





DOWNTOWN WICHITA

MISSION

COMMERCE AND CULTURE AT THE CORE

Downtown Wichita is a private 501(c)(3) nonprofit 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, 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.

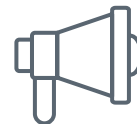
The organization works to achieve this mission through three key areas of focus:



*Developing
Downtown*



*Enhancing
Vibrancy*



*Marketing
the District*

LETTER FROM THE CHAIR

Transformational. It's what comes to mind when reflecting on the progress and success unfolding in downtown Wichita. Since 2010, an impressive \$1.7 billion has been invested in the core. With more than \$760 million in the project pipeline, downtown is poised to become a thriving hub of innovation, culture and economic vitality for years to come.



As we prepare to unveil Project Downtown 2035, a 10-year vision plan and continuation of the successful Project Downtown master plan, we must celebrate our achievements, but also seize the unique opportunities that lie ahead.

In 2023, major projects including the estimated \$302 million Wichita Biomedical CampusSM, the \$110 million mixed-use development adjacent to Riverfront Stadium and Exploration Place's \$25 million EP2 Initiative took substantial strides forward. These strategic investments are set to revitalize downtown Wichita and its riverfront, generating thousands of new jobs and enhancing the region's overall quality of life.

In anticipation of these large-scale initiatives, the residential base of downtown is growing. 2023 witnessed the completion of two upscale residential developments: The National and HiTone Lofts. More residential properties are planned in 2024.

As we reflect on the accomplishments of 2023 outlined in the annual report, I hope you are inspired by the promising future of downtown Wichita. The time is now to invest in our community and embark on the next chapter of growth.

Sincerely,

A handwritten signature in white ink that reads "Natalie Gosch". The signature is written in a cursive, flowing style.

Natalie Gosch, Downtown Wichita Chair

MEET THE TEAM

OUR TEAM



JEFF FLUHR
President



JASON GREGORY
Executive Vice President



CYNTHIA WENTWORTH
*Executive Vice President of
Strategic Communications*



EMILY BARNWELL
Public Relations Manager



ANNA LAURIN
Social Media Manager



ISSAC VILLELA
Project Graphic Designer



MADISON MURRAY
Communications Intern

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**Denotes Past Chair*

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Downtown Wichita

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DEVELOPING DOWNTOWN



PROJECT DOWNTOWN 2035

Building upon the transformational success of Project Downtown which drove more than \$1.7 billion in investment and created a \$760 million pipeline, Project Downtown 2035 is a 10-year vision plan to drive continued catalytic investment in Wichita's core. Through action-oriented strategies and research, the plan will cultivate an environment for continued public and private sector investment. It will build upon the existing assets to leverage infill development opportunities, further the connection of downtown assets, and assist in the identification and realization of current and future growth possibilities. This updated plan will be initiated in the summer of 2024.



INVESTMENT IN PROJECT DOWNTOWN AREA

\$1.7B

Investment Since 2010

\$760M+

Estimated Pipeline Total

SSMID INVESTMENT HIGHLIGHTS

\$1.1B+

Public and Private Investment
Since Project Downtown

\$939M

Private Investment
Since Project Downtown

\$155M

Public Investment Since
Project Downtown

\$81.2M

2023 Annual Investment
5% Public/95% Private

MARKET POTENTIAL

In the Next Five to Seven Years

5,300

Projected
Residential Units

516K-601K

Projected New Office
Square Feet

235

Projected Additional
Hotel Rooms

REAL PROPERTY VALUE

+12.6%

Appraised Property Value

+5.25%

Assessed Real Property Value



Scan on your mobile device to view the latest market studies, analyses and economic data documenting the transformation occurring in downtown Wichita.

BENCHMARKS OF PROJECT DOWNTOWN



First new building on Douglas Avenue in 38 years, Kansas Leadership Center, is completed.

Business leaders helped form the Wichita Downtown Development Corporation (WDDC); focused on growing a strong economic center for commerce and people.

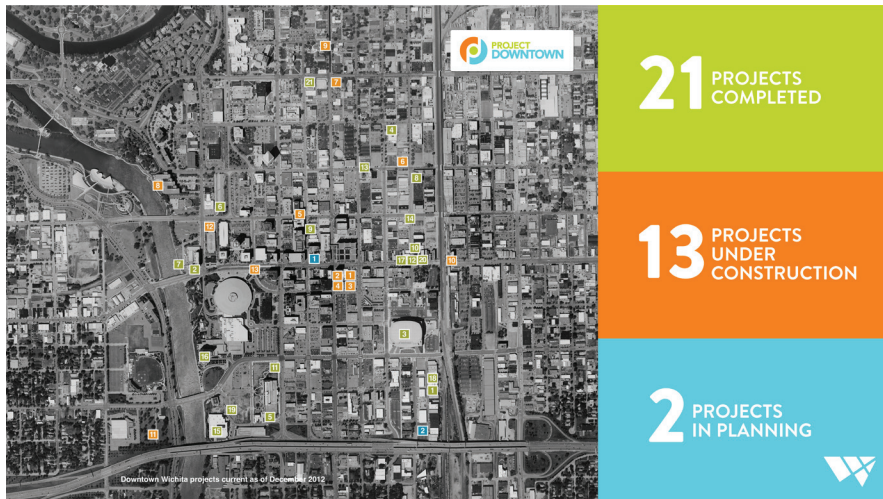
WDDC partnered with the City of Wichita and the private sector to launch the Project Downtown Master Plan initiative.

Jim Cloar speaks on strategies to implement downtown vision plans at the 2010 WDDC Annual Lecture.



Wichita City Council adopts ordinance creating SSMID.

Final Project Downtown Master Plan presented to the community and adopted by City of Wichita and Sedgwick County.



Final Project Downtown Master Plan was unanimously adopted by the Wichita City Council.



Cargill Meat Solutions' Protein Division announces plans to build 200,00 square foot facility, in keeping the organization in Wichita as well as downtown.

OVER \$1B
Invested in downtown Wichita

\$1.7B
Invested in
downtown Wichita

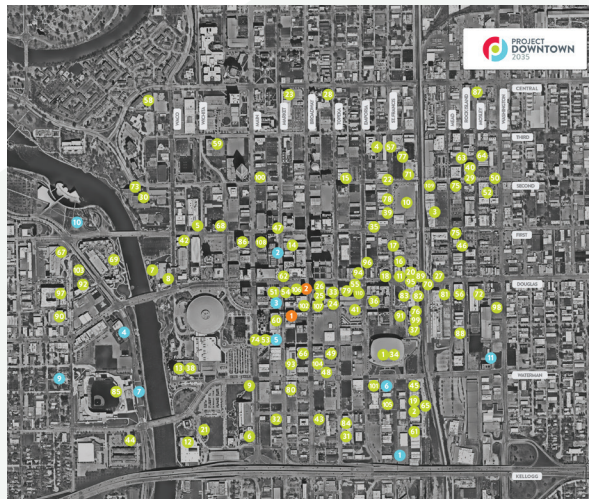
2013 2014 **2015** 2016 2017 2018 **2019** 2020 2021 2022 2023 **2024**

Block One is initiated to include the Ambassador Hotel, Kansas Leadership Center, and a new parking structure.

\$694M
Invested in
downtown Wichita

Largest project
investment pipeline of
\$760M

OVER \$60M
In completed
projects downtown



110 PROJECTS
COMPLETED

2 PROJECTS
UNDER
CONSTRUCTION

11 PROJECTS
IN PLANNING

Announcement of Project Downtown 2035.

TRANSFORMATIONAL PROJECTS



EXPLORATION PLACE: AMPHITHEATER & DESTINATION PLAYSCAPE

\$22 MILLION | 300 N. MCLEAN BLVD.

Exploration Place's \$25 million EP2 Initiative includes a fully funded riverfront amphitheater, an age-progressive Destination Playscape and a new education center. The project will elevate Wichita's status as a regional tourism destination and will be a catalyst for further economic development throughout the downtown river corridor.

BALLPARK/RIVERFRONT DEVELOPMENT

\$110 MILLION | 275 S. MCLEAN BLVD.



EPC Real Estate will construct a destination hotel, residential units and a supporting parking garage in the lots adjacent to and near Riverfront Stadium. The estimated \$110 million investment project will serve as a southern anchor to Wichita's riverfront and complement Exploration Place's EP2 Initiative enhancing the walkability and connectivity of the area.

VANTAGE 906 PROJECT

\$70-95 MILLION | 906 E. WATERMAN ST.



The up to \$95 million Vantage 906 Project encompasses the construction of up to 370 residential units with premium amenities at 906 E. Waterman St. The project presents a unique opportunity to build a legacy property that will redefine Wichita's skyline and gateways downtown while addressing the growing demand for downtown residential.

WICHITA BIOMEDICAL CAMPUSSM

\$302 MILLION | BROADWAY ST. & WILLIAM ST.



As one of the largest single investments in downtown's history, the estimated \$302 million Wichita Biomedical CampusSM will create a healthcare corridor in Wichita's downtown leading to advanced medical care, fostered innovation and new academic and business partnerships. The addition of 3,000 students and 200 faculty and staff will lead to a continued resurgence of downtown and add to its vibrant environment.

COMCARE

\$5.4 MILLION | 235 S. TOPEKA ST.

Sedgwick County's \$5.4 million investment will facilitate COMCARE's expansion and centralization of behavioral health services at 235 S. Topeka St. Located next to the Wichita Biomedical CampusSM, the COMCARE Crisis Center will enhance public access to the provided services and offer new collaboration opportunities for biomedical students and staff.

THE NATIONAL

\$21 MILLION | 150 N. MAIN ST.



The former Union National Bank and Commerce Bank Building has been transformed into luxury apartments and a coworking space. The National boasts 151 apartments with amenities ranging from a gym and yoga studio, and a high-end coworking space featuring 44 offices, several conference rooms, and a range of amenities including a podcast and photo studio.

HITONE LOFTS

\$22 MILLION | 701 E. 2ND ST. N.



The 1910 historic Winfield building has been transformed into a 75-unit residential property featuring unique, historic details including fluted columns, high ceilings and large windows that overlook Old Town Square. This project also won a recent AIA award.

KEYCENTRIX

\$8.1 MILLION | 105 S. EMPORIA ST.



The former Legacy Antique Mall has been transformed into the headquarters for Keycentrix, a Wichita-based technology company. The three-story building, built in 1916, boasts high-end touches, open workspaces, collaboration areas, an activity center and more. The building's original ceilings and floors were preserved and restored.

ENHANCING VIBRANCY



Flowers on Douglas

123

POTS

344

FLATS OF
FLOWERS PLANTED

122

HANGING BASKETS

Flowers on Douglas is a cornerstone of downtown Wichita's beautification efforts, creating transformative change in the heart of the city. The 123 pots and 122 hanging baskets are filled with beautiful, lush flowers and greenery twice a year. A special thank you to Cindy Carnahan, the sheriff of Flowers on Douglas, the master gardeners and countless volunteers who infuse beauty and vibrancy into Douglas Avenue.



Envision Your Impression

GALLERY ALLEY

In 2023, Downtown Wichita in partnership with Envision, Inc. and Envision Arts Gallery unveiled “Envision Your Impression”, an interactive public art sculpture that embodies the identity of all Wichitans.

PARKING & WAYFINDING PLAN



The Wichita City Council’s 2023 vote to modernize the city’s parking system is expected to generate more than \$2.7 million annually with the profits being rolled back into the parking fund and used to pay for upkeep on public lots and garages. Modernizing public parking in the core is a critical component of downtown Wichita’s anticipated growth. The new parking management system is projected to be operational by 2025.

DOWNTOWN CLEAN UP



More than 180 enthusiastic volunteers joined Downtown Wichita’s dedicated staff for the 2023 Downtown Clean Up. With activities ranging from window washing and painting to landscaping and trash pick-up, the annual event breathed new life into our vibrant and thriving downtown.

MARKETING DOWNTOWN



Las Adelitas Café

SOCIAL MEDIA & EMAIL BLASTS



Downtown Wichita captivates audiences with compelling content, spotlighting the area’s diverse businesses, events and experiences. Leveraging strategic digital platforms provides seamless access for residents and visitors alike, fostering active participation and a sense of belonging within downtown.

EVENT PROMOTIONS

Downtown Wichita is a hub for local events, activities, arts and culture. These events and experiences are promoted to nearly 420,000 online users through the organization's digital assets including a community events calendar on downtownwichita.org.



Latinfest

TEXT NOTIFICATIONS

Downtown Wichita uses cross-promotional techniques, including text notifications to deliver direct and timely updates to residents and visitors. These personalized communications are a catalyst for increased engagement with the core's diverse array of events, businesses and experiences.



TRANSIT SHELTERS



Downtown Wichita partners with Wichita Transit to design and update the interior and exterior displays of the transit shelters along Douglas Avenue. In 2023, six new transit shelter designs were created and installed on a quarterly basis, enhancing downtown's vibrancy and aesthetic appeal.

CULTURE AT THE CORE



CHESTER I. LEWIS PARK

In 2023, Chester I. Lewis Reflection Square Park opened, commemorating the life and accomplishments of Lewis, a late local Civil Rights leader and former president of the Wichita chapter of the NAACP. The park serves as a secondary entry plaza for the Kansas Health Science Center – Kansas College of Osteopathic Medicine and includes locally curated interpretive art features, ornamental paving, lighting, and seating areas to relax, study, and gather for special events.

WICHITA ASIAN NIGHT MARKET

The Wichita Asian Night Market witnessed tremendous success in 2023, drawing a crowd of more than 8,000 to Riverfront Stadium. The annual event, promoting inclusivity, education and connection is inspired by the lively late-night markets in Asia where people gather to celebrate Asian cuisine, performances and interactive art.



TKAAM

The Kansas African American Museum (TKAAM) is nearing its \$6 million campaign goal for the relocation of its museum and cultural center at 201 N. Main St. The new downtown location will double the museum's size, maximizing important resources and enhancing TKAAM's ability to engage museum visitors, program participants and children.



A VIBRANT TOMORROW FOR DOWNTOWN



DISCOVER MORE IN
DOWNTOWN WICHITA



DOWNTOWNWICHITA.ORG



the
RENFR

316-290-9596

Meritrust

re|**NEW**
WICHITA

NATZGER PARK

DRURY PLAZA
BROADVIEW

Z
ZELMAN
LOFTS
316-290-9596

IMA

KANSAS LEADERSHIP CENTER

Chester I. Lewis Park

Hilton Garden Inn

AMBASSADOR

SPAGHETTI WORKS

FIREWORX

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NICHE

CORZEO

EMPRISE BANK

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UNION
STATION

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