

First Impressions

Cheney, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation

The logo for the Dane G. Hansen Foundation features a stylized tan arch above the text. The text "DANE G. HANSEN" is in a large, bold, dark blue serif font. Below it, the word "FOUNDATION" is written in a smaller, dark blue serif font, with each letter separated by a wide space. A second, lower tan arch is positioned behind the word "FOUNDATION".

DANE G. HANSEN

F O U N D A T I O N

- Sterling asked to participate in the program and Cheney applied to participate as its partner.
- Volunteers were trained in each community.
- Visitors from Sterling came to Cheney on 9/19, 9/26, and 9/27/2019.
- Results are presented to the public tonight.
- Cheney uses the results for further discussion and action plans.

Why: First Impressions?

- **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

- 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 2,094
(up 17.4% since 2000*) **KS= +6.1%**
- 2017 Estimate is 2,170
(up 21.7% since 2000 **KS= +8.0%**)
- 92.5% high school or GED, 27.5% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 6.9% **(KS=12.8%)**
- Median Age 35.6 years **(36.3)**
- Median household income is \$64,013 **(\$55,477)**

* 2000 Census was 1,783

- **Website**

- <http://www.cheneyks.org/>

- Easy to find.
- Informative and accurate.
- Up to date details.
- Can pay bills and fees online.
- Calendar with activities for school, rec commission, library.



Welcome to Cheney, KS!

FREE- Sign-up to have your Utility bill automatically deducted from your bank account on the 15th of each month!
NEW!!- Residents signed up for Auto-debit can now sign up for **E-Statements!**



Utility Payment

Online Bill Pay



**COURT, PERMITS, LICENSE,
FEES, NEW ACCOUNT SET
UP & MISC. PAYMENTS**

- **Facebook**

City of Cheney

<https://www.facebook.com/cityofcheney/>



- Frequent posts.
- Eye-catching and educational.
- Informative posts about road work, city sidewalk grant, new ball field, city/school collaborations, and more.
- Very well done!

“Five-Minute” Impression

- Cheney is a town with pride.
- Nice stone entrance signs with nice landscaping.
- Lots of signs for town.
- Noticed signs for “Cardinal Country” and county fair.



“Five-Minute” Impression

- Town has a lot of nice housing. Back 9 is a beautiful housing addition near golf course. Entering from southwest, town looks more rural/older.
- Everything well maintained.
- Schools centrally located. Golf course in a great location.



“Five-Minute” Impression

- “Pleasantly surprised how many businesses there were in town and how well everything was maintained.”
- Street work shows city is dedicated to improving infrastructure.



“Five-Minute” Impression

- Street signs easy to see. Banners on the main street.
- New ball park, bowling alley, gas station, car dealership were all observed to be nice.



Downtown Business Area

- Most downtown businesses are service oriented with little retail options. Some observed no retail.
- Looks like most storefronts are filled.
- Friendly customer service; did not have to ask for assistance.



Downtown Business Area

- Small variety of retail options, but good merchandise.
- Plenty of parking!
- Well kept, buildings look historic and renovated.
- Lots of information received and very kind people at Voss Creative.



Downtown Business Area

- Some of the businesses and government entities observed: medical services, fitness center, real estate office, insurance offices, restaurants, post office, city office, library, newspaper, well-stocked grocery store, bank.



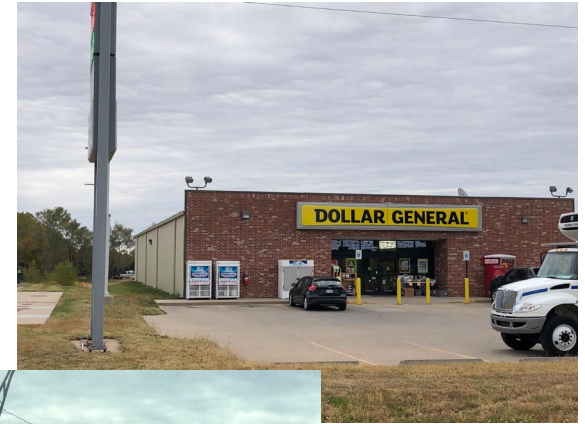
Downtown Business Area

- Benches seen throughout downtown. Sponsored or donated. Trash receptacles and nice landscaping; bike racks; nice park. One vacant lot that could maybe use some cleanup.
- Public wi-fi at the library.
- No stand-alone restrooms or drinking fountains, but could maybe get those at the library, Casey's, or sports complex.



Other Retail Shopping Areas

- Casey's, Dollar General, Yes! Convenience Store.
- Nice farm supply store, large car dealership, Subway.
- Benny's was really good and worth mentioning.



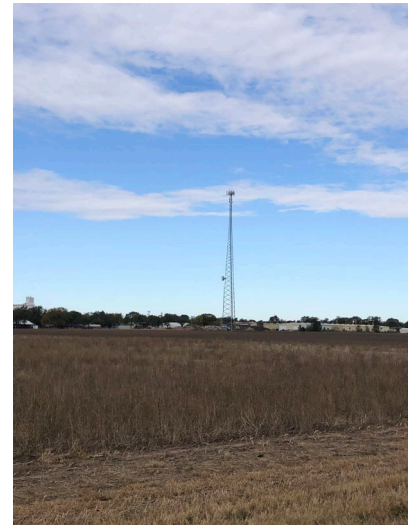
- *A drive-by is not how industry will find you, check with your local Eco Devo director to make sure your site is listed on LocationOne @ Kansas Department of Commerce.*

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

- There were buildings that looked industrial, but no signage for a specific industrial park.
- North end of town has some vacant land.
- Good places for industrial growth around town.
- Goddard is not far away and has a lot of businesses and growing industries.



- No hospital in town. Goddard and Wichita are not far away if emergency services are needed.
- Hutchinson Clinic branch office; not open evenings or weekends.



- Physicians at the Hutchinson Clinic branch.
- 2 dentists, chiropractor, physical therapist, pharmacy – all downtown.
- All well-maintained with easy parking.



- Skilled nursing center/assisted living observed: Cheney Golden Age Retirement Home.
- Facility seems very nice and the proximity to the school would be convenient for intergenerational activities and events.



- A mix of older homes and new housing developments.
- Pleasantly surprised with quality of homes, old and new.



- Only a few for sale homes observed in town.
- Some lots available for building and some new homes being constructed.
- City website indicated available lots in newer areas.



- Some low income housing and apartments found. Some duplexes.
- Did not see any signs for rental properties.
- While there is a mix of housing, it seems it's very expensive or very cheap. Would people have difficulty finding mid-priced homes here (\$100k-\$200k)?
- No mention of any blighted properties seen during visit.



KANSAS

• Total Housing Units	830	
• Total Occupied Houses	773 (93.1%)	(89.1%)
• Vacant Houses	57 (6.9%)	(10.7%)
• Owner Occupied	602 (77.9%)	(66.4%)
• Renter Occupied	171 (22.1%)	(33.6%)

(Source: American FactFinder, 2010 U.S. Census Data)

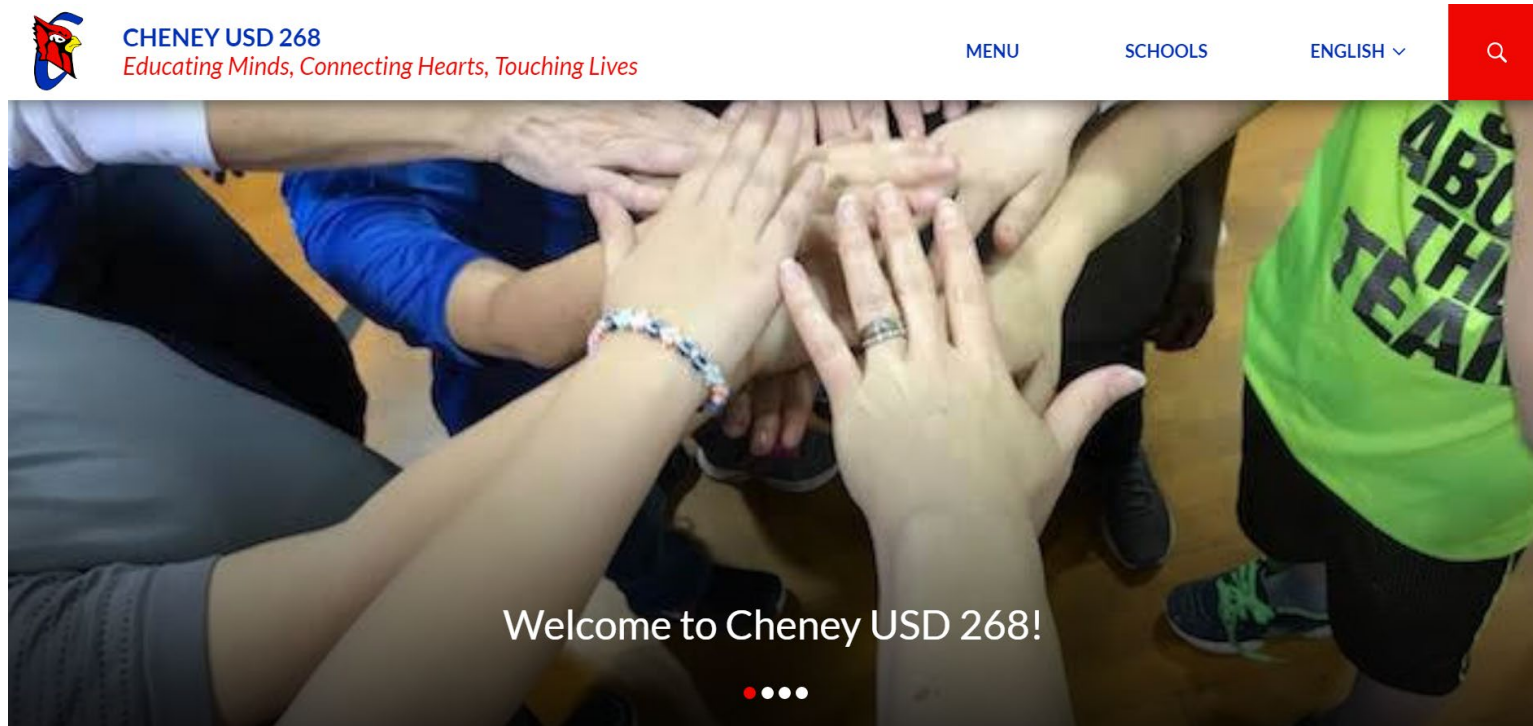
- All three schools located in one area.
- Appear to be new and adequate in size. Very well maintained.
- Schools are certainly a highlight of the town.
- Athletic facilities look very nice.



- Elementary playground was very nice.
- Lots of community support observed.
- St. Paul's Lutheran school observed.



- Very informative. Information about school system online via city website and school website.
- School website is very good: www.usd268.org



Comments: St. Paul's has childcare and a pre-K program. Head Start and preschool available. Prices seem about normal for childcare.



Sedgwick County Data:

- **Number of Children Under Age 6:** **46,975**
- **Children with all parents in the workforce:** **67%**
- **Desired Capacity of Child Care Centers** **14,144**
- **Extent that desired capacity meets potential need** **45%**
- **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*

- Saw up to four churches in town, but web search spoke of six.
- Churches observed were well maintained.
- Other than the school and childcare, no other faith-based community services or outreach noted.



- Some didn't see evidence of civic clubs, organizations, or non-profits in town.
- Others noticed signs for, or activity of, 4-H, American Legion, Boy Scouts and Girl Scouts.



- Most streets well maintained and signage is very good. Easy access to highway. Some roads in poor shape, but were being worked on, so the city is obviously working to improve them.
- Sidewalks in most areas were nice.
- Landscaping and streetscaping was not something that stood out.
- Most areas functional, well kept, but not necessarily attractive.
- Water tower seems to have been painted recently.



- Most didn't stop into city hall.
- One group tried to go in at 2PM on a Friday but found out it was only open until 1PM.
- City Hall building looks very nice with a recent renovation.



Fire, EMS and Police Services



- Police department has 5 full-time officers, 4 patrol cars and 24-hour coverage.
- Fire department is located just off of the downtown. It has 22 volunteer firefighters, 10 of whom are EMTs.




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
- > 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

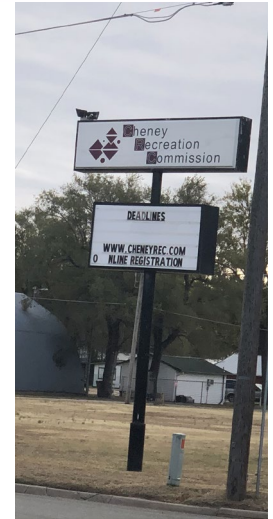


- Library is on Main Street and is open Monday through Saturday.
- Free wi-fi, story hour for kids, and a winter reading program for adults. Appears to have activities scheduled for kids year-round.
- Lovely space inside.
- Susan was beyond helpful and friendly – “she is a great asset to residents and visitors alike.”



- Member of the South Central Kansas Library System, so patrons can borrow books from other Kansas libraries.

- There are several small parks around town.
- Ball field/sports complex is nice and appears new.
- Rec fields look well cared for.
- Swimming pool appears small, but well kept and has cute, colorful murals.
- Didn't notice directional signage for visitors to Rec Commission ball diamonds.



Well-Known for an attraction or event?

- Cheney State Park
- Sedgwick County Fair – fairgrounds don't look extremely well kept, maybe due to the fair being over. A lot of parking for attendees.
- Saddle Club – a lot of tall weeds and somewhat neglected looking.
- PRCA Rodeo.
- Farm Bureau event poster noticed in business window.

Cheney State Park



Natural or manmade features that can draw people?

- Cheney State Park with camping, fishing, shooting range, RV hookups, boating.
- Souders Historical Farm Museum.
- Sports complex.

Cheney State Park



Visitor's Center

- Several visitors felt that the Chamber of Commerce office was in the city building, others couldn't find it, but saw stickers referencing the Chamber throughout downtown.
- No visitor's center or other facility that would serve visitors specifically. City Hall would be the best choice and easily found downtown.



What would bring you back?

- Would go back to see Cheney State Park and to visit the museum.
- The Chinese restaurant/bar. Benny's was great, but maybe not good enough to come back to town just for that.
- Might be interested in the brewery, but is it even in business? It appeared closed. May be open a couple nights a week – that might be fun.



What would bring you back?

- Quilt shop was closed when we visited. Might visit again to check that out.
- A painting class at Voss Creative.



Most Positive Observations

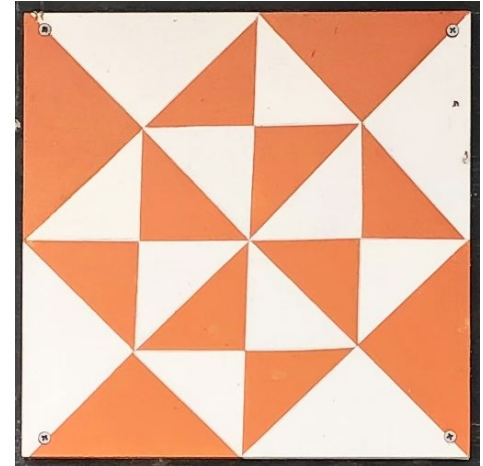
- The people were super friendly and helpful.
- Schools look exceptionally nice and have a great reputation in the state.
- Really nice homes around the golf course and northeast side of town.
- Cheney feels like a nice little town.
- Number of housing options.
- Proximity to Wichita and Goddard.
- Neat and tidy community.
- Community is not afraid to change or improve.
- School and community pride.

Biggest Obstacles/Challenges

- It seems it would be difficult to find a decent house at a good price.
- Not a lot of places to work in town; people probably drive to Wichita for most jobs.
- Downtown shops on one side not cohesive with other side of street.
- Lack of retail shops and attractions in town – heavy on service businesses.
- Will Wichita expand out this far? Should prepare for future growth while maintaining own identity as a charming, small town.

What will you remember?

- The attractive schools.
- Overall a cute town and a viable option for someone who works in Wichita but didn't want to live in a bigger city.
- The new housing additions.
- Barn quilt paintings at Voss Creative.
- The library visit with Susan.



Thank our leadership team and volunteer visitors!

Set Next Steps:

- Which group will lead the discussion?

Contact me if you need resources or have questions:

Jan Steen

Community Vitality Specialist, K-State Research and Extension

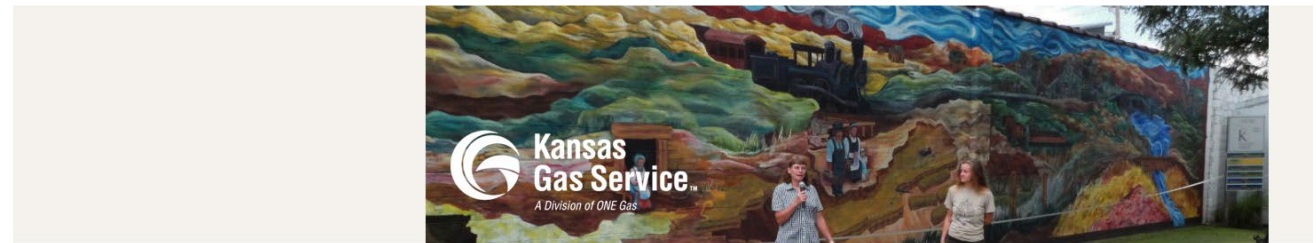
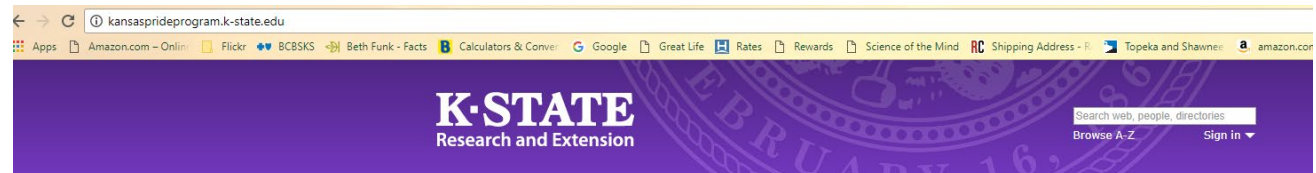
620.200.0665

jmsteen@ksu.edu

K-State Research and Extension

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. (*Cheney 1972-74, 1978-79*)



K-State Research and Extension

Youth Community Perceptions: <https://bit.ly/33GGwGS>

Helps youth learn to identify needs and opportunities in their community while working with local leaders to make a difference!

Assists Youth and Communities in:

- Creating opportunities for youth to have a voice in the community.
- Involving and familiarizing youth with local government and community processes.
- Bridging the gap between youth, local government, and the community.

YOUTH
COMMUNITY
PERCEPTIONS



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/>



Jan Steen

Community Vitality Specialist,
K-State Research and Extension

620.200.0665

jmsteen@ksu.edu

Jennifer Brantley

Sedgwick County Extension
Director/Community Dev.

316.660.0100

brantley@ksu.edu