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IMA chief takes new position

Anita Bourke, president of IMA of Wichita, has been hired by the American Institute of Chartered Professional Casualty Underwriters. 3C

The 120-year-old Wichita insurance firm will lease 11,000 square feet on the old SC Telcom building's 16th floor and get naming rights on the building.

Dave Williams
/File photo



NY Life to get naming rights on SC Telcom

BY BILL WILSON
The Wichita Eagle

Add Wichita's New York Life headquarters to the growing list of tenants at the Minnesota Guys' SC Telcom building, 125 N. Market.

The 120-year-old Wichita insurance agency, currently in the Epic Center at 301 N. Main, has acquired naming rights and leased 11,000 square feet on the building's 16th floor, said managing partner Joe Tigert and Real

Development partner Dave Lundberg.

"We really wanted to remain downtown, to be a part of downtown's renaissance," Tigert said.

The deal comes after New York Life "almost inked" a similar lease to move to the Waterfront, Tigert said.



Lundberg

"The decision really was about whether to move out east," he said. "We were getting close to the Waterfront when this came up and we backed out. I'm glad we did."

"We're leaving Epic because we get signage on the building and also valet parking for the elderly. If you've been to Epic, you know there are steps to walk. We have a lot of elderly clients, so that's just huge for us."

Tigert said the office hopes to be in the Market location no later than Feb. 1. The company employs about 45 in the Wichita area and will move at least 30 of them to the Market location.

The New York Life logo will be installed on the upper right-hand corner of the south side of the building, Lundberg said.

Tigert said he hopes to bring in his company's national leadership for a ceremony when the logo is installed.

"It's certainly good news for us," said Lundberg, who is a partner in Real Development with Michael Elzufon.

RIGHTS

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With the new lease, about 70 percent of the building tower's 220,000 square feet are leased, Lundberg said.

In addition to facade improvements, Lundberg said the building's lobby is being doubled to about 6,000 square feet.

Real Development has added about 65,000 square feet of tenants since it acquired the building, Lundberg said.

New York Life's renewed commitment to downtown Wichita is appropriate on its 120th anniversary here, Tigert said.

"One of the guys who tried to get us to a different building asked me, 'Can you tell me the name of the newest big sign downtown?'" Tigert said. "Well, no I can't, so he wanted to know why naming rights matter."

"It matters because we're a Fortune 100 household name. When people see New York Life on the building, they'll remember it. The consumer here will use our name as a landmark."

Reach Bill Wilson at 316-268-6290.