

First Impressions



Salina North Town

K-State Research and Extension

- Salina North Town signed up to participate in a First Impressions community assessment.
- Visitors were trained in October of 2023.
- Six visitors visited in early November through late December. Photographs were taken in November and December.
- Results presented today 2/27/2024.
- Community members use the results for further discussion and action plans.

Why: First Impressions?

- **Feedback:**

How does a first-time visitor view my town?

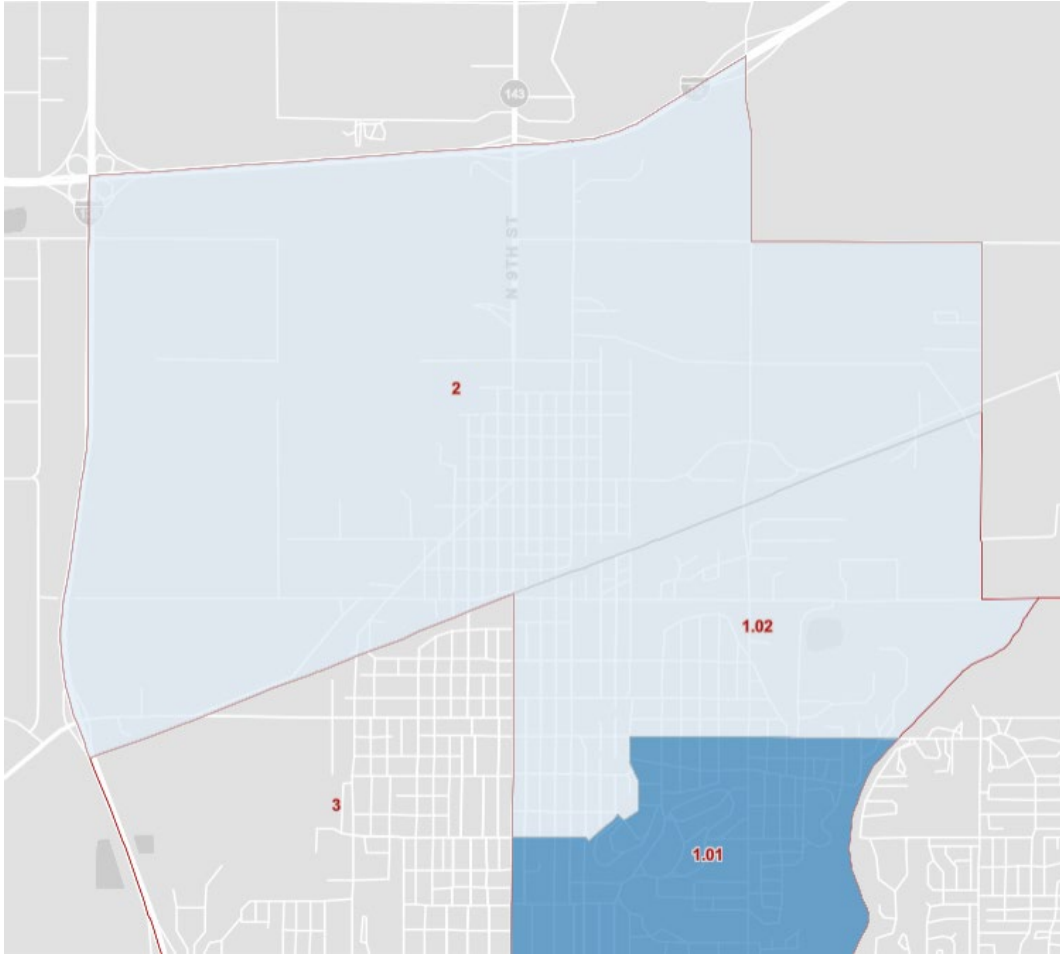
- Evaluate successes,
- Set goals and priorities for next steps.

- **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



Data on the following slides is collected from Census.gov and is for Saline County Census Tracts 1.01, 1.02, and 2 which make up the area pictured on the left.

- 2022 ACS Estimated Pop.: 6,555 ↓ 8.37% since 2020
- 2020 U.S. Census: 7,154

Census Tract	1.01	1.02	2
Median Household Income	\$39,328	**	\$29,086
High School/GED+ %	83.4%	81.1%	82.5%
At Least a B.S. Degree %	30.8%	21.4%	14.4%
Median Age (years)	33.3	44.4	36.4
Persons Over 65 years of age	18.6%	25.3%	19.3%

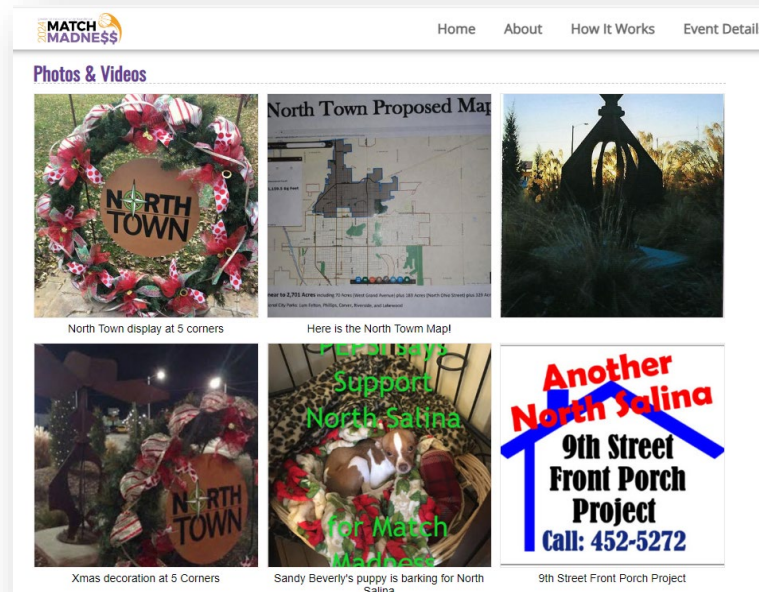
Census Tract	1.01	1.02	2
Poverty Rate % (% of people below poverty line)	17.7%	48.3%	38.1%

Race/Ethnicity			
Census Tract	1.01	1.02	2
White	74.7%	77.66%	68%
Black/African American	4.7%	5.6%	7.8%
American Indian/Alaskan Native	1.2%	0.5%	0.6%
Asian	0.85%	0.7%	1.9%
Native Hawaiian/Pacific Islander	0%	0.04%	0%
Other	0.25%	0.1%	0.3%
Two or More Races	6.8%	6.2%	6.5%
Hispanic	11.5%	9.2%	14.9%

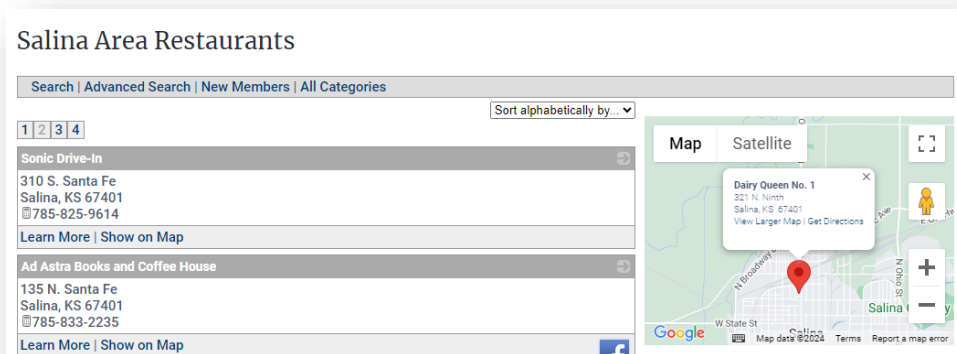
- **Website**
- The “North Salina Community” website was a bit dated and had no recent meeting minutes.
- The list of businesses was helpful, but not overly useful due to the age of the information.
- Website was easy to find for most using a search engine. It was also easy to navigate.
- Others could not find a website dedicated to the area.



- It did appear as if parts of the site were under construction and there was not a working link to see what real estate or rentals existed.
- There were some great pictures of community activities on the Greater Salina Community Foundation/Match Madness site that should be on the North Salina website to show off what's happening.



- One visitor used the Chamber of Commerce and City of Salina website to try to find more information about North Town. The Chamber page was really helpful, though not aesthetically pleasing. The ability to pull up a map with locations of resources was really nice.
- Some visitors looked up Salina on Trip Advisor to see what there was to do, but most things listed were outside of the North Town area.
- One recommendation for the website and social media would be to occasionally feature local businesses and organizations.



- **Facebook**
- The Facebook page for the neighborhood had more current information and showed community spirit.
- Nice job keeping community members informed of local events!
- Whoever runs the Facebook page did a nice job of replying to positive and negative comments, explaining why things were done the way they were.
- The Facebook page was also good about acknowledging community members' and volunteers' contributions.



“Five-Minute” Impression

- Dated motels, storage units, and truck stops were what people saw the most coming into town from the north.
- It all seemed very industrial without a real neighborhood “center” observed.
- Residences seemed to be mostly low-income, but well maintained.
- The Department of Transportation building was noted.



Some photos retrieved from Google.com

“Five-Minute” Impression

- Coming in from the neat shops and local eateries of the downtown area, this part of town gives the feel of a much older, industrial area.
- Despite the industrial feel, visitors mentioned it seemed quiet and peaceful, even on a weekday.
- Visitors could see the banners on the light poles while driving north on 9th Street.



“Five-Minute” Impression

- One visitor wondered what the story was with the RV encampment when coming off the interstate. There’s no signage for it.
- The first truck stop looked well manicured. Most businesses in that same area looked welcoming. Though the “Welcome to Salina” sign was soon followed by a field of used cars.



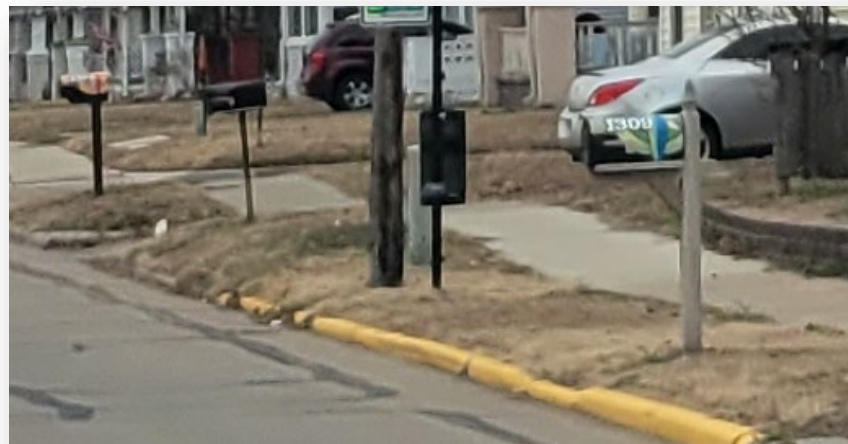
“Five-Minute” Impression

- This is a unique mix of industrial and residential. The industrial businesses were primarily supply focused.
- A lot of homes with chain link fences right up to the street and many businesses with chain link fences and concertina wire which tells a person they don't want to get out and walk around.



“Five-Minute” Impression

- The Salina North Town decals on the mailboxes were nice to see and gave a feeling that residents with those had pride in the neighborhood. Some were yellow and green, some were pink and blue – was there meaning behind the different colors?
- Coming in from the east off of I-70, one visitor did not realize there was a museum there until they were already taking the off ramp.



“Five-Minute” Impression



- The Salina North Town signage was visible and inviting which shows a sense of community spirit.
- There were bikes noted next to a convenience store, later noted to be part of a Pathways to a Healthy Kansas grant.
- Some visitors felt there was good signage directing people to parks and museums.

“Five-Minute” Impression

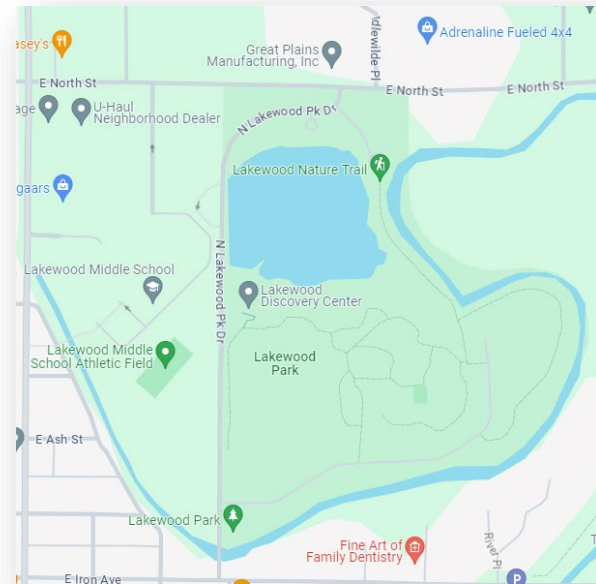
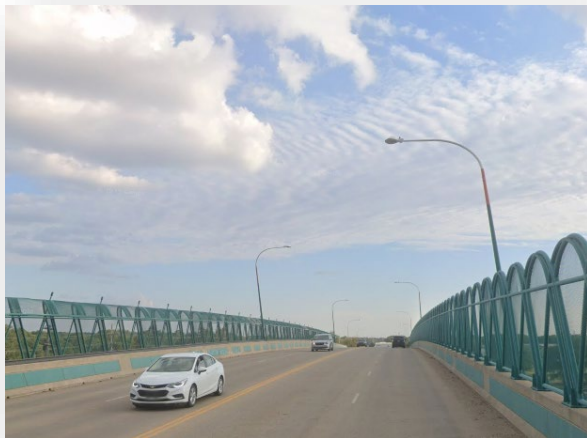


- The area coming in from the south on 9th Street was older and didn't have much in the way of recently built homes or structures.
- A few fast food options existed in the area off of I-70.
- Some repurposed buildings – a hotel being used as a church, for example.
- Some closed down businesses which gave the impression that this part of the city is not thriving.



“Five-Minute” Impression

- The park by the river on the north side seemed to be nice during the drive through.
- Along with the “Welcome to Salina” sign, the bridges with the unique lights were interesting coming in from I-70/Ohio.



“Five-Minute” Impression

- Coming in from Old Highway 40/Broadway, the landscaping company’s rows of trees really set a neat, tidy entrance. The fields leading up to Broadway and Ohio were well taken care of and appealing. Very clear signage coming up to that intersection.
- The field of used cars and an odd house, but then you feel like you’re in town.
- Coming in at the I-70/9th Street entrance it’s hard to tell if the Comfort Inn is open or closed. The grass on the west side of 9th is really overgrown which adds to the confusion.



“Five-Minute” Impression

- East of 9th, the Marifah Inn looks like they are trying really hard, but isn't clear if the gas pumps and other services are really open there either.
- The Church of Christ campus was observed nearby.
- It might help to put some signs up on the KS Wesleyan Baseball Field to show the university is in town.
- Signage for the Levee trail system was noted to be absent by one visitor, but they knew it was there by looking at a map. Highlighting Levee along with Thomas Park right away would be a good idea. Families were observed to be enjoying Thomas Park which gave a welcoming feeling.



“Five-Minute” Impression

- Very few signs leading up to the 9th Street exit would encourage anyone to stop for more than just gas or food while there are other towns further east and west that have multiple billboards enticing travelers to stop and explore.



Business and Shopping Areas

- Liquor stores, a closed daycare center, and a few churches were observed by some, but not a real well defined retail area.
- Some scattered stores here and there.
- Not many places to eat lunch, but the All Star convenience store did have candy bars for \$3 each.
- Most buildings could use a coat of paint and their signage was minimal – you really had to look to find what some of the businesses were.



Business and Shopping Areas



- At the All Star convenience store, you could find the normal products you'd expect – snacks, cigarettes, lighters, beer, soda, lottery tickets.
- Most businesses in this area were commercial or service instead of retail.
- Car dealers, appliances, trucks, and industrial type businesses.
- There were quite a few drive-ins and privately owned hotels and motels, some in better repair than others. It was nice to see those that were still in business because in other places a lot of these types of properties are allowed to go into disrepair.

- Some felt there were no real grocery or food access options in the neighborhood.
- Others felt Pump Mart seemed to be the only store in the area that carried a few basic staples, though it was a fairly small store.
- It was noted that the Salvation Army offered food commodities.



- The AJ Honey Farms shop was very noticeable with the bright yellow store. The parking was a bit awkward to get to, but the store was great and had a wide variety of products.
- Some noted the DG Market in the area, others just saw restaurants and convenience stores.



- The customer service at the All Star convenience store made some feel uncomfortable.
- Pump Mart staff greeted visitors upon entering and staff gave recommendations of places to eat in downtown Salina – nothing in North Town.
- Multiple praises for AJ Honey Farms being incredibly friendly and welcoming. Plenty of information was shared about their products and operation and visitors were given plenty of time and space to explore.

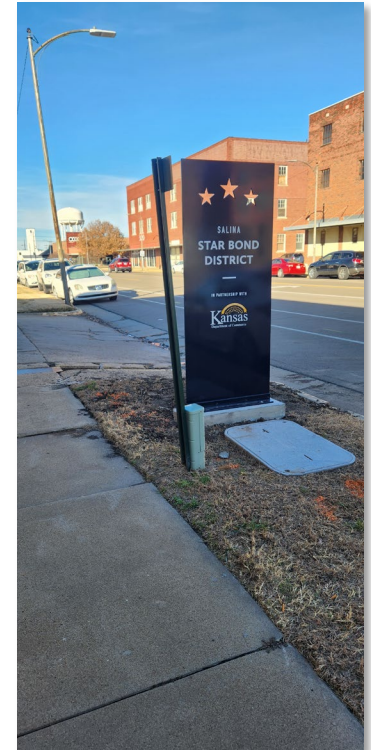


- Visitors learned AJ Honey Farms had been in that location for about a year. The difficult parking situation was explained that the street was closed about 10 years prior.
- Other areas, coming in from the interstate, the cashiers and store clerks were very friendly at the truck stops. Their friendliness increased the feeling of safety and comfort for those not familiar with the area.
- Some were greeted by every business they went into and never had to ask for help.

- Restrooms and trash bins were available at convenience stores.
- Some public restrooms were seen at a park, but they were closed for the winter.
- Some benches around, mostly near bus stops – and there were quite a few bus stops, all very well marked.



- Picnic tables were also seen in some areas.
- No public wi-fi access was available.
- Towards the Star Bond district there were a number of benches and trash bins, and some random benches on a corner.
- The parks all had trash bins but none on the streets other than in the Star Bond area.



- Some areas the parking was tight due to larger vehicles being there – All Star convenience store was noted.
- Others felt parking was easy to access elsewhere. Nowhere really that multiple places could be accessed in one stop.
- It was noted again that parking for AJ Honey Farms was difficult – not the parking lot itself but accessing it.
- Handicap parking was readily available.
- Parking at the DG Market was ample and the lot was in good condition.



- Streets looked clean and well maintained, though not much in the way of landscaping or streetscape beautification happening in this part of town.
- The 5 Corner intersection was nicely landscaped.
- It was December during some of the visits so probably not the best time to see landscaping.



- *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.*

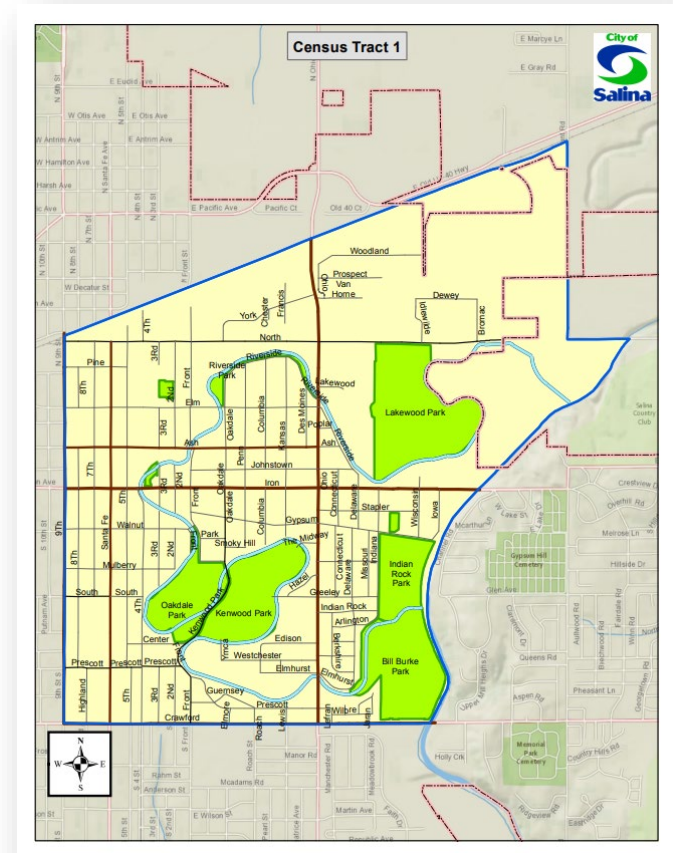
Observation:

- “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.*

- The northeast and east sides of the area looked to have room for manufacturing industries to locate or expand.
- Most everything that was not residential seemed to be industrial/commercial.
- Some business sites were listed for sale or rent.
- Being close to other businesses might be beneficial, but doesn't give a "community" feel.

Industrial Parks/Commercial

- Several open spaces with real estate signs noted in industrial areas coming into town.
- The areas by the railroad tracks seemed to be particularly industrial and older, though there were some new buildings scattered throughout.
- Part of the industrial area visited is an Economic Opportunity Zone so it's considered economically depressed. Are some of the newer businesses a result of the EOZ?



Industrial Parks/Commercial

- One visitor's takeaway from this part of town – there doesn't seem to be any type of delineation between industrial/manufacturing areas and residential areas. Virtually everywhere was an elevator, a business, or warehouse, then a home. We're in need of every house we can get in Kansas right now, but the pairing here is a little confusing.



Industrial Parks/Commercial

- One of the biggest highlights in this area is the really unique and interesting business opportunities. Understanding the history of each building and using it to tell the Salina story might help bring in businesses and customers.



- No hospitals or emergency services were seen in this part of town, however it's not far to the nearest hospital.
- An addiction/rehab center was observed. It appeared to be well kept and in a nice neighborhood.
- Most felt there were no healthcare providers in this part of town, no pharmacies, or other services, though one dentist was noted by some visitors and a Salina Regional Health Center by Lakewood Park.
- The Saline County Health Department was close by at the county government buildings.

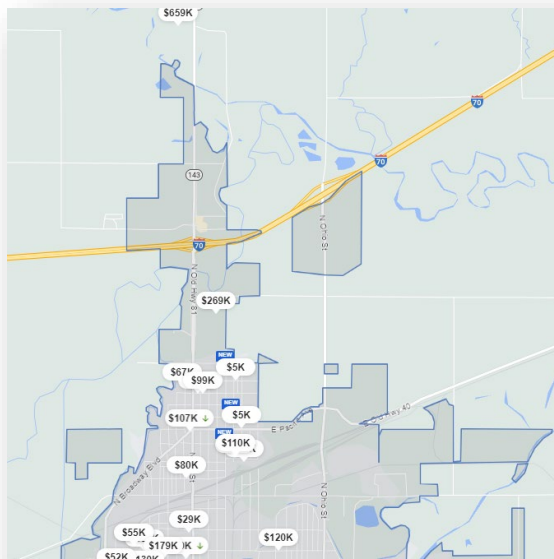


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- One visitor noted there were 3 small homes with “for sale” signs. One was for sale by a real estate agent, the others were by owner.
- Another visitor saw 5 signs when they were in town. It was unclear with some properties whether it was just the land for sale or a house, too.
- Finding acceptable housing in this area would be a challenge.



- Online, 3 properties were seen. For those checking Realtor.com, roughly 36 properties were identified for sale in North Town, ranging from \$50,000 to \$350,000 – 26 of those properties were under \$100,000.
- Mostly low- to mid-income housing was observed. For the most part they were kept fairly well.
- Some could use a fresh coat of paint or some landscaping, but not much really stood out as abandoned or condemned.



- The west side of North Town had the most run down homes, and the conditions improved as visitors traveled east.
- Housing looked to be fairly affordable for new home buyers or those looking for investment properties.
- Is there not a code, or enforcement of existing codes, to ensure property owners clear their yards of junk? There were several blocks with multiple homes with debris-filled yards which brings down the value of other homes in the neighborhood.



- Many of the homes appear to be 1-2 bedroom, some built very close together depending on the neighborhood.
- The Neighborhood Revitalization Map from the City Services office does not have a legend on it but appears that several neighborhoods in this area are included in the NRA, meaning they could receive tax abatements for improvements to the properties.
- Newer homes were observed to the east near Marymount.



- Knowledge
for Life*

Census Tract	1.01	1.02	2
Number of Housing Units	1,482	1,291	1,099
Occupied Housing Units	1,302	1,270	914
Owner Occupied	42.2%	28.3%	45%
Renter Occupied	57.8%	71.7%	55%
Median Gross Rent	\$794	\$739	\$800

Census Tract	1.01	1.02	2
Average Travel Time to Work (in minutes)	14.4	14.8	15.9
Employment Rate	66.3%	48.9%	65.5%
Households Without a Computer (including desktop, laptop, tablet, or smartphone)	85 (6.5%)	220 (17.3%)	78 (8.5%)
Households Without an Internet Connection	184 (14.1%)	390 (30.7%)	272 (29.8%)

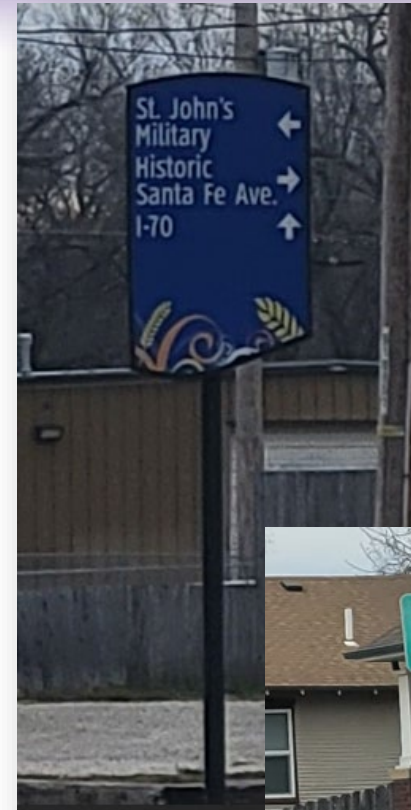
Data Source: Census.gov retrieved 1/3/2024

- Kansas Housing Corporation is a resource to find out about housing grants and other tools for homeowners and renters.
- Also has some resources to address homelessness.

<https://kshousingcorp.org/>



- St. John's Military School/Academy was seen in this part of town. Others noted they were aware the academy closed in 2019 but there are still signs pointing to its location, so perhaps those could be removed.
- Maybe that facility could be turned into a shopping area or a site for incubator businesses.



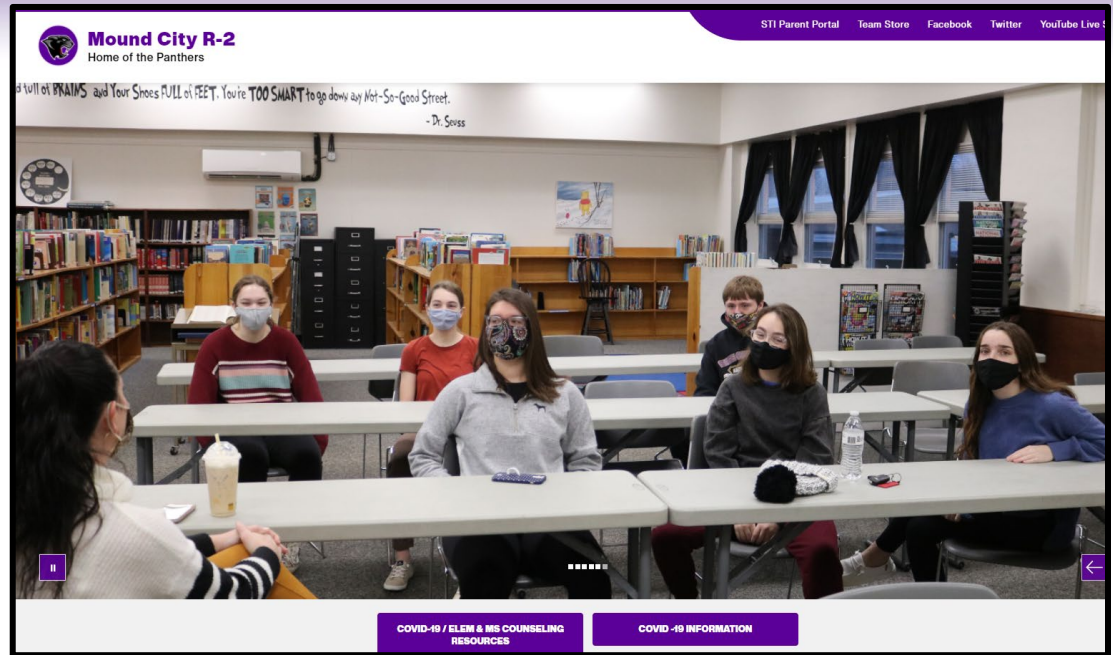
- While some felt that St. John's was the only "school" in this part of town, others noted an older 2-story brick school on Iron Street.
- Still others noted a middle school and elementary school they considered to be in the neighborhood on the east side. One visitor felt there was a high school here.
- The school district offices are located in North Town.
- Buildings and grounds all seemed to be well cared for.
- There was also a Seventh Day Adventist school identified.

- What about information online? Some indicated they could not find any information about the quality of education available in this part of the city.
- Others said it was easy to find information about the district in general.
- The State of Kansas has some accountability reports at datacentral.ksde.org. Oakdale is rated lower than the state average in Math, ELA, and Science. Lakewood also rates below the state average from what is noted online.

The screenshot shows the 'Kansas Report Card 2022-2023' website. The header is dark blue with the 'KANSAS STATE DEPARTMENT OF EDUCATION' logo and navigation links: Performance Indicators, Teachers, Demographics, Board Goals, Other Results, ESSA, and Data Central. Below the header, a breadcrumb trail shows 'Home / Kansas Report Card'. The main heading is 'Welcome to the Kansas Building Report Card'. A 'Select Organization' section contains two dropdown menus: 'Select a District:' with 'D0305 - Salina' selected, and 'Select a Building:' with '3002 Oakdale Elem' selected. To the right of these menus are two buttons: an orange 'Report Help ?' button and a blue 'Advanced Search' link.

“Potential Students” are an audience for your website.

- This is Mound City, MO:
- “Why choose us” info on home page.



ABOUT US

Why Us

Graduation Rate

100%

Technology Ratio

Computer to Student Ratio: 1:1

Teacher Ratio

1:9 Teacher to Student Ratio

Career Ed. Programs

Agriculture Education, Business Education, Family Consumer Sciences and Human Services



Retrieved from internet 1/26/2021 <https://www.mndcty.k12.mo.us/>

Comments:

- Some noted they found one operational and one closed childcare facility.
- The Sweet Lil Academy Child Care facility was on the northwest side of the community. It looked well maintained and had a nice playground in the back. No information about this facility was found online.
- Some felt there was no other childcare option available while others noted 2 facilities listed online and a third one seen in person on the very south end of the area.
- Several in-home daycares were noted. Google Maps was not helpful.
- Average childcare base rates were found for Salina online.

Saline County Data:

- **Extent Desired Capacity meets Potential Childcare need** **59%**
- Contact ks.childcareaware.org to access local childcare specialists.
785-823-3343

Source <https://ks.childcareaware.org/data-research/> Retrieved from internet 1/3/2024

- Four churches were seen while exploring North Town, one of which was the Salvation Army building.
- Methodist, Seventh Day Adventist, and a Hispanic church were noted.
- Some visitors noted a church that used to be a motel near the interstate.
- Visitors felt they'd be able to find a place to worship here when visiting town.



- Other than St. Francis Ministries, which focused on foster care, adoption, and family support, no faith-based community services were observed.



- It was hard to tell if the Masonic Lodge was active or closed down.
- There was an American Legion building found, but the windows were boarded up.
- There was an Eagles Club building noted slightly outside of North Town. It's a good example of some of the buildings in the area that could be helped with a fresh coat of paint and a little maintenance.
- No other evidence of civic organizations was found here.



- For civic organization activity, most did not see any evidence of activities in this part of town.
- On the North Town website it did seem like there was quite a bit of activity in the civic and community areas.
- One visitor noted that because of the cars/people around the Salvation Army and St. Francis Ministries, that counted as evidence of work happening in the community.
- No organizations serving seniors were found, but a visitor wondered if St. Francis also could assist with older adults' needs.

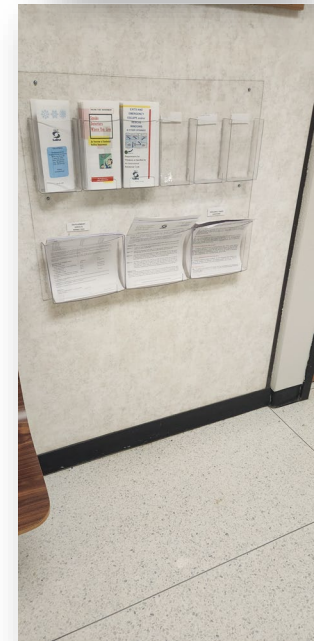


- The North Town signs along 9th Street were nice, but other than those there really wasn't anything to indicate it was a different community. It's too bad welcome signage didn't extend up to the interstate.
- The North Town signage did indicate people were working together.
- Streets were mostly well cared for and in good repair. Several streets in this area were not paved.
- Keep the brick streets if possible!



- Bike lanes and signs are a bonus. Some of the bike lanes appear to be on busier roads so it feels like they might be unsafe to ride on (i.e. Hwy 40).
- There appears to be land available for wide sidewalks in the future.
- Sidewalks were in fairly good shape. Some were a little rough, but most were okay.
- Additional notes about business buildings and signage: hard to tell what was closed or operational due to signage or buildings not being in good physical shape. Some buildings were in good repair, others were questionable on whether they were in use or empty.

- One visit was conducted on Veterans Day, so City Hall was closed.
- Others noted that the city/county government buildings would not technically be in North Town, so they didn't attempt a visit. They did acknowledge they were close by.
- One visitor did go to the city offices and found a helpful kiosk with locations of offices. There wasn't a clear place to go with questions or get information from a person as most office doors were closed.
- There were some brochures on the walls outside of the offices. Maybe the culture here is to have information available outside so people don't have to come in?
- The Vehicle Registration/Tag office was the busiest and there was a lot of laughter coming from the space so it felt welcoming.
- Another visitor encountered helpful, friendly staff at the city offices.



Fire, EMS and Police Services

- Some saw no evidence of police or fire stations or vehicles during their visit.
- Others indicated that an online search shows one fire department here with others being south of the neighborhood.
- The fire department was found in person and seemed quaint and well kept.

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

Navigation:

- > 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

- Some visitors saw a patrol car making rounds and an ambulance driving through.
- Visitors wondered if the train tracks that divided the North Town area from the rest of the city inhibited emergency service response from the south if there was a train moving through. Would lack of access affect insurance rates?
- Some felt the Saline County Sheriff and Salina Police Department were right inside North Town.
- Several law offices were in the general vicinity of the Municipal Court building.
- The police station and jail were older looking, but well cared for.

- No main library or branches were seen in North Town, though the Salina Public Library was not far away.
- There were a number of little libraries throughout this part of town and they are maintained by the North Town Community Development group. Some were co-located at bus stops.



- One of the city parks with a playground also had bicycles to rent.
- There was a bike lane on Ohio Street noticed while driving into town from I-70.
- There was a community playground associated with the Salvation Army.



- Some noticed ballparks near the schools, others didn't see any ballparks.
- Lakewood Park was visited by some. They walked the trails and noted the trails were fairly well maintained and had good signage and trail maps were visible.
- Some of the sign holders were broken and on the ground.
- A number of people were observed walking the trails and even fishing. There is also a nice disc golf course there.



- The Lakewood Discovery Center is a hidden gem! Great interactive educational displays. Visitors spent time just sitting in the great room watching leaves fall outside through the big windows.
- Lakewood Discovery Center is a place some visitors indicated they would purposefully travel to Salina for. A highlight of some of the visitors' trips.

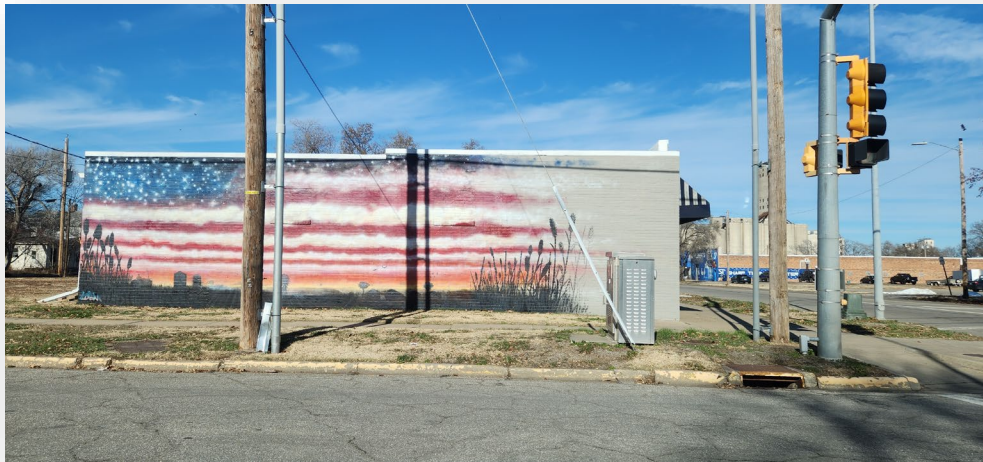


- Thomas Park was noted to be a fun place and a good location for picnics or just to get out of the city for a while.
- The neighborhood parks were well cared for and there were a number of them. The parks were the best parts of many of the neighborhoods.
- The Levee walking trail was observed.
- Hawthorne Park looked like a nice place for kids to visit and spend some time.



Well-Known for an attraction or event?

- Some visitors didn't notice an attraction or specific event to North Town.
- Some did note that this area is becoming well known for its murals and growing art presence. The murals were an enjoyable part of the visit.



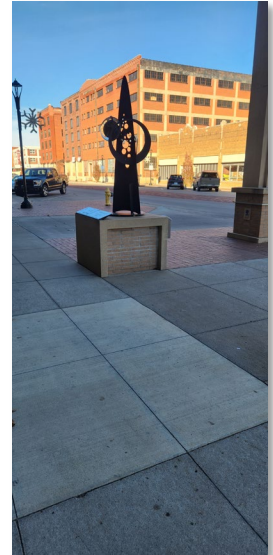
Well-Known for an attraction or event?



- The website and social media for North Town show there are a number of activities available in the community.
- It would be nice to attend the Mayor's Tree Lighting and Holiday Parade – signs for those events were observed all over North Town.
- Many signs for Streets of Bethlehem were also seen.

Natural or manmade features that can draw people?

- Some felt not much of note here.
- Others mentioned the public art again, including the murals and sculptures. The sculpture walk was fantastic and could be carried through the area.
- The mural on the elevator is breathtaking. If there is a way to continue this on other elevators and buildings that would be so helpful.
- Lakewood Park and Lakewood Discovery Center.



Natural or manmade features that can draw people?

- Great opportunity exists in the neighborhood around the train depot. The shops on the corners combined with the green space and the charming depot space could be leveraged with a rail to trail park.
- The homes in this section of town are really charming and the brick streets give a lot of character.
- Yesteryear and the Scouting Museum could be a draw. Closed during one visit despite the sign saying it should have been open. Not easy to find as there was minimal signage directing people there.



Visitor's Center

- No obvious visitor's center here.
- One visitor did go to check out the Chamber office and Visit Salina building, both were closed. The "Salina" imprint on the sidewalk by the CVB building was nice.
- The Economic Development office near downtown could serve the needs of visitors in the area, but there were no signs encouraging people to stop there for information.

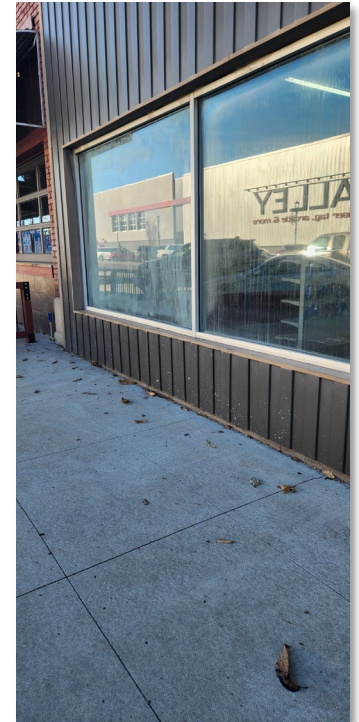
What restaurants or shops would bring you back?

- Some felt no restaurants really were in this part of town, others noted chains like Dairy Queen.
- Others had a good breakfast at the sale barn and a good lunch at Chuck's Bar and would definitely return for those. One visitor noted that after years of coming to Salina they were surprised they'd never been to Chuck's before – staff was fantastic, but the only criticism was the local beer on tap was from El Dorado and not Salina or nearby.
- AJ Honey Farms for sure.
- Lakewood Discovery Center.



What entertainment opportunities exist?

- Nothing really stood out for some visitors.
- Some noted that there was live music at some of the bars and outdoor activities at the parks.
- Online there was a reference to a community barbecue.
- There are a couple of museums and historic sites, including the Salina Historic Railroad Station.
- Some felt The Alley might fall into the North Town boundaries and that would be something for people to do.
- Nothing really for young professionals or families.



Most Positive Observations

- The Salina North Town signage.
- A number of homes were decorated for the Fall.
- People were friendly.
- For an industrial/commercial area the neighborhoods were well kept.
- The Lakewood Discovery Center.
- It was easy to get around in this part of town.
- There are large industrial businesses that could help with the development of this part of the city.
- The presence and support of the Salvation Army and St. Francis Ministries is commendable.
- The parks are great! The kids must love having access to them.

Most Positive Observations

- People were out walking about and utilizing public transportation. It's nice to see people walking through their neighborhoods on weekdays.
- There are pockets of investment and redevelopment.
- Lots of unique business location opportunities with existing buildings.
- The brick streets! Do everything you can to keep them. They make such a difference in the appearance of the neighborhood in a positive way.
- The bus stops were well positioned throughout and appear to be utilized.
- The Dairy Queen is adorable. It seems like an older building and probably has a great history.

Biggest Obstacles/Challenges

- No grocery store within walking distance.
- Many homes had “No Trespassing” signs. This didn’t promote a neighborly environment.
- Customer service/uncomfortable feeling at the All Star convenience store.
- Some visitors didn’t encounter people outdoors on a nice day.
- The commercial/industrial feel of the area and lack of a community center.
- No real destination catch for visitors or residents alike. Unless someone has business with an industrial company there’s no real reason to stop here, especially with downtown not far away.
- Huge missed opportunity being just off the interstate. Not much to do here other than get a burger or gas.

Biggest Obstacles/Challenges

- Is there a clear goal for this community? Destination place? Create nice residential areas and build on services for those who live here? It will take strategic planning.
- The lack of a pharmacy or grocery in this part of town is an opportunity to look at for improvement.
- The housing stock and condition of some of the housing. Many parts look run down and impoverished.
- The abandoned and empty industrial buildings.
- The condition of rail-owned property around the rail sites – there is a lot of material scattered around in piles right in the middle of areas that would otherwise be prime for development.
- One of the biggest obstacles is to build up enthusiasm and interest in this area. It has potential, but will take an active community group to make it happen.

What will you remember?

- The Salina North Town signage.
- The All Star convenience store experience.
- Visiting AJ Honey Farms and Lakewood Discovery Center.
- Friendliness of the people encountered.
- That there is interest in making change and it will be exciting to see how the area evolves over time.
- Chuck's – more places like Chuck's and AJ Honey Farms would make this a visitor destination.
- The potential around Park Street and the depot.
- The run down neighborhoods that need some help.

- Visitors spent anywhere from \$2.94 to \$175 each while in North Town.
- Collectively, the amount of money spent in the community came to \$480.94.

No one can do everything,
but everyone can do something.

Thank you to our visiting team!

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:

Jan Steen

Community Vitality Specialist, K-State Research and Extension

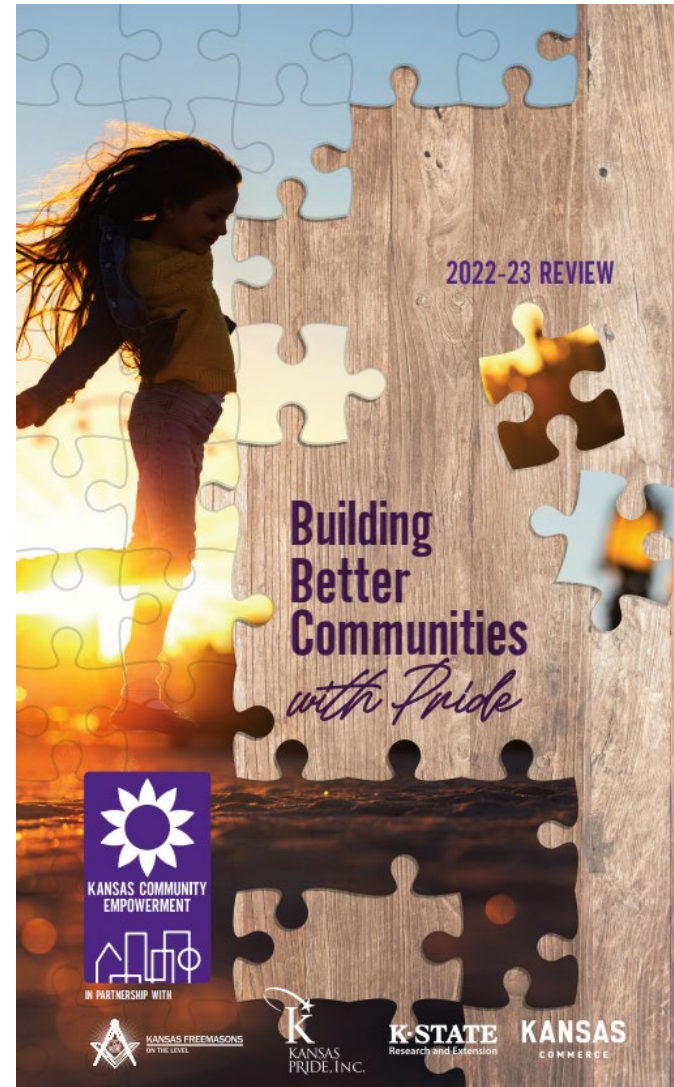
785.532.5840

jmsteen@ksu.edu

Kansas Community Empowerment

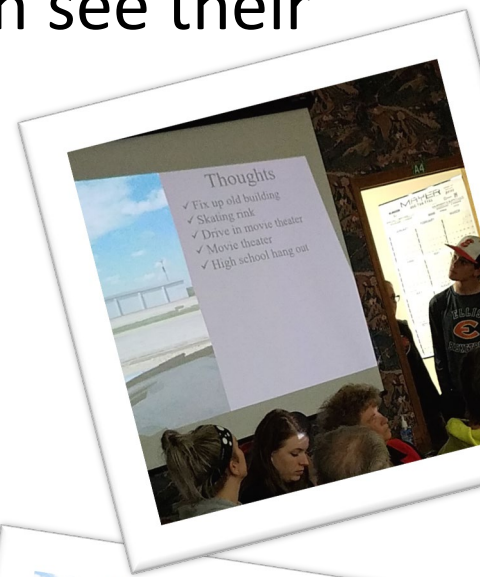
<http://kce.k-state.edu>

- 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 <https://bit.ly/ks-ycp>

- 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



Grant Writing Classes and Support

Contact

KSRECV@ksu.edu

to participate.



5 GRANT WRITING RESOURCES

K-State Research and Extension provides resources to help you write and submit successful grant proposals to improve lives, livelihoods and communities across Kansas.

- 1 ONLINE GRANT WRITING CLASSES**
Class alum reported receiving \$28 million in successful grants. 
- 2 A PROFESSIONAL LEVEL GRANT DEVELOPMENT AND MANAGEMENT COURSE**
An 8-week course dedicated to helping you complete a fundable proposal. 
- 3 A LIST OF CONTRACT GRANT WRITERS**
Professionals willing and ready to write grants on a contract basis.
- 4 SUPPORT FOR KANSAS PRIDE COMMUNITIES**
Excellent resources for those wanting to bring more to their communities.
- 5 ONE-ON-ONE SUPPORT BY K-STATE RESEARCH AND EXTENSION PROFESSIONALS**
Our professionals are prepared to help you find grants and review your grant proposals.

Small Business and Community Development

- **First Friday e-Calls 9:30-10:30 am**

Connecting small businesses and communities with the resources to make them successful.

— Register here: <https://ksre-learn.com/ecall>

— Previous calls are recorded at
<https://ksre-learn.com/entrepreneurship>

- 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 Remote Online Initiative
 - Certified Remote Work Professional
 - Certified Remote Work Leader
- *Certification in 4-weeks*
- Monthly Classes: <https://kansasremotework.com/>



Rural Grocery/KS Healthy Food Initiative

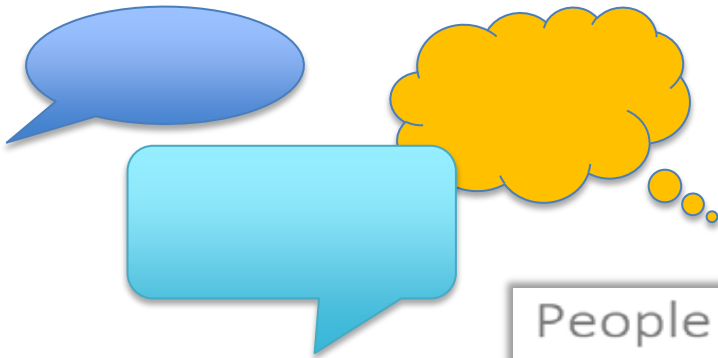
- **Goal:** Increase access to affordable, healthy food and to improve the health and economic development of Kansans and their communities.
- Technical assistance and financing to develop new or renovate fresh food retail in underserved communities throughout Kansas.

<http://kansashealthyfood.org/>



What will we do?

What did you hear?



What will we do?



People move in the direction of their conversations

