



DOUGLAS
DESIGN
DISTRICT

ANNUAL REPORT

MARCH 2017-2018 RECAP & ACCOMPLISHMENTS



V I S I O N

DDD 2018 BOARD OF DIRECTORS

Working to Support, Promote & Elevate.



Janelle King

President
AAD Director, Development Chair
The Workroom



Stacy Ward-Lattin

Vice-President
Promotions Co-Chair
Hopping Gnome Brewing



Renee Duxler

Secretary
2020 Vision Co-Chair
Aerial Style



Matt Allred

Treasurer
Carson Bank



Leon Moeder

1st District DAB Rep
Executive Committee/DDD Board Liason
Moeder & Associates



Karen Cundiff

Webmaster
Transitions Group



Steven Suellentrop

Promotions Co-Chair
Legacy Bank



Barbara Burleson

Membership Chair
Ziggy's



Paul Bowen

College Hill Assoc. Liason
Wichita Real Estate Connection



Mariah Campbell

DDD Social Media Manager
Aspen Boutique



Starlyn Tayrien

Promotions Committee
Hartman Oil/Jimmy's Egg

SUPPORT



Ty Tabing

2020 Vision Co-Chair
Urban Designer/Consultant



Kacey Bowen

Board Support
Wichita Real Estate Connection



Denise Hearson

Bookkeeping

BOARD DUTIES & RESPONSIBILITIES

Board members are dedicated volunteers, committed to seeing the Douglas Design District thrive. They are required to serve on, or chair at least one committee, attend monthly 2-hour board meetings on the 3rd Tuesday of every month, attend an annual day-long strategic planning retreat, attend member meetings and mixers, and maintain a fiduciary responsibility to all our members. Most board members also spend many hours volunteering and/or representing DDD at a wide variety of meetings with the city, other districts, and helping create, plan and coordinate events that bring people to your business and our District!

LETTER FROM THE PRESIDENT

The inspiring vision, the groundswell of support, the flurry of activity... what an exciting year we are off to in the District! I am so proud of all that has been accomplished and even more excited at the things still on the horizon. We are working hard to take advantage of the momentum and excitement and take hold of what our future looks like to shape it into a District our residents and businesses are proud of and can thrive within.

Janelle King, The Workroom

MISSION

The Douglas Design District will revitalize the East Douglas community, creating a feeling of safety, productivity, cooperation, and pride for the area residents and businesses. We will pursue and promote the 'corridor of creativity' as a rewarding place to live, work, invest and shop local.

#corridorofcreativity

VISION

The District will be a destination location for the unique, local Wichita experience to:

Shop, Live, Dine... by Design.



BENEFITS OF MEMBERSHIP

JOIN TODAY AT DDDWICHITA.COM

ONLINE PROMOTION & EXPOSURE

WEBSITE, SOCIAL MEDIA, EMAIL, PODCAST

WEBSITE: DDDWICHITA.COM

- Reach new customers with a customized webpage
 - Increased exposure and SEO (Search Engine Optimization)
 - Auto-post your events on DDD's Event Calendar through Facebook Events:
 - Create an event on your Facebook page, then select DDD as a Co-host.Once approved, the event will automatically appear on FB & DDD's Website Event Calendar
- Website Questions? Contact Karen Cundiff: info@dddwichita.com**

SOCIAL MEDIA MARKETING

Gain extra exposure on DDD's social pages and get noticed! Follow these steps:

Facebook Postings, Events & Facebook Live

- Tag Douglas Design District by typing @douglasdesignndistrict
 - Increase Visibility - add DDD as a location by geo-tagging Douglas Design District on your posts
 - Use the hashtags: **#dddickt**, **#douglasdesignndistrict**, **#corridorofcreativity**, **#avenueartdays**
 - Share your Events on DDD's Facebook Page and Website
 - o Create an event on your Facebook page and select DDD as a Co-hostOnce approved, your event will show up on DDD's event page and auto-populate on the DDD Website Event Calendar
 - Facebook Live – showcase your business with a live broadcast from your store
- Request a Facebook Live at your business! Contact Paul & Kacey Bowen, info@dddwichita.com**

Instagram Posting

- Follow @dddwichita
- Tag @dddwichita in your photos
- Use the hashtags: **#dddickt** **#douglasdesignndistrict** **#corridorofcreativity** **#avenueartdays**

EMAIL MARKETING

- Reaching 14,000+ DDD Enthusiasts through our monthly email
- Promoting DDD, District Wide Events, and our Members

DDD PODCAST

- NEW Monthly DDD Podcast
 - Promoting everything DDD
 - Showcase your business, we can broadcast from your business.
- Sign-up to host a podcast send your request to: info@dddwichita.com**



Did you know every year businesses in the Douglas Design District WIN more **Readers' Choice Awards** and **Best of Wichita Awards** than any other area of town? We are Wichita's preeminent destination for design, retail, fashion, business and entertainment. DDD is here to get the word out and bring customers to your door! And we're going to beautify and revitalize the place along the way.

DESTINATION MARKETING & SPECIAL EVENTS

2nd SATURDAY, SMALL BUSINESS SATURDAY, AVENUE ART DAYS, AND MORE

- Monthly 2nd Saturday Promotion
- Constant push and advocacy to BUY LOCAL / SHOP SMALL
- Support for member and community events like:
 - Lincoln Heights Farmers Market
 - Four Corners Fall Festival
 - 2nd Saturday Artisan Market
 - Women's Equality Day Events
 - Open Streets

NETWORKING MIXERS

3RD MONDAY OF THE MONTH, 5:30 PM - 7 PM

January, February, March, May, June, October & November

- Network and connect with DDD Members
- Keep up to date on all DDD Happenings
- Develop partnership opportunities with fellow members
- Showcase your business by hosting a mixer (Only 2 spots left for 2018)

Contact Barbara Burleson: info@dddwichita.com

AREA REPRESENTATION

ADVOCACY/ACCESS TO CITY OFFICIALS

- DDD Representation on District 1 Advisory Board (Leon Moeder)
- City liaison attends DDD Development Committee meetings
- Regular Access/Meetings with Council Members and City Officials
- DDD Member direct access to City Officials at DDD Annual Meeting/Open Houses
- Key business leaders advocating for DDD as part of the new Executive Committee
- DDD Business Memberships:
 - WIBA (Wichita Independent Business Association)
 - Visit Wichita

DDD MEMBER DISCOUNTS & RECOGNITION

TRAINING EVENTS/WORKSHOPS

- June 2017: Social Media Day ICT 2017 (DDD Recognized Sponsor)
- October 2017: Marcus Sheridan Workshop (DDD Recognized Sponsor)
- April 2018: Duncan Wardle Day Long Innovation & Creativity Workshop (Coming April 19, 2018, \$50 off with code "DDDMember150")
- Watch for discounts to Social Media Day ICT 2018, coming in June!





THE 2020 VISION

SHORT-TERM Design District painted streetscape, approved by the City of Wichita Design Council, along Douglas from Washington to Hydraulic set to begin spring of 2018.

LONG-TERM Infrastructure project from Washington to Grove, bringing medians, improved walkability and stronger identity to the District. We are advocating to move the start date of the project to 2020 from the current start date of 2023.

SELF-SUSTAINING Move the Douglas Design District to become a self-sustaining 501(c)(3) organization with paid staff.

BECOMING A BID

The creation of a Business Improvement District (BID) will allow us to achieve our future initiatives with greater participation and more resources. A BID is created in a defined area where businesses and property owners pay an assessment, instead of membership dues, to fund organizational goals.

These funds are used for services not provided by the local government. This includes the established and ongoing services including: marketing, events, place-making, beautification and safety enhancements to realize the District mission to pursuing and promoting an “avenue of creativity” for Wichita to Shop, Live and Dine... by Design.

PROPEL THE DISTRICT FORWARD

BIDs are based on creating attractive commercial districts that inspire shoppers and make an environment conducive to thriving businesses.

An increase in foot traffic, retail sales and property values has been shown to occur in over 1,000 BIDs found throughout the United States.

PAINTED STREETSCAPE PROJECT

(Washington to Hydraulic)

Short-term, two-year animation of Douglas that introduces key elements of the infrastructure project to DDD including medians, angled parking, and a colorful design-themed identity. The painted streetscape project is funded by the City with completion expected Spring 2018. **THE STRIPING ADDS 53 NEW PARKING SPACES!**

EAST DOUGLAS INFRASTRUCTURE PROJECT

(between Washington and Grove)

DDD is advocating the infrastructure project be funded now to allow the one-year construction project to start in 2020 (rather than current plan to start in 2023).

East Douglas currently has an automobile-orientation; we want a pedestrian-orientation that makes the District more walkable and elevates the identity of the area. DDD wants East Douglas to be a neighborhood people drive to rather than drive through.

Wichita is having a civic pride “moment” and we want to harness this momentum to get Wichitans to express their support to fund this project now. The City funded a streetscape project in Delano that transformed that neighborhood. Why can’t they fund a similar project in the DDD that establishes a gateway to downtown from the east?

BUSINESS IMPROVEMENT DISTRICT

WHY?

An increase in foot traffic, sales and property values have been found to occur in the over 1,000 BIDs throughout the country.

Approximately 1/3 of businesses in DDD’s project area are DDD members yet ALL businesses benefit from DDD’s efforts. A BID eliminates this “free rider” problem and, if implemented, would allow DDD to have a singular focus on implementing the BID business plan rather than always chasing membership.

Previously, the City planned to charge a special assessment to businesses with frontage along the infrastructure project. DDD’s advocacy has led to the City eliminating this “special.” Instead, through a BID, DDD can create a Business Plan that funds a more robust set of programs that might include landscaping, place-making, marketing and events.

A BID is often compared to a Common Area Maintenance charge found in shopping malls and lifestyle centers. It funds “common area” district-wide services such as destination-marketing and landscaping that individual businesses cannot successfully provide on their own.

IS THIS A TAX?

A BID assessment is not a tax. It’s not imposed by government but instead is a funding model created “ground up” by the community. A BID is established when the community decides it wants a fairer (everybody contributes) and more predictable funding model to achieve organizational goals. THE PAYMENT OF THE BID ASSESSMENT WILL REPLACE MEMBERSHIP DUES.

WHO DECIDES HOW TO SPEND THE MONEY?

A BID Board of Directors is elected by business owners within the BID boundary to establish annual budgetary priorities, assessments, and to oversee successful execution of the BID business plan. If the BID is not delivering to the community’s satisfaction, unlike a tax, the community can choose to dissolve a BID.

GET INVOLVED

CONTACT your city council member to advocate for the city’s support of a BID for the DDD by going to dddwichita.com to send an email directly from the site.

ATTEND an upcoming city council meeting and share your voice to the 2020 Vision. For more information contact us at info@dddwichita.com.

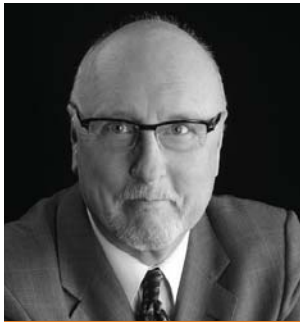
SHARE this information with business owners and community members. Hit the streets to rally and support. For more materials contact us at info@dddwichita.com.



#corridorofcreativity

NEW EXECUTIVE COMMITTEE

In 2017, the DDD Board came out with our 5-year strategic plan. Key features of the plan are to become a self-sustaining district and work with the city to move the East Douglas Improvement plan forward. Towards this goal, DDD has created a new Executive Committee to support the long-term growth of the organization. These investors in DDD’s future are prominent individuals willing to lend their names and reputations to the next stage of growth for DDD. Funds raised from this group are earmarked exclusively to achieve the 2020 Vision Plan.



KEN STOPPEL
BUILDING CONTROLS & SERVICES



ANDREW GOUGH
REVERIE ROASTERS



BILL GARDNER
GARDNER DESIGN



CINDY CARNAHAN
THE CARNAHAN GROUP



MONICA SMITS
ASPEN BOUTIQUE



PATRICK HAYES
OPEN ROAD BRANDS



EMILY BOYD
CENTRAL STANDARD BREWING



MORRIE SHEETS
MORT'S & JIMMY'S DINER



KRIS CARSON
CARSON BANK



MELISA SORENSON
LEGACY BANK



LEON MOEDER
MOEDER & ASSOCIATES/STOR ALL

ADAM STEINER
CLIFTON SQUARE

BRIAN CUNNINGHAM
CENTRAL PROPERTIES

We feel it’s important to demonstrate to foundations, corporations and individuals that support DDD financially that key local business people are investing in the future of their District. We also believe elected officials are more likely to provide capital investments to an area that has a strong local organization in place.

#2020Vision



dddwichita.com

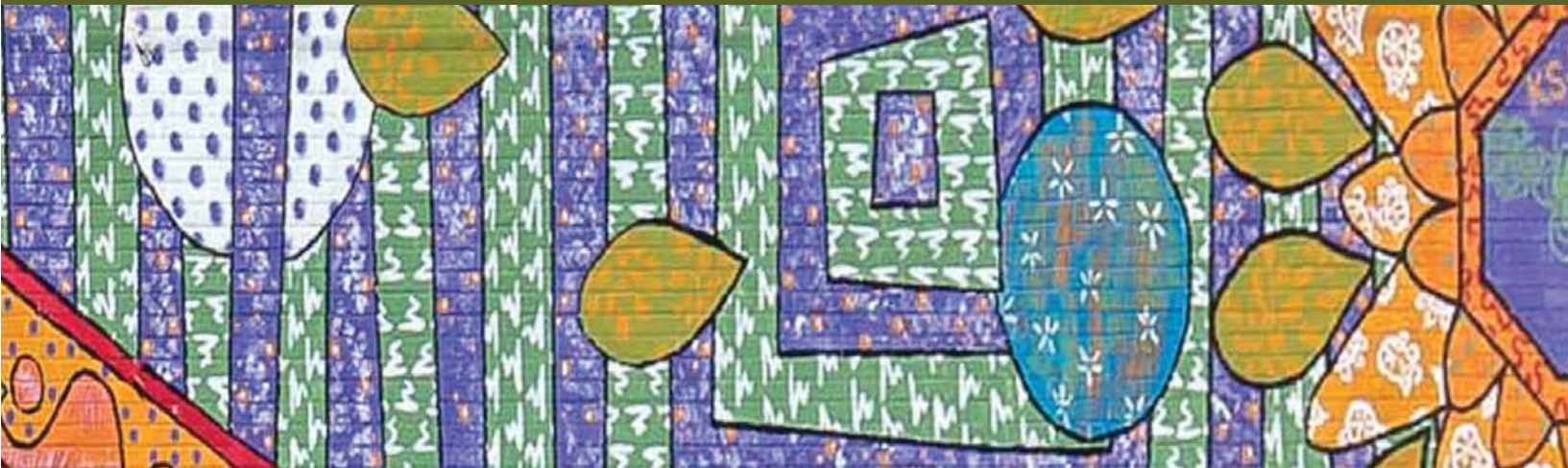
DDD 2018 STRATEGIC PLAN SUMMARY

5-Year Stratgic Plan Where we want to go.

- 1) To be financially self-sustaining, not elective membership based.
- 2) To secure an office space, with staffing focused on the growth and development of the DDD
- 3) To become a go-to destination for shop local
- 4) Attract and retain locally owned businesses that exemplify our mission of becoming a ‘Corridor of Creativity.’
- 5) Provide tangible benefit to our members that encourages on-going, engaged membership and recruitment for a majority buy-in.
- 6) Expand greater community engagement through partnerships with the other established districts along Douglas Ave, city officials, and other community organizations.
- 7) Provide beautification, programming and safety enhancements that reflect our unique personality and support a more pedestrian-friendly corridor.

1–Year Stratgic Plan How we’re going to get there.

- 1) To initiate the BID process that includes community engagement, and activating champions from our established stakeholders.
- 2) Expanded focus on growth of shopping local as a destination for District wide involvement (trolley, business, engagement, promotion)
- 3) Net 20% of new member growth through active recruitment and retention
- 4) Identify all businesses within the boundaries of the District in order to communicate partnership benefits.
- 5) Continue to promote advocacy for the 2020 Vision campaign, that includes painted streetscape completion in spring 2018.
- 6) Seek alternative fundraising opportunities to offset increased development
- 7) Improve brand recognition across all outlets available, to include website, social media, newsletter, press, events, and more.



Q-LINE TROLLEY

ADVOCATING FOR EXPANSION

The expansion of the Q-Line trolley service along Douglas Ave now to Clifton Square has been a great success and helps promote our goal of becoming a pedestrian friendly destination.

MAJOR GOAL FOR 2018: TO WORK WITH THE CITY AND STAKEHOLDERS TO EXPAND TROLLEY SERVICE TO DOUGLAS & OLIVER

We are in the conversations with all participants in the Q-Line, taking what was learned during the pilot year to sustain and grow the program going forward. There are challenges though that we are facing with aging trolleys and limited funds.

We encourage everyone to let their council members, mayor, and city manager know that they feel the Q-line greatly increases quality of life in Wichita and want to see the QLine prioritized, the Douglas route expanded, and frequency into the Douglas Design District increased.

DDD IS NOW A 501c3

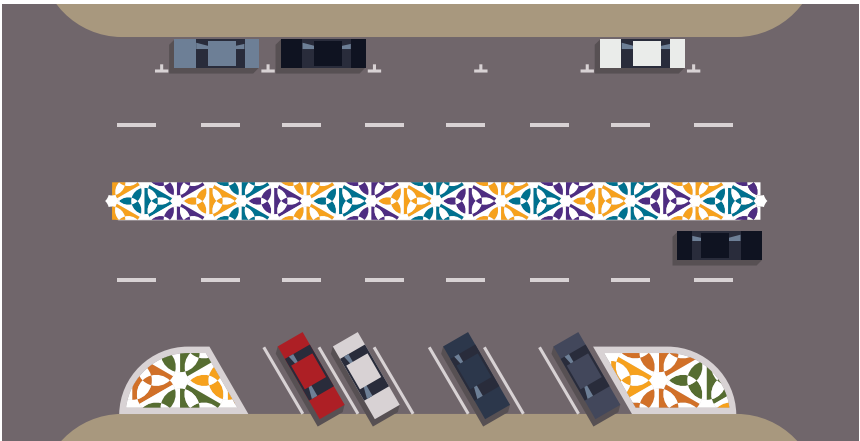
THIS IS HUGE, PEOPLE

DDD officially became a 501c3 in early 2018! The major benefit of becoming a 501c3 (versus the 501c6 that we have been before), is our ability to write for grants and other funding opportunities that we didn't have before. These grants include not only infrastructure improvements in the District (such as helping pay for Avenue Art Days costs, or installing stylized bike racks through the District), but also some capacity building activities that will improve our marketing, and development.

DONATION

HONORING TOM DOCKING

Jill Docking recently gave the Douglas Design District a \$16,000 donation which made the streetscaping between Washington and Hydraulic possible. The donation will be acknowledged with a special enhancement to College Hill Park in honor of her late husband, Tom Docking.



COMMITTEES

PROMOTIONS COMMITTEE

STACY WARD-LATTIN
STEVEN SUELLENTROP
Co-Chairs

NAOMI SHAPIRO
The Anchor

KAITLYN WALL
Reverie Roasters

JORDAN WALKER
Greteman Group

PAUL BOWEN
Wichita Real Estate Connection

KACEY BOWEN
Wichita Real Estate Connection

STARLYN TAYRIEN
Hartman Oil/Jimmy's Egg

MEMBERSHIP COMMITTEE

BARBARA BURLESON
Chair

MONICA SMITS
Aspen Boutique

TYSON DRUMMOND
Zen Fitness

TAWNY JONES
Building Controls & Services

SARA HOBSON
Recycled Threads

ALLISON LE/PARR

DEVELOPMENT COMMITTEE

JANELLE KING
Chair

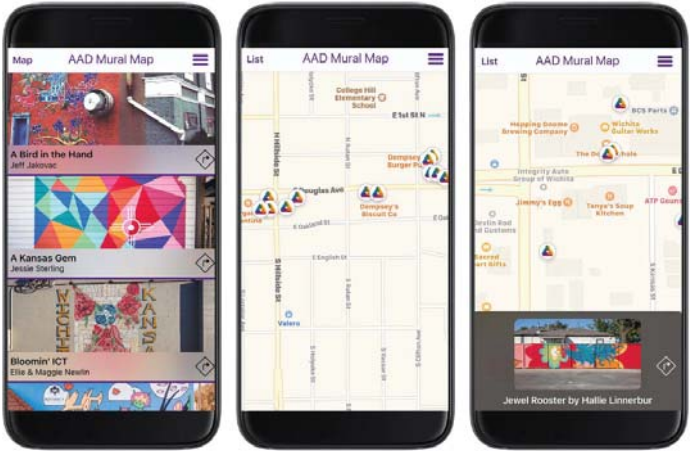
KAREN CUNDIFF
RENEE DUXLER
TY TABING



AVENUE ART DAYS

In 2017, Avenue Art Days reached a goal and announced the artists participating would receive a financial stipend for their work for the first time – part of what it's calling the "Starving Artist Initiative."

Avenue Art Days, which started as a solely volunteer opportunity, has led to paid commissions for artists who participate. For example, popular muralists Josh Tripoli and Rebekah Lewis were subsequently commissioned for works in Gallery Alley and in a private lot near Intrust Bank Arena. Artists Maggie Gilmore and Delilah Reed were hired for ICT Chalk Talks. And Freedom, who painted his first-ever mural at Avenue Art Days, recently completed his seventh paid commission – a flag design at the Wichita Country Club pool. Two more are on the way in the coming months, he said. "For (Avenue Art Days) to spearhead this whole thing ... it's a great platform for artists. It's been a springboard for my career, for sure."



GET THE APP! IN THE APP STORE

Yep, we have a new app that will guide you through all the amazing urban art in the Douglas Design District. Plan your mural tour and be sure to share it with us using #avenueartdays on Facebook and Instagram.

#shoplivedine

The Retail Committee, chaired by Stacy Ward-Lattin of Hopping Gnome, was instrumental in creating and growing events like **Women's Equality Day** and **Small Business Saturday**. With the strong start of the 2nd Saturday Committee chaired by Steven Sullentrop, the two have combined efforts to create a new **PROMOTIONS COMMITTEE**.

The purpose of this committee is to develop a collaborative effort that supports the DDD vision through community events that will benefit all involved. Members of this committee continue to plan and market the larger events as well as attend the 2nd Saturday Artisan markets, armed with information about the DDD and all that's happening here.

Always looking for more volunteers and great ideas!!

Contact:

Stacy Ward
stacydeanne@gmail.com

Steven Suellentrop
ssuellentrop@legacy.bank

PROMOTION COMMITTEE

#avenueartdays

Excerpt from Wichita Eagle Article

EXAMPLE OF 2017 PROMO TEAM EFFORTS:

- DDD Booth at 2017 2nd Saturday Artisan Market (April-Oct)
 - o Produced monthly 2nd Saturday flyer of participants
 - o Sold 41 bags and 17 tags for 2nd Saturday
 - o Educated market-goers about DDD, the Q-Line Avenue Art Days and 2nd Saturday
 - o DDD continues to have the most businesses represented in the 2nd Saturday program (30+/-)
- Organized Small Business Saturday activities
 - o Formed a committee to collaborate with Delano, Downtown and Old Town
 - o Promotions through
 - Social Media Posts
 - Shop Local Gift Guides
 - Press Releases
 - Mayor Q-Line "Ride-Along"
 - Presented at One Million Cups
 - Gift Basket Giveaways

WE'RE UPPING OUR GAME IN 2018

- 2nd Saturday/Artisan Market Booth (April-Oct 2018)
- Wichita's Amazing Race (July 2018)
- Avenue Art Days & Open Streets (Sept. 2018)
- Small Business Saturday Events (Nov-Dec.2018)



SHOP, LIVE, DINE. BY DESIGN



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DDDWichita.com • 2ndSaturday.com • AvenueArtDays.com