

# 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

# *Greater Wichita Partnership* **PRINTED WEBSITE REPORT**

## JOBS

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](#)



## TALENT

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

### 2020 Talent Marketing Metrics

**20,000+**

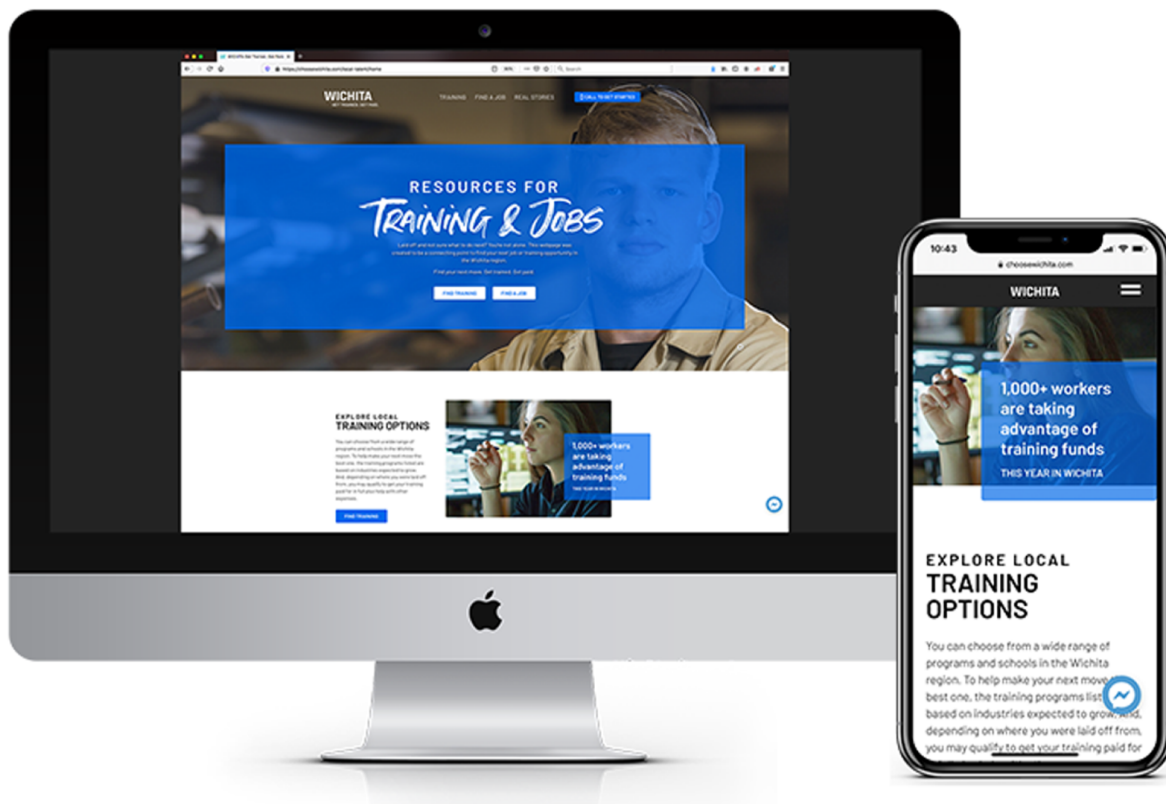
WEBSITE VISITS  
ON CHOOSE WICHITA  
WEBSITE

**15**

BLOGS PUBLISHED

**35,000+**

WEBSITE PAGEVIEWS  
ON CHOOSE WICHITA  
WEBSITE







# *Greater Wichita Partnership*

## PRINTED WEBSITE REPORT

- 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](#)

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## QUALITY OF PLACE - DOWNTOWN WICHITA

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



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- 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

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## QUALITY OF PLACE - DISTINCTIVE REGION

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**



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► **VIEW QUALITY OF PLACE  
YEAR-END UPDATE**