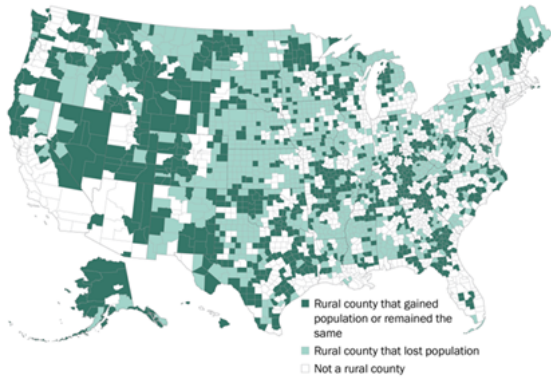


# POPULATION DECLINE

## Most rural counties in the Midwest have lost population

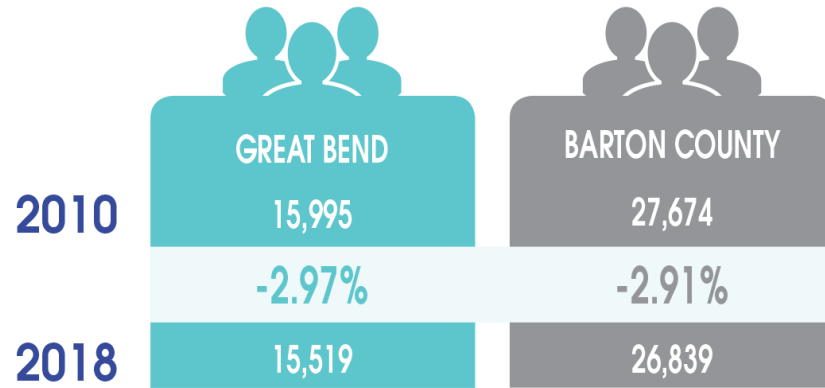
Population gain or loss since 2000 among rural U.S. counties



Note: County categories based on the National Center for Health Statistics Urban-Rural Classification Scheme for Counties.  
 Source: Pew Research Center analysis of 2000 decennial census SF3 data and 2012-2016 American Community Survey data.  
 "What Unites and Divides Urban, Suburban and Rural Communities"

PEW RESEARCH CENTER

## Population



- Population is declining in Great Bend and Barton County.
- This is consistent with most rural counties in the Midwest
- Economic factors such as jobs and housing can influence population growth & decline.

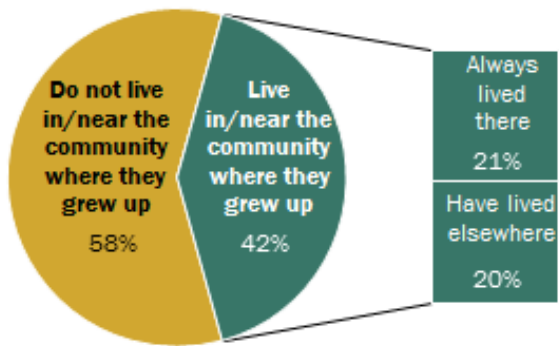
□ How do we stabilize and grow our population?

# BRAIN DRAIN

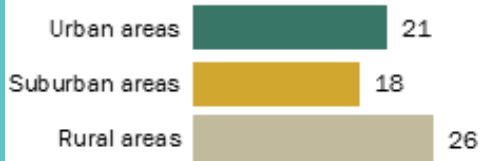
Our young people are moving out of Great Bend resulting in a “brain drain” – young people leave for education and don’t come back. Barton County Community College (BCCC) – campus located outside of town so it is difficult to connect them to town.

## Roughly four-in-ten adults live in or near the community where they grew up

% saying they ...



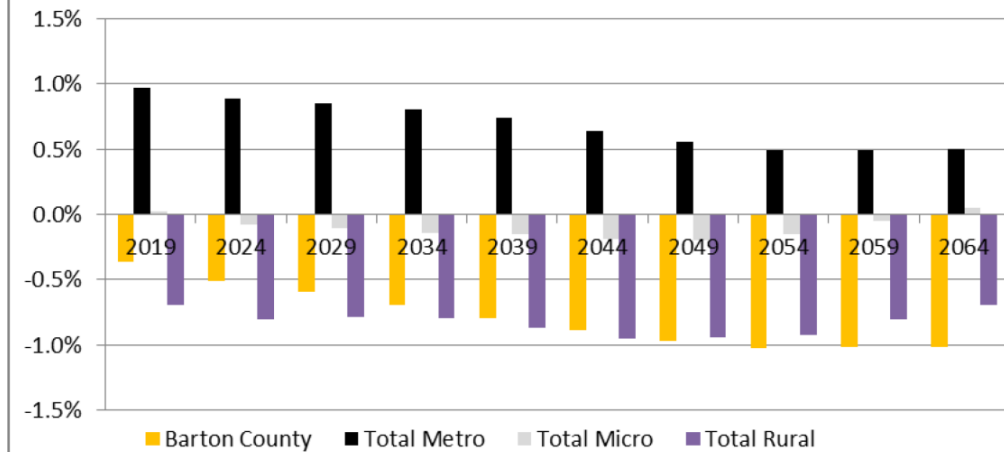
% saying they have lived in or near their current community their entire life, among those living in ...



Note: Figures may not add to subtotals due to rounding.  
Source: Survey of U.S. adults conducted Feb. 26-March 11, 2018.  
“What Unites and Divides Urban, Suburban and Rural Communities”

PEW RESEARCH CENTER

## Average Annual Population Growth



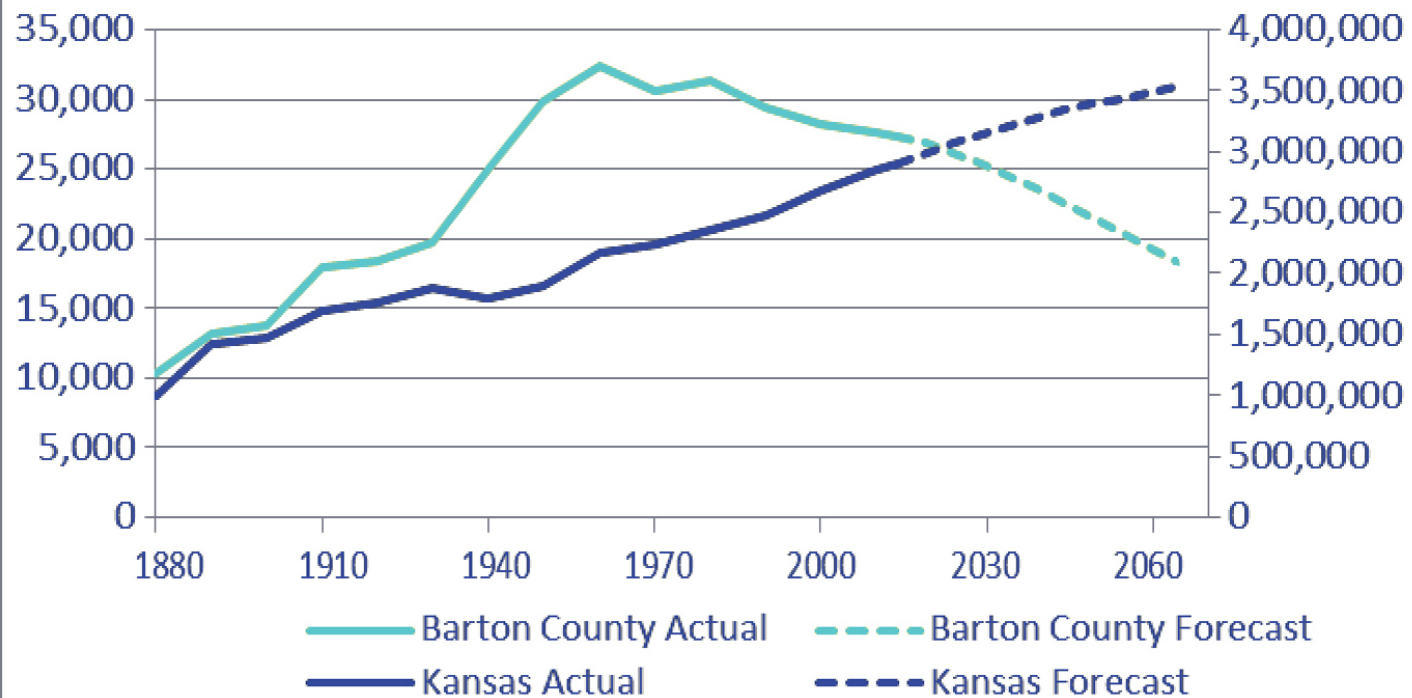
Source: WSU CEDBR Forecast

- How do we draw students into town and keep them here after they graduate or after they get their 4-year degree?
- What else can we do to encourage our youth to come back after college?



# CONTINUED POPULATION DECLINE

## Kansas & Barton County Total Population, 1880-2064



Source: U.S. Census Bureau Data & WSU CEDBR Forecast

Population will continue to decline between .5% to 1% annually for the next 50 years. This is consistent with the rest of rural Kansas.

Kansas' total population is expected to increase 22% in the next 50 years.

□ How do we stabilize and grow our population?

# SMALL TOWNS & MILLENNIALS

## Barton County Young Professionals

**500+**  
MEMBERS

Attraction  
and retention  
of young  
professionals

- The number of rural home mortgages increased for five straight years.
- Nearly twice as many millennials bought homes in small cities or rural areas last year than in denser urban areas.
- Local banks are working with millennials to make buying a home easier, but housing is limited. What they can afford needs fixed up and most say they don't have time for a fixer-upper.

GREAT BEND  
**Millennial  
Population**



2016 estimate from American Fact Finder

How can we attract millennials to Great Bend?

# AFFORDABLE HOUSING

There are 7,218 housing units in Great Bend. 62% are owner-occupied and 38% are currently for rent. There are 794 vacant housing units. The majority of these homes are vacant because of their condition.

- About 1/3<sup>rd</sup> of the houses are 2 bedroom and about 1/3<sup>rd</sup> are 3 bedroom.
- Lack of quality mid-range housing stock that is move-in ready. Many millennials do not want to fix up homes.



**7,218**  
HOUSING UNITS

**6,424**  
OCCUPIED UNITS

**3,974**  
OWNER  
OCCUPIED

**2,450**  
RENTER  
OCCUPIED

**768**  
VACANT

**NEW  
HOUSING  
UNITS**

**2013**  
11 DUPLEXES  
(22 UNITS)

**2014**  
2 APARTMENT  
BUILDINGS  
(48UNITS)

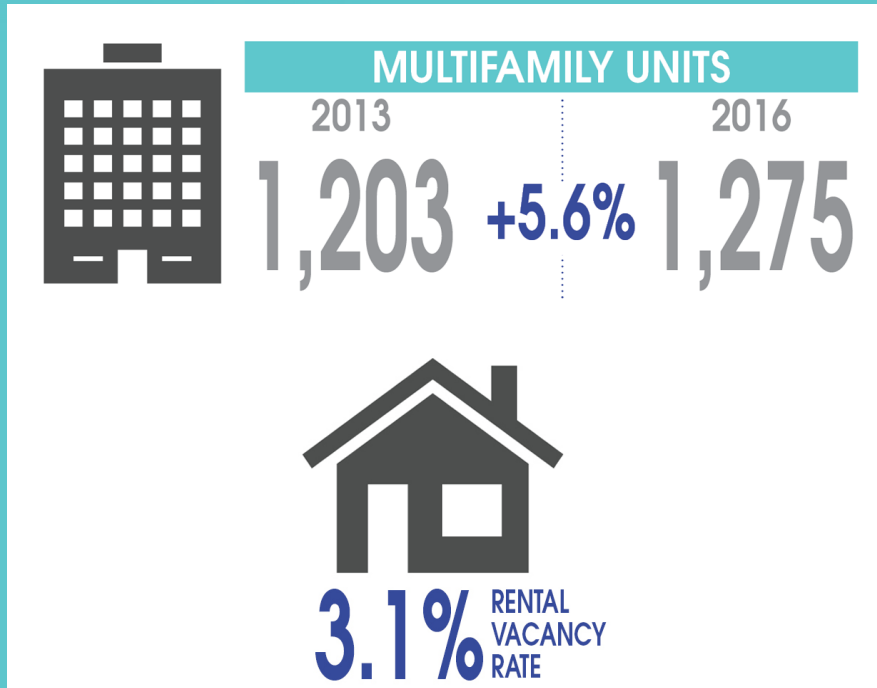
**2015**  
1 DUPLEX  
(2 UNITS)

**2016**  
2 DUPLEXES  
(4 UNITS)

**2017**  
2 APARTMENT  
BUILDINGS  
(48UNITS)

How do we provide quality, affordable housing?

# TIGHT RENTAL MARKET



- Despite growth in rental housing units, rental vacancy rate is low at 3.1%.
- A 5% vacancy rate is considered a healthy, balanced rental housing market.

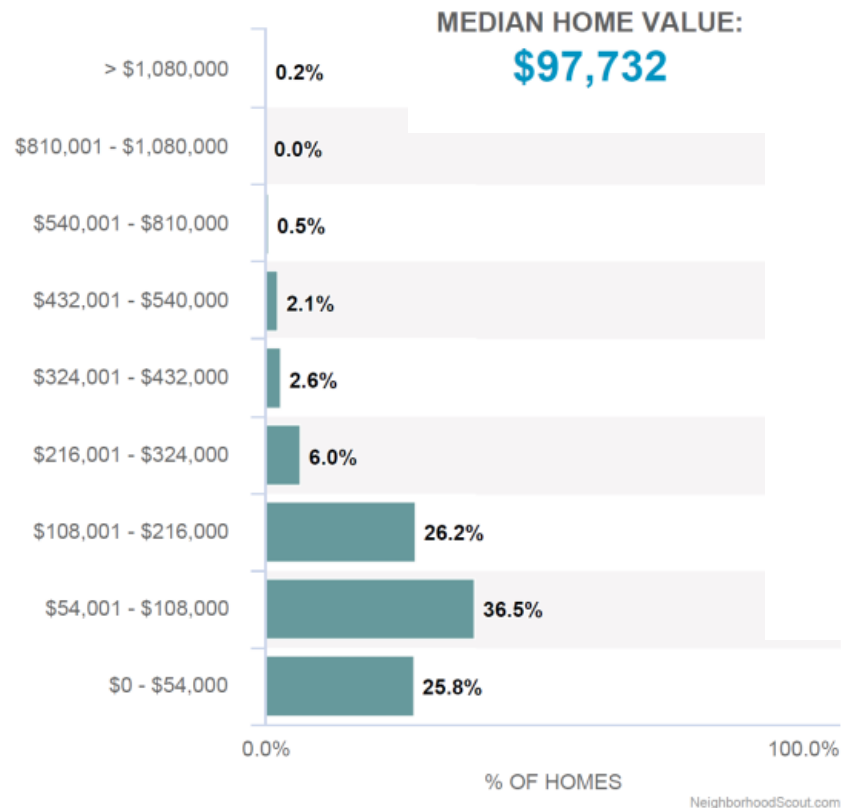
□ What can we do to promote more multifamily construction?

NEW HOUSING UNITS	2013	2014	2015	2016	2017
	11 DUPLEXES (22 UNITS)	2 APARTMENT BUILDINGS (48UNITS)	1 DUPLEX (2 UNITS)	2 DUPLEXES (4 UNITS)	2 APARTMENT BUILDINGS (48UNITS)



# HOUSING PRICES

GREAT BEND, KS HOME PRICES



- Compared to Kansas, Great Bend real estate is not on the lower end of the price spectrum.
- In the last 10 years, Great Bend has experienced some of the highest home appreciation rates (2.14% annually) of any community in the nation. Over the last year, Great Bend's appreciation rate has been 3.24%, which is lower than appreciation rates in most communities in America. Great Bend's appreciation rate in the latest quarter is one of the lowest in America.

□ How do we provide quality, affordable housing?

# NEW HOUSING

## Age of Housing Stock

Built <b>1939</b> or earlier <b>19.4%</b>	Built <b>1940-</b> 1959 <b>30.3%</b>	Built <b>1960-</b> 1979 <b>30.1%</b>
Built <b>1980-</b> 1999 <b>16.9%</b>	Built <b>2000</b> or later <b>3.3%</b>	<b>79.8%</b> of housing stock built prior to 1980

- The majority of the housing stock (80%) was built before 1980. Only 3% of housing has been built since 2000.
- Recent construction of a new apartment complex helped provide more workforce housing. There is still a need for more quality workforce housing to purchase and to rent.
- There is some interest in Live/Work housing in Downtown.
- Nationally, we are seeing higher demand for multi-generational housing – multiple generations living together in one home or on one lot.
- Some communities are attracting new residents with different styles of housing.

### NEW HOUSING UNITS

<b>2013</b> 11 DUPLEXES (22 UNITS)	<b>2014</b> 2 APARTMENT BUILDINGS (48UNITS)	<b>2015</b> 1 DUPLEX (2 UNITS)	<b>2016</b> 2 DUPLEXES (4 UNITS)	<b>2017</b> 2 APARTMENT BUILDINGS (48UNITS)
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What type of new housing does Great Bend need?

# RETAIL IS CHANGING



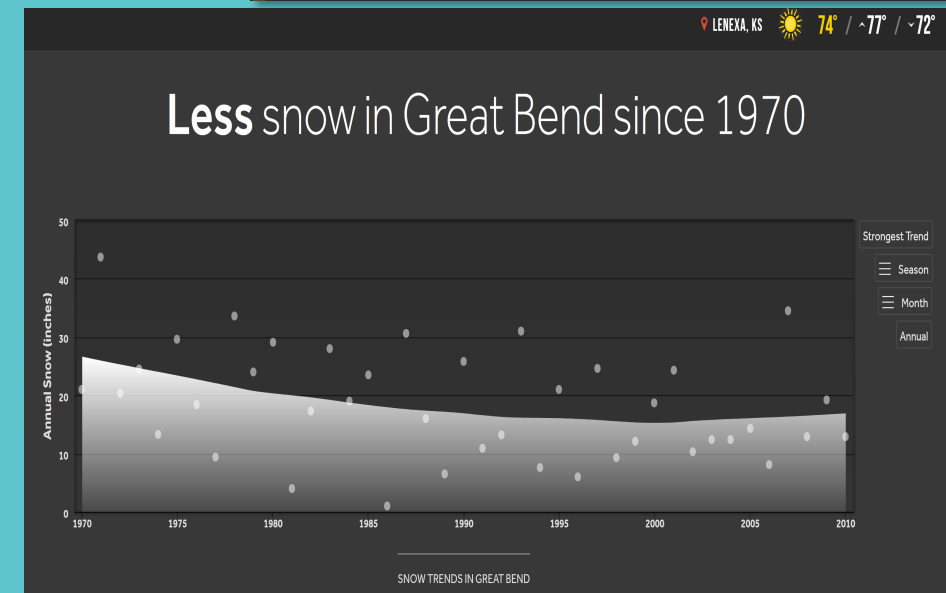
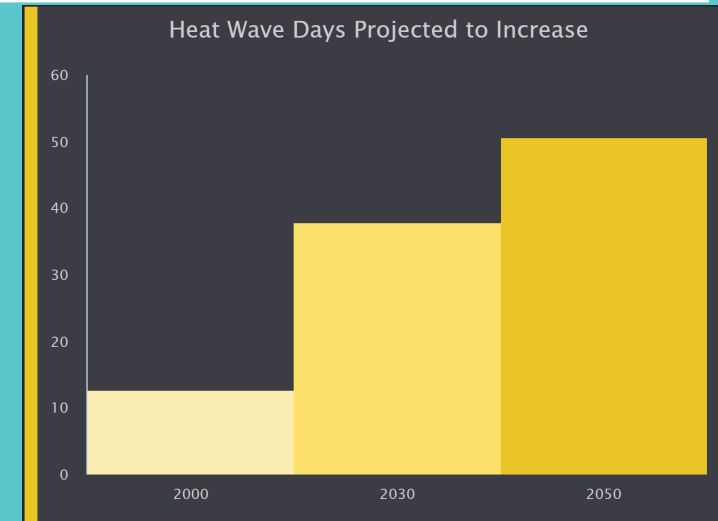
- Customers are reshaping retail trends in ways that benefit our most innovative local independent stores. Big boxes are getting smaller (really!). Customers are switching to small retailers, and in five years buying local will beat buying online.
- This could benefit retailers selling online from places with lower rents.



# CHANGING WEATHER PATTERNS

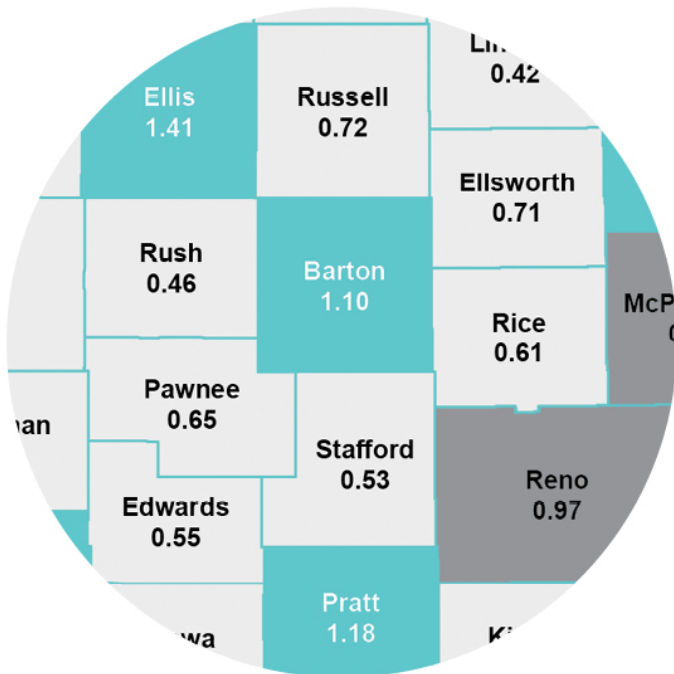
- Weather and markets still drive success in the ag sector.
- Weather patterns are changing. Impacts to Great Bend include: 40 more days or more of heat wave in the next 40 years (10 to 50 days per year)
- The amount of annual snow fall has declined since the 1970s and will continue to decline changing the ability to successfully grow crops without irrigation.
- The ability to grow crops will significantly decline over the next 50 years. Future drought will exceed what irrigation can adapt to.

□ How do we adapt to changes in weather?





## Kansas Pull Factor



**BARTON  
COUNTY  
1.10**

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

County per capita sales tax divided by the state per capita sales tax.

**Great Bend is a regional retail center for surrounding area**

Barton County's Pull Factor is 1.10. Great Bend's pull factor is 1.45. A pull factor higher than 1.0 indicates a county is attracting retail sales.

The day time population of Great Bend grows because it is a regional employment center. That means potentially more people to buy local goods and services in Great Bend each day.

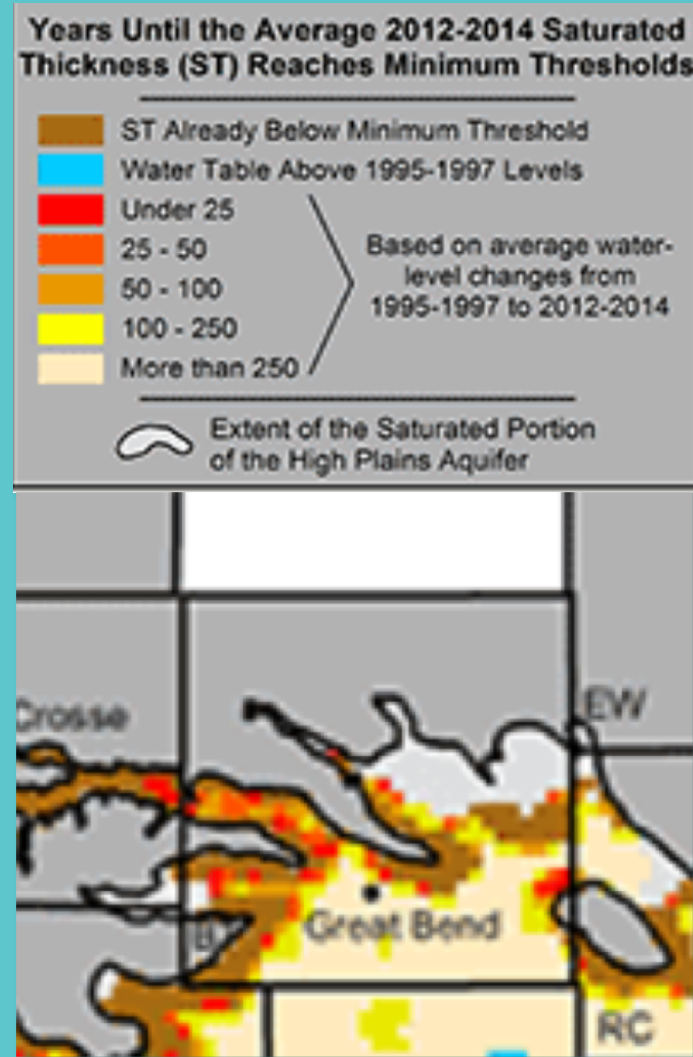
How do we increase retail sales and options?



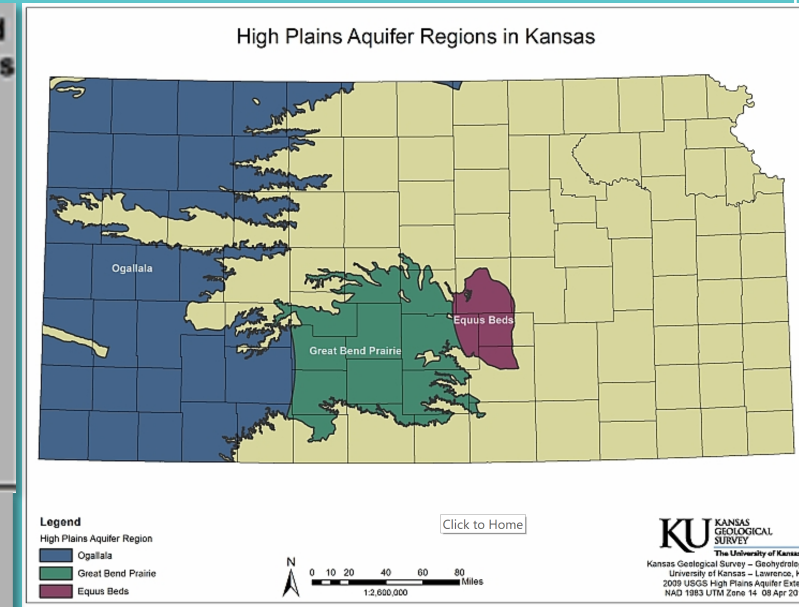
# GREAT BEND

*Better than Great!*

- Great Bend's water comes from the Great Bend Prairie Aquifer which is experiencing less change than the Ogallala.
- The Ogallala Aquifer is being depleted; this will impact surrounding communities' populations and economy, which will impact Great Bend as a regional retail and service draw.
- Most of the aquifer serving Great Bend will be depleted in 100-250 years.
- How do we adapt?



# WATER



- The generation born today will likely have a shorter lifespan than previous generations. Obesity, inactivity, mental health and substance abuse are the causes.

## 2015 Medicare Population



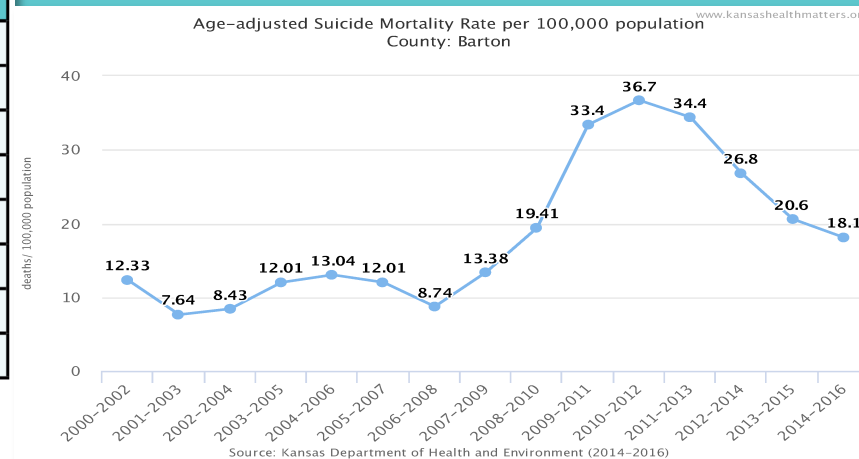
## Health Trends

HEALTH FACTOR	2011		2018	
	Barton Co	Kansas	Barton Co	Kansas
Adult obesity	31%	29%	36%	32%
Sexually transmitted diseases**	264	332	398	395
Teen births***	43	42	39	30
Adult smoking	no data	no data	17%	17%
Excessive drinking	no data	no data	16%	17%
Mother smoked during pregnancy	19%	14%	18%	11%
Uninsured	19%	16%	13%	10%

\*\* per 100,000 population

\*\*\* per 1,000 population of females aged 15 to 19

- Barton County ranks 67<sup>th</sup> out of 103 Kansas counties in health outcomes with the percent of obese adults (36%) growing and higher than state and national average
- Barton County ranks 84<sup>th</sup> out of 103 counties for health behaviors.



□ What do we do to improve the health of our community?

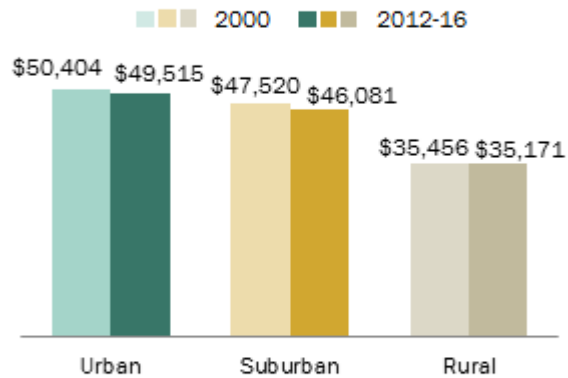
# WAGE STAGNATION

Earnings are declining and wages are stagnate across America, but in particular, in rural areas. The average rural worker earns \$35,000 per year. In Great Bend, the average worker makes \$23,897.

The median household income in Great Bend is \$44,397 which means that most households are two income households.

## Earnings have declined since 2000 in all types of communities

Earnings per worker in 2016 dollars among those ages 16 and older who worked in the prior year



Note: County categories based on the National Center for Health Statistics Urban-Rural Classification Scheme for Counties.  
Source: Pew Research Center analysis of 2000 decennial census SF3 data and 2012-2016 American Community Survey data.  
"What Unites and Divides Urban, Suburban and Rural Communities"  
PEW RESEARCH CENTER

## 2018 Household Income

GREAT BEND	BARTON COUNTY
Median household income <b>\$44,397</b>	Median household income <b>\$46,959</b>
Per capita income <b>\$23,897</b>	Per capita income <b>\$24,555</b>

- How do we attract higher paying jobs so people can afford homes and support local retail?



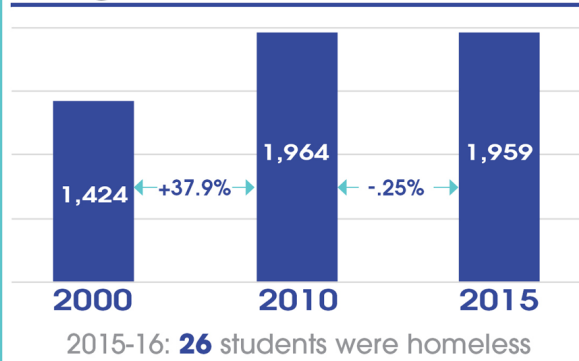
# DRUG & ALCOHOL ABUSE

- At least 23 million Americans currently deal with alcohol and drug addictions.
  - The number of overdose deaths statewide quadrupled from 1999 to 2013 among 12 to 24-year-olds. The most recent data indicate Kansas's experiences 5.9 overdose deaths for every 100,000 youths.
  - Kansans ages 18 to 25 currently make up 30 percent of substance abuse treatment seekers. That's a significant change from 15 years ago when most addicts in Kansas were older than 18.
  - Methamphetamine is currently Kansas' most significant drug threat, according to the U.S. Department of Justice. Opioid addiction is a growing problem.
  - Marijuana is the state's most widely available and frequently abused drug. More Kansas residents are admitted to treatment facilities for marijuana abuse than for abuse of alcohol or any other drug.
  - In Kansas, about 51,000 individuals aged 12-20 (14.5% of all individuals in this age group) per year report binge alcohol use.
- What do we do about drug and alcohol abuse?

# POVERTY SEPARATES US

- 19% of our community lives below the poverty line: 28% are of people living below the poverty line are children and 16% are over 65 years old.

## Free & Reduced Lunch Program



- 26 students in the Great Bend school district were homeless in 2015-16.
- Poverty is concentrated in the eastern part of Great Bend, east of Washington Street, west of Frey St., south of 17<sup>th</sup> street and north of Railroad Rd. This area of town:
  - In comparison to the rest of the country, is in the 90<sup>th</sup> percent of population in the following areas: Low income households, children under 17, and people without a high school diploma.
  - Is in the 80<sup>th</sup> percentile of people nationally below the poverty level, speak English less than well, and have no vehicle.
- Federal and state workforce & services are declining while demand for social services increases.

2016 Percent below poverty line	19.3% ALL	28.1% UNDER 18	15.6% 65+
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How do we address poverty in our community?

## Labor Force

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**March 2017**

**BARTON COUNTY**  
13,159 EMPLOYED  
518 (3.8%) UNEMPLOYED

# WORKFORCE

The good news is that unemployment is low. The problem is that there are limited workers for existing employers and to attract new businesses.

In the future, most jobs will require strong technical skills.

There is a gap in the supply of plumbers, HVAC, electricians, autobody, mechanics as more students enroll in four year degree programs.

### The share of adults who are college educated has increased in each community type

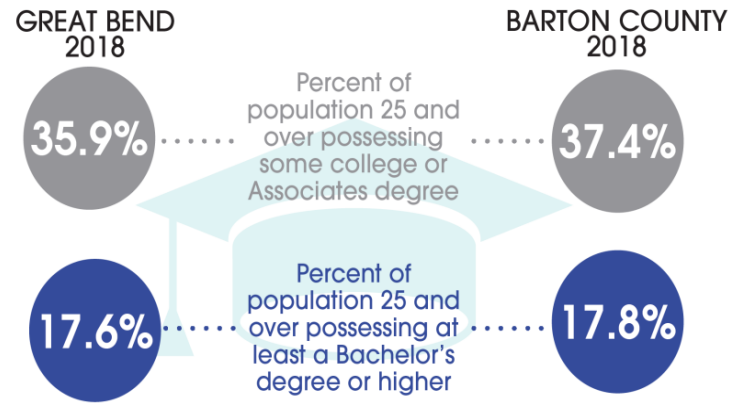
% of population 25 and older by education

	Year	<HS grad	HS grad	Some college	Bachelor's+
Urban	2012-16	15	23	27	35
	2000	22	24	27	28
Suburban	2012-16	11	28	30	31
	2000	17	29	28	25
Rural	2012-16	15	36	30	19
	2000	24	36	25	15

Note: "Some college" includes those with an associate degree and those who attended college but did not obtain a degree. County categories based on the National Center for Health Statistics Urban-Rural Classification Scheme for Counties.

Source: Pew Research Center analysis of 2000 decennial census SF3 data and 2012-2016 American Community Survey data. "What Unites and Divides Urban, Suburban and Rural Communities"

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36% of the population have some college or an associate's degree. This is higher than the national average for rural America (30%). Barton County Community College is located near Great Bend and an asset for training our future workforce.

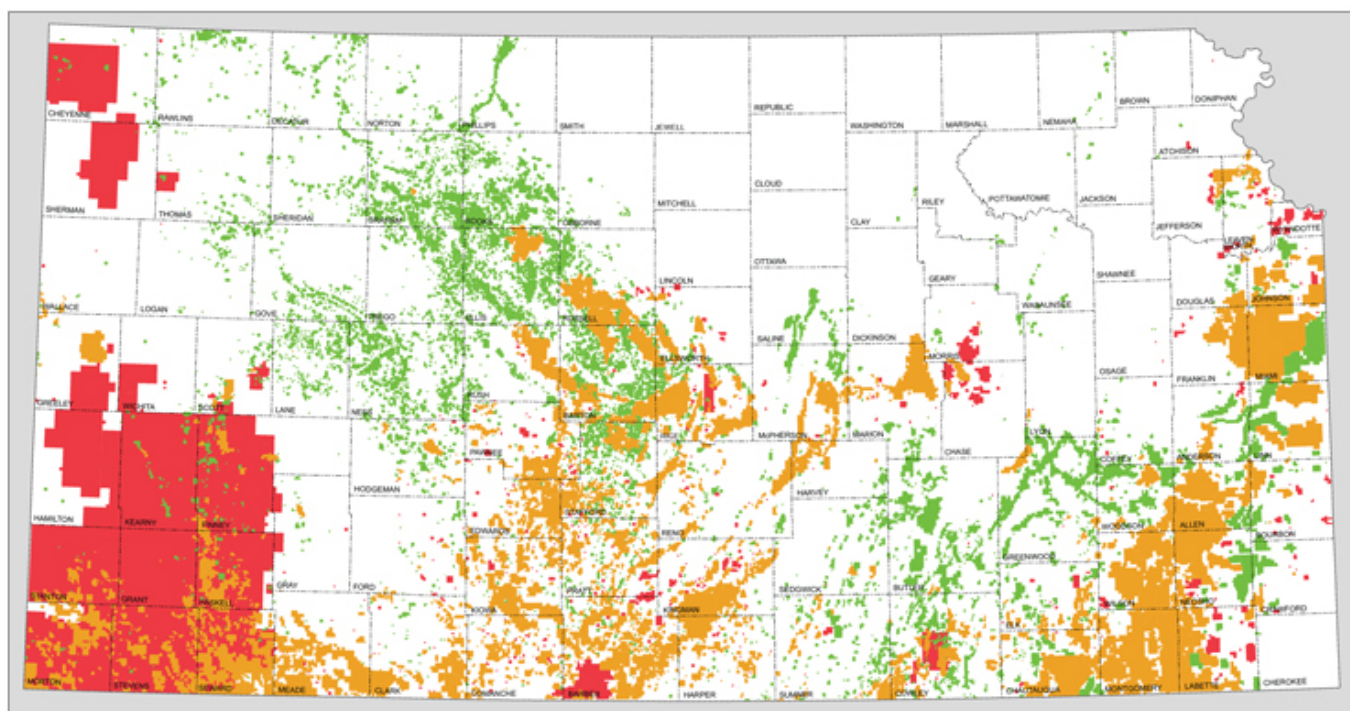
□ What do we need to do to develop the workforce of the future and attract more workers to Great Bend?



# FUTURE OF OIL & GAS

A large employment sector in Barton County is oil production and businesses supporting oil production. Oil fields in this part of Kansas are shallow and not suitable for fracking. Therefore, the oil economic sector will change significantly in the next 20 years.

- How will this impact Great Bend?
- What can we do to diversify our economic base?
- What if the oil sector dries up?



This map was prepared by the staff of the Kansas Geological Survey and is based on Oil and Gas Fields in Kansas (1967) and subsequent revisions with the same name (1975, 1989, 1990, and 1993). Fields are represented according to their status as of June 1, 2009. Listings of fields by location, name, and cumulative production are found in the Survey's interactive oil and gas map viewer located at <http://maps.kgs.ku.edu/oilgas/index.cfm>. For viewer instructions, click on the "Help" tab at the top of the page. Due to frequent data updates, field and production area boundaries may differ slightly from those shown on this map. All fields are shown without differentiation between active and inactive. Areas of natural gas production from coal are not included on this map.

As set forth in Kansas Administrative Rule 82-3-102, field boundaries are determined by the Kansas Corporation Commission after considering the recommendations of the Conservation Division, Kansas Corporation Commission, and the Nomenclature Committee, Kansas Geological Society.

The Kansas Geological Survey does not guarantee this map to be free from errors or inaccuracies and disclaims any responsibility or liability for interpretations made from the map or decisions based thereon.

SCALE 1:2 800 000

0 10 20 30 40 50 MI  
0 10 20 30 40 50 KM

LAMBERT CONFORMAL CONIC PROJECTION  
WITH STANDARD PARALLELS AT 33° AND 45°N  
CENTRAL MERIDIAN 96°22' W  
NORTH AMERICAN DATUM OF 1983

Named Fields

- Oil field
- Gas field
- Oil and gas field



Great Bend has a strong education system with excellent public and private schools.

- The Great Bend Public School District #428 has five public elementary schools, one middle school, and one high school.
- The community has two parochial schools: Central Kansas Christian Academy - Kindergarten through eighth grade and Holy Family School - pre-kindergarten through sixth grade.
- Barton County Community College is located several miles outside of Great Bend.

<b>5</b> PUBLIC ELEMENTARY SCHOOLS	<b>1</b> MIDDLE SCHOOL	<b>1</b> HIGH SCHOOL
<b>2</b> PAROCHIAL SCHOOLS	<b>1</b> PRIVATE SCHOOL	<b>1</b> COMMUNITY COLLEGE

Barton Community College: Associate of Arts, Associate of Science,  
Associate of General Studies, certificated in a variety of vocational areas  
(business, technology, health care and public safety)

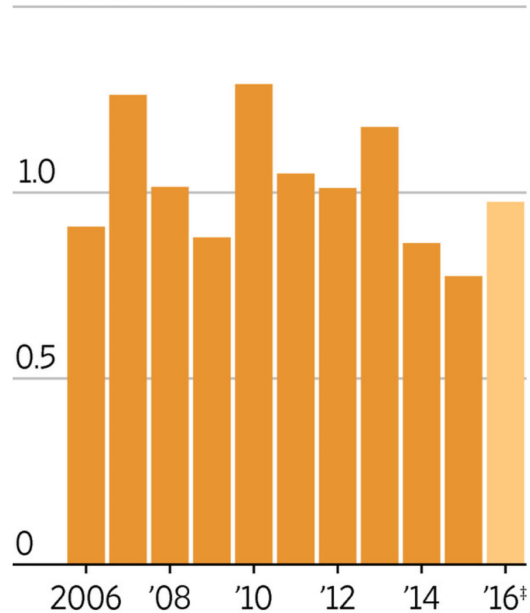
□ How do we strengthen our schools improving outcomes for students?

# FUTURE FOR AG

Agriculture is an important economic driver. The second largest cattle producer in the country is located in Barton County.

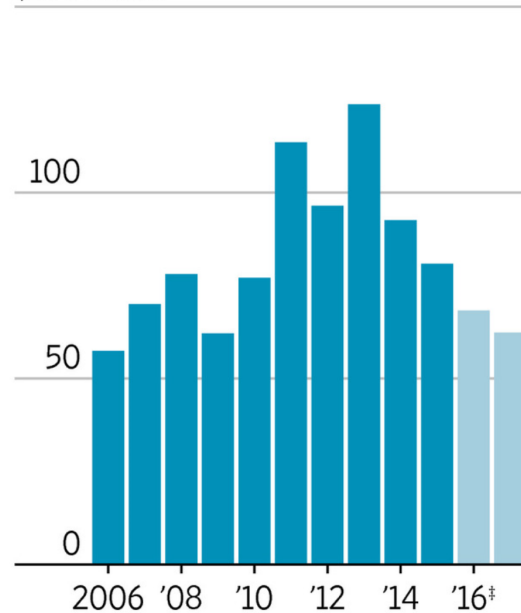
**U.S. wheat exports<sup>†</sup>**

1.5 billion bushels



**U.S. farm income**

\$150 billion



\*prices adjusted for inflation †for crop years that begin in the year shown ‡estimate

Sources: Thomson Reuters (corn, wheat prices);

Dept. of Agriculture (number of farms, income, exports)

THE WALL STREET JOURNAL.

- Technology and economics are causing larger, corporate farms. Fewer farmers are needed.
- Some input costs have tripled over the past 20 years while prices for crops are essentially the same.
- Markets are driving innovation in farming such as: implementation of guidance technology, precision agriculture with satellite imagery, yield maps and crop science and genetics. This is increasing yields per acre.

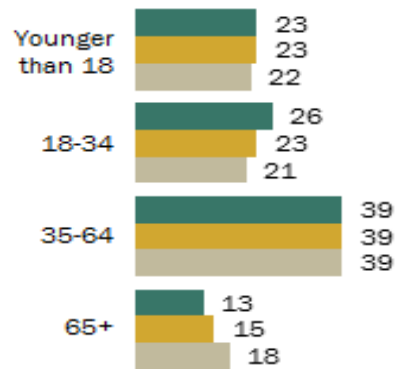
□ How will this impact Great Bend?

# AGING POPULATION

**Rural counties as a whole have a higher share of older Americans than cities or suburbs**

*% of total population in each county type*

■ Urban ■ Suburban ■ Rural



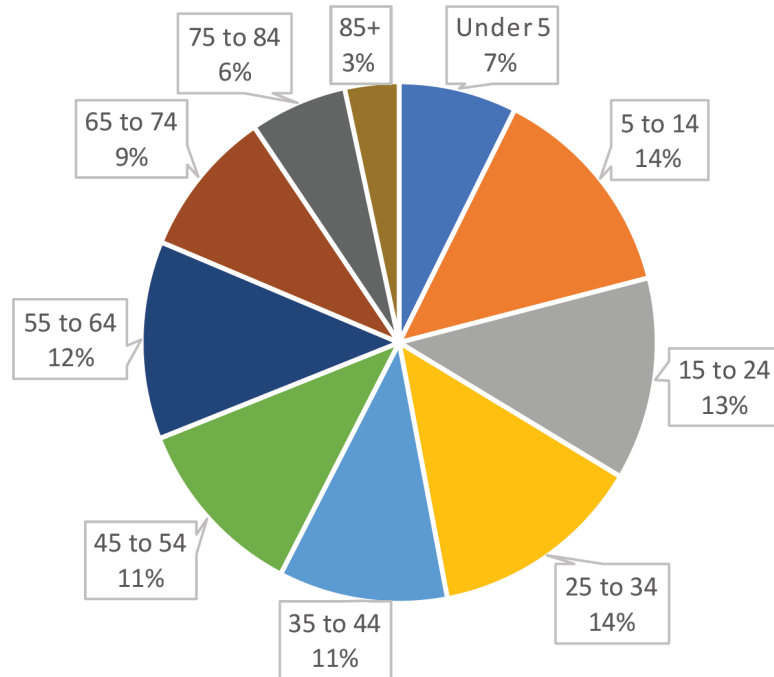
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Source: Pew Research Center analysis of 2012-2016 American Community Survey data.

"What Unites and Divides Urban, Suburban and Rural Communities"

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## Population by Age

2018



Our population is aging:

In 2010, 65+ was 16%

In 2018, 65+ is 18%

- How will we meet the increased demand for health services and emergency calls as our population ages?
- How will we accommodate the housing needs of elderly population?



# DIVERSITY DRIVES GROWTH

## Race and Ethnicity



2010



2018

	2010	2018
WHITE	84.0%	81.8%
BLACK OR AFRICAN AMERICAN	1.7%	1.8%
AMERICAN INDIAN AND ALASKA NATIVE	0.6%	0.6%
ASIAN	0.2%	0.3%
PACIFIC ISLANDER	0.1%	0.1%
OTHER	11.0%	12.5%
TWO OR MORE RACES	2.3%	2.9%

Hispanic Origin\* - 19.8%

\*Hispanic includes respondents of any race

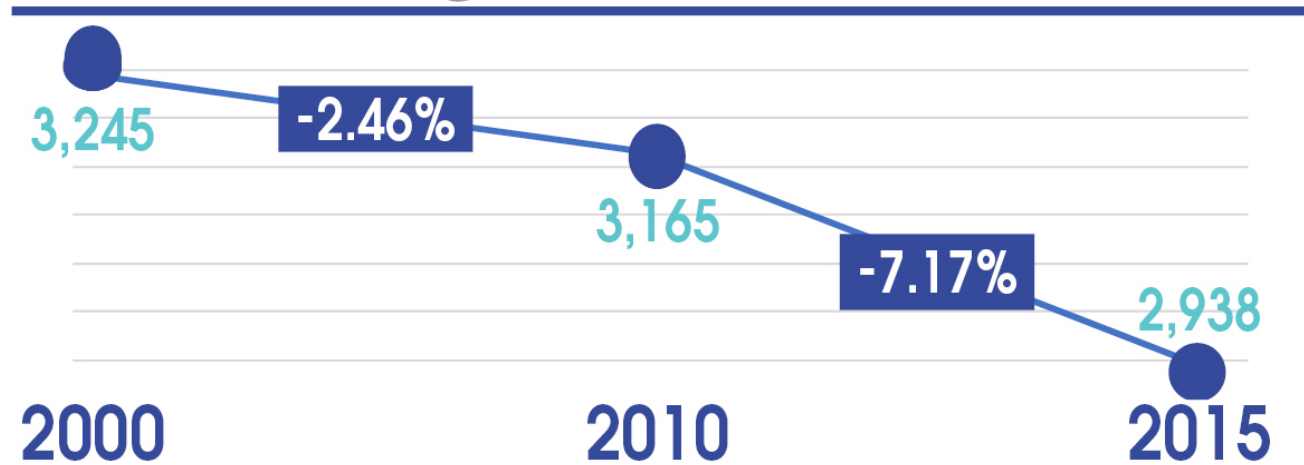
Change in a community can be difficult for people. Inclusion of new people from different places and backgrounds can be challenging for some.

In the next generation, America will no longer have a majority population. Racial diversity will be the norm in most communities.

- How can we better include people from different cultures and create a shared sense of community?

# SCHOOL-AGED CHILDREN DECLINING

## School Aged Children Declining



The number of school aged children is declining. Over the past 18 years, the number of school aged children is down by 9% or 307 children.

- What can we do to attract young families?



GREAT BEND

*Better than Great!*

[GBBetter.com](http://GBBetter.com)





# SAFETY

## Public Safety



Great Bend is a safe place to raise a family.

Crime is trending down.

Your chances of being a victim of violent crime in Great Bend is lower than state average: 1 in 259

Your chances of being a victim of property crime in Great Bend is lower than state average: 1 in 26

- What can we do to make Great Bend even safer?



GREAT BEND

*Better than Great!*

[GBBetter.com](http://GBBetter.com)



GREAT BEND

*Better than Great!*

[GBBetter.com](http://GBBetter.com)





GREAT BEND

*Better than Great!*

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