Greater Wichita Partnership

# GROWING JOBS & INDUSTRY

Aggressively competing for jobs, facilitating investment in the region and collaborating to drive economic growth is at the center of what we do. The Economic Development Team of the Greater Wichita Partnership works in collaboration with partners to accelerate the creation of jobs and increase capital investment through expansion and retention, attraction and entrepreneurship. The economic development strategies of the Greater Wichita Partnership are driven by the Regional Growth Plan, an economic strategy designed to grow our regional economy.

Discover how our team plans to accelerate job growth by watching a video featuring chief economic development officer, Andrew Nave.




Greater Wichita Partnership Priority - Jobs

Greater Wichita Partnership

## New Business Attraction

Our Economic Development Team actively promotes our region's competitive advantages to business decision makers around the world in order to recruit new companies to the region.

## Business Retention and Expansion Program

We are in consistent communication with local companies to identify needs and opportunities for growth and expansions to increase job offerings and grow existing industries.

## Globally Marketing the Region

Through proactive marketing and attraction efforts, we put the Greater Wichita region on the global map. We attend domestic and international tradeshows and supplier events to promote regional investment opportunities to generate business attraction leads. These events also provide a critical platform for regional private businesses and organizations to market resources and services to grow portfolios of work.












The Economic Development Team works with prospects to position the Greater Wichita region as a prime location for business.

## Entrepreneurship

To encourage a culture of assisting business startups and entrepreneurs, the Greater Wichita Partnership provides funding and staff support to Accelerate Wichita (formerly the Entrepreneurship Task Force), which is focused on identifying, activating and mentoring the local entrepreneurial ecosystem. Accelerate Wichita has a vision to build and support an inclusive, globally competitive and impactful entrepreneurial ecosystem creating sustainable long-term growth for the region through job and wealth creation.

## Accelerate Wichita Report

In 2020, the Partnership engaged with Chapman and Co., a pre-eminent expert in entrepreneurial ecosystem evaluation and development, to analyze and develop strategic next steps for our regional ecosystem. The process examined current advantages, existing assets and potential areas for acceleration and growth. Local entrepreneurs, service providers and business leaders were engaged in the development of this report, titled the Accelerate Wichita Report, which provides a collective vision for ecosystem growth. Launched in 2021, the report highlights the Greater Wichita region's comparative advantages, the importance of an entrepreneur-centered ecosystem and the framework for a thriving ecosystem.

## Reporting and Tracking Outcomes

Real progress is being made toward overall identified job and industry growth, below are several highlights.

- Since 2015, the Greater Wichita Partnership has assisted companies in creating 14,859 jobs, $3.5B in capital investment and $748M in total annual payroll.
- Key initiatives from the Regional Growth Plan accomplished to date:
  - Launch of the talent-focused Choose Wichita brand and website
  - Creation of the technology council, FlagshipKansas.Tech
  - Cybersecurity industry promotion through the Regional National Security Coalition
  - Strategic national site selector engagement
  - National lead generation firms engaged
  - New business attraction website launched
  - National digital marketing campaign initiated
  - Launched the Accelerate Wichita report, an entrepreneurial ecosystem strategy

# Insight

A key accomplishment of the Entrepreneurship Task Force (ETF) was the launch of the first entrepreneurial accelerator in Kansas – e2e, now named NXTUS. In 2015, ETF launched a planning committee that took the necessary steps to open the independent entity. NXTUS works closely with Accelerate Wichita to cultivate the entrepreneurial ecosystem by activating, accelerating, and mentoring entrepreneurs in the heartland.



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## Take The Next Step

The Greater Wichita Partnership's Economic Development Team can help your business grow and expand in three primary areas — specialized industry and labor force research, real estate and site selection, and economic incentives assistance.

**Reach out today**

**Download the Greater Wichita Partnership's business assistance brochure**

**Review the Regional Growth Plan**