

City of South Hutchinson Strategic Plan

Launch Event

November 10, 2011



Planning Process

- Community Capacity Building grant from the Kansas Department of Transportation
- Open RFQ for Planning Consultant
- Center for Urban Studies at Wichita State University selected as the consultant
- Developed community interaction strategy, listening tour concept
 - 10 targeted small group engagement sessions
 - 1 large open public meeting on May 19
- Total of 131 individuals participating

Steering Committee

- Steering Committee selected by the City Council
 - Lowell Peachey, CEO Mennonite Manor selected as Committee Chair
- Focused community input into a workable plan over the course of three meetings
- Developed draft of strategic plan presented to City Council

Vision Statement

- The City of South Hutchinson is creating its preferred future to meet the needs of its residents through active community involvement. The City is home to dynamic and robust industrial, business, and residential areas that provide jobs and livable spaces to the region. With ample gateways to major highways and rail service, South Hutchinson attracts and expands business and recreational opportunities. Residents are proud of the small town atmosphere, exceptional quality of life, heritage, churches and schools.

Goals

- A list of 9 goals were developed by the Steering Committee
- Each member prioritized their top 5 goals
- The top 5 goals overall were labeled Tier 1 goals, to be accomplished in the next 3-5 years
- Remaining goals were classified as Tier 2 goals to be pursued in the next 5-10 years.
- Key objectives were developed for each Tier 1 goals

Goal 1a

- Increase business opportunities, enhance economic development and sustain growth in existing businesses /Maintain and enhance the quality of existing structures

Goal 1a Objectives

- Create a task force comprised of a cross-section of South Hutchinson business owners (large and small), Hutchinson/Reno County Chamber of Commerce representatives and South Hutchinson city officials to develop specific objectives and strategies utilizing current economic development data, trends and information from this strategic planning process.
- Explore financial incentives for new, creative, young entrepreneurs and foster better relationships with existing organizations and programs for entrepreneurs.
- Develop and maintain a central point of information related to starting a business in South Hutchinson including incentives and available land and buildings.

Goal 1a Objective Implementation

- Economic Development Taskforce launch in January 2012
 - Formed by City Council
 - Seeking 3-7 Business representatives from South Hutchinson
 - One Reno County Chamber representative
 - One representative from the Quest Center
 - Initial term of one year starting in 2012
 - Accepting applications now
- Pursuing a relationship with entrepreneurial organizations including K-State business organization and Quest Center to develop a entrepreneurial support program
 - Development in process
 - Discussion with K-State schedule for November 14th
 - From there a support program will be developed
 - Targeted roll out in 2nd Quarter of 2012

Goal 1a Objective Implementation

- Central point of information for developing a business in South Hutchinson
 - www.southhutch.com “Doing Business” tab
 - Provides one point of initial information about starting or developing a business in South Hutchinson including economic development incentives, available property, zoning and permit information
 - Information continually added, property information be solicited currently
 - In person, an emphasis is placed on one point of contact (single City staff to direct projects through the City process)

Goal 1b

- Increase retail growth to promote jobs and increase population

Goal 1b Objectives

- Explore incentives for retail development.
- Utilize Buxton study to directly recruit retailers and developers.
- Develop a core retail growth zone and provide infrastructure for new/expanded development.

Goal 1b Objective Implementation

- Economic Development Taskforce will be asked to develop a proposal for retail business incentives.
 - Statutory incentives for retail are limited
 - Investigate plausible alternatives
 - Seeking a proposal by the end of 2nd quarter 2012
- Direct retail recruitment based on Buxton information is currently being pursued.
 - Contact has been attempted with seven retail concepts focusing on retail, entertainment, restaurant and grocery concepts
 - Economic Development Taskforce will be asked to assist in identifying more potential developers for the area

Goal 1b Objective Implementation

- Developing the core retail growth zone
 - Area at K-96 and US-50 identified as the most likely growth zone
 - Highest traffic counts
 - Available, developable property
 - Utility service existing
 - City owned property on the northwest side of the intersection
 - Economic Development Taskforce will also address what additional improvements can be done



Goal 2

- Develop and implement a formal plan to improve the appearance of Main Street and major gateways.

Goal 2 Objectives Concerning City Projects

- Develop minimum landscaping requirements for businesses along Main Street.
- Research and form committee to apply for grants for trees.
- Identify a “core area” for South Hutchinson.
- Utilize City resources to purchase Main Street properties when they become available.
- Increase number of crosswalks along Main Street.
- Study existing bike path and analyze danger of location adjacent to major thoroughfare with heavy truck traffic.
- Seek financial incentives to promote beautification (curb appeal) of existing businesses.

Goal 2 Objective

Implementation for City Projects

- Greenspace, Parks and Recreation Committee to launch in January 2012
 - Formed by City Council
 - Seeking 3-7 community representatives from South Hutchinson
 - Initial terms of one and two years starting in 2012
 - Accepting applications now
- GPR Committee will be a standing committee at the discretion of the City Council
- GPR Committee will advise on issues related to:
 - Main Street beautification
 - Recreation opportunities including paths, trails, and park development
 - Grants related to trees, parks and recreation
 - Working with volunteers and students
- GPR Committee also serves to help fulfill Tier 2 goals regarding maintaining livability

Goal 2 Objective

Implementation for City Projects

- Discussions with City engineering firm, PEC to assist with planning for:
 - Core development planning
 - Streetscape planning
 - Trail planning
 - Parks Master plans
 - Main Street design standards
- PEC to work with GPR Committee
- No official action has been completed
- Per City policy PEC will submit formal proposals for vote of City Council
- Research being conducted regarding options for property acquisition on Main Street
 - Complex legal environment requires the proper due diligence
 - Research options likely completed by the 4th quarter 2012 for presentation to the City Council

Goal 2 Objectives

Community-wide Beautification

- Recruit a group of volunteers to beautify specific areas.
- Create a program to increase planting of vegetation—utilize children and schools.
- Host annual community Clean Up Day.
- Involve upper elementary students (5th or 6th graders) in community beautification projects.

Goal 2 Objective

Implementation for Beautification

- Development of youth advisory group in process
 - Discussions with USD 309 Principals and Superintendents have already taken place
 - Developing model and functions for youth advisory group
 - Presentation on form to City Council for action in January 2012
- GRP Committee will work to identify areas of concern and a game plan for improvement
- City staff will coordinate with GRP Committee and youth advisory group to accomplish goals
- Discussion with area churches also in progress to develop a collaborative effort
- Community wide clean-up day is tentatively scheduled for spring 2012 with more details to follow

Goal 3

- Create and promote a unique identity for South Hutchinson

Goal 3 Objectives

- Assign this issue to the City's current marketing consulting firm with a timeline for completion
- Create a logo to identify the industrial base of South Hutchinson; a community "icon" such as Manhattan's "Little Apple"
- Promote South Hutchinson as "Jobs Capitol of Kansas"
- Add amenities (such as picnic tables) at river access point

Goal 3 Objectives Implementation

- Catalyst Marketing attended all listening tour and steering committee meetings
- A marketing plan has been developed that consists of three phases
- Logo creation is the first item currently underdevelopment
- Designs will be presented to the City Council by the end of this year or early next year
- Logo elements will reflect positive attributes of the community
- Promotion of South Hutchinson as the jobs capital of Kansas will be addressed in economic development marketing pieces that are in Phase 1 of the marketing plan to be completed by mid-year 2012
- Amenities being added at the river access point will be addressed through the GRP Committee

Goal 4

- Identify and develop the assets unique to South Hutchinson that can be used to make South Hutchinson a destination

Goal 4 Objectives

- Assign this issue to the City's current marketing consulting firm with a timeline for completion.
- Create a Facebook page to market South Hutchinson as a destination (can be used to market to potential businesses and promote events and school activities).

Goal 4 Identified Assets

- South Hutchinson Elementary School
- Variety of churches
- Friendly people
- Industries—Collins Industries, Morton Salt, Tyson Foods, Stutzman Refuse Disposal (state of the art recycling plant), American Packaging Corporation
- Tremendous labor market
- Best of both urban and rural worlds
- Great major highways—highways 17, 96, 50, 61
- ATV and dirt bike trails in river bed

Goal 4 Identified Potential Assets

- A center for vocational training (i.e., Collins Industries, one of the largest bus manufacturers and a source of employment)
- A destination restaurant—unique like the hamburger restaurant in Castle Rock, CO, named CRAVE—unique food option unlike anything in nearby Hutchinson

Goal 4 Objectives Implementation

- Phase 1 of marketing plan includes the production of two marketing pieces that highlight the assets of South Hutchinson identified through the planning process and through Catalyst's focus group
- Phase 1 of marketing plan to be completed by mid-year 2012
- Potential assets are ongoing challenges, some to be address through retail recruitment efforts
- City Facebook page is already in place and updated regularly
 - Search for “City of South Hutchinson” in Organizations
 - Links can be found on the City's website
- South Hutch also maintains a Twitter account
 - @SouthHutch

Goal 5

- Increase opportunities for young adult involvement in community project, government and leadership roles

Goal 5 Objectives

- Develop a “young professionals” group or partner with a similar group in Hutchinson.
- Seek partnerships with Hutchinson/Reno County Chamber’s leadership program; develop a smaller-scale version.
- Develop mentoring programs matching existing business owners with new business owners.

Goal 5 Objectives

- Create opportunities, partnerships, internships for upper middle school, Nickerson High School and Hutchinson Community College students to shadow and participate in activities and operations of representatives of the business community and city government (city council, economic development organizations); target students enrolled in social studies classes.
- Create a program to recruit community and business volunteers in the schools.
- Expand existing partnerships involving South Hutchinson Elementary School and city fire and police departments.
- Create programs to develop young leaders in government—youth council, young professionals council.

Goal 5 Objectives Implementation

- Special Event Committee to launch in January 2012
 - Formed by City Council
 - Seeking 3-7 community representatives from South Hutchinson
 - Initial terms of one and two years starting in 2012
 - Accepting applications now
- Special Events Committee will be a standing committee at the discretion of the City Council
- Special Events Committee will be tasked with
 - Working to promote community pride through existing events
 - Develop new community events that provide opportunity for participation
- Special Events Committee will be helping coordinate a summer event from the remaining pieces of Salt Fest

Goal 5 Objectives Implementation

- Youth advisory group will also be asked to provide input in City matters and have an opportunity to participate
- Will not be re-inventing the wheel for young professionals
 - Will focus on building membership in existing group to help promote South Hutchinson
 - Investigate partnerships for more YP Mingles
 - YP Mingle hosted at American Packaging / Stutzmans Refuse on November 10, 2011
- City officials will seek to promote the Hutchinson/Reno County Chamber's leadership program among South Hutchinson businesses
- Economic Development Taskforce will examine feasibility for a mentoring program and collaborate with the South Hutchinson Chamber of Commerce

Goal 5 Objectives Implementation

- First phase of creating more opportunity for youth in the community will be to provide a City Hall day to NHS Government Students
 - Opportunity to tour facilities
 - Discuss careers with City representatives
 - Mock City Council meeting with students as council
- City representatives will also be seeking opportunities to present local government sections to government students
 - Spring 2012 TBA
- Current relationship with the SHES and SHPD/ SHFD are strong.
 - More opportunities will be explored on an ongoing basis

Tier 2 Goals

- Long-term, focused on 5-10 year time frame
 - Sustain current programs to maintain a livable environment
 - Establish housing developments to meet the needs of diverse incomes
 - Explore and develop programs to foster community pride activities