

First Impressions

Perry, KS

K-State Research and Extension



- St. George asked for First Impressions, Perry consented to be its partner; 1 hour, 8 min drive.
- I trained the volunteers about the visit and survey on March 11 and took photos.
- Covid happened.
- Two visitors came in July.
- Results are presented by video recording.
- Perry uses the results for further discussion and action plans.

- **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

We need to change the narrative about rural.

- Rural is *changing*, not dying.
- Brain Gain (30-49 year olds moving to rural) is a “new trend” that has been happening since the 70’s.
- People research a number of places before they move to a rural town.
- Rural is in the middle of ***everywhere***. You live one place, work another and play another. With transportation and internet, it’s all accessible to you.

Ben Winchester, Senior Research Fellow, U of MN

- 46% of Kansas households moved between 1995-1999.
- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life,
 - Safety and Security,
 - Affordable housing,
 - Outdoor recreation,
 - Quality Schools,
 - ***“A job,”*** *isn't in the top 10 reasons.*
- Communities can work together to attract newcomers and create quality of life for everyone

- “In small towns everyone knows each other.” *false*
- *Get to know each other*, invite them to a newcomers meal.
- 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/>

- 2018 Estimate is 894 2010: 929
(down 3.8% since 2010 **KS= +2.1%**)
- 95.5% high school or GED, 13.9% college educated,
91.8% HS or equivalency, KS 34.0% college education,
- Poverty rate 14.6% **(KS=11.4%)**
- Median Age 39.2 years **(37.2)**
- Median household income is \$43,077 **(\$62,087)**

Website <https://perrykansas.org/>

- There are 5 websites above your website on Google.



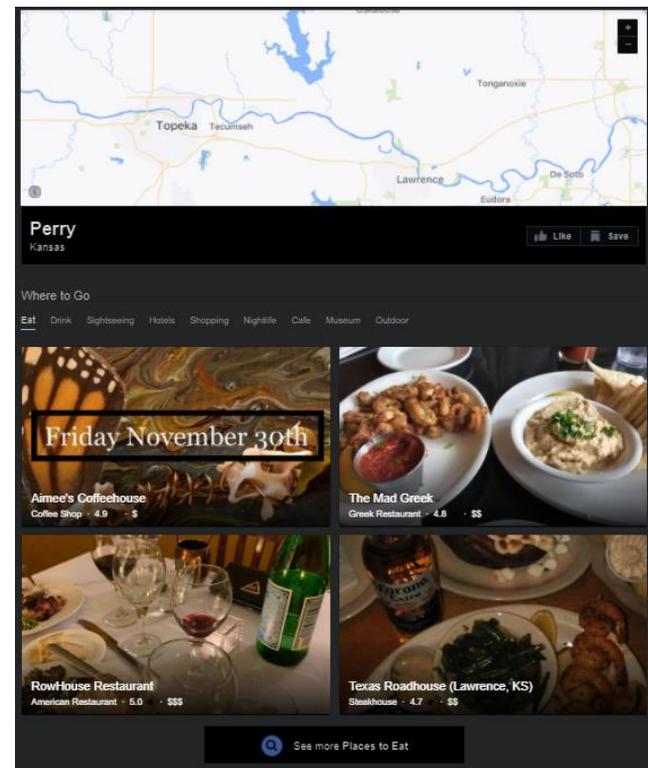
- **Website and other search sites:**
 - Perry appears larger than 929 people.
 - Perry has a Library, City Hall, Community Building, Fire Department, City Shop.
 - Saw Perry PRIDE activities listed, impressed with the goal of unifying citizens across all demographics.
 - Saw mobile home park, trails, schools, Farmer's Market.

- **FaceBook**

Perry, Kansas <https://www.facebook.com/places/Things-to-do-in-Perry-Kansas/108056339222052/>

- *A Facebook generated page.*
- *The page may be claimed.*

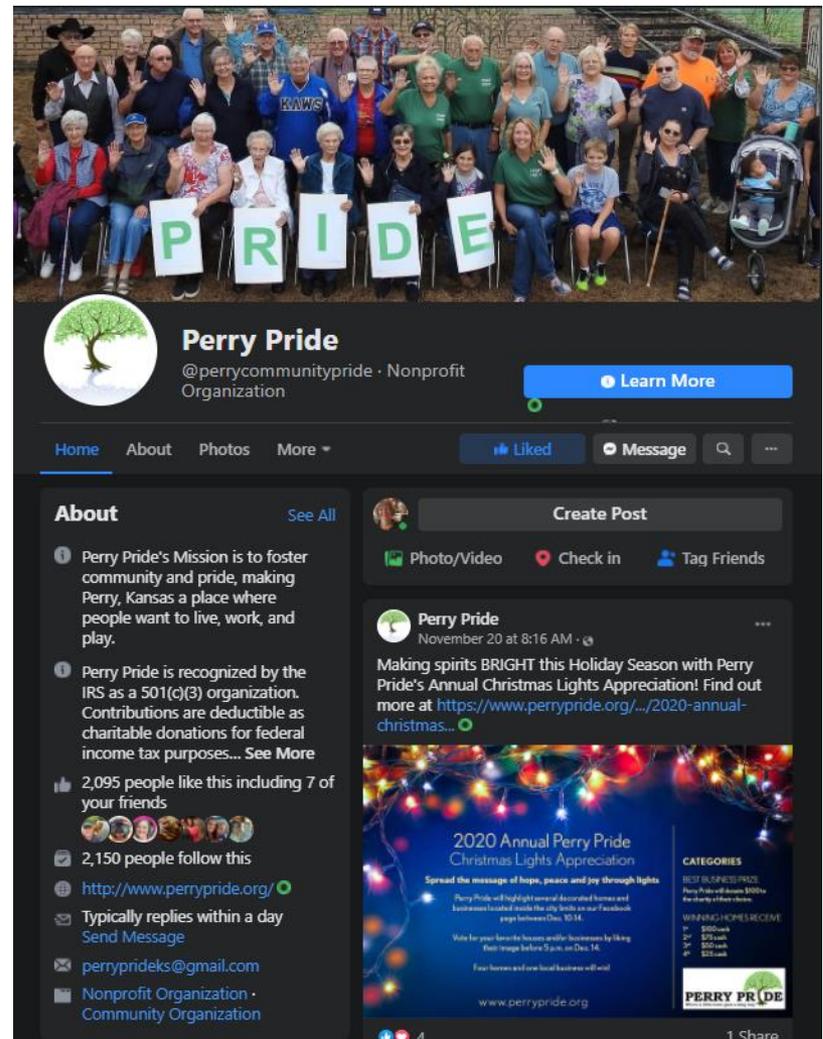
(Shown in Dark Mode for better contrast)



- **FaceBook**

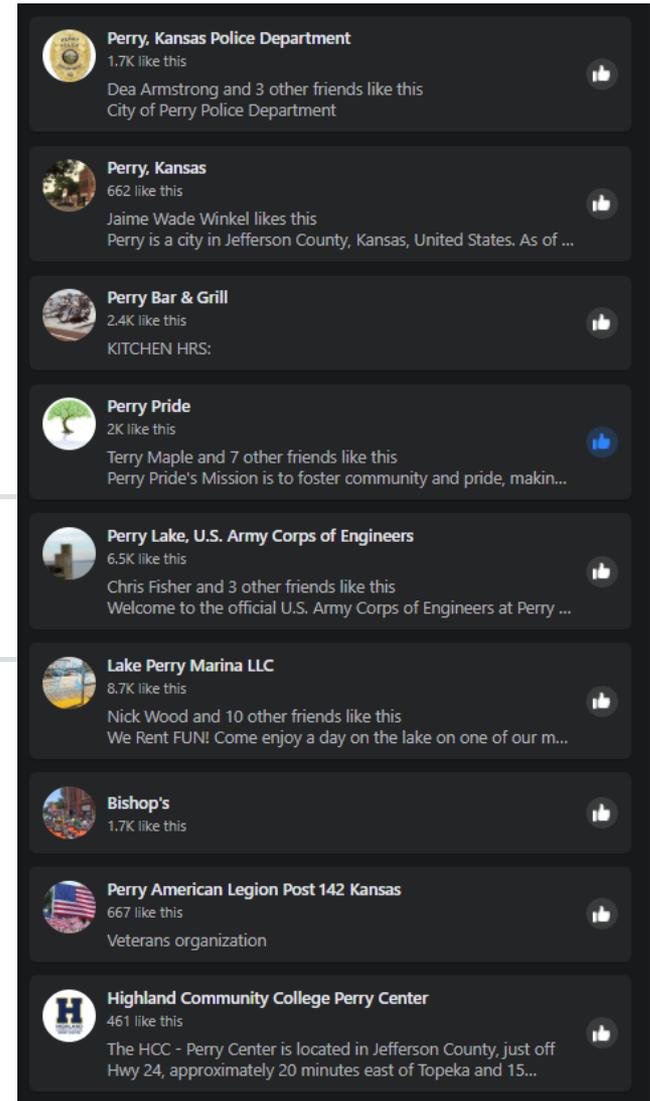
Perry Pride <https://www.facebook.com/perrycommunitypride>

(shown in "Dark Mode" for better contrast)



FaceBook

- There are dozens of Perry FB pages.
- An opportunity for co-marketing



- What a CLEAN Community. Either residents take a lot of pride in their homes and yards or the City has some super-duper code enforcement officers.
- Only a handful of places that look less than stellar.
- Mowed, no junk from either entrance.
- Loved rock/concrete welcome signs.
- I knew from the web search that there was a trail and couldn't find the “trail” sign. Used Google to find it.
- Lots of trains while we were there.

*Photos are from March.
Clean-up was going on in
more than one yard while I
was there.*



“Five-Minute” Impression



“Five-Minute” Impression





Local merchants' signage contributes to community spirit and neat appearance.

- Impressed with the number of businesses.
- Sad there were so many neat old buildings empty.
- Businesses seemed scattered over more than one area.
- Was sorry to see the grocery store had closed.





Downtown Business Area

- Some downtown buildings are residences.
- You could clearly see the businesses that were open, people were friendly and willing to answer questions.





Downtown Business Area

- Carpet and flooring business: Two people I spoke with really knew their business. I may come back.
- Diamond Everley Roofing has a nice building. Looks busy.



Downtown Business Area

- Paw-liday Inn Pet Resort.
- Ate lunch at the Bar and Grill, hoped to talk with area people, but people stayed to themselves.



- Customer service was okay; exceptional at carpet store.



Other Retail Shopping Areas

- Casey's is a place I normally stop when traveling. This one didn't have the clean restroom I have come to expect and it looked old.
- Bernie's was actually a nicer stop, cleaner and larger than I expected from the outside.
 - Bernie's had fried food, similar to what we could have at Perry Bar and Grill.



(Comments made in "Downtown.")

Other Retail Shopping Areas



Industrial Parks/Commercial

- It doesn't appear there is one.
- Noted Hamm pickup trucks.
- MCM location outside of town.
- Second Hand Roe's was a bit of an eye sore. However, it WAS mowed, weeded, clean and fenced.



Businesses won't find you with a drive-by, they'll use LocationOne at 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.*

- Residents said Lawrence Hospital is building a medical facility which will be 10 minutes away from Perry and people seem happy with that.
We did not notice any health care providers. On the web it appears there is a chiropractor.



- There are few homes available for a new resident.
- There were a number of very nice homes anyone would like to live in.
- There didn't appear to be much space for growth or new houses.





- Visitors couldn't tell what homes are available for rent, if any.
- City Hall was closed, so they couldn't check there.
- Perry demonstrated that a community can have a mobile home park which is nice and clean looking. Kudos!



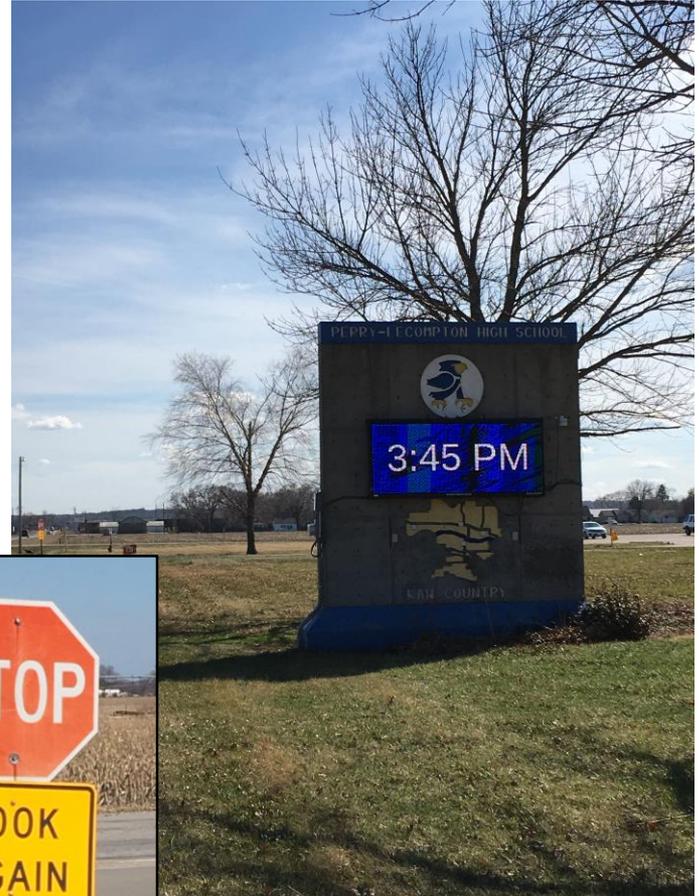
KANSAS

- Total Housing Units 426
- Total Occupied Houses 400 (93.9%) (88.8%)
- Vacant Houses 26 (6.1%) (11.2%)
- Owner Occupied 298 (74.5%) (66.3%)
- Renter Occupied 102 (25.5%) (33.7%)
- Family Households 254 63.5% (65.1%)
- Non-family Households 146 36.5% (34.9%)

<https://data.census.gov/cedsci/> Family data at DP04

- The schools look very nice and well-maintained.
- Students live in 3 counties: Douglas, Shawnee and Jefferson.
- We think there is preschool in the district.
- Community College, High School, Middle and Elementary Schools were located around town.







- There is a lot of information on the website, much about reopening school.
- *Great schools are an important factor for quality of life.*
- *Remember that “prospective students” are one of the target audiences.*

PERRY LECOMPTON
UNIFIED SCHOOL DISTRICT 343

District Accountability Report Building Report Cards District Newsletter Menu PowerSchool

District Information **Parents and Students** **Faculty and Staff** **Redesign** **Schools**

Hybrid Learning

Hybrid Learning for K-12 Students in the Final Two Weeks of the Semester

After reviewing data this week, the factors used to determine our education level have improved slightly over the past two weeks. However, we have been advised by both Jefferson and Douglas County Health Departments to be prepared for a spike in positive cases over the next two weeks. Many individuals are waiting for COVID-19 test results due to possible exposures at events taking place during Thanksgiving break. We . . .

Current Highlights

School Calendars for 2020-2021
District Wellness Policy

Comments:

- I saw a very large older house that looked like a day care. Google indicated there are one or two preschools.

Jefferson County Data:

- **Desired Capacity of existing Child Care** **398**
- **Number of Children Under Age 6 potentially needing care:** **839**
- **Extent Desired Capacity meets Potential need** **47%**
- 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 access local child care specialists.
785-823-3343

Source <https://ks.childcareaware.org/wp-content/uploads/Supply-Demand-2019-FINAL.pdf>

- We saw churches that were well-maintained.
- We did not notice any faith based community services.





- It appears there is a very active Farmer's Market.
- Perry PRIDE is active.



- Residential Streets were clean. Some of the business areas were a little less so.
- The sidewalks appeared well maintained.
- A few streets needed work.
- Parking is an issue in the business area.





- City Hall hours were posted from 8-12 and 1-5. Visitors did not find it open; nor any signs of alternative COVID arrangements for work at home.



Fire, EMS and Police Services

- Could tell there was police protection from our web search, but didn't see a patrol car.
- Saw the fire station, with firefighters enjoying the weather in the garage area.



Welcome to Kansas Insurance Department Home Contact Us GO

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

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



- Excited that Perry has a library, but it wasn't open during our visit.



- The school's sports complexes were very nice. Play grounds were available. We could imagine families getting a lot of use of this are.
- The walking trail was difficult to find.



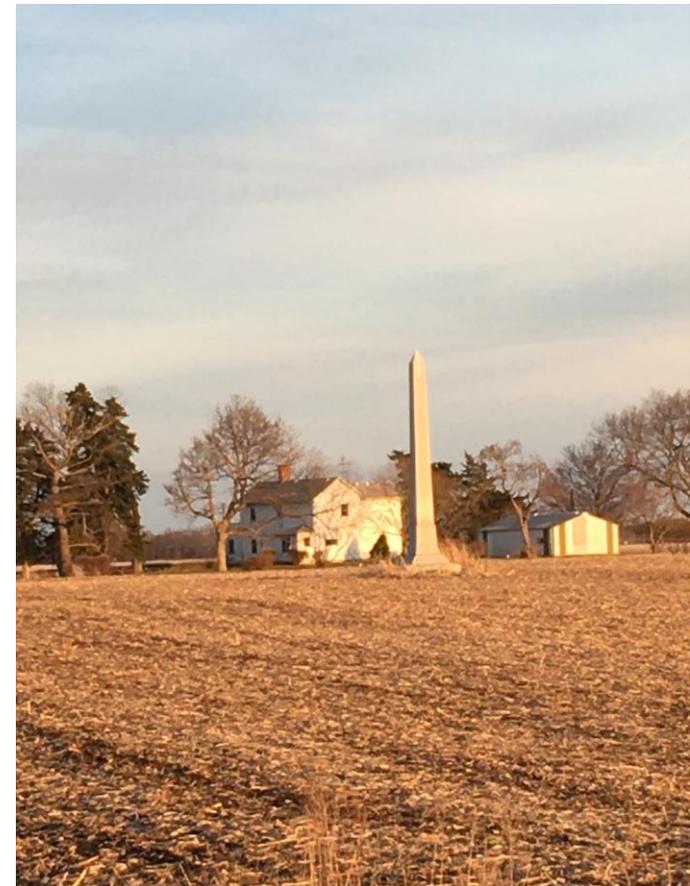


Well-Known for an attraction or event?

- Digital signs were used as well as posters in the convenience store for upcoming events.
- Normally scheduled PRIDE events:
 - City Cleanup (June)
 - Festival (September)
 - Soup with Santa (December)
 - Easter Egg Hunt and Pancake Feed on April 11.

Natural or manmade features that can draw people?

- Trail
- Mural on the side of building next to City Hall.



Natural or manmade features that can draw people?



Visitor's Center

- City Hall would serve this purpose.

What would bring you back?

- The Bar and Grill was nice, but not something I would drive back for. Their FB page says they have bands, so maybe?
- Carpet Store may bring me back.



Most Positive Observations

- Clean and well-maintained homes and yards.
- Closeness to Topeka, Lawrence and Kansas City.
- Friendly people.

Biggest Obstacles/Challenges

- In our conversations with business owners, they feel communication between city and business owners could be better.
- Landlocked area with a flood plain.
- Getting more businesses into town.

What will you remember?

- Positive: Clean residential areas and the Carpet Store
- No negative impressions.

- Make your webpage appear higher on a search.
- Help visitors know the purpose of buildings and whether/when the business is open
- Create a tab for health care on your city site and note the travel time to various health care services.
- Consider a tab on your City website that tells why you love your schools. Or include that information on the School website and link to it.

Thank our leadership team:

- ***Perry PRIDE***

Set Next Steps:

- Which group will lead the discussion?

Contact me if you need resources or have questions:

Nancy Daniels

Community Vitality Specialist, K-State Research and Extension

785.410.6352

nkdaniels@ksu.edu

K-State Research and Extension

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.

The screenshot shows the website for the Kansas PRIDE Program. At the top, there is a purple header with the K-State Research and Extension logo and a search bar. Below the header, the text "Kansas PRIDE Program" is displayed. The main content area features a large, colorful mural of a rural landscape with a tractor and people. Below the mural, there is a navigation menu with the following items: Home, About Us, Enrollment and Reporting, Promotion, and Education. On the right side, there is a sidebar with social media icons and a graphic for "2018 Community Vitality" from K-State Research and Extension.

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.

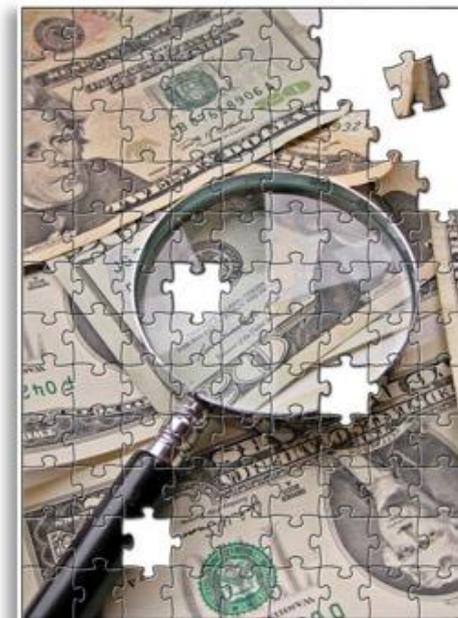
K-State Research and Extension's Community Vitality Team offers grant writing workshops for local communities.

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.

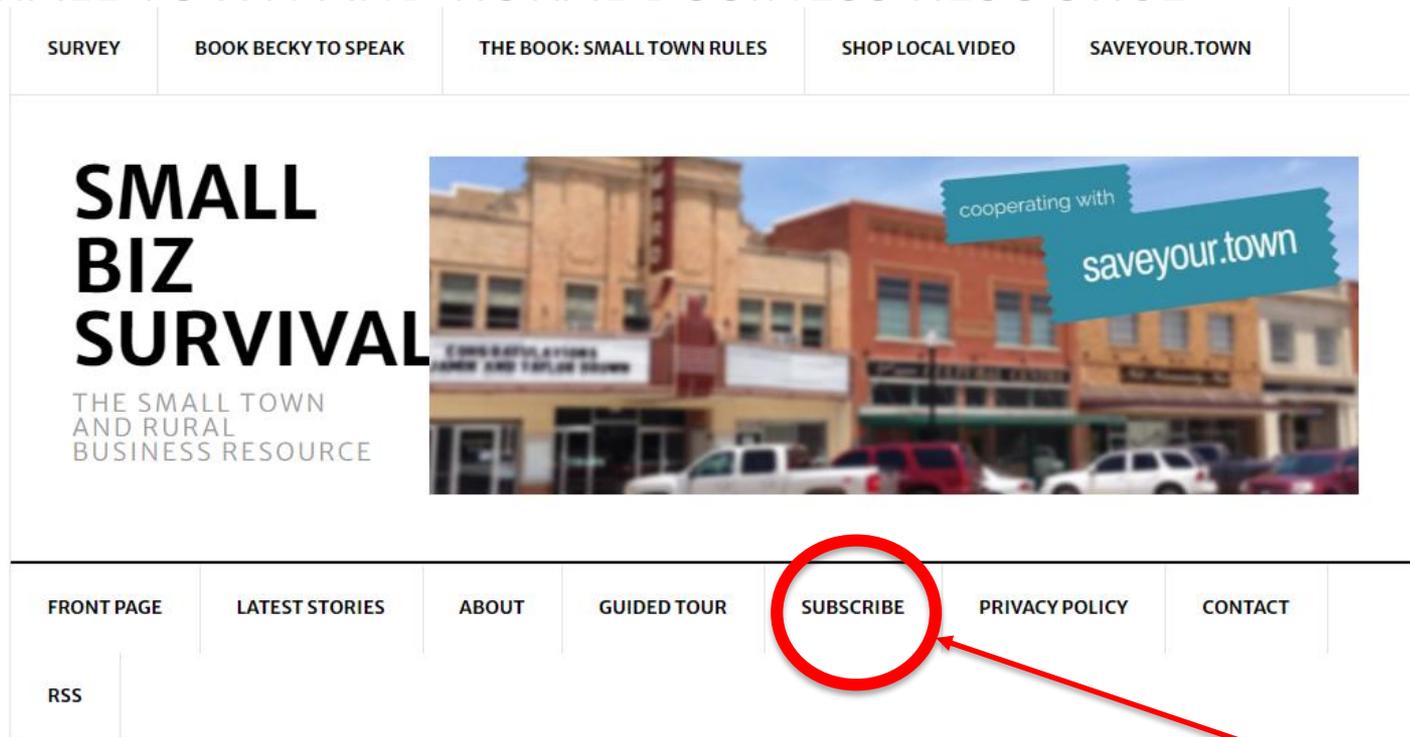


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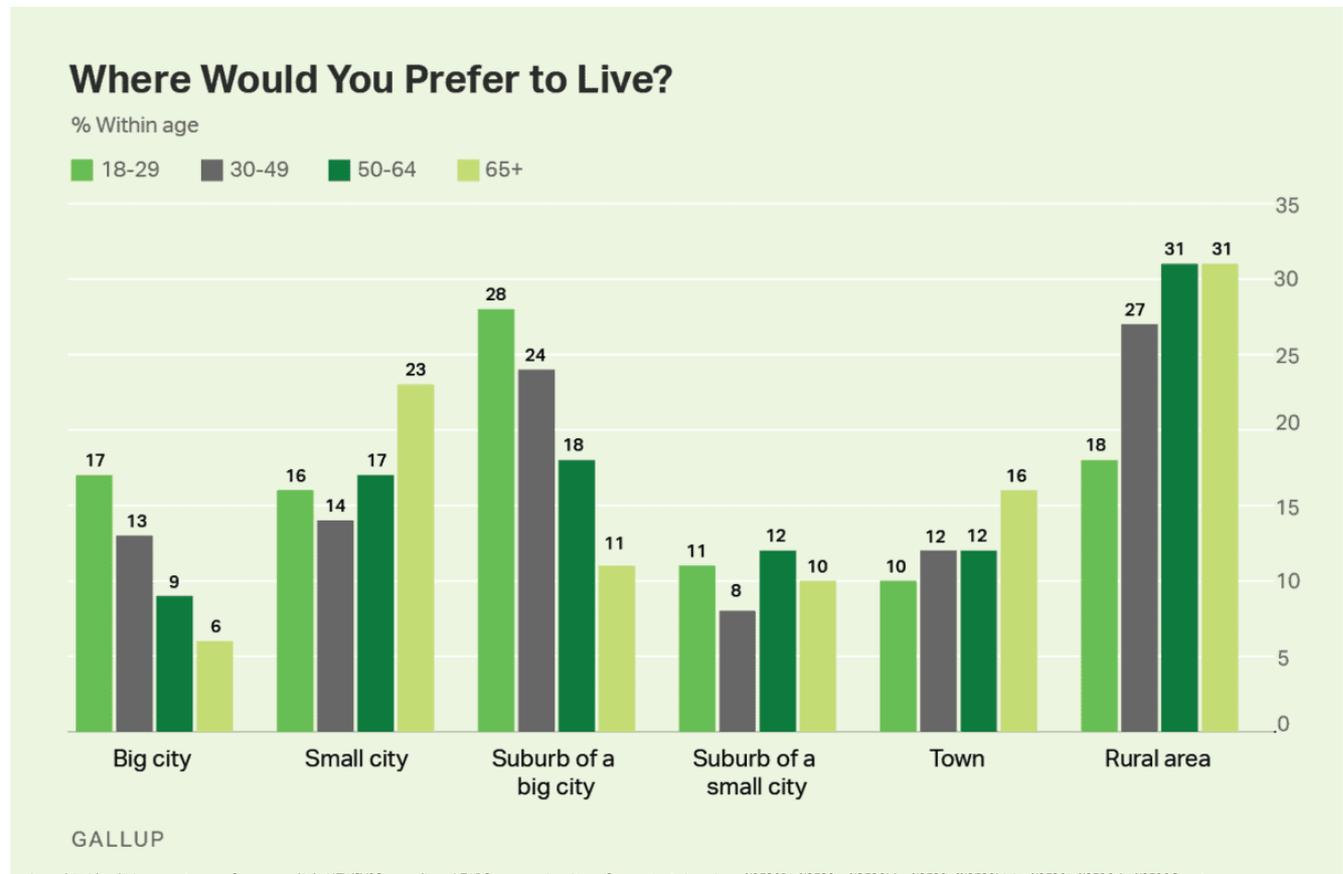
- **First Friday e-Calls 9:30-10:30 am (CT)**
 - Connecting small businesses and communities with the resources to make them successful.
 - Contact Nancy Daniels nkdaniels@ksu.edu to participate.
 - Community Vitality Calendar of events:
<http://www.ksre.k-state.edu/community/>
 - Previous calls are recorded at
<http://www.ksre.k-state.edu/community/business/entrepreneurship/>

- <http://smallbizsurvival.com/>

– THE SMALL TOWN AND RURAL BUSINESS RESOURCE



- Americans under age 30 are the only group whose top desired place to live is *not* rural; rural was #2, even for them.



- Now people have a choice, and millions of them are planning to move.
- **“The pivot to remote work is the biggest, fastest transformation of the labor market since the World War II mobilization.”**
- **Major cities will see the biggest out-migration:** 20.6% of those planning to move are currently based in a major city.
- **People are seeking less expensive housing:** Altogether, **more than half** (52.5%) are planning to move to a house that is significantly more affordable than their current home.
- **People are moving beyond regular commute distances:** 54.7% of people are moving over two hours away or more from their current location, which is beyond daily or even weekly commuting distances for most.

UpWork October, 2020 <https://www.upwork.com/press/releases/economist-report-remote-workers-on-the-move>, retrieved from Internet 12-12-20, UpWork October, 2020

Resources I like:

- <http://saveyour.town/>
 - Monthly live webinars; available on recording.
 - Pay once and show as many times as you want.
 - Watch parties encouraged.



SAVEYOUR
.town

Home About Becky & Deb Get our newsletter Work with us Survey Articles
Contact Member Login

Is your town Remote Work Ready?

Get our new Zoom Towns video

You've seen the headlines about remote workers flocking to rural "Zoom Towns"

↓ Scroll Down

- <https://www.facebook.com/groups/brownbagmx/>
Brown Bag Marketing Exchange
(Atchison, KS Co-Marketing group)

The screenshot shows the Facebook interface for the "Brown Bag Marketing Exchange" group. The top navigation bar includes the Facebook logo, a search bar with the group name, and user profile information for "Nancy" with "Home 17" and notification icons. The group cover image features a row of brown paper bags with the text "BROWN BAG marketing exchange" overlaid. Below the cover, it identifies the group as a "Linked Group · Webcom Resources" and provides options for "Joined", "Notifications", "Share", and a menu icon. The main content area has a "Write Post" section with options for "Add Photo/Video", "Live Video", and "More". Below this is a "Write something..." prompt with a profile picture. A "Recommended by the Admins" section is partially visible at the bottom. On the left sidebar, the group name "Brown Bag Marketing Exchange" is listed as a "Public Group", with navigation links for "Discussion", "Members", "Events", "Videos", and "Photos". A "Search this group" bar is also present. At the bottom right, a "LINKED GROUP BY" section lists "Webcom Resources Marketing Agency" with "121 like this" and an "ADD MEMBERS" section.

Kansas Department of Agriculture in partnership with other state organizations, will work with your community to find the best opportunities for growth using the assets of your region.



GROW IN KANSAS

STRATEGIC GROWTH INITIATIVE

A pilot program for the proactive recruitment of food, agriculture and UAS/small aircraft business to Kansas.

The graphic features a central collage of images related to agriculture and technology, including a sheep, wheat, a pig, chickens, a drone, a green tractor, a circuit board, a person in a lab coat, and various fruits and vegetables. The text is overlaid on a dark blue background at the top and bottom of the collage.

For more information on the Strategic Growth Initiative, please contact
Russell Plaschka, Ag Business Development Program Manager
785-564-7466 • Russell.Plaschka@ks.gov

agriculture.ks.gov/GrowAg

Kansas Healthy Food Initiative

- **Goal:** Increase access to healthy food and to improve the health and economic development of Kansans and their communities.
- Technical assistance and financing to develop new or renovate fresh food retail in underserved communities throughout Kansas.

<http://kansashealthyfood.org/>

khfi@ksu.edu

KHFI Technical Assistance Coordinator





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