

# NewsLetter

Business and Economy

Issue no. 6

*Great Bend*  
**ECONOMIC DEVELOPMENT**  
A Barton County Partnership for Growth  
[www.gbenedinc.com](http://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.

# GREAT BEND ALIVE

## Art Alley

More than paint on concrete, this project/event showed pride in Great Bend, downtown, and community.

With incoming rain, we put the plans on fast forward. We were worried we wouldn't have enough volunteers available, however, THEY SHOWED UP! Many volunteers stayed after their allotted time to help with the progress. The heat of the day was intense, but the volunteers' vibe (all 40+ of them) was light with a sense of community and purpose. This GBED Staffer was inspired by them and enjoyed the day, beyond measure!

Watching the positivity stream in from social media comments, talking to passersby while painting, and the heart of all the volunteers was nothing less than joy for this GBED Staffer. Thank you to all those that made this event and project possible. Our talented local artist, Melanie Ryan, not only

created the design but kept volunteers organized and engaged all day. Melanie is nothing less than a treasure for Great Bend. I hope all involved understand the value of their investment in Great Bend Alive. To our volunteers and committee members, thank you for not only stepping up but working to help this become a reality.

Thank you, Barton County citizens, for helping, supporting, and encouraging more of the good. Thank you, to our volunteers for pivoting to a new day. Thank you, Melanie Ryan, for your artist talents, and seemingly endless energy in completing this mural! Thank you to the Great Bend City Council for approving this project and assisting our team with the street closures. Thank you, @BartonArtsMovement for teaming up with GB Alive to create MORE art in our downtown corridor.



**Great Bend Foundation**  
Alan & Gail Moeder

**Wheatland Electric**  
Delivering Energy for Life  
Sheryl Cheely  
Dedra Goodenough

**BARTON**  
COMMUNITY COLLEGE

**SPECTRUM**  
CPA Partners, LLC

**MPIRE**  
REALTY GROUP

## Fridays on Forest

Presented by GB Alive!

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

Fridays on Forest run the final Friday of each month from April - November. Fridays on Forest is winding down for the season, but that doesn't mean the fun is. Plans are coming together for NEW additions for October and November dates.

Pictured to the left are one set of benches that are one of the latest additions to Fridays on Forest. The four benches were donated to GB Alive by Sheryl Cheely. Thank you, Sheryl for your commitment to Great Bend Alive!

**The following is the food vendor schedule and availability:**

- October 28 - The Spread & TBA
- November 25 - TBA

**Band Lineup:**

- October - HomeBrew
- November - TBA

We will welcome Fridays on Forest back April 28, 2023. If your organization would like to participate, volunteer, or sponsor one of those events, please reach out!



For the latest updates follow Great Bend Alive on:

- Facebook
- Instagram
- TikTok
- GBEDinc.com/gbalive



# 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](#)

# New Updates to the Brush Up Program!

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

**Brush Up BC**  
AN EXTERIOR HOME ASSISTANCE PROGRAM

**MEET OUR SPONSORS:**

- Great Bend ECONOMIC DEVELOPMENT
- TROY'S COLOR CLINIC PORTER PAINTS

**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/housing](http://www.gbedinc.com/housing).

**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/housing](http://www.gbedinc.com/housing)

**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 (volunteer availability may affect this timeline)
- Once painting is complete staff will assess the home and take pictures

**CALL THE EXPERTS**

Please email us at [director@gbedinc.com](mailto:director@gbedinc.com) to get recommendations for professional painters to help with your project!

Phone: 620 796 2407

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

[www.gbedinc.com/housing](http://www.gbedinc.com/housing)  
[director@gbedinc.com](mailto:director@gbedinc.com)

# Innovative Recruiting

The New Mexico State Fair was an innovative recruiting solution in collaboration with Dodge City and Liberal Economic Development teams. The goal of the partnership was to expose potential workforce in New Mexico to what western Kansas has to offer.

Chris and Melanie Ryan from Sunrise Staffing (pictured with GBED President, Sara Hayden) joined GBED for a day of recruiting at the fair. Discussions were had with folks from all walks of life. Fair goers from entry-level positions, retail, teachers, EMS workers, engineers, and a pair of lawyers had discussions with our organizations about job availability and what Kansas has to offer. One couple in particular was impressed with the draw of Kansas and our sense of community pride. The couple was looking to leave the city and open a practice in a smaller community.

During a recap meeting with the two



other ED organizations, all are interested in going back to the New Mexico State Fair again. All involved were pleasantly surprised with the positive feedback and number of potential candidates to move to Kansas communities

and join our workforce. The group also discussed ways to improve the effort in the future. All three agreed to improve the messaging, brand the Kansas communities together, as well as extended promotion ahead of the event.



## Bringing new life to historic Downtown

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.

# Apprenticeship

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/TalentGro Division 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.



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

## KMW Ltd. was the first Apprenticeship Champion, Who will be next?



KMW Loaders earned the certification "Apprenticeship Champion" on September 1st. If you/your business is interested in beginning an apprenticeship program, but don't know where to begin. GBED can help!

Watch the Full Video of the Apprenticeship Champion Press Conference [HERE](#).

## Two employees from KMW answer the question: Why Barton County?

In a new video series, we are asking businesses why they chose Barton County to open their business or what keeps them here. We spoke with couple employees from KMW Loaders, check out their answers by clicking on the image to the right.



Do you have questions for GBED?  
Submit questions [here](#) or by emailing [marketing@gbedinc.com](mailto:marketing@gbedinc.com)

# New Business Highlight: **Catalyst Therapy and Sports Rehab LLC**

Premier Orthopedic and Sports Rehabilitation

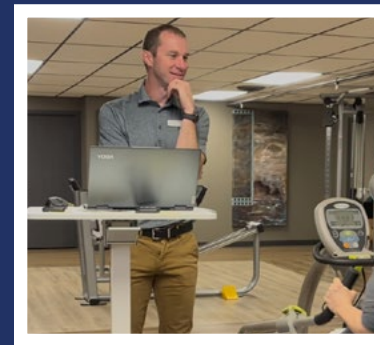
*"... Barton County's only APTA  
Board Certified Clinical Specialist in  
Orthopedic Physical Therapy "*

## **Briefly tell us about yourself**

I am originally from Olathe, KS. I moved to Great Bend in 2016, after marrying my lovely wife Heather (Hoffman), and now we have four children. I graduated from Emporia State University with a Bachelor



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certainty that the kindness and  
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of Science in Athletic Training in 2011, then went on to graduate from Wichita State University with a Doctorate of Physical Therapy in 2014. Maintaining my certification as a Strength and Conditioning Specialist since 2018, I became Barton County's only APTA Board Certified Clinical Specialist in Orthopedic Physical Therapy (OCS) in 2021. Since graduating, I have taught content to physical therapy students at Wichita State University and contributed to physical therapy textbooks. Selected as a member of the prestigious traveling fellow program with the Sports Physical Therapy Section of the APTA in 2017 and I enjoy speaking at conferences.

## **Tell us about your business**

I have always wanted to run a business from an early age. The idea of working for myself always intrigued me. One of the final pushes for me to open my own company occurred during my final clinical rotation in school with a company in another state. I loved the way they operated and provided patient care. It has

continually inspired me on how to take care of my patients. Furthermore, my wife has always been supportive and pushed me to go for it.

The design itself is a fun story. I used a mentor of mine's company name (Catalyst) since he was selling his business. I wanted to update his logo, so I had a marketing specialist help me. We merged a couple of his designs together to fit the feel we were going for with Catalyst. The colors blended together showed our care for all types of patients and the flexibility of the logo to support movement and health.

Catalyst was built from the ground up based on treating patients with best practice. Meaning, the goal is to care for each patient with the best/most ethical care that current science supports. It is a tough challenge to keep up with science-based care, but that is the goal. This is done so that patients can feel confident they are getting the best care available. Furthermore, my achievement of being Board Certified in Orthopedic Physical Therapy was the biggest step towards providing excellent care. Getting certified in this goes well beyond having a college degree and getting licensed as a physical therapist. You must apply and get accepted to sit for an exam that essentially covers the past 10 years of



**Learn more about Catalyst Therapy  
and Sports Rehab [HERE](http://www.gbedinc.com)**

[www.gbedinc.com](http://www.gbedinc.com)



***“Catalyst was built from the ground up based on treating patients with best practice. Meaning, the goal is to care for each patient with the best/most ethical care that current science supports. It is a tough challenge to keep up with science-based care, but that is the goal.”***



published literature on physical therapy care in Orthopedics. This was by far the most difficult exam I have ever taken.

## 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.



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

My wife grew up in Great Bend, and we love it here. It has been a natural transition to establish our family and watch them grow up here. We look forward to many years of service and living in this community.

### **What inspired you to start your business?**

I have always dreamed of running my own practice. My wife, an old mentor and family were major inspiring factors. They believed in me, and so I went for it. Without their support I could not operate.

### **What did your startup plan and timeline look like?**

Opening a medical practice was a challenge. There are lots of steps to go through in

order to open and operate. With the help of my peers and mentors I was able to complete the process in a very short amount of time.

### **If you could share any positive feedback to another company hoping to open in the Great Bend market, what would it be?**

Get the support from those around you, and don't hold back. Understand that it will be more difficult than you could even imagine, but be confident that you can get it done. This community has so many helping hands to be offered. Great Bend will love you and support you, and this will allow your company to thrive.

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

This community has been

incredibly crucial for my success. I can say with 100% certainty that the kindness and support of the people of Barton County and the surround area is the main reason I have patients to treat each day. I am so fortunate for the small-town support and cannot thank this community enough.

## **Catalyst Therapy and Sports Rehab LLC**

2817 9th Street  
Great Bend, Kansas 67530  
PHONE: (620) 282-4825  
FAX: (620) 860-4125  
[www.catalysttherapyks.com](http://www.catalysttherapyks.com)

### **Clinic Hours**

Monday: 7:00am-6:00pm  
Tuesday: Closed  
Wednesday: 7:00am-6:00pm  
Thursday: Closed  
Friday: 7:00am-6:00pm  
Saturday - By Appointment  
Sunday - Closed

# Did You Know?



Photo Credit: Freestyle Marketing

## How about some spending pattern facts?!

STI: Spending Patterns Summary (Annual)	Walmart 0-5 min				Walmart 0-10 min				Walmart 0-20 min			
	Aggregate Expenditure Estimate	%	Average per Household	Market Index to USA	Aggregate Expenditure Estimate	%	Average per Household	Market Index to USA	Aggregate Expenditure Estimate	%	Average per Household	Market Index to USA
Apparel and services	\$ 6,330,073	4%	\$ 1,525.97	80	\$ 10,900,732	4%	\$ 1,585.36	83	\$ 16,083,198	4%	\$ 1,586.10	83
Men and boys	\$ 1,462,912	1%	\$ 352.66	80	\$ 2,509,466	1%	\$ 364.97	82	\$ 3,717,112	1%	\$ 366.58	83
Women and girls	\$ 2,527,174	2%	\$ 609.22	79	\$ 4,354,193	2%	\$ 633.25	83	\$ 6,412,707	2%	\$ 632.41	82
Children under 21	\$ 193,009	0%	\$ 46.53	84	\$ 338,764	0%	\$ 49.27	89	\$ 492,275	0%	\$ 48.55	87
Footwear	\$ 1,432,162	1%	\$ 345.25	81	\$ 2,462,263	1%	\$ 358.10	84	\$ 3,640,408	1%	\$ 359.01	84
Other apparel products and services	\$ 714,820	0%	\$ 172.32	80	\$ 1,236,045	0%	\$ 179.77	83	\$ 1,820,703	0%	\$ 179.55	83



## Fun Facts...

Our area spends \$16M annually on clothing and apparel/services. That equals around \$1,586.10 per household!

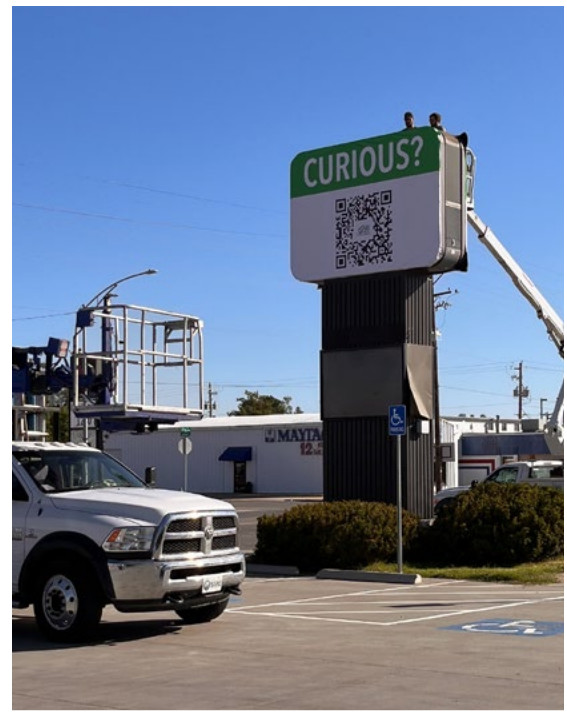
That's above average spending when compared to the rest of the US.



# Project Change

**Steps are being taken to clean up our community. Grow is important, and action is being taken.**

Great Bend Economic Development exists to effect positive change and growth in our community. With this mission in mind, we set out to correct an area of blight that has negatively impacted our community for too long. Follow along as we take this once proud hotel property, back to a beacon of success in our community.



## Step One: Purchase

This project started in January 2022 as a roundtable discussion about the greatest needs of our community. When conversation ensued on 3017 10th Street, it ended with a decision to "go for it!" There's only so long we can say, "someone should do something about that," that someone is Great Bend Economic Development! After much negotiation we were able to settle on a fair price for the property. Thinking things were smooth sailing from there we started planning and dreaming about the future of this property and its place in our community landscape. Little did we know 7 months of back and forth were to follow before, finally, in August

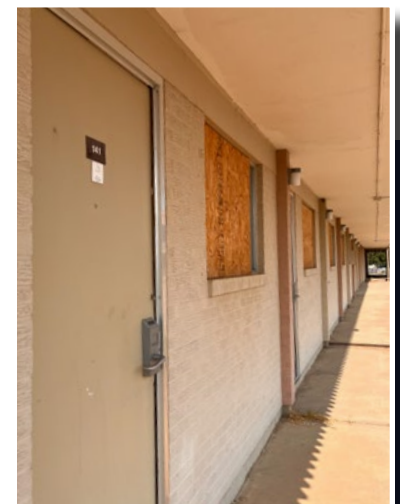
of 2022 we secured ownership of 3017 10th Street.

## Step Two: Legal Work begins

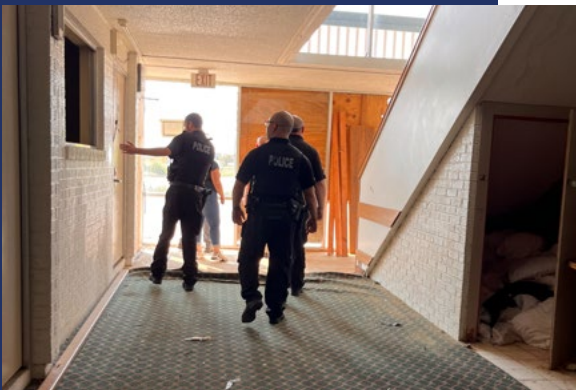
Ultimately, we have goals to see this property as a hotel for Great Bend again. Before we get to that point we have some legal processes we need to go through to make sure everything is in place to allow us to make the best possible use of this property. While we certainly would opt for this project to move at a sprint, we all are going to have to be content with a walk for the time being, keeping in mind that forward motion is a success.

## Step Three: Clean Up and Secure

While we have work to complete



***“The secret of change is to focus all of your energy not on fighting the old, but on building the new” -Socrates***



before we can do any extensive changes to the property, we are committed to cleaning and securing it to make it safe for our community. It's not a mystery that this building is housing some unsafe activity. We want to ensure that, to the best of our ability, we keep these unsafe acts from happening. Over the next month you will see the landscaping cleaned up, the roof up front secured and the windows and doors covered. These measures, plus some other security measures, will help to keep our community safer.

#### **Step Four: Demolition**

Once we have a clean title in hand we will start the teardown process! This is 60,000+ SF of primarily concrete building, the tear down will not be easy or inexpensive. We will seek multiple bids for this project to ensure we are being good stewards of our funds, but without question, we will gather partners to help accomplish this goal.

#### **Step Five: New Life**

Our primary goal is to see this property once again house a hotel for our community. While we have many wonderful hotels in our area, we have a hotel study showing how many overnight stays we're missing due to a lack of rooms, among other things. We plan to enter into conversations with developers and prominent hotel chains to secure the right opportunity to take our community to the next level.

#### **Want to see more?**

[Watch our video tour here](#)



## Upcoming Events & Business Education

### Upcoming Events and Business Education

<b>4</b> OCT.	<b>SBDC - State Tax Webinar for Construction Contractors</b> Tuesday, Oct. 4, 2022 10 am Virtual Class through SBDC <a href="https://secure.touchnet.com/">https://secure.touchnet.com/</a>	<b>11</b> OCT.	<b>Ks Sales and Compensating Use Tax for Construction Contractors</b> Tuesday, Oct. 11, 2022 1:30 pm SBDC class through JCCC - \$15 <a href="https://ce.jccc.edu/">https://ce.jccc.edu/</a>	<b>13</b> OCT.	<b>Fundamentals of Business</b> Thursday, Oct. 13, 2022 10 am SBDC Virtual Class <a href="https://ce.jccc.edu/">https://ce.jccc.edu/</a>
<b>4</b> OCT.	<b>SBDC - State Tax Webinar</b> Tuesday, Oct. 4, 2022 1 pm Virtual Class through SBDC <a href="https://secure.touchnet.com/">https://secure.touchnet.com/</a>	<b>12</b> OCT.	<b>Business Basics in a Day How to Start a Business</b> Wednesday, Oct. 12, 2022 10 am SBDC class through JCCC - \$75 <a href="https://ce.jccc.edu/">https://ce.jccc.edu/</a>	<b>19</b> OCT.	<b>Ks Dept of Commerce In-State Business Dev Assistance</b> Wednesday, Oct. 19, 2022 noon SBDC Virtual Class <a href="https://secure.touchnet.com/">https://secure.touchnet.com/</a>
<b>5</b> OCT.	<b>SBDC - Startup and Start Right</b> Wednesday, Oct. 5, 2022 12 pm Virtual Class through SBDC <a href="https://secure.touchnet.com/">https://secure.touchnet.com/</a>	<b>12</b> OCT.	<b>Marketing Your Business Online</b> Wednesday, Oct. 12, 2022 12 pm SBDC Virtual Class <a href="https://secure.touchnet.com/">https://secure.touchnet.com/</a>	<b>20</b> OCT.	<b>Sales &amp; Use Tax for Agriculture Industry</b> Thursday, Oct. 20, 2022 9 am SBDC Virtual Class <a href="https://ksbdc.ecenterdirect.com">https://ksbdc.ecenterdirect.com</a>
<b>11</b> OCT.	<b>Ks Retail Sales &amp; Compensating Use Tax for Construction Contractors</b> Tuesday, Oct. 11, 2022 9 am SBDC class through JCCC - \$20 <a href="https://ce.jccc.edu/">https://ce.jccc.edu/</a>	<b>13</b> OCT.	<b>Mapping Your Pathway to Success</b> Thursday, Oct. 13, 2022 10 am SBDC class through JCCC - \$24 <a href="https://ce.jccc.edu/">https://ce.jccc.edu/</a>	<b>28</b> OCT.	<b>Fridays on Forest</b> Friday, Oct. 28, 2022 5:00pm-9:00pm Forest Ave. between Main and William: <a href="https://www.gbenedinc.com/gbalive">https://www.gbenedinc.com/gbalive</a>

## Thank you for Following Along on our Journey!

As we sprint forward in 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@gbenedinc.com](mailto:marketing@gbenedinc.com) with your feedback.*



● Facebook



● Instagram



● LinkedIn



● TikTok



● Website

