

- Caney asked for First Impressions, Galena consented to be its partner; 1.5-hour drive.
- I trained the volunteers about the visit survey and took photos of Caney on July 25.
- Caney visitors came in one car on August 13.
- Results are presented tonight, September 24.
- Caney 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

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 and no one is noticing or talking about it.
- Only 36% lived there previously.
- 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 Kansans move every year.
- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life
 - Safety and Security
 - Low housing cost
 - *“A job,” isn’t in the top 10 reasons.*
- “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
March 1, 2019 First Friday Call.*

See the recording at:

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

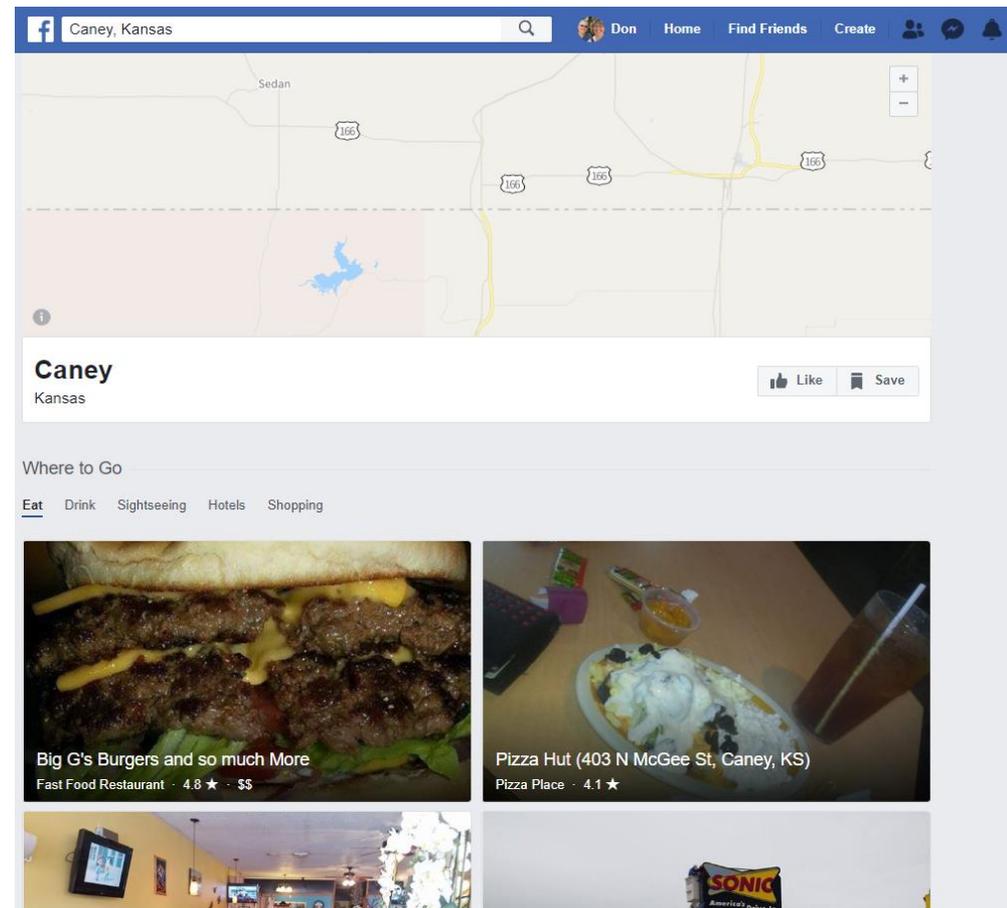
- 2010 Census Population 2,203
(up 5.3% since 2000*) **KS= +6.1%**
- 2017 **Estimate** is 2,026
(down 3.2% since 2000*) **KS= +8.0%**
- 86.9% high school or GED, 11.5% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 15.0% **(KS=12.8%)**
- Median Age 40.1 years **(36.3)**
- Median household income is \$38,860 **(\$55,477)**

* 2000 Census was 2,092

- **FaceBook**

Caney, Kansas <https://www.facebook.com/places/Things-to-do-in-Caney-Kansas/108142595881363/>

A Facebook generated page.



- **FaceBook**

- The Caney Community (almost 100 pages)
- *An opportunity for co-marketing.*



A screenshot of the Facebook page for "City Of Caney". The page header shows the name "City Of Caney" and a search bar. Below the header is a large image of a green tractor with a man standing next to it. The page name "City Of Caney" and "Government Organization" are overlaid on the image. A red circle highlights the "Unofficial Page" warning and the "Is this your business?" link. Below the image is the "About" section with a map and address: "904 W 6th Ave, Caney, Kansas 67333". To the right is the "REVIEWS" section with a "Do you recommend City Of Caney?" question and "Yes" and "No" buttons. Below that is the "Posts about City Of Caney" section, featuring a post by Carl Lisciandrello from March 21, 2015, with a photo of a landscape.

“Five-Minute” Impression

- Caney is a quaint little town with a small-town feel.
- Some dilapidated structures and a few unmown yards, but overall the city looked well-kept.



“Five-Minute” Impression

- High School Complex is nice and modern with construction going on.
- Drove past a beautiful park with veteran’s monument, flags and wooden carvings.



“Five-Minute” Impression

- As we came into town the “welcome to Caney” sign was easily visible but a bit dirty.
- A nice sign noting the wildlife zoo.



“Five-Minute” Impression

- Seemed proud of their school and veterans.
- Loved the business with the metal work and with the old gas signs.



Downtown Business Area

- Some buildings were run down, but mostly in decent shape.
- Saw H&R Block, a Mexican restaurant, doctor's office, Historical Museum with a schoolhouse across the street.



Downtown Business Area

- Several fun-looking businesses looked inviting. The yard ornament, variety store is one example.
- The young waitress didn't have much good to say about town.



Downtown Business Area







Downtown Business Area





HELLO SPRING
EAST

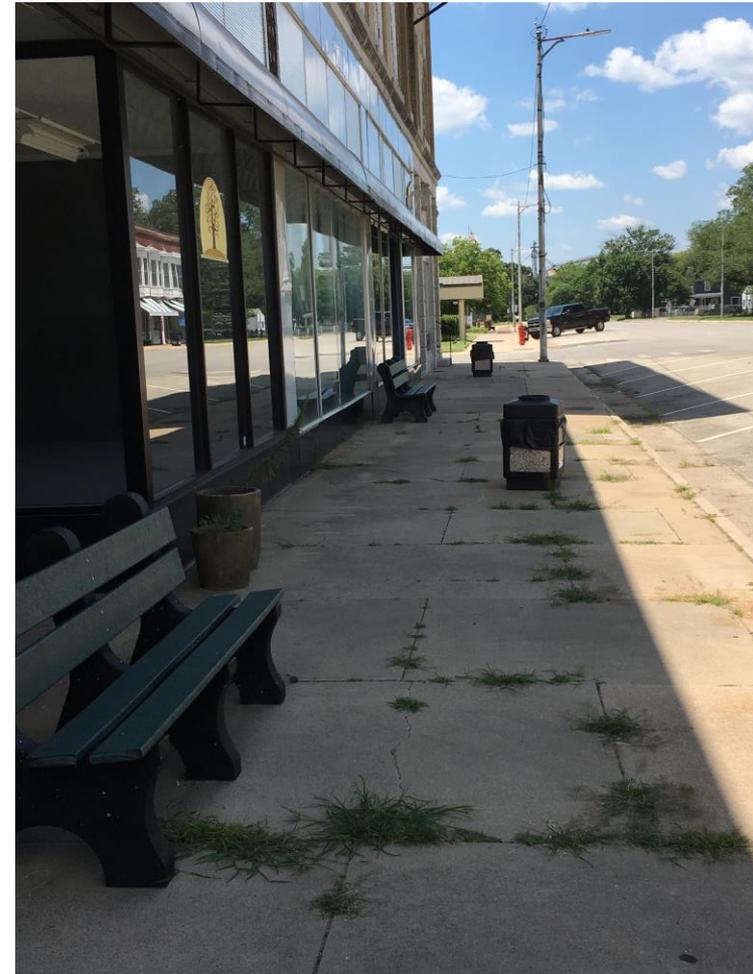
HELLO SPRING
EAST

HISTORICAL MUSEUM

Handicapped parking sign

Downtown Business Area

- There were benches, trash bins, and a blessing box at City Hall. Sidewalks were clean and unobstructed.
- The park and city hall had restrooms.





Other Retail Shopping Areas

- Myrtle's was fun. We were immediately greeted and treated well. She loved Caney.



Other Retail Shopping Areas

- Casey's, Sonic, Eggberts, burgers. We saw a Dollar General but did not notice a grocery store.



Other Retail Shopping Areas

- Businesses were scattered throughout the town, but that was not a burden.



Industrial Parks/Commercial

- Found Industrial Park on Google maps on the east side of town on 166, but it was not clearly marked.
- Appears to be more industrial on the southwest edge.
- Appears to be more room.



- *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.*

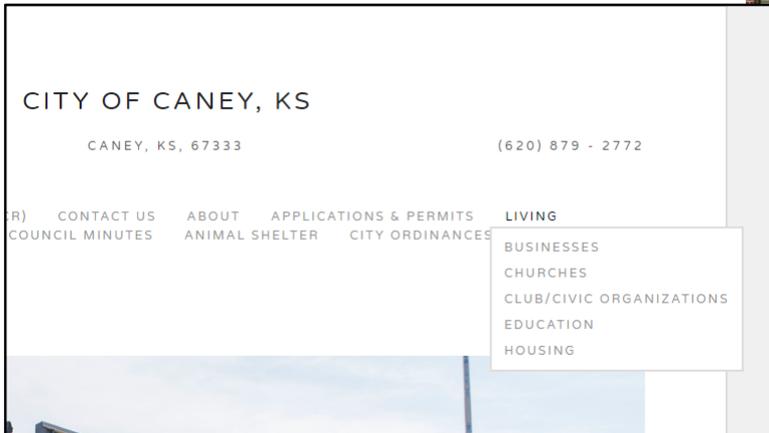
- No hospital, but several doctors and a dentist in town.



- A community health clinic.
- Bartlesville and Coffeyville are very close, with medical personnel in both.

Make Health Care apparent:

1. *Show city assets*
2. *Travel time to others.*



- I saw two nursing homes/assisted living centers: Highway 75 and on High Street.
- There seemed to be a retirement center, but the signage was not apparent.



- I saw a number of houses for sale. The challenge is that blighted and unkempt houses in same neighborhood negatively affect property value.



- I didn't see much housing available. Most were moderate to middle-income homes.
- Neighborhood housing on the west side of town is scarce.
- Does Caney have code enforcement?











- There wasn't any rental housing noted.



- There wasn't any rental housing noted.



KANSAS

- Total Housing Units 1,000
- Total Occupied Houses 839 (83.9%) (89.1%)
- Vacant Houses 161 (16.1%) (10.7%)

- Owner Occupied 602 (71.8%) (66.4%)
- Renter Occupied 237 (28.2%) (33.6%)
- Family Households 59.1% (65.4%)
- Non-family Household 40.9% (34.6%)

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



- Caney appears to have a good school system.
- Both the elementary and Junior/Senior High are undergoing improvements.



- There is a preschool, K-8 building in the middle of town, a 9-12 High School on the north side.



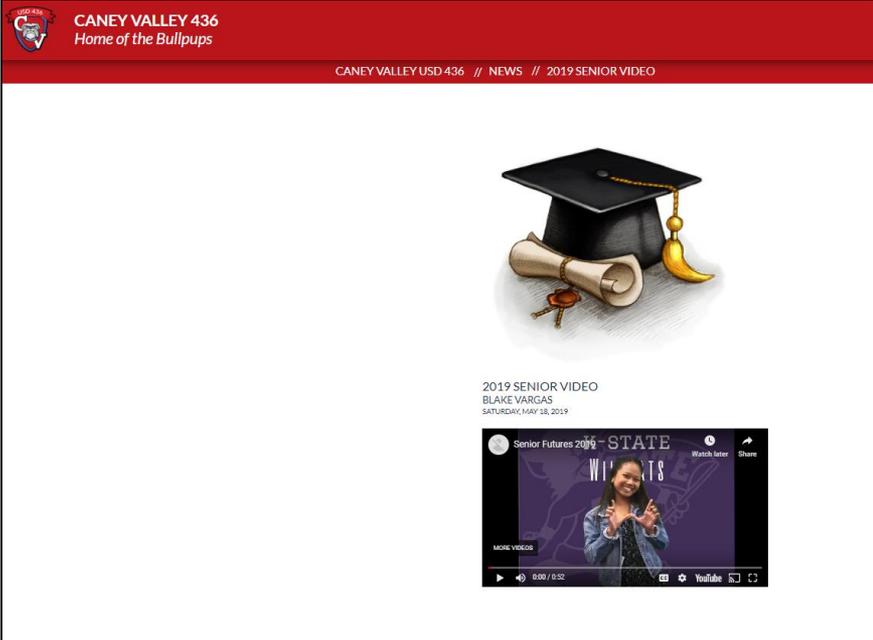
- It's apparent that the City takes pride in their schools and students. Head Start or preschool is privately run.



- The School has its own website with information on staff, events, news, nutrition, athletics and more.
- *Love to see photos of students (of all ages) having fun together- athletics are easy to photograph, but so are academics, art, music and theater.*

The screenshot displays the Caney Valley 436 website, which is the home of the Bullpups. The website features a red header with the school's name and logo, a search bar, and a navigation menu. The main content area is divided into three columns: NEWS, EVENTS, and LIVE FEED. The NEWS column includes articles such as "2019 Senior Video" and "CVSN-Last Edition of 2018-2019 School Year". The EVENTS column lists upcoming events like "Debate Tournament - Chanute" and "V VB @ Oswego Tournament". The LIVE FEED column shows recent updates from CVHS and USD#436-Caney Valley. The website also features a large banner image of students in a field with the text "Building on a Strong Foundation for Continued Success!".

- *Tell us why you love your schools!*
- *Potential students are also looking at your site. Help us picture our children being happy here.*
- *There are daily photos posted, I wish they were visible without a click.*
- *Fun to see student- produced items.*



The screenshot shows a website header for Caney Valley 436, featuring the school's logo and the text "Home of the Bullpups". Below the header is a navigation bar with "CANEY VALLEY USD 436 // NEWS // 2019 SENIOR VIDEO". The main content area displays a 3D illustration of a graduation cap, a rolled diploma, and a tassel. Below the illustration is a video player for "2019 SENIOR VIDEO" by Blake Vargas, dated Saturday, May 18, 2019. The video player shows a thumbnail of a student and includes standard YouTube controls like play, volume, and share.

- Was not apparent, but the City Hall Staff and administrator was helpful with information.



Montgomery County Data:

- **Number of Children Under Age 6:** **2,926**
- **Children with all parents in the workforce:** **69%**
- **Desired Capacity of Child Care Centers** **702**
- **Extent that desired capacity meets potential need** **35%**
- **Creating a Child Care Action Plan**

<https://ks.childcareaware.org/wp-content/uploads/2018/12/Draft-Child-Care-Supply-Demand-Action-Plan.pdf>

*Contact ks.childcareaware.org to get access to local child care specialists.
785-823-3343*

Source: <http://www.ks.childcareaware.org/2017-supply-demand-county-profiles/>

- Noticed several facilities of different denominations, beautiful properties, well maintained and inviting.







- Veteran's park was an Eagle Scout project.
- Different organizations sponsored the wooden carvings in the park.
- Lions Club sponsored the trash receptacles downtown.



- Streets are in decent shape. Some dirt streets have grass overtaking the street, but there are very few potholes.
- Streets are clearly marked, even with snow routes.



- Brick streets add to the charm of a small town.
- A few neighborhood roads that needed repairs or updating.
- Lighting was apparent, but we visited during the day.

- Well marked, well maintained and easily accessible from the street.
- Greeted politely when approached. Friendly, helpful staff. Administrator, staff and city clerk were very helpful and answered lots of questions.



Fire, EMS and Police Services

- Police Department in City Hall.
- A volunteer Fire Department is housed in a separate building a few blocks away.
- Saw the dispatcher as we entered City Hall.



Welcome to Kansas Insurance Department

Home Contact Us

GO

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
- > Company Services
- > Other 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>

A community's PPC depends on:

1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunicators, 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 Library is a nice brick building. We did not go in, but it has a nice website.



- City parks were well maintained. The only downfall is that the tennis courts need a new net.
- The military monuments were outstanding.



- The recreation center is a big plus.
- The ballparks were well maintained.



- A little confused about which football field was used.
- I hope they still use the older one, even though parking seems to be an issue.



Well-Known for an attraction or event? Slogan?

- Safari Museum east of town.
- May Fest is listed on the website.
- “Home of the Bullpups”



Natural or manmade features that can draw people?

- The Safari Museum, Caney Valley Historical Society and The Garage Museum all look like good attractions.
- The Old School House.
- Cemetery- for genealogy or history tours.
- Petroleum history for collectors of automotive or gas signs for collectors.
- Loved the business with the metal art and the business with the gas signs.

Visitor's Center

- Internet search showed a chamber of commerce office, I didn't notice whether it was open.
- There is a community/event center, but I'm not sure they would be the spot.

What would bring you back?

- Forasteros Restaurant, Myrtles
- Flea Markets



Most Positive Observations

- Caney seems to be a nice town with a good small-town vibe.
- Schools, cemeteries, and city hall seem to be kept up and maintained. There are a good amount of businesses, churches, and activities for a town of its size and a Rec Center to provide activities for the community.

Most Positive Observations

- Caney has a nice small town feel about it. The people we met were friendly and helpful.
- The appearance of the cemetery, the one room school in downtown. The veteran's memorial, the enthusiasm and pride of the young lady at Myrtles, and the great food at the Mexican restaurant.

Biggest Obstacles/Challenges

- As with any small town, the lack of a grocery store can be an issue. Caney may benefit from code enforcement to help with blighted properties and high weeds.
- Like most small towns, I didn't see a lot of opportunities for jobs to encourage their young adults to stay in town or a lot to offer the children other than a swimming pool for them to do.

- As in all small towns it's the dying of downtown, the young lady at one facility was ready to move out of Caney because there was nothing to do.
- The dilapidation of housing: old housing vs new housing.

What will you remember?

- That this community like ours, has to deal with the same small-town problems but all in all, is a good community. I would not hesitate to stop in Caney again.
- Positives: Pretty parks, nice schools.
Negatives: Not many job opportunities, quite a few older homes that needed up-keep. Also, not a lot to offer the kids in town to keep them busy.

What will you remember?

- The friendliness of the people and the pride in their town their school and their students. They want to grow their community with a new pool and City-owned grocery store.

Thank our leadership team:

- ***Danny Scott***
- ***Paula Benson***
- ***Frank LaForge***
- ***Trina Reed***

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.

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 text 'Kansas Gas Service. A Division of ONE Gas.' Below the banner, there is a navigation menu with the following items: Home, About Us, Enrollment and Reporting, Promotion, and Education. On the right side of the page, there is a section titled '2018 Community Vitality from K-State Research and Extension' with a 'BUILD A BETTER COMMUNITY' logo.

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.

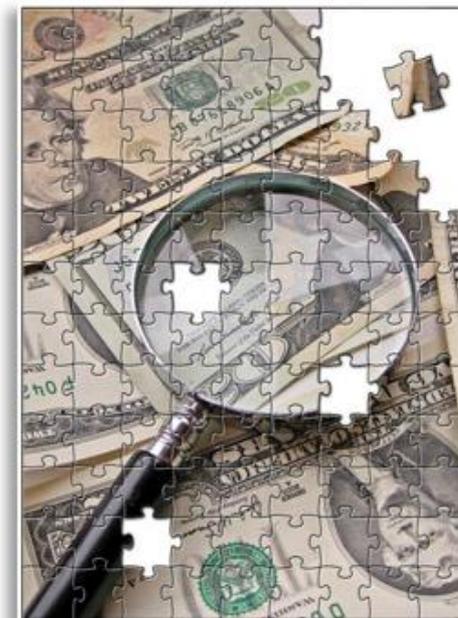
K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

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/>

K-State Research and Extension

- **September First Friday call:**

- **FILLING EMPTY BUILDINGS**

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



DEB BROWN

WEBSTER CITY CHAMBER OF COMMERCE

*"I thought, instead of hiding the buildings,
let's look at them. Let's talk about them.
Let's do a tour of them."*

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

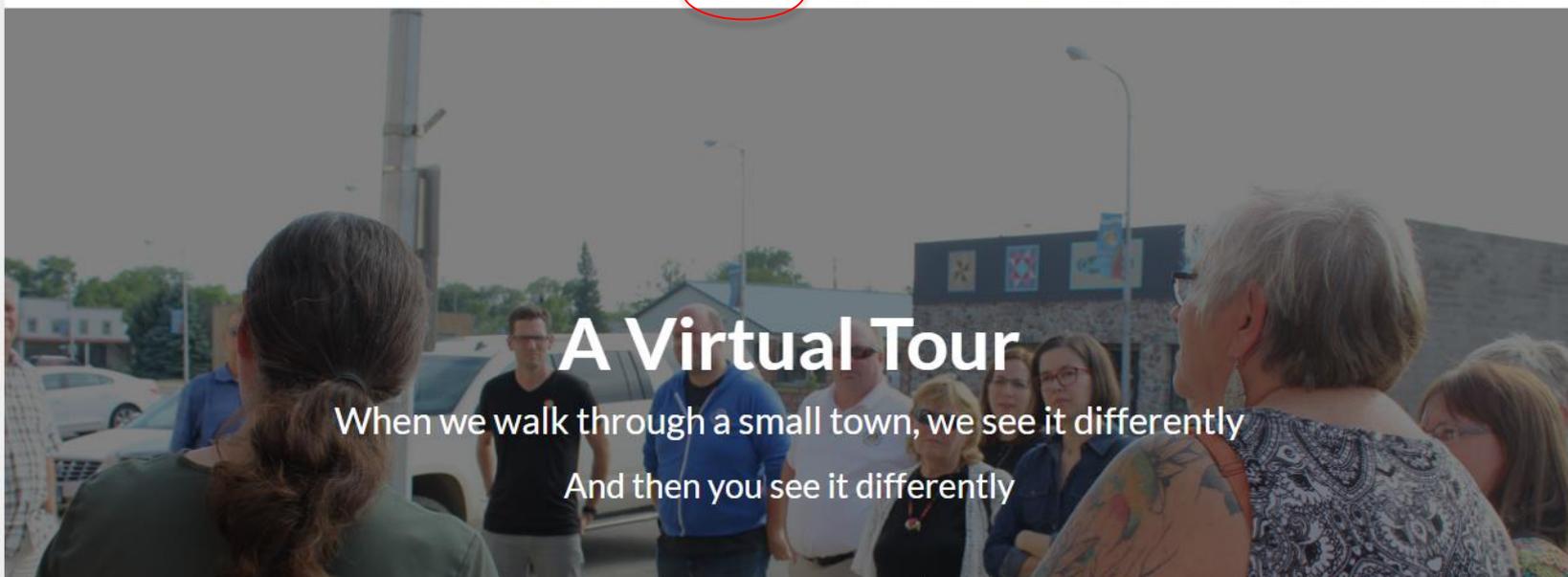
The screenshot shows the homepage of the Small Biz Survival website. At the top, there is a navigation bar with links: NEW! SURVEY, BOOK BECKY TO SPEAK, THE BOOK: SMALL TOWN RULES, SHOP LOCAL EBOOK, and SAVEYOUR.TOWN. Below this is a large banner for 'SMALL BIZ SURVIVAL' with the subtitle 'THE SMALL TOWN AND RURAL BUSINESS RESOURCE'. The banner features a photograph of a small town street scene and a teal graphic 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 is titled 'WHAT BUSINESS STAGE ARE YOU IN?' and features two articles: 'Dreaming' and 'Doing & Growing'. The 'Dreaming' article includes a small image of a 'Pizza' sign that says 'OPENING SOON'. On the right side of the page, there is a sign-up form for newsletters. The form includes the text 'Get our articles plus special bonus emails, a positive view of rural once a week: Join me and 3546 rural friends.' followed by an 'email address' input field. Below the input field are three checked checkboxes for 'Small Biz Survival', 'Positive View of Rural', and 'Building Possibility'. At the bottom of the form is a black 'JOIN' button. A red arrow points from the right edge of the page towards the email input field.

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

[HOME](#) [ABOUT DEB & BECKY](#) [WEBINARS](#) [TOOLKITS](#) [WORK WITH US](#) [I DON'T HAVE TIME!](#) [CONTACT](#) [MEMBERS LOGIN](#)



- <https://www.facebook.com/groups/brownbagmx/>
Brown Bag Marketing Exchange
(Atchison, KS Co-Marketing group)
- **Sign up for digital marketing tips at Webcom Resources:**
<https://www.facebook.com/webcomresources/app/100265896690345/>

The screenshot shows the Facebook interface for the "Brown Bag Marketing Exchange" group. The page header includes the group name, a search bar, and user information for "Nancy" with "Home 17" and notification icons. The main banner features a row of brown paper bags with the text "BROWN BAG marketing exchange" overlaid. Below the banner, it indicates the group is a "Linked Group" connected to "Webcom Resources". The interface includes a "Joined" status, "Notifications" (checked), and "Share" options. A "Write Post" section is visible with a "Write something..." prompt. On the right, a "LINKED GROUP BY" section identifies "Webcom Resources Marketing Agency" with "121 like this". A "Shortcuts" sidebar on the left lists other groups like "Kansas PRIDE Progr...", "Pepper Tree Park Neig...", "Our Town Matters", and "KSRE Difference Makers".

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.



GROW IN KANSAS

STRATEGIC GROWTH INITIATIVE

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

The graphic features a central collage of images related to agriculture and technology, including a sheep, wheat, a pig, a chicken, a drone, a green tractor, a circuit board, a horse, a cow, a person in a lab coat, and various fruits and vegetables. The text is overlaid on a dark blue background at the top and bottom of the collage.

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

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





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