



*2019*  
ANNUAL REPORT

*greaterwichtapartnership.org*  
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## MISSION

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

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It has been three incredible years since the formation of the Greater Wichita Partnership.

We have tackled economic development projects and won jobs that could have gone to other cities and states. We have cultivated a spirit of collaboration and teamwork among the region. We have initiated an aggressive approach to talent marketing, accelerated development in downtown—and much more. These significant milestones since the Partnership was formed to drive economic development are just the beginning.

While there has been significant progress, we recognize that in order to grow, we must have an evolutionary-based mindset with the foresight to tackle the challenges and opportunities of tomorrow, in addition to today. We must proactively drive change, push conversations about what our region needs, and think and act differently, to create the future we want for the next generation.

In 2018, we pushed ourselves by tackling the creation of three deep-dive plans to position change and drive results. These plans (Regional Growth Plan, Talent Marketing Blueprint and Project Wichita) were developed together to ensure cohesiveness. We were purposeful in including subject matter experts for guidance on global trends, and collaborating with an extensive list of community partners—because it will take all of us to implement these plans and change the course of history.

This deliberate approach drove strategic conversations across different groups and organizations about what our region needs to affect change and significant internal conversations about the focus of the Greater Wichita Partnership as leaders in economic development.

Today's economic development is about more than jobs—it is a culmination of jobs, talent and the quality of place needed for companies and people to thrive. We continually challenge how to strategically create the most impact and so we have framed the focus of our work on three main priorities this year and beyond: jobs, talent and quality of place, all to fast-forward the region's growth.

As Co-chairs of the Greater Wichita Partnership, we believe that 2018 has set a strong trajectory for years to come. We have a targeted approach of organizational priorities. We have depth with three new multi-year plans. We are prepared to evolve and drive change. We will strive for boldness. And that gives us great hope for the future.



*Charlie Chandler*  
CO-CHAIR OF THE GREATER WICHITA PARTNERSHIP



*Jon Rolph*  
CO-CHAIR OF THE GREATER WICHITA PARTNERSHIP

## 2018 Strategic Plans

Businesses spend time, money and energy on developing plans that will make their companies more strategic, more efficient and better positioned to grow. Community and economic development require the same type of planning and processes to evolve development, change culture and drive progress.

With a lens towards the future and as the next strategic step in community development, the Greater Wichita Partnership, alongside community partners, initiated the creation of three plans in 2018. These plans focused on key topics to grow our region – a regional vision and action plan (Project Wichita), a regional economic growth strategy (Regional Growth Plan) and a talent attraction and marketing plan (Talent Marketing Blueprint).

These plans are built upon the expertise of subject matter experts, community and regional partners, stakeholders and internal staff. They were purposefully initiated and created in alignment with each other to ensure cohesiveness and provide a strong, holistic approach to development. Each multi-year plan has short and long-term tactics and strategies that will collectively drive the development of the region.

Each plan provides deep research and understanding of the strategies needed to drive the regional economy. The creation and implementation of each would not be possible without the entire region working together. These three plans position the community to grow. Learn more about each on subsequent pages: Project Wichita (page 5), Regional Growth Plan (page 7), Talent Marketing Blueprint (page 9).

February 2018 |-----|-----|-----|-----|-----|-----|-----|-----|-----| February 2019



## Project Wichita

A vision for the region and action plans that are people-driven, clarifying and bold

What vision do people have for the greater Wichita region? How do diverse voices and people see that vision differently? What are people's hopes and dreams and priorities for the next 10 years?

At the Partnership's annual meeting a little more than a year ago, investors heard Meredith Corporation CEO and Des Moines community leader Steve Lacy describe how their regional vision plan years ago drove significant outcomes. Community leaders here knew the time was right, took the initiative and began building a process driven by the community for the community.

Less than a year later, a robust community engagement process titled Project Wichita has unveiled a vision, guiding principles and action plans built upon thousands of diverse voices and guided by volunteers, existing plans and community experts.

The 10-year plan gives clarity to community wants and needs, with the ultimate goal of encouraging residents and organizations to pursue goals and achieve dreams by working together.

During the Listen phase more than 3,800 people shared their input in more than 239 focus groups. Wichita State University's Public Policy and Management Center analyzed the input, and the team built a survey taken by approximately 14,000 on vision and regional perspectives and identified priorities. During the Focus phase, volunteers took the community's input and created a 10-year vision, guiding principles for decision making and action plans.

With most people in the region believing it is important to change and grow to keep the next generation in our region, the Project Wichita plan offers a clarifying call to propel our region forward and hold each other accountable to how we get there.

**Key outcomes: A 10-year regional vision, guiding principles and action plans, including:**

- ▶ A vision statement designed to guide 10-year action plans
- ▶ Four guiding principles to drive how the plan is to be implemented
- ▶ Five focus areas with 10-year action plans for each

In order to achieve the vision and implement the plan, collaboration and communication will be critical.

### Process

#### Phase 1: Listen

- ▶ Host do-it-yourself (DIY) and facilitated focus groups, launch online survey, social media promotion

#### Phase 2: Focus

- ▶ Review "Listen" phase findings to identify key Focus Areas. In each Focus Area, review existing plans, conduct interviews with subject matter experts and deliberately identify strategies to create ten-year action plans for each

#### Phase 3: Share

- ▶ Report priorities and action plans with the region by publishing online and through in-person meetings

You may download the full plan at [ProjectWichita.org/share](http://ProjectWichita.org/share).

### Partners

- ▶ 94 Vision Team members
- ▶ 4 Co-chairs: Juston White, Executive Director of Boys and Girls Clubs of South Central Kansas, Aaron Bastian, President of Fidelity Bank, Debbie Gann, retired Spirit AeroSystems executive, and Scott Schwindaman, President & CEO of Lubrication Engineers, Inc.
- ▶ WSU's Public Policy and Management Center
- ▶ People within the region who participated in focus groups and surveys, subject matter experts

# BY THE NUMBERS

4 Co-chairs | 94 VISION TEAM members

OVER 2 MILLION DATA POINTS DERIVED FROM THE SURVEY

5 FOCUS AREAS



TALENT



LIFELONG LEARNING



ECONOMIC PROSPERITY



STRONG COMMUNITIES & NEIGHBORHOODS



QUALITY OF PLACE

3 PHASES:  
LISTEN, FOCUS, SHARE

13,907  
SURVEY PARTICIPANTS

1 VISION STATEMENT  
*Here in the heart of the heartland, we work together to create a vibrant region where people choose to live because we bravely seize opportunities and champion change, provide pathways to success, welcome our differences and invest in our future.*

4 GUIDING PRINCIPLES

- ▶ Invest in ourselves
- ▶ Connected community
- ▶ Future generation mindset
- ▶ Boldly seize opportunities

239+  
FOCUS GROUPS

## Regional Growth Plan

An economic strategy for the greater Wichita region that is targeted, collaborative and data-driven

How do we grow our region economically? What are the most promising opportunities for our economic growth and what should we be collectively doing to drive those? How do we work together as a region to make generational change occur?

Through a collaborative approach, the Regional Growth Plan was developed as a multi-year plan to grow the economy, attract new businesses and expand existing industries in our region. Using a targeted approach based on data and extensive stakeholder input, the plan identifies multiple organizations to drive distinct efforts, all with aligned coordination designed to achieve collective outcomes.

This new plan takes into account the previous plan, the Blueprint for Regional Economic Growth, and builds upon its research and foundation.

Led by the Strategic Advisory Team of the Greater Wichita Partnership, a goal of prioritizing efforts led to working with the national firm Market Street Services of Atlanta, GA. The team spent ten months drilling down into market information, analyzing research and diving deep into stakeholder input to determine how we can be strategically targeted and how we work together to grow the economy, while identifying ownership of specific tactics.

*Key outcome: A multi-year actionable plan with 32 initiatives and a "top 10 initiatives" to drive the region forward, including:*

- ▶ Seven key industry sectors and five strategic pillars of regional growth
- ▶ A regional framework to support implementation
- ▶ Detailed implementation guide which includes critical next steps, timeline, performance metrics and capacity needs

This targeted economic development plan for the greater Wichita region will be used by regional organizations and partners to boldly seize opportunities to grow the economy.

### Process

*Project kickoff: Stakeholder engagement and input*

- ▶ Interviews, cluster focus groups, online survey

*Phase 1 & 2: Research and assessment*

- ▶ Cluster assessment, organizational assessment, in-depth research and analysis

*Phase 3: Strategic planning*

- ▶ Identify target strategies, review competitive considerations

*Phase 4: Implementation planning*

- ▶ Create implementation guidelines

You may download the full plan at [RegionalGrowthPlan.com](http://RegionalGrowthPlan.com).

### Partners



Partnership Strategic Advisory Team

## 2015 BREG

7 CLUSTER ACTION PLANS

5 CROSS-CUTTING INITIATIVES

100+ TACTICAL ACTIONS

## 2018 REGIONAL GROWTH PLAN

Built upon the foundation of the 2015 Blueprint for Regional Economic Growth (BREG) plan

### 5 Strategic Pillars



### 7 Target Sectors



### 32 Total Key Initiatives



### Top 10 Key Initiatives

- 1 Identify and attract top talent for the greater Wichita region's priority employment sectors
- 2 Develop a robust, coordinated and results-driven business retention and expansion program
- 3 Purposefully establish a regional ecosystem for innovation, intellectual property creation, commercialization and product development
- 4 Invest in a high-capacity, nationally focused earned media program
- 5 Effectively engage site consultants and industry influencers
- 6 Develop a reskilling initiative transitioning underemployed talent for careers in targeted industries
- 7 Leverage the region's information and communications technology council to guide and inform the sector's strategic growth
- 8 Leverage public-private partnerships to develop a Cybersecurity Center of Excellence and advanced cyber-range in the greater Wichita region
- 9 Elevate the urgency to develop high-capacity broadband in the greater Wichita region
- 10 Launch a regional talent development cooperative



# Talent Marketing Blueprint

Global research and marketing strategy to position the region to retain and recruit talent that is strategic, focused and research-based

How do people make decisions on what job to take and where to live? What other regions are people choosing and why? How does the Wichita region compete against our peer cities to be the location of choice?

This research-driven marketing blueprint is designed to shift a trend by understanding the competition and focus our efforts to deliver results.

Defined as people with skills employers need, talent is often the first thing a company or site selector asks about. Do we have the people for a company to be successful? The Partnership undertook the development of this plan because our region has to be as intentional on retaining and attracting talent as we are with company expansions and recruitment. In today's world, jobs and talent are intertwined.

In order to be more strategic and focused, a team needed to dive deep and think about how to drive change to grow our talent pool. Through a collaboration with Development Counsellors International (DCI) of New York City, global experts in talent marketing, and local agency Howerton+White (H+W), we spent eight months analyzing existing research and gathering new data to create a sophisticated approach to talent attraction marketing. In addition to the hard data, we also gathered input from multiple audiences within and outside the region.

**Key outcome: A multi-year marketing blueprint with targeted strategies and tactics, including:**

- ▶ Three target industries and four target locations to aggressively market to
- ▶ Brand personality to serve as a foundation for all marketing materials
- ▶ Talent-focused website to promote the region

This marketing plan will be a first-of-its-kind for the region with a research-based, strategic approach to branding based on our community's strengths. Partnership staff look forward to working alongside human resource professionals and employers to use these foundational materials, website and messaging to aggressively position Wichita as a premiere location for talent of all types to grow professionally and have a high quality of place.

### Process

- Phase 1: Immersion tour in Wichita (DCI)**
  - ▶ Meet and hear from stakeholders
- Phase 2: Extensive research and data analysis (DCI)**
  - ▶ Identify target industries and locations
- Phase 3: Draft a multi-year marketing blueprint (DCI)**
  - ▶ Based upon global talent trends and local research
- Phase 4: Develop talent branding (H+W)**
  - ▶ Review research from DCI process, garner stakeholder input
- Phase 5: Create a talent-focused website (DCI/H+W)**
  - ▶ Framework recommendations by DCI, designed and created by H+W

You may download the full plan at [bit.ly/TalentMarketingBlueprint](http://bit.ly/TalentMarketingBlueprint).

### Partners

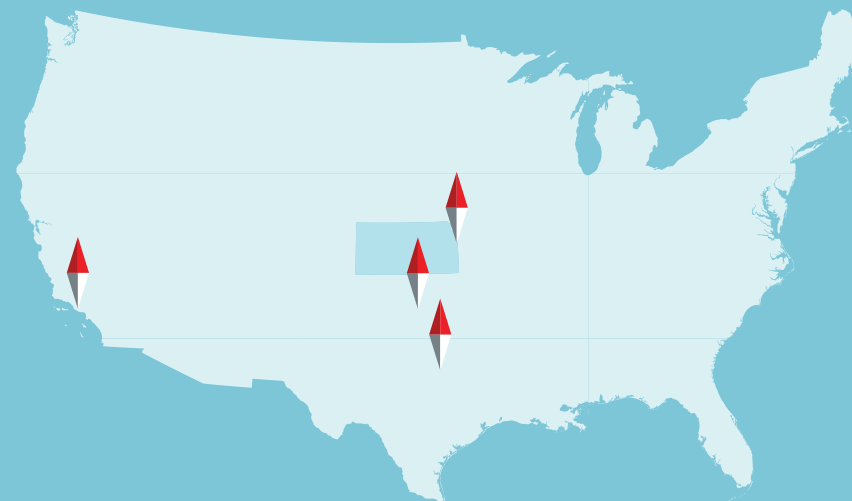


Partnership Talent Advisory Board and Perceptions Task Force

# BY THE NUMBERS

**1** IMMERSION TOUR held with over **60** STAKEHOLDERS

**1,000** Perception Surveys COMPLETED



# 4 TARGET MARKETS

- ▶ Kansas City, Missouri
- ▶ Oklahoma City, Oklahoma
- ▶ Dallas-Ft. Worth, Texas
- ▶ Los Angeles, California

# 1 TALENT BRAND

- 1** CONCEPTUAL BRAND VOICE
- 1** BRAND PROMISE
- 4** KEY MESSAGES

# 3 TARGET INDUSTRIES

Advanced Manufacturing/  
Materials & Aviation

IT Systems  
& Support

Transportation  
& Logistics

**90+** KEY STRATEGIES AND TACTICAL RECOMMENDATIONS

# GREATER WICHITA PARTNERSHIP

## *Evolving organizational priorities to drive change*

Fast-forwarding economic growth is at the heart of the Greater Wichita Partnership's mission.

Through the vision of the Leadership Council—originally formed in 2012 by the Wichita Regional Chamber of Commerce—the Partnership has served as a hub for collaboration and communication between the public and private sectors since its launch in 2015. Since that time, the organization has focused on six key priorities: jobs, talent, perceptions, downtown, workforce and entrepreneurship – realizing significant progress within each area.

To drive the continued evolution of the Greater Wichita Partnership and the economic development of the region, these six priorities have been realigned in order to strategically create the most impact and provide clarity for external communications.

We have framed the focus of our work on three main priorities this year and beyond: jobs, talent and quality of place, all to fast-forward the region's growth. These priorities are shaped by the three highly detailed, research driven plans that were developed in 2018: the Regional Growth Plan, Talent Marketing Blueprint and Project Wichita. The new direction also takes into account the master plan for downtown's development, Project Downtown.

This new evolution allows the Partnership to focus on the goals and tactics necessary to achieve our mission, with the understanding that the organization will need to work in conjunction with many private and public sector partners to fast-forward economic growth in Wichita and the region.

DISCOVER HOW WE ARE  
*Finding a Common North* ▶

# STRATEGIC PRIORITIES

*2015-2018*



**Grow Primary Jobs**  
*Page 13*



**Recruit and Retain Talent**  
*Page 19*



**Improve Internal and External Perceptions**  
*Page 21*



**Enhance Downtown Vitality**  
*Page 23*

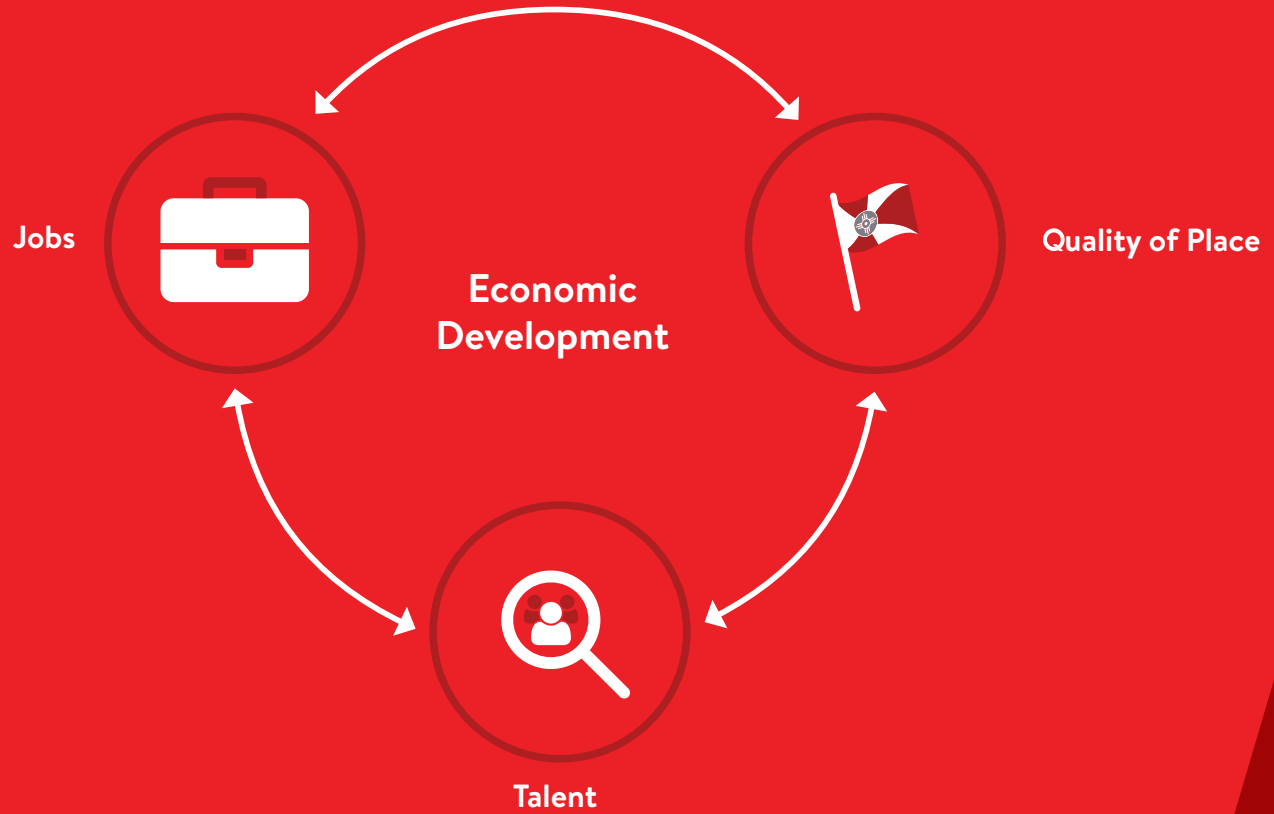


**Educational Attainment and Workforce Development**  
*Page 27*



**Diversification through Entrepreneurship**  
*Page 29*

*2019 and Beyond*







Hyper Pet grand opening



Envision Workforce Innovation Center groundbreaking



ICM Element groundbreaking



Spirit AeroSystems 1,000 new jobs announcement

## GROW PRIMARY JOBS

Economic development is at the center of what we do. Aggressively competing for jobs, facilitating investment in the region and collaborating to drive economic growth is the core of our work plan. In 2018, we implemented a robust BR&E (business retention and expansion) program, promoted our region's competitive advantages to key audiences including site consultants and external businesses in 65 projects, and—with the help of local partners and national expertise from Market Street Services—updated our region's strategy for growing the economy, the Regional Growth Plan. New leads and global exposure for the region grew through attending domestic and international tradeshows.

### Business Growth

	2018 Goal	2018 Actual	2017	2016	2015	2015-2018 Total
New jobs	1,650	842	2,323	1,938	1,494	6,597
Capital Investment	\$150MM	\$254MM	\$621MM	\$1.2B	\$129MM	\$2.2B
Payroll	\$60MM	\$32MM	\$100MM	\$108MM	\$54MM	\$294MM
Total Projects	N/A	65	83	55	48	251
New Projects Opened	52	58	60	42	37	197
Successful Projects	N/A	10	10	15	10	45

### 2018 Project Wins



### 2018 KEY WINS

- ▶ 842 NEW JOBS IN 2018 GENERATING \$32MM IN NEW ANNUAL PAYROLL
- ▶ Regional Growth Plan COMPLETED
- ▶ \$254MM IN CAPITAL INVESTMENT



## 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. Deliberate engagements and interactions with leading consultants occurred in 2018 through visits to key markets and participation in strategic events.

- |  |  |
|--|--|
| <p><b>1</b> <b>Team Kansas Site Selector Meeting</b><br/>March 15 in Phoenix, AZ</p> <p><b>2</b> <b>Team Kansas Site Selector Meeting</b><br/>April 12 in Dallas, TX</p> <p><b>3</b> <b>Southern Economic Development Council (SEDC) Annual Convention</b><br/>April 18-20 in Dallas, TX</p> <p><b>4</b> <b>Industrial Asset Management Council (IAMC) Spring Forum</b><br/>May 5-9 in Savannah, GA</p> <p><b>5</b> <b>EconoMix Consultants Connection</b><br/>May 17-18 in Frisco, TX</p> | <p><b>6</b> <b>Site Selector Guild Event</b><br/>September 9-12 in Greenville, SC</p> <p><b>7</b> <b>Society of Industrial and Office Realtors (SIOR) Development Day</b><br/>September 20 in Kansas City, MO</p> <p><b>8</b> <b>SEDC YP Conference</b><br/>September 26-27 in Atlanta, GA</p> <p><b>9</b> <b>International Economic Development Council (IEDC) Annual Conference</b><br/>September 30-October 3 in Atlanta, GA</p> <p><b>10</b> <b>EconoMix Annual Conference</b><br/>December 5-6 in Nashville, TN</p> |
|--|--|

## Strategic Advisory Team

The Partnership's Strategic Advisory Team (SAT) is a collaborative body of private-sector leaders and public-sector officials that assist in guiding economic development strategies, goals and opportunities. In December of 2017, the Partnership's SAT committee interviewed leading economic development consulting firms for an update to the Blueprint for Regional Economic Growth plan, which was originally published in 2015. In February of 2018, Market Street Services was selected to help lead the SAT and Partnership team through a process of updating the industry clusters and regional economic development strategic plan. The 10-month process was inclusive of SAT, public, private and regional economic development interests. Read more about the Regional Growth Plan on pages 7-8.

### 2018 Strategic Advisory Team Members

- |   |   |  |
|---|---|--|
| <p>David Alfaro, Butler County<br/>Paul Allen, Allen, Gibbs &amp; Houlik, L.C. and Partnership Executive Board Member<br/>Jeff Blubaugh, City of Wichita Councilmember<br/>Ebony Clemons-Ajibolade, Westar Energy<br/>David Dennis, Sedgwick County Chairman<br/>Jeff Fluhr, Greater Wichita Partnership<br/>Jeff Lackey, TranSystems and BREG Transportation &amp; Logistics Cluster Co-chair<br/>Keith Lawing, Workforce Alliance and Regional Economic Area Partnership<br/>Bob Layton, City of Wichita Manager<br/>Steve Martens, NAI Martens<br/>Andrew Nave, Greater Wichita Partnership<br/>Lynn Nichols, Yingling Aviation and Partnership Executive Board Member</p> | <p>Karyn Page, Kansas Global Trade Services<br/>Marlin Penner, John T. Arnold Associates<br/>Gary Plummer, Wichita Regional Chamber of Commerce and Partnership Executive Board Member<br/>Scot Rigby, City of Wichita Assistant Manager<br/>John Rupp, J.P. Weigand &amp; Sons<br/>Andy Schlapp, Wichita State University<br/>Gary Schmitt, INTRUST Bank and Partnership Executive Board Member<br/>Michael Scholes, Sedgwick County Manager<br/>Steve Sharp, Spirit AeroSystems and BREG Aerospace Cluster Co-chair<br/>Beth Shelton, Harvey County Economic Development Council<br/>Don Sherman, Westar Energy</p> | <p>Tom Stolz, Sedgwick County Deputy Manager<br/>Scott Schwindaman, Lubrication Engineers, Wichita Regional Chamber of Commerce Immediate Past Chair<br/>Debra Teufel, Hutchinson/Reno County Chamber of Commerce<br/>Ron Weddle, Weddle Consulting and BREG Advanced Manufacturing &amp; Materials Cluster Co-chair<br/>Bill Wood, Foulston Siefkin, Wichita Regional Chamber of Commerce Chair-Elect</p> |
|---|---|--|



Market Street visit



Market Street visit

## Fostering Regionalism

To encourage regional cohesiveness, communication and alignment, the Partnership hosted quarterly meetings of regional economic development professionals. In 2018, the four interactions included:

- Q1—Partnership Design & Innovation Center**  
Interview and focus group with Market Street regarding the Blueprint for Regional Economic Growth update.
- Q2—Bel Aire City Hall**  
Presentation regarding new workforce development tools that economic development organizations can utilize.

- Q3—Valley Center Community Building**  
Market Street presentation and input session about the Blueprint for Regional Economic Growth update.
- Q4—Survey**  
Survey sent to regional partners to gather input about the programming of the meetings going forward in 2019.





## 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. Partnership staff, in collaboration with regional partners, cultivated an aggressive marketing calendar of targeted industry events to either attend, exhibit at, host and/or sponsor in 2018.

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. 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 business and investment opportunities in the greater Wichita region.

- 1 Spirit AeroSystems Supplier Forum**  
Wichita, Kansas  
The Partnership team participated in the Spirit Supplier Forum to promote the region's aviation ecosystem to new companies located outside of the region and network with local companies already in Spirit's supply chain network.
- 2 American Wind Energy Association's WindPower**  
Chicago, Illinois  
The Partnership joined members of Team Kansas for the annual wind conference and exhibition to promote our region's prominence in the wind corridor which offers an ideal location for wind turbine manufacturing, in addition to the production of more than 7,000 megawatts of wind energy to export by 2030. This event was held in May.
- 3 Aviation Week's MRO Americas (Maintenance Repair & Overhaul)**  
Orlando, Florida  
The Partnership exhibited at the largest, annual MRO industry event. More than 15,000 airlines, MROs, suppliers, OEMs, regulators, lessors and industry experts converged for a three-day event in April. The region's talent pipeline was represented by a team of highly skilled students from WSU Tech's National Center for Aviation Training campus (Team Air Capital) in the AMC National Skills Competition during the event. Promotion of Team Air Capital's participation in the national event included a pre-promotion video and livestream videos of the competition.
- 4 Textron Aviation Supplier Forum**  
Wichita, Kansas  
To promote the competitive advantages of the South Central Kansas region to over 700 Textron Aviation supplier representatives, the Partnership sponsored the annual forum for Textron Aviation suppliers in September.
- 5 International Aviation Supply Chain Forum**  
Shanghai, China  
The Partnership and the Kansas Department of Commerce were requested to attend the International Aviation Supply Chain Forum in Shanghai, China. One of only two key aviation markets in the US invited to participate – the Partnership presented the aviation strengths of the Wichita region and the global reach of our aviation supply chain to Government officials and more than 400 aviation buyers throughout China.

- 6 National Business Aviation Association's BACE**  
Orlando, Florida  
To showcase our industry prominence, a delegation of 16 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, which featured a 27' 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. The Partnership had positive meetings with business prospects during the show.
- 7 Farnborough Airshow**  
Farnborough, England  
To attract interest in our region and expand visibility of local aviation suppliers, the Partnership, in collaboration with the Kansas Dept. of Commerce, led a delegation of eight local aviation suppliers to the largest aerospace industry event in the world, the Farnborough International Airshow. This event provides direct access to over 1,500 exhibitors and 100,000 tradeshow visitors to promote our robust talent pipeline and vast business opportunities. For the first time the Partnership participated in the U.S. Partner Chalet allowing the State of Kansas, NIAR and Partnership leadership to host several high-profile prospects to discuss the many business advantages of locating in Wichita.



MRO Air Capital Team competing

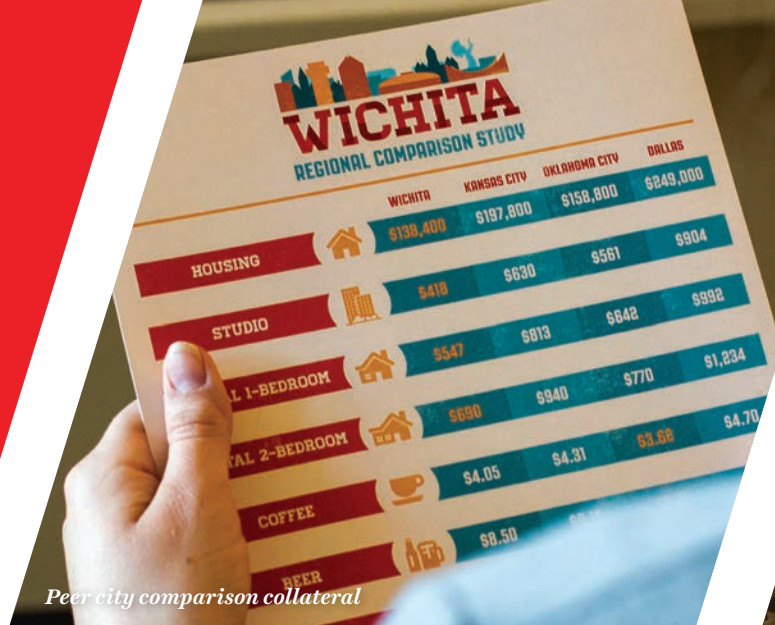


NBAA BACE Air Capital Happy Hour



Farnborough Airshow booth





Peer city comparison collateral



Summer Intern Kickoff



Welcome to Wichita Session



DCI Talent Marketing presentation

## RECRUIT & RETAIN **TALENT**

In order for a company to succeed, it must have the skilled and ambitious talent to propel it forward. Driven by extensive research and efforts to increase community collaboration around talent recruitment and retention, early in 2018 we launched an effort to create a focused approach to talent communication and marketing. Working alongside global experts in talent marketing, Development Counsellors International (DCI), and local branding experts, Howerton+White, we developed a strategic approach to marketing the greater Wichita region to talent, the Talent Marketing Blueprint. This new plan complemented work already underway in 2018, including working directly with HR and companies to sell the region, working with community partners on developing a unique summer experience for interns, and engaging new hires.

### 2018 KEY WINS

- ▶ **320** PARTICIPANTS AT INAUGURAL RIVERFEST INTERN EVENT
- ▶ *Talent Marketing Blueprint* COMPLETED
- ▶ *Key Markets* IDENTIFIED FOR TALENT ATTRACTION

### Employer Materials

To promote the greater Wichita region to external and internal talent, select materials were distributed to employers.

#### Peer city comparisons

- ▶ Cost comparisons of everyday and quality of place items between peer regions. Analysis were completed for general peers, within aviation and agribusiness.

#### Wichita “Unpredictably Amazing” Infographic

- ▶ Over 2,500 of printed infographics, designed by Sullivan, Higdon & Sink interns, were distributed promoting quality of place in the region.

#### Wichita bucketlist and summer bucketlist

- ▶ A quick list of fun and memorable experiences were shared with talent, including summer interns.

### Welcome to Wichita Sessions

To encourage new hires in the region and their spouses to get involved in and engage with the community, the Partnership hosted quarterly ‘Welcome to Wichita Sessions.’ These sessions explored all things Wichita: where to eat, places to shop and all the incredible experiences that await. This initiative was identified through the talent research led by the Partnership in 2016 as a way to engage new hires in everything that the region has to offer.

### Community Engagement

Ensured engagement with local businesses and organizations who are attracting and hiring talent, continued to partner with community and regional stakeholders, and increased connections and relationships with HR to cultivate collaboration around talent attraction and retention. Throughout the year, staff gave ten public presentations to ensure talent was top of mind and to promote collaboration to attract talent.

### Summer Intern Kickoff

In collaboration with Young Professionals of Wichita and Wichita Festivals, the Partnership hosted the first-ever regional intern event during Riverfest on June 7. Over 320 interns from a wide variety of industries attended this free event, where they participated in a cardboard regatta competition and enjoyed free food and music. The Partnership communications team created promotional materials to encourage attendance, which was distributed widely to area employers, HR professionals and regional companies. This initiative was identified through the talent research led by the Partnership in 2016 as a way to engage interns in what our community has to offer.


### Talent Advisory Committee

Consisting of HR representatives from area employers and community partners, this group provides strategic direction for current and future talent recruitment and retention efforts. Working directly with Partnership staff, this group convened throughout 2018 to collaborate on the engagement of internal and external talent. This group played a key role in promoting the Welcome to Wichita Sessions and the Summer Intern Kickoff event to new hires and interns, as well as participated in the DCI Immersion Tour.

### ICT Summit

Hosted by the Wichita Business Journal, the second “ICT Summit” provided the opportunity for over 200 attendees to connect with the community through panel discussions, speakers and workshops. As a talent retention strategy, the Partnership sponsored the “Creating in the Core: Placemaking Challenge” workshop to encourage attendees to generate placemaking ideas for underutilized spaces downtown. The winners received a \$1,500 grant from Downtown Wichita.





Air Capital of the World t-shirts



Perceptions Task Force brainstorming regional highlights



Leadership Council Project Wichita focus group



Project Wichita Riverfest volunteers

## IMPROVE INTERNAL & EXTERNAL **PERCEPTIONS**

Changing perceptions of a region can impact everything from tourism to quality of place and economic development. It is a long-term strategy that evolves over the course of years through many small daily actions that collectively impact the bigger picture. A key to changing perceptions is ensuring collective vision and messaging. Through the efforts of the Perceptions Task Force, a group charged with enhancing internal and external perceptions, multiple efforts were completed with regional partners to coordinate strategic messages for the region. In addition, a robust community engagement process—Project Wichita—was launched in 2018 by community leadership to discover the region’s bold vision for the future and the action plan to achieve it. Led by community input, 10-year action plans and a regional vision were released in first quarter 2019.

### 2018 KEY WINS

- ▶ **13,907** PROJECT WICHITA SURVEYS COMPLETED
- ▶ **2 million+** DATA POINTS GATHERED BY PROJECT WICHITA SURVEY
- ▶ **4** STRATEGIC EFFORTS TO CONVENE LOCAL PARTNERS ON MESSAGING AND COMMUNICATIONS

#### **New Co-chair**

A new Co-chair—Shelly Prichard of the Wichita Community Foundation—and existing Co-chair Jerry Jones of Jones Commercial Development Co. led the efforts of the Perceptions Task Force in 2018. A key priority of the task force was to coordinate and encourage community input and collective messaging about each of the three strategic plans being created throughout the year (see page 3).

#### **Partnership communications**

To communicate progress within the Partnership’s six strategic priority areas, staff produced regular updates through digital emails to investors, while sharing progress through social media channels.

#### **Air Capital of the World retail merchandise**

To encourage awareness and pride of the Air Capital of the World brand, the Perceptions Task Force has been exploring how to get branded merchandise as part of available stock in local shops, etc.

#### **Wichita region promotional video**

Work is underway to create a video that showcases the greater Wichita region as a great place to live, work and play for talent attraction and retention. This project is in direct alignment with the talent branding and marketing work underway through the Talent Marketing Blueprint. The task force is working in collaboration with local company Intake Studios on video production and ensured that community partners were convened during the creative process.

#### **Connect community partners on messaging for strategic plans**

The task force stayed up-to-date on the 2018 major planning processes (see page 3) and identified opportunities for connecting community partners to enhance internal and external perceptions through messaging and collaboration.

##### *Project Wichita*

- ▶ To encourage a wide range of voices in the Project Wichita process, including the non-profit community and the people they serve, the Wichita Community Foundation launched twenty, \$500 grants for a meal-time do-it-yourself (DIY) focus group as part of the Project Wichita process.
- ▶ Before the Project Wichita survey was launched, the Perceptions Task Force sponsored and convened communications professionals from Vision Team organizations to share information about the Project Wichita process and how they could help spread the word throughout their individual entities.
- ▶ The Perceptions Task Force connected with individuals and organizations (those previously engaged in the 2016 Share the ICT Love events and other grassroots perceptions related efforts or groups) to encourage their engagement and their network’s engagement.

##### *Talent brand input*

In an effort to gather input towards the Wichita region’s brand personality, the Perceptions Task Force convened numerous stakeholder groups to give insight and perspective on suggested brand personalities for talent. Multiple meetings and an online survey were completed in July. Participating groups included participants from the immersion tour, Wichita Regional Chamber of Commerce, Visit Wichita, City of Wichita, Sedgwick County, regional partners and others.





Downtown Clean Up



Flowers on Douglas hanging basket



NCAA basketball crowd



Pop-Up Park

## ENHANCE **DOWNTOWN** VITALITY

Downtown Wichita offers the space, resources and support to turn the possibilities of today into the thriving landmarks of tomorrow. As the urban core of the largest city in Kansas, downtown offers vibrant cultural experiences, walkable amenities and major employers who have made the urban core their home. Project Downtown: The Master Plan for Wichita, adopted in 2010, provides a 20-year vision for development and continues to be realized through strategic infrastructure investment and private sector development. In the last decade, a strong market has driven significant private sector investment – totaling over \$631 million. The team at Downtown Wichita continues to drive interest and investment through three key areas of focus: developing downtown, marketing downtown and enhancing vibrancy.

### 2018 KEY WINS

- ▶ DOUGLAS AVENUE INVESTMENT EXCEEDS **\$400MM** SINCE 2010
- ▶ **1,204** NEW RESIDENTIAL UNITS COMPLETED SINCE 2010
- ▶ CARGILL'S NEW **\$70MM** REGIONAL HEADQUARTERS OPENS

### Enhancing vibrancy

Provide management, programming support and placemaking in underutilized areas of the core to enhance the experience of downtown.

#### *Gallery Alley*

- ▶ An empty alley transformed into a creative space for the public. Staff managed daily operations of the space and hosted community events. During the Final Friday art crawl in June through October, work from local artists was on display while musical acts played during the evening's events.

#### *Pop-Up Park*

- ▶ Program the park with food trucks during weekday lunches and movie nights during the summer months (July-October). Also provide space management and partnership with the community for events.

#### *Trellis Towers*

- ▶ Coordinate light color changes to correspond with seasons, holidays and major events.

#### *Douglas Ave. Streetscaping*

- ▶ May 2018 marked the second year for fundraising and facilitation of the Flowers on Douglas initiative by the Downtown staff and community volunteers, led by Cindy Carnahan. In addition to the 100+ planter pots being installed and maintained, over 80 hanging baskets with flowers were installed to showcase Douglas Avenue as our postcard avenue.

#### *Transit Shelter Marketing*

- ▶ Promoted seasonal events and downtown experiences on the prominent transit shelter displays along Douglas Ave.

### Marketing downtown

Showcase the development and investment occurring within the downtown district to enhance perceptions.

#### *2018 State of Downtown Report*

- ▶ Provides economic and demographic data for preliminary project due diligence and charts development progress underway.

#### *Downtown Clean Up*

- ▶ Downtown Wichita partnered with the City of Wichita Parks and Recreation and Public Works Department to host the annual event with over 100 volunteers.

#### *Downtown Living Tour*

- ▶ Hosted a free, self-guided community tour to showcase 10 unique living options available to over 1,500 attendees. Provided all event coordination and marketing.

#### *Possibility People Campaign*

- ▶ The Possibility People campaign showcases the unique stories of individuals who are catalysts for change. Eleven stories were published throughout the year.

#### *NCAA Basketball Tournament*

- ▶ Parkdowntown.org served as a hub of mobility information during the Men's NCAA Basketball Tournament.

#### *Holiday Marketing*

- ▶ To promote downtown during the holidays, a campaign titled "Discover Winter Adventures," was launched.

The Downtown Wichita team also promoted progress and development within the urban core through:

- ▶ Social media
- ▶ Monthly development emails and weekly event emails
- ▶ Promoting placemaking events and activities



## Developing downtown

Driven by Project Downtown: The Master Plan for Wichita, the Downtown Wichita team promotes the growth of Wichita's urban core through facilitating investment and development in 2018 and beyond.

### Spaghetti Works and Naftzger Park

Final designs of Naftzger Park, led by community input, were approved by the City Council in April 2018. Construction commenced in May for both the new development project and park demolition, with an estimated timeline of twelve to fourteen months.

In August, officials broke ground on the new \$23MM Spaghetti Works development project. Evergy, the parent company of Westar Energy, announced a \$1.4MM gift to the Naftzger Park transformation. This contribution allows for the park to be constructed as envisioned by the community on the day it opens, rather than in phases and allows for enhancements to the park such as an iconic pavilion/stage.

This exciting mixed-use project will be a new hub for activity, connecting the Old Town entertainment district and INTRUST Bank Arena.

### 1st and 2nd Street Improvements in Old Town

Construction commenced in 2018. Project is scheduled for completion in Summer 2019.

### EPC Development

The \$44MM Delano Catalyst Site Development proposal was approved by City Council.

### Cargill Headquarters

The new \$70MM Cargill Headquarters provides a collaborative new space for employees. The innovative design increases connectivity between INTRUST Bank Arena, Union Station and Old Town.

### Advanced Learning Library opens

The new \$33MM downtown library opened to the public with a celebration in June. This new learning center includes over 100 computers and charging stations, flexible meeting spaces, a children's center, an on-site coffee shop, a second level balcony and a conference room that seats up to 300 people.

### Wave Venue completed

Wave, an indoor-outdoor concert and event venue with accompanying beer garden and food truck area, was completed in the third quarter of 2018. Located near the northeast corner of Second Street and St. Francis, the venue has capacity for 3,300 people outside and another 500 inside.

### Riverfront improvements

River Vista (\$38.4MM) is a new 203-unit residential development project at Project Downtown's Catalyst Site One on the west bank of the Arkansas River. The project also includes a "Boats and Bikes" concept that will be used by area rowing groups and also offer public boat and bike rentals.

In alignment with the River Vista development, the City of Wichita completed improvements to the riverfront and adjacent Delano Park. The renovated Delano park includes a lawn amphitheater and floating stage area. Riverfront enhancements continue the connective trail system along the river and added a boat dock.

### Colorado Derby Lofts opens

This renovated nine-story building transformed into 106 residential units boasts great views, a range of amenities such as provided parking, a washer and dryer in each unit, a fitness center, a rooftop community clubhouse, wading pool and more.

### Q-Line Trolley

Work and ongoing fundraising has allowed an extension of the free Q-Line trolley service. The changes, effective Dec. 2018, focus service along the Douglas Avenue corridor, extending service from Seneca to Edgemoor, connecting Delano, Downtown and the Douglas Design District as well as many first-ring neighborhood residents.

### Douglas Avenue Underpass

Construction was completed on the historic Douglas Avenue Underpass including structural improvements, new paint, updated lighting and pigeon mitigation.

### New Ballpark and Triple-A Baseball

Mayor Longwell 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 new ballpark initiated construction in 2019.

### Douglas & Emporia Development

Development plans on the northwest corner of Douglas and Emporia would transform the site into a new \$22MM mixed-use property featuring retail or restaurant space on the ground floor and offices on the three upper floors.

### The Icehouse

Occidental Management plans to renovate a historic building known as "the icehouse" into 27,000 square feet of Class A office space. Developers plan to retain unique aesthetics while adding complementary modern elements.

The Downtown Wichita team also promoted development and investment in the urban core through:

- ▶ Engaging with the public, developers and City of Wichita in redesign of Naftzger Park
- ▶ Supporting first-ring neighborhoods of downtown (Douglas Design District, Delano)
- ▶ Convening stakeholders around homeless and panhandling issues
- ▶ Maintaining and encouraging public/private partnerships
- ▶ Continued student engagement in downtown development

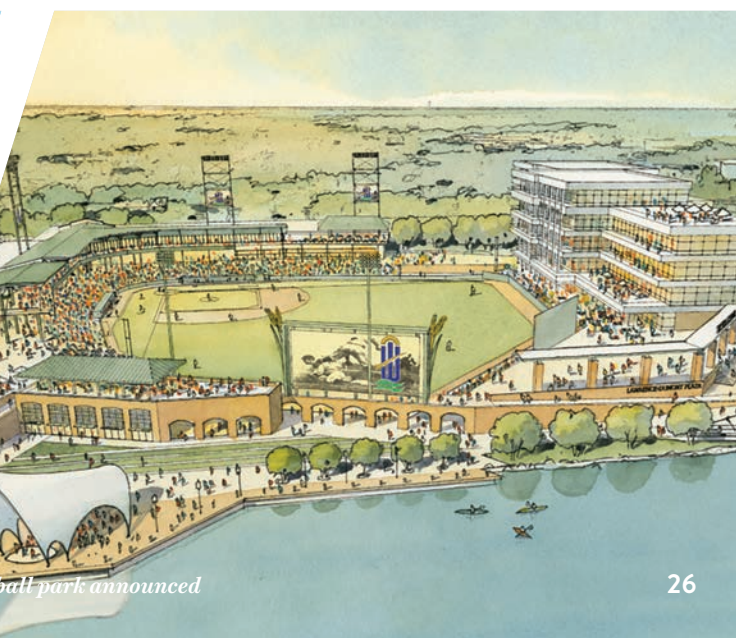
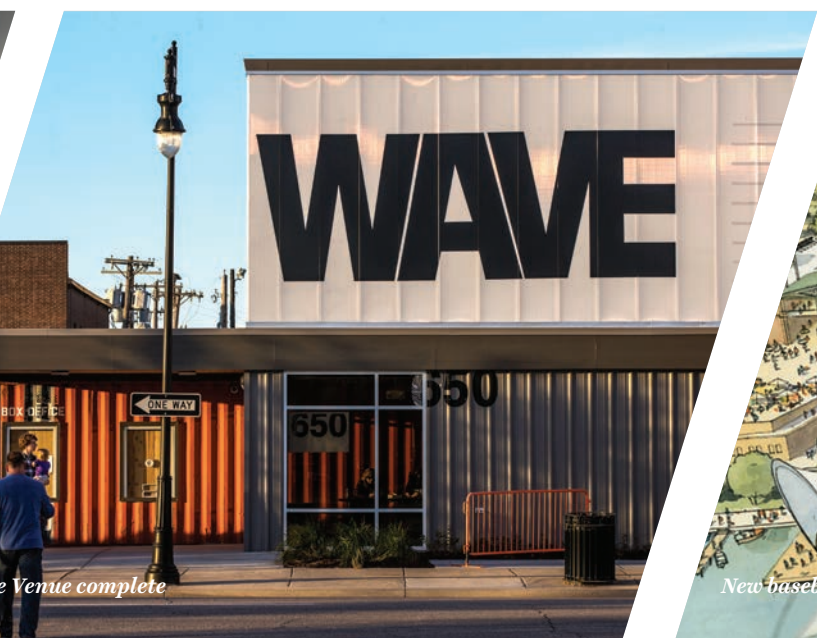
## Downtown Residential Market Update

Project Downtown: The Master Plan for Wichita has served as the blueprint for development in Wichita's urban core since its adoption in 2010. The plan identifies the market potential in three real estate markets critical for Downtown's development: residential, commercial/hospitality and retail. Industry-leading consultants evaluated the local market in conjunction with the development of the master plan.

Zimmerman/Volk Associates, Inc. (ZVA) led the initial residential study that was conducted in 2009-2010 as Project Downtown was developed. Since 2011, Downtown has realized 1,204 new residential units with nearly 420 more units under construction or in planning—many set to open in 2019.

Due to the continued expansion of the residential market, Downtown Wichita brought ZVA back to Wichita in 2018 to reevaluate and update the residential market potential based on the current inventory and projected growth of the community.

The completed market study encourages more residential growth in the urban core, forecasting that 370 to 444 new rental and for-sale housing units could be absorbed within downtown Wichita each year over the next five years, for a total of between 1,850 and 2,220 new units over five years.







Aviation Pathway announcement



Principal for a Day 2018



Business & Education Alliance meeting



Kansas Skilled Workforce Project meeting

# WORKFORCE DEVELOPMENT

Developing the workforce of tomorrow is critical to the economic vitality of our businesses and region. To spur collaboration and communication among business and education, the Partnership provides support to the Business & Education Alliance (BEA), a group focused on enhancing educational attainment and workforce development. The BEA creates a seamless partnership amongst business champions, public and private school districts, nonprofits and regional colleges and universities. Their efforts create opportunities to solve challenges together and drive programs that will have a significant, long-term impact on producing a globally competitive workforce for the region. Spurred by collaboration, a key community announcement in 2018 was the creation of the Aviation Pathway between Textron Aviation, USD 259 and WSU Tech.

## 2018 KEY WINS

- ▶ *Education Report Card* CREATED
- ▶ **63** PARTICIPANTS IN PRINCIPAL FOR A DAY (DOUBLING 2017 PARTICIPATION)
- ▶ **46** PARTNERS INVOLVED IN THE BUSINESS & EDUCATION ALLIANCE

### Education Report Card

In a continued effort to obtain national affiliation with the StriveTogether organization, the Business & Education Alliance (BEA) developed an Education Report Card featuring data from participating school districts for the following cradle-to-career outcome areas: kindergarten readiness, early-grade reading, middle-grade math, graduation rates, post-secondary success and post-secondary completion. This research will help track progress in each of these critical areas as the BEA works to enhance educational attainment and workforce development. The BEA will also encourage the community to identify how partners can take specific actions to improve these outcomes for our future workforce.

### Legislative funding for education

The following outcomes were made possible by the leadership of the Wichita Regional Chamber's Government Relations Committee in collaboration with private-sector leadership and the BEA during the 2017-18 session.

- ▶ Added \$5MM for the National Institute for Aviation Research (NIAR) at WSU to bring total annual support to \$10MM.
- ▶ Added \$1.7MM for the National Center for Aviation Training (NCAT) at WSU and WSU Tech to restore annual funding to \$5MM.
- ▶ Added \$7.3MM for the Governor's Technical Education Program—known as Excel in CTE—to be shared with all two-year schools providing technical courses.

### Youth Employment Project

To assist in developing future generations for the workforce, the BEA partnered with Workforce Alliance to recruit companies to participate in the Youth Employment Project, a program which assists youth in finding Summer employment.

### 2018 Education Issue Forum

The BEA partnered with the Wichita Regional Chamber of Commerce on an education forum, which featured public school superintendents from Andover, Derby, Goddard, Maize and Wichita. The event was held on October 3 at Newman University's Dugan-Gorges Conference Center.

### Principal for a Day

Principal for a Day, held primarily during American Education Week (November 12-16, 2018), 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 are able to experience how our future workforce is being educated by seeing first-hand what the administration, teachers and students are involved in on a day-to-day basis.

### Legislative Agenda

BEA members provided insight and perspective to the Wichita Regional Chamber of Commerce during the development of the education portion of their 2018-2019 legislative agenda.


### Career and Technical Education (CTE) Pathways

At a meeting in Q3, 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.






LaunchPrep 2018



LaunchPrep 2018



EmpowerHer Conference



Entrepreneurship Task Force meeting

## DIVERSIFICATION THROUGH **ENTREPRENEURSHIP**

To encourage a culture of assisting business startups and entrepreneurs, the Greater Wichita Partnership provides staff support to the Entrepreneurship Task Force (ETF), a group focused on identifying, activating and mentoring an entrepreneurial ecosystem. 2018 was spent evaluating the future of the task force and assessing what community needs are in order to drive forward and grow entrepreneurship. Partnerships have been key in growing the entrepreneurial ecosystem thus far, including the connection between ETF and e2e, the local accelerator. The launch of e2e was catalyzed by the ETF and other community members in 2016. Private companies, non-profits and organizations continue to cultivate the ecosystem through programs and resources for entrepreneurs.

### 2018 KEY WINS

- ▶ DEVELOPMENT OF *2019-2021 Strategic Plan* INITIATED
- ▶ **28+** ENTREPRENEURSHIP RESOURCES CREATED SINCE 2016
- ▶ **e2e** ACCELERATOR PRESIDENT NAMED

### Two new Co-chairs

New Co-chairs were named to lead the Entrepreneurship Task Force (ETF) in 2018: Trish Brasted, President and CEO of Wichita Technology Corp. and Mark Torline, Director of the Center for Entrepreneurship at Wichita State University.

### Strategic refocus

The new task force Co-chairs, Mark Torline and Trish Brasted, led an in-depth evaluation of the needs of entrepreneurs in our region, and the role the ETF can have in cultivating our local entrepreneurial ecosystem. To do this, they hosted planning sessions with entrepreneurs, startups and ecosystem partners to directly determine the most needed and valued services and support infrastructure for entrepreneurship to grow and thrive in our region. Plans are underway to reconvene ETF in early 2019 to meet and take next steps to evolve this important initiative.

### Entrepreneurial resources created since 2016

Since 2016, over 28 various organizations, programs and conferences geared towards local entrepreneurs have been created. The programs listed below are just a glimpse into the growing resource list for the greater Wichita region entrepreneurial ecosystem.

e2e Accelerator, Inc.  
First e2e Cohort - 6 Horsemen  
Accelerate the Heartland Conference  
WeKan (Women Entrepreneurs of Kansas)  
Established e2e Fund  
Startup Grind  
K-8 Do Entrepreneurship  
E-Metro & Urban Community Loan Fund established  
FireWorx co-working space  
1 Million Cups Wichita

i2i Investor Education Series  
Create Campaign  
WSU E-Launch Program  
Camp Destination Innovation  
e2e co-working space  
Founders Coffee  
Accelerate Venture Partners (AVP)  
FlagshipKansas.Tech  
Startup Weekend  
WTC/ Kauffman/NWK e-mentoring program  
WSU/e2e - LaunchPrep Program

FuturEpreneurship Expo  
Disrupt/Shift ICT  
The Hive co-working space  
EmpowerHer Conference  
Founders Grove  
Startup Grind University (WSU)  
Friends University entrepreneurship workshops

### Josh Oeding named President of e2e Accelerator

The entrepreneurial ecosystem was energized with the announcement of Josh Oeding as President and CEO of e2e Accelerator. e2e and ETF work together to enhance economic development and entrepreneurial growth in the region. The Partnership provided catalytic funding for e2e programs in 2018.

### TECHNA 2018 Conference

In July, the Partnership sponsored a participant to attend the TECHNA 2018 Conference in Des Moines. The conference is hosted by the national trade association for IT/Tech Councils around the country. The goal of the conference is to gain insights on best practices for launching entrepreneurship opportunities as well as to learn about IT and technology. The attendance of this conference spurred the creation of FlagshipKansas.Tech.



# 2019 PARTNERSHIP INVESTORS

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

Thank you for your partnership to ensure that the region is positioned to thrive for generations to come. Your investment, expertise and time are critical in helping us achieve our mission.

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](mailto:heather@greaterwichitapartnership.org).

## Executive Members



## Advisers



## Leadership Council

Allen, Gibbs & Houlik, L.C.  
 Ambassador Hotel  
 Bank of America  
 Beran Concrete  
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 BKD, LLP  
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 Bothner and Bradley, Inc.  
 Butler Community College  
 C&S Group Inc.  
 Capitol Federal Savings Bank  
 The Carnahan Group  
 Commerce Bank  
 Conco Construction  
 Consolidated Holdings, Inc.  
 Cornejo & Sons Inc.  
 Cox Communications  
 Cox Machine, Inc.  
 Crossland Construction  
 Delta Dental of Kansas, Inc.  
 Dondlinger Construction  
 Douglas Market Development, LLC  
 Downtown Wichita  
 Eby Construction Co.  
 Envision, Inc.  
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Golden Plains Credit Union  
 Grant Thornton LLP  
 Hall's Culligan Water  
 Harlow Aerostructures LLC  
 High Touch Technologies  
 Hinkle Law Firm LLC  
 House of Schwan, Inc.  
 Howerton+White  
 Hutton  
 IBEW L.U. 271- Electrical Workers  
 iHeartMedia  
 IMA, Inc.  
 Johnson Controls  
 Kansas Gas Service  
 Kansas Health Foundation  
 Key Construction  
 Laham Development Company  
 LANGE  
 Law Company Inc.  
 The LDF Companies  
 LK Architecture  
 Lubrication Engineers, Inc.  
 Marketplace Properties, LLC  
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 Meritrust Credit Union  
 Metal-Fab, Inc.  
 Mid American Credit Union  
 Murfin Drilling Company Inc.  
 New York Life, Kansas General Office  
 Newman University  
 Occidental Management, Inc.

Pioneer Balloon Company  
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 Sandlian Reality  
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 Terracon  
 TGC Development Group  
 Thrive Restaurant Group  
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 United Way of the Plains  
 Vantage Point Properties  
 Visit Wichita  
 WAM Capital Corp.  
 Wesley Medical Center  
 Wichita Business Journal  
 Wichita Community Foundation  
 Wichita Eagle  
 Wichita Independent Business Association  
 Wichita Public Schools  
 Wichita Regional Chamber of Commerce  
 Wichita State University  
 Workforce Alliance of South Central Kansas  
 WSU Tech  
 Yingling Aviation

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Anderson Management Company  
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 Fiber Dynamics Inc.  
 Gravity::Works Architecture  
 Great Plains Ventures Inc.  
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 Harvey County Economic Development  
 Hutch/Reno Chamber of Commerce

Icon Structures Inc.  
 InfoSync Services  
 JR Custom Metal Products, Inc.  
 John T. Arnold Associates  
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Results Driven Marketing  
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 Sinclair & Sons Custom Welding & Machine Service Inc.  
 TranSystems Corporation  
 Wil-Ken Enterprises Inc. dba Popeye's Chicken & Biscuits  
 Z Insurance Group, LLC

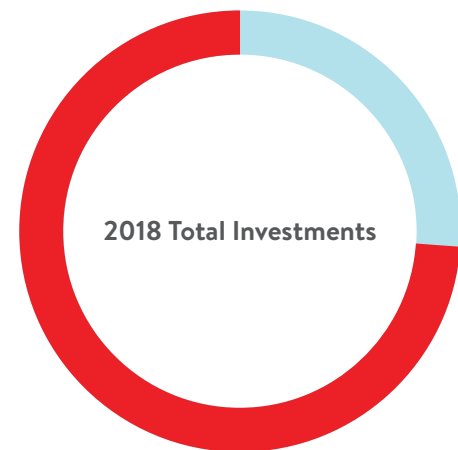
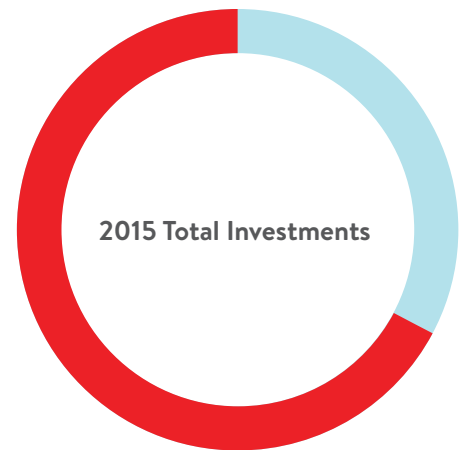


# PARTNERSHIP FUNDING

## Public Sector Investment

- \$300,000 from City of Wichita
- \$300,000 from Sedgwick County

## Private Sector Investment



■ 2015 Private Investment Total: \$1,230,383  
■ 2015 Public Investment Total: \$600,000

■ 2018 Private Investment Total: \$1,616,500  
■ 2018 Public Investment Total: \$600,000

2015 \$1,230,383 **Private Sector Investment Growth** → 2018 \$1,616,500



**Charlie Chandler**, Partnership Co-chair  
INTRUST Bank

**Jon Rolph**, Partnership Co-chair  
Thrive Restaurant Group

**Matt Michaelis**, Partnership Vice-Chair  
Emprise Bank

**Gary Schmitt**, Partnership Treasurer  
INTRUST Bank

**Paul Allen**, Partnership Secretary  
Allen, Gibbs & Houlik, L.C.

**Jeff Fluhr**, President  
Greater Wichita Partnership

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Alliance Co-chair, Newman University

**Stephanie Harder**, Business & Education  
Alliance Co-chair, Textron Aviation

**Mayor Jeff Longwell**  
City of Wichita

**Chairman David Dennis**  
Sedgwick County Commission

**Dr. John Bardo**  
Wichita State University

**Jerry Jones**, Perceptions Task Force  
Co-chair, Jones Commercial  
Development Company

**Shelly Prichard**, Perceptions Task Force  
Co-chair, Wichita Community  
Foundation

**Michael Monteferrante**, Wichita Regional  
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Envision, Inc.

**Don Sherman**, Downtown Wichita Chair,  
Westar Energy

**Trish Brasted**, Entrepreneurship Task  
Force Co-chair, Wichita Technology  
Corporation

**Mark Torline**, Entrepreneurship Task  
Force Co-chair, WSU, Center for  
Entrepreneurship

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Fidelity Bank

**Chuck Caisley**  
Eversys, Inc.

**Wayne Chambers**  
High Touch Technologies

**Lathi de Silva**  
Sullivan Higdon & Sink

**Ron Draper**,  
Textron Aviation

**Tom Gentile**  
Spirit AeroSystems, Inc.

**Lynn Nichols**  
Yingling Aviation

**Gary Oborny**  
Occidental Management

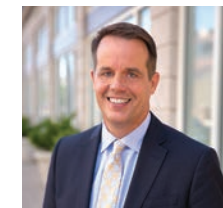
**Gary Plummer**  
Wichita Regional Chamber of Commerce

**Scott Schwindaman**  
Lubrication Engineers, Inc.

**Brian Sikes**  
Cargill Protein Group

**Jeff Turner**  
TNW Group - Turner Nichols  
Williams Group

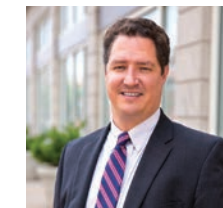
## Staff



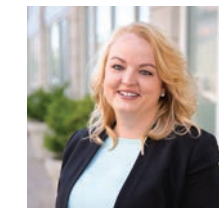
**Jeff Fluhr**  
President



**Sheryl Weller**  
Chief Financial  
Officer



**Andrew Nave**  
Executive Vice President of  
Economic Development



**Jaimie Garnett**  
Executive Vice President of  
Strategic Communications



**Jason Gregory**  
Executive Vice President,  
Downtown Wichita



**Evan Rosell**  
Vice President of  
Projects



**Duane Smith**  
CCR, Research  
Director



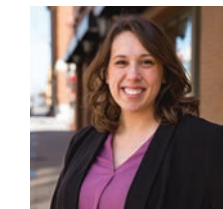
**Tammy Nolan**  
Vice President of  
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**Heather Denker**  
Vice President of  
Investor Development



**Léah Sakr Lavender**  
Talent  
Specialist



**Adrienne Korson**  
Director of  
Economic Development



**Andy Kim**  
Director of  
Multimedia



**Nick Bishop**  
Director of Industry  
Communications



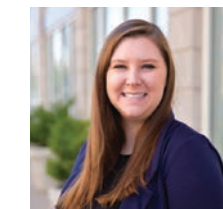
**Kelsey Pracht**  
Director of Organizational  
Communications



**Lyndon Wells**  
Business & Education  
Consultant



**Nancy Moore**  
Executive  
Assistant



**Megan Hartzell**  
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Downtown Wichita



**Emily Brookover**  
Director of Community  
Development