



Visioneering Wichita Community Identity Strategic Alliance Summary of Accomplishments to Date September 2007

The Community Identity Alliance was formed to support the plan of Visioneering Wichita by developing an image/brand that will position south central Kansas internally and externally. Specifically the task is to:

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. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA's competitive advantage internally and externally.

It was reported in May 2007 that this Alliance in association with Wichita State University had completed a survey to receive community input around the topics of: What do we tell people about our city? What can we live with and promote ourselves? Is it believable and does it get us to where we want to go? What could be the image theme for Wichita? and What vocabulary and key words do we want to use?

With over 2,000 respondents, there was a large enough sample to be statistically valid. The results were overwhelmingly positive. The majority of respondents answered one or more of the 8 open-ended questions. This data and survey results were shared with all Alliances as well as in the community through media sources.

Using the results from the survey, the Alliance began the process of developing ideas for unique ways to collect and share stories about Wichita. The central message developed was: (You can) do a whole lot more (living) in how you choose to live, play, work, and learn.

Alliance members decided to develop a website for Wichitans to share their stories with video, audio, and/or words. "Uploadwichita.com" is being created and will be officially launched as a part of Final Friday in October 2007. Pilot videos were made from citizen responses in September for inclusion with the October launch. The "launch committee" is responsible for the events such as media promotion, media kits, billboards, and promotion of the website in general. A prototype of the website will be available during the official "launch".

Strategic Alliance Strategy

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. Use the brand to retain and attract jobs, visitors and workforce. Market the brand and the Wichita MSA's competitive advantage internally and externally.

Strategic Alliance Benchmark

Under development.

Economic Development Foundation Vision Supported

Before 2024, the Wichita MSA will be a leading community for retaining and expanding current businesses and creating and recruiting new businesses.

Key Benchmarks Targeted

Job Growth: By 2008, exceed the highest of the annual percentage job growth rate of the U.S., Omaha, Tulsa, Kansas City and Oklahoma City.

Per Capita Income: Stop the 21-year decline of Wichita per capita income as a percentage of U.S. per capita income before 2011. By 2024 exceed the annual average of Omaha, Tulsa, Kansas City and Oklahoma City.

Arts/Recreation: The Wichita MSA will be in the upper one-fourth of Places Rated Almanac's Arts and Recreation score by 2014.

“As we’ve learned through our research, citizens love their hometowns. It’s great to have so much to work with. Our starting point is helping to identify and remove any encumbrances to the Wichita brand and then to help the brand work harder. Towards this end, we see the process as a deliverable in itself, especially when our work engages our community. Rather than getting somewhere all at once, winning looks like changed hearts and minds, one person at a time, one day at a time.”

Mike Snyder
Associated Advertising and Community Identity Alliance Leadership Team

(over)