

First Impressions

Wakefield, KS

K-State Research and Extension in Partnership
with

The Dane G. Hansen Foundation



*Knowledge
forLife*



- River Valley Extension Director John Forshee promoted First Impressions and suggested Washington and Wakefield as partners.
- Brandy Riggs received City Council approval (Feb 12, 2018) and enlisted volunteers.
- I trained the volunteers about the visit survey (Sept 18) and took Wakefield photos October 19.
- Washington visitors returned 5 surveys in September and October visits: on your compiled report.
- Results are presented tonight. (November 28)
- Wakefield uses the report to continue planning and conversations.

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 980
(UP 16.9% since 2000*) **KS= +6.1%**
- 2017 Estimate is 925
(UP 10.4% since 2000 **KS= +8.4%**)
- 98% high school or GED, 22% college educated,
– **90.3% HS or equivalency, KS 31.6% college education,**
- Poverty rate is 6.5% **(KS=13.3%)**
- Median Age 34.0 years **(36.2)**
- Median household income is \$56,635 **(\$53,571)**

* 2000 Census was 838

<http://wakefieldks.com>



City Events



Make a Payment

Water & Trash
([click here to make a payment](#))
Tickets & Court Cost
([click here to make a payment](#))

[Learn More](#)

Recent News & Updates

- 2nd Annual Tree Lighting Cerem...
Posted by City on Nov 9, 2018
- Posted by City on Nov 5, 2018
- Posted by City on Nov 2, 2018
- HALLOWEEN PARTY
Posted by City on Oct 15, 2018

- Web showed information, organizations, schools, city departments, churches, events, utilities.
- A nice Facebook page.
- Did not see businesses listed on city page.
- I would like more pictures.
- Their Facebook page is very good!

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

City of Wakefield

@cityofwakefieldks

Home

Posts

Reviews

Videos

Photos

About

Community

Info and Ads

Events

Create a Page

City of Wakefield

November 16 at 3:10 PM · 🌐

The City of Wakefield & Wakefield PRIDE presents

YARD OF THE MONTH

Christmas Edition

1st, 2nd, and 3rd place prizes!

4.8 out of 5 · Based on the opinion of 24 people

Community

Invite your friends to like this Page

723 people like this

737 people follow this

Jaime Menon likes this or has checked in

About

(785) 461-5886

Typically replies within a day

Send Message

www.wakefieldks.com

Government Organization · City

Opens tomorrow

Closed Now

Suggest Edits

Related Pages

The Five-Minute Impression

- A camping town with blocks of campers. Nice park and pool. Few businesses. Beautiful water from the east.
- We saw an obvious welcome sign, suggest more flags on the poles or update the old ones.



The Five-Minute Impression

- Homes and yards were nice and clean. Not much business district.
- Entrances were marked with wooden signs that looked rustic. I didn't see any lights so I'm not sure they would be visible at night.



The Five-Minute Impression

- I was impressed with how nice everything was. The streets were good, the parks were well maintained, and the location is wonderful next to the lake.



The Five-Minute Impression

- Both entrances on the highway were nice and clean. They have a nice sign on the west entrance. And a nice digital sign in the middle of town.



- Buildings looked like they needed a fresh coat of paint.



Photo from Google Earth, Captured 4/2018. Retrieved 11/2018.

Downtown Business Area

- Most buildings were very well kept. The restaurant coming into town would be more welcoming with parking lot clean up, landscaping and building paint.

It is open to interpretation which buildings visitors are referring to.



Downtown Business Area

- Didn't realize there is no downtown area. Businesses along the highway could use a facelift.



Photo from Google Earth, Captured 4/2018. Retrieved 11/2018.

Downtown Business Area

- Liked paintings on buildings.
- People were friendly at the Short Stop.
- Short Stop employees were friendly but engaged in a conversation about work.



Other Retail Shopping Areas

- Very nice, new Dollar General.



Other Retail Shopping Areas

- There is limited retail in Wakefield. Having a Dollar General is very helpful to the community and would limit some driving for last-minute items. There currently isn't a grocery store.



Industrial Parks/Commercial

- We noticed a scheduled meeting about location of rock quarry. The Coop is located on the west side of the city which limits noise and dust in the city limits.



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.”

- We did not see any health care services. Many who live in Wakefield work in other places: Clay Center, Abilene or Junction City.
- People travel to Clay Center for their physician services.
- Wakefield Rehab and Care center appeared well-maintained.



- I was super impressed with how nice the homes were maintained and cared for.
- There is a variety of both older and newer homes.
- Saw some homes for sale; very few, if any, for rent signs.
- There was housing for different income levels.
- There was a relatively well-maintained trailer park.
- Very few homes with clean-up issues.
- There are new homes and space to build.











Rental Houses

- Saw one house and possibly one business for rent.



Rental Houses

- I saw one sign for rent and two different apartment buildings.



Rental Houses

- Does the city clerk have a listing of rental properties or landlords?*



KANSAS

- Total Housing Units 430
- Total Occupied Houses 365 (84.9%) (89.3%)
- Vacant Houses 65 (15.1%) (10.7%)

- Owner Occupied 235 (64.4%) (66.3%)
- Renter Occupied 130 (35.6%) (33.7%)
- Family Households 69.9% (65.4%)
- Non-family Househld. 30.1% (34.6%)

- School facilities for K-12 are located in Wakefield, which is part of USD 379. Buildings and grounds appeared to be maintained well.





- Website does not address quality of the school system.
- Both information from USD 379 and the Kansas State Department of Education is available.
- *Tell your story: Why do you love your school?*



Calendar



Enrollment



Meals



School Board

DEPARTMENTS

PARENTS & COMMUNITY

EMPLOYMENT

EMPLOYEE ACCESS

STAFF

CONTACT



Garfield Elementary School



Lincoln Elementary School



Wakefield K-12 School



Special Education



eLearn379 Virtual Program

RESOURCES

[Student](#)

[Parent](#)

[Staff](#)

FIND WHAT YOU NEED

[Board of Education Meetings](#)

[Bond Updates & Information](#)

[Budget Information](#)

[Building Report Cards- KSDE](#)

[District Calendar](#)

[Emergency Safety Interventions](#)

[Enroll Your Child](#)

[News](#)

#DESIGN379



NEWS FROM CLAY COUNTY SCHOOLS

2018 - 2019 Calendar Overview

Next School Year 2018-2019 overview is available from our main calendar page or a direct link to [VIEW](#)

Lincoln: A National School of Character

Washington, D.C. (May 10, 2016) - Character.org, a non-profit organization that supports the advancement of character development in schools, communities and workplaces across the U.S. and globally, today designated 67 schools and four districts from 15 states as National Schools and Districts of Character for 2016. ...

Lunch Menus

Lunch menus are available at: [Nutriscice](#)

Send Us Your Box Labels!

Are you collecting labels for Lincoln Elementary? We would love to have all of the following: 1. Best Choice Labels for Education 2. Box Tons for Education

[View All](#)

Today ◀ ▶ Print

WJH @ Canton-Galva
4:00pm CCCHS Scholars Bowl @
6:00pm CCCHS Driver's Ed Mee
Tuesday, November 20
4:30pm CMS GBB 7/8 @ Fry.
Wednesday, November 21
No School (Thanksgiving)
Thursday, November 22
No School (Thanksgiving)
Board Office Closed

Events shown in time zone: Central Time - Chicago Google Calendar

Get calendar updates to your Gmail account and

mobile device. [Subscribe here](#)

Google account required



SCHOOL MOBILE APPS



Web App



PowerSchool App



- Wakefield Christian Preschool, Rosemary Day Care.
- At City Hall, we saw a sign on the bulletin board for child care.



- Churches are active in Wakefield. Generally, the buildings appear to be well-maintained.



- We saw a poster for a church pancake feed.
- Signage could direct visitors more easily to the churches.



- Scouts, 4-H, Lions Club, Kansas PRIDE.
- Organizational activity: Saw the Lions Pancake Feed, Streets marked for 10k, PRIDE.
- Seemed like many of the clubs came from the school.
- Appears to be a civically engaged community.



“Yard of the Month”



- Differing opinions of street maintenance, but overall impression is of a “well-maintained” town.
- *No comments about walkability... can children walk home from school on sidewalks?*

- City Hall is a little off the beaten path, so a sign or two directing people there, might be helpful.
- The city clerk was extremely helpful, a great ambassador for Wakefield.



- We noticed efforts to engage citizens in government:
 - A white board to place an item on the City Council agenda.
 - A white board that noted progress on city projects. That was a very effective visual.

Fire, EMS and Police Services

- The fire house is on Main Street and could be updated. I saw a patrol vehicle on west side of town at a home.



insurance.org/otherservices/iso.php

Online | Flickr | BCBSKS | Beth Funk - Facts | Calculators & Conve | Google | Great Life | Rates | Rewards | Science of the Mind | Shipping Address - | Topeka and Shawnee | amazon.com Eric

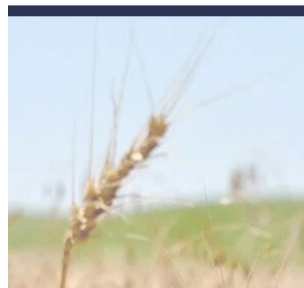
Welcome to Kansas Insurance Department

Home Contact Us search GO


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



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



HOME : ISO

ISO Public Protection Classification

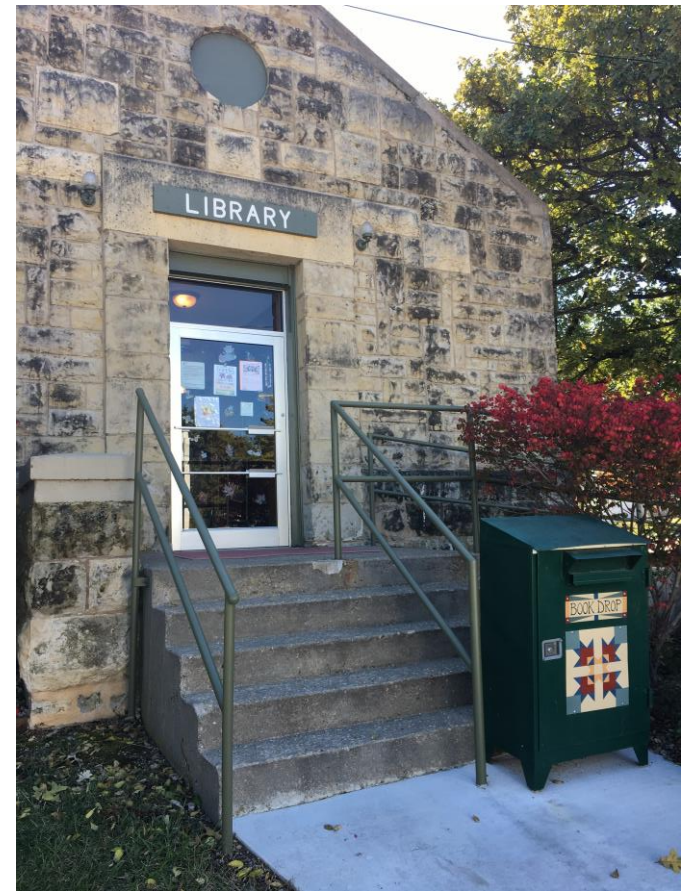
Most U.S. insurers of home and business properties use Insurance Services Office's (ISO) Property Protection Classification (PPC) in calculating premiums. In general, the price of insurance in a community with a good PPC is lower than in a community with a poor PPC, assuming all other factors are equal.

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 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

- Very neat historical building.
- Library could use some landscaping.
- Did not find a library.



- There are many parks and playgrounds. This is wonderful for young families or grandparents hosting grandchildren. There is a ball park and a disc golf course.







Well-Known for an attraction or event?

- Camping, very large RV area.
- THE LAKE!



Well-Known for an attraction or event?

- Sew Cozy Quilt Lodge that was a major attraction to older aged women.
- Website shows fireworks.



Natural or manmade features that can draw people?

- Camping areas and some cabins.
- It has nice green space and parks. The disc golf course would be attractive for some.
- Museum(s).

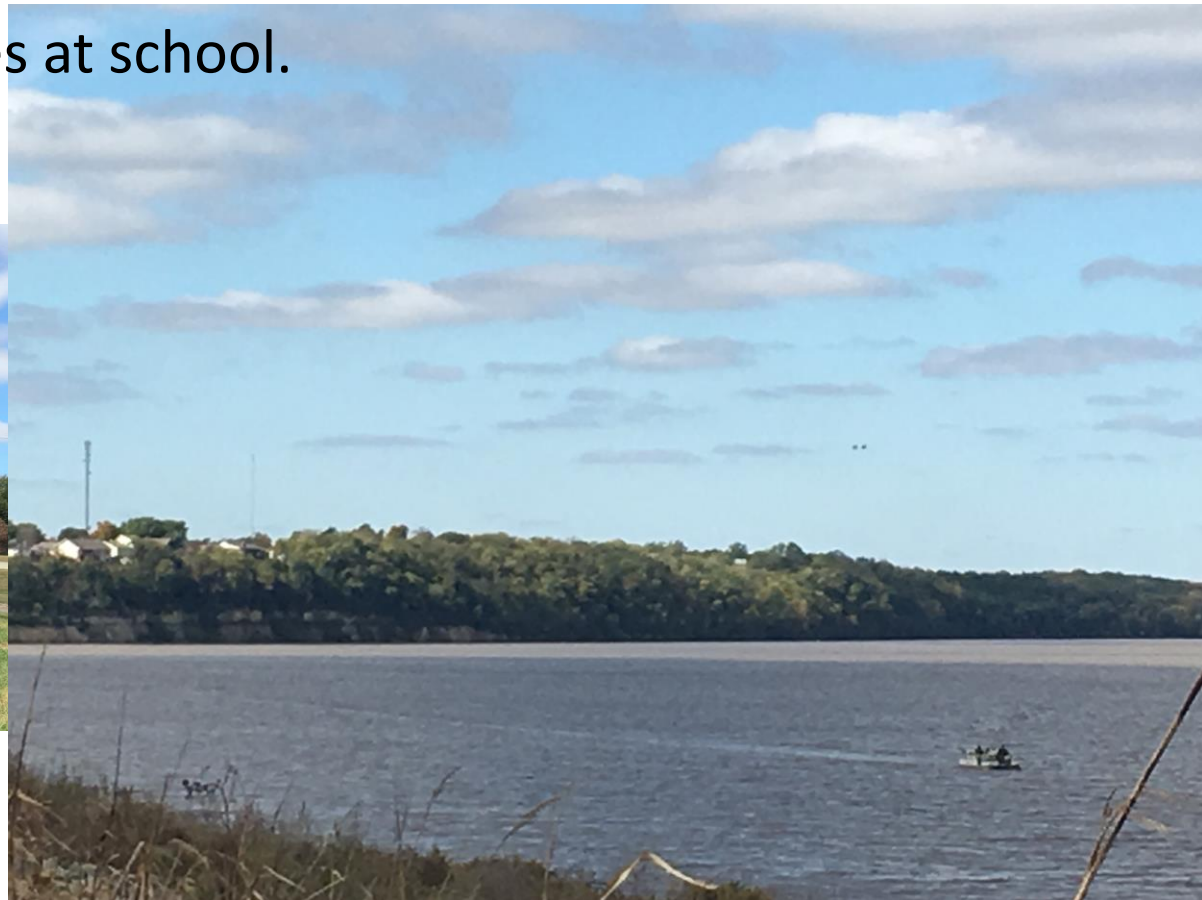


Visitor's Center

- Did not notice other sites. Perhaps these tasks are done at the lake.

What would bring you back?

- Restaurant, bar.
- “Two Sisters” Shop
- The lake or activities at school.



Most Positive Observations

- Campgrounds and Lake.
- Overall, a very nice community. People were very friendly, and the community looked very nice.
- Perfect location next to the lake. How clean the town was and how there was obvious pride in the town due to all the well-maintained homes.
- Wakefield is a city that is generally well-maintained. It is neat. The parks and greenspace make it inviting.
- Very clean housing, beautiful murals on several different buildings.

Biggest Obstacles/Challenges

- Street repair, campground clean up from recent flood.
- There is no grocery store. The lake is a great tourist attraction, but there are no jobs at the lake. Since there are no jobs, they might have trouble getting people to move to town.
- Lack of businesses.

Biggest Obstacles/Challenges

- All small towns face challenges. For Wakefield, many residents live there, but work other places. That makes it difficult to maintain some services, such as a grocery store.
- How to capitalize on what the reservoir brings to the city and determine possible services that help the summer guests as well as the permanent residents.



What will you remember?

- Campgrounds and Lake.
- Positive: The friendly people, the lake as a popular visitor attraction,
Negative: It is such a great town, there just isn't any place that welcomes visitors when first arriving into town (signs, flags, etc.).
- How beautiful the lake was in the morning and how I wished I had a boat!

What will you remember?

- We found Wakefield to be a very neat community. The lake is beautiful.
- Just how clean and nice the houses look. It is obvious the community takes pride in their personal property.

Thank our leadership team:

- ***Brandy Riggs***
- ***Amanda Nichols***
- ***Debbie Brown***
- ***Kathy Allen***
- ***Betsy Liebau***

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/>

- <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!](#)

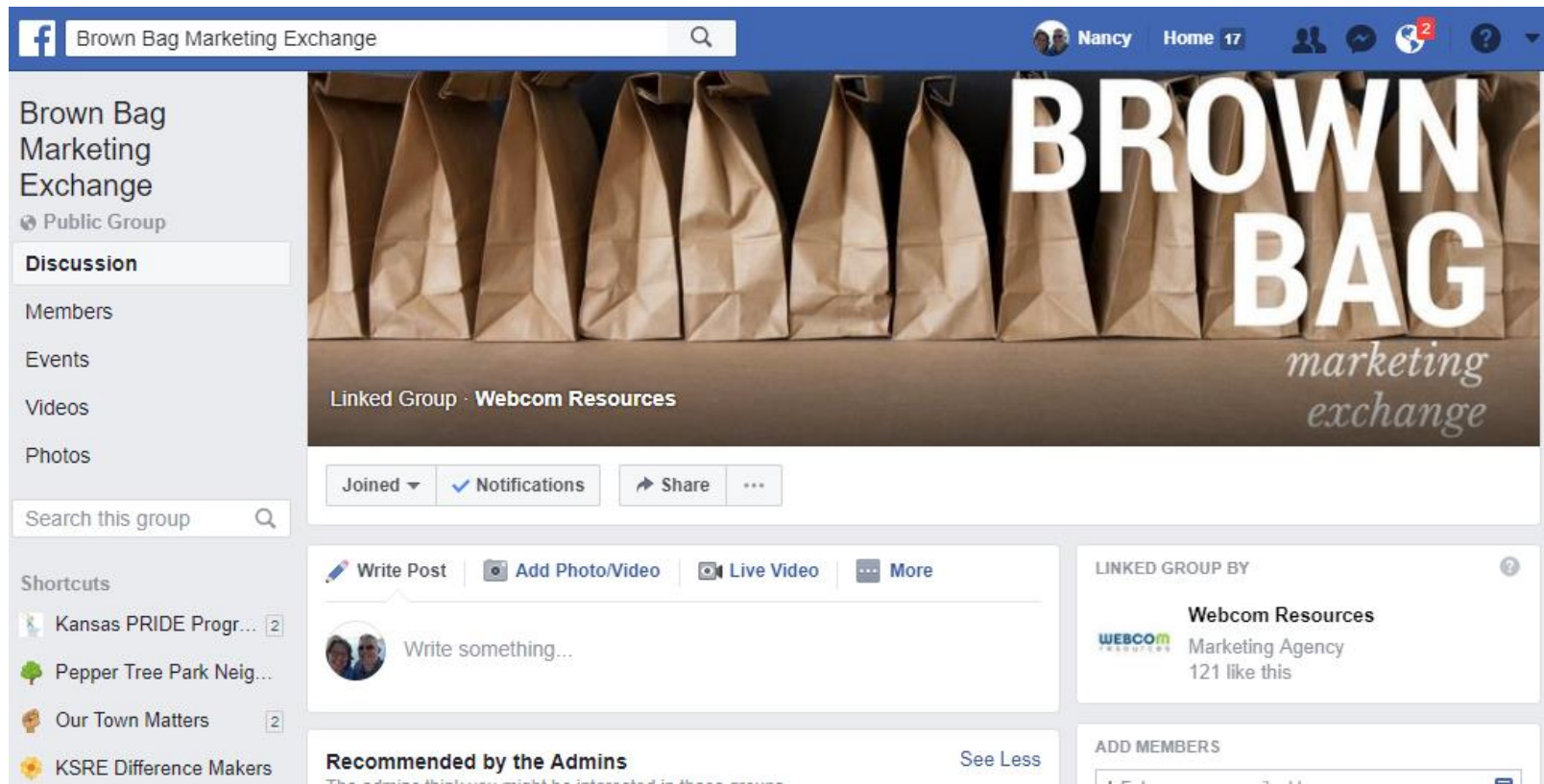
[CONTACT](#)

[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*