



Blueprint for Regional Economic Growth (BREG)

Private and public leaders across the 10-county South Central Kansas region believe that *together* we can do more to accelerate near-term and longer-term growth. The Blueprint for Regional Economic Growth (BREG) will build on our individual efforts in a practical and integrated way to achieve growth and continuous regional economic advantage.

There are several elements of the BREG approach:

1. **We Will Organize around Regional clusters as Our Economic “Drivers”:** We will build a “portfolio” of existing and emerging industry clusters (producers, suppliers and input providers) to achieve diverse regional economy. Understanding *cluster specific* needs and opportunities is key. We will build on your experience and analytic insights, delve even deeper to the firm level in each cluster, and then bring them together to shape growth strategies.
2. **We Will Analyze the Region’s Current Competitive Economic Performance, Clusters and Inputs Strength at a Detailed Level:** We create a detailed analyses of the region’s relative competitiveness, cluster structures and inputs as the basis for industry cluster action plans.
3. **We Will Organize Input Advantages for Clusters:** To form enterprise, expand businesses and attract industries in *each* existing or emerging cluster we need to understand and deliver their required skills, innovation, capital, logistics, resources, governance and quality of life. You are a key provider of inputs and clusters are your marketplaces.
4. **We Are Convening the Marketplace to Define & Develop Actions:** This bottom-up, market-driven, collaborative initiative will bring together companies, suppliers and key input providers (such as your organization) in *each* cluster to define challenges and actions to sustain and accelerate their growth and build cross-cutting regional initiatives that will help all industries.

Practical Objective: BREG is about harnessing the region’s existing assets in new ways. BREG will have end-users (Clusters) and their input providers define challenges, needed actions, and agreements to work together to implement numerous changes. The goal is to make many small solutions, not grand illusions. This economic initiative does not end with agreements but rolls into continued action by each cluster across the region to enable continuous improvement of the South Central Kansas economy.

Leadership: BREG has four groups of leaders:

Sponsors

BREG is funded by seven sponsors who believe that the time is right to work together to grow our economy. They are: Greater Wichita Economic Development Coalition (GWEDC), Metro Wichita Chamber, Wichita State University, City of Wichita, Sedgwick County, Wichita Downtown Development Corp., and Regional Economic Area Partnership (REAP).

Initiative Co-Chairs

BREG is overseen by two co-chairmen who are recognized regional leaders – Charlie Chandler, Chairman and CEO of INTRUST Bank and Brad Dillon, Attorney, founder of Gilliland & Hayes & Reno County Commissioner.

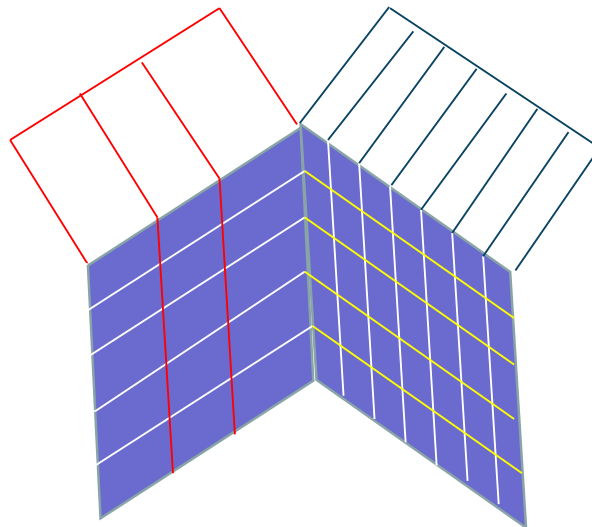
Regional Stewards

BREG will be guided by regionally focused institutions and business leaders who will “steward” the clusters by “coaching” to help bring stakeholders together and agree on strategy.

Cluster Co-Chairs

Each of the eight BREG working industry groups is co-chaired by industry executives who help guide and bring together their fellow businesses.

Industry Clusters Draw from Regional Inputs to support Formation, Retention, Expansion and Attraction



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Regional Clusters: Eight regional clusters were identified as emerging or growing; BREG is organizing these clusters to define specific actions and create plans to increase their strengths. Clusters include:

- Aerospace
- Oil & Gas Production & Transportation
- Machinery & Metalworking
- Agricultural Inputs & Processing
- Transportation & Logistics
- Data Services & Electrical Components
- Advanced Materials
- Healthcare