2020

Year-End Update





2020 YEAR-END UPDATE

In 2020 the Partnership drove new initiatives and worked collaboratively to address the economic challenges from the 737 MAX production suspension followed by the COVID-19 pandemic. Within the Partnership's priority areas of Jobs, Talent and Quality of Place, resources were reallocated to address new needs while foundational efforts continued.

The following results required the collective efforts of many public and private partners working together to address immediate, critical needs while continuing to set a foundation for long-term growth.

Below is an overview of the work that has been accomplished within the Partnership's three strategic priorities – jobs, talent and quality of place – through a highlight video and digital report.



Greater Wichita Partnership 2020 Year-End Update



We support the creation of jobs through business expansion and retention, company attraction and entrepreneurship cultivation

Business Growth

2020 YTD

AIR CAPITAL COMMITMENT

A coordinated community response to keep and support our people and companies

- Coordinated community support and shared business resources through the COVID-19 Community Task Force and Aerospace Task Force
- New economic incentives guidelines adopted by City and County
- Launched new business attraction website to support global marketing efforts underway
- Hosted event and secured grant funding to support diversification efforts of local manufacturers
- Initiated an entrepreneurial ecosystem strategy and development plan to accelerate the growth of our region's startups

View Full Jobs Update



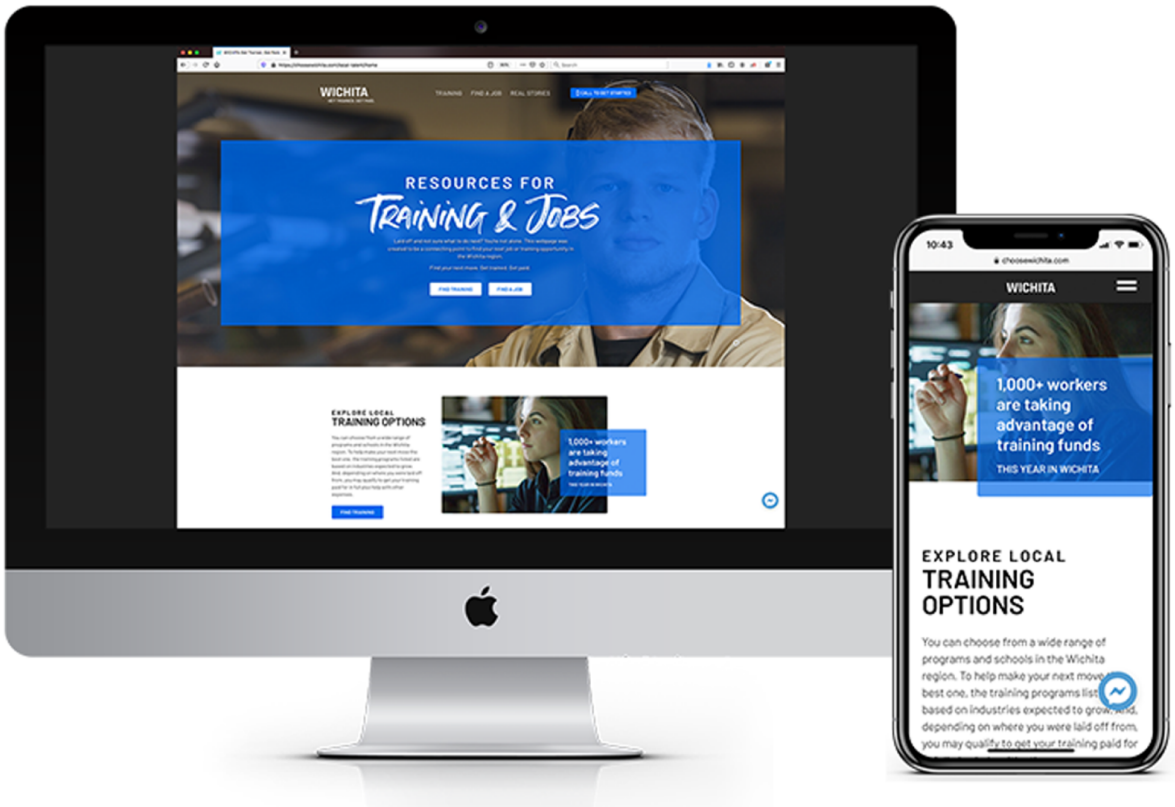
We work alongside regional businesses and partners to attract, retain and engage talent

2020 Talent Marketing **Metrics**

20,000+
WEBSITE VISITS ON CHOOSE WICHITA WEBSITE

15
BLOGS PUBLISHED

35,000+
WEBSITE PAGEVIEWS ON CHOOSE WICHITA WEBSITE



- 20,000+ visits with 35,000+ pageviews on Choose Wichita website
- Increase in Choose Wichita social media followers: Instagram, +71%; LinkedIn, +133%; Facebook, +36%; Twitter, +40%



- Initiated 'Building the Workforce of the Future' process
- Launched ‘Get Trained. Get Paid.’ talent retention campaign resulting in 10 million+ impressions, 10,000+ site users, 19,000+ pageviews
- Business and Education Alliance (BEA) identifies new strategic plan and focuses support for educational partners

View Full Talent Update

Greater Wichita Partnership
PRINTED WEBSITE REPORT

We facilitate commerce and culture in the core to drive development and spur growth in the heart of our region

2020 Downtown Development
Metrics

10
PROJECTS COMPLETED SINCE JANUARY

21
COVID-19 GRANTS FOR DOWNTOWN BUSINESSES

70
WICHITA LOVE NOTES POSTED THROUGHOUT DOWNTOWN





- 10 development projects completed in 2020
- Completed 2020 State of Downtown Report
- Developed Downtown Business Support Program with 21 businesses awarded assistance
- Developed and initiated "Celebrating 10 Years of Project Downtown" campaign
- Launched Alley Doors placemaking initiative



We focus on developing a distinctive quality of place that attracts talent, visitors and economic growth

- Project Wichita initiatives advanced, including re-engaging the Anchor Institution process
- Project Wichita Literacy Coalition received three-year, $300,000 grant
- Riverfront Legacy Master Plan final recommendations presented in January; process is currently paused due to COVID-19 pandemic
- Engaged with Wichita Regional Chamber of Commerce's Diversity, Inclusion & Equity initiative

View Full Quality of Place Update



VIEW JOBS
YEAR-END UPDATE



VIEW TALENT
YEAR-END UPDATE



VIEW QUALITY OF PLACE YEAR-END UPDATE