



First Impressions

Axtell, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



- Axtell asked for First Impressions, we obtained Melvern as its partner; a 2-hour drive is a challenge.
- Jayson Tynon received City Council approval and enlisted volunteers.
- I trained the volunteers about the visit and survey and took photos of Axtell on August 30.
- Melvern visitors came in one car on September 18 and returned three surveys.
- Results are presented today. (~~Dec 2~~, January 27)
- Axtell uses the report to continue conversations and planning.

Why: First Impressions?

- **Today's 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

- 2010 Census Population 406
(Down 8.8% since 2000*) **KS= +6.1%**
- 2017 Estimate is 402
(down 9.7% since 2000 **KS= +8.4%**)
- 90.1% high school or GED, 17.0% college educated,
– **90.3% HS or equivalency, KS 31.6% college education,**
- Poverty rate is 5.2% **(KS=13.3%)**
- Median Age 47.0 years **(36.2)**
- Median household income is \$50,625 **(\$53,571)**

* 2000 Census was 445

- **Website** <http://www.axtellks.com/>
- Very nice web page
- Looked at the website 2 days prior to going to Axtell. I found the web site easy to go through with no difficulty. The information about Axtell Cash Program, Axtell Doughboy, Paul Grove Park and the Axtell Community Calendar were very informative.

- **Website**

<http://www.axtellks.com/>



- **Website**
- *More photos of the community having fun together would add interest and set you apart.*



- **FaceBook:** <https://www.facebook.com/groups/1508350649409318/>

Axtell PRIDE Association

The screenshot shows the Facebook interface for the 'Axtell PRIDE Association' group. The top navigation bar includes the Facebook logo, the group name, a search bar, and user avatars for 'Nancy' and 'Home'. The main header area features a large photo of a colorful playground with a red fire truck and blue slides. Below the photo is a '+ Join Group' button and a 'More' button. The left sidebar contains navigation links: 'About', 'Discussion' (highlighted), 'Members', 'Events', 'Videos', 'Photos', and 'Files'. Below these is a 'Search this group' bar. The 'Shortcuts' section lists several links, including 'Kansas PRIDE Prog...', 'Allen and Evelyn Knopp...', 'KSRE Difference Makers', 'Chapman Class of 1...', 'KANSAS HISTOR...', 'Brown Bag Marketin...', and 'Our Town Matters'. The 'RECENT ACTIVITY' section shows a post by 'Erica D. Creek' from 17 hours ago, stating 'We are all sold out! Thank you so much to everyone who bought donuts and donated! We appreciate it so much!'. The post has 10 likes and is seen by 110 people. The right sidebar contains a 'DESCRIPTION' section for 'Axtell Community PRIDE' and a 'LOCATION' section for 'Axtell, Kansas'.

Axtell PRIDE Association
Public Group

About
Discussion
Members
Events
Videos
Photos
Files

Search this group

+ Join Group ... More Join this group to post and comment.

Shortcuts

- Kansas PRIDE Prog... [10]
- Allen and Evelyn Knopp...
- KSRE Difference Makers
- Chapman Class of 1... [1]
- KANSAS HISTOR... [20+]
- Brown Bag Marketin... [1]
- Our Town Matters

RECENT ACTIVITY

Erica D. Creek
17 hrs

We are all sold out! Thank you so much to everyone who bought donuts and donated! We appreciate it so much!

10 Seen by 110

Like Share

DESCRIPTION
Axtell Community PRIDE

The Board:
Nikki Ronnebaum - President
... See More

LOCATION
Axtell, Kansas

- **FaceBook:** <https://www.facebook.com/events/273155403403668/>
Axtell Economic Development Corporation

The screenshot shows a Facebook event page. At the top, there's a blue header with the Facebook logo, a search bar, and a user profile for 'Nancy'. Below the header, the left sidebar contains navigation links: 'Events' (with a calendar icon), 'Events', 'Calendar', 'Axtell Economic Development Corporation' (highlighted), 'Birthdays', 'Discover', and 'Hosting'. A blue button with a plus sign and 'Create Event' is also visible. Below this, there's a section for 'Manage Page Events' with a link to 'Kansas PRIDE Program'. The main content area features a large event banner with a sunflower image. The banner text includes 'December 2, 2018', '1:00 PM', 'Axtell American Legion', and 'Axtell, Kansas'. Below the banner, there's a purple box with the text 'How does a First-Time Visitor' and a white box with the text 'A Tool for Vital Communities'. The event details section shows 'DEC 2' in a red box, followed by 'Axtell Economic Development Corporation' and 'Public · Hosted by Axtell Economic Development Corporation'. There are buttons for 'Going' (with a checkmark), 'Share', and a three-dot menu. At the bottom, it says 'Sunday, December 2, 2018 at 1 PM' and 'Next Week'.

Search Nancy Home

Events

Events

Calendar

Axtell Economic Development Corporation

Birthdays

Discover

Hosting

+ Create Event

Manage Page Events

Kansas PRIDE Program

December 2, 2018
1:00 PM
Axtell American Legion
Axtell, Kansas

How does a First-Time Visitor

A Tool for Vital Communities

"First Impressions" is a program of K-State Research and Extension.

The purpose is to help communities learn about existing strengths and weaknesses through the eyes of visitor. The results from a "First Impressions" visit can serve as the basis for community action.

DEC 2

Axtell Economic Development Corporation

Public · Hosted by Axtell Economic Development Corporation

✓ Going

Share

Sunday, December 2, 2018 at 1 PM
Next Week

“Five-Minute” Impression

- Very nice sports field, beautiful modern playground. Well maintained community. There was a nice large sign at Highway 36 and 110 intersection. Home of Eagles. West/South entrance very nice.
- The houses and yards of the community were very neat and clean. Lawns were mowed.
- I did not see a “lot of junk” in the yards or behind houses. The 5-minute impression of the community was very good.

“Five-Minute” Impression



“Five-Minute” Impression



Downtown Business Area

- The downtown business area looked neat and clean. Different businesses had their sign on their store. We ate lunch at the Bar and Grill. The food was excellent, and the manager was very friendly.



Downtown Business Area

- We did not go into any other business except City Hall. The city clerk was very receptive and provided lots of information about the community and various organizations. Her people skills were excellent! There was no sign “City Hall” but we figured it out.



Downtown Business Area

- We parked on main street in front of the bar/grill. The sidewalks were clean, and the steps were clearly marked.







Downtown Business Area



Other Retail Shopping Areas



Industrial Parks/Commercial

- Visitors did not discern an industrial area.

A drive-by is not how industry will find you, your local Eco Devo director will 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 products accessible to the world.*
- *Love your business directory which highlights how much business is done here:*
35 businesses in a town of 406.

DISCOVER AXTELL KANSAS

[HOME](#)[ABOUT US](#)[BUSINESSES](#)[ORGANIZATIONS](#)[EVENTS](#)[SEARCH](#)

Business Directory

Business Directory

Ace's Bar & Grill 402 Maple Street Axtell, KS 66403 (785) 736-2218

Hours: Lunch 11:00 am - 1:30 pm / 5:00 pm - Kitchen Closes at 8:00 pm; Closed Sundays

Ace's Catering - Wynn Buessing 402 Maple Street Axtell, KS 66403 (785) 736-2218 ** Call for menu **

Almark Auto Repair - Mark Wagner 14 Oak Street Axtell, KS 66403 (785) 736-2708

Axtell Lumber 306 5th Street Axtell, KS 66403 (785) 736-2261 Website: www.axtelllumber.com

Axtell Truss Mfg Co 2828 Pony Express Hwy Axtell, KS 66403 (785) 736-2291

B&D Buildings - Brad Broxterman 805 Murray Street Axtell, KS 66403 (785) 294-0147 Website: www.bdbuildings.net

B&D Building Supply - Brad Broxterman 805 Murray Street Axtell, KS 66403 (785) 294-0147 Website: www.bdbuildingsupply.com

Buessing Construction - Barry Buessing 2787 Pony Express Hwy Axtell, KS 66403 (785) 736-2833

Dalinghaus Auction Service - Tyler Dalinghaus, Auctioneer P.O. Box 135 Axtell, KS 66403 (785) 294-1282

Dave's Hardware 404 Maple Street Axtell, KS 66403 (785) 736-2714

Hours: Mon-Fri 8:00 am - 12:00 pm / 1:00 pm - 5:00 pm; Sat 8:00 am - 12:00 pm; Closed Sunday

Farrell Brothers Guns & Ammo 2897 Indian Road Axtell, KS 66403 (785) 736-2259

Hours: Mon - Fri 8:00 am - 6:00 pm

Farrell Brothers Repair 2897 Indian Road Axtell, KS 66403 (785) 736-2259

Hours: Mon - Fri 8:00 am - 6:00 pm

- There is an ambulance within the community.
- Healthcare is in nearby communities.

One community approached this with a “health care” tab on their website listing the nearby communities with health care and the mileage to them. This takes away the health care worry for anyone who is thinking of moving here.

- The clerk said it is unusual but there are several houses for sale in Axtell and a few for rent.









- **Need for clean-up/demolition of older properties**



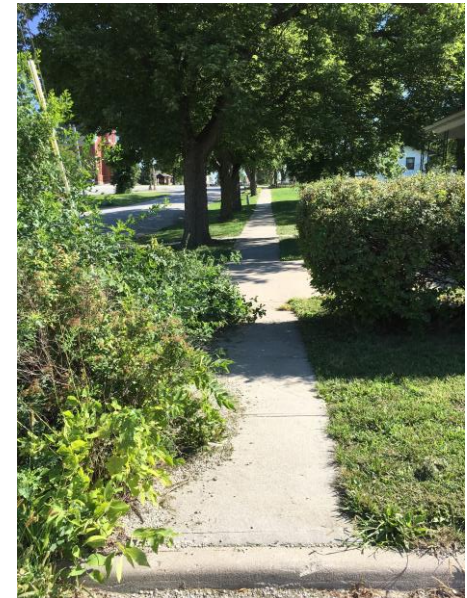
KANSAS

- Total Housing Units 188
- Total Occupied Houses 175 (93.1%) (89.3%)
- Vacant Houses 13 (6.9%) (10.7%)

- Owner Occupied 141 (80.6%) (66.3%)
- Renter Occupied 34 (19.4%) (33.7%)
- Family Households 60.6% (65.4%)
- Non-family Househld. 39.4% (34.6%)

- Very well maintained. Pre-K through 12. One concern- safety of bleachers at city park field.





- No, I couldn't find it. Some information but nothing on test scores.
- *What makes your school special?*

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HAPPENINGS

[CLICK HERE FOR THE MAILED NEWSLETTER](#)

CANNED FOOD DRIVE

NOVEMBER 21, 2018 | ABBY WEBB

Canned Food Drive

Hosted by the Student Council in conjunction with the Goodfellows



When: Dec. 4-11th.
Where: School Lobby

The class that brings the most cans will
get a pizza party!
All cans must be donated by 8:10 A.M.
on the 11th.

#GoAxtell

The Student Council will be hosting a
canned food drive in conjunction with
Goodfellows.

[Read More](#)

SUBSCRIBE

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Never miss an update

Email Address

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RECENT POSTS



Canned Food Drive

November 21, 2018

TeamMates New Mentor
Meeting
November 16, 2018

Concession Workers Needed

- Two in town and one out of town.

Two are listed on website.

Marshall County Data:

- **Number of Children Under Age 6:** **793**
- **Children with all parents in the workforce:** **68%**
- **Desired Capacity of Child Care Centers** **482**
- **Extent that desired capacity meets potential need** **89%**
- [Creating a Child Care Action Plan](#)

Contact [ks.childcareaware.org](http://www.ks.childcareaware.org) to get access to local child care specialists.

785-823-3343

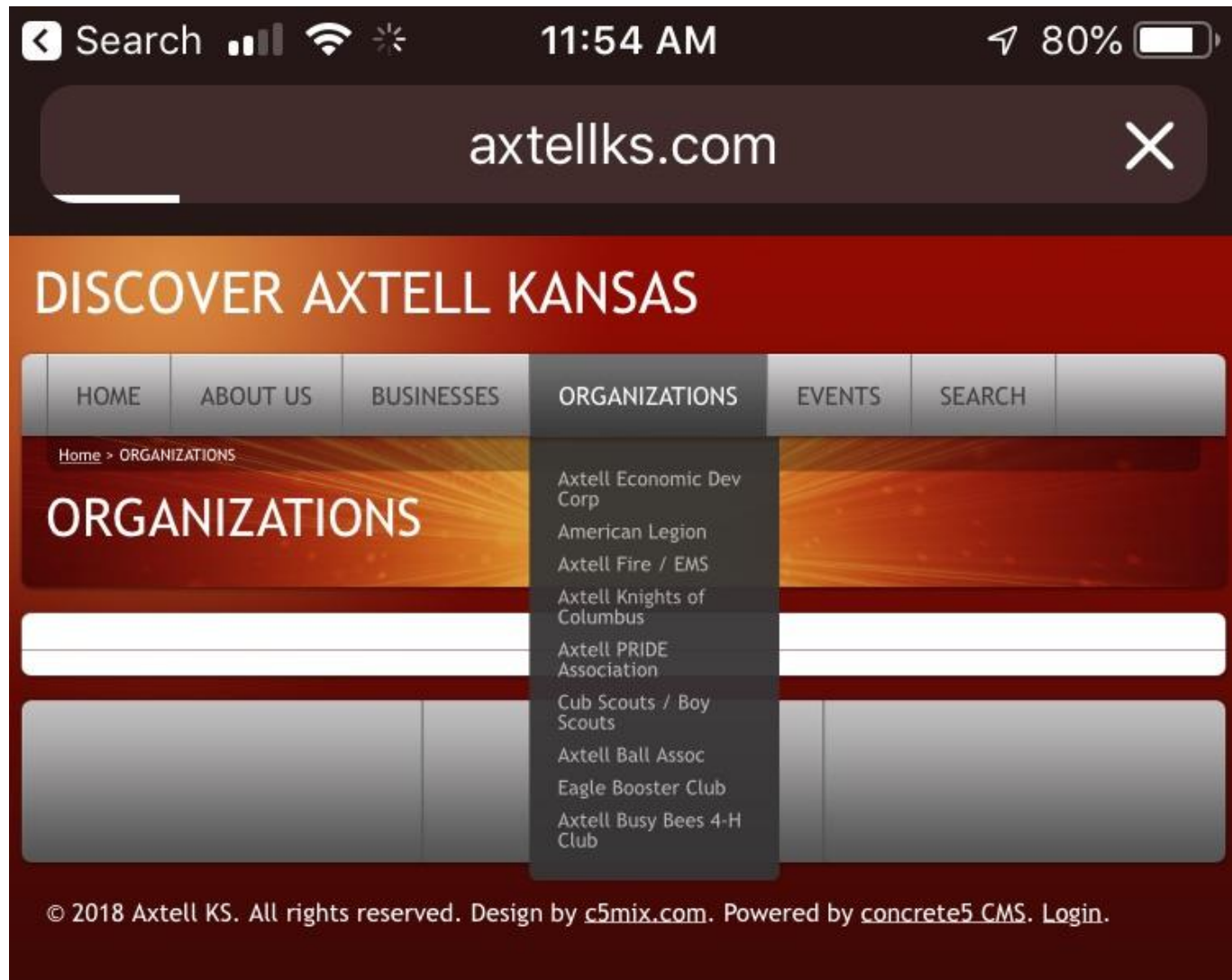
- The church buildings all appeared to be clean and mowed. They were attractive buildings. We saw the Catholic church, Methodist church and the Lutheran church.
- Visitors did not see evidence of church activity.



- No signage related.
- Kansas PRIDE community.
- Axtell Economic Development program-
(website and city clerk).
- American Legion/Community building (from
city clerk).



- *A nice list of organizations on website.*



- Sidewalks and streets were all maintained well, and streets were well marked.
- Streets well maintained as well as landscaping.



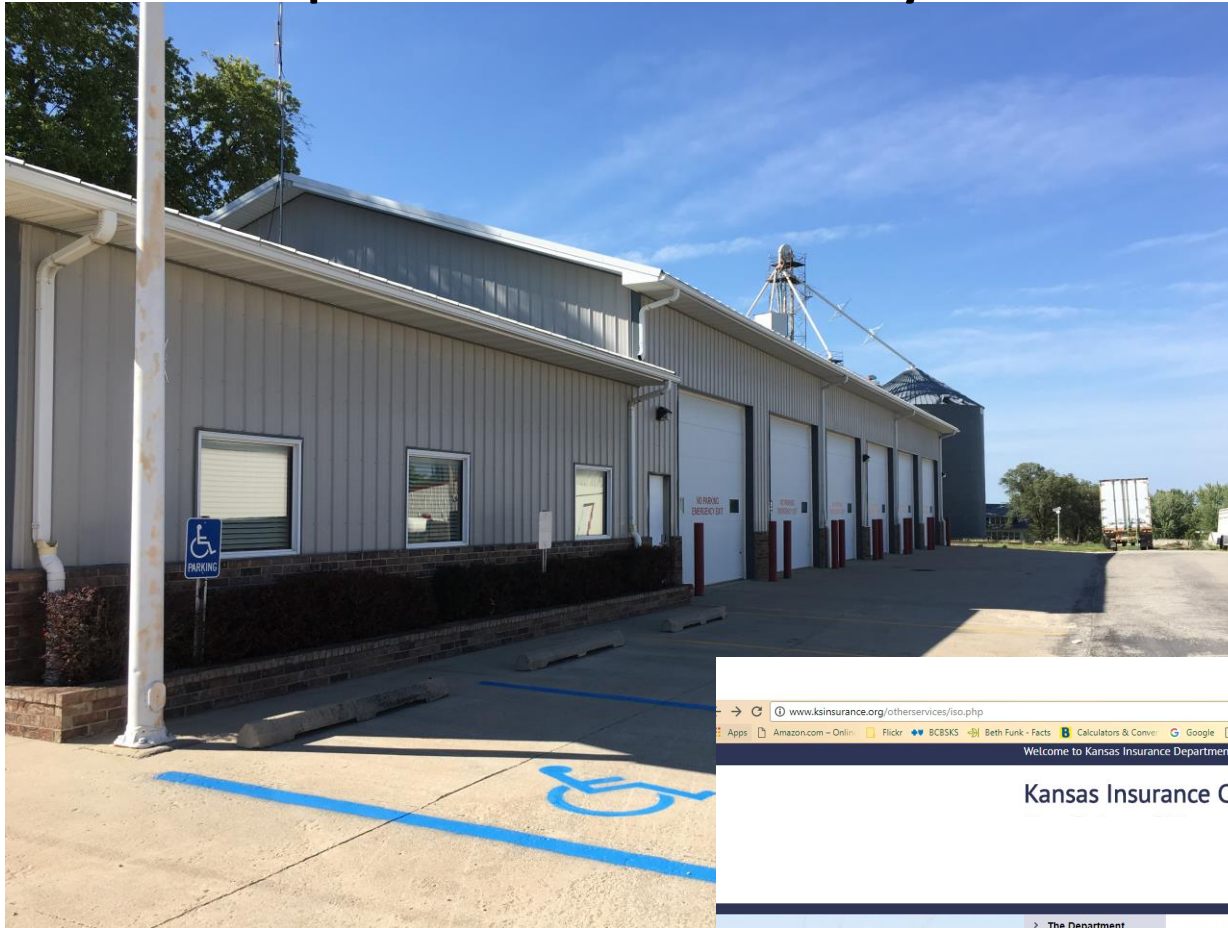
- We went to the south end of town and examined the football field and playground area. It was a very nice, attractive and safe playground. The bleachers on the football field looked old and dangerous.



- Very warm welcome and very informative. We were not given any brochures.



- Fire department is a very nice building



www.kinsurance.org/otherservices/iso.php

Welcome to Kansas Insurance Department

Kansas Insurance Commissioner

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

- Yes, there is a library.



- Very nice playground with picnic area and well fenced for child protection.







- There was a walking area on the practice football field by the high school.

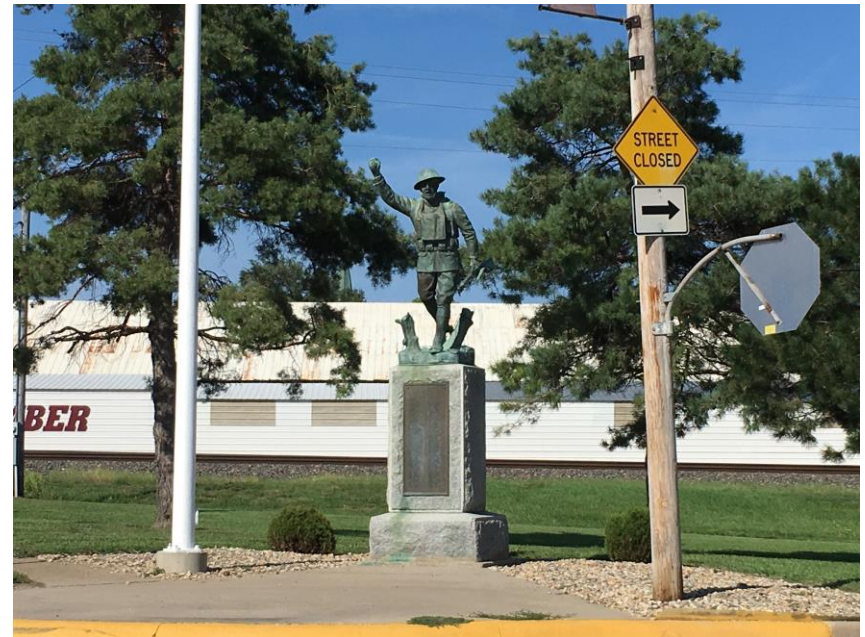


Well-Known for an attraction or event?

- They have a 1-day event during the summer- Axtell Days. Games and celebrations.
- I was impressed about the cow pasture golf. They bury a gallon bucket in a pasture and mow around it and then play so many holes of golf.

Natural or manmade features that can draw people?

- None seen.
- *1881: David Smith's Pony Express and Overland Trail.*
- *Doughboy Statue*



Visitor's Center

- No sign for City Hall, small sign in window for city clerk, staff outstanding, very informative.

What would bring you back?

- We enjoyed the meal at the bar/grill.



Most Positive Observations

- How well maintained the community was and how friendly the people were.
- Cleanliness, nice homes, and friendly people.
- There must be a lot of pride in the people that live in Axtell. The city clerk shared with us how a lot of younger people are involved and active in the various volunteer organizations.

Most Positive Observations

- Somebody or an organization has seen to it that the appearance of the town is attractive.



Biggest Obstacles/Challenges

- Lack of employment in the community- many people travel to other towns for work.
- It is difficult to maintain a good population for people to live there so that we can still maintain a good school system and community pride.

What will you remember?

- How pretty it was. Homes and landscaping very well maintained. Residents seemed to take pride in their community- it showed.
- Very nice farming community and roads well kept.
- I liked the rolling hills and large cornfields. I will remember that people in this community take pride in their small community- with attractive houses and yards and various support groups that help maintain a quality of life in Axtell, Kansas.

Thank our leadership team:

- *Jayson Tyson*
- *Nikki Ronnebaum*
- *Sarah Shaughnessy*
- *Rhonda Hasenkamp*

Set Next Steps:

- Which group will lead the discussion?

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

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.



K-State Research and Extension

Contact

Nancy Daniels

nkdaniels@ksu.edu

to participate.

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/>

Kansas Healthy Food Initiative

- **Goal:** Increase access to affordable fresh 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/>

Isabelle Busenitz, ibusenitz@ksu.edu,

KHFI Technical Assistance Coordinator, 785-532-6868




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

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

THE SMALL TOWN AND RURAL BUSINESS RESOURCE




FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PODCAST	CONTACT	RSS	
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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.

Newsletters

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

JOIN

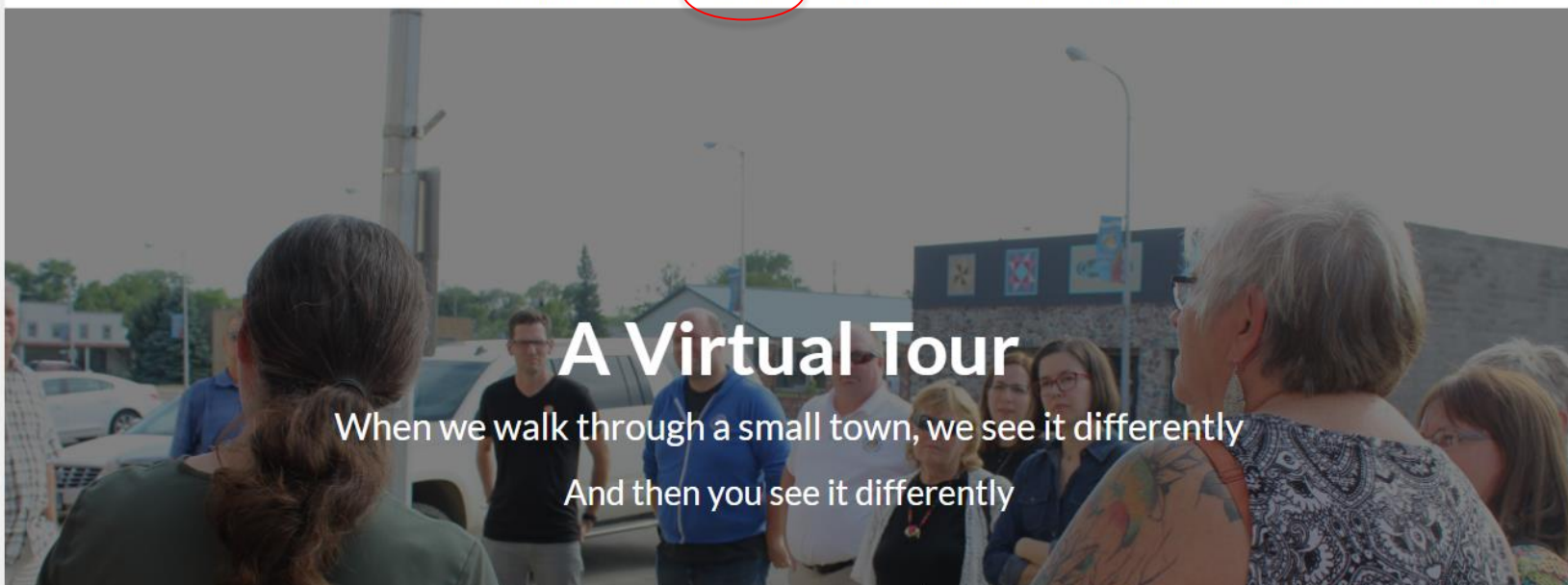
I will never sell or rent your email.

Resources I like:

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

SAVEYOUR.town

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



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!
- Don't buy in to someone else's narrative.
- 1/5 of dollars come from transfer payments—not employers.

- 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*

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

*Ben Winchester will be our guest at the
March 1, 2019 First Friday Call @ 9:30 am.*

*To be invited to this Zoom Call, email me at
nkdaniels@ksu.edu*