

January 25, 2017

County Manager Michael Scholes
Sedgwick County
525 N. Main Street
Wichita, Kansas 67203

Dear County Manager Scholes,

The Greater Wichita Partnership appreciates our continued partnership with Sedgwick County to advance the development of the Wichita community and region. Working with over 140 private sector investors and the public sector partners of the County and City, we are seeing progress through our strategic development initiatives. We have deliberate strategies for intended outcomes.

In April of 2015 the Partnership was launched to align and focus economic development initiatives. These strategic initiatives are targeted to help local businesses be successful here while also helping further create an environment that encourages and welcomes local business growth and new investment through entrepreneurial efforts and new entities.

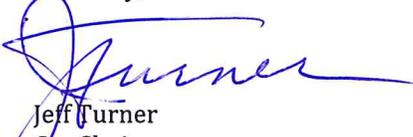
The Partnership's initiatives are executed through the areas of Economic Development, the Wichita Downtown Development Corporation, and its special initiatives encompassing the Entrepreneurship Task Force, the Business and Education Alliance and the Internal/External Perceptions Task Force. A primary goal of the Partnership is to maximize the realization of current growth opportunities while cultivating new ones for the future.

We are focused on listening to and responding to what business said is needed to grow and invest in Sedgwick County and the region. The Partnership's work plan is influenced by several important initiatives driven by the business community in partnership with local partners, including local governments. These include: (1) the Blueprint for Regional Economic Growth (BREG) in which business and industry developed a strategic approach to growing our eight primary cluster industries plus eight cross-cutting initiatives that can help grow all the cluster industries; (2) renewed focus and energy on entrepreneurship that encourages a vibrant entrepreneurial ecosystem to encourage more start-up businesses and identify more private funding sources; and (3) Wichita State University's ongoing Innovation Campus development and strategy to encourage a dynamic economic environment that cuts across all efforts, including entrepreneurship, research and development and BREG. Details are presented on subsequent pages.

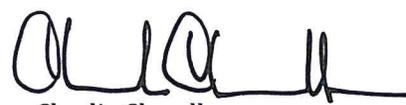
The total funding request for 2017 is \$300,000. This investment by the County will be leveraged by private sector funds to maximize their impact in cultivating economic growth and jobs for our community.

We are available to address any questions you may have.

Sincerely,



Jeff Turner
Co-Chair
Greater Wichita Partnership



Charlie Chandler
Co-Chair
Greater Wichita Partnership

cc. County Commission
Lindsay Poe-Rousseau, Interim Chief Financial Officer
Greater Wichita Partnership Executive Board



PROGRAM AND BUDGET OVERVIEW

In developing the programs/initiatives the goal is to maximize the realization of current growth opportunities while cultivating new ones for the future; it's important to continue to provide the basic foundation upon which we work together to listen to, connect with, clear barriers and generally support our existing businesses as well as to market the community and respond to new opportunities.

These include:

- (1) Important national/ international marketing and communications initiatives to continue and strengthen our core aviation industries, especially for our supplier and support companies;
- (2) The overall importance of providing one voice in the marketing and communications of our community to tell the story of why Sedgwick County is the best place for existing and potentially new businesses to grow and invest;
- (3) Providing data and opportunities upon which existing and potential new companies make informed decisions about growing in Sedgwick County;
- (4) The importance and success of direct interviews with hundreds of local companies to gather information on what barriers they experience for growth and investment.

The following are areas the Greater Wichita Partnership respectfully requests the County's consideration of providing key economic development funding. This funding request will be more than matched by the private sector to fully leverage and maximize the County's funding.

BLUEPRINT FOR REGIONAL ECONOMIC GROWTH (BREG) - \$140,000

This business-driven program brought together the eight regional industry clusters to drive strategic action plans to grow each cluster. Clusters are:

- Aerospace
- Oil and Gas Production and Transportation
- Advanced Manufacturing
- Agriculture
- Transportation and Logistics
- Data Services and Information Technology
- Advanced Materials
- Health Care.

In its first year of implementation we have seen a number of impressive results: (1) diversification of our industries – June 2016 the first Healthcare Innovation Forum was conducted/in December 2016 the first Advance Manufacturing Forum was conducted; (2) a delegation participated in the Dallas MRO show; (3) regular quarterly regional Economic Development Organization Meetings were conducted to continue cohesive work in advancing the region; (4) the Partnership initiated regional communication meetings to move toward a unified message; (5) a new Talent Specialist position was created to assist with workforce development and (6) the participation in BREG increased exponentially – by individuals over 60% by businesses over 45%.

This budget provides for continued work closely through staff with large and small businesses on how we move each industry plan forward tackling tough issues like needed research and development, workforce availability or workforce training programs. The focus is working with existing companies to grow jobs one at a time and to cultivate the economic environment for business and manufacturing to bring more job opportunities to our community.

LOCAL BUSINESS SUPPORT AND DEVELOPMENT - \$160,000

An essential component to providing support to local businesses is to provide opportunities to promote what our companies are capable of producing and what services they have available. The more products and services our Sedgwick County suppliers sell, the more jobs are kept and created locally. This is accomplished through multiple areas:

Aviation International – Paris

On the international level the most efficient and effective way to accomplish is through the Paris International Air Show (June 19th-23rd, 2017). This is an important presence to globally communicate the strength of the Wichita area as the “Air Capital of the World.”

Through this show, smaller businesses are able attend to create powerful connections with introductions to manufacturers, suppliers and purchasers of aviation productions around the world. Businesses maintain key relationships and establish new ones that have resulted in increased sales and contracts for our local smaller suppliers which then secure jobs in the region.

Additionally, staff conducts meetings with global leadership of Sedgwick County-based manufacturers to listen to challenges to growth, learn of upcoming changes or issues the company may be facing in our community that can be addressed. As other states and countries meet with these same companies, it becomes even more important to continue to strengthen relationships. In addition, it’s a critical time to provide information and materials about existing real estate options such as Air Capital Flight Line, the former Boeing space, owned by local business leaders and WSU Innovation Campus.

Aviation North America – NBAA

The National Business Aviation Association (October 10th-12th, 2017) is the venue to promote our community as the “Air Capital of the World” to the continental United States. This show focusses on the business jet industry. In 2016 we had our largest booth and delegation to date, twenty local partners were a part of our booth promoting their companies and products as well as our community as the place to do business. For maximum exposure, our booth location was strategically positioned along OEM row. With it being the 100th anniversary of aviation in Wichita, we also took the opportunity to have Wichita noted on the static display, this was the first time this level of marketing had been executed.

Increasing supplier contracts and contacts is part of the critical outcome to grow sales and therefore jobs. The critical outcome are the meetings with existing local companies that have executive leadership at the show making it an efficient and effective way to check in especially with those headquartered outside Sedgwick County.

Other/Diversification Trade Shows and Visits

While aviation and aerospace is one of our key economic drivers, it is imperative that we continue diversification strategies. Through targeted trade shows in other industries, such as advanced materials/composites, our staff and volunteer leadership gather critical information on what our local companies are doing in those areas, meet with their suppliers to ascertain interest in expansion and more. The cost is less than the aviation/aerospace trade shows because usually attendance to gather information and have meetings is the strategy without the need for a booth presence.

In the aviation/aerospace industry, given the potential of the Air Capital Flight Line and other area real estate options, it’s important to attend the MRO (Maintenance/Repair/Overhaul) conferences. In 2016 the Partnership staff attended its first MRO show in Dallas and concluded the year by attending a MRO show in Charlotte. In 2017 the Partnership will continue its presence and further execute initiatives to foster this diversification opportunity for Wichita. Wichita will have a booth at the April Dallas MRO show (April 25th-27th).

Local Companies: Business Retention & Expansion Visits and Local Headquarters Visits

The aviation trade shows provide efficient means to meet with leadership of local aviation companies. Further Business Retention & Expansion visits over the past years provide for the same critical face-to-face meetings with other local companies. Each year staff meets with dozens of local companies to gather information to listen to specific information as well as trends on barriers to growth, issues facing, plus link the business to any needed information or partners to address those challenges. These are typically smaller to medium-sized businesses in a range of industries. These visits are also critical to show local support for some of the fastest growing companies in the County.

In some cases it's critical to personally visit the headquarters of a local company that is located outside of Wichita to gather important information or establish an important relationship with ownership of a local company. Businesses have said this should be something that would be a critical component to have existing CEOs participate in with CEO-to-CEO meetings as well as local government delegation to show cohesive support.

Host Site Visits

Each year additional businesses want to explore locating in Sedgwick because of our workforce, location and business environment. When they are ready to look at real estate options and talk to current employers about the workforce, it's important to talk with one voice about the community and welcome prospective businesses with a robust schedule of visiting with local business and elected leadership, provide ability to view real estate options and more.

In 2016 the Partnership hosted three national Site Selectors to learn more about our community. There were also visits conducted to Chicago and Dallas to meet with Site Selector Firms. At the conclusion of the year, the Partnership's Communications and Marketing Team designed a unique "view master" to showcase the community's recent accolades, accomplishments and key developments. The response has been tremendous. Such creative instruments will continued to be utilized in 2017.

Marketing/Communications

Website

The website is the first stop for businesses looking to expand or locate in Sedgwick County. Companies routinely need information on population and demographics, labor data, transportation data, utilities overview and information, taxes, education and training information, legal environment and more. The current Partnership website provides this information in one place. The budget request provides for needed structural updates and revisions.

Collateral/Brochures

Telling the story of why Sedgwick County is the best place to grow and invest in a business is important to local existing businesses as well as potential new ones. This budget provides for new and updated collateral. An important brochure in the past has demonstrated how our skilled workforce surpasses other markets in the aviation/aerospace industry. Additional efforts include marketing existing real estate options such as Air Capital Flight Line, WSU Innovation Campus and others.

One such document has been attached; it is the first year document that highlights the progress within each of the Partnership's six priority areas: (1) Growing Primary Jobs, (2) Entrepreneurship, (3) Business Education/Workforce, (4) Talent, (5) Internal/External Perceptions and (6) Downtown Vitality.

RESEARCH/COMMUNITY DATA-STATISTICS

Provide Data for Business Decisions

The information on the website that companies routinely access comes from sources that include the Center for Economic Development and Business Research at WSU. This provides the information on population and demographics,

labor data, transportation data, utilities overview and information, taxes, education and training information, legal environment and more.

PERFORMANCE MATRIX

On the subsequent page you will find an overview of several measures to assist in detailing progress achieved in 2016: (1) Jobs – retained, expansions and new, (2) Capital Investments, (3) Increase of private business in global shows, (4) participation in non-aviation shows, (5) increase in individual BREG participation, (6) increase in business BREG participation, (7) number of site consultant visits and (8) targeted visit trips to site selectors. In 2017 we will continue to increase the measures we track to monitor economic development.

Measurable Goals and Outcomes: Dec. 2016

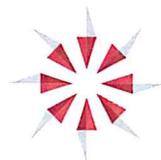
	Actual 2015	Goal 2016	YTD 2016	Goal 2017
<i>Job numbers (recruitment/expansion/retention)</i>	1,494	1,550	1,963	1,650
<i>Capital investments</i>	\$129 MM	\$148 MM	\$1,200 MM	\$150 MM
<i>Increase private business participation in global shows</i>	15	22	20	22
<i>Initiate, engage, participate in non-aviation supplier meetings, job fairs, recruitment activities and innovation</i>	2	4	4	4
<i>Increase individual participation in the BREG initiative</i>	330	396	515	600
<i>Increase business participation in the BREG initiative</i>	138	166	286	325
<i>Site consultant visits/Fam tours</i>	0	2	3	3
<i>Targeted visit trips to site selectors or companies</i>	0	2	3	6



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Economic Development *Annual Totals: Dec. 2016*

	Total Jobs	Total Annual Payroll	Average Annual Pay	Total Investment
2004 Total	2,186	\$96,816,778	\$44,289	\$36,385,393
2005 Total	2,579	\$82,425,718	\$31,960	\$47,864,000
2006 Total	1,785	\$62,144,932	\$34,815	\$217,048,925
2007 Total	1,725	\$50,891,272	\$29,502	\$113,093,000
2008 Total	2,225	\$140,841,670	\$63,300	\$622,005,000
2009 Total	697	\$37,740,343	\$54,147	\$47,811,000
2010 Total	5,439	\$296,582,520	\$54,529	\$107,256,332
2011 Total	1,509	\$96,846,163	\$64,179	\$118,862,087
2012 Total	872	\$50,908,962	\$58,382	\$106,529,000
2013 Total	1,117	\$31,862,612	\$28,525	\$45,131,900
2014 Total	424	\$15,936,800	\$37,587	\$69,372,411
2015 Total	1,494	\$53,546,583	\$35,841	\$129,492,004
2016 YTD	1,963	\$108,202,138	\$55,121	\$1,200,875,311
Total	24,015	\$1,124,746,492	\$46,835	\$2,861,726,363



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