

Greenwood County

Newsletter: Issue 2

January 2011

Annual Reports

If you are interested in reading or downloading the Economic Development Office's 2010 Annual Report or the 2010 Report on the Economic Development Council Goals please contact the Economic Development Office via email at info@greenwoodcounty.org

Welcome 2011

Happy New Year to all!! Let's make 2011 a great year for economic growth in Greenwood County.

BUSINESS TIP

Are you constantly doing research to help improve your business, diversify, or give you an edge. Try using a Google Alert to deliver information to your email inbox. This will help reduce the amount of time you spend doing the searching yourself.

Technology: Do the Google

In today's technology based economy, many business owners are left in a daze when trying to determine which online applications will fit their business and their business goals best. Some folks swear by Facebook and Twitter while others feel YouTube, MySpace, and Linked In are the ways to go. Some business owners think they need to use all the above when it comes to online applications, while other business owners just have not quite jumped on the technology bandwagon at all.

No matter your position on the technology scale it is important to realize that regardless of what you choose to do, there will always be information on the web about your business. It is what you choose to do that makes a difference as to how effective this information is in promoting your business and increasing your customer base. So you are still not a believer? Try Googling yourself or your business with a + sign and your city to see what comes up. Yes....that means you business owners that don't even have a website.

For some of you Googling yourself will produce countless sites with information. If you are interested in processing each page and attempting to accurately update this information I have a worksheet that will help instruct you on how to go about doing this in an effective way. I can also provide assistance to show you how if you are not comfortable doing it yourself.

While we are on the subject of Google, did you know that a staggering number of people now rely on search engines such as Google to find places they have never been before? This function also works by typing in things such as "Restaurants near Eureka, KS" in to Google Maps. In the left navigation a list of restaurants will appear. This listing can be edited for more accuracy and also to include detailed information.

The information that appears here can come from a "Google Place" page. Google Place pages are free. If you are interested in exploring this online application for your business you can check out some great videos explaining the tool by going to www.youtube.com and entering "Google Places" in the search bar. A Google Place page will also give you great analytical information about your page traffic. All you need to get started with your Place page is a Google account.

If you like this Google application there may be others you have an interest in as well. If you would like to visit about other applications offered by Google contact me today by calling the Greenwood County Economic Development office at 620-583-8177.
~Ashley Bogle

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Coming Events

February 21

President's Day
Courthouse Closed

March 13

Daylight Saving Time
Begins

March - April

Kansas Field Trials

May

Museum Opening at the
Greenwood Hotel

May 30

Memorial Day
Courthouse Closed

The GWEDC meetings are always on the third Wednesday of every month but December. If you are interested in attending please contact the Economic Development Office. 620-583-8177

WELCOME

The Greenwood County Economic Development Council wishes to welcome Brian Hind to the County Commission Board. His term runs until 2014; at which time elections will be held again.

Investing in Your Community's Future:

All too often the chicken or the egg question becomes the paradigm of small communities when it comes to making an investment in its future. Many communities have generally accepted the notion that "if you build it, they won't come anyway so why take the risk." On the other hand if "it" isn't there, "they" won't come either. So how do we change this paralyzing philosophy that is crippling our ambitions to make our towns prosperous once again? The answer is as simple as changing our attitudes and beliefs; we need a "we can do it" attitude and a "we will do it" belief. By changing our mentality we can then challenge ourselves to find creative ways to invest in our community's future.

I realize this is not an overnight fix. The first step towards this change can be focusing on what is good in our community and looking for ways to build it up. By focusing on the good the spotlight will shift away from the less than stellar attributes your community may possess. When we start seeing our communities for the good things it becomes easier to look towards improving the future.

The City of Madison with a booming population of 729 is a great example of the progress that can be made with a little fortitude. Two projects easily come to my mind; the first being the broadband service project initiated by Madison Telephone LLC. Madison Telephone took the initiative to apply for ARRA funding in the form of a loan/grant package to take fiber to the homes of all residents in their service area. Many may say that this was a risky move however the folks at Madison Telephone realize that if they don't invest in their community they someday might not have a community to serve. From my side of the fence I see this as a golden investment in their future.

The second example was the community's desire to once again have a restaurant. Various groups and individuals rallied to create an economic development loan program through the Verdigris Valley Community Foundation. The business owner was then able to finance remodeling and start up expenses through the Foundation. Upon repayment of the loan the program will remain intact for the next great thing that comes to Madison.

The moral of the two examples is that with belief in your community, a little "can do" attitude, and some investment; great things can happen once again. Remember your community was not built in a day so it can not be improved in one day either.

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Rural Kansas "Come and Get It"

Have you heard of the Rural Kansas: "Come and Get It" initiative by the Kansas Sampler Foundation? Have you seen or heard how this initiative greatly impacts rural communities in Kansas?

If not I urge you as involved community citizens to check out their website at:
www.getruralkansas.org

Think this isn't for your small town...wrong...it's only for small towns; population less than 2,500.

After checking out the site, if you are interested in this for your town contact the Econ. Dev. Office at 620-583-8177 or the Kansas Sampler Foundation to find out how you can join.

Did you know that Madison has a new café? If you haven't made it to Madison lately consider a little road trip to experience the great food and atmosphere at:

Triva's Eatery
115 N 3rd
Madison, KS

Hiring Needs? Annual Statewide Kansas Job Fair

The Kansas Department of Commerce/KansasWorks and Kansas Economic Development Alliance/KEDA are co-sponsoring the annual Statewide Kansas Career Fair to be held at the Kansas Bicentennial Center in Salina on Tuesday, February 1st from 2:30 to 6:30 p.m. This statewide event is open to all employers with Kansas job openings. The event will be promoted extensively to all jobseekers. Cost of an employer booth is \$100 if received by January 7, and \$125 after that date. To reserve a booth, please email: plashell@kansasworks.com or call 785-577-4610 for more information.

AMI Works in Greenwood County

The Advanced Manufacturing Institute (AMI), located at Kansas State University, provides product and process development solutions. AMI works with businesses of all sizes in every market, including manufacturing, transportation, aerospace, consumer products, agriculture, food, chemicals, plastics, bioprocessing, equipment and machinery. AMI has 20+ years of experience working with Kansas industries.

In May 2010, the Workforce Alliance and WorkforceOne entered into an agreement with AMI, funded by the WIRED initiative, to work with local economic development organizations to identify and meet with businesses and determine if there is interest and ability to expand into the emerging wind industry. The targeted region includes the counties of Butler, Elk, Harvey, McPherson, Sedgwick, Chautauqua, Greenwood, Kingman, Reno, Sumner, Cowley, Harper, Marion and Rice.

Recently AMI has begun to conduct their pre-assessments with manufacturers in Greenwood County. The pre-assessment process started with meetings between AMI and local officials to gauge awareness and interest levels. Following that up, onsite meetings began in mid January where information is being shared and pre-assessed. The program purpose is to increase connectedness to emerging markets, improve competitive advantages, improve operations, reduce/eliminate wasted time pursuing a non-viable market, and increase connectedness to other Kansas companies.

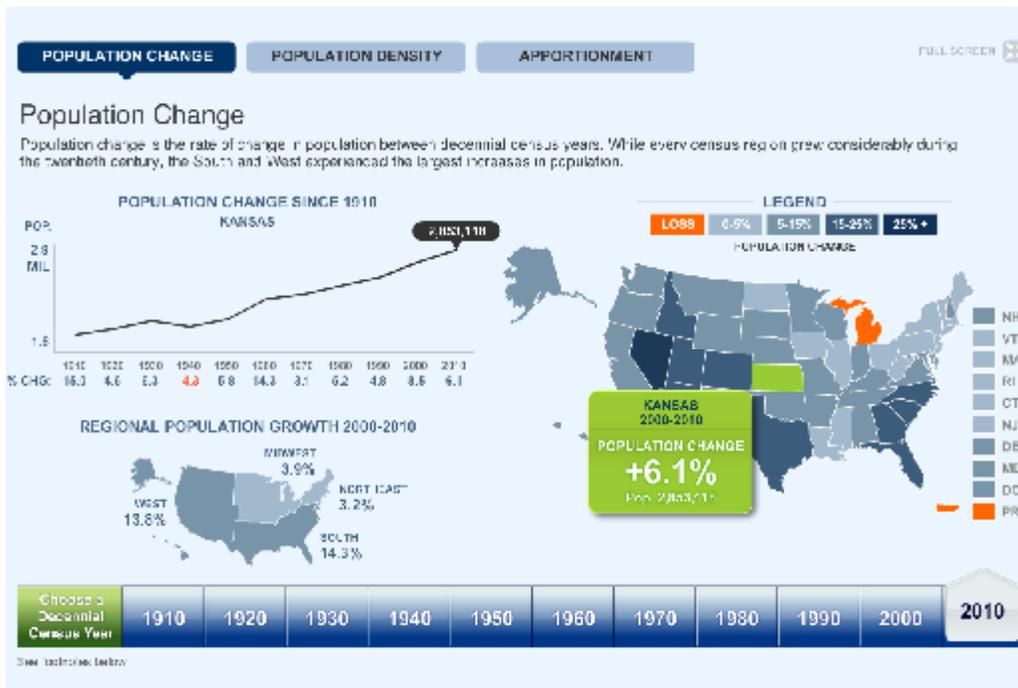
This program is underwritten by regional sponsorships and the WIRED initiative which is very valuable to Greenwood County because it reduces the cost of pre-assessment for manufacturing companies to ZERO!

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First of the 2010 Census Data: Population Change

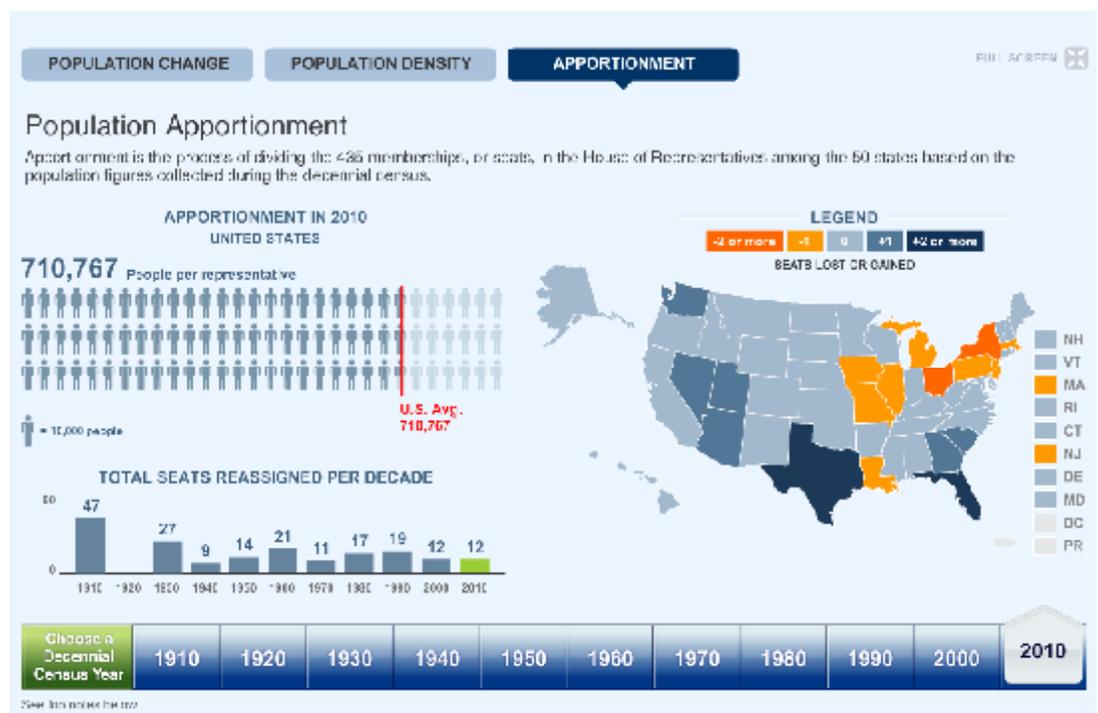


Kansas had a 6.1% population increase since the 2000 Census. The 2010 data resulted in having no effect on our State's apportionment. Apportionment is the process of dividing the 435 memberships, or seats, in the House of Representatives among the 50 states based on the population figures collected during the decennial census.

Ten states lost seats in the house; they include: Iowa, Missouri, Illinois, Louisiana, Michigan, Pennsylvania, New Jersey, Massachusetts, Ohio and New York. While eight of the ten lost only one seat, Ohio and New York lost two seats each.

Texas gained four of the seats while Florida gained two. A hand full of other states shown on the map gained the remainder at one seat increments.

First of the 2010 Census Data: Population Apportionment



FEEDBACK

You tell us what you want to know about!

Is there a subject you would like to see covered in this newsletter?

Let us know and we will do our best to get it in.

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Youth Spotlight

Do you know of a youth organization in your school district or community doing great things to make Greenwood County or your town a better place?

If you do let me know about their projects and I will gladly include them in a Youth Spotlight.

The future of our communities depends on our kids today. We have some great ones so lets cheer them on and give them recognition for all their hard work.

Thank you for your interest in Greenwood County. Please share this newsletter with others and encourage them to subscribe.

The next issue will be out around April.

Business Opportunity: Retail in the Greenwood Hotel

Get ready...get set....GO Lease! It's official, the Greenwood Hotel's retail spaces have officially been renovated and are now ready to be leased by business owners. All too often many downtowns are a hard place for a new business to start. Typically after being saddled with financial debt just to get going there aren't enough funds left to purchase a building, let alone make improvements or make it energy efficient. With the Greenwood Hotel, entrepreneurs don't have to worry about that because the Greenwood Preservation Society has taken that burden away.

The Greenwood Preservation Society took on the challenge of restoring this nationally recognized historic structure and has succeeded by completing the first phase of rehabilitation. Now new businesses have a place to go where rent and utilities will be reasonable, spaces will be neat, tidy and clean and best of all...mortgage free.

Four spaces are available for rent, ranging in size from 480 to 680 square feet. One store front is located on Main Street while the others are located on 3rd. Each space

has its own entrance, restroom, heating and cooling system and classic (architectural) charm. The interior consists of new sheetrock and freshly painted walls, insulated ceilings and carpeted floors. The main street store front features an historic tin ceiling. To see a layout of the floor plan visit the Greenwood Hotel's website at www.greenwoodhotel.org and click on restoration.

As if having top notch retail space available wasn't enough; the Greenwood Hotel also has two meeting rooms for rent with a flavorful transportation museum separating the two. Keep your eye on this "Grand Princess of the Prairie" as she begins to turn heads. She will soon be busting at the seams with new business and cultural events so don't wait to get your foot in the door.

If you are interested in any of the retail spaces or reserving either of the two meeting rooms, contact Heather Fuesz at 620-583-7271 for more information.

