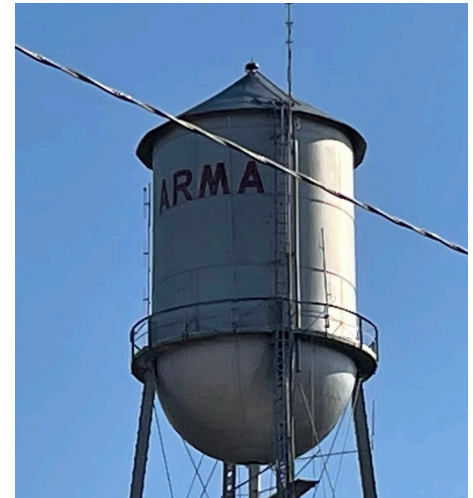


First Impressions

Arma, KS

K-State Research and Extension



- Arma asked for First Impressions, Oswego agreed to be its partner; 54 min drive.
- I trained the volunteers about the visit and survey in February and took photos March 15.
- Three Oswego visitors visited in March.
- Results presented by zoom and video recording.
- Arma uses the results for further discussion and action plans.

- **Feedback:**

How does a first-time visitor view my town?

- Evaluate successes,
- Set goals and priorities for next steps.

- **If you don't agree with the observation:**

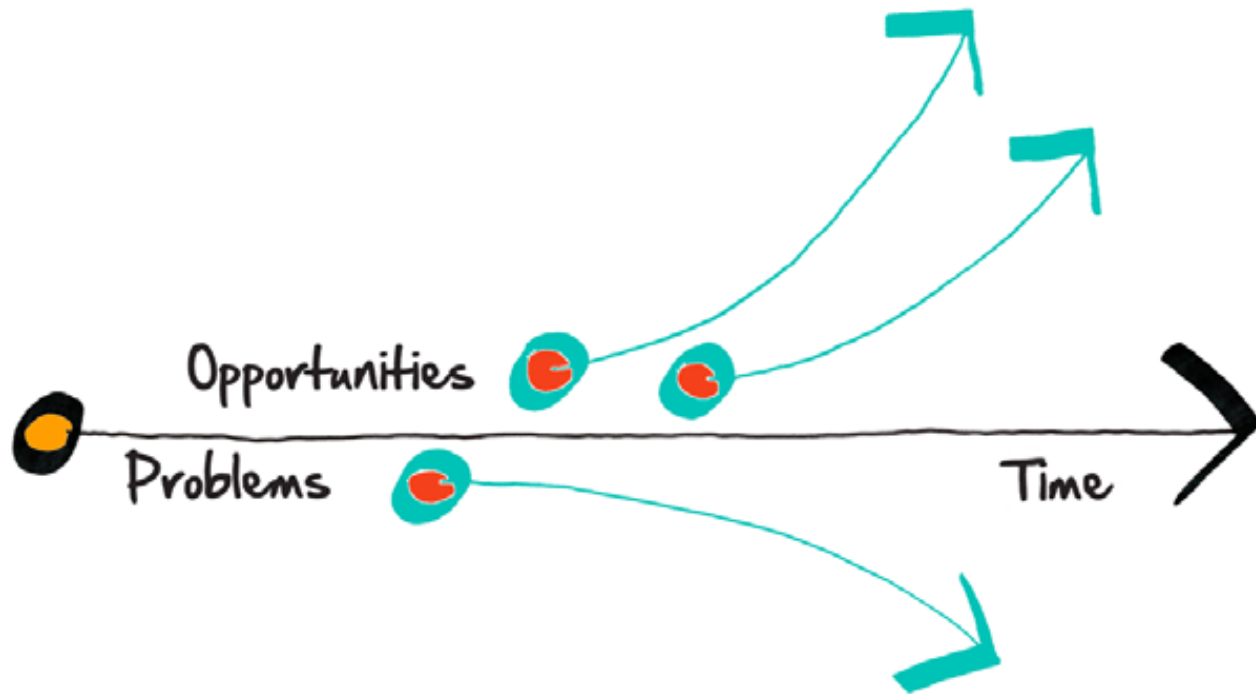
- *Be curious*, Why does the visitor see it this way?
- Is the observation worth considering?
- What can we do to change it– or the perception?

Curiosity: A strong desire to know or learn something.

-Oxford Living Dictionary

Asset Based Community Development

People move in the direction of their conversations



Ben Winchester, Senior Research Fellow, U of MN

We need to change the narrative about rural.

- Rural is *changing*, not dying.
- Brain Gain (30-49 year olds moving to rural) is a “new trend” that has been happening since the 70’s.
- People research a number of places before they move to a rural town.
- 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.

Ben Winchester, Senior Research Fellow, U of MN

- **46%** of Kansas households moved between 1995-1999
- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life,
 - Safety and security,
 - Affordable housing,
 - Outdoor recreation,
 - Quality schools
 - ***“A job” isn’t in the top 10 reasons.***
- Communities can work together to attract newcomers and create quality of life for everyone.

- “In small towns everyone knows each other.” *false*
- *Get to know each other*, invite them to a newcomers’ meal.
- 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 and what we say. It matters.
- Don’t say, “You have to live here twenty years to be an insider.” And don’t act like it either.

- 75% of rural homeowners are Baby Boomers and older. 30% are over 75.
- 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.- *Ben Winchester, Senior Research Fellow, University of Minnesota*



*Ben Winchester was our guest on the **First Friday Call**.*

See the recording:

<https://www.ksre.k-state.edu/community/business/entrepreneurship/>

- 2020 Census: **1,407** ↓4.2% 2 010 Census: **1,469**
- Median household income is \$35,707 **\$42,615**
- High school or GED 93% **93%**
- At least a Bachelors 15.9% **29.5%**
- Median Age: 52.5 years **(33.6)**
- 31% are 65 and above

Red: Pittsburg Micro Area comparison

- Moved since Last Year: 16.5% **23%**
- Poverty rate 16.8% **20.1%**

Race/Ethnicity:

White 96.8% American Indian: .2%

Black: 0% Asian .7%

Two or More Races: 3.0%

Hispanic 3.3%

Red: Pittsburg Micro Area comparison

Comments:

- The website offered a variety of information.
- Loved the list of businesses, locations of offices.
- Very easy and informative
- Not a lot of information on the website, but local newspaper articles helped and social media events.

- Website <http://www.armakansas.org>

Arma Kansas

[Home](#) [About Us](#) [Services](#) [Events >](#) [Locations >](#) [FAQs](#)

Welcome to Arma Kansas

Our city offers its residents and businesses a friendly, clean small town environment with a moderate climate within a short drive to both Pittsburg State University and to Missouri Southern University.

Arma is also conveniently located from the three major cities of Springfield Mo, Kansas City Ks, along with Tulsa Ok.

[Get to know us...](#)



^ What is ArmaKansas.org now?

- This is now a community page for the information accessed on the City de-funded Weebly site, along with additional community interests. This website is not supported or endorsed by the City of Arma.

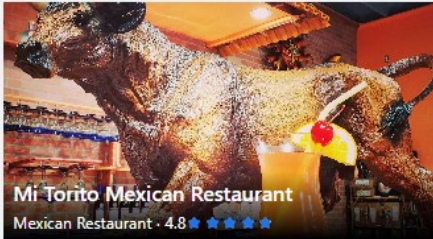
- Facebook “Arma, KS”

<https://www.facebook.com/places/Things-to-do-in-Arma-Kansas/105423146157792/>


A Facebook generated page.

Where to Go


[Eat](#) [Drink](#) [Sightseeing](#) [Hotels](#) [Shopping](#) [Nightlife](#) [Cafe](#) [Museum](#) [Outdoor](#)




Mi Torito Mexican Restaurant
Mexican Restaurant · 4.8 ★★★★★



BEST TEX-MEX
NORTH OF THE BORDER
Del Rio Bordertown Cafe
Tex-Mex Restaurant · 4.5 ★★★★★




Habaneros Mexican Grill
Mexican Restaurant · 4.9 ★★★★★




DB
DOWNTOWN BURGERS
417-726-5260
Downtown Burgers
Fast food restaurant · 4.8 ★★★★★

Upcoming Events


[Recommended](#) [Today](#) [This week](#) [This Month](#)



AUG 13 80 & OUT - Let's Rock Street Dance
Sun 8:00 PM · Arma City Parl
324 guests are going



JUL 29 Scotty McCreery
Sat 8:00 PM · Kansas Crossin
982 guests are going



JUL 30 Picked Pete's Frontenac, Kansas
Sun 8:00 PM · Picked Pete's
17 guests are going

- **Facebook**

Pages located in
Arma, KS



Pages



Arma, Kansas

City · 737 like this

Arma is a city in Crawford County, Kansas, United States. According to the 2010 census, the city's population was...

Like



Arma Police Department

Police Station · **Always open** · 714 like this

Providing consistent customer service, while fulfilling the traditional law enforcement role of community safety and...

Like



Arma V-J Homecoming

Community · 1.7K like this · 5 posts in the last 2 weeks

What began as a homecoming for World War II veterans in Arma, Kansas has perpetuated into a well-loved festival for mo...

Like



Arma City Library

Library · 4.7 out of 5 · **Open now** · 604 like this · 10+ posts in the last 2 weeks

Arma City Library was founded in November of 1993. Members of the Alpha Kappa Chapter of Phi Tau Omega National...

Like



ARMA Recreation

Nonprofit Organization · 660 like this
jaycleland@yahoo.com

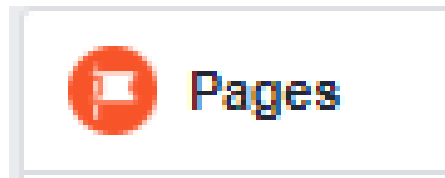
Like



Arma Fire Department/Crawford County Fire

- **Facebook**

<https://www.facebook.com/City-of-ARMA>



City of ARMA

★ 4.3 17 reviews · Local business

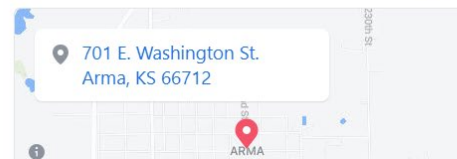
[Home](#) [About](#) [Photos](#) [Reviews](#) [More ▾](#)

[Like](#)



About

[See all](#)



City of ARMA

Yesterday at 3:04 PM · 🌐

This little male terrier was found on fourth and Washington here in Arma we are trying to locate the owner if you are please call City Hall at 347-4125 to claim.



“Five-Minute” Impression

- Entering from Hwy 69, there was a sign, but it was running parallel to the road; difficult to see.
 - We would have missed our turn, if we hadn’t known it was there.
- It is a clean community; the signs were placed informatively.
- It is a cute, country town, quiet, lots of various styles of housing noted, mostly rural/farm setting on the outskirts; family style homes noted across town.
- I liked the serenity of the appearance when first pulling in; it made for a pleasurable visit.

“Five-Minute” Impression



Downtown Business Area

- Many of the downtown businesses had good signage and were easy to find.
- Everyone greeted us and made small talk and asked if we needed any help.
- The occupied buildings had a good presentation.



Downtown Business Area

- This is great! Really stands out in an empty building to show what a large display opportunity it is.



Downtown Business Area

- There are many businesses downtown such as a butcher, quilt shop, liquor store, insurance, funeral parlor, Dollar General, convenience store, auto repair, laundromat...The buildings that were being used were in good to above average condition, a few run-down buildings that were not being used at the time.
- There was no longer a grocery store or pharmacy, which could be problematic for the older generation.
- There was one restaurant that served family style Italian food on a reservation only status but did provide fine dining. There is also a local car wash that is in operation. There was a graphic sign business and a Mexican restaurant as well.

Downtown Business Area



Downtown Business Area





Downtown Public Amenities

- The library had a wi-fi park with benches, tables, wi-fi, and a stage for summertime bands.
- Parking was accessible, you could park anywhere downtown and reach it with a short walk.
- There were several parks, a few benches and restrooms/trash at the park areas, but few are downtown.
- They have individual internet but no “hot spots” for public offering.

Downtown Public Amenities



Other Retail Shopping Areas

- Dollar General is across the highway, not accessible by foot.
- There is no grocery store.



Other Retail Shopping Areas



- *A drive-by is not how industry will find you, check with your local Eco Devo director to make sure your site is listed on LocationOne @ Kansas Department of Commerce.*

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.”
- *Global marketing makes your town accessible to purchases all over the world.*

Industrial Parks/Commercial

- Across the highway, there was a welding shop, Dollar General and fire Department.
- There appeared to be plenty of area for new or expanding industry.



- We saw Girard Medical Center and the Community Health Clinic downtown.
- The closest hospital is about 15 miles* away in Pittsburg or Girard, there is a community clinic provided by Girard Medical Center.
- We did not notice a pharmacy, optometrist or dentistry.

** Some communities have a health tab on their websites with “# of minutes” to those services.*



- There was one nursing home with assisted living and long care nursing.
- There is one nursing home that is a swing bed, but no senior citizen housing.



- Available housing appears to be very limited with price ranges from \$50,000 - \$150,000. There are 5 houses listed on the current market and some of those have pending sales.
- The housing would appeal to all incomes; not many for sale.
- The neighborhoods are quite appealing and peaceful.
- We couldn't tell if rental housing was available.





Housing data

KANSAS

- Occupied Housing Units 797
- Owner Occupied 69.1% (66.3%)
- Vacant Houses 14.9%
- Average Household size 2.1
 - Households without a computer*: 13.0%
 - Households without Internet Subscription: 20.7%
- Travel Time to jobs: 19.1 min 19.6m

*Includes Smartphones, tablets, other wireless devices

<https://data.census.gov/cedsci/> table 2504

Red: Pittsburg Micro Area comparison

- Moderate Income Housing Grants
 - Grants of up to \$650,000 for any city or county applicant with less than 60,000 residents.
 - New funding cycles every 3 months.
 - [15:22 video overview](#)
 - See “Documents/Forms/Resources” at bottom

<https://kshousingcorp.org/moderate-income-housing/>

Retrieved from Internet 7-27-22



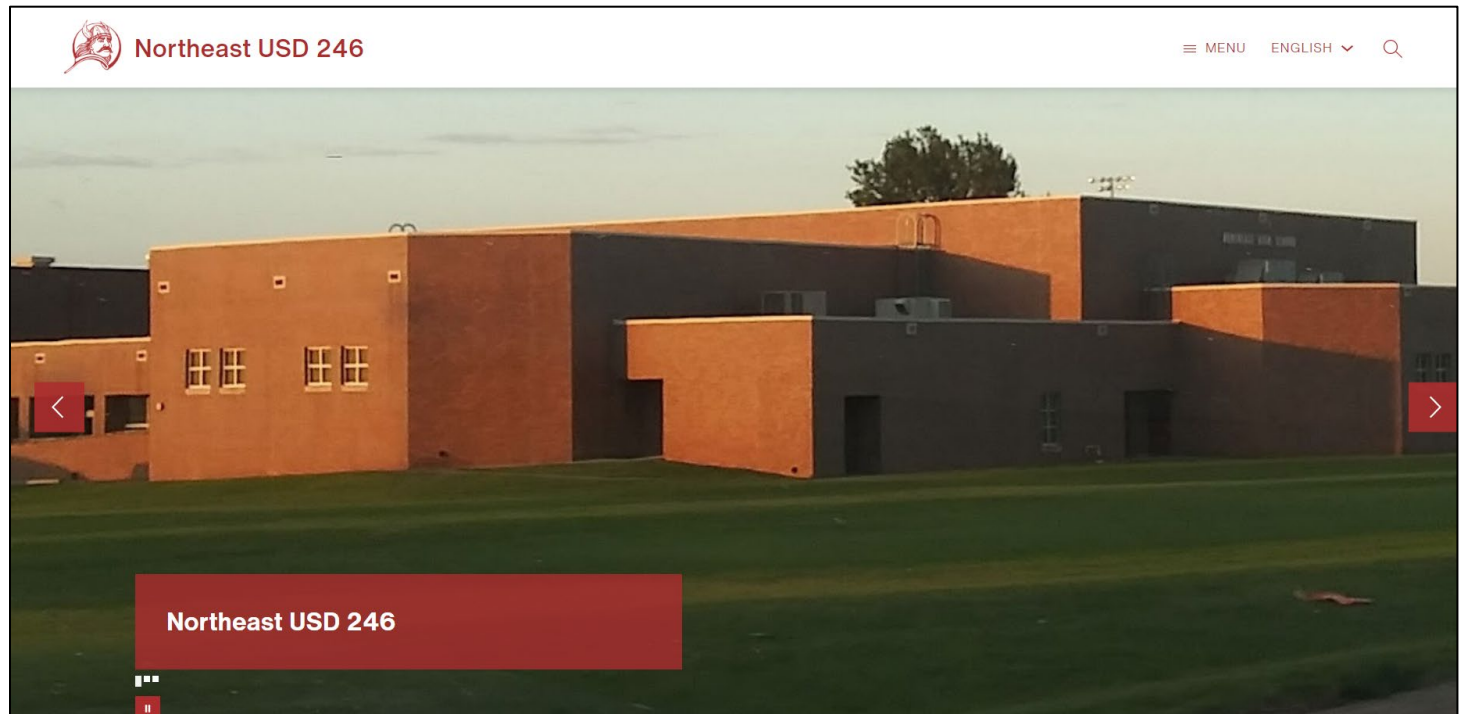
- Elementary/Junior High building and High School.
- We couldn't see early childhood education opportunities or Head Start.
- Pittsburg State is nearby



- *Have you considered entrance signs?*



- The school's website provided information; I didn't find anything about early childhood education.
- The School District had a website as well as KSDE link.





CALENDAR



COVID-19



DOCUMENTS



EMPLOYMENT



POWERSCHOOL PARENT



SCHOOLS



DINING MENUS

EVENTS

[See All Events](#)

Aug 3

12:00 PM — 7:00 PM

Enrollment

Aug 3

12:00 PM — 7:00 PM

Physicals with CHC

Aug 8

6:00 PM — 7:00 PM

BOE Meeting

Aug 10

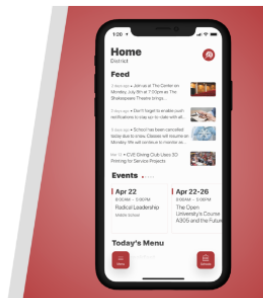
ALL DAY

Teacher Professional Development Day

NEWS

It's everything Northeast USD 246,
in your pocket.

[Documents](#) [Events](#) [Staff Directory](#) [Alerts](#) [News](#)



LIVE FEED



High School Athletic Director

about 15 hours ago

Free Physicals! This is just a reminder that CHC/SEK will be at enrollment on Wednesday, August 3rd from noon to 7:00 pm to give free physicals to any Northeast Junior High or Hig... [Read More](#)



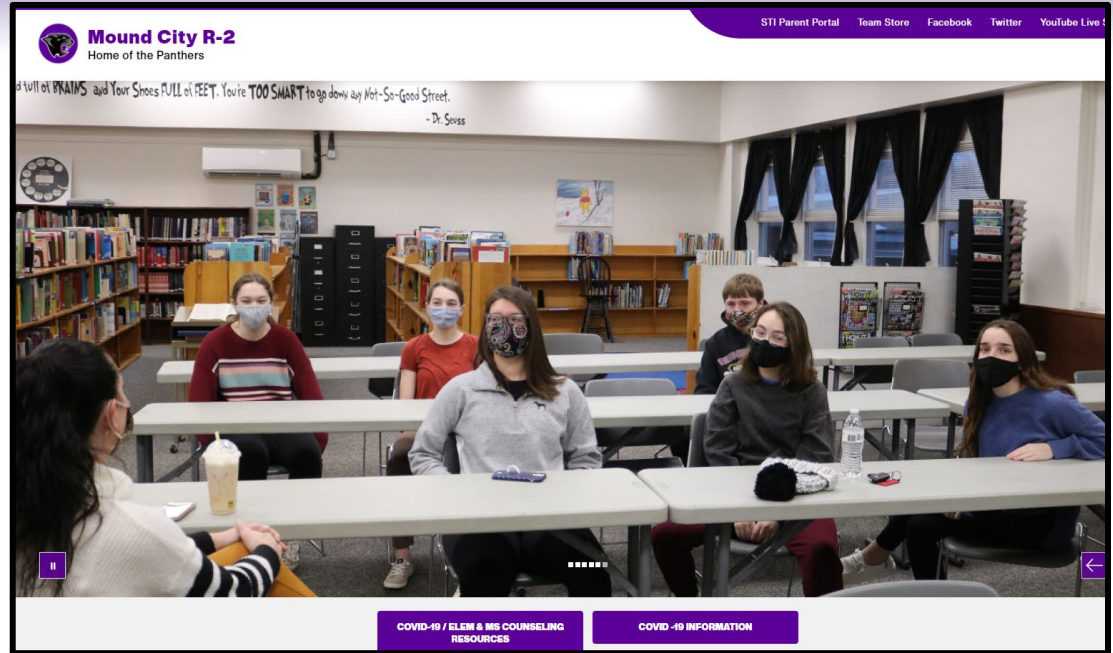
Diane Cameron

8 days ago

New this year is the online application for free and reduced lunches. Here is the link to apply online for USD 246 through the KSDE website: ... [Read More](#)

Be mindful that “Potential Students” are an audience for your website.

- This is Mound City, MO:
- Pandemic-era photos
- “Why choose us” info on home page.



ABOUT US

Why Us

Graduation Rate

100%

Technology Ratio

Computer to Student Ratio: 1:1

Teacher Ratio

1:9 Teacher to Student Ratio

Career Ed. Programs

Agriculture Education, Business Education, Family Consumer Sciences and Human Services



- Since the city office wasn't available, I did a quick internet search and saw 4 options. I don't know if they're open.
- There is one licensed day care provider. As for affordable, I assume there is DCF assistance to make it affordable for low-income parents.

Crawford County Data:

- **Extent Desired Capacity meets Potential Childcare need** **59%**
- Contact ks.childcareaware.org to access local childcare specialists.
785-823-3343

Source <https://ks.childcareaware.org/data-research/> Retrieved from internet 7/27/22

- We saw three different churches available, and each was a different denomination. We saw a Methodist, a Christian, and a Catholic church. Each church was well kept and had an appealing outside appearance.
- Churches included Gospel, Catholic, Methodist, and Christian.





- I was not able to obtain information about this.
- Philanthropic Sorority but no clubs as they have dwindled with aging community members.
- *The visitors told me there was a Senior Center, but I missed it.*



- Within the town, there was great signage pointing in the direction of public amenities and facilities. The streets were all in good condition, with the main north/south road being nicely paved with sidewalks available. There wasn't much landscaping that caught my eye as we drove through the town.



- The streets were well maintained, as well as can be. Street signs were well-placed. Sidewalks in some areas.



Some things we can't see as visitors.

Do the current sidewalks meet residents needs?

Do you have safe walking routes to school?



- I was very well received. The city clerk was knowledgeable about her town. She was also very open about the problems of a small bedroom community.



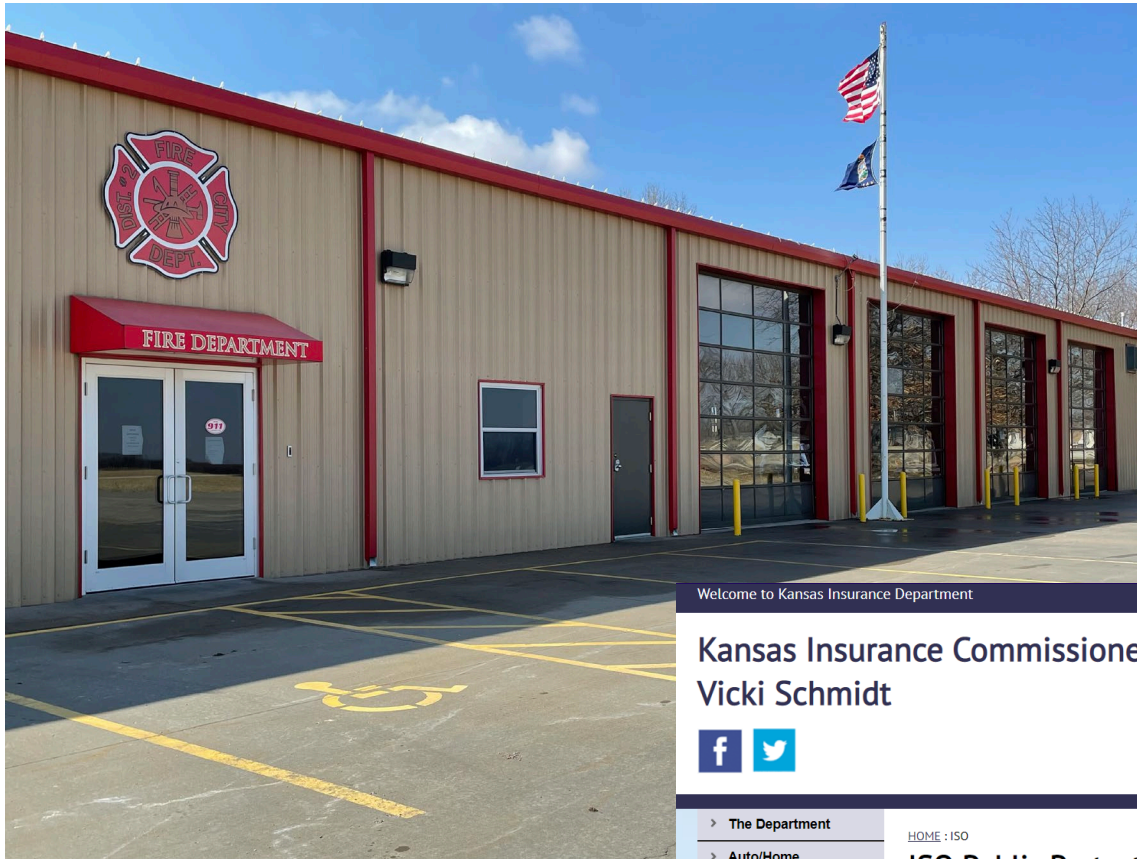
- We drove around town and attempted to visit city hall the first time at 12:30 and there was a small sign that said gone to lunch be back soon, and the door was locked. We drove around the town some more and came back to the city office around 1:45 and still the door was locked; we were not able to get assistance.
- *Consider changing the sign to name a specific time you'll be back.*

Fire, EMS and Police Services

- The police station was located directly next to the city hall building; the fire station is west of the highway. The police station seemed to be a smaller sized office, and the fire station was a newer nice appearing station.



- Adequate for a small town.



Welcome to Kansas Insurance Department

[Home](#) [Contact Us](#)

Kansas Insurance Commissioner
Vicki Schmidt



Kansas Insurance Department
420 SW 9th Street
Topeka, Kansas 66612-1678
Consumer Hotline: 800-432-2484 (KS only)
[Email Us](#) | Phone: 785-296-3071

- › [The Department](#)
- › [Auto/Home](#)
- › [Health/Life](#)
- › [Insurance Fraud & Education](#)
- › [Producer/Agency Services](#)

[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>

- The library was closed to the public currently, but they let us in to do a quick browse. They have a dedicated children's section, a teen section, a quiet section for wi-fi, a movie area, and a community gathering room. They also house the food pantry and said, "we try to meet any other community need." There is an outdoor wi-fi park, picnic areas, and a small stage for bands to play live music in the summer. There is a small dog park.
- Library is in the downtown area, easy to access, looks very inviting. It is next to the Arma Community Center.



- I noticed the city park was a great space for playing and other outdoor activities. Also, around town we notice the city pool, outdoor volleyball nets, and several baseball/softball complexes.



- City parks, there were several and all were well kept-several ball parks.



- There are no walking tracks, but ballparks, playgrounds, and fishing ponds noted.



Well-Known for an attraction or event?

- The city has an annual Homecoming celebration that is a 3-day event.
- Arma Homecoming! Second week of August, has happened for 75 years.



An American Celebration since 1947

ARMA

— HOMECOMING —

AUGUST 12-14, 2022

CARNIVAL • LIVE MUSIC • BED RACES • MUD VOLLEYBALL • GOLF TOURNEY
5K • KIDS GAMES • CAR SHOW • PARADE • VENDORS • ARMAZING RACE

76
ARMA V-J
HOMECOMING 2022

Arma V-J Homecoming

@ArmaVJHomecoming • Community

[Send message](#)

Hi! Please let us know how we can help.

Natural or manmade features that can draw people?

- Behind one of the parks was a fishing pond. It had a bench or two around it; very inviting to use.
- The mining museum, community pond for a family fishing day, could even have the high school students paint downtown windows for holidays or local events. Could host a community barbeque with the community garden. Local car shows perhaps? Downtown street dances on Friday nights?



Visitor's Center

- I would suggest that City Hall was not the only place to offer assistance to visitors.
- City office and the staff were friendly, it was centrally located and easy to find.
- *Items I train visitors to ask at City Hall could also be distributed on social media:*
 - *Where to find Child Care*
 - *Landlords with Rental Property*
 - *Civic Groups*

What would bring you back?

- Schroeder's meat shop. They are well known in the area for their meats.
- A Mexican Restaurant.
- The Italian restaurant for sure!!!!



Most Positive Observations

- The outdoor public facilities such as parks, pool, and recreation areas. The community itself was also well-kept and clean. The schools looked to be in nice shape offering an appealing exterior.



Most Positive Observations

- Clean and friendly, very few run-down or tear down properties.
- It was quiet, that means a lot in this day and age, no heavy traffic, or loud noises. Local community patrons were very nice and PROUD of their community! More collaboration from town individuals is always nice but it's hard to gather individuals to assist with events.

Biggest Obstacles/Challenges

- Lack of available housing and businesses offered to citizens. There were many closed businesses, or even a lack of places to visit on a Friday afternoon. There was not a big appeal for me of small-town living. There seemed to be a lack of basic necessities provided, so traveling outside of the town would be necessary to meet my family's basic needs.

Biggest Obstacles/Challenges

- Same problem as all small communities; it is the loss of their downtown.
- Lack of community involvement/participation and the availability of resources/services. When looking at recruiting new families to move to the area, what would draw them there? That would be one thing that I would suggest focusing on and trying to improve. Whether it be a walking trail, activities for kids, more family type activities, etc.

What will you remember?

- The opportunity for growth. It offered a lot of neat businesses, (silk flowers, Italian table, Browns Burlap and Bows), or old businesses (grocery store) that used to be housed in town. There are opportunities for people to come in and thrive in this small town.



What will you remember?

- Clean, with very friendly people that I encountered.
- That there is an authentic Italian restaurant, and I am ALL about authentic Italian food! Plus, it is a quaint little town. I would love to attend a Friday night cruise night with my local car club if they were to host one there!

- Improve indexing of “City of Arma” FB page
- Consider making a “what we’re proud of” page for Northeast Schools. An opportunity to scrapbook and showcase achievements. Student photos make parents proud and help new resident picture their student here.
- Work with ArmaKansas.org to make cohesive City representation.

No one can do everything,
but everyone can do something.

Thank you to our volunteer visitors.

Set Next Steps:

- Start talking! Find ways to discuss what you heard in small groups of every kind.

Contact me if you need resources or have questions:

Nancy Daniels

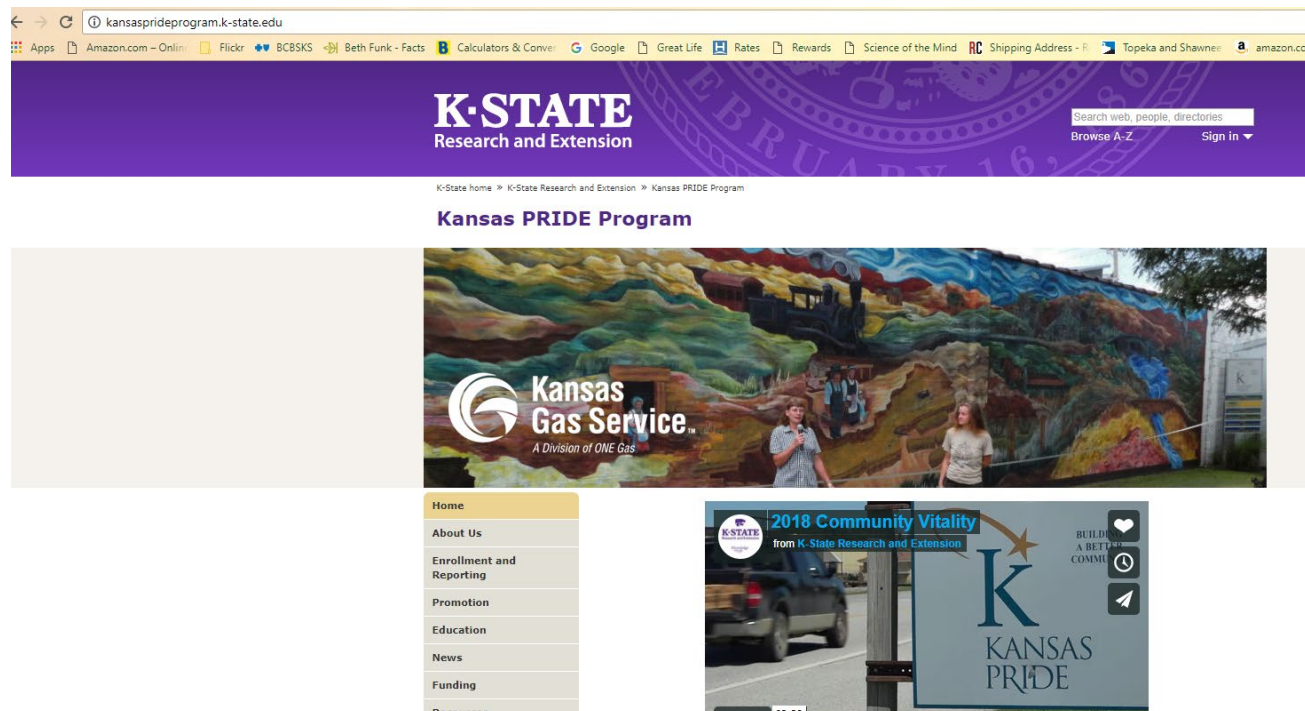
Community Vitality Specialist, K-State Research and Extension

785.410.6352

nkdaniels@ksu.edu

Kansas 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.



Youth Community Perceptions

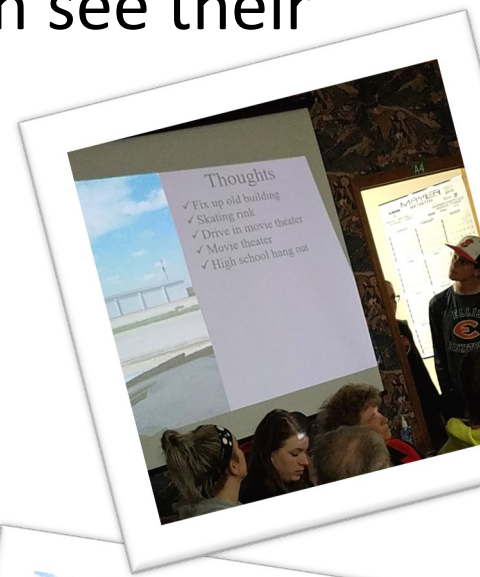
- Youth-Based Community Assessment.
- Gives communities insights on how youth see their community.
- Creates opportunities for youth voices in the community.
- Allows youth to become involved in local government and community process



K-STATE
Research and Extension

Community
Vitality

K-STATE
Research and Extension



Grant Writing Classes and Support

Contact

KSRECV@ksu.edu

to participate.



5 GRANT WRITING RESOURCES

K-State Research and Extension provides resources to help you write and submit successful grant proposals to improve lives, livelihoods and communities across Kansas.

- 1 ONLINE GRANT WRITING CLASSES**
Class alum reported receiving \$28 million in successful grants. 
- 2 A PROFESSIONAL LEVEL GRANT DEVELOPMENT AND MANAGEMENT COURSE**
An 8-week course dedicated to helping you complete a fundable proposal. 
- 3 A LIST OF CONTRACT GRANT WRITERS**
Professionals willing and ready to write grants on a contract basis.
- 4 SUPPORT FOR KANSAS PRIDE COMMUNITIES**
Excellent resources for those wanting to bring more to their communities.
- 5 ONE-ON-ONE SUPPORT BY K-STATE RESEARCH AND EXTENSION PROFESSIONALS**
Our professionals are prepared to help you find grants and review your grant proposals.

Small Business and Community Development

- **First Friday e-Calls 9:30-10:30 am**

Connecting small businesses and communities with the resources to make them successful.

- [Register here](#)

- Previous calls are recorded at

<http://www.ksre.k-state.edu/community/business/entrepreneurship/>

- Now people have a choice, and millions of them are planning to move.
- **“The pivot to remote work is the biggest, fastest transformation of the labor market since the World War II mobilization.”**
- **Major cities will see the biggest out-migration:** 20.6% of those planning to move are currently based in a major city.
- **People are seeking less expensive housing:** Altogether, **more than half** (52.5%) are planning to move to a house that is significantly more affordable than their current home.
- **People are moving beyond regular commute distances:** 54.7% of people are moving over two hours away or more from their current location, which is beyond daily or even weekly commuting distances for most.

UpWork October, 2020 <https://www.upwork.com/press/releases/economist-report-remote-workers-on-the-move>, retrieved from Internet 12-12-20, UpWork October, 2020

- Kansas Remote Online Initiative
 - Certified Remote Work Professional
 - Certified Remote Work Leader
- *Certification in 4-weeks*
- *A new program every month.*



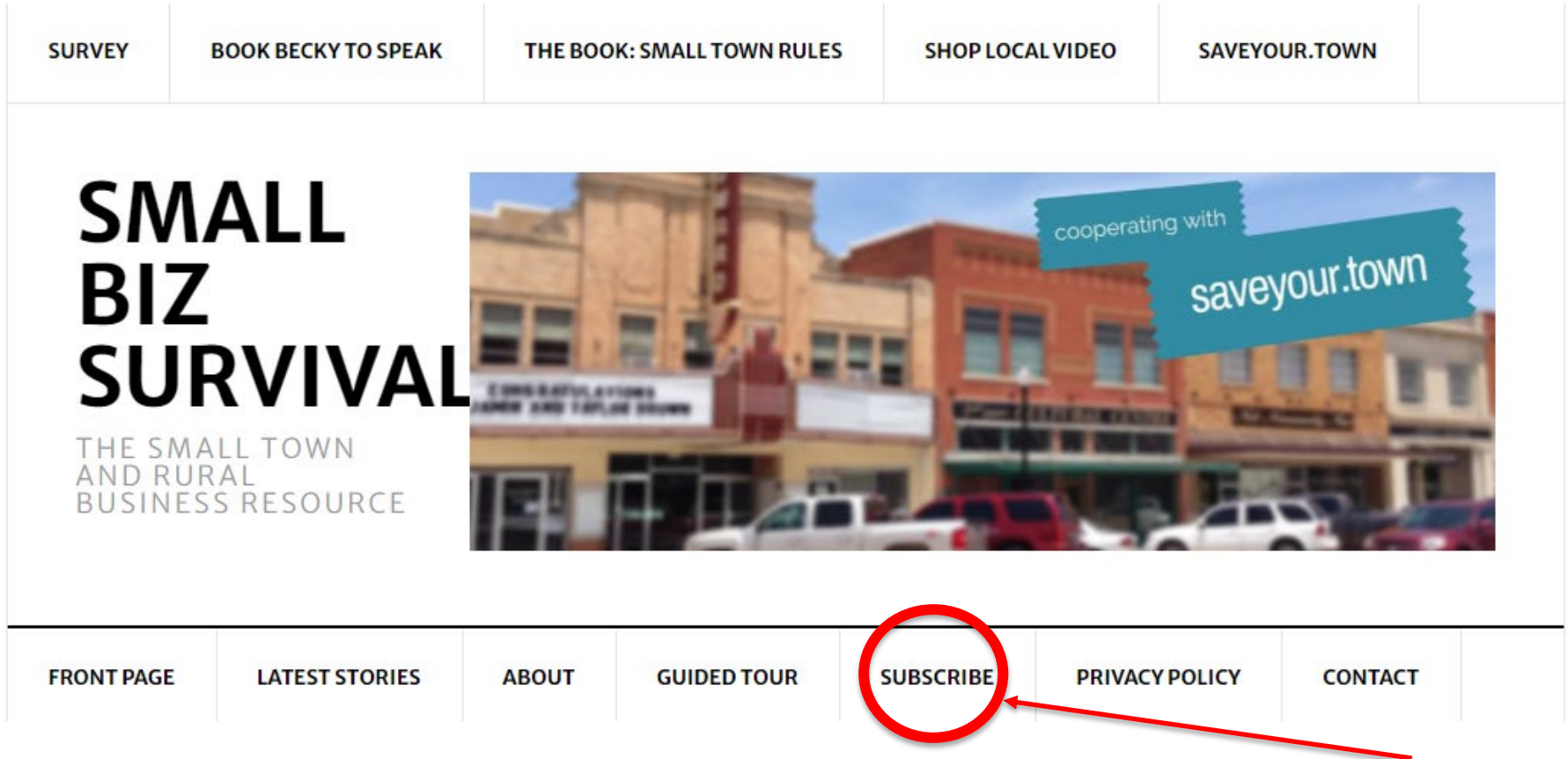
Rural Grocery/KS Healthy Food Initiative

- **Goal:** Increase access to healthy food and to improve the health and economic development of Kansans and their communities.
- Technical assistance and financing to develop new or renovate fresh food retail in underserved communities throughout Kansas.

<http://kansashealthyfood.org/>

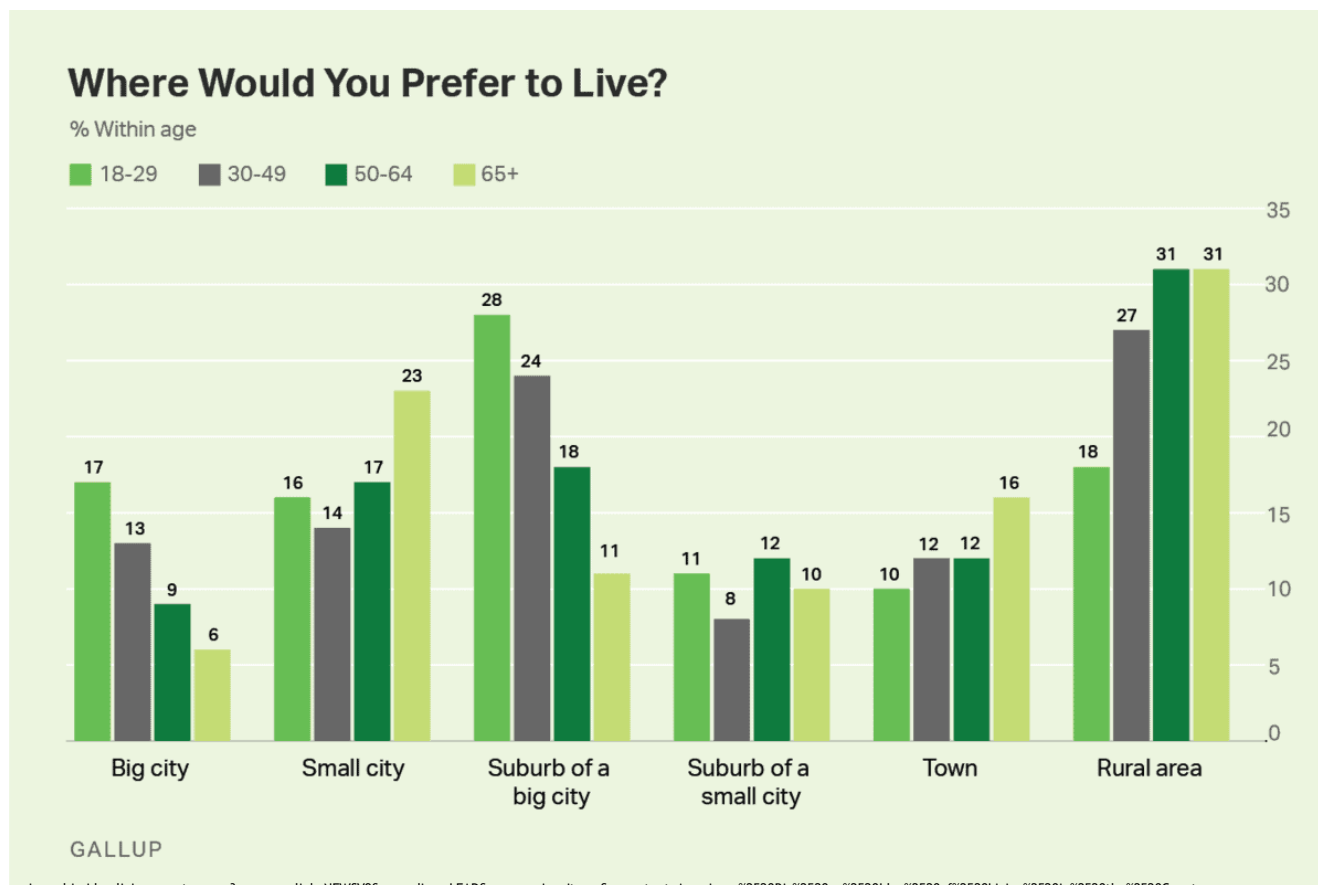


- <http://smallbizsurvival.com/>
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE



People Prefer to Live Rural

- Americans under age 30 are the only group whose top desired place to live is *not* rural; rural was #2, even for them.



Climate Change Refugees



There isn't a community in America, particularly in coastal America, where we are not seeing a transition from the coast to higher ground.

- Jesse Keenan, PhD, Tulane University

CBS Sunday Morning, January 24, 2021

<https://www.youtube.com/watch?v=SByFy9R6320>

Retrieved from the Internet, 2-8-2021



Collaboration between Businesses:



On Wednesday morning, Sam Capoun, owner of Mesa Collection, 216 Main St. in Maple Hill, shows off one of her bags she sells. Capoun has coordinated with other local businesses to adjust hours to align and help drive more customers into the small Kansas town. *Evert Nelson/The Capital-Journal*



Mike Babb clears the final bits of snow in front of his restaurant, Flint Hills Smokehouse, on Wednesday morning. coordinated his hours to align with those of Mesa Collection's so that visitors to Maple Hill can eat at the restaurant go shop, or vice versa. *Evert Nelson/The Capital-Journal*

Maple Hill, population 600. Two businesses struggling during the pandemic coordinated their social media and their hours for the benefit of both.

“It’s so much better to love thy neighbor, this is a unique and limited market.”

Kansas Department of Agriculture in partnership with other state organizations, will work with your community to find the best opportunities for growth using the assets of your region.

A graphic for the 'GROW IN KANSAS' Strategic Growth Initiative. It features a collage of various agricultural and technological images, including a sheep, wheat, a cow, a pig, chickens, a drone, a green tractor, a circuit board, a horse, a person in a lab coat, and various fruits and vegetables. The text 'GROW IN KANSAS' is prominently displayed at the top in white on a blue background. Below the collage, the text 'STRATEGIC GROWTH INITIATIVE' is written in bold, followed by a description of the program as a pilot for recruiting food, agriculture, and UAS/small aircraft businesses to Kansas.

GROW IN KANSAS

STRATEGIC GROWTH INITIATIVE

A pilot program for the proactive recruitment of food, agriculture and UAS/small aircraft business to Kansas.

For more information on the Strategic Growth Initiative, please contact
Russell Plaschka, Ag Business Development Program Manager
785-564-7466 • Russell.Plaschka@ks.gov
agriculture.ks.gov/GrowAg



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