

# NewsLetter

Business and Economy

Issue no. 4

*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.

# Workforce Summit Recap

## A Two-Day Dive into Workforce Needs and Solutions

On April 20th and April 27th, 32 businesses from Barton County and the surrounding areas participated in the first annual Grow Workforce Summit and Job Fair.

The summit kicked off on April 20th at the Great Bend Events Center. Day one was primarily focused on providing useful communication, solutions and ideas to enable employers to adapt and change with the current workforce climate. Employers are watching everyday as the boomer generation is retiring, women are leaving the workforce at an alarming rate and the new generations that lead the workforce have different values and culture expectations to keep them partici-



pating at a high level. These things are all challenges that the nation's business owners and leaders are facing together, but the goal for this portion of the summit was to give our area employers a leg up as the quest for employees only becomes more and more competitive.

Over the lunch hour we were joined by keynote speaker, Dr. Nels. He gave a riveting and thought provoking presentation on his new book Hiring and Firing and left employers rejuvenated and ready to go back and re-evaluate their practices.

We ended day one with a panel discussion on core values within a workplace, culture and recruiting and retention efforts.

While our employers were getting valuable information on how to recruit and retain our emerging generations, Tucky Allen with KansasWorks Was leading a career success workshop for some of our counties junior and seniors in high school that are either currently employed or looking to be employed. This workshop provided them useful skills to take into the workplace to allow them to be successful. Great Bend Economic Development President shared, "It was wonderful to see so many engaged and motivated students participating in the career success workshop, I have no doubt we will see some successes emerge from this experience!"



***“We hope employers walked away empowered and ready to take action!”***



### **Grow Workforce Summit Day Two**

Our day-two event allowed both employers and jobseekers to use the skills and knowledge gathered at the day-one event in a job fair environment. We had 32 employers come out to advertise the careers they have available within their companies.

As an added bonus, the KansasWorks team joined us with their mobile workforce center. With this bus, they are able to help jobseekers with resume and cover letter work right on the spot.

Overall we hope employers walked away from this event empowered and ready to take action! Our Great Bend Economic Development Grow Workforce team looks forward to continuing this experience spring of 2023.



### **Thank you to our Sponsors**

Superior Essex  
Hess Services  
KMW Loaders  
Kan Equip  
The City of Great Bend

Fuller Industries  
Ellsworth Correctional Facility  
Amerine Utilities Construction  
First Kansas Bank  
Adams Brown  
Great Bend Industries



# 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](#)



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



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

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

The following is the food vendor schedule and availability:

- May 27 - RePerks & Yo Dog
- June 24 - Lana Pelton & The Spread
- July 29 - Yo Dog & \_\_\_\_\_
- August 26 - The Spread & \_\_\_\_\_
- September 30 - RePerks & The Spread
- October 28 - The Spread & \_\_\_\_\_
- November 25 - \_\_\_\_\_ & \_\_\_\_\_

- Band Lineup:**
- April - HomeBrew
  - May - Lightfoot and Buehler
  - June - Tim Anthony and the Animals
  - July - Steel Skarekrow



For the latest updates follow us

[HERE](#)  
and  
[HERE](#)

# Did You Know?



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
<b>Health care</b>	\$ 21,648,012	13%	\$ 5,218.60	72	\$ 37,162,352	13%	\$ 5,404.73	75	\$ 55,084,078	13%	\$ 5,432.30	75
Health insurance	\$ 12,662,606	8%	\$ 3,052.52	72	\$ 21,712,826	8%	\$ 3,157.82	75	\$ 32,189,381	8%	\$ 3,174.46	75
Medical services	\$ 5,556,240	3%	\$ 1,339.42	69	\$ 9,537,707	3%	\$ 1,387.12	72	\$ 14,143,938	3%	\$ 1,394.85	72
Drugs	\$ 2,498,030	2%	\$ 602.19	78	\$ 4,307,437	2%	\$ 626.46	81	\$ 6,370,993	2%	\$ 628.30	81
Medical supplies	\$ 931,130	1%	\$ 224.46	74	\$ 1,604,378	1%	\$ 233.33	76	\$ 2,379,765	1%	\$ 234.69	77



## Fun Facts...

Did you know that in 2019 our area spent over \$32M on health insurance?! WOW!

Between health insurance, medical services, drugs and medical supplies we spend over \$55M annually.

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



# Historic Downtown Great Bend



Did you know, Great Bend is finally getting our historic downtown district recognized! What does that mean you ask? Many exciting opportunities!

Property owners that are in the downtown corridor will now be able to take advantage of up to 50% of project costs back in tax credits as well as apply for historic preservation grant programs through the state and federal government.

This designation will also lead to some exciting projects that will enable us to recognize our history and bring it to people in a modern and easy to use way.

As we continue down this historic path, we'll be looking forward to sharing with you other opportunities that may arise.

If you own a property in downtown Great Bend, be sure to check out our [downtown development](#) page for more information such as:

- National Register Basics
- Myths and Misconceptions
- Tax Credit Info.
- Historic Grants Info.



# New Business Highlight: Redeemed Apparel

A Clothing Store and So Much More!

*“Since [opening] it has grown more than I ever imagined possible.”*

## Briefly tell us about yourself?

My name is Ashley Carrasco. I am 27 years old and a mom of 3 (8,3,1).

## Tell us about your company?

Redeemed Apparel, LLC is a company I started 3 years ago because I wanted to be able to create personalized cloth-

ing for my family. Since then it has grown more than I ever imagined possible. I now own 2 websites as well as a storefront location in Great Bend.

I offer boutique items as well as personalized clothes, tumblers, mugs, license plates, vinyl decals, promotional materials and more!



*“ [Offering] personalized clothes, tumblers, mugs, license plates, vinyl decals, promotional materials and more!”*

Learn more about Redeemed Apparel [HERE](#)

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

I was raised in Great Bend and have lived here my entire life. With my rapidly growing business online, I felt the need to open a store to allow customers to try on items and be able to “shop around”.

From the moment you walk into Ashley’s store you know you’ll be walking out with a bag of goodies!

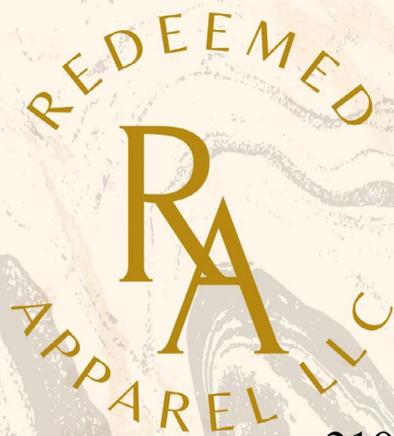
This faith-based retail shop will give you everything from women’s clothing, customized tumblers and shirts, blankets and other boutique items. If you don’t find the perfect item, she can customize one for

you right there.

This is sure to be a wonderful addition to the Barton County shopping selection.

Go meet Ashley and check out Redeemed Apparel, LLC today at:  
2100 10th Street

OR



## STORE HOURS

Mon. CLOSED

Tues.-Thurs. 11am - 5:30 pm

Fri. & Sat. 11am - 8pm

Sun. 1pm - 5pm

2100 10th Street Great Bend, KS 67530

Shop online: <https://redeemedapparel.store>



# Apprenticeship



## Apprenticeship in Barton County

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

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

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



**Business Involvement:** Employer drives the design of the program.



**Related Instruction:** classroom or internet instruction that applies to the job. Education partners work together with us to create curriculum.



**Structured On-the-Job Training:** Focuses on skills and knowledge needed to be fully proficient on the job. OJT from mentor at the job site.



**Rewards for Skill Gains:** Progressive pay scale for new skills.



**Nationally-Recognized Credentials:** National portable credential from US DOL that validates that apprentices are fully qualified for the job.

To get more information or find out how this may benefit your company contact us

[HERE](#)

# HOUSING INCENTIVES: Refresh Your Exterior!



Brush Up GB  
AN EXTERIOR HOME ASSISTANCE PROGRAM

**MEET OUR SPONSORS:**



GB  
ECONOMIC DEVELOPMENT



TROY'S COLOR CLINIC  
PORTER  
PAINTS



**APPLICATION AND ELIGIBILITY**

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



**PROCESS AND TIMELINE**

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



**CALL THE EXPERTS**

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



Brush Up GB  
AN EXTERIOR HOME ASSISTANCE PROGRAM

**READY, SET, RENOVATE!**

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

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)

## New Updates to the Brush Up Program!

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

## Upcoming Events & Business Education

### Upcoming Events and Business Education

#### How to Start A Business

**4**  
MAY

Wednesday, May 4, 2022  
5:30-7:30pm  
Topeka Shawnee County Public Library  
<https://ksbdc.ecenterdirect.com/events/26996>

#### Damn it, Do it Day

**25**  
JUN

Saturday, June 25th, 2022  
8:00am - 4:00pm  
Odell Street between 11th and Lakin  
<https://www.facebook.com/groups/damnitdoitgbk>

#### Friday's on Forest

**27**  
MAY

Friday, April 29, 2022  
5:00pm-9:00pm  
Forest Avenue between Main and Williams  
<https://www.gbedinc.com/gbalive>

#### Ecountering Innovation 2022

**6**  
JUN

Monday, June 6th, 2022  
10:00am  
Johnson County Community College  
<https://www.kansassbdc.net/match-making-detail>

#### Friday's on Forest

**24**  
JUN

Friday, June 24th, 2022  
5:00pm-9:00pm  
Forest Avenue between Main and Williams  
<https://www.gbedinc.com/gbalive>

**Thank  
you for  
Following  
Along  
on our  
Journey!**

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

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

- \* Housing
- \* Childcare
- \* Entrepreneurship

*Anything you want to see in these newsletters that was not included? Please reach out to [admin@gbedinc.com](mailto:admin@gbedinc.com) with your feedback.*

