

REGIONAL GROWTH PLAN

An economic strategy for the greater Wichita region that is targeted, collaborative and data-driven

This multi-year plan pinpoints strategic areas for economic growth and provides actionable steps for how we can work together as a region to make generational change occur and achieve collective outcomes. The plan was completed in 2018 using targeted data and extensive stakeholder input and can be downloaded at regionalgrowthplan.com

Five Strategic Pillars

Foundational elements necessary to drive economic growth



Target Sector Framework

Key industries and niche sectors representing the region's core economic strengths and economic opportunity

Advanced Manufacturing



- Plastics & Composites
- Machinery & Metalworking

Agriculture



- Value-Added Products
- Crop & Animal Farming

Aerospace



- Maintenance, Repair & Overhaul
- Design & Production

Healthcare



- Healthcare Services

IT Systems & Support



- Cybersecurity
- Business Process Outsourcing

Oil & Gas



- Petroleum-Based Products
- Production, Processing & Distribution

Transportation & Logistics



- Logistics
- Transportation

Top Ten Key Initiatives

Most impactful and highest priority efforts for the region to pursue and accelerate positive change

- 1 Identify and attract top talent for the greater Wichita region's priority employment sectors
- 2 Develop a robust, coordinated, and results-driven business retention and expansion (BRE) program
- 3 Purposefully establish a regional ecosystem for innovation, intellectual property (IP) creation, commercialization and product development
- 4 Invest in a high-capacity, nationally focused earned media program
- 5 Effectively engage site consultants and industry influencers
- 6 Develop a reskilling initiative transitioning underemployed talent for careers in targeted industries
- 7 Leverage the region's information and communications technology (ICT) council to guide and inform the sector's strategic growth
- 8 Leverage public-private partnerships to develop a Cybersecurity Center of Excellence and advanced cyber-range in the greater Wichita region
- 9 Elevate the urgency to develop high-capacity broadband in the greater Wichita region
- 10 Launch a regional talent development cooperative