

2015

STATE OF DOWNTOWN REPORT

WICHITA, KS



263

RESIDENTIAL UNITS
*opened in 2014*²²

550

RESIDENTIAL UNITS
under construction or in planning²²

510,000+

2014 CONVENTION & TRADESHOW ATTENDEES⁹

estimated Downtown population²
1,872people

38 PROJECTS COMPLETED

*since Project Downtown adoption*²²

965

MILLION+ DOLLARS
invested in last decade

DOWNTOWN

³

INVESTMENT SINCE PROJECT DOWNTOWN

320 million+

³

\$180 million

PROJECTS CURRENTLY PLANNED
ALONG DOUGLAS AVE²²

\$122 million

 RETAIL SALES
GENERATED IN 2014¹⁸

2014 DOWNTOWN INVESTMENT
\$30 MILLION+³

3million+

SQUARE FEET
OCCUPIED
OFFICE SPACE⁸

26,000+

Downtown workers⁷

468,700

SQUARE FEET
*occupied retail space*⁸

\$9.4

MILLION INVESTED IN
hotel renovations²²

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The Wichita Downtown Development Corporation (WDDC) is pleased to provide this annual report on the state of our Downtown. Currently, many strategic conversations and partnerships have aligned that will help move Downtown and our south central Kansas region forward. Regionally, ten counties have come together to produce a new Blueprint for Regional Economic Growth (BREG); in addition, a new Wichita-South Central Kansas Export Plan was formulated; Wichita State University is making great strides moving its new Innovation Campus forward; and Wichita will open the new Dwight D. Eisenhower National Airport terminal in May of this year. Economic development organizations recently announced a new alignment as well, through the creation of a new Greater Wichita Partnership. The Partnership will align the economic development efforts of the Leadership Council, GWEDC and the WDDC. Each of these initiatives allows us the opportunity to maximize development and to foster job growth in our community.



In this State of Downtown Report, you will find market and economic data that documents the progress we are seeing in the City center. This report is designed to be a resource for those who own, develop, market, or invest in real estate. It is meant to be a reference tool for research or project due diligence for those developing in Downtown Wichita.

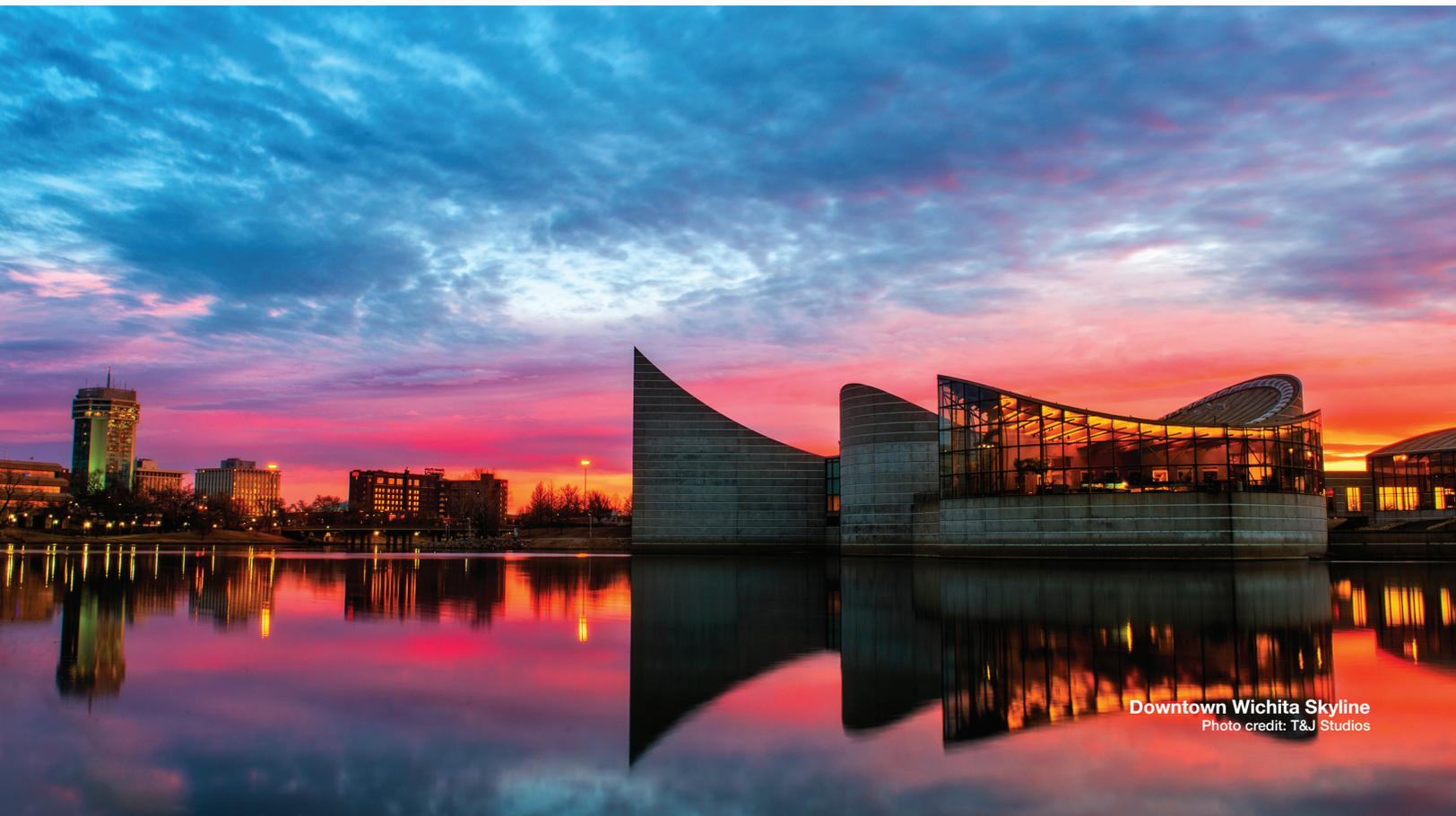
Project Downtown: The Master Plan for Wichita continues to provide the blueprint that assists the private sector in making key investment decisions in Wichita's core. Concurrently, the plan also provides the framework for the public sector to make strategic investments which foster private sector investment. At the WDDC, we work to provide the leadership and staff resources to coordinate these initiatives.

As chairman of the WDDC, I am encouraged by the collaborative approach towards economic development that has emerged in Wichita and throughout the region. By working together, we are able to increase our economic successes and maximize our opportunities.

Sincerely,

A handwritten signature in black ink that reads "Bill Livingston". The signature is fluid and cursive, with a long horizontal line extending to the right.

Bill Livingston
Chairman
Wichita Downtown Development Corporation

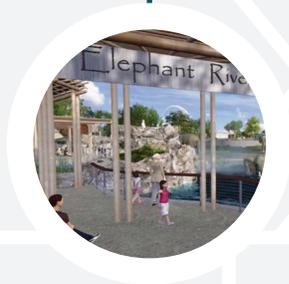


WICHITA

SEDGWICK CO. ZOO

Elephant Exhibit

The new \$10.5 million Elephants of the Zambezi River Valley Exhibit at the Sedgwick County Zoo began construction in 2014. At just more than 5.5 acres, it will be the third largest elephant exhibit in the United States and the first in the world to feature boat rides. The Sedgwick County Zoo is a top tourist attraction in Kansas and is considered by many to be one of the best zoos in the nation.



BOTANICA

Chinese Garden

Botanica's new \$1.5 million Chinese Garden of Friendship initiated construction in 2014 and is set to open June 2015. The new garden will showcase traditional Chinese architecture, art, and culture to inspire the community. This expansion will include a Scholar-type Chinese Garden which reached its peak during the Ming Dynasty and has since become famous around the world.

WICHITA ART MUSEUM

Art Garden

Planning commenced in 2014 for a new \$3 million Art Garden at the Wichita Art Museum. This inviting new addition, currently under construction, will feature nine landscaped acres with outdoor lighting, stone walls and elevation changes which help define outdoor "rooms." The project will also include an amphitheater that can seat up to 900 people for special events.

Strategic partnerships and investment continue to guide Wichita's growth now and into the future.



DWIGHT D. EISENHOWER NATIONAL AIRPORT

New Terminal

The new \$160 million Dwight D. Eisenhower National Airport terminal provides an inspiring new front door to the community by reflecting Wichita's aviation history in its architectural form, art installations and aesthetic details. The project was under construction throughout 2014 and will open in May 2015. In addition, a \$40 million, four-level parking garage will increase the airport's current parking capacity by 70%.

UNIVERSITY OF KANSAS First Medical Class Graduates

The University of Kansas School of Medicine - Wichita celebrates a landmark year in 2015 with the graduation of the first group of medical students to complete all four years on the Wichita campus. KU Med is ranked in the top 10 in the nation for producing primary care physicians.



WICHITA STATE UNIVERSITY

Innovation Campus

In 2014, Wichita State University announced its new campus master plan to become the Innovation University. This plan focuses on aligning education and the business community through applied learning, research, innovation and entrepreneurship, to create a resulting economic impact for the community.



WESLEY MEDICAL CENTER

New Children's Hospital

Wesley Medical Center's 2014 announcement of a new \$28 million Children's Hospital will have a major impact to the health care industry. The new hospital will add over 40 private rooms, which will provide an unprecedented level of care for children in Wichita.



DOWNTOWN WSU Old Town

Wichita State University recently announced it will significantly increase its presence in Downtown. Over the next two years, 200 staff members along with 300 students, comprised of seven departments and programs, will relocate to Old Town. This strategic location makes these important programs more accessible to the community and gives the University a stronger presence in the core. WSU Old Town expects over 15,000 annual visitors.

Throughout 2014, the emergence of many key partnerships and the alignment of focused efforts regarding the creation of jobs, the retention of talent, and increasing the quality of life for the region occurred. As 2015 commences, these strategic partnerships and investment continue to guide Wichita's growth now and into the future.

Private sector leadership stepped forward to redefine economic development efforts for Wichita and the region. The Greater Wichita Partnership organization was launched to align multiple economic development efforts. The framework will coordinate the efforts of the WDDC, GWEDC and Leadership Council initiatives under one umbrella organization. The partnership is modeled after examples witnessed in peer cities and will better align efforts and resources for the community.

The Leadership Council is comprised of over 100 of Wichita's top business, non-profit and public sector CEOs with the purpose of finding solutions to major issues and implementing initiatives which benefit the long-term economic prosperity for Wichita. Leadership Council priorities have created two task forces related to job creation

which are the Entrepreneurship Task Force (ETF) and Business and Education Alliance (BEA) task force. The former works to build on Wichita's rich entrepreneurial history by identifying, connecting and advocating for entrepreneurial organizations, businesses and individuals. The BEA task force works to align the education and business communities to produce a globally competitive workforce.

A coalition from the private and public sectors has also come together to conduct a new study for the 10-county region called the Blueprint for Region Economic Growth (BREG). BREG identifies eight industry "clusters" that have the potential to grow jobs and industry in the region. The initiative is being led by the business community, who will be responsible for implementing the strategies to help companies operate more efficiently, identify opportunities for expansion and primary job creation. In 2014, the Greater Wichita Metro Area of South Central Kansas was selected to participate in the Brookings Global Cities Initiative (GCI) program. The initiative produced a data-driven Regional Export Plan that will assist the region with increased exports that is estimated to create more than 6,000 jobs.

INVEST



Douglas Avenue
downtownwichita.org



In 2014, key public sector investments positioned Downtown for expanded growth in 2015 and beyond. Property values continue on a positive trend upwards following the implementation of Project Downtown.

Private sector investment continued in Downtown in 2014, totaling nearly \$21 million.⁴ The \$8.6 million public sector investment⁴ in 2014 included the City's rehabilitation of the Parking at Market & William Garage (former Macy's Garage), which began in 2014 and is scheduled to reopen in 2015. This strategic investment by the public sector is poised to unlock private sector development

in this area of Downtown by providing much needed parking for surrounding buildings and businesses. Increases in both appraised and assessed property values continued on a positive trend upwards. Since Project Downtown's adoption, Downtown has seen over \$320 million³ of private and public sector investment combined.

\$320 million+ INVESTMENT SINCE PROJECT DOWNTOWN ADOPTION IN 2010³ **\$965 million+** INVESTMENT IN LAST DECADE³ **\$30 million+** INVESTMENT IN 2014³

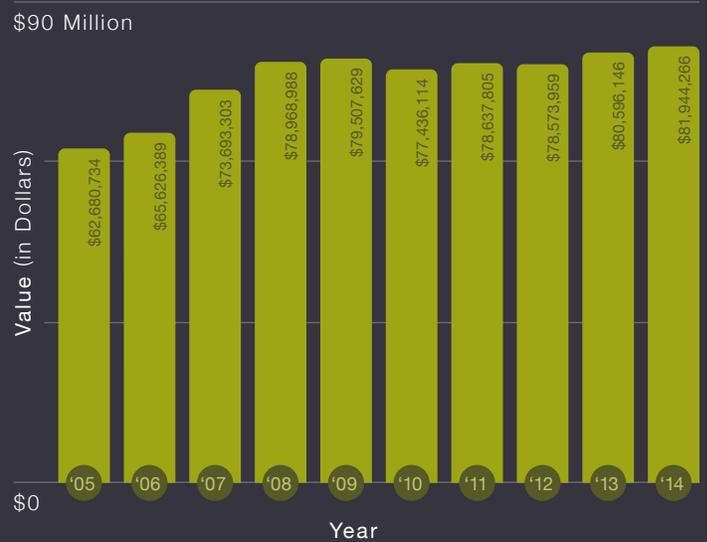
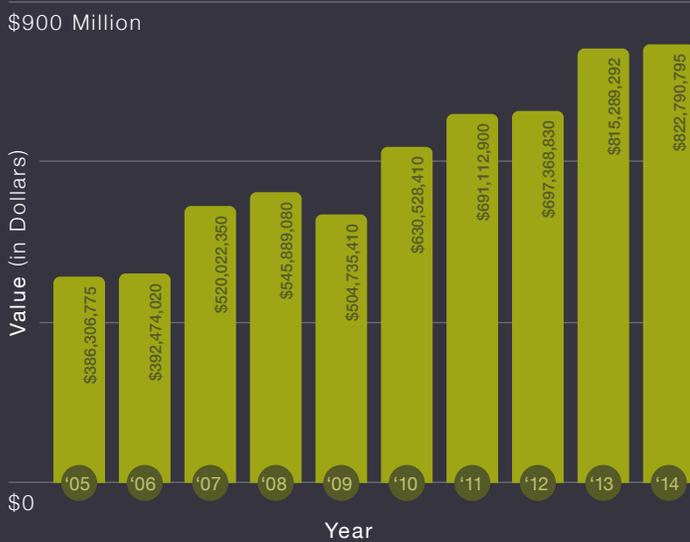


Arkansas River
downtownwichita.org

PROPERTY VALUES ⁵

Appraised Real Property Value

Assessed Real Property Value



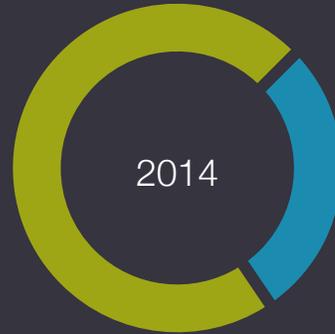
DOWNTOWN INVESTMENT ⁴

- Private Investment
- Public Investment
- Arena Investment



2014
Total investment \$30,421,465

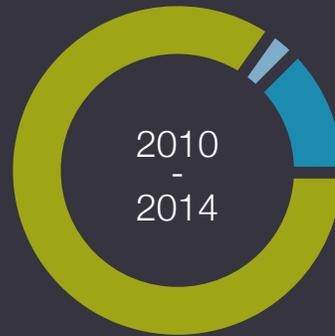
72%
\$21,870,693



28%
\$8,550,772

Since Project Downtown Adoption (2010)
Total investment \$321,777,991

84%
\$271,144,057

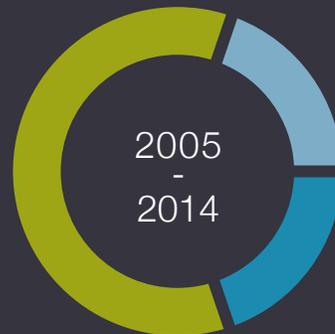


3%
\$9,491,095

13%
\$41,142,839

10 Year Investment
Total investment \$965,917,277

60%
\$579,069,055



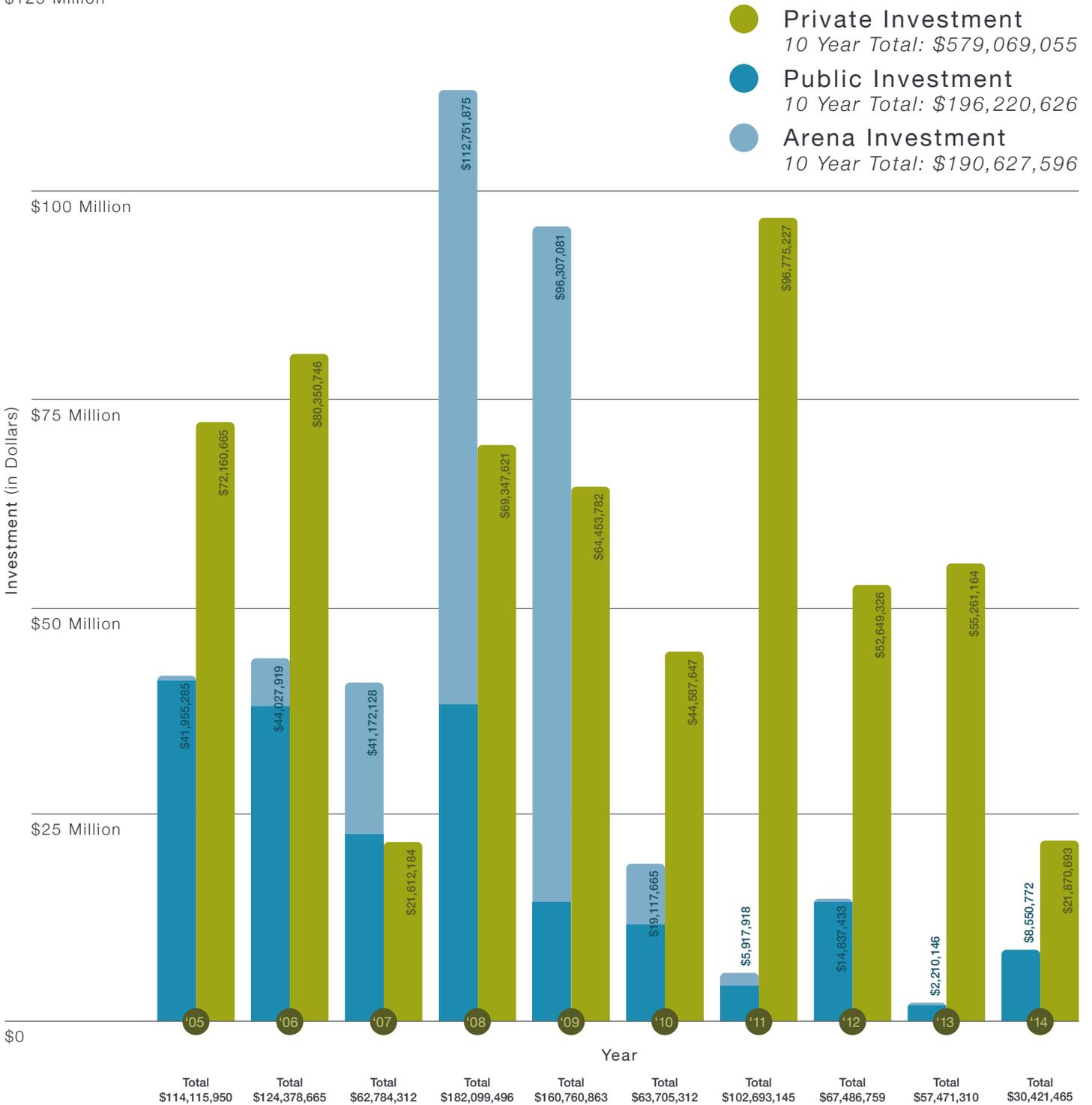
20%
\$190,627,596

20%
\$196,220,626

Parking at Market & William Garage
downtownwichita.org

PUBLIC AND PRIVATE INVESTMENT IN DOWNTOWN SSMID⁴

\$125 Million



- Private Investment
10 Year Total: \$579,069,055
- Public Investment
10 Year Total: \$196,220,626
- Arena Investment
10 Year Total: \$190,627,596

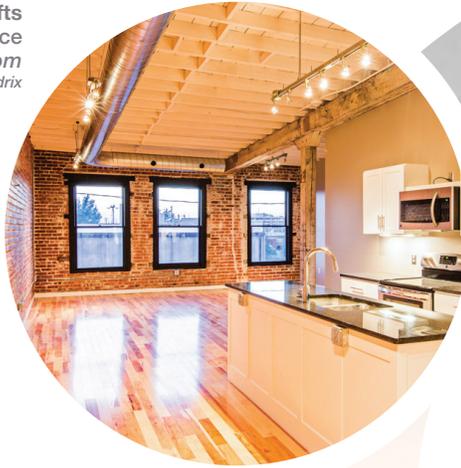
● Private investment includes data from the following sources: Sedgwick County property sales data - Sedgwick County Appraiser, Sedgwick County and City of Wichita building permit data - Metro Area Building & Construction (formerly Office of Central Inspection). Private investment totals are for the years 2005 - 2014 only for the Downtown SSMID District (shown on map on page 33 - Central to Kellogg, Washington to the Arkansas River). Historic Tax Credits (Includes both State and Federal Credits) - Kansas State Historical Society.

Note: All public investment that is reflected in private investment (i.e. items that include the public purchase of land and/or building permits for work on publicly owned property) has been deducted from private investment figures to avoid double counting investment.

● Public investment includes data from the following sources: City of Wichita CIP (Streets & bridges, public buildings & public improvements, parks, stormwater, maintenance), Tax Increment Financing (TIF) - City of Wichita, Facade Improvement Program - City of Wichita, HOME Program Investment - Wichita Housing and Community Services, CDBG funds - Wichita Housing and Community Services and Public Building Commission funding, Community Improvement District (CID) - City of Wichita (This is based on the year the tax was collected). Public investment totals are for the years 2005 - 2014 only for the Downtown SSMID District (shown on map on page 33 - Central to Kellogg, Washington to the Arkansas River).

● Public investment for INTRUST Bank Arena - Sedgwick County. INTRUST Bank Arena funding during these years constitutes a larger portion of the public investment value. However, Arena funding is included over years 2005-2014 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$645,806, 2006: \$5,779,067, 2007: \$18,575,958, 2008: \$74,376,927, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0. Public investment totals for the Sedgwick County Arena are for the years 2005 - 2014 only.

Commerce Street Lofts
 416 S. Commerce
commercestreetlofts.com
 Photo credit: Ryan Hendrix



LIVE



The LUX
 120 E. 1st St. N.
theluxliving.com



Residential development continues to be an extremely strong market in Downtown. In 2014, 263 new residential units opened and currently there are 550 under construction or in planning.²²

It is often said that success yields more success. That can certainly be said of the recent residential progress underway in Downtown Wichita. More people are choosing the urban lifestyle due to its walkability, access to the arts, cultural activities, and close proximity to restaurants, coffee shops and entertainment. A recent updated residential market study shows increased

market potential for Downtown. With 550 units²² under construction or planning, Downtown's residential base continues to strengthen. In 2014, 263 new units²² were completed, boosting the estimated population to 1,872.² The most common Downtowner is a single, highly educated young professional, who on average earns \$45,846 per year.¹

263units

NEW UNITS OPENED IN 2014²²

550units

CURRENTLY UNDER CONSTRUCTION OR PLANNING²²

1,872people

ESTIMATED DOWNTOWN POPULATION²



Rooftop at The LUX
120 E. 1st St. N.
theluxliving.com

COST OF LIVING⁶

Metropolitan Statistical Areas

- ▲ Tacoma, WA
104.7
- ▲ Charleston, SC
100.8
- ▲ National Average
100.0
- ▲ Kansas City, MO-KS
100.0
- ▲ Raleigh, NC
93.3
- ▲ Wichita, KS
91.3
- ▲ Louisville, KY
91.9
- ▲ Oklahoma City, OK
90.1
- ▲ Tulsa, OK
88.7

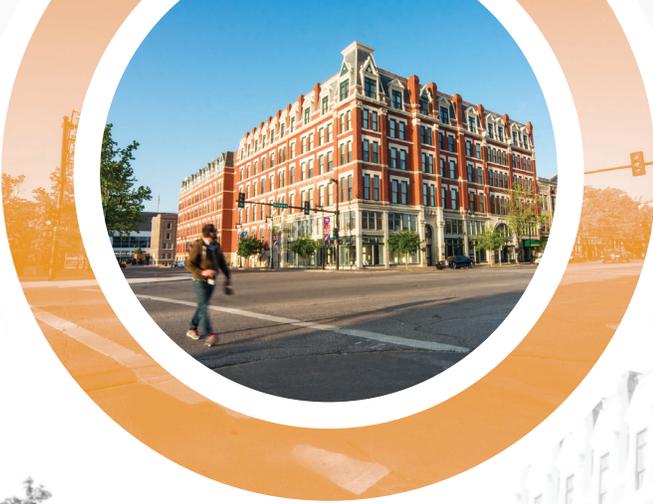
HOUSEHOLD & POPULATION DATA¹



- 24% Studio
- 59% One Bedroom
- 16% Two Bedroom
- 1% Three Bedroom+



- 58% 2010 or Later
- 40% 2000-2009
- 3% 1990-1999



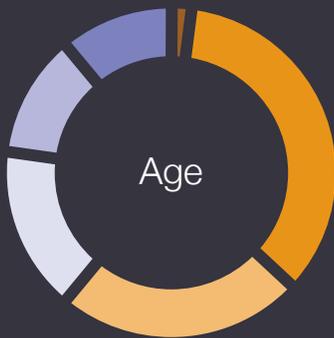
Eaton Place
517 E. Douglas
eatonplace.net

HOUSEHOLD & POPULATION DATA ¹

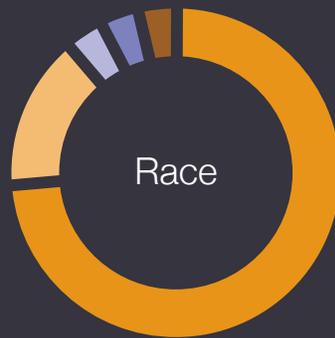
Marital Status



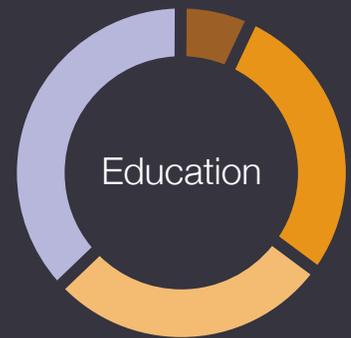
Gender



2% 0-19 Years Old
35% 20-29 Years Old
24% 30-39 Years Old
16% 40-49 Years Old
12% 50-59 Years Old
11% 60 Years Old+

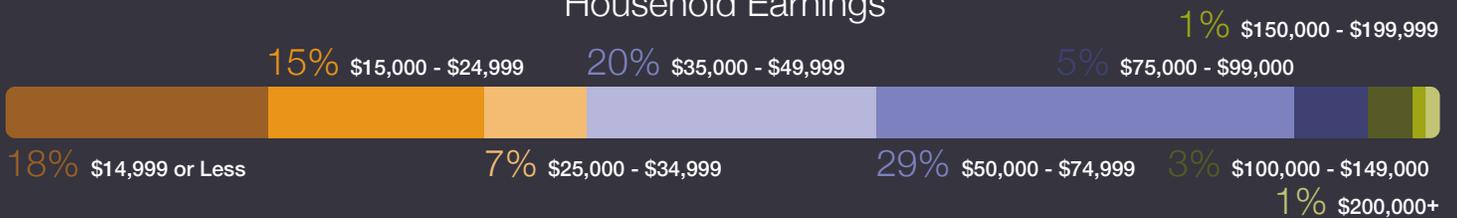


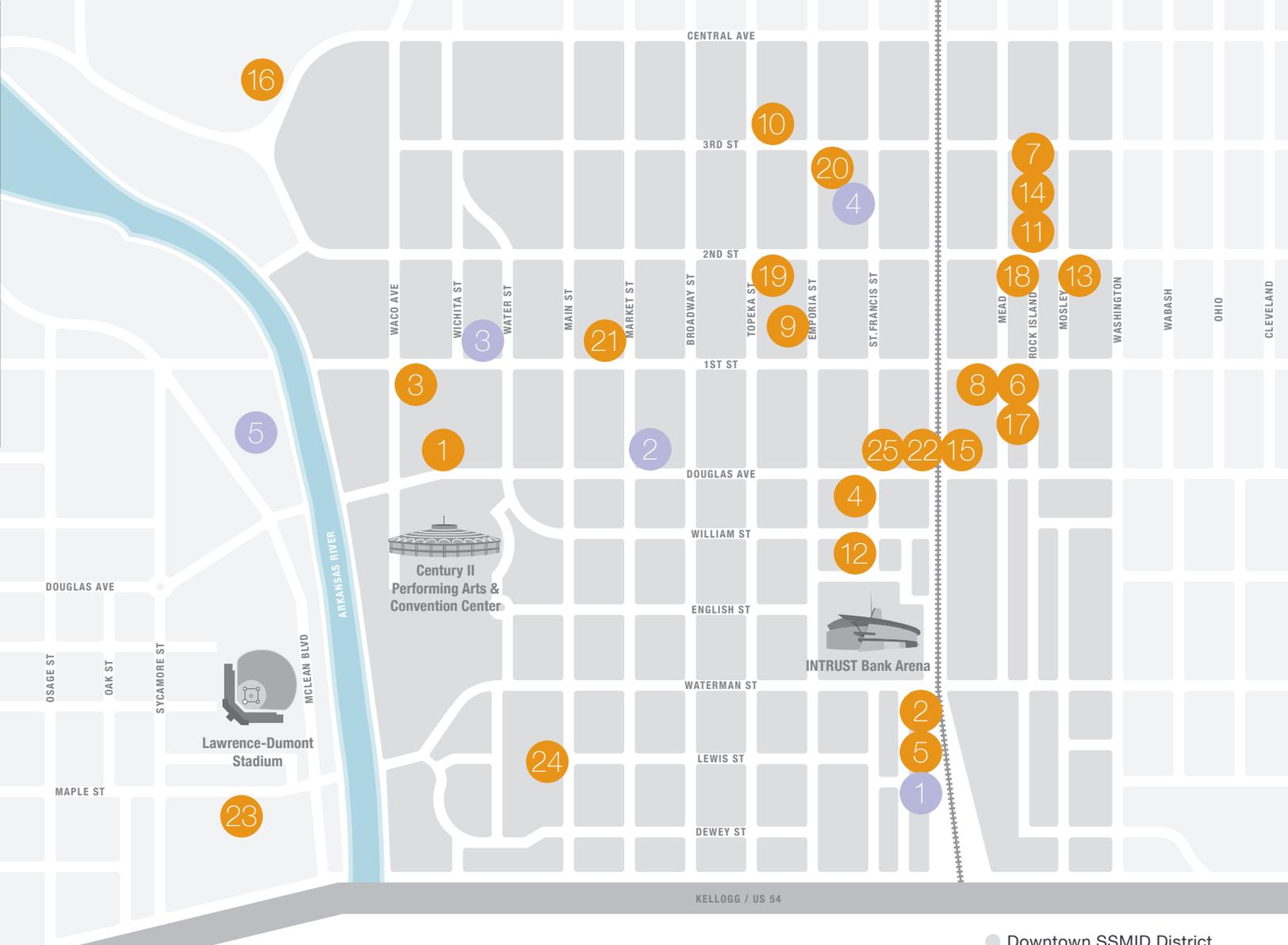
78% White
16% Black or African American
4% American Indian and Alaskan
4% Asian
4% Other



7% Some High School
28% High School Graduate
28% Some College or Associate
37% Bachelor's Degree or Higher

Household Earnings





● Downtown SSMID District

RESIDENTIAL PROPERTIES ²²

● Completed ● Under Construction/ Planning

In 2009, Zimmerman/Volk Associates (ZVA) conducted a residential market study for Project Downtown: The Master Plan for Wichita, which forecasted that Downtown could absorb 1,000 new units in five to seven years. In 2014, the WDDC contracted with ZVA to update the study. The new analysis found a significant increase in the residential market potential for Downtown. Per the study, Downtown Wichita can absorb 1,750 additional units over the next five to seven years, predominantly rental dwelling units.

- | | | | |
|--|--|---|---|
| 1 250 Douglas Place
141 UNITS | 9 La Louisiana
24 UNITS | 17 Rock Island Lofts
8 UNITS | 24 WaterWalk Place (Condos)
46 UNITS |
| 2 Commerce Street Lofts
6 UNITS | 10 Legacy Apartments
50 UNITS | 18 Rumley Lofts (Condos)
28 UNITS | 25 Zelman Lofts
9 UNITS |
| 3 Corner 365
36 UNITS | 11 Lofts at Old Town Square
15 UNITS | 19 Shirkmere Apartments
108 UNITS | 1 518-520 Commerce
16 UNITS |
| 4 Eaton Place
118 UNITS | 12 Lofts at St. Francis (Condos)
26 UNITS | 20 The Flats 324
68 UNITS | 2 Exchange Place
230 UNITS |
| 5 Finn Lofts
25 UNITS | 13 Mosley Street Lofts
24 UNITS | 21 The LUX
86 UNITS | 3 Water Street Lofts
90 UNITS |
| 6 Grant Telegraph (Condos)
13 UNITS | 14 Noble Building
15 UNITS | 22 The Renfro
20 UNITS | 4 Flats 324 Expansion
68 UNITS |
| 7 Harvester Lofts
48 UNITS | 15 Player Piano Lofts
36 UNITS | 23 WaterWalk Hotel Apartments*
133 UNITS | 5 River Vista*
154 UNITS |
| 8 Innes Station
80 UNITS | 16 Riverpark Plaza Apartments*
584 UNITS | | |

*Located outside the 67202 zip code. These properties are not included in census data nor population estimate.

WORK



The Epic Center
301 N. Main



Downtown is a key epicenter for employment with over 26,000 workers⁷ coming into the district each day. As development efforts continue, businesses are investing in Downtown and occupancy is increasing.

Downtown boasts over 3.9 million square feet (SF)⁸ of office space and 14 of the top 25 largest office buildings in the metro area.¹⁰ Overall occupancy rates increased in 2014 from 78% to 80% and average rental rates increased from \$10.74/SF in 2013 to \$11.06/SF in 2014.⁹ The Central Business District (CBD) has office space available for lease, in addition to live/work residential units

for entrepreneurs and the self-employed. As more people choose to make Downtown home, many employers are taking note and choosing the CBD as the place to be to attract the next generation of talent. Over 26,000 employees⁷ come into Downtown for work, and nearly half of Downtown workers earn more than \$39,996 annually.⁷

26,000+
DOWNTOWN WORKERS⁷

46%
OF DOWNTOWN WORKERS EARN
MORE THAN \$39,996 ANNUALLY⁷

3,168,509sf
OCCUPIED OFFICE SPACE IN
CENTRAL BUSINESS DISTRICT⁸



Howerton+White
520 E. Douglas Ave.
howertonwhite.com

DOWNTOWN OFFICE MARKET⁸

Total Central Business District office space 3,960,136 SF



41% Class A
45% Class B
14% Class C

- Class A**
1,612,573 TOTAL SF
The CBD has a vacancy rate of 12.9%.
The average price per SF is \$16.04.
- Class B**
1,774,983 TOTAL SF
The CBD has a vacancy rate of 24.0%.
The average price per SF is \$9.96.
- Class C**
572,580 TOTAL SF
The CBD has a vacancy rate of 27.5%.
The average price per SF is \$7.46.

TOP INDUSTRIES⁷

- 1 Educational Services
7,314 EMPLOYEES
- 2 Public Administration
4,232 EMPLOYEES
- 3 Professional Services
2,367 EMPLOYEES
- 4 Finance and Insurance
1,979 EMPLOYEES
- 5 Administration & Support
1,883 EMPLOYEES
- 6 Manufacturing
1,742 EMPLOYEES
- 7 Health Care
1,380 EMPLOYEES
- 8 Accommodation
1,019 EMPLOYEES



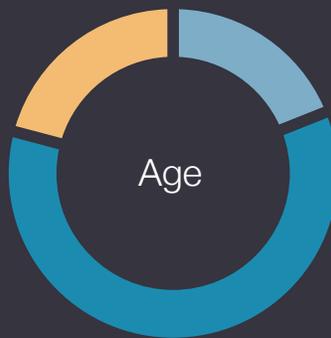
DOWNTOWN WORKER DATA ⁷

Gender

56%
Females



44%
Males



19% 29 Years Old or Younger
60% 30-54 Years Old
21% 55 Years Old+



15% \$15,000 Annually or Less
39% \$15,001-\$39,996 Annually
46% More than \$39,996 Annually



63% City of Wichita
12% Wichita Metro Area*
25% Outside of Wichita Metro Area



6% Some High School
19% High School Graduate
27% Some College or Associate
29% Bachelor's Degree or Higher
19% Not Available



Ruffin Building
100 N. Broadway

*Includes Derby, Andover, Park City, Bel Aire, Haysville, Valley Center, Newton, Goddard, and Maize.



● Downtown SSMID District

PRIMARY JOB CHARACTERISTICS ⁷

Inflow Workers

Enters Downtown for job

There are 26,137 residents who enter the 67202 zip code for their primary job. Typically, these workers are 30-54 years old and earn more than \$39,996 annually.

Interior Flow Workers

Lives and works in Downtown

There are 75 residents who both live and have primary jobs in Downtown. Typically, these workers are 30-54 years old and earn between \$15,001 and \$39,996 annually.

Outflow Workers

Leaves Downtown residence for job

There are 349 residents who live in Downtown and leave the 67202 zip code for their primary job. These workers are largely represented by the 30-54 years old population group, followed closely by the 29 years old or younger population group. These workers typically earn between \$15,001 and \$39,996 annually.

OFFICE BUILDINGS ¹⁰

Largest buildings by total square footage

● Office Building

Downtown has 14 of the top 25 largest office buildings in Wichita and four out of the top five.

- | | | | |
|---|---|----|---|
| 1 | Ruffin Building
100 N. BROADWAY
394,000 SF | 8 | Century Plaza Building
111 W. DOUGLAS
137,638 SF |
| 2 | Garvey Center
250 W. DOUGLAS
345,000 SF | 9 | Market Centre
155 N. MARKET
130,000 SF |
| 3 | Finney State Office Building
230 E. WILLIAM
304,109 SF | 10 | High Touch Building
110 S. MAIN
107,592 SF |
| 4 | Epic Center
301 N. MAIN
298,000 SF | 11 | One Main Place
100 N. MAIN
103,200 SF |
| 5 | CoBank
245 N. WACO
257,364 SF | 12 | Emprise Bank
257 N. BROADWAY
99,181 SF |
| 6 | 125 N. Market
125 N. MARKET
222,679 SF | 13 | Mayflower Plaza
209 E. WILLIAM
95,575 SF |
| 7 | First National Bank Building
105 N. MAIN
156,000 SF | 14 | Riverview Building
345 RIVERVIEW
75,000 SF |

VISIT



Wichita Symphony Orchestra
wichitasymphony.org
Photo credit: June Trieb

Hyatt Regency Wichita
400 W. Waterman
wichita.hyatt.com



Downtown Wichita is a destination for the region. The presence of major events, festivals, attractions, cultural museums and industry leading hotels makes for a great visitor experience in a friendly city.

Downtown's hotels are centrally located with close proximity to the Central Business District, Century II Performing Arts and Convention Center, INTRUST Bank Arena, Lawrence-Dumont Stadium, the Old Town Entertainment District and the Museum District. This made it a favorable place to host 172 tradeshow and conventions in 2014,⁹ which brought over 510,000 attendees⁹

to Downtown - an increase of 100,000 from the previous year. Two major multi-year hotel renovations were completed in 2014 with significant investments at the Courtyard by Marriott in Old Town and the Hyatt Regency Wichita. The hospitality market continues to remain strong in Downtown with increases in Occupancy, RevPAR (Revenue Per Available Room) and ADR (Average Daily Rate).

510,000+
CONVENTION AND
TRADESHOW ATTENDEES⁹

172events
AND TRADESHOWS IN
DOWNTOWN IN 2014⁹

\$9.4million
INVESTED DURING TWO MAJOR
HOTEL RENOVATIONS²²



Wichita Riverfest
wichitaiverfest.com
 Photo credit: Dennis Snyder

WICHITA METRO AREA HOTEL ROOMS ¹¹



11% Hotel Rooms Downtown

89% Hotel Rooms in Wichita Metro Area*

*Includes Wichita hotels outside of Downtown, Derby, Park City, Haysville, Goddard, and Maize.

DOWNTOWN AREA HOTELS ²²

- Hyatt Regency Wichita
303 ROOMS
- Drury Plaza Hotel Broadview Wichita
200 ROOMS
- Wyndham Garden Wichita Hotel*
150 ROOMS
- Fairfield Inn & Suites Wichita Downtown
131 ROOMS
- Courtyard by Marriott Wichita at Old Town
128 ROOMS
- Ambassador Hotel at Block One
117 ROOMS
- Hotel at Old Town
115 ROOMS
- Hotel at WaterWalk*
88 ROOMS

*Located outside of the SSMID District. Not included in hotel data totals.



Museum of World Treasures
835 E. 1st St. N.
worldtreasures.org



DOWNTOWN HOTEL DATA ¹¹

Downtown Hotels
TOTAL OF 6 PROPERTIES WITH 994 ROOMS

Overall Average of Greater Wichita Area Hotels
TOTAL OF 119 PROPERTIES WITH 8,327 ROOMS

Occupancy

Rooms sold divided by rooms available. Occupancy is always displayed as a percentage of rooms occupied.

RevPAR

(Revenue Per Available Room)

Total room revenue divided by rooms available.

ADR

(Average Daily Rate)

Room revenue divided by rooms sold. Displayed as average rental rate for single room.

Occupancy

100%



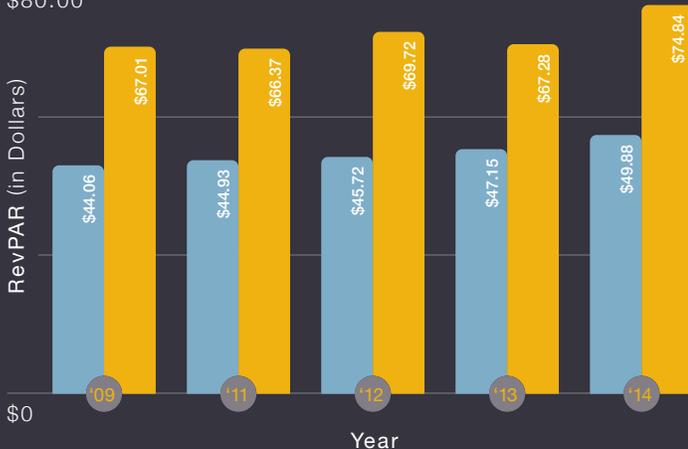
Revenue Per Available Room

\$80.00

RevPAR (in Dollars)

\$0

Year



Average Daily Rate

100%

ADR (in Dollars)

0%

Year



ATTRACTION ATTENDANCE

Downtown area attractions, museums, festivals and venue attendance

Attraction ⁹	2010	2011	2012	2013	2014
Wichita Thunder Hockey	172,247	201,005	228,374	194,283	174,725
Wichita Wingnuts	127,401	257,292	262,619	DNR	151,552
Music Theater of Wichita	55,913	64,886	62,143	74,489	65,277
Wichita Symphony Orchestra	79,999	27,931	25,966	39,398	52,997

DNR = Did Not Report

Museum ^{9 (Unless otherwise noted)}	2010	2011	2012	2013	2014
Kansas Sports Hall of Fame	4,666	15,561	17,818	29,229	20,465
Botanica	103,835	76,383	75,903	105,239	138,375
Exploration Place	164,045	171,828	216,266	192,699	170,270
Great Plains Transportation Museum	2,174	1,962	3,155	2,998	2,850
Kansas African American Museum	1,590	1,962	3,824	1,644	2,845
Mid-America All-Indian Center	38,614	32,416	10,301	25,515	21,171
Museum of World Treasures	37,982	34,958	40,007	36,748	42,175
Old Cowtown Museum	31,155	44,297	47,378	57,817	59,889
Wichita Art Museum	59,113	50,414	47,402	52,231	56,631
Wichita/Sedgwick Co. Historical Museum	11,143	14,983 ¹⁶	10,749 ¹⁷	13,112	13,591

Top Conventions and Events^{10 (Unless otherwise noted)} 2014

Riverfest	380,000 ¹²
BlackTop Nationals	175,000
Automobilia's Moonlight Car Show & Street Party	160,000
Music Theatre of Wichita 2014 Summer Season	81,000
National Baseball Congress World Series	75,000
Wichita Area Builders Association Home Show	30,000
Outdoor Living & Landscape Show	20,000
Prairie Fire Marathon	20,000
Women's Fair	16,000
Starbird-Devlin Rod & Customs Charities Car Show	15,000
Tallgrass Film Festival	13,000
Prairie Fire Spring Half Marathon	10,000
Komen Race for the Cure - Wichita	9,000
Wichita Wagonmasters Downtown Chili Cookoff	9,000

+ Riverfest¹²
380,000 ATTENDEES IN 2014
Up 20,000 from 2013

+ Automobilia¹⁰
160,000 ATTENDEES IN 2014
Up 20,000 from 2013

+ Tallgrass Film Festival¹⁰
13,000 ATTENDEES IN 2014
Up 1,000 from 2013

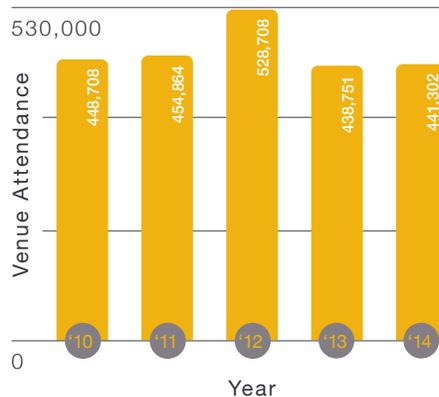
+ Downtown Chili Cookoff¹⁰
9,000 ATTENDEES IN 2014
Up 1,000 from 2013

Venues

Orpheum Theater¹⁴



Century II¹³



INTRUST Bank Arena¹⁵



River City Brewery
150 N. Mosley
rivercitybrewingco.com

SHOP



Heroes Sports Bar
117 N. Mosley
heroeswichita.com



Downtown is a hub of eclectic shops, restaurants and bars that generated more than \$122 million of retail sales in 2014.¹⁸ With less than 5% vacancy,⁹ prime retail space remains in high demand.

With over 490,000 square foot (SF) of retail space at an average quoted rate of \$11.18/SF,⁸ Downtown has one of the highest concentrations of retail businesses and restaurants in the metro area. Over 460,000 shoppers¹⁹ are within a 20 minute drive to explore the eclectic mix of shops, restaurants and bars, or to find one-in-a-market retailers located only in Downtown. In 2014, retail

trade and food and drink sales totaled more than \$122 million¹⁸ in the Downtown area, with Food Services and Drinking Places accounting for the greatest percentage of sales at 30%.¹⁸ This sector, comprising over 50 small businesses, with many in the Old Town Entertainment District, employs nearly 1,000 people¹⁸ and is an important employment base for our local economy.

468,700sf
OCCUPIED RETAIL SPACE⁸

139retailers
IN THE DOWNTOWN AREA¹⁸

\$122million
RETAIL SALES GENERATED
IN 2014¹⁸



Heartland Bicycle
111 N. Mosley
heartlandbike.com

DOWNTOWN RETAIL MARKET⁸

Total Central Business District retail space 491,153 SF



17% Class A | 82,200 SF

69% Class B | 339,953 SF

14% Class C | 69,000 SF



95% Occupied | 468,700 SF

5% Vacant | 22,453 SF

TOP RETAIL INDUSTRIES¹⁸

Total 2014 retail sales \$122 million

- 1 Food Services & Drinking Places
30% OF TOTAL SALES/ 900 EMPLOYEES
- 2 Miscellaneous Store Retailers
21% OF TOTAL SALES/ 182 EMPLOYEES
- 3 Motor Vehicle & Parts Dealers
16% OF TOTAL SALES/ 43 EMPLOYEES
- 4 Building Materials & Supplies
9% OF TOTAL SALES/ 36 EMPLOYEES
- 5 Sporting Goods & Hobbies
8% OF TOTAL SALES/ 59 EMPLOYEES
- 6 Furniture & Home Furnishings
6% OF TOTAL SALES/ 35 EMPLOYEES
- 7 Clothing & Clothing Accessories
2% OF TOTAL SALES/ 16 EMPLOYEES
- 8 Food & Beverage Stores
2% OF TOTAL SALES/ 9 EMPLOYEES

ARENA



INTRUST Bank Arena
500 E. Waterman
intrustbankarena.com



2015 marks the 5-Year anniversary of INTRUST Bank Arena's grand opening in 2010. Since then, it has been a draw for nearly 2 million attendees¹⁵ and continues to positively impact our community.

Five years ago, construction was completed on a 15,004-seat arena in the heart of Wichita through a community wide one-cent sales tax. The Arena's unique architecture, comprised primarily of glass and brick, complements the skyline of Downtown. In 2013, it was named an IAVM Venue Excellence Award Winner.¹⁵ Most recently, the NCAA awarded Wichita as one of the eight sites for the 2018 First

and Second Round Men's Basketball Championship. This event will have an estimated \$10 million economic impact for Wichita.¹⁵ This year, the Arena celebrates five successful years increasing the quality of life for Wichitans, creating memories, and providing world-class entertainment. This report takes a closer look at the positive impact the Arena has had on our community and economy.

2million
APPROXIMATE ATTENDEES
IN FIVE YEARS¹⁵

406jobs
ACTIVELY EMPLOYED
AT THE ARENA¹⁵

\$59million+
TOTAL VISITOR IMPACT OVER
LAST FIVE YEARS²⁰

FIVE YEAR SUMMARY²⁰

Five year totals (2010 - 2014)

1,721,632
TOTAL LOCAL ATTENDANCE
Wichita residents and region



257,255
TOTAL VISITOR ATTENDANCE
Live 100+ miles outside of Wichita



1,978,887
TOTAL ATTENDANCE
At 423 events between 2010 - 2014



68% Wichita Residents
19% Residents Outside City Limits
13% Residents 100+ Miles Outside Wichita



33% Concerts
16% Family Shows
16% Sporting Events
33% Thunder Hockey
2% Other

Visitor Economic Impact

\$14,406,280 RETAIL SPENDING + **\$11,833,730** HOTEL SPENDING + **\$9,716,359** EVENT REVENUES = **\$35,956,369** DIRECT IMPACT = **\$59,486,911** TOTAL IMPACT (INDIRECT)

Visitors (persons who live 100+ miles outside of Wichita) to INTRUST Bank Arena have had a \$35,956,369 direct impact to the Wichita economy, which spurred a total indirect economic impact of over \$59 million. These visitors generated an excess of \$4.2 million in sales tax revenue for the City, County and State. In addition to these visitors bringing in new dollars to the community, local attendees have had a \$96,840,713 direct impact and over \$159 million total impact.

Employment Data

INTRUST Bank Arena positively contributes to the Wichita economy by actively employing 39 full time and 367 part time jobs. Over the course of five years, this has attributed to over \$13 million in net wages and benefits for employees.

GEORGE STRAIT CONCERT SUMMARY²¹

In April 2014, country music legend George Strait took the stage for the third time at INTRUST Bank Arena.

Over 10,000 individuals (almost 70%) of the crowd in attendance was from 100+ miles outside of the Wichita City limits. These visitors had a \$3.2 million total economic impact on the Wichita economy and had a significant impact on area hotel and retail spending.



31% City of Wichita and Local Residents
69% Residents 100+ Miles Outside Wichita

Visitor Economic Impact

Visitors	Direct	Total (Indirect)
Retail Spending	\$565,152	\$936,626
Hotel Spending	\$464,232	\$769,882
Event Revenues	\$922,187	\$1,517,274

Total **\$1,951,571** **\$3,223,783**
DIRECT IMPACT TOTAL IMPACT

Visitor Fiscal Impact

Retail Sales Tax	Local	Visitors
City	\$4,840	\$18,791
County	\$3,463	\$13,446
State	\$51,063	\$198,263

Total **\$59,366** **\$230,500**
LOCAL IMPACT VISITOR IMPACT

Guest Tax	Visitors
City	\$46,193
County	\$38,494

Total **\$84,687**
VISITOR IMPACT

Union Station
701 E. Douglas

BUILD



Corner 365
365 W. 1st St. N.
corner365.com



In 2014, several key Downtown residential properties opened, adding to the resident population. In addition, seven major projects are planned for 2015 along Downtown's postcard avenue, Douglas Avenue.

Private and public sector investment continued in Downtown in 2014. 263 residential units opened,²² bringing the total of new units since 2010 to 428 units.²² The residential market demand remains strong with most properties operating very near 100% occupancy. The hospitality market got a boost in 2014 with two major hotel renovations totaling \$9 million²² at the Hyatt Regency Wichita and the Courtyard by

Marriott in Old Town. The public sector also made key strategic investments in 2014. The City initiated investment to convert William Street from one-way to two-way, and the \$9.6 million investment to renovate the Parking at Market & William Garage (former Macy's Garage) to provide critical parking to unlock millions of additional development in the adjacent blocks.

263 units
NEW RESIDENTIAL UNITS
OPENED IN 2014²²

38 projects
COMPLETED SINCE PROJECT
DOWNTOWN ADOPTION IN 2010²²

\$180 million
OF PROJECTS CURRENTLY
PLANNED ALONG DOUGLAS AVE.²²



● Downtown SSMID District

DEVELOPMENT PROJECTS²²

Since the implementation of Project Downtown in 2010

Completed Projects

- Residential**
 1. Corner 365
 2. Eaton Place Renovations
 3. Player Piano Lofts
 4. The Flats 324
 5. WaterWalk Apartments
- Commercial**
 1. 125 N. Market
 2. 340 S. Broadway & 329 S. Topeka Renovations
 3. Cargill Innovation Center
 4. CoBank
 5. Firestone Place Renovations
 6. Howerton+White Expansion & Renovation
 7. J.P. Weigand & Sons Realtors
 8. Kansas Leadership Center and Kansas Health Foundation Conference Center at Block One
 9. KE Miller Engineering
 10. Pixius Corporation
 11. The Arnold Group Renovations
- Mixed Use**
 1. Commerce Street Lofts
 2. Finn Lofts
 3. Rock Island Lofts
 4. The LUX
 5. The Renfro
 6. Wichita WaterWalk
 7. Yellow Cab Co. Building Renovations
 8. Zelman's Building

- Civic**
 1. Albert Paley Sculpture Installation
 2. Block One Parking Garage
 3. Fountains at WaterWalk
 4. INTRUST Bank Arena
 5. INTRUST Bank Arena's Guitar Bar & Thunder Store
 6. Riverfront Improvements
 7. Sedgwick Co., Rotary Foundation & Coleman Lot
 8. St. Francis Streetscape Improvements
 9. Urban Plaza at Block One
 10. William Street 2-Way Conversion
- Retail/Restaurants**
 1. 220 & 222 S. Commerce Restaurant Renovation
 2. Bite Me BBQ
 3. Gander Mountain Expansion at WaterWalk
 4. Live at 215
 5. Sonic Drive-In
- Hotel**
 1. Ambassador Hotel at Block One
 2. Courtyard by Marriott Renovations
 3. Drury Plaza Hotel Broadway
 4. Fairfield Inn & Suites Wichita Downtown
 5. Hyatt Regency Wichita Renovations
- Other**
 1. Open Door
 2. Robert D. Love Downtown YMCA
 3. The Catholic Diocese St. Mary Cathedral

Under Construction/Planning

- Residential**
 1. Exchange Place and Bitting Buildings
 2. Flats 324 Expansion
 3. River Vista
 4. Water Street Lofts
- Commercial**
 1. High Touch Technologies
 2. INTRUST Bank Renovations
 3. Merrill Lynch Building
 4. 271 Building
- Mixed Use**
 1. 518-520 Commerce
 2. Union Station
- Civic**
 1. Commerce Arts District Parking
 2. Douglas Avenue Streetscape Development
 3. Douglas Ave Underpass Renovation
 4. Mosley Ave. Project
 5. Parking at Market & William Garage

For a full listing of Downtown development projects and descriptions visit
DowntownWichita.org

COMPLETED HOTEL RENOVATIONS

2014



Courtyard by Marriott

\$1 million

Phase two renovations included updates to the 128-room hotel's design and color schemes as well as a refresh to the meeting spaces. A \$900,000 phase one renovation of the lobby and guest areas was completed in 2013.



Hyatt Regency Wichita

\$7.5 million

The Hyatt completed an extensive redesign of its 303 guest rooms. The rooms' new look and design aesthetics incorporate colors found in Kansas' landscapes. The hotel has also completed a renovation of the lobby and meeting areas.

COMPLETED COMMERCIAL RENOVATIONS

2014



Yellow Cab Co. Building

N/A

Renovations to the 26,000 SF Yellow Cab Company Building at the corner of 2nd and Washington Ave. have included subdividing the space for multiple office, retail and restaurant tenants including Taste & See, an upscale restaurant and bar, Lotus Leaf Café, a healthy lifestyle cafe, and Oasis Staffing.



Commerce & Waterman

N/A

Renovations for RSA Marketing's mixed-use building at the entrance to the Commerce Street Arts District included repurposing shipping containers as meeting rooms in the interior, large exterior window additions, the addition of a large awning and deck facing Waterman, and an asphalt parking lot on the north side of the building.



Comcare at Topeka & Broadway on Waterman

Approximately \$2 million

This project, comprised of two buildings, completed exterior facade and interior renovations. The buildings, located at 340 S. Broadway and 329 S. Topeka, formerly housed Rainbows United and are now home to Comcare.



Live at 215 Performance Theater

OTHER COMPLETED PROJECTS

2014



William Street Two-Way Conversion

\$375,000

The improvements from Main to Emporia Streets included converting William Street from a one-way west-bound street to a two-way street providing one lane in each direction. The pavement was improved as necessary and restriped to allow for two-way traffic. The project also added wheelchair ramps and modifications to the traffic signals.

Sonic Drive-In

N/A

One of America's favorite fast food drive-ins, Sonic, constructed a new 1,800 SF location at 504 S. Broadway. This new project is located adjacent to multiple fast food restaurants near the Kellogg frontage.

Live at 215 Performance Theater

Approximately \$200,000

Renovations were made to 215 N. St. Francis by Graycon Building Group including a new 150-160 person theater, box office and bar. The renovated building features the Looney Bin comedy club Thursdays through Saturdays.

COMPLETED RESIDENTIAL PROJECTS

2014



The LUX

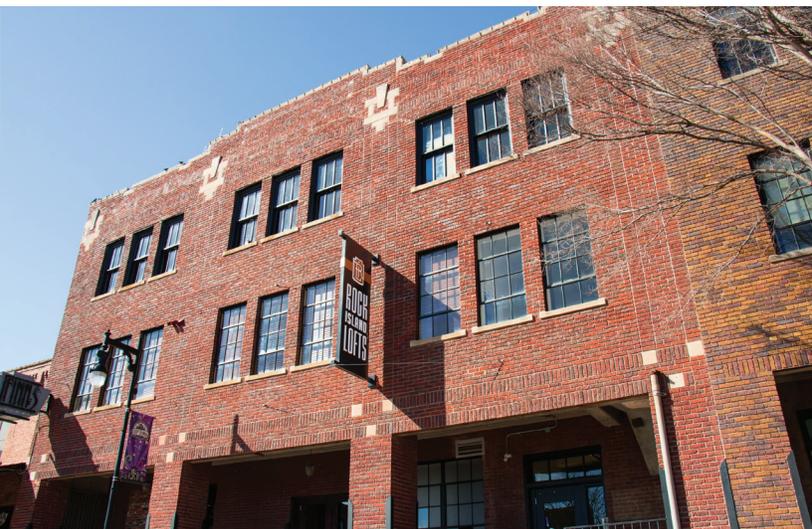
\$20 million

The LUX is the redevelopment of the former Kansas Gas & Electric Building. The project is a mixed-use development offering office, residential, venue space, and luxury terraces overlooking the City's skyline. The first and second floors of the seven-story building offer office space while the top five floors house apartments - totaling 86 units. Unit amenities include washer and dryer, unique energy efficient lighting and free wireless internet access. The LUX has developed a unique sense of community and place in Downtown Wichita while keeping true to the building's original 1950's character. The LUX anticipates being the first commercial building in Wichita to achieve LEED Gold Certification.

WaterWalk Hotel Apartments

\$10 million

With lifestyle amenities of an apartment and features of an extended-stay hotel, WaterWalk Hotel Apartments at 411 W. Maple, offers a new concept in Downtown living. The property offers both furnished and unfurnished one, two or three bedroom apartments with flexible leases for an "all inclusive" lifestyle option. The two buildings on the West bank of Arkansas River and adjacent to the Wichita Ice Center and Lawrence-Dumont Stadium, are comprised of 133 units with rates starting at \$900 a month. Kitchens feature rich brown cabinetry, a range, garbage disposal and refrigerator. Every apartment is equipped with a stackable washer and dryer.



Rock Island Lofts

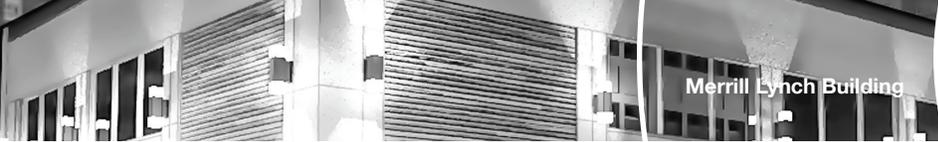
N/A

The former Grant-Billingly building at 143 N. Rock Island, was used as office and warehouse space for the Grant-Billingly fruit company. In 2014 it was transformed into eight upscale lofts (six are two-level) above three retail/office spaces. The lofts range from 600-1,720 SF with rents starting at \$900 per month. The retail/office spaces range from 1,000-4,000 square feet.

Corner 365

N/A

Garvey Center owner, Builders Inc, has constructed 36 new one and two bedroom apartments at the corner of First and Waco. This new project has transformed the prominent intersection and will be a catalyst for further development along the First Street corridor. Units feature stainless steel appliances, secured access parking, and a gated outdoor tenant patio.



RESIDENTIAL ON THE HORIZON

Projects currently under construction or planning

Water Street Lofts

Approximately \$9.5 million

The Alvin E. Morris Administrative Center for USD 259 at 201 N. Water was recently acquired by Old Town developer Dave Burk, who plans to repurpose the nine-story, 96,000 SF building into 90 apartments. The property includes an abundance of windows, adequate parking for residents and beautiful views of the Arkansas River. Construction is not anticipated to start until 2016.

518-520 Commerce Street

\$3 million

Craig Slawson, of Colorado-based Slawson Energy, has purchased three buildings along Commerce Street. The southernmost building will be used for commercial spaces; the north building will hold 16 residential spaces, two of which will be dual-story units with protected garage parking. The exterior design of 518-520 Commerce will promote connectivity with neighboring buildings.

The Flats 324 Expansion

\$7 million

With the continued redevelopment of the St. Francis Street corridor, The Flats 324, located at St. Francis and Emporia in the historic Wichita High School, has announced the construction of 60 new units in addition to the existing 68 units. Floorplans include one and two bedroom units ranging from 575-905 SF with rents projected to start at \$700.

COMMERCIAL ON THE HORIZON

Projects currently under construction or planning

271 Building

\$15.7 million

Renovations, including remodeling, architectural services and furnishings, are planned for the former IRS Building at 271 W. Third, to house multiple Sedgwick County offices. In 2014, the building was purchased for \$4.9 million by the County.

High Touch Technologies

\$1 million

High Touch Technologies recently acquired the building that houses their Corporate Headquarters at 110 S. Main. Renovations include addressing deferred maintenance needs, elevator updates, as well as updating heating, ventilation and air conditioning systems.

125 N. Market

\$5 million

Ongoing renovations for the 19-story building include upgrading and refinishing the common areas and new spec office space on floors 11, 12, 14, and 17 and renovating the 19th floor as a reception and events area. Completed renovations consist of several infrastructure items, including new chillers, a new roof, modernizing all elevator controls, and repairing the walkway connecting the building to the adjacent Exchange Place property.

CIVIC ON THE HORIZON

Projects currently under construction or planning

Parking at Market & William Renovation

\$9.68 million

The Wichita City Council has approved a plan to renovate the former Macy's Garage at 215 S. Market, which the City gained ownership of in November 2013. The repairs will stabilize the structure and will open all nine floors and 550 spaces of the garage. The now named Parking at Market & William Garage will benefit nearby businesses and the public. Fences surrounding the garage will be removed when construction is finished, opening up the closed traffic lanes on Market and William.

Mosley Avenue Streetscape Improvements

\$1.6 million

The Mosley Avenue corridor from 2nd Street to 3rd Street and Rock Island to one-half block north will be reconstructed as brick streets and sidewalks with amenities and on-street parking consistent with the design of the other streets in Old Town. Ornamental lighting, landscaping, benches, trash receptacles and bicycle racks will all be installed as part of the project. The project will add approximately 33 on-street parking stalls and significantly improve the walkability for these corridors north of 2nd Street.

Commerce Street Arts District Parking

\$950,000

In December 2014, the City Council approved the overall concept design for the Commerce Arts District, including arts and aesthetic improvements as well as the proposed streetscape improvements to Commerce and St. Francis Streets south of Waterman. The first phase will construct additional public parking between the railroad and the east facade of the buildings along Commerce Street and an access drive. These additions will provide much needed circulation improvements.

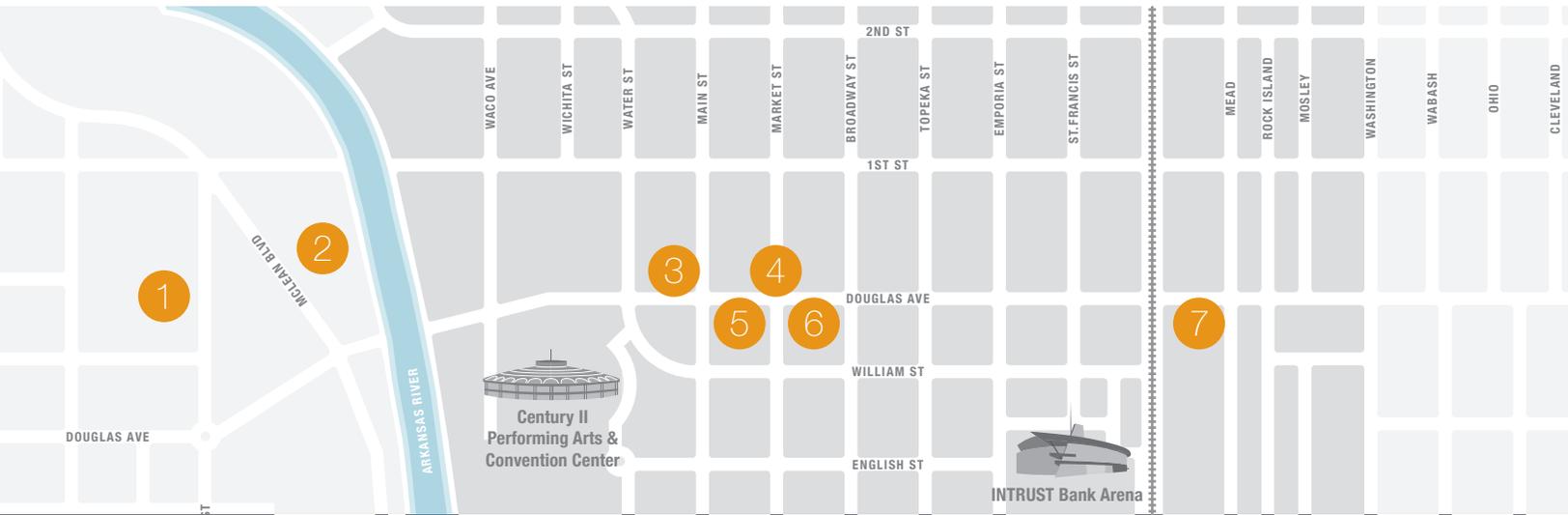
Douglas Avenue - Streetscape Development

\$6 million

In 2011, the City approved a new plan, led by community input, for transit and streetscape improvements along the core of Douglas Avenue from Main to Washington Streets. Phase One design focuses on the addition of transit shelters, added streetscape amenities and improved pedestrian way-finding signage. Phase One funding of \$1.3 million has been secured and selected projects have been completed. Work is currently in progress for the balance of the initial phase.

DOUGLAS AVENUE DEVELOPMENT ON THE HORIZON

Douglas Avenue is the postcard avenue of Wichita. It has seen tremendous investment since the implementation of Project Downtown in 2010. As 2015 commences, seven major projects totaling over \$180 million are planned along the prominent corridor. Once complete, these projects will not only enhance previous projects, but will also transform the way residents, workers and visitors experience Downtown.



● Development Project

● Downtown SSMID District

1 Central Library & Advanced Learning Center \$30 MILLION

Plans for a new Central Library located at Second and McLean, call for an increase in square footage from 89,000 to 95,000, and will include community meeting rooms with seating for up to 300 people. Technology will include over 100 computers and charging stations which will be available for public use. The second design phase has been funded and is currently underway.

2 River Vista \$38.4 MILLION

The \$38.4 million mixed-use River Vista project on the west bank of the Arkansas River has been finalized and approved by City Council. Plans include a 154-unit apartment project, parking garage, and future phase commercial development. The City of Wichita, with the utilization of STAR Bonds, has committed to make improvements to the riverfront and adjacent Delano Park. In addition, the project includes a “Boats and Bikes” rental facility that will be used by area rowing groups and also offer public boat and bike rentals.

3 INTRUST Bank Renovations N/A

INTRUST Bank is renovating its Downtown headquarters at 105 N. Main. This multi-million dollar investment will provide updates to the 90-year-old building. Improvements include work on office and customer areas, the installation of new heating and air conditioning equipment, and extensive updates to interior finishes.

4 Exchange Place \$66 MILLION

The developer of the historic Exchange Place and Biting Building is taking steps towards finalizing over \$66 million in redevelopment plans. The proposed project will offer 230 residential units, office and retail space in the two buildings as well as a new parking garage in the adjacent non-developed Douglas Avenue frontage. This project will be transformational to the Douglas Avenue corridor.

5 Pop-Up Urban Park \$146,000 GRANT FUNDING

“The Hole” on Douglas Ave will be transformed into a Pop-Up Urban Park through a grant from the Knight Foundation Fund of the Wichita Community Foundation. The site is planned to be activated daily with food truck vendors and other public activities.

6 Merrill Lynch Building N/A

Bokeh Development is renovating the former Merrill Lynch Building at Douglas and Market in preparation for potential tenants. Tentative plans are to divide the first floor into two separate office spaces. The second floor will have eight or nine offices between 300 and 600 SF with a shared conference room, coffee bar and workout center. Facade improvements will also be included in the restoration.

7 Union Station \$54 MILLION

Renovation of one of Downtown Wichita’s most iconic buildings is underway. Occidental Management identified \$54 million of redevelopment and expansion projects for the Downtown Union Station campus, which includes the Wichita Historic train station, Union Station, Rock Island depot and baggage facility, and the former Wichita Grand Hotel. Plans include updating the four existing buildings on the campus, and also an additional 150,000 SF of new space through two newly constructed buildings and the expansion of an existing building. The redevelopment efforts will also provide a new parking garage that can house first floor retail. Additionally, over five acres of public space will include streetscape improvements and a redeveloped plaza area that fronts Douglas Avenue.

For a full listing of Downtown development projects and descriptions visit
DowntownWichita.org

WDDC



Keeper of the Plains
wichita.gov



The Wichita Downtown Development Corporation (WDDC) was launched in 2002 to revitalize and enhance the City center. The WDDC works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita. By strengthening Downtown Wichita, we are creating a vibrant economic region and state.

\$221,000

AWARDED FOR TWO GRANTS
IN 2014²²

2awards

RECEIVED IN 2014 FOR PROJECT
DOWNTOWN INITIATIVES²²

2policies

CREATED IN 2014 THAT FURTHER
DEVELOP DOWNTOWN WICHITA²²



Wichita Riverfest
wichitriverfest.com
Photo credit: Debbie Greene

MISSION & VISION STATEMENT

The Wichita Downtown Development Corporation (WDDC) was launched in 2002 to revitalize and enhance the City center. The WDDC is a private 501c3, not-for-profit corporation that works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita. The mission of the WDDC is to direct a comprehensive economic development program to strengthen Downtown as:

- The heart of the city for all citizens,
- An active and prosperous place for businesses and employees,
- A center for artistic and cultural experiences, and
- A vibrant urban environment for residents, workers and visitors.

The WDDC is governed by a 25-member Board of Directors who represent Downtown business and property owners. The WDDC contracts with the City of Wichita to provide Downtown development services. The contract is funded through a Self Supported Municipal Improvement District (SSMID) that encompasses the geographic area bounded by Washington Ave., Central Ave., Kellogg Ave. and the Arkansas River. The WDDC Board of Directors employs a professional staff who can assist entrepreneurs, developers and property owners to evaluate and plan a range of investment decisions. The WDDC can help to identify prospective business locations, provide market data, evaluate opportunities for new retail and service businesses, develop marketing and promotional strategies and assist with conceptualizing and implementing construction projects.

“Downtown Wichita is under transformation and we are excited to be a part of it. Resources provided by the WDDC help guide public and private investment which makes Downtown Wichita a better place to do business. Not all cities have a resource like the WDDC and the community is fortunate to have them.”

Bryce Baker, Vice President of Security National Life Insurance Co.



DOWNTOWN SSMID ²²

- Self Supported Municipal Improvement District (SSMID)
- WDDC Offices

The WDDC contracts with the City of Wichita to provide Downtown development services. The contract is funded through a Self Supported Municipal Improvement District (SSMID). Property owners within the SSMID pay an additional property tax mil levy. The SSMID boundaries are Washington Street, Central Avenue, Kellogg and the Arkansas River. The WDDC has leveraged the SSMID funding with grant funding and private contributions totaling \$514,577.67 from 2009-2014.

TOP WDDC EXPENDITURES

From income including SSMID funding, private contributions and grants



- 58% Personnel
- 15% Office & Misc.
- 10% Design & Innovation Center Initiatives
- 9% Project Downtown Initiatives
- 4% Other
- 3% Professional Services

2015 SSMID ADVISORY BOARD MEMBERS

- | | |
|--|---|
| Gary Schmitt, Chairman
INTRUST BANK | Don Sherman
WESTAR ENERGY |
| Alan Banta
TRANS PACIFIC OIL CORP. | Larry Weber
GARVEY CENTER |
| John Belford
BELFORD ELECTRIC | Mary Wright
OLD MILL TASTY SHOP |
| Jim Faith
EMPRISE BANK | Rod Young
PROFESSIONAL ENGINEERING CONSULTANTS, P.A. |
| Dick Honeyman
HITE, FANNING & HONEYMAN LLP | Ex Officio Position
Jeff Fluhr
WICHITA DOWNTOWN DEVELOPMENT CORP. |

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GLMV ARCHITECTURE

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CARGILL

Jim Faith, Treasurer/Secretary
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INTRUST BANK

Urban Vitality

Tom Docking*
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& KENNEDY, CHARTERED

Image Enhancement and Marketing

Susan Berglund Santo
VISIT WICHITA CONVENTION
& VISITORS BUREAU

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Jim Faith
EMPRISE BANK

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AIRBUS AMERICAS ENGINEERING, INC.

Don Sherman
WESTAR ENERGY

Larry Weber*
GARVEY CENTER

Mary Wright
OLD MILL TASTY SHOP

Rod Young
PROFESSIONAL ENGINEERING
CONSULTANTS, P.A.

John Schlegel
CITY OF WICHITA
METROPOLITAN AREA PLANNING DEPT.

Lavonta Williams
CITY OF WICHITA, CITY COUNCIL

* Denotes Past WDDC Chairman

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Jeffrey Fluhr
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Nancy Moore
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ASSISTANT



Jaimie Zellner
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Andy Kim
DESIGN &
COMMUNICATION
SPECIALIST

PROJECT DOWNTOWN

It is a milestone we've worked together as a community to achieve. The plan focuses on key areas of our Downtown, illustrating the potential that the community has to grow. The plan has overwhelming support from the private and public sectors. A blueprint for our future, it benefits the public and private sector when making decisions, being strategic with public sector investment so we, as a community, maximize private sector investment. Project Downtown was unanimously adopted by the Wichita City Council in 2010 and continues to help shape our Downtown.



DOWNTOWN DESIGN & INNOVATION CENTER

The Downtown Design & Innovation Center is a partnership between the WDDC and the City of Wichita to assist developers with gaining access to the resources necessary to make Downtown redevelopment projects happen. The Design & Innovation Center also serves as a living room for the community to gather, where countless conversations can be had and ideas can be shared. As a physical space, it is intended to be a creative outlet and a place to showcase Downtown's development activity and foster quality urban design. The center was funded by the John S. and James L. Knight Foundation, the Wichita Community Foundation and private partners. Learn more about the Design & Innovation Center and the education programs at downtownwichita.org.

WDDC INVESTOR ASSISTANCE

It had been five years since Laurie Volk, Zimmerman/Volk Associates, had released her initial housing study for Downtown's residential market. Her research provided market potential analysis for Project Downtown: The Master Plan for Wichita. When it was first released, some were hesitant to believe that Downtown could absorb 1,000 units over the next five to seven years and were also wary of the price points that were forecasted. Fast forward five years. We were pleased to see that her projections for Downtown's residential market were spot on and that we have added 428 new units since 2010, with an additional 550 under or soon to be under construction. Given the development activity since her initial study, the WDDC felt that it was appropriate to update the initial forecast to understand if the market potential had changed since the initial report was released. In July 2014, the WDDC released Zimmerman/Volk's updated residential market study. It showed that the market potential had strengthened. The updated study took into account all projects that were currently under construction or in phases of planning and projected that Downtown could absorb 1,750 units, in addition to those already known, over the next five to seven years.

The study was funded through multiple partners: INTRUST Bank, Fidelity Bank, Emprise Bank, Commerce Bank, Market Place Properties, Bokeh Development, Slawson Companies, and Security National Life Insurance Co.



Fuel the Fire

SPEAKER SERIES

Brad Segal

fuelthefirespeakerseries.com



WDDC ECONOMIC RESEARCH

The WDDC remains committed to providing accurate, pertinent information for the Downtown area. One such example is the updated residential analysis that Zimmerman/Volk provided this past year. The WDDC will continue to contract with market sector economists and experts to ensure investors have the critical data needed to make informed decisions.

This State of Downtown Report is updated annually. Its intent is to provide timely U.S. Census Data and local market information and trends. Working in partnership with the City of Wichita, Sedgwick County, and Wichita State's Center for Economic Development and Business Research (CEDBR) we are able to provide this updated report to assist the public and private sectors with strategic investment decisions.



WDDC ADVOCACY

The WDDC has an active role in the area of advocacy. The organization works in partnership with entities such as the City of Wichita, Friends of Historic Preservation, Visit Wichita and the Chamber of Commerce on various legislative initiatives. Regularly, the organization works with the City Council on projects within Downtown Wichita providing economic data or testimony of how a project will further the implementation of Project Downtown: The Master Plan for Wichita.

WDDC EDUCATIONAL ENGAGEMENT

Since 2011, Westar Energy has sponsored a summer design internship position at the WDDC for upper level college students in the fields of design and urban planning. The 2014 Design Intern was Ms. Rachel Fox who is a candidate for a Masters degree in Landscape Architecture at Kansas State University. Rachel has a passion for urban design and was able to assist with multiple projects throughout the summer.

“It is imperative that we all continue to work together to move our City to the next level. Working with the WDDC, in coordination with the City, to increase parking and improve traffic circulation in the Commerce Street Arts District has allowed us the opportunity to see Project Downtown in action and how it drives strategic development choices.”

David Farha, Managing Partner of The Finn Lofts

WDDC COMMUNITY ENHANCEMENT

Douglas Avenue Underpass

The WDDC received a \$75,000 grant from the John S. & James L. Knight Foundation to derive design concepts for the Douglas Avenue Underpass. The design team was led by LK Architecture along with other local artists and design professionals. A series of public input workshops were held in addition to online surveys that were utilized to garner feedback for the design from the community. The final designs, revealed in August 2014, addressed lighting, pigeon mitigation and the inclusion of art and technology in the space. The design provides a necessary vision that would revitalize this historic structure from its current state into an inviting gateway into Downtown. These plans are currently being used to help secure funds to implement the project.

Pop-Up Urban Park

In 2014, the WDDC applied for and received a grant from the John S. & James L. Knight Foundation to transform the literal “hole” on Douglas Avenue into a temporary pop-up urban park. The goal of the project is two-fold: 1) to fill in the existing hole and introduce temporary site amenities which will improve the aesthetics of the area and streetscape, and 2) to activate the park with programmed activities and services. Introducing food trucks during the lunch hour will be a primary driver of activity to the site. The anticipated increased activity and proposed aesthetic improvements will add vibrancy to the area and optimistically change the community’s perceptions about the site and future development potential. The project is scheduled for completion in the summer of 2015.

Fuel the Fire Speaker Series

In an effort to further engage the community, the WDDC, in partnership with the Wichita Community Foundation and the Wichita Metro Chamber of Commerce, produced the Fuel the Fire Speaker Series. The series focused on the ever changing demographics and community trends as they relate to the recruitment and retention of a talented workforce. The conversation was timely for Wichita and featured keynote addresses from Carol Coletta, VP of Community and National Initiatives for the Knight Foundation, James Chung, President of Reach Advisors, and Brad Segal, President of Progressive Urban Management Associates. Each spoke about national trends and various initiatives cities are undertaking to remain competitive for the future. All stressed the importance of working together as a region and the further investment in our community to increase the talent, opportunity and quality of place for our citizens.

Annual Downtown Clean Up

The WDDC hosted its annual Downtown Clean Up event in partnership with the City of Wichita Public Works and Parks & Recreation Departments. Over 120 volunteers assisted with various tasks and trash pick up, all of which help beautify Downtown. This event would not be possible without the efforts of those who give back to their community.

Community Event Funding

The WDDC also sponsors multiple Downtown events and initiatives. In 2014, the WDDC provided \$9,750.00 in sponsorships. In addition, WDDC staff assisted the Komen Race for the Cure event with its anticipated move to Downtown. The Race celebrated its 25th Anniversary with the move and was a welcome new event to the district.



AWARDS ²²



Project Downtown: The Master Plan for Wichita was implemented in 2010. Since then, the plan itself, it’s implementation, and the WDDC have been the recipients of a multitude of awards and recognitions. These awards signify the strength of the plan and Wichita’s commitment to building a more vibrant Downtown for the region.

2014

International Downtown Association
PINNACLE AWARD
“Evolving to Maximize Development”

Public Relations Society of America
CLARUS AWARD
2013 State of Downtown Report

2013

Kansas Chapter of the American Planning Association
NEW HORIZONS AWARD

2011

International Downtown Association
PINNACLE AWARD
“A Downtown by Partnerships”

Kansas Chapter of the American Planning Association
PIONEER AWARD

2010

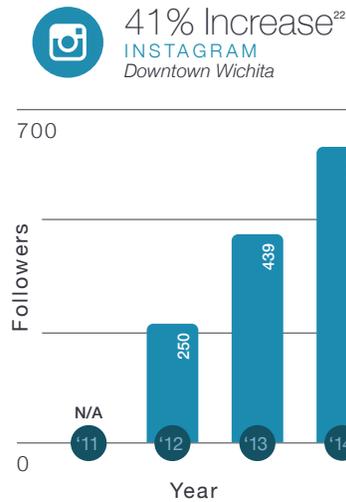
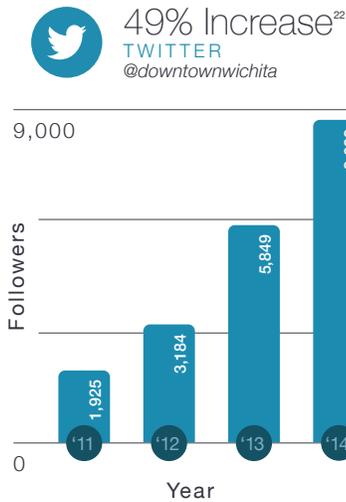
(Prior to Project Downtown)
International Downtown Association
MERIT AWARD
“Tallgrass Film Festival”

International Downtown Association
MERIT AWARD
“Where to Park”

WDDC MARKETING & COMMUNICATIONS

“The marketing support provided by the WDDC was invaluable when The LUX entered the Downtown market. The highest click to purchase users were spurred directly from their website. Thanks to efforts by the WDDC, we know with certainty that they are driving potential renters to our property.”

Michael Ramsey, Developer of The LUX



Community Outreach

The WDDC communications staff works in partnership with the public and private sector to develop and implement strategies to creatively communicate the vision outlined in Project Downtown, as well as progress on development initiatives. The communications staff produces WDDC public presentations, manages social media, and maintains the WDDC website, downtownwichita.org. Other duties include brand management, graphic design, and special events and email marketing to encourage on-going promotion of Downtown events, efforts and initiatives including 2nd Saturday and Final Friday.

Currently the WDDC Marketing and Communications staff is working to increase community outreach through business presentations, exploring ways to connect with the Downtown residential population, and redeveloping select marketing materials to better highlight the many unique Downtown businesses.

Digital Marketing

In 2014, 24 presentations were provided to local, regional and national organizations. Downtown Development Emails were sent out approximately every 6-8 weeks with an average open rate of 32.34%²² and an average click through rate of 15.7%.²² The national average for open rates for non-profit is 32.07%²⁴ and the average click through rate is 7.94%.²² Over 50 Downtown Weekly Event Emails and Special Event Emails were published with an open rate of 27.3%.²²

Public Parking Garage Branding

The WDDC, City staff and officials, and stakeholders, worked with local creative agency Lifeboat Creative to design and implement a process for naming City-owned public parking garages. The process rebranded the former Macy’s Garage as Parking at Market & William, which will assist visitors to quickly find and access the garage.

PUBLIC POLICY

RFP Process

In June 2014, the City of Wichita adopted a new policy for disposing of City owned real property. The policy sets in place the procedures by which the City will dispose of real property by establishing three distinct approaches based on the type of classification of the identified real estate. The classifications are as follows: Surplus Real Estate, Conditional Real Estate and Request for Proposal (RFP) Real Estate. The WDDC staff worked with City staff, and contracted with Sarah Woodworth of W-ZHA (Project Downtown contributor of commercial market data) and other stakeholders on the new policy.

Old Town Entertainment District

The City of Wichita adopted a new ordinance designating Old Town as an Entertainment District. This award-winning neighborhood has been over twenty-five years in the making and is the culmination of partnerships between the public and private sectors. Its adaptive reuse of historic warehouse buildings, mix of uses and offerings, including entertainment, continue to make it a destination for visitors across the region. However, with much success also come challenges. Large groups of people often attract unwanted activities. Now, being designated an Entertainment District, the City and Wichita Police Department have the authority to enact certain provisions, such as heightened penalties, for unwanted behavior. This new policy helps ensure that Old Town will continue to be a safe and thriving neighborhood for citizens.

INFORMATION SOURCES

All Census Data was provided by Wichita State University Center for Economic Development and Business Research (CEDBR)

1. U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.

2. The 2010 U. S. Census states the population in the 67202 area code is 1,393. Per WDDC records, 428 rental units have opened in the Downtown SSMID district in since 2010 when the Census was taken. Per the U.S. Census Bureau, 2009-2013 American Community Survey 5-Year Estimates the average size of renter-occupied units is 1.12 persons. Therefore an estimate for the current population is approximately 1,872.

3. Total investment amount includes all public, private and Area investment located in the Downtown SSMID district. See number 4 for all sources of investment data. See page 8 for total dollar amount of individual investment areas.

4. Private investment includes data from the following sources: Sedgwick County property sales data - Sedgwick County Appraiser, Sedgwick County and City of Wichita building permit data - Metro Area Building & Construction (formerly Office of Central Inspection). Private investment totals are for the years 2005 - 2014 only for the Downtown SSMID District (shown on map on page 33 - Central to Kellogg, Washington to the Arkansas River). Historic Tax Credits (Includes both State and Federal Credits) - Kansas State Historical Society.
Note: All public investment that is reflected in private investment (i.e. items that include the public purchase of land and/or building permits for work on publicly owned property) has been deducted from private investment figures to avoid double counting investment.

Public investment includes data from the following sources: City of Wichita CIP (Streets & bridges, public buildings & public improvements, parks, stormwater, maintenance), Tax Increment Financing (TIF) - City of Wichita, Facade Improvement Program - City of Wichita, HOME Program Investment - Wichita Housing and Community Services, CDBG funds - Wichita Housing and Community Services and Public Building Commission funding. Community Improvement District (CID) - City of Wichita (This is based on the year the tax was collected). Public investment totals are for the years 2005 - 2014 only for the Downtown SSMID District (shown on map on page 33 - Central to Kellogg, Washington to the Arkansas River).

Public investment for INTRUST Bank Arena - Sedgwick County. INTRUST Bank Arena funding during these years constitutes a larger portion of the public investment value. However, Arena funding is included over years 2005-2014 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$645,806, 2006: \$5,779,067, 2007: \$18,575,958, 2008: \$74,376,927, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,281, 2013: \$250,000, 2014: \$0. Public investment totals for the Sedgwick County Arena are for the years 2005 - 2014 only.

5. Information provided by Sedgwick County Appraiser and Sedgwick County Department of Finance

6. Council for Community and Economic Research, Cost of Living Index, 2014 Annual Average, Vol. 47, No. 4.

7. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011). Totals may not add up 100 due to rounding. Annual earnings are based off of monthly income.

8. Central Business District. J.P. Weigand & Sons Inc. Forecast 2015

9. Visit Wichita Convention & Visitors Bureau

10. Wichita Business Journal Book of Lists Vol. 29 No. 52 Published December 26, 2014

11. Smith Travel Reports; W-ZHA, LLC. Year 2010 is not included in the data report because of the Drury Plaza Hotel Broadway going off the market for renovations. A minimum of four hotels is required for data sample. Historical data may be changed by individual hotels due to deadlines, data collection, distribution deadlines, etc., which may cause a change in the overall yearly data. Therefore, the yearly data provided by STR that was published in WDDC's 2012 Downtown Economic Report (published May 2013) and WDDC's 2013 State of Downtown Report (published May 2014) may not match the yearly data published in this report or any future reports.

12. Wichita Festivals

13. City of Wichita Division of Arts & Cultural Services

14. Wichita Orpheum Theater

15. INTRUST Bank Arena

16. In WDDC's 2012 Downtown Economic Report (published May 2013) attendance for 2011 was printed incorrectly as 27,931. The correct attendance should have been 14,983 as printed in this report.

17. In WDDC's 2012 Downtown Economic Report (published May 2013) attendance for 2012 was printed incorrectly as 25,966. The correct attendance should have been 10,749 as printed in this report.

18. ReferenceUSA Government Division. Data compiled by CEDBR, March 2015.

19. U.S. Census Bureau, 2010 Decennial Census

20. Wichita State University Center for Economic Development and Business Research Economic Impact Analysis for INTRUST Bank Arena 5 years (2010 - 2014). Data provided to WSU CEDBR from INTRUST Bank Arena, an SMG Managed Facility. In the five-year summary economic impact, it is assumed that total local and visitor attendance is similar to the percentages of actual ticket sales.

21. Wichita State University Center for Economic Development and Business Research Economic Impact Analysis for George Strait concert at INTRUST Bank Arena in 2014. Data provided to WSU CEDBR from INTRUST Bank Arena, an SMG Managed Facility.

22. WDDC

23. WDDC Occupancy recorded from individual property managers and owners for rental units that came online since 2010.

24. Constant Contact "Nonprofit - Other" business type <http://support2.constantcontact.com/articles/FAQ/2499>



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Stay informed on events and developments in Downtown Wichita.

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downtownwichita.org

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