

Creating A Vibrant Community



Leadership Golden Belt adds new tables and umbrellas to Jack Kilby Square

The 2018 Leadership Golden Belt class was tasked with creating a vibrant community around the Summer Street Stroll Farmers Market. Participants had a \$10,000 budget to assist with creative ways to reinforce community pride using creative placemaking, community events, and focusing on people attraction, to fuel a greater Great Bend.

The leadership program included six sessions, systematically addressing potential enhancements that would benefit the Thursday evening farmers market events. The class focused on marketing, programs, and the physical environment. Sue Cooper, Golden Belt Community Foundation's Program Officer stated, "the participants have an incredible amount of talent that was harnessed to propel this initiative; I couldn't be more pleased with the results."

Some of the modifications made include the addition of the sunflower information cart; a visual place where vendors and shoppers can stop to get more information about the farmers market and area

community events. The cart is multifunctional, so it may be used by multiple groups for a variety of purposes. They also designed a captivating social media toolkit and created face cut-out photo opportunities for the kids.

The majority of the \$10,000 budget and the utmost visible part of the project was spent on the physical environment. The participants wanted to create a welcoming and sustainable seating area that also provided shade to the heart of the square. They purchased several four-chair picnic tables, making it possible for everyone to have easy in-and-out access.

The adaptive challenge was addressing shade at the center of the square. The budget, while plentiful, did not allow for permanent metal umbrellas, similar to those you see on college campuses. Instead, temporary cloth umbrellas were purchased, as a pilot to visualize the space with shade. Permanent metal umbrellas were originally in the master plan for the recent renovations at the courthouse, but funding prohibited immediate implementation. The approximate cost of five industrial, 4-season umbrellas is \$14,000. Cooper encouraged people to revisit the area and be mindful of the wind when opening and closing the umbrellas.”

2018 Leadership Golden Belt Participants:

Haley Acker Marketing Maven Consulting
Andrea Bauer Great Bend Chamber of Commerce & Economic Development
Jane Belanger Heartland Farm
Emily Goad Great Bend Convention & Visitors Bureau
Megan Hammeke Great Bend Recreation Commission
Morgan Hawkins Credit Union of America
Jessica Milsap Mpire Realty
Janel Rose Barton County Health Department
Kelley Scott Just Dance Studio

Golden Belt Community Foundation intends to host Leadership Golden Belt in another community in the GBCF service area, focusing on a different public project in 2019. For more information about this program, future leadership opportunities, or to make a gift for permanent metal umbrellas for Jack Kilby Square, please contact Sue Cooper at (620) 792-300 or by emailing sue@goldenbeltcf.org.