

First Impressions

Garnett, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



- Columbus asked for First Impressions, I obtained Garnett as its partner; 1¾ hour drive.
- I trained the volunteers about the visit and survey and took photos of Columbus on January 17.
- 6 Columbus visitors came in three cars and submitted reports.
- Results are presented tonight, April 15.
- Garnett 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

- 2010 Census Population 3,415
(Up 1.4% since 2000*) **KS= +6.1%**
- 2017 Estimate is 3,251
(down 3.5% since 2000 **KS= +8.0%**)
- 91.8% high school or GED, 21.4% college educated,
— **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 17.2% **(KS=12.8%)**
- Median Age 41.6 years **(36.3)**
- Median household income is \$33,346 **(\$55,477)**

* 2000 Census was 3,368

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

- 75% of rural homeowners are Baby Boomers and older, many are over 75.
- Rural communities need retirement housing (not nursing facilities, but maintenance free) to retain seniors.

- *Ben Winchester, Senior Research Fellow,
University of Minnesota* <http://z.umn.edu/braingain/>



*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/>

- Website <https://www.simplygarnett.com/>

Came up first on the search.

https://www.simplygarnett.com

Suggested Sites BCBSKS Calculators & Conv... Flickr Google Rates Rewards Topeka and Shawne... amazon.com Eric D... Imported From IE ProgressiveChristia... The 7 Top Websites... Apple

THE CITY OF GARNETT KANSAS
1861
Small, Serene, Simply Garnett.

HOME CITY OF GARNETT ECONOMIC DEVELOPMENT GARNETT TOURISM

CITY OF GARNETT

Garnett, Kansas
is filled with friendly locals and small town charm! Located in beautiful Southeast Kansas, just 60 miles south of Kansas City. Experience, live and grow with us!

Garnett, K...
4.6K likes

Things to Know...

- Prior to the visit, I searched for and found many items I was looking for.
- “Simply Garnett” tagline, which I didn’t forget.
- Easy to navigate, nice graphics, will use this as a resource as I update our city’s website this year.
- Recommend a search bar.
- Love the calendar with all the events and street map.
- Could not find links to schools or museums.

- **FaceBook** <https://www.facebook.com/garnettks/>

The screenshot shows the Facebook profile page for "Garnett, Kansas". The page header includes the Facebook logo, a search bar with "Garnett, Kansas", and navigation links for "Home", "Create", and user avatars. The profile picture is a circular logo for "THE CITY OF GARNETT KANSAS 1881" with the tagline "Small, Serene, Simply Garnett.". Below the profile picture, the name "Garnett, Kansas" and handle "@garnettks" are displayed. A left-hand menu lists navigation options: Home, Posts, Events, Videos, Photos, About, Community, and Info and Ads, with a green "Create a Page" button at the bottom. The main content area features a large landscape photo of a lake with a small structure in the water. Below the photo are "Like", "Follow", "Share", and "Learn More" buttons. A "Create Post" section follows, with a "Write a post..." text area and icons for "Photo/Video", "Tag Friends", and "Check in". Below this is a "Posts" section showing a recent post from "Garnett, Kansas" 10 minutes ago, which reads: "Are you ready to shop 'til you drop! Grab some breakfast at the VFW before you head out!". On the right side of the page, there is a video thumbnail titled "ABOUT GARNETT, KANSAS" showing a person in a library, and a section titled "Check Out Our Story" with text about the "Lake Garnett Grand Prix Revival" and "Cornstock", followed by a "See More" link.

Garnett, Kansas
@garnettks

Home

Posts
Events
Videos
Photos
About
Community
Info and Ads

Create a Page

Like Follow Share ...

Learn More Send Message

Create Post

Write a post...

Photo/Video Tag Friends Check in ...

Posts

Garnett, Kansas
10 mins · 🌐

Are you ready to shop 'til you drop! Grab some breakfast at the VFW before you head out!

ABOUT GARNETT, KANSAS

Check Out Our Story

Garnett is the home of the Lake Garnett Grand Prix Revival (www.lggpr.org), Cornstock (www.cornstock...)

See More

- **FaceBook**

- *I've never seen so many FB Pages for one community: An opportunity for co-marketing.*

The screenshot shows a Facebook search for 'garnett ks'. The search bar at the top contains 'garnett ks' and a search icon. Below the search bar, navigation tabs include 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages' (which is selected), 'Places', 'Groups', 'Apps', and 'Events'. On the left side, there is a 'Filter Results' section with a 'VERIFIED' checkbox (unchecked) and a 'CATEGORY' list with radio buttons: 'Any category' (selected), 'Local Business or Place', 'Company, Organization or Institution', 'Brand or Product', 'Artist, Band or Public Figure', 'Entertainment', and 'Cause or Community'. The main content area displays a list of search results for 'Pages'. The first result is 'Garnett, Kansas' with 4.6K likes and a description: 'This is the official Facebook page for the City of Garnett, Kansas. We ...'. The second result is 'Garnett, KS P.T.O.' with 330 likes and a description: 'Welcome to the Garnett, KS USD 365 PTO page. The PTO will use thi...'. The third result is another 'Garnett, Kansas' page with 768 likes and a description: 'Garnett is a city in and the county seat of Anderson County, Kansas, U...'. The fourth result is 'Garnett Area Chamber of Commerce' with 1.1K likes and a description: 'Helping Businesses Succeed'. The fifth result is 'Fuller-Thompson American Legion Post 48 - Garnett, KS' with 49 likes and a description: 'The Fuller-Thompson American Legion Post 48 meets on the second M...'. On the right side of the search results, there are links for 'English (US) · Español · Português · Français (France) · Deutsch', 'Privacy · Terms · Advertising · Ad...', 'Cookies · More', and 'Facebook © 2019'. At the bottom left, there is a logo for 'Knowledge forLife'.

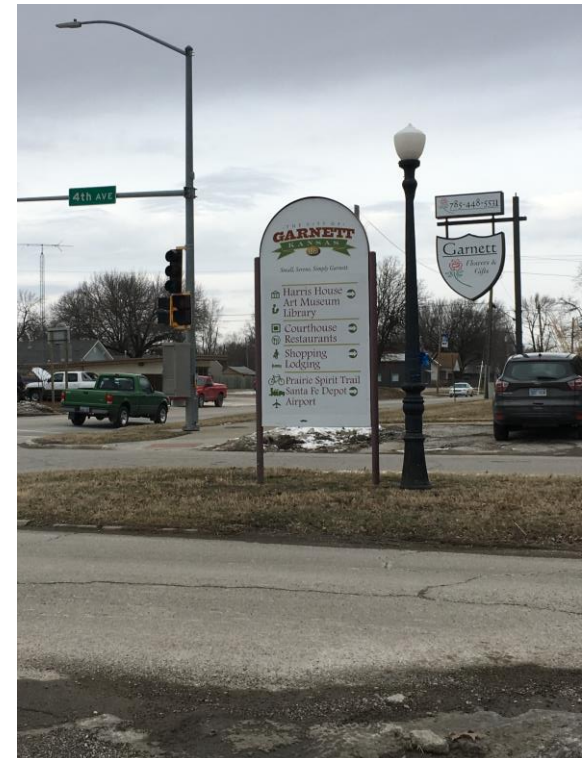
“Five-Minute” Impression

- Large beautiful houses on West 4th with a divided street.



“Five-Minute” Impression

- It charmed me instantly. City works quickly cleared the recent snow. Wide array of local restaurants and businesses that feel like a small town.
- Way-finding signs were spot-on with consistent Simply Garnett logo. Street signs large and easy to read.



“Five-Minute” Impression

- Signs at both ends of town had “Welcome to Garnett” signs that showed exposure to elements and didn’t repeat the “Simply Garnett” theme.



“Five-Minute” Impression

- Merchants downtown had their sidewalks cleared before noon.
- Downtown lights with light poles are very nice.
- Anderson County Historical Museum had a fence surrounding it which made it look like a detention center.



“Five-Minute” Impression

The first impression coming into downtown is a little chaotic, with cars in the middle of the street.



This Google Earth photo from June 2014 must have occurred on Sunday morning and shows the wide open alternative.

Retrieved from Internet April 13, 2019

Downtown Business Area

- Large downtown square with old buildings and some empty properties.
- The customer service throughout was exceptional. All are positive about their city.




Downtown Business Area

- Downtown was clean and well-taken care of. Wayfinding signs are a great addition.
- Business signage was sometimes difficult to read from vehicles.



Downtown Business Area

- Loved the sitting area and mural near Maloan's.
 - No one provided negative recommendations or feedback regarding competition; it gave a sense of community.
- 



Downtown Business Area

- Mostly service-oriented businesses around the square, several local restaurants, antique/flea markets, novelty (knick knack). Stores were very clean.







Downtown Business Area



Downtown Business Area



Downtown Business Area

- Garnett had public restrooms, benches, waste receptacles and was clean.
- Busy downtown with lots of cars, but it was easy to park and reach everything from one place on nicely-cared for sidewalks.



Downtown Business Area

- Public wi-fi may have been available at the Library.
- The library had a lovely outside garden/reading spot, but it was locked so apparently they don't use it.



Other Retail Shopping Areas

- Shopping areas were convenient with a variety of local and franchise shops.



Other Retail Shopping Areas

- Large super market with pharmacy, right by downtown.



Other Retail Shopping Areas

- One car visited and enjoyed Yoder's. On a snowy day the unpaved parking lot seemed treacherous.
- The flower shop had traffic even on a snowy day.



Industrial Parks/Commercial

- We saw an industrial area, but I don't believe it was clearly marked. Our online research showed the City website has a great selection of industrial properties available, but did not find an "Industrial Park" per se.



- *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.*

- Anderson County Hospital was one of the newer buildings in the area. Very well-maintained, landscaping, and parking. Another great asset in the community.



- Physician's clinic was near the hospital. We saw a dentist, optometrist, pharmacy and an audiologist.



Long Term Care

- City appears accommodating to the aging population. The senior center, assisted living, long-term care, community resources, delivery of prescriptions, medical (doctors, optometrists, hearing aids, dentists, etc.) are assets in rural communities.



Long Term Care

- Three centers: Anderson County Hospital Residential Living Center, Golden Heights Living Center and Guest Home Estates.



- Few “For Sale” signs observed or found on Zillow; that seems normal for small towns.
- The houses available seemed to be good starter homes.



- I was impressed with the quality of the newer low income housing complex.



- Many nice neighborhoods with a variety of houses that seem to offer options to those house hunting.



- Many well-maintained homes, but unfortunately there some are surrounded by run-down houses.





Rental Housing

- City Hall could not provide us a list of landlords. Staff said there are not many rentals available and recommended going to Key Realty.
- Realtor said all rentals full and there is a waiting list. Did not see for rent signs around town.



KANSAS

- Total Housing Units 1,700
- Total Occupied Houses 1,481 (87.1%) (89.1%)
- Vacant Houses 219 (12.9%) (10.7%)

**In 2010, there were 1,419 occupied housing units*

- Owner Occupied 924 (62.4%) (66.4%)
- Renter Occupied 557 (37.6%) (33.6%)
- Family Households 49.6% (65.4%)
- Non-family Househld. 50.4% (34.6%)

- **Need for clean-up/demolition of older properties**



- The new elementary school is a great first sight from the north entrance.



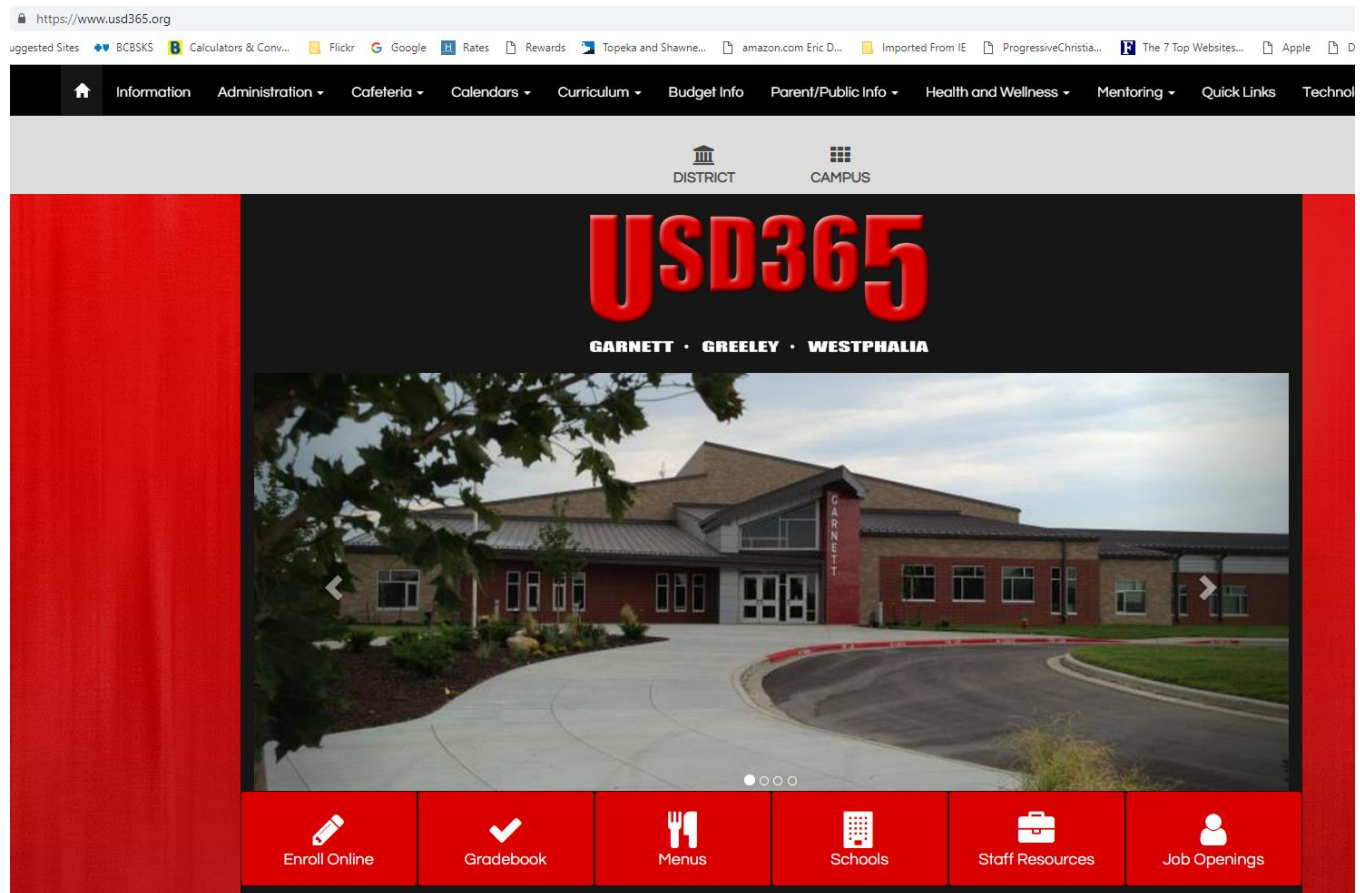
- The high school building itself seems as if it is good shape, however it is in major need of character. Trees on the yard, some all-season landscape, something that shows school spirit, etc.
- *It isn't clear to a visitor, where is the entrance?*
- *Are entrances secure?*



- Graham School for Cattlemen and Women & St. Rose Philippine Duchesne Catholic School.
- Neosho County Community College (Goppert Eastern Kansas Rural Technology Center) facility.
- *East Central Ks Academy (Greenbush)*



Awesome website with up-to-date information about activities and pictures; some questions were not answered.



- The webpage had a great video “USD 365- A small community with a big passion for your child’s education.”

*Most of us didn’t find the video as it required scrolling down past a lot of content. **The messages contained in the video are worth the community knowing and repeating often in many venues:***

- *Top 5% of Kansas Schools for student advancement.*
- *Exceptional technology.*
- *Small classrooms, teacher availability and commitment to each other and the kids.*
- *Greater opportunity to participate in many activities.*
- *People in the community know me and care.*

Comments:

- A website search after our tour showed us there are at least 10 child care/ in-home facilities available.
- A resident said there is abundant childcare in Garnett.

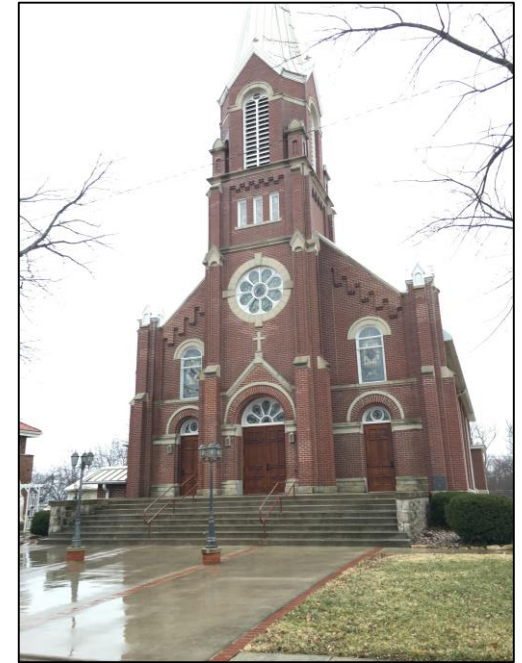
Anderson County Data:

- **Number of Children Under Age 6:** **686**
- **Children with all parents in the workforce:** **65%**
- **Desired Capacity of Child Care Centers** **139**
- **Extent that desired capacity meets potential need** **31%**
- **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*

- A multitude of common midwest denominations were visible in their drive and from the Anderson County News.
- All the churches were in great condition.
- Several older churches appeared neglected and run-down.
- Church activities were observed on flyers on businesses.
- Catholic Charities sponsors a mobile resource bus, food bank and rent and utility assistance according to information at city hall.





- Volunteerism and civic organizations are overflowing in Garnett. We noticed posters/signs in almost every store front.
- The City website “Bulletin Board” is a great idea. The community calendar had lots of information.
- Food Pantry on the Square was closed because of weather. Signage didn’t tell us what services are available.



- Street signs were excellent.
- Large blue street signs help identify streets.
- Impressed by the consistency of the city logo throughout town, including city worker's hat and work shirt.



- There were many neighborhoods without sidewalks.*



- The unique signs helped us find many things we wanted to see: campground by North Lake, the walking trail, the recreational complex (ball fields, rec center, swim pool, golf course). The campground was awesome!



- Lighting was observed in most of the areas.
 - Downtown: black poles and antique lights
- In certain areas of town we didn't see sidewalks; perhaps they were covered with snow.
- Streets in residential areas need some work.



- Chamber, City offices and Police Department under one roof, very well-maintained with friendly, helpful staff.
- The bathrooms were off the hallway which led to city offices, so the offices are not very secure.



- Got a goody bag, calendar of events, and recommendations of where to eat.
- The city also produces a newsletter and social media to promote the city (Facebook, Twitter, and Instagram).
- Even with the limitations of snow, the City website gave us lots of information on the park amenities. 51-mile hiking and biking trail, I loved the idea of a Garnett outdoor recreation guide.

Fire, EMS and Police Services

- City Police, Anderson County Sheriff Department, Garnett Fire Department.
- Police and fire attached to City Hall.



www.kinsurance.org/otherservices/iso.php

Welcome to Kansas Insurance Department

Kansas Insurance Commissioner

Kansas Insurance Department
420 SW 9th Street
Topeka, Kansas 66612-1678
Consumer Hotline: 800-432-2484 (KS only)
Email Us | Phone: 785-296-3071

ISO Public Protection Classification

Most U.S. Insurers of home and business properties use Insurance Services Office's (ISO) Property Protection Classification (PPC) in calculating premiums. In general, the price of insurance in a community with a good PPC is lower than in a community with a poor PPC, assuming all other factors are equal.

PPC Program: <https://www.isomitigation.com/program-works/how-the-ppc-program-works.html>

A community's PPC depends on:

1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunications, 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 the amount of available water compared with the amount needed to suppress fires
4. Community efforts to reduce the risk of fire, including fire prevention codes and enforcement, public fire

- Excellent library; helpful, friendly staff.
- Small Genealogy library was helpful and I found the information I was looking for.
- Walker Art addition was unbelievable for a town the size of Garnett.



- The park at the south end was very open with a pond and ducks. Bathrooms were not very eye-appealing.



- Swimming pool is small and outdated.



- Ball parks look nice with a concession stand and playground.



- Rec Center was an amazing use of the old Armory, much to offer and very clean and well-maintained. We saw senior citizens using it in the morning and children and families going after school.



- The recreation area around Lake Garnett was impressive and gets an A+.



Well-Known for an attraction or event?

- Annual Lake Garnett Grand Prix Motor Cross.
- Farmer's Market every Thursday during the summer.
Great opportunity for residents and visitors to buy local food.
- Flyers for community events that appealed to us even in the cold of winter, the community finds reasons to get together.

Natural or manmade features that can draw people?

- Prairie Spirit trail goes from Ottawa to Iola, running through Garnett. There is an annual 10k run.
- Cedar Valley Reservoir and Crystal Lake. Disc Golf.
- Lake Garnett, Prairie Spirit Trail, Walker Art Museum.
- RV Parks

Visitor's Center

- City Hall serves as a great visitor's center. The hall is ADA accessible, sells limited "Garnett" clothing, and provides comprehensive information. The staff was courteous and knowledgeable.



What would bring you back?

- Several restaurants: Mexican, Chinese, Bar and Grills, Cafes.
- Remodeled restaurant, Dutch Country Café opening soon.
- Great food and service at the Trade Winds Bar and Grill.
- Yoder's would bring me back.

Most Positive Observations

- Overall economy appears healthy. 270 jobs available on the web for Garnett and surrounding area.
- Nice to see a southeast Kansas town that has so many amenities. The amenities would attract young and old and everything in between. Housing could be tough to find.
- It appears that the community has a focus (intentional or not) to be an aging-friendly community. The town has the ability to cater to those who want to work in the city but have a quieter place to raise their family.

Most Positive Observations

- General upbeat attitude. Rec center, walking trail. Signage and consistent use of Garnett logo.
- Proud of their community. Great outdoor areas. New school facilities.
- The amount of information available at city hall informs visitors of everything going on and places to visit or stores to shop. Street signs are bright and noticeable. Sports Complex.
- Zoning and Permitting- keeps property values higher and limits undesirable housing; also improves the moral of the community and attracts new business.

Biggest Obstacles/Challenges

- The economy is based on agriculture, the Ethanol plant and businesses in surrounding cities. A decline in agriculture would have a negative effect.
- We heard about the trail, but didn't see signage. We had hoped Yoder's would have more home-made items for sale.
- Empty buildings downtown. Neglected homes and business locations.
- Retail signage and store front improvements. Limited lodging available for visitors. Housing availability for low- and mid-range buyers.

What will you remember?

- Friendly, warm well-designed community; thought was given to design areas of the city for the future. Excellent recreation and fitness facilities.
- The Ad Astra Per Aspera mural in downtown Garnett. Nice seating area and beautiful Sun painted on the side of the building. There has also some thought behind getting people to come to their City; a tourism plan. A combination of their website, amenities offered, signs, variety of business, cleanliness, and definite pride in living in Garnett captured me.

What will you remember?

- The town appeared welcoming, accessible, and clean. While there were some empty storefronts downtown, the established businesses along the main streets appeared well-kept and clean. The fence around the museum was unsightly, but I understand why it was there because of the basketball courts.

What will you remember?

- The potential they seem to see in themselves and that they are working to move forward. That they have accomplished some big things that we hope to do as well, specifically the rec center, the walking trail, the signs, a new school.
- The Sport Complex that Garnett has invested in is a positive resource for the community.

Thank our leadership team:

- *Julie Turnipseed, Chair*
- *Kris Hix*
- *Susan Wettstein*

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

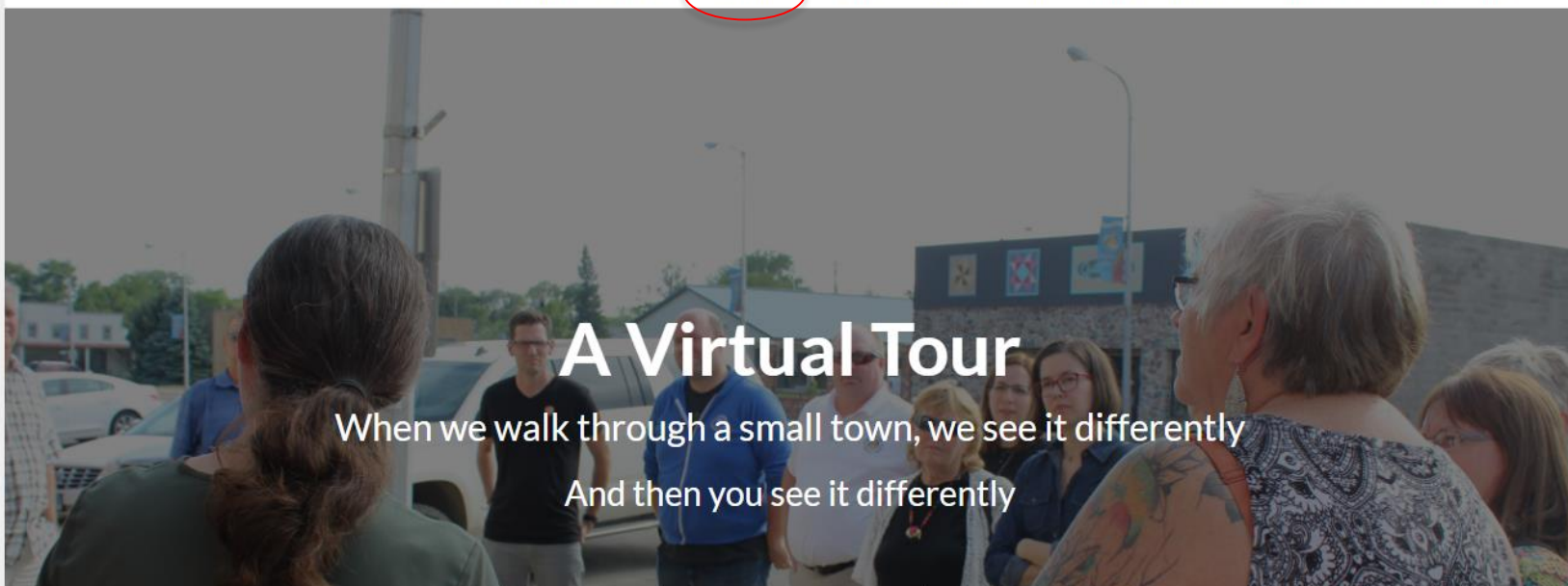
I will never sell or rent your email.

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

[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 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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