

# REGIONAL GROWTH PLAN

*An economic strategy for the greater Wichita region that is targeted, collaborative and data-driven*

This multi-year plan pinpoints strategic areas for economic growth and provides actionable steps for how we can work together as a region to make generational change occur and achieve collective outcomes. The plan was completed in 2018 using targeted data and extensive stakeholder input and can be downloaded at [regionalgrowthplan.com](http://regionalgrowthplan.com)

## Five Strategic Pillars

Foundational elements necessary to drive economic growth



## Target Sector Framework

Key industries and niche sectors representing the region's core economic strengths and economic opportunity

### Advanced Manufacturing



- Plastics & Composites
- Machinery & Metalworking

### Agriculture



- Value-Added Products
- Crop & Animal Farming

### Aerospace



- Maintenance, Repair & Overhaul
- Design & Production

### Energy



- Petroleum-Based Products
- Production, Processing & Distribution

### Healthcare



- Healthcare Services

### IT Systems & Support



- Cybersecurity
- Business Process Outsourcing

### Transportation & Logistics



- Logistics
- Transportation

## Top Ten Key Initiatives

Most impactful and highest priority efforts for the region to pursue and accelerate positive change

- 1 Identify and attract top talent for the greater Wichita region's priority employment sectors
- 2 Develop a robust, coordinated, and results-driven business retention and expansion (BRE) program
- 3 Purposefully establish a regional ecosystem for innovation, intellectual property (IP) creation, commercialization and product development
- 4 Invest in a high-capacity, nationally focused earned media program
- 5 Effectively engage site consultants and industry influencers
- 6 Develop a reskilling initiative transitioning underemployed talent for careers in targeted industries
- 7 Leverage the region's information and communications technology (ICT) council to guide and inform the sector's strategic growth
- 8 Leverage public-private partnerships to develop a Cybersecurity Center of Excellence and advanced cyber-range in the greater Wichita region
- 9 Elevate the urgency to develop high-capacity broadband in the greater Wichita region
- 10 Launch a regional talent development cooperative