

First Impressions

Cimarron, Kansas

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



A Proud Past, A Promising Future

- 2010 Census Population 2,184 (UP 13% since 2000)
- 24.2% college educated, 82.5% high school or GED
 - KS 30.7% college education, 90% HS or equivalency
- 72.1% family households, 27.9% non-family
- Poverty rate is 13.9% (KS=13.8%)
- Median Age 34.2 years (36)
- Median household income is \$51,375 (\$51,872)

- **Web Presence:**

City: <http://cimarronks.org>

Another website at <http://www.cimarronkansas.net/> looks much less professional and shows history of school & city.

Facebook

<https://www.facebook.com/City-of-Cimarron-KS-515777291766539/>

Library: <http://cimarroncitylibrary.org/>

FaceBook: https://www.facebook.com/CimarronLibrary/?hc_ref=PAGES_TIMELINE&fref=nf



The “Five-Minute” Impression

- Easy to access, especially with the two highways intersecting the community. “I want to know more.”
- Very clean, very friendly.



Photos retrieved online 10/1/16

- **Entrances**
- Cimarron signs were seen at all major entrances.



Downtown Business Area

- Clark's Drug was a highlight for every visitor



- There are vibrant businesses and closed store fronts.
- Driving by it is difficult to tell if the business is closed or what it is selling.



Neat and clean, but what's
inside?



- Flower Shop, restaurants, hotels, hair salon, carpet/flooring, vet, liquor store, auto supply, grocery, pharmacy, boutique, gift shop, soda fountain, others.



Customer Service

- “Customer service was fantastic at all locations!”
- “We had to ask for directions and help from multiple people, and everyone was overwhelmingly helpful and kind.”
- Excellent customer service- we ate lunch at Richie’s even though everyone we talked to suggested Ingalls or Montezuma for really good food!



Other Retail Shopping Areas

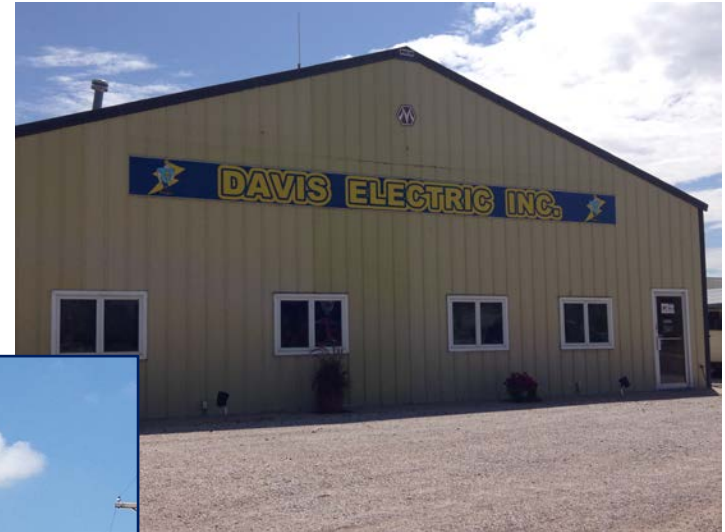


Photo captured from Google Earth 10/1/16

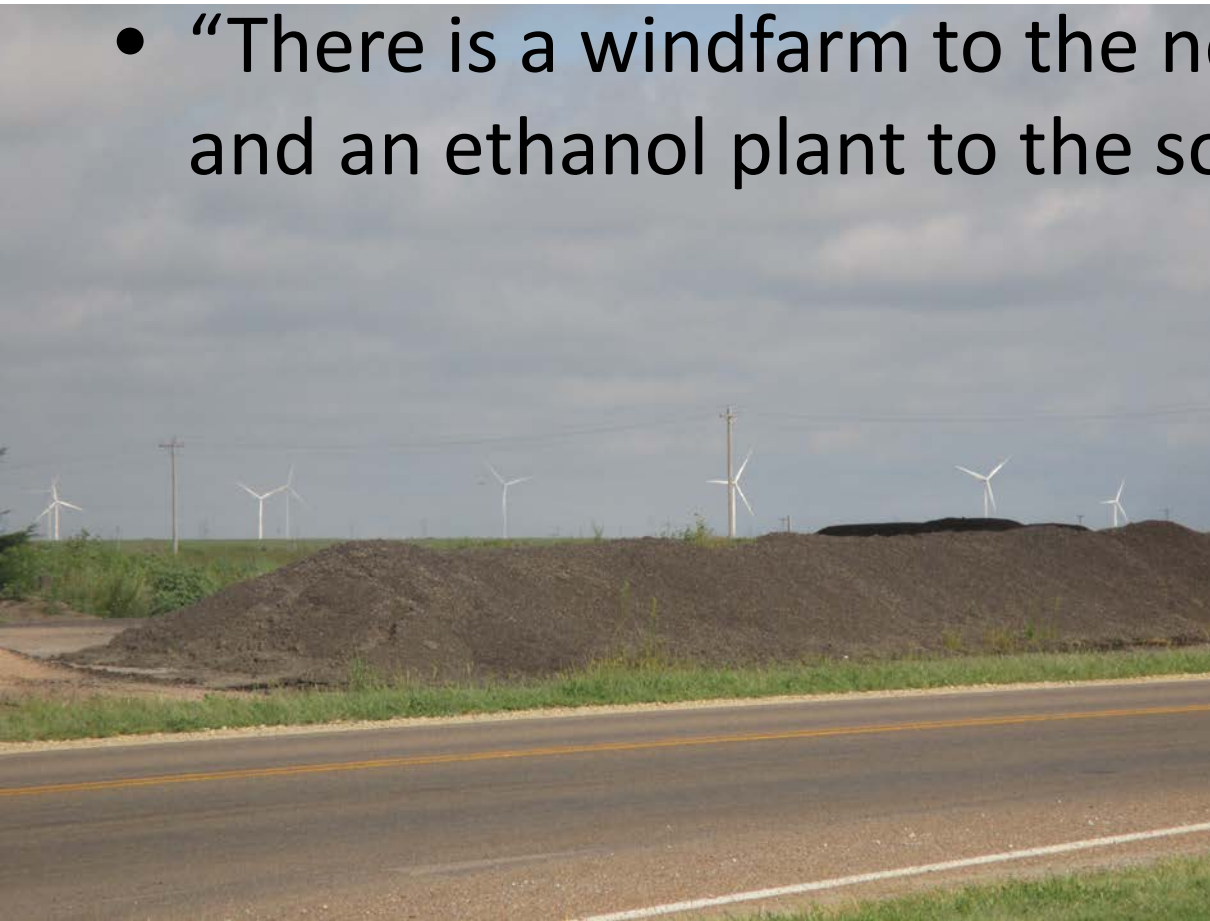


- Grocery Store, Dollar General, Subway
- Sonic was being built while visitors were in town, but all were aware that it was coming.



Industrial Parks/Commercial Areas

- Visitors weren't aware of a designated Industrial Park.
- “There is a windfarm to the north and west and an ethanol plant to the south.”



Other Industrial/Commercial Areas



Other Industrial/Commercial Areas



Health Care Services

- Mostly evident by visiting with residents:
 - “Well-staffed Medical Clinic”
 - Physical therapy clinic, Chiropractic, EMS services supplied locally
 - Clark’s Drug (Pharmacy)
- Two long term care facilities observed. One which was just completing construction.



Housing

- There are 789 housing units
- 703 are occupied (89%) (KS= 89.6%)
- Owner Occupied: 440 (63%) (KS=67.1%)
- Renter Occupied: 263 (37%) (KS= 32.9%)



Photo captured from Google Earth 10/1/16



Housing observation



Photo captured from Google Earth 10/1/16





Photo captured from Google Earth 10/1/16



- Multi-unit living
- Income-eligible housing





Schools

- Your pride is evident from the quality and maintenance of the structures
- No printed materials tell us why you're so proud of your schools.
- *Why do parents drive their students to come to Cimarron Schools?*



Childcare

- We did not see public childcare in our drive-through observations.
- “Roughly 5 or more childcare services are available for community members.”
- “The lady we talked to at the library indicated there is a need for more childcare.”

Faith/Religion

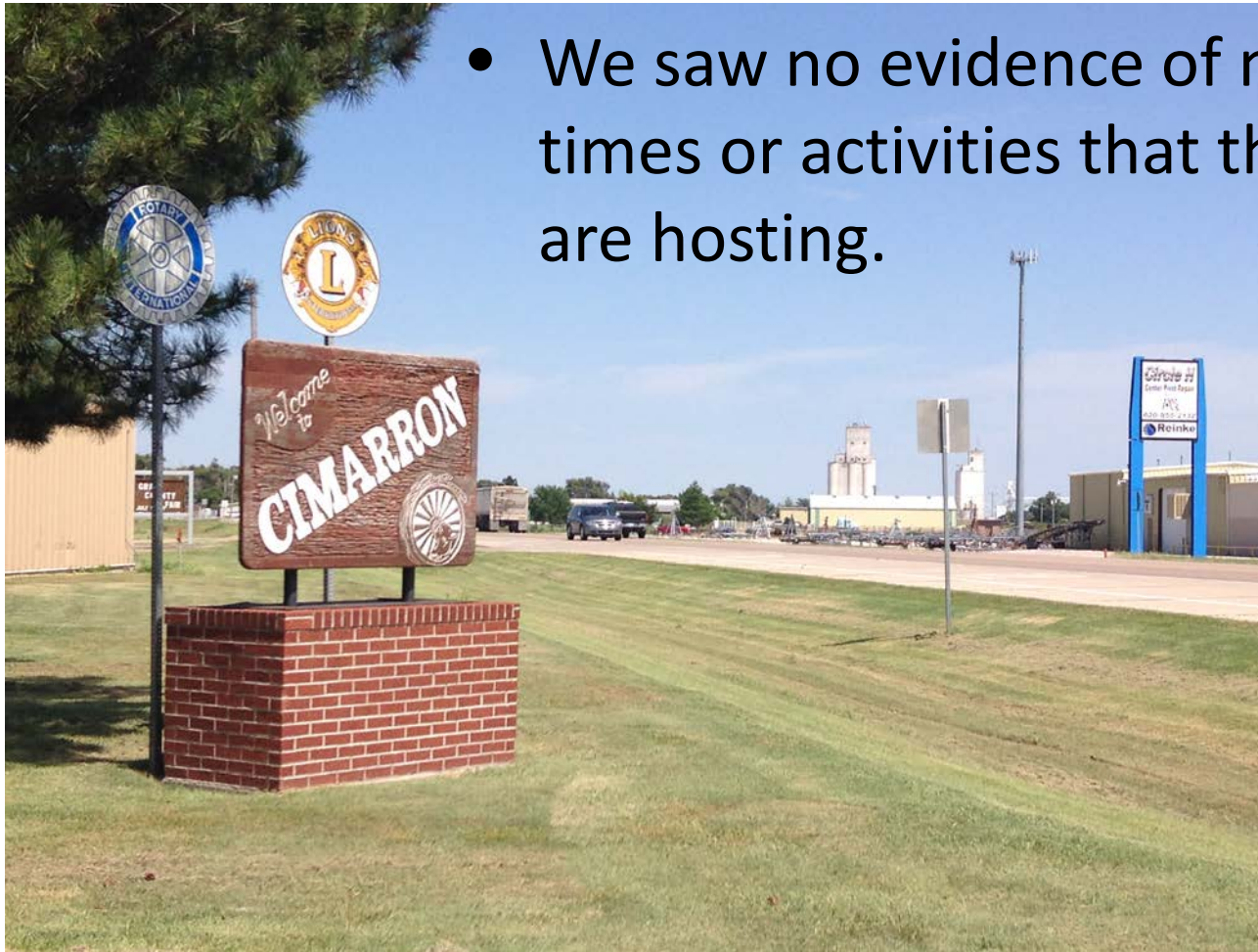
- Multiple well-kept churches and denominations, but no signs at the edge of town.
- No evidence of church-sponsored activities.



Civic

- We were looking for evidence of civic groups; this was the only evidence we found.

- We saw no evidence of meeting times or activities that the groups are hosting.



Public Infrastructure

- A recurring comment is the lack of signage.
 - All visitors commented favorably on the overall condition of sidewalks, parking, landscaping and street-scaping.
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- All of our visits occurred during the daylight hours, so we can not comment on adequacy of the street lighting.



City Hall

- Convenient downtown location.
- Difficult to locate during the time visitors were there. “We had to ask many people” where city hall was.
- All 3 visitors commented on how helpful the new City Clerk was
- There wasn't much print information to inform visitors.



Police/Fire Protection

- Visitors learned that there is a volunteer fire department for the community
- Sheriff services the community and is located at the Gray County Courthouse in Cimarron



Photo captured from Google Earth 10/1/16

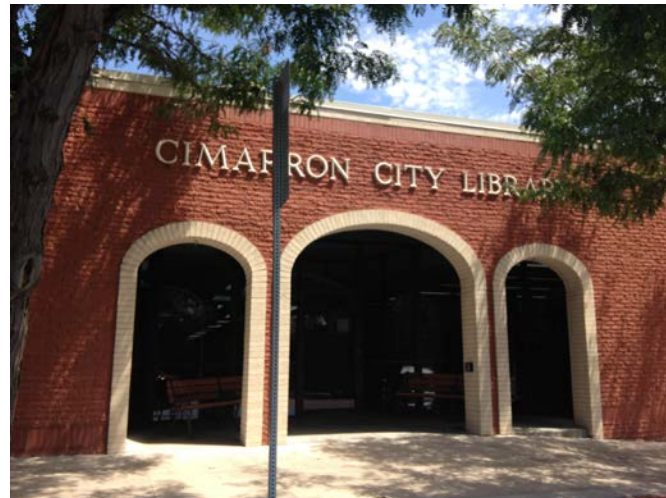
Library

- “Fantastic, beautiful, and well-kept library.”
- Many adults and children using the services.
- Evidence of great effort to involve the community by hosting events.
- Very positive librarian
- An abundance of books and periodicals



Library

- Trees are beautiful and appealing.
- A car traveling north will be almost past the library before you realize that you've seen it. (View from the passenger's seat.)



- **City Parks**



- **City Parks**



- **City Parks**



Recreation/Tourism

- A bowling alley on South Main
- Well-maintained ball diamonds, football fields.
- <http://www.wildwestcountry.com/gray-county>



- Recreation/Tourism



Recreation/Tourism

- Beautiful swimming pool next to the schools



Events

- Gray County Fair
 - Various Chamber and City activities
 - Summer Ball games
 - City Swimming Pool
 - Recreation center with basketball and racquetball courts.
- Farmers' Market
 - Trick or treat downtown (Fall)
 - Christmas Downtown (winter)
 - Easter Egg Hunt (Spring)
 - Triathlon in Reverse in August
 - Cross Country biking events
 - Hunting opportunities.



Proud Past:

A hidden jewel– no sign of what's inside.



Photo captured from Google Earth 10/1/16



More Historical Observations:

- History of Canal Street
- Cemetery Directory



Most positive things

- *The warm, friendly people* who are proud of Cimarron
- Clean
- Great schools
- Nice selection of businesses and recreation
- Room to grow

Biggest Obstacles/Challenges

- What's inside those buildings?
- Empty storefronts look the same as the ones that are well-loved and well-used.



Biggest Obstacles/Challenges

- Finding things (signage would help!)
- Are these empty?
- Are these an opportunity?



What will you remember most six months from now? (positive or negative)

- The warm, welcoming, friendly people
- The wonderful business district
- How clean and well-maintained the city was
- How good the soda was at the corner drug store.

Next Steps:

Thank our leadership team:

- Candis Hemel, Director, Public Library
- Sharon Fryback-Erickson, Gray County Extension Agent
- Jeff Acton, City Administrator

• **Set next steps!**

- Which group will lead the discussion?

• *Contact me if you need resources or help:*

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