

OPPORTUNITY PROFILE

EXECUTIVE VICE PRESIDENT/
EXECUTIVE DIRECTOR

DOWNTOWN WICHITA

EXECUTIVE SUMMARY

Known as the **Air Capital of the World**, Wichita radiates the warmth of Midwestern hospitality, welcoming all and celebrating everyone. Renowned for its breathtaking river and nationally acclaimed zoo and arts, Wichita offers numerous accommodations, shopping venues and a diverse culinary and cultural landscape.

The Executive Vice President/Executive Director serves a dual role as an Executive Vice President of the Greater Wichita Partnership, and the Executive Director of Downtown Wichita. They are responsible for planning, implementing and managing all programs and policies of Downtown Wichita and is an executive member of the Greater Wichita Partnership.

Downtown Wichita is seeking a visionary leader that will collaboratively amplify the energy, capital and growth of downtown by empowering residents, visitors and business leaders to explore the endless possibilities of the city's core. They will play a direct role in shaping downtown's future with the implementation and oversight of the area's updated, 10-year master plan: Project Downtown 2035. The accomplished relationship builder will have the unique opportunity to work directly with a collaborative private and public sector to propel continued interest and investment initiatives that cultivate ongoing commerce and cultural enrichment.

With a commitment to organized management and strategic partnerships, they will elevate and safeguard the credibility of Downtown Wichita. Through the execution of thoughtful programming and placemaking, they will advocate for a downtown that is not only clean and safe but also enhances the overall quality of life, bolstering economic development. They will be the driving force behind a vision that is continuing to transform downtown Wichita into an even more compelling and vibrant part of the city.



**WHEN YOU SEE THIS ICON,
'CLICK' TO LEARN MORE.**

Throughout this document, you'll find links to informative websites and documents.



DOWNTOWN
WICHITA

Downtown Wichita is the epicenter of a city under remarkable transformation. It is a city with global significance. The

nonprofit, directly affiliated with the Greater Wichita Partnership, not only serves Wichita's growing, vibrant and welcoming urban core but in collaboration with the Partnership is shaping the development of the multicounty region. With nearly \$1 billion of investment in the downtown pipeline, the area is witnessing unprecedented growth. Boasting an array of businesses, distinctive residential units, captivating entertainment options and visionary development projects, downtown Wichita is the heart of the city's success.



Visit the Downtown Wichita Website
www.DowntownWichita.org

Spectacular Wichita Sunset



ABOUT DOWNTOWN

Mission:

Downtown Wichita is a private 501c(3) nonprofit corporation that amplifies the energy, capital and growth of downtown by empowering residents, visitors and businesses to explore the possibilities of Wichita's core.

Founded in 2002 as the Wichita Downtown Development Corporation (WDDC), Downtown Wichita's mission is to cultivate opportunities that revitalize, enhance and activate downtown spaces. Downtown Wichita collaborates with stakeholders to stimulate investment and interest downtown. **The focus for the organization is to develop downtown, enhance vibrancy and market the district.**

Governed by a board of directors comprised of downtown property owners, businesses and stakeholders, Downtown Wichita contracts with the city of Wichita to provide developmental services in the city's core. The contract is funded through a **Self Supported Municipal Improvement District (SSMID)**, designating downtown as the geographic area bounded by Washington Street, Central Avenue, Kellogg Avenue and the east bank of the Arkansas River (See Map on page 3). Since 2010, more than \$1.6 billion has been invested in downtown Wichita with 109 projects completed. An additional \$760 million, including several transformative development projects, is in the pipeline. In 2023 alone, more than \$.5 billion in new projects were announced that will commence construction in 2024—helping downtown Wichita earn the designation as the No. 1 Midwest region for economic recovery following the pandemic.

The Leadership Opportunity

Downtown Wichita, an innovative, private-sector-driven organization, is seeking an Executive Vice President/Executive Director who is a visionary and collaborative leader, skilled relationship builder, **accomplished placemaker** and real estate development executive. Downtown Wichita is a critical component of the Greater Wichita Partnership, and as such, has access to extensive regional financial and personnel resources not usually found in downtown organizations.

The Executive Vice President/Executive Director will be an action-oriented, collaborative, results-driven leader who is passionate about building an authentic, diverse and welcoming downtown that serves as the economic and cultural engine for Wichita and the surrounding region. The Executive Vice President/Executive Director will convene and lead diverse stakeholders invested in a vibrant, economically resilient center city. Through sound management and effective collaboration, the Executive Vice President/Executive Director will enhance and ensure the credibility of Downtown Wichita as an honest broker and advocate for growth, change and sustainability.

UNIQUE ARCHITECTURE



OLD TOWN MARKETPLACE

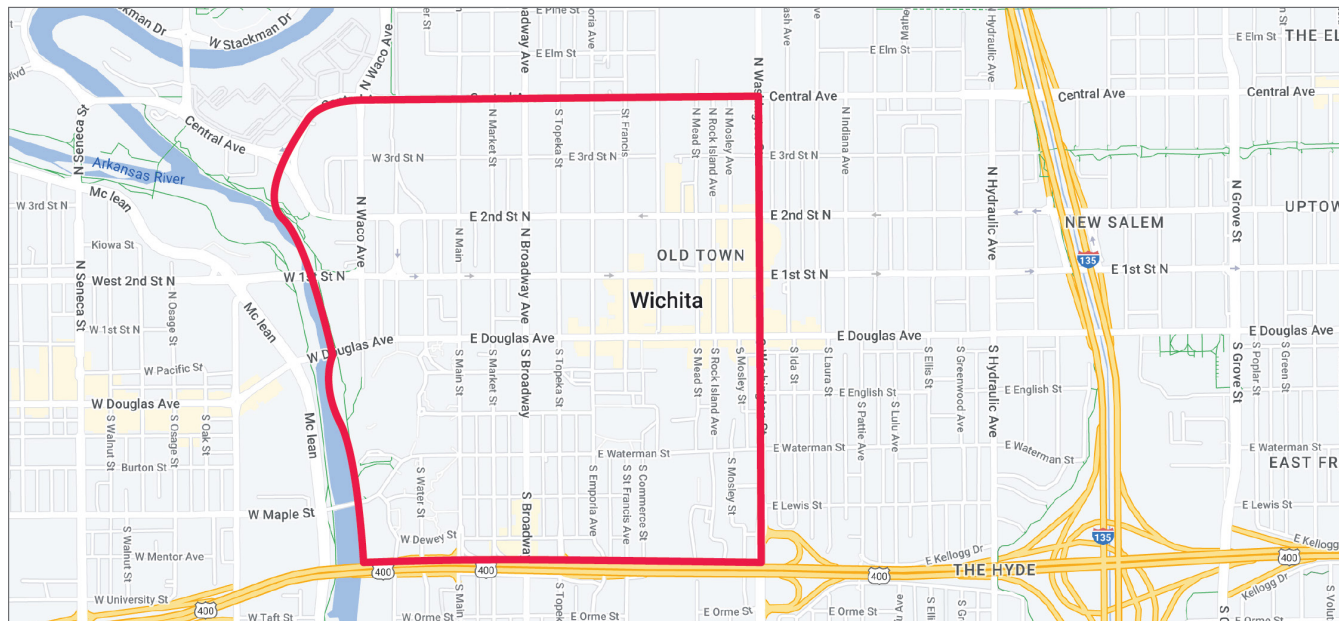


NATIVE PRIDE DANCERS



MAP: DOWNTOWN WICHITA

The red border outlines the **Self Supported Municipal Improvement District (SSMID)**, designating downtown as the geographic area bounded by Washington Street, Central Avenue, Kellogg Avenue and the east bank of the Arkansas River.



TRANSPORTATION

Explore downtown and the surrounding neighborhoods via bike, electric scooter, shuttle and more. Wichita's urban core offers several transportation options.

Free Q-LINE Shuttle: Enjoy this free, nostalgic downtown shuttle service. The Q-LINE is a free shuttle service operating during peak daytime and evening hours to connect you to restaurants, bars, hotels and performance venues throughout downtown.

Bike Share ICT: Bike Share ICT is a convenient, affordable bike transportation system.

Electric Scooter Rentals: Take a spin on an electric scooter available for rent in downtown. Scooters can be ridden on bike paths and roadways posted 40 mph or less until 9 p.m. or dusk. Must be 18 years of age or older to ride.

BNSF Railway: operates freight rail lines which run north and south through downtown Wichita.

Wichita Transit: The City of Wichita transit system is a hub and spoke model. Inbound buses travel toward downtown. Outbound buses travel away from downtown.

Wichita Transit Multi-Modal Facility: The City of Wichita plans to build a multi-modal facility and parking garage just west of Riverfront Stadium in Delano. The new terminal and transit hub for city buses and shuttles would replace the current terminal. The facility will feature 12 bus bays, ticketing windows, a security office, lobby, staff offices, bicycle and scooter parking and a 400-vehicle parking garage.

Wichita Dwight D. Eisenhower National Airport: Third Best Small Airport in the United States services the Wichita region and central Kansas.

ABOUT WICHITA

Wichita ranks in the Top 50 largest cities in the United States, claiming the title of the largest city in the state of Kansas. Boasting a population of nearly 400,000 residents and a flourishing metro population of 648,000 residents, Wichita is home to a thriving, diverse community of creators and entrepreneurs, driven by robust industries such as aviation, manufacturing, information technology and defense. Some of the nation's largest companies with global dominance are headquartered in Wichita including Koch Industries, Inc., Cargill Protein, Spirit AeroSystems, Textron Aviation, Bombardier, NetApp and Novacoast.



The area is known for its exuberant lifestyle while keeping costs comfortably within reach. **Wichita is a Top 10 city for first-time homebuyers** and ranks in the Top 4 for lowest cost of living.

► [Learn more about life in Wichita](#)

Nestled along the picturesque Arkansas River, Wichita offers 144 public parks and 102 miles of bike paths connecting area lakes, golf courses and outdoor attractions for all four seasons of fun. The Sedgwick County Zoo, home to 3,000 animals of 400 different species, is the No. 1 outdoor tourist attraction in Kansas. Tanganyika Wildlife Park was named the most interactive park in the Midwest and boasts unique animals, passionate keepers and a world-class breed facility. Complemented by the city's blooming botanical gardens, new state-of-the-art baseball stadium and more than 30 galleries and museums, including the expanding Exploration Place, the city provides an abundance of activities and experiences. Wichita is also home to the Wichita Wind Surge, the Double-A affiliate of the Minnesota Twins, and the Wichita Thunder, an ECHL affiliate of the San Jose Sharks.

Wichita's culinary landscape is a treat for the senses, boasting more than 1,000 unique restaurants, nine breweries, more than a dozen food trucks and the innovative and multifaceted National Institute of Culinary and Hospitality Education (NICHE). NICHE also serves as the world's first culinary program dedicated to providing culinary education to individuals who are blind and visually impaired.

Noteworthy is the city's distinction as the home of Wichita State University and its award-winning **Innovation Campus**. Named the **2023 Emerging Research Park**, Innovation Campus is an exceptional ecosystem that brings technology from inception to market, creates high-paying jobs and contributes to the economic health of the region.

Industries include: advanced manufacturing and material, aerospace, agriculture, healthcare, IT systems and support, oil and gas, and transportation and logistics. The region is experiencing significant growth in space, defense, eVTOL, MRO, technology, and cybersecurity as well as healthcare with an estimated \$302 million biomedical campus coming to downtown Wichita. This ambitious initiative, mirroring the success of the esteemed medical campuses in Phoenix and Houston, will have sweeping economic and healthcare benefits not only for Wichita, but for the region and state of Kansas.



BRICKYARD



DOO-DAH DINER



RIVERFRONT STADIUM (EXTERIOR)

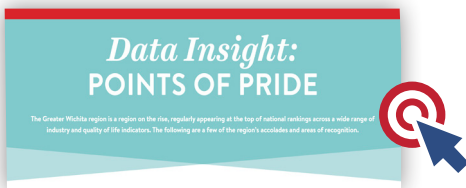


RIVERFRONT STADIUM (FIELD)

ABOUT WICHITA, continued...

Wichita has earned numerous designations as a unique and dynamic city, such as:

- Highest Concentration of **Aerospace Manufacturing Employment** in the Nation.
- **#1** in Percent of “**Very High-Tech**” Manufacturing Jobs of the 100 largest U.S. metro areas. (*Lightcast*, 2022)
- **#4 Best Value City for Raising a Family**—Ranked #4 in major cities where \$400,000 can purchase the largest amount of space. Quick commutes, low cost of living and affordable cultural amenities. (*Cheapism.com*, 2022)



Downtown Wichita is one of three strategic priorities of the Greater Wichita Partnership and works to achieve its mission through three areas of focus:

1: DEVELOPING DOWNTOWN

Downtown Wichita is experiencing unprecedented momentum with transformative projects like the new state-of-the-art Riverfront Baseball Stadium, Exploration Place's amphitheater and Destination Playscape, the Wichita Biomedical Campus and development along the east bank of the river for conventions, performing arts and open green spaces.

2: ENHANCING VIBRANCY

From Flowers on Douglas and the Downtown Clean-Up event to the Front Porch Project (a National Endowment for the Arts initiative), Alley Doors, and holiday events at Naftzger Park, enhancing the vibrancy of our downtown is a priority.

3: MARKETING THE DISTRICT

Downtown Wichita has increased interaction on all social channels and implemented strategic initiatives to work with merchants, draw in visitors and increase participation in events that help the community feel involved. First Friday and 2nd Saturday offer additional opportunities to engage with artists and merchants throughout downtown Wichita.



Downtown
Wichita **2023**
Annual Report



LONG TERM PLANNING

The Partnership and Downtown Wichita dedicated 2023 to a detailed strategic planning process with internationally known Baton Global. This strategic planning organization provides strategy, innovation, leadership and research services to transform organizations and communities worldwide. Through a thorough process that included stakeholder meetings, focus groups, analysis of existing research, pre-workshop planning, visioning workshops and post-workshop review, Baton Global helped the Partnership and Downtown Wichita determine, synthesize and more clearly articulate the focus and goals for the next decade.

This includes initiatives that the organization will own, facilitate, advocate for and avoid. In this context, avoid simply defines worthwhile initiatives that other organizations will own that will require less budget and resources from the Partnership and Downtown Wichita.

Downtown Wichita will own the following areas:

ECONOMIC DEVELOPMENT

- Secure in-bound capital investment.
- Generate jobs.
- Work to secure downtown companies.
- Assist in expanding downtown businesses.

QUALITY OF PLACE

- Foster urban design principles.
- Beautification efforts.
- Security.
- Cleaning.
- Management of city-owned parking assets (proposed).
- Host/manage public events.

These strategic initiatives, together with Downtown Wichita's upcoming master planning, will comprise an overarching Wichita 2035 vision of economic development.



AFFILIATED ORGANIZATIONS



Click on any of the organization names below to visit their website and learn more.

- **[Greater Wichita Partnership](#):** The Greater Wichita Partnership is focused on one primary objective: to fast-forward regional economic growth in Wichita and South-Central Kansas. The organization works within three key priorities—jobs, talent and quality of place—to accelerate this objective.
- **[City of Wichita](#):** The City of Wichita is a leading-edge organization serving a dynamic and inclusive community. As an exceptionally well-run city, the organization keeps Wichita safe, grows the economy, builds dependable infrastructure and provides conditions for living well.
 - **[Office of Economic Development](#):** The city's economic development organization works with companies to build, locate or relocate in the city of Wichita, offering incentive and workforce development programs.
 - **[Park & Recreation](#):** Wichita Park & Recreation offers recreation opportunities ranging from organized and individual activities at eight community recreation centers, eight swimming pools, 53 athletic fields, and hiking, biking and fitness trails.
 - **[Public Works & Utilities](#):** Public Works & Utilities manages a street network of more than 5,100 lane miles, provides drinking water and wastewater service and maintains other infrastructure assets.
 - **[Arts & Cultural Services](#):** The Division of Arts & Cultural Services is a local art agency that works to support and advance Wichita's arts community and foster collaborations and connections with statewide, regional and national arts partners.
- **[Old Town Association](#):** The Old Town Association is a civic and social organization dedicated to making Old Town a great place to live, work and play through leadership, promotion and engagement.
- **[Sedgwick County](#):** Wichita is located in Sedgwick County. The government organization works to cultivate a healthy, safe and welcoming community through public services, partnerships and its dedicated employees.
- **[United Way of the Plains](#):** The United Way of the Plains is a nonprofit organization that serves the people of South-Central Kansas through health, education and financial initiatives.
- **[Visit Wichita](#):** Visit Wichita is the official marketing organization for Wichita and Sedgwick County. The organization is a resource for information about the region's cultural attractions, shopping and dining options.
- **[Wichita Regional Chamber of Commerce](#):** The Wichita Regional Chamber of Commerce is a leading advocate for business, helping to create a climate of growth and success for more than 1,400 business members and their employees.



Downtown Living

ECONOMY

Several national and regional companies maintain offices in downtown Wichita. The headquarters of agricultural conglomerate Cargill's Protein Group is located there as are the central offices of IT company High Touch Technologies, shipping firm King of Freight, and area commercial banks Emprise Bank, Fidelity Bank and Intrust Bank. Other firms with offices downtown include telecommunications conglomerate AT&T, life insurance company New York Life, engineering consultancy PEC, home security firm Protection One and regional electric utility Evergy.

Wichita is where entire industries take flight—from the original business aviation companies to pizza and hamburger franchises to modern plastics and composites. Today the Wichita region is home to a thriving, diverse community of creators and entrepreneurs, driven by robust industries such as information technology, transportation and logistics.

Koch Industries, Inc. and Cargill Protein—the top two largest privately held companies in the U.S.—are headquartered in Wichita. And, in addition to the starting place for many of the world's leading aviation companies, Wichita is the birthplace of household brands Pizza Hut, White Castle and Coleman, as well as the future of promising new companies and brands launching from Wichita to the world.

A spirit of entrepreneurship continues to fuel hundreds of start-ups in a city dedicated to big ideas. Entrepreneurs, community leaders and volunteers contribute to the Wichita region's creative culture through makerspaces, an impressive craft brewing scene and community pride.

Several national hotel chains have locations downtown. The Hyatt Regency Wichita and the historic Broadview Hotel, operated by Drury Hotels, are near the Century II Convention Center. Other hotels include the Ambassador Hotel, Hotel at Old Town, and Hotel at WaterWalk, as well as a Courtyard by Marriott, Fairfield Inn by Marriott and Wyndham Garden Motel.

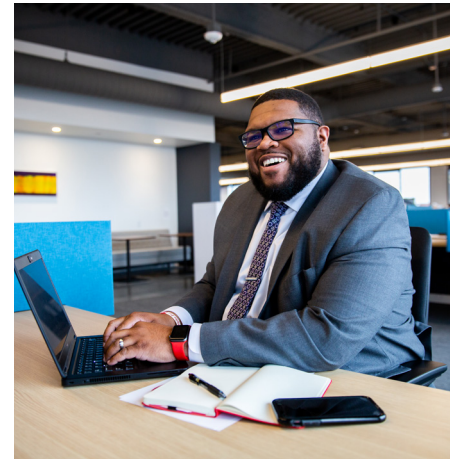
GOVERNMENT

In 1918, Wichita became one of the first municipalities in the United States to adopt the city council manager form of government. Currently, six council members represent equally populated districts and the mayor is elected at-large. Members serve four-year, overlapping terms. The city council and mayor conduct all legislative functions for the City of Wichita and establish general policies, which are executed by the City Manager.

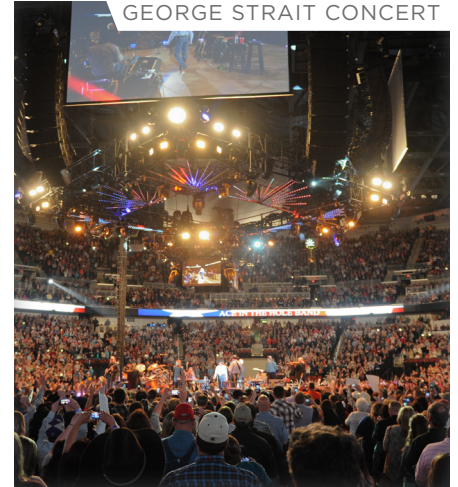
The portion of downtown north of Douglas Avenue and west of Washington Street is in City Council District 6. The rest of downtown is in City Council District 1. Wichita City Hall is located downtown at the corner of Main Street and Central Avenue.

Downtown Wichita is in the 29th District of the Kansas Senate and the 103rd District of the Kansas House of Representatives.

The Wichita U.S. Courthouse, one of the three courthouses of the United States District Court for the District of Kansas, is located downtown at the corner of 3rd Street and North Market Street.



GEORGE STRAIT CONCERT



ARKANSAS RIVER TRAIL



EDUCATION

Wichita State University has a long tradition of innovation and entrepreneurship that spurs the economy and serves the needs of the local community. WSU has doubled the size of the campus and investment in the economy in just a handful of years — including a location in downtown Wichita. WSU is leading investment with innovative programs and career fields to support **Advanced Manufacturing & Materials** — The Most Manufacturing-Specialized Region in the Nation; **Aerospace** — The Greater Wichita Region is the Air Capital of the World; **Agriculture** — The Center of Modern Agriculture; **Healthcare** — High Quality Healthcare in the Heartland; **IT Systems & Support** — Growing Opportunity in the Silicon Prairie; **Energy** — Harnessing the Energy of the Heartland; **Transportation & Logistics** — Connecting Business to Suppliers and Customers.

Wichita Biomedical Campus — Wichita State University, The University of Kansas and WSU Tech plan to build a shared biomedical campus in downtown Wichita. This will create a centrally located hub where healthcare services, education, research and technology can be established.

PARK AND RECREATION

The city government's Park and Recreation Department manages several parks and recreational spaces downtown. **A. Price Woodward Park** is located on the east bank of the Arkansas River immediately south of Douglas Avenue. Named after a former mayor of the city, it includes an amphitheater, a lighted decorative fountain and a number of bronze sculptures. **Chester I. Lewis Reflection Square Park** is a small pocket park on Douglas Avenue that honors the legacy of Chester I. Lewis. The recently renovated park has new art installations that commemorate the life's work of the late civil rights leader and the open lawn and integrated seating provides a supportive venue for smaller events and activities. **Finlay Ross Park** is a mini-park east of Century II consisting of landscaped, multi-level pools, fountains and waterfalls.

Heritage Square Park, located on East William Street, includes a gazebo and rock fountain pool. The **Mayo's Pine Grove** occupies space at Water Street and 2nd Street developed in 1978 to help beautify the area. **Naftzger Park** was redesigned in 2019 as a contemporary community gathering place. The park links the downtown INTRUST Bank Arena to the Old Town District and serves as a public space for hosting downtown events and activities with its signature pavilion stage, large lawn area, LED display screen, and dog park. The park is accented with landscaping that is indicative of the native prairie and offers a place of refuge in the urban center. **Veterans Memorial Park** is located on Greenway Boulevard and hosts 16 memorials to U.S. military veterans and their families. Designed by California Skateparks, the **Wichita Skatepark** is an all-concrete skateboarding park on South St. Francis Street beneath the U.S. Route 54 overpass.

Exploration Place: Amphitheater & Destination Playscape — Exploration Place is preparing to break ground on a fully funded amphitheater on the northwest side of the property featuring seating adjacent to the Arkansas River path, a grand stairway, landscape lighting and more. There are also plans to develop the southeast side of the property along the river and First Street into a Destination Playscape, a multi-story, age-progressive and immersive adventure playground.

Ballpark/Riverfront Development: Plans exist to develop a 155-room hotel, multi-family residential units, retail spaces and a parking garage along the west bank of the Arkansas River increasing the density and mix of uses surrounding Riverfront Stadium.

A. PRICE WOODWARD PARK



HALL AT WSU



FRIENDS UNIVERSITY



DOWNTOWN SHOPPERS



CULTURE

Wichita is a cultural mecca sitting in the heart of the country and offering a diverse background for travelers. With a rich aviation, Native American and western heritage, visitors can immerse themselves in history, explore modern and contemporary art or enjoy live theater experiences in the Air Capital of the World.

Keeper of the Plains: Wichita is rich in Native American culture and celebrates that legacy with one of the most iconic pieces of art in the city: The Keeper of the Plains. This 44-foot sculpture sits atop a 30-foot pedestal at the confluence of the Big and Little Arkansas Rivers. It was built by Blackbear Bosin in 1974. While visiting this amazing creation, be sure to catch the lighting of the fire pots nightly (At 7 p.m. from Nov 1 – March 7, and at 9 p.m. from March 8 – Oct. 31.), weather-permitting. The ceremony is sacred to the native people and represents the relationship between earth, wind, water and fire. Be sure to also stop by the Mid-America All-Indian Museum to learn about the history and life of the many plains Indian tribes that call the region home.

The Old Cowtown Museum: Transport yourself back to 1870s Wichita as you walk along the dusty streets of Old Cowtown Museum. It was founded in 1952 and remains one of the oldest open-air living history museums in the country. Commemorating Wichita's history as a cowtown, along the original Chisholm Trail, visitors will experience what life was like long ago while enjoying the sights, sounds and smells of the Old West.

Kansas Aviation Museum: Wichita is known as the Air Capital of the World. The museum is located in the building that used to be the original Wichita airport. This museum keeps Wichita's flight and aviation history alive. Visitors can explore aviation exhibits about industry giants like Beechcraft, Boeing, and Cessna, and see real military aircraft or tour the flight tower.

Museum of World Treasures: Explore history from prehistoric times through the modern age at the Museum of World Treasures in Old Town. Take a trip through time where dinosaurs roamed the earth to meet Ivan the T. Rex, the sixth-largest Tyrannosaurus Rex in the world. Then, make your way through the history of Egypt with shrunk heads and mummies. See a piece of the original Berlin Wall or follow your family ties to see if you're part of European royalty. On the third floor, take some time to let the kids' imagination wander with Ivan's Playhouse, designed especially for young minds.

Wichita Art Museum: Enjoy modern and contemporary art with more than 8,000 unique pieces at the Wichita Art Museum. Founded in 1935 after Mrs. Louise Caldwell Murdock left instructions in her will for a new art project in Wichita, a group of Murdock's friends began to build the collections we see today. The museum also sees national traveling exhibits from places like the Brooklyn Art Museum featuring notable works by people like Henry Matisse, Claude Monet and Georgia O'Keeffe.

Botanica Wichita: Take a stroll through the beautiful gardens (more than 30 to be exact) and enjoy artwork and gardenscaping featuring more than 4,000 species of plants. From sculptures to waterfalls and fountains, there's a little bit of everything in these beautiful gardens at Botanica Wichita. Enjoy this educational experience with the whole family and stop by the Carousel Gardens to see the newly restored antique carousel.

KEEPER OF THE PLAINS



OLD COWTOWN MUSEUM



MUSEUM OF WORLD TREASURES



BOTANICA WICHITA



CULTURE, continued...

Urban Art: Take a mural tour throughout downtown Wichita or explore some of the awesome urban art displays along Douglas Avenue. You'll find unique pieces made out of old car bumper guards created by artist John Kearney. While you're looking, keep an eye out for the unique collection of Keepers on Parade.

Music Theatre Wichita: Bringing Broadway to Wichita, Music Theatre Wichita is the largest subscribed not-for-profit arts organization in the region. It was founded in 1972, when it began putting on large summer music theater productions at Century II Performing Arts & Convention Center. The majority of current Broadway shows have MTW alumni, who got experience in Wichita.

The American Theatre Guild: This civic-performing arts organization is dedicated to providing a Broadway experience in Wichita as well as fostering a passion for theater. Presenting the national tours of popular Broadway Musicals, The American Theatre Guild offers Wichita and the surrounding area a taste of culture unlike any other city in the Midwest.

Wichita Grand Opera: There are few places around the United States where a visitor can experience live opera to the magnitude presented by the Wichita Grand Opera. International opera season includes four fully staged performances with stars from around the world. With popular performances available for all ages, these performances happen at Century II Performing Arts & Convention Center throughout the year, excluding summertime.

Wichita Symphony Orchestra: Take classical music to a whole new level with live performances from the Wichita Symphony Orchestra. With unique performances, pops favorites, classical renderings and international stars making guest appearances, this cultural experience is second to none. With exciting and innovative programs for all ages, there's a concert for everyone. The Wichita Symphony Orchestra was founded in 1944 and remains one of the oldest and most active performing arts organizations in Kansas.

Ballet Wichita: Known best for maintaining a yearly tradition with performances of "The Nutcracker," Ballet Wichita brings an interesting flare to the performing arts collection in Wichita. This pre-professional dance company also creates unique performances for dancers aged 8 through college, and offers free ballets in June called, "Ballet in the Park."

MEDIA

The offices of The Wichita Eagle, the primary newspaper published in the city, and the Wichita Business Journal are located downtown in Old Town. The Roman Catholic Diocese of Wichita publishes its official newspaper, Catholic Advance, from its offices in downtown Wichita.

KMUW, the NPR member station in Wichita, broadcasts from studios in Old Town.



ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

EXECUTIVE VICE PRESIDENT/ EXECUTIVE DIRECTOR

Downtown Wichita

OVERVIEW:

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Downtown Wichita exerts collaborative leadership to strengthen downtown as:

- The heart of the city for all citizens.
- An active and prosperous place for businesses and employees.
- A center for artistic and cultural experiences.
- A vibrant urban environment for residents, workers and visitors.



Structure — Governed by a Board of Directors comprised of downtown property owners, businesses and stakeholders, and administrated by a professional staff, Downtown Wichita contracts with the city of Wichita to provide development services in the city's core. This contract is funded through a *Self Supported Municipal Improvement District (SSMID)*, designating Downtown Wichita as the geographic area bounded by Washington Street, Central Avenue, Kellogg Avenue and the Arkansas River.

While attention and resources are focused on this geographic area, any individual, business, association, corporation, partnership or other entity interested in contributing to the vitality of downtown is welcome to collaborate with Downtown Wichita.

The Downtown Wichita staff connects entrepreneurs and property owners to information on prospective business locations, sharing relevant market data to help evaluate opportunities for new businesses, develop marketing and promotional strategies, and assist with conceptualizing or implementing construction.



OVERVIEW, continued...

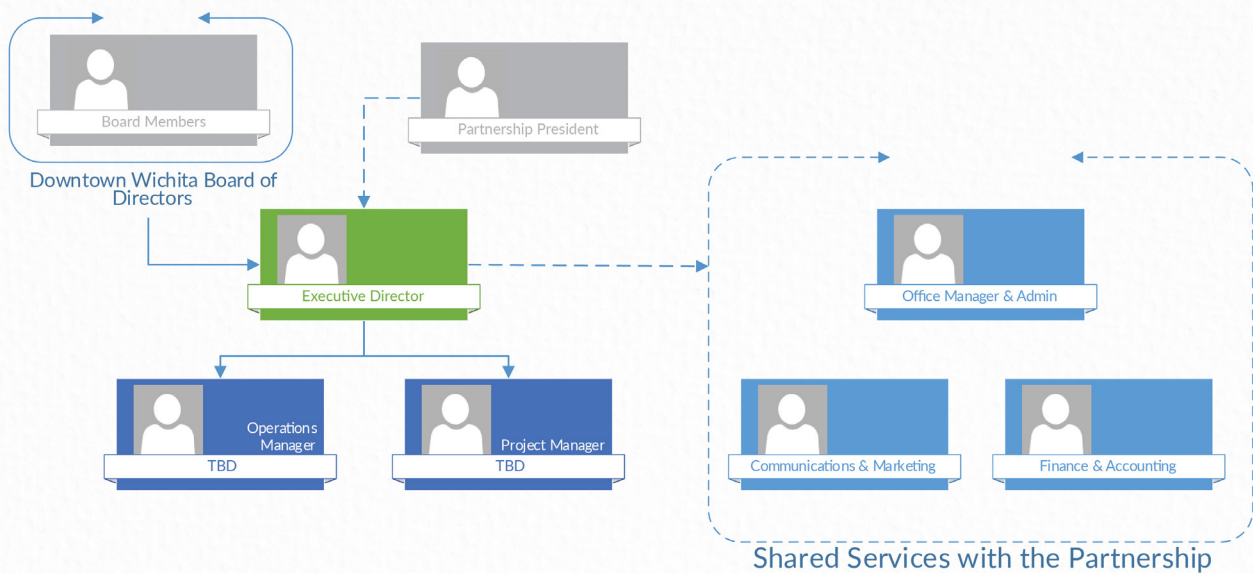
Budget:

The Downtown Wichita budget is approximately \$825,000 per year. However, Downtown Wichita is a critical component of the Greater Wichita Partnership, and as such, has access to extensive regional financial and personnel resources not usually found in downtown organizations.

Board:

The Downtown Wichita Board consists of 28 voting members and 11 Ex Officio Members. There is a separate SSMID Board consisting of nine members and two Ex Officio Members.

ORGANIZATIONAL CHART



Strategic Plan:

Downtown Wichita has helped cultivate tremendous growth in the city's core since adopting its vision plan in 2010: Project Downtown. Almost all of the goals and projects identified in the plan have been completed.

Consequently, Downtown Wichita and the Greater Wichita Partnership recently completed a new strategic plan in conjunction with Baton Consultants. The plan calls for a vibrant downtown that serves as a center piece for regional growth. The plan identifies both projects and initiatives designed to improve the quality of life and vibrancy in downtown and defines responsibilities for execution.



EXECUTIVE VICE PRESIDENT/EXECUTIVE DIRECTOR RESPONSIBILITIES

Organizational Management: Provides the vision and the strategic direction for the work program of Downtown Wichita and is responsible for sound financial and overall management of the organization. Is responsible for ensuring the effectiveness, quality and efficiency of the organization and SSMID in accomplishing their goals. Develops, supports, and empowers a professional and diverse staff that works effectively internally and with external partners to accomplish the mission and goals of the organization.

Strategic Planning: Convenes internal and external stakeholders to evaluate, plan and implement key market opportunities and/or key neighborhood strategies. Carries out policy decisions of the various boards of directors of the organization and the SSMID.

Board Management: Engages the Downtown Wichita board members at regular board meetings and on an ongoing basis as appropriate. Sets the workplan and agenda for board meetings in consultation with board leadership. Works to expand engagement from board members to drive the work of the organization.

Self Supported Municipal Improvement District (SSMID): Serves as the Executive Director of the SSMID. This role ensures the effective and efficient delivery of services specified by the organization's charter.

Business Development: Develops and maintains relationships with key stakeholders, partners and prospects to help attract new, high-quality jobs, retailers and housing options to the center city. Works with downtown businesses, building owners and retailers to retain and grow their jobs and investments in the center city. Provides leadership among interested parties in the city toward reaching the maximum potential for the economic and social vibrancy of Downtown Wichita.

Advocacy: Advocates for policies and plans and implements key initiatives that support the recruitment and retention of investment in the center city and the mission of Downtown Wichita. Partners with elected officials, city staff, internal and external stakeholders, and other organizations on these efforts.



WSU Water Tower



Wichita Thunder at INTRUST Bank Arena



Riverfront Stadium

EXECUTIVE VICE PRESIDENT/EXECUTIVE DIRECTOR RESPONSIBILITIES, continued...

Marketing and Communications: Represents Downtown Wichita and the Self Supported Municipal Improvement District (SSMID) in all matters related to the organization, neighborhood groups, civic organizations, chambers of commerce, professional associations, government, special interest groups, etc. Is knowledgeable of and makes “cutting edge” innovative use of social media and new and emerging technology.



Exploration Place

- The Executive Vice President/Executive Director will work in conjunction with the board, staff and other stakeholders to accomplish Downtown Wichita's mission and strategic plan.
- Must ensure small businesses are included and served as well as large, corporate stakeholders and developers.
- Assure that Downtown Wichita has a strategy, measurable objectives and a relevant work plan to achieve its mission.
- Promote the active involvement of board members, committees, members and other volunteers in all areas of Downtown Wichita's work.
- Identify and develop partnerships to broaden Downtown Wichita's resources by securing sponsorships and grant opportunities to augment funding.
- Maintain a working knowledge of significant developments and trends in areas that impact downtown Wichita and members. This includes global, national and local trends and best practices.
- Establish and maintain effective working relationships with city agencies, elected officials and other organizations to help achieve Downtown Wichita's mission and strategic plan.
- Represent Downtown Wichita's programs, positions and accomplishments to public agencies, other organizations and the media and press.
- Actively and aggressively seek out a diverse array of community input—must be an excellent listener.
- Operate Downtown Wichita as an effective business entity, in compliance with the strategic plan, federal, state and local regulations and assure its fiscal health.
- Maintain official records and documents to ensure compliance with federal, state and local regulations.
- Work with staff and the finance committee on an annual budget, approved by the board of directors.
- Ensure good governance of the organization in compliance with by-laws and code of regulations.
- Oversee the preparation, timeliness and accuracy of financial reports.
- Oversee the annual review and/or audit of Downtown Wichita's financial records.
- Manage relationships with outside vendors.

REQUIRED SKILLS AND EXPERIENCE

The Executive Vice President/Executive Director must be a masterful collaborator who engages and works with diverse stakeholder groups including employers, developers, brokers, retailers, residents, community groups and government officials. The Executive Vice President/Executive Director should also possess a deep commitment to enhancing and leading a culture that reflects the values of Downtown Wichita.

The Executive Vice President/Executive Director must possess:

- Significant executive level private sector business experience, and/or relevant experience involving city planning, preferably in the areas of placemaking, real estate development, finance, membership development, marketing, events or business management.
- Extensive project management and team leadership experience incorporating accountability, proactive and independent development of work plans, timelines and budgets.
- Proven experience with financial and fiscal accountability.
- Demonstrated ability to make presentations to large groups. Must also possess the ability to “share the room” as appropriate with staff and board.
- Proven experience with public/private alliances.
- Act as a champion for small and independent businesses.
- Commitment to openness and compliance with public records laws and procedures.
- Demonstrated global perspective and the ability to innovate and articulate a strong vision for the city and the organization.
- Ability to initiate and manage effective relationships and alliances with a diverse and dynamic array of civic leaders, internal and external partners, and business leaders.
- Demonstrated ability to work effectively with government entities both at the administrative and elected levels.
- High level of emotional intelligence.
- Demonstrated sensitivity and commitment to diversity and inclusion.
- Strong analytical skills and well-developed business acumen; natural relationship management instincts; savvy for gaining buy-in from diverse stakeholders.
- A metrics-driven, entrepreneurial mindset that informs strategy and work.
- Commitment to city building.
- Demonstrated ability to use leadership skills and personality to inspire and lead a team to “get things done.”
- The ability to succeed in a distinct, progressive and dynamic culture.
- Ability to easily network and establish rapport and connections with individuals and groups.
- Flexibility and a sense of humor.
- Flexibility to work varied hours for events and to meet deadlines.
- The Executive Vice President/Executive Director must be a visionary and inspirational leader.



Wichita River Festival Sundown Parade

LISTENING SESSION GENERATED LEADERSHIP SKILLS

ANALYSIS AND DECISION-MAKING

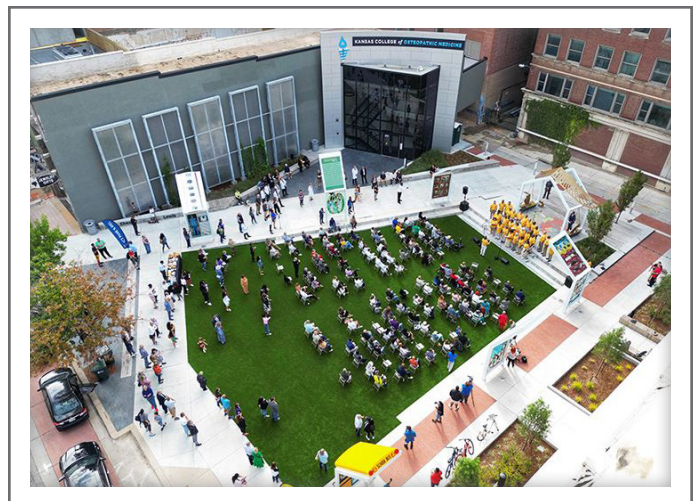
- Possesses executive, strategic, and long-term critical thinking capacity with ability to absorb, analyze and retain large amounts of economic, business, demographic and people-relationship data.
- “Ambidextrous” leadership skill— Can manage and deliver current mission and key roles while seeking future trends and needs and readying organization for the future.
- Demonstrated integrity and character. Will do the “right thing” and is a reliable partner and colleague.
- Ability to effectively make judgments based on intuition, experience and data while recognizing themes, patterns and trends in disparate data. Probes and digs for follow-up and additional information.
- Is flexible and open to ideas, opinions, and perspectives. Integrates own and others’ ideas into a cohesive perspective and plan of action.
- Develops logical approaches and sequences of steps to move an opportunity or project forward in the development process.
- Must have demonstrated capacity to lead and manage a large, entrepreneurial organization.

LEADERSHIP AND INFLUENCE

- Builds common ground, convergence, and consensus about the future direction of the organization and downtown development initiatives.
- Effectively delivers presentations, proposals and reports to diverse stakeholder groups; possesses effective public, group and one-on-one communication skills.
- Exhibits strong executive presence as reflected by behavior, appearance, demeanor and posture with a highly visible leadership presence for Downtown Wichita.
- Thinks and responds effectively in real time and “off the cuff.” Listens to others’ ideas and opinions, practices active listening.
- Uses a thoughtful and deliberative decision-making style, weighing risks and impacts on stakeholders.
- Collaborates, supports and shares credit for success with staff and stakeholder groups.
- Understands the emotions of others and understands how their behavior affects others.
- Acts as an ambassador for the downtown organization and for the community.
- Must be both a good educator and an empowering, supportive leader. Culturally sensitive with demonstrated commitment to and understanding of the value of diversity.



Luke Bryan Concert



Chester I. Lewis Reflection Square Park

LISTENING SESSION GENERATED LEADERSHIP SKILLS, continued...

RELATIONSHIPS AND COLLABORATION

- Develops effective relationships and open channels of communication with stakeholder groups, owners of potential projects, resource groups, media, etc. Possesses an ability to communicate and “sell” new ideas to diverse stakeholders.
- Effective and creative in identifying and growing additional resources and funding sources to leverage investment of stakeholders and build partnerships.
- Understands the needs, goals, and motivations of external stakeholder groups as well as staff, board, peers and direct reports. Identifies and proactively manages competing needs, goals and concerns among stakeholder groups and communities.
- Proven ability to build strategic partnerships along with demonstrated collaboration skills.
- Proven ability to recognize and pursue opportunities regardless of available resources.
- Intrinsically motivated to develop and implement new ideas from concept to completion.

INTERPERSONAL CHARACTERISTICS

- “Honest Broker” — Recognition across sectors as a trusted, objective, authentic and credible leader.
- Charismatic and collaborative.
- Mission driven and focused with a sense of urgency — tenaciously displays passion and conviction.
- Thoughtful and analytical.
- Action-oriented, “get it done” professional with a passion for change and a willingness to think locally and regionally.
- Expert listener.

SELF MANAGEMENT, ACHIEVEMENT, AND ETHICAL INTEGRITY

- Possesses a strong sense of personal integrity, duty, and responsibility. Upholds ethical practices.
- Demonstrates strong personal commitment to the organization and its long-term success.
- Demonstrates the importance of confidentiality with all stakeholders.
- Understands the risks inherent in projects and negotiation tactics; takes appropriate steps to mitigate risk while keeping ethics in mind.
- Manages time effectively and in relation to priorities.
- Conveys confidence, passion, and poise. Recognizes, regulates and manages emotions and stressors.
- High level of personal energy. Engages in continuous learning.
- Performs tasks outside the normal role as needed.



Independence Day Celebration at Buffalo Park

EDUCATION

- Bachelor's degree in business, economics, public policy, urban planning or an equivalent combination of education, training and expertise preferred. Master's degree a plus.



Great Plains Transportation Museum

Acknowledgments:



A special thank you to the following organizations for providing content and pictures.

Downtown Wichita

www.downtownwichita.org

Greater Wichita Partnership

www.greaterwichitapartnership.org

City of Wichita

www.wichita.gov

Wichita Regional Chamber of Commerce

www.wichitachamber.org

Visit Wichita

www.visitwichita.com



**EXECUTIVE
SEARCH
CONSULTANTS**

*Integrity
Knowledge
Service*

COMPENSATION

A competitive compensation package will be provided.

APPLICATIONS

Electronic applications preferred.

Nominations & Applications should be sent to:

David Smith | dpsmith@hrsinc.com

Please reference the subject line:

Downtown Wichita-EVP/Executive Director

APPLICATION DEADLINE:

February 16, 2024

The Downtown Wichita Search Team:

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- **David N. Ginsburg**
Partner
- **Weida Tucker**
Partner

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