



Focus on downtown core (SSMID) only

	Owly/Drive	Facilitate	Advocate	Avoid	Core	Secondary	Auxiliary	Owly/Drive	Facilitate	Advocate	Avoid	Core	Secondary	Auxiliary	Ecosystem Owner(s)
<b>Economic Development</b>															
Attraction of New Businesses from Outside the Region															
Secure In-bound Capital Investment (Bring Capital Expenditures)	X				X			X				X			
Generate Jobs	X				X			X				X			
More corporate, business unit, regional, research & development headquarters	X				X			X				X			
Expansion and diversification of core industries/NAICS codes (Strategy to target new businesses)															
Expansion into Supply Chain		X				X			X				X		
Expansion into Adjacencies	X				X			X				X			
Aerospace Diversity (e.g. MRO, Space, UAV/UAM)	X				X			X				X			
Cybersecurity Expansion	X				X			X				X			
Digital Transformation		X				X			X				X		
Maximized Engineering Capabilities		X				X			X				X		
Expansion into New Industries	X				X			X				X			
Healthcare Education & Research (Downtown Medical Campus)		X				X			X				X		
Tech Ecosystem		X				X			X				X		
Plastics/Composites/ Advanced Materials	X	X				X			X				X		
Food Manufacturing/Ag Tech	X	X				X			X				X		
Defense	X	X				X			X				X		
Expanded Advanced Manufacturing	X	X				X			X				X		
Business Retention and Expansion															
Within Downtown Core	X				X			X				X			
Outside Downtown Core	X				X			X				X			
Within Sedgwick County	X				X			X				X			
Expanded Advanced Manufacturing	X				X			X				X			
Surrounding Counties (Owned by regional eco dev organizations)		X				X			X				X		
Expanded Advanced Manufacturing		X				X			X				X		
Development of new businesses through entrepreneurial opportunities															
Access to Funding			X			X			X				X		
Access to Expertise			X			X			X				X		
Access to Business Support Services			X			X			X				X		
Access to Customers			X			X			X				X		
Access to Regulators			X			X			X				X		
Access to Suppliers			X			X			X				X		
Economic Development Environment															
More Direct Flights	X				X			X				X			
Population growth		X				X			X				X		
Product Development (i.e. Spec building/ industrial site development, certified sites)	X				X			X				X			
Infrastructure	X				X			X				X			
Public Sector Incentives	X				X			X				X			
Navigation of Public Sector Processes	X				X			X				X			
<b>Quality of Place</b>															
Improve & enhance existing activities and amenities that contribute to the vibrancy of the region/downtown core (SSMID)															
Entertainment options			X			X			X			X			
Playgrounds/Transformative green spaces			X			X			X			X			
Walkability			X			X			X			X			
Vibrant, thriving Downtown															
Engaging Riverfront Development	X				X			X				X			
Performing Arts Center Development	X				X			X				X			
Convention Center Development	X				X			X				X			
Community Space for gathering				X		X			X			X			
Downtown retail shops				X		X			X			X			
Downtown grocery store				X		X			X			X			
Amphitheater				X		X			X			X			
Education day care/preschool/elementary/ high school				X		X			X			X			
Open streets where people get together				X		X			X			X			
Improve & enhance existing physical and social infrastructure															
Address Homelessness			X			X			X			X			
Improved Healthcare (mental health and substance abuse)			X			X			X			X			
Housing (sufficient, affordable, etc.)		X				X			X			X			
Affordable, quality childcare		X				X			X			X			
Public Transit		X				X			X			X			
Foster urban design principles				X		X			X			X			
Maintenance and investment in parking infrastructure				X		X			X			X			
Maintenance and investment in street network				X		X			X			X			
Business Support Infrastructure (energy, broadband, etc.)				X		X			X			X			
Beautification efforts (landscaping, additional flower pots etc.)				X		X			X			X			
Security (ambassadors, security patrols, other)				X		X			X			X			
Cleaning / Trash removal services				X		X			X			X			
Manage City-owned parking assets				X		X			X			X			
Attract & develop new opportunities that contribute to a desirable, competitive, and vibrant region/downtown core (SSMID)															
Entertainment options				X		X			X			X			
Arts & Culture				X		X			X			X			
Restaurant options				X		X			X			X			
Playgrounds/Transformative green spaces				X		X			X			X			
Walkability				X		X			X			X			
Nightlife				X		X			X			X			
Sports				X		X			X			X			
Host/manage public events - requires priority access to public spaces - revenue stream				X		X			X			X			
<b>Talent</b>															
Retention of existing talent															
Young people staying		X				X			X			X			
Engage in Intra-regional marketing campaigns	X				X				X			X			
Attraction of new talent															
Better talent pipeline			X			X			X			X			
Ensuring a talent pipeline within local school districts that meet the current and future needs of employers			X			X			X			X			
Engage in external recruitment campaigns that target employees for major industries	X				X				X			X			
Develop/Identify a third-party resource to support executive leaders who are considering relocation to Wichita.	X				X				X			X			
Development of talent through training and education															
A consistent talent pipeline through future of work programs at the middle, high school and post-secondary level	X				X				X			X			
Access to higher education		X				X			X			X			
Ensure Job Training that meets the needs of employers for current and future workforce needs	X				X				X			X			
Professional development and training pathways that connect talent to employers in creative ways		X				X			X			X			
Strong trades, including apprenticeship programs		X				X			X			X			
Expand access to employment opportunities by increasing support services for underserved communities in Wichita	X				X				X			X			
Tighten the feedback loop between industry and education/training	X				X				X			X			
Diverse workforce		X				X			X			X			