

K-State Research and Extension in Partnership with

- Pleasanton asked for First Impressions, obtained Erie as its partner; 1.25-hour drive.
- I trained the volunteers about the visit and survey and took photos of Pleasanton on July 10.
- Three Erie visitors came in two cars in August.
- Results are presented tonight, November 7.
- Pleasanton uses the results for further discussion and action plans.

Why: First Impressions?

- **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 and no one is noticing or talking about it.
- Only 36% lived there previously.
- 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
 - Low housing cost
 - ***“A job,” isn’t in the top 10 reasons.***
- “In small towns everyone knows each other.” ***false***
- *Get to know each other*, invite them to a newcomers meal.

- If you bring 7 people to a 700 citizen town every year in 10 years you'll have a 10% increase. It matters! It is a challenge with housing, but it is achievable.
- We are our own worst enemies. We have to monitor our customer service and what we say. It matters.
- 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/>

- 2010 Census Population 1,216
(down 12.3% since 2000*) **KS= +6.1%**
- 2017 Estimate is 1,179
(down 15.0% since 2000 **KS= +8.0%**)
- 87.8% high school or GED, 12.7% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 26.2% **(KS=12.8%)**
- Median Age 43.3 years **(36.3)**
- Median household income is \$32,536 **(\$55,477)**

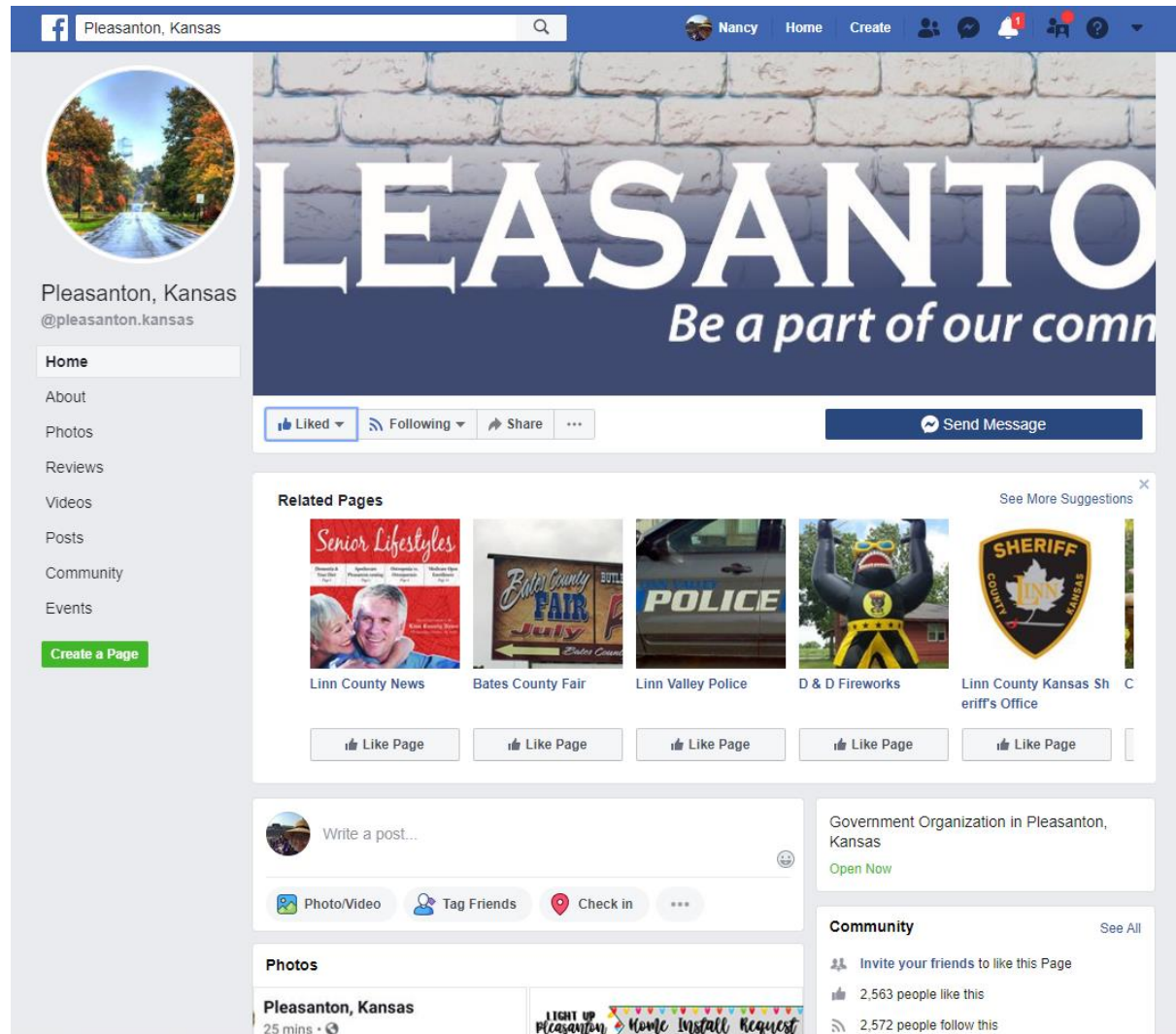
* 2000 Census was 1,387

Website <https://pleasantonks.com/>

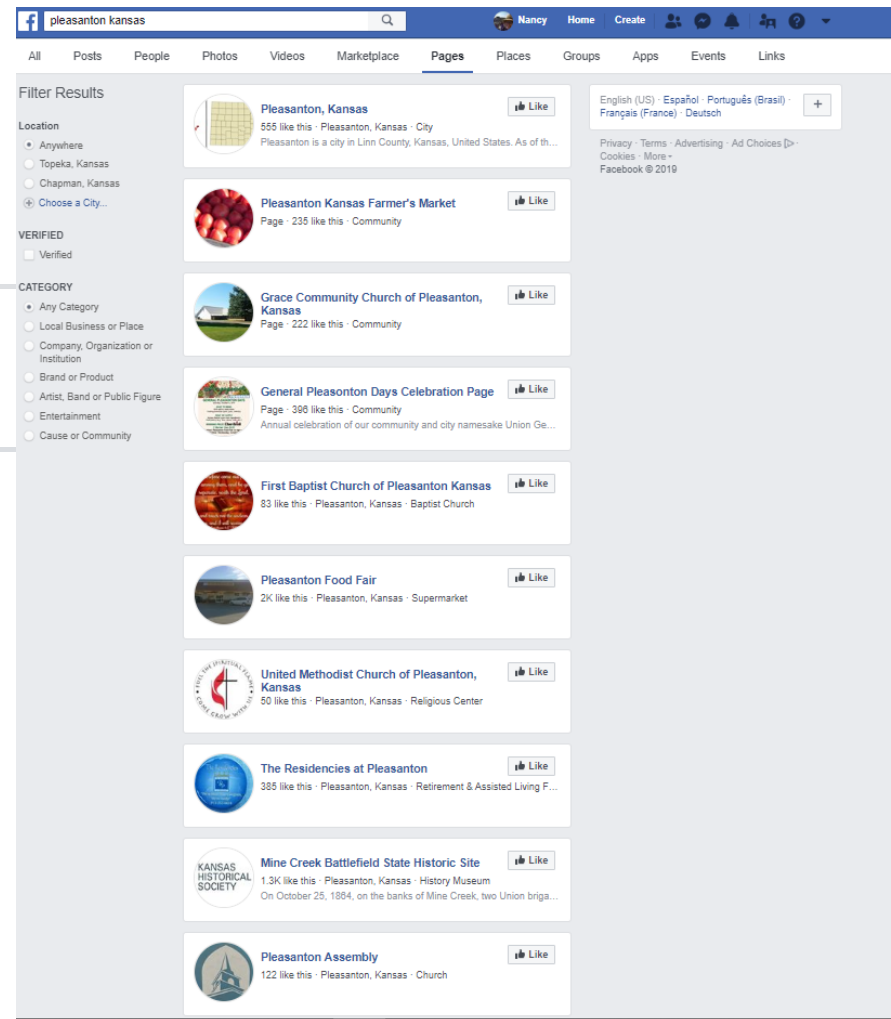
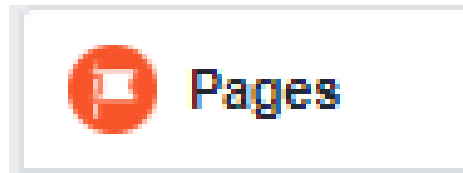
- Attractive and up to date with lots of information.
- A list of businesses would be a nice addition.



- **FaceBook – Pleasanton**
- *Current and showing lots of activity.*
- *Responsive.*



- **FaceBook**
 - *An opportunity for co-marketing.*
 - *About 30 pp*



“Five-Minute” Impression



“Five-Minute” Impression

- Empty business buildings with weeds and brush not mowed or cut.
- School looked good and new community building, under construction, looked great.



“Five-Minute” Impression

- Poor streets— not unusual in small towns.
- Quite a bit of traffic.



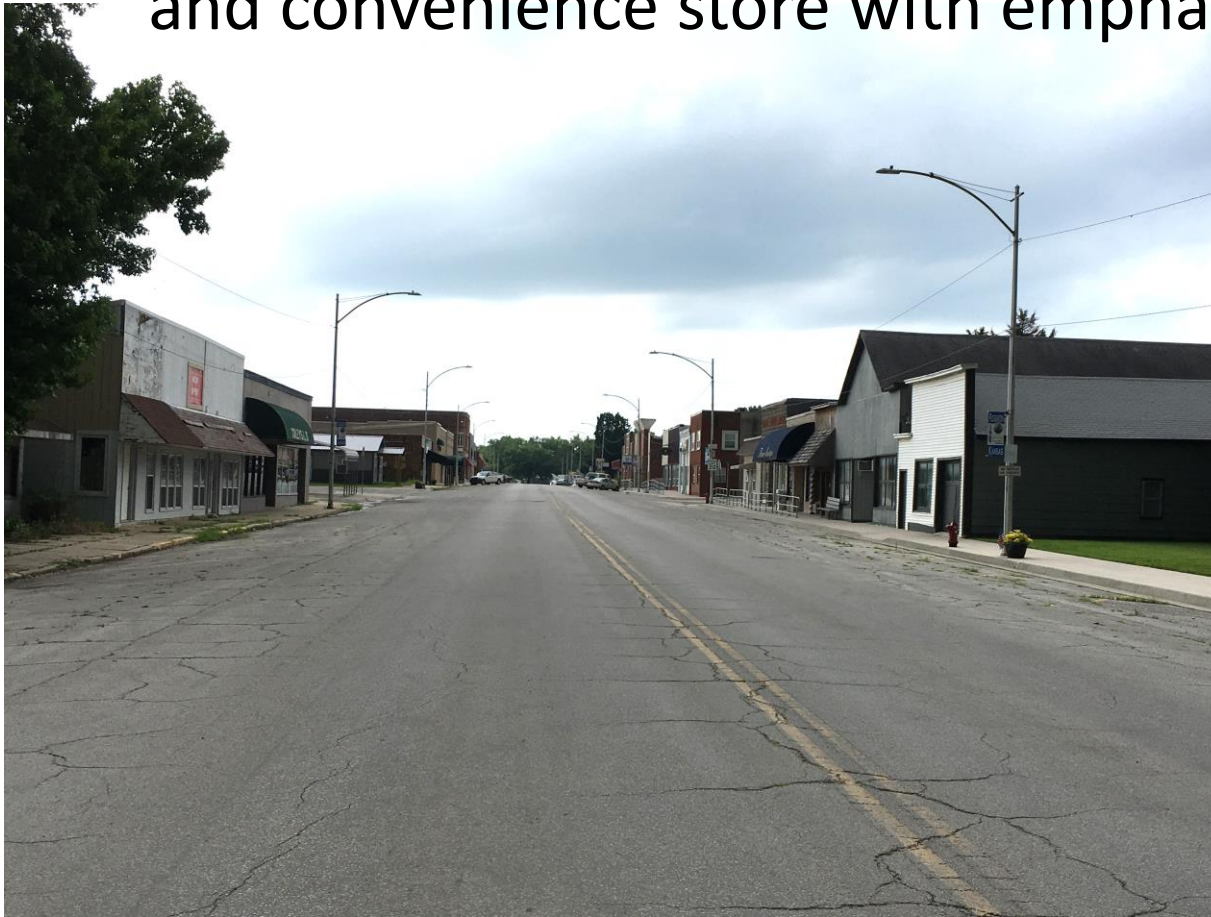
“Five-Minute” Impression

- Several empty buildings and several nice buildings with businesses in them.



Downtown Business Area

- Some empty buildings, but everything was pretty well kept.
- Convenience store acts as the hub- both restaurant and convenience store with emphasis on food items.



Downtown Business Area

- Poor signage on buildings, some unreadable.
- Had difficulty finding businesses or telling whether buildings were in operation and what was inside.







Downtown Business Area













Amenities

- Streets and sidewalks needed work, didn't notice any amenities.
- Plenty of parking with access to multiple businesses.
- Nice LED Street lighting.
- *Nice banners on lamp posts.*
- *New sidewalks along significant length of both sides of streets*



Amenities



Amenities



Other Retail Shopping Areas

- Very easy to access highway retail area, although we had to ask where the clinic and pharmacy were located.



Industrial Parks/Commercial

- There was an industrial park, but it looked run down.



Industrial Parks/Commercial

- Area to the south appeared busy and looked as though there was area to expand.



- *A drive-by is not how industry will find you, check with your local Eco Devo director to make sure your site is listed on LocationOne @ 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.*

- Clinic is just outside of town with a new drug store across the street, off the beaten path.
- Clinic was nice and easily accessible, but difficult to find if one is not familiar with the area.



- Nice clinic for physicians, PA's and/or Nurse Practitioners.
- Dentist one day a week – from sign on the door.



- Lady at City Hall said there is one nursing home and one assisted living.



- Seemed to be a good mix of housing tending toward the lower end. Better housing on the edge of town.



- I picked up a fairly long list of landlords that have rentals from City Hall.
- Saw several signs for rent for low- and medium-income homes.









- Quite a few homes that are run down and need disposed of.



KANSAS

• Total Housing Units	797	
• Total Occupied Houses	685 (85.9%)	(89.1%)
• Vacant Houses	112 (14.1%)	(10.7%)
• Owner Occupied	403 (58.8%)	(66.4%)
• Renter Occupied	282 (41.2%)	(33.6%)
• Family Households	47.2%	(65.4%)
• Non-family Household	52.8%	(34.6%)

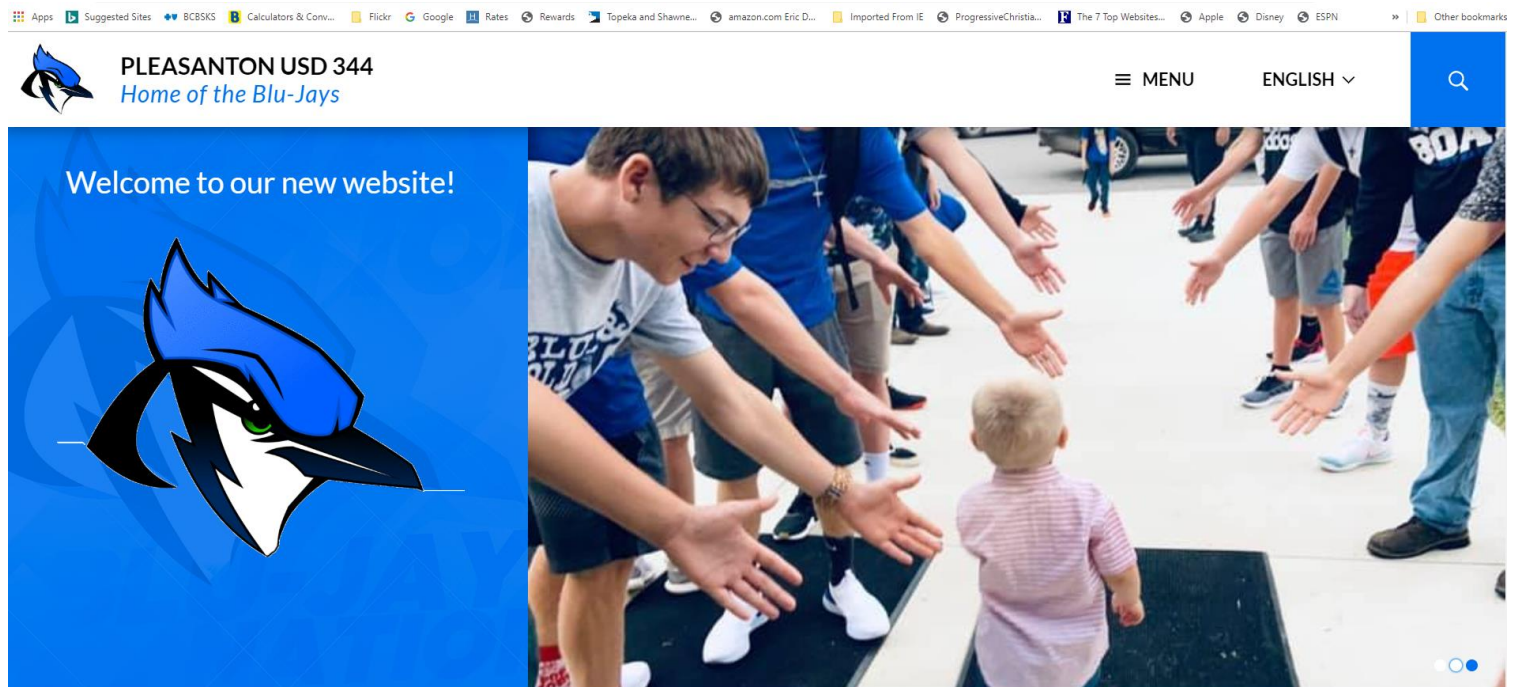
- Schools looked good, Head Start is part of the school district office.



- Schools looked good, Head Start is part of the school district office.
- K-12 in one building and pre-K with administration.
- I didn't see the middle school.



- Lots of information on the links to the schools from the city website.
- *Love the photos and live feed. This website isn't just for current students, it helps a prospective parent to picture their child being happy here.*



Comments:

- Visitors did not notice the childcare and did not ask about it.
- *Childcare is an important economic development tool so that people can go to work.*

Linn County Data:

- **Number of Children Under Age 6:** **670**
- **Children with all parents in the workforce:** **69%**
- **Desired Capacity of Child Care Centers** **160**
- **Extent that desired capacity meets potential need** **35%**
- **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 get access to local childcare specialists.
785-823-3343*

- Noticed several well-kept churches:
Catholic, Baptist, Christian.



- Did not notice faith-based activity.



- No evidence of any civic groups.
- **Beautiful community building** being built with volunteer labor, taking a long time, but progress is being made.



- Looks like a small town with few funds for street up-keep.
- Landscaping is poor with many areas needing mowing and trimming.



- I noticed a couple of the poles were leaning, like maybe they had been run into with a vehicle. Street signage looked adequate, but the signs were old and not up to the newer reflective standards.



- Very well received. I know they were busy, but they answered all our questions.
- There was a rack of information inside the door with good information about landlords, events and general information about the city.



Fire, EMS and Police Services

- Saw the fire department and police but did not see patrol cars.



Welcome to Kansas Insurance Department

Home Contact Us

**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

> **The Department**

> **Auto/Home**

> **Health/Life**

> **Insurance Fraud & Education**

> **Producer/Agency Services**

> **Company Services**

> **Other Services**

[HOME](#) : ISO

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

- Very nice library with very nice lady running it.
- Wonderful librarians who gave us a tour and explained all the programs and activities available. Very active!



- Nice city lake and park, had a swimming pool.
- Never saw any playground equipment except at school. None around the pool, which wasn't open when we were there.









Well-Known for an attraction or event?

- Historic Civil War Battlefield.
- General Pleasanton Days, Christmas in the Park, and something they call the “Council/Community Work Day,” an interesting idea!



Natural or manmade features that can draw people?

- Museum, lake, battlefield.
- Pleasanton has a pool, a plus. Three lakes close to town.



Visitor's Center

- City Hall fills this role. It is unfortunate that it isn't downtown.
- I saw the Chamber of Commerce, but I didn't visit.



What would bring you back?

- There are no restaurants except a drive-in with no seating, so probably wouldn't come back.



Most Positive Observations

- Nice library, new community center coming, nice school, and working on streets as they can.
- Friendly people, nice school with small class sizes, community center constructed from community support.
- Plenty of buildings for businesses to move in to. They have all the necessities: health care, grocery store, gas stations, police, fire, utility. Small town feel that many of us love.

Biggest Obstacles/Challenges

- Small tax structure to keep streets maintained.
- Lack of pride in appearance of the homes and community.
- Infrastructure needs: streets, electric and drainage. Empty buildings downtown.

What will you remember?

- How nice everyone at city hall and the library were.
- Poor appearance of town, friendly people, new community center, lack of places to eat, lodging?
- Another town like ours that struggles to keep up with infrastructure maintenance.

- What a quick wins on appearance? Paint, community clean-up, signage.
- What are the things you're proud of that you can make more visible with signage or online? e.g. Health Clinic and Pharmacy signage.
- Your volunteer-built community center is something to be proud of! Consider how to make it more visible to strangers and more engaging to the community.

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.



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.



K-State Research and Extension


- **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.
 - Previous calls are recorded at <http://www.ksre.k-state.edu/community/business/entrepreneurship/>
 - Community Vitality Calendar of events: <http://www.ksre.k-state.edu/community/>

- <http://smallbizsurvival.com/>
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE

NEW! SURVEY	BOOK BECKY TO SPEAK	THE BOOK: SMALL TOWN RULES	SHOP LOCAL EBOOK	SAVEYOUR.TOWN	
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SMALL BIZ SURVIVAL

THE SMALL TOWN AND RURAL BUSINESS RESOURCE




FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PODCAST	CONTACT	RSS	
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WHAT BUSINESS STAGE ARE YOU IN?



Dreaming

For those who are dreaming or planning to start a business of their own. ... [Get started.](#)



Doing & Growing

For those who have a business and have grown to the point that it's

Get our articles plus special bonus emails, a positive view of rural once a week:
Join me and 3546 rural friends.

Newsletters

- ☒ Small Biz Survival
- ☒ Positive View of Rural
- ☒ Building Possibility

JOIN

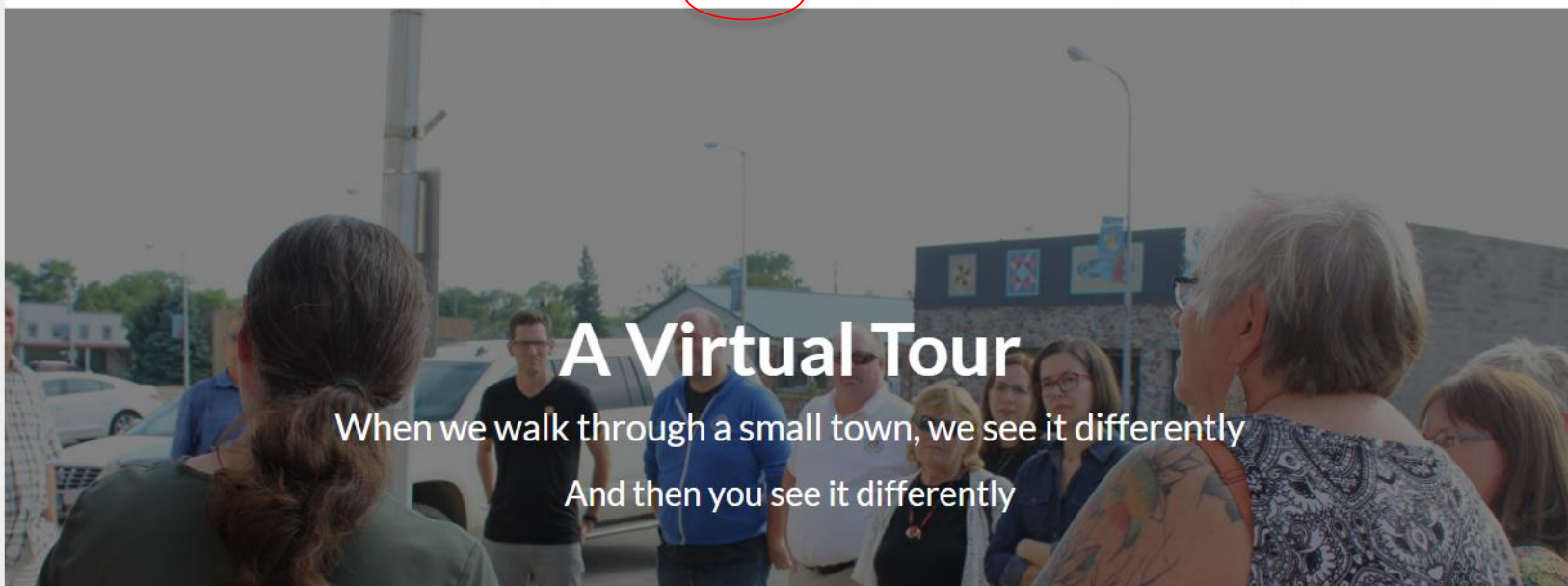
I will never sell or rent your email.

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

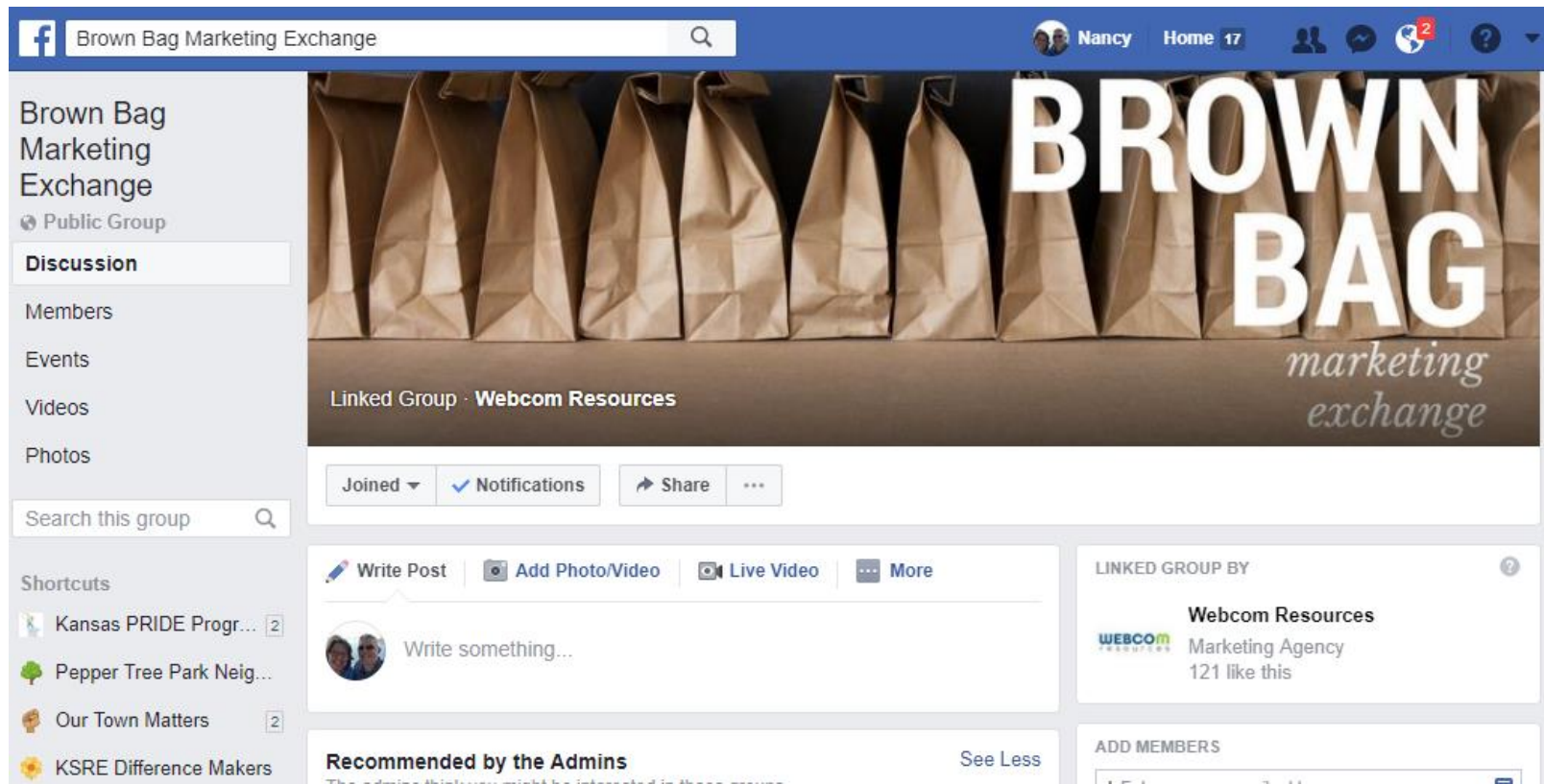
[HOME](#) [ABOUT DEB & BECKY](#) [WEBINARS](#) [TOOLKITS](#) [WORK WITH US](#) [I DON'T HAVE TIME!](#) [CONTACT](#) [MEMBERS LOGIN](#)



A Virtual Tour

When we walk through a small town, we see it differently
And then you see it differently

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



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.

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 affordable fresh 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/>

Isabelle Busenitz, ibusenitz@ksu.edu,

KHFI Technical Assistance Coordinator, 785-532-6868



Nancy Daniels

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