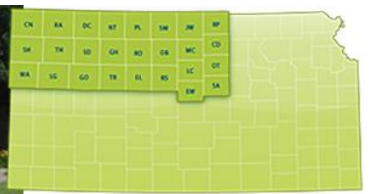


First Impressions

Haysville, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



- Haysville asked for First Impressions, obtained Arkansas City as its partner; 1-hour drive.
- I trained the volunteers about the visit and survey and took photos of Haysville on August 12.
- Three Ark City visitors visited on 3 days in August.
- Results are presented at Chamber September 19.
- Haysville 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 10,826
(up 27.3% since 2000*) **KS= +6.1%**
- 2017 Estimate is 11,270
(up 32.6% since 2000 **KS= +8.0%**)
- 91.6% high school or GED, 16.9% college educated,
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 8.4% **(KS=12.8%)**
- Median Age 33.5 years **(36.3)**
- Median household income is \$52,353 **(\$55,477)**

* 2000 Census was 8,502

- The website is great, super easy to navigate, things that stood out: events, HELLO HAYSVILLE, official city documents. No real searching at all.
- Nice list of restaurants, no list of retail shopping. List of events is hard to read.*
- Website is easy to navigate and full of good information.

**I suspect they mean
“on your phone.”*

Hello Haysville Events Calendar

Today September 2019 Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
Sep 1	2	3	4	5	6	7
City Hall Closed HAC Closed Library Closed Public Works Closed Senior Center Closed 12:30pm Senior Center Planning 5:15pm Haysville Park Board Mtg	10am STEPS 10:30am Advanced Directives P 10:30am Storytime 12:30pm Simple Support 6pm Taekwondo Beginner Clas 6:30pm Haysville Horticulture C	8am Panera 10am Thera Bands 10am Preschool Adventure Clu 11am Mystery Lunch 12:30pm Food Bank Bingo	Shop Haysville Receipts due 8am Fanagle 8am Texas Hold'em 10am STEPS 10:30am Storytime 12:45pm Mobile Market	10am Thera Bands 1pm Bible Study		
8	9	10	11	12	13	14
10am Senior Chair Yoga 12:30pm Senior Center Planning 6pm Movie Night @ HCL 6pm Tiny Tot Soccer 6:30pm Honor Flight Outing	10am STEPS 10:30am Well/REP 10:30am Storytime 12:30pm Simple Support 1pm Senior Center Advisory B 1pm Lifelong Learning	8am Panera 8:30am Dementia Classroom 10am Thera Bands 10am Preschool Adventure Clu 12:30pm My DNA Bingo	8am Fanagle 8am Texas Hold'em 10am STEPS 10:30am Storytime 4pm Lego Club @ HCL 6pm Taekwondo Beginner Clas 6:30pm Taekwondo Advanced C	10am Book Look Boogie (Paren 10am Thera Bands 1pm Bible Study 5:30pm Senior Birthday Dinner	2pm Haysville Genealogy Meet 6pm Gathering at the Gazebo	
15	16	17	18	19	20	21
Basketball Registrations Begi 10am Senior Chair Yoga 12:30pm Senior Center Game C 6pm Tiny Tot Soccer	Constitution Day - Haysville, Co 10am STEPS 10:30am Well/REP 10:30am Storytime 12:30pm Simple Support 1pm Lifelong Learning	8am Panera 10am Thera Bands 10am Preschool Adventure Clu 12:30pm Bingo 1pm Commodities 6pm Nutrition Series 6:30pm Fall Festival Committee	8am Fanagle 8am Texas Hold'em 10am STEPS 10:30am Storytime 6pm Taekwondo Beginner Clas 6:30pm Taekwondo Advanced C	10am Thera Bands 1pm Bible Study 5:30pm Friday Night FPS at the	11am Fall Paint Party 6pm Nerf Wars	
22	23	24	25	26	27	28
Banned Books Week - Haysville Community Library, 250 Wags Ave, Haysville, KS 67059, USA 10am Senior Chair Yoga 12:30pm Dominoes at the Seni 6pm Movie Night @ HCL 6pm Tiny Tot Soccer	10am STEPS 10:30am Well/REP 10:30am Storytime 12:30pm Simple Support 1pm Lifelong Learning	8am Panera 10am Thera Bands 10am Preschool Adventure Clu 6pm Nutrition Series	7:15am Coffee With A Cop - Ca 8am Fanagle 8am Texas Hold'em 10am STEPS 10:30am Storytime	10am Thera Bands 1pm Bible Study	8:30am Friends and Family Bre 10:30am Meeple Mayhem @HCL 6:30pm Friends of the Library P	
29	30	Oct 1	2	3	4	5
1pm Splash 'n' Dash 10am Senior Chair Yoga 12:30pm Cooking With Kim 6pm Tiny Tot Soccer	10:30am Storytime 5:45pm Gymnastics 6pm Taekwondo Beginner Clas 6:30pm Haysville Horticulture C 6:50pm Taekwondo Advanced C 7pm Haysville Saddle Club Box	10am Preschool Adventure Clu 6pm Nutrition Series	10:30am Storytime 6pm Taekwondo Beginner Clas 6:30pm PRIDE committee meet 6:50pm Taekwondo Advanced C	Shop Haysville Receipts due		

Events shown in time zone: Central Time - Chicago

Google Calendar

- **Website**

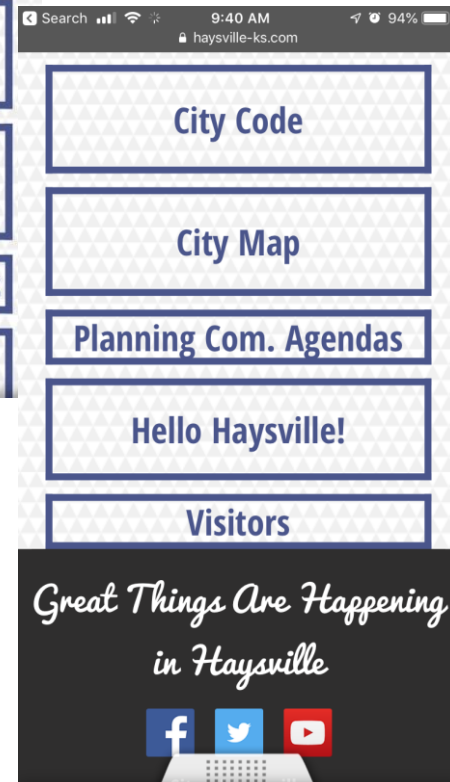
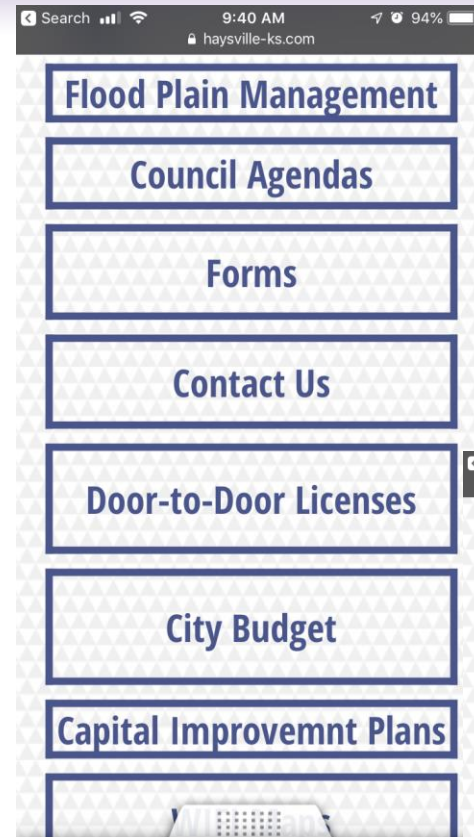
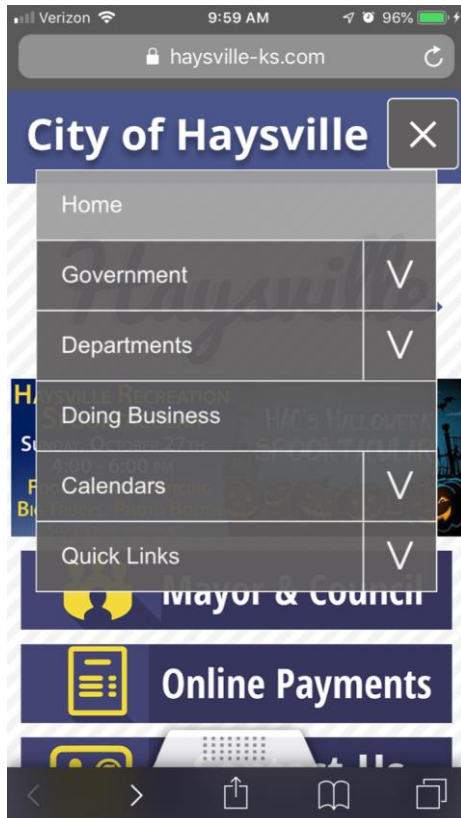
- <https://www.haysville-ks.com/>



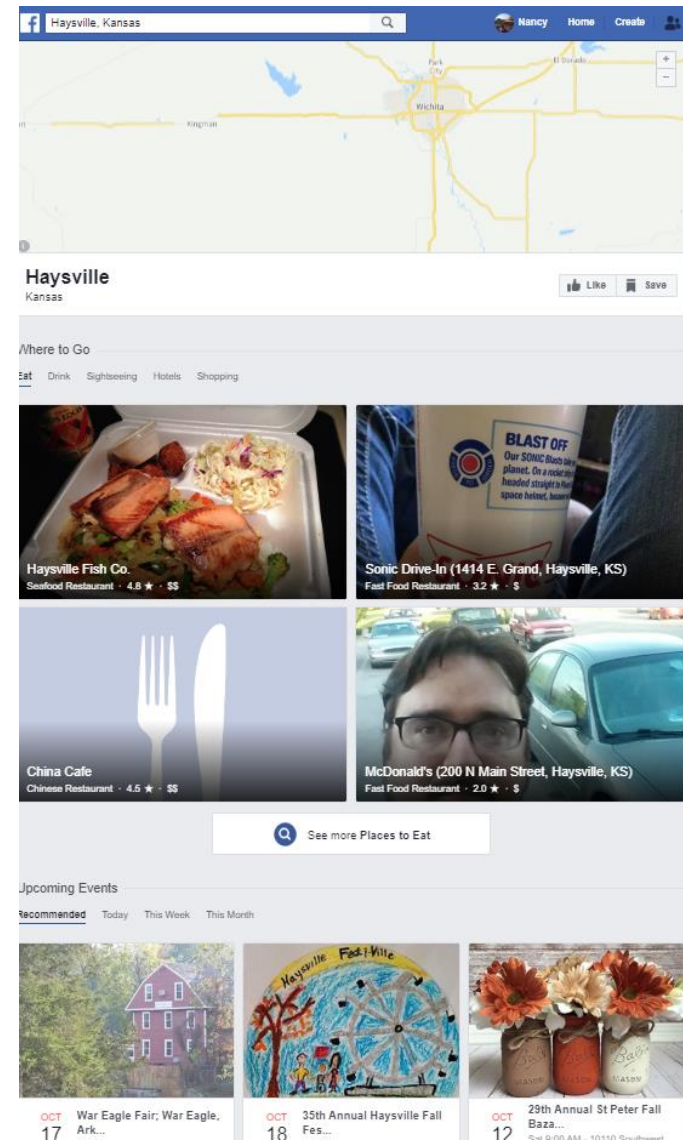
- **HelloHaysville.com**
- *Link on the City site for Visitor Information*



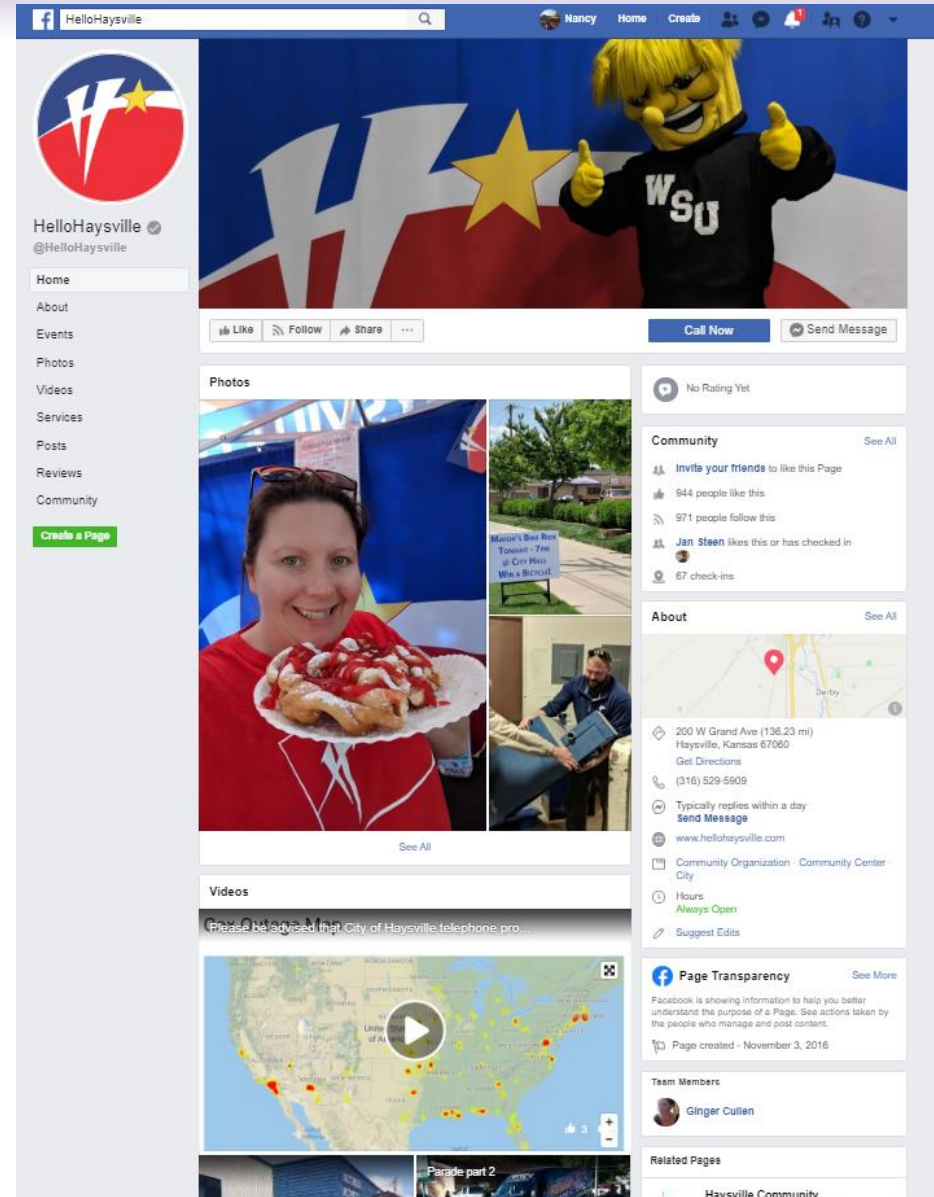
- From an iPhone:



- **Facebook** <https://www.facebook.com/places/Things-to-do-in-Haysville-Kansas/107908815896739/>
- *A Facebook generated page was higher on my search results than the official pages.*
- *Almost 100 pages associated with Haysville give opportunity for cross marketing.*



- Facebook



“Five-Minute” Impression

- Clean, well maintained, lots of work going on.
- I did not see any historical (old town) section of town.
- Nice signage and flags throughout town.
- A lot of new buildings.



“Five-Minute” Impression



“Five-Minute” Impression



From one angle, the sign was obscured.

Welcome to Haysville, Est. 1951



Downtown Business Area

- Everything is newer, not historical. Community pride is evident everywhere.
- Visitors related happy, friendly customer service in every stop.



Downtown Business Area

- Could not distinguish a “downtown area” or shopping area.
- There weren’t many retail stores or boutiques.



Amenities:

- Pre-visit web search prepared me to find wi-fi, bicycle friendly, benches, bike racks around town--not disappointed.
- No real area where you could park and walk to various shops.



Other Retail Shopping Areas

- Shopping was spread out around town. All had great access, but stores are not within walking distance of each other.



Industrial Parks/Commercial

- Industrial area coming into town off the interstate appears to have room to expand.



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

Observation:

- “Entrepreneurs who choose to start their small businesses are responsible for 63 percent of net new jobs created in the United States every year.”
- *Global marketing makes your town accessible to purchases all over the world.*

- Did not see a hospital or emergency medical service signs.
- I saw a nice dental office, nothing else.



- Saw one nice long-term care facility.
- The website talks about a senior center. (see Public Infrastructure)



- “Access to Health Care” is not a focus on the HelloHaysville site.
- Other small towns have a page showing “number of minutes to major hospitals.”

Quality of Life

The City has seven developed parks, over seven miles of hike/bike trails, two nine-hole disc golf courses, a skate park and a community swimming pool. The Haysville Senior Center provides a variety of programs for the senior adults in the community. There are many recreation and fitness programs available to guests of all ages at the Haysville Activity Center. Several organized sporting options and free blood pressure checks are available as well. The Haysville Community Library offers activities year-round, such as storytime, book discussions, and a summer reading program.

Haysville has excellent health care services available from doctors and dentists with full-service offices in the community.

Civic groups like Haysville PRIDE, Healthy Habits Community Coalition and numerous others help provide community events such as the W. W. Hays Historic Village Christmas Celebration and the City Wide Garage Sale, which draw neighbors and visitors alike.

Haysville has its fair share of festival-style events as well. The Living History Rendezvous, sponsored by the Haysville Community Library, boasts gunslingers, Civil War reenactments and the Nicodemus Buffalo Soldiers. The crown jewel of our event schedule, however, is the Haysville Fall Festival. This three day event offers a carnival, car show, parade, craft booths and more. The Fall Festival attracts upwards of 15,000 people every year and will celebrate its 33rd year in 2017.

Emergency Services

Haysville has its own Police Department, which means one can usually expect response time to an emergency to be at/under five minutes. The Sedgwick County Fire Department Station #34 is located in the center of Haysville on North Main Street. Ambulance and emergency medical services are provided by Sedgwick County EMS, located in town.

- Saw no smoking signs, smoking area signs.
- Saw lots of people biking and walking on paths with well-manicured trees.
- Saw a farmer's market sign and area.



- Haysville appears to have a good selection of homes for rent or sale, I did not see too many “for rent” signs but did see good amounts of residential areas and apartment buildings.



- Older neighborhoods noted.
- Houses don't seem very old. Noticed newer housing and housing that looked no older than the 50's and 60's. Nice housing areas.







KANSAS

- Total Housing Units 4,491
- Total Occupied Houses 4,116 (91.6%) (89.1%)
- Vacant Houses 375 (8.4%) (10.7%)

**In 2010, there were 4,087 occupied housing units*

- Owner Occupied 2,911 (70.7%) (66.4%)
- Renter Occupied 1,205 (29.3%) (33.6%)
- Family Households 74.6% (65.4%)
- Non-family Household 25.4% (34.6%)

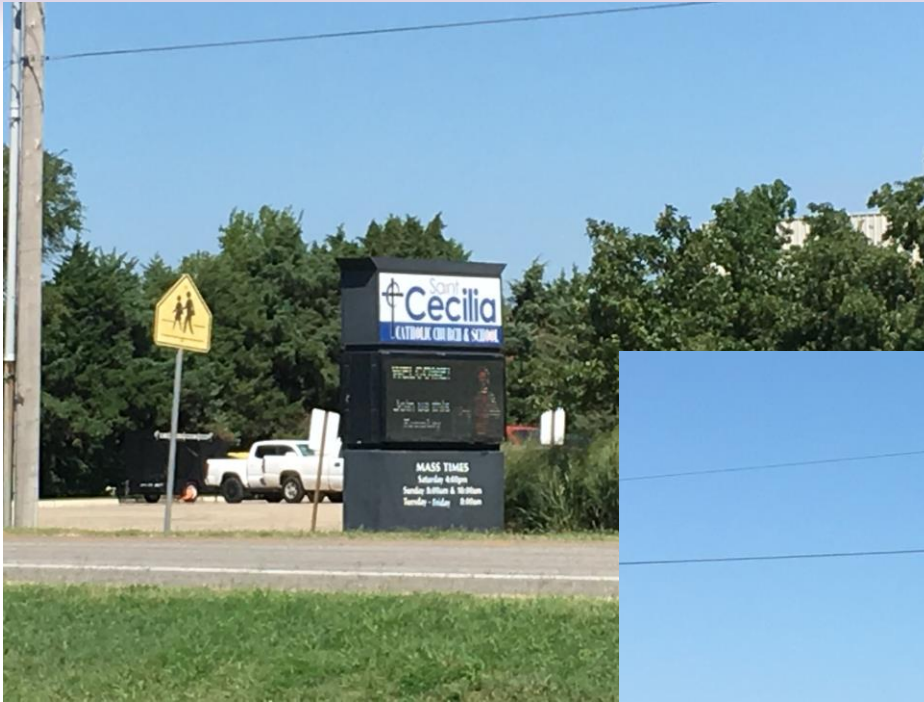
- **Need for clean-up/demolition of older properties**

I did not take any photos of dilapidated or messy homes. Do you have them?

- Very impressive school buildings. Noted a Catholic school.
- Early learning center, elementary school, 2 middle schools and a high school.







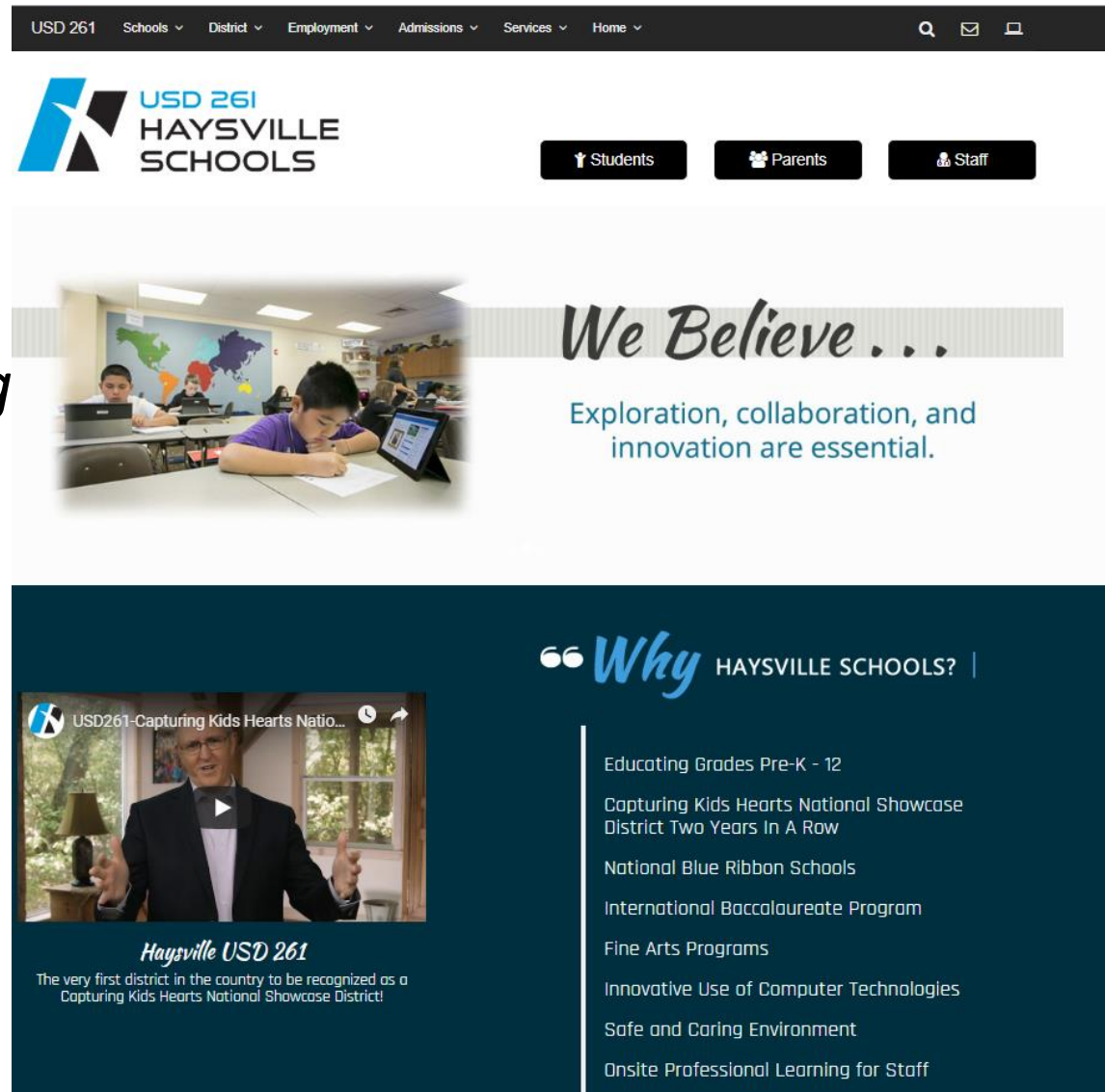








- Yes, ample information on the Haysville website.
- USD 261 website- suggest linking this to City site.
- *Excellent marketing for **potential** students.*
- “Start with Why” Simon Sinek



USD 261 Schools District Employment Admissions Services Home

USD 261 HAYSVILLE SCHOOLS

Students Parents Staff

We Believe...

Exploration, collaboration, and innovation are essential.

Why HAYSVILLE SCHOOLS?

- Educating Grades Pre-K - 12
- Capturing Kids Hearts National Showcase District Two Years In A Row
- National Blue Ribbon Schools
- International Baccalaureate Program
- Fine Arts Programs
- Innovative Use of Computer Technologies
- Safe and Caring Environment
- Onsite Professional Learning for Staff

Comments:

- The only childcare I saw was the early learning center.



Sedgwick County Data:

- **Number of Children Under Age 6:** **46,975**
- **Children with all parents in the workforce:** **67%**
- **Desired Capacity of Child Care Centers** **14,144**
- **Extent that desired capacity meets potential need** **45%**
- **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*

- Saw many churches, this appears to be a religious community and encompassing all (*Christian*) faiths.





- I didn't observe any signs or buildings for non-profits and I didn't see any civic activity.
- *HelloHaysville.com has a page of civic groups.*



- The town was well maintained, bike friendly. It was daytime, but I saw lighting was available. I saw lots of people riding bikes, one on a unicycle and many walkers. Great signs of activity.



- I walked through the building and was greeted at every turn. Very welcoming and helpful.





Fire, EMS and Police Services

- Saw a new fire station.



Welcome to Kansas Insurance Department Home Contact Us

Kansas Insurance Commissioner Vicki Schmidt



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

- > The Department
- > Auto/Home
- > Health/Life
- > Insurance Fraud & Education
- > Producer/Agency Services
- > Company Services
- > Other Services

HOME : ISO

ISO Public Protection Classification

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

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

A community's PPC depends on:

1. Emergency communications systems, including facilities for the public to report fires, staffing, training, certification of telecommunicators, and facilities for dispatching fire departments
2. The fire department, including equipment, staffing, training, and geographic deployment of fire companies
3. The water supply system, including the inspection and flow testing of hydrants and a careful evaluation of

- The library is well-placed and looks very nice.



- Loved the ballfields. Parks and playgrounds looked great. This is not an accident; community pride is evident.
- Loved Riggs Park. I could envision bringing my family here.







Well known for an attraction or event? Is there a slogan?

- I saw signs for the ball fields. Great things are happening in Haysville.
- I found online that Haysville is the Peach Capital of Kansas, but nothing about that on my visit.



Well known for an attraction or event? Is there a slogan?

- The Market, Gathering at the Gazebo, Gobble Wobble.
- Vintage market days, community garage sales, breakfast and dinners at one of the lodges.



Natural or manmade features that can draw people?

- The historic area and Market were very neat, loved the chamber building too.
- Proximity to Wichita.
- Pride Park and Riggs Park.



Visitor's Center

- Loved the chamber building, a very cool Vickers Gas Station.
- Very visible, but no one there.



What would bring you back?

- I ate at Reds and loved it. I would come back.
- Gathering at the Gazebo sounds fun.
- Nifty Thrifty Store.

Most Positive Observations

- Clean, well groomed, seems like lots happening. Great movement in the town with people out and getting things done. City crews at work. People walking, riding bikes.
- Friendly people, clean city.



Biggest Obstacles/Challenges

- Not many historical buildings.
- Proximity to Derby and Wichita makes owning a business a challenge.



What will you remember?

- Reds, the Chamber building. The guy on the unicycle. Haysville is larger and nicer than I thought.
- I will remember how unusually pleasing things were around town, and the great customer service.



Thank our leadership team:

- ***Tom Gibson***
- ***Tim Massey***
- ***Zach McHatton***

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.

**In Wichita,
October 15**

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

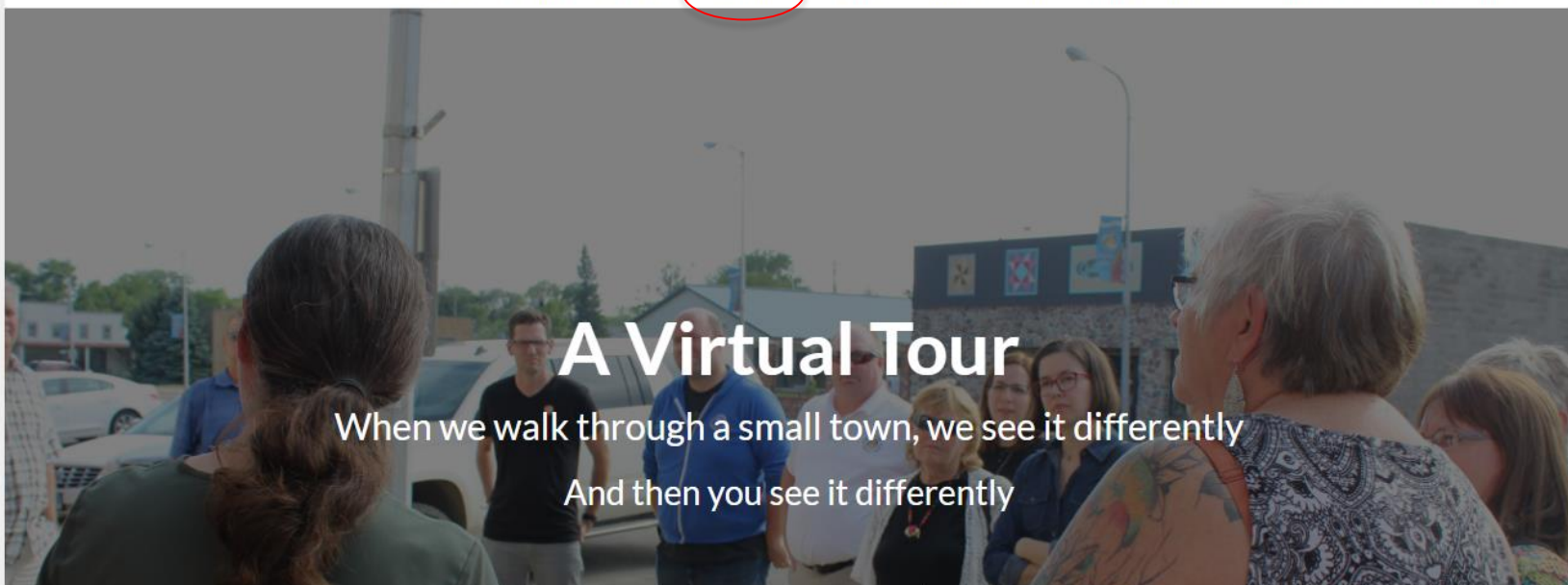
I will never sell or rent your email.

Resources I like:

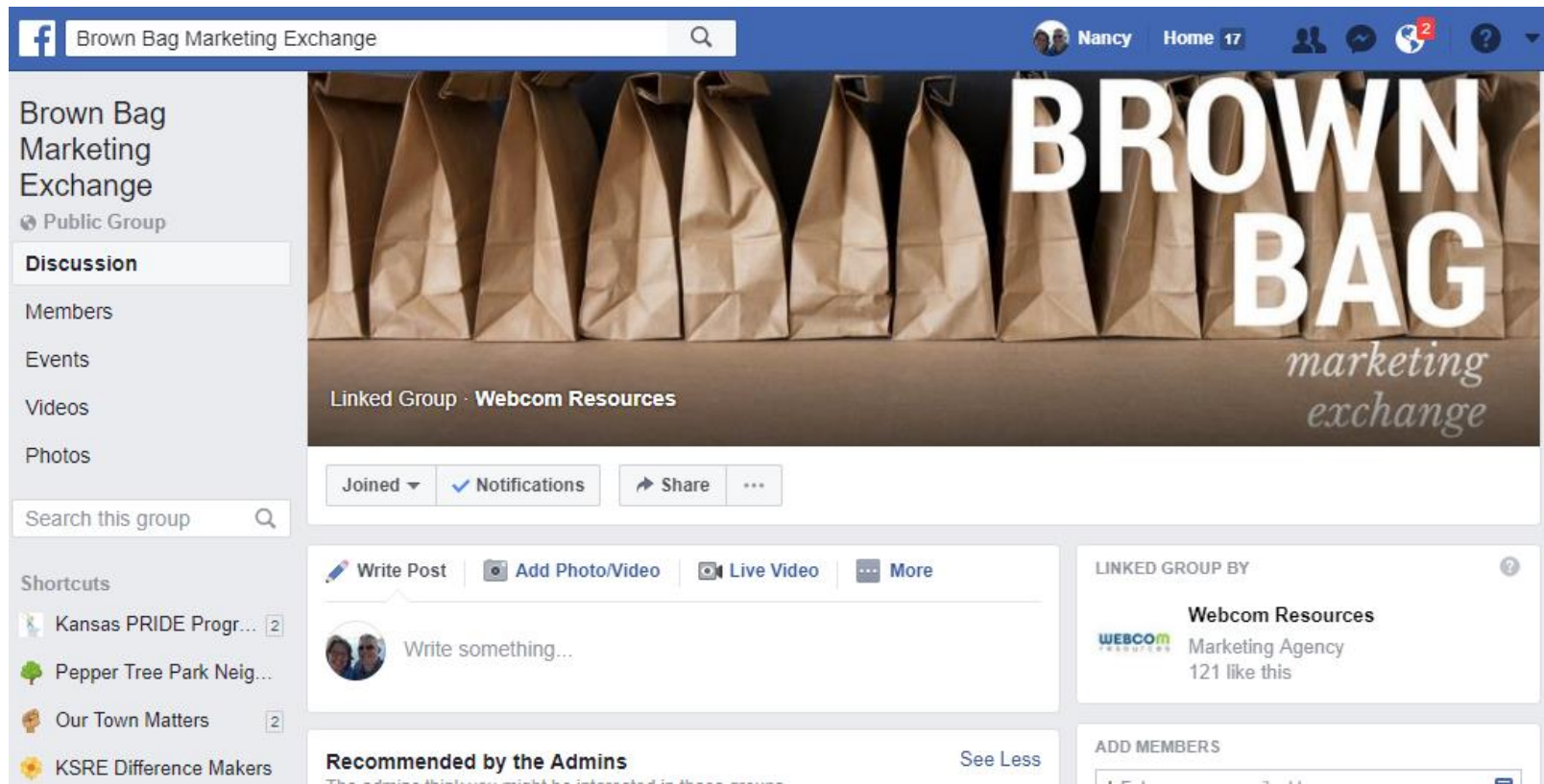
- <http://saveyour.town/>
 - Monthly live webinars; available on recording.
 - Pay once and show as many times as you want.
 - Watch parties encouraged.

SAVEYOUR.town

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



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



Kansas Department of Agriculture in partnership with other state organizations, will work with your community to find the best opportunities for growth using the assets of your region.

A graphic for the "GROW IN KANSAS" Strategic Growth Initiative. It features a collage of various agricultural and technological images, including a white sheep, a corn cob, a green tractor, a drone, a pig, a chicken, a horse, a microchip, and a person in a lab coat. 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

Kansas Healthy Food Initiative

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

<http://kansashealthyfood.org/>

Isabelle Busenitz, ibusenitz@ksu.edu,

KHFI Technical Assistance Coordinator, 785-532-6868





Nancy Daniels

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K-State Research and Extension

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