

NewsLetter

Business and Economy

Issue no. 5

Great Bend
ECONOMIC DEVELOPMENT
A Barton County Partnership for Growth
www.gbenedinc.com



MEET OUR PRESIDENT



Sara Hayden is a native of Great Bend, Kansas and located back to the area to pursue the opportunities with economic development. Sara comes to Great Bend Economic Development with a bachelors degree from Friends University and close to 10 years of experience in management and customer service. Her experience combined with her passion for the area is sure to spur new growth.

COMMS DIRECTOR



I'm GBED's Communications Director, Lee Ann June. As a longtime local with a love for community, I am excited to join forces with GBED to promote and grow Great Bend. I bring a comprehensive set of skills that I believe will be valuable to this organization. Sharpening my skills in marketing, planning, and communication at the Great Bend Chamber of Commerce, I am delighted to contribute my talents towards GBED efforts. Mother of two, former business-owner/instructor, creative; I bring a unique perspective to this position. I'm motivated by the momentum and invested in seeing the Great Bend area thrive.

GROW WORKFORCE: A Recruiting Incentive for Barton County Residents

Know someone who would love
a great paying job in Barton
County?

Recruit them and GET PAID!

How it works:

1. Pick an advertised job posting and share it with your friends and family who live outside of Barton County.
2. Your friend or family member moves to Barton County to fill one of the advertised positions and GBED pays you CASH for your recruiting efforts.
3. After your recruit completes 90 days of employment the employer will then match the cash you received from GBED.

Amount received is dependent on the job salary. For example: if the job you recruited for pays between \$35K - \$53K you will make \$500, if the job pays between \$54K - \$69K you will make \$750, and if the job pays \$70 + you will make \$1000!

Visit our page to view the advertised jobs to get recruiting OR visit our page if you are a business that would like to advertise a position.

To advertise your open positions contact us [HERE](#)

To learn more about the program, visit us [HERE](#)



Above: Larissa Graham accepts check for \$250 from Great Bend Economic Development, Inc. for recruiting her son-in-law to Great Bend as part of the recruiting incentive for Barton County residents. Congrats to Larissa for taking advantage of this incentive!



Final Friday's on Forest 2022 - Presented by GB Alive!



Friday's on Forest is BACK! It will run the final Friday of each month from April - November.

GB Alive is GBED's downtown development arm and we are committed to, not only Friday's on Forest, but many other downtown development initiatives to come.

The following is the food vendor schedule and availability:

September 30 - RePerks & Flatlanders
October 28 - The Spread & TBA
November 25 - TBA

Band Lineup:
September - Kurt Allen Band
October - HomeBrew
November - TBA



For the latest updates follow us

[HERE](#)

and

[HERE](#)

3 Kansas EDOs Join Forces in Recruiting

Mid-September, three Kansas economic development organizations will partner to recruit workers to their respective areas at the New Mexico State Fair. The goal is to share the promise of excellent careers, quality of life, and many job opportunities to New Mexico residents.

New Mexico State Fair is a innovative recruiting solution in collaboration with Dodge City and Liberal Economic Development teams. The goal is to expose potential workforce in New Mexico to what western Kansas has to offer. Businesses wishing to be advertised are encouraged to send over marketing materials. Is your business interested in joining us in New Mexico? Reach out today to become a partner.



Loft Living



Loft living can utilize the historic buildings in Great Bend's downtown corridor while adding to the available housing. By updating and filling those upper levels with households, downtown lives a new life and helps with the housing crisis.

"If we were to use the existing infrastructure that these historic buildings provide, we now have the ability to shorten our end goal timeline."

In combating the rural housing crisis, we have to consider every opportunity, traditional and outside the box. Of course traditional tells us we need a new housing development, and while

we certainly do not disagree, we saw a quicker timeline opportunity in a less traditional, route downtown loft living.

Great Bend's downtown corridor alone has over 200,000 SF of unused upper floor space. If we were to use the existing infrastructure (building, infrastructure, plumbing, etc.) that these historic buildings provide, we now have the ability to shorten our end goal timeline. In finding this opportunity, the next step was to provide funding assistance to enable downtown property owners to complete these loft and commercial spaces in a condensed timeline. As these are historic buildings, there are many costs property owners will face to upgrade these unused/ vacant spaces.

The funding assistance comes in the form of our loft grant program. It will provide \$5.50 per interior SF of the property to help property owners spur forward to complete these extensive, but worthwhile projects. This project has the potential to create over 20 new residential units and a handful of new commercial opportunities.

Great Bend Economic Development is continuing forward with other more traditional housing solutions as well and will share those projects as they gain traction.

Learn more about the loft project and the funding opportunities available here:

<https://www.gbedinc.com/downtowndevelopment>

* Other state and federal funding opportunities for this project are available now. Reach out for more information.

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New Business Highlight: Hatchet Axtion

Rustic but Modern Entertainment!

"... we thought why not bring axe throwing to town"

Briefly tell us about yourself and your business partner?

Both Johan and I have grown up in Great Bend. I am 20 years old and Johan is 22. Johan and I got to know each other through involvement in band activities throughout high school. Johan went out to Barton Community College and has his associates in automotive technology and currently, I am going to K-State to get my bachelor's in computer science.



Photo Credit: Freestyle Marketing

"...there are plenty of friendly people in the local area that are great help and would love to see businesses prosper and grow here, so feel free to reach out to people and don't be afraid to ask for help."



Tell us about your business?

Johan and I came about the idea to bring axe throwing to Great Bend when we were actually in Overland Park throwing. We were talking about how there are not a lot of entertainment options in Great Bend and the surrounding areas. So we thought why not bring axe throwing to town. From there we looked at the whole atmosphere and layout at other places and decided we didn't like the chain-link fence atmosphere that most give off. At ours we knew that we wanted an atmosphere where it is more relaxed and fun to hang out. At that point we knew that we would have to be resourceful, and so that is where we came up with the idea of using pallet wood as well as metal tubing to build the walls. While we were throwing in Overland Park we also found parts that we enjoyed like how they had ipads that cast to tv's for the score keeping, because of that we ended up including that here.

We would like to just inform the public that if you are at all hesitant feel free to come in anytime we are open and you can spectate others throwing, get a walk-through, and even throw a couple times for free. We are open Wednesday and Thursday 5 pm-10 pm Friday 5-12 Saturday 12-12 and Sunday 12-5. We offer axe throwing for an hour long and you have to be at least 12 years old to throw. If you are between the age of 12 to 17 must have a guardian or parent sign the waiver for you and that parent/guardian must stay for the full time. If you have kids below the age of 12, we do offer a children's area where we have a projector playing movies with bean bags around as well as an air hockey table. If you are looking to plan parties or events, thing about including axe throwing it is great for team bonding while having fun. You can hold birthday, retirement, team building, graduation, wedding, and even bachelor/bachelorette parties. We do offer special prices for groups or even to rent out the whole place so if you are interested in that feel free to reach out and contact us.



www.gbedinc.com



“The last and most important thing I have learned is that it is beneficial to get out of your comfort zone because you will start to see opportunities arise in places you didn’t see before.”



Why did you choose to locate your business in Great Bend?

Johan and I chose to locate in Great Bend mainly because growing

up here we both would here how there isn't a lot to do here, and we both knew that we wanted to do something to help benefit our hometown. What helped inspire us to start up this business is mainly the excitement of adding more to Great Bend and providing a service to people that they could enjoy with family and friends.

What did your startup plan and timeline look like?

Our whole start-up process began with us doing research into what we needed and how much our expected start-up cost was. From there we started looking at how we wanted to build the lanes and with what materials, and as we started doing more research into it we decided that the best thing to do is get pallet wood for the walls and then square tubing for the top half for more structural support. We then started looking into the legal side of things along with building our presence online. After getting all of those things in order and building everything by hand it ended up being around 3 months.

If you could share any positive feedback to another company hoping

to open in the Great Bend market, what would it be?

Some positive feedback to other companies starting up in the Great Bend market would be that there are plenty of friendly people in the local area that are great help and would love to see businesses prosper and grow here, so feel free to reach out to people and don't be afraid to ask for help.

Anything else you'd like to share about your business experience thus far?

Thus far in my business experience, the most important thing I have found is that there are a lot of resources on the internet to help you as well as people in the local area that can help answer questions you may have. The second most important thing I have learned thus far is that sometimes your first plan doesn't work out how you expected, so you have to keep going and really fake it until you make it. The last and most important thing I have learned is that it is beneficial to get out of your comfort zone because you will start to see opportunities arise

in places you didn't see before.

Go meet Sage Cauley and Johan Sanchez and check out Hatched Axtion today at: 1210 Main Street

Hatched Axtion Hours:

- Wed** 5 pm - 10 pm
- Thurs** 5 pm - 10 pm
- Fri** 5 pm - 12 am
- Sat** 12pm - 12 am
- Sun** 12 pm - 5 pm

OR

Visit their website [HERE](#)

Entrepreneurship Resources with Great Bend Economic Development

Entrepreneurs are the key to success in rural communities. If you have interest in creating a business, reach out to us today for help with business planning, financial analysis and access to start up loan funding. Great Bend Economic Development partners with many experts in the entrepreneurship field to bring you all the resources you need to get started successfully.



GBED commemorates Apprenticeship Champion, KMW Loaders

On September 1, 2022 at 10 a.m., Great Bend Economic Development will celebrate local Apprenticeship Champion, KMW Loaders, at their Great Bend Plant, 198 US 281. This event honors KMW Loaders launching a new apprenticeship program partially funded by State and Federal programs. With the assistance of Hamilton-Ryker's workforce development division, TalentGro, KMW Loaders was connected to government investment, both State and Federal, to equip local businesses with workers with skills needed to help the business thrive and grow. Three new apprentices begin their journey into a career in manufacturing with the launch of this new apprenticeship program at KMW Loaders. Great Bend Economic Development will host the media, community leaders, as well as other businesses interested in taking part in the program. During the presentation of the Apprenticeship Champion award to KMW Loaders from GBED, there will be a press conference, Q&A about apprenticeships, and a short tour of KMW Loaders. Following the event, businesses are invited to learn more about the apprenticeship program from GBED and Hamilton-Ryker/TalentGro at an informational session. For more on the informational session please call GBED at 620-796-2407, register online at: www.gbenedinc.com/gbwc, or email: marketing@gbenedinc.com.



The Value of APPRENTICESHIPS

What is Apprenticeship?

Structured training programs which give you a chance to work towards a qualification. They help you gain the skills and knowledge you need to succeed in your chosen industry. Getting into employment earlier means there's lots of potential for you to progress in your career quickly.

Think of an apprenticeship as an opportunity for employers to invest dedicated time and expertise in their new hires, and an opportunity for the apprentice to gain the qualifications or expertise to finish and enter the company in a skilled position.

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Reasons to APPRENTICE

5

- 1 Obtain company-specific training to enable you to enter the company at a higher level of employment.
- 2 Earn college credit towards your degree. Several colleges and tech schools may participate.
- 3 You are more likely to be paid more after the successful completion of an apprenticeship.
- 4 Build a network within the company.
- 5 Gain more marketable skills.

Apprenticeship in Barton County

Looking for ways to build your workforce pipeline? Apprenticeship might be the answer you've been looking for!

With this model, you are able to create a line of apprenticeships that takes someone from entry level to skilled positions within your company. Together with a mentor, your apprentice will participate in on-the-job-training, outside education that you as the employer choose based on your goals and needs, and a structured timeline for progression in wages, core competencies all the way to completion.

Our partners at Hamilton-Ryker will work with you to create a custom apprenticeship program, provide funding to assist with training costs, and take care of all of the reporting to the state office to ensure your apprentice is getting recognized by the state for their hard work and career advancement, all while our BCC partners help with your training needs.

To get more information or find out how this may benefit your company contact us [HERE](#)

HOUSING INCENTIVES: Refresh Your Exterior!



AN EXTERIOR HOME ASSISTANCE PROGRAM

MEET OUR SPONSORS:



APPLICATION AND ELIGIBILITY

- Applicants must own and have their primary residence in the property for which they are applying for assistance
- Applicants must be current on property taxes
- Fill out an application at www.gbedinc.com/brushupgb



PROCESS AND TIMELINE

- Applicant will turn in completed application
- If approved, staff will assess the home, take pictures and purchase paint and supplies within 30 days of received application
- Once painting is complete staff will assess the home and take pictures



CALL THE EXPERTS

Please email us at director@gbedinc.com to get recommendations for professional painters to help with your project!



READY. SET. RENOVATE!

Are you ready for an exterior makeover? Let Great Bend Economic Development pay for the paint to make your curb appeal plans come to life! Eligibility and process can be found on the back side of this postcard or on www.gbedinc.com/brushupgb.



Phone: 620 796 2407



Our Location:
3111 10th Street
Great Bend, KS 67530



www.gbedinc.com/housing
director@gbedinc.com

New Updates to the Brush Up Program!

Visit our page [HERE](#) to learn more!

Upcoming Events & Business Education

Upcoming Events and Business Education

1 SEPT.	Apprenticeship Press Conference Thursday, Sept. 1, 2022 10 am KMW Loaders, 198 US 281 https://www.gbedinc.com/gbwc	24 SEPT.	Damn it, Do it Day/ City Wide Cleanup Saturday, Sept. 24, 2022 8:00am - 4:00pm Odell Street between 11th and Lakin https://www.facebook.com/	13 OCT.	Start, Run and Grow Thursday, Oct. 13, 2022 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/
10 SEPT.	Community Paint Day Saturday, Sept. 10, 2022 8:00 am-5:00pm Alley behind Dry Lake Brewing https://bartonccc.edu/	29 SEPT.	Start, Run and Grow Thursday, Sept. 29, 2022 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/	20 OCT.	Start, Run and Grow Thursday, Oct. 20, 2022 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/
15 SEPT.	New Mexico State Fair Wednesday, Sept. 15 - 18, 2022 5:00pm-9:00pm Join GBED there or send your marketing materials with the staff! https://www.gbedinc.com/qbalive	30 SEPT.	Fridays on Forest Friday, Sept. 30, 2022 5:00pm-9:00pm Forest Avenue between Main and Williams https://www.gbedinc.com/qbalive	27 OCT.	Start, Run and Grow Thursday, Oct. 27, 2022 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/
22 SEPT.	Start, Run and Grow Sept. 22, 2022 (deadline Sept. 8) 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/	6 OCT.	Start, Run and Grow Thursday, Oct. 6, 2022 5:30pm-8:30pm Great Bend Events Center https://bartonccc.edu/	28 OCT.	Fridays on Forest Friday, Sept. 30, 2022 5:00pm-9:00pm Forest Avenue between Main and Williams https://www.gbedinc.com/qbalive

Thank you for Following Along on our Journey!

As we sprint forward into 2022, we are elated with the momentum gained and plan to continue to capitalize on the current progress and continue pushing forward on many ground breaking projects.

If you are interested in *investing* in GBED projects, we would be happy to keep you updated on any specific categories of interest. The upcoming project categories that we will be seeking funding for are as follows:

- * Housing
- * Childcare
- * Entrepreneurship

Anything you want to see in these newsletters that was not included? Please reach out to marketing@gbedinc.com with your feedback.



● Facebook



● Instagram



● LinkedIn



● TikTok



● Website

