

First Impressions

Osborne, Kansas

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation

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

DANE G. HANSEN

F O U N D A T I O N

Osborne Demographics

- Population – 1,431
- Median Household Income - \$36,908 (KS - \$52,205)
- High School Education – 87.6%, College Education – 21.9% (KS - 90.2%; 31.0%)
- Median resident age is 45.6 years (KS – 36.0)
- Poverty rate is 18.0% (KS – 13.6%)

Source: factfinder.census.gov



Web Presence:

- www.discoverosborne.com
- Liked the site except the calendar was very empty
- Page easy to navigate
- Lot of useful information – churches, transportation, history of Osborne



The “Five-Minute” Impression

- Lacking in signage, only welcome sign on north end
- Some very large houses
- West side of town pleasant, east side, less so



- Very school spirited town
- People either take pride and have nice yards or their property needs lots of help
- City Hall needs painted
- City park on north side of town neat – liked mailbox



- Nice industrial park and ball fields
- Ordinary streetscapes
- Junk yard?? Not sure, no sign – lots of old trucks, cars, etc.



Downtown Business Area

- Business area quiet
- Many empty buildings
- Liked that some store fronts had a display even if the store was out of business.



- Some buildings need painted, renovated, or tore down
- Free wifi spots are awesome
- Wayfinding signs on top of streets were easily missed



- Noticed eye doctor, flower shop, lawyer offices, appliance/furniture store, small variety store, credit union, senior center, banks, gun shop



- Good selection of gifts at pharmacy
- Greeted everywhere and clerks were more than happy to assist. They were willing to stay after hours if we needed them to.
- Liked the street lights



- Easy parking on Main Street
- Benches on Main Street would be nice
- Awesome landscaping with mini park – water feature is nice
- Restrooms locked



Other Retail Areas

- Services for travelers offered along 281 HWY



- North side of town – clean, well maintained
- True Value – neat store, friendly staff and got to meet “George” the cat
- Pizza Hut, historic area, restaurant which was closed for vacation



Industrial Parks/Commercial Areas

- Large industrial park on the east side of town! Some buildings well marked with large signs
- Others need signage and weed control



- Updated runway at airport
- Airport could use new sign. Faded and needs new paint.



- NW part of town could be expanded
- Many industrial/commercial services were not noted. Why??



Health Care Services

- Hospital and clinic close to each other
- Hospital looked like it was in good condition
- Hard to find the hospital – very few signs
- Good access for impaired patients



- Two clinics
- Didn't know where EMS is located



- Many health services online @the discoverosborne.com website
- Optometrist, chiropractor, dentist, pharmacy and Health Department all located downtown and close to each other



- Long term care located on the north side of town. Looked nice and inviting.
- High Plains Mental Health Branch Office
- Senior Center



Housing

- Total Number of Housing Units – 826
- Occupied housing units – 666
- Vacant housing units – 160
- Owner occupied – 74.2%
- Renter occupied – 25.8%
- Built 1939 or earlier – 38.7%



Housing observations

- Houses on east side of town are more run down, un-mowed yards, junk cars, trash in yards, furniture in yards or on porch



- West side of town had properties that were better kept, yards mowed, flowers planted



- Saw a few homes for sale, mainly middle income
- Received a list of rentals from city office



- Housing apartments on south east side of town – looked nice and well maintained.



Schools

- Liked how all the schools are together
- Nice looking school – well maintained
- Parking might be an issue



- Great community school pride
- No directional signs to school. Didn't know where they were at.
- Signage for buildings



- Playground in good condition
- Sidewalk all the way around the school



- Had to search for the track/field
- It's well maintained
- More guest seating would be great



- Variety of opinion on the school website
- Creating a home page would be nice
- Lunch menu was already posted (end of July)
- Good school calendar
- Not much info about the school, just for current students
- Read many scholarships are available, no info or proof?



Childcare

- Asked a city office. Three available but all are full.
- None were visible but chamber is a good place to check

Faith/Religion

- Churches are easy to find on website and online
- Lots of churches – all denominations. Catholic, Lutheran, Methodist, Baptist churches all looked like they were well maintained and used.



- Physical appearances of some are not very good – it was difficult to know which ones were active.



Civic

- VFW
- Saw the sign for a gun club
- Senior Center downtown



- Scout cabin – boy scouts
- County fair – really nice
- One Rotary sign was the only thing I noticed

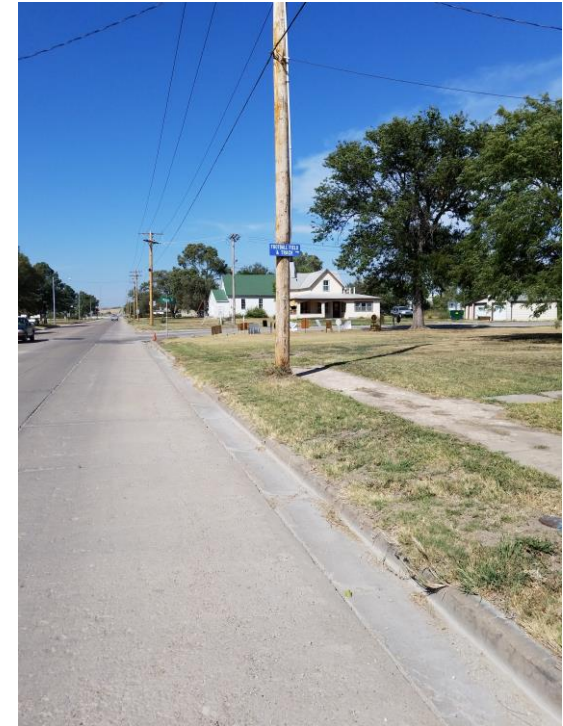


Public Infrastructure

- Streets in decent shape. City was patching holes.
- Restrooms are there – if they are unlocked
- Signage on 281 HWY could be improved



- Not many sidewalks in residential areas. Many are poor and sometimes non-existent
- More sidewalks and lights by the pool would be great



- Town hall combined with chamber office
- Staff seemed a little reluctant to help
- City Hall could use some paint



- Seen a couple of cop cars on the street
- Don't remember seeing the fire station
- Didn't notice fire/police, maybe by the courthouse??



- Two libraries side by side – not sure why they have two
- Nice, newer building and older historical building close by
- Libraries look awesome, great location near the park



- Parks are really nice
- Lots of small parks, well kept
- Liked the mailbox at north park



- Ball fields on west side of town are very nice
- Looks well taken care of
- Hard to tell if there is enough parking
- Nice signage
- A walking track would be great



Recreation/Tourism

- Website listed it's "Right in the Center." The main town in a rural county.
- Didn't notice any specific attraction
- Fair was going on but there were no signs, posters, info at local businesses

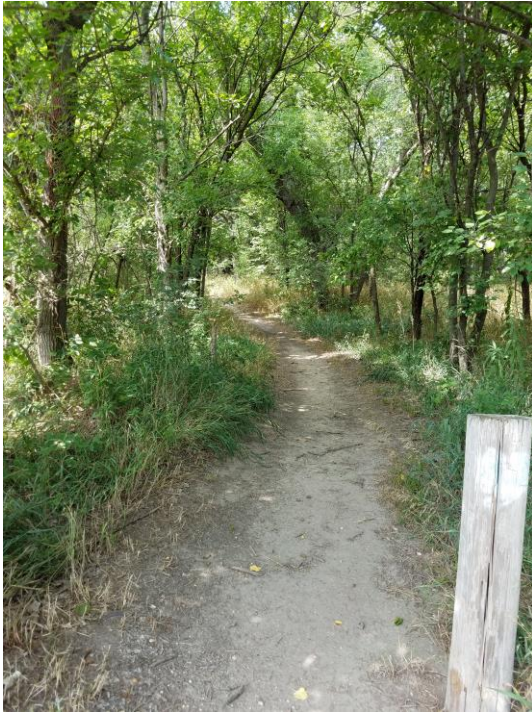


- Discover Osborne listed high school state championships
- Bulldog merchandise for sale
- Town had lots of school spirit and support their school sports



Significant Natural or Man-made features

- Old time Scout Cabin
- Roadside Park
- Golf Course



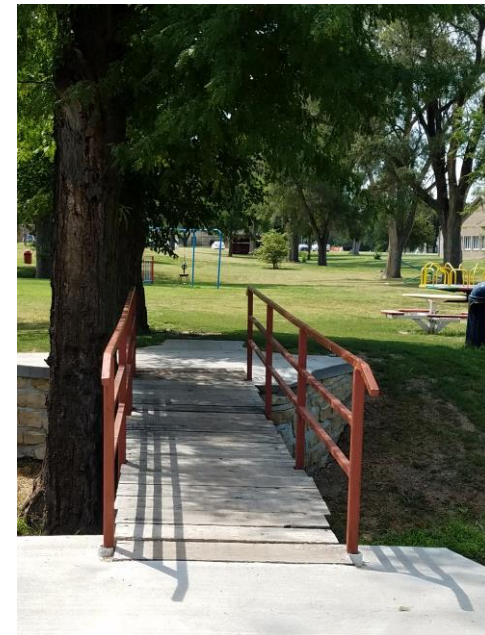
Attractions which would bring you back

- Good variety of restaurants
- Nothing in particular stands out but it's a very cute community
- I would like to check out the North 40 Alpaca Store



Most Positive Observations!

- Their school spirit! Signs in yards, on cars, and pictures in the restaurants we visited.
- Friendly town – people waved!
- Very cute town. I would live here. Friendly people, rural community. Has a great variety of stores, really nice houses. Great parks/libraries for kids.



Biggest Obstacles/Challenges

- Dumpsters everywhere!! Why??
- Need clean-up days – tires and old cars/trucks
- Run down properties. People need to clean up yards.
- Empty stores on Main Street
- Signage



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

- Friendly people
- People out on the downtown sidewalks
- Over abundance of trash dumpsters
- Extra large-homes
- Lots of people plant gardens
- Well taken care of public parks
- The need for signage



Recommendations:

- Updated signage – welcome and way finder
- Store front signage
- Community clean-up days
- Customer service training
- Community events listed on Discover Osborne Website
- Links to school, county and businesses on website
- Promotion of the many recreational opportunities
- Promotion of our commercial/industrial/agriculture services available



- 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/>