

2021 JOBS YEAR-END UPDATE

In 2021, the Partnership team worked purposefully to produce results through established strategies, deliberate marketing and collaborative engagement with community partners and business leadership. The following information is a high-level overview of the accomplishments made in 2021 within our strategic priority of Jobs to fast-forward economic growth in the Greater Wichita region.

National Digital Advertising Results

The Partnership team launched a national digital advertising campaign in July targeted toward external site selectors and business owners to raise awareness of our region's business assets. When users search selected keywords through Google, they are served ads promoting the Greater Wichita region that link to the Partnership website. Once they view the ad or visit the website, they will be served additional ads through the Google Display Network.

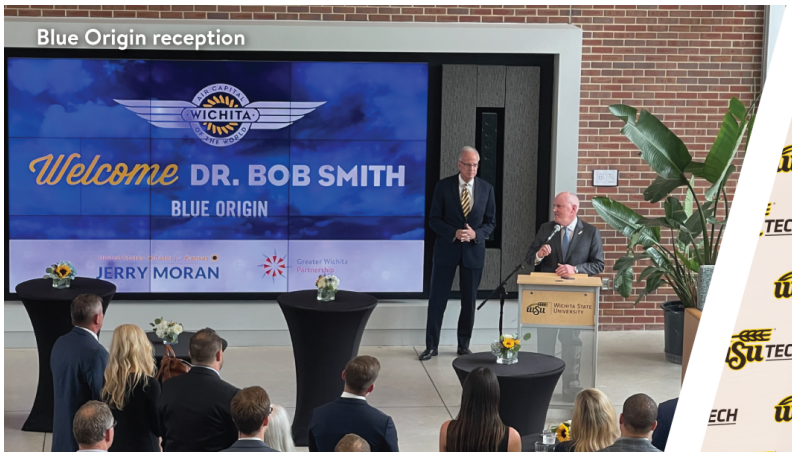
Business Growth

New-to-market (Attraction) employers:

Deloitte.
THE SMART FACTORY
BREK MANUFACTURING
MILLENNIUM CORPORATION
novacoast
ringorang
KANSAS MODIFICATION CENTER

Hosted dozens of new and in-market companies for the inaugural season of the Wichita Wind Surge at Riverfront Stadium in partnership with the City of Wichita and Evergy







Existing Industry & Business Support

Completed addendum to the Regional Growth Plan to account for the COVID-19 pandemic, changing working environment and supply chain challenges

Exposed regional supply chain to new revenue opportunities in aerospace by co-hosting Blue Origin and United Launch Alliance with U.S. Senator Jerry Moran, garnering multiple contracts for companies in the Greater Wichita region

Diversified our aviation sector with multiple Maintenance, Repair and Overhaul (MRO) prospect site visits and speculative hangar development conversations

Showcased the Greater Wichita region at the National Business Aviation Association Business Aviation Convention & Exhibition (NBAA-BACE) in October with 17 regional companies and partners

Attended the Maintenance, Repair and Overhaul (MRO) TransAtlantic Convention in Orlando to market our region's MRO capabilities

require(['scripts/smoothScroll'], function (smooth) { // smooth.init(); });

Greater Wichita Region Promotional Video



Businesses Thrive Here – The Greater Wichita Region

Regional Support

Convened the regional economic development community through quarterly meetings, including networking with Certified Commercial Investment Member (CCIM) real estate brokers

Produced the first regional industry video highlighting our region's capabilities in the Transportation & Logistics sector as well as a video showcasing the business assets across the Greater Wichita region

Supported the creation of new industrial development space in the region with multiple presentations, provided testimony at ICT21 Tax Increment Financing (TIF) hearings and presented to out-of-town industrial developers

Hired new Director of Business Intelligence position to support regional business attraction, retention and new projects and dive deeper into niche industry competition, as recommended in the Regional Growth Plan

Helped to secure grants totaling approximately $325,000 through Blais & Associates, with a total of $100,000 in pending grant applications specifically for Downtown Wichita





Accelerate Wichita launch at Groover Labs


NXSTAGE Pilot Competition Happy Hour hosted

Accelerate & Strengthen the Entrepreneurial Ecosystem

Elevated the importance of entrepreneurship in the region by sponsoring Wichita Startup Week

Provided core financial support for NXTUS and NXSTAGE Pilot Competitions and hosted multiple NXSTAGE industry events in the community

Launched the Accelerate Wichita Report with Entrepreneurial Ecosystem partners and hosted community launch event at Groover Labs with ecosystem expert Tom Chapman



Updated Wichita Economic Recovery document


SPARK Committee Members at Partnership investor meeting

Provide Ongoing COVID-19 Community Leadership

Continued leadership and convening of COVID-19 Community Task Force

Identified five priority areas, each led by two co-chairs, for our community to respond to funding from the American Rescue Plan Act (ARPA)



Assisted in hosting a live webinar from regional Chief Medical Officers and moderated by Partnership Co-chair Jon Rolph to provide an update on the Delta variant to the business community

Updated Wichita Region Economic Recovery document throughout the year with up-to-date information for utilization by Federal, State and local governments and community organizations

Focused on mobilization of grant applications and key action points for economic development projects identified in the Wichita Region Economic Recovery document

Provided assistance and letters of support for Wichita State University's Build Back Better EDA proposal, titled "Driving Adoption: Smart Manufacturing Technologies," which is complementary and potentially inclusive of the Future of Work & Workforce Strategy

Joined regional leaders in engaging statewide political leadership for continued support of Wichita State University's Molecular Diagnostic Laboratory (MDL), which aids in the region's health and economic recovery efforts

Fostered strategic dialogue with leadership from the Strengthening People and Revitalizing Kansas (SPARK) Task Force on behalf of job creation and economic growth in the region

---

View the 2021 Year-End Overview

View the 2021 Talent Update

View the 2021 Quality of Place Update