

2021 Strategies & Initiatives



Greater Wichita
Partnership

GREATER WICHITA PARTNERSHIP

2021 Strategies & Initiatives

Accelerating Regional Economic Growth

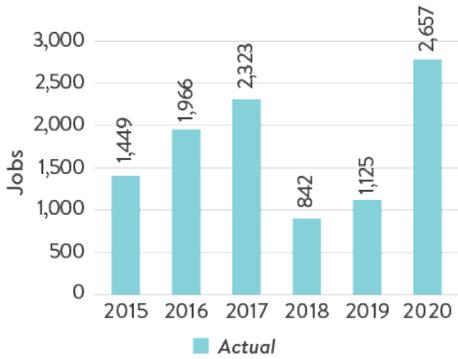
Amidst the economic challenges of 2020, our community worked collaboratively to address immediate issues while identifying strategies for our region's economic recovery and long-term growth. This forward-thinking mindset paired with our work plans (Project Wichita, Regional Growth Plan, Talent Marketing Blueprint, Project Downtown) provided the foundation for the Partnership's 2021 strategies and initiatives.



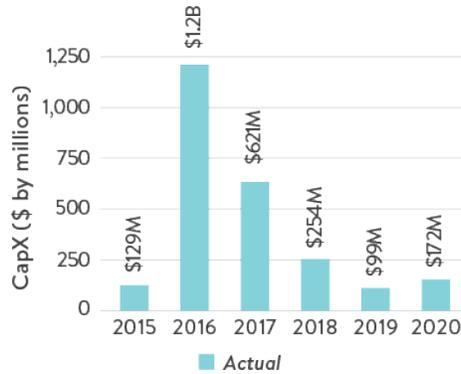
JOB

Accelerate the creation of jobs and increase capital investment through expansion and retention, attraction and entrepreneurship. Key strategies for 2021 are based upon priorities identified in the Regional Growth Plan and align with the needs of the region to advance economic recovery and growth.

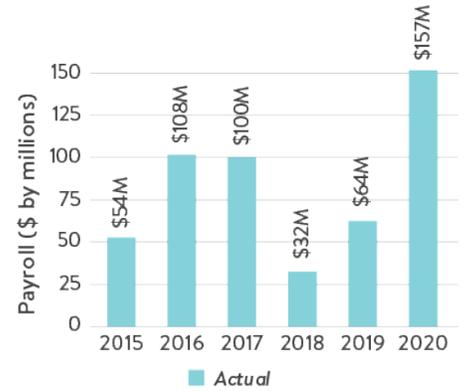
2015-2020 Metrics



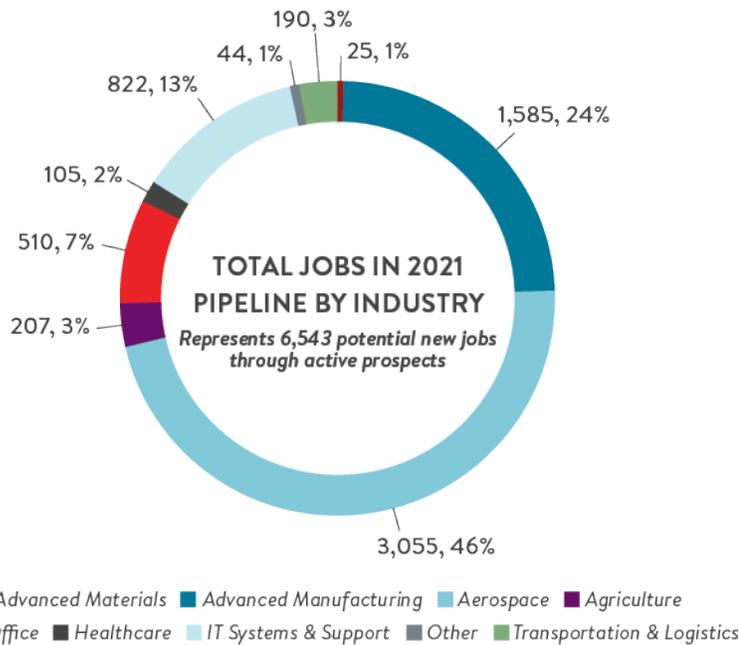
10,362
JOBS ANNOUNCED
2015-2020 Total



\$2.5B
CAPITAL INVESTMENT
2015-2020 Total



\$514M
TOTAL ANNUAL PAYROLL
2015-2020 Total



*Source data provided by the Greater Wichita Partnership.

Jobs

Goal: Support the creation of jobs through expansion and retention, attraction and entrepreneurship

Support Business Retention & Expansion (BR&E) of existing companies in the region

INITIATIVE 1: Respond and guide expanding companies through the project management process to retain and create employment opportunities in the region

INITIATIVE 2: Coordinate 100 interactions, either virtual or in-person with local companies to discuss their expansion potential

- 2021 annual goal is a 33 percent increase from 2020

INITIATIVE 3: Provide opportunities for companies to amplify their marketing and sales at external tradeshow and industry events (i.e. virtual and in-person)

INITIATIVE 4: Evaluate potential for OEM or prime contractor supplier conference to be hosted or supported in Wichita for local supply-chain

Provide ongoing COVID-19 community leadership

INITIATIVE 1: Provide ongoing facilitation and coordination support to COVID-19 Community Task Force

INITIATIVE 2: Continue to identify, support and mobilize economic recovery strategies

- Drive awareness of collective efforts and work with partners to identify funding opportunities
- Coordinate content and updates for the Wichita Region Economic Recovery Report

Accelerate and strengthen entrepreneurial ecosystem

INITIATIVE 1: Finalize entrepreneurial ecosystem strategy report from Chapman & Co. with input from key and diverse community stakeholders

- Rollout entrepreneurial ecosystem strategy to community
- Launch first tactics from strategy plan

INITIATIVE 2: Maintain support for high-growth, scalable company strategies of NXTUS and other regional partners

INITIATIVE 3: Amplify funding programs of NetWork Kansas and encourage growth of community development finance institutions and other entrepreneurial financing programs within the Wichita market (e.g. new market tax credits)

Attract new-to-market companies to the region

INITIATIVE 1: Create 1,800 net new jobs, \$200 million in new capital investment and \$75 million in net new payroll in the region

- Support job creators in project management, support and guidance of economic development tools and programs
- 2021 annual goals are a ten percent increase from 2020

INITIATIVE 2: Globally market the region and advance target industries identified in the Regional Growth Plan to decision makers at industry events and tradeshow

- In-person tradeshow events (e.g. MRO Americas, NBAA)
- Re-imagine global aerospace reception (due to the international air show being cancelled in 2021)
- Targeted outreach in the areas of: Maintenance, Repair, & Overhaul (MRO), Cybersecurity and Plastics & Composites
- Supporting other crucial industry sectors: Advanced Manufacturing, Agriculture, Oil & Gas, Healthcare, Transportation & Logistics

INITIATIVE 3: Engage and increase communications outreach to national site consultants, commercial real estate brokers and prospects on the assets of the Wichita region

INITIATIVE 4: Increase prospect outreach through national lead generation firms

- Targeted focus on Regional Growth Plan niche sectors and foreign direct investment (FDI)

INITIATIVE 5: Partner with Wichita State University and the Smart Factory @ Wichita by Deloitte

- Host and engage manufacturing clients on the advantages of a Wichita location

Lead implementation of Regional Growth Plan

INITIATIVE 1: Establish competitive advantages and industry insight within identified niche markets

- Build relationships with niche sector experts, consultants and industry associations

INITIATIVE 2: Create regional economic development metrics to evaluate, understand and track the region's economy

INITIATIVE 3: Update the Regional Growth Plan

- Addendum for COVID-19 economic impacts
- Incorporate Kansas Framework for Growth statewide comprehensive economic development plan

INITIATIVE 4: Embrace the development of target sector "centers of excellence" reflected in the Regional Growth Plan (e.g. Cybersecurity, Advanced Aircraft Sustainment/MRO) and Framework for Growth plans

INITIATIVE 5: Leverage the industry-expertise and insight of business and innovation leaders to facilitate accelerate the strategies identified in the Regional Growth Plan

- Strategic Advisory Team (SAT)
- Support new and existing committees within the region, including industry leadership

INITIATIVE 6: Actively engage in advocacy for legislative initiatives that further the Regional Growth Plan

- Strategic Work in partnership with the City of Wichita, Visit Wichita, Regional Economic Area Partnership of South Central Kansas and the Wichita Regional Chamber of Commerce

Position the Greater Wichita region as a prime location for business growth

INITIATIVE 1: Increase awareness and sell the region to prospects through targeted national paid media campaigns

- Research peer city keywords and paid advertising efforts
- Implement 4 outreach strategies based on data that reach national and international audiences

INITIATIVE 2: Develop promotional materials for target industries to sell the region to prospects

- Collateral (e.g. industry brochures, presentations, regional promotions, etc.)
- Videos (e.g. IT Systems & Support, regional promotion, MRO)

INITIATIVE 3: Maintain a relevant digital presence to communicate business advantages to prospects (www.greaterwichtapartnership.org)

- Implement search engine optimization measures
- Maintain existing content (review/assess industry information and selling points, facts and figures, etc.)
- Determine solution for updating sites and buildings database to feature top industries sites and office buildings in the region
- Identify, write and amplify Success Stories

INITIATIVE 4: Amplify media relations efforts to enhance perceptions locally and nationally

- Lead/assist with prospect win announcements
- Leverage business announcements nationally
- Research impactful “Best of” rankings, identify how lists are developed and get Wichita on the lists

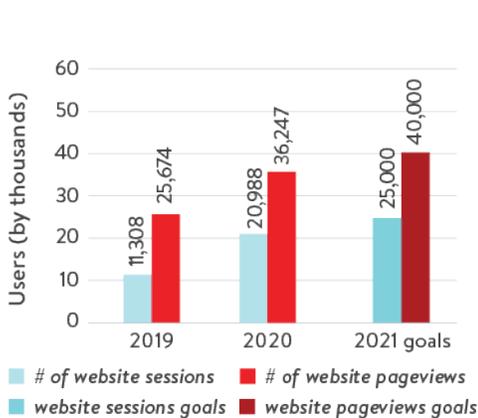
Partnership will work with community partners to support all priorities.

TALENT

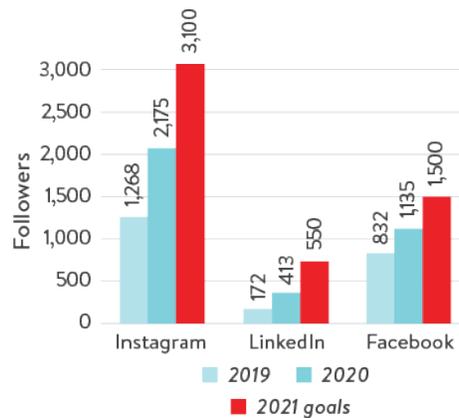
Accelerate the attraction and retention of talent and support talent development through three key strategies – build the workforce of the future, cultivate a talent-focused culture, and position the region as a top place to live, work and play. Key initiatives to help local employers market Wichita’s location as an advantage and increase their pipeline of talent are based upon priorities identified in the Talent Marketing Blueprint.

2019-2020 Metrics*

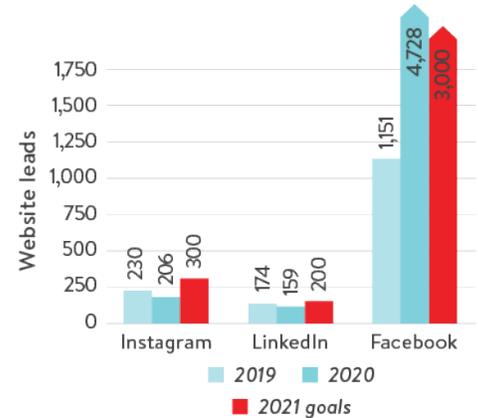
WEBSITE SESSION AND PAGEVIEWS



SOCIAL MEDIA FOLLOWER GROWTH



SOCIAL MEDIA WEBSITE LEADS



Research studied during the development of the Talent Marketing Blueprint showed that talent is increasingly relying on digital resources to form location impressions and make relocation decisions. Strategies and tactics for 2021 will focus on retaining existing talent to support economic recovery and converting talent interest into action by engaging with targeted audiences through the Choose Wichita brand and website.

- 20,988** website sessions and visits from **76** countries and **49** states in the U.S.
- 1,600** followers gained on social media channels
- 5** new talent marketing resources
- 15** blogs published with **3,235** views
- 3** engagements with interns and job candidates

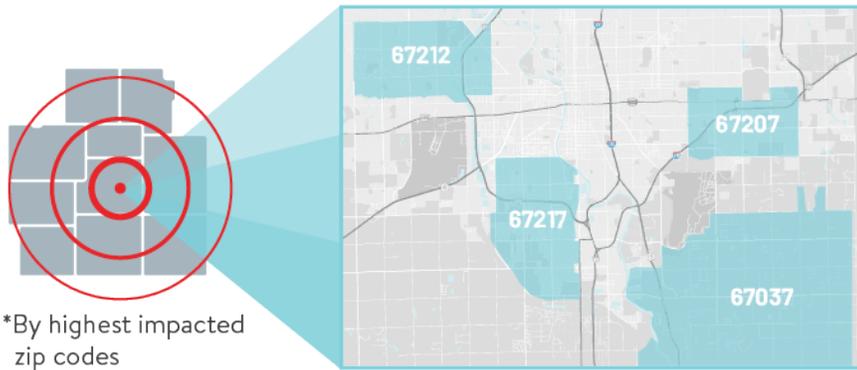
- 4** virtual Morning Meet-Up sessions held for local HR and talent professionals
- 900+** interns engaged with Summer Intern Social Media Challenge
- 2** coaching sessions for individual employers and regional partners to sell Wichita

*Source data provided by the Greater Wichita Partnership. Due to economic conditions, initiatives were shifted in 2020 contributing to a shift in results.

TALENT RETENTION CAMPAIGN

The “Get Trained. Get Paid.” campaign was developed to keep and support the Wichita region’s world-class workforce. This initiative connects those who were affected by layoffs to local training and job opportunities. The results listed below reflect outcomes from paid and grassroots tactics that ran from Nov. 9-Dec. 18, 2020.

Strategic Target Marketing



Action Taken

- 16** ADVERTISING TACTICS IMPLEMENTED
- 9K+** DOORHANGERS DISTRIBUTED
- 2** DIRECT OUTREACH TO ALMOST 4,000 IMPACTED WORKERS
- 7** NEWS MEDIA MENTIONS

Results Achieved



10M+ AD IMPRESSIONS



10K+ WEBSITE USERS



19K+ PAGEVIEWS

Over $\frac{1}{2}$ of website users expressed interest in local jobs or training:

TRAINING INTERESTS



Technology



Healthcare

JOB INTERESTS



Manufacturing



Aviation

Community Partners



Greater Wichita Partnership



Sedgwick County...
working for you



WORKFORCE CENTERS
KANSASWORKS.COM
in partnership with AmeriCorps JobCenter

Talent

Goal: Attract and retain talent and support talent development

Build the workforce of the future for in-demand jobs

INITIATIVE 1: Develop community strategies to address impact of technological advancements on jobs and required skills

- Secure and assess WSU PPMC research to develop future-forward initiatives
- Convene thought leaders to gather in-depth and ongoing analysis of emerging technology related to workforce needs

INITIATIVE 2: Advance middle and high school student career exploration opportunities to identify career pathways

- Leverage the Business & Education Alliance (BEA) to increase career exploration, support post-secondary success and foster business and education relationships
- Expand awareness of Xello and CareerConnect capabilities in classrooms
- Support community STEAM career awareness events and opportunities
- Increase equitable access to career exploration opportunities for all students

INITIATIVE 3: Strengthen work-based and applied learning programs

- Support legislative policy initiatives through the Chamber's Workforce Solutions Committee
- Support existing programs to increase the number of students and businesses participating in applied learning and youth employment programs
- Connect local workforce with upskilling, reskilling and educational opportunities
- Incorporate WSU PPMC research (e.g. identifying gaps in programs and reskilling needs)

Cultivate a talent-focused culture to retain and attract talent

INITIATIVE 1: Synthesize research on talent recruitment & culture trends to increase regional competitiveness

- Secure WSU PPMC research initiative including literature reviews and peer city interviews
- Conduct ongoing research on recruitment and talent engagement trends from national thought leaders (benefits, remote working, policies, technology, human and machine teams, etc.)

INITIATIVE 2: Deliver insights and expertise regarding talent recruitment and culture trends to help businesses elevate their talent practices and culture

- Share insights through advisory committees, events, one-on-one meetings, etc.

INITIATIVE 3: Champion an inclusive and equitable community

- Prioritize inclusive and equitable practices in all talent priority areas
- Incorporate WSU PPMC research into strategies
- Partner with Chamber's DE&I Practitioner's Workgroup to implement community-wide initiatives

Position Greater Wichita as a top place to live, work and play

INITIATIVE 1: Amplify the Choose Wichita brand and website to sell the region to job seekers

- Implement search engine optimization measures
- Maintain existing content (review/assess facts and figures, etc.)
- Update brand visuals with new photos
- Implement strategic updates

INITIATIVE 2: Develop original content to increase awareness of opportunities in Greater Wichita

- Blogs (e.g. guest blogs, quality of place spotlights, etc.)
- Collateral (e.g. update existing, student promotional piece, etc.)

INITIATIVE 3: Generate conversations with talent on social media

- Develop new, strategic content plan for Instagram and LinkedIn
- Manage primary social media platforms and implement strategic content plan
- Determine integration of content (Facebook, Twitter)

INITIATIVE 4: Work alongside employers to sell the community to talent

- Training sessions on how to sell the Wichita region to talent for employers, HR professionals, community organizations, external staffing agencies and recruiters
- Review and update (as needed) strategic messages for target audiences
- Update strategic pitches/presentations
- Maintain and develop new tools for employer toolkit
- Develop employer survey to assess impact of current efforts and opportunities for additional support

INITIATIVE 5: Retain existing talent to support economic recovery

- Strategically implement next phase of Talent Retention Campaign

INITIATIVE 6: Convert talent interest into talent action by engaging with targeted audiences

- Assess target markets identified in the Talent Marketing Blueprint
- Develop and implement strategic and research-based national paid media campaigns
- Communicate the relentlessly original lifestyle in Greater Wichita to summer interns working for local companies, students and remote workers

INITIATIVE 7: Build strategic relationships to increase grassroots outreach

- Maintain Wichita Insiders program
- Launch Digital Ambassadors program

INITIATIVE 8: Measure effectiveness

- All areas

Partnership will work with community partners to support all priorities.

QUALITY OF PLACE

Develop a distinctive quality of place attractive to talent, visitors and economic growth.

Downtown Wichita Metrics

Key strategies for 2021 are based upon priorities identified in Project Downtown, in alignment with the needs of the district due to the COVID-19 pandemic and economic recovery.

Adopted in 2010 as a 15-year blueprint for the development, Project Downtown has driven over \$1 billion of investment in Wichita's urban core. The Downtown Wichita organization has served as the ongoing champion for the plan, which has resulted in key benchmarks outlined below. Updated information on public/private investment in the downtown district will be released in Q2 2021.

OVER **\$1 BILLION** OF INVESTMENT IN THE URBAN CORE SINCE 2010

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



RESIDENTIAL

21 new properties

1,228 new units

93% increase in units



HOSPITALITY

3 hotels completed

375 new rooms

50% increase in rooms



OFFICE

14.6% increase in office space

23% increase in lease rates

81% increase in overall occupancy



RETAIL

100+ shops and restaurants

445,223 square feet added

39% increase in lease rate

Distinctive Region Metrics

The Partnership team, working in collaboration with public and private partners, non-profit organizations, and the public, provides leadership and support to define and realize community visions and plans. Two distinct planning efforts currently in progress or underway include Project Wichita and the Riverfront Legacy Master Plan.

FORMED WICHITA LITERACY COALITION

10 regional partners united to address critical literacy needs for young children

LITERACY GRANT AWARDED

Wichita Literacy Coalition awarded a three-year, **\$300K** grant from the Kansas Health Foundation

ENGAGED PRIVATE GRANT WRITING FIRM

Blais & Associates hired to pursue grant funds for Project Wichita initiatives, resulting in **\$350K** in grant applications

**The sources for the data provided above can be found in the 2020 State of Downtown Report, which can be downloaded online at <http://bit.ly/StateOfDowntown>.*

Quality of Place

Goal: Develop a distinctive quality of place attractive to talent, visitors and economic growth

DOWNTOWN WICHITA

Develop a vibrant downtown

INITIATIVE 1: Drive investment and development through implementation of Project Downtown

- Encourage development that fosters walkable connections and seamless interaction with the streetscape
- Encourage dense, mixed-use buildings with a focus on ground floor activation and urban design standards
- Assist with stakeholder engagement on development projects – example: Chester I. Lewis Park
- 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

INITIATIVE 2: Update downtown market forecasts due to COVID-19 impact on local market

- Engage consultants to update residential, commercial/office and hospitality market forecasts (*will partner with Visit Wichita on hospitality market study*)
- Engage local development, real estate and lending stakeholders in the process
- Manage the consultant process and distribution of reports
- Develop communications plan to rollout updated market studies and data with key stakeholders
- Integrate new market data with Riverfront Legacy Master Plan analysis

INITIATIVE 3: Support efforts of the Mental Health & Substance Abuse Coalition

- Act as the downtown district liaison with community partners leading this effort to combat homelessness
- Facilitate productive conversations/initiatives between downtown stakeholders and service providers

INITIATIVE 4: Assist public partners with planning processes and community engagement

- Downtown Streets Plan – planning process
- Multi-modal facility – design and construction process
- Wichita People for Places – Participate on Implementation Team for Incentives
- Public Sector Capital Improvements Program – Downtown stakeholder input and support

INITIATIVE 5: Sell downtown Wichita as a prime location for business growth during prospect recruitment

- Work with Partnership's business development team during prospect recruitment to downtown district

Initiate placemaking and programming to enhance vibrancy

INITIATIVE 1: Engage the community through targeted programming and placemaking initiatives

- Partner with artists and creatives to activate space
 - Gallery Alley art installations
 - Alley Doors vinyl mural project
 - Vacant building window murals
 - Finders Keepers program
 - Holiday banners
 - Free little library

INITIATIVE 2: Initiate downtown “front porch” program to engage community and activate space

- Partner with local artists and businesses to create inviting outdoor “porches” in public right-of-way
- Potential NEA grant funding in partnership with City of Wichita (potential award in April 2021). Project scope will vary depending on grant funds.

INITIATIVE 3: Downtown business support

- Continued implementation of downtown Business Support Program in partnership with Knight Foundation COVID-19 Connection Fund at the Wichita Community Foundation
- Business relationships and outreach
- Develop and implement new downtown “Adopt a Block” program

INITIATIVE 4: Implement initiatives as part of the SSMID Pilot Program

- Flowers on Douglas
- Strategic marketing through the Douglas Ave. Transit Shelters
- Placemaking and programming initiatives

Market downtown to enhance perceptions

INITIATIVE 1: Maintain a relevant communications and brand presence for the downtown district

- Amplify downtownwichita.org
 - Implement search engine optimization measures
 - Maintain existing content (e.g. content, data, project listings, maps, etc.)
 - Develop campaigns and content to drive website traffic (e.g. Possibility People, holiday promo)
- Make strategic updates to visual brand

INITIATIVE 2: Manage downtown parking marketing and outreach (parkdowntown.org)

- Work with City of Wichita/Transit to develop parking communications plan for Riverfront Stadium

INITIATIVE 3: Develop communications and promotion strategy for sub-districts of downtown

- Work with Old Town Assoc. to develop new communications approach and microsite for Old Town

INITIATIVE 4: Communicate downtown development opportunities and progress on Project Downtown

- Gather market data and distribute (State of Downtown Report)
- Collateral (e.g. maps, presentations, etc.)
- Develop communications strategy to promote development progress digitally
- Create construction banners for key locations (Example: KHSC-Comm)
- Riverfront Legacy Master Plan

INITIATIVE 5: Share custom content on owned social media channels to drive website traffic

- Downtown Wichita: Facebook, Twitter, Instagram, LinkedIn
 - Develop and implement new content strategies
- 2nd Saturday, First Friday, placemaking/programming

INITIATIVE 6: Promote and support locally-owned small shops and restaurants

- Survey downtown small business owners to identify assistance opportunities
- Develop a small business resource guide

INITIATIVE 7: Amplify media relations efforts to enhance perceptions locally and nationally

- Engage and pitch local news stories regarding downtowns development

INITIATIVE 8: Promote and facilitate events that downtown businesses can participate in

- 2nd Saturday and First Friday

INITIATIVE 9: Support placemaking and programming initiatives

INITIATIVE 10: Work with employers to engage employees post-pandemic

- Develop communications plan for re-entry (welcome packet, engagement opportunities)

Partnership will work with community partners to support all priorities.



DISTINCTIVE REGION

Launch and Finalize Riverfront Legacy Master Plan

INITIATIVE 1: Coordinate updated market forecast(s) for commercial, residential, hospitality and convention data in light of COVID-19

- Continued cost benefit analysis and ROI data due to COVID-19 impact on local market

INITIATIVE 2: Finalize master plan design and report based upon updated market assessments

- Work with experts, coalition members and community stakeholders to finalize updated master plan

INITIATIVE 3: Roll out master plan to community, City and County

- Work with public sector and community stakeholders to adopt the vision plan for riverfront
- Work with public sector and community stakeholders towards implementation and funding strategies

Project Wichita collective impact and sustainability

INITIATIVE 1: Discern sustainable organizational structure for pursuit of key collective impact initiatives, including mental health, literacy, and anchor institutions (graduation rates)

INITIATIVE 2: Identify sustainable funding to support this structure

Partnership will work with community partners to support all priorities.