

First Impressions

Mound City, KS

K-State Research and Extension



- Weir asked for First Impressions, Mound City agreed to be its partner; 1 hour, 12 min drive.
- I trained the volunteers about the visit and survey on September 10 and took photos.
- Three visitors came in one car on October 20.
- Results presented by video recording.
- Mound City 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.
- 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 Kansas households moved between 1995-1999
- In a survey of newcomers to rural areas, the reasons they come are:
 - Simpler pace of life,
 - Safety and security,
 - Affordable housing,
 - Outdoor recreation,
 - Quality schools
 - ***“A job” isn’t in the top 10 reasons.***
- Communities can work together to attract newcomers and create quality of life for everyone.

- “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/>

- 2018 Estimate 1,088 2010 Census: 694
(UP 56.8% since 2010 **KS= +2.1%**)
- Median household income is \$35,481 (**KS \$62,087**)
- 97.6% high school or GED, 22.3% college educated,
91.8% HS or equivalency, KS 34.0% college education,
- Median Age 38.3 years (**37.2**)
- Poverty rate 15.3% (**KS=11.4%**)

(Source:

<https://data.census.gov/cedsci/profile?g=1600000US2048750>)

- **Website** <https://www.moundcity.org/>
 - Good information
 - Reflects what we saw
 - Nice history pieces/articles
 - *Many articles are from 2018 and before.*
 - *Only link that is current is Linn County Fair*



Retrieved from internet 1-26-2021

- **FaceBook** Mound City Kansas

Shown in dark mode

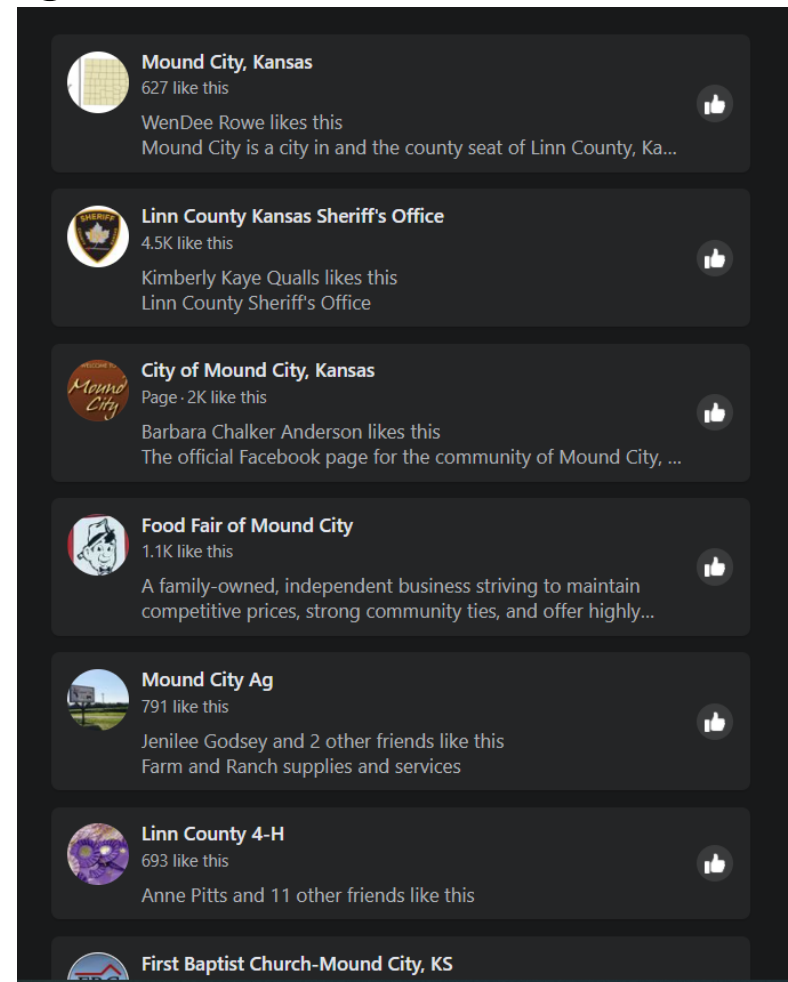
*(retrieved from internet
1/26/2021)*



- **FaceBook**
 - 12 pages
 - *An opportunity for co-marketing.*



Shown in dark mode for contrast.



“Five-Minute” Impression

- Very picturesque drive coming from the east.
- Almost missed the welcome sign. Sign from the west is more visible.
- Nice homes on entry into town.
- Many businesses and good traffic downtown.



- Beautiful flowers- “mums everywhere” were noticed and commented on often.
- Buildings are older, but in good condition.
- Most buildings had signage and were well-stocked.
- Visitors window-shopped and appreciated attractive displays.
- Business owners were shy at first, but talkative when spoken to.



Downtown









Downtown in late afternoon





- Amenities
 - Street was clean, parking was easy, sidewalks were wide and in very good shape.
 - They didn't notice benches, trash receptacles or WiFi availability.









Other Retail Shopping Areas

- Visitors commented again on positive downtown attributes



According to KDOT Traffic Data, the Average Annual Daily Traffic going past Mound City is:

- 1,010 vehicles and 115 heavy commercial on Hwy 7
- 2,570 vehicles and 145 heavy commercial on Hwy 52

The traffic counts shown on this map represent estimates of the Annual Average Daily Traffic (AADT) and Annual Average Daily Truck Traffic (AADTT) for the year ending December 31, 2019. These estimates are developed mainly from 24-hour volumes recorded by portable traffic counters. These short-term counts are adjusted for day-of-week and seasonal variations using data from continuous permanent counters.

Source: <https://www.ksdot.org/burtransplan/maps/mapstrafficdist.asp>
Retrieved from the internet 1-26-2021

Industrial Parks/Commercial

- Did not see a defined area.
- There were areas on the edge of town where maybe an industry could locate near the grain elevators and storage.



- *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.*

- Community Health Center of Southeast Kansas.
- There are two physicians available.
- People travel to Fort Scott or Kansas City for Dentists, Optometrists.



- *Add a Health Care tab to your website to make it apparent that health care is accessible in nearby cities. How many minutes does it take to travel to each?*
- *Pharmacy is available.*
- *Long Term Care is not.*



- Observed a real estate agency. Did not go in to inquire.
- The neighborhoods were very nice homes with clean yards.
- We saw some new construction.
- Not many “for Sale” signs.
- There are some apartments above shops on Main Street.
- Rental Housing: City Hall has a list of landlords, including apartments downtown.







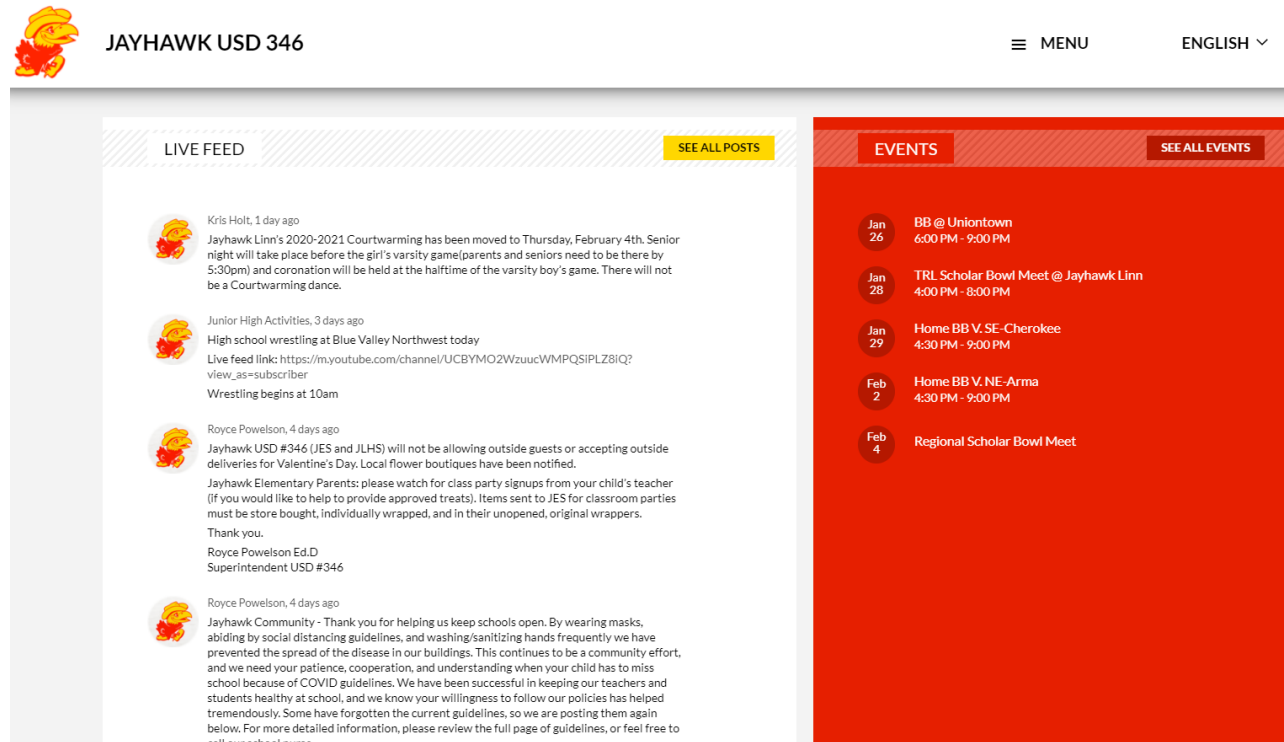
KANSAS

- Total Housing Units 519
- Total Occupied Houses 461 (88.8%) (88.8%)
- Vacant Houses 58 (11.2%) (11.2%)
- Owner Occupied 364 (79.0%) (66.3%)
- Renter Occupied 97 (21.0%) (33.7%)
- Family Households 268 (58.1%) (65.1%)
- Non-family Households 193 (41.9%) (34.9%)

<https://data.census.gov/cedsci/>

<https://data.census.gov/cedsci/> Family data at DP04

- Two Schools: K-6, 7-12. Nice Sports complex
- No Head Start.
- High School has a green house.
- Good information on school website.



The screenshot displays the website for Jayhawk USD 346. At the top left is a small logo of a yellow and red bird. To its right is the text "JAYHAWK USD 346". On the top right, there is a "MENU" button with a hamburger icon and a language selector set to "ENGLISH".

The main content area is divided into two columns. The left column, titled "LIVE FEED" with a yellow "SEE ALL POSTS" button, contains four posts, each with a small bird icon:

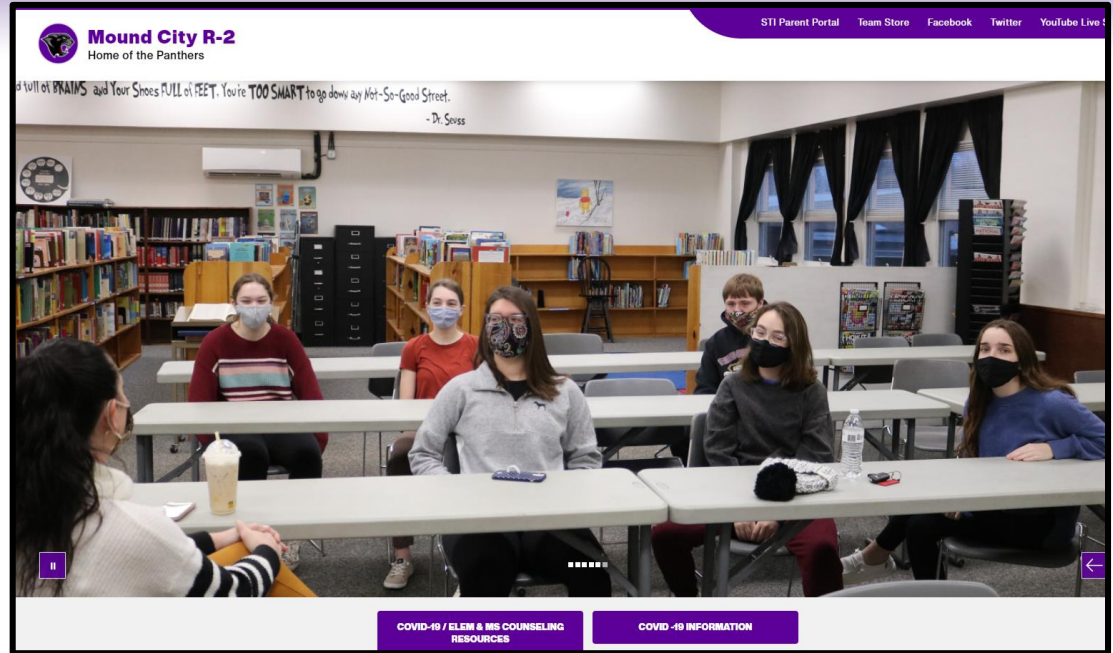
- Kris Holt, 1 day ago**
Jayhawk Linn's 2020-2021 Courtwarming has been moved to Thursday, February 4th. Senior night will take place before the girl's varsity game (parents and seniors need to be there by 5:30pm) and coronation will be held at the halftime of the varsity boy's game. There will not be a Courtwarming dance.
- Junior High Activities, 3 days ago**
High school wrestling at Blue Valley Northwest today
Live feed link: https://m.youtube.com/channel/UCBYMO2WzuucWMPQSIPLZ8IQ?view_as=subscriber
Wrestling begins at 10am
- Royce Powelson, 4 days ago**
Jayhawk USD #346 (JES and JLHS) will not be allowing outside guests or accepting outside deliveries for Valentine's Day. Local flower boutiques have been notified.
Jayhawk Elementary Parents: please watch for class party signups from your child's teacher (if you would like to help to provide approved treats). Items sent to JES for classroom parties must be store bought, individually wrapped, and in their unopened, original wrappers.
Thank you.
Royce Powelson Ed.D
Superintendent USD #346
- Royce Powelson, 4 days ago**
Jayhawk Community - Thank you for helping us keep schools open. By wearing masks, abiding by social distancing guidelines, and washing/sanitizing hands frequently we have prevented the spread of the disease in our buildings. This continues to be a community effort, and we need your patience, cooperation, and understanding when your child has to miss school because of COVID guidelines. We have been successful in keeping our teachers and students healthy at school, and we know your willingness to follow our policies has helped tremendously. Some have forgotten the current guidelines, so we are posting them again below. For more detailed information, please review the full page of guidelines, or feel free to call our school nurse.

The right column, titled "EVENTS" with a yellow "SEE ALL EVENTS" button, lists upcoming events:

- Jan 26** BB @ Uniontown 6:00 PM - 9:00 PM
- Jan 28** TRL Scholar Bowl Meet @ Jayhawk Linn 4:00 PM - 8:00 PM
- Jan 29** Home BB V. SE-Cherokee 4:30 PM - 9:00 PM
- Feb 2** Home BB V. NE-Arma 4:30 PM - 9:00 PM
- Feb 4** Regional Scholar Bowl Meet

Be mindful that “Potential Students” are an audience for your website.

- This is Mound City, **MO**:
- Current photos show emphasis on science-based. (masks & COVID info)
- “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







Comments:

Three licensed in-home child cares in city limits.

Rates approximately \$21/day



Linn County Data:

- **Desired Capacity of existing Child Care** **163**
- **Number of Children Under Age 6 potentially needing care:** **452**
- **Extent Desired Capacity meets Potential need** **36%**
- 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 access local child care specialists.
785-823-3343

Source <https://ks.childcareaware.org/wp-content/uploads/Supply-Demand-2019-FINAL.pdf>

- Observed 5 or more churches.
- Well-kept buildings.
- Visitors did not see evidence of faith-based community services.
- Learned that some of the buildings are no longer used for worship, but for other faith-based services.





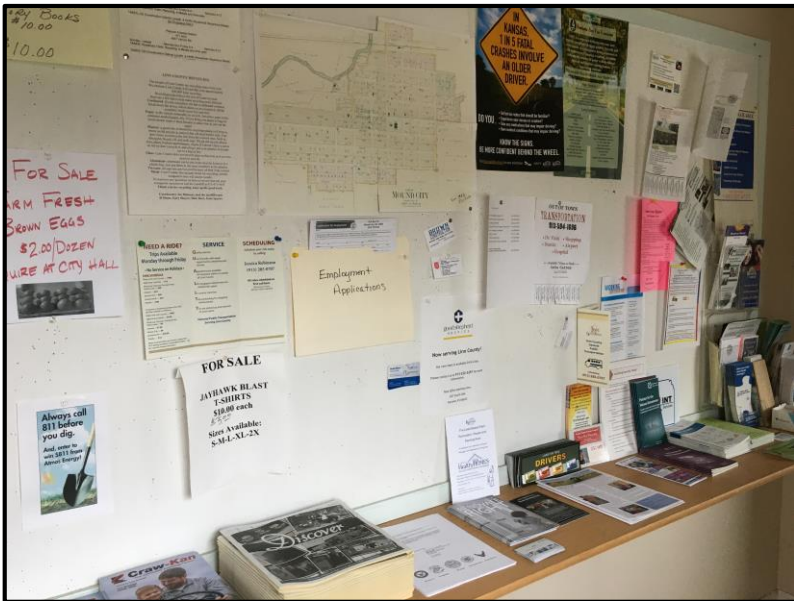
- Visitors did not observe, but learned in conversation about VFW, Legion and Masonic Hall.
- They did not see evidence of civic organization activity.
- *Senior Center meets at Bunker Hill*



- Good streets. Noticed more houses in disrepair off Main Street.
- Street signs are adequate and readable.



- Staff at city hall were extremely helpful and welcoming. Each employee was friendly and knowledgeable beyond their assigned duties.
- Proud of their town.
- Lots of info is available in entryway/bulletin board. It was nicely arranged.



Fire, EMS and Police Services

- Volunteer Fire Department
- Police: 1 Full time and 2 part-time.



Welcome to Kansas Insurance Department

Home Contact Us

GO

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

- Nice building, friendly staff.
- Neat and clean with lots of windows.
- More mums outside.





- Great sports complex.
- We saw two parks and a ballpark with a paved walking trail, very nice. It also has benches and exercise stations and a nice play area for children.





Well-Known for an attraction or event?

- Arts and Crafts Fair 2nd full weekend in October
- Lake (*Not apparent on your city website.*)



Natural or manmade features that can draw people?

- Old Time Village would be great to visit and promote (post Covid)
- Lake and Linn County Fair



Visitor's Center

- No visitor's center, but city hall and county court house have much information.

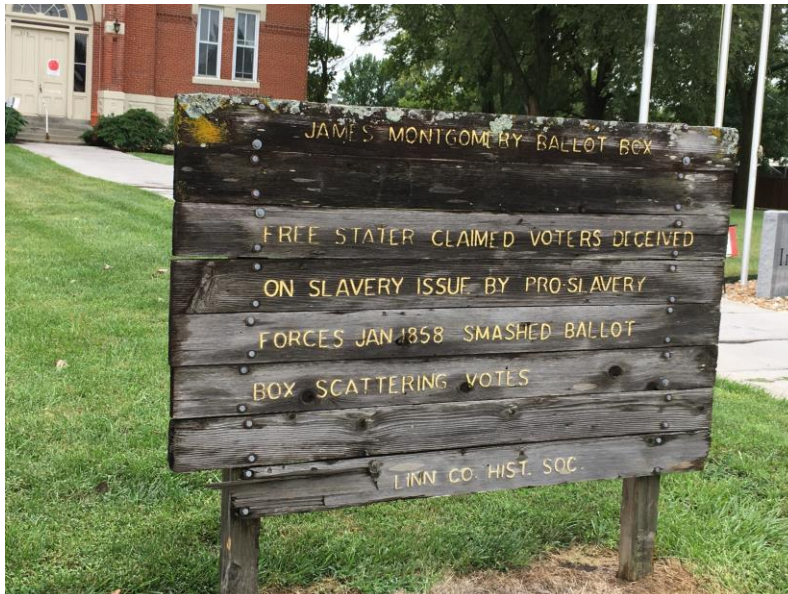
What would bring you back?

- We ate lunch at Garrett's BBQ. Excellent Food. Friendly staff.
- I would go back to the coffee shop to try their coffee.



Most Positive Observations

- Friendly people, a good variety of businesses, good sports complexes and parks. Pride in downtown appearances.
- Everyone we talked to was very passionate about their town.
- Lots of history: Civil War, Jayhawkers, Court House



Biggest Obstacles/Challenges

- Houses needing demolition or removal.
- Having more young people stay or move to the town.
- Lawn care.

What will you remember?

- Great food, friendly helpful people.
- Magnificent, historic court house.
- How well they had taken care of the older buildings.
- Roads with beautiful trees that will change in the fall, how wonderful.
- City Hall is the info center.
- Lots more businesses than our town of similar size.

- Update city website, articles posted in 2017 makes it appear out-of-date.
 - Events don't link to anything.
 - Add Links to “health care” and include travel time (not distance.)
- School Info should reflect the interest “potential students” have in your district.
 - Why do you love your schools?

Thank you to our leadership team.

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.
 - Community Vitality Calendar of events:
<http://www.ksre.k-state.edu/community/>
 - Previous calls are recorded at
<http://www.ksre.k-state.edu/community/business/entrepreneurship/>

- <http://smallbizsurvival.com/>
– THE SMALL TOWN AND RURAL BUSINESS RESOURCE

SURVEY	BOOK BECKY TO SPEAK	THE BOOK: SMALL TOWN RULES	SHOP LOCAL VIDEO	SAVEYOUR.TOWN
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SMALL BIZ SURVIVAL

THE SMALL TOWN AND RURAL BUSINESS RESOURCE



FRONT PAGE	LATEST STORIES	ABOUT	GUIDED TOUR	SUBSCRIBE	PRIVACY POLICY	CONTACT
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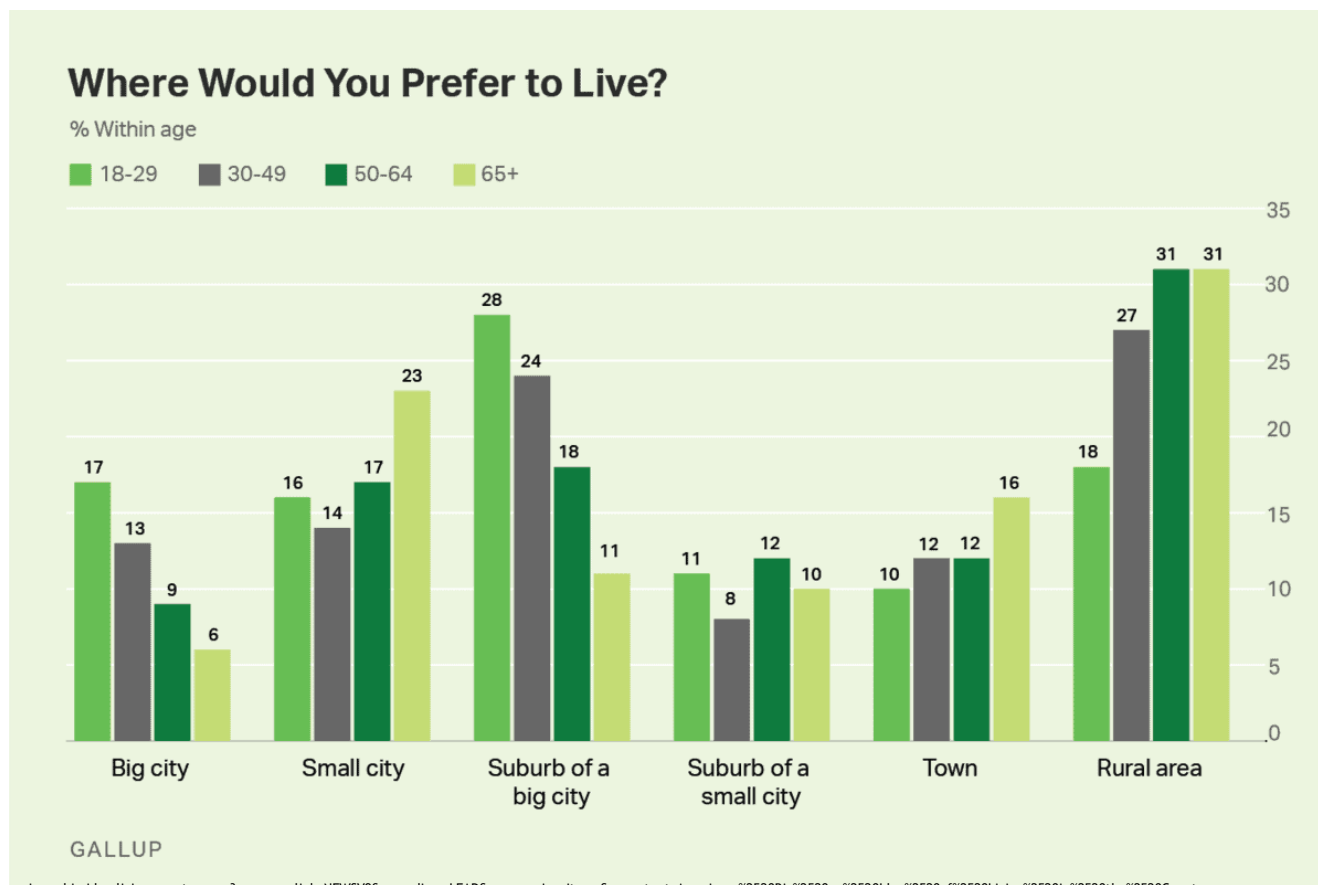
RSS

Zoom Towns: attracting and supporting remote workers in rural small towns

BY BECKY MCCRAY — 1 COMMENT

People have been saying for years that they would prefer to live in rural areas.

- Americans under age 30 are the only group whose top desired place to live is *not* rural; rural was #2, even for them.



- 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

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.



Collaboration between Businesses:



On Wednesday morning, Sam Capoun, owner of Mesa Collection, 216 Main St. in Maple Hill, shows off one of her bags she sells. Capoun has coordinated with other local businesses to adjust hours to align and help drive more customers into the small Kansas town. *Evert Nelson/The Capital-Journal*



Mike Babb clears the final bits of snow in front of his restaurant, Flint Hills Smokehouse, on Wednesday morning, coordinated his hours to align with those of Mesa Collection's so that visitors to Maple Hill can eat at the restaurant go shop, or vice versa. *Evert Nelson/The Capital-Journal*

Maple Hill, population 600. Two businesses struggling during the pandemic coordinated their social media and their hours for the benefit of both.

“It’s so much better to love thy neighbor, this is a unique and limited market.”

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 sheep, wheat, a cow, a pig, chickens, a drone, a green tractor, a circuit board, a horse, a person in a lab coat, and various fruits and vegetables. 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 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/>

khfi@ksu.edu

KHFI Technical Assistance Coordinator





Nancy Daniels

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