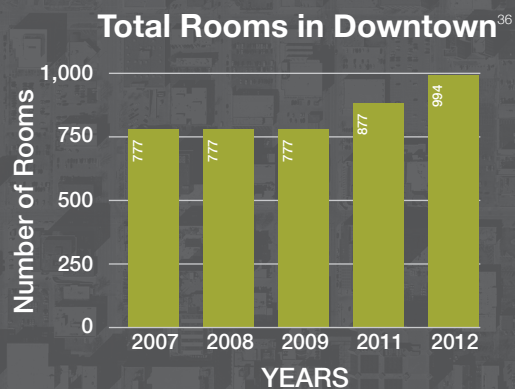


Vacant Sq. Ft. per Market Area³¹



CBD	89 Buildings	CBD	3,780,245 sq. ft.	CBD	705,921 sq. ft.
Northeast	144 Buildings	Northeast	3,128,705 sq. ft.	Northeast	429,483 sq. ft.
Northwest	63 Buildings	Northwest	986,169 sq. ft.	Northwest	212,609 sq. ft.
Southeast	56 Buildings	Southeast	1,652,711 sq. ft.	Southeast	313,921 sq. ft.
Southwest	14 Buildings	Southwest	178,948 sq. ft.	Southwest	45,488 sq. ft.

DOWNTOWN HOSPITALITY

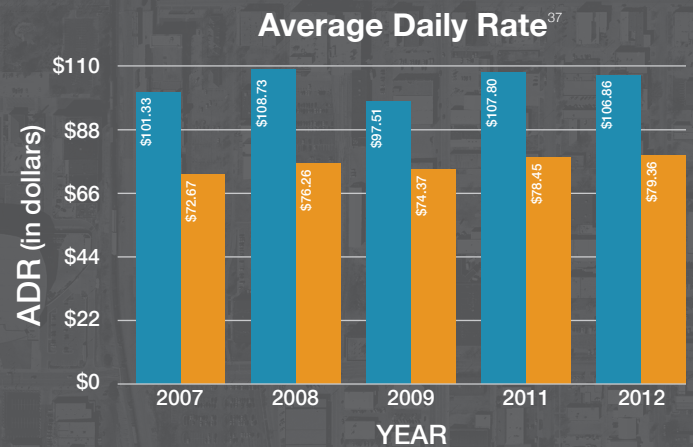
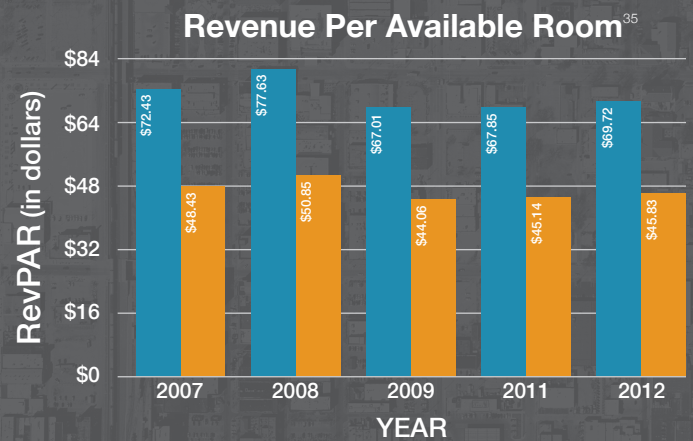
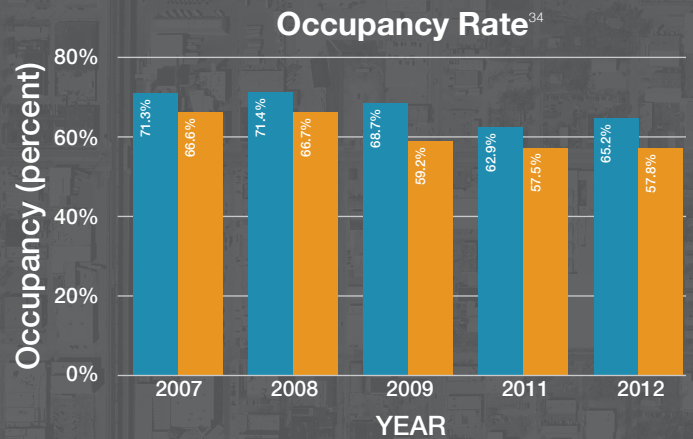


Downtown Wichita has a total of 994 hotel rooms. The ADR, RevPAR and Occupancy Rates are higher in Downtown than in the overall greater Wichita area. The Downtown hotels included in this data (located in the SSMID District) include: The Courtyard by Marriott Wichita at Old Town (128 rooms), Fairfield Inn & Suites Wichita Downtown (131 rooms), Drury Plaza Hotel Broadview Wichita (200 rooms), Hyatt Regency Wichita (303 rooms), and the Hotel at Old Town (115 rooms).^{*37}

Occupancy⁴²
Rooms sold divided by rooms available. Occupancy is always displayed as a percentage of rooms occupied.

RevPAR (Revenue Per Available Room)⁴³
Total room revenue divided by rooms available.

ADR (Average Daily Rate)⁴⁴
Room revenue divided by rooms sold, displayed as the average rental rate for a single room.



32-37. Source: Smith Travel Reports; W-ZHA, LLC. Year 2010 is not included in the data report because of the Drury Plaza Hotel Broadview going off the market for renovations. A minimum of four hotels is required for data sample.

*Ambassador Hotel not included in data as it did not open until December 2012

DOWNTOWN ARTS & CULTURE

In 2012, 160 conventions/tradeshows were held in Downtown Wichita with an attendance of over 310,000 people. See below for a list of the top tradeshows and conventions in Downtown.

Event attendance in Downtown has skyrocketed since the completion of INTRUST Bank Arena and the creation of new events, such as Wichita Ribfest, which drew an estimated attendance of 10,000 in its inaugural year. Almost 380,000 people attended an arena event last year.

Event attendance continues to increase over time for the Wichita Wagonmasters Downtown Chili Cookoff, Tallgrass Film Festival and Automobilia. Riverfest has shown a yearly increase in attendance for the previous three years.

Museums continue to draw large crowds to the core with overall attendance at 484,196 persons for 2012. The highest attended museums are Exploration Place and Botanica.



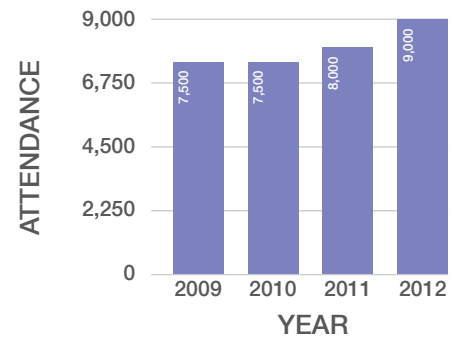
2012 Top Tradeshows Downtown⁴²

- Automobilia
- Wichita Area Builders Association Home Show
- BlackTop Nationals
- Outdoor Living & Landscape Show
- Prairie Fire Marathon
- Women's Fair
- Starbird-Devlin Charities Car Show
- Holiday Galleria
- All About Her
- Wichita Asian Association

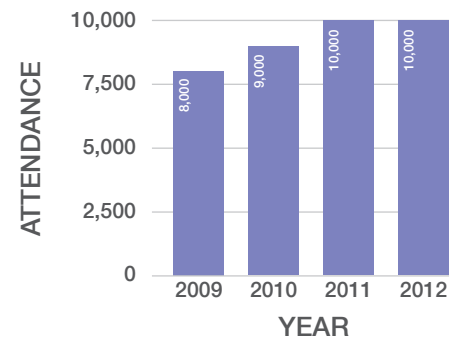
2012 Top Conventions Downtown⁴³

- Kansas Music Educators Association
- Midwest Catholic Family Conference
- Jehovah's Witnesses English and Spanish District Conventions
- American Rabbit Breeders Association
- Teaching Parents Association
- American Orchid Society
- Kansas Rural Water Association
- Kansas Livestock Association
- Kansas Thespians
- Kansas Grain & Feed Association
- Midwest Fish & Wildlife
- Society of Decorative Painters

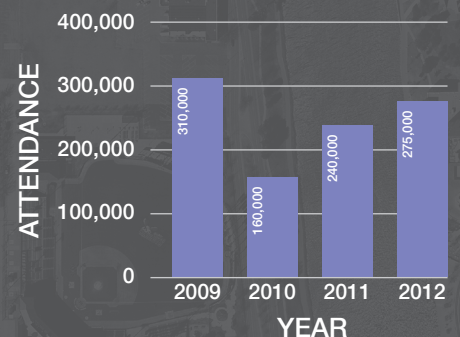
Wagonmasters Chili Cookoff³⁸



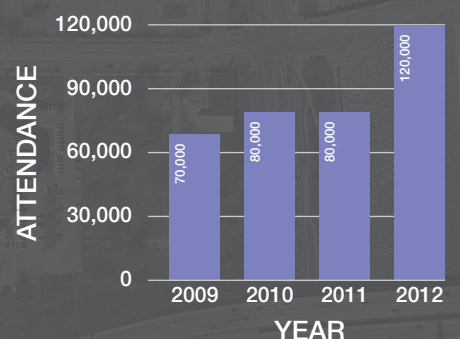
Tallgrass Film Festival³⁹



Riverfest⁴⁰



Automobilia⁴¹



38-41. Source: Wichita Business Journal Book of Lists
42-43. Source: Go Wichita Convention & Visitors Bureau.

2012 Museum Attendance⁴⁴

Wichita/ Sedg. Co. Historical Museum / 25,966 Persons

5%

Wichita Art Museum / 47,402 Persons

10%

Old Cowtown Museum / 47,378 Persons

10%

Museum of World Treasures/ 40,007 Persons

8%

Mid-America All-Indian Center / 10,201 Persons

2%

Kansas Sports Hall of Fame / 17,818 Persons

4%

Botanica / 75,903 Persons

16%

Exploration Place / 216,266 Persons

43%

Great Plains Transportation Museum / 3,155 Persons

1%

Kansas African American Museum / 3,824 Persons

1%

Museum Attendance by Year⁴⁵

MUSEUMS	2009	2010	2011	2012
Kansas Sports Hall of Fame	3,376	4,666	15,561	17,818
Botanica	73,997	103,835	76,383	75,903
Exploration Place	162,760	164,045	171,828	216,266
Great Plains Transportation Museum	1,208	2,174	1,962	3,155
Kansas African American Museum	6,675	1,590	1,962	3,824
Mid-America All-Indian Center Museum	27,414	38,614	32,416	10,301
Museum of World Treasures	37,947	37,982	34,958	40,007
Old Cowtown Museum	24,691	31,155	44,297	47,378
Wichita Art Museum	47,889	59,113	50,414	47,402
Wichita/ Sedg. Co. Historical Museum	12,174	11,143	27,931	25,966

44-45. Source: Numbers shown above are received from Go Wichita from each individual attraction. Go Wichita assumes no responsibility as to the accuracy of reported statistics. DNR = Did Not Report (For purposes of comparing year to year calculations, DNR's are assumed to be zero).

\$15MILLION
TOTAL ECONOMIC IMPACT

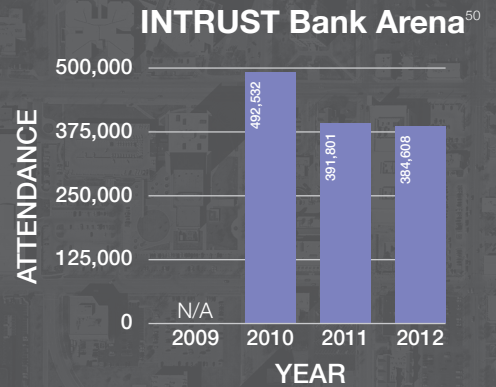
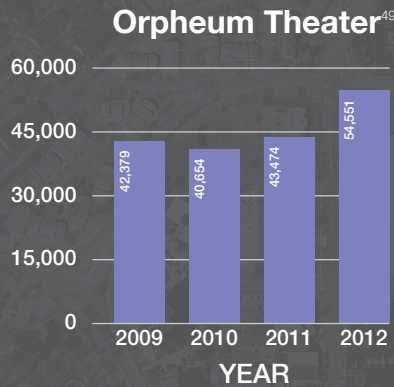
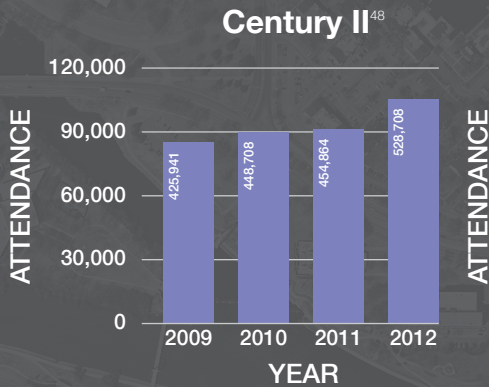
Disney's The Lion King⁴⁶

Through the course of two and half years of planning, Century II Performing Arts & Convention Center successfully hosted Broadway's Award-Winning Best Musical, Disney's The Lion King, for 32 performances in September 2012. This was the highest-grossing theatrical production in Wichita history and had a \$15 million positive economic impact on the community.⁴⁷ The average ticket cost was \$73.19 and 59,980 tickets were sold, resulting in \$4,389,994.40 in gross ticket sales. There were 170 stage hands employed for this show which resulted in \$235,323.09 in ITASE Payroll. Cafe Bel Ami (A restaurant located at 229 E. William) experienced a 15% increase in September sales during the production.

46. Source: Information received from City of Wichita Division of Arts & Cultural Services

47. Source: Information received from City of Wichita Division of Arts & Cultural Services. Based upon a touring Broadway League report which found that , on average, Broadway tours contribute an economic impact 3.5 times the gross ticket sales to the local metropolitan area's economy.

Select 2012 Venue Attendance



Attraction/ Venue Attendance by Year⁵¹

ATTRACTION/ VENUE	2009	2010	2011	2012
Wichita Thunder	158,452	172,247	201,005	228,374
Wichita Wingnuts	232,230	127,401	257,292	262,619
INTRUST Bank Arena ⁵²	N/A	492,532	391,801	384,608
Ballet Wichita	11,350	11,438	10,020	DNR
Music Theater for Young People	3,130	4,328	DNR	DNR
Music Theater of Wichita	67,921	55,913	64,886	62,143
Orpheum Performing Arts	42,379	40,654	43,474	54,551
Wichita Symphony Orchestra	47,363	79,999 ⁵³	27,931	25,966
Century II	425,941	448,708	454,864	528,708

48-49. Source: Numbers shown above are received from Go Wichita from each individual attraction. Go Wichita assumes no responsibility as to the accuracy of reported statistics. DNR = Did Not Report (For purposes of comparing year to year calculations, DNR's are assumed to be zero).

50. Source: INTRUST Bank Arena

51. Source: Numbers shown above are received from Go Wichita from each individual attraction. Go Wichita assumes no responsibility as to the accuracy of reported statistics. DNR = Did Not Report (For purposes of comparing year to year calculations, DNR's are assumed to be zero).

52. Source: INTRUST Bank Arena

53. In 2010, the increased attendance total for WSO was due to the inclusion of both ticketed and free community events (i.e. Riverfest Pops concert, etc.) The ticketed only attendance total was 24,585 persons.

\$6.5MILLION
GENERATED REVENUE

\$66.2MILLION
INDUSTRY IN WICHITA

2,006JOBS
FULL-TIME EQUIVALENT

Economic Impact of Nonprofit Arts & Culture Organizations and their audiences in Wichita⁵⁴

Nonprofit arts and culture are a \$66.2 million industry in the City of Wichita - one that supports 2,006 full-time equivalent jobs and generates \$6.5 million in local and state government revenue.

Nonprofit arts and culture organizations, which spend \$37.1 million each year, leverage a remarkable \$29.1 million in additional spending by arts and culture audiences - spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages and other businesses.

The total per person spending by arts attendees is \$15.25, with most of this going towards meals before/after an event.

54. Source: Arts & Economic Prosperity IV: A Project of Americans for the Arts report studying the economic impact of nonprofit arts and culture organizations and their audiences in the City of Wichita, KS.

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