

First Impressions



Kingman, KS

K-State Research and Extension

- Kingman asked for First Impressions, Hoisington agreed to be its partner; 1 hr 40 min drive.
- Volunteers in both communities were trained. Photos of Kingman were taken on March 19, 2024.
- Six visitors visited in February and March, 2024.
- Results presented 5/14/2024.
- Kingman 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/>

- 2022 KS Certified Population: 2,964 ↓ 6.7% since 2010
- 2020 U.S. Census: 3,105
- 2010 U.S. Census: 3,177
- Median household income: \$55,532 **\$68,925**
- High school or GED 86.7% **91.6%**
- At least a B.S. Degree 16.5% **34.4%**
- Median Age: 43.8 years **37.6 years**
- Persons 65 and Over 21% **17.2%**

Blue: Kansas Comparison Data

- Moved since Last Year (2021*): 16.1% 14.6%

*Since previous year numbers are not finalized until later in the current year, this total is comparing where people lived in 2022 compared to 2021.

- Poverty rate 11.2% 12%
(% of people below poverty line)

Race/Ethnicity

White: 74.2%

Black: 5.4%

Asian: 3%

Other: 0.3%

Not Hispanic or Latino:
87.4%

American Indian: 0.5%

Native Hawaiian/Other Pacific
Islander: 0.1%

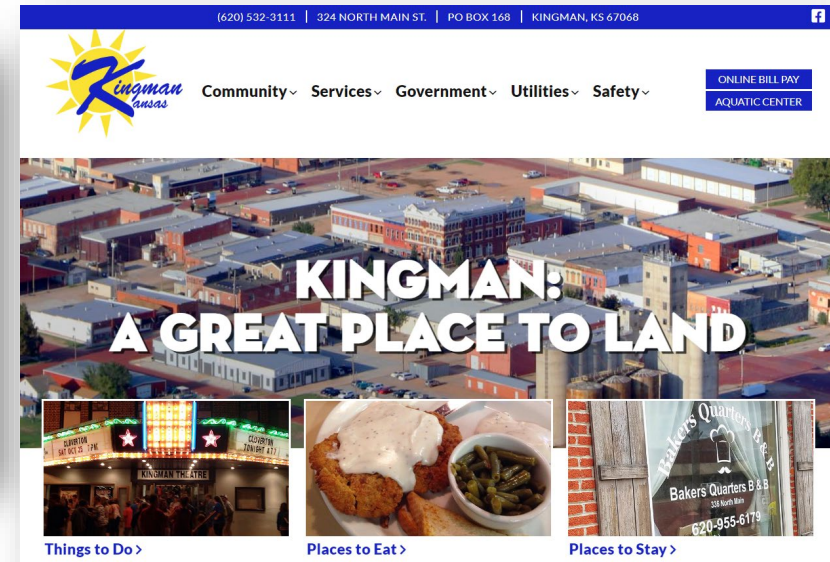
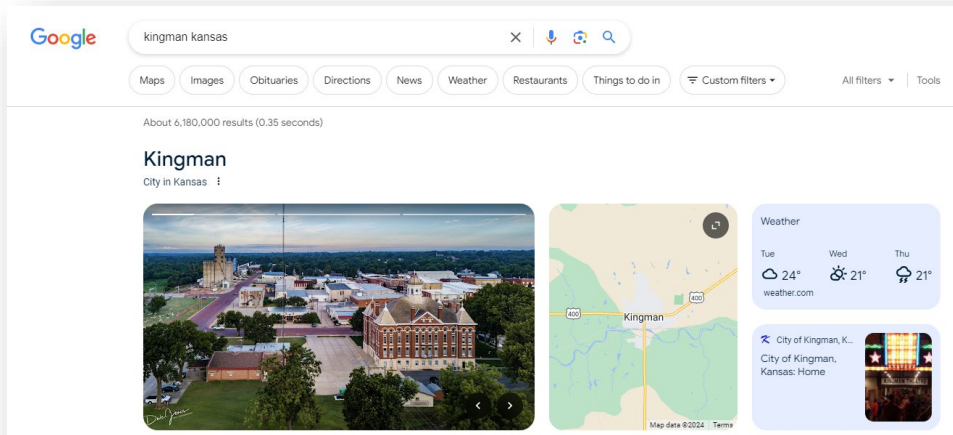
Two or more races: 4%

Hispanic or Latino:
12.6%

Blue: Kansas Comparison Data

Source: 2022 ACS 1-year estimates <https://data.census.gov>)

- Visitors felt there was no problem finding information about Kingman online. The city website didn't have many current photos. The pictures seemed to be taken when the subjects were much newer.
- Some visitors felt the website could be more current.





- Easy to find information online about places to eat and stay and things to do. Services, staff information, and utilities were also listed – a lot of information.
- All web searches basically came back the same – Kingman is a city in, and county seat of, Kingman County.
- Visitors felt they got a different version of Kingman online than they did in person. Main Street was as expected, but the commercial section along the highway was a surprise.


Results for **Kingman, KS** · Choose area

Places

Rating Cuisine Price Hours

 **Jeri's Kitchen**
4.5 ★★★★★ (569) · \$10–20 · American
312 N Main St
Dine-in · Takeout

 **Houdini's Pizza**
4.6 ★★★★★ (169) · \$10–20 · Pizza
401 E D Ave
Dine-in · Takeout · Delivery

 **China Chinese Restaurant**
4.2 ★★★★★ (91) · \$10–20 · Chinese
1122 US-54
Dine-in · Takeout

More places →

 **Wikipedia**
https://en.wikipedia.org/wiki/Kingman_County,_Ka...

Kingman County, Kansas

Kingman County is a county located in the U.S. state of **Kansas**. Its county seat and largest city is **Kingman**. As of the 2020 census, the county population ...



 **MapQuest**
<https://www.mapquest.com/kingman-ks-282025040>

Kingman, KS Map & Directions

Kingman Map. **Kingman** is a city in and the county seat of **Kingman County, Kansas**, United States. As of the 2010 census, the city population was 3,177.

Facebook

- No mention of an official Facebook page or any other social media resource appearing in the searches.



“Five-Minute” Impression

- Coming in from the west, no welcome signs were seen.
- Some vacant buildings observed while driving through town.
- Overall, the residential areas seemed okay, but some spots could use some cleanup.
- The downtown is pretty neat! No cluttered windows, some upper windows were being updated and the lights looked nice.



- Others felt their impression was it’s a small rural town with not much to look at.
- No big signs. A lot of closed businesses and vacant lots east and west along the highway with some buildings needing to be improved or demolished.
- East and west on 400 coming in from out of town looks run down, unlike the heart of the city.
- Some directional signage was observed and noted to be nice and helpful.

- Quaint and well kept town with some older buildings.
- Busy Main Street with lots of cars. People were walking along the street.
- Missed Main Street the first time through, turned around and noticed the green main business district sign the second time through.



“Five-Minute” Impression



- Coming in through major entrances and exits, visitors noted the stoplight on Main is very nice for pedestrians and to control speed.
- The Mexican restaurant is not very attractive.
- Signage looks to be good. Nice and visible street signage.
- The cobra head streetlights seemed old and rough.
- Older buildings were eye catching.



Downtown Business Area

- Most buildings had some kind of business, though some structures needed to be updated. There were windows boarded up and paint peeling on some properties.
- Signage and entrances to businesses were easy to see other than the Mexican restaurant and restaurant nearby. The restaurant across the street from the Mexican restaurant was clearly visible.



Downtown Business Area

- Busy downtown. Quite a few service businesses.
- The music being piped into downtown was very cool. Great feature!
- It was surprising to see the fire department on Main.
- Some street signs were difficult to see. Example – looking for East C, the sign was hard to read and stuck behind a pole.
- The murals were noted to be very tasteful and appropriate to the businesses where they were located.



- Types of businesses observed include:
 - Insurance, real estate, restaurants, hardware store, clothing.
 - Variety store, thrift/second-hand stores, beauty shop (with a snack bar). Unfortunately, the thrift stores were closed during some visits.
 - Flower shop and gift shop.
 - Saw apartments being built on Main.
 - Jeri's.
 - Law offices.
 - The movie theater – probably the best of all! Films but also has entertainment acts booked.
 - The post office. The mural there was nice.



- Visitors liked the food at Jeri's but felt it was a bit high priced. They noted donuts were also sold there. The restaurant was very busy, and you could tell it was well liked by the community.
- All employees encountered downtown were pleasant.
- No one hovered but did check back. Great customer service!
- Everyone was super friendly and excited to talk to visitors.
- The gift shop and flower shop approached visitors immediately offering assistance.
- Post office clerk was very friendly.



- Benches on Main were noted.
- Metal trash bins were observed.
- Several other amenities were noted in the park area, such as public restrooms and trash bins.
- No mention of visitors finding public wi-fi access while downtown.

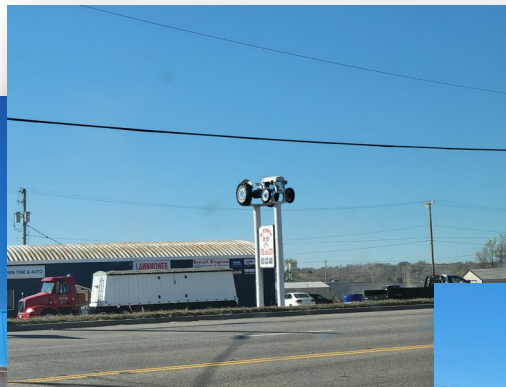


- Parking was noted to be great. Some felt plenty of spaces available, others felt the spaces were quite full during their visit, but you could park and walk to just about anywhere you needed to go.
- Not a lot in the way of streetscaping.
- A covered parking lot was observed and charging stations which visitors felt would be helpful for events or peak business hours.
- Parking was accessible, safe, and no blind spots when backing up.



Other Retail Shopping Areas

- Outside of downtown, visitors felt there wasn't a lot in the way of shopping.
- They noted a farm store and a car dealership just off Main, but felt that might still be considered as downtown.
- Others noted many businesses on the highway, including the grocery store. They felt if you needed something you'd be able to find it in Kingman whether downtown or along the highway.



- *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.*

- No marked industrial areas were observed.
- Most areas that would fit that description were on the highway.
- South of town possibly. The Expo Center and Chamber office both were in that part of town.
- Lots of dead space heading out of town, including vacant lots and buildings. Maybe those would be areas to expand or build commercial business.

- Multiple praises for the hospital - very nice complex. Visitors noted it was a 25-bed acute care and skilled nursing facility with cardiac rehab, surgery one day per week, and an in-house family clinic.
- Family Care Dentistry, Kingman Eyecare, Horizons Mental Health, Davis Dentistry were observed.
- A family clinic, rehabilitation services, and pharmacy were also seen.



- For long-term care and assisted living, visitors noted that Wheatlands Healthcare Center was a newer facility and easy to get to.

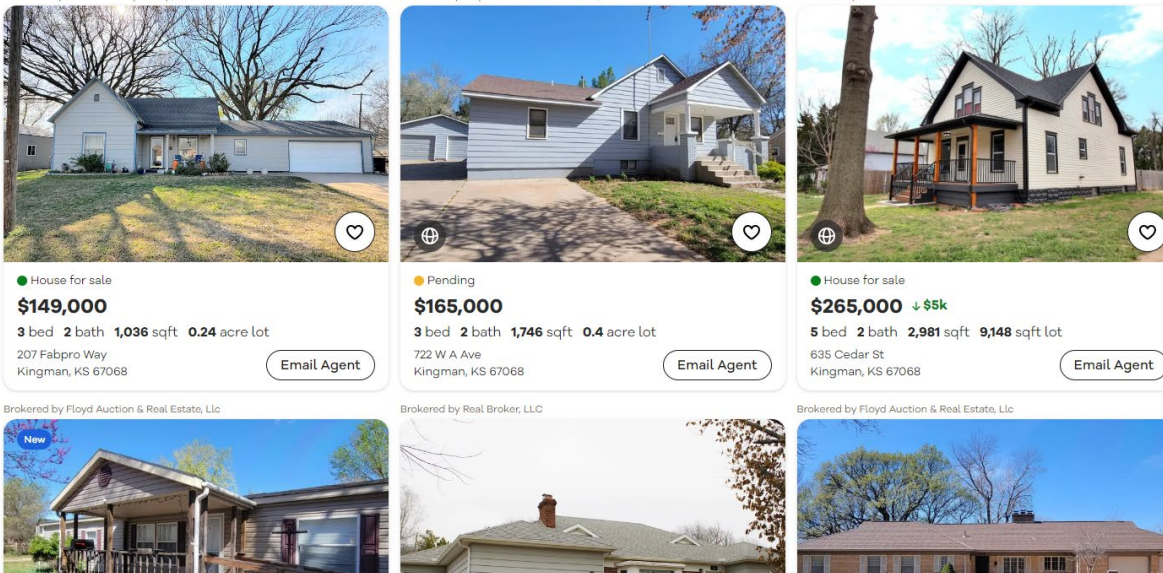








- No for sale signs noted during visits. Some homes found online, but only a few. Those were in the \$60,000 to \$550,000 range.
- Housing stock ranged from very low-end to very nice, but not many really high-end properties.
- Some chickens were noted in front yards, so Kingman appears to be chicken-friendly.

Kingman, KS real estate & homes for sale

24 Homes Sort by Relevant listings ▾

Brokered by Cloud 9 Realty Group, LLC



Property 1	Property 2	Property 3
 ● House for sale \$149,000 3 bed 2 bath 1,036 sqft 0.24 acre lot 207 Fabpro Way Kingman, KS 67068 Email Agent	 ● Pending \$165,000 3 bed 2 bath 1,746 sqft 0.4 acre lot 722 W A Ave Kingman, KS 67068 Email Agent	 ● House for sale \$265,000 ↓ \$5k 5 bed 2 bath 2,981 sqft 9,148 sqft lot 635 Cedar St Kingman, KS 67068 Email Agent
 ● New Brokered by Floyd Auction & Real Estate, LLC	 Brokered by Real Broker, LLC	 Brokered by Floyd Auction & Real Estate, LLC

- No rental properties were seen during the visits, though a new apartment complex was being built on Main.
- A few places were found online ranging from \$400 - \$2,000 per month.



Heritage West
240-270 Sunflower Dr
Kingman, KS 67068

\$430 - 450 1 Bed

	Kansas
• Occupied Housing Units: 1,382	1.15m
• Owner Occupied: 60%	65.3%
• Renter Occupied: 40%	34.7%
• Vacant Housing Units: 208	124k
- For rent: 120	
- For sale: 27	
- Sold, not occupied: 0	
- Seasonal/recreational: 0	
- All other vacants: 61	
• Average Household Size: 2.1	2.48

Blue = Kansas Comparison Data

Data Source: Census.gov 2020 Census
& ACS 5-year Narrative Profile (Household Size)

Kansas

- Average Travel Time to Work: 17.7 mins 19.6 mins
- Households without a computer*: 244 (17.7%) 45k (3.8%)
- Households without an internet subscription: 304 (22%) 108k (9.2%)

* Includes smartphones, tablets, other wireless devices

Blue = Kansas Comparison Data

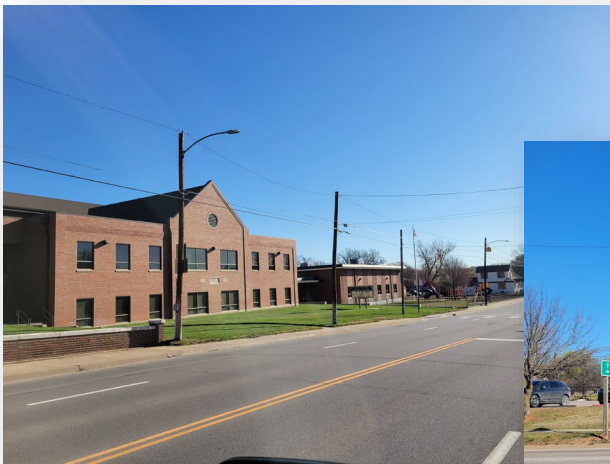
Data Source: Census.gov 2022 ACS 1-Year Estimates

- 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/>



- K-12 schools were seen and the buildings and grounds all looked to be well maintained.
- A Catholic school was observed.
- Visitors felt there was one public elementary school and one high school. No mention of a middle school.



- Most visitors could not find any information online or in person about the quality of education in Kingman.
- Others said internet searches indicated the school ratings aren't that favorable.

Test Scores at Kingman - Norwich

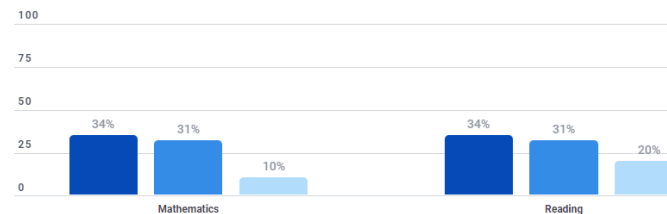
In Kingman - Norwich, 34% of elementary students tested at or above the proficient level for reading, and 34% tested at or above that level for math. Also, 31% of middle school students tested at or above the proficient level for reading, and 31% tested at or above that level for math. And 20% of high school students tested at or above the proficient level for reading, and 10% tested at or above that level for math.

High school college readiness ⓘ N/A

High school graduation rate N/A

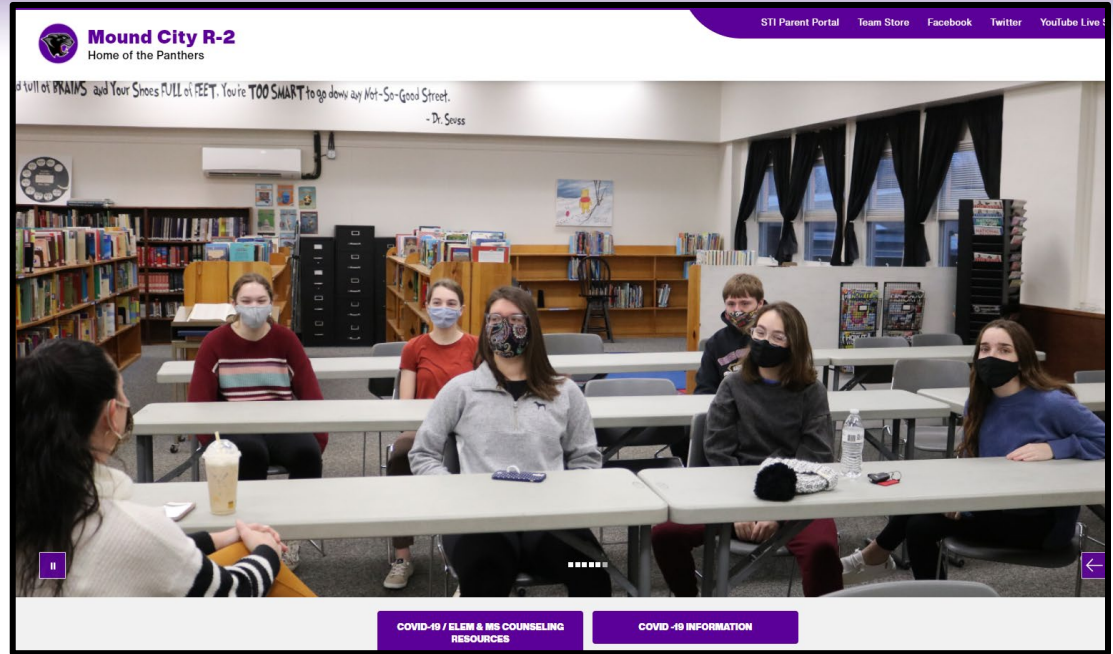
Test score proficiency

■ Elementary ■ Middle ■ High



“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:

- No daycare options were observed while exploring the city.
- There were 4 home daycares listed online, but no pricing was available.
- A “youth place home” was found. Visitors weren’t sure exactly what it was or if it was even in operation. They noted lots of cameras at that facility and a basketball court.

Kingman County Data:

- **Extent Desired Capacity meets Potential Childcare need** **50%**
- Contact ks.childcareaware.org to access local childcare specialists.
785-823-3343

Source <https://ks.childcareaware.org/data-research/> Retrieved from internet 4/23/2024

- Several churches were found, multiple denominations.
- Maybe 10 in total. All seemed well kept.
- Visitors felt most people would be able to find a place to worship here.
- All churches were very visible and easy to find.
- No evidence of faith-based community services was noted.



- 4-H was noted. The Humane Society was also seen.
- Not much else obvious was seen by visitors. The Chamber office was closed while some were in town so they couldn't ask there.
- Walking down Main Street, one visitor noticed a couple signs where some groups might meet but didn't notice any signs outwardly advertising where and when those meetings might happen.
- No evidence of civic organization activity was observed.



- Visitors felt the brick streets were rough.
- The covered parking west of downtown was a plus.
- Lighting could be better.
- There were restrooms observed in one park, maybe two, but they weren't sure.
- Not much in the way of streetscaping throughout town.
- Street signs were nice around town.





- The city office was on Main Street.
- Front office staff was friendly.
- Not much information about the city was shared unless it was answering a direct question.
- City office was closed on a Friday around noon so some didn't get a chance to visit even though they were looking forward to it. They noted the Chamber was also closed and it looked like there was a job posting for the Chamber director position.

- A lot of information about the city at City Hall – rules, regulations, how to set up services in town, pet information, internet service, trash, gas, sewer, water, etc.
- The automatic doors were described as embarrassing and distracting as visitors were trying to look through brochures in the foyer. One visitor hurried to gather information they might have been interested in. Another noted it was probably distracting to the city clerk to have the doors constantly open and close while people were going through information.

- Fire, police, and EMS facilities were well marked and easy to find.
- The police station looked massive and was a newer building with a lot of parking.



Welcome to Kansas Insurance Department Home Contact Us search

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



- The library was described as beautiful and very attractive.
- No observations were given about an online presence or programs offered.



- The Depot Park needed some care.
- The pool looked a bit run down.
- One park had three ballparks. No other sports complex areas seen. There was a playground observed in this area.
- There was a walking trail observed.
- Parks had benches and grassy areas. One park appeared to be not much more than grass and seating.



Well-Known for an attraction or event?

- Nothing apparent online or in person. Since the Chamber office was closed, visitors weren't able to see if there were any promotional materials there for Kingman.
- The theater was intriguing and has some well-known performing artist events offered.
- People may be interested in fishing at the river or park pond.
- Maybe some ball tournaments.
- The Expo area and 4-H events/fairgrounds.
- Hiking.
- There was an upcoming car show.



Natural or manmade features that can draw people?

- Many fun murals.
- The area is known for hunting and camping.
- The signage for the state wildlife area was nice and that area might bring people in.
- The river.
- Museums.
- The courthouse.
- The Health Department might bring people into town for services.
- The refurbished grain bins. Is that for a farmer's market?



Visitor's Center

- No obvious visitor's center was seen.
- The Chamber might fit this bill, but it was noted again that it was closed and also not in a really great location.
- Though City Hall was closed for half a day during some visits, visitors felt it might fit the role of a visitor's center. While they couldn't get in, they said there was some good information in the windows.



What would bring you back?

- Daylight Donuts.
- Mexican restaurant for some, others felt there was poor signage and they couldn't see in the windows.
- Not really much would bring one visitor back, but they did say Jeri's was good, clean, and had friendly staff.
- Probably not the Chinese restaurant as it looked run down.
- Sonic.
- Pizza places.
- Smitty's.
- Some of the shops downtown.
- The theater. Very nice – would come back for that.

Most Positive Observations

- Hospital and healthcare services.
- Good downtown space.
- Churches.
- The movie theater.
- Brick streets and light poles.
- Very friendly and welcoming people.
- Music on Main.
- Nice clock on Main.
- The gift shops, restaurants, and clothing stores.

Biggest Obstacles/Challenges

- Rough brick streets.
- Information gathering ability – not a lot of information easily available about things in the community.
- Run down feel from the outside coming in.
- School ratings.

What will you remember?

- Building where the Chamber is located is in very run down condition (old Armory).
- Nice people, shops, and movie theater.
- Outdoor recreation opportunities.
- Good food.
- The bin store.
- Run down outside edges of town.
- Music piped through speakers on Main.
- Stores and restaurants.
- It's a nice city – everything you could need.

- Dollars spent during visits:
 - Individually: \$30, \$50, \$75, \$40, \$13.50
 - **Total: \$208.50**

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:

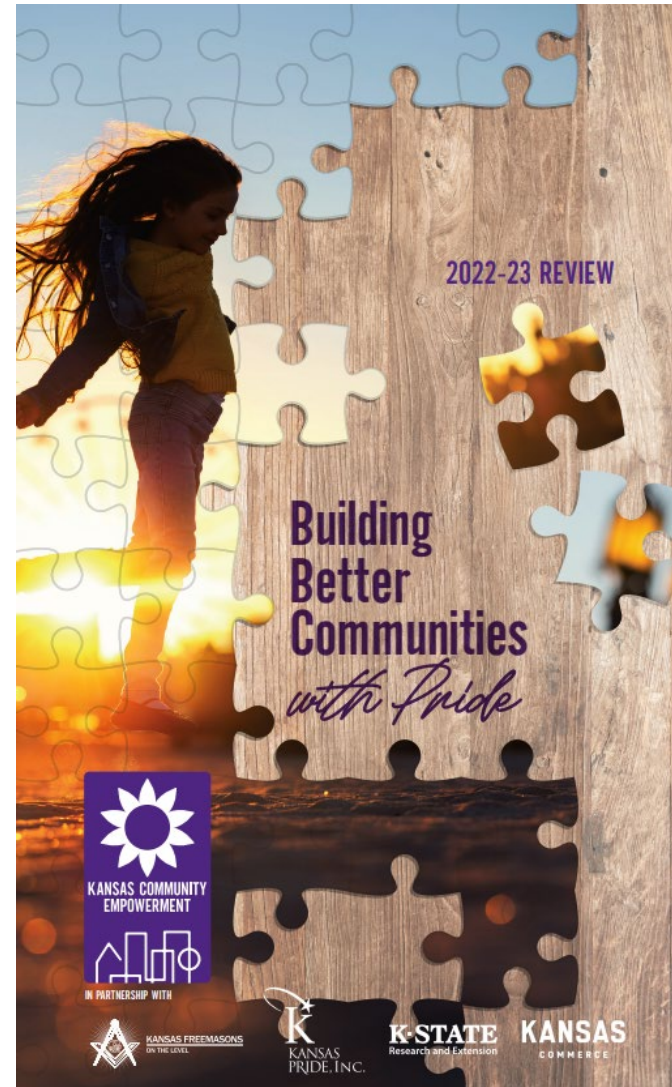
**K-State Research and Extension
Kingman County
125 N. Spruce
620.532-5131 - km@listserv.ksu.edu**

**Jan Steen
Community Vitality Specialist
K-State Research and Extension
785.532.5840 - jmsteen@ksu.edu**

Kansas Community Empowerment

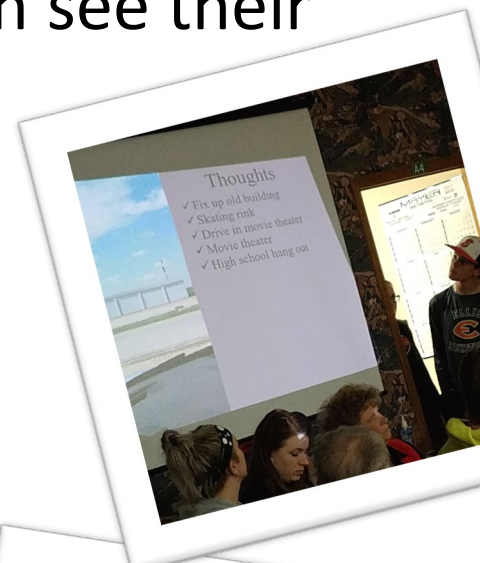
<http://kce.k-state.edu>

- 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.



- 1 ONLINE GRANT WRITING CLASSES**
Class alum reported receiving \$42 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.

For more information email KSRECV@k-state.edu.

Kansas State University Agricultural Experiment Station and Cooperative Extension Service

K-State Research and Extension is an equal opportunity employer and provider

23227 | Updated Nov 2023

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/>



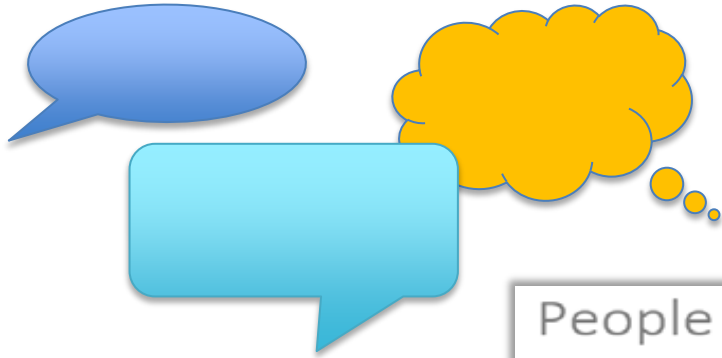
Rural Grocery/KS Healthy Food Initiative

- **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

