

# First Impressions

## Morland, Kansas

K-State Research and Extension in Partnership  
with

The Dane G. Hansen Foundation



# Morland Demographics

- Population – 154
- Median Household Income - \$51,563
- High School Education –100.0 %, College Education – 29.4%
- Median resident age is 51.0 years
- Poverty rate is 19.1%

Source: <http://factfinder2.census.gov>



## Web Presence:

- <http://www.getruralkansas.org/Morland/115index.shtml>
- <https://www.facebook.com/morlandmercantile/>
- Not associated with Discover Graham County page – wondering why?
- Contact information needs to be updated



# The “Five-Minute” Impression

- Nice welcome sign
- Attractive community when looking down the hill
- Very clean Main Street





- Depot and park nice to see when entering town
- Foundation building quickly catches your attention
- Some places could use some clean-up



# Downtown Business Area

- Very clean and attractive
- Morland Mercantile is a wonderful store
- Citizens State Bank is bank plus museum



- Community Kitchen is incredible. Marketing plans??
- Historic Foundation Building has several broken windows
- Prairie Junction is a wonderful restaurant as well as historic attraction





- Benches and flower pots for streetscaping
- Community Hall
- Beautiful pocket or mini park





## Other Retail Shopping Areas

- No other retail shopping
- Fuel Service



## Industrial Parks/Commercial Areas

- Ag Services on the north side of town
- Precision Planting downtown
- Several small businesses in residential areas



- Businesses in the old schools
- Clean-up of several of these areas could greatly improve the appearance of the community



# Health Care Services

- None available



# Housing

- Total Number of Housing Units – 70
- Median house value in \$45,700
- Occupied – 15
- Vacant - 15
- Home owned – 87.2%
- Homes rented – 12.8%
- Approximately 40% of houses were built before 1939



# Housing observations

- Nice mix of housing available
- Few houses for sale
- Very few rentals



- Housing areas which need clean-up or improvement





# Schools

- Repurposed for other uses
- Outside areas could be better maintained





# Childcare

- Did not ask

# Faith/Religion

- Nice sign as you turn off HWY 24
- Observed 2 churches in the community
- The one could use some clean-up or tree trimming



## Civic

- Morland Community Foundation
- Lions Club
- Community supports charitable causes



# Public Infrastructure

- Streets a mix of paved and sand/gravel and in good shape
- Restrooms in the park
- Could use some sidewalk work





- Great service at city hall and received a wealth of information
- Volunteer Fire Department
- Law enforcement provided by the county
- Small library in the mercantile



- Clean-up of some lots could improve the appearance of the community
- Significant amount of ag clutter





- Park located as you come into the community
- A variety of play equipment
- Nice shelter and memorial bench
- HWY 24 Alliance Kiosk



- Basketball Courts
- Pratt Pony Bridge
- Old baseball field





# Recreation/Tourism

- Prairie Junction and its historical attractions
- Maybe open the frontage so folks can see the building easier



- Citizens State Bank – Brick Mural, Comic Book Collection, Drawings, Wooden Fire Trucks, Information on the Archeological Site



- Community Kitchen – promote, promote, promote





## Restaurants, Specialty Shops or Attractions that would bring you back

- Prairie Junction Restaurant
- Community Kitchen





# Most Positive Observations!!

- Lots to offer for a small community
- Community kitchen, mercantile, restaurant – incredible services
- Community Foundation – shows the progressiveness of its residents



## Biggest Obstacles/Challenges

- Small population meaning many individuals are over-committed
- Keeping a business in the old schools so the buildings don't further deteriorate
- Clean-up of some properties
- Attracting young families



# What will you remember the most in six months from now?

- Everything it has to offer – grocery store, incubator kitchen, precision planting business, the restaurant and the friendliness of the people



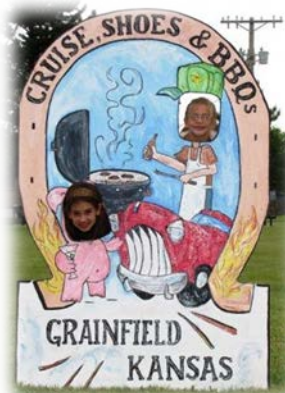
## Recommendations:

- Updating information on website
- Making sure you are included on Discover Graham County
- Signage on HWY 24 to promote what Morland has to offer
- Create a day tour and promote
- Promotion for Community Kitchen
- Clean-up of some properties





# Kansas PRIDE is helping communities create the type of place they want to call “Home”



- The Dane G. Hansen Foundation wants to help communities in Northwest Kansas become the best they can be and take great PRIDE in who they are and what they can be.



- <http://danehansenfoundation.org/>