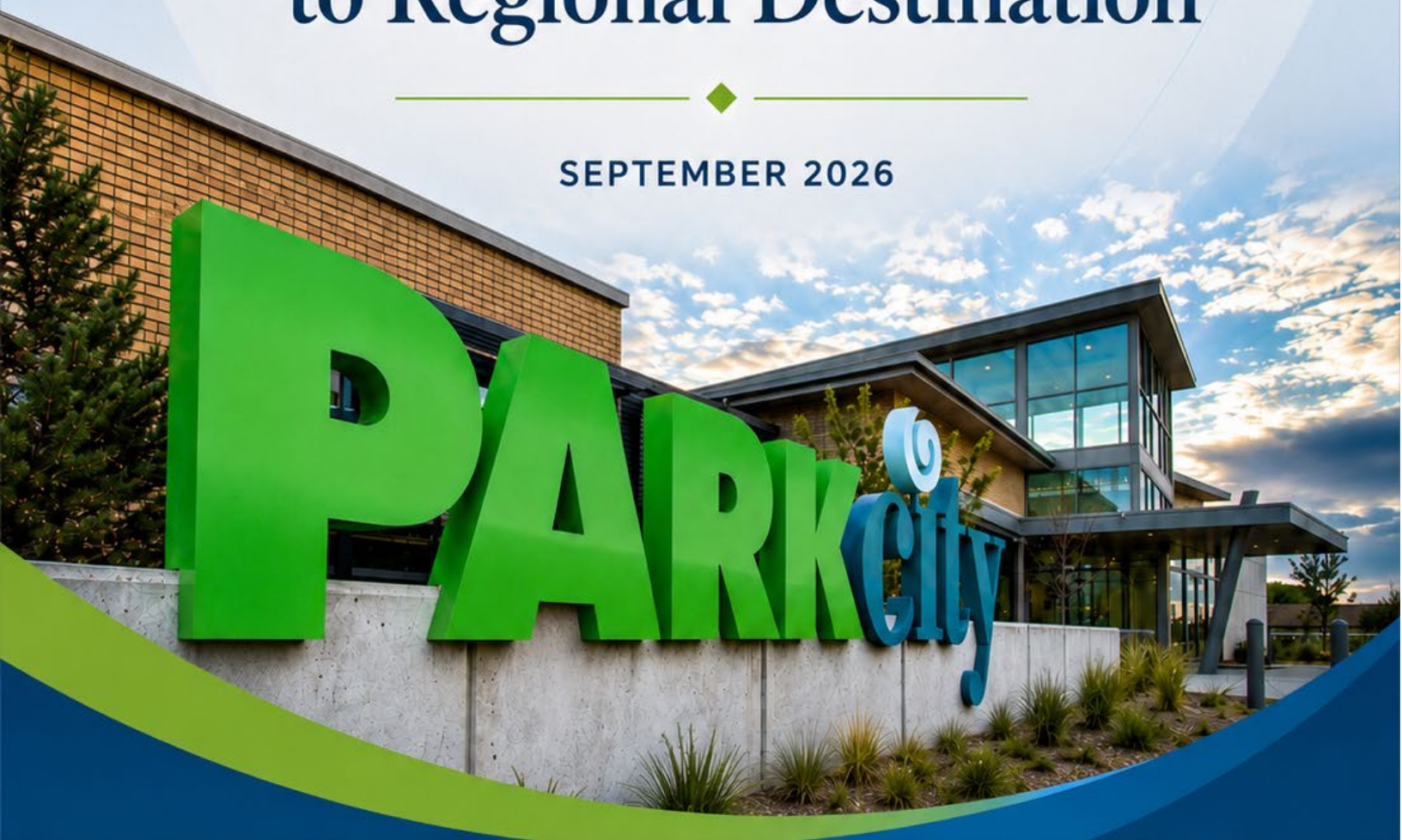
Park City

From Wichita Suburb to Regional Destination

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Park City: From Wichita Suburb to Regional Destination

For much of its short 46-year history, Park City has been viewed primarily as a community on the northern edge of Wichita — a place thousands of motorists passed each day while traveling I-135.

That description is becoming increasingly outdated.

Across Park City, an extraordinary concentration of private and public investment is beginning to transform the community into something much different: a regional destination for entertainment, tourism, sports, hospitality and residential development.

And the numbers behind that transformation are becoming difficult to ignore.

Three of Park City's largest destination projects — Champtown, the CrossWinds Casino Resort expansion and Gilley's — represent more than $900 million in announced investment by themselves. Champtown is planned as an approximately $500 million development, CrossWinds is undertaking an approximately $250 million resort expansion, and the Gilley's-Park City entertainment complex represents an investment of more than $150 million.

That total does not include the continuing development of Park Centre, Lancaster Square senior housing, new residential subdivisions, commercial construction and other private investments occurring throughout the community. It also does not include more than $53 million in public capital projects identified in the City's adopted 2026-2030 Capital Improvement Plan - investments intended to expand community amenities and prepare streets, water, sewer and stormwater systems for continued growth.

A Visitor Economy Already Exists

Perhaps the most important part of Park City's story is that the city is not starting from zero.

A July 2026 Market Pulse report shows that Park City recorded approximately 573,700 non-resident inbound commuters and out of market visitors during July alone, a 2.4% increase from July 2025.

Over the previous 12 months, Park City recorded approximately 5.8 million visits from people who live and work outside the market, representing approximately 1.2 million individual out-of-market visitors.

Those numbers provide important context for what is happening next.

Park City already has a substantial visitor economy. The developments now underway are designed to dramatically expand it.

The report also shows growing activity at several existing Park City hotels. The trailing 12-month hotel visitation data show year-over-year increases at the Winds Hotel, Holiday Inn Express, Sleep Inn and Super 8. While those figures measure visits rather than occupied room nights, they provide another indication that lodging demand in the community is strengthening even before the next generation of destination projects is completed.

Over 500 New Hotel Rooms

One of the most visible changes will occur in Park City's skyline.

The CrossWinds Casino Resort is constructing a 15-story Four Diamond hotel containing 238 rooms, including 32 suites. The resort will also include an 8,500-square-foot ballroom, conference and meeting facilities, restaurants, expanded gaming and additional entertainment amenities. The project is expected to be completed in early spring 2028 and add approximately 350 employees.



Crosswinds Resort Hotel Rendering

At Champtown, current plans include a 150-room hotel associated with the development's sports and entertainment attractions.

Gilley's has announced a 120-room Fairfield Inn that will be built on the property soon.

Together, those projects could add approximately 508 hotel rooms to Park City.

That is an extraordinary increase in lodging capacity for a community of Park City's size and reflects something larger than ordinary suburban growth. Developers are positioning Park City to capture visitors who come to the community not merely for a few hours, but for overnight stays, tournaments, conventions, concerts and multi-day entertainment experiences.

Champtown Could Change the Equation

The project with perhaps the greatest potential to redefine Park City's regional identity remains Champtown.

Planned on approximately 160 acres along I-135 between 53rd and 61st streets, the development is envisioned around Kansas' only major destination aquarium, along with sports facilities, restaurants, retail, a hotel and additional entertainment attractions.



Champtown Development Artistic Rendering

Current plans identify a roughly 78,000-square-foot aquarium, 40,000-square-foot multi-sport facility, eight baseball and softball fields, more than 250,000 square feet of retail and a 150-room hotel.

Developers estimate that Champtown could eventually attract approximately 2 million visitors annually.

For perspective, that would mean a single development could attract annual attendance equal to many times Park City's resident population.

CrossWinds Becomes a Resort

At the northern end of the city, the transformation is already highly visible.

The Wyandotte Nation's CrossWinds expansion will convert the existing casino into a much larger destination resort.

In addition to the hotel, the expanded property will include more than 1,400 gaming machines, a high-limit room, table gaming, VIP lounge, sports bar, food hall, coffee shop, lounges and significant meeting and event space.

The project fundamentally changes the nature of CrossWinds from a gaming facility that visitors might patronize for several hours into a resort capable of generating overnight stays, meetings, weddings, conferences and multi-day visits.

Gilley's Adds Another Entertainment Anchor

Just a short distance away, the former Wichita Greyhound Park has undergone its own transformation.



The property reopened as Gilley's Park City, combining gaming with live entertainment, restaurants, bars, a country-western dance hall, sports viewing and other attractions.

The redevelopment represents an investment of more than $150 million. Its regional role is already expanding. Country Stampede has announced plans to move the festival to the Park City venue beginning in 2027, potentially bringing another major recurring tourism event to the community.

Building a Downtown at the Same Time

While Park City's destination attractions are capturing much of the attention, an equally important transformation is occurring near 61st Street and Hydraulic.

Park Centre is creating what the community has historically lacked: a recognizable downtown district.

The 48-acre mixed-use development includes a 168-unit apartment community, 54 townhomes, 50-unit senior living development and approximately 96,000 square feet of commercial space.



Senior Center Ribbon Cutting – February 2026

The City's new 13,000-square-foot Senior Center is another anchor in the district, while additional housing and commercial projects continue to take shape.

The significance is important. Park City isn't simply adding attractions for people who live somewhere else.

At the same time, it is building a tourism economy, Park City is building a more complete community for the people who live there.

A New Aquatic Center with a Regional Reach

Park City is also investing in attractions that improve quality of life for residents while drawing people from beyond the city limits. The new Park City Aquatic Center, which opened for the 2026 season, represents an approximately $8.03 million investment and replaces the municipal pool that closed in 2012.

The fully accessible complex includes an outdoor pool with water slides, a current channel, deep- and shallow-water areas, a lounge area, a free public splash pad, and an administration, concessions and restroom building.

Beyond recreation, the facility supports swimming lessons and water-safety programming and has quickly become another reason for families to visit Park City.

Early visitation data suggest that reach extends well beyond Park City residents. A Placer.ai Civic Dashboard covering May 1, 2025, through August 15, 2026, reports

approximately 24,200 visits and 9,900 unique visitors to the aquatic center site, with an average dwell time of 92 minutes and an average visit frequency of 2.43. The weekly trend shows much of that traffic arriving after the new facility opened in late May 2026.



The visitor-origin data is equally noteworthy. Wichita ZIP code 67219 accounted for about 8,000 visits, or 33.1 percent of the total, while the Valley Center area contributed about 2,000 visits, or 8.1 percent. Another 1,900 visits came from Wichita ZIP code 67204, and the Newton area accounted for about 738 visits. The distance analysis indicates that roughly 30 percent of visits came from more than 10 miles away and approximately 8 percent came from beyond 30 miles - evidence that the Aquatic Center is already functioning as more than a neighborhood amenity.

Hap McLean Park Is Being Reimagined

Immediately adjacent to the Aquatic Center, the city is planning an approximately $7.15 million revitalization of Hap McLean Park. The project is designed to turn one of Park City's most established public spaces into a broader recreational and community destination.

The planned improvements include a new disc golf course and pond, realigned roads and a new bridge, additional parking, upgraded walkways, a bike path and trailhead, an amphitheater, a new playground, pickleball courts, sand volleyball, tennis and basketball courts, shaded seating areas, a Great Lawn and festival lawn, an enlarged multi-use field, renovated shelters, new restrooms, food-truck parking and new gateway signage. Future phases may also accommodate a dog park, soccer fields and additional parking.



Hap McLean Park Renovations Rendering

Taken together, the Aquatic Center and Hap McLean Park improvements are creating a substantial recreation complex near I-135. That matters to the regional-destination story because it broadens Park City's attraction base beyond gaming,

concerts and large commercial developments to include family recreation, youth activities and community events.

Public Infrastructure Is Growing with Private Investment

Park City's transformation is being supported by a substantial municipal capital program. The adopted 2026-2030 Capital Improvement Plan identifies more than $53 million in projects intended to improve infrastructure, expand community amenities and create capacity for future growth.



2026 Stormwater Drainage Improvement Project

The plan includes approximately $16.93 million for streets and roads, $4.75 million for water infrastructure, $2.56 million for sanitary sewer and $2.64 million for stormwater drainage. In addition to the Aquatic Center and Hap McLean Park, the CIP includes annual street-maintenance programs, utility rehabilitation, lift-station improvements and drainage projects throughout the community.

Among the largest transportation investments is an approximately $6.2 million project at 61st Street and Hydraulic that calls for a dual-lane roundabout and widening about 4,092 feet of 61st Street east to the city limits into a three-lane roadway. The CIP links that project directly to anticipated traffic and residential growth in and around Park Centre. Another approximately $1.74 million project will construct a roundabout at 85th Street and Broadway. This project is expected to be complete by fall 2027.

The five-year program also provides roughly $1.34 million for a new 12-inch waterline crossing I-135 near 45th Street, recurring waterline replacement, sanitary-sewer rehabilitation and lift-station upgrades, and multiple stormwater projects. These investments are less visible than a hotel tower, aquarium or entertainment venue, but they are essential to ensuring that Park City can absorb new residents, businesses and visitors without outgrowing the systems that support them.

From Pass-Through Traffic to Destination Traffic

For decades, Park City’s greatest economic-development asset was its location.

I-135 carried thousands of vehicles through the community every day, connecting Wichita with Newton, McPherson, Salina and communities throughout central Kansas.

The challenge was convincing those motorists to exit.

That equation is changing.

An aquarium can bring families.

Youth sports can bring tournament teams.

Gilley's and Country Stampede can bring entertainment visitors.

CrossWinds can bring resort and convention guests.

Hotels can keep those visitors in the community overnight.

Restaurants and retail can capture their spending.

Park Centre can provide the residential and civic center that helps create a stronger identity for the community itself.

That is why what is occurring in Park City is more consequential than a collection of individual construction projects.

It represents a fundamental change in the community's economic role within the Wichita metropolitan area.

For years, Park City benefited from being close to Wichita.

Increasingly, Wichita — and the rest of the region — may benefit from being close to Park City.

Park City is no longer simply building for the people who live there. It is building reasons for people from across Kansas and the region to come there, stay there and come back again.