

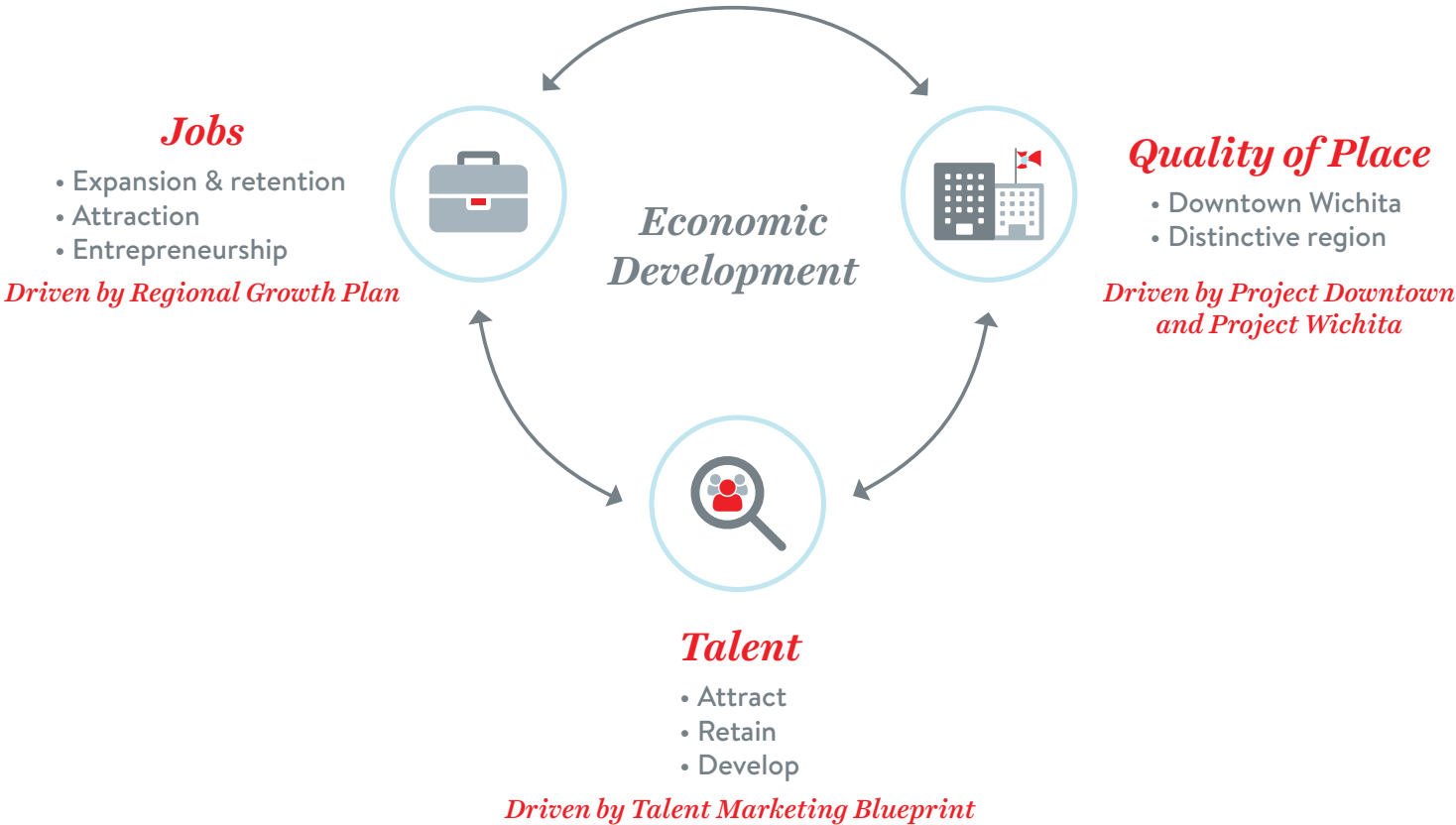
GREATER WICHITA PARTNERSHIP

Overview of key metrics and 2020 initiatives

Mission

To align resources and focus the business community on common strategies that fast-forward economic growth in Wichita and South Central Kansas.

Three Strategic Priorities



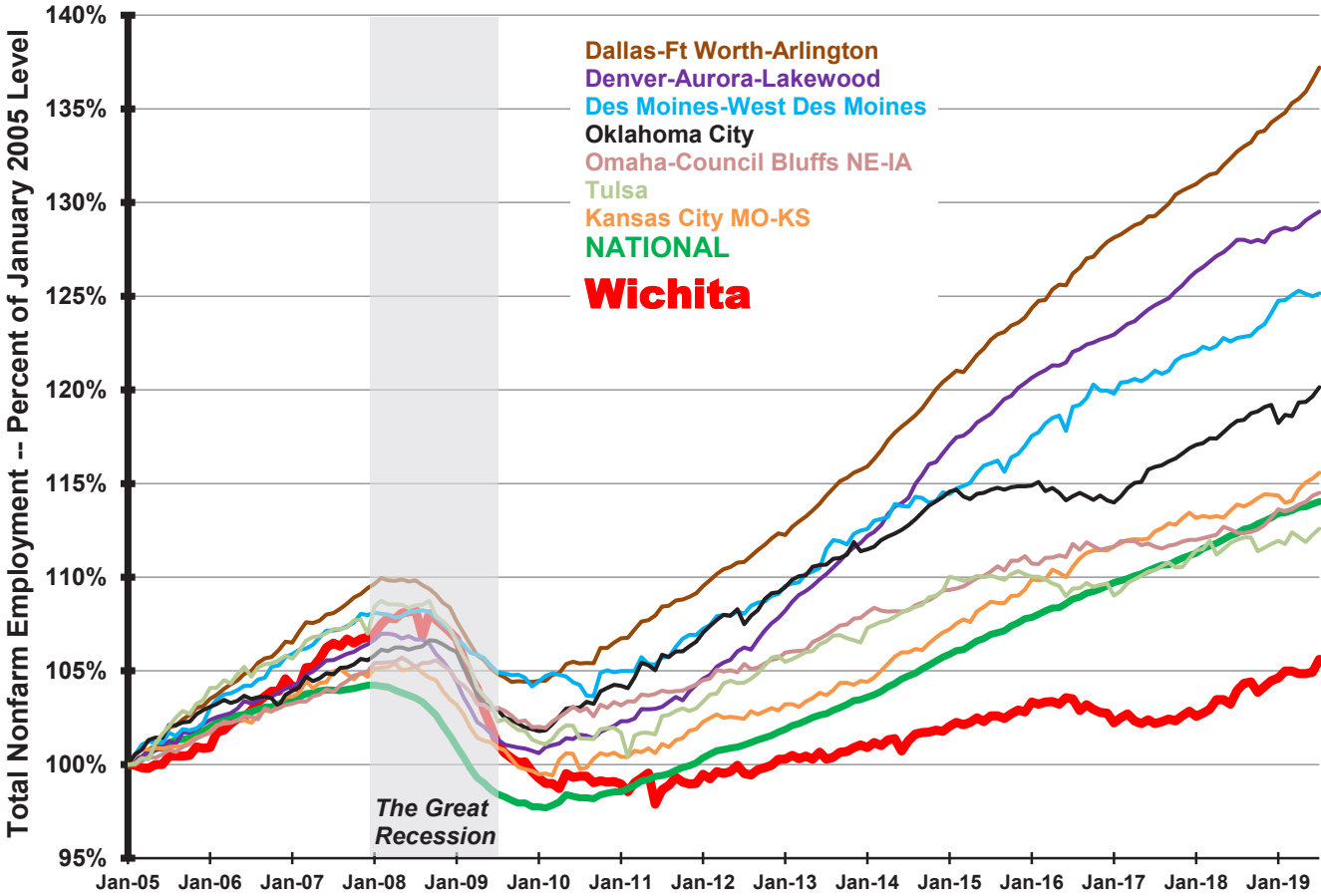
Discover how we are accelerating economic growth, visit greaterwichitapartnership.org.

DRIVING FORCE

Midwest metros Great Recession employment recovery

In 2008, the nation experienced the worst economic downturn since the Great Depression of the 1930's, resulting in a loss of wealth and sharp cutbacks in consumer spending. This directly impacted employment and jobs across all industries, especially in Wichita, where we have not recovered employment at the rate of other Midwest communities.

The core of the Greater Wichita Partnership's work is to accelerate regional economic growth - and thereby positively impact our employment recovery. Working alongside community stakeholders and public partners, we work to aggressively grow jobs, attract and retain talent and enhance quality of place.



Source: Federal Bureau of Labor Statistics

JOBS

Accelerate the creation of jobs and increase capital investment through expansion and retention, attraction and entrepreneurship. Key initiatives are based upon priorities identified in the Regional Growth Plan, completed in 2018.

2019-2020 Metrics



JOBS ANNOUNCED
2015-2020 (YTD) Total

8,378

Equivalent to adding the population of Bel Aire to our region



CAPITAL INVESTMENT
2015-2020 (YTD) Total

\$2.3B

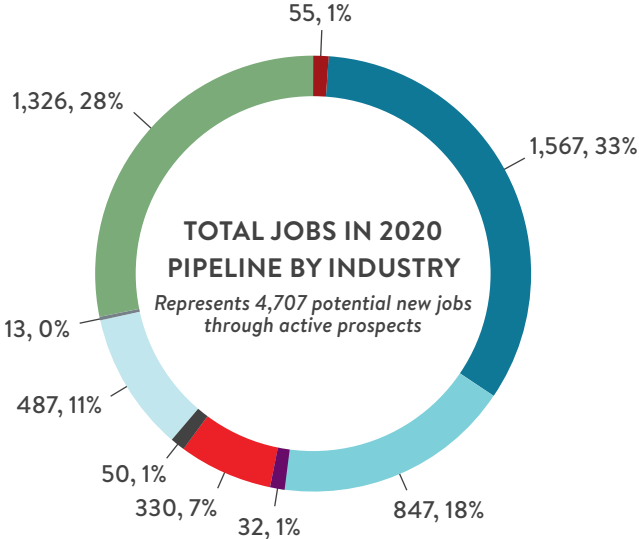
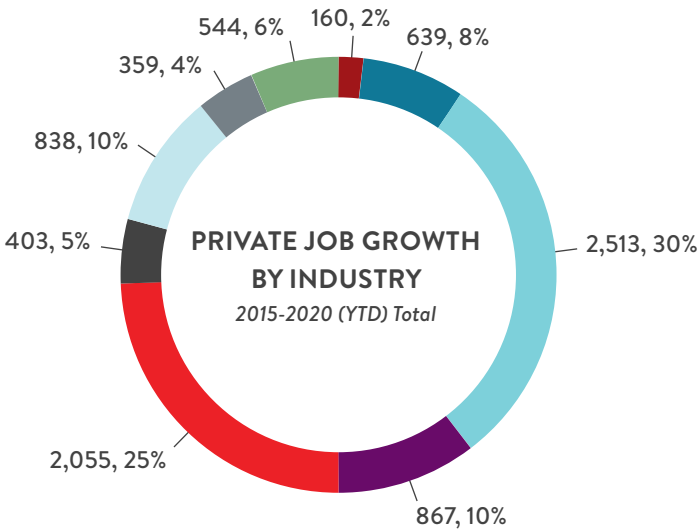
Equivalent to building approximately a dozen new Dwight D. Eisenhower airports (terminal & parking garage)



TOTAL ANNUAL PAYROLL
2015-2020 (YTD) Total

\$433M

More than two times the Kansas City Chiefs annual payroll



■ Advanced Materials
 ■ Advanced Manufacturing
 ■ Aerospace
 ■ Agriculture
 ■ Back Office
 ■ Healthcare
 ■ IT Systems & Support
 ■ Other
 ■ Transportation & Logistics

*Source data provided by the Greater Wichita Partnership.

2020 Partnership Initiatives

EXISTING BUSINESS EXPANSION

- ▶ **Air Capital Commitment**
 - Lead community response coordination for Boeing 737 MAX production suspension with 15 partners
 - Support impacted workers through communications efforts
 - Develop one-stop website, over 7,000 pageviews to-date
 - Identify economic diversification strategies (i.e. MRO)
- ▶ **Robust business retention and expansion (BR&E) program**
 - BR&E represents one of the highest probabilities to drive job creation
 - Direct outreach to 75 area employers about their potential for growth, limitations, and needs
 - Engagement with companies during expansion projects
 - Generate 40 BR&E leads through social media efforts (new approach in 2020)
- ▶ **Global exposure for the Air Capital of the World**
 - Increase awareness of regional industry advantages, provide the platform for local companies to increase sales and business connections, increase prospect files/projects
 - Farnborough International Airshow and Air Capital Reception hosted by U.S. Senator Jerry Moran
 - NBAA Business Aviation Convention & Exhibition
 - Develop 2 external advertising campaigns to communicate Air Capital business advantages

NEW BUSINESS ATTRACTION

- ▶ **Economic development projects to grow jobs**
 - Work directly with companies and consultants to attract or retain 1,650 net new jobs and additional capital investment within the region
- ▶ **Increase Maintenance, Repair, Overhaul (MRO) diversification strategies**
 - MRO is the fastest-growing revenue segment within aviation, representing a \$100B worldwide industry
 - Skills overlap provides our region with competitive advantage
 - Develop 3-5 key tactics to expand MRO opportunities in region
- ▶ **Identify in-person marketing opportunities in niche industries**
 - Scout 7 new niche industry tradeshow
 - Generate 3 new attraction project leads through face-to-face meetings
 - Identify 2 future exhibit opportunities through ROI evaluation
- ▶ **Contract with industry influencers to propel success in 2 niche sectors**
 - Increase competitiveness, expertise and prospect opportunities
 - Enhance the Wichita region's reputation in targeted niches
 - Hire or partner with key leaders/groups in 2 niche sectors
- ▶ **Market business opportunities to target audiences**
 - Produce 1 new promotional video for the region and 2 industry-specific videos
 - Strategize and implement 3 national advertising campaigns to generate prospect leads
 - Develop 5+ industry specific promotional materials
- ▶ **Increase site consultant outreach**
 - Host 5-8 national site consultants in April in Wichita with participation from 5 regional county/cities
 - Produce 4 proactive communications outreaches to site selectors

2020 Partnership Initiatives (Continued)

REGIONAL GROWTH PLAN

- ▶ **Local economic incentives policy update**
 - Provide recommendations on policy updates to City and County leadership for consideration
 - Recommendations would position the region to be more competitive in job creation and capital investment
- ▶ **Identify comprehensive and controllable metrics**
 - Develop 5-10 measurable outcomes/metrics for Jobs priority
 - Identify 5-10 broad economic measures for the region
- ▶ **Launch a high-impact attraction website**
 - Sell the region as a place for business growth, generate leads and promote business advantages
 - Generate 20% more website pageviews/month compared to average of 8 peer regions (target goal is 2,350 pageviews/month)
 - Generate 40 leads for business development team (final metrics will be 5/month after website launch)
 - Incorporate a new sites and buildings database to feature top industrial sites and office buildings in the region
- ▶ **Accelerate Wichita**
 - Continued support of NXTUS (formerly e2e)
 - Provided \$115K support in 2019-2020
 - Harness regional entrepreneurial and innovation data to tell success stories via strategic content partnerships

2020 Community Strategies

Key next steps to be initiated and completed by community stakeholders

EXISTING BUSINESS EXPANSION

- ▶ **Support for Air Capital Commitment**
- ▶ **Diversify the aerospace industry through increasing DoD (Department of Defense) and CMMC (Cybersecurity Maturity Model Certification) eligibility certification support**

NEW BUSINESS ATTRACTION

- ▶ **Maintenance, Repair, Overhaul (MRO) diversification strategies**
 - Initiate a comprehensive Airport Master Plan
 - Develop a spec hangar to have available real estate for immediate MRO prospect opportunity

REGIONAL GROWTH PLAN

- ▶ **Develop a Cybersecurity Range**
- ▶ **Significantly expand broadband access**
- ▶ **Initiate a comprehensive Freight & Logistics study**
- ▶ **Entrepreneurship and Innovation**
 - Support Rise of the Rest, NXTUS and Accelerate Wichita initiatives in 2020

TALENT

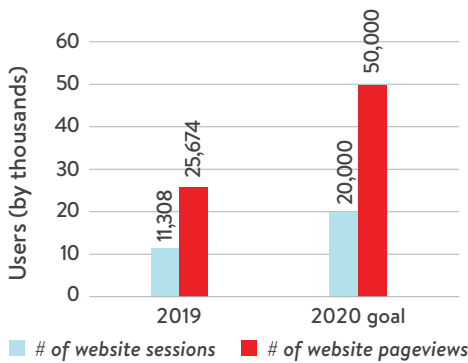
Accelerate the attraction and retention of talent and support talent development through deliberate marketing and programmatic strategies. All targeted initiatives are based upon recommendations identified in the Talent Marketing Blueprint – completed in 2018 – to help local employers market Wichita’s location as an advantage and increase their pipeline of talent. 2019 was a base year for measuring marketing metrics.

2019-2020 Metrics

WEBSITE SESSION AND PAGEVIEWS

2019 and 2020 goal

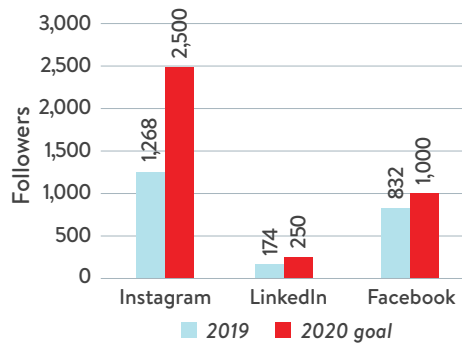
Growth percentages based upon national advertising strategies and content creation



SOCIAL MEDIA FOLLOWER GROWTH

2019 and 2020 goal

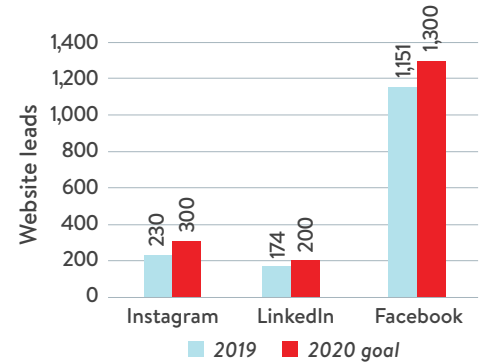
Based upon best practices for median follower growth per channel



SOCIAL MEDIA WEBSITE LEADS

2019 and 2020 goal

Visitors to website driven by engaging social media content



Through research studied during the development of the Talent Marketing Blueprint, it is clear that talent is increasingly relying on digital resources to form location impressions and make relocation decisions. Strategic 2020 initiatives will focus on increasing social media followers to drive website leads, and digital marketing efforts to increase website sessions.

24 talent training sessions

6 college, university and veteran group engagements

272 interns attended internship kickoff event

300+ HR and recruiting professionals engaged with Recruit Wichita event

5 key initiatives launched by Business & Education Alliance

5 collateral pieces created for employers

34,696 hype video views

4 social media platforms launched

15 blogs published with **2,484** views

1 new website launched with **25,674** sessions and visits from **50** countries and **48** U.S. states

*Source data provided by the Greater Wichita Partnership.

2020 Partnership Initiatives

POSITION THE REGION TO ATTRACT AND RETAIN TARGETED TALENT

- ▶ **Take recently launched Choose Wichita brand to next level**
 - Launch Digital Ambassador grassroots social media program with 30 participants to reach target markets
 - Post 15 blogs; drive 180 website leads each through social media
 - Deliver new promotional materials at multiple talent engagements
 - Increase website sessions to drive pageviews (see graph on previous page)
 - Increase social media followers to drive website leads (see graph on previous page)
- ▶ **Sell the region to job seekers**
 - Engage in 5 college and university events in target markets
 - Collaborate with investors to highlight key job openings
 - Create 4 new pieces of collateral (Partners Guide, update Comparison Guide, Launch Your Career Here and Spanish version of Wichita Bucketlist)
 - Host and engage 300 interns at summer internship kickoff event, 10% increase from 2019
- ▶ **Train employers and recruiters on how to sell Wichita**
 - Plan and host Recruit Wichita event
 - Implement 30 talent training sessions for local employers, community organizations and external staffing agencies
- ▶ **Ongoing research and identifying trends**
 - Engage in quarterly talent attraction and retention events
 - Develop employer survey to measure satisfaction with talent attraction efforts, engagement with tools available, and current recruiting challenges
 - Track employer and community needs

CULTIVATE REGIONAL CULTURE TO SUPPORT LIFELONG LEARNING (PIPELINE OF TALENT)

- ▶ **Three subcommittees of the Business & Education Alliance (BEA) have been formed to broaden community leadership and drive key initiatives**
 - Develop resources and relationships
 - Cultivate career exploration in 7th grade
 - Advocate for post-secondary success
- ▶ **Create partnerships with local colleges and universities within applied learning programs**

2020 Key Next Steps

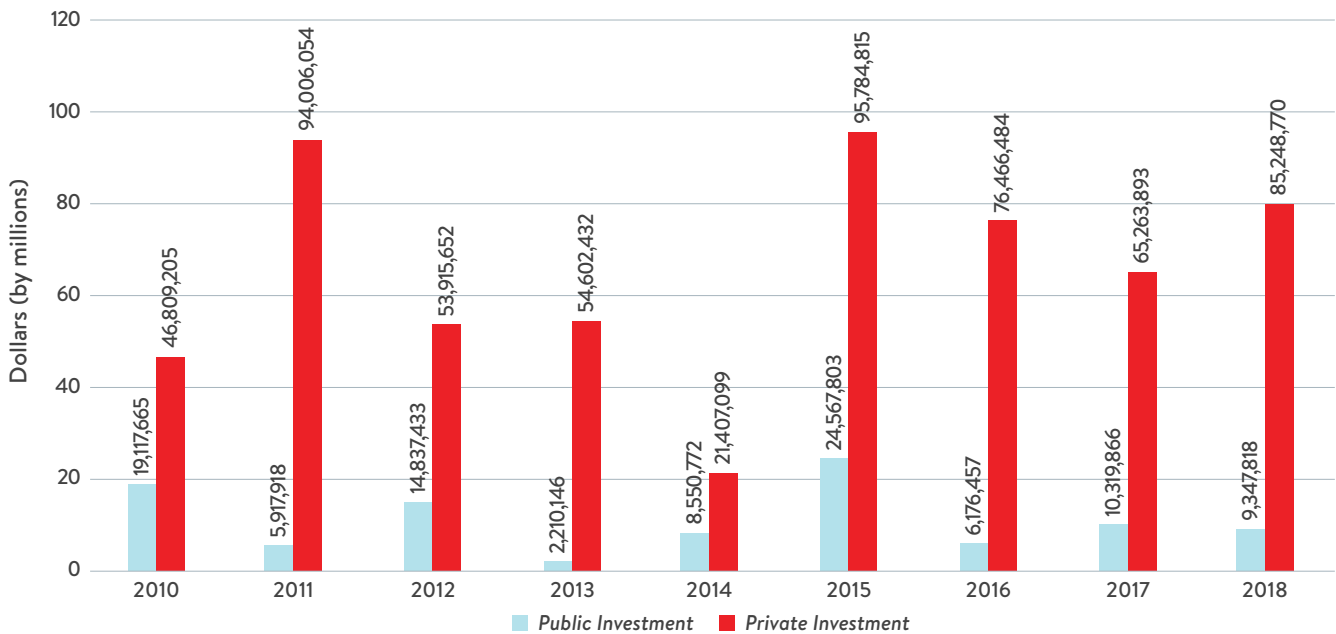
- ▶ **Develop and implement national advertising and paid media campaigns**
- ▶ **Develop national public relations strategy**
 - Host 2-3 lifestyle reporter visits in Wichita and 3-5 trade reporter visits
- ▶ **Ensure inclusivity of Choose Wichita website**
 - Implement language translator
 - Integrate jobs platform into existing site
- ▶ **Cultivate relationships in target talent markets to pipeline in-need talent**
 - Focus on Oklahoma City, Kansas City, Los Angeles, Dallas/Ft. Worth

QUALITY OF PLACE

Develop a distinctive quality of place attractive to talent, visitors and economic growth. Key initiatives are based on priorities identified in Project Downtown, adopted in 2010, in alignment with the needs of the district.

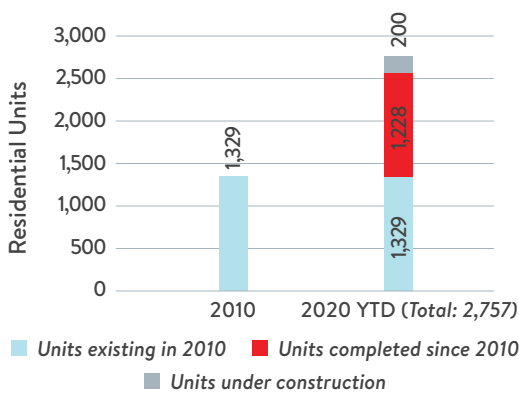
2019-2020 Downtown Wichita Metrics

DOWNTOWN WICHITA PUBLIC/PRIVATE INVESTMENT



Since the adoption of Project Downtown in 2010, the ratio of public to private investment has been as high as 1:24.

DOWNTOWN RESIDENTIAL



CENTRAL BUSINESS DISTRICT OFFICE MARKET

24% decrease in total office vacancy
(2010: 20.2% vacancy, 2019: 15.3% vacancy)

17% increase in overall lease rates
(2010: \$9.85/SF, 2019: \$11.49/SF)

DOWNTOWN HOSPITALITY

368 hotel rooms added
(2010: 864 existing rooms, 2019: 1,232 total rooms, currently 95 rooms under construction)

*The sources for the data provided above can be found in the 2019 State of Downtown Report, which can be downloaded online at <http://bit.ly/StateOfDowntown>.

2020 Downtown Wichita Initiatives

- ▶ **Drive investment and development of downtown through implementing Project Downtown**
 - Work with developers and public sector on proposed development projects
 - Provide support and advocate for new projects and investment in line with known market potentials from studies
 - Ensure urban design standards are met
 - Encourage development that fosters walkable connections
 - Encourage dense, mixed-use buildings with a focus on ground-floor activation
 - Promote projects that seamlessly connect and interact with the streetscape
- ▶ **Market downtown to enhance perceptions**
 - Produce 2020 State of Downtown Report
 - Create 4 Possibility People campaign videos
 - Develop and implement 1 holiday promotional campaign
 - Create 40 pieces of custom content for social media
 - Produce 2 full videos and 5 social media videos promoting development
 - Implement 5+ distinct strategies to build awareness for 10 years of Project Downtown
 - Increase website sessions by 5% (based upon planned projects and budgets)
 - Maintain community event calendar and produce 50+ event-focused emails
 - Support partner organizations to celebrate Wichita's 150th birthday
 - Increase Downtown Living Tour attendance by 20%, with a target goal of 1,800
 - Update transit shelter designs quarterly
- ▶ **Initiate placemaking and programming to enhance vibrancy**
 - Initiate and maintain programming at Pop-Up Park
 - Produce and implement quarterly pop-up projects
 - Transform Gallery Alley
 - Install 4 new artistic pieces at Gallery Alley and host launch party with 300 attendees
 - Install 10 door murals as part of Alley Doors project
 - Maintain Flowers on Douglas program
 - Manage flower pots and hanging basket plantings
 - Fundraise to maintain program (raised \$213K to-date)
 - Engage 100 volunteers at downtown Clean Up Day
 - Enroll 5 businesses in new Adopt-A-Block program by 2021
- ▶ **Supplement SSMID funding**
 - Continue efforts to increase funding through grants and donations (raised over \$942K since 2009)

2020 Community Strategies

Key next steps to be initiated and completed by community stakeholders

- ▶ **Downtown Streets Plan**
 - Work with public sector to adopt the Downtown Streets Plan
 - Prioritize streetscape investments and identify funding for improvements
- ▶ **Downtown Parking Plan**
 - Implement downtown parking plan to adequately manage public sector parking assets
 - Modernize systems for monitoring and capturing parking revenue streams; ensure parking systems are consistent throughout the downtown district
- ▶ **Downtown Clean & Safe Initiatives**
 - City of Wichita to install a new downtown Police Bureau; work to increase police presence and community policing opportunities in the downtown area
 - Increase clean and safe initiatives in the downtown area

QUALITY OF PLACE

Develop a distinctive quality of place attractive to talent, visitors and economic growth. Key initiatives are based upon the regional visioning and action plan Project Wichita, completed in 2018, as well as the Riverfront Legacy Master Plan, which is pending adoption.

2019-2020 Distinctive Region Metrics

PROJECT WICHITA

RIVERFRONT LEGACY MASTER PLAN



Funding

Over **\$500K** raised from **94** Vision Team members to develop plan

\$840K raised; **\$640K** raised from private sector



Community engagement

239 total focus groups
3,800+ total focus group participants
 Approximately **14,000** survey participants

5 community meetings
5 public Coalition meetings
40+ community presentations
5,000+ community touchpoints



Plan Outcomes

4 guiding principles
5 focus areas identified
5 distinct action plans with **15** key initiatives

5 design scenarios presented
\$1.2B of proposed development for **17** major capital projects
 Up to **2,170** permanent jobs on site
\$1.2B in potential economic impact in first **10** years

*Source data provided by the Greater Wichita Partnership.

2020 Partnership Initiatives

- ▶ **Launch Anchor Institution pilot location**
 - Launch pilot institution with sustainable funding
 - Mobilize neighborhood organizations to increase high school graduation rates
- ▶ **Launch Regional Literacy Coalition**
 - Secure long-term funding mechanism to support leadership position
 - Mobilize literacy organizations to strengthen early grade literacy levels
- ▶ **Establish sustainable funding and financial support for Project Wichita initiatives**
 - Implement contract for grant writer support for Opportunity Wichita
 - Identify \$300K minimum in grant/foundation funding
- ▶ **Address regional mental health stigma**
 - Develop plan to increase public awareness around mental health
 - Implement awareness strategies and tactics
- ▶ **Lead the Riverfront Legacy Master Plan process**
 - Ensure robust community engagement
 - Completion of the master plan document by Design Team
 - Work with public sector and community stakeholders towards implementation
 - Initiate implementation as outlined in the plan

2020 Community Strategies

Key next steps to be initiated and completed by community stakeholders

- ▶ **Commit funding support for Anchor Institution pilot**
 - Empower YMCA staffing and programming to support increasing high school graduation rates
- ▶ **Establish 3-year funding mechanism and leadership for literacy coalition**
- ▶ **Secure funding for mental health awareness campaign**
- ▶ **Riverfront Legacy Master Plan**
 - Work with public sector and community stakeholders to adopt the vision plan for the riverfront
 - Work with public sector and community stakeholders to identify funding and implementation strategies for the plan
 - Launch initial elements of the plan's implementation by end of 2020