

Addendum: Regional Growth Plan

In 2018, the Greater Wichita Partnership convened a process to develop a new Regional Growth Plan; the resulting Plan for our region is characterized by **5 strategic pillars, 7 target sectors, and 37 key initiatives**. This Addendum to the Plan identifies **key trends** impacting our strategic pillars and target sectors, and **new opportunities** that merit consideration in the wake of a global pandemic. It also appropriately aligns the Plan and its priorities with the **Kansas Framework for Growth** and associated funding opportunities.



Advanced Manufacturing



- Plastics & Composites
- Machinery & Metalworking

Agriculture



- Value-Added Products
- Crop & Animal Farming

Aerospace



- Maintenance, Repair & Overhaul
- Design & Production

Healthcare



- Healthcare Services

IT Systems & Support



- Cybersecurity
- Business Process Outsourcing

Oil & Gas



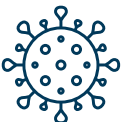
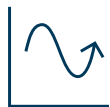
- Petroleum-Based Products
- Production, Processing & Distribution

Transportation & Logistics



- Logistics
- Transportation

Pandemic-Related Trends



- Remote work is creating new opportunities in talent attraction and new demands in training and workforce development.
- Gaps in broadband access were highlighted during the pandemic; high speed internet access is essential infrastructure.
- Household mobility was constrained during the pandemic, but communities still competed aggressively for relocations.
- Corporate relocations from high-cost, high-regulation environments have accelerated.
- Reshoring and decentralization to reduce supply chain vulnerability are also driving domestic project pipelines.
- The growth of Ecommerce, online grocery sales, and other trends has drastically increased demand for storage space.
- Communities with ready-to-go industrial sites and available buildings are well positioned to capture this growth.
- Digital transformation and technology adoption accelerated by necessity in a variety of sectors during the pandemic.
- A variety of new aerospace technologies represent niche growth opportunities for established clusters.
- The pandemic accelerated the shift to virtual customer experience operations, altering the real estate climate for BPO.
- Cybersecurity investments continue to accelerate but the competition for jobs across the U.S. is tremendous.

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In addition to a review of relevant trends by pillar and target sector, the full Addendum to the Regional Growth Plan identifies a series of opportunities – **potential tactical adjustments and regional investments** – to be considered in response to observed trends and/or to promote alignment with the Kansas Framework for Growth. Throughout the complete Addendum, **tactical adjustments for the Partnership** are differentiated from **regional investments that align with the Kansas Framework for Growth** and may be eligible for funding from associated grants programs. Additional **opportunities to be advanced by partners through regional collaboration** are also included.

Post-Pandemic Opportunities



- Utilize data, analytics, and new intelligence to enhance corporate recruitment, talent attraction, and entrepreneurship efforts.
- Invest in tools, technologies, and lead generation that aid competitiveness within an increasingly virtual site selection environment.
- Create an efficient but effective innovation attraction program targeting companies that visit the Smart Factory @ Wichita.
- Prioritize business retention and expansion (BRE) among a targeted cohort of companies; connect BRE to strategy and analytics.
- Update Advanced Manufacturing marketing and attraction to incorporate the region's Digital Transformation competency.
- Focus Aerospace recruitment efforts on growing technologies such as UAS/UAM, hypersonics, and aviation battery technology.
- Evaluate the viability of developing an aerospace-focused accelerator in Greater Wichita.
- Expand development and utilization of speculative building incentive programs to capture projected growth in the logistics sector.
- Develop an interactive portal modelled after best practices connecting job seekers to opportunities in high-growth occupations.
- Advance development of a Cybersecurity Range and cyber boot camps to improve the region's cybersecurity asset base.
- Develop facilities and attract expertise that solidifies the region's growing competency in Digital Transformation.
- Advance key infrastructure enhancements (water, wastewater, taxiway) at regional airports to support targeted activities.
- Develop a new "Remote Work Ready" certificate to support retraining and employability.
- Align outbound marketing efforts and expenditure with planned new state investments in trade shows and outbound marketing.
- Expand Maintenance, Repair, and Overhaul (MRO) training infrastructure at WSU Tech.
- Pursue development a new transload facility to support activity in our Advanced Manufacturing, Aerospace, and Logistics sectors.