

# First Impressions

## Marysville, KS

K-State Research and Extension in Partnership  
with

The Dane G. Hansen Foundation



- Marysville asked for First Impressions, obtained Lindsborg as its partner; 2+ drive is a challenge.
- Michelle Whitesell received City Council approval and enlisted volunteers.
- I trained the volunteers about the visit and survey and took photos of Marysville on April 20, 2018.
- Lindsborg visitors came in two cars: June 21 and August 3 and returned three surveys.
- Results are presented tonight. (October 29)
- Marysville 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 3,294 (UP .7% since 2000\*)  
**KS +6.1%**
- 2017 Estimate is 3,271 ( N/C since 2000 **KS +8.4%**)
- Median household income is \$41,653 (**\$53,571**)
- 94% high school or GED, 19.4% college educated,  
– **90.3% HS or equivalency, KS 31.6% college education,**
- Median Age 41.1 years (**36.2**)
- Poverty rate is 9.1% (**KS=13.3%**)

\* 2000 Census was 3,271



- **Website**

- <https://www.cityofmarysvilleks.com/>

- “Pre-visit web search made me curious about my visit.”
- “Very informative. City hall’s page is good and easy to navigate.”

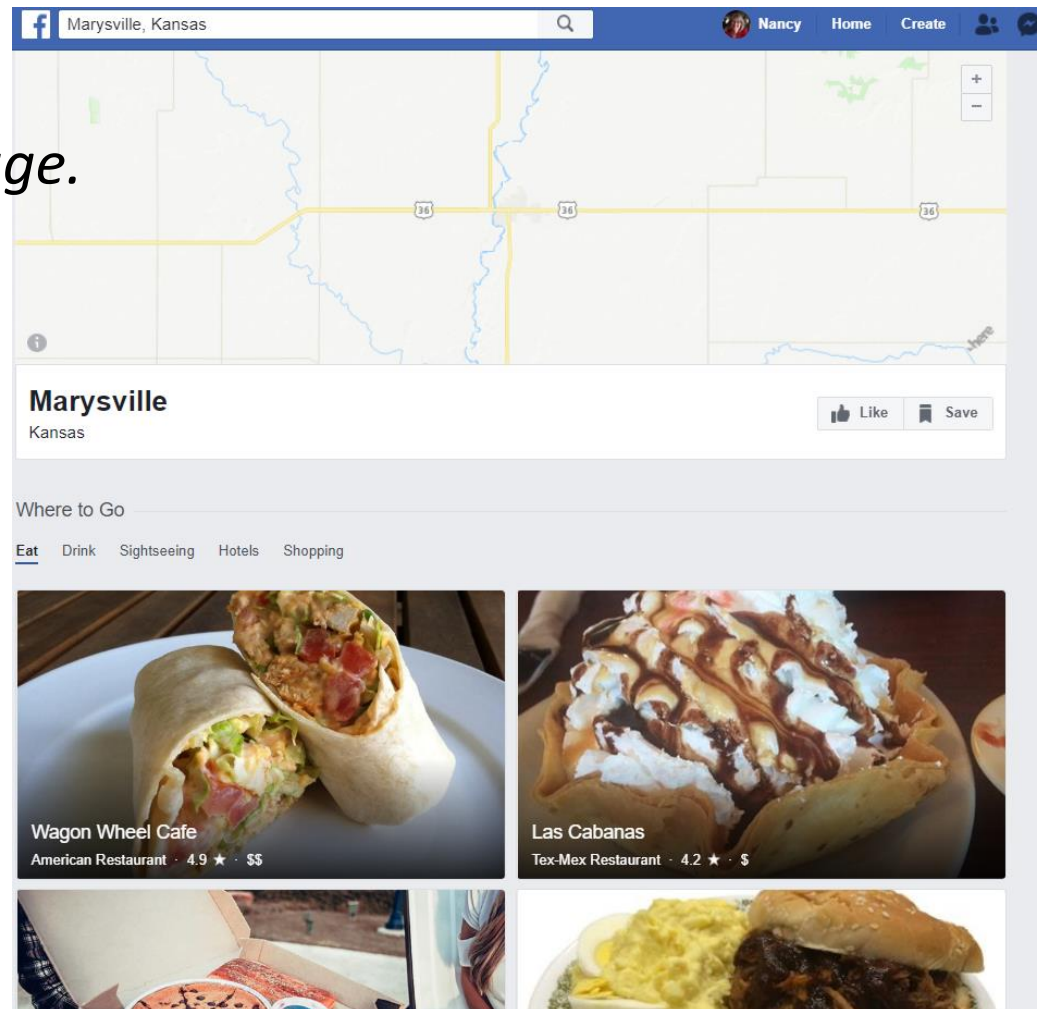


- **FaceBook**

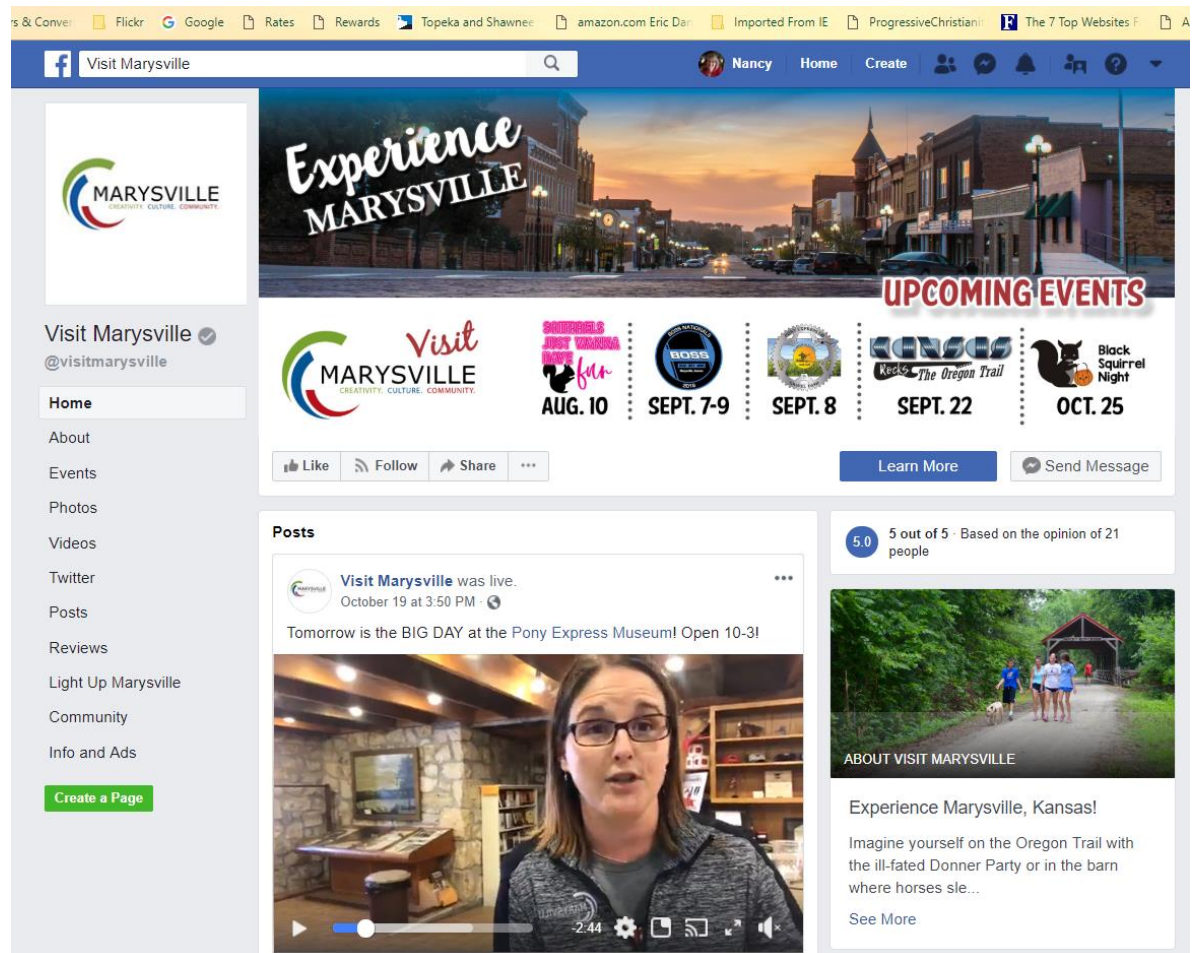
<https://www.facebook.com/places/Things-to-do-in-Marysville-Kansas/107552689273814/>

## Marysville, Kansas

*A Facebook generated page.*




- **FaceBook** <https://www.facebook.com/visitmarysville/>
  - Visit Marysville (and almost 40 others!)
  - *An opportunity for co-marketing.*






**FaceBook** <https://www.facebook.com/cityofmarysvilleks/>

- City of Marysville


**Pages**



City of Marysville, KS  
@cityofmarysvilleks

- Home
- About
- Photos
- Reviews
- Events
- Posts
- Community
- Info and Ads


[Create a Page](#)



Like Follow Share ...

[Send Message](#)

**Posts**



City of Marysville, KS  
October 1 at 1:49 PM · 🌐

**WATER ALERT**

On Tuesday, October 2<sup>nd</sup>, beginning at approximately 9:00 a.m. the Water Department will be shutting water off for a contractor to install new Water Line fittings and valves at N. 10<sup>th</sup> St. & North St.





**THIS WILL AFFECT YOUR SERVICE**

**The area affected will be North St. from N. 11<sup>th</sup> St. to N. 9<sup>th</sup> St., N. 10<sup>th</sup> St. from May St. to Ann St.**

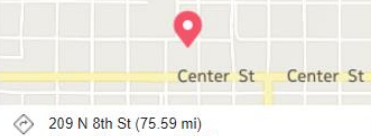
The water WILL be off for several hours. Please make

**4.1** 4.1 out of 5 - Based on the opinion of 98 people

**Community** [See All](#)

-  Invite your friends to like this Page
-  1,189 people like this
-  1,184 people follow this
-  Ron Wilson and 2 other friends like this or have checked in

**About** [See All](#)



209 N 8th St (75.59 mi)

## The “Five-Minute” Impression

- Improving the school, train history, pretty park, nice pool, black squirrels, pretty residential area, but where is Main Street?
- Very clean, very colorful, very welcoming. The flags were nice on the bridge as you came into town.
- Entered on Highway 77. Good to see improvements made to the schools, I always think that is a powerful sign to visitors. Aquatic center is very nice, all well-kept, mowed, etc.







## **Downtown**

- Mix of improved buildings, historical buildings and empty store fronts. A lot of professional businesses with a few shops and restaurants.
- Seems to be two main downtowns. The road you drive in on and the one block over. Both are well kept, there are signs, and ample parking. I saw a medical business, research library, local bar-Wagon Wheel, and a coffee/tea shop.





## Downtown

- Mostly commercial and service industry, not a lot of shops that would draw you downtown for an afternoon.





## Downtown

- Restaurant signage was not easy to spot. Hallmark store was nice, and good variety of merchandise. I noticed that there was not much variety, several “Hallmark” type stores and several antique stores.



## Downtown

- Everyone was very friendly and they offered suggestions for lunch. Customer service was great everywhere we went.







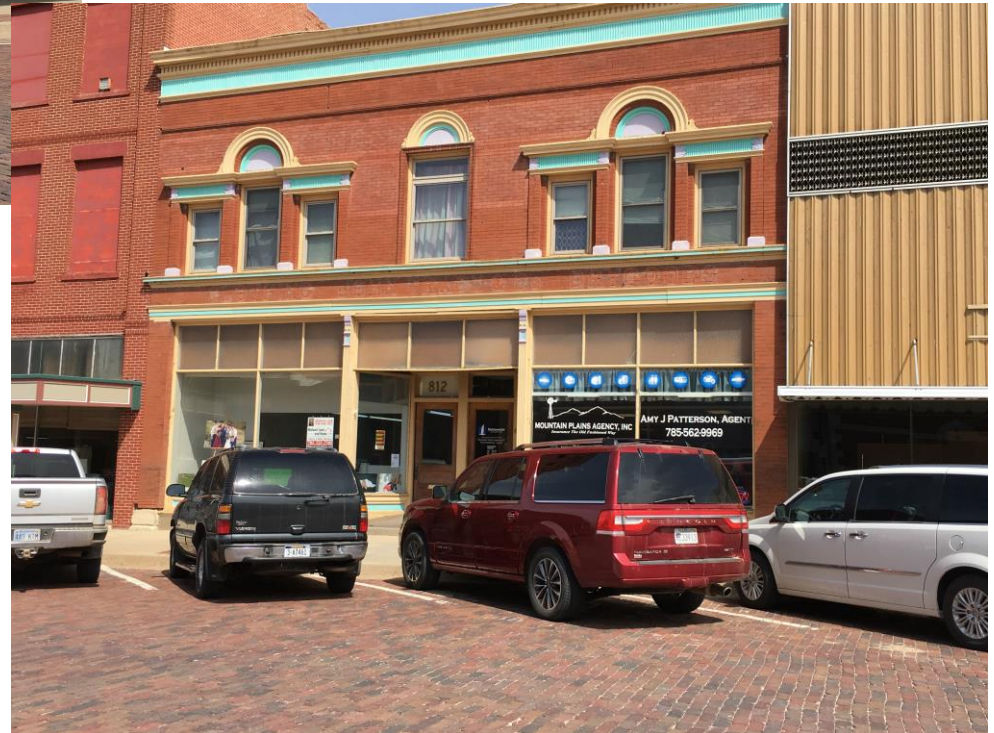












## Drinking fountains, benches, public restrooms, etc.

- I did not notice drinking fountains. Restrooms and trash cans were available.
- [Amenities] were available, and they were nice and welcoming. Would have loved these options when my children were younger. Flowers everywhere!! *(August)*
- No trouble parking. A bit of a walk for multiple services, downtown area was several blocks long. No flower pots outside of buildings, not a lot of color. Didn't think it had much "character," just brick storefronts. It makes it harder with so many vacant store fronts. *(June visitor)*









## Other Retail Shopping Areas

- Walmart, Dollar General, etc. were accessible and easy to find. Is there a grocery store?? We couldn't find one.









## Industrial Parks/Commercial Areas

- Either end of town seemed to have empty buildings to take over or room to expand.
- I only saw one “industrial” area on the west/north side of town. It was well organized and not an eyesore.





# Industrial Parks/Commercial Areas

## *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.”
- *The same UPS truck who competed with your downtown can help your entrepreneur serve the world.*



## Health Care Services

- Very impressed with the hospital, ER, physician buildings.
- We didn't think the signage was very prominent, especially for the hospital.



# Health Care Services

- Seems to be newer, several practitioners, good options right in town.





# Health Care Services

- Noted chiropractors, dentists, and optometrists.
- That is a nice selection for the size of the town.



*At least one pharmacy*



## Long Term Care

- Nursing home area looked well-kept, fairly new, nice.



## Housing

- Houses of all variety, size, quality.
- Very few houses were listed/posted for sale. There is obvious pride in their homes. No cars on blocks or junk piles.
- Most of what we saw was at the higher end, or lower. Not a lot in between.



















## Rental Property

- Seemed to be more than 1 set of apartments.
- Did not see a for rent sign in residential area.



- Rental Housing**



## Housing data

## KANSAS

Family Households	54.5%	(65.4%)
Non-family Household	45.5%	(34.6%)
• Total Housing Units	1,712	
• Total Occupied Houses	1,553 (90.7%)	(89.3%)
• Vacant Houses	159 ( 9.3%)	(10.7%)
• Owner Occupied	970 (62.5%)	(66.3%)
• Renter Occupied	583 (37.5%)	(33.7%)



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





# Schools

- Wow! More school options than I expected.
- K-12 public schools and parochial options.
- Impressive for a community of this size.













## Parents As Teachers and Head Start



St. Gregory's Catholic School



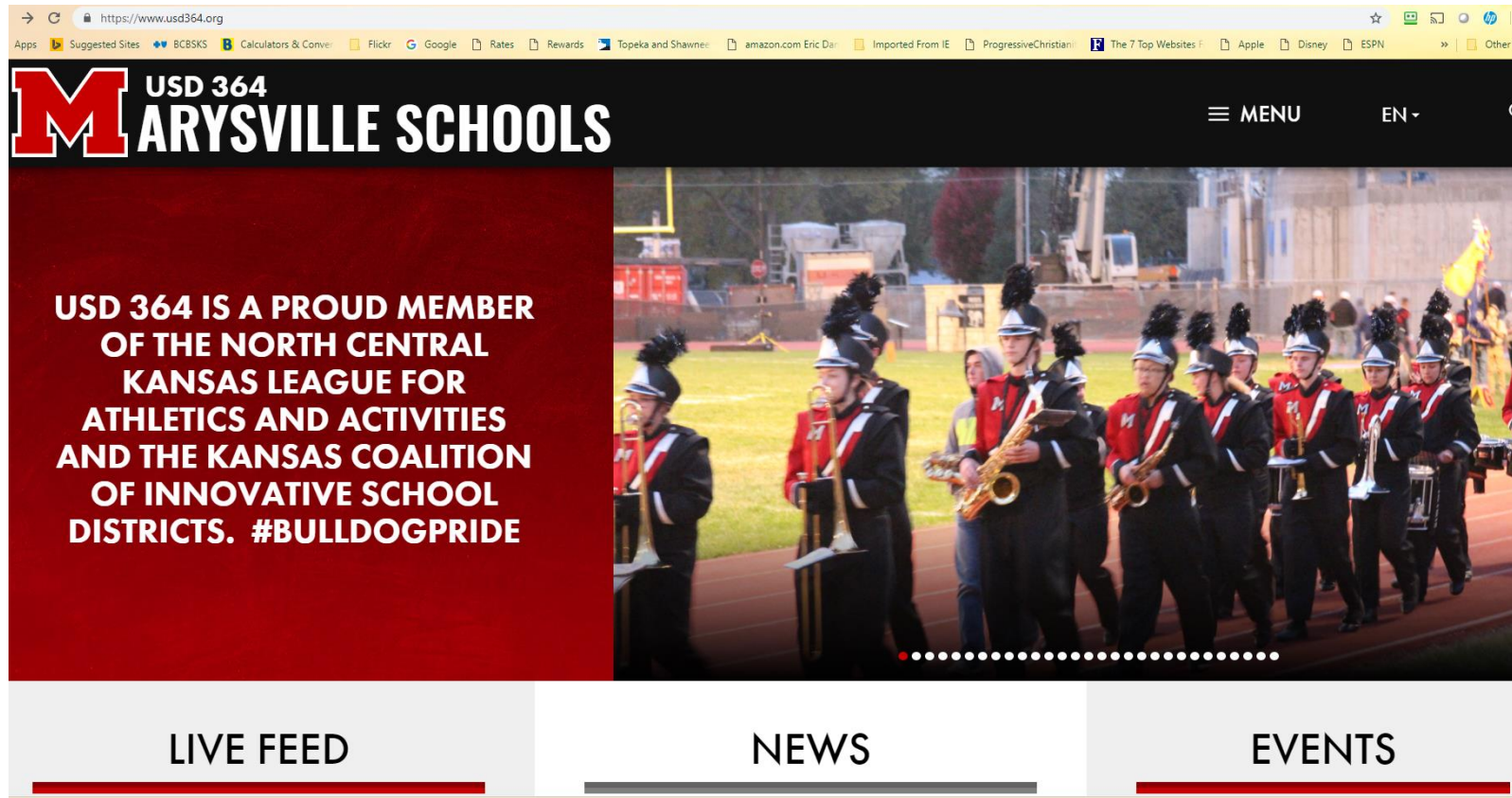




Good Shepherd Lutheran School

# Online school information to assess quality?

- Yes, fairly decent web site and information.



- *There is a range of photos showing various ages of youth in athletic, social and music.*



LIVE FEED



NEWS



CALENDAR



FOOD SERVICES



DIRECTORY



DOCUMENTS

**ACADEMICS AND ORGANIZATIONS**

MARYSVILLE JR/SR HIGH ▾

SPECIAL SERVICES ▾

EDUCATION FOUNDATION ▾

ALUMNI ASSOCIATION ▾

MARYSVILLE ELEMENTARY

BULLDOG BOOSTERS ▾

**ABOUT US**

OUR LEADERSHIP

OUR GOALS

EMPLOYMENT INFORMATION

BUDGET INFORMATION

MARYSVILLE COMMUNITY ▾

**HELPFUL LINKS**

DISTRICT CALENDAR

LINKS FOR PARENTS ▾

LINKS FOR STUDENTS ▾

LINKS FOR TEACHERS AND STAFF ▾

CHARACTER EDUCATION

EMERGENCY SAFETY INTERVENTIONS

SUICIDE PREVENTION - JASON FLATT ACT

CANVAS LMS



The average ACT Scores for the Class of 2018 were released earlier this week and Marysville High School graduates had an average ACT Composite Score of 22.4. This was above the Kansas average of 21.6 and the US average of 20.8. #BulldogPride #BeGreatAtEverything

8 DAYS AGO, BILL MULLINS



## Childcare

- Online sources.
- 8 child care options, 3 take government assistance.
- We went by the CVB twice to see if they could provide any information, but didn't find them.
- *Would they have found the info in City Hall?*

## Faith/Religion

- Wide variety of beautiful, well-maintained churches.
- VBS was going on at the Calvary Church.

















## Civic

- I saw info at the library. I saw civic activity.
- Did not notice any civic groups or activities.







# Civic Activity



## Public Infrastructure

- Streets were great. Signage highlighting downtown and uniqueness needed. A pretty town that needs focus.
- Very clean with lots of brick streets and steep hills.





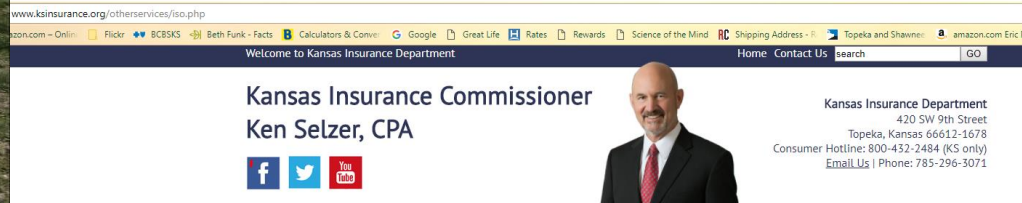
## City Hall

- The city hall was older but welcoming. Displays of information as well as a young man there to answer questions.
- Very helpful and friendly. These buildings really add a lot to the community. You are fortunate to be the county seat.



# Fire, EMS and Police Services

- Paid police. Volunteer Fire- nice equipment for a small department.





## Library

- This was my favorite stop by far. VERY impressed with this facility, sections, computers, classes, etc. This is where we picked up literature about Marysville since the CVB was closed.



# Library

- Research library. Very nice— clearly marked to enter and what is available.





# City Parks

- Beautiful park on Highway 77 side.
- Aquatic center was very nice.



- Walking trail on west side of main street.





# City Parks







## Well-Known for an attraction or event?

- Seemed like focus was on black squirrels, more than their other historic assets.



## Well-Known for an attraction or event?

- Pony Express was a disappointment. I expected more to see, do, and experience.
- An upcoming Pony Express run and events at the library were evident.





## Natural or manmade features that can draw people?

- The Pony Express, Koester House Museum, Courthouse, fine Arts Center, how did I miss it?



## Visitor's Center

- Not well marked, the Chamber of Commerce was closed. Library had good info available.
- You need a kiosk that has 24-hour availability, brochures, information. Easy access. Need more signage directing you as well.





## What would bring you back?

- I loved the theatre/restaurant combo. I would come for it if I lived closer.



## What would bring you back?

- The eMpTy Cup coffee/tea was so much fun! The ladies were funny and helpful and lots of town people gather here.





## What would bring you back?

- No. I think that was one thing that bothered me a bit. I made the trip hoping that I would want to go back. But, there really wasn't anything there that would draw me back for a second visit.

## Most Positive Observations!!

- Lots of industry. Plenty of health care. Library, Theatre.
- Very clean and very bright.
- The library, bowling alley, movie theater, industry, medical facilities, churches, and schools.





## **Biggest Obstacles/Challenges**

- Empty store fronts downtown. Disjointed business districts. Lack of variety in merchandise.
- The big bridge coming into town, you are not sure where you are- maybe a large sign on the west side of the bridge.
- Highway 36, backs of buildings, what happens if the industry leaves? What else does Marysville have going for it?

## What will you remember the most in six months from now?

- The small town feel before I drove the highway that runs through town. Pretty homes, beautiful buildings, sparse shopping, the library, and the theatre. It is a town I would be happy to live in but probably won't visit.
- The warm feeling of "home" as I drove around the neighborhoods on the north side of town.
- Everyone was very friendly and welcoming. I am sorry that I do not have the desire to return. I was excited to see the Pony Express station and was disappointed not to find more.



## Next Steps:

*Thank our leadership team:*

- *Michelle Whitesell*
- *Casey Bieler*
- *Maureen Crist*
- *Ellen Barber*
- *Wayne Kruse*
- *Austin St. John*
- *Ashley Kracht*
- *Susie Latta*

## Set next steps!

- Which group will lead the discussion?
- Contact me if you need resources or help:
  - Nancy Daniels
    - Community Vitality Specialist, K-State Research and Extension
    - 785.410.6352
    - [nkdaniels@ksu.edu](mailto: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

### 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](mailto: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)



## **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](mailto:nkdaniels@ksu.edu)*