



DOUGLAS
DESIGN
DISTRICT



ANNUAL REPORT

APRIL 2018-19 RECAP & ACCOMPLISHMENTS

dddwichita.com

DDD 2019 BOARD OF DIRECTORS

Working to Support, Promote & Elevate.



Stacy Ward-Lattin

*President
Promotions Chair
Hopping Gnome Brewing*



Steven Suellentrop

*Vice-President
Development Committee
Legacy Bank*



Starlyn Tayrien

*Treasurer
Promotions Committee
Hartman Oil/Jimmy's Egg*



Janelle King

*Past President
AAD Director, Development Chair
The Workroom*



Karen Cundiff

*Development Committee
Transitions Group*



Sara Hobson

*Avenue Art Days Committee
Recycled Threads*

DDD Executive Director



Renee Duxler

Executive Director

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

From "Where is that?" to "I love that area," the DDD is becoming the place to be. Wichitans are clearly ready to take back their downtown and urban core, and we have been a part of this movement from the start. So excited for the coming year and everything we will accomplish together for our members and the entire community. With our new Executive Director keeping us on course, I speak on behalf of our board and amazing volunteers when I say "We're ready Wichita, let's do this!"

—Stacy Ward-Lattin, Hopping Gnome Brewing

MISSION

The Douglas Design District will continue to revitalize the East Douglas community, creating a feeling of vitality, commerce, and pride for area residents and businesses. We will pursue and promote our '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.





2018 ACCOMPLISHMENTS

- Completion of the painted street-scape on Douglas, between Washington & Hydraulic
- Creation of a sustainable Executive Committee for the Douglas Design District with increased financial investment and community involvement
- Gift of 16K from Jill Docking for painted street-scape, to include future placement of Keeper of the Plains in College Hill Park
- Execution of the 2020 Vision campaign, which started new conversations about the East Douglas Improvement Project
- Designation as a 501c3 non-profit organization that increases our capacity for fundraising
- Creation of a monthly podcast for further reach and content of District news and engagement
- Award of \$84,500 over 2 years from Knight Foundation Fund at Wichita Community Foundation
- Creation (through City Council) of a Business Improvement District (BID) planning committee
- Completion of another successful Avenue Art Days event, with 60+ murals now in the District
- Hiring of first full-time staff member (Executive Director) for the DDD

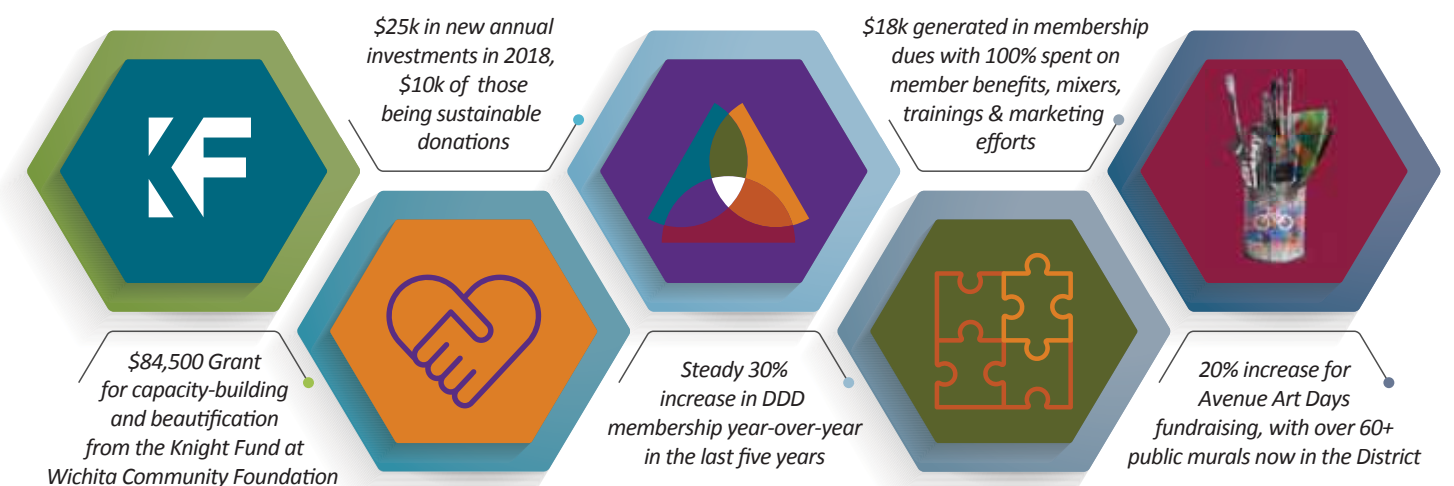
2019 PRIORITIES

- Continued work with the City, business owners, and residents on creating a multi-modal infrastructure plan for downtown streets
- Facilitation of the BID Planning Committee, and continued dialogue about if a BID would work for the District
- Facilitation of a beautification program that would add stylized Keeper of the Plains statues and bike racks to the District
- Continued efforts for programming, fundraising, and beautification/safety enhancements in the District that support business owners and engage the community

What would YOU like to see us prioritize for 2019?



DDD BY THE NUMBERS



For more information on budget and financials, visit www.dddwichita.com/about-ddd



2019 EVENTS



Avenue Art Days
Sept. 20-22



Open Streets ICT
Sept. 22, 2019



Small Business
Saturday
Nov. 30, 2019

#avenueartdays

Implemented in 2014, Avenue Arts Days has brought 60+ bright and colorful murals to DDD, as well as has volunteer clean-up and painting activities. The Committee for Avenue Arts Days works year-long to plan the annual event, and continue to ensure that it thrives and grows. In 2017 the event implemented it's 'Starving Artist Initiative' that give the mural artists a financial stipend for their work. Last year, the committee raised a record amount in private donations for the event – over \$15k. The committee was also responsible for creating a new app for the murals, that guides visitors through the urban art in the District.

Members of the AAD Committee: Janelle King, Ian Worrell (Intrust), Mollie Smith (Intrust), Meghan Carver (WSU Student), Traci Flores-Suderman (Legacy Bank), Alex Priest (Flight Safety), Chris Garcia (Distinct Ink), Carolyn Copple (Ulrich Art Museum)



GET THE APP!

"AVENUE ART DAYS MURAL MAP" 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

A collaborative effort is made by our Promotions Committee to support the DDD vision through community events and engagement. Members of this committee continue to plan and market our larger events, as well as volunteer at the 2nd Saturday Artisan Markets, armed with information and promotional materials for the DDD.

Examples of 2018 Promotion Committee efforts include:

- DDD Booth at 2nd Saturday Artisan Market (April – Oct.)
- Coordinated 2nd Saturday shopping initiative efforts for the DDD
- Organized Small Business Saturday and Women's Equality Day events
- Coordinated with 'Wichita's Amazing Race' to provide activities and competition in the DDD
- Coordinated Open Streets ICT efforts for the DDD

Members of the Promotions Committee: Stacy Ward-Lattin, Steve Suellentrop, Starlyn Tayrien, Sara Hobson, Jordan Walker (Greteman Group), and Naomi Shapiro (The Anchor)

**PROMOTION
COMMITTEE**



**AVENUE
ART DAYS**

EXECUTIVE COMMITTEE

In 2017, the DDD Board came out with our 5-year strategic plan. Key features of the plan were to become a self-sustaining district and work with the city to move the East Douglas Improvement plan forward. Towards this goal, DDD created an Executive Committee in 2018 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 for development and capacity-building activities.



KEN STOPPEL
BUILDING CONTROLS & SERVICES



MONICA SMITS
ASPEN BOUTIQUE



BILL GARDNER
GARDNER DESIGN



EMILY BOYD
CENTRAL STANDARD BREWING



MORRIE SHEETS
MORT'S & JIMMY'S EGG



MELISA SORENSON
LEGACY BANK



LEON MOEDER
MOEDER & ASSOCIATES/STOR ALL



ADAM STEINER
CLIFTON SQUARE



JEFF WEIFORD
GLMV ARCHITECTURE



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.

#DDDICT



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DDD 2019 STRATEGIC PLAN SUMMARY

5-Year Strategic 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 continue to be the 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 Strategic Plan How we’re going to get there.

- 1) Continue the BID process, activating champions from our established stakeholders
- 2) Increase membership and community engagement
- 3) Expanded focus on growth of shopping local as a destination for District wide involvement (trolley, business, engagement, promotion)
- 4) Net 20% of new member growth through active recruitment and retention
- 5) Identify all businesses within the boundaries of the District in order to communicate partnership benefits.
- 6) Continue to promote advocacy for the East Douglas Improvement Project
- 7) Execute a focused messaging plan to better communicate identity and brand recognition
- 8) Seek alternative fundraising opportunities to offset increased development
- 9) Improve brand recognition across all outlets available, to include website, social media, newsletter, press, events, and more.

Development Committee:

This committee is primarily responsible for major projects and economic development within the Douglas Design District. The Development Committee created the 2020 Vision campaign last year, and were successful in advocating for the City to move up the East Douglas Improvement Project as well as approve the BID Planning Committee for the District. The Development Committee works very closely with the City of Wichita in order to facilitate communication and information for our membership.

Members of the Development Committee: Janelle King, Steve Suellentrop, Karen Cundiff



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 web page
 - 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 us at 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 @DouglasDesignDistrict
- 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

Instagram Posting

- Follow @dddwichita
- Tag @dddwichita in your photos and stories
- 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.

To inquire about participating on a podcast, send inquiry 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
 - Small Business Saturday Events
 - Open Streets

NETWORKING MIXERS

Networking Mixers & Training Events Throughout the Year

- 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

To schedule a mixer, contact us at: info@dddwichita.com

AREA REPRESENTATION

ADVOCACY / ACCESS TO CITY OFFICIALS

- 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:
 - Wichita Chamber of Commerce
 - Wichita Independent Business Association
 - Young Professionals of Wichita
 - Visit Wichita

DDD MEMBER DISCOUNTS & RECOGNITION

TRAINING EVENTS / WORKSHOPS

- DDD discount to Social Media Day ICT 2019, coming in June!
- Watch for announcements of other events





DOUGLAS
DESIGN
DISTRICT

SHOP, LIVE, DINE.
BY DESIGN

dddwichita.com • avenueartdays.com
2ndsaturday.com