

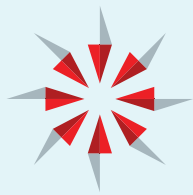


2017 *Annual Report*



WICHITA, KANSAS





Greater Wichita
Partnership

MISSION

To align resources and focus the business community on common strategies that fast-forward economic growth in Wichita and South Central Kansas.

GREATER WICHITA PARTNERSHIP

In 2012, more than 100 private-sector companies came together within the Wichita Metro Chamber of Commerce (now known as the Wichita Regional Chamber of Commerce) to form the Leadership Council, a group looking for ways to move the region's economic development forward. Through the group's ongoing work, it was determined in 2014 that the best approach to achieve the region's long-term goals was through greater coordination between local businesses, non-profits and government agencies. To facilitate this strategy, the group began the process of forming the Greater Wichita Partnership—an organization that could serve as a hub for collaboration and communication between both public and private sectors. The Greater Wichita Partnership was officially launched in 2015, bringing Downtown Wichita and regional economic development together as a collaborative initiative. With ongoing guidance from the Leadership Council, the Partnership immediately began the process of aligning resources and focusing the business community on the common strategies that would fast-forward economic growth in Wichita and throughout South Central Kansas. To do this, the organization focused on the six key strategies listed on the next page.



***Grow
Primary Jobs***

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Driven by the Strategic Advisory Team



***Diversification through
Entrepreneurship***

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Driven by the
Entrepreneurship Task Force



***Educational Attainment
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Driven by the
Business & Education Alliance



***Improve Internal and
External Perceptions***

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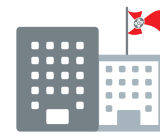
Driven by the Perceptions Task Force



***Recruit and Retain
Talent***

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Driven by the
Talent Advisory Committee



***Downtown
Vitality***

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Driven by Downtown Wichita

Carrying out the Partnership’s extremely important mission is a team consisting of business and community leaders and full-time staff, dedicated to discovering catalytic ways to grow the area’s economy. Whether providing the most up-to-date market data that will allow the private and public sector to make strategic business decisions or implementing marketing campaigns to promote regional opportunities, the Partnership provides the resources and vision to ensure that the community is always pointed in the right direction.

Finding a Common North

Strategic steps in the right direction for community growth

2010 – Project Downtown: The Master Plan for Wichita Adopted

Built upon previous plans and frameworks, the City of Wichita and Sedgwick County adopted this 20-year private and public vision for Wichita's urban core after an extensive community engagement process.

2012 – Leadership Council Formed

Led by the vision of the Wichita Regional Chamber of Commerce, over 100 private-sector companies and organizations convened with public entities to drive economic development within the community.

2013 – Chamber City-to-City Trip to Des Moines

Community leaders visited the Des Moines Partnership as part of the Chamber's annual City-to-City trip to learn about its focused, regional approach to economic development.

2013 – Business and Education Alliance Formed

The Chamber led efforts to form the Business and Education Alliance to create a seamless partnership between the education and business communities to ensure a globally competitive workforce.

2014 – Entrepreneurship Task Force Formed

The Entrepreneurship Task Force formed as an initiative of the Leadership Council through the strategic efforts of the Chamber to cultivate the entrepreneurial ecosystem.

2015 – Blueprint for Regional Economic Growth (BREG) Plan Launched

A ten county, regional approach to economic growth. The plan, led by the voice of business and funded by community development and public sector partners, identified eight industry clusters with the potential for growth.

2015 – Greater Wichita Partnership Formed

Private sector leadership worked with the public sector to officially launch the Greater Wichita Partnership bringing Downtown Wichita and regional economic development initiatives together in a unique, holistic approach to fast forward and align economic development efforts and growth.

2016 – Talent Priority Research Initiated

Initiated in-depth research with regional companies to identify gaps and find patterns in talent retention and recruitment efforts.

2016 – Perceptions Task Force Formed

Investors request forming a Perceptions Task Force to support ongoing and successful local efforts creating community pride and improving internal and external perceptions.

2017 – Strategic Advisory Team Formed

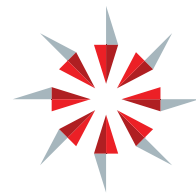
The Partnership forms a collaborative team to assist in guiding regional job growth through focused economic development strategies, goals, tools and opportunities.

2017 – Talent Advisory Team Formed

The Partnership convenes private sector human resources and talent specialists to provide strategic direction for current and future talent recruitment and retention efforts.

2017 – Downtown Placemaking Initiatives Launched

Downtown Wichita works with partners to launch additional programming and marketing to cultivate a vibrant environment in Wichita's urban core, such as the Gallery Alley and planters along Douglas Ave.



There comes a time in our businesses and our community when you have to choose to seize the moment or let it go. A time when you're compelled to take matters into your own hands. A time to control your own destiny—and tip the scales of opportunity—for your children and grandchildren. Together, we're seizing that moment for our community.

This annual report documents the progress we've made within the six strategic priorities identified by the Leadership Council to fast-forward our region's economic growth.

Our successes, both big and small, position us for new opportunities. We are in that transformative moment, and with your help, we will seize it.

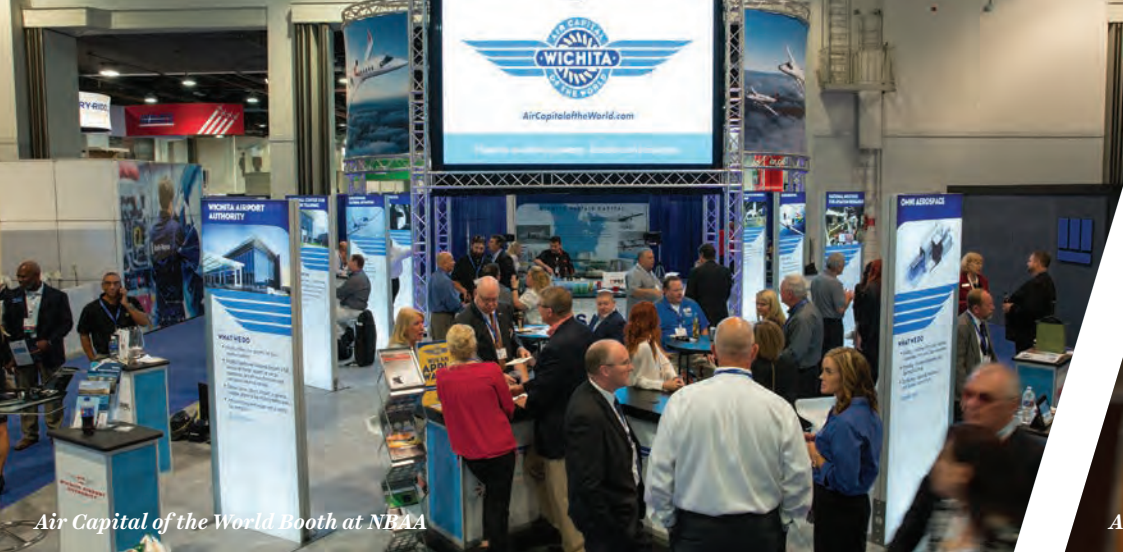
- ▶ We must have a unified front and collective vision.
- ▶ We must invest in ourselves in smart, strategic ways, just as we do with our businesses.
- ▶ We must be bold, and operate with a heightened sense of urgency to position the Wichita region within the global economy.
- ▶ We must deliberately develop an authentic region with a distinctive quality of place that retains and attracts talent in a cross-section of industries.
- ▶ We must focus on the big picture thinking about how all our strategies and projects connect to the vision and each other, contributing to the larger context, and the competitiveness of our region.

Your involvement is truly making a difference as we continue to grow the region together.

Our time is now.

Charlie Chandler & Jeff Turner

CO-CHAIRS OF THE GREATER WICHITA PARTNERSHIP



Air Capital of the World Booth at NBAA



Advanced Manufacturing

Grow primary **JOBS**

Driven by the Strategic Advisory Team

At the Greater Wichita Partnership, we come together each and every day to cultivate an economic environment that produces jobs, grows industries and positions the region for future success. Our efforts are led by the vision set forth in the Blueprint for Regional Economic Growth (BREG), a collaborative, ten county plan to grow the South Central Kansas economy through targeted industry clusters. Through our collective efforts we are seeing an increase in the number of prospects for the greater Wichita region. We work diligently to cultivate new leads through site selector visits and familiarization tours, by globally marketing the region at domestic and international tradeshows, and through innovative marketing and communication methods and strategies.



Faneuil Announcement



Hormel Groundbreaking

Business Growth



Jobs Announced

2016 Total
1,966

**2017 (YTD) Total
1,114***

2016-2017 (YTD) Total
3,080*



Capital Investment

2016 Total
\$1,200,875,311

**2017 (YTD) Total
\$175,557,200***

2016-2017 (YTD) Total
\$1,376,432,511*



Total Annual Payroll

2016 Total
\$108,315,115

**2017 (YTD) Total
\$36,906,820***

2016-2017 (YTD) Total
\$145,221,935*

*Numbers are current at time of publication. Totals for jobs, capital investment and total annual payroll may increase due to pending project announcements.

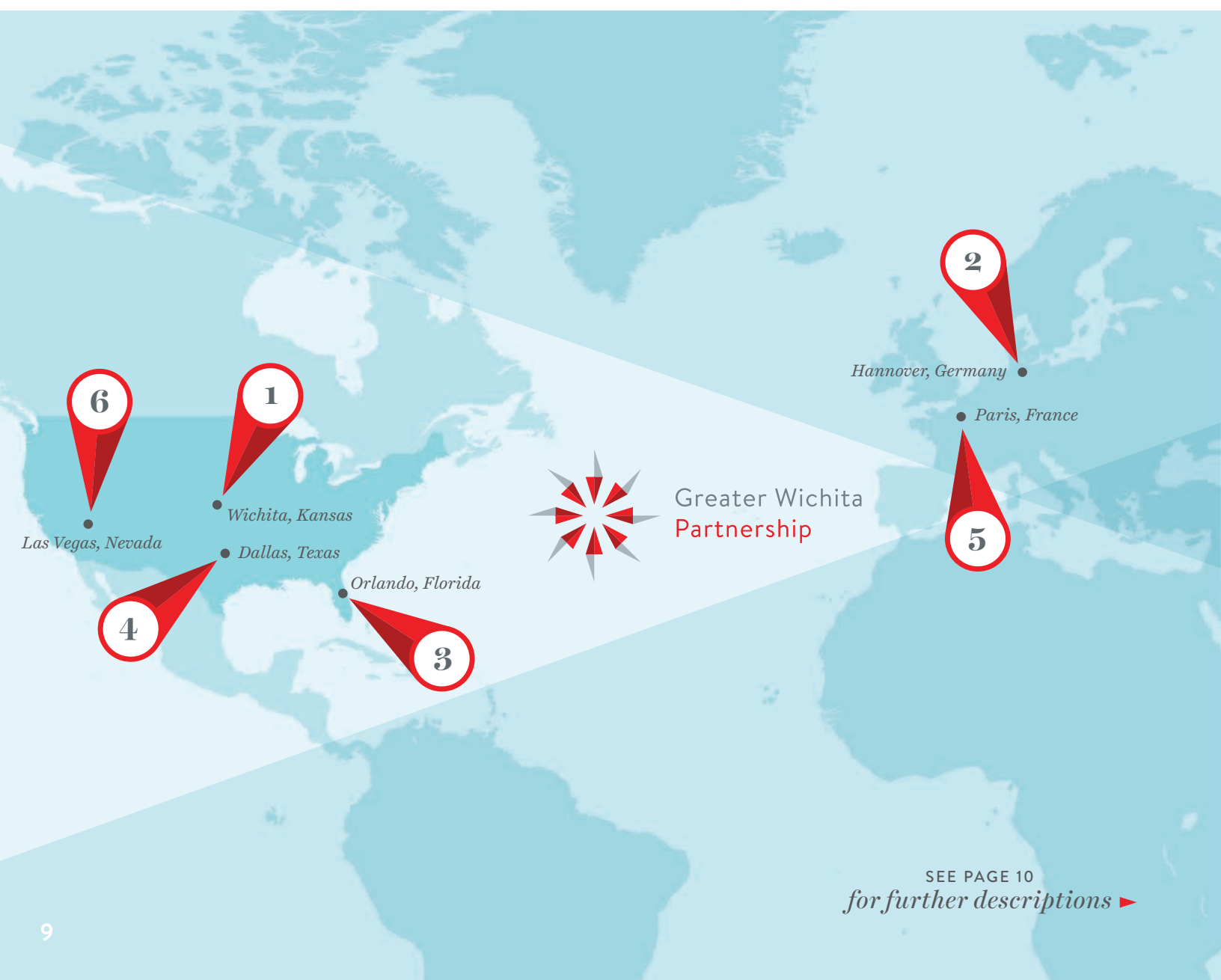
2017 Company Growth



Globally Marketing the Region

The Partnership's economic development and communications teams, in conjunction with regional partners, cultivated an aggressive marketing calendar of targeted industry events to either attend, exhibit at, host and/or sponsor in 2017. These 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. Private businesses are continuing to recognize this cost-effective strategy and participation continues to grow. At these events, 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.



SEE PAGE 10
for further descriptions ▶



Textron Supplier Forum

A top Q1 event included sponsoring the Textron Supplier Forum where the Partnership team promoted the competitive advantages of South Central Kansas to over 700 Textron supplier representatives. Multiple follow-up calls with both local and out-of-market companies were completed.



Hannover Messe in Hannover, Germany

In April, the Partnership represented the region internationally at the largest industrial automation and manufacturing trade show in the world. This annual event attracts more than 200,000 industry professionals from 70 countries. This year the Partnership joined forces with the Southern Economic Development Council, a super-regional organization covering 17 states across the American South and Midwest, to further demonstrate the benefits of infrastructure and skilled workforce available for expanding companies looking for a U.S. presence.



Aviation Week's MRO Americas 2017

To leverage our region's status as the Air Capital of the World, and to demonstrate our world class supply chain and key sites to the maintenance, repair and overhaul (MRO) sector, the Partnership, in conjunction with Etezazi Industries and the Wichita Airport Authority, exhibited at MRO Americas in Orlando, Fla.



AUVSI Xponential 2017

The Partnership represented the region at Xponential—the largest, comprehensive unmanned systems and robotics tradeshow—as part of the State of Kansas Dept. of Transportation's booth in order to further engage with one of the fastest growing sectors of the economy and market our skilled workforce, research facilities and training infrastructure.



Paris Air Show

The Partnership and the Kansas Dept. of Commerce partnered for the 2017 Paris Air Show in June. This show hosts the largest international marketplace for commercial and defense aviation companies around the globe and reported more than 2,400 exhibitors and 140,000 professional visitors. The Air Capital delegation included seven companies from Wichita—Cox Machine, Computer Training Services (CTS), Etezazi Industries, Harlow Aerostructures, HM Dunn, Metal Finishing Co. and Phast Parts, along with Mid-States Aerospace from Olathe.



NBAA BACE

To showcase our industry prominence and market our region as the place for aviation investment and jobs, a delegation of 19 businesses and community partners, led by the Partnership, attended the world's largest business aviation convention, NBAA BACE in October. The Air Capital delegation manned a 30' x 40' booth display and hosted Digital Air Shows featuring Textron Aviation and Bombardier Learjet. These events were highly publicized through an aggressive digital advertising campaign.

Site Selector Engagement

Site selectors, consultants who assist companies in making key business location decisions, are a target audience for the Greater Wichita Partnership's economic development efforts. An increased focus on site selector engagement has driven a robust 2017 calendar of strategic visits to key markets and site selector firms.



Site Selection Magazine Advertisement



Strategic Advisory Team

In the first quarter of 2017, the Partnership convened a new “Strategic Advisory Team,” a collaborative team of private-sector leaders and public-sector officials to assist in guiding economic development strategies, goals and opportunities. In addition, the team provides critical input during industry discussions that align with the Blueprint for Regional Economic Growth (BREG) clusters. The group’s recent focus has been on identifying and defining targeted industry focus as a means to regional economic development.



Strategic Advisory Team

1

Area Development Forum

The Partnership team attended the Area Development Forum in Nashville, a signature event which brings together site selection consultants from across the nation, including Cushman & Wakefield, Duff & Phelps, Parker Poe and Fisher & Phillips.

2

New York City Site Selector Visit

In early 2017, the Partnership team led a group of private-sector business leaders to New York City to directly engage with five site selector firms. The contingency promoted the greater Wichita region's advantages and opportunities as well as real estate solutions.

3

Area Development Consultants Forum

Held in New Orleans in June, this conference provided presentations, panel and round table discussions and one-on-one engagement with leading national site selectors and advising companies on location recommendations for new and expanding enterprises.

4

Select USA Investment Summit

The Partnership joined the Kansas Dept. of Commerce and several regional communities at the Select USA Investment Summit in June in Washington, D.C. The team interacted with top site selectors and company representatives from multinationals, small and medium-sized enterprises.

5

Industrial Asset Management Council

The Partnership team participated in the leading industrial site selection industry event in Tampa in the spring of 2017. IAMC provides an outlet for corporate real estate professionals to engage with national site consultants as well as economic developers.

6

Seattle Site Selectors Guild

In the fall of 2017, the Partnership staff attended the Site Selectors Guild Forum in Seattle. The Guild is a 50-member professional organization for site selection consultants and represents the premier consulting practices across the nation and world.

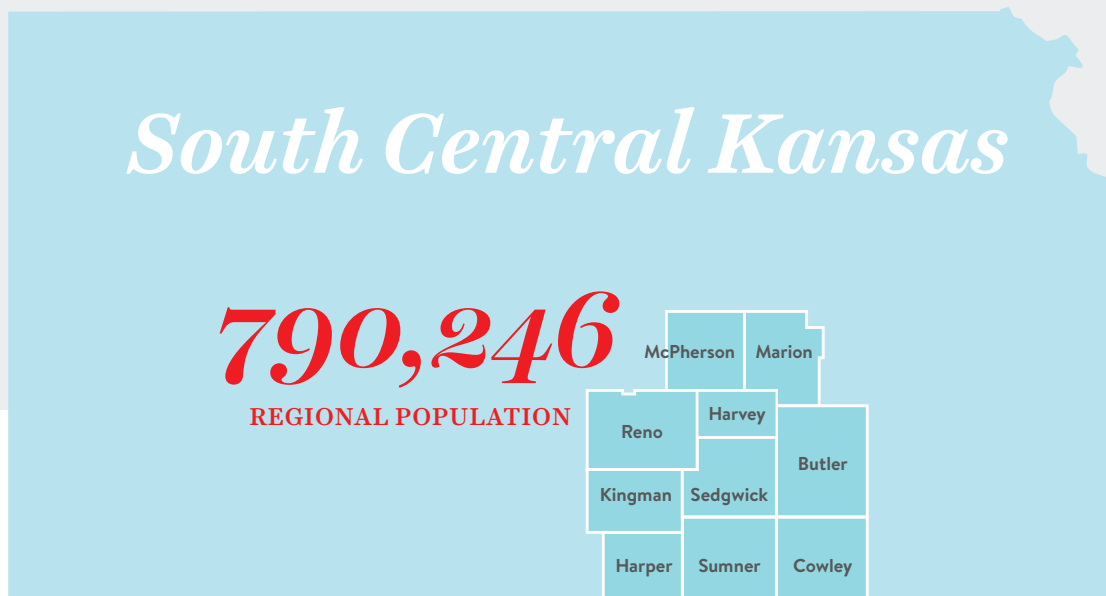
Strategic Advisory Team Members

David Alfaro, Butler County
Paul Allen, Allen, Gibbs & Houlik, L.C. and Partnership Executive Board Member
Jeff Blubaugh, City of Wichita Councilman
Jeff Fluhr, Greater Wichita Partnership
Jeff Lackey, TranSystems and BREG Transportation & Logistics Cluster Co-chair
Keith Lawing, Workforce Alliance and Regional Economic Area Partnership
Bob Layton, City of Wichita Manager
Steve Martens, NAI Martens
Andrew Nave, Greater Wichita Partnership
Lynn Nichols, Yingling Aviation and Partnership Executive Board Member
Karyn Page, Kansas Global Trade Services
Marlin Penner, John T. Arnold Associates
Gary Plummer, Wichita Regional Chamber of Commerce and Partnership Executive Board Member
Scot Rigby, City of Wichita Assistant Manager

John Rupp, J.P. Weigand & Sons
Andy Schlapp, Wichita State University
Gary Schmitt, INTRUST Bank and Partnership Executive Board Member
Michael Scholes, Sedgwick County Manager
Barry Schwan, House of Schwan and Partnership Executive Board Member
Scott Schwindaman, Lubrication Engineers and Partnership Executive Board Member
Steve Sharp, Spirit AeroSystems and BREG Aerospace Cluster Co-chair
Beth Shelton, Harvey County Economic Development Council
Don Sherman, Westar
Tom Stolz, Sedgwick County Deputy Manager
Debra Teufel, Hutchinson/Reno County Chamber of Commerce
Dave Unruh, Sedgwick County Commission Chairman and Partnership Executive Board Member
Ron Weddle, Weddle Consulting and BREG Advanced Manufacturing & Materials Cluster Co-chair

Blueprint for Regional Economic Growth

The Blueprint for Regional Economic Growth (BREG) is a cluster-based economic development initiative to grow the South Central Kansas region. The plan focuses on building our region's eight most competitive industries to create a high-performing economy. The BREG initiative is implemented by the collective efforts of community partners within the ten county region including Butler, Cowley, Harper, Harvey, Kingman, Marion, McPherson, Reno, Sedgwick, and Sumner and is led by the Greater Wichita Partnership.



Advanced Manufacturing & Materials

Hosted the Advanced Manufacturing Forum
In December of 2016, a free event to cultivate the opportunities and industry partnerships available to the nation's leading advanced manufacturing region was held at the National Center for Aviation Training. The Advanced Manufacturing Forum brought together industry leaders from across the region to explore recent innovations and uncover the ways in which the region could work together to stay one step ahead of the competition. Topics covered during this event included supply chain management, automation, workforce development and innovation. Over 170 people attended the event. This event was sponsored by:



Agriculture

Enhancing Ag-Tech Training
Sumner County passed a half-cent sales tax to support building a Cowley College campus in Wellington with a specific focus on ag-tech programs.

Aerospace

Partnered for On-Demand Mobility Event
The Partnership teamed with Wichita State University and the National Institute for Aviation Research to engage the four primary aviation manufacturers. This partnership secured a collaborative agreement to host a national workshop in fall of 2017 for NASA's "on demand mobility" initiative.

Sponsored UAS Tech Forum
In the first quarter of 2017, a local steering team, which included BREG volunteers, brokered an agreement with the UAS Cluster Initiative event planning organization to host the 2017 Unmanned Aerial Systems Conference. The Greater Wichita Partnership, in collaboration with the Kansas Dept. of Transportation, Wichita State University and Kansas State University collectively agreed to sponsor and support the event in order to secure Wichita as the host location on August 30-31. The UAS Tech Forum featured tech presentations, valuable networking with attendees and exhibitors and keynote presentations. Though rooted in Aerospace, other BREG clusters including Agriculture, Manufacturing and Data Services & IT were able to benefit from the knowledge shared at this event regarding this emerging technology.

Data Services & IT

Broadband Comparative Analysis

Commissioned a study with Wichita State University's Center for Economic Development and Business Research to provide a broadband analysis in comparison to three other metropolitan areas to drive strategic discussion and direction. This study was reviewed with the BREG Data Services & IT cluster leadership team.



Hosted Inaugural Cyber Security Forum

To provide invaluable insight for business and security decision makers, non-profits and government, the Partnership, in collaboration with community partners, hosted the Cyber Security Forum in October 2017 at the Wichita State University Metroplex. The free event provided a platform for students and educators to engage with industry professionals. Topics covered during the event included how to reduce security risks, build strong defenses against cyber-attacks and how to protect and recover systems after a breach. This event was sponsored by the community partners listed below.

The Greater Wichita Partnership provided logo design and event branding, communications and website development support necessary to host the event.



Oil & Gas

Partnership with Kansas Strong

The BREG Oil & Gas cluster engaged with new Kansas Strong executive director, Warren Martin, to align regional efforts. This new partnership set the foundation to define initiatives to raise awareness of career paths and workforce support resources.

Publicizing Job Opportunities

Kansas Strong and Workforce Alliance partnered to facilitate and promote the BREG Oil & Gas career map and are working together to encourage the use of KansasWorks.com to publicize job opportunities within the industry.



Transportation & Logistics

Strategic Regional Discussions

In partnership with the Regional Economic Area Partnership (REAP) and the Wichita Area Metropolitan Planning Organization (WAMPO), the BREG Transportation & Logistics cluster held multiple regional meetings to review transportation assets and define gaps to support prioritization of development opportunities. To-date, hosting counties include Butler, Sedgwick, Harvey, Reno, Cowley, Kingman, Harper and Sumner.



Healthcare

New leadership and focus

Due to retirement and departure, three new co-chairs were selected to lead the BREG Healthcare cluster. Efforts are underway to identify strategic actions from 2016 Healthcare Innovation Forum.



Transportation & Logistics

Regionalism

Every quarter, the Partnership convenes Economic Development Organizations (EDOs) and partners within the ten county region to address relevant, regional topics, increase engagement among the organizations and agencies and encourage collaboration.

Q4 2016 Regional Meeting

In December of 2016, regional partners met at the Dwight D. Eisenhower National Airport with eight of the 10 counties represented. The group addressed a variety of relevant topics including 2017 planned tradeshow attendance, which resulted in identification of additional shows for future consideration.

Q1 2017 Regional Meeting

The Partnership hosted the first quarter EDO meeting with specific emphasis on the KAMP grant, trade show schedules and participants and coordination of site selector efforts.

Q2 2017 Regional Meeting

In May the City of Derby hosted the regional EDO meeting. Each county provided organizational and community updates and economic challenges. In addition, information was shared on the regional transportation meetings.

Q3 2017 Regional Meeting

Newton hosted the third quarter EDO meeting in July with specific emphasis on best practices of strategic plans, marketing opportunities and site selector engagement.

Exports

Export Plan Results

Kansas Global continues to drive results for export plan implementation, which for the last year, have met or exceeded defined checkpoint goals.

Foreign Direct Investment Plan Completed

In 2017, the FDI plan was completed and released by Kansas Global to funding organizations, including the Greater Wichita Partnership. This plan will help identify investment opportunities within the region to grow the economy.

Global Cities Initiative

Kansas Global announced in June that Wichita was selected to develop a new market prioritization and metropolitan economic partnership.



NIAR Composite Testing



Advanced Manufacturing



Agriculture



JR Custom Metals Manufacturing

Workforce

KAMP Grant Received

In alignment with the 10 county BREG region, Workforce Alliance applied for and was awarded a \$5.9M Kansas Advanced Manufacturing Program (KAMP) grant targeting 1,100 individuals to receive training over a four-year period.

BREG Career Mapping

Workforce Alliance, in alignment with the BREG plan, launched five career pathways that allow students and parents to explore educational requirements and career opportunities in prevalent industry clusters within our region: Data Services & IT, Healthcare, Transportation & Logistics, Manufacturing and Oil & Gas. Additionally, this new online tool will provide access to real-time information on available jobs and average wages. The pathways can be found at www.workforce-ks.com/breg-career-pathways.

Innovation

The BREG Innovation cross-cutting initiative is realized through the strategic and inclusive efforts of community partners including BREG cluster businesses, local universities, the Entrepreneurship Task Force, e2e and more.

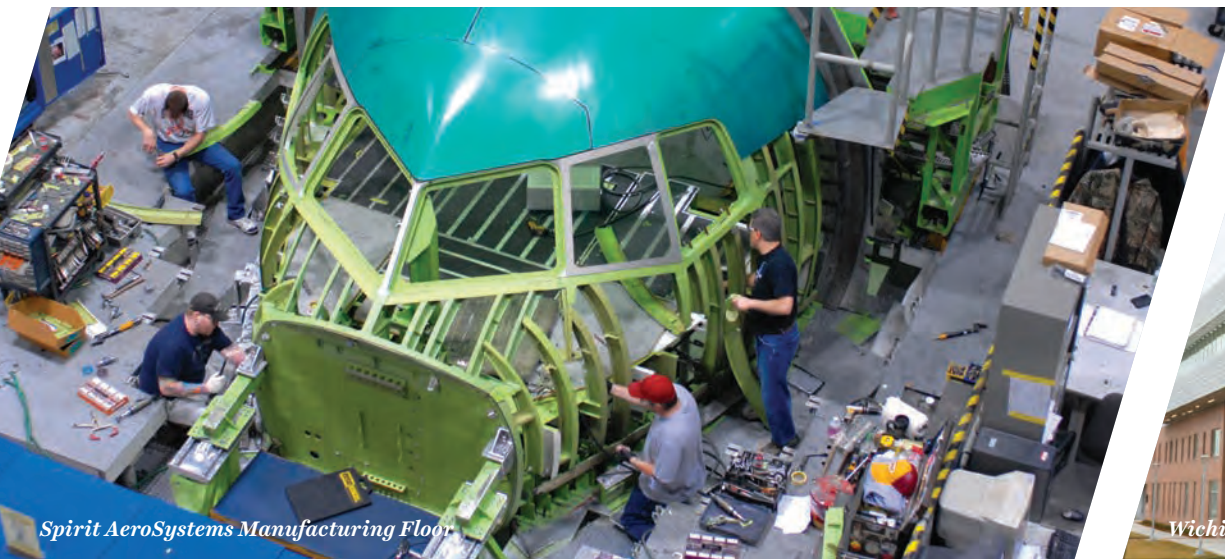
Communications

Identifying Regional Advantages

In an effort to coordinate regional competitive advantages, communication meetings were held with Cowley, Butler, Sumner, Sedgwick, Harvey, Reno, McPherson and Harper counties. Next steps for this effort include highlighting regional competitive advantages in an inclusive document to be shared among the ten counties.

Kansas From the Heartland Publication Advertisement

The Partnership developed a four-page, gate-fold regional ad for the “Kansas From the Heartland” statewide publication commissioned by the Kansas Dept. of Commerce as part of the July issue of Site Selection magazine. This publication is one of the most highly regarded publications in the site selection community and has the highest qualified circulation in the industry. Several regional partners provided matching funds to secure the inside cover ad, including El Dorado, Inc., Greater Hutch, Harvey County Economic Development, Sumner County, the Wichita Airport Authority and the Greater Wichita Partnership.



Spirit AeroSystems Manufacturing Floor



Wichita State Innovation Campus



Entrepreneur at LaunchPrep



Winners of the DECA InnovationU Challenge

Diversification through **ENTREPRENEURSHIP**

Driven by the Entrepreneurship Task Force

In today's fast-paced, technology-driven world, businesses are being re-imaged and re-invented daily. We are not bound by geography, which means supporting entrepreneurs and new business models is critical to driving our region's economic success. To drive this strategic priority of the Partnership and cultivate the entrepreneurial ecosystem, the Entrepreneurship Task Force (ETF) convenes local service providers and organizations, both of whom share a common goal of assisting entrepreneurs and startups. These ETF members (called ecosystem partners) have the responsibility to create and drive key initiatives that will positively contribute to the ecosystem, while working holistically to leverage existing efforts.



Local Entrepreneur Jennifer McDonald



FuturEpreneurship Expo

Task Force Initiatives

K-8 DO Entrepreneurship

The Partnership and e2e Accelerator collaborated to launch a strategic program focused on entrepreneurial initiatives for kids in kindergarten through eighth grade (K-8). The inaugural FuturEpreneurship Expo, as part of the K-8 DO Entrepreneurship program implemented by e2e with catalyst funds provided by the Partnership, was held in June with over 150 event attendees, 65 volunteers across eight supporting organizations, and three business pitch awardees. Additionally, through the SocialPreneur Lab, an entrepreneurship program was implemented at St. Patrick Catholic School: From this initiative youth have developed three student businesses.

Launched New “WeKan” Initiative

This new entrepreneurial initiative achieves the task force’s priority of providing minorities with information and access to entrepreneurial support.

Ecosystem Partners

1 Million Cups
 Andover Public Schools
 Barton International Group
 Bird and Bull Development
 Black CEO ICT
 Boys & Girls Club
 Butler Community College
 Entrepreneurship Academy
 Camp Destination Innovation
 Co-Accel
 Create Campaign
 DECA
 e2e
 Exploration Place
 Friends University
 GoCreate
 Goodwill Industries

Greater Wichita Partnership
 GroundWork
 Kansas Global Trade Services
 Kansas Leadership Center
 Kansas Small Business Development Center
 Local Financial Institutions
 Lubrication Engineers
 MakeICT
 NetWork Kansas
 Newman University
 Occidental Management
 South Central Kansas Economic
 Development District
 SCORE
 Small Business Administration
 SocialPreneur Lab
 Startup Grind

The Independent School
 WeKan
 Wichita Area Technical College
 Wichita Black Chamber
 Wichita Collegiate School
 Wichita Hispanic Chamber
 Wichita Independent Business Association
 Wichita Public Schools
 Wichita Regional Chamber of Commerce
 Wichita Technology Corporation
 WSU Center for Entrepreneurship
 WSU Ventures/LaunchPrep
 YMCA
 Young Professionals of Wichita
 Youth Entrepreneurs & YE Academy

Partnership with Northwest DECA “Innovation U”

This entrepreneurship contest for students in grades K-8 tripled in participants, with over 250 applicants and 2,000 students involved.

Ecosystem Assessment

ETF ecosystem partners have engaged in an internal assessment of the entrepreneurial ecosystem with feedback provided directly from entrepreneurs. An updated asset map of available entrepreneurial resources to clarify ecosystem elements and partners is currently underway.



Local Education Initiatives



Read to Succeed Program



Envision Child Development Programs

EDUCATIONAL *attainment* & **WORKFORCE** *development*

Driven by the Business and Education Alliance

The workforce of tomorrow is directly impacted by our actions today. Building a seamless partnership between the education and business communities to ensure a globally competitive workforce is not only necessary but critical for economic growth. The Business and Education Alliance (BEA) of the Partnership leads this strategic priority and is comprised of business champions, public and private school districts, non-profits and regional colleges and universities. Programs supported range from increasing business leader involvement in schools to teaching soft skills to providing students exposure to the workplace. To catalyze future efforts, while keeping current initiatives underway, the BEA recently evolved its strategies to look holistically at the “cradle-to-career” continuum.

Alliance Initiatives

Principal for a Day

Beginning in 2016, the BEA partnered with area school districts to increase business leader involvement in schools through the Principal for a Day experience. In conjunction with American Education Week, this program allows leaders to experience first-hand what the administration, teachers, and students are involved in on a day-to-day basis. Over 20 business leaders participated in the program in 2017.

Read to Succeed

As a result of BEA's efforts to promote United Way's Read to Succeed program, Lubrication Engineers adopted an elementary school supplying their employees as readers to third-grade students at Anderson Elementary. During the 2016-2017 school year, the Read to Succeed program successfully trained 150 volunteer readers and dispersed them through five elementary schools to be paired up with 143 third grade students. For the 2017-2018 school year, Wichita Public Schools identified 10 more elementary schools and the program will match over 300 volunteers with students to positively effect reading scores.

Strategic Refocus

The BEA has adopted a "cradle-to-career" strategy to more specifically segment the workforce continuum into three distinct focus areas: Pre-kindergarten through fifth grade, Middle School/High School and Post-Secondary (certificates and above). Work has also been done to prioritize efforts within the three focus areas as to which initiatives are the most important to accomplish in 2017/2018.

▶ *Early Education (Pre-K-5th)*

Encourage employee participation in the Read to Succeed program, a weekly reading program targeting third graders.

▶ *Middle School/High School*

Efforts focused on improving soft skills through Mock Job Interview Day and providing opportunities to learn about future careers through the Youth Employment Project, led by Workforce Alliance.

▶ *Post-Secondary*

Develop and implement a community awareness campaign that engages public and private sector leaders with a goal of creating a common rallying cry for an educated workforce in our region, from technical training to four-year degrees. Continue to partner with Workforce Alliance and BREG to promote workforce programs, such as the KAMP grant and career mapping.

Researching National Affiliation

BEA leadership has been researching StriveTogether, a national organization that helps communities identify and scale what works in education. StriveTogether provides coaching, connections and resources to help partnerships like the BEA share data and align resources. To learn more, a representative from StriveTogether was our featured speaker for the third quarter Leadership Council meeting. The Greater Wichita Partnership, through the efforts of the BEA, is working toward becoming an affiliate of the StriveTogether network, which positions the Alliance for further growth and new opportunities for impact.

Lending Expertise

The BEA provides its expertise to various initiatives that strengthen educational offerings around the region. The Partnership supported, both in writing and via testimony at the state level, the affiliation between Wichita State University and Wichita Area Technical College. BEA leadership also participates in the Wichita Regional Chamber's Education Policy Task Force, providing local insight for their Government Relations Committee on advocacy efforts for education policy.

Partners

Business

Allen, Gibbs & Houlik, L.C.
BCS Performance Solutions
Berry Companies
Bothner and Bradley
Cox Machine Company
Delta Dental of Kansas
Douglass Wealth Management
INTRUST Bank
Meritrust Credit Union
Realtors of South Central Kansas
SJCF Architecture
Spirit AeroSystems
Terracon
Textron Aviation
UMB Bank
Wessel Team Home Sales
Wichita Regional Chamber of Commerce

Non-Profit

Child Start
Envision
Kansas Cosmosphere
Kansas Reading Roadmap
Pando Initiative
United Way of the Plains
Wichita Community Foundation
Workforce Alliance
YMCA

Education

Andover Public Schools
Butler Community College
Catholic Diocese of Wichita
Derby Public Schools
Friends University
Goddard Public Schools
Hutchinson Community College
Kansas State Board of Education
Maize Public Schools
Newman University
Tabor College
The Independent School
Wichita Area Technical College
Wichita Public Schools
Wichita State University



Pride-In-Place Speaker Darryl Carrington



Pride-In-Place Meetup at GoCreate

Improve internal & external **PERCEPTIONS**

Driven by the Perceptions Task Force

The Air Capital of the World. The peerless princess of the plains. Doo-dah. Whatever you call it, Wichita is a special place to live and work. In an effort to further enhance perceptions we have of ourselves and others outside of the community have of our region, the Partnership launched the Perceptions Task Force in 2016. The task force, led by three co-chairs, works collaboratively with community partners, and spent the first year of implementation focused on convening and hearing stories that make our community special. Recently, the task force identified a gap in community perceptions efforts—regional communications. The group is now focused on improving external perceptions by coordinating collective messages with regional economic development partners, and leveraging them at key opportunities.



Pride-In-Place Meetup Attendees

Task Force Initiatives

Pride-In-Place Meetup

Following two successful events in 2016, the third community-wide event was held in May at WSU's GoCreate space to provide individuals and organizations the opportunity to share what is currently being done to promote Wichita while looking for ways to facilitate future collaborations. Presenters included Bike Walk Wichita, Fairmount Neighborhood Association, and League 42. Approximately 100 people attended the event.

Share the ICT Love Grant Challenge

Enhancing perceptions is a collective effort, and everyone in our community is a contributor. To catalyze both individuals and efforts to positively impact change, the Perceptions Task Force of the Greater Wichita Partnership announced a grant application process for ideas to enhance perceptions within the community. The grants were awarded in August. These four, \$500 micro-grants, titled "Share the ICT Love" grants, were awarded in August. These ideas not only enhance positive perceptions, but align with, and contribute to, other Partnership strategic priority areas. All grant ideas are currently in progress and will be implemented over the coming months. The four winning ideas include:

- ▶ Wichita Sessions: a local musical talent video promotion
- ▶ Downtown River Clean Up: a monthly community river clean up event
- ▶ Wichita Fringe Festival: a new event focused on the dramatic talents of local high schoolers
- ▶ WEchita: a grassroots social media campaign focused on inclusivity

Strategic Refocus

In an effort to align strategies and identify priorities, the Perceptions Task Force researched gaps in our community's marketing and communication efforts. The group identified an opportunity in regional economic development messaging. The task force will further explore ways the Partnership engages with regional economic development organizations and partners, and will then research and package messages to leverage with key audiences: internal cheerleaders, external site selectors and talent.

PRIDE-IN-PLACE MEETUP
4:30-6:30 p.m., Tues. May 2, GoCreate
1845 Fairmount St.
Sponsored by the Greater Wichita Partnership



Downtown Wichita Resident



Keeper of the Plains and Arkansas River

Recruit & retain **TALENT**

Driven by the Talent Advisory Committee

The connection between talent attraction and primary job growth is unmistakable, making it extremely important that, together, we remain focused on the deliberate strategies that will create lasting results. Since talent is a top commodity in economic development, it is often the first question asked by companies and site selectors. In 2016, the Partnership launched an extensive research initiative with local businesses to garner key insights on talent recruitment gaps, which, if addressed, could significantly impact talent recruitment and retention efforts within the region. As baby boomers transition out of the workforce, and companies market new opportunities for the trained, educated and passionate leaders of tomorrow, we must work to implement the strategies identified and aggressively market the amenities of the community.



Talent Advisory Committee



Local Talent in Downtown Office Space

Initiatives

Internal Research through Local Focus Groups

Conducted over twenty focus groups with a variety of businesses to learn more about current recruitment and retention strategies and potential opportunities. The results of these meetings were compiled by Partnership staff to identify patterns and inform strategies. These focus groups will be ongoing to ensure that our talent strategies are relevant and strategic.

External Audience Research

Attended multiple career fairs to gauge demographic needs, connected with talent specialists from other cities and researched peer city best practices.

Wichita Selected to Attend Amazing Places Ideas Forum

Partnership Talent Specialist Léah Lavender was invited to join community leaders Vice Mayor Janet Miller, Cindy Claycomb, Chief Gordon Ramsay, Adrienne Foster, and Mike Ramsey to participate in the Amazing Place Ideas Forum in Denver in August and will reconvene in Greenville in November. The delegation will engage with six other communities to learn and collaborate on a variety of programs including talent recruitment and retention initiatives.

Talent Advisory Committee Launched

A Talent Advisory Committee, comprised of Human Resource Executives and community leaders, has been selected to provide strategic direction for current and future talent recruitment and retention efforts. The initial companies represented are Allen, Gibbs & Houlik, L.C., Cargill, Fidelity Bank, High Touch Technologies, Koch Industries, Inc., Spirit AeroSystems, Textron Aviation and the Wichita Regional Chamber of Commerce.

Identifying Strategies to Recruit Talent

Projects and initiatives to address the patterns identified through the local business-based research (see column to right) are planned to be implemented by order of priority, driven by direct impact and overall effectiveness. The Talent Advisory Committee and the internal Partnership team are working to identify next steps of implementation and budget. A few examples include a talent-specific website, customized marketing materials and internship events.

Identifying Talent Patterns

Through research from over twenty focus groups in a variety of industries, results were calculated into key patterns to inform talent attraction and recruitment strategies.

- ▶ *Pattern 1: Wichita's Vibrancy*
Consistently heard in the focus groups that talent perceives Wichita as a 'boring' city.
- ▶ *Pattern 2: Communications*
People struggle to tell Wichita's story and talent doesn't know what is happening in the city.
- ▶ *Pattern 3: Family, Spouses and Partners*
Spouses/partners of talent have a negative perception of Wichita.
- ▶ *Pattern 4: Internships*
Human resource teams emphasized the importance of internships as a recruitment strategy. Engaging interns in the community increases likelihood of their return.
- ▶ *Pattern 5: Diversity*
Talent wants to live in a diverse city; one that embraces diversity of people, thought, experiences, lifestyles, entertainment, and more.



Pop-Up Beach Hawaiian Night



Downtown Clean Up

DOWNTOWN *vitality*

Driven by Downtown Wichita

Downtown Wichita is a thriving hub of social, professional and cultural experiences. With nearly \$1 billion of investment in the last decade,* the regional, urban center of South Central Kansas provides the unique experiences and distinctiveness that talent demands. Building on a history of innovation and creativity, the signature warehouses and brick alleys offer adventure and a new entrepreneurial vibe. Project Downtown: The Master Plan for Wichita, adopted in 2010, provides a 20-year vision for the community, and continues to be realized through strategic infrastructure investment and private sector development. In 2016, private sector investment outpaced public sector investment 12:1, totaling over \$76 million.*

*Source: 2017 State of Downtown Report, published by Downtown Wichita



Launch and Implementation of SSMID Pilot Projects

Transit Shelter Marketing Campaign

Launched a marketing campaign for the transit shelters located along Douglas Ave., showcasing amenities in Downtown and also promoting transit ridership. Each transit shelter along Douglas Ave. is regularly updated with new display content utilizing the new Downtown Wichita brand.

Flowers on Douglas

In partnership with the City of Wichita, over 100 new planters were installed along Douglas Ave. as part of Downtown Wichita’s ongoing Flowers on Douglas initiative. The initial greenery and flowers were planted by community volunteers led by Cindy Carnahan and Hein Landscape.

Marketing & Communications

New Downtown Wichita Brand and Website Launch

A new logo, brand and responsive website launched to further unify and enhance communications and awareness of the Downtown Wichita district and organization. This new branding effort creates a strong visual identity to leverage recognition for the urban district, and is representative of the creative, thriving and collaborative environment that exemplifies Downtown Wichita. The new brand features success stories about people in Downtown Wichita – Possibility People, a campaign initiated in 2017.

Launch of Possibility People Campaign

As part of Downtown Wichita’s rebrand, the inaugural “Possibility People” video launched featuring Mike Ramsey of Bokeh Development. To date, over 45K people have been reached and almost 30K have viewed the video. This campaign features the stories of innovators, makers and collaborators who enable others to move from vision to reality as a means to further improve positive perceptions of Downtown.

Placemaking

Gallery Alley Grand Opening

The community celebrated the transformation of an underutilized alley into a vibrant public space at the grand opening of Gallery Alley at the May Final Friday art crawl. Through the Knight Foundation Fund at the Wichita Community Foundation, Downtown Wichita received a grant to activate the underutilized space at 616 E. Douglas Ave. with several sculptures by local artists, a portable concert stage, a screen for movie nights, and seating for outdoor dining and leisure.

Launch of Pop-Up Beach

Located at the popular Pop-Up Urban Park, a temporary beach was installed through a grant provided by the Knight Foundation Fund at the Wichita Community Foundation. The urban oasis proved to be a huge success, drawing families and children to play in the sand on a daily basis. To further drive community engagement at the beach, a luau party to celebrate the installation, “Hawaiian Night,” was held in August.

Events at Gallery Alley

Gallery Alley, a placemaking project funded through the Knight Foundation Fund at the Wichita Community Foundation continues to engage the public as a venue for free community events. During Final Fridays, a free, monthly community art crawl, Gallery Alley exhibits work from local artists. Each last Saturday of the month, Downtown volunteers host movie nights in the alley.

Events

Downtown Clean Up Day

Downtown Wichita partnered with the City of Wichita Parks and Recreation and Public Works Departments to complete various tasks and pick up trash in Downtown during the annual Downtown Clean Up Day. Over 100 volunteers participated in the annual event.

Development Progress

Douglas Avenue Design and Development

Over \$280M of investment has been recently completed or is under construction or in planning along Douglas Ave. in Downtown Wichita.

Douglas Streetscape Improvements

Douglas Ave. streetscape improvements in 2017 included curb bulb-outs at key intersections.

Douglas Avenue Underpass Design and Funding Approved

\$2.1M of improvements have been announced by the City of Wichita. Phase 1 includes structural repairs, painting, creative lighting and pigeon mitigation, which will be completed by spring 2018.

Riverfront Development

Progress on a multitude of projects that will greatly enhance the westbank of the Arkansas River and surrounding property is currently underway. The City Council recently approved funding for a new baseball stadium, the search is underway for a new baseball team for the facility, and the EPC project adjacent to the Advanced Learning Library is in planning.

Funding for Riverfront Development

The STAR Bond District and TIF District for the Riverfront and baseball stadium funding were approved by the City of Wichita in 2017.

River Vista Progress

Progress continues on the new riverfront property that will bring 203 luxury apartments to the Arkansas Riverfront. The project will also make significant improvements to Delano Park and the riverfront corridor and will provide a boat and bike rental facility. Opening is targeted for spring 2018.

Development Project Updates

Bids on the Finney State Office Building

Through a process led by the Public Building Commission, local business owner Sudha Tokala submitted the highest bid and purchased the building for potential redevelopment.

1st and 2nd Street Improvements in Old Town

The final design and funding were approved for improvements along 1st and 2nd Streets. The scope of work included paving and curb extensions, streetscape amenities including lighting, seating, landscape, and murals painted under the two railroad underpasses.

The Douglas Grand Opening

The Douglas multi-use project is now complete. The pink marble Exchange Place and white brick Biting Building have been renovated and now offer 240 luxury residential units and a new 300-space parking garage. This project has transformed the Douglas Ave. corridor.

Naftzger Park

In 2017, the Center City TIF District was amended and approved for potential renovations to Naftzger Park.

The City initiated design development for a renovation of the park into a premier urban, public space to serve as a destination within Downtown. Through a community engagement process, four preliminary concept designs were presented to the public. Additional work is underway to garner further community input.



River Vista Apartments



Broadway Autopark Apartments

Hilton Garden Inn Hotel

This project will convert the formerly vacant office building into a 110 room hotel with in-fill development along Douglas Ave. and a skywalk connection to the existing public parking garage to the south. The project is scheduled for completion in spring 2018.

Broadway Autopark Apartments

Plans are moving forward on the transformation of the former Broadway Autopark Garage into 44 market-rate apartments. The project is scheduled for completion in fall 2017.

Cargill's Division Headquarters

Cargill Protein Group's new Downtown headquarters will be located on the site of the former Wichita Eagle building at 825 E. Douglas Ave. The Wichita Eagle building has been razed and construction of the new \$60M Protein Group headquarters is currently underway. The project is scheduled for completion in 2018-19.

The current Cargill building at 151 N. Main was purchased by Meritrust Credit Union and will be occupied by Meritrust following Cargill's move.

Advanced Learning Library

This new \$33M City of Wichita community facility is nearing completion. The new library and learning center will include a multitude of flexible community meeting spaces that can function independently or together, along with a large meeting room that will have seating for up to 300 people. Technology will include over 100 computers and charging stations, which will be available for public use. The project is scheduled for completion in 2018.

Transportation Improvements

New Q-Line Routes and Service

Downtown Wichita worked in collaboration with Wichita Transit and private sector partners to launch new routes and increased service times and frequency for the Q-Line trolley. As part of this initiative, Transit led the rebranding of the free service which included trolley and wayfinding signage, print collateral, and an updated website.

BikeshareICT

HealthICT in partnership with the Wichita Community Foundation and Blue Cross and Blue Shield of Kansas launched the first bicycle share program in Downtown. Nineteen stations with over 150 bikes were launched this summer.

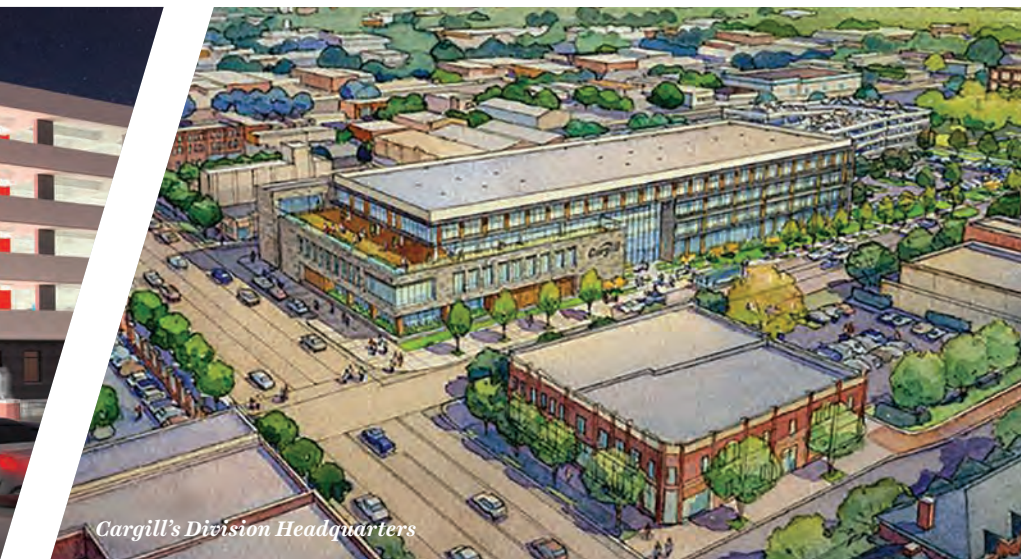
Student Engagement

Kansas State University Design Studio

Students from Kansas State University explored the greater Delano neighborhood and riverfront area as part of a Downtown Wichita sponsored studio class. The students' work will provide an update to the Delano Neighborhood Revitalization Plan being conducted by the MAPD later this year.

Westar Summer Design Internship

Yingyi Zhong, an international student from China who is currently studying Landscape Architecture at Kansas State University, joined the Downtown Wichita team as a design intern for the summer. Yingyi's work consisted of re-imagining key sites in Downtown with potential for improvements.



Cargill's Division Headquarters

PARTNERSHIP INVESTORS

Through deliberate strategies for intended outcomes—together we can shape the future of South Central Kansas.

Thank you for doing your part to ensure that the region is positioned to thrive for generations to come. Your financial resources, expertise and time are critical in helping us achieve our six strategic priorities.

If you'd like to learn more about the Greater Wichita Partnership, and how you can invest, contact Heather Denker at (316) 268.1131 or email heather@greaterwichitapartnership.org.

Executive Member



Adviser



Leadership Council

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Sullivan Higdon & Sink
TCK - The Trust Company of Kansas
TECT Aerospace
Terracon
The Carnahan Group
The LDF Companies
TNW - Turner Nichols Williams Group
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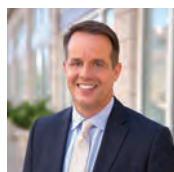
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Automation-Plus, Inc.
Bank SNB
Blue Cross & Blue Shield of Kansas
Butler Community College
Center Industries
Cochener Garvey Capital
Partners, Inc.
Community Bank of Wichita, Inc.
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Dudley Williams & Associates
Fiber Dynamics Inc.
Gravity :: Works Architecture
Great Plains Ventures Inc.
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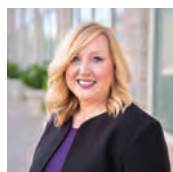
Greater Wichita Partnership Staff



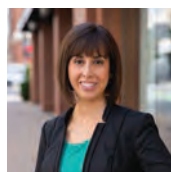
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Executive Vice President of
Economic Development



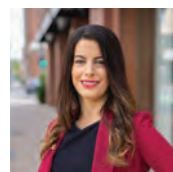
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Marketing Director



Heather Denker
Manager of Special
Projects



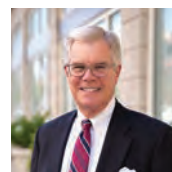
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CCR, Research Director



Léah Sakr Lavender
Talent Specialist



Nancy Moore
Executive Assistant



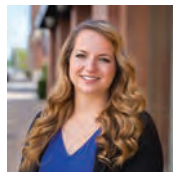
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Consultant



Jaimie Garnett
Executive Vice President of
Strategic Communications



Nick Bishop
Director of
Communications



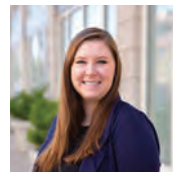
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Andy Kim
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