

NewsLetter

Business and Economy



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Annual Report



Fraturdays on Forest Back to School

Fraturdays on Forest celebrates Back to School with the August 25th event downtown. Don't miss this one!



Project Change moves forward

The blighted property next to the Great Bend Events Center is ready for demolition and new developments



ABCC Celebrates Groundbreaking

With the \$2.23M from the state of Kansas Childcare Accelerator, ABCC's first build is fully funded!

MEYERS Enterprises LLC

*Hoisington Main Street is
Home to New Advertising
Agency*

Meyers Enterprises LLC

Dakota Meyers, Founder/Advertiser

163 S Main Street

Hoisington, Ks 67544

PHONE: (316) 214-9346

www.meyersenterprises.com

Find them on:

[Instagram](#)

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[Facebook](#)

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[TikTok](#)

[YouTube](#)

Entrepreneurship

Meyers Enterprises

*Bringing New Opportunities for Growth and
Innovation to the Community*

Tell us about you and your business:

My business is an advertising agency. We specialize in digital media: customer and talent acquisition through channels like Paid Search, Paid Social, and Display.

Here's an example: imagine you have a business selling products on your website and you make an average profit of \$50 per customer; so you know that you need to get new customers for less than \$50 a piece, and you'd like to scale your business from 100 customers per month to 300 customers per month. This would make you our ideal customer. We can use Paid Search, Display, and Social Media to drive new customers to your website, and we can measure our results to ensure that we are driving customers at a cost of less than \$50 each so that you remain profitable.

Another good example would be if you own a manufacturing

company and you're constantly in need of new employees. Also imagine that you have specialized needs for employees that you'll need to convince to relocate to Barton County, say CAD designers. We can use Display, Paid Search, and Indeed advertising in order to recruit these employees both locally and from afar.

My agency generally operates at large scale - that is our competitive advantage versus other agencies. We're looking more for clients who can spend a few thousand dollars a month on digital media at minimum, and we have the capacity to deliver world-class results for budgets over a million dollars a month.

That said, if you're looking for something on a smaller scale, please reach out. We may be able to deliver a custom solution, or I'd be glad to just show you how to use advertising tools yourself and you can cut out the agency all together.

I don't view my agency as strictly a business. We are an advertising center of excellence in an academic sense. We're a research institution as much as we are an agency. Come in if you have a question about advertising or want to talk about advertising. We love to talk about the industry even if you aren't, and won't be, a paying customer.

Why did you choose to locate your business in Barton County?

Hoisington is my hometown.

My business's motto is "expect to win." That is our North Star, and it's the lens through which we evaluate every decision we make.

Why do you like to do business in Barton County?

Barton County is free economically and logistically. When I want fix something in my building, I can just fix it without going through layers of regulatory red tape. Our county's regulators use common sense in that regard, which is a huge plus.

For my business in particular, that part is very important. Although we'd be more than glad to do business with anyone in Barton County, and we'd deliver a true "hometown" level of service, I understand that we'll most likely need to expand outside Barton County and outside the state of Kansas even to really make ends meet

as an advertising agency. So for me, the favorable operating conditions of Barton County as a home base are key.

And the people here that I would be using as my employee base are people that I relate to and that I believe in. Really that's the most important part. I believe in the people here. Period. The end.

What inspired you to start your business?

Starting my own business is something I've wanted to do since I was a little kid. I don't know why, really. It's always just felt like God's plan.

I'd like to use my business to promote the local community, especially here in Hoisington. I want to help grow our pool of white collar, office-type job openings. And more than that, I want to expand the number of jobs that can be 7-7, not just 9-5. (I'm not saying that all of my people have to work 12 hours a day, lol). I want there to be more options where people can choose to take a 'bigger bite of the apple' if they want to. I want people to not feel like they need to move to Kansas City if they want to 'really be serious' about growing their career. I want that available here too.

Also, this would be a good place to note the inspiration for my business's name. The structure [Last Name] Enterprises is a





reference to I C Walter Enterprises. Anyone who's from Hoisington would understand why you would name your startup after Ike's business. It doesn't sound like an advertising agency's name, but oh well.

Do you have any advice for entrepreneurs starting out?

Everyone wants to be a cool, relaxed leader. Or you should want that anyway. Everyone wants to be a person that other people want to work for.

What people don't realize is how hard that is, and how hard you have to fight to stay that way. Especially when you're still pre-profit or not making enough of a living yourself.

It's easy to be relaxed as a manager when a corporation is writing the checks. It's much harder when you are.

But you do need to fight for it. It's worth fighting for. It will pay dividends in the long run, and it's the right thing to do.

Believe in people. They will come through for you. It always seems to work out that way for me - just when I'm getting pessimistic, the people who work for me will deliver some breakthrough on their own that will have me saying "WE ARE SO BACK."

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.



Another Successful Entrepreneur in Barton County

Great Bend Economic Development celebrated Global Entrepreneurship Week in November 2022 with a video series. We at GBED want to continue to spotlight these businesses throughout the year as we celebrate those entrepreneurs that have been successful. We hope to inspire the next wave of entrepreneurs with the wisdom these featured Barton County businesses have learned!

This month we highlight Kelly Patel. Kelly Patel shares her journey as an entrepreneur with her husband, Sonny. She hopes to inspire others to keep going and never give up on their dreams.

Watch Kelly's interview:





Great Bend Alive

#FridaysonForest

August Fridays on Forest Sponsors bring games, prizes, and giveaways

Great Bend Alive, the downtown arm of Great Bend Economic, is hosting next Fridays on Forest Event on August 25th, 2023. Sponsors: Coldwell Bankers, Sell Real Estate, The MyTown Group, and Stueders Contractors have games and giveaways on the west side of Fridays on Forest, with live music on the east side. In addition to great music, attendees can also enjoy delicious food from Lumpy's, Los Dos Potrillo's, Flatlanders - Stone Fired Pizza, and Floyd's Smoke Shack, and drinks from our alcohol vendors, Los Dos Potrillo's, Lumpy's, Charlie's Place, and Dry Lake Brewing.

Mark your calendar for the last Friday of each month between April and October. Many sponsorships and partnerships are already in place for 2023 but if you, your business, or your organization would like to get involved, please call: 620-796-2407 or email at: marketing@gbedinc.com.

Calling all adults with a knack for gatekeeping and a thirst for adventure!

Step right up to become a Fridays on Forest gatekeeper, the superheroes of rules enforcement! We're in need of 12 enthusiastic volunteers per event to take charge and make

It was a hot one! Those that joined the festivities on July 28th, enjoyed the misting fans and plenty of umbrellas and canopies. Join us August 25th for the next Fridays on Forest! Watch July's Friday on Forest Tiktok by clicking the image of last month's poster (below).



GREAT BEND ALIVE
Presents

FRIDAYS on FOREST

Event Sponsored by: **STUEDER CONTRACTORS INC.**

Great Bend, Ks. **MyTown** Make It Yours | **COLDWELL BANKER** REAL ESTATE

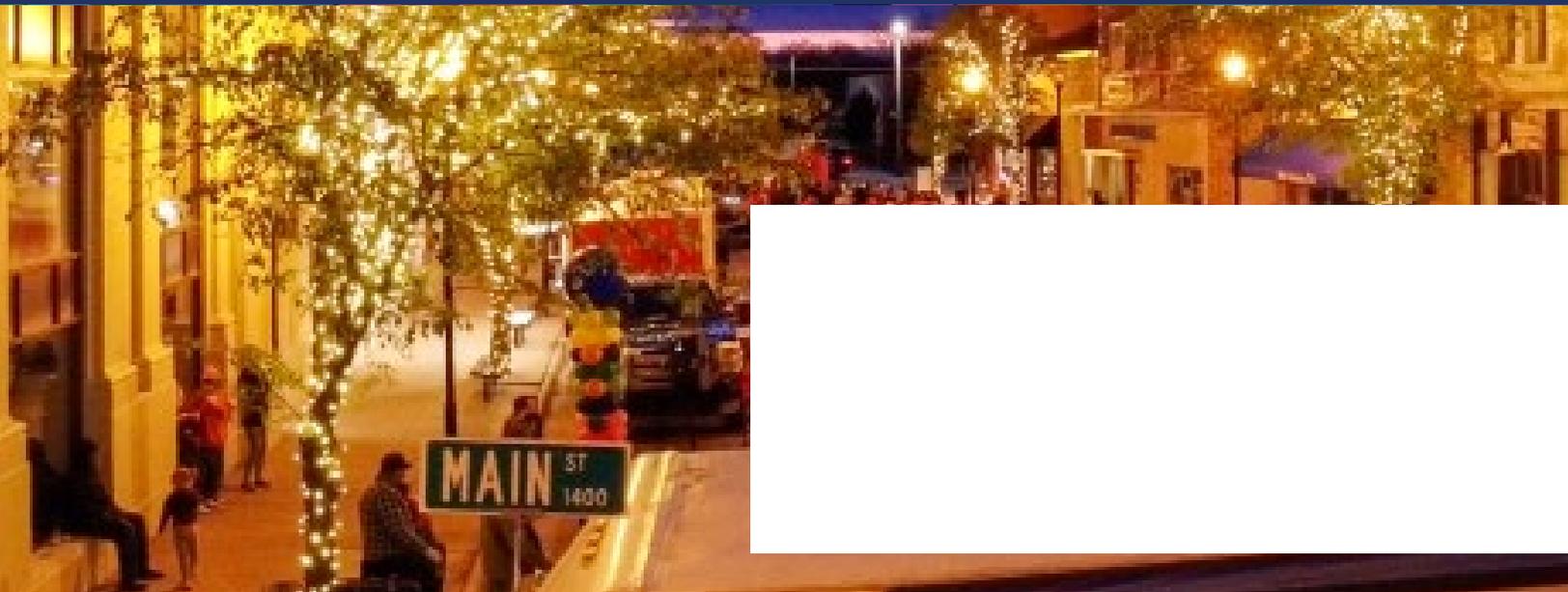
LIVE MUSIC · FOOD · DRINKS · FAMILY FUN

Forest Ave
between Main & Williams St.

FOOD VENDORS:
Lumpy's, Los Dos Potrillo's, Flatlanders, & Floyd's Smoke Shack

ALCOHOL VENDORS:
Los Dos Potrillo's, Charlie's Place, Lumpy's, & Dry Lake Brewing

www.gbhedinc.com/downtownevents



sure our guests play by the rules.

Picture this: you, adorned with a shiny badge and the power to say, 'Hold it right there, no outside food or drinks allowed!' You'll be the guardian of the consumption area, ensuring that no drinks escape the designated zone.

Pets might be adorable, but not at Fridays on Forest. As a gatekeeper, you'll politely inform our animal-loving visitors to leave their furry friends at home. We're all about family fun, but we also need someone to be the honorary adult in the group. So, if you're 21 or above, your gatekeeper destiny awaits!

Think you're just there to enforce rules? Oh no, gatekeepers, you're also the messengers of joy! Share the exciting events happening at each month's gathering, making sure our guests don't miss out on a moment of the action.

But wait, there's more! Alongside the pride and honor that comes with being a

Fridays on Forest gatekeeper, you'll receive not one, but two drink tickets for your time. That's right, folks, your taste buds will be rewarded for your commitment to keeping Great Bend Alive and lively!

To join our esteemed ranks, click this link or the image to the right: <https://www.signupgenius.com/go/10c0e4aaca62daaf4c34-fridays1>

At your assigned time, you will simply make your way to Forest and Williams. Look for the volunteer lead near the charming Forest Avenue Antiques, and she'll hand you your official gatekeeper badge and all the event-specific info you'll need.

So, grab your sense of humor,



put on your rule-enforcing hat, and let's make Fridays on Forest the talk of the town! Thank you for being the safety superheroes who help us open our entertainment district with a bang!

For the latest updates follow Great Bend Alive on:

Facebook



Instagram



TikTok



GBEDinc.com/mainstreet



Entrepreneurship

IGNITE Update

13 businesses make it through to the Second Round of IGNITE!

We're thrilled to announce the exceptional businesses and groundbreaking concepts that have advanced to Round Two of the IGNITE competition! These remarkable entrepreneurs have impressed the entrepreneurship committee with their passion, innovation, and commitment to transforming the rural business landscape. From manufacturing, distributing, and healthcare to entertainment, workforce solutions, and hospitality, the diversity and ingenuity displayed by these businesses is truly inspiring. In Round Two, they will have the opportunity to further refine their strategies, receive expert guidance, and compete for a coveted spot in the next round for IGNITE Rural Business.

Stay tuned as we continue to showcase their incredible journeys and celebrate the economic impact they will make in our rural communities. Get ready to witness the future of rural entrepreneurship unfold before your eyes! Ticket sales open on August 10th for the October 5th live finale.

Those businesses making through to round two are: 1039 Cafe, Barkery Boutique, CARETrex LLC, Central



Kansas Greenhouse Solutions, Coulson Aviation LLC, Dahlia Aesthetic and Wellness, Fresh Start Woodworks, Good Times Roll, Greystone, Hatchet Axtion, Lakeside day spa, Manases Turf, and The Bistro on Main. The next round will be decided and announced after August 11th.

Dive Deeper

For details on how to become a sponsor the IGNITE Live Finale, please go to www.igniteks.com, please reach out to GBED staff at 620-796-2407 or email at marketing@gbedinc.com.

Workforce

Save the Date for Grow Workforce

In an endeavor to create a smaller ecological footprint on the day while achieving a more significant impact, Great Bend Economic Development, in collaboration with our workforce partners, has made an exciting decision to reschedule the event formerly known as Job Fest to the fall, taking place on November 8th. This shift allows us to rethink our approach and ensure that we maximize interest and attendance while aligning with our sustainability goals.

Our commitment to the community remains unwavering, and we are eager to bring back incentives for job seekers through captivating giveaways, along with introducing innovative ways for businesses to gain exposure in the area. To add to the event's vibrancy, we are thrilled to incorporate food trucks that will



create a lively and enjoyable atmosphere for everyone in attendance.

Furthermore, in our pursuit of fostering meaningful connections between the business community and resources available through the Barton County Workforce Connection group, we are introducing "farm show style" speakers throughout the day.

These insightful sessions will be located in one corner of the ballroom, offering valuable knowledge and opportunities to bridge existing gaps.

Mark your calendars for November 8th, and join us for this reimagined event that promises to be a day of growth, networking, and inspiration. To stay informed and receive updates on the event, be sure to subscribe to our newsletter at www.gbедinc.com.

We look forward to sharing this empowering experience with you, and together, we will make a lasting impact on our community's economic development.

PROJECT CHANGE

Development

Project Change moves forward

Great Bend Economic Development (GBED) is committed to fostering positive change and fostering growth within our community. With this mission at heart, we are proud to announce a significant step toward the revitalization of our area. Our attention is focused on transforming a long-standing blighted property that has adversely affected our community.

Formerly a prestigious hotel, this

expansive 60,000+ square foot concrete building is set to reclaim the location as a highlight on our commercial corridor. However, the demolition process is no easy task and requires a significant investment. To ensure responsible stewardship of our resources, we diligently sought multiple bids for this project and awarded it to a local contractor. We are excited to reveal that demolition is slated to commence within the next few weeks and is projected to be completed by the end of October, barring any unforeseen challenges. Once the site is cleared, we envision a fresh beginning as we eagerly approach the dawn of a new calendar year.

The transformation of this site marks a major milestone in our journey as we continue to strengthen our thriving and vibrant community. GBED is firmly committed to the betterment of Barton County, and we believe this redevelopment project will set the stage for further positive developments and opportunities.

For more information and updates on this project, stay tuned to Great Bend Economic Development's website: www.gbenedinc.com/projectchange and our social media channels.

DO YOU NEED

TAX CREDITS

Interested in purchasing 75% tax credits?

Interested in purchasing 75% tax credits? Please reach out ahead of time to Sara Arnberger at director@gbenedinc.com and get more information about how you can take advantage of them. Click the link below to download a pdf.

Tax Credit PDF

Editorial

New Developments at GBED

Dear Readers,

We are thrilled to announce the arrival of a precious new life, Charlotte James Arnberger, born to my dear colleague and President of Great Bend Economic Development, Sara Arnberger. As Sara and her husband, Curtis, celebrate this joyous occasion, we extend our warmest welcome to the newest member of our extended family.

During this momentous time, we want to send our best wishes to Sara as she begins her well-deserved maternity leave. May this be a time of bonding, nurturing, and creating cherished memories with her little one. We know that her unwavering dedication and exceptional work ethic will be mirrored in the way she lovingly cares for Charlotte.

As we welcome the newest addition to our work family, I also acknowledge the challenges that may arise here at the office. I ask for grace and patience if communication is a bit delayed.

Congratulations, Sara and Curtis, on the birth of your precious Charlotte! Sara, we eagerly await your return to work, knowing that your heart will be full of cherished memories and a renewed sense of purpose.

With warmest wishes,

Lee Ann June

Great Bend Economic Development
Communications Director



Photo credit:
Rachel E. Mawhirter

MEET OUR PRESIDENT

director@gbedinc.com



Sara Arnberger 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

marketing@gbedinc.com



Communications Director, Lee Ann June, is a longtime local with a love for community. She is excited to join forces with GBED to promote and grow Barton County. Bringing a comprehensive set of skills that are valuable to the organization, she sharpened her skills in marketing, planning, and communication at the Great Bend Chamber of Commerce, and now is delighted to contribute her talents to GBED's efforts. Mother of two, former business owner/instructor, and creative; she brings a unique perspective to this position. Motivated by GBED's momentum, Lee Ann is invested in seeing the Great Bend area thrive.



Childcare

Governor 'digs in' to childcare in Barton County

The Kansas Children's Cabinet and Trust Fund has announced that Advancing Barton County Childcare (ABCC) proudly ranks in the elite top 4 awards for Kansas communities, and will receive a substantial grant of \$2,238,630. This remarkable achievement propels ABCC's mission to establish affordable and accessible childcare facilities within Barton County. Governor Laura Kelly, the keynote speaker at the groundbreaking ceremony in Great Bend, spoke about the importance of quality childcare and its effect on Kansas' workforce.

ABCC's aims to address the escalating demand for childcare capacity within our community, while also

catering to the workforce needs of the region. Spearheaded by Great Bend Economic Development (GBED), ABCC has assumed the crucial responsibility of securing funding and constructing cutting-edge group daycare centers in Barton County. With the pressing demand for reliable and accessible childcare services in mind, this significant grant will propel ABCC forward in realizing their vision of establishing the first two premier daycare centers in Barton County.

The first facility, which will be located at Farmer's Plaza on the corner of 10th Street and K-96 Highway, is now fully funded, thanks to this substantial grant. ABCC marked the milestone with a groundbreaking ceremony on July 20th. ABCC unveiled the next facility is slated for Hoisington, and the site director, Kelsie Baxter, has been hired. ([More on Page 11](#))

Watch for updates on our social media channels, or go online to: www.gbeduc.com/abcc



Gov. Kelly spoke to those gathered on the warm July morning about her commitment to workforce and specifically childcare in Kansas.



Kelsie Baxter,
ABCC Site Director

A NOTE FROM KELSIE:

I am honored to serve children as Site Director for Advancing Barton County Childcare. Professionally, I have enjoyed taking care of and loving on children for eight years. I served at GPS Kids Club in Hoisington for 7 years and established my own licensed in home daycare in 2022. As I take on this new role, I am looking forward to prioritizing both fun and safety in a new setting! Providing quality childcare services for all families is something I am very passionate about. In my spare time, I enjoy spending time with my loving husband and two sweet boys and serving at my church. I am so excited for the future of ABCC!

Childcare ABCC names Site Director

Advancing Barton County Childcare is please to introduce the newly hired site director for this facility, Kelsie Baxter. Kelsie comes to us with years of experience and a compassion for teaching and leading that can't be matched. ABCC is confident under her leadership this facility is sure to be a huge success. Keep watching for more details to be released with the opening of this new facility and the next to be started in Hoisington! For more information go online to: www.gbedinc.com/abcc

Development

Attention Manufacturers!

Did you know there are funds available to assist in your expansion projects? Get in touch with us today to find out how to take advantage of the State's incentive programs for manufacturing. Whether you're expanding machinery, building space, capital improvements in general, hiring new employees or re-training existing ones, there are programs that are in place to help you and we're here to help make it happen!

Check out the list of all Kansas Business Incentives [here](#) and get in contact with us at director@gbedinc.com if you feel like you might qualify.



Did You Know?



Marketable Statistics

How about some spending pattern facts?!

Our area spends 1.8 million on chicken and poultry products annually!

STI: Spending Patterns Food: Cereals, Bakery, Meat and Dairy (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
Poultry	\$ 723,043	4%	\$ 174.30	79	\$ 1,251,071	4%	\$ 181.95	83	\$ 1,834,086	4%	\$ 180.87	82
Fresh and frozen chickens	\$ 598,519	3%	\$ 144.28	80	\$ 1,035,842	3%	\$ 150.65	83	\$ 1,516,402	3%	\$ 149.54	83
Fresh and frozen whole chicken	\$ 184,474	1%	\$ 44.47	81	\$ 318,274	1%	\$ 46.29	84	\$ 465,757	1%	\$ 45.93	83
Fresh and frozen chicken parts	\$ 414,044	2%	\$ 99.81	80	\$ 717,568	2%	\$ 104.36	83	\$ 1,050,651	2%	\$ 103.61	83
Other poultry	\$ 124,531	1%	\$ 30.02	76	\$ 215,247	1%	\$ 31.30	80	\$ 317,704	1%	\$ 31.33	80

Focus Areas



Follow along on our journey

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
- * Entrepreneurship
- * Childcare
- * Apprenticeships

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

Upcoming Events and Business Education

Day of Workshops for Women-Owned Small Businesses

7
AUG

Monday, August 7, 2023
8:30 PM - 4:00 PM Cost: \$10
Sternberg Museum, 3000 Sternberg Drive, Hays KS 67601
<https://ksbdc.ecenterdirect.com/events/28046>

State Tax for Contractors

24
AUG

Thursday, August 24, 2023
1:00 PM - 3:00 PM Cost: \$FREE
In person at WSU Hughes Metropolitan Complex
<https://secure.com/>

Business Foundations: Putting It All Together

8
AUG

Tuesday, August 8, 2023
10:00 AM - 12:00 PM Cost: \$24
RC, 145 -12345 College Blvd., Overland Park
<https://ce.jccc.edu/course>

Know Your Numbers and Make More Money

24
AUG

Thursday, August 24, 2023
1:00 PM - 4:00 PM Cost: \$FREE
RC, 234 -12345 College Blvd., Overland Park
<https://secure.com/>

QuickBooks Fundamentals - for Online Users

16
AUG

Wednesday, August 16, 2023
1:30 PM - 4:30 PM Cost: \$99
RC, 234 -12345 College Blvd., Overland Park
<https://secure.com/>

Fridays on Forest

25
AUG

Friday, August 25, 2023
5:00 p.m.-9:00 p.m. Tickets to get in: FREE
Forest Street between Main & Williams in Great Bend
Learn more: greatbendisalive

Business Basics in a Day - How to Start a Business

17
AUG

Thursday, August 17, 2023
8:00 AM - 4:00 PM Cost: \$75
RC, 145 -12345 College Blvd., Overland Park
<https://secure.com/>

QuickBooks® Fundamentals - for Desktop Users

29
AUG

Thursday, August 24, 2023
1:30 PM - 4:30 PM
Cost: \$199
<https://secure.com/>

[Calendar on the www.gbbedinc.com](http://www.gbbedinc.com)
[Home Page has class descriptions & links.](#)

Education

Small Business Development Center & Small Business Administration Online Classes

QuickBooks Online: Training for Intermediate Users

Thursday, August 3, 2023
9:00 AM - 12:00 PM
Cost: \$149
<https://secure.com>

Creating Cool Content with Canva

Tuesday, August 8, 2023
10:00 AM - 12:00 PM
Cost: FREE
<https://secure.com>

Starting a Small Business: The First Steps

Thursday, August 10, 2023
4:00 PM
Cost: \$FREE
<https://secure.com/>

Pitching to Investors

Thursday, August 10, 2023
4:30 PM
Cost: \$49
<https://secure.com/>

Building Credit

Wednesday, August 16, 2023
10:00 AM
Cost: \$FREE
<https://secure.com/>

Legal Basics for Small Business

Friday, August 17, 2023
9:00 AM
Cost: \$FREE
<https://secure.com/>

Legal Basics for Small Business

Friday, August 17, 2023
9:00 AM
Cost: \$FREE
<https://secure.com/>

Designing Your Branding, State Tax for Retailers

Thursday, August 24, 2023
9:00 AM - 12:00 PM
Cost: \$FREE
<https://secure.com/>



“Economic growth is not an end in itself, but a means to an end – a way of improving people’s lives.” - Paul Krugman



In the next issue



- **Featured Business**
- **IGNITE Update**
- **Update on Loft Grants**
- **GB Alive, Fridays on Forest, and More!**

Let's keep in touch

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Instagram



LinkedIn



TikTok



Website

