

First Impressions

Bucklin, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



*Knowledge
forLife*



- Bucklin asked for First Impressions, obtained Spearville as its partner. All the similar-sized towns were 20-30 minutes or 2 hours away.
- I trained the volunteers about the visit and survey and took photos on May 9.
- Three visitors came in one car on June 5.
- Results are presented tonight, September 11.
- Bucklin 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 Kansans move every year.
- 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 794
(down 9.5% since 2000*) **KS= +6.1%**
- 2017 Estimate is 794
(down 9.5% since 2000 **KS= +8.0%**)
- 80.4% high school or GED, 21.5% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 7.4% **(KS=12.8%)**
- Median Age 34.5 years **(36.3)**
- Median household income is \$60,750 **(\$55,477)**

* 2000 Census was 725

- Website gives information about the town, primarily about the city, police department and ordinances. It did not give information about the rest of the community.
- Web searches connected us with information and links to the medical clinic, grocery store, and bar and grill.
- I was able to locate a wealth of information about the town and the businesses through Facebook and Instagram.

- **Website**
 - <http://www.bucklinks.com/>



Welcome to the City of Bucklin, Kansas

The City of Bucklin is committed to providing up-to-date information to its citizens. Our new "responsive" website is designed to provide an optimal viewing experience—easy reading and navigation with a minimum of resizing, panning, and scrolling—across a wide range of devices (from mobile phones to desktop computer monitors).

A new feature is the "Notifications" section (containing news and information) that city staff may post from time to time. To receive an email immediately when a new Notification is posted, simply subscribe in the column on the right.

Other features of the website include a [calendar of events](#) and an archive of documents which will feature the latest agenda, minutes of past meetings, the city code and recently adopted ordinances and resolutions.



Online Payment Center

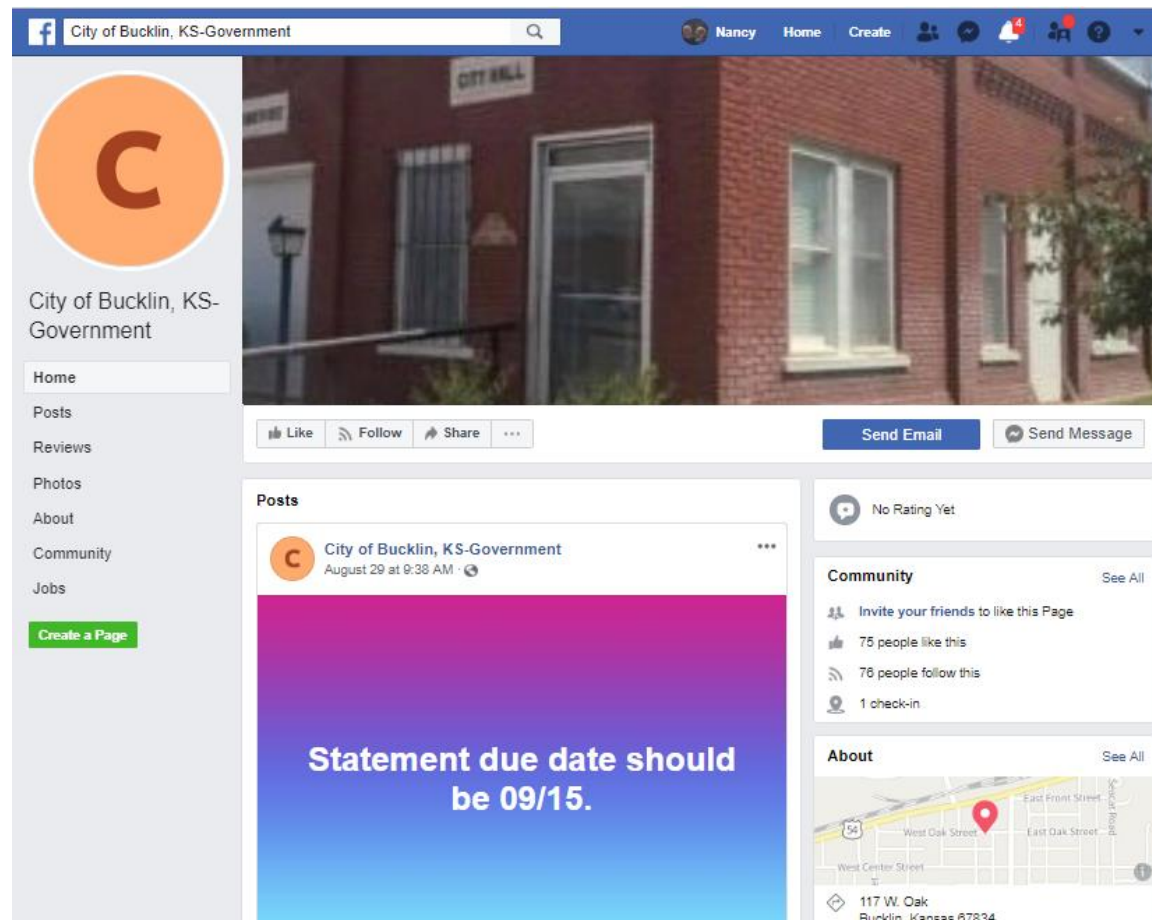
[Pay Utility Bill Online](#)
[Pay Court Fees Online](#)

Get Notifications by Email

[Subscribe](#)

- **FaceBook**

- City of Bucklin <https://www.facebook.com/City-of-Bucklin-KS-Government-401129190741471/>

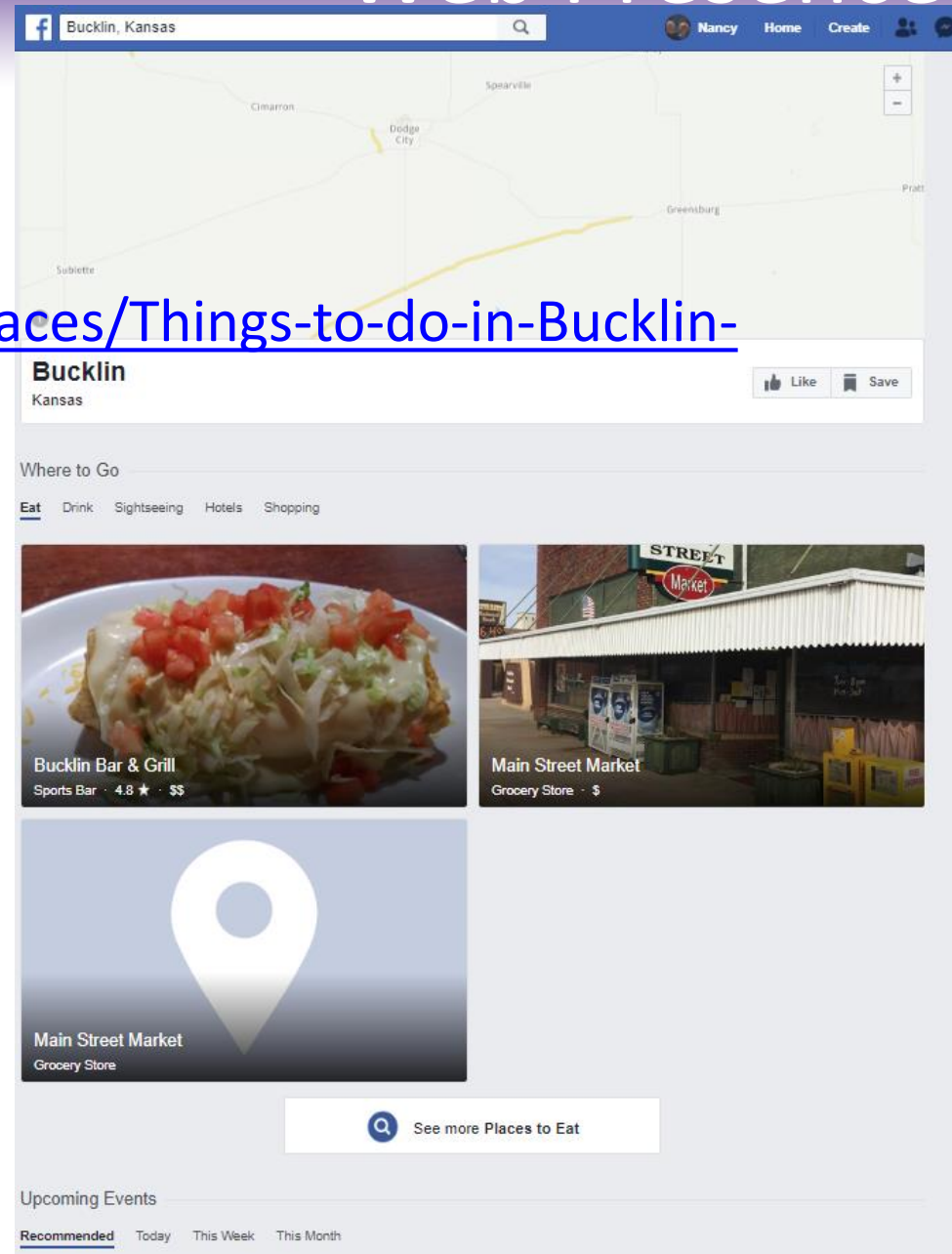


- **FaceBook**

Bucklin, Kansas

<https://www.facebook.com/places/Things-to-do-in-Bucklin-Kansas/103772659661049/>

A Facebook generated page.



- **FaceBook**
- *Many Bucklin-related pages – provides an opportunity for co-marketing.*

The screenshot shows a Facebook search for 'Bucklin ks'. The search results are filtered by 'Pages'. The top navigation bar includes 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages' (selected), 'Places', and 'Groups'. The left sidebar shows 'Filter Results' with 'VERIFIED' (unchecked) and 'CATEGORY' (Any category selected). The main content area lists several pages:

- Bucklin, Kansas**: 350 like this · Bucklin, Kansas · City. Bucklin is a city in Ford County, Kansas, United States. As of the 2...
- Bucklin Tractor & Implement Co.**: 3.3K like this · Bucklin, Kansas · Agricultural Service. Jesse McCurry likes this. Our Family in Partnership with Your Family.
- City of Bucklin, KS-Government**: 75 like this · Bucklin, Kansas · City Hall. The official Facebook page for the City of Bucklin, Kansas. Keeping...
- Bucklin School Community**: 436 like this · Bucklin, Kansas · Elementary School. This page will be used to communicate Bucklin School happenings ...
- Bucklin United Methodist Church**: 124 like this · Bucklin, Kansas · Religious Organization. "Reaching people with God's Love through His Word".
- Kansas PRIDE Program**: 1K like this · Manhattan, Kansas · Community Organization. Jan Steen and 124 other friends like this. The Kansas PRIDE Program is a community improvement initiative...
- Bucklin Bar & Grill**: 967 like this · Bucklin, Kansas · Sports Bar. This Page mentions Smothered burritos, roast beef, Ko steak, fries ...
- Bucklin Basketball**: Page · 62 like this · School Sports Team. All things Bucklin Basketball! #Family.

On the right side of the page, there are links for 'English', 'Français', 'Privacy', 'Cookies', and 'Facebook'.

“Five-Minute” Impression

- A variety of houses for all incomes. City park was nice and kept up. Main street was clean and had a nice gazebo with bench. There were signs on most entrances. Most buildings on main street were old, as was the school.





“Five-Minute” Impression



“Five-Minute” Impression



“Five-Minute” Impression



“Five-Minute” Impression

- Ag-Oriented community. BTI and the Coop dominate three of the entrances but are very organized.



“Five-Minute” Impression

- Not many signs directing people to the pool, park, school, clinic, etc.
- There were several vacant buildings, but the area around them was well-maintained.



Downtown Business Area

- Buildings are old, but well-maintained. Main street is kept clean with a few flowerpots and benches throughout.



Downtown Business Area



Downtown Business Area

- Most of the buildings are full and being used. Unused ones are not eyesores. The grocery store has a nice variety of basic merchandise. Customer service was impressive.



Downtown Business Area

- Quite impressed. Each business had their structural business maintained and identified. There are a few businesses that could use some clean up and painting, but for the most part Bucklin is welcoming. The grocery store has a small, but useful inventory.



Downtown Business Area



Amenities Downtown

- Public restrooms were at the city park but not in the best shape.
- Wi-Fi is available at the library and we knew that because of the sign on the door.
- There are several benches along Main Street as well as potted flowers along the sidewalks.
- Flowerpots were full and well-maintained, which was very welcoming. There were no trash bins.
- Sidewalks were very walkable; there was ample parking without long distances to walk.

Other Retail Shopping Areas

- The only retail shopping I saw was the thrift store. The outside wasn't too inviting.



Other Retail Shopping Areas



- There wasn't a defined area for commercial development, but possibly could happen at the north or east end of town.

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.*

- Bucklin has a clinic with hours posted on the front door, a Chiropractic office with no hours posted and a relatively new fire station.



- There were no signs leading to any of these facilities; we stumbled upon them.
- *Coming from downtown, I wasn't sure if this building was in use.*



- Hill Top is a 32-bed nursing home that is beautiful, well-landscaped and well-maintained.



An idea from other small communities:

- *Highlight what you have.*
- *Tell travel time to the assets you don't have.
"30 minutes to Western Plains Medical Center,
Dodge City." Market the wonderful aspects of
those assets. Your region is your strength.*

- Houses in Bucklin would appeal to all incomes, but there weren't many available.
- Available housing is limited and what is available is in questionable shape.



- There are lots available for building, but not sure if they are available for purchase.



- There is low-income housing on the east side of town.



- It was difficult to tell if some of the homes were run down or abandoned as many of the residential areas needed some care.
- Not sure if the city enforces codes on cleanliness of your property or lawn ordinances.
- *I also had this question, but I failed to document it with photos.*
 - *Answer: Dodge City Code enforcement with court costs of \$110.*

Rental Housing

- I only saw one house for rent.
- City Hall said there are some available and the clerk has a list of landlords.

KANSAS

• Total Housing Units	380	
• Total Occupied Houses	320 (84.2%)	(89.1%)
• Vacant Houses	60 (15.8%)	(10.7%)
• Owner Occupied	212 (66.3%)	(66.4%)
• Renter Occupied	108 (33.8%)	(33.6%)
• Family Households	71.2%	(65.4%)
• Non-family Household	28.1%	(34.6%)

FactFinder.census.gov

“2013-2017 American Community survey 5-year estimates

- One school that houses Pre-K through High School.
- City Hall told us about pre-K.



- The grounds look a little run down and could use a weed eater.
- The school is small and could use updating and maintenance.





School Information

- School website was full of information.
- *Like most school websites, this website is extremely valuable to current patrons.*
- *“Potential students” is another market.*
- *Tell us why you love your school. Happy photos of students help others visualize themselves there.*

USD 459

BUCKLIN SCHOOLS

Weight Room Banner

BHS Speed, Strength, Power

High School

Middle School

Elementary School

District Calendar

September 2019						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

BHS Mini Cheer Camp

This Bucklin High School cheerleaders will be holding their Fall Mini Cheer Camp on September 18th! Campers will receive a t-shirt, 5 day camp guidelines, and a performance in the home football game. These return cheerleaders receive with payment to be held by August 30th.

Camp cost is \$20 per camper.

This age group will be divided as follows:

Breakdown (5 per side maximum if going forward) & Breakdowns
 Freshman
 7th/8th/9th/10th/11th

Practices will be:

Sunday September 16th 8:30am-4:00pm

Bucklin Mini Cheer Camp

2019-2020 Form

Name: _____

Phone: _____

Dropout Date: _____

Drop Out From Day: _____

Drop Out From Week: _____

Drop Out From Session: _____

Drop Out From Year: _____

Drop Out From Month: _____

Drop Out From Day: _____

Drop Out From Year: _____

Drop Out From Month: _____

Drop Out From Day: _____

Drop Out From Year: _____

Drop Out From Month: _____

Drop Out From Day: _____

Drop Out From Year: _____

Total Due: _____

- City Hall is aware of a few in-home childcare facilities.
- There was a flyer for one up at the bar and grill.

Ford County Data:

- **Number of Children Under Age 6:** **3,851**
- **Children with all parents in the workforce:** **55%**
- **Desired Capacity of Child Care Centers** **683**
- **Extent that desired capacity meets potential need** **32%**
- **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 child care specialists.
785-823-3343*

- I noticed a couple of Methodist churches and a Community Church Baptist.
- All looked physically inviting and well-kept.
- There were no signs leading to the facilities, but each had their service hours posted.



- American Legion.
- There is a Senior Center/Thrift Shop.
- We saw signs advertising a booster club.
- There were no civic activities while we were in town.



- Some streets weren't the smoothest, but there were signs that directed you places.
- There is a need for more signs to public areas: school, park, pool, city hall, etc.
- Sidewalks were minimal, landscaping varied from block to block and good to bad.

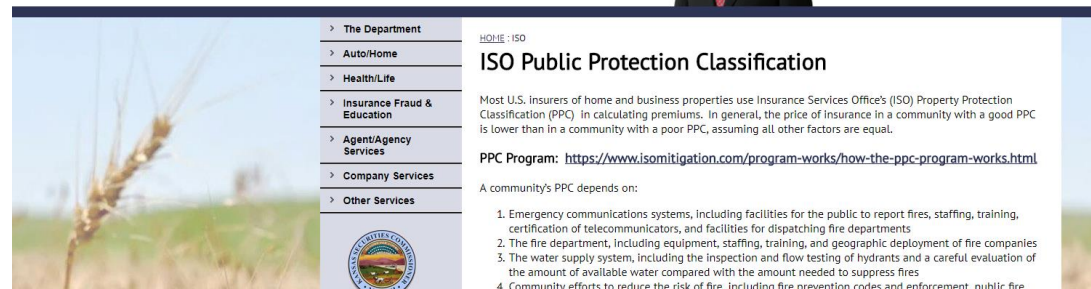
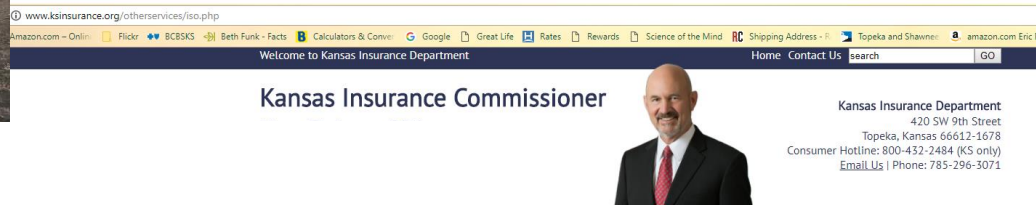


- City Hall is on a side street and there are no signs visible leading to it. This also happened to be the police office too.
- The clerk and mayor were very friendly. It is a small office and not very inviting to outside guests.
- The clerk sits behind a closed door and you talk through a security glass to her, which gives the impression of being in an unsafe area.
- We asked about code enforcement; they said they work with residents because they struggle financially.



Fire, EMS and Police Services

- There are two PT officers; a nice, new police car.
- Stumbled upon the Fire Department which is an extremely nice new building down from City Hall.



Fire, EMS and Police Services

I can sympathize with the visitors; I took all kinds of photos thinking they might be the fire department.



- AMAZING library that is only 5 years old. Super friendly ladies. Very up-to-date with technology. They have a conference/meeting room connected.
- They serve free lunches to children in the summer and offer free Wi-Fi.
- Bucklin can be very proud of its library.



- Very pretty city park with a small walking path around it.
- City park was well-maintained, except for the restrooms.
- The public pool is showing signs of age. It doesn't have hours posted.





- Playground and sports complex at the school was kind of old.
- Ballparks could use some attention with lawn care and signage.



Well-Known for an attraction or event?

- Paige Estes Street Dance, Veterans Day Parade and luncheon.
- No slogan that we saw.
- We saw the Bucklin Red Aces around town.



Natural or manmade features that can draw people?

- None were noticed by visitors.

Visitor's Center?

- City Hall is not on main street and isn't very inviting.
- The most welcoming and informative stop was the library.



What would bring you back?

- Bar and Grill, library.
- Friendly people, park, custom cabinet shop and BTI.
- Bucklin Bar, library and local liquor store.



Most Positive Observations

- I was super impressed by the library.
- Friendly people. Library. City park. It is obvious there is a lot of local support for the community.
- This community has so much more to offer than I imagined. I was quite impressed with all the services available for such a small area. The residents we encountered seemed to be very proud of their community and how a tax credit has been set up to support things locally.

Biggest Obstacles/Challenges

- I think the biggest obstacles/challenges are living quite a distance from a bigger city and not many houses for rent or sale for people moving into the community.
- Job market is a challenge, as is housing. The distance to a larger community would be an obstacle.
- Limited available and acceptable housing, I would say.

What will you remember?

- The library and how friendly and full of information the lady was!
- Bucklin has so much more to offer than we ever realized! The library facility is amazing! The citizens who support the community and are proud of it!
- Even though it is small, it has a lot to offer to residents.

Thanks to our leadership team and volunteers!

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.



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

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[WEBINARS](#)

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[WORK WITH US](#)

[I DON'T HAVE TIME!](#)

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A Virtual Tour

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

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 businesses to Kansas.

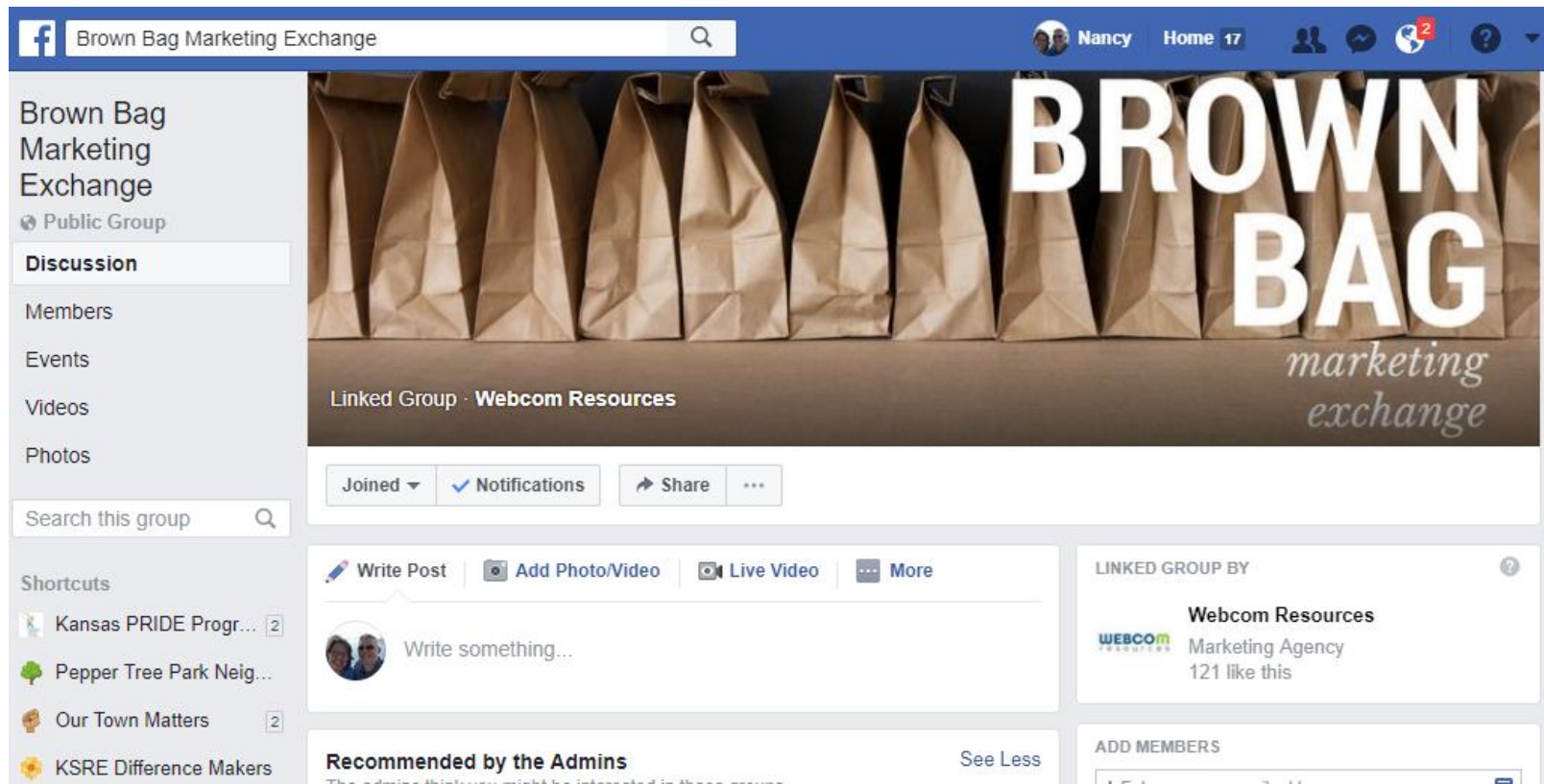
GROW IN KANSAS

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

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



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



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