



# Kansas PRIDE Newsletter

Summer 2006

## Setting Cross-Community Goals, Part Two

In the last newsletter, I discussed how good cross-community goal setting is inclusive and based on broad citizen involvement. In addition to being based on broad community input, each identified goal can also be a cross-community goal. Let me explain.

Recent work through the North Central Regional Center for Rural Development (NCRCD) has shown that healthy, sustainable communities are communities that have goals and activities that strengthen more than just one aspect of community. In thinking about a community, we all know that there is the physical community (the buildings and place) and there is a social community (the people and the opportunities to get involved). The NCRCD has broken this down even farther. Their research has identified seven areas of community investment that link together to form healthy, sustainable communities. Those seven areas of investment are:

- **People.** Investment in human capital. This includes education, health care, and all those aspects of having healthy, happy people in your community.
- **Social.** Investment in social capital includes opportunities for involvement in groups and encouraging those interest groups to work together.
- **Cultural.** Investment in foods, arts, celebrations, and traditions that are unique to the community.
- **Political.** Investment in political capital means that everyone in the community has an opportunity to have voice and leadership in defining what is important for the community.
- **Natural.** Investment in the natural world that supports our communities. This includes the air, water, land, and soils that influence the health of the places we live.

- **Built.** Built capital is the investment in streets, buildings, infrastructure, and communications systems that support a community.
- **Economic.** An investment in economic capital includes business, job creation, fair wages, and opportunities to financially invest in the community.

And now about cross-community goals. Rather than having a goal that “falls into” one of these categories, consider how your community goals might invest in multiple areas of community. For example: If your community is planning on building a community center, if you only consider the “Built” capital, any good building design may do.

Now consider the design of this project by looking at the above mentioned areas of investment. How might a community center reflect or enhance our cultural diversity goals? How might a community center reflect our goals for political investment (hosting public forums or meetings)? How might a community center be built to reflect an investment in human needs? Social goals? Goals for investing in the natural environment?

Suddenly, the building begins to take a new shape. It may now include a food pantry, an area for recreation and fitness, a storm shelter, a meeting room for language classes or quilting, a room large enough for community forums, or a center for entrepreneurial enterprises. The project has become a cross-community project, integrating a multitude of investments in creating a healthy, more sustainable community. By using this model of thinking about community goals, you will find that your goals quickly gain the investment and support of the community because you are thinking “win-win,” being a good steward of resources, and making the investment of your work create multiple payoffs.

— Dan Kahl, PRIDE Coordinator  
**Don't forget to check out our Web site**  
[www.kansasprideprogram.ksu.edu](http://www.kansasprideprogram.ksu.edu)

## Kansas Bankers Association – PRIDE Sponsor

The Kansas Bankers Association (KBA) was organized in 1887, one of the first state bankers associations in the nation. Since its inception, KBA's focus has been helping Kansas bankers better serve their customers and communities. At present, KBA's membership includes 353 Kansas banks, which operate more than 1,300 banking facilities in 440 towns and cities across the sunflower state. The total number of employees currently employed by Kansas banks stands at roughly 14,000 making the banking industry one of Kansas largest employers.

The banking industry plays a vital role in supporting and fostering economic and community development across Kansas and KBA is committed to helping Kansas bankers meet that role. Providing educational opportunities to Kansas bankers is one of KBA's primary objectives. KBA bi-annually hosts conferences for bankers focusing on economic and community development as well as agricultural

and rural development. These conferences enable bankers to learn from the community development and economic development successes of other

Kansas communities. Sustaining and growing Kansas communities is the foundation of these important KBA-sponsored events.

In addition to serving the direct needs of Kansas bankers, KBA is also directly involved in numerous programs that support youth leadership development, financial literacy and community development. Some of the programs currently supported by KBA include the Kansas Council on Economic Education, Kansas Governor's Scholars Program, Kansas FFA Program, Kansas 4-H Program, Kansas Ag Rural Leadership Program and Kansas PRIDE, Inc. KBA is a strong supporter of Kansas Pride, Inc. and its work to improve the quality of life and promote development in small, rural communities. More information regarding the Kansas Bankers Association can be obtained at [www.ksbankers.com](http://www.ksbankers.com).



### Welcome to PRIDE

The Kansas PRIDE program year kicked off on July 1. Five new communities joined the ranks of Kansas PRIDE this year. We would like to welcome the following communities to the PRIDE program.

- Frankfort
- Girard
- Olpe
- Portis
- Reading
- Riley

These communities are starting strong as they dive into community improvement. Each will be following the community improvement process that includes: assessment, project identification, public engagement, implementation, and celebration. We welcome Frankford, Girard, Olpe, Portis, Reading, and Riley to the program!

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***Community building  
is not a spectator  
sport.***

— Bruce Adams

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### PRIDE Day Conference

Mark your calendars for PRIDE DAY 2006 on September 30, 2006 at the Highland Convention Center in Great Bend, Kansas. The theme for the day will focus on *PRIDE – Setting the Pace*. This is a great opportunity to share and learn from other PRIDE communities.

The conference will also include:

- Leadership enhancement workshops
- Opportunities for topical discussions and idea exchanges
- Celebration and recognition of PRIDE community successes
- Resource sharing for community improvement

Watch for conference registration materials and information to be mailed in August.

### Shared Leadership Workshop

Due to technical difficulties the Shared Leadership Workshop has been rescheduled. It will be Tuesday, August 22, 2006. This workshop will be presented via seven Poly-com sites across Kansas. Hopefully this will allow more attendance as it will require less travel time and yet it will be interactive. This is a first for the Kansas PRIDE Program, so take advantage of technology. Registration will be required for attendance. More information will be arriving soon.

# Spotlights on PRIDE Communities

## Spearville

The “City Of Windmills” will now officially be the “City Of Windmill Turbines.” Spearville was recently chosen as the site for a new wind-energy farm. The landscape is already changing with the turbines arriving daily by rail and truck. When completed, there will be approximately 67 towers located just north of the city.

With the coming of the turbines, there is also a new welcome sign for Spearville. The PRIDE committee was given a generous donation that is being used to purchase a new welcome sign for the city. The sign will be located at the main entrance to town and will be made of native stone posts. On one side will be an old-fashioned windmill and the other side will be a wind turbine. In the middle will be the welcome sign.

Also new to our community is a new play set for the city park. The old wooden fort was in need of retirement, so the PRIDE committee started looking into grant possibilities. After 3 years of searching, we obtained funds that were specifically earmarked for Spearville by a former PRIDE member.

The new “Rainforest” playground equipment was brought in by truck on New Year’s Day, stored at the convenience store storage facility, and then constructed by city employees and volunteers at Greenstreet Park. The next step is to lay down a rubber mat made of recycled tires.

There are many new and exciting things happening in Spearville. Upcoming projects include improvements to the city pool and a youth recreation center.

— Gayla Kirmer, Spearville PRIDE



*New playground equipment in Spearville.*

## Lenora

Lenora joined Kansas PRIDE 16 years ago and the community feels that it has been successful. Lenora is a small town in northwest Kansas with a population of 306.

Our first projects were beautification of some of the older buildings on Main Street, which made the town look much better. It also extended to the people in the community and everyone seemed to be improving their homes and property.

We have done many worthwhile projects throughout the years. One of the first was compiling our newsletter, the Lenora Meridian. Our newspaper closed approximately 25 years ago and felt we didn’t know what was happening in the community. The Chamber of Commerce started the newsletter with PRIDE consenting to help them when we became a PRIDE community. It is an all volunteer effort that keeps us informed as to what is happening in the community. With different volunteers doing the compilation, it doesn’t take too much time.

Another project that we have done for many years is a pet health clinic. As we do not have a veterinarian in our town, we have a nearby vet come so everyone can have their pets vaccinated for various diseases such as rabies, distemper, and leukemia. This has been a great help to the community as they do not have to transport their pets elsewhere.

One of the projects that we have been doing for several years is the PATH Intergenerational Project. This project puts the youth and senior citizens together to become acquainted and work and have fun. Since we have lost part of our school, the teachers and parents have been in favor of what we have been doing. PRIDE hosts a story hour for preschool children, and goes to the school to listen to the children read. Other programs have included nutrition programs, wildlife programs, and this year each child made an individual quilt block. Lenora PRIDE members have become extended grandparents to the children and have enjoyed the interaction.

The project that has been worked long and hard on is our new Community Building/Library, which is under construction. We started this about 6 years ago and after three applications for a Community Development Block Grant, one was obtained. This is something that has been needed in the community and will be a huge asset.

In all of our 16 years, Lenora feels we couldn’t have made a better decision than when we joined Kansas PRIDE.

— Gloria Heikes, Lenora PRIDE

# News from PRIDE Communities

*The following are edited news stories shared by PRIDE Communities*

## Alton

Red, White, and Blue Day Camp for Alton area children ages 3 to 12 was on June 14. It was sponsored by PRIDE and the Osborne County Extension Council. A \$2 registration fee was charged to help with expenses. Being Flag Day, we celebrated with patriotic crafts, games, and songs.

Children ages 3 to 7 registered at the Community Room, opened with the flag salute and sang patriotic songs, then enjoyed crafts and games. Lunch was provided and before leaving they all took a fun train ride around town.

Boys and girls ages 8 to 12 registered at the Alton City Park where Osborne County Research and Extension agents and junior leaders provided exciting activities including making bottle rockets and water games. They each made their own lunch of walking tacos and pudding cups.

This was a fun day for all – children, volunteer helpers and agents. We like to provide activities that keep our area youth at home instead of traveling.

## Lincoln School Area Neighborhood Association, Inc – Hutchinson

On May 20, the annual Weekend Cleanup for the neighborhood resulted in the removal of 53.5 tons of junk. Local volunteers from the neighborhood helped pick up, load, and haul off all the trash.

## Initiative Provides Funding for Community Development

Early in 2005, the U.S. Department of Defense announced that Fort Riley would gain approximately 3,400 military and 1,200 civilian personnel during fiscal year 2006. Since then, the announcement of additional military personnel and the return of the Army's 1st Division, "The Big Red One," translates into approximately 10,000 Soldiers and their families moving into the area. Expanded civil service employment and other private sector jobs also will occur. Officials believe that the area surrounding Fort Riley will experience a population growth exceeding 30,000 over the next few years.

The area of Kansas directly impacted by Fort Riley's personnel expansion consists primarily of rural communities, some which are not adequately equipped to meet the demands created by the increased population. USDA Rural Development stands ready to assist the communities and the new

personnel that will be arriving to Kansas. Agency programs are designed to help meet many of the challenges posed by growing communities and families moving into the area.

On August 1, National Night Out Party for the city of Hutchinson will be held. In the 4 years that this celebration has been held, it has continued to grow. This year the PRIDE group teamed up with downtown businesses to provide food from local restaurants, music from a live band, dancing, and awards of appreciation. A parade will officially open the National Night Out.

## Highland

A big "thank you" goes out to all who participated in an interesting and informative program held for the state evaluation team. The PRIDE group sponsored the annual all-city garage and food sale. This serves as a public service and the food sale is a great fund raiser. Meadowlark Bed & Breakfast received a Business of the Year Award in Valley Falls from the Kansas Department of Commerce. Congratulations to Gene and Sally Rush. The big 4th of July Celebration featured all the favorite events with a parade, children's games, ice cream social, and fantastic fireworks. Lots of folks take a vacation at this time of year, but Highland PRIDE is working.

## Osawatomie

Downtown Osawatomie is looking great as a result of 24 flower pots being planted in the downtown area. Five more new trees have also been added to the local John Brown Park.

USDA Rural Development loan and grant funds are available to:

- Purchase affordable single-family housing
- Develop and construct multi-family housing
- Improve building sites, including new streets
- Finance community needs such as daycare centers, medical clinics, and fire stations
- Finance infrastructure to support water and waste systems
- Expand and develop new and existing businesses

During the June 27, 2005 MOU signing event, U.S. Senator Pat Roberts announced a special fiscal

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# PRIDE Paves the Way!

## Healthy Ecosystems — Healthy Communities

The Kansas PRIDE program is beginning a new and exciting pilot project to put communities in the “driver’s seat” for the future. Although each small community is unique, nearly all have responsibilities for quality drinking water, wastewater and solid waste management, household hazardous wastes, and issues surrounding surface water and groundwater quality and supplies for rural enterprise. As we all know, water is an important asset to any community, especially in our rural Kansas communities. This new project will help three PRIDE communities work through a process to bring their citizens together to define their community and invest their energy in its future well-being.

Small communities face challenges managing environmental issues that can seriously affect the health and well-being of not only their citizens but also their economy. For some, this may be declining population, loss of their youth to higher paying jobs in larger cities, or failing water and sewer lines, with little revenue for upgrades to attract new economic opportunities. Other communities may be facing population “spill-over” from nearby cities resulting in population and economic growth that require new and costly utilities and roads to serve the new homes. Environmental planning provides the

“steering wheel” to negotiate these challenges, and in such a way that will maintain or use the resources wisely so that quality of life is enhanced or maintained in your community.

The PRIDE program coordinator for this project will lead the process for each community to develop short- and long-term plans that serve as a “road map” to manage their local natural assets, with a special focus on water quality. Having an environmental plan is like having a storm cellar: it’s there when you need it and will see you through the “storms” that might develop, quickly and safely. Environmental planning helps citizens identify natural resources in their community, prioritize those that are most important or in need of restoration or protection, and design the best plans to make the most of them for community health and economic opportunity.

Keep tuned to the PRIDE Web site in the future to follow this important new project. We’ll soon have a newsletter devoted to environmental and resource management opportunities and other resources to help communities learn more about managing their natural resources to improve the health, wealth, and well-being of their communities!

— Sherry Davis

## Initiative Provides Funding for Community Development *(continued)*

year 2006 allotment of \$25 million for USDA Rural Development’s Guaranteed Rural Housing program in Kansas. This additional funding will provide increased affordable home financing for military and civilian personnel who are moving to the Sunflower State. In addition, USDA is eager to provide financing options to purchase homes; improve infrastructure; install waste and water systems; expand business opportunities; and provide other basic community needs.

To assist communities in planned development for the future, USDA Rural Development, in partnership with the FHLBank Topeka and K-State Research and Extension, will host community development training for community leaders. This important training will be offered in September and October of 2006. It will assist area communities with efforts to organize, assess needs, and adopt a planned

approach to community growth. PRIDE communities are encouraged to attend.

To learn more about USDA Rural Development programs, please contact either:

USDA Rural Development  
Manhattan Area Office  
2615 Farm Bureau Road  
Manhattan, KS 66502  
785-776-7582 phone  
785-539-2733 fax

Or

K-State Research and Extension  
Kansas PRIDE Program  
785-532-5840 phone  
785-532-6175 fax

Kansas PRIDE Program  
101 Umberger Hall  
Kansas State University  
Manhattan, Kansas 66506

## Important PRIDE Dates 2006

July 1	Kickoff for new PRIDE program Year	September 29 PRIDE Annual Meeting – Great Bend
July 15	Deadline for 4 <sup>th</sup> quarterly report	September 30 PRIDE Day Conference – Great Bend
July 25	PRIDE Partner Award Application Due	October 15 1 <sup>st</sup> Quarterly Report Due
August 22	Shared Leadership Workshop	



All educational programs and materials are available without discrimination on the basis of race, color, national origin, sex, religion, age, or disability.

The Kansas Department of Commerce, K-State Research and Extension, and private-sector companies and associations partner together to make the PRIDE program successful. For assistance contact the PRIDE staff: Jeanne Stinson at (785) 296-3485; Dan Kahl or Connie Hoch at (785) 532-5840