

First Impressions



Beattie, KS

K-State Research and Extension

- Bern asked for First Impressions, Beattie agreed to be its partner; 45 min drive.
- I trained the volunteers about the visit and survey on January 21 and took photos.
- Four Bern visitors visited in January.
- Results are presented by zoom and video recording.
- Beattie 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.
- 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.
- If you bring 2 people to a 200 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
First Friday Call.*

See the recording at:

<https://www.ksre.k-state.edu/community/business/entrepreneurship/>

- 2020 Census: 228 or 197 2010 Census: 200
(Up 14% since 2010 or down 1.5% depending on census report)
KS= +3.0%
- Median household income is \$47,375 (\$61,091)
- 91.4% high school or GED 91.4% HS or equivalency,
- Median Age 40.6 years (37.2)
- Poverty rate 10.4% (KS=10.6%) (!KS not comparable)

Website

- No city website, but I found information on Wikipedia, travelks, mapquest, legendsofkansas.
- Easy to find historical information, but not much on the current state of the city.
- Beattie Milo Festival Truck Show- 500 followers. Pretty impressive video of all the trucks. 6.2k views of the videos.

- **FaceBook**

Beattie, KS


<https://www.facebook.com/places/Things-to-do-in-Beattie-Kansas/105514846148132/>

A Facebook generated page.


I am told these sites can be “taken over.”

Where to Go


[Eat](#) [Drink](#) [Sightseeing](#) [Hotels](#) [Shopping](#) [Nightlife](#) [Cafe](#) [Museum](#) [Outdoor](#)




Tallgrass Tap House
Brewery · 4.5 ★★★★★



Chick-fil-A Manhattan (KS)
Fast food restaurant · 4.7 ★★★★★



Bourbon & Baker
American Restaurant · 4.7 ★★★★★



Rowdy's Steakhouse Fairbury, Nebraska.
Steakhouse · 0.0 ★★★★★

Upcoming Events

[Recommended](#) [Today](#) [This week](#) [This Month](#)

- **Facebook**
- The Beattie Milo Festival Truck Show doesn't show up with a Beattie, KS or Beattie, Kansas search



Pages



Beattie, Kansas

City · 201 like this

Beattie is a city in Marshall County, Kansas, United States. As of the 2010 census, the city population was 200. The city has bee...



JD Construction INC of Northeast Kansas

Page · \$ · Contractor

★ 5 · 733 like this

We pride ourselves on the highest quality work, while staying on schedule and budget. Owners have over 30 years combine...



Beattie Rec.

Page · Sports & Recreation Venue

94 like this

You will find programs that are available or upcoming in the Beattie area. We will also be using this page to announce any...



“Five-Minute” Impression

- Nice “Welcome to Beattie” signs on both entrances to town on the highway. Can see a bit of storm damage that isn’t cleaned up yet. You can tell this is a very ag-focused community.
- Streets are in good repair and all of the lawns and homes seem to be mowed and taken care of with nice landscaping except for storm damage.
- The City signs at two of the three entrances were very nice but lacking in landscaping.

“Five-Minute” Impression



- The two service station areas are nice to see and attractive.
- The empty store fronts are unattractive. These window fronts could maybe be “dressed and maintained” even if they no longer house a business. Possibly display windows for their museum.
- The restaurant was closed but looked inviting and the menu looked good and posting it outside was a nice idea. The Library door was opened but unmanned. The inside was not nice.



Downtown Business Area

- Post office on corner. Bank, Hair/Barber salon, Construction Office, Water District building, Cafe, Co-op, Twin Valley services building, Blue Valley building, and several homes that appeared to be trucking businesses.





...there is a general lack of signage on buildings/businesses. Very difficult to figure out what services are provided without the signs.



- The north side of main street sidewalk was about 1 foot above the street - making it very difficult to access, would be impossible for handicapped and very hard for elderly/disabled.



Downtown Business Area



Amenities (drinking fountains, benches, public restrooms, trash receptacles and wi-fi, etc)

- The park on Main Street is fantastic. Public handicap-accessible restrooms. Nice paths and equipment that is well maintained. Has a shelter house, trash receptacles, water hydrant, and some decorative lighting and benches.
- I did not see any Wi-Fi. You could park on Main Street and walk anywhere. No difficulty in find parking spots.

- Only parking at park was on the street.
- Landscaping to me is vital and I found the town in general lacking landscape appeal.

Other Retail Shopping Areas

- *This item doesn't apply to your Beattie. It is usually the place by the highway where Dollar General or the Quick Stop are.*

Industrial Parks/Commercial

- The Coop and Studer Trucking are evident.
- It is unclear whether there is more industrial land available.





- *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.*

- We didn't see any health care services, but we are unclear what Twin Valley services is.



- There are several modern housing units around town that appear to be small apartments. The lady we talked to said housing for disabled and elderly.
- The special needs facility looked very active. I liked the outdoor areas available for their residents. The exterior could use a little upkeep.

- Yes, there is a nice mix of smaller and larger homes, all pretty well taken care of. We only saw one “for sale” sign though, and there didn’t look to be any other available housing.
- There were a lot of houses in varying income levels. Did not see any “for sale” signs posted.
- One house up for auction. Saw everything from a new build to a run-down shack. A lot of open lots with no signage





Rental Housing

- Did not observe any rental properties or find anything on the internet.
- *Gittard Estates- has 8 apartments which are single family dwellings which are not limited to income eligible.*
- *We train visitors to go to City Hall and ask about rentals available, would city hall have had a list of Landlords?*







KANSAS

- Occupied Housing Units 95
- Owner Occupied 73.7% (66.3%)
 - No vehicle available: 4
 - No telephone available: 4
 - Households with a computer: 89%
 - Households with Internet Subscription: 87%
- Travel Time to jobs: 19.6 min

<https://data.census.gov/cedsci/> table 2504

- Visitors all believed you were in the Marysville school district.
- *Families have access to any of 3 school districts: Axtell, Frankfurt and Marysville.*
- *If only we could tell the outside world.*

Comments:

- We did not see any child care signage, but one home on Main Street appeared to be set up for child care.
- *We train visitors to ask at City Hall, does City Hall have a list of providers?*

Marshall County Data:

- **Desired Capacity of existing Child Care** **397**
- **Number of Children Under Age 6 potentially needing care:** **538**
- **Extent Desired Capacity meets Potential need** **74%**
- **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://online.flippingbook.com/view/292534183/10/>

- Two very well-kept churches: United Methodist and St. Malachy Catholic



- Didn't see anything besides the Twin Valley building. There was a sign blown down and laying on the ground that said, "Beattie Community with Pride."
- Did not know what Twin Valley Services was – when I google, it's a developmental services agency, but the website is not valid.* I didn't see civic organization activity.

* *Using Google Chrome, I had no difficulty with this website.*



- Streets were pretty good. Street signs are good.



- The City Hall is located in the Library building, but both were closed when we were there. Did not see any information online if we were trying to move into town (like a list of services, businesses, and what service providers were around).



Fire, EMS and Police Services

- Didn't see any police stations or police activity. Very nice, new fire building. Not sure if they have EMS services in the building or not and the sign just says Fire Department.
- New Fire Dept. Building was very attractive



- Library is in a building on Main Street. Looks to be well-stocked, but tired. Hard to tell since it wasn't open. Didn't see any computers in the window.
- Did not look open or like it would be anytime in the future – no hours no nothing

- Very well kept city park area with small playground area and closed bathrooms. Ball Park area for both football and baseball. Basketball court in town also.
- Park was very nice. There's also the ballpark for baseball in good shape, and a basketball court near the catholic church that seemed in decent shape.





Well-Known for an attraction or event?

- The large Sign on Highway 36 states that Beattie is “The Milo Capital of the World.” Nothing in town capitalizes on that. From the web search, and personal experience, I know they host a massive Truck Show every year that is well done with a huge turnout. No signage around town or no evidence of that now. This would draw people to town.

Natural or manmade features that can draw people?

- None now, but that could be the time of year. Again, the Beattie Days Milo Festival if it is still going on, and the Beattie Truck Show are big events and are/should be well publicized. Perhaps the town could consider a permanent display, or video, at the library or the historical museum for visitors to view the events, and or past winners. Or signage for the year that publicizes the event and previous year's winner?
- Beattie Heritage Museum, there was no signage to indicate when/whether it was open.

Visitor's Center

- City Hall serves this function. It is a little sign in the window of the library.

What would bring you back?

- We were hoping the café would be open to sit and visit over a cup of coffee, but it wasn't. They are fortunate to have a café open in town M-SA even for short hours. Very important to the community. We would probably come back for the Truck Show sometime in the future. It seems to be a full day of family type events.
- The menu at the café looked good, if I were here during those hours.

Most Positive Observations

- LOVED the stone house on the North End of Whiting Street. Would love to know the story and history of that house. Perhaps it is listed on the National Historic Register, or would be open for tours at special times during the year (i.e. Christmas) Should have the history of the other major homes in the area in the Museum, but we couldn't go in that building. I'm also hoping that the Museum talks about the Milo Festival and the ag industry in the area (quarry that is closed?). Lots of interesting history about the town beginnings they should make sure to save and publish.

Most Positive Observations

- Lots of industry to hopefully keep the economy moving. They still host a well-known event annually to bring people to visit. There did not seem to be a shortage of housing or apartments.
- There is a lot of potential in this town. There is space for more houses, buildings, businesses and so on. Nice welcome signs and potential for upbeat downtown area.
- The park was clean and well-kept and my kids I know would absolutely love it - would be a good place for a party or picnic.

Biggest Obstacles/Challenges

- Declining population, empty storefronts. Need to put in better signs around town for the buildings.
- Need to revitalize the Main Street. Put some focus on landscaping projects and perhaps address year round landscape beautification. Marketing/Signage.
- The town is very spread out and needs some new buildings/updated facilities and a reason for people to come to Beattie.
- There's not much of a draw to bring anyone to town that I could see - no real areas of work or housing available.

What will you remember?

- Absolutely love that old stone house. Would come back just to tour that. It's awesome!
- I think I should revisit in six months to see the town in another season.



What will you remember?

- It is just an ordinary town. Oddly enough there was a fox that made him or herself known and that is what I will remember personally about Beattie.
- I will remember the park and if we are in town again with kids, most definitely will stop. Unfortunately, I'll also remember there basically being nothing else there to bring me back.



- Create opportunities to bring the community together to know each other well.
- Your broadband internet is a huge asset!
 - Consider making the library a point of Wi-Fi for the community and publicize it on the windows.
 - Creating open, well-publicized wi-fi feels like a welcome mat for visitors.

**NO ONE CAN DO EVERYTHING,
BUT EVERYONE CAN DO SOMETHING.**

- Make the library a community project. It was once a source of pride and could be again.
- Is there a resident who would be willing to create a simple website for the city?
- A good downtown window washing goes a long way after a long winter.

**NO ONE CAN DO EVERYTHING,
BUT EVERYONE CAN DO SOMETHING.**

Thank you to our volunteer visitors.

Set Next Steps:

- Start talking! Find ways to discuss what you heard in small groups of every kind.

Contact me if you need resources or have questions:

Nancy Daniels

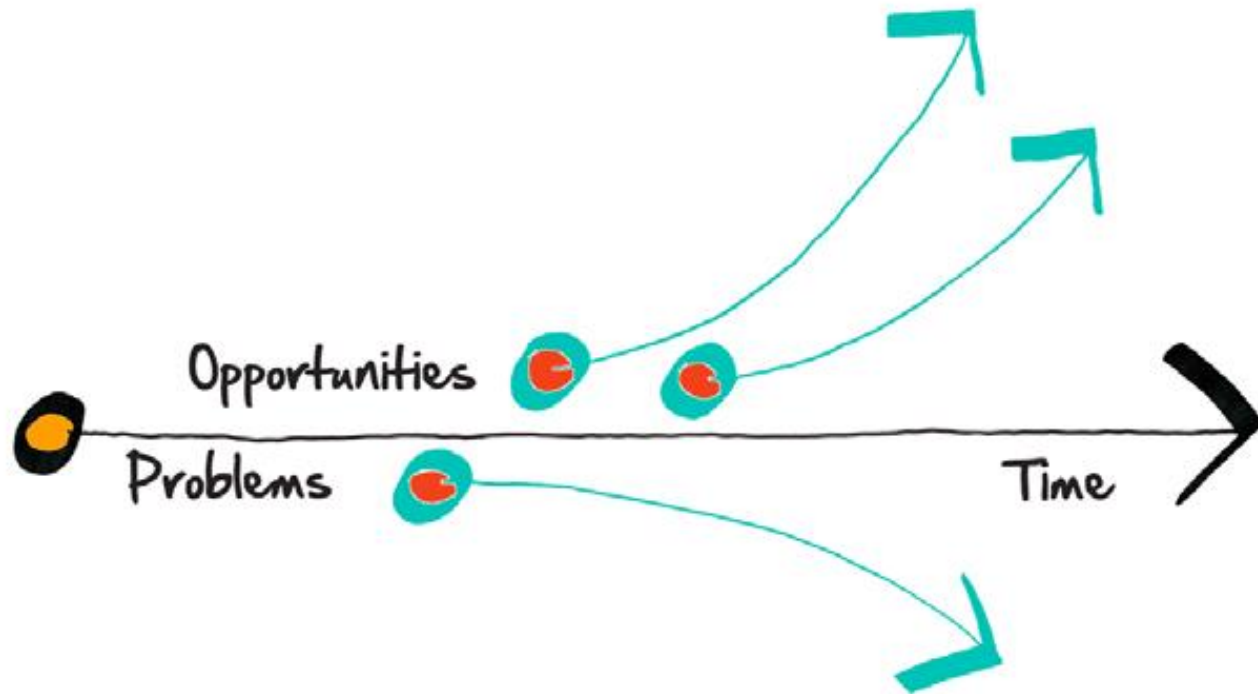
Community Vitality Specialist, K-State Research and Extension

785.410.6352

nkdaniels@ksu.edu

Asset Based Community Development

People move in the direction of their conversations



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.



Youth Community Perceptions

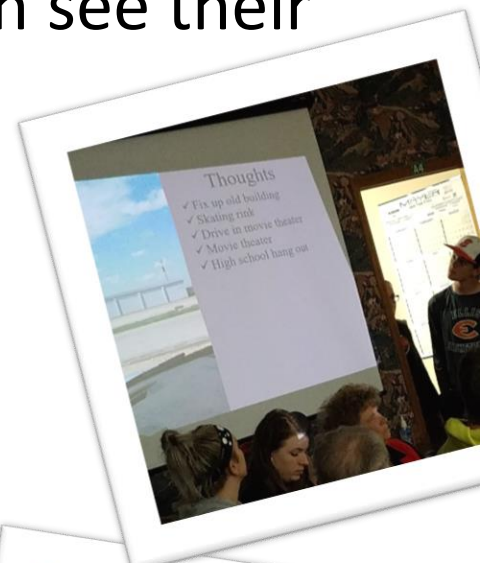
- Youth-Based Community Assessment.
- Gives communities insights on how youth see their community.
- Creates opportunities for youth voices in the community.
- Allows youth to become involved in local government and community process



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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 or [Register here](#)
 - 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

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

THE SMALL TOWN AND RURAL BUSINESS RESOURCE



FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PRIVACY POLICY	CONTACT
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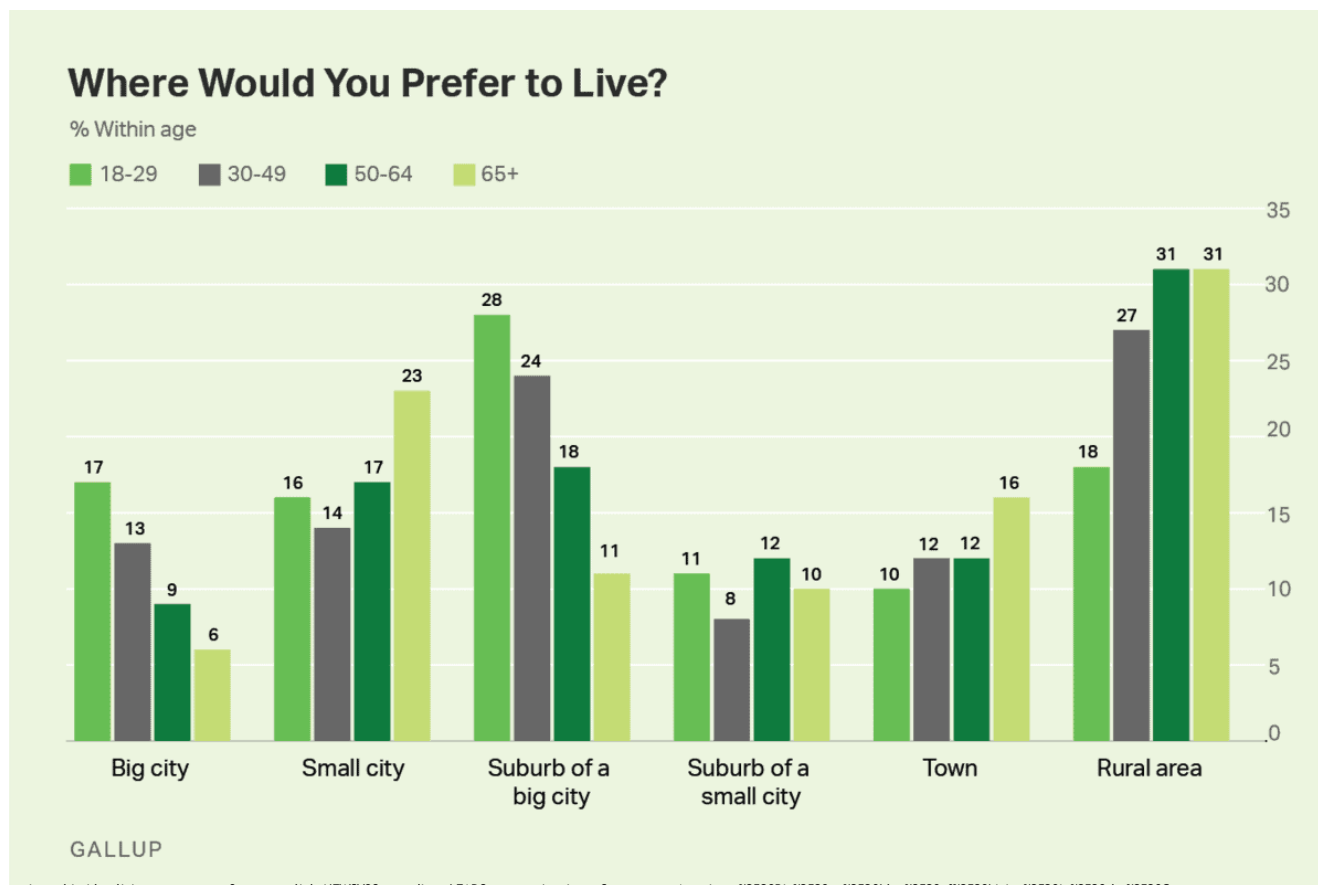
RSS

Zoom Towns: attracting and supporting remote workers in rural small towns

BY BECKY MCCRAY — 1 COMMENT

People have been saying for years that they would prefer to live in rural areas.

- 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

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.

A graphic for the 'GROW IN KANSAS' Strategic Growth Initiative. It features a collage of various agricultural and technological images, including a sheep, wheat, a cow, a pig, chickens, a drone, a green tractor, a circuit board, a horse, a person in a lab coat, and various fruits and vegetables. The text 'GROW IN KANSAS' is prominently displayed at the top in white on a blue background. Below the collage, the text 'STRATEGIC GROWTH INITIATIVE' is written in bold, followed by a description of the program as a pilot for recruiting food, agriculture, and UAS/small aircraft business to Kansas.

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

Rural Grocery/KS 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/>

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