

First Impressions

Chapman, KS

K-State Research and Extension in Partnership
with
The Dane G. Hansen Foundation



- Buhler asked for First Impressions, I asked Chapman to be its partner; the cities are 1.5-hour drive.
- City Administrator John Dudte received City Council approval and enlisted volunteers.
- I trained the volunteers about the visit and survey and took photos of Chapman on April 18, 2018.
- 6 Buhler visitors came in two cars and returned 2 surveys (June 4, June 18)
- Results are presented tonight. (November 29)
- Chapman uses the report to continue conversations and planning.

- **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 1,393
(UP 12.2% since 2000*) **KS= +6.1%**
- 2017 Estimate is 1,370
(UP 10.4% since 2000 **KS= +8.4%**)
- 93.6% high school or GED, 24.5% college educated,
– **90.3% HS or equivalency, KS 31.6% college education,**
- Poverty rate is 10.4% **(KS=13.3%)**
- Median Age 38.8 years **(36.2)**
- Median household income is \$55,700 **(\$53,571)**

* 2000 Census was 1,241

Website

- The city's website accurately reflected what I saw.
- More information could be provided: The Kansas Guidebook by Marci Penner and WenDee Rowe has good points of interest as a start.

- **Website**

- <http://chapmanks.com/>

Link to Facebook was broken on Nov. 19, Chapman News-Times links to a random site.

The screenshot shows the homepage of the City of Chapman, Kansas website. At the top, there is a navigation menu with the following items: Home, City, Code of the City, Upcoming Events, Activities, Housing, Forms & Policies, Licensing, Organizations, Employment Opportunities, Flood Plain, Ordinances & Resolutions of the City, and Storm Shelters. Below the navigation menu, the page is divided into several sections. On the left, there is a 'Home' section with a 'Latest NEWS' heading and a 'Current City Notices' section. The notice states that the November council meeting on Wednesday, November 14th will be moved to the city of Chapman banquet room, Indian Hill Golf Course, 522 Golf Course Road, Chapmank, KS. The meeting will begin at regular time, 7:00pm and the agenda will be published on Friday, November 9th. Below the notice, there is a link to complete a survey. On the right side of the page, there is a search bar, a 'Hours & Info' section with contact information (PO Box 321, Chapman, KS 67431, (785) 922-6582, Monday - Friday, 8:00 am - 12:00 pm, 1:00 pm - 5:00 pm), and a 'Quick Links' section with four buttons: Online Bill Pay, USD 473, Chapman News-Times, and Agenda & Minutes. At the bottom of the page, there is a footer with the text 'THE CITY OF CHAPMAN FALL LEAF PICKUP WILL BE'.

“Five-Minute” Impression

- Lawns were neat, but brown.
- City signage stood out. Noticed quilt blocks on homes and businesses. RV park was full.



“Five-Minute” Impression

- Neat in appearance- historic town with great old buildings. The brick streets gave a nostalgic feel when driving through town. Liked the narrow main street with the tall buildings and quilt squares around town.



- On South entrance there was just a small sign (covered by tree branches).
- West on Hwy 40 there was a large sign that was also for Indian Hill Golf Course.



- School buildings themselves are nice, but landscaping really needs some work. (Found to be the case around all three school complexes.)



Downtown Business Area

- Loved the old buildings. Business signage was difficult to see from a vehicle.
- Loved the narrow streets and tall buildings.
- Too bad the streets are so narrow.



Downtown Business Area

- Hardware store had eye-catching palm trees.
- A wide variety of businesses for a town of this size, quality merchandise with a nice selection.







- Friendly greetings at Hardware store, Dollar General, grocery store, Lucky Charm Quilts, Senior Center and museum.
- They asked us if we needed anything and were happy to share about their business and town. City Hall workers didn't pay much attention to us, the least friendly.

Amenities:

- Benches, restrooms, easy to find.
- Restrooms at Sheeran Park need updated, signs to other parks and pool would be helpful.



Sidewalks are in noticeably good repair.



Improvement Opportunities



Other Retail Shopping Areas

- Only other shopping was at Grocery and Dollar General. All were easy to access.



Other Retail Shopping Areas



Industrial Parks/Commercial

- Commercial Land with “For Sale” sign.
- The city office seemed surprised we didn’t see it, but it wasn’t obvious to us even with directions.



Information about industrial use land is not posted on the City Website.

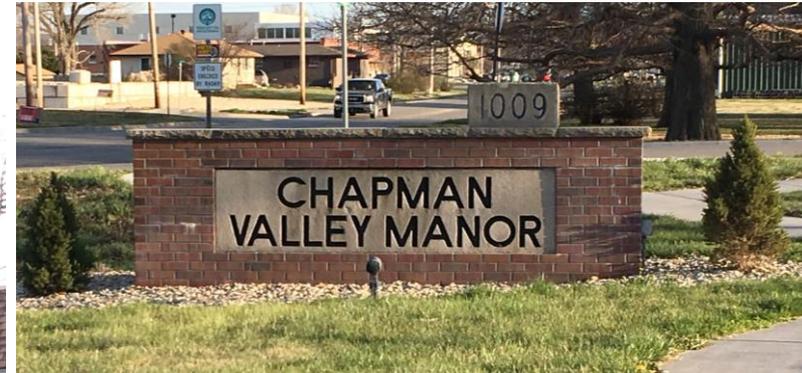
Observation:

- “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 can help your downtown get shoppers from around the world.*

- Didn't see any.
- *Your team indicated that services are offered on Tuesday and Thursdays or in schools and senior center.*



- Well-groomed independent, assisted living and small nursing home facility is on main street.



- Lots for sale. Mix of older houses and new neighborhoods. Didn't see many "for sale" signs around town. (in June)



- Seemed to be adequate housing available for all income wages.



- Most areas and homes seemed to be kept up for the most part.



- Trailer Park looked nice, lots of trees and clean.



- Rental properties are comparable and home prices are as well.
- *Does City Hall have a list of landlords?*





KANSAS

- Total Housing Units 587
- Total Occupied Houses 524 (89.3%) (89.3%)
- Vacant Houses 63 (10.7%) (10.7%)

- Owner Occupied 329 (62.8%) (66.3%)
- Renter Occupied 195 (37.2%) (33.7%)
- Family Households 68.5% (65.4%)
- Non-family Househld. 31.5% (34.6%)

- P-K through High School. All appeared to be relatively new construction, grounds were well-maintained. Seemed big for the community.



- Preschool facility didn't look to be at the same level as the other school buildings. Buildings are nice but the grounds could be better maintained.



- Looks like it's a great education system that has emphasis on agriculture more than sports which more schools seem to be going to. School should be proud of what they've accomplished.

A link from the city website.

Two exceptional things I see on this school website:

- 1) Wonderful photos of children and youth enjoying school.
- 2) Telling your story, "why do you love your school?"

USD 473 PUBLIC SCHOOLS

Chapman High School Chapman Middle School Chapman Elementary Rural Center Elementary Blue Ridge Elementary Enterprise Elementary

District Weekly Calendar

Full Calendar

Monday, November 19

- 8:45am Bus Driver's Mee
- 11:00am RC Thanksgiving
- 12:00pm RC 1st/2nd Grad
- 2:40pm CHS Career Char
- 3:00pm Hutchinson Comr
- 4:30pm MS GBB @ Mary
- 7:00pm Board Meeting

Tuesday, November 20

- FCCLA Clothing Drive
- 1:00 PM EARLY DISMISSAL
- Teacher In-Service
- 4:30pm MS GBB vs Riley

Wednesday, November 21

- THANKSGIVING BREAK
- NO SCHOOL

Thursday, November 22

- THANKSGIVING BREAK

[+ Google Calendar](#)

News & Information

ABC PROGRAM
17th year!

Click Here for the
2018-2019

The vision of USD 473: Student empowered for life long learning!

The mission of USD 473 represents excellence that creates successful, informed, and contributing members of society.



USD 473
PUBLIC SCHOOLS



Military Friendly

If your family is preparing for the deployment of your U.S. ARMY SOLDIER or OFFICER, please let us know. We would like to keep an extra eye on your child during this time in their life. Please do be in touch with us and let us know how we can help your child and family out!



We do what's best for kids! And want to do that just for yours! Did you know that you have the CHOICE for your children to attend school outside of your resident school district? You do, and we would like you to consider USD #473 - Chapman as your choice. We strive to be a Military Family Friendly school district and embrace the relationships we create with all students in all of our schools. Please feel free to come visit us any time or to check us out online at usd473.net - let USD #473 be the CHOICE that's best for your children.

We are proud of our relationship with Fort Riley. Our district is **Military Family Friendly** and we celebrate our partnership with the following Adopt-A-School Units:

Online Resources

[Military One Source](#)

[Tutor.com for US Military Families](#)

[Fort Riley School Liaison Officer](#)

[Sesame Workshop - Talk, Listen, Connect](#)

[Military Child Education Coalition \(MCEC\)](#)

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Resources



- Two were evident, one on Main Street.
- *If they had asked at City Hall, would you have the child care providers' names?*



- Saw 3 churches. One small Baptist Church, One Catholic Church and a new Nazarene church. On our limited time in Chapman, I didn't see any evidence of church-sponsored services or activities.





- Didn't see any indication of clubs such as 4-H, scouts, Kiwanis, or others. Only the American Legion and the FFA Chapter. We did not observe any evidence of civic organization activity.



- Looked like new sidewalks were being put in. Sidewalks missing on some side streets.
- Could use better signage for parks and ball fields off Marshall Street.
- Looks like there might be a great opportunity to landscape more around the river on the South side.



- They pretty much left us alone. If we hadn't asked them questions, I don't think they would have ever acknowledged us.
- There was a lot of information on the town in the office.



- Located on Main Street.



www.ksinsurance.org/otherservices/iso.php

Welcome to Kansas Insurance Department

Kansas Insurance Commissioner



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
- > Agent/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 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

- Didn't see it.
- Didn't go in, it was closed. Library hours were not easily found.



- The City Park was difficult to find. Cute park when found. Employee at the grocery store gave us directions. We never did see any signage for the pool, ball diamonds or park. Several picnic tables, public restrooms next to shelter house.







Well-Known for an attraction or event?

- The FFA and the Quilt Squares.
- *I loved the walking trail.*



Natural or manmade features that can draw people?

- Floral shop told us about a Car Show coming up in September and classes they had coming up.
- *Museum, public art*



Visitor's Center

- City Office could be a friendlier source of information.
- A community board outside the library could put more information about the barn quilt tour.
- Signs around town to indicate the historic trail walk would be helpful.



What would bring you back?

- Southern Comfort restaurant.
- Events or restaurants for motor cyclists.



Most Positive Observations

- Clean, lots of new houses, looks to be growing.
- Chapman has history, old great buildings, a wide variety of businesses, new businesses, a great school system, a museum, and a multiple of things to draw people to the town, with a great location next to interstate and Hwy 40.

Biggest Obstacles/Challenges

- Signage and promoting itself.
- Promotable items:
 - Mission Church. (Saw it in several brochures we picked up.)
 - Catholic Church with history of the parish, hours for services, and how to schedule a tour.
 - Plaques on the historic buildings saying what they were originally would be a great addition.



What will you remember?

- Mural on the elevator (nice).



What will you remember?

- The hardware store. Our team enjoyed walking through the old-time hardware store and hearing the story behind it and some of the buildings in town.



What will you remember?

- The Barn Quilt Squares.
- The Racing Museum.



Thank our leadership team:

- *John Dudte*
- *Heidi Diercks*
- *Becky Blixt*
- *Eyimife Dudte*
- *Luan Sparks*
- *Jan McCormick*

Set Next Steps:

- Which group will lead the discussion?

Contact me if you need resources or have questions:

Nancy Knopp 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 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

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.

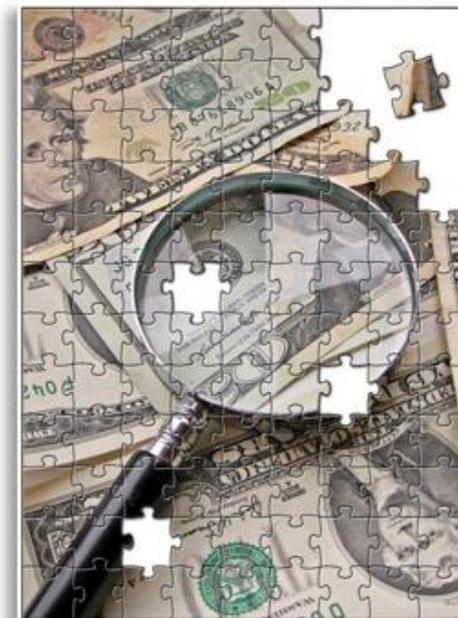
K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

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

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 photograph 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

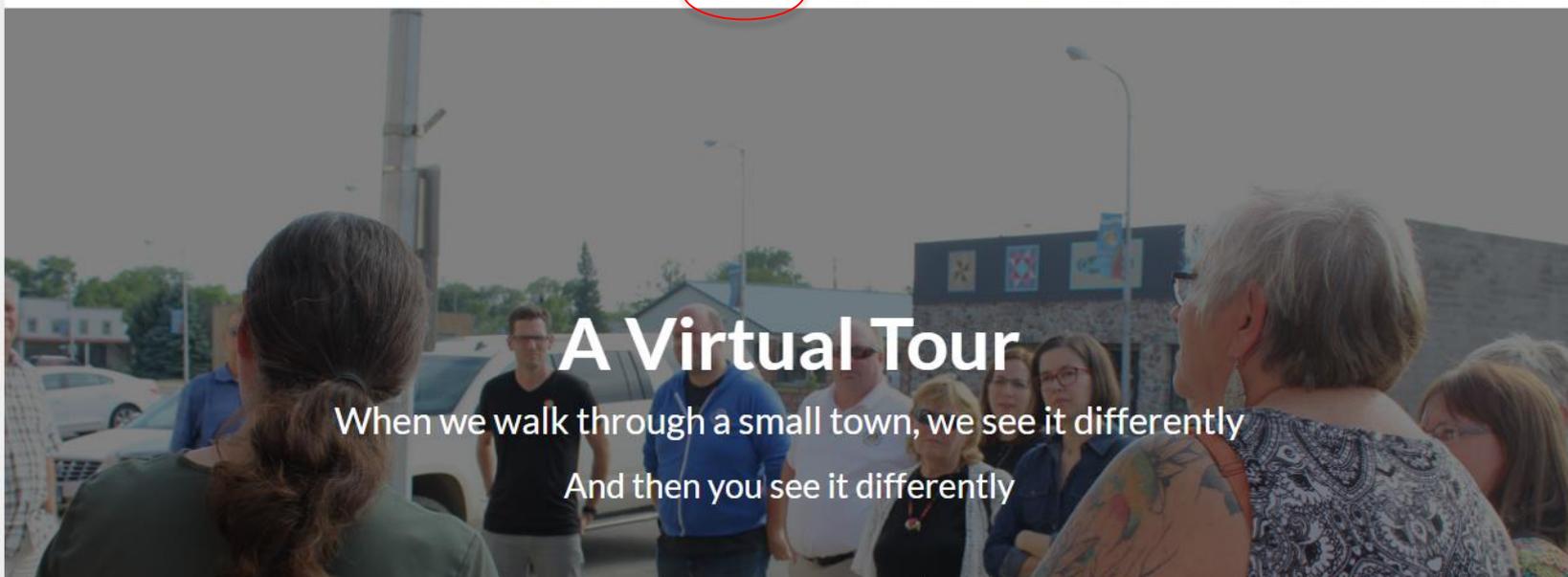
I will never sell or rent your email

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)

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" notifications. The group cover image features a row of brown paper bags with the text "BROWN BAG marketing exchange" overlaid. The group is identified as a "Linked Group" for "Webcom Resources". Below the cover, there are buttons 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". A "Write something..." prompt is visible. On the right, a "LINKED GROUP BY" section lists "Webcom Resources Marketing Agency" with "121 like this". At the bottom, there is a "Recommended by the Admins" section with a "See Less" link. The left sidebar contains the group name, "Public Group" status, navigation tabs for "Discussion", "Members", "Events", "Videos", and "Photos", a search bar, and a "Shortcuts" list with items like "Kansas PRIDE Progr...", "Pepper Tree Park Neig...", "Our Town Matters", and "KSRE Difference Makers".

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*