

NewsLetter

Business and Economy



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Fridays on Forest celebrates the Art

Live music, great food, and this month, artists join us for fun in the entertainment district, at the next event on June 30th!



Kiley Stevenson, GBED Summer Intern

Summer help is on



New Resource for Barton County

Check out the new data and stats from Barton County, and a link to the 2022-2023 Annual Report



Entrepreneur and new mom, Carly Liebl, is back to work and surrounded with all the sweetness including her newborn.

Sunflower Cookie Co.

Carly Liebl, Owner & Cookie Decorator
221 Main Street
Claffin, Ks 67525

PHONE: (620) 321-0077

sunflowercookieco@outlook.com

Find them on Facebook

Sunflower Cookie Co.

For your own custom cookie order:
Call, Text, Email, or Message on Facebook



Entrepreneurship

Sunflower Cookie Co.

From Home Baker to Full-Time Cookie Artist: Spreading Joy in Barton County

A Journey of Passion, Creativity, and Community Support

Tell us about you and your business:

I grew up in Claffin, KS on my family's farm with my four siblings. After attending elementary and high school in Claffin, I went on to Kansas State University. There I got my degree in Bakery Science and Management. I had a few jobs after college with one being in Manhattan where I taught and assisted with baking labs for AIB International. In June of 2019, I got engaged and moved back to Claffin where my husband is also from, then we got married in 2020. I also started my business full-time in 2020. Now, I work on cookies full-time and enjoy spending my free time with my family and friends, reading, gardening, and snuggling my newborn son.

Clafin I thought I could do it full time. In 2020 I acquired a space on Main Street in Clafin now where I make, decorate, and package all my product. I do not keep traditional business hours since I only work on custom orders currently. But I come into work every week day so feel free to stop by if you see me in there.

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

I chose Barton County because my husband and I grew up here and it is our lifelong home. It is where we currently live so it only made sense to have the business here.

Why do you like to do business in Barton County?

All of our communities in Barton are very supportive. It helps having great customers who love to support small businesses.

What inspired you to start your business?

I always wanted to own my own business. I have a passion for food and art so meshing those two just made sense for me. I love being creative and this gives me that outlet where I can express myself and make people happy along the way.

What did your startup plan and timeline look like?

When I started decorating full time I was doing it out of my house. However that ended up getting to be too cramped and I knew I wanted a separate space. In the spring of 2019, I created

my business name ,profile, and worked on getting a space licensed. At the end of the summer in 2019, I had moved into the space I currently reside, 221 Main Street, in Clafin.

If you could share any positive feedback to another company hoping to open in the Barton County market, what would it be?

Go for it! It's hard but worth it. I love making my own hours and having the flexibility and freedom to do other things I enjoy as well. Owning a business can be a full-time job but can be very rewarding.

Do you have any advice for entrepreneurs starting out?

Do your research. Depending on what market you are jumping into it helps to have a long term plan and to make goals each year. Even if you don't achieve those goals you still have



Carly Liebl, Sunflower Cookie Co. Owner, was in the middle of a custom order for a baby shower when we dropped by her storefront in Clafin. Carly's eye for creativity is only matched by her meticulous eye for detail.




Click [HERE](#)
to watch
their feature
on TikTok

something to strive for. It's tough starting out but once you get established things get easier. Keep going and don't give up on your dreams.

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

I have enjoyed getting to know my customers and seeing how much they love their cookies. It makes me happy knowing I can bring a little joy to someone's



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 Kristie and Jerry Carmichael share their journey with That Hipster Place, advice to entrepreneurs, and how they have dealt with challenges.

Watch their interview here:



day. It helps me get through those tough business times and the long/late hours.

What obstacles have you faced and how did you overcome them?

After a great first year in business I saw a drop when inflation hit. It was hard to deal with that but it helped me set new goals for the year and I ended up having a good year. Sometimes you have to deal with the highs and lows of owning your own business but I think it helps you grow in the long run.

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.





Great Bend Alive

#FridaysonForest

June 30th is a Celebration of the Arts

Great Bend Alive, the downtown arm of Great Bend Economic, is pleased to announce the next Fridays on Forest event is June 30, 2023. The event will take place on Forest Avenue, from Williams to Main, thanks to our evening's event sponsor the University of Kansas Health Systems. Join us to enjoy live music by Double Take, Art Alley Showcase thanks to Barton Arts Movement and a few other surprises throughout the evening.

In addition to great music, attendees can also enjoy delicious food from Lumpy's, Los Dos Potrillo's, Lana's Catering & Goodies, and Flatlanders Stone-fired Pizzas, in addition to our alcohol vendors, Los Dos Potrillo's, Lumpy's, Charlie's Place, and Dry Lake Brewing.

Our season of Fridays on Forest has just begun, so mark your calendar for the last Friday of each month between now and October. Many sponsorships and partnerships are already in place but if you, your business, or your organization would like to get involved, please reach out to GBED staff at 620-796-2407 or marketing@gbedinc.com.

Curious about volunteering? Sign up at: <https://volunteersinaction.galaxydigital.com>, and become a fan of Great Bend Economic Development to stay up to date on projects/events for which you can provide assistance. Another way to stay informed is to follow Great Bend Economic Development and Great Bend Alive on social media.

Share your pictures on social media with the hashtag: #GBAlive, or email them to marketing@gbedinc.com, so we can share your love for #DowntownGBK.

Thank you to all of our volunteers, committee and board members that help make events like Fridays on Forest a success. Photo from May's Friday of Forest.

Join us for another great event on June 30th. No ticket needed, everyone is welcome! June's event is a celebration of the Arts, and there will be art in many forms, as well as our food and drink vendors and live music!





Great Bend Alive

Onward and Upward

Creating positive change is not instantaneous

Great Bend Alive is working on the four pillars on Main Street: Events, Preservation, Design, and Development. As our committees and subcommittees meet and make progress on projects, let's focus on that of the design team, or sometimes called streetscape team.

Streetscape plays a critical role in the success and vibrancy of Main Street communities. The streetscape encompasses the physical elements of a street, including sidewalks, lighting, landscaping, benches, and street furniture. By investing in streetscape improvements, communities can create a welcoming and attractive environment that encourages pedestrian activity and social interaction, making Main Street an appealing destination for residents and visitors alike. A well-designed and maintained streetscape can also help to preserve the historic character of Main Street, while modernizing and revitalizing the area. Additionally, streetscape improvements can enhance safety, making it more comfortable and convenient for pedestrians and cyclists to navigate the area. Overall, the streetscape is a critical component of Main Street's character and charm, and investing in streetscape improvements is essential to the success and sustainability of downtown areas.

A group similar to GB Alive's Streetscape Team existed long before Great Bend Alive was formed. This group assisted in the previous round of improvements, including, the walking quilt tour, light poles, tree planting, and much more. Nearly three decades later, GB Alive and its committees are ready to carry on the task of improvements to our historic downtown district.

Great Bend Alive Merchandise

Want to wear your support for Great Bend Alive and Fridays on Forest? We have got you covered! Web store link is open until June 14th!
[CLICK HERE for the store link!](#)



For the latest updates follow Great Bend Alive on:

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

Entrepreneurship

It's the final count down!

IGNITE Rural Business deadline to submit is June 30th!

IGNITE Rural Business deadline is coming up on June 30th at midnight, so if you are interested in participating and need help, reach out soon to GBED. This competition aims to empower, support, and nurture entrepreneurs in Barton County, promoting creativity and innovation as part of our mission to have a positive impact. Entrepreneurship plays a crucial role in the economic and social development of Barton County, Kansas.

Key points highlighting the importance of entrepreneurship to Barton County:

Economic Growth: Entrepreneurship drives economic growth by fostering the creation of new businesses and industries. Startups and small businesses contribute to job creation, increase local income levels, and stimulate overall economic activity in Barton County.

Job Creation and Employment Opportunities:

Entrepreneurs are the primary drivers of job creation in any region. By starting and expanding their businesses, entrepreneurs generate employment opportunities for residents of Barton County. This leads to reduced unemployment rates, improved living standards, and a stronger local workforce.

Diversification of the Economy:

Entrepreneurship promotes economic diversification by encouraging the development of various industries and sectors within Barton County. This reduces reliance on a single industry or employer, making the local economy more resilient to economic fluctuations and potential downturns.

Innovation and Technological Advancements:

Entrepreneurs are known for their innovative ideas and solutions. By embracing entrepreneurship, Barton County can foster an environment that encourages creativity, risk-taking, and the development of new technologies. This leads to advancements in various fields and enhances competitiveness in the global marketplace.

Revitalization of Communities:

Entrepreneurship plays a significant role in



Check out what a few local, seasoned business owners said they would have done with the \$50,000, First-Place, prize. Click the link below to watch on TikTok.

revitalizing communities, particularly in rural areas like Barton County. Local entrepreneurs can transform vacant properties and unused resources into thriving businesses, attracting investments, and improving the overall aesthetics and vibrancy of the county.

Community Engagement and Social Cohesion:

Entrepreneurs often engage with their local communities, becoming active participants in local events, initiatives, and organizations. Their involvement fosters social cohesion, builds relationships, and creates a sense of pride and ownership among residents. Entrepreneurship can strengthen the social fabric of Barton County.

Wealth Creation and Prosperity:

Successful entrepreneurial ventures have the potential to generate wealth for individuals, families, and the community. As businesses grow and prosper, they contribute to the tax base, increasing revenue for public services, infrastructure development, and community projects. This, in turn, improves the overall quality of life in Barton County.

Retention of Local Talent:



By providing entrepreneurial opportunities, Barton County can retain its local talent and prevent brain drain. Entrepreneurs often have the freedom to pursue their passions and create fulfilling careers within their communities, ensuring a pool of skilled individuals contributing to the county's success.

Overall, entrepreneurship is vital to Barton County, and by fostering an environment that supports and encourages entrepreneurship, the county can unlock its full potential for growth, innovation, and prosperity.

How to participate

For details on how to join the IGNITE competition, deadlines, and requirements, please go to www.ignitek.com for a full list of information. However, if you would like to get your business involved as a mentor or being a sponsor of the live event, please reach out to Sara Arnberger at director@gbedinc.com.



Entrepreneurship

GBED/BCYP IGNITE Mixer

On May 17th, Great Bend Economic Development hosted a fun, interactive networking event for Barton County Young Professionals at Dry Lake Brewing.

BCYP members and guests learned about the IGNITE Rural Business competition through an entertaining, interactive presentation by Great Bend Economic Development. Many

had heard of the new shark-tank inspired competition and many questions were answered on the details and specifics with the competition.

Thank you to our partners and sponsors, The Great Bend Chamber of Commerce, Barton County Young Professionals, and Dry Lake Brewing for helping create a wonderful experience for all.



Congrats to our "Spark Derby Champions"! The event concluded with a mini pitch competition. BCYPers divided into groups and worked through steps to create pitch. They could choose a great business idea or a terrible business idea. The crowd chose the winner, but all the groups did fantastic. It was entertaining to hear both the good ideas, and the one bad idea into a 3 minute pitch! Thank you to all that joined us.

DO YOU NEED

Great Bend

ECONOMIC DEVELOPMENT

Interested in purchasing **75%** tax credits? Please reach out ahead of time to Sara Arnberger at director@gbedinc.com and get more information about how you can take advantage of them.

Housing

Loft Grant

GBED Board Approves The Zarah's Application for the Loft Grant

The loft grant project was created to help property owners close the gap on usable space. We want to see livable downtown space, expanded business space and overall more opportunities for an active downtown corridor.

At the April 24th Board Meeting, GBED Board of Directors voted in favor of awarding the funds to the new downtown housing development, The Zarah. After review of the application, the board of directors voted and approved The Zarah taking advantage of the Loft Grant. The Zarah will be awarded \$5.50 per square foot, amounting to upwards of \$265,000. GBED will

award the check to The Zarah investors later this month.

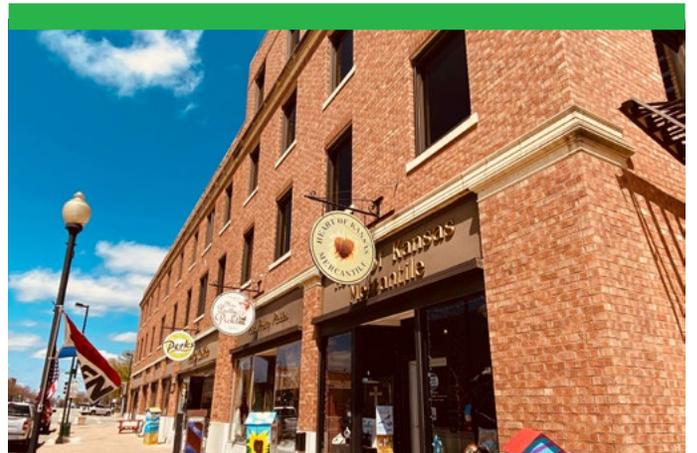
Loft living is an exciting and unique investment opportunity that offers a one-of-a-kind living experience. By investing in a loft, you can own a piece of history, as many loft buildings were once used for commercial or industrial purposes before being transformed into trendy, upscale residences. Loft living offers a modern, open-concept living space with high ceilings, large windows, and unique architectural features. In addition, lofts are often located in trendy and highly sought-after urban neighborhoods, offering easy access to local amenities, cultural attractions, and public transportation. Investing in a loft is not just an investment in real estate, it's an investment in a lifestyle - one that is both exciting and fulfilling. So why not take the plunge and invest in loft living today?

Visit <https://www.gbedinc.com/downtowndevelopment> for more information.



Main Street, Looking Southeast from Lakin Avenue, Great Bend, Kansas

The Zarah has been a staple in downtown Great Bend, formerly a hotel.



The Zarah will be renovating the 2nd and 3rd floors to create 24 residential units.

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.

GBED

Introducing Kiley Stevenson: A Promising Intern Joining GBED for an Exciting Summer Experience

A Talented and Ambitious Addition to Our Team, Kiley's Enthusiasm and Drive Promise a Rewarding Journey for Both Parties

Kiley has competed and won in Barton County's Youth Entrepreneurship Challenge the last three years, and this summer she is interning at GBED

GBED is excited to welcome Kiley Stevenson as our intern for the summer before she heads off to college. Kiley's passion for learning and her strong work ethic make her an excellent addition to our team. We are confident that she will make valuable contributions to our projects. Kiley's positive attitude and eagerness to learn will undoubtedly enhance our team dynamics, and we look forward to providing her with a rewarding and educational experience.

We are confident that this internship will be a stepping



Kiley has been at intern at GBED since mid-May, and she has been exposed to many different projects. Above, she joined Lee Ann June, Communications Director, with promotion on the radio. Friday mornings you can hear updates from GBED with Shannon and Becca on Eagle Country 100.7.

stone in Kiley's journey towards a successful career, and we are thrilled to have her on board.

KILEY STEVENSON'S WHY:

As a young citizen and business owner of Barton County, I am excited to spend my summer working for Great Bend Economic Development, where I will use the summer to learn more about what it takes to build and grow a community before heading off to college. I will be attending Fort Hays State University in the fall where I will get my degree in business management with a focus in entrepreneurship. My hope is to continue to grow my current business while teaching others how capable our youth is. I am extremely passionate about getting our youth involved and teaching them how they can make a difference in our community.

Childcare

ABCC's progress continues

Childcare Center update

Advancing Barton County Childcare, established by Great Bend Economic Development, has taken on the task to find the funding the group daycare center in Great Bend. Sara Arnberger said interviews are underway for the site director position and the subcontractors will soon be sent out for bids.

ABCC Child Care Center Groundbreaking - **coming soon!**

Announcing the Site Director - **coming soon!**

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



Housing

Does your home need a spruce up?

Have you ever driven through your community and thought to yourself, "These houses would be amazing with a fresh new look"? Our Brush Up Barton County program has been designed to serve as the community housing "refresh button"!

By providing grant funds for renovation and refreshing residential areas, we aim to inspire individuals to take action and make Barton County an even better place to live. Join us in the mission to renovate our community and let's

create a sense of pride in our city together! Get ready, set, and renovate!

Download the application on our website.

Click the link of the image to the right, or go to: www.gbedinc.com/housing.



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 \$5.87 million on cereal and bakery products annually.

That's \$579 per household 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
Cereals and bakery products	\$ 2,311,205	13%	\$ 557.15	80	\$ 3,990,789	13%	\$ 580.40	83	\$ 5,866,208	13%	\$ 578.52	83
Cereals and cereal products	\$ 712,198	4%	\$ 171.69	79	\$ 1,229,190	4%	\$ 178.77	82	\$ 1,808,597	4%	\$ 178.36	82
Flour	\$ 42,299	0%	\$ 10.20	78	\$ 72,996	0%	\$ 10.62	81	\$ 107,637	0%	\$ 10.61	81
Prepared flour mixes	\$ 53,891	0%	\$ 12.99	78	\$ 93,069	0%	\$ 13.54	81	\$ 137,033	0%	\$ 13.51	81
Ready-to-eat and cooked cereals	\$ 333,241	2%	\$ 80.33	80	\$ 576,365	2%	\$ 83.82	83	\$ 847,994	2%	\$ 83.63	83
Rice	\$ 123,636	1%	\$ 29.80	81	\$ 212,443	1%	\$ 30.90	84	\$ 311,686	1%	\$ 30.74	83

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

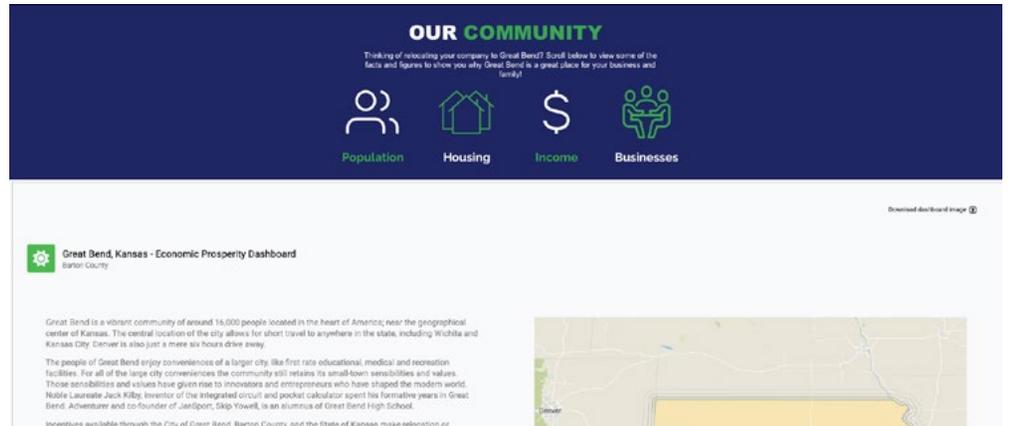
Anything you want to see in these newsletters that was not included? Please reach out to marketing@gbedinc.com with your feedback.

GBED

Website Houses 2022-2023 Annual Report, as well as, New Data & Stats Tool

Population, Housing, Income, Business all on a dashboard

To drive home the selling points of the community quickly and concisely when site selectors and businesses are doing their research online, Great Bend Economic Development deployed a beautiful data dashboard. Click the image for a link to the new data center!



Annual Report: Driving Economic Growth in Barton County

It is with great pleasure and a sense of accomplishment that we present the Annual Report for Great Bend Economic Development, summarizing our achievements, progress, and the overall economic landscape of our thriving city. Over the past year, we have witnessed remarkable growth, innovation, and collaboration that have propelled Barton County toward becoming a regional hub for economic

prosperity.

At Great Bend Economic Development, our mission has always been to foster sustainable economic growth, attract investment, create job opportunities, and enhance the quality of life for our residents. This report aims to provide an in-depth overview of our initiatives, strategies, and the remarkable outcomes that have

transpired as a result of our collective efforts.

Click the ANNUAL REPORT (below) for more information and to read through the full 2022-2023 report. Or find the link on the home page of our website www.gbenedinc.com

Annual Report

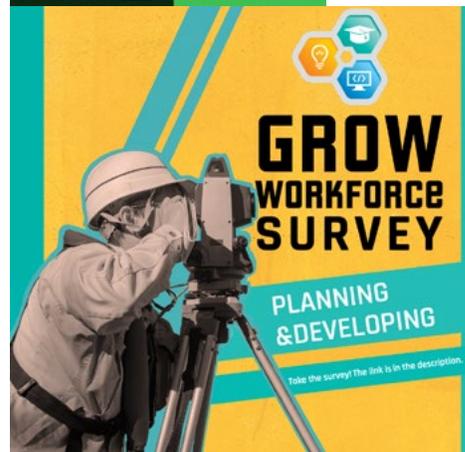
Workforce

Workforce group asks employers, what's needed

In an effort to maximize interest and attendance, Great Bend Economic Development and our workforce partners have moved the event formerly know as Job Fest to the fall on November 8th. The group is committed to bringing back incentives for job seekers in those big give-a-ways, add innovative ways for the business community to get more exposure to the area, as well as add fun elements like food trucks to keep the atmosphere light. Many in the Barton County Workforce Connection group have resources our business community is unaware of, so we hope to bridge those gaps with what we are calling "farm show style" speakers throughout the day in one corner of the ballroom. Save the Date and stay informed by subscribing to our newsletter at www.gbenedinc.com.



Are you a business owner that would like to sponsor, or participate in the Grow Workforce Summit? If so, please reach out to GBED staff to join the committee, marketing@gbenedinc.com.



Ok, not THAT kind of survey. We are looking for your input. As we drill down on what is important to our area employers, let your voice be heard! **Click on the link on the image to the left to answer a few questions.** Thank you in advance for your help in planning and developing a great event!

Upcoming Events and Business Education

7
JUNE

QuickBooks Advanced - for Online Users

Wednesday, June 7, 2023
1:30 PM - 4:30 PM Cost: \$99
RC, 234, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35160>

27
JUNE

Planning to Exit Your Business

Tuesday, June 27, 2023
9:00 AM - 12:00 PM Cost: \$35
RC, 145, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35160>

8
JUNE

Know Your Numbers and Make More Money

Thursday, June 8, 2023
1:30 PM - 4:30 PM Cost: \$35
RC, 145, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35160>

27
JUNE

QuickBooks Fundamentals - for Online Users

Tuesday, June 27, 2023
9:00 a.m. - 12:00 p.m. Cost: \$199
RC, 234, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35160>

13
JUNE

Business Foundations: Putting It All Together

Tuesday, June 13, 2023
10:00 AM - 12:00 PM Cost: 24
RC, 145, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35131>

28
JUNE

State Tax for Contractors

Wednesday, June 28, 2023
1:00 PM - 3:00 PM Cost: FREE
WSU Hughes Metropolitan Complex, 5015 East 29th St N, Wichita, KS
<https://secure.com/>

21
JUNE

Business Basics in a Day - How to Start a Business

Wednesday, June 21, 2023
8:00 AM - 4:00 PM Cost: \$75
RC, 145, 12345 College Blvd. Overland Park, KS
<https://ce.jccc.edu/courseDisplay.cfm?schID=35131>

30
JUNE

Fridays on Forest

Friday, June 30, 2023 - Bat Cats Night
5:00 p.m.-9:00 p.m. Tickets to get in: FREE
Forest Street between Main & Williams in Great Bend
Learn more: greatbendisalive

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

Education

Small Business Development Center Online Classes

IRS Small Business Tax Workshop

Tuesday, June 6, 2023
1:00 PM - 3:00 PM
Cost: \$45
<https://secure.com>

Designing Your Branding, Marketing, and Sales

Wednesday, June 14, 2023
Cost: \$24
<https://secure.com>

Fundamentals of Business

Monday, June 26, 2023
Cost: \$45
<https://secure.com>

State Tax for Retailers

Wednesday, June 28, 2023
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 Rural Business updates**
- **Update on Loft Grants**
- **GB Alive, Fridays on Forest, and More!**

Let's keep in touch

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Facebook



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LinkedIn



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Website

