From the CEO

Imagine Salina and Placemaking

The most widely understood definition of placemaking is the practice of creating or enhancing a community’s assets to improve its overall attractiveness and livability. This includes large-scale projects such as the redevelopment of a district or downtown, and creative uses of public spaces that create an inviting atmosphere, but it also small-scale efforts such as pop-up events, entertainment, and art in unusual and unexpected public places. The rules of placemaking haven’t changed or been altered over time, what attracts people to the main boulevards and cores of cities are entertainment, comfort, variety, walkability, food, beverage, people-watching, safety, commons areas, and natural elements, such as trees, gardens, and water features. The addition of wayfinding signage, memorable architecture, and beautiful landscapes help give a community or district its own heartbeat and vibe.

Salina’s ability to retain the next generation of our workforce, invite former graduates back, and recruit individuals and families to Salina to fill in-demand career opportunities will be key in keeping both our business community and local economy strong. There is tremendous momentum in Salina with many generational projects completed or in the works, involving significant capital investment across the community and has given us the ability to showcase assets in Salina that haven’t existed previously.

Imagine Salina’s tagline is “Turning What If into What Is”, and it signifies the roll up your sleeves and make something happen attitude that exists in Salina and the generosity of our business community. During 2019, we have begun the implementation phase of Imagine Salina and we are thrilled to announce that the marketing and recruitment website has been finalized and launched! This tool represents the main digital vehicle that will be utilized to showcase Salina and its opportunities to potential new residents, while at the same time providing valuable data as we continue to grow and tweak our outreach efforts. While the digital side of the Imagine Salina project is going to ramp up in 2020, the traditional workforce development and business expansion and retention program of work continues to hum along and produce positive results on issues affecting our business community including housing, early childhood education, small business training, innovation, public policy and legislation, and executing talent pipelines to quality and in-demand local careers.

Imagine Salina just isn’t the Chamber’s initiative, it is the business community’s initiative, it is the education community’s initiative, the non-profit, the public, the private, and many other groups in between because the success of our community rests on the individuals that choose to call Salina home. With everyone pulling in the same direction, we can put Salina on the map as one of the top destinations in the Midwest to call home through the Imagine Salina initiative!

Best,

Eric L. Brown
President/CEO
Salina Area Chamber of Commerce
Leadership Salina 2019 Graduates!

The Leadership Salina Class of 2019 graduated on November 21st. As a part of the event, class members shared projects they are working on or have completed as a part of the curriculum.

Projects include:

River Education Project - Provided educational material to the Friends of the River Foundation, including two pop-up banners and an impactful “trashy” art project created with trash from the river. The group felt this would create more opportunities to learn and educate our community.

Friend to Friend - Partners volunteers with a senior citizen in our community from September-December to offer friendship during what can sometimes be a lonely season.

Food Education Videos - Produced educational videos for the WIC Program that will help teach how to properly pick, prepare, and package fresh fruits and vegetables.

Be Strong - Assisted in the implementation of Be Strong Global at the middle school and high school level. Be Strong is a student-led program that focuses on anti-bullying, inclusion, and assists its participants with managing social and emotional situations.

Recycle Downtown - Through a collaboration with community partners, the group is designing, manufacturing, installing and maintain 5 trash and recycling receptacles in all of the downtown Salina public plaza spaces.

Bright Ideas Salina - Installing colorful LED lights in the tunnel on Santa Fe that connects Santa Fe to the 7th Street parking lot. This tunnel is directly adjacent to Blushe Boutique. The lights in the tunnel will not only enhance the appearance of the space but will also increase safety and help mitigate vagrancy.

The Leadership Class would like to thank those community leaders who took time out of their days to speak on a panel during the Leadership Salina sessions.

Leadership Salina 2019 Panelists and Speakers

Sarah Maas
Eric L. Brown
Leadell Ediger
Dr. Matt Brunsgardt
Maggie Gillam
Barb Young
Jessica Martin
Brad Anderson
Kelly Mobray
Rev. Dr. Charlie Smith
Daren Neuschafer
Mike Schrage
Brandee Mayginnes
Claire Mullen
Thane Chastain
Susy Reitz
Amanda Michaelis
Terry Hauschel
Greg Nichols
Bob Jenkins
Guy Walker
Jason Tiller
Lori Blake
Jennifer Kaufman
Marjie Anderson
Monte Shadwick

Salina Flying High with BIG News on Air Service!

Beginning March 5, 2020, Salina will see some great enhancements to our air service and schedule. At that time, Fly Salina users will have direct, nonstop air service to Denver (DEN), something many Denver passengers have been hoping for. This change means those flights will no longer have a Hays stop and seat sharing. This gains us better connect times at both DEN and Chicago O’Hare (ORD). SLN to DEN nonstop flights can be booked now at United.com
The “Imagine Salina” startup has been very successful! Latron North, Talent Initiatives Specialist, has been hard at it, getting the program off to a great start from the ground up.

To date, more than 250 packets have been disbursed at six career and job fair events that Latron has represented Salina at. Within this job fair event category are the Ft. Riley Army Installation and Fort Leavenworth Army Installation. These packets feature information regarding Salina job opportunities, events and attractions, and provide an overview of the community as a whole.

In addition, “Imagine Salina” played a vital role in orchestrating and organizing a job fair for the recently arrived 1 Vision Aviation MRO. 1 Vision now has 65+ employees, including many that have moved into the community from outside of the community.

The “Imagine Salina” initiative hosted Military Keep - Kansas Employment Exploration Program. This was a Salina Industry and City Tour for service members exiting from the military. This tour brought 17 transitioning service members to Salina. These service members were able to experience the community, tour four local industries, explore two campuses of higher education, and hear from community leaders about why Salina is a great option for their next stage in life.

Recently, a former service member was hired at a local manufacturer and has since relocated with his family to Salina. That is a win for the entire community! “Imagine Salina” has conducted one-on-one tours as well for select individuals from out-of-state who were chosen by chamber members to come to Salina and interview with the company. Within a few months 11 tours have been done and it has been reported that four out-of-state individuals have been hired.

Great investment of time has been spent the past months leading to “Imagine Salina” website – www.imaginesalina.com going LIVE.

After great anticipation, the website functions as a funnel and pipeline between the community and potential residents. This process is all a part of the goal to increase the population of Salina with skilled workers into the community, thereby creating a great influx of talent, and positive impact on the City and County economies.

For more information about “Imagine Salina” contact Latron North at lnorth@salinakansas.org or by calling (785) 827-9301.

250 Salina profile packets disbursed
Two Army installation events
1 Vision Exceeds Start-Up goal
70 New Hires in Place
Military KEEP tours with 17 soldiers
11 individual community tours
imaginesalina.com Goes LIVE!

Imagine Salina...becoming Reality!

2020 Members Elected and Appointed to Chamber Board

Last month, Chamber members elected four new members to the Salina Area Chamber of Commerce Board of Directors. These four elected members will serve 4-year terms:

- Andrew Manley, CFO - First Bank Kansas
- Dr. Alysia Starkey, CEO/Dean - Kansas State University Polytechnic
- Loren Young, Partner – KCOE ISOM, LLP
- Travis Young, CEO - Salina Vortex

Chair-Elect James Lambert has also appointed two new board members to serve 2-year terms:

- David Disberger, President - Great Plains Manufacturing
- Larry Michel, Shareholder Attorney - Kennedy Berkley Yarnevich & Williamson

All six new board members officially began their terms in January 2020. Congratulations to these new members of our Chamber leadership!
Hey Salina! Let’s all welcome the athletes, coaches and families that will BRING IT TO THE HOUSE during the USBA Winter Nationals at Salina Fieldhouse!

**Hap Dumont 9U State Baseball Returns to Salina**

Visit Salina is pleased to announce that the Hap Dumont NBC 9U State Championship Baseball Tournament will return to Salina for its 2nd consecutive year.

Eric Blasdel, Board President for Hap Dumont Baseball, cited the following reasons as to why Hap Dumont made the decision to return. “The decision was easy, Salina has the professional expertise, facilities, lodging and amenities to host this State Championship. We tested the event in 2019 and believe Salina was an excellent host. We think it will be even better in 2020. Salina has the perfect location for our young teams to meet centrally at the intersection of I-70 and I-135, right in the middle of Kansas. This paired with the willingness for Visit Salina to serve as host of the tournament and coordinate with the Salina Parks and Recreation Department as well as local baseball staff and volunteers makes Salina an ideal choice for the Hap Dumont NBC 9U State Championship Baseball Tournament.”

The tournament is expected to welcome approximately 20 to 25 teams. Many parents and fans will attend and be exposed to Salina’s restaurants, hotels, shopping and other attractions. Estimated Economic Impact to Salina for the event is $155,000.

The Hap Dumont NBC 9U State Championship Baseball will be held at East Crawford Recreation Area July 10-12, 2020.

**New Billboard Look**

$10 & $25 Gift Certificates For All your Holiday Gift Giving! The perfect Gift... any day! www.SalinaKansas.org • 785-827-9301
The Kansas Official Travel Guide 2020 is here!

This publication is the most comprehensive look at travel in the state of Kansas. More than 400,000 copies are distributed annually by mail, at trade shows, in visitor centers and by DMOs (Destination Marketing Organizations) like Visit Salina. Travel businesses who have listings on TravelKS.com (free) may purchase printed listings in the guide as well. There are also opportunities to purchase print ad space, which you see below in the 1.5 pg spread that Visit Salina and our partners purchased. In 2020, Salina received great coverage due to the excitement surrounding the downtown streetscape and development, and our strong arts vibe. Copies of the publication are available at the Visit Salina office. For more info about participating in future guides, contact Sylvia Rice at Visit Salina – srice@salinakansas.org.

Delta Bryant to retire from Chamber staff

With 2020 just around the corner, everyone anticipates the coming change and what the new year will bring. One such change will certainly impact the Chamber organization, membership and staff. Delta Bryant, longtime Chamber staffer will retire at the end of 2019. Delta has worn several hats at the Chamber. She has been the face that greets visitors at the office, and the voice that most often helps caller with the drastically diverse questions on the phone. She has served as part of the Administration and Operations work of the Chamber, which generally means she “knows stuff”, or where to get those answers.

Specifically, Delta has served as the liaison for the Chamber Board of Directors via communications about board meetings and other important updates. Specific programs that she leads include the School to Career Program which places USD 305 student in workplace experiences like internships and job shadowing. She is the primary contact for the Mid America Farm Expo, responsible for marketing the event, registering booth sponsors and collecting those payments, and working with the Ag Division in preparing for and hosting the spring event each March. The summer Junior Dairy Show is another operation with Delta’s heavy involvement. In addition to those very specific programs, Delta also supports the Chamber staff in numerous ways, from helping with CEO Brown’s schedule to sending out requested information, to developing and updating documents relevant to Junior Leadership, the Chamber Annual Meeting and programs across the board.

Delta will certainly be missed, but we all wish her well in her retirement where we hope she will spend more time with her family and friends, devote time to her mad skills with the sewing machine, cross-stitch and other beautiful work. Thank you Delta for 19+ years of support, dedication, wisdom and common sense. We miss you already!
The November Ambassador of the Month is Cindy Short, Mortgage Loan Officer with Exchange Bank. Cindy has been an Ambassador for a year. “Cindy is a great volunteer and we are very lucky to have her on our team,” said LaCrista Brightbill, Membership and Community Relations Director. Cindy will receive a $25 Smoky Hill Silver gift certificate for her work! Congratulations Cindy!

GOT NEWS? Do you have news to share about your business or organization? Email srice@salinakansas.org and we’ll publish it in an upcoming issue of Chamber Connection.

The FLOWER NOOK, 208 E. Iron, has added a new Corporate Page to their website, flowernooksalina.com/corporate, offering ways to enhance your business environment. They believe flowers are living art and take great care in delivering beautiful installations. The possibilities are limitless as they work with you to customize gifts and services that include: Trendy Floral Designs, Employee Appreciation Suggestions such as Hands on Floral Design classes, Gift Certificates, Company Discounts, Referral Rewards Program, Events Big and Small, and Monthly Blog for Floral Tips and Facts. Also, come in and introduce yourself, fill out a company profile sheet and let us give you the VIP tour and we will “gift” you a floral bouquet as our ‘Thank You’.

Ambassador of the Month

Cindy Short

The November Ambassador of the Month is Cindy Short, Mortgage Loan Officer with Exchange Bank. Cindy has been an Ambassador for a year. “Cindy is a great volunteer and we are very lucky to have her on our team,” said LaCrista Brightbill, Membership and Community Relations Director. Cindy will receive a $25 Smoky Hill Silver gift certificate for her work! Congratulations Cindy!

Sharp Performance

as Founder and Director Jake Sharp answers five questions about himself and the organization:

Can you please give us a summary of your personal background?

Salina native graduate of Salina Central high school and the University of Kansas. Avid outdoorsman and celebrator of the active lifestyle.

What is it about your business that is unique or special? What separates you from your competitors.

The genuine care we have for our customers health and fitness; all of our clients we consider friends and family. Truly caring about our client’s individual needs and a relentless approach to deliver above their expectations has been and always will be our promise.

See the entire interview, and others, posted at: www.salinakansas.org/chamber/take_5.aspx

Chamber Ribbon Cuttings

1 Vision Aviation, located at 2044 Scanlan Ave, celebrates opening in Salina with a ribbon cutting.

Lifesafe Transport, 2013 Kneubuhl Ct, Hangar 504, celebrated their opening with a ribbon cutting.

team of Rafael Ayala and Brett Steverson earned 3rd place and a $700 award. Steverson also competed individually and won the sheet metal fabrication competition, earning $1,000 and the right to compete at nationals in Las Vegas.

GOT NEWS? Do you have news to share about your business or organization? Email srice@salinakansas.org and we’ll publish it in an upcoming issue of Chamber Connection.
Showcase Diamond Jewelers
2328 Planet Ave.
Thursday, December 19
5-7pm • $5 per person or Fast Pass

Showcase Diamond Jewelers is celebrating 25 FABULOUS years! Come check out their exciting new designs along with their AMAZING 25th birthday specials, just in time for Christmas! Drinks and hors d’oeuvres will be served.

Come on out, network with fellow Chamber members and discover all that Showcase Diamond Jewelers has to offer.

$ It Pays to Attend $

For reservations call (785) 827-9301 or email dsmith@salinakansas.org

DOOR PRIZES (MUST BE PRESENT TO WIN)
$100 CASH ATTENDANCE DRAWING
$500, $500, $1,000 MEMBERSHIP DRAWINGS

Sayp NEWS

Salina Area Young Professionals

Last month the YPs hosted the 4th annual Murder Mystery Dinner Party, “Murder Among the Mateys” on November 8th at the Salina Country Club. This year, 49 people attended for the night of mystery as they worked to discover who was responsible for the murder.

YPs gathered on November 14th at AJ’s for a Thirsty Thursday social event. YPs also met for lunch on November 21st at Hickory Hut. This month they will be meeting Tucson’s Steakhouse Saloon & Grill Friday, December 20th from 12-1pm.

On December 4th the YPs will wrap up the year with a Sin-Sational Christmas Party at Great Life Golf & Fitness. ‘Tis the season to give back to the community by doing donation-based admission. This year they are collecting donations and supplies for the Friends of Salina Animal Shelter.

…and from your staff at the Salina Area Chamber of Commerce/Visit Salina office!

ERIC • SANDY • LACRISTA • LATRON • ASHLEY • DELTA • JEN • DONNA
ALLISON • SYLVIA • TIFFANY • JO ANN • CLARE • KYLE

Merry Christmas! Happy Holidays!
Happy New Year!