



GREAT BEND

Better than Great!



GREAT BEND

Better than Great!

Community
Meeting

Master Plan
Unveiling

November 7, 2019
7:00pm – 9:00pm



**HOW DID WE
GET HERE?**

COLLABORATION



&

GREAT BEND

**CHAMBER OF COMMERCE
& ECONOMIC DEVELOPMENT**

NEED FOR UPDATE

20+

years since the
last GB strategic
plan update

RFP PROCESS

SHOCKEY
CONSULTING



FUNDING

\$50k

grant provided
by the
Harms Trust

STEERING COMMITTEE

55 community
leaders

2 co-chairs



PUBLIC MEETINGS

3



SURVEYS

2

business

community



COMMUNITY TURNOUT

200

participants at
the community
workshops

540

respondents to
the two surveys



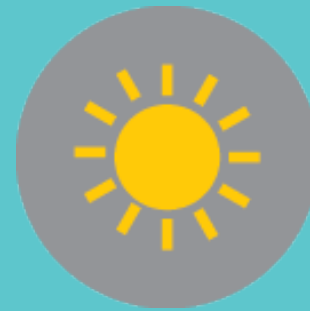
RESULTS: COMMUNITY ENDEAVOR

VISION

IN 20 YEARS, WE ARE...

A diverse community of
WELCOMING, ENGAGED PEOPLE
leading Great Bend to shine as a
regional **ECONOMIC,**
EDUCATIONAL, and **CULTURAL**
CENTER offering an **ENERGETIC**
and **INCLUSIVE** experience built
on a **UNIQUE COMMUNITY SPIRIT.**

COMMUNITY VOICE



CONNECTING PEOPLE

“When we connect people together physically, socially, and spiritually, our community is much more than the sum of its parts.”

-Rebecca Ford, Catholic Charities of Southwest Kansas



INSPIRING EACH OTHER

“Great Bend is a city of strong, intelligent, hard-working and high-performance people. All we need is the spirit of communication to build mountains.”

-Doug Reiser, Central Kansas Oilfield Services, Inc.



TARGETING OUR INVESTMENTS

“We can’t be everything to everyone. Being strategic is about focusing on what we should do and what we should stop doing.”

-Paul Snapp, First Kansas Bank



GROWING OUR RESOURCES

“We need to shift the culture that Great Bend is ‘mine’ to Great Bend is ‘ours’. It’s best to invest in anyone in town that wants to do better – the more we help everyone, the better off we’ll all be. Blessing one can bless us all.”

-Quenla McGilber, Circles of Central Kansas & Barton County Health Department



A close-up photograph of a brick wall with a variety of colors including red, orange, yellow, green, and black. The bricks are arranged in a traditional staggered pattern. A semi-transparent teal banner is overlaid horizontally across the middle of the image, containing white text.

**OUTCOME: CHANGING
THE CONVERSATION**

GOALS

GOAL: DIVERSIFY THE GREAT BEND ECONOMY

BASELINE:

6,908 people are employed across 10 employment sectors in Great Bend.

(source: factfinder.census.gov, 2018)

Great Bend has 60 employers with 50 or more employees.

(source: Great Bend Chamber of Commerce & Economic Development, 2018)

By 2030 we will add one additional industry.

By 2040 we will add two more additional industries.

Community Highlights:

- » Agriculture & Oil Manufacturing
- » Central Kansas Development Inc. (CKDI)
Helps entrepreneurs and business leaders finance new opportunities to promote economic development in Great Bend and the surrounding area.

- » Home to Second Largest Cattle Producer, Innovative Livestock Services, Inc.

- » Legacy of Jack Kilby, inventor of the integrated circuit and Nobel Prize Winner

"I think the varied background in the beginning were a plus. It took a while for people to understand what they were trying to do and get started, but it did provide for a lot of new ideas."

- » Legacy of Skip Yowell, co-founder of JanSport

- » Micro-Region for Barton County



2018 Employment Sectors

6,908 EMPLOYED

PROMINENT SECTORS

SERVICES 46.7%
MANUFACTURING 10.3%
RETAIL 10.3%
CONSTRUCTION 7.5%
FINANCE / INSURANCE / REAL ESTATE 7.1%
TRANSPORTATION / UTILITIES 6.0%
AGRICULTURE & OIL/MINING 5.6%
WHOLESALE TRADE 1.7% **PUBLIC ADMINISTRATION 4.1%**
INFORMATION 0.8%

The oil and agriculture industries are dramatically changing. **Identifying the growing industries of the future** will be key to creating a sustainable community.



Mike Johnson, M&M Equipment

GOAL: INCREASE THE PULL FACTOR

BASELINE:

Barton County has a pull factor of 1.12 and Great Bend has a pull factor of 1.49.

(source: www.ksrevenue.org/prpullfactor.html, 2018)

By 2030 we will increase the pull factor to 1.75.

By 2040 we will increase the pull factor to 1.9.

Great Bend is already a regional shopping destination. Online shopping and demand for retail services are changing what people purchase in Great Bend. We **need to develop unique businesses** and take advantage of relatively low overhead costs to succeed in this evolving market.



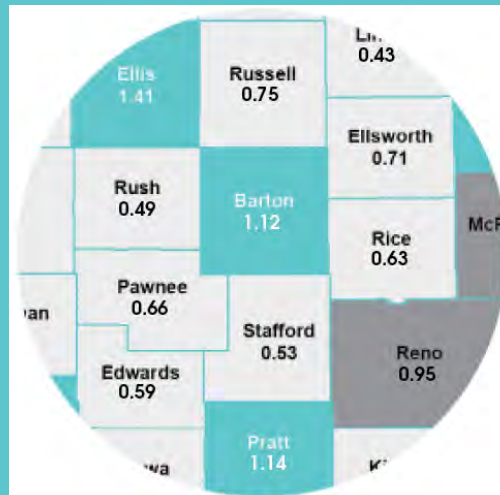
Sally Mauler, The Buckle

GREAT BEND

1.49

BARTON COUNTY

1.12



A pull factor higher than 1.0 indicates a county or city is attracting business.

Community Highlights:

- » Community Amenities:
 - B-29 Memorial Plaza
 - Cheyenne Bottoms
 - Great Bend Brit Spaugh Zoo
 - Great Bend Events Center
 - Great Bend Sports Complex
 - Kansas Wetlands Education Center
 - Quivira National Wildlife Refuge
 - Shafer Art Gallery
 - SRCA Dragstrip
 - Veterans Memorial Park
 - Wetlands Waterpark
- » Community Events:
 - Art & Wine Walk
 - Cinco de Mayo Festival & Parade
 - Farmer's Market
 - Great Bend Airfest
 - Great Bend Farm & Ranch Show
 - Healing Hearts Ranch Rodeo
 - Home for the Holidays Festival & Parade
 - June Jaunt
 - Party in the Park
 - Rosewood Rodeo
 - Trail of Lights
 - Zoo Boo
- » Downtown & Community Reinvestment:
 - Neighborhood Revitalization Plan
 - Provides tax rebates on the additional property taxes that might be incurred as a result of constructing new buildings or making improvements to existing ones, whether residential, commercial, or industrial. There are two target areas with the plan: primary and secondary. Property located in the primary target area is eligible for tax rebates over a 10-year period, where property located in the secondary region is eligible for tax rebates over a 5-year period.
 - Opportunity Zones
 - Designates two census tracts in Great Bend as eligible to receive private investments through Opportunity Funds, which are created through reinvestment of capital gains, allowing investors to receive tax benefits.

GOAL: INCREASE THE NUMBER OF LIVING WAGE JOBS

BASELINE:

As of June 2019, Barton County had an unemployment rate of 3.0%.

(source: fred.stlouisfed.org, 2019)

The median household income in 2018 was \$44,397 with a per capita income of \$23,897, compared to Barton County numbers of \$46,959 and \$24,555, respectively.

(source: factfinder.census.gov, 2018)

By 2030 we will increase the average annual earnings per capita to \$30,000 by supporting local employers to offer more jobs at higher wages.

By 2040 we will increase the average annual earnings per capita to \$35,000, to meet the average for rural workers in America, by supporting our local employers to offer more jobs at higher wages.

Employment challenges

(unemployment, underemployment and/or lack of a trained workforce) must be **addressed through partnership** – employers, education and the community sitting at the table together to identify the needed skills sets, plans for training programs to support the desired outcome and recruitment strategies to fill the positions.

Living Wage

AVERAGE SCENARIO:

$$\begin{array}{c} \text{2} \\ \text{WORKING ADULTS} \end{array} + \begin{array}{c} \text{2} \\ \text{CHILDREN} \end{array} = \begin{array}{c} \text{LIVING WAGE} \\ \text{\$14.34/HR} \\ \text{per working adult} \end{array}$$

$$\begin{array}{c} \text{1} \\ \text{WORKING ADULT} \end{array} + \begin{array}{c} \text{1} \\ \text{NON-WORKING ADULT} \end{array} + \begin{array}{c} \text{2} \\ \text{CHILDREN} \end{array} = \begin{array}{c} \text{LIVING WAGE} \\ \text{\$23.73/HR} \\ \text{per working adult} \end{array}$$



Elaine Simmons,
Barton Community College

GOAL: INCREASE THE EDUCATION AND TRAINING ATTAINMENT LEVEL

BASELINE

Great Bend has a high school graduation rate of 83%.

(source: www.usnews.com, 2018)

35.9% of the Great Bend population 25 years and over possesses some college or Associate's degree, compared to 37.4% for Barton County.

17.6% of the Great Bend population 25 years and over possesses a Bachelor's degree or higher, compared to 17.8% for Barton County.

(source: factfinder.census.gov, 2018)

Barton Community College awarded 349 certificates in the 2017-2018 academic year, compared to the 539 Associate's degrees awarded.

(source: National Center for Education Statistics, 2019)

By 2030 we will

- Increase our high school graduation rate to 90%.
- Increase the percent of population possessing some college or Associate's degree to 40%.
- Increase the percent of population possessing a Bachelor's degree or higher to 20%.
- Increase the number of students completing certificate programs at BCC by 25%.

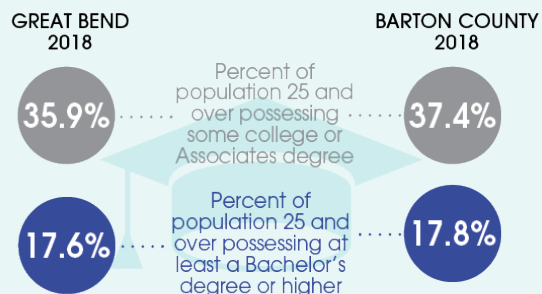
By 2040 we will

- Increase our high school graduation rate to 95% to match the state goal.
- Increase the percent of population possessing some college or Associate's degree to 45%.
- Increase the percent of population possessing a Bachelor's degree or higher to 25%.
- Increase the number of students completing certificate programs at BCC by 50%.

We must provide **equitable education** for all of our residents as it is the foundation to ensuring Great Bend's prosperity for future generations. We have a responsibility as a community, whether it be **implementing early education programs** in our grade schools, or **encouraging training** in critical industries to **support our local economy**.



Gaila Demel,
United Way of Central Kansas



5 PUBLIC ELEMENTARY SCHOOLS 1 MIDDLE SCHOOL 1 HIGH SCHOOL

2 PAROCHIAL SCHOOLS 1 PRIVATE SCHOOL 1 COMMUNITY COLLEGE

GOAL: REDUCE THE % OF POPULATION LIVING BELOW THE POVERTY LINE

BASELINE:

In 2016, 19.3% of the Great Bend population lived below the poverty line, 28.1% were under 18 years old and 15.6% were over the age of 65.

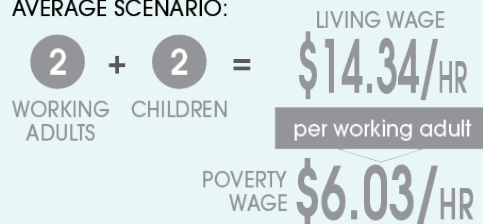
(source: factfinder.census.gov, 2016)

By 2030 we will reduce our population living below the poverty line to 15%.

By 2040 we will reduce our population living below the poverty line to 10%.

Living Wage

AVERAGE SCENARIO:



MINIMUM WAGE **\$7.25/HR**

2018 Household Income

GREAT BEND

| | |
|-------------------------|----------|
| Median household income | \$44,397 |
| Per capita income | \$23,897 |

BARTON COUNTY

| | |
|-------------------------|----------|
| Median household income | \$46,959 |
| Per capita income | \$24,555 |

| | | | |
|---------------------------------|-------|----------|-------|
| 2016 Percent below poverty line | 19.3% | 28.1% | 15.6% |
| | ALL | UNDER 18 | 65+ |

People in poverty experience challenges in life making it difficult to work. The lack of reliable transportation, available child care, and solid family and community support structures impacts our community and business success.

Reducing poverty helps our workforce be more productive today, as well as helping our next generation of children see success and strive for greater things. Working to reduce poverty is not just a good moral thing to do, but an important driver of our business development and growth.



Pete Wesner, CUNA Mutual

GOAL: IMPROVE THE HEALTH AND SAFETY OF THE COMMUNITY

BASELINE:

Barton County ranked #67 out of 105 counties for health outcomes.

Barton County ranked #84 out of 105 counties for health factors.

(source: www.countyhealthrankings.org, 2018)

Great Bend has a crime index rate of 48.8 per 1,000 residents – compared to the Kansas crime index rate of 32.14 per 1,000 residents.

(source: www.accesskansas.org, 2018)

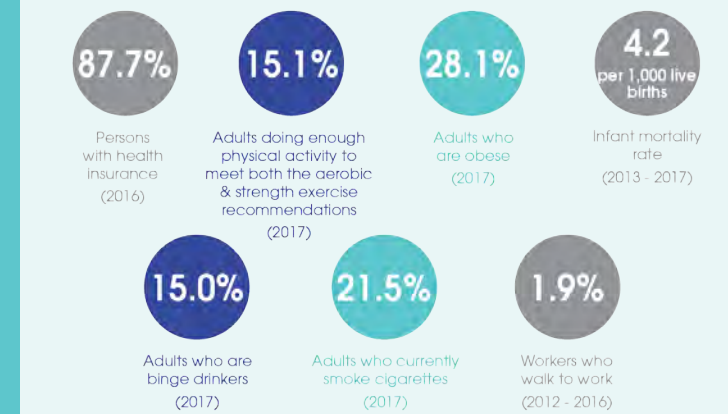
By 2030 we will

- Improve our health outcome ranking to #62 out of 105 counties.
- Improve our health factor ranking to #79 out of 105 counties.
- reduce our crime index rate to 40 per 1,000 residents.

By 2040 we will

- improve our health outcome ranking to #57 out of 105 counties.
- Improve our health factor ranking to #75 out of 105 counties.
- reduce our crime index rate to be below the state average.

Kansas Health Matters - Barton County



Quality of life is important to employers when considering whether to expand or locate in a community. **Health and safety are basic needs** but have a **direct impact on job creation and business success**. Employees that are not healthy and safe cost employers billions every year."



Mark Mingenback, Brentwood Builders LLC

We must recognize the importance of **addressing the mental health** of our residents. There is a direct correlation linking improved access to and integration of mental health services into emergency response departments and the **overall safety of a community**.



Luke McCormick, Great Bend Fire Department

STRATEGIES

GATHER COMMUNITY TOGETHER

Our vision is for Great Bend to be a diverse community of **WELCOMING, ENGAGED PEOPLE.**

Community Voice



Connecting

Connecting People of different cultures, geographies, and generations together to celebrate each other.



Inspiring

Inspiring Each Other by celebrating a sense of community pride and identity.



Targeting

Targeting Our Investments by activating one location for people to gather regularly.



Growing

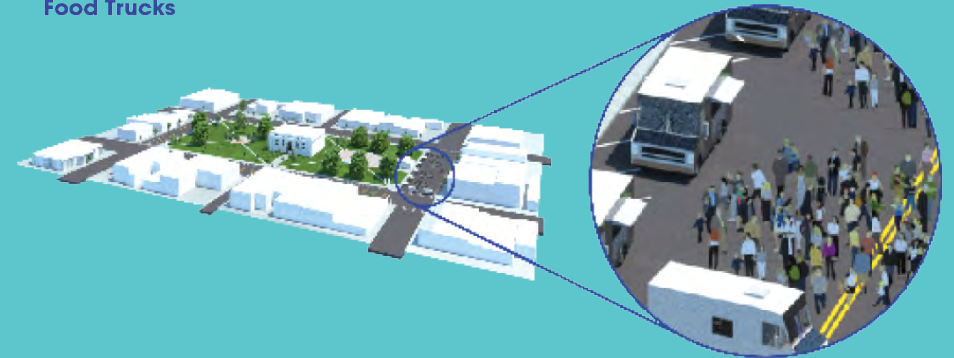
Growing Our Resources by engaging people from all cultures and generations to lead the community.

Community Catalyst

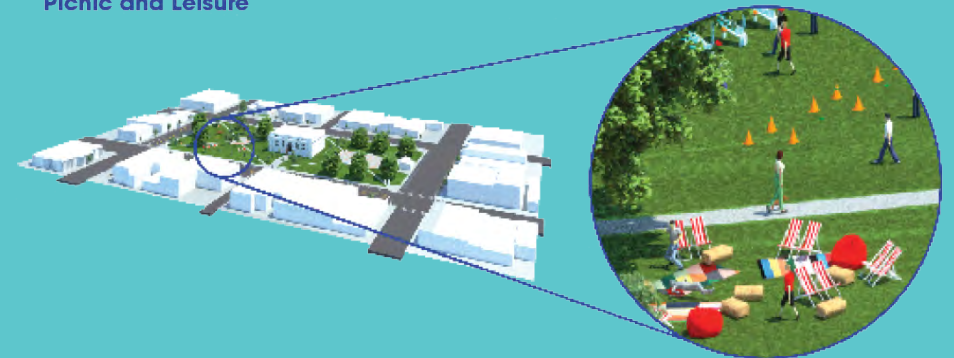
Continue to energize Jack Kilby Square with leisure, recreation, and cultural activities and events to bring people together from across our community and energize our downtown.



Food Trucks



Picnic and Leisure



IMPROVE COMMUNICATION

Community Voice



Connecting People by sharing information.



Inspiring Each Other to be stewards of Great Bend by speaking positively about the community and being conscious of what we say.



Targeting Our Investments by centralizing information.




Growing Our Resources by reducing obstacles that limit economic development.

Community Catalyst

Cultivate a culture of positive Great Bend stewardship to promote and celebrate all of the wonderful community attributes.



Great Bend is built on a
UNIQUE COMMUNITY SPIRIT.

| | | |
|---|---|---|
|  | by marketing the strengths and opportunities in Great Bend. | <p>Develop a unifying tag line and branding for Great Bend (e.g. - #GBPride) for a fresh marketing campaign for the community, which could include a line of Great Bend apparel.</p> <p>Evaluate the use of a Community Recruiter and/or PR Professional to help identify what Great Bend is known for and communicate that message to targeted business sectors.</p> <p>Reactivate the Ambassador Club to serve as a Welcome Wagon and resource for newcomers to Great Bend, and recruit more young professionals.</p> <p>Create a welcome package for new residents that encourages patronage of local businesses through promotions and discount, provides information about utilities and other community services, offers opportunities for involvement and volunteer service.</p> |
| | by promoting the activities and positive news about Great Bend. | <p>Create a centralized bilingual community calendar that is managed and distributed by one entity, but hosts the shared events of all community organizations.</p> |
| | by helping encourage small business entrepreneurs. | <p>Bring in state and national speakers to inspire and serve as a resource.</p> <p>Continue annual economic outlook summit.</p> <p>Expand the Chamber Roundtable meeting offerings with relevant topics in small business development.</p> |

OVERCOME CULTURAL BARRIERS

Community Voice



Connecting People by reducing the language barrier.

Inspiring Each Other by learning from each other.

Targeting Our Investments by including the unheard voice to grow entrepreneurs and improve economic diversity and prosperity.

Growing Our Resources by understanding each other's common interests.

Community Catalyst

Bring two cultures together to be more than the sum of the parts.



by actively and intentionally including people from all sectors of the community in leadership roles.

Recruit Latinx-owned businesses to join the Great Bend Chamber of Commerce.

Increase diversity among the Great Bend Chamber of Commerce Ambassadors, the Barton County Young Professionals, and other community organizations (e.g. - United Way of Central Kansas).

Develop a Hispanic Committee within the Great Bend Economic Development, Inc. to create a united voice within the business community.



We are already a small community and can't afford to be made only smaller by not embracing diversity. We need to fully understand what our cultures can offer one another and our community.

Somos una comunidad pequeña y no podemos permitir hacernos más pequeña por no aceptar la diversidad. Necesitamos comprender totalmente lo que nuestras culturas pueden ofrecer a uno y otro y a nuestra comunidad.



Ana Hayson, Rana Luna Boutique

CLOSE THE GENERATION GAP

Community Voice



Connecting People through intergenerational activities to create opportunities for all generations to interact.



Inspiring Each Other by sharing stories with each other.



Targeting Our Investments by capitalizing on the assets that each generation offers.



Growing Our Resources by identifying and nurturing future leaders.



Our vision is for Great Bend to offer an **ENERGETIC** and **INCLUSIVE** experience.



by establishing mentors for small business owners and developing the next generation of ownership for existing businesses.

Support the success and growth of the Barton County Young Professionals, and identify and groom those individuals well-suited for future business ownership.

Partner with the University of Kansas Red Tire Program to help match qualified alumni from any regional college or university with businesses whose owners are looking to retire.

Offer education to local business owners on succession planning and financial reporting.

Community Catalyst

Raise leaders of the future to be effective successors of our business community and cultural agencies.

GROW THE WORKFORCE OF THE FUTURE

Community Voice



Connecting People to training and incentives offered to support business owners and job seekers.



Inspiring Each Other by nurturing entrepreneurs, business ideas and opportunities.



Targeting Our Investments by creating a healthy, safe community with a high quality of life to attract and retain workers and by preparing people to compete in our technological society.



Growing Our Resources by creating opportunities for all people to allow them to reach their full potential.

Community Catalyst

Prepare people that already live in Great Bend to be successful contributors to the workforce of the future.



by increasing the local workforce capacity.

- Provide incentives for families relocating to Great Bend.
- Remove barriers to safe, suitable, attainable housing.
- Increase resources to train and retain law enforcement and mental health providers.
- Make resources of KANSASWORKS available to expand workforce training services for Great Bend employers.
- Work with businesses and employees to recruit family members of employees to move to Great Bend to help fill job openings.
- Provide access to child care for low-income and working families.



by connecting employers with qualified workers.

- Connect Great Bend businesses with KANSASWORKS resources and the American Job Centers Workforce System of partners and network of services to deliver a qualified workforce through matching services, supporting businesses, growing economies, and achieving prosperity for all.



by recruiting qualified workers, specifically people who grew up in Barton County and enticing them to move back.

- Offer a debt forgiveness program to support the effort to re-recruit college graduates who are originally from Great Bend.
- Identify students at colleges and visit them a year or two before graduation about returning to Great Bend upon graduation.

IMPROVE MOBILITY & ACCESSIBILITY

Community Voice



Connecting People through a complete transportation system.



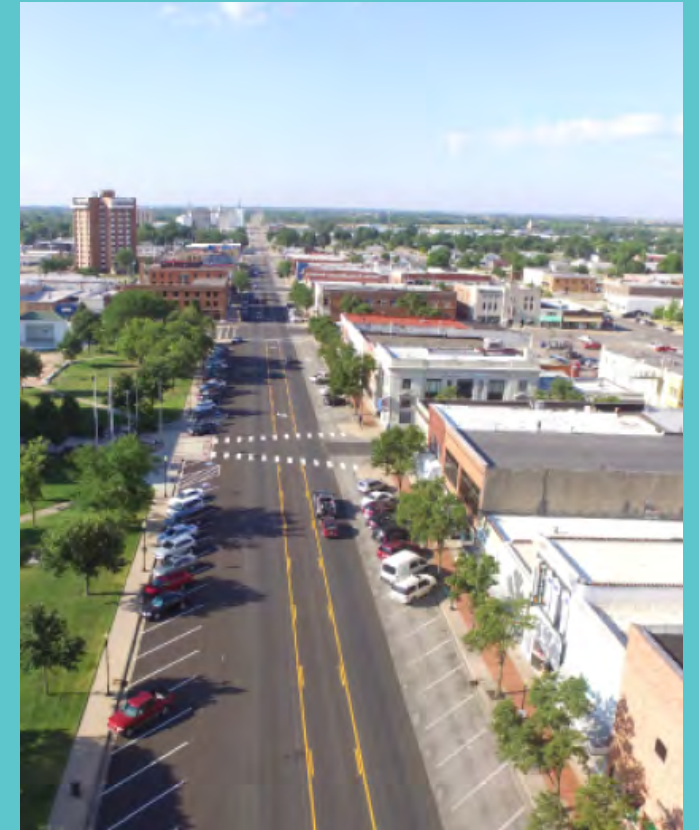
Inspiring Each Other to include all ages and abilities.



Targeting Our Investments to capitalize on our existing transportation network.



Growing Our Resources through the attraction of more frequent visits to existing businesses from customers already in Great Bend.



Community Catalyst

Take better advantage of Great Bend's central U.S. location by modernizing existing transportation and communication infrastructure to enhance mobility and accessibility of goods and people, and to meet the demands of rapidly changing market needs.





by taking advantage of the transload facility to grow our manufacturing businesses.


Modernize the rail facilities to enhance the ability to move goods.


EXPLORE NEW OPPORTUNITIES

Community Voice

 **Connecting People** by connecting knowledgeable business people together.

 **Inspiring Each Other** by including a culture of healthy competition and support for each other.

 **Targeting Our Investments** by identifying and building upon the strengths of Great Bend.

 **Growing Our Resources** by creating a pro-business environment.

Wealth Indicator

BANK DEPOSITS (IN MILLIONS)

BARTON
COUNTY

978

KANSAS*

711

* average of
all counties



by recruiting companies that: fill a gap in meeting the needs of local residents; provide goods or services existing businesses or industries need to purchase; and/or complement our growing specialty markets now and as they transform due to future trends.

Hire a consultant to work with the Great Bend Chamber of Commerce to advise on the identification of new industry appropriate for Great Bend.

Target businesses, in partnership with the Kansas Department of Commerce, that may be looking for a new home either as a result of being located in a unfriendly business environment or in an area of high living costs.

Community Catalyst

Build on the legacy of former Great Bend Innovators to maintain a position at the leading edge of change – Identify market needs, embrace diversification, and nurture creativity. Leverage the local agricultural conditions and transload facility to develop an industry around hemp growth, fiber production, and export.

Our vision is for Great Bend to shine as a regional
ECONOMIC, EDUCATIONAL, and CULTURAL CENTER.

A stylized illustration of wheat stalks in shades of brown and tan, set against a vibrant blue background. The wheat stalks are arranged in a curved, rhythmic pattern across the frame. A semi-transparent teal rectangular box is centered horizontally, containing the text "NEXT STEPS" in a bold, white, sans-serif font.

NEXT STEPS

A close-up, low-angle shot of a brick wall. The bricks are in various colors including red, orange, yellow, green, and black, arranged in a pattern that recedes into the distance. A semi-transparent teal banner is overlaid horizontally across the middle of the image, containing the text 'THANK YOU!!!' in a bold, white, sans-serif font.

THANK YOU!!!



GREAT BEND

Better than Great!