

# First Impressions

## Park City, KS

K-State Research and Extension in Partnership  
with

The Dane G. Hansen Foundation



- Park City asked for First Impressions, I obtained Wellington as its partner.
- I trained Park City volunteers about the visit and survey on November 21 and took photos of Park City on February 6.
- Three Wellington visitors came in 3 cars in Jan/Feb.
- Results are presented May 29, 2019.
- Park 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*

- 2010 Census Population 7,297  
(UP 25.5% since 2000\*) **KS= +6.1%**
- 2017 Estimate is 7,512  
(UP 29.2% since 2000) **KS= +8.0%**
- 94.0% high school or GED, 27.7% college educated,  
– **90.5% HS or equivalency, KS 32.3% college education,**
- Poverty rate 8.2% **KS=12.8%**
- Median Age 33.3 years **KS=36.3**
- Median household income is \$61,788 **(\$55,477)**

\* 2000 Census was 5,814



**Ben Winchester, Senior Research Fellow, U of MN**

***We need to change the narrative about rural.***

- Rural is *changing*, not dying.
- Kansas communities that were formerly described as “rural” (***like Park City***) are being reclassified as suburban as residents move away from large cities.
- 46% of Kansans move every year.
- 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.

## **Ben Winchester, Senior Research Fellow, U of MN**

- Only 36% of “Brain Gain” people moved to places they had previous association to.
- People research a number of places before they move to a rural town.
- 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.***

- 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.
- 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, 30% of those 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**

- <http://www.parkcityks.com/>

**+myConnections:** Engage your community - connect to news, events and information you care about. [View more information...](#)

## PARKcity Kansas

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- [FAQ's](#)
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- [Park City Senior Center](#)
- [Park City Library](#)
- [Concern or Compliment Form](#)
- [Park City on Facebook](#)



### The Park City Flag

As you look at this flag, one of the first things you may notice is that it focuses on the center, which is created by the intersection of horizontal and vertical lines. This is reflective of the two major roadways, I-135 and K-96, that provide tremendous access to Park

### PARKcity News

[View All](#)

**Job Openings**  
Park City is currently seeking motivated individuals to fill the positions of Utility Supervisor, Police Officer, and Seasonal Public Works Park Tech. [More Info...](#)

**Want to receive an E-bill?**  
The Park City Water Department is now able to send an E-statement for your water/sewer/trash utility bill. For more information... [Additional Info...](#)

**Senior Transportation Program**  
Attention Senior Residents of Park City & Surrounding Area. Are you interested in a Senior Volunteer Transportation Program? [Additional Info...](#)

**Pay Park City Utility Bills Online**  
Did you know that you can now pay your Park City Utility (water/sewer/trash/recycle) bills online? [Additional info...](#)

[View All](#)

## Website

- “Park City” web search took me to city site.
- Googled “Park City” and BTK Killer came up on top.
- Mobile app is a bit harder to see and use than the laptop. I could find most of what I needed.

## Website

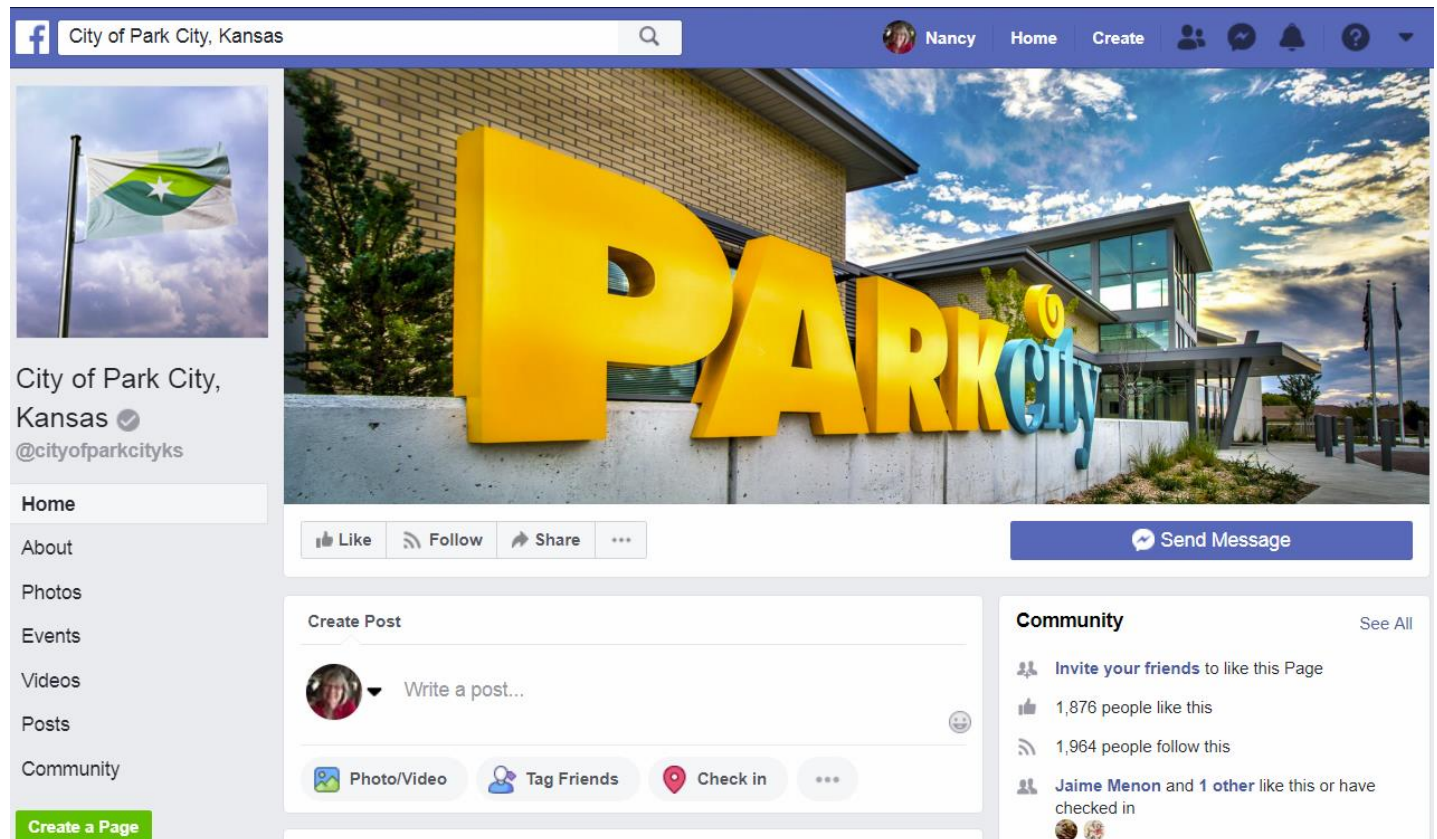
- *City website was top search result on Firefox and Chrome at 5-22-19. BTK didn't appear on first 3 pages of search.*
- “Living In” tab “Within Park City you will enjoy seven parks, a swimming pool, and a fishing lake.”
  - *If there is a swimming pool, I didn't find it.*
  - *Are there recreational programs?*
  - *All parks have a map link, except Habiger.*



- **Facebook**

## Park City, Kansas

<https://www.facebook.com/cityofparkcityks/>





- **Facebook**

- *Didn't find **any** Park City business Facebook pages for co-marketing.*
- *Not many posts from people who were in Park City.*

# “Five-Minute” Impression

- Overall pleasing impression. LED Sign driving east from I-135 is impressive.



# “Five-Minute” Impression

- Nice Park City signs throughout.
- The city theme is united with unique Park City logo and slogan.





# “Five-Minute” Impression

- Looks clean and busy.
- Clean, new, efficient, friendly service at both places.  
(Cracker Barrel and Quik Trip)



# Downtown Business Area

- We went into the Quik Trip gas station. Was not greeted, but it was clean. The gas station was very busy. We ate at the Cracker Barrel. Greeted and felt very welcomed. It was busy also. Service and food was very good!!



# “Five-Minute” Impression

- Older areas of Park City (Leekers Grocery and Atwoods) was not as appealing.





# Downtown Business Area

- Everything seemed very updated and seemed like more recent development. Especially impressed with the city administration buildings.
- We never found what we believe would be a downtown area.



# Downtown Business Area

- Did not see public amenities downtown.
- Liked the sidewalks on both sides of 61<sup>st</sup>, walker friendly.
- Parking was sufficient.





# Other Retail Shopping Areas

- Mixture of small retail. Didn't see many specialty shops-- mostly large chains (Dollar General, Family Dollar). Grocery and Atwoods are northwest of town.
- *In Park City, "Other Retail" and "Downtown" are the same place.*

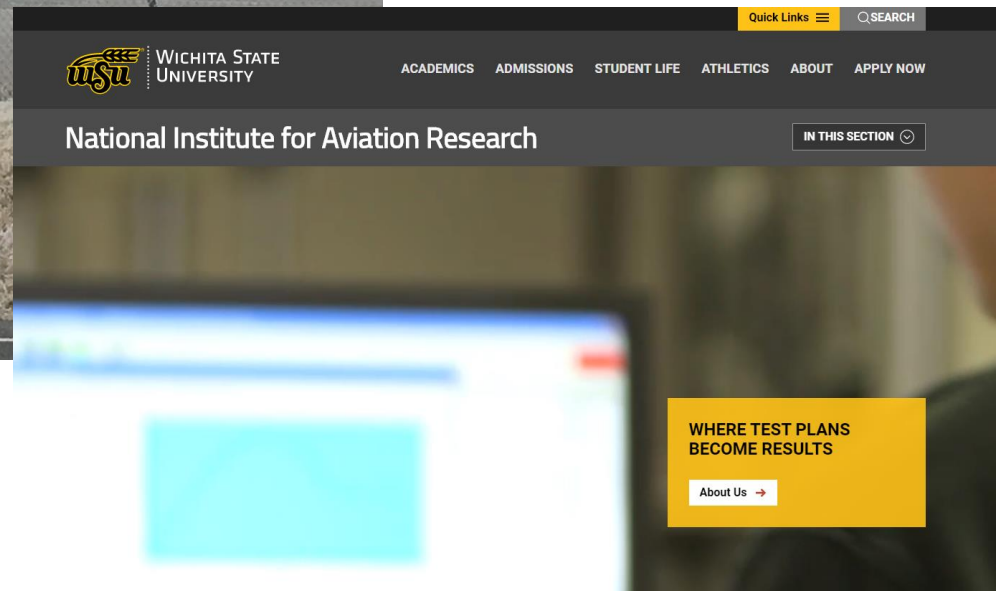
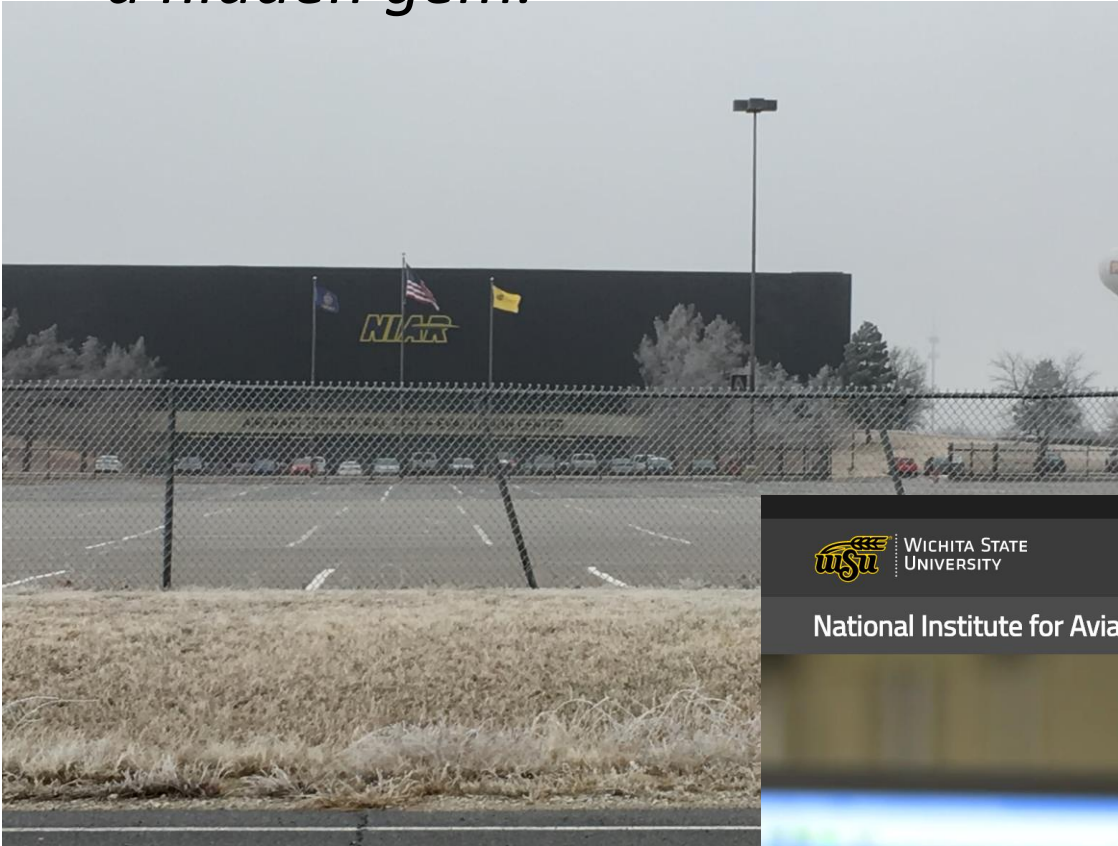


# Industrial Parks/Commercial

- Industrial areas are impressive. Lots of businesses that looked to be in full function.



- *National Institute for Aviation Research-a hidden gem.*



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

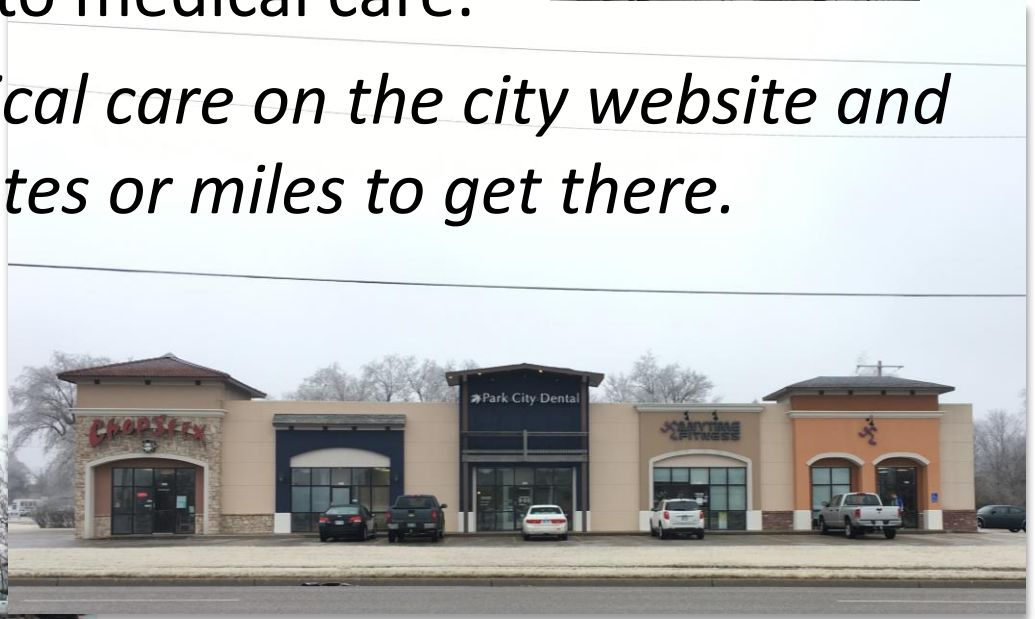
## ***Observation:***

- “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 purchasers all over the world.*





- Passed by Park City Medical Center.
- Saw a dentist.
- Did not find a hospital.
- Easy highway access to medical care.
- *Some towns list medical care on the city website and note how many minutes or miles to get there.*



- Did not see any long-term or nursing care.
- Saw the Senior Center



- All of the housing seemed in good repair.
- Large areas of recently developed housing.





- Not much blight.
- Appeared to be housing for all ranges of income.





- When I saw this lovely mobile home community... I thought, "Wow, they really do have a nice place for all ranges of incomes."*









- We didn't notice any rental properties.
- Saw even mid-scale neighborhoods with “for rent” signs.



## KANSAS

- Total Housing Units      2,937 (2017 Estimate)
- Total Occupied Houses **2,637** (89.8%)      (89.1%)
- Vacant Houses              300 (10.2%)      (10.7%)

*\*In 2010, there were **2,593** occupied housing units*

- Owner Occupied              2,069 (78.5%)      (66.4%)
- Renter Occupied              568 ( 21.5%)      (33.6%)
- Family Households              73.6%      (65.4%)
- Non-family Household              26.4%      (34.6%)

***\*44 (1.6%) more houses; 25% growth in population.***

- Chisholm Trail Elementary was in good shape.
- We did not see any other schools in the city.
- I read about other schools, but did not look for them because they were outside of Park City.





- The link on the city website was very helpful.

The screenshot shows the Park City, Kansas website. The header features the "PARKcity Kansas" logo and navigation icons. A banner image depicts a family, elderly citizens, and cyclists. Below the banner is a search bar and a navigation menu with links: "About Us", "Living In", "Doing Business", "Visiting", and "Government". The "Living In" link is active, leading to a "You are here" breadcrumb trail: "Home > Living In > Schools". The "Schools" section is highlighted. It includes a "Park City Schools" heading and a paragraph stating that Park City is in two school districts: Wichita School District and Valley Center School District. It then lists schools for each district. The Wichita School District (USD 259) includes Chisholm Trail Elementary School, Stucky Middle School, Pleasant Valley Middle School, and Heights High School. The Valley Center School District (USD 262) includes Abilene Elementary, West Elementary, Wheatland Elementary, Valley Center Middle School, and Valley Center High School. A left sidebar contains links for Civic Organizations, Helpful Information, New Homes, Parks, Park City Public Library, Schools, Senior Center, and Worship, along with "Notify Me", "Park City Post", and "Maps" sections. The footer includes the "Knowledge for Life" logo and the tagline "For a day, a week, a lifetime."

**PARKcity Kansas**

Search the site...

[About Us](#) [Living In](#) [Doing Business](#) [Visiting](#) [Government](#)

You are here: [Home](#) > [Living In](#) > [Schools](#)

## Schools

### Park City Schools

Park City is located in two school districts; Wichita School District and [Valley Center School District](#). Students who live on the north side of Park City attend schools in the Valley Center School District and students on the south side of Park City attend Wichita schools.

#### Chisholm Trail Elementary School

Chisholm Trail Elementary School is located at 6015 Independence in Park City. Chisholm Trail serves students in Pre-Kindergarten through fifth grade, including all-day kindergarten. For more information on Chisholm Trail Elementary School, please contact the school at (316) 973-9400.

#### Wichita School District - USD 259

Students who live in the southern portion of Park City attend schools in the [Wichita School District](#). The schools that Park City students attend are:

- Chisholm Trail Elementary School - Grades Kindergarten through fifth
- Stucky Middle School - Grades sixth through eighth
- Pleasant Valley Middle School - Grades sixth through eighth
- Heights High School - Grades ninth through twelfth

#### Valley Center School District - USD 262

Students who live in the northern portion of Park City attend schools in the [Valley Center School District](#). The schools that Park City students attend are:

- [Abilene Elementary](#) - Grades Kindergarten through third
- [West Elementary](#) - Grades fourth and fifth
- [Wheatland Elementary](#) - Grades Kindergarten through third
- [Valley Center Middle School](#) - Grades sixth through eighth
- [Valley Center High School](#) - Grades ninth through twelfth

**Knowledge for Life**

*For a day, a week, a lifetime.*

- No, I couldn't find information to assess quality.

*Reminder: This site is also a marketing site to help a potential resident know "Why do you love your school?"*

*Help them picture their children being happy here.*



## HORNET HAPPENINGS



USD 262  
Hornet Review  
Quarterly Video  
Newsletter from  
Hornet Studios



## Comments:

- I saw several child cares listed online, but did not observe any in town.

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## 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](https://ks.childcareaware.org) to access local child care specialists.  
785-823-3343***



- We saw 3 churches, but no church-sponsored community services.







- Saw a sign for the Lions Club. Did not see any evidence of civic organization activity.



- Park City has an active Kansas PRIDE group that initiated First Impressions with the hope of garnering more volunteers.*





- Streets were in good repair.



- Good lighting off the highway. Nice Park City signs throughout.





- Signage excellent. Sidewalks good. Lots of pride in city with parks and ponds/lakes.



- Impressive building inside and out.
- Customer service could be improved.





- I ate lunch near a table of firemen and they were cordial.



- Beautiful new library with a nice sign.





- Very impressed with the city park. I especially liked all the facilities in one location.





- Hartman Arena is very impressive. Lots of walking and parks. Good signage leading you to them.
- Signage for city attractions was underwhelming and hard to read. *This visitor made this remark twice- in other sections. I can only guess what he means.*



Sign on North Broadway



## Well-Known for an attraction or event?

- *No one commented on any attractions or events.*



## Natural or manmade features that can draw people?

- Hartman Arena.





## Visitor's Center

- Could not find Chamber office, two different addresses were listed. One building was empty with a “for sale” sign.

## What would bring you back?

- Cracker Barrel and Fried Pies.
- Possibly Don Hattan dealership
- Hartman Arena



# Most Positive Observations

- Very clean.
- Friendliness. Signage and lighting at the exit is appealing. Everything is close to the highway.
- Their logo and signage. Both electronic and metal signage was very unique. Colors stood out and directed me to parks, etc.



# Biggest Obstacles/Challenges

- Individuality. It is hard to separate Park City from Wichita.
- Did not see any large houses available. Small town that kids would need to go to school in another community. No attractions.
- Being connected to Wichita so much makes them seem more like a suburb than their own entity.

## What will you remember?

- The obvious growth that has occurred over the recent years.
- Great friendly service at Cracker Barrel. Restaurants all seemed very busy.
- Signage. Electronic, in multiple locations, especially. These are my wish for Wellington.

## ***Thank our leadership team:***

- *Dee Stuart*
- *Jan McGonigle*
- *Ray Mann*
- *Madison Shriner*

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

***Believe it or not, Park City called Siena, Italy to my mind with your many lovely neighborhoods.***  
Biannual horse race between districts of the city.  
The race goes back to the 1600's.





## PLACEMAKING

what if we built our cities around places?



Project for Public Spaces,  
<https://www.pps.org>

It's a waste of time being like  
someone else. You be you.

*- Nancy Daniels*

- Placemaking inspires people to collectively reimagine and reinvent public spaces as the heart of every community.
- A collaborative process to strengthen the connection between people and the places they share.
- Facilitates creative patterns of use, paying particular attention to the physical, cultural and social identities that define a place and support its ongoing evolution.

“Placemaking: What if we built our cities around places?” Project for Public Spaces, <https://www.pps.org>

## 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](mailto: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](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**

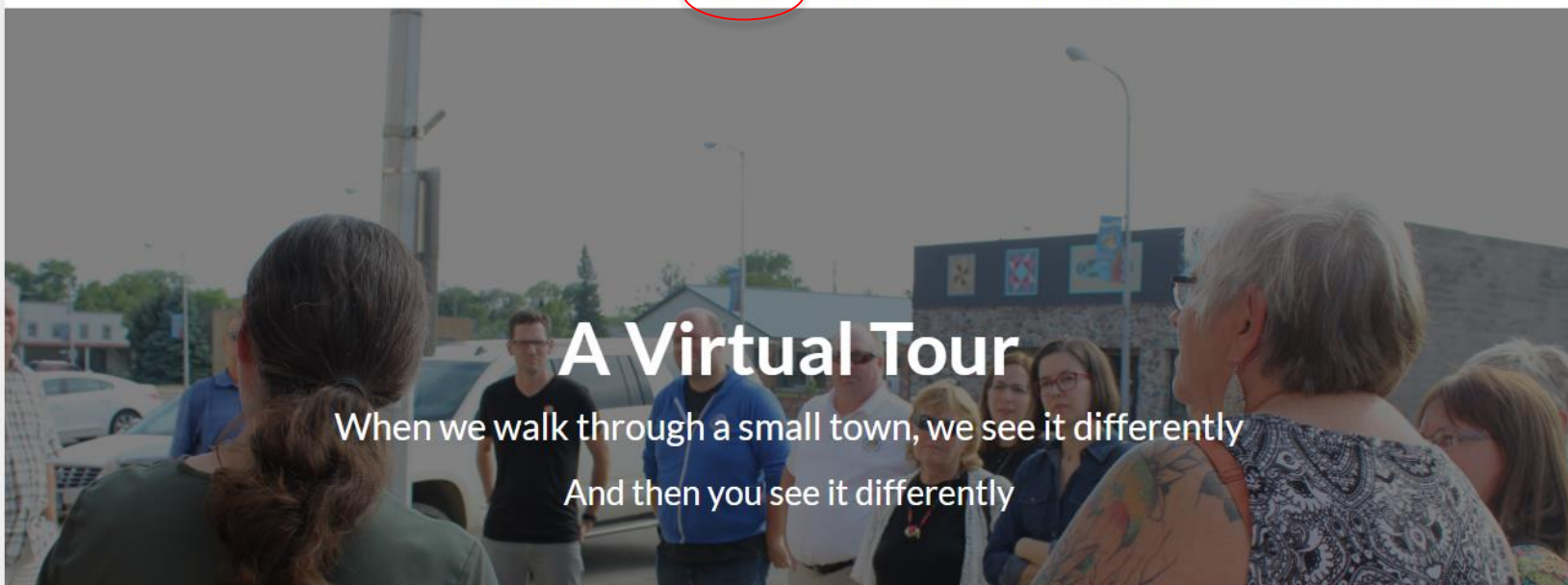
I will never sell or rent your email.

## 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)





## 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](mailto:ibusenitz@ksu.edu),

KHFI Technical Assistance Coordinator, 785-532-6868



"Everyone has the right to live in a great place. More importantly, everyone has the right to contribute to making the place where they already live great."

-Fred Kent, Founder and President of Project for Public Spaces

## **Nancy Daniels**

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