

First Impressions



Udall, KS

K-State Research and Extension

- Coldwater asked for First Impressions, Udall agreed to be its partner; 2 hour and 20 min drive.
- Volunteers in both communities were trained. Photos of Udall were taken in July of 2024.
- 3 visitors visited Udall, each on a different date. One in April, one in July, and one in August.
- Results presented on 12/11/2024.
- Udall uses the results for further discussion and action plans.

- **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

- 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
First Friday Call.*

See the recording at:

<https://www.ksre.k-state.edu/community/business/entrepreneurship/>

- 2023 KS Certified Population: 644 ↓ 5.58% since 2010
- 2020 U.S. Census: 661
- 2010 U.S. Census: 681
- Median household income: \$66,771 **\$68,925**
- High school or GED 95.6% **91.6%**
- At least a B.S. Degree 12.3% **34.4%**
- Median Age: 31.6 years **37.6 years**
- Persons 65 and Over 12% **17.2%**

Blue: Kansas Comparison Data

- Moved since Last Year (2022/23): 17.1 % 14.6%
- Poverty rate 11.7% 12%
(% of people below poverty line)

Race/Ethnicity

White: 81%

Black: 0%

Asian: 0%

Other: 0%

Not Hispanic or Latino:
90%

American Indian: 2%

Native Hawaiian/Other

Pacific Islander: 0%

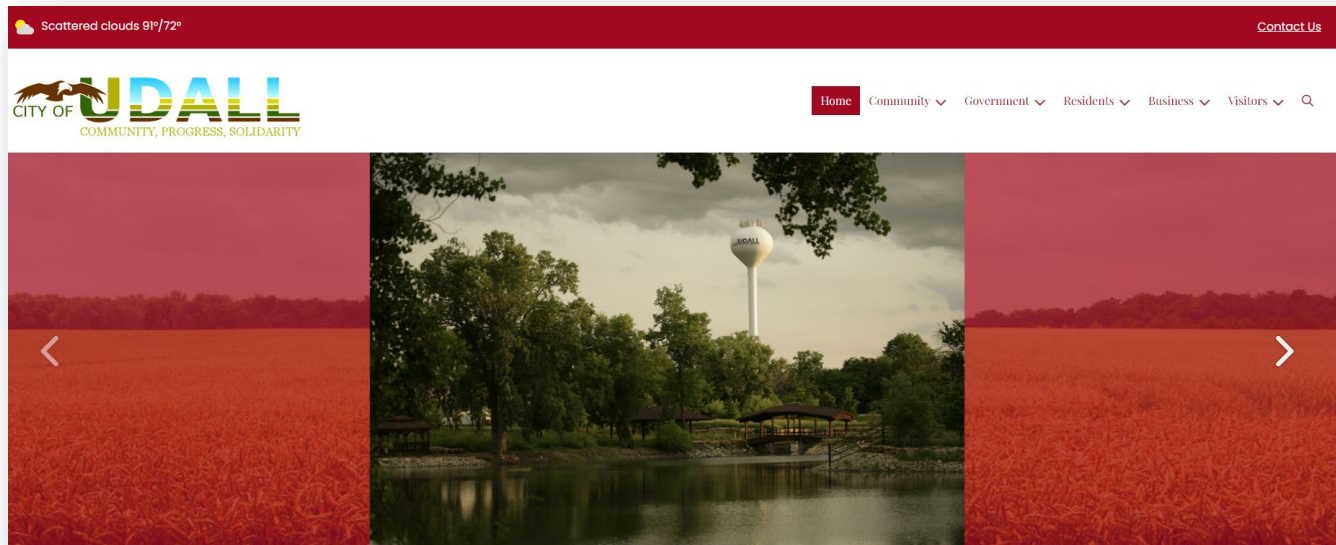
Two or more races: 7%

Hispanic or Latino: 10%

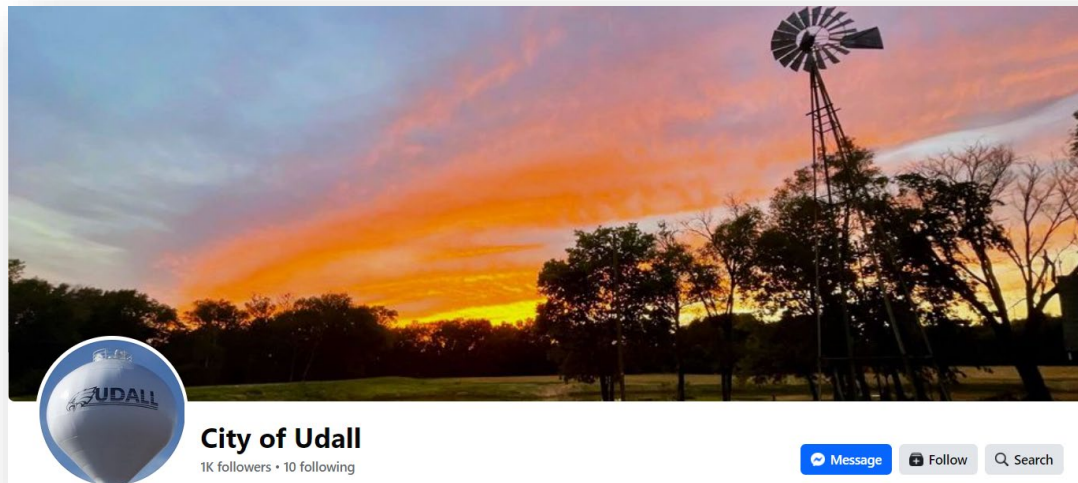
Blue: Kansas Comparison Data

Source: ACS 1-year estimates <https://data.census.gov>, MySidewalk)

- Visitors felt the city had a very nice website and it was easy to find and fairly welcoming.
- It was well developed for a town of its size – very user friendly with tabs for residents, community, businesses, and visitors.
- It's a good representation of the community.
- Plenty of details about churches, schools, senior center, city hall, and more.



- Visitors noted there was a calendar of events under the community tab.
- There were some out of date sections of the site. The most recent council minutes were from September of 2023 (at the time of conducting the visit).
- The rental listing tab on the site was inoperable. The links to the fitness center also didn't work at the time.
- The Facebook page was noted to be active.



“Five-Minute” Impression

- This is a nice community. “I could see myself living there!!”
- Welcome signs at every entrance into the city did their job well.
- It looks like Udall takes pride in the community they built.
- Feels like a safe community to live in.

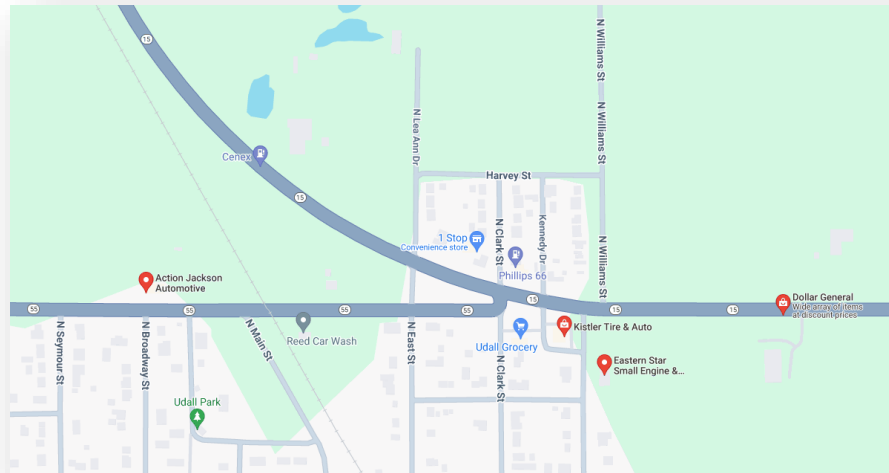


- Housing looked to be modern. A lot of nice homes within the city limits. Maybe 5% needs exterior work (paint/yard) to keep up with the rest.
- It appeared that many houses on the outside edges of town could use some paint, fences repaired, and the roads in this area don't have curbs and the asphalt is patched and cracking.



“Five-Minute” Impression

- No real business district was seen, though the library/wellness center was very attractive and well marked.
- Most businesses appear to be on the north end of town.



- Entering from major entrances, the welcome signage was again noted as great – each a little different but super nice.
- Proud of the sports teams.
- Visitors liked the sign with rocks, flowers, and the bald eagle.
- There was mention that the welcome signs were randomly placed. The one on the south side says “Welcome to Udall” as you’re exiting the city limits. The south sign has barn quilts made by 4-H/FFA.
- There was a mural on the side of an elevator that added to the landscape.
- Good signs, buildings were well taken care of.



Downtown Business Area



- Buildings downtown were rather nice.
- The community building with its quilt block and benches was noted. The wellness center, library, and chiropractor were also in the same building. It looked rather new.
- There were some buildings that looked empty but may be in use. It wasn't clear.



- Clean downtown. No trash or debris.
- Signs were in good shape.
- There were some historic buildings and some newer.
- No city building sign observed, though the library/wellness center was clearly labeled.



- The donut shop, Goza Chiropractic, Union State Bank were observed.
- The wellness center had some exercise equipment.
- Wheatstate offered internet and fiber television options.
- Other businesses were mentioned, including tire and auto repair, Dollar General – but they were also listed again in the “Other Retail” section for outside of downtown.



- The donut shop provided greetings and thanks, but not much else. The young lady working was polite but not overly friendly.
- The city office greeted visitors well and offered assistance.
- The librarian was so friendly and visited for some time about the city – she's a great addition to the town!

- Benches outside the community building.
- No public wi-fi.
- Public amenities like restrooms, trash bins, and benches were mentioned as being at the park should people need them. Not far away.



- There wasn't much extra around in the way of landscaping/streetscaping. No evidence of a plan for such a thing.
- Parking was easy – plenty of spaces and easy to walk to businesses downtown without issue.
- Fairly quiet – very little traffic when one visitor came at 11 AM.



Other Retail Shopping Areas

- Service stations, Action Jackson Automotive and Tire and a sports cards/collectables shop, other tire repair, Dollar General were noted.
- There was a fairly new sidewalk leading to Dollar General.
- There was a mower shop – Eastern Star.
- One visitor felt there weren't any businesses outside of what they considered to be downtown.
- No grocery store was noticed - visitors did say that residents have no access to fresh food unless it's milk from Dollar General.
- One of the convenience stores offered greetings and assistance, the other wasn't so friendly.
- One person noted they only visited with the clerk at Dollar General and was greeted at the cash register.



- *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.*

Industrial Parks/Commercial

- There's no area defined as an industrial park.
- There was one commercial operation that looked to have room to expand – the grain cooperative. Maybe other businesses could locate in that area, too?



- The chiropractic clinic that was mentioned earlier. It appears the chiropractor comes to Udall monthly.
- No local doctors or dentists were observed otherwise. Individuals and families either go to Derby, Wellington, or Winfield.
- The clerk at Dollar General mentioned there was a health clinic. It was in operation for about 6 months then closed.
- No long-term care/assisted living/nursing facilities were seen.

- During two visits, no for sale signs were observed.
- Another visitor saw a few homes on the market. The prices were noted to be “high” at \$104 to \$233 per square foot.
- Zillow listed two homes within the city. These appeared to be priced for the working class.
- Most of the houses seem to have been built after the tornado. They are well kept as are the yards.
- No run down homes were noted by visitors.
- South end of town has newer and more individual homes. Others look to be similar to modular homes.



- No rental signs were seen by some. City hall may have a list, but the visitor did not meet with anyone there to ask.
- There was an apartment at the west end of town with no vacancies during one visit. During another visit there were some vacancies. This is a low-income, ranch-style apartment complex.



	Kansas
• Occupied Housing Units: 249	1.15m
• Owner Occupied: 65%	65.3%
• Renter Occupied: 35%	34.7%
• Vacant Housing Units: 53	124k
- For rent: 6	
- For sale: 7	
- Sold, not occupied: 6	
- Seasonal/recreational: 0	
- All other vacants: 34	
• Average Household Size: 3	2.48

Blue = Kansas Comparison Data

Data Source: Census.gov

& ACS 5-year Narrative Profile (Household Size), MySidewalk

Kansas

• Average Travel Time to Work:	30 mins	19.6 mins
• Households without a computer*:	21 (8%)	45k (3.8%)
• Households without an internet subscription:	32 (13%)	108k (9.2%)

* Includes smartphones, tablets, other wireless devices

Blue = Kansas Comparison Data

Data Source: Census.gov ACS 1-Year Estimates

- Kansas Housing Corporation is a resource to find out about housing grants and other tools for homeowners and renters.
- Also has some resources to address homelessness.

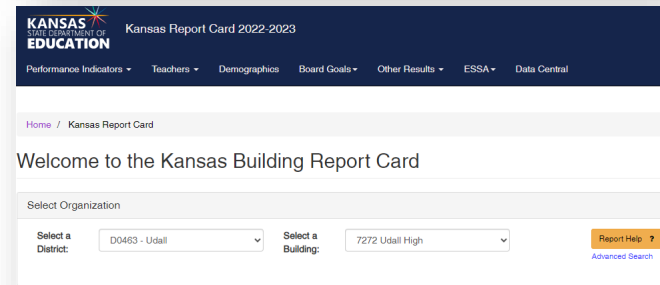
<https://kshousingcorp.org/>



- The High School-Middle School and grade school are all in great shape. Very nice looking, well kept buildings.
- The baseball field, football field, gym, and track all look to be well maintained.
- The schools appear to be adequate in size for the community.

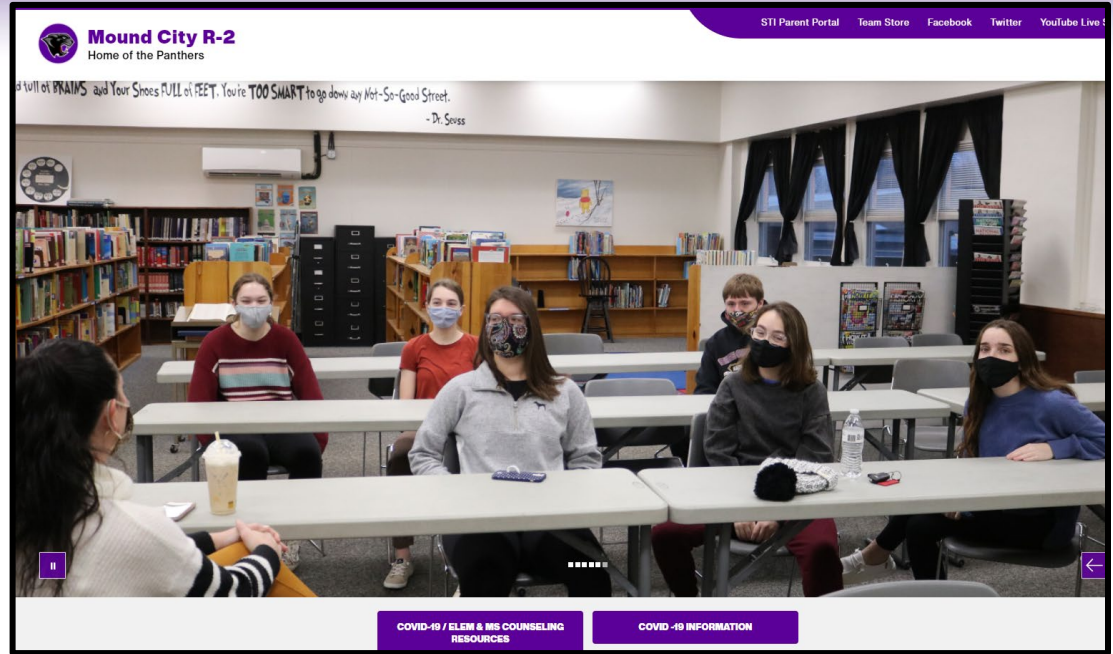


- From the Udall city website, there's a link that takes you directly to the school's web page.
- All information you need for enrollment, sports, calendars, nutrition, and job listings are there.
- It's a user-friendly site.
- A general overview of the education system was available but nothing about special needs.
- The KSDE website had a grade card for Udall schools.
- There's also a digital sign that displays information about upcoming events.



“Potential Students” are an audience for your website.

- This is Mound City, MO:
- “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:

- There were a couple in-house daycares.
- The school had a pre-k/3-year-old program available.
- No idea what the cost of daycare would be.
- Some felt there were no options available in the city limits.

Cowley County Data:

- **Extent Desired Capacity meets Potential Childcare need** **45%**
- Contact ks.childcareaware.org to access local childcare specialists.
785-823-3343

Source <https://ks.childcareaware.org/data-research/> Retrieved from internet 9/18/2024

- Several churches were observed in town:
 - 1st Baptist
 - Heritage Church – nice rock sign in front of it
 - Church of the Nazarene
 - Country View Baptist Church – a couple of miles outside of town
 - Udall Methodist
 - There was another but the signage didn't indicate a denomination or the name. There was a sign in the yard that listed bible study and Facebook
 - The website says there is a First Street Feed and Seed Cowboy Church but no signs of it were observed.
 - The Clothes Closet by the Church of the Nazarene was observed as a faith-based community service. There were no others mentioned.



- Some felt there were no civic organizations operating.
- Others noted the Historical Society and the Clothes Closet operated by the Church of the Nazarene. The Clothes Closet was open the 2nd Saturday of the month.

- Streets are well kept. A couple of spots where the road was rough with potholes or cracks existed, but overall, not bad.
- Street signs were readable.
- There was signage directing people to the community building and donut shop.
- The park was well manicured.
- There looked to be new home builds on the south side of town with new curbing and streets.
- No curbs outside of what the city footprint likely was before the tornado.
- A few sidewalks but no landscaping.
- New sidewalk heading to Dollar General.





- One visitor mentioned they didn't get a chance to visit with anyone from city hall.
- The building isn't very large.
- Another visitor noted they couldn't identify city hall.
- A visitor was able to go in and said staff was very friendly and welcoming. Information was available there about the community.



Fire, EMS and Police Services

- The police office is in city hall. One police officer was observed.
- The main fire station is located in town with another one in Rock. The fire station is volunteer.
- One visitor did not see any evidence of police or fire protection.



Welcome to Kansas Insurance Department Home Contact Us Search 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

[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



- The librarian was so friendly and welcoming. One visitor discussed the city of Udall with her, about the tornado in 1955. There was a book written about the tornado (it was checked out during the visit so it wasn't there to look at). Information about the town's businesses and different programs the library offers to adults and kids and what the city does for the community was shared.
- There was a 3D printer running during a visit and it was purchased with a grant.
- The facility is nice and updated. Attaching the wellness center to it seems like a great way to utilize both.

- The city park was amazing!
- Well maintained, two shelters with picnic tables, a walking trail, sand volleyball, basketball court, playground area with rubber mat underneath.
- There are three bridges each with a picture painted on the side.
- There is a building with restrooms, trashcans, and benches.
- There's also an old caboose in the park. It's a very eye-catching park and user friendly.
- Lots of shade.
- Park is geared towards younger children, according to one observation.
- Ballparks were an aged facility and needed updated.



Well-Known for an attraction or event?

- The tornado that wiped out a majority of the town. There was a book written about that day.
- Udall's Fall Fest brings people in from other communities. No slogan was observed for this.
- One visitor didn't see that the community was known for anything in particular.
- No upcoming events were posted, but the librarian said the school has programs and the city helps support programs for the community. They help fund the 4th of July fireworks and there are programs in the park for the community.

Natural or manmade features that can draw people?

- The Udall Historical Museum has much information about the tornado, which could be a draw for visitors. It's open on Sundays.
- No other features were noted.

Visitor's Center

- No signs of a visitor's center.
- Maybe city hall or the library would serve that purpose.

What would bring you back?

- Nothing really – there are no attractions that would bring visitors back.
- No restaurants were available, though the Ampride convenience store had a large choice of convenience foods.

Most Positive Observations

- The park, library, and fitness center are very nice and great additions to the community.
- Nice, clean neighborhoods.
- Downtown is in very good shape.
- School campus is clean and inviting.
- Udall is on an excellent highway with direct access to Wichita.

Biggest Obstacles/Challenges

- No restaurants in town and limited shopping. There were abandoned bar/restaurant buildings that may be opportunities?
- No doctors/dentists/nursing homes/assisted living.
- Lack of a grocery store.
- The price of housing seemed high to some.
- Udall is a bedroom community and lacks a real identity of its own.
- Most residents work elsewhere. The sense of community is centered on the school.



What will you remember?

- The park is beautiful!
- The housing is in excellent shape.
- The town overall is well kept and maintained.
- It was a very friendly and clean community.
- Udall will struggle because it does not have any business to anchor it and bring in commerce from the outside.

- Visitors spent a total of \$43.12 while in town.

No one can do everything,
but everyone can do something.

Thank you to our volunteer visitors.

Set Next Steps:

- Start talking! Find ways to discuss what you heard in small groups of every kind.

Contact us if you need resources or have questions:

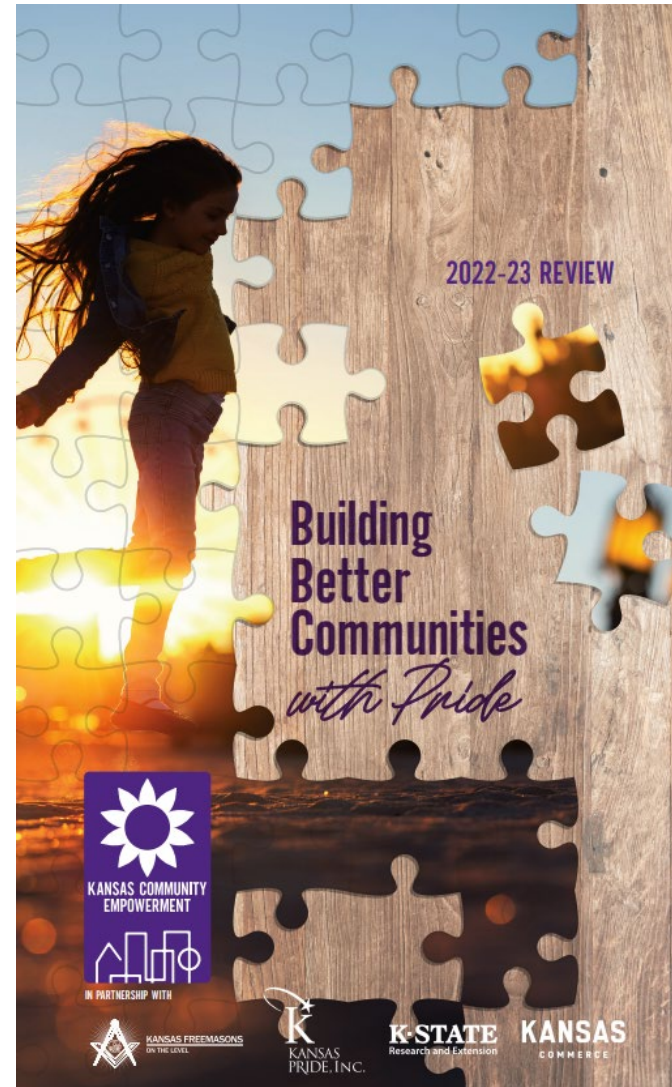
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Kansas Community Empowerment

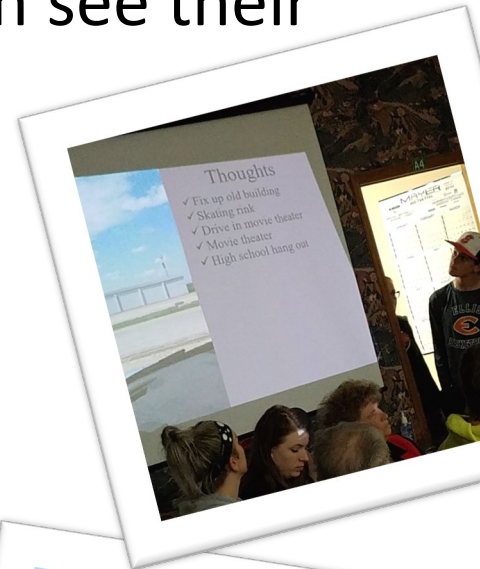
<http://kce.k-state.edu>

- 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.



Youth Community Perceptions <https://bit.ly/ks-ycp>

- Youth-Based Community Assessment.
- Gives communities insights on how youth see their community.
- Creates opportunities for youth voices in the community.
- Allows youth to become involved in local government and community process



Grant Writing Classes and Support

Contact

KSRECV@ksu.edu

to participate.



K-STATE
Research and Extension

5 GRANT WRITING RESOURCES

K-State Research and Extension provides resources to help you write and submit successful grant proposals to improve lives, livelihoods and communities across Kansas.

- 1 ONLINE GRANT WRITING CLASSES**
Class alum reported receiving more than \$52 million in successful grants. 
- 2 A PROFESSIONAL LEVEL GRANT DEVELOPMENT AND MANAGEMENT COURSE**
An 8-week course dedicated to helping you complete a fundable proposal. 
- 3 A LIST OF CONTRACT GRANT WRITERS**
Professionals willing and ready to write grants on a contract basis.
- 4 SUPPORT FOR KANSAS COMMUNITY EMPOWERMENT COMMUNITIES**
Excellent resources for those wanting to bring more to their communities.
- 5 ONE-ON-ONE SUPPORT BY K-STATE RESEARCH AND EXTENSION PROFESSIONALS**
Our professionals are prepared to help you find grants and review your grant proposals.

Small Business and Community Development

- **First Friday e-Calls 9:30-10:30 am**

Connecting small businesses and communities with the resources to make them successful.

– Register here: <https://ksre-learn.com/ecall>

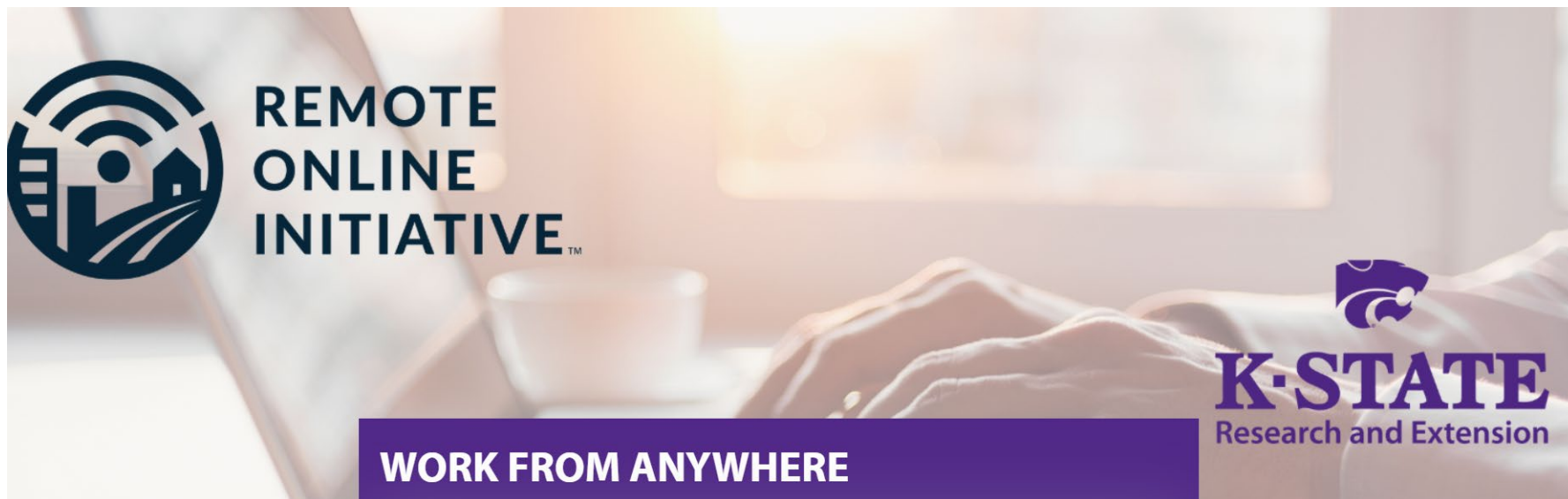
– Previous calls are recorded at

<https://ksre-learn.com/entrepreneurship>

- 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

- Kansas Remote Online Initiative
 - Certified Remote Work Professional
 - Certified Remote Work Leader
- *Certification in 4-weeks*
- Monthly Classes: <https://kansasremotework.com/>



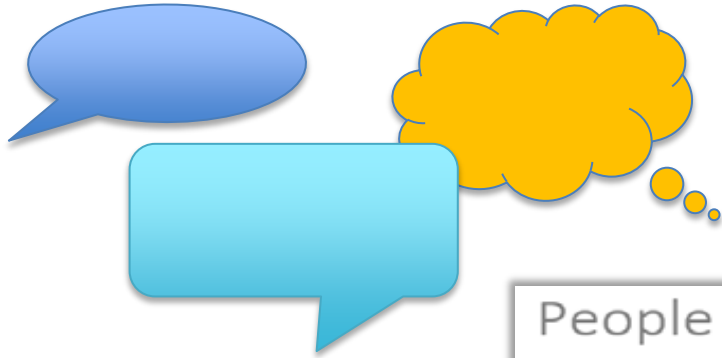
Rural Grocery/KS Healthy Food Initiative

- **Goal:** Increase access to affordable, 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/>



What did you hear?



What will we do?



People move in the direction of their conversations

