



Greater Wichita
Partnership

December 8, 2015

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

Dear Manager Scholes,

The Greater Wichita Partnership was launched in April of this year 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.

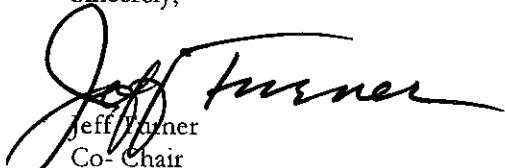
The Partnership's initiatives are executed through the Wichita Downtown Development Corporation, the Greater Wichita Economic Development Coalition, the Leadership Council and its special initiatives encompassing the Entrepreneurship Task Force and the Business and Education Alliance. A primary goal 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. 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 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 2016 is \$300,000. Again, these funds 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
County Chief Financial Officer Chris Chronis
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.

This initiative has transitioned from developing a blueprint to implementing the blueprint. Businesses in each of the clusters have developed plans to grow its industry in this region thereby growing jobs. 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 – Farnborough

On the international level the most efficient and effective way to accomplish is through the Farnborough International Air Show (July 11-17th, 2016). 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 holds 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 (November 1 – 3, 2016) 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. This year we had 17 local partners in our display booth promoting their companies and products as well as our community as the place to do business. This was a 60% increase to the private sector company representation to the previous year.

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. In addition, it's a critical time to provide information and materials about existing real estate options such as Air Capital Flight Line and WSU Innovation Campus.

Aviation Supplier Conference

Some of the most successful events the last few years have been the hosting of supplier conferences like the Northrop Grumman Supplier Conference that Senator Moran led and the Airbus Supplier Conference generated through long-term relationship development with Airbus North America executive leadership at aviation shows. In these conferences, local suppliers are introduced to how to do business with key companies and are able to have a one-on-one conference with a supply-chain expert. These conferences especially assist small to medium suppliers that with more information and connection, could sell more products to these larger companies.

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.

Local Companies: Local IDEA Visits and Local Headquarters Visits

The aviation trade shows provide efficient means to meet with leadership of local aviation companies. Further IDEA 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.

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 GWEDC 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.

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.