

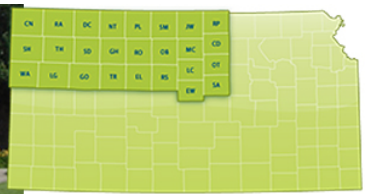
# First Impressions

## Macksville, Kansas

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



*Knowledge  
forLife*



- 2010 Census Population 549 (UP 6.4% since 2000)  
(KS=5.8%)
- 23.6% college educated, 76.4% high school or GED  
KS 30.7% college education, 90% HS or equivalency
- 72.1% family households, 27.9% non-family
- Poverty rate is 20.0% (KS=13.8%)
- Median Age 34.7 years (36)
- Median household income is \$45,250 (\$51,872)

## **Web Presence:**

No city website, Stafford County website connects to Macksville FaceBook.

- **Macksville Schools:**

<http://macksvilleschools.com/>

- **FaceBook**

<https://www.facebook.com/Macksville-Kansas-181804985168726/>

- Postings are not frequent and do not help strangers know what they will find in Macksville.

# The “Five-Minute” Impression

- Welcome signs at both sides of town
- East side of Highway 50 was cleaner and better kept
- No streetscape





## The “Five-Minute” Impression

- Clean, but worn
- Mowed, but not trimmed
- Couldn't tell if downtown buildings were open/occupied



## Downtown Business Area

- Visitors had a “run down” impression... but look at those bones!





- Hard to tell which buildings and businesses are still open for business.
- Some empty buildings look like they've been that way for years.





- 2 Modern, well-kept bank facilities



Photo from American State Bank Website



## Downtown Business Area

Senior Center is downtown

- From the south (where visitors enter) the sign is more descriptive.





A little paint would  
tell the historic role  
of this door.





What a building!





## Other Retail Shopping Areas

- What an asset this art studio is! Every visitor noted its presence.
- Art is good for quality of life and has proven eco-devo effects.



## Other Retail Shopping Areas

- Visitors spoke of friendly people and warm reception at each location.
- What will bring people into downtown?





# Other Retail Shopping Areas



## Industrial Parks/Commercial Areas

- Visitors were not aware of a designated Industrial park for businesses that want to come to Macksville.
- No zoning in Macksville





# Health Care Services

- No local health care services, but residents have access to these services in Larned, Pratt, Stafford and Hutchinson.
- Visitors were confused by this former nursing home.
- Volunteer EMS
- Nurse Becky at the school



## Housing Data

- There are 228 housing units
- 196 are occupied (86%) (KS= 89.6%)
- 32 are vacant (14%) (KS= 10.4%)
- Owner Occupied: 160 (82%) (KS=67.1%)
- Renter Occupied: 36 (18%) (KS= 32.9%)
- **Housing Costs as a percentage of Income**

% of mortgage holders who pay 30% or more of their income on housing  
13.8% (KS= 24.8%)

% of renters who pay 30% or more of their income on housing  
34.6% (KS= 45.8%)



# Housing



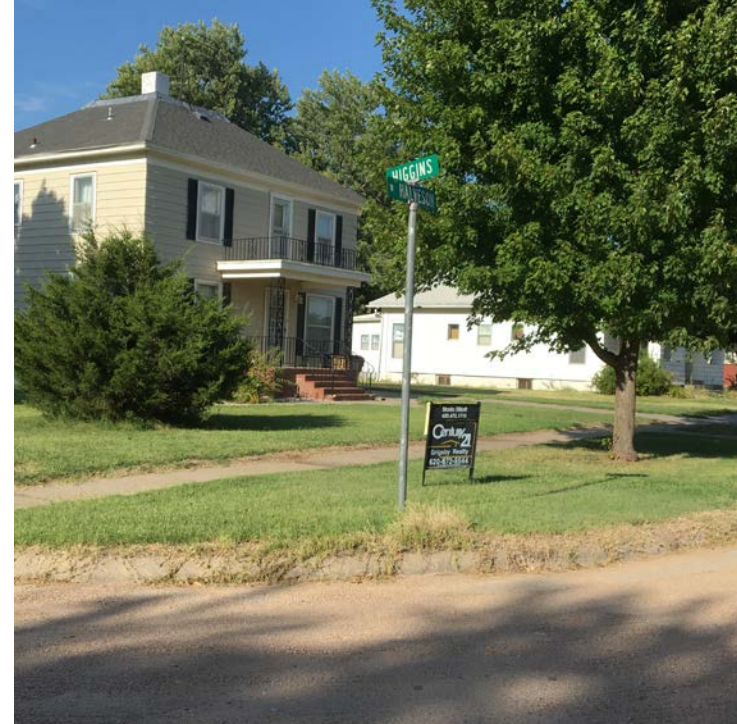


# Housing

- 83% of the homes in Macksville were built prior to 1970.
- There were 9 (of 228) homes built since 2000; none since 2010.









## Areas for cleanup





# Schools



## Childcare

- There was no child care apparent to visitors
- The Visiting Team tells us that there is one in-home (licensed) Child Care and that additional child care is needed to meet the need.
- This is a statewide and national trend that affects economic development.



## Faith/Religion

- Visitors noted 3 or 4 churches.
- I found 3.
- Activities were not evident, but your visiting team told us about a food bank, Vacation Bible School and Easter Sunrise Service.



MCC Photo captured from Google Earth  
10/29/2016. Photo dated 2008

# Civic

- Lions Club
- Senior Center
- 4-H Display  
in October





# Public Infrastructure

- Sand roads
- Well-maintained parks





## City Hall

- Your visitors came on two occasions and unfortunately found the City office closed both times.
- I have called or visited about 6 times and found Julie in the office each time.



- **Police/Fire**
- Your visitors saw the structural evidence of EMS and Fire Department.
- A website is an opportunity to tell residents or visitors how great your services are.



- **Library**
- Was closed when visitors went though.
- A website would help us know when it was open or the services it offers.





## City Parks

- A highlight!
- Well-maintained, clean.
- Restrooms are an asset!





- Beautiful band shell
- Historic Marker
- No physical evidence of the programs.
- A website would help.





# Recreation/Tourism



- Pool
- Walking trail





## Recreation/Tourism

- Well-maintained ball fields



- Brand new fitness facility wasn't evident to visitors yet.
- Public/Private partnership with School

These quaint buildings captured my imagination on how their facades could enhance the artistic beauty of the community.



## Other?

It's been 45 years and it's time for the Class of '71 to really rock... and make this wall into an asset.





## **Most Positive Observations**

- Park, schools and churches
- Friendly small town
- Very active swimming pool
- 2 restaurants
- 2 gas stations
- 2 banks

## **Biggest Obstacles/Challenges**

- Attracting people to move here or come back.
- Attracting new businesses.
- Housing if new people wanted to come back.

# What will you remember 6 months from now?

- Cool park
- The metal sculpture place— I've already told others about it.
- Well-maintained schools.
- Run down property.



If you build a place where people want to visit  
    You'll build a place where people want to live.  
If you build a place where people want to live  
    You'll build a place where people want to work.  
If you build a place where people want to work  
    You'll build a place where businesses want to be.  
And, if you build a place where business is,  
    You'll build a place where people want to visit.

*...Maura Gast,  
Destination Marketing Chair*

**“There is no power for change greater than a community discovering what it cares about.”**  
*Margaret J. Wheatley*

## ***Thank our leadership team:***

**Estela Ibarra**

**April Cleveland**

**Julie Bissell**

**Nicole Adams**

**Keith Lamb**

**Shelly Evans**

- **Set next steps!**

- Which group will lead the discussion?

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

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