

GARDNER INSIDE

Economic Development: what businesses look for when selecting a site

Through visionary leadership, long-range capital planning and strategic action, Gardner has positioned itself as a premier site for economic growth. Because of the city’s readiness, more businesses have been able to take up residence and thrive in Gardner. However, despite the city’s preparedness, businesses ultimately determine where they plant their roots. The city makes every effort to cultivate relationships, create an environment favorable for developers, and influence their decision through incentives, but there are additional factors developers consider when selecting a site for their business. Review the information below to gain a better understanding of what goes into developers’ decision-making process.

MAXIMIZATION OF PROFIT

Maximization of profit, and therefore cost minimization, serves as the most important goal for a developer when determining the location of their business. This goal serves as the driving force behind all remaining factors.

PROXIMITY TO SIMILAR MARKETS

This is the case of supply and demand. Selectors typically develop a business where similar services can’t be reached within a reasonable mile radius.

CITY DEMOGRAPHICS

Consumer demographics play a huge role in how developers select a site. The city must closely match their target market in regards to age, gender, average household income and more.

AVAILABILITY OF LABOR

Adequate supply of skilled labor is necessary for the success of any industry. Many developers agree this factor ranks high on their lists.

ACCESS TO RAW MATERIALS

Nearness to the source of materials and supplies help reduce cost of production. Also the ability to easily transport goods onsite influences the location of a business or industry.

SITE AND SERVICES

Existence of public utility services, cheap power, cost of land, and amenities attached to a particular site can influence whether or not a business settles in a certain location.

INCENTIVES

The attractiveness of a city’s incentive package to help fund a developer’s project can contribute to the decision of where a business resides.

Enrollment now open for next session of Gardner You! Citizens Academy



On Thursday, Jan. 25, 2018, the city will start the fourth year of its Gardner You! Citizens Academy. This interactive civic and public information program educates residents and business owners about local government functionality, daily operations and decision-making processes.

This informative hands-on program consists of six Thursday sessions that focus on the topics of finance and budget, business and economic development, boards and commissions, city programs, and more. Participants will also take a bus tour of city facilities and participate in a class graduation.

To apply, complete the application form at www.gardnerkansas.gov/gardneryou or pick up a hard copy at Gardner City Hall, 120 E. Main St. The class is free and limited to 20 participants. For more information, contact Daneeka Marshall-Oquendo, communications manager, at dmarshall-oquendo@gardnerkansas.gov or 913.856.0912.

Fire District reduces ISO rating: what that means for you



On Nov. 1, 2017, Fire District 1 will reduce citizens' Insurance Service Organization (ISO) rating to a 2. An ISO rating is one of the many factors that determine the cost of residents' and business owners' insurance premiums. This factor is based on the quality and delivery of fire protection service to a community.

The rating scale ranges from 1 to 10, with 1 being the best rating and 10 being the worst. The 2 rating refers to any dwelling within five road miles from a fire station, which is approximately 80 percent of the Gardner-Edgerton district. The 10 represents any dwelling outside of the five road miles (northwest corner of the district).

Prior to the new 2 classification, the city had held a 4 ISO rating since 2010 and a 6 rating before then.

"Fire District 1 has made great improvements to take the ISO rating from a 6 to a 2," said Fire District 1 Chief Rob Kirk.

"We added personnel and three new fire engines as well as a training and inspection program. These improvements provide predictive value for insurers while benefiting both commercial and residential property owners."

Next Steps for Property Owners

Because most insurance companies use the ISO as one of the factors that determine rates, Fire District 1 suggests insurance holders notify their agent about the ISO rating change. The changes usually occur upon one's renewal date.

"There are 500 fire departments in the entire state and only 16 have an ISO rating of a 1 or 2," said Kirk. "This a great accomplishment for Fire District 1 as well as for the cities of Gardner and Edgerton as we all continue to grow."

For more information, contact Fire District 1 at 913.764.7635.

A message from **MAYOR CHRIS MORROW**



Season's Greetings, Gardner!

As autumn gives way to winter and it slowly (or suddenly) turns colder in Gardner, I'm sure we will all begin planning for the holiday season—a festive time of goodwill, giving, and great joy. This year though, before we even celebrate Thanksgiving with family and loved ones, something new will take place.

This fall, certain local elections will be held in November for the first time. What does this mean to you? Locally, that means registered voters will be casting ballots for mayor of Gardner, two at-large city council seats, three separate positions on the Gardner-Edgerton Unified School District 231 Board of Education, and four at-large seats for the Johnson County Community College Board of Trustees. The state legislature established the new election day to drive more voter participation. I sincerely hope it does, and I ask each of you registered voters to please cast a ballot on or before November 7.



On a more jubilant note, on Monday, Nov. 27, we will kick off the holiday season with our 27th annual "Christmas in the Park" celebration. Come on out for this family event, and join your friends and neighbors at Cornerstone Park. Students from every elementary school in our school district will entertain those in attendance with a joyful holiday noise of all your favorite carols, all sung with great energy and enthusiasm. Those in attendance can also help countdown to the moment we flip the switch to light up Cornerstone Park for the 27th consecutive year. To top off the evening, the kids will receive a visit from a couple of very special guests who will arrive with a great amount of fanfare.

It's a most wonderful time to live in Gardner, and we are blessed to reside in such a generous community. Again, this year, thanks to a variety of programs, you have an opportunity to help others have a Merry Christmas. Those programs include the Mayor's Christmas Tree Fund, the Christmas for Children program, Toys for Tots, as well as many others, all available for those who wish to contribute to someone's happy holiday.

My family and I are blessed to live in Gardner. Year after year this community shows a high level of compassion and devotion to the welfare of others. For that, I say "thank you." Happy holidays to all and a Happy New Year in 2018.

Best regards, and may you all have a blessed holiday season.

Gardner Holiday Happenings!

Christmas in the Park—The 27th Annual “Christmas in the Park” holiday event kicks off with the Mayor’s Christmas Tree Lighting Ceremony, Monday, Nov. 27, 7:00-9:00 p.m. at Cornerstone Park. The event will include a Christmas time message from the Mayor, a holiday performance by our local grade school choirs as well as a visit from Santa and Mrs. Claus. A lucky individual will be selected to flip the switch that turns on thousands of beautiful lights throughout Cornerstone. To cap the festivities, **SANTA’S WORKSHOP** will open to all boys and girls who wish to see Santa and Mrs. Claus. Details below!

Santa’s Workshop—Bring the whole family to this place full of holiday joy! Children will have the opportunity to visit with Santa and Mrs. Claus and share their Christmas wishes, plus receive a commemorative ornament (while supplies last) and a candy cane. Santa’s Workshop will open immediately following the Mayor’s Christmas Tree Lighting Ceremony in Cornerstone Park on Nov. 27.

Breakfast with Santa—Spend a morning with your family at the North Pole on Dec. 9. Parents and children will enjoy “all you can eat” pancakes, sausage links and juice from Chris Cakes at the Johnson County Fairgrounds White Building. Kids can make a craft, and professional pictures with Mr. and Mrs. Claus will be available for purchase. Tickets will be pre-sold for \$5 at City Hall until 5 p.m. on Dec. 8. It is \$6 at the door. Children under a year old will not be charged. Don’t miss out on this memorable event!

Flashlight Candy Cane Hunt—It is rumored that Santa is about to hide hundreds of candy canes around Cornerstone Park! Grab your flashlight and join us on Dec. 19 as we search for hidden candy canes. Children age 2-10 can participate by registering online by Dec. 8. There is a \$3 registration fee.

Flick with Saint Nick—Immediately following the Candy Cane Hunt on Dec. 19, head on over to the Johnson County Fairgrounds Green Building where you will be greeted by Santa and Mrs. Claus! Enjoy cookies and milk during the showing of a holiday-themed movie. Be sure to bring your sleeping bag and relax in your PJs for this cozy Christmas event! Fee for the movie is \$3 per person. Register by Dec 15.

CITY COUNCIL

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Messages may also be left for any Council Member or the Mayor at 913.856.0939

CITY MANAGEMENT

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DID YOU KNOW?

All City Council meetings are now livestreamed. This means it’s much easier for you to learn more about the city initiatives and Governing Body actions. Every first and third Monday of the month at 7 p.m., simply log onto [youtube.com/user/CityofGardnerKS](https://www.youtube.com/user/CityofGardnerKS) to watch your city at work from the convenience of your own home or any location you so desire.



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Mark your calendars



City Council Meetings:

- Nov. 6 at 7 p.m.
- Nov. 20 at 7 p.m.
- Dec. 4 at 7 p.m.
- Dec. 18 at 7 p.m.

*View more meeting dates at www.gardner-kansas.gov

The City of Gardner wishes you safe and happy holidays!



To view the most current calendar of all upcoming Parks and Recreation events, scan the QR code with your phone using a QR scanner app!



UPCOMING GARDNER PARKS AND RECREATION ACTIVITIES AND EVENTS

Youth Programs	Start Date	Registration Deadline	Age/Grade	Costs
Martial Arts	Dec. 2	Nov. 27	6 and older	\$45-50
Painting w/ Acrylic	Dec. 7	Nov. 30	High school age	\$20
Preschool Creators	Dec. 12	Dec. 5	3-6	\$20
Painting with Watercolor	Dec. 13	Dec. 6	Grades 6-8	\$20
Homeschool Artists	Dec. 21	Dec. 14	4-10	\$20
LTD Basketball Camps	Dec. 29	Dec. 22	K-12	\$30
Little Ballers Basketball	Jan. 5	Nov. 17	Age 4-1st grade	\$60
Adult/Family Programs				
Watercolor Landscapes	Nov. 10; Dec. 8	Nov. 3; Dec. 1	18 and older	\$20
Mother-Son Night of Fun	Nov. 11	Nov. 3	Boys 4-12	\$30 per couple
Christmas in the Park	Nov. 27	N/A	All	FREE
Santa's Workshop	Nov. 27	N/A	All	FREE
Destress Yourself This December	Dec. 2	Nov. 27	18 and older	\$20
Holiday Lights Tour	Dec. 13	Dec. 6	50+	\$15 per person
Chiefs Tickets	Dec. 16; Dec. 24	2 weeks prior to game	All	\$30 per ticket
Flashlight Candy Cane Hunt	Dec. 19	Dec. 8	2-10	\$3 per child
Flick with Saint Nick	Dec. 19	Dec. 15	All	\$3 per person