

# PROGRESS

2013 State of Downtown Report  
*Wichita, Kansas*



# DOWNTOWN WICHITA



Downtown Wichita skyline from 125 N. Market  
[downtownwichita.org](http://downtownwichita.org)



If you haven't lately, I encourage you to walk through Downtown Wichita and see the change taking place around you.

In this State of Downtown Report, you will find economic data that documents the transformation of our City's center, one that is increasing its distinctiveness and vibrancy. The Wichita Downtown Development Corporation is pleased to provide this second annual report of our progress in numbers.

Project Downtown: The Master Plan for Wichita continues to provide a blueprint that is assisting the private sector in making key investment decisions. Concurrently, the plan is providing the framework for the public sector to make strategic investments that foster private sector investment. At the Wichita Downtown Development Corporation, we work to provide the leadership to coordinate these initiatives and maximize each development opportunity.

Developing a vibrant Downtown and surrounding region is at the heart of our vision. We must be a community that works together to take advantage of every opportunity to maximize development.

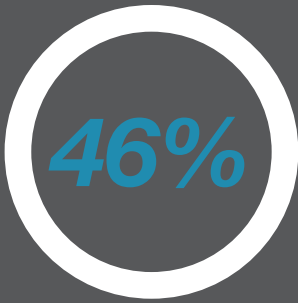
This report is designed as a resource for people who own, develop, market, or invest in real estate. It's a useful reference tool for research or project due diligence. The data helps contribute to our City's competitiveness and advances our region.

As chairman of the Wichita Downtown Development Corporation, I encourage you to explore your Downtown. Be a part of its transformation, be a part of the development of a vibrant economic region, be a part of the story in creating a dynamic American City.

Sincerely,

Sam Williams  
Chairman  
Wichita Downtown Development Corporation





Population that has moved Downtown since 2010<sup>1</sup>



Residential units planned or under construction<sup>2</sup>



Hotel rooms in Downtown<sup>3</sup>



Private Downtown Investment in last decade<sup>4</sup>



Public Downtown Investment in last decade<sup>5</sup>



Sedgwick County Arena Investment in last decade<sup>6</sup>



Development projects completed since 2010<sup>7</sup>



Worker inflow to Downtown during business day<sup>8</sup>



2013 total retail trade and food and drink sales<sup>9</sup>

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Downtown Wichita skyline from 125 N. Market  
[downtownwichita.org](http://downtownwichita.org)

# WDDDC

The Wichita Downtown Development Corporation was launched in 2002 to revitalize and enhance the City center. The WDDDC works closely with the private sector and local government to stimulate new investment and interest in Downtown Wichita.



WDDC Offices



WDDC Design  
& Innovation Center





## WDDC Board of Directors

### Executive Committee

**Sam Williams, Chairman**  
Sullivan Higdon Sink

**Bill Livingston, Vice Chairman**  
GLMV Architecture

**Jim Faith, Treasurer/Secretary**  
Emprise Bank

**Gary Schmitt\***  
*Immediate Past Chairman*  
INTRUST Bank

### Committee Chairs

#### *Business Development*

**Gary Schmitt\***  
INTRUST Bank

#### *Urban Vitality*

**Tom Docking\***  
Morris, Laing, Evans, Brock  
& Kennedy, Chartered

#### *Image Enhancement & Marketing*

**Susie Santo**  
Go Wichita Convention & Visitors  
Bureau

#### *Finance*

**Jim Faith**  
Emprise Bank

### Board Members

**Steve Anthimides**  
Athena Jewelry

**Alan Banta**  
Trans Pacific Oil Corp.

**Clay Bastian\***  
Fidelity Financial Corporation

**John Belford**  
Belford Electric

**Greg Boulanger**  
Cargill

**Wayne Chambers**  
High Touch, Inc.

**Steve Coen**  
Kansas Health Foundation

**Joan Cole**  
Cole Consultants

**Sheila Cole**  
Ambassador Hotel

**Jerry Gray**  
J. P. Weigand & Sons, Inc.

**Marilyn Grisham**  
The Fiber Studio

**Dick Honeyman\***  
Hite, Fanning & Honeyman

**Joe Johnson\***  
Schaefer Johnson Cox & Frey  
Architecture

**Joel Kelley**  
Cable Com Inc.

**John O'Leary**  
Airbus Americas Engineering, Inc.

**Don Sherman**  
Westar Energy

**Larry Weber\***  
Garvey Center

**Mary Wright**  
Old Mill Tasty Shop

**Rod Young**  
Professional Engineering Consultants

### Ex Officio Members

**Scott Knebel**  
City of Wichita, Planning Dept.

**Janet Miller**  
City of Wichita, City Council

**Gary Plummer**  
Wichita Metro Chamber of Commerce

**Shelly Prichard**  
Wichita Community Foundation

**Susan Santo**  
Go Wichita Convention & Visitors Bureau

**John Schlegel**  
City of Wichita  
Metropolitan Area Planning Dept.

**Lavonta Williams**  
City of Wichita, City Council

## SSMID Advisory Board

**Alan Banta**  
Trans Pacific Oil Corp.

**John Belford**  
Belford Electric

**Jim Faith**  
Emprise Bank

**Dick Honeyman\***  
Hite, Fanning & Honeyman

**Gary Schmitt,\* Chairman**  
INTRUST Bank

**Don Sherman**  
Westar Energy

**Larry Weber\***  
Garvey Center

**Mary Wright**  
Old Mill Tasty Shop

**Rod Young**  
Professional Engineering Consul-  
tants

### Ex Officio Members

**Allen Bell**  
City of Wichita

**Jeff Fluhr**  
Wichita Downtown Development  
Corporation

\*Denotes Past WDDC Chairman

## WDDC Vision & Mission Statement

The Wichita Downtown Development Corporation (WDDC) was launched in 2002 to revitalize and enhance the City center. 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 Wichita Downtown Development Corporation 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.

*“Wichita is a city of opportunity. It is a city that is accessible and approachable. The economics, the groundwork and the timing are right for groups and people to be part of an exciting story, part of the future.”*

Gary Schmitt, WDDC Immediate Past Chair and GWEDC Chair



**Perspective Rendering  
from Project Downtown**



**Annual Downtown  
Clean Up**



**Bikers in  
Old Town District**

## WDDC Initiatives

### Development

*This area of WDDC initiatives covers a number of diverse items: Investor Assistance, Community Enhancement, Economic Research and Education/Retention & Recruitment*

#### *Investor Assistance*

The WDDC provides continued assistance in connecting prospective investors with the resources they need to make timely decisions. This includes the publication of an Annual Developer’s Guide and when advantageous, direct connection to members of the Project Downtown Team (Design - Goody Clancy, Retail - MJB Consultants, Commercial & Hospitality - W-ZHA, Housing - Zimmerman/Volk Associates).

#### *Community Enhancement*

Originating in 2010, the WDDC has conducted an Annual Downtown Clean Up event. Each year over 100 volunteers have participated on a Saturday morning to show their community pride. Partnering with the City of Wichita, dynamic improvements are made within just a few hours of work. In 2014, the WDDC hopes to add a fall event to the traditional spring-time event.

The WDDC also provides sponsorships for a number of Downtown events. In 2013, the WDDC provided over \$17,000 in sponsorships. Also, the organization assisted in recruiting a new event Downtown due to it outgrowing the previous location. In 2014, the Komen Race for the Cure will hold its first Downtown anchored race.

The WDDC is currently developing criteria that will help direct sponsorship funding toward even more catalytic investment in expanded or new events.

#### *Economic Research*

The WDDC is committed to providing pertinent economic data. This is first accomplished through Project Downtown’s Economic Market Demand Analysis. The WDDC continually monitors this data to determine when updates are required.

Based on the residential development since 2010, the WDDC is currently working with Zimmerman/Volk to update the Residential Market Analysis. The study will be completed by summer 2014. The WDDC has secured a number of private sector funding partners to help fund the update.

In 2013, the WDDC released the first State of Downtown Report. This document provides timely U.S. Census Data and local market analysis. Working in partnership with the City of Wichita, Sedgwick County and Wichita State University, benchmark data is assisting decisions by the public and private sectors. The WDDC is committed to the release of this report on an annual basis.

Also in 2013, the WDDC participated in the International Downtown Association research project; “Downtown Rebirth Documenting the Live-Work Dynamic in 21st Century U.S. Cities.” The report researched the 150 largest American Cities in the areas of Employment Density and Live-Work Quotients. It was found, in comparison with the 150 cities, that Wichita has a Moderately High Job Density and a High Live-Work Quotient.



## Project Downtown: The Master Plan for Wichita

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.





**WDDC Design & Innovation Center**  
505 E. Douglas Ave

*The Design & Innovation Center creates an environment that inspires, connects and fosters strategies to further develop the economic viability of Downtown Wichita for the region.*

### *Education/Retention & Recruitment*

As Carol Coletta (Vice President of Community & National Initiatives – Knight Foundation) notes, it is important to increase the “stickiness” of our young talent. Working with the Knight Foundation, Westar and private local design firms, the WDDC has sponsored design studios and provided internships through the Design & Innovation Center. Since 2011, Westar has been the sponsor of the Design Internship Program; 2014 year marks the third year of the highly competitive program.

In 2013, the Knight Foundation and local design firms provided the core funding for a semester-long Kansas State University Design Studio. The students provided creative design solutions for the City-owned Catalyst Sites.

In addition, they produced a scale model of Downtown. The project received the New Horizon Award from the Kansas Chapter of the American Planning Association.

Also in 2013, a Kansas Health Foundation Grant allowed for participation in the inaugural Portland State University Urban Sustainability Accelerator Program. As part of this initiative, the WDDC hosted a group of students from Portland State University.

Partnerships have also afforded the WDDC the opportunity to host community forums that provide a national perspective to the developments underway in Wichita. In 2013, this included Michele Reeves, Principal of CIVILIS Consultants, an urban strategist with extensive experience in revitalizing mixed-use districts and facilitating placemaking through effective and non-traditional community outreach.

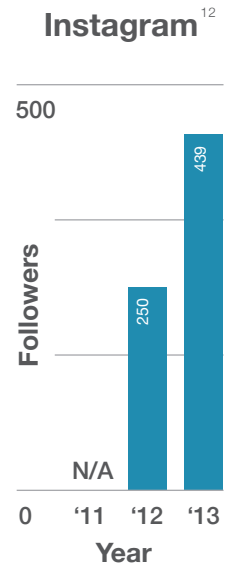
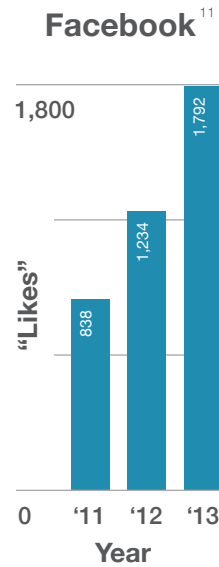
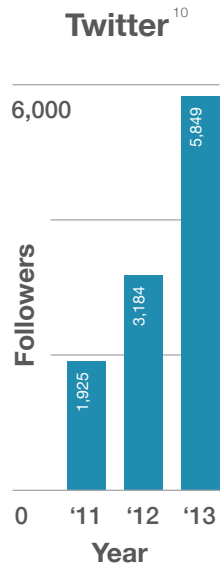
## **Downtown Design & Innovation Center**

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](http://downtownwichita.org).



Downtown Wichita website  
downtownwichita.org



"Advancing the Vision"  
WDDC Development  
Email



**84%**

Twitter Follower Increase  
@downtownwichita



**45%**

Facebook Like Increase  
Downtown Wichita



**76%**

Instagram Follower Increase  
Downtown Wichita

## Marketing and Communications

An essential component to the development of Downtown Wichita is marketing and communications. The Marketing and Communications staff works in partnership with the public and private sector developing and implementing strategies to creatively communicate the vision outlined in Project Downtown as well as progress on development initiatives. Since 2011, when the WDDC added a Director of Communications position, outreach of development activity has grown exponentially. In 2014, a Design & Communications Specialist position was created to increase the organization's scope and effectiveness of marketing Downtown Wichita. These additions have proved to be an essential component to the development of Downtown Wichita.

The Marketing and Communications staff provides in-house expertise on developing and producing all WDDC public presentations, manages all social media,

maintains the WDDC website, downtownwichita.org, is in charge of WDDC brand management, all graphic design, special events and email marketing to encourage on-going promotion of Downtown events, efforts and initiatives.

In 2013, over 37 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 32.5%.<sup>13</sup> Over 50 Downtown Weekly Event Emails were published with an open rate of 27.4%.<sup>14</sup> The national average open rate for a non-profit is 22.6%.<sup>15</sup> Downtown Wichita not only matches, but far exceeds this average.

Currently, the WDDC Marketing and Communications staff is working to increase collaboration among various communications staff of Downtown entities, both public and private.



## 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, Go 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.

## Policy

Following the 2010 adoption of Project Downtown, the WDDC has partnered with the City of Wichita in the authorship of key Downtown Policy.

In 2011, the WDDC provided input to the City to derive the Downtown Investment Policy. This policy directs strategic public sector resources to unlock private sector investment.

In 2013, the WDDC worked with the City on the City's Bidding Policy when public funds are invested with private investment to develop projects within Downtown. Currently, the WDDC is working with the City on the Request For Proposals (RFP) Policy.

In each policy area, the WDDC has made available the resources of Sarah Woodworth of W-ZHA. Ms. Woodworth is the Project Downtown Economic Consultant in the Commercial and Hospitality Markets. Ms. Woodworth's input has assisted in deriving policy that ensures Wichita's local, regional and national competitiveness.



Keeper of the Plains  
650 N. Seneca St.  
[wichita.gov](http://wichita.gov)





Douglas Avenue  
View above Douglas Avenue Underpass looking West

# INVEST

Property values continue to increase in the SSMID as new development emerges in the City center. Since 2004, private and public investment in Downtown approaches \$1 Billion.<sup>16</sup>

OVER  
**\$600**  
MILLION

Private Downtown  
Investment  
in last decade<sup>17</sup>

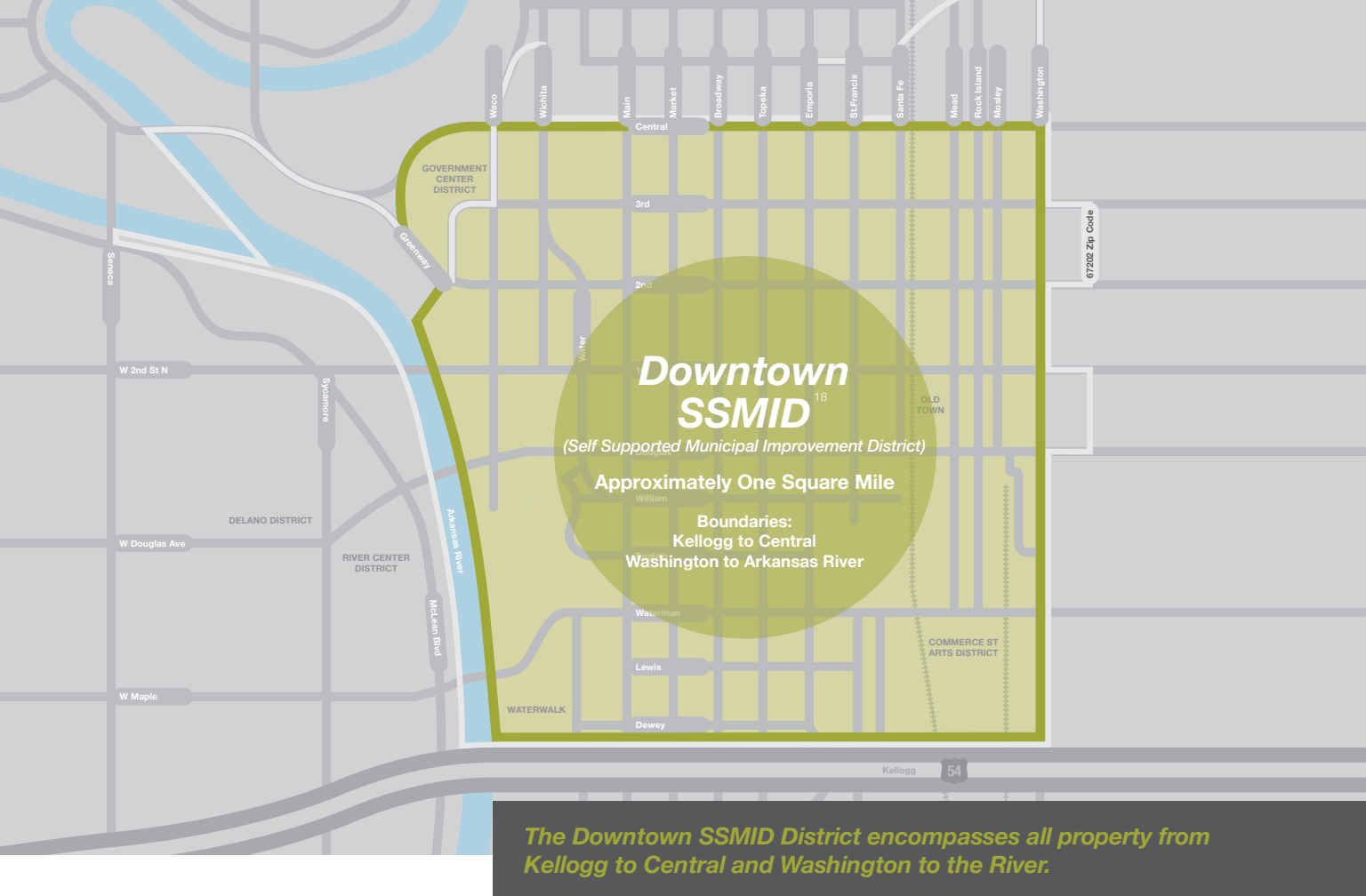
OVER  
**\$201**  
MILLION

Public Downtown  
Investment in  
last decade<sup>17</sup>

OVER  
**\$190**  
MILLION

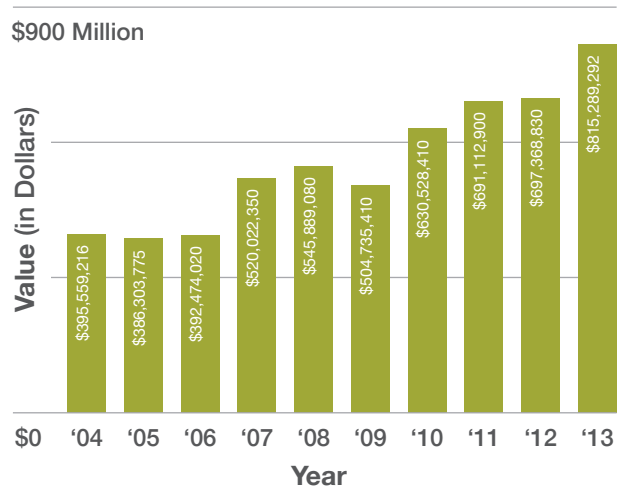
Sedgwick County  
Arena Investment in  
last decade<sup>17</sup>



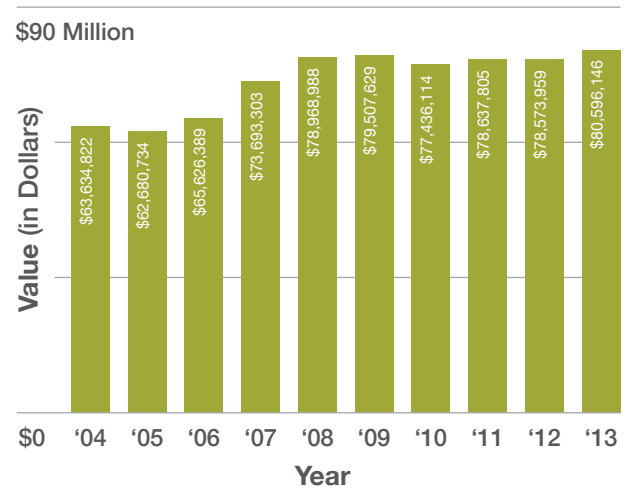


*The Downtown SSMID District encompasses all property from Kellogg to Central and Washington to the River.*

**Appraised Property Value**<sup>19</sup>



**Assessed Property Value**<sup>19</sup>



*“With global trends in their favor, many downtowns are experiencing an economic renaissance that is attracting new investment and high income households.”*

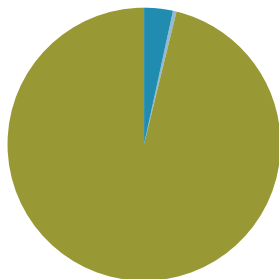
<sup>19</sup> “Top Ten Global Trends”  
Progressive Urban Management Associates - 2014



# BLOCK

**Block One Ribbon Cutting March 2013**  
 Project Downtown guided the first complete city block of development along the core of Douglas Avenue. This block, branded as Block One, exceeded \$40 Million in public and private investment.

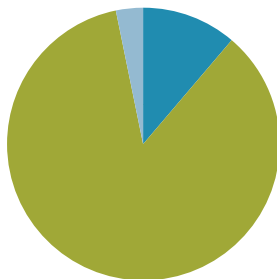
## 2013 Investment <sup>17</sup>



- 96% Private Investment  
\$55,261,164
- 3.9% Public Investment  
\$1,960,146
- .1% Arena Investment  
\$250,000

**Total: \$57,471,310**

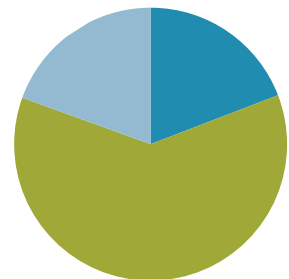
## Investment Since Project Downtown Adoption <sup>17</sup> (2010-2013)



- 86% Private Investment  
\$249,273,364
- 11% Public Investment  
\$32,592,067
- 3% Arena Investment  
\$9,491,095

**Total: \$291,356,526**

## 10 Year Investment <sup>17</sup> (2004-2013)

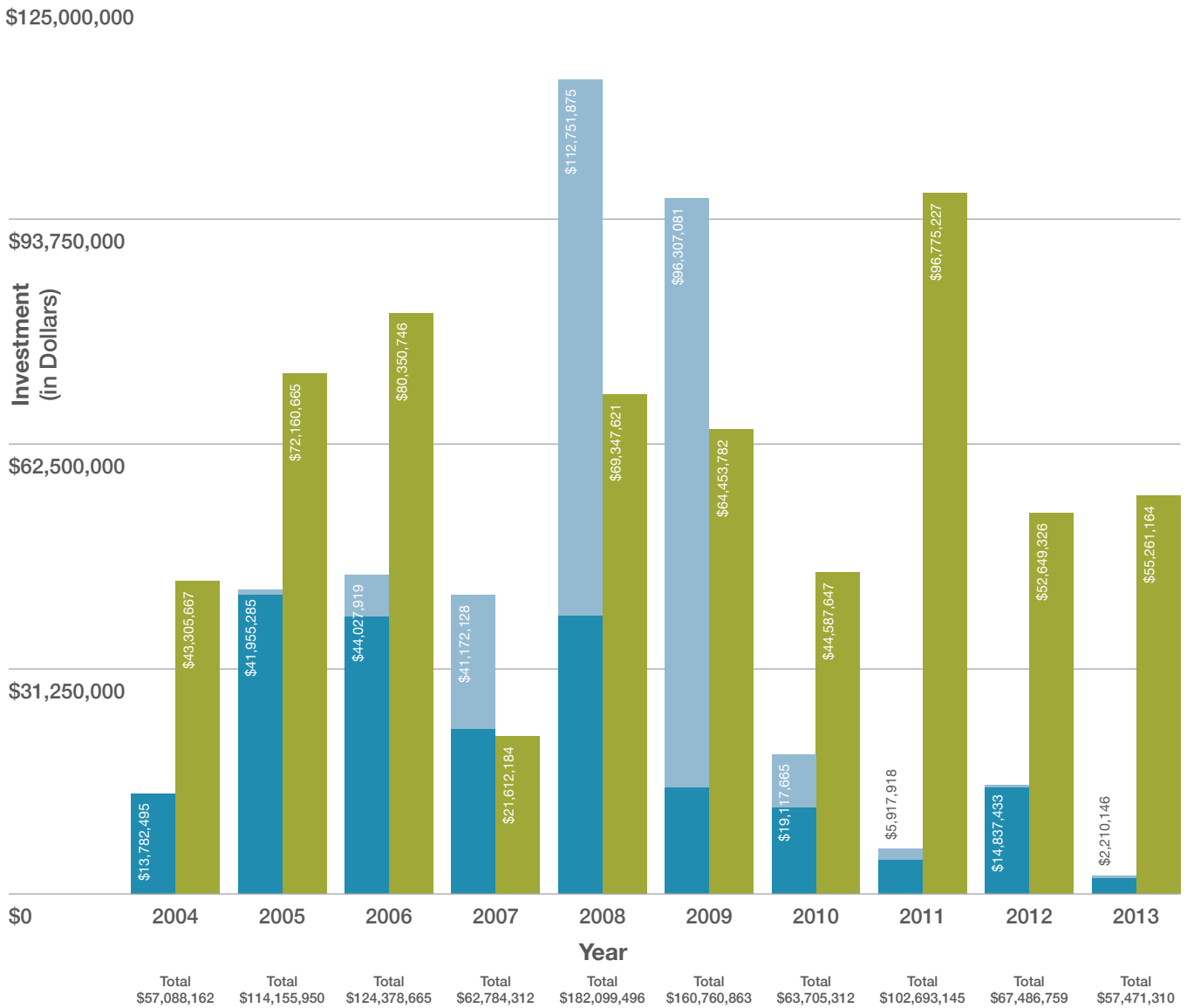


- 60% Private Investment  
\$600,504,029
- 20% Public Investment  
\$201,452,349
- 20% Arena Investment  
\$190,627,596

**Total: \$992,583,974**



## Public and Private Investment in Downtown SSMID



● **Private Investment**<sup>20</sup>  
10 Year Total: \$600,504,029

● **Public Investment**<sup>21</sup>  
10 Year Total: \$201,452,349

● **Public Investment Sedgwick County Arena**<sup>22</sup>  
(Construction Cost and Property Acquisition)  
Total (2005-2013): \$190,627,596

● 20. 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 2004 - 2013 only for the Downtown SSMID District (shown on map on page 10 - 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.

● 21. 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 2004 - 2013 only for the Downtown SSMID District (shown on map on page 10 - Central to Kellogg, Washington to the Arkansas River).

● 22. 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 2005-2013 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. Public investment totals for the Sedgwick County Arena are for the years 2005 - 2013 only.



Commerce Street Lofts  
416 S. Commerce  
[commercestreetlofts.com](http://commercestreetlofts.com)  
Photo credit: Ryan Hendrix

# LIVE

With an estimated population of 1,580,<sup>23</sup> 669 residential units planned or under construction<sup>24</sup> and an average occupancy rate approaching 100%,<sup>25</sup> Downtown's residential base continues to increase and strengthen.

46%

Population that has moved Downtown since 2010<sup>26</sup>

669

Residential units planned or under construction<sup>27</sup>

20  
TO  
29

Largest age group living Downtown<sup>28</sup>

20+

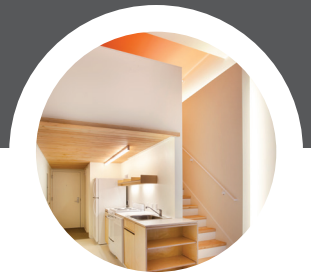
Residential living options in Downtown<sup>29</sup>



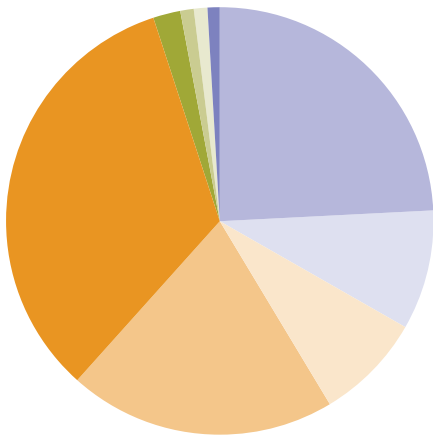




**The Renfro**  
612 E. Douglas



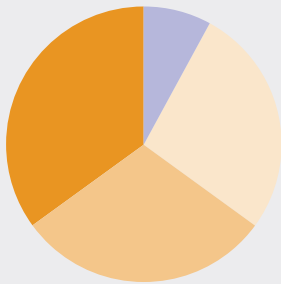
**The LUX**  
120 E. 1st St.



**Downtown Household Income and Benefits<sup>34</sup>**

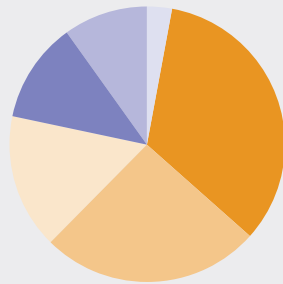
- 24% \$14,999 or Less
- 2% \$75,000 - \$99,999
- 9% \$15,000 - \$24,999
- 1% \$100,000 - \$149,999
- 8% \$25,000 - \$34,999
- 1% \$150,000 - \$199,999
- 20% \$35,000 - \$49,999
- 1% \$200,000 or More
- 33% \$50,000 - \$74,999

**Population by Education<sup>35</sup>**



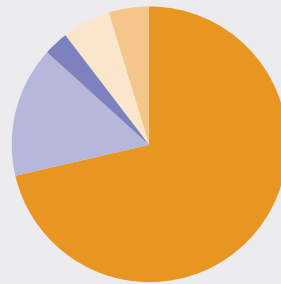
- 8% Some High School
- 27% High School Graduate
- 30% Some College or Associate
- 35% Bachelor's Degree or Higher

**Population by Age<sup>36</sup>**



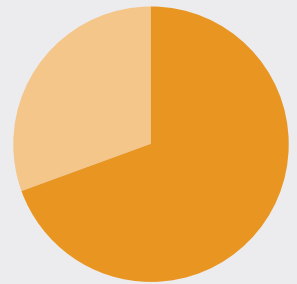
- 3% 0-19 Years Old
- 34% 20-29 Years Old
- 26% 30-39 Years Old
- 16% 40-49 Years Old
- 12% 50-59 Years Old
- 10% 60 Years Old and Up

**Population by Race<sup>37</sup>**



- 72% White
- 16% Black or African American
- 2% American Indian and Alaskan
- 5% Asian
- 5% Other

**Population by Gender<sup>38</sup>**



- 69.5% Males
- 30.5% Females



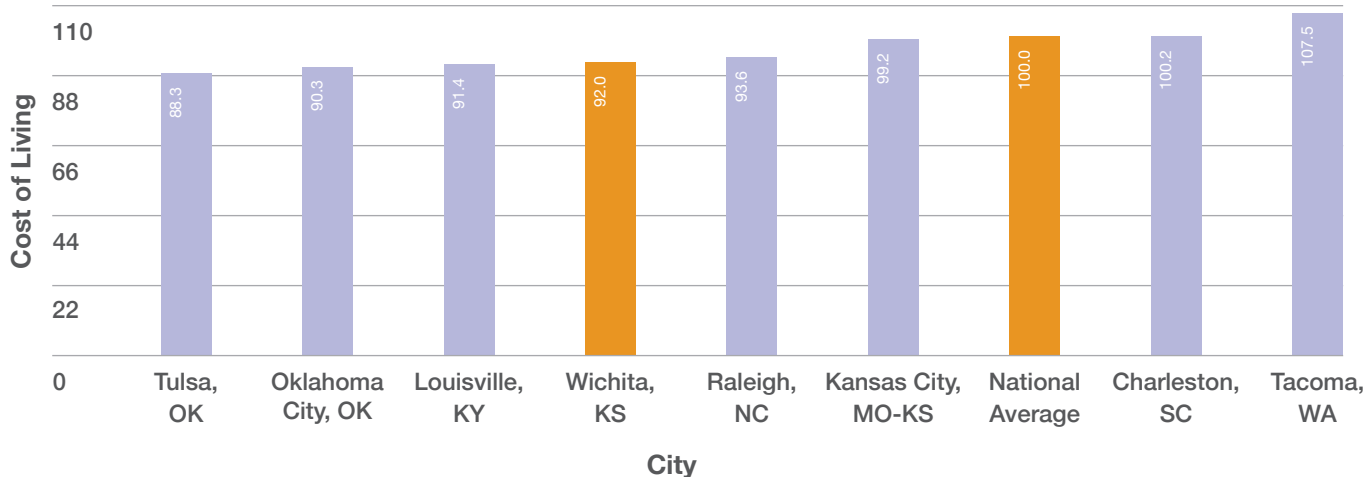
The Finn Lofts  
430 S. Commerce  
thefinnlofts.com

*Downtown Wichita offers big city amenities at a lower than average cost of living.*

*“In 2000, young adults with a 4-year degree were 61% more likely to live in urban areas. Today that number is 94%.”*

“The Next Real Estate Boom”  
Brookings Institution - November 2010

### Cost of Living Comparison<sup>39</sup> Metropolitan Statistical Area







Cassandra Bryan Design  
110 St. Francis N.  
cassandrabryan.com



Workers who commute to Downtown from outside City limits<sup>41</sup>



Worker inflow to Downtown during business day<sup>42</sup>

# WORK

A central location and a multitude of amenities make the Central Business District the premier location for over 26,000 skilled Downtown workers.<sup>40</sup>

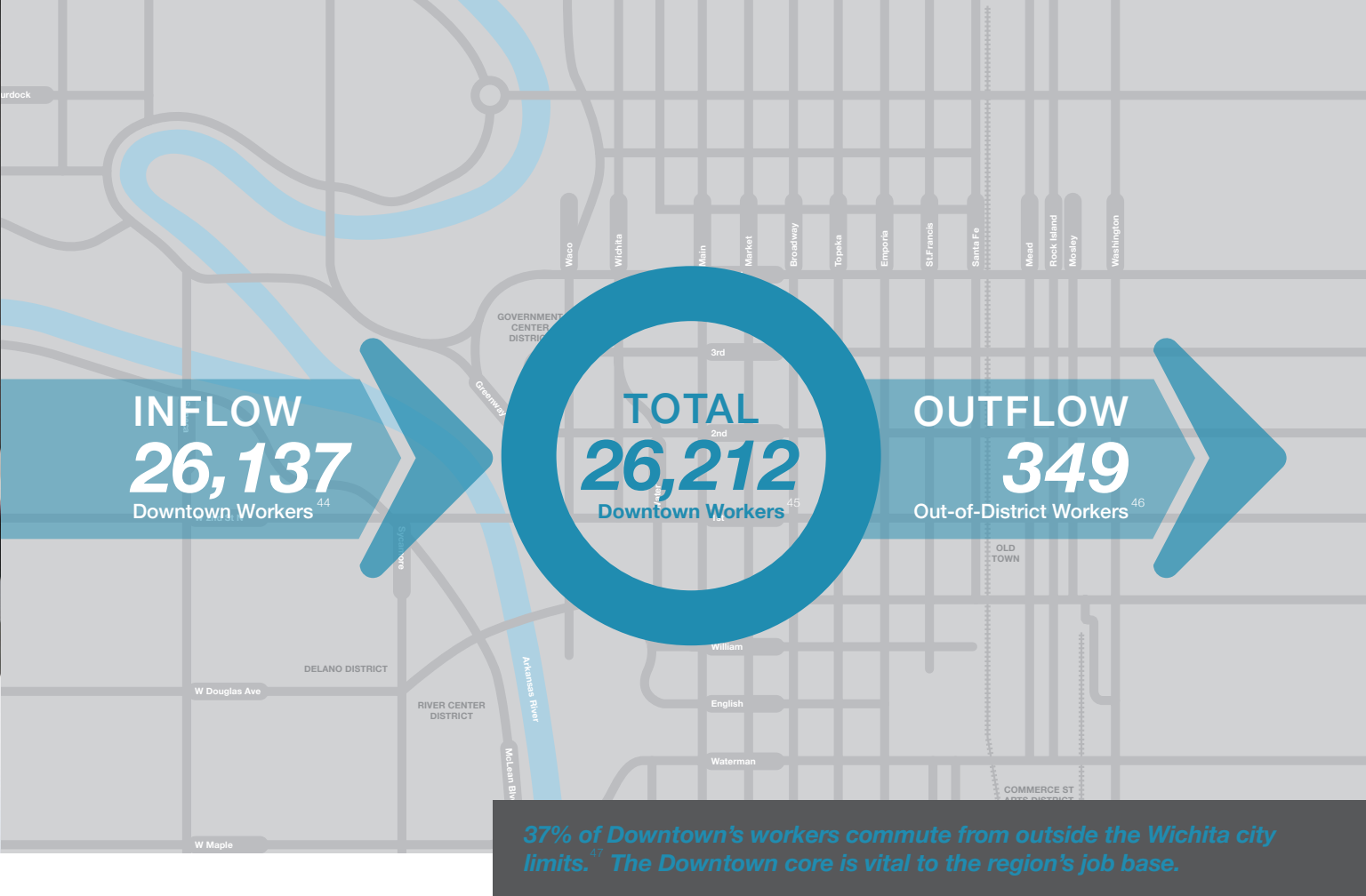


Square feet of leasable Downtown office space<sup>43</sup>

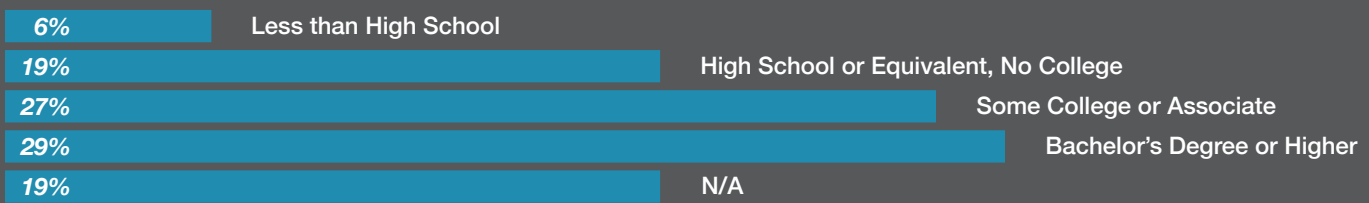
*“Millennials, who today comprise 36% of the workforce, will make up 50% of the workforce by 2020.”*

“Top Ten Global Trends”  
Progressive Urban Management Associates - 2014





**Jobs by Worker Educational Attainment<sup>49</sup>**





## Downtown Office Portfolio <sup>50</sup>

Largest Buildings by Total Square Feet

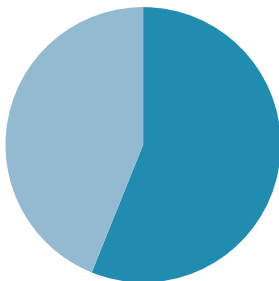
Building	SF
1. Bank of America Center 100 N. Broadway	394,000
2. Garvey Center 250 W. Douglas	345,000
3. Finney State Office Building 230 E. William	304,109
4. Epic Center 301 N. Main	298,000
5. CoBank 245 N. Waco	256,000
6. 125 N. Market 125 N. Market	218,742
7. 150 Main Building 150 N. Main	156,000
8. First National Bank Building 105 N. Main	156,000
9. Century Plaza Building 111 W. Douglas	137,638
10. Market Centre 155 N. Market	128,516

### Top Six Downtown Job Industries <sup>51</sup>

**28%**  
Educational Services  
7,314 Jobs

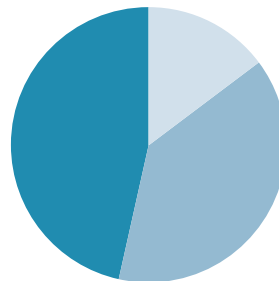
**16%**  
Public Administration  
4,232 Jobs

### Jobs by Worker Gender <sup>52</sup>



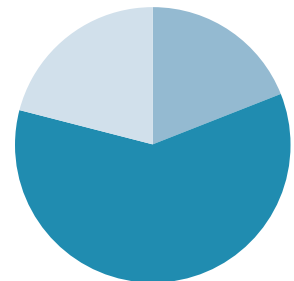
● 56% Females  
● 44% Males

### Jobs by Worker Earnings <sup>53</sup>



● 15% \$1,250 per Month or Less  
● 39% \$1,251 - \$3,333 per Month  
● 46% More than \$3,333 per Month

### Jobs by Worker Age <sup>54</sup>



● 19% 0-29 Years Old  
● 60% 30-54 Years Old  
● 21% 55 Years Old and Up

### CBD<sup>55</sup>

● Occupied SF	2,897,435
● Vacant SF	826,622
<b>Total SF</b>	<b>3,724,057</b>
<i>Avg. Quoted Rate</i>	<i>\$10.74</i>

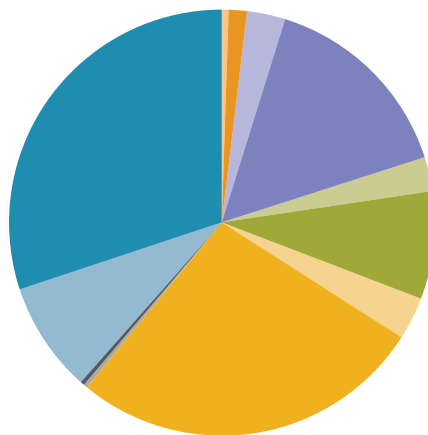
### Delano<sup>56</sup>

● Occupied SF	34,725
● Vacant SF	2,325
<b>Total SF</b>	<b>37,050</b>
<i>Avg. Quoted Rate</i>	<i>\$7.74</i>

### Northeast<sup>57</sup>

● Occupied SF	2,569,860
● Vacant SF	306,936
<b>Total SF</b>	<b>2,876,796</b>
<i>Avg. Quoted Rate</i>	<i>\$14.55</i>

**Total Wichita Office Stats<sup>58</sup>**  
**Total SF 9,612,142**  
**Total Vacant SF 1,721,106**  
**Average Quoted Rate \$11.87**



### Northwest<sup>59</sup>

● Occupied SF	791,904
● Vacant SF	255,434
<b>Total SF</b>	<b>1,047,338</b>
<i>Avg. Quoted Rate</i>	<i>\$13.89</i>

### Southeast<sup>60</sup>

● Occupied SF	1,462,066
● Vacant SF	284,582
<b>Total SF</b>	<b>1,746,648</b>
<i>Avg. Quoted Rate</i>	<i>\$10.74</i>

### Southwest<sup>61</sup>

● Occupied SF	135,046
● Vacant SF	45,207
<b>Total SF</b>	<b>180,253</b>
<i>Avg. Quoted Rate</i>	<i>\$10.19</i>

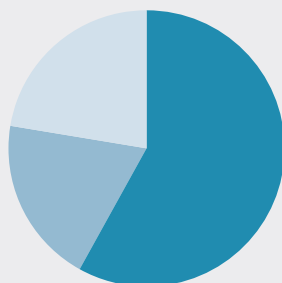
**9%**  
**Professional Services**  
 2,367 Jobs

**8%**  
**Finance & Insurance**  
 1,979 Jobs

**7%**  
**Administration & Support**  
 1,883 Jobs

**7%**  
**Manufacturing**  
 1,742 Jobs

### Downtown Office Space by Type<sup>62</sup>



- 58% Class A
- 19% Class B
- 23% Class C

### Central Business District Office Market<sup>63</sup>

The Central Business District (CBD) has 94 commercial buildings with 3,724,057 Square Feet (SF) of leasable space. The average rate per SF in the CBD is \$10.74.

#### CBD Class A

The CBD has 17 Class A office buildings, which provide a total of 1,405,180 SF of leasable space. The vacancy rate is 12.3%, and the average price per SF is \$15.20.

#### CBD Class B

The CBD has 62 Class B office buildings, which provide a total of 467,997 SF of leasable space. The vacancy rate is 26.2%, and the average price per SF is \$10.19.

#### CBD Class C

The CBD has 15 Class C office buildings, which provide a total of 547,653 SF of leasable space. The vacancy rate is 33.9%, and the average price per SF is \$7.95.





Hyatt Regency Wichita  
400 W. Waterman  
[wichita.hyatt.com](http://wichita.hyatt.com)

# VISIT

Tradeshows and conventions alone drew approximately 400,000 visitors to Downtown in 2013.<sup>64</sup> Close proximity to multiple amenities make Downtown hotels a top choice among visitors.

994

Hotel rooms in  
Downtown<sup>65</sup>

217

Added hotel rooms  
since adoption of  
Project Downtown<sup>66</sup>

141

Downtown  
conventions and  
tradeshows in 2013<sup>67</sup>

98%

Visitors who intend  
to return to Wichita<sup>68</sup>

## Downtown Hotel Portfolio

### Hotels

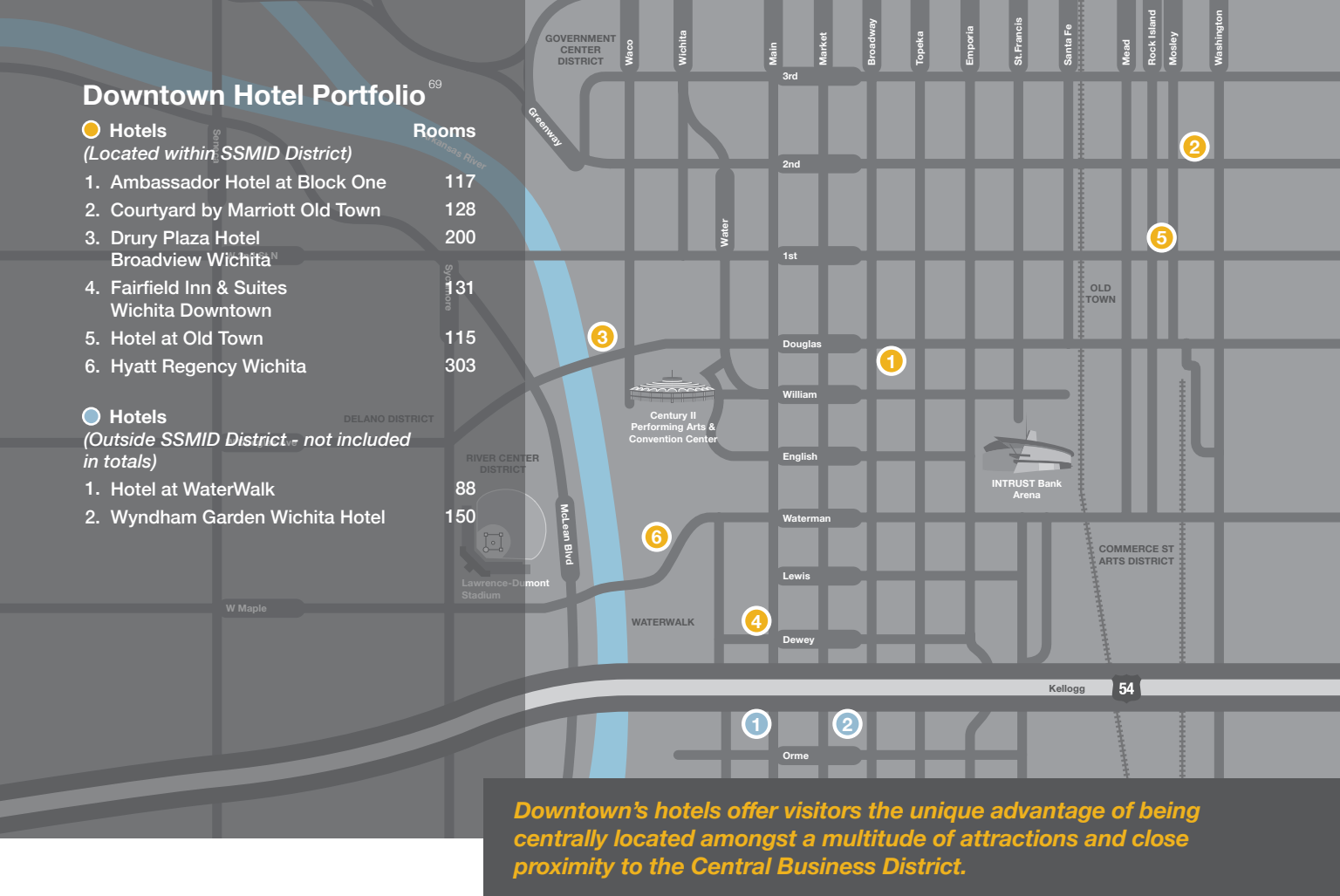
(Located within SSMID District)

Hotels	Rooms
1. Ambassador Hotel at Block One	117
2. Courtyard by Marriott Old Town	128
3. Drury Plaza Hotel Broadview Wichita <sup>1</sup>	200
4. Fairfield Inn & Suites Wichita Downtown	131
5. Hotel at Old Town	115
6. Hyatt Regency Wichita	303

### Hotels

(Outside SSMID District - not included in totals)

1. Hotel at WaterWalk	88
2. Wyndham Garden Wichita Hotel	150



*Downtown's hotels offer visitors the unique advantage of being centrally located amongst a multitude of attractions and close proximity to the Central Business District.*

## 2013 Top Tradeshows/Events Downtown<sup>70</sup>

Wichita Industrial Trade Show, Wichita Area Builders Association Home Show, Starbird-Devlin Charities Car Show, Wichita Wildcat Classic, Automobilia, BlackTop Nationals, Women's Fair, Prairie Fire Marathon, , Outdoor Living & Landscape Show, Holiday Galleria

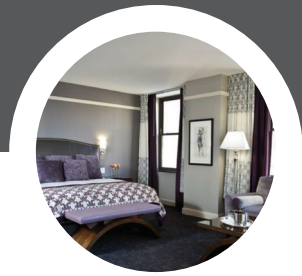
## 2013 Top Conventions Downtown<sup>71</sup>

Kansas Music Educators Association, EquipoVision, Inc. - Fall Convention, Midwest Catholic Family Conference, Jehovah's Witnesses Spanish District Convention, IMQA Machine Quilters Showcase, Teaching Parents Association, Kansas Rural Water Association, Anime Festival of Wichita, Kansas Bar Convention, Kansas Thespians, Kansas Grain & Feed Association, Kansas State Board of Education

*"Downtown plays an important role in attracting visitors who spend approximately \$1 Billion in the Wichita area."*

Susie Santo, President and CEO Go Wichita Convention and Visitors Bureau





**Ambassador Hotel  
at Block One**  
104 S. Broadway

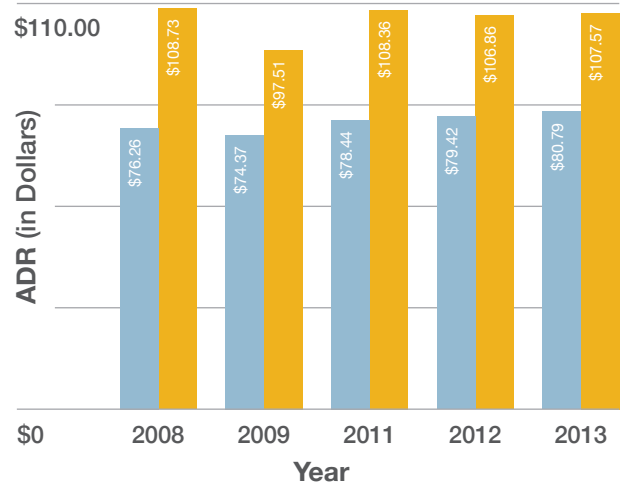


**Drury Plaza Hotel  
Broadview Wichita**  
400 W. Douglas

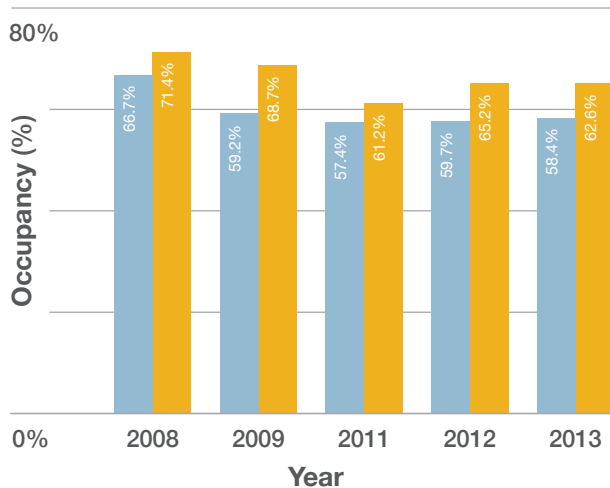
**Downtown Hotels**<sup>73</sup>  
Total of 6 properties with 994 rooms

**Overall Average of Greater Wichita Area Hotels**<sup>73</sup>  
Total of 117 properties with 8,306 rooms

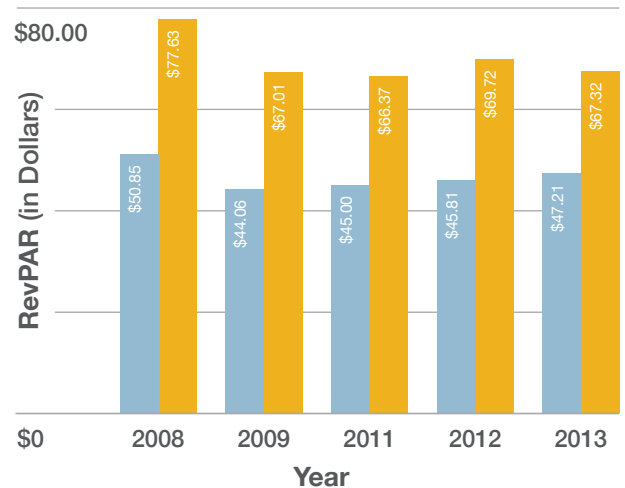
### Average Daily Rate<sup>73</sup>



### Occupancy Rate<sup>73</sup>



### Revenue Per Available Room<sup>73</sup>



**Occupancy**<sup>73</sup>  
Rooms sold divided by rooms available. Occupancy is always displayed as a percentage of rooms occupied.

**RevPAR (Revenue Per Available Room)**<sup>73</sup>  
Total room revenue divided by rooms available.

**ADR (Average Daily Rate)**<sup>73</sup>  
Room revenue divided by rooms sold, displayed as the average rental rate for a single room.



Lucinda's  
329 N. Mead  
lucindasoldtown.com



People living within 20 minutes of Downtown<sup>76</sup>



2013 total retail trade and food & drink sales<sup>77</sup>

# SHOP

A growing residential base and central location continue to draw unique retailers of all kinds to Downtown. Leading industries include Electronics & Appliances, Home Furnishings and Restaurants & Bars.<sup>74</sup>



Square feet of leasable Downtown retail space<sup>78</sup>

Consumer Potential<sup>75</sup>

**121,374**



People living within 10 minutes of Downtown

**448,518**



People living within 20 minutes of Downtown





2013 Wichita River Festival  
Montgomery Gentry Concert  
[wichitariverfest.com](http://wichitariverfest.com)

# PLAY

People are drawn to Downtown for world-class arts, culture and entertainment. Increased event and festival attendance in 2013 brought all ages to experience all that Downtown has to offer.

20%

2013 Riverfest attendance increase <sup>79</sup>

OVER  
500  
THOUSAND

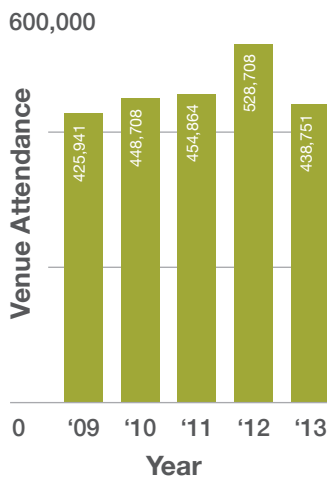
2013 Downtown museum attendees <sup>80</sup>

10

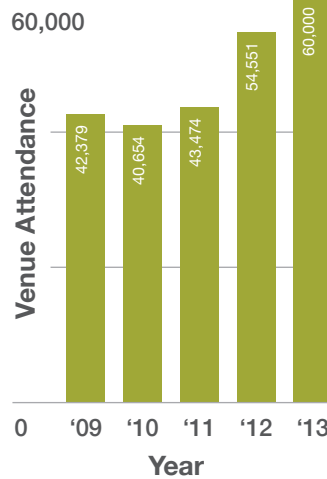
Culturally unique museums in Downtown area <sup>81</sup>



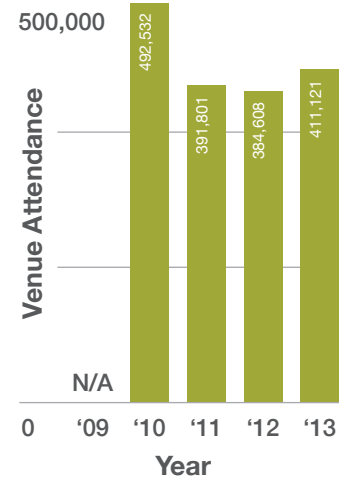
### Century II <sup>82</sup>



### Orpheum Theater <sup>83</sup>



### INTRUST Bank Arena <sup>84</sup>



## Largest Downtown Festivals

**8,000**

Downtown Chili Cookoff  
2013 Attendance <sup>85</sup>

**12,000**

Tallgrass Film Festival  
2013 Attendance <sup>86</sup>

**140,000**

Automobilia  
2013 Attendance <sup>87</sup>

**360,000**

Riverfest  
2013 Attendance <sup>88</sup>

## 2013 Attraction/Venue Attendance <sup>89</sup>

Attraction/Venue	2009	2010	2011	2012	2013
Wichita Thunder	158,452	172,247	201,005	228,374	194,283
Wichita Wingnuts	232,230	127,401	257,292	262,619	DNR
INTRUST Bank Arena <sup>84</sup>	N/A	492,532	391,801	384,608	411,121
Ballet Wichita	11,350	11,438	10,020	DNR	10,295
Music Theater for Young People	3,130	4,328	DNR	DNR	DNR
Music Theater of Wichita	67,921	55,913	64,886	62,143	74,489
Orpheum Performing Arts Theater	42,379	40,654	43,474	54,551	60,000
Wichita Symphony Orchestra	47,363	79,999	27,931	25,966	39,398
Century II <sup>82</sup>	425,941	448,708	454,864	528,708	438,751

## 2013 Museum Attendance <sup>90</sup>

Museum	2009	2010	2011	2012	2013
Kansas Sports Hall of Fame	3,376	4,666	15,561	17,818	29,229
Botanica	73,997	103,835	76,383	75,903	105,239
Exploration Place	162,760	164,045	171,828	216,266	192,699
Great Plains Transportation Museum	1,208	2,174	1,962	3,155	2,998
Kansas African American Museum	6,675	1,590	1,962	3,824	1,644
Mid-America All-Indian Center	27,414	38,614	32,416	10,301	25,515
Museum of World Treasures	37,947	37,982	34,958	40,007	36,748
Old Cowtown Museum	24,691	31,155	44,297	47,378	57,817
Wichita Art Museum	47,889	59,113	50,414	47,402	52,231
Wichita/Sedgwick Co. Historical Museum	12,174	11,143	14,983 <sup>91</sup>	10,749 <sup>92</sup>	13,112

DNR = Did Not Report



37

Projects completed since 2010<sup>94</sup>

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

10

Projects currently under construction<sup>95</sup>

# BUILD

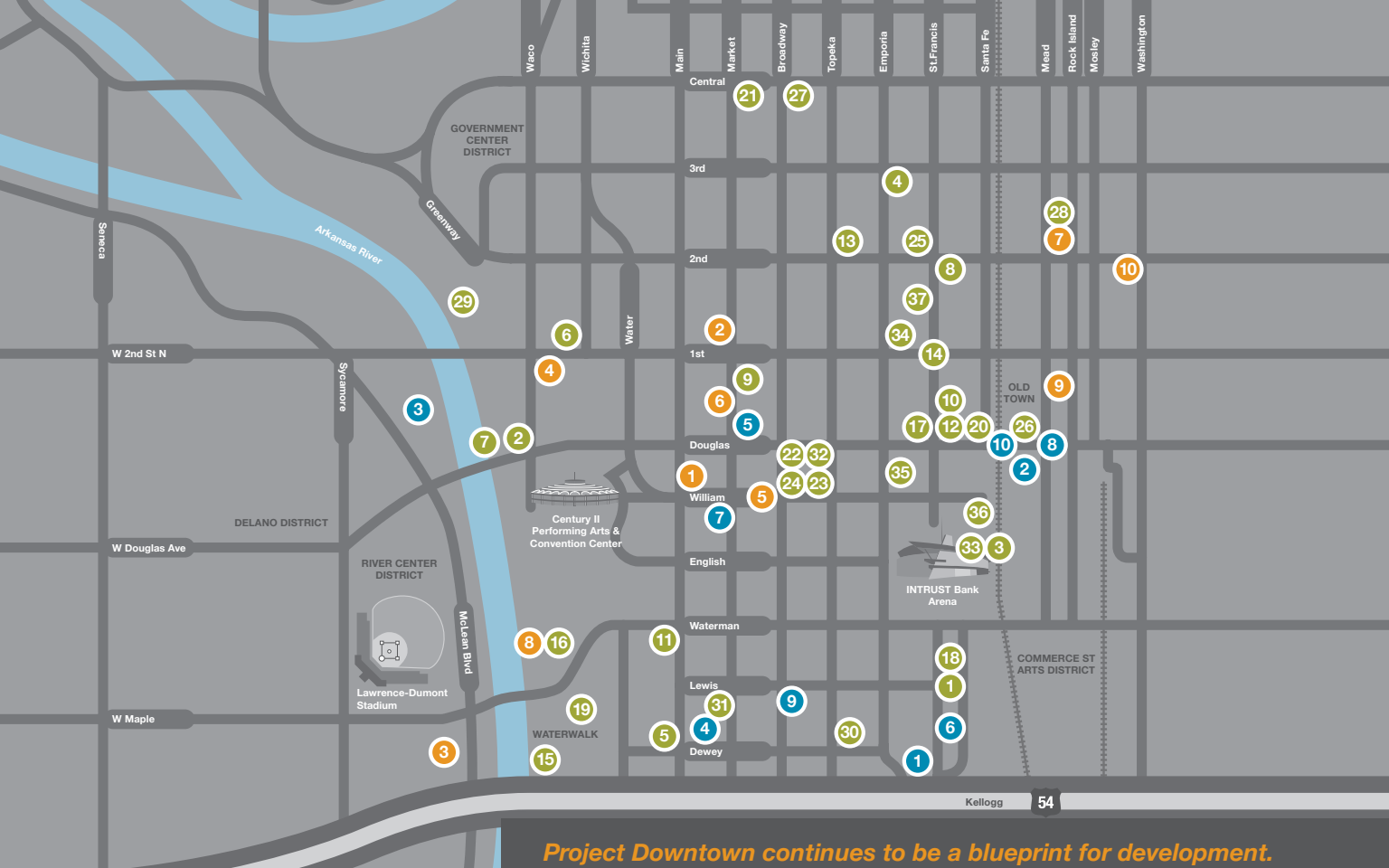
As investment increases and projects are announced and constructed, Project Downtown becomes a reality. Over 30 projects have been completed since 2010 with many more on the horizon.<sup>93</sup>

10

Projects currently in planning stages<sup>96</sup>

*“Overall, global trends continue to appear favorable to promote growth in vibrant downtowns.”*

“Top Ten Global Trends”  
Progressive Urban Management Associates - 2014



*Project Downtown continues to be a blueprint for development. Since 2010 we have seen many significant projects come to fruition.*

## Development Projects Since January 2010<sup>97</sup>

### ● Completed

1. Finn Lofts
2. Drury Plaza Hotel Broadview
3. INTRUST Bank Arena
4. The Flats 324
5. Fairfield Inn & Suites Wichita Downtown
6. Cargill Innovation Center
7. Riverfront Improvements
8. Sedgwick Co./Rotary Foundation/ Coleman Parking Lot
9. J.P. Weigand & Sons Realtors
10. Bite Me BBQ
11. Albert Paley Sculpture Installation
12. Zelman's Building
13. Open Door
14. St. Francis Streetscape Improvements
15. WaterWalk's Gander Mountain Expansion
16. Hyatt Regency Wichita Renovations Phase One
17. Howerton+White Expansion & Renovation
18. Commerce Street Lofts

19. Fountains at WaterWalk
20. The Renfro
21. Robert D. Love Downtown YMCA
22. Ambassador Hotel at Block One
23. Block One Parking Garage
24. Urban Plaza at Block One
25. Pixius Corporation
26. Player Piano Lofts
27. The Catholic Diocese St. Mary Cathedral
28. Courtyard by Marriott Renovations Phase One
29. CoBank
30. The Arnold Group Renovations
31. KE Miller Engineering
32. Kansas Leadership Center and Kansas Health Foundation Conference Center at Block One
33. INTRUST Bank Arena's Guitar Bar & Thunder Team Store
34. Firestone Place Renovations
35. Eaton Place Renovations
36. Walkers Bar & Jettys Pizza
37. Live at 215 Performance Theater

### ● Under Construction

1. High Touch Technologies
2. The LUX
3. WaterWalk Apartments
4. Corner 365 (Residential Project)
5. William Street Two-Way Conversion
6. 125 N. Market
7. Courtyard by Marriott Renovations Phase Two
8. Hyatt Regency Wichita Renovations
9. 143 N. Rock Island Renovations
10. Yellow Cab Company Renovations

### ● Planning

1. St. Francis and Commerce Street Improvements
2. Union Station
3. River Vista
4. Market & Main Apartments
5. Exchange Place and Biting Buildings
6. 518-520 Commerce (Mixed-Use)
7. Macy's Garage Renovation
8. Douglas Avenue – Streetscape Development Phase One
9. Sonic
10. Douglas Avenue Underpass





KANSAS  
LEADERSHIP  
CENTER

AT BLOCK



**Kansas Leadership Center &  
Kansas Health Foundation Conference Center**  
325 E. Douglas  
[kansasleadershipcenter.org](http://kansasleadershipcenter.org)

## 2013 Completed Projects

Completed Projects in 2013 include the first new construction along the core of Douglas Avenue in 38 years in addition to office, hotel and restaurant renovations.

### **Kansas Leadership Center and Kansas Health Foundation Conference Center at Block One** *Date Completed - August 2013*

The Kansas Health Foundation expanded their existing Douglas Avenue offices to include approximately 36,000 square feet of meeting rooms and headquarters space for the Kansas Leadership Center, which provides leadership training for Kansans. This is the first new construction along the core of Douglas Ave. in 38 years. The KLC is located in Block One along with the Ambassador Hotel, the Kansas Health Foundation, the Block One Parking Garage and Urban Plaza and the Henry's Building.



### **Walkers Bar & Jettys Pizza** *Date Completed - December 2013*

Just 200 steps Northeast of INTRUST Bank Arena, this renovated warehouse space now houses Walkers Bar and Jettys Pizza. Features of Walkers include large wood columns, wood beams and original wood floors. These two businesses have had a positive impact on the Arena Neighborhood revitalization efforts.



### Eaton Place Renovations

*Date Completed – December 2013*

The Eaton Place, a 115-Unit apartment complex in the 500 block of East Douglas created three new live-work spaces. The 1,000 square foot spaces feature a kitchen island, accent walls, stackable washer/dryer, front and back entrance, full size appliances, a built in desk and more.



### Firestone Place

*Date Completed – December 2013*

Formerly Automobilia, the newly renamed Firestone Place has undergone major renovations to become leasable office and retail space at the corner of 1st & Emporia. Renovations included exterior and interior. Twotrees Technologies has already signed as the first tenant in the building.



### INTRUST Bank Arena's Guitar Bar & Thunder Team Store

*Date Completed – October 2013*

INTRUST Bank Arena constructed a permanent Wichita Thunder team store and a new bar named "Guitar Bar," which showcases signed guitars from visiting artists displayed in glass on the walls and a giant guitar hanging from the ceiling.



### KE Miller Engineering

### KE Miller Engineering Renovations

*Date Completed – July 2013*

KE Miller Engineering completed renovations to the brick building at 117 E. Lewis into attractive professional offices inside and out. The 3,000 square foot building was built in 1936. It formerly housed three companies and had been sitting vacant for 15 years before renovations. The seven member staff at KE Miller Engineering provides cost effective engineering and surveying services to the Wichita metro area.

### Arnold Group Renovations

*Date Completed – June 2013*

The Arnold Group is a human resource solutions company headquartered at 530 S. Topeka in Downtown Wichita. The company has grown from a temp agency to include consulting, training and professional placement services and employs 13 full-time workers with over 2,000 temporary workers. Interior updates include a high-tech conference room, new private offices as well as exterior facade improvements.



### Arnold Group



### CoBank

### CoBank Renovations

*Date Completed – March 2013*

CoBank celebrated its merger with Wichita-based US AgBank by investing over three-quarters of a million dollars in interior renovations. The 256,000 square-foot building (also known as the Farm Credit Bank Building) is one of Downtown Wichita's largest Class A office buildings set on the East bank of the Arkansas River.

### Courtyard by Marriott Renovations - Phase One

*Date Completed – March 2013*

The 128-room Courtyard by Marriott, located at 820 E. 2nd Street in Old Town, completed a major renovation of its lobby and other public guest areas. The goal of the renovation was to create an area where guests can get out of their room and socialize with other guests. A new bistro, named Table 820, along with a Starbucks service station were included in the renovations. This was the first of two phased improvements planned for the hotel.



### Courtyard by Marriott





## Projects on the Horizon

Major development announcements in 2013 include plans for the River Vista project, the adaptive reuse development at Union Station and the purchase of a corporate headquarters.

### **River Vista** *Scheduled Completion Date – 2015*

Plans were recently approved for a new mixed-use development project for Project Downtown's Catalyst Site One on the West bank of the Arkansas River. The new development will be a 154-unit apartment project and a 20,000 square foot commercial building. In addition, the City and State have committed to make improvements to the river front and adjacent Delano Park. These enhancements will continue the connective trail system along the river and add an exciting amenity that will allow the general public to further engage the river.



### **Union Station** *Scheduled Completion Date – N/A*

In February 2013, it was announced that the Wichita Historic train station, Union Station, which includes the historic Rock Island depot and baggage facility and the former Wichita Grand Hotel was acquired by local developer, Occidental management. Plans to transform Union Station into a multi-million dollar destination attraction include retail, restaurants and potentially hospitality and office space.





### **WaterWalk Apartments**

*Scheduled Completion Date – 2014*

The new WaterWalk Apartments, located at 411 W. Maple, will deliver flexible living choices with all bills paid, short leases, furnished or unfurnished one, two or three bedroom new apartments on the West bank of Arkansas River. The two buildings comprise a total of 133 units.



### **The LUX**

*Scheduled Completion Date – 2014*

The LUX is the redevelopment of the former Kansas Gas & Electric Building. The project is a mixed-use development offering office space, 86 residential units and luxury terraces overlooking the City's skyline. The first office and residential tenants moved into the building in 2013.



### **Corner 365**

*Scheduled Completion Date – 2014*

Garvey Center owner, Builders Inc., is completing construction on 36 new apartments at the corner of First and Waco. This new project dramatically transforms the prominent intersection and will be a catalyst for further development along the First Street corridor.

### **125 N. Market**

*Scheduled Completion Date – 2014*

Renovations planned for the 19-story building include upgrading and refinishing the common areas on floors 11, 12, 14, and 17. Renovations will also upgrade infrastructure, including new chillers, modernizing all elevator controls, renovating the 19th floor as a reception and events area, and repairing the walkway connecting the building to Exchange Place. The building offers spaces ranging from 1,000 to 16,000 square feet, some that include panoramic views of the City.

### **High Touch Technologies**

*Scheduled Completion Date – 2014*

High Touch Technologies recently purchased the building that houses their Corporate Headquarters at 110 S. Main. High Touch, an employee owned company, offers IT and technology-related services, with 126 employees in Downtown Wichita. Renovations will address deferred maintenance needs and tenant improvements including elevator updates as well as heating, ventilation and air conditioning systems.

### **Market & Main Apartments**

*Scheduled Completion Date – 2014*

Sunflower Development Company is rehabilitating three existing apartment buildings just south of Lewis Street on Market and Main Streets. The historic red-brick structures will be converted to 52 affording housing apartments that will maintain the historic character of the buildings.

### **Exchange Place and Bitting Buildings**

*Scheduled Completion Date – N/A*

The project will retrofit the Exchange Place and Bitting Buildings to offer 230 residential units on Douglas Avenue. The development will incorporate a new 273-space parking garage, office and retail space. The Wichita City Council unanimously approved the developer's agreement in December 2013.



### **Macy's Garage**

*Scheduled Completion Date – 2014*

The Wichita City Council recently approved a plan to renovate the former Macy's Garage at 215 S. Market. The City gained ownership of the garage in November 2013. The renovations will allow the garage to fully utilize 550 spaces of the nine-story structure, benefiting nearby businesses and the public.



**William Street Two-Way Conversion**  
View from Broadway and William looking East

## Projects on the Horizon

### **Douglas Avenue - Streetscape Development**

*Scheduled Completion Date – N/A*

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. Phase One design focuses on the addition of transit shelters, added streetscape amenities and improved pedestrian way-finding signage.

### **Courtyard by Marriott Renovations - Phase Two**

*Scheduled Completion Date – 2014*

Updates to the 128-room hotel's design, color schemes and meeting spaces began in the fourth quarter 2013. This is the second phase of a two-phase renovation.

Phase One, completed in February 2013, included lobby and other public guest area renovations.

### **William Street Two-Way Conversion**

*Scheduled Completion Date – 2014*

Improvements from Main to Emporia include converting William Street from a one-way west-bound street to a two-way street providing one lane in each direction. The project also includes pavement improvements, restriping, replacing the wheelchair ramps and modifications to the traffic signals.



### **Hyatt Regency Wichita Renovations**

*Scheduled Completion Date – 2014*

The Hyatt is undergoing a renovation and redesign of the hotel's 303 guest rooms. The rooms' new look will incorporate some of Kansas' landscapes and color palette in the design. Each room will get new beds, furniture, 42-inch flat-screen TVs, in-room safes, mini-refrigerators and accessible electrical outlets.

## Sources

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

1. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
- 2-3. WDDC
- 4-6. See number 17
7. WDDC
8. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011).
9. ESRI Business Analyst, ESRI and Dun & Bradstreet, Retail MarketPlace Profile. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Copyright 2014 ESRI.
- 10-14. WDDC
15. Constant Contact "Nonprofit - Other" business type - <http://support2.constantcontact.com/articles/FAQ/2499>.
16. Total investment amount includes all public, private and Area investment located in the Downtown SSMID district. See number 17 for all sources of investment data. See page 12 for total dollar amount of individual investment areas.
17. 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 2004 - 2013 only for the Downtown SSMID District (shown on map on previous page - 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 2004 - 2013 only for the Downtown SSMID District (shown on map on page 10 - 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 2005-2013 per Sedgwick County. Yearly INTRUST Bank Arena funding- 2005: \$645,806, 2006: \$5,779,067, 2007: \$16,575,958, 2008: \$74,376,927, 2009: \$81,758,743, 2010: \$7,331,622, 2011: \$1,624,192, 2012: \$285,261, 2013: \$250,000. Public investment totals for the Sedgwick County Arena are for the years 2005 - 2013 only.

18. WDDC
19. Information provided by Sedgwick County Appraiser and Sedgwick County Department of Finance
- 20 - 22. See number 17
23. The 2010 U. S. Census states the population in the 67202 area code is 1,393. Per WDDC records, 165 rental units have opened in the Downtown SSMID district in since 2010 when the Census was taken. Per the U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates the average size of renter-occupied units is 1.13 persons. Therefore an estimate for the current population is approximately 1,580.
24. WDDC
25. WDDC - recorded from individual property managers and owners for rental units that came online in 2012-2013.
26. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
27. WDDC
28. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
- 29-30. WDDC
- 31-33. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
34. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Income and benefits are in 2012 inflation-adjusted dollars. Downtown census data is for zip code 67202.
- 35-36. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
37. U.S. Census Bureau, 2008-2012 American Community Survey 5-year estimates. Race alone or in combination with one or more other races. Total will be more than 100 percent because individuals of more than one race are counted by the number of races reported. Downtown census data is for zip code 67202.
38. U.S. Census Bureau, 2008-2012 American Community Survey 5-Year Estimates. Downtown census data is for zip code 67202.
39. Council for Community and Economic Research, Cost of Living Index, 2013 Annual Average, Vol. 46, No. 4.
- 40-42. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011).
43. Central Business District. J.P. Weigand & Sons Inc. Forecast 2014
- 44-46. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011).
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50. Wichita Business Journal Book of Lists Vol. 26 No. 52 Published December 27, 2013
- 51-54. U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2011).
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64. Go Wichita Convention & Visitors Bureau
- 65-66. WDDC
67. Go Wichita Convention & Visitors Bureau
68. Go Wichita Convention & Visitors Bureau Visitor's Profile Research 2013
69. WDDC
- 70-71. Go Wichita Convention & Visitors Bureau
72. WDDC
73. Smith Travel Reports; W-ZHA, LLC. Year 2010 is not included in the data report because of the Drury Plaza Hotel Broadview 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) may not match the yearly data published in this report or any future reports.
74. ESRI Business Analyst, ESRI and Dun & Bradstreet, Retail MarketPlace Profile. Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Copyright 2014 ESRI.
75. U.S. Census Bureau, 2010 Decennial Census
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78. Central Business District. J.P. Weigand & Sons Inc. Forecast 2014.
79. Wichita Festivals
80. Go Wichita Convention & Visitors Bureau
81. WDDC
82. City of Wichita Division of Arts & Cultural Services
83. Wichita Orpheum Theater
84. INTRUST Bank Arena
- 85-87. Wichita Business Journal Book of Lists Vol. 28 No. 52 Published December 27, 2013
88. Wichita Festivals
- 89-90. Go Wichita Convention & Visitors Bureau
91. 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.
92. 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.
- 93-97. WDDC

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