

First Impressions

Buhler, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



*Knowledge
forLife*



- Buhler asked for First Impressions, we found Chapman to match them with.
- Michele Pitts received City Council approval and enlisted volunteers.
- I trained the volunteers about the visit and survey and took photos on April 24.
- Chapman visitors surveyed on Wednesday, June 27.
- Results are presented October 1.
- Buhler uses the report to continue conversations and planning.

- 2010 Census Population 1,327
(down 2.3% since 2000*) **KS= +6.1%**
- 2017 Estimate is 1,289
(down 5.1% since 2000) **KS= +8.4%**
- 96.0% high school or GED, 32.2% college educated,
– **90.3% HS or equivalency, KS 31.6% college education,**
- Poverty rate is 5.8% **(KS=13.3%)**
- Median Age 38.9 years **(36.2)**
- Median household income is \$52,153 **(\$53,571)**

* 2000 Census was 1,358

- **Website**

<http://www.buhlerks.org/>

- The website is very informative and easy to navigate. I was highly impressed.
- They also have Facebook and Twitter. I like that they have business contact info too.
- *A nice assortment of photos showing the fun of small town life.*



- **FaceBook**

City of Buhler

– <https://www.facebook.com/buhlerks/>

The screenshot shows the Facebook profile page for the City of Buhler. At the top, the browser address bar displays the URL <https://www.facebook.com/buhlerks/>. Below the browser bar, there are navigation links for 'Directory Pdf - K-Stat', 'American FactFinder', 'K-State Survey | Pow...', 'Facebook', 'Science of Mind Marc', and 'Login - HealthQuest'. The Facebook navigation bar includes a search box with 'City of Buhler' entered, and user profile information for 'Nancy' with options for 'Home', 'Create', and various notification icons.

The profile picture is a shield-shaped logo with a knight and the text 'HOME OF THE CRUSADERS'. The cover photo features the text 'CITY OF BUHLER KANSAS' in a serif font, with a wheat stalk graphic between the words. Below the cover photo is the tagline 'TRADITIONAL VALUES, PROGRESSIVE IDEAS'. Interaction buttons for 'Like', 'Follow', 'Share', and 'Contact Us' are visible.

The left sidebar contains a menu with the following items: Home, About, Photos, Videos, Events, Posts, Groups, and Community. The main content area shows a post from the City of Buhler, dated September 3 at 8:11 PM, with a partial view of a blue banner that says 'FOR EDI...'. The 'Community' section on the right shows 'Invite your friends to like this Page', '2,041 people like this', and '1,965 people follow this'.

- **FaceBook**

- Others in Buhler—*the list goes on and on!*

- *Nice co-marketing opportunities*

The screenshot shows a Facebook search interface for 'buhler kansas'. The search bar at the top contains the text 'buhler kansas' and a magnifying glass icon. Below the search bar, navigation tabs include 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages', 'Places', 'Groups', 'Apps', 'Events', and 'Links'. The 'Pages' tab is selected. On the left side, there is a 'Filter Results' section with 'VERIFIED' (checked) and 'CATEGORY' options. The main content area displays a list of five pages:

- Kansas Cattle Drive**: 1.2K like this · Buhler, Kansas · Agricultural Service. Daryl Buchholz and 9 other friends like this. The Kansas Cattle Drive is a place where ranchers can show their herd...
- Buhler Grade School**: 741 like this · Buhler, Kansas · Public School. 808 N Main BuhlerKS 67522 620-543-2240 Principal: Melissa Kennedy ...
- Kansas Maze**: 8.3K like this · Buhler, Kansas · Farm. Come join us each fall for some fun-filled family entertainment. Explore ...
- Buhler High School**: 2.2K like this · Buhler, Kansas · High School. This is the official Buhler High School Facebook page.
- Peterson Farm Bros**: 429K like this · Musician/Band. Cindy Manz and 54 other friends like this. 9+ Matching Posts. ...farm together with our parents in Central Kansas, USA. Our farm prim...

On the right side, there is a language selection menu with options: English (US), Español, Português (Brasil), Français (France), and Deutsch. Below this are links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the copyright notice Facebook © 2018.

The “Five-Minute” Impression

- A neat, clean, and tidy town, and very easy to navigate.
- They have signs at all of the entrances directing people to common attractions.



The “Five-Minute” Impression

- They had a few nice murals and a nice stage area at one end of downtown.





Downtown Business Area

- We visited 3 boutiques, the grocery store, and 2 restaurants. We were greeted very warmly at every business we entered.





Downtown Business Area

- Love the décor of the downtown. The storefronts were very nice. Everything appeared well cared for.



Downtown Business Amenities

- I didn't notice any public restrooms, but there were restrooms available in the businesses that we visited.





Downtown Business Area

- They had a community board and a board at the senior center.



They offer a surprising number of businesses for a small community.





Downtown Business Amenities

- It is obvious that the city and citizens take much pride in maintaining the grass, trees, plants, and storefronts.



Downtown Business Amenities

- We saw benches and trash receptacles around the downtown area. Fountains and restrooms were also seen in a park.



Other Retail Shopping Areas

- Visitors didn't see another retail area, which is typically “on the highway that goes through town” and is usually a convenience store.

Industrial Parks/Commercial Areas

- They had several businesses and it appeared that there was room for some expansion.



Observation:

- “Entrepreneurs who choose to start their small businesses are responsible for 63 percent of net new jobs created in the United States every year.”
- *The same UPS truck who competed with your downtown can help your entrepreneur serve the world.*



Health Care Services

- We were amazed that a town this size has a doctor, dentist, eye doctor, and chiropractor.
- Very nice for such a small town.



Long-term Care

- A large complex with a nursing home, independent living apartments, and residential care apartments and a health care facility as well as retirement complex. There was even a restaurant available to the public. Very nice area that was well landscaped.



Housing

- A variety of housing available for any price range. All neighborhoods appeared to be well taken care of and clean. There didn't seem to be much housing available for sale.
- Visitors didn't see the trailer park in town.





Rental Housing

- It appeared that there were some duplexes in town that might be rentals, but we didn't notice any apartments.
- They have a page with phone numbers for rental properties.





- There didn't seem to be much housing available for sale.





Housing data

KANSAS

- Total Housing Units 571
- Total Occupied Houses 523 (91.6%) (89.3%)
- Vacant Houses 48 (8.4%) (10.7%)

- Owner Occupied 373 (71.3%) (66.3%)
- Renter Occupied 150 (28.7%) (33.7%)
- Family Households 71.7% (65.4%)
- Non-family Household 28.3% (34.6%)

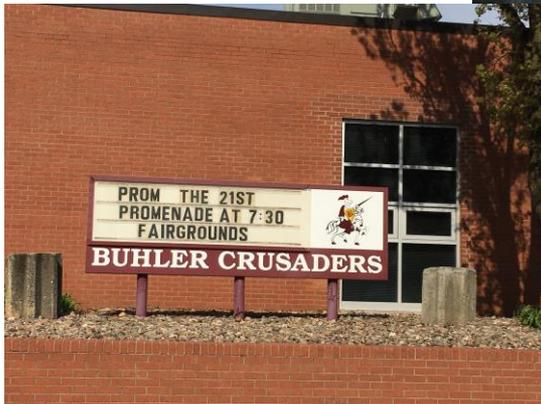
Clean-up of properties

- *It's a tribute to Buhler that this is the only photo that I took of a house that needed clean-up.*
- *It is amazing what a difference it makes to a city's appearance to have neat and clean porches and upkeep.*



Schools

- All levels of schools with the middle school in Hutch.



BUHLER GRADE SCHOOL



Schools

- Everything was pristine, the athletic facilities appeared to be brand new. Everything was extremely well maintained and appealing to look at.



- *I liked the evidence of school support.*



School Information?

- Yes the school had information online. It is obvious that they have a very nice school system that offers a variety of opportunities for students.

313!

620-543-2258 | Login

USD 313
BUHLER
An Exceptional Experience

About Us Schools Services Parents/Students Staff Resources Employment Contact

Welcome to Buhler Schools!
An Exceptional Educational Experience for All!

DATA DASHBOARD CALENDARS SOCIAL MEDIA BUHLER CRUSADERS OFFICIAL BUHLER STATE POWERSCHOOL

Knowledge for Life

Childcare

- I don't recall seeing any signs or evidence on the website for child care.

The presence of affordable, high-quality child care is an important consideration for any community, but First Impressions won't see it. This is an important quality of life issue so that parents can go to work and children are ready-to-learn.

Faith/Religion and their activities

- There were four churches on the city website: 2 are Mennonite, Methodist, & a non-denominational.
- We didn't see any activities.





Civic organizations and their activity

- I didn't really notice any nonprofit organization signs around town, saw Kiwanis on the city website.
- Kiwanis was having a pancake feed.





- “Community Events”

<http://www.buhlerks.org/community/annual-events>

Is there value in making them visible to the drive-by traffic?

Community >

Annual Events

Cattle Drive - February 17, 2018

Easter Egg Hunt- March 24, 2018

Dog Vaccinations and Registration- April 14, 2018

Citywide Cleanup- May 5, 2018

Garage Sale Day- May 19, 2018(See attached form)

Spark in the Park - June 30, 2018

Buhler Frolic - October 6, 2018

Shred Day - October 27, 2018

Downtown Trick or Treat - October 31, 2018

Christmas Open House

DOG VACCINATION AND REGISTRATION 2018.PDF (253K)

MAY 5 2018 CITY WIDE CLEANUP DETAILED.PDF (232K)

G8LIST2018.PDF (217K)

SHRED DAY.JPG (150K)

Public Infrastructure

- All of the streets were very well maintained. There was also a wellness center, swimming pool, and park that had trashcans and restrooms available.



Public Infrastructure

- All of the streets were very well maintained.
- *The presence of sidewalks and the condition varied.*



City Hall

- We did not visit the inside of city hall, but it was very well marked and was right downtown.



Fire, EMS and Police Services

- We observed a police officer driving around town, and the police and fire department buildings were also very well marked and downtown.



Home | ISO

ISO Public Protection Classification

Most U.S. insurers of home and business properties use Insurance Services Office's (ISO) Property Protection Classification (PPC) in calculating premiums. In general, the price of insurance in a community with a good PPC is lower than in a community with a poor PPC, assuming all other factors are equal.

PPC Program: <https://www.isomitigation.com/program-works/how-the-ppc-program-works.html>

A community's PPC depends on:

1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunications, and facilities for dispatching fire departments
2. The fire department, including equipment, staffing, training, and geographic deployment of fire companies
3. The water supply system, including the inspection and flow testing of hydrants and a careful evaluation of the amount of available water compared with the amount needed to suppress fires
4. Community efforts to reduce the risk of fire, including fire prevention codes and enforcement, public fire safety education, and fire investigation programs

Library

- Very cute library! Nicely arranged with a good variety.



City Parks

- The sports complex was pristine, and appeared to be brand new. The walking trail was also very well maintained and convenient to get to. Playgrounds were well kept and neat as well.

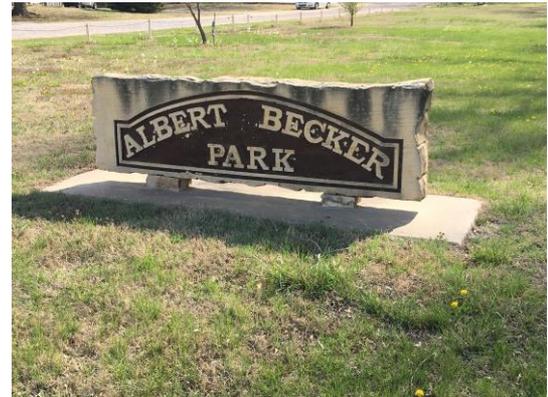


City Parks

- ...all of the amenities, as well as a pool.







Well-Known for an attraction or event?

- They do have a very nice wellness facility and several parks. Slogan: “Traditional Values, Progressive Ideas.” Other than that I am not aware of anything to make them well-known.



Natural or manmade features that can draw people?

- There was a small art museum as well as antique store and a wide variety of shops.



Visitor's Center

- I didn't notice a visitor's center, but everyone we spoke to in town was very friendly and informative.



What would bring you back?

- Yes, I loved all of the shops and businesses that we visited.
- The restaurants and shops were definitely worth coming back for. They offered unique shopping, boutique style stores with lots to offer.

Most Positive Observations

- The whole layout of the town makes it very easy to navigate, and the overall cleanliness and landscaping made it a very pleasant experience. The friendliness of the citizens was the icing on the cake!
- They offered a good variety of businesses.
- Very clean and well cared for community.
- Very welcoming and friendly people.

Biggest Obstacles/Challenges

- It is hard for me to name any obstacles as I had a great experience.
- With it being in the middle of nowhere, they need to have something to draw people there.

What will you remember the most in six months from now?

- The people, shops, and overall layout and cleanliness of the town.
- I would definitely move to the community. Its proximity to Hutchinson and Wichita allow people access to more shopping and businesses as well as recreation and activities.

Next Steps:

Thank our leadership team:

- *Michele Pitts*
- *Daniel Friesen*
- *Matt McCabe*
- *JC and Liz Keith*
- *Sarah Orem*

Set next steps!

- Which group will lead the discussion?

Contact me if you need
resources or help:

Nancy Daniels

Community Vitality Specialist,
K-State Research and Extension
(785)410-6352

nkdaniels@ksu.edu

K-State Research and Extension

PRIDE: <http://kansasprideprogram.k-state.edu/>

- Local communities identify what they would like to preserve, create, or improve for their future and volunteers pull together to create their ideal community future.

The screenshot shows the website for the Kansas PRIDE Program. At the top, there is a purple header with the K-STATE Research and Extension logo and a search bar. Below the header, the text "K-State home » K-State Research and Extension » Kansas PRIDE Program" is visible. The main content area features a large banner for the "Kansas PRIDE Program" with a background image of a mural depicting a rural landscape with a tractor and people. Overlaid on the mural is the "Kansas Gas Service" logo, which includes a stylized 'G' and the text "A Division of ONE Gas". To the left of the banner is a navigation menu with the following items: Home, About Us, Enrollment and Reporting, Promotion, and Education. At the bottom right, there is a small image of a car and a sign that reads "2018 Community Vitality from K-State Research and Extension".

K-State Research and Extension

Grant Writing Workshops

Grants are a vital piece in your community's funding puzzle...and *you* can do it.

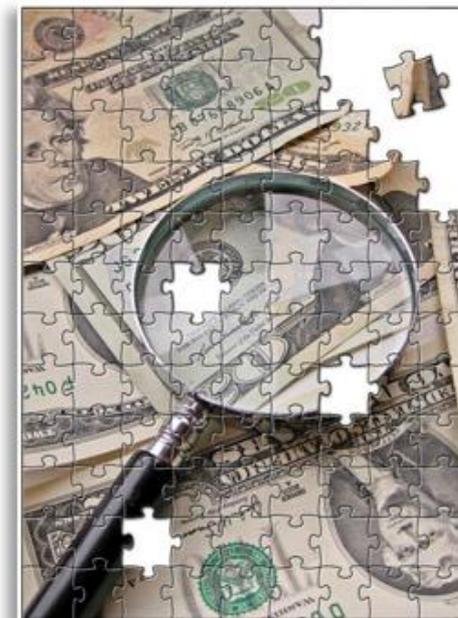
K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

Objectives

- Conquer your grant writing fears and start writing.
- Learn new sources of data to document community needs.
- Learn new sources of grant funding.
- Practice developing the Grant Elements: Problem, Outcomes, Activities, Evaluation, and Budget.

Short Term Outcomes

- 93% have increased confidence to write a successful grant.
- 94% learned new sources of data to document community needs.
- 80% learned new sources for finding grants.
- 91% have increased confidence to develop the elements of a successful grant.



K-State Research and Extension

- **First Friday e-Calls 9:30-10:30 am (CT)**
 - Connecting small businesses and communities with the resources to make them successful.
 - Contact Nancy Daniels nkdaniels@ksu.edu to participate.
 - Previous calls are recorded at <http://www.ksre.k-state.edu/community/business/entrepreneurship/>
 - Community Vitality Calendar of events: <http://www.ksre.k-state.edu/community/>

- <http://smallbizsurvival.com/>
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE

The screenshot shows the homepage of the Small Biz Survival website. At the top, there is a navigation bar with links: NEW! SURVEY, BOOK BECKY TO SPEAK, THE BOOK: SMALL TOWN RULES, SHOP LOCAL EBOOK, and SAVEYOUR.TOWN. Below this is a large banner for 'SMALL BIZ SURVIVAL' with the subtitle 'THE SMALL TOWN AND RURAL BUSINESS RESOURCE'. To the right of the banner is a photo of a town street with a blue callout box that says 'cooperating with saveyour.town'. Below the banner is a secondary navigation bar with links: FRONT PAGE, LATEST STORIES, ABOUT, GUIDED TOUR, SUBSCRIBE, PODCAST, CONTACT, and RSS. The main content area features a section titled 'WHAT BUSINESS STAGE ARE YOU IN?' with two articles: 'Dreaming' (with a 'Pizza' sign image) and 'Doing & Growing' (with a brick wall image). On the right side, there is a sign-up form for newsletters, including a text input field for an email address, a 'JOIN' button, and a list of newsletters with checkboxes: 'Small Biz Survival', 'Positive View of Rural', and 'Building Possibility'. A red arrow points to the email address input field.

NEW! SURVEY BOOK BECKY TO SPEAK THE BOOK: SMALL TOWN RULES SHOP LOCAL EBOOK SAVEYOUR.TOWN

SMALL BIZ SURVIVAL

THE SMALL TOWN AND RURAL BUSINESS RESOURCE

cooperating with
saveyour.town

FRONT PAGE LATEST STORIES ABOUT GUIDED TOUR SUBSCRIBE PODCAST CONTACT RSS

WHAT BUSINESS STAGE ARE YOU IN?



Dreaming

For those who are dreaming or planning to start a business of their own. ... [Get started.](#)



Doing & Growing

For those who have a business and have grown to the point that it's

Get our articles plus special bonus emails, a positive view of rural once a week:
Join me and 3546 rural friends.
email address

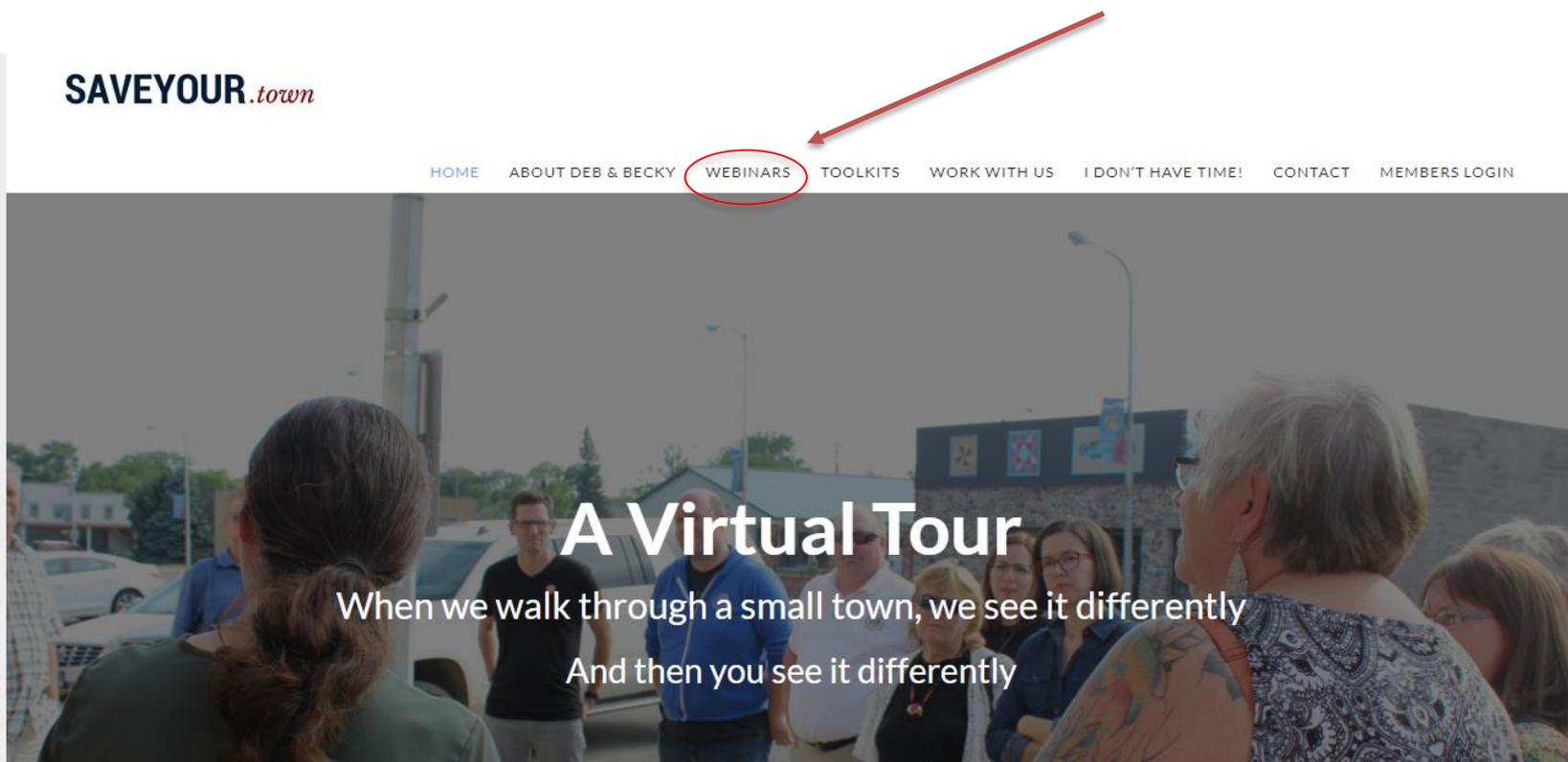
Newsletters

- Small Biz Survival
- Positive View of Rural
- Building Possibility

JOIN

I will never sell or rent your email

- <http://saveyour.town/>
 - Monthly live webinars; available on recording.
 - Pay once and show as many times as you want.
 - Watch parties encouraged.



- <https://www.facebook.com/groups/brownbagmx/>
Brown Bag Marketing Exchange
(Atchison, KS Co-Marketing group)

The screenshot shows the Facebook interface for the "Brown Bag Marketing Exchange" group. The top navigation bar includes the Facebook logo, a search bar with the group name, and user profile information for "Nancy" with "Home 17" and notification icons. The group cover image features a row of brown paper bags with the text "BROWN BAG marketing exchange" overlaid. Below the cover, it identifies the group as a "Linked Group · Webcom Resources" and provides options for "Joined", "Notifications", "Share", and a menu icon. The main content area has a "Write Post" section with options for "Add Photo/Video", "Live Video", and "More". Below this is a "Write something..." input field with a profile picture of the group. A "Recommended by the Admins" section is partially visible at the bottom. On the left sidebar, the group name "Brown Bag Marketing Exchange" is listed as a "Public Group", with navigation links for "Discussion", "Members", "Events", "Videos", and "Photos". A "Search this group" bar is also present. At the bottom right, a "LINKED GROUP BY" section lists "Webcom Resources Marketing Agency" with "121 like this" and an "ADD MEMBERS" button.

- An initiative in Germany puts window stickers on windows that say “Clean Bathrooms.” (Nice Toilet)



Ben Winchester, Senior Research Fellow, U of MN

- Brain Gain (30-49 year olds moving to rural) is a “new trend” that has been happening since the 70’s and no one is noticing or talking about it.
- Rural is in the middle of everywhere. You live one place, work another and play another. With transportation and internet, it’s all accessible to you.
- People research a number of places before they move to a rural town.
- Only 1/3 of the people who move rural have a previous connection with that area.

- If you bring 7 people to a 700 citizen town every year in 10 years you'll have a 10% increase. It matters! It is a challenge with housing, but it is achievable.
- We are our own worst enemies. We have to monitor our customer service! It matters!
- The number of people who live in rural areas is increasing—from 54M to 60M from 1970-2010. The relative % of people who live rural is smaller (19% instead of 26%) but the real number has increased.
- Don't buy in to someone else's narrative.

- Housing will be freed up as the baby boomers retire and move closer to medical services.
- Rural communities need retirement housing (not nursing facilities, but maintenance free) to retain seniors.
- 1/5 of dollars come from transfer payments—not employers.



*- Ben Winchester, Senior Research Fellow,
University of Minnesota*

<https://www.youtube.com/watch?v=ZOLMRJ-jc14>