

I. ECONOMIC DEVELOPMENT FOUNDATION

VISION:

Before 2024, the Wichita MSA will:

Be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

STRATEGIES:

A. Image and Marketing ¹²

1. Develop an aggressive marketing program that attracts diversified value-added jobs¹³ through retention and expansion of existing businesses, recruitment of out-of-market businesses and creation of new business enterprises in targeted job sectors that provide enough direct jobs to meet our Key Benchmarks.

Sedgwick County, Southwestern College Professional Studies & SC Online; REAP Economic Development Committee; Fidelity Bank; Greteman Group; City of Wichita; Greater Wichita Economic Development Coalition;

2. Develop a brand that will position the Wichita MSA internally and externally. Involve many organizations in developing the brand that will be authentic and inspiring with a focus on aviation, science and technology. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA’s competitive advantage internally and externally.

Sedgwick County; REAP Economic Development Committee; Southwestern College Professional Studies & SC Online; Greteman Group; City of Wichita; Peerless Tower, Inc.; Go Wichita Convention & Visitors Bureau; Howerton & White; Sullivan, Higdon & Sink; Sedgwick County Zoo; Craghead & Harrold; Armstrong|Shank Advertising; sruveydepartment.com; HG Design; Rhodes Film & Video; Heavy Pork TV; Wichita Magazine; ponder::connect; Outside a Dog;

3. Create clusters and their supply chains with critical mass for diversified growth. A potential list of clusters includes:

Aerospace Vehicles and Defense	Processed Food	Heavy Machinery
Business Services	Distribution Services	Heavy Construction Services
Hospitality and Tourism	Financial Services	Education and Knowledge Creation
Plastics/Advanced Materials	Metal Manufacturing	Building Fixtures, Equipment and Services
Motor Drive Products	Chemical Products	Automotive
Electronics	Healthcare	Bio-Science
Creative Industry	Information Technology	Agriculture

Note: We need to think strategically about 2 – 3 clusters that we can “wrap our arms around” and make an impact being careful not to eliminate major clusters. We need to identify clusters as priorities and define the

¹² The highest priority strategies resulting from balloting by the Vision Task Force are in bold type.

¹³ **Value-Added Jobs**-In every region, there are jobs that add value from exporting of goods or services outside the region to the rest of the U.S. and the world. Export of services include non-residents bringing dollars to the region as conventioners, tourists, students, medical patients or as the back office operation for a major financial organization. These jobs are normally called direct jobs. These direct value-added jobs produce the cash income for the region that provides the opportunity for jobs that are internally focused. These internally focused jobs are either 1) local personal services jobs like barbers, accountants, lawyers, teachers, government workers and bankers or 2) jobs that sell products primarily produced elsewhere such as cars, appliances or clothes. These internally focused jobs are normally called indirect jobs. Each direct valued-added job creates from 0.5 to 2.0 indirect jobs, depending on internal supply relationship and other factors.

others as industries. The above list is from the Whittaker Report, Porter Study and Focus Group/Task Force notes.

Sedgwick County; Southwestern College Professional Studies & SC Online; Workforce Alliance of South Central Kansas; SKT/SKT Business Communication Solutions; City of Wichita; Laos Baptist Church;

4. Aggressively retain, expand and recruit corporate headquarters.

Sedgwick County; City of Wichita;

5. Develop value-added processing/packaging of existing and new agricultural and horticultural crops to expand into new markets. Add value to production from using high value crops and new production methods. Develop agri-tourism enterprises.

Old Town Farmers' Market; Agri-Business Council of Wichita;

6. Increase the medical community's regional attraction through increased technology and medical innovation.

7. Encourage existing businesses and post-secondary education to collaborate on the enhancements and development of existing technologies.

City of Wichita;

8. Attract and encourage high-income retirees to relocate to or stay in the Wichita MSA. Increase services for the older adult.

Older Adult Strategic Alliance; Junior League of Wichita, Inc.; Sedgwick County; Senior Services of Wichita; Butler County Department on Aging; Wichita Lifeline, Inc.; Wichita Eagle "Active Life"; Catholic Care Center; Envision Rehabilitation Center;

B. Workforce Development

1. Retain our existing and future workforce and recruit new workers from outside the Wichita MSA. A larger skilled, educated and creative workforce is imperative.

Foley Equipment Company/Foley Supply LLC; REAP Economic Development Committee; Fox Kansas/UPN Kansas; Wichita Metro Chamber of Commerce; Southwestern College Professional Studies & SC Online; Sedgwick County; Kansas University School of Medicine-Wichita; City of Wichita;

2. Maintain a continuous inventory of projected job openings and skills required over the next five years. Ensure that the educational institutions have the education/training slots available and recruit students to fill those positions. (See the Education Foundation.)

REAP Economic Development Committee; Fox Kansas/UPN Kansas; Southwestern College Professional Studies & SC Online;

C. Business Climate

1. Create a progressive and competitive business climate with:

a) A positive atmosphere conducive and receptive to change.

b) Incentives for companies to retain, expand or create new value-added jobs.

Scott Rice Office Interiors;

c) A favorable tax environment and a regulatory environment that works effectively and efficiently to help businesses expand and relocate.

d) Collaboration within the public sector and between the public and private sectors.

City of Wichita; United Way of the Plains;

e) High productivity, low absenteeism, strong work ethic and first-class customer service.

2. Lobby to improve the business climate in Kansas while finding ways to aggressively improve the Wichita MSA business environment.

City of Wichita;

3. Maintain a community consensus on the necessity of a high rate of job and income growth.

City of Wichita;

4. Advocate for tort reform.

5. Ensure that the Wichita MSA is prepared in advance for economic development by having data on available sites and buildings. (This is required today because of the short cycle time companies/prospects have for getting a product or service to market).

6. Improve management and worker relations.

D. Entrepreneurs and Small Business

1. Create an entrepreneurial and innovative mecca for direct value-added businesses by:

- a) **Building on the Wichita MSA's entrepreneurial tradition.**
- b) **Supporting entrepreneurs with a positive business creation environment – low taxes, regulatory friendly, customer friendly government support and legal and regulatory structures friendly to the creation of new business.**
- c) **Developing sources of capital from angel investors to venture capital firms including small business loans and Small Business Innovation Research Grants (SBIR).**

Commerce Bank, N.A.;

d) Developing an entrepreneurial network.

Van's Consulting;

- e) **Providing leadership/mentoring from successful entrepreneurs.**
- f) **Recruiting entrepreneurs to the Wichita MSA. Recognize and celebrate risk taking and successful entrepreneurs (i.e. Entrepreneur of the Year).**
- g) **Providing entrepreneurial education and training (see the Education Foundation).**
- h) **Building strong small business associations to help with research.**
- i) **Enhancing and supporting agencies that will assist with marketing and accounting issues.**

H & R Block;

j) Providing technical assistance and incubators for entrepreneurs – a one-stop place to find available information on entrepreneurial assistance.

Wichita Downtown Development Corporation; Commerce Bank, N.A.; H & R Block; First State Bank;

k) Developing a website to share ideas and concepts that have potential for development and commercialization.

Old Town Farmers' Market; Friends University College of Adult & Professional Studies; Wichita Technology Corporation; Visioneering Entrepreneur & Small Business Strategic Alliance; City of Wichita; Kansas Center for Entrepreneurship; Wichita State University, Barton School of Business; AIG Financial Advisors, Inc.; Wichita Metro Chamber of Commerce, Small Business Programming; First State Bank & Trust; Workforce Development Center; Hispanic Chamber of Commerce; MidAmerica Minority Business Development Council; Allen Gibbs & Houlik; Chamber Marketing Service, Inc.; Coldwell Banker Commercial; Kansas Small Business Development Center; Kansas World Trade Center; Northeast Milliar Neighborhood Association; Service Corp of Retired Executives (SCORE); Small Business Administration – Wichita District; Students in 'Free Enterprise' (SIFE); Urban League of Kansas; Youth Entrepreneurs of Kansas;

2. Support small business development in non-value-added jobs.

Old Town Farmers' Market

E. Tourism and Visitors

1. Increase tourism and convention activity to a) create direct value-added jobs, b) provide expanded activities for our residents and c) sell the Wichita MSA as a place to live, learn, work and play.

Wichita Festivals, Inc.; Old Town Farmers' Market; Sedgwick County; City of Wichita; Peerless Tower, Inc.

2. Provide more aggressive marketing of existing attractions both internally and externally.

Wichita Festivals, Inc.; Old Town Farmers' Market; City of Wichita; Kansas Aviation Museum; Peerless Tower, Inc.;

3. Expand retail and dining opportunities.

Wichita Festivals, Inc.; Old Town Farmers' Market;