

First Impressions



Kinsley, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



- Syracuse asked for First Impressions, we obtained Kinsley as its partner; 2:20 drive is a challenge.
- Marty Gleason received City Council approval and enlisted volunteers.
- I trained the volunteers about the visit and survey and took photos of Kinsley on May 23, 2018.
- Supplemental photos were added in December.
- Syracuse visitors came in three cars: May 6, June 9 and August 24 and returned three surveys.
- Results are presented tonight. (December 13)
- Kinsley uses the report to continue conversations and planning.

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?

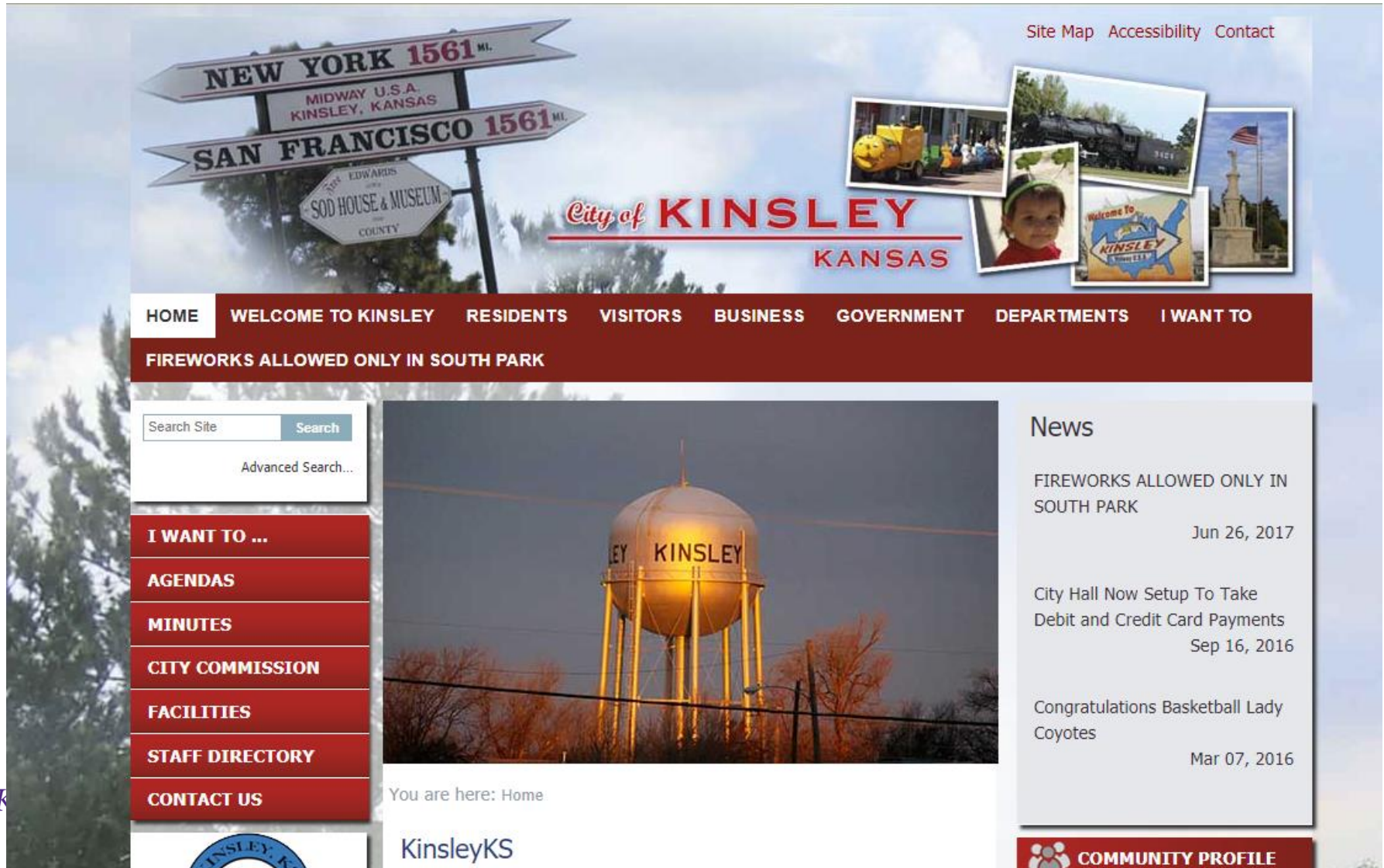
Curiosity: A strong desire to know or learn something.

-Oxford Living Dictionary

- 2010 Census Population 1,457
(down 12.1% since 2000*) (KS= +6.1%)
- 2017 Estimate is 1,392
(down 16.0% since 2000) (KS= +8.4%)
- 81.7% high school or GED, 14.0% college educated,
– 90.3% HS or equivalency, KS 31.6% college education,
- Poverty rate is 13.2% (13.3%)
- Median Age 46.8 years (36.2)
- Median household income is \$42,727 (\$53,571)

* 2000 Census was 1,658

- **Website:** <https://www.kinsleyks.com/>



- Spent relatively little pre-visit research time on web. Nothing very notable one way or another.
- Website had information easily accessible. I question how up-to-date the website is. The News and News Updates on the right side were from 2015 and 2016.



The screenshot shows a sidebar with a light blue background. At the top is a 'News' section with three items: 'FIREWORKS ALLOWED ONLY IN SOUTH PARK' dated Jun 26, 2017; 'City Hall Now Setup To Take Debit and Credit Card Payments' dated Sep 16, 2016; and 'Congratulations Basketball Lady Coyotes' dated Mar 07, 2016. Below this is a red banner with a group icon and the text 'COMMUNITY PROFILE'. Underneath is another red banner with a Facebook 'f' icon and the text 'FIND US ON FACEBOOK'. The bottom section is 'News Updates' with four items: 'EMPLOYMENT OPPORTUNITY' dated Jan 07, 2016; 'CITY HOLIDAYS IN NOVEMBER' dated Nov 09, 2015; 'CITY FIREWORKS REGULATIONS' dated Jun 25, 2015; and 'Swimming Pool Opens May 23' dated May 08, 2015. A 'More...' link is at the bottom right of the updates section.

News

FIREWORKS ALLOWED ONLY IN SOUTH PARK
Jun 26, 2017

City Hall Now Setup To Take Debit and Credit Card Payments
Sep 16, 2016

Congratulations Basketball Lady Coyotes
Mar 07, 2016

 **COMMUNITY PROFILE**

 **FIND US ON FACEBOOK**

News Updates

EMPLOYMENT OPPORTUNITY
Jan 07, 2016

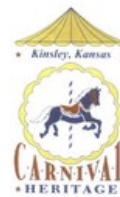
CITY HOLIDAYS IN NOVEMBER
Nov 09, 2015

CITY FIREWORKS REGULATIONS
Jun 25, 2015

Swimming Pool Opens May 23
May 08, 2015

[More...](#)

- Found eating places easily. Also checked out the <https://www.kinsleyks.com/visitors/what-to-see-do>
 - *This tab on the city website has a nicely written narrative.*



National Foundation for Carnival Heritage Center - Kinsley was home to a number of carnivals during the 1900s. This unique museum captures the spirit of entertainment from a simpler time. Located at 113 East 6th Street, contact John Ploger at 620-659-2201 to schedule a tour.



Pioneer (South) Park - The largest of Kinsley's parks offers activity for all. Playground and exercise equipment, two newly renovated ball diamonds (featuring a 1930's Limestone Grandstand) , public swimming pool, a ½ mile walking path, public bathrooms and picnic facilities

in several spots. Located between 12th and 13th streets just off Hwy 183 on Kinsley's south side this place is getting better all the time (coming soon a 9 hole disc golf course).



Palace Theater - Built in 1917 this gem has been restored and updated by the E Team, a local volunteer group, to feature current movies on a weekly basis. Adult tickets are just \$5. Try getting that deal in the city. Located at 223 East 6th Street the Palace also has a stage for live play and

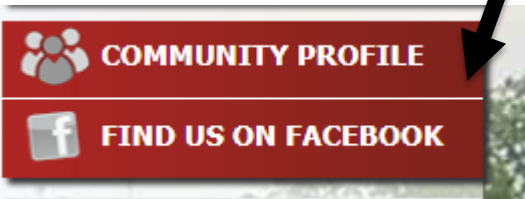
concert productions.



Weyrich Basketball Court - Built by community donation and labor this court features height

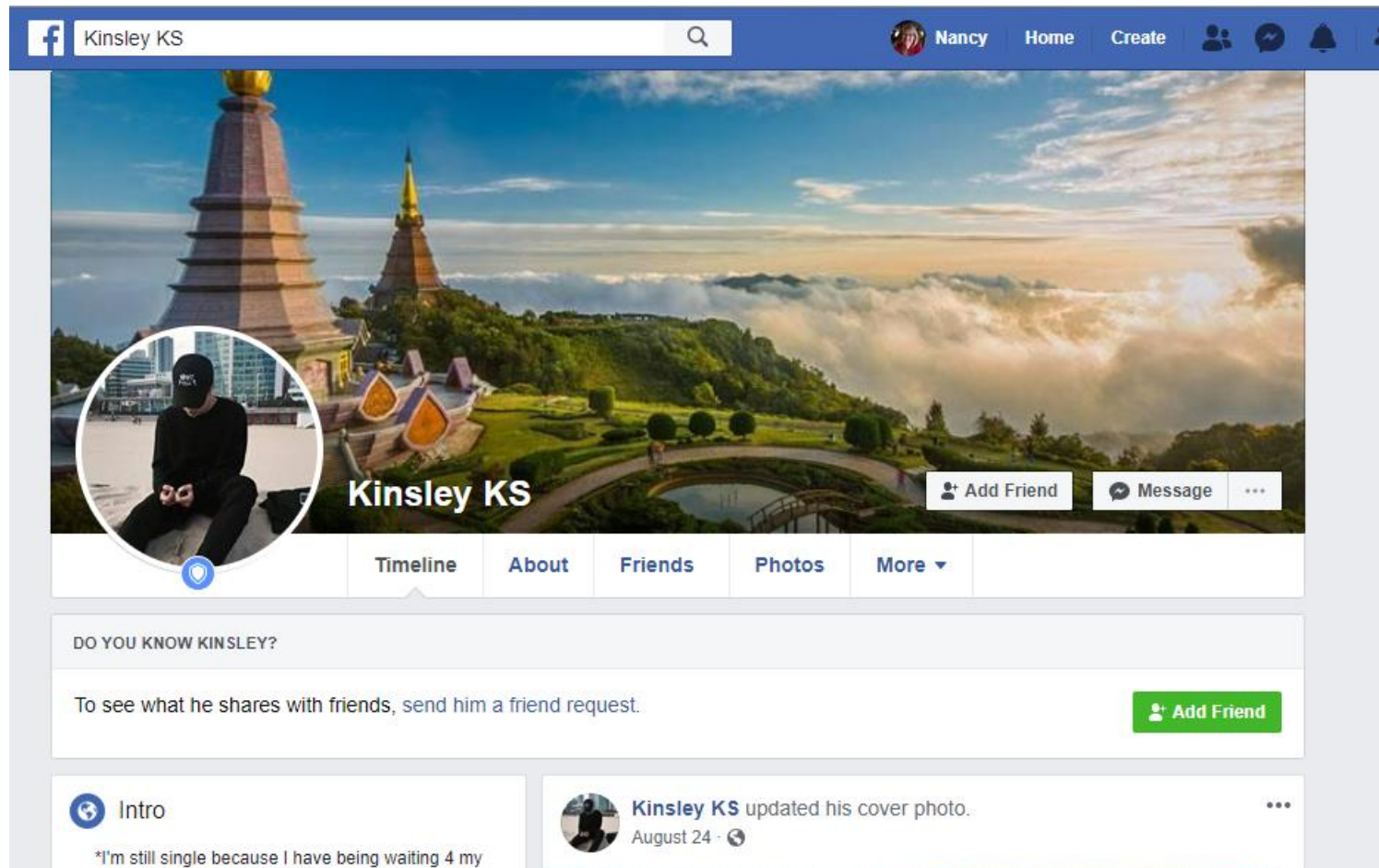
Facebook

No matches for “Kinsley Kansas” or “Kinsley, Kansas” or “Kinsley, KS”



There was a working link on the city's front page to "City of Kinsley, Kansas."

- **FaceBook**
- *Be aware that “Kinsley KS” appears to be an individual’s webpage.*



“Five-Minute” Impression

- Small community. Lots of nicer houses next to not-so-nice properties.
- Historic properties that could use some work.
- Downtown is unusual with a one-way street.



“Five-Minute” Impression

- Very rural on one end, industrial on the other.
- Lots of downed trees- from an old storm?
- Interesting town, residential looked pleasant. Medical facilities looked new. School looks tired.
- Like the brick streets.
- Midway USA on water tower.



“Five-Minute” Impression

- Entrance from Hwy 50 had nothing to motivate me to explore the town.



Google Maps, Image Capture May 2018, Retrieved from Internet December 4, 2018

“Five-Minute” Impression



“Five-Minute” Impression



Downtown Business Area

- Theatre, Newspaper, Antiques, College offices-NICE! Quilt shop, drug store, Auto parts, Thrift, HVAC, Attorney, Salon, Photography, Distillery-Pretty cool!! Youth center-AWESOME! Lots of offices, some did look vacant though.



Downtown Business Area

- Great infrastructure, lots of empty buildings, cute pocket parks, lots of possibilities. Quilt shop, thrift store, antiques, photography, handyman, parts store, KSRE, Farm Bureau, movie theater, furniture store.



Downtown Business Area

- Did not notice downtown amenities.
- Parking is no problem.
- Downtown was disappointing. Nice infrastructure with high vacancy rate.







Downtown Business Area



Downtown Business Area



Downtown Business Area



Photo taken 12-6-18 →

Photo taken 12-6-18



Downtown Business Area



Downtown Business Area







Other Retail Shopping Areas

- Grocery store has a hometown feeling and limited parking... or well-shopped.



Photo taken 12-6-18

Other Retail Shopping Areas

- Didn't notice any.



Google Maps, Image Capture April 2018, Retrieved from Internet December 4, 2018

Industrial Parks/Commercial

- The west side looks industrial and room to grow.
- Didn't see it.
- *No designated industrial area.*



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 can bring customers from all over the world.*

Industrial Parks/Commercial



- Modernized hospital, family care practice.
- From outside looked very impressive. Newer hospital and clinic (and I think long term care). Noticed the hospital listed 2 doctors and 2-3 NPs/ RNs. Do not know hospital's reputation or success. But liked what I saw.



- Appeared to have health care covered.
- MedicaLodges looked really nice.



- A wide variety of homes. Overall pretty appealing; would be inviting to people wanting to restore.



- A major strong point on my impression.



- A lot of older, possibly abandoned homes near very nice, maintained homes. This detracts from the neighborhood value.



- Lots of homes with well-manicured yards or landscaping.



Rental Properties:

- Only saw 1 apartment building that appeared old and tired from the outside.



Photo taken 12-6-18

Rental Properties:

- I saw two signs in yards: One for sale and one for rent.



KANSAS

• Total Housing Units	821	
• Total Occupied Houses	640 (78.0%)	(89.3%)
• Vacant Houses	181 (22.0%)	(10.7%)
• Owner Occupied	502 (78.4%)	(66.3%)
• Renter Occupied	138 (21.6%)	(33.7%)
• Family Households	60.6%	(65.4%)
• Non-family Househld.	39.4%	(34.6%)

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



- Junior High and Senior High, no grade school.



- The old grade school appeared to be converted into living space; that was pretty neat.



Photos taken 12-6-18



- Outside of school appeared old and tired.
- Old school building with nice landscaping.



- Dodge City Community College satellite site (not commented on).*




DODGE CITY COMMUNITY COLLEGE					
Kinsley Outreach Center					
SUMMER 2018					
COURSE	DAY	TIME	CREDIT	LOCATION	INSTRUCTOR
MATH 106 1801 College Algebra	Mon./Wed.	6:30 – 9:00 p.m.	3	Outreach Center	M. Feril
		6/4/18 – 7/30/18			
PSY 101 1802 General Psychology	Tues./Thurs.	6:30 – 9:00 p.m.	3	Outreach Center	S. Neely
		6/5/18 – 7/26/18			
PSY 201 1801 Abnormal Psychology	Mon./Wed.	6:30 – 9:00 p.m.	3	Outreach Center	S. Neely
		6/4/18 – 7/30/18			

DCCC online classes					
COURSE		DATE	CREDIT	LOCATION	INSTRUCTOR
AH 103 1201	Nurse Aide	5/14 – 6/30/18	6	Hybrid	Fields
ART 101 1301	Art Appreciation	5/29 – 6/28/18	3	Online	Nolan
CS 101 1301	Computer Concepts & Applications	5/29 – 6/28/18	3	Online	Flax
ECON 101 1301	Principles of Macroeconomics	5/29 – 8/2/18	3	Online	Yaseen
ENG 102 1301	English Composition I	7/2 – 8/2/18	3	Online	Staff
ENG 103 1301	English Composition II	5/29 – 6/28/18	3	Online	Spelbring
HLTH 101 1301	First Aid	5/29 – 6/28/18	3	Online	Unruh
MATH 106 1301	College Algebra	5/29 – 8/2/18	3	Online	Craghead
MET 105 1301	Introductory Meteorology	5/29 – 8/2/18	5	Online	Curtis
PHIL 201 1301	Introduction to Philosophy	7/2 – 8/2/18	3	Online	Simkulet
PSY 101 1301	General Psychology	7/2 – 8/2/18	3	Online	Whiteley
ZOO 201 1301	Human Anatomy & Physiology I	5/29 – 6/28/18	4	Online	Scott
ZOO 202 1301	Human Anatomy & Physiology II	7/2 – 8/2/18	4	Online	Scott

Kinsley Outreach Center					
219 East 6 th Street					
620-659-2359					
kinsleyoutreach@dc3.edu					

- No answer or “didn’t find any.”


 <https://www.kinsleypublicschools.org>


Like every local school website I’ve seen, the website is useful, but doesn’t tell us “why do you love your schools?”

The photos are good. Youth having fun together at school.

Dec 8 - Keady Classic in Larned Girls 5:00 and Boys 2:15
Dec 8 - ACT Testing 8:00 am, JH Dance 7:00 - 9:00 pm

Activities Calendar Facebook Paper Announcements Parents On Line Video Announcements Menu Search

 **Kinsley-Offerle**
Public Schools
USD 347

 **District**
BOE
Contact Us
E-Rate RFP Forms
Employment Opportunities
Finance
Inclement Weather Procedures
Negotiated Agreement
School Wellness

 **KJSHS**
Counselor's Corner
Dress Code
E-CIGARETTE/JUUL CONCERN
Emergency Safety Intervention Policy
Enrollment Forms
Handbooks
Staff Contact Info


 **KOES**
Emergency Safety Intervention Policy
Enrollment Forms
Forms
Handbook
KOES 3 Year Old Enrollment
KOES Computer Lab
Staff Contact Info

 **FORENSICS**
Activities
Basketball
Football
HS Golf
HS Track
JH Track
Volleyball

CAREER CHOICES
EXPLORE OPTIONS
BUILD SELF-AWARENESS
CREATE A PLAN
MAKE IT REAL
Resources
Career Cruising
Coyote Connection
USD #347 Staff Calendar

Dec 10 - KOES Grades K-2 Holiday Program 7:00 pm
Dec 11 - HS BB at Home vs Pratt Skyline 4:00 pm
Dec 12 - BOE Meeting 6:30 pm

E-Cigarette/JUUL Concern
E-Cigarette Concerns E-cigarette use among youth has become epidemic and is a concern for school staff and parents. The most popular of the e-cigarettes is the Juul which looks like a USB flash drive. One pod in a Juul device contains as much nicotine as an entire pack of cigarettes. It is important to note that electronic cigarettes are not healthy. This might seem obvious to most, ...
[read more](#)



Current Highlights
Go U O' Kinsley Fight for victory. With your colors flying, We will cheer you all the way. Go-Rah, Rah Go U O' Kinsley Fight for victory. Fight for the fame, of her fair name, and Go U Kinsley win this game. -----Go Coyotes Go! -----Go Coyotes Go! High, Low, Come on let's go! Go U O' Kinsley Fight for victory. With

- Searched for childcare online at childcarecenter.us/Kansas and found three.
- *If they had asked at city hall, would they have found information or listing?*

Kinsley has people working on this. Hospital and public schools working to open a joint venture.

- Saw a bunch of churches.



- Saw a few churches, not as many as expected.
- Didn't notice any activities.





- Yelp showed 10 different non-profit groups.
- Kansas PRIDE and Actions for Alex (Found this out at Thrift Store.)

Where would a local person find out about opportunities for involvement?



- Some of the sidewalks looked very nice in some areas.
- What I noticed was okay.
- Streets seemed fine with a good number of trees lining the streets.



- Two of the visitors did not notice city hall.



Fire, EMS and Police Services

- There is a firehouse.
- Did not notice police presence in a drive around.
- We were followed (it seemed) by two sheriff deputies towards the end of our cruising around town. (Page 6 of narrative report.)



w.kansinsurance.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

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 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



- None of the visitors saw the library.



- Two typical parks, two pocket parks downtown and a rest area.





- Two typical parks, two pocket parks downtown and a rest area.



Well-Known for an attraction or event?

- Halfway between San Francisco and NYC.
- Midway USA



Natural or manmade features that can draw people?

- Saw signs for camping, museum, etc.
- Two museums: one is about carnivals, but I couldn't tell if it was still open. The other looked like a typical Kansas Heritage museum.



Visitor's Center

- Does a rest area count?



What would bring you back?

- Heard good things about the restaurant near the east edge of town, would eat there in the future.
- Not really, I didn't see even a café, just a deli. I am a sucker for small town cafes and typical hole-in-the-wall restaurants, but I didn't notice one.



Most Positive Observations

- Small town feel, kids playing. People out working in yards.
- Nice residential neighborhoods – appealing. Wide variety of housing – sizes, styles, etc. Impressive looking healthcare facilities. Downtown building infrastructure is appealing and has possibilities, but nobody's home! Acceptable grocery store.
- Willing volunteers, there is a great sense of community here.

Biggest Obstacles/Challenges

- Growth, Neighborhoods needing fixer uppers fixed up or demolished.
- The downtown is discouraging for first impressions. Likely would be the possible deal-breaker for me, no reason to go there. Having only one public restaurant (that I saw). Seems pretty inadequate for residents.
- Empty buildings: trying to fill some of the buildings and keeping the business you do have going.

What will you remember?

- Midway. Pretty neat!
- **Positive:** Nice neighborhoods, appears to have good healthcare facilities.
- Town is well-located within driving distance of larger towns.
- **Negative:** Downtown doesn't look vital.
- Empty buildings: trying to fill some of the buildings and keeping the business you do have going.

Thank our leadership team:

- ***Marty Gleason***
- ***Jeanne Eustace***
- ***Brad Eustace***
- ***Jeana Padgham***

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/>

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




- <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!](#)

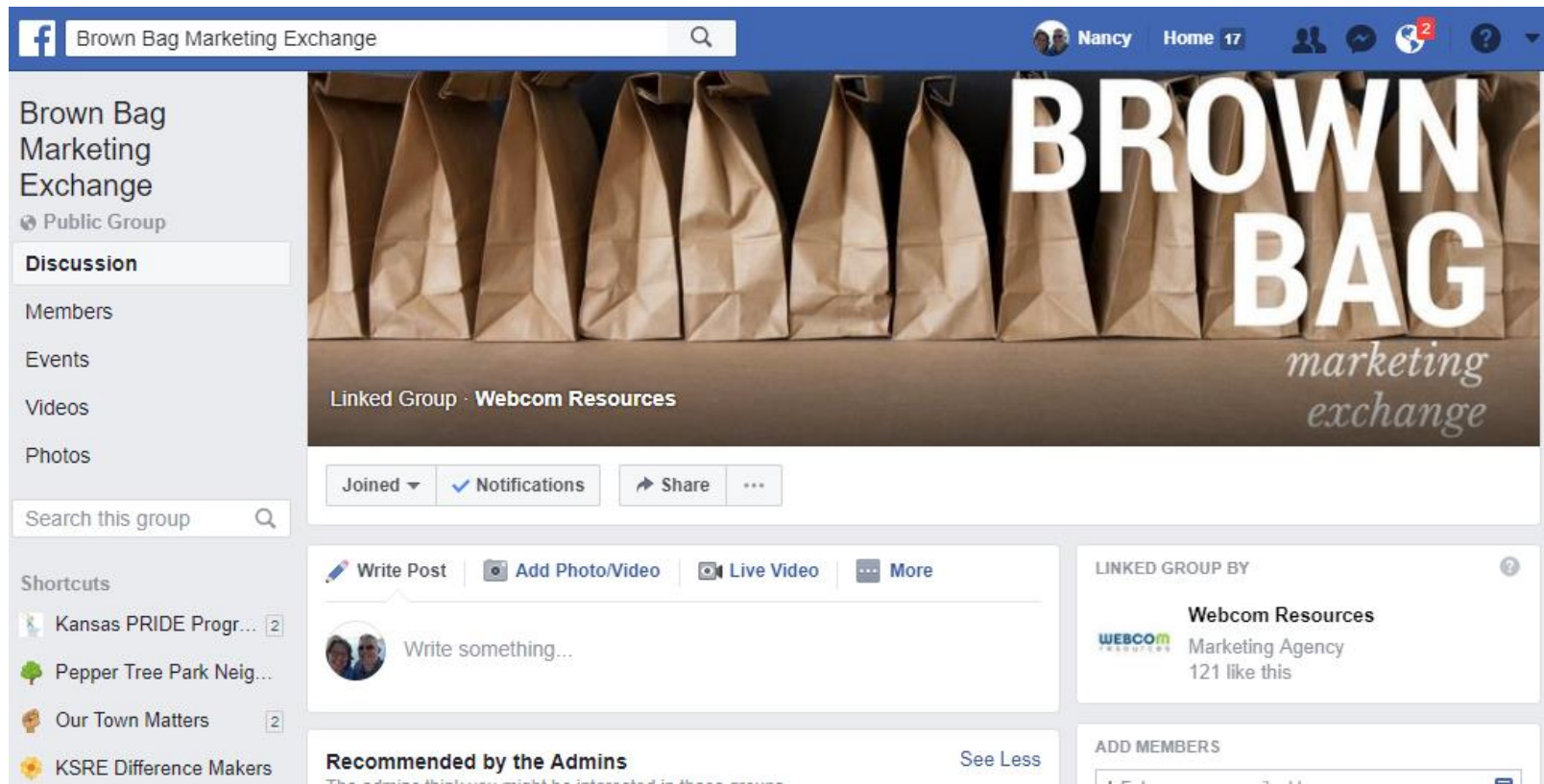
[CONTACT](#)

[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)



Ben Winchester, Senior Research Fellow, U of MN

- 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.
- 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.
- People research a number of places before they move to a rural town.
- Only 1/3 of the people who move rural have a previous connection with that area.

- 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! It matters!
- Don't buy in to someone else's narrative.
- 1/5 of dollars come from transfer payments—not employers.

- 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*

<https://www.youtube.com/watch?v=ZOIMRJ-jc14>

*Ben Winchester will be our guest at the
March 1, 2019 First Friday Call @ 9:30 am.*

*To be invited to this Zoom Call, email me at
nkdaniels@ksu.edu*