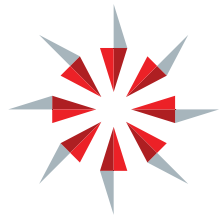


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Progress on Strategic Priorities



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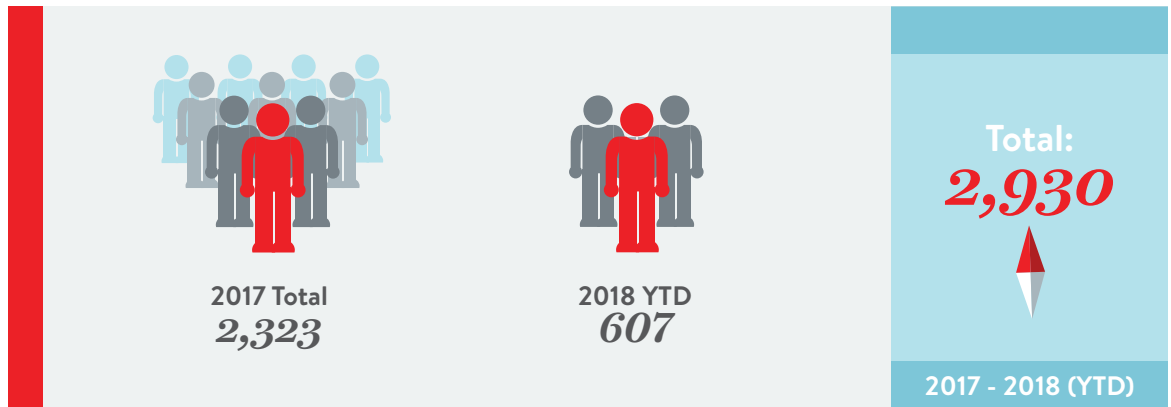
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▶ Grow Primary Jobs

▶ Business Growth

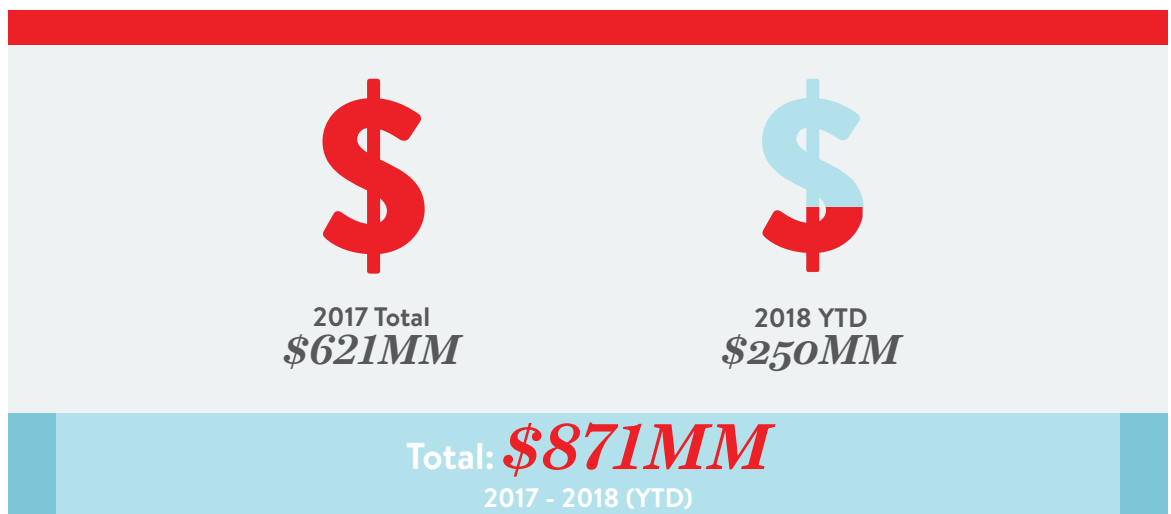
Number of Jobs Announced (recruitment, expansion, retention)



Announcements since January of 2018 (some which contribute to the “2018 YTD” totals above) include Shuttle Aerospace, Superior Tool Service, Duke Aerial and Fagron.

The Partnership team is seeing an increase in the number of prospects for the greater Wichita region. These prospects, while in various stages of development, forecast the opportunity for approximately 3,200 jobs. The team is also working diligently to cultivate new leads through numerous strategies.

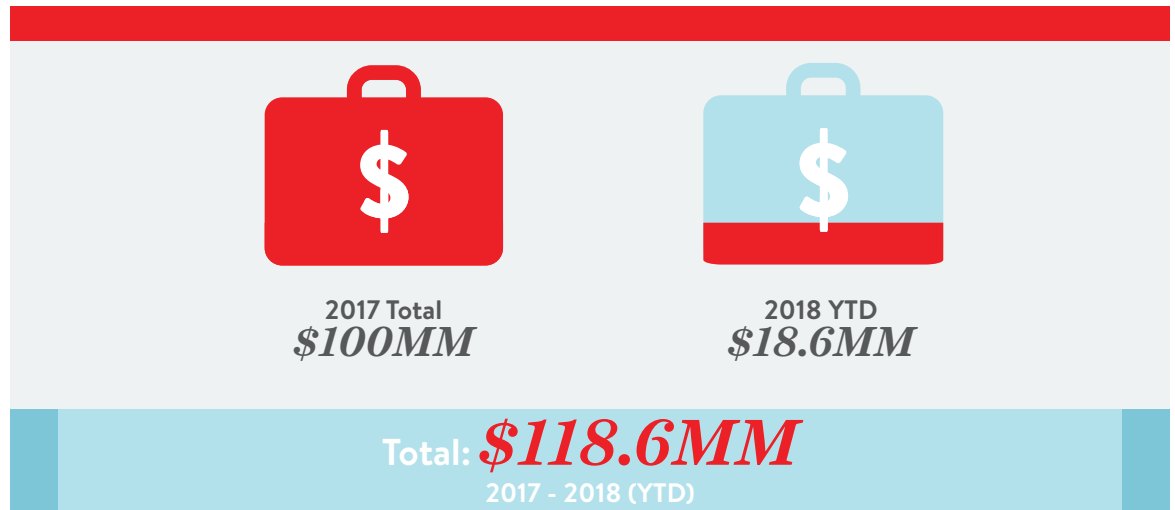
Total Capital Investment (recruitment, expansion, retention)



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Total Annual Payroll (recruitment, expansion, retention)



► Strategic Advisory Team and Regional Growth Plan

The Strategic Advisory Team, a private and public group charged with guiding economic development strategies, has been working alongside global firm Market Street Services since the beginning of 2018 to create a new economic development plan for region. This new plan, titled the Regional Growth Plan, is built upon the foundation of the 2015 Blueprint for Regional Economic Growth (BREG) plan.

The Strategic Advisory Team met in November with Market Street Services to review the initial draft of the Implementation Guidelines for the plan. The implementation guidelines include timelines, resource planning and prioritization of key initiatives for the next three to five years. Discussion regarding a more formalized economic development model for the region was held, including mentions of deeper engagement with formalized contractual agreements and coordinated networks for various economic development entities.



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► Globally Marketing the Region

Global tradeshows and supplier events provide a critical platform for regional private businesses and organizations to market their goods and services. Leveraging a delegation increases visibility and awareness during the shows, while reducing an individual company's cost of participation. Businesses are continuing to recognize this cost-effective strategy. At these events, Partnership staff conduct one-on-one meetings with global companies, leaders of non-Wichita headquartered businesses, site selectors and consultants to network and discuss opportunities in the greater Wichita region.

National Business Aviation Association's BACE

To showcase our industry prominence and market our region as the place for aviation investment and jobs, a delegation of 16 businesses and community partners, led by the Partnership, attended the world's largest business aviation convention, NBAA BACE in October in Orlando, FL. The Air Capital delegation manned a 30' x 40' booth display, which featured a 27-foot-wide video screen to prominently display rotating messages about our world-class workforce, global companies and business opportunities. The delegation hosted two receptions to promote our prominence and dominance in the aviation industry as well as our world-class talent pipeline. These events were highly publicized through an aggressive digital advertising campaign through LinkedIn and over 100 people attended each event. During the show, the Partnership had positive meetings with a number of business prospects.

To view the new aviation talent pipeline video, visit bit.ly/AviationTalentVideo
To view the aviation industry video, visit bit.ly/AirCapitalAviationVideo



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International Aviation Supply Chain (IASC) Forum

The Partnership and the Kansas Department of Commerce were requested to attend this by-invitation-only conference alongside Boeing, Airbus, the Commercial Aircraft Corporation of China (COMAC) and other international supply chain companies. The event was held in Shanghai, China on November 8 in conjunction with the first China International Import Expo (CIIE). Only two key aviation markets in the US were invited to participate: the State of Washington and Wichita, Kansas – the Air Capital of the World. The Partnership presented to more than 400 aviation buyers throughout China and Government Officials about the strength of the Wichita aviation ecosystem, our importance to the development of the aviation industry since its inception, the global reach of our aviation supply chain, our dominance in aviation R&D and our industry-driven hands-on training. This was an ideal event for Wichita to be featured as China has the fastest growing aviation market in the world with exponential exporting opportunities for companies throughout our region and state.

▶ **Strategic Site Selector Engagement**

- September 20: SIOR Development Day in Kansas City, MO
- September 26-27: SEDC YP Conference in Atlanta, GA
- September 30-October 3: IEDC Annual Conference in Atlanta, GA
- December 5-6: EconoMix in Nashville, TN
- December 11: Lunch with logistics-industry expert in Wichita, KS

▶ **Promoting Regionalism**

In the fourth quarter of 2018, a survey was sent to regional EDO partners to gather input about the programming of the regional economic development meetings. Feedback will be reviewed to determine strategic planning of the meetings going forward in 2019.



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► **Diversification through Entrepreneurship**

► **Entrepreneurship Task Force**

The Co-chairs of the Entrepreneurship Task Force (ETF), Trish Brasted and Mark Torline, have been convening with groups and individuals about the entrepreneurial ecosystem throughout the fall. Plans are underway to reconvene ETF in early 2019 to meet and take next steps to evolve this important initiative.

► **Educational Attainment and Workforce Development**

► **Business and Education Alliance (BEA)**

Principal for a Day

Principal for a Day, held primarily during American Education Week (November 12-16), was a resounding success in its third year. A record 63 people (doubling the amount in 2017) have spent time or are scheduled to spend time with principals at elementary, middle and high schools in the Andover, Derby, Goddard, Maize and Wichita Public Schools, as well as the Catholic Diocese. Participants experienced first-hand how our future workforce is being educated.

Legislative Agenda

BEA members provided insight and perspective to the Wichita Regional Chamber of Commerce during the development of the education portion of their legislative agenda.

Career and Technical Education (CTE) Pathways

At a recent meeting, BEA members heard from six public school districts (Andover, Derby, Goddard, Haysville, Maize and Wichita) on how students are being prepared for the workforce through Career and Technical Education (CTE) pathways. Through academically rigorous classes, CTE exposes students to post-secondary requirements for future success in a given field.

Offerings throughout each district are vast and BEA members were left impressed with the opportunities that exist, both for the students as well as for businesses looking to connect with their future workforce.



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► Internal and External Perceptions

► Perceptions Task Force

Convening to identify regional advantages for talent video

The Perceptions Task Force convened local communications professionals, real estate brokers and HR recruiters to host a brainstorming session on unique features of the region. The highlights identified will be included in a promo video currently under production by Intake Studios. The video will be prominently featured on the talent website and will align with the new talent brand voice and visual brand underway by Howerton+White.

Air Capital of the World retail merchandise

The Perceptions Task Force connected with local entrepreneur Janelle King to learn about merchandising options for Air Capital of the World swag.

► Project Wichita

Project Wichita is a community engagement process designed to identify the future we want for our home and the steps necessary to achieve it.

Focus Areas announced

After hearing from almost 14,000 survey respondents, the Co-chairs and the Vision Team of Project Wichita identified five key focus areas for our region going forward. These include: Talent, Lifelong Learning, Economic Prosperity, Strong Communities and Neighborhoods and Quality of Place.

Focus Teams assembled to create action plan

Vision Team members are working in teams corresponding to each Focus Area to develop action plans for the next 10 years. These plans will be based on community input, existing plans and guidance from subject matter experts. Five Vision Team members have stepped up to lead these Focus Teams: Talent – Dominique Harris (Senior Business Development Analyst, Cargill); Lifelong Learning – Stephanie Harder (Director, Communications and Public Affairs, Textron Aviation); Economic Prosperity – Kyle Blasdel (Director of Business and Project Development, Conco Construction); Strong Communities and Neighborhoods (Councilmember Brandon Johnson, City of Wichita); Quality of Place – Matt Michaelis (Chairman & CEO, Emprise Bank).



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► **Recruit and Retain Talent**

► **Marketing research and brand development**

Talent marketing blueprint complete

Development Counsellors International (DCI) completed a marketing blueprint comprised of retention and recruitment strategies and tactics. This multi-year in-depth blueprint will be utilized by the Partnership team, community partners and stakeholders to aggressively attract and retain talent. The final document can be downloaded at bit.ly/TalentMarketingBlueprint.

Progress on talent brand and website development

The talent brand voice, brand promise and visual identity are being finalized with the goal of differentiating the greater Wichita region from other locations throughout the country. In addition, the website wireframe has been approved and work is currently underway to determine the best method to showcase jobs.

Talent Advisory Committee

Consisting of HR representatives and community partners, the committee aims to connect and facilitate the engagement of talent in the region. The committee has been meeting regularly to discuss the marketing blueprint, brand development and the initiatives that will be launched in 2019.

► **Engaging on talent attraction and retention priorities**

Speaking engagements

The Partnership participated in several speaking engagements to highlight the importance of retaining and attracting talent within the region and efforts currently underway by the Partnership and community partners.

- October 12: OzSec Cybersecurity Conference
- October 26: Emporia State University
- October 29: Chamber's CEO Manufacturing Roundtable
- November 8: Ignite ICT: Women's Conference



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▶ Enhance Downtown Vitality

▶ Downtown Residential Market Study completed

A recently completed study documents the market potential for additional residential growth in the urban core, forecasting 1,850 to 2,220 new units over the next five years. The study was conducted by Zimmerman/Volk Associates, one of the original Project Downtown team members. Since the 2010 adoption of Project Downtown, over 1,150 units have been constructed and over 390 are under construction or in planning. View the full report at bit.ly/MarketStudies.

▶ Development Progress

FireWorx

The former Topeka Street Fire Station will transform into a shared co-working space for artists and startup businesses.

Spaghetti Works/Naftzger Park

Construction continues on the new mixed-use commercial development and the design team is nearing final design for Naftzger Park. Construction will continue throughout next year with anticipated completion in the fourth quarter of 2019.

Union Station

Construction of the historic train terminal building and baggage buildings to the south continues. The transformation is scheduled for completion in early 2019.

2nd Street improvements in Old Town

The project will add curb extensions at all intersections from Washington Street to the railroad tracks. Other improvements add traffic calming measures such as speed tables at pedestrian crosswalks and other streetscape amenities.

Mead Street Office Collective

The former downtown mini storage building will transform into a mixed-use destination. Originally built in 1901 as a broom factory, this 24,000 square-foot property will include a collaborative environment featuring 20 private offices ranging from 250-500 square feet. Other features include space for a restaurant concept, an outdoor patio, second-floor deck on both the east and west sides of the building and a rooftop deck/entertainment area.



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Icehouse Project announced

Occidental Management plans to renovate a historic building known as “The Icehouse” into 27,000 square feet of Class A office space. Located between the Union Station campus and Cargill Protein Group’s new headquarters, the building will feature several balconies and a rooftop patio.

Douglas & Emporia mixed-use project

Development plans for the northwest corner of Douglas and Emporia have been approved to transform the site into a new \$22 million mixed-use property featuring retail or restaurant space on the ground floor and offices on the three upper floors. Plans include razing an existing building and constructing a new 75,000 square foot building in its place and on the adjacent surface parking lots.

Riverfront Village

Developers plan to transform the west bank of the Arkansas River into a seven-acre mixed-use development that could include residential, office and commercial uses. Adjacent to the proposed new ballpark, this new development’s goal is to become a gathering place for the community that will draw visitors from across the region.

New ballpark and Triple-A Baseball announced

Mayor Jeff Longwell recently announced that the New Orleans Baby Cakes, a Triple-A Pacific Coast League team, have filed a relocation application with Minor League Baseball to relocate their club to Wichita. The City of Wichita plans to build a \$81 million ballpark with seating for 7,000 and a total capacity of 11,000.

Cargill Ribbon Cutting

Cargill’s decision to stay in Wichita was a defining moment for our community, region, and state. In early December, Cargill Protein Group celebrated their new \$70 million headquarters located in downtown Wichita with a grand opening celebration. The project retained 800 jobs within the greater Wichita region and Cargill plans to grow their employee base to 950 within the next two years.



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► Marketing and communications

Holiday marketing campaign launched

To encourage residents and visitors to experience downtown for the holidays, a new campaign – titled “Discover Winter Adventures” – has been launched. This campaign, which features traditional and non-traditional advertising and promotional strategies, encourages unique experiences in the urban core through four distinct experience itineraries that have been launched via blog content - Festive Family Outing, Holiday Hoopla, Dazzling Date Night and Spirited Shopping Experience. Those who participate in the experiences are requested to share a photo of themselves engaging in the experiences with the campaign hashtag, and can be entered to win a prize worth \$250/experience. Promotional tactics include digital advertising, social media promotion, print posters and handouts, transit shelter displays and more. The downtown website, downtownwichita.org/holidays, also serves as the hub for all holiday information and events.

Possibility People video released

Downtown Wichita released a new Possibility People video featuring downtown business owner, Adam Hartke.

► Placemaking and programming

Gallery Alley and Pop-Up Park

Various events and programming initiatives took place at both the Pop-Up Park and Gallery Alley. These initiatives included movie nights and live music during the lunch hour at the Pop-Up Park and showcasing local art during Final Friday in Gallery Alley. Due to ongoing safety concerns, the City’s Public Works department has moved forward with the permanent closure of the alley to vehicles.

Q-Line

The City of Wichita - Government and Wichita Transit announced upcoming changes to the Q-LINE Trolley routes, which will focus on Douglas Avenue and extend from Seneca Street in Historic Delano to Hydraulic Street (lunch hours and weeknights) and through the Douglas Design District to Edgemoor (Friday and Saturday nights). Changes began December 15th. The new service is made possible by \$160K in private sector local match dollars, which Downtown Wichita helped secure.



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