

**All Aboard! The Train has Left the Station!**



# Saline County Economy



**Mitch Robinson** · 2nd

Executive Director at Salina KS Community Economic Development Organization



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Visiting Professor, Newman University



# All Aboard! THE NEXT STOP!!!

SALINA  
KANSAS



Salina Community  
Economic Development  
Organization

**D. Mitch Robinson, CEcD**  
Executive Director



**All Aboard!! The Train has Left the Station!!**

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- 1. Review Updates**
- 2. 2023 KWU Customer Satisfaction Results**
- 3. Salina Economic Environment Growth**
- 4. Extensive Examples of Growth**
- 5. Housing Expansion**
- 6. Salina Market Analysis**
- 7. Misc. Data Set**
- 8. Questions**



# All Aboard! The Train has Left the Station!!



- 2019 Summary Local Adaptations...
- Population fell
- Employment increased.

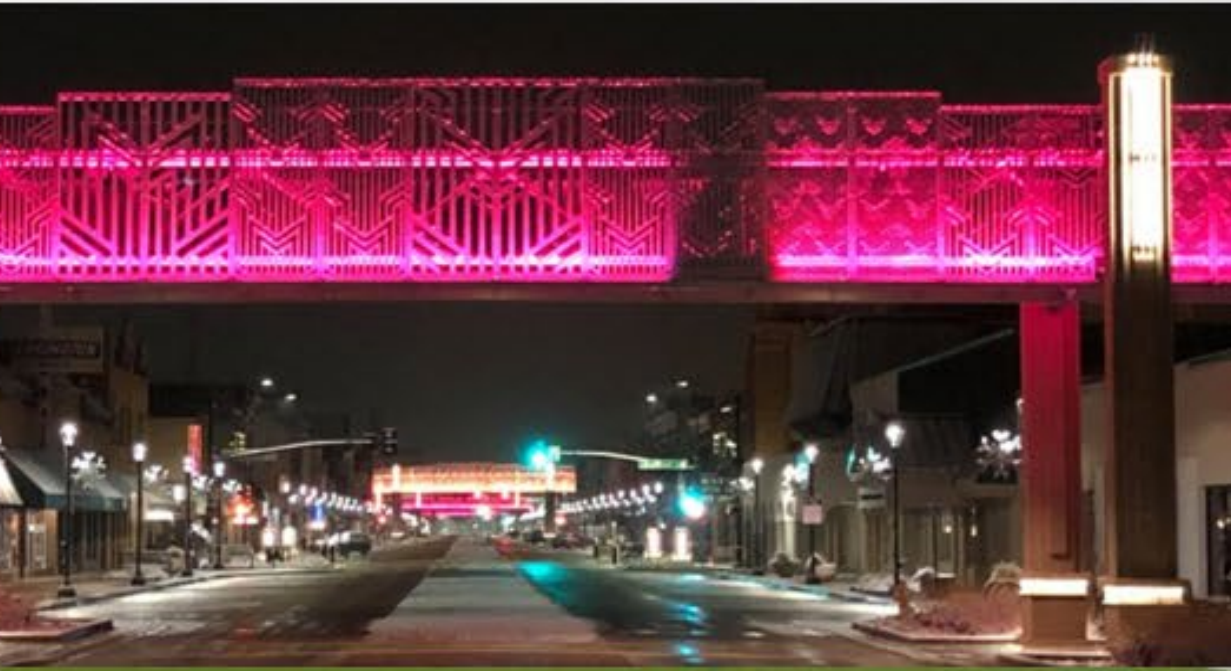
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- Salina Continues to Adapt as the Macro and Micro Economic Markets Evolve in Dynamic, Changing Markets. Business grows.
  - KWU, KU, K-State Polytechnic, USD 305, Area Schools provide quality partnerships.
  - City of Salina, Salina Chamber



• **2021 Summary Report!!**



**Where do we go from here?**



**Proposed STAR Bond Projects**

FieldHouse Parking	\$1.6M
K.U. Med School	\$7.0M
Streetscape	\$12.1 M
Old Chicago	\$3.0M
Downtown Hotel	\$19.0 M
Alley Entertainment	\$6.1M
Stiefel Theatre	\$2.2M
Existing Retail	\$2.0M
Vacant / New Construction	\$31.2 M
Car Museum	\$4.7M
Lee Buildings	\$17.5 M



**NEW INVESTMENT**  
in the world's largest pizza



# Recent Salina Disruption Customer Service Survey

<b>QUESTION 7</b>			
<b>Has the disruption made your customer experience better, worse, or the same?</b>			
<b>Answer Choices</b>	<b>Responses</b>		<b>Cum</b>
<b>Worse customer experience and satisfaction</b>	<b>109</b>	<b>60.56%</b>	<b>60.56%</b>
<b>Same customer experience and satisfaction</b>	<b>54</b>	<b>30.00%</b>	<b>90.56%</b>
<b>Better customer experience and satisfaction</b>	<b>17</b>	<b>9.44%</b>	<b>100.00%</b>
	<b>Answered</b>	<b>180</b>	
	<b>Skipped</b>	<b>0</b>	

May 2023 KWU  
Marketing Research  
Survey with 180  
Surveys



# Recent Salina Disruption Customer Service Survey

<b>QUESTION 8</b>			
<b>How important is customer service/ experiences to you?</b>			
<b>Answer Choices</b>	<b>Responses</b>		<b>Cum</b>
<b>Important</b>	94	52.22%	52.22%
<b>Very Important</b>	60	33.33%	85.56%
<b>Neither Important nor Unimportant</b>	15	8.33%	93.89%
<b>Very Unimportant</b>	7	3.89%	97.78%
<b>Unimportant</b>	4	2.22%	100.00%
		100.00%	
	<b>Answered</b>	<b>180</b>	
	<b>Skipped</b>	<b>0</b>	

**Customer Satisfaction is still required by Salina!!**

May 2023  
 KWU  
 Marketing  
 Research  
 Survey wit  
 180 Survey



**All Aboard!! Salina Economic Data Next Stop!**

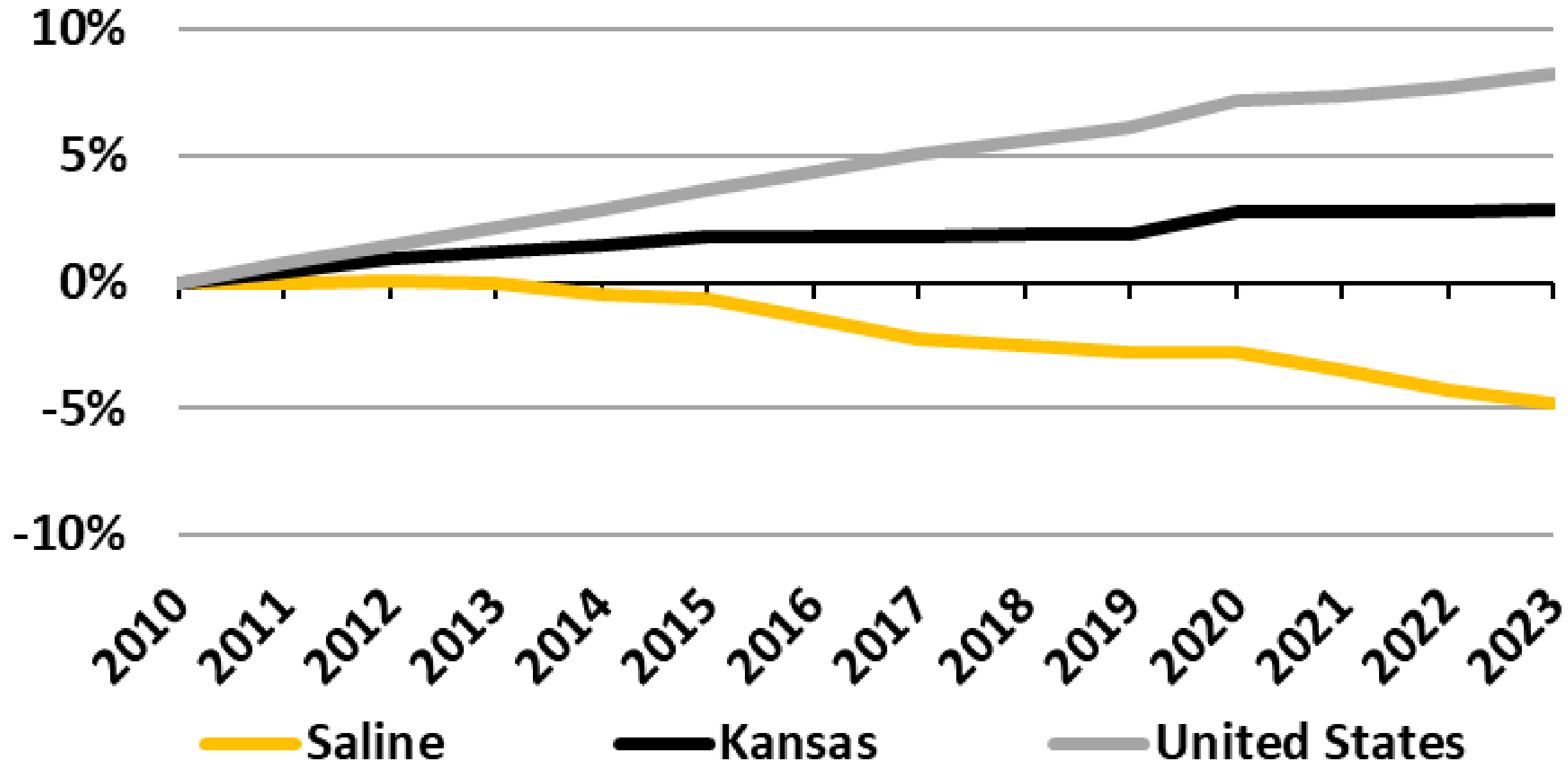
**Data Thanks To Wichita State University CEDBR**





# Population Growth

## Saline County Population



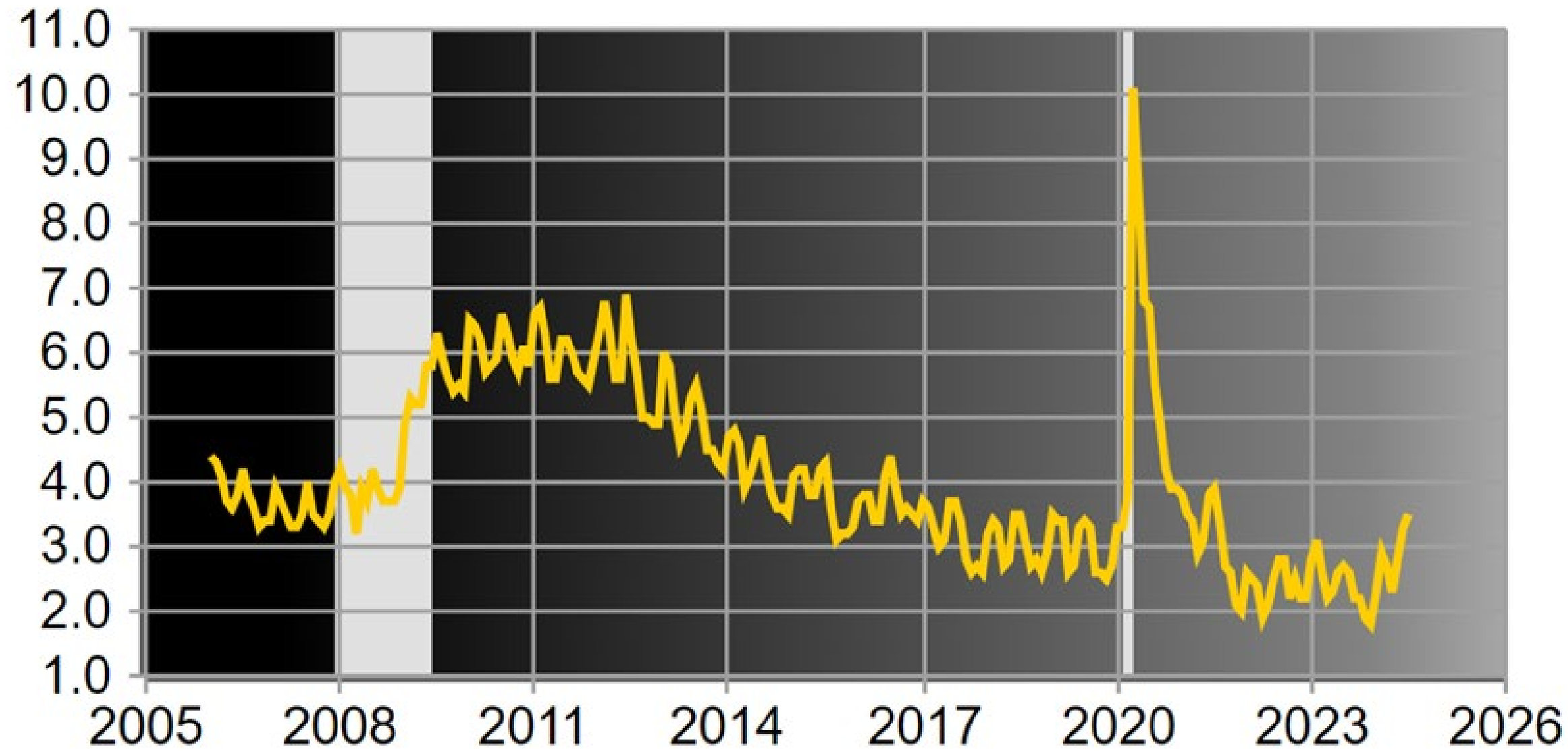
No Significant Change

Source: CEDBR, Census - CPT & NSP, (Cumulative)



# Unemployment Rate

## Unemployment Rate - Saline County, KS - Civilian Labor Force (not seasonally adjusted)

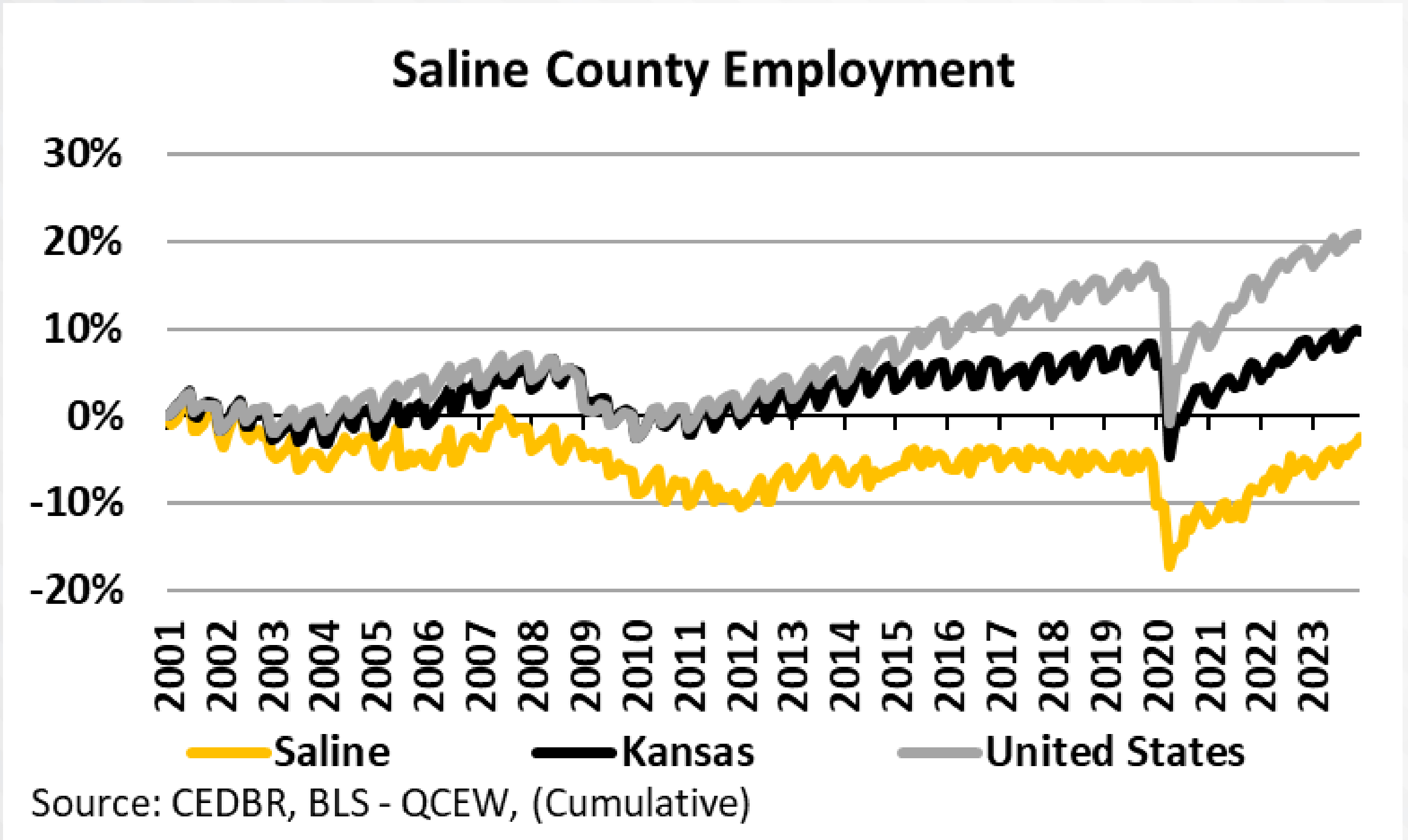


No Significant Change

Source: CEDBR, BLS - LAUS



# Employment Growth



Gradual Improvement



# All Aboard! Salina is Boarding Economic Expansion!

Salina Community Economic Development is going places!



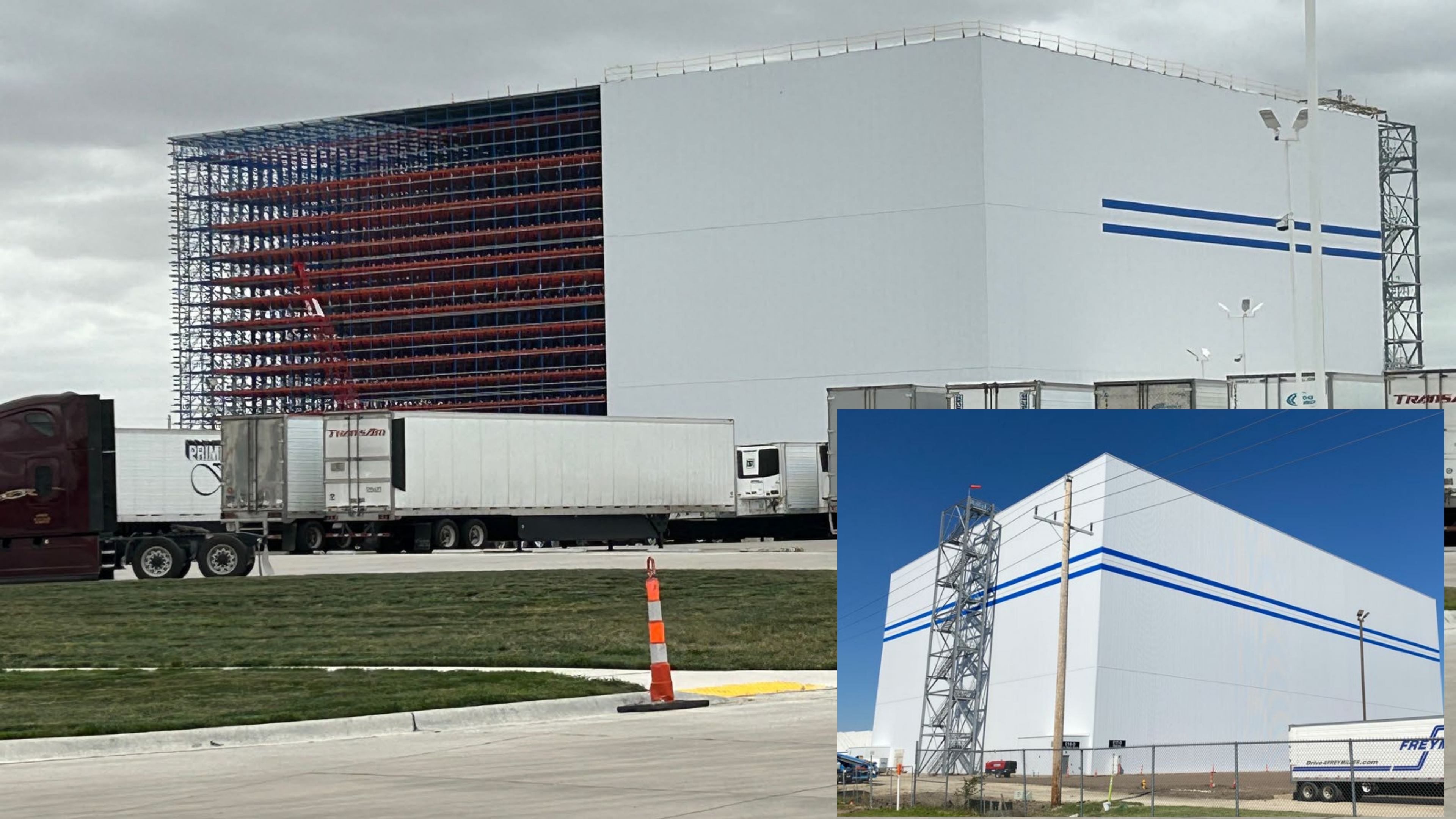


# Schwan's Company Growth

- 400,000 SF Expansion
- Multistate freezer, warehouse, and distribution center







# Kubota – Great Plains Continues to Expand and Build



**Kubota**





Great Plains Manufacturing and Kubota Finalize Plans and Building Purchase to Expand Assembly Operations for Kubota Equipment in Salina, Kansas



# KWU Prepares for New Year, Readies for Record-Breaking Enrollment



Kansas Wesleyan Continues to Expand in Challenging Academic Market Place!



**“The expansion of Beck’s into Saline County is an investment that will drive economic growth and support our critical agricultural community here,” said D. Mitch Robinson, executive director at Salina Community Economic Development Organization. “The support Beck’s provides to it’s customers will help our farmers maximize their operations that will ultimately provide new resources to our local community.”**



# Salina food ingredient company with international footprint expands



## Create Foods People Love

The highest quality nutritional premixes for Commercial Mills, Bakeries, and Food Manufacturers.





APRIL 25, 2024 - SALINA, KANSAS

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# Kansas Advanced Immersive Research for Emerging Systems Center – K-AIRES

## Partners with Economic Develop & Expanding Industry



**PROPELLING KANSAS TO THE FOREFRONT  
OF TECHNOLOGY ENTERTAINMENT**

**K-AIRES**  
COMING SOON





## Salina Area Technical College Industrial Maintenance and Automation Building

15-000 sq ft modern facility at the entrance to the college on Centennial Road and DeRussy Road

- 80-seat auditorium
- IMA shop and classrooms
- Classroom with flex seating for 20-40
- Administration and Instructor offices



# SALINA AREA TECHNICAL COLLEGE IMA BUILDING







# Kansas State University Salina Aerospace and Technology Campus

is excited to introduce the next phase of the

## **General Atomics Aerospace Innovation Ramp**

Senator Moran announced the \$33 million  
in new federal funding to build

## **The Aerospace Education Hub**

and support our growing partnership with the

## **National Oceanic and Atmospheric Administration.**

This new state-of-the-art space serves our uncrewed  
aircraft systems, composites and aviation maintenance programs.

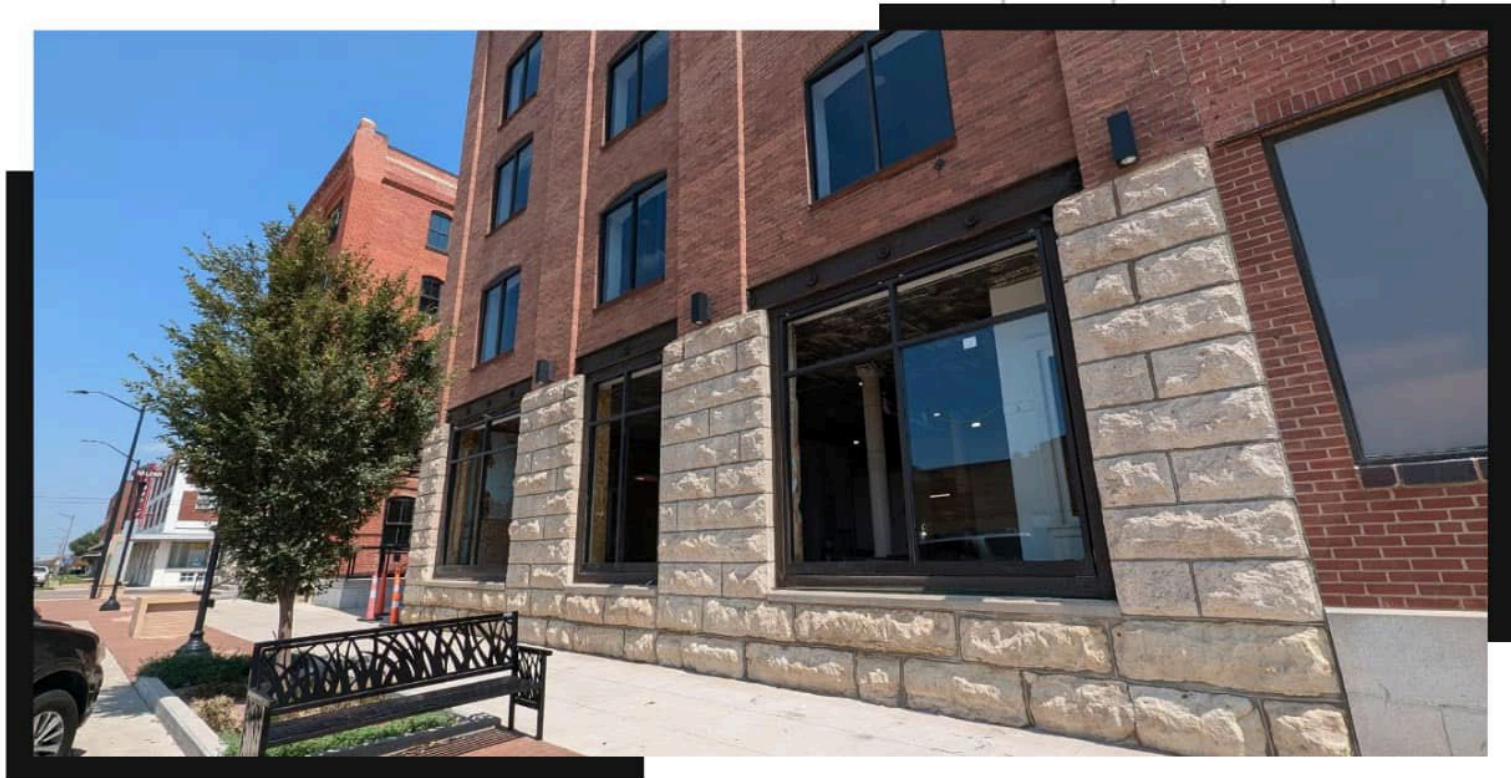
The Innovation Ramp project has already received a \$10 million  
donation from General Atomics for the project start-up.



# Housing

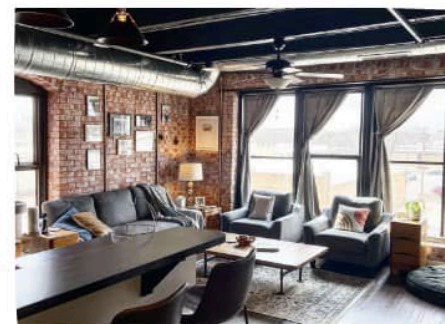
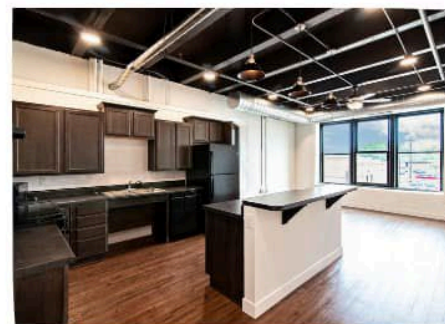
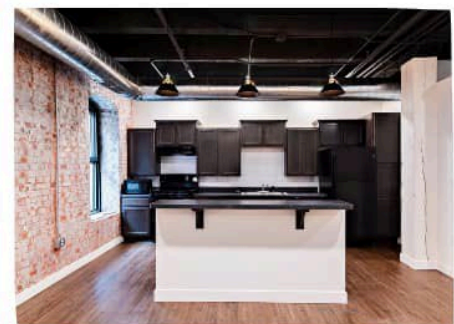


Building Partnerships, Housing Opportunities with Economic Expansion



# PRE-LEASE TODAY!

Newly renovated 1, 2 & 3 Bedroom Apartments located in the historic Lee Building in downtown Salina!





**Tremendous Growth, Progress, and Results Evidenced at Aero Plains!**



**South Ohio Housing Development  
Continues to Expand into a Neighborhood**





**Stone Lake  
Development  
Continues to Open  
New Neighborhoods  
that Offers a Variety  
of Housing  
Opportunities.**



# Miscellaneous Economic Data

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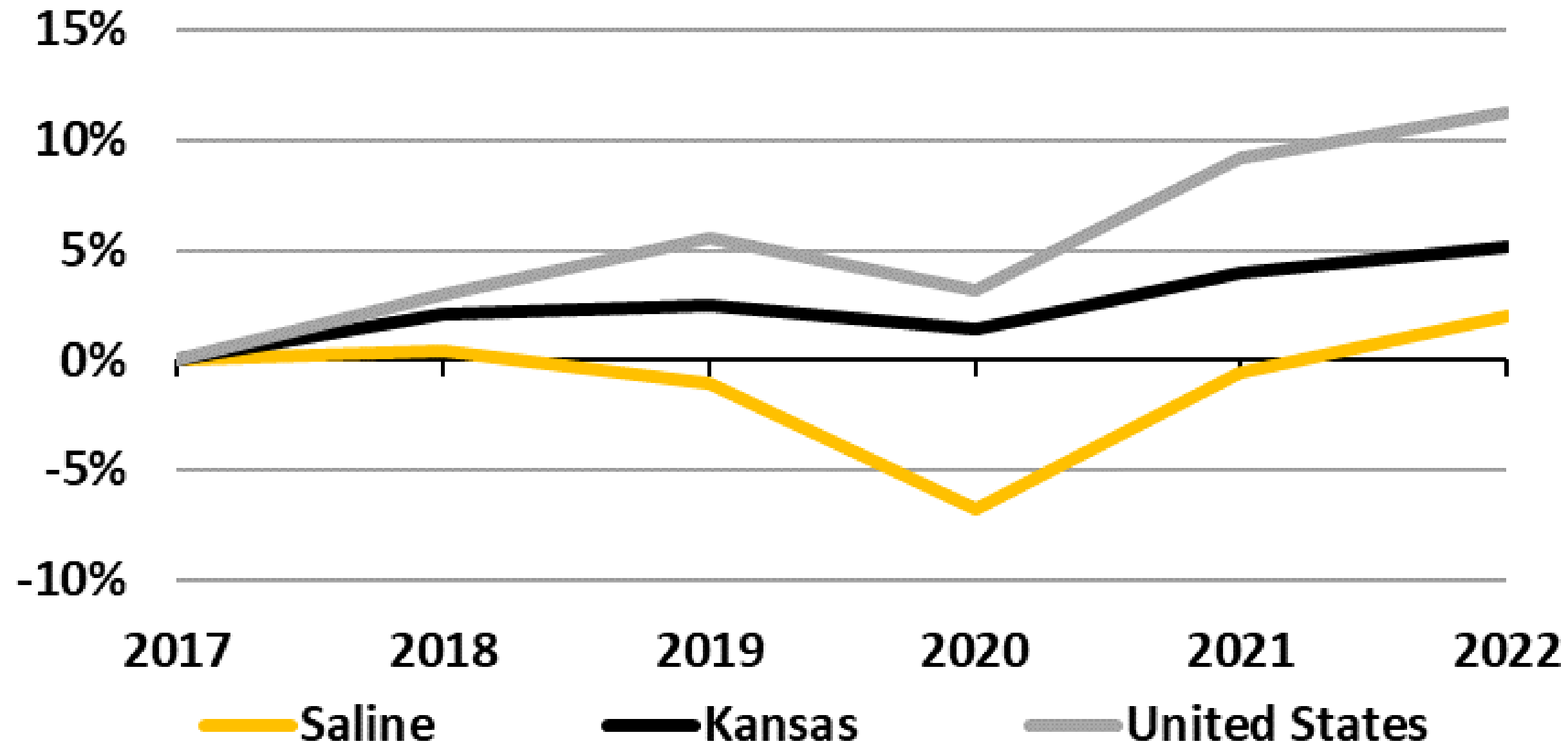
## Salina Community Information





# GDP Growth

## Saline County Real GDP

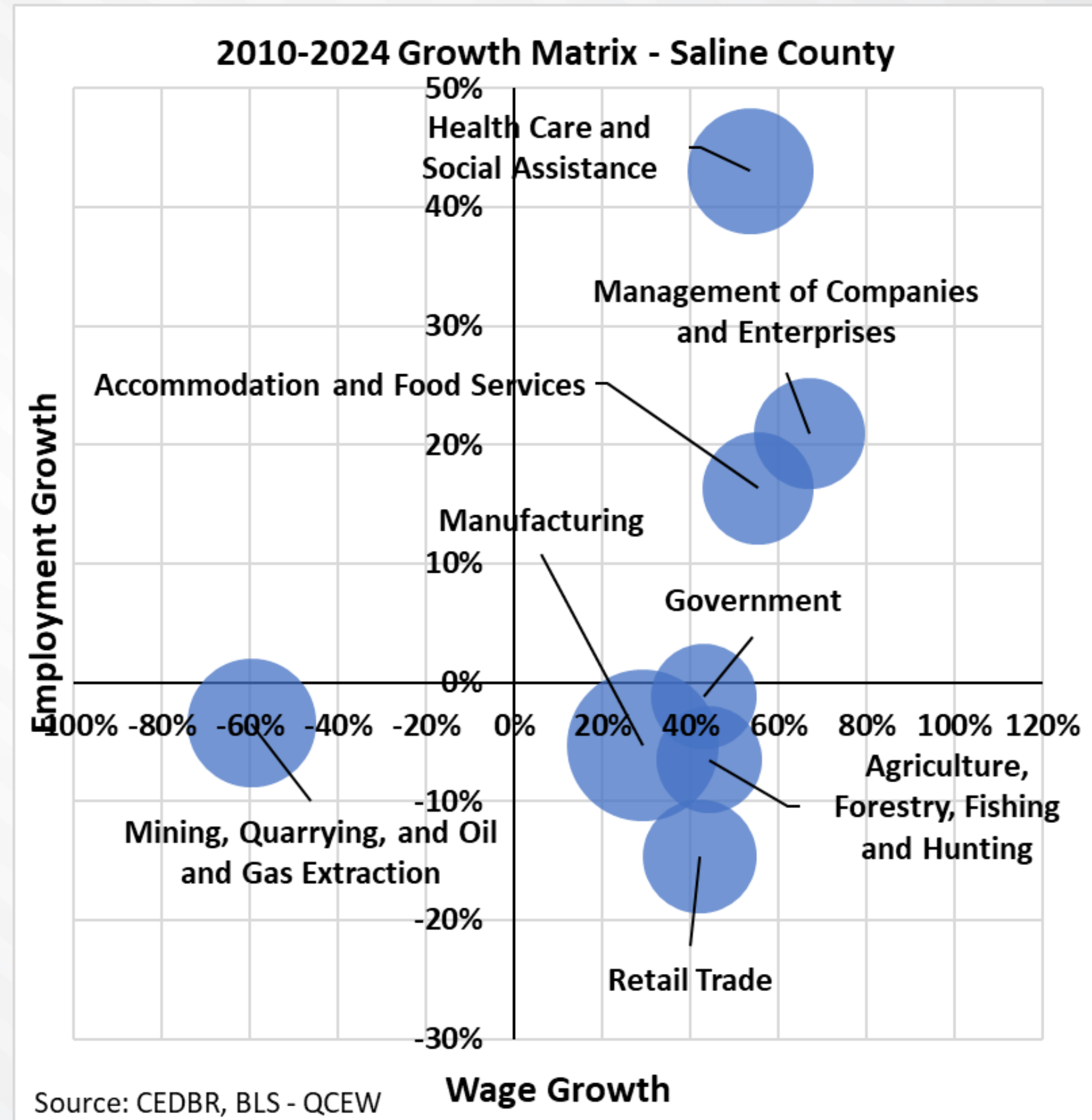


Source: CEDBR, BEA, (Cumulative)



# Industry Growth Matrix

- **Purpose:** Illustrates relationship of employment to wage growth of concentrated industries
- **Upper right** quadrant indicates a booming industry environment
- **Size** of bubble indicates industry employment concentration
- **Growing wages without growing employment may signal tight labor markets**



# Employment and Wages by Industry

## Employment by Industry

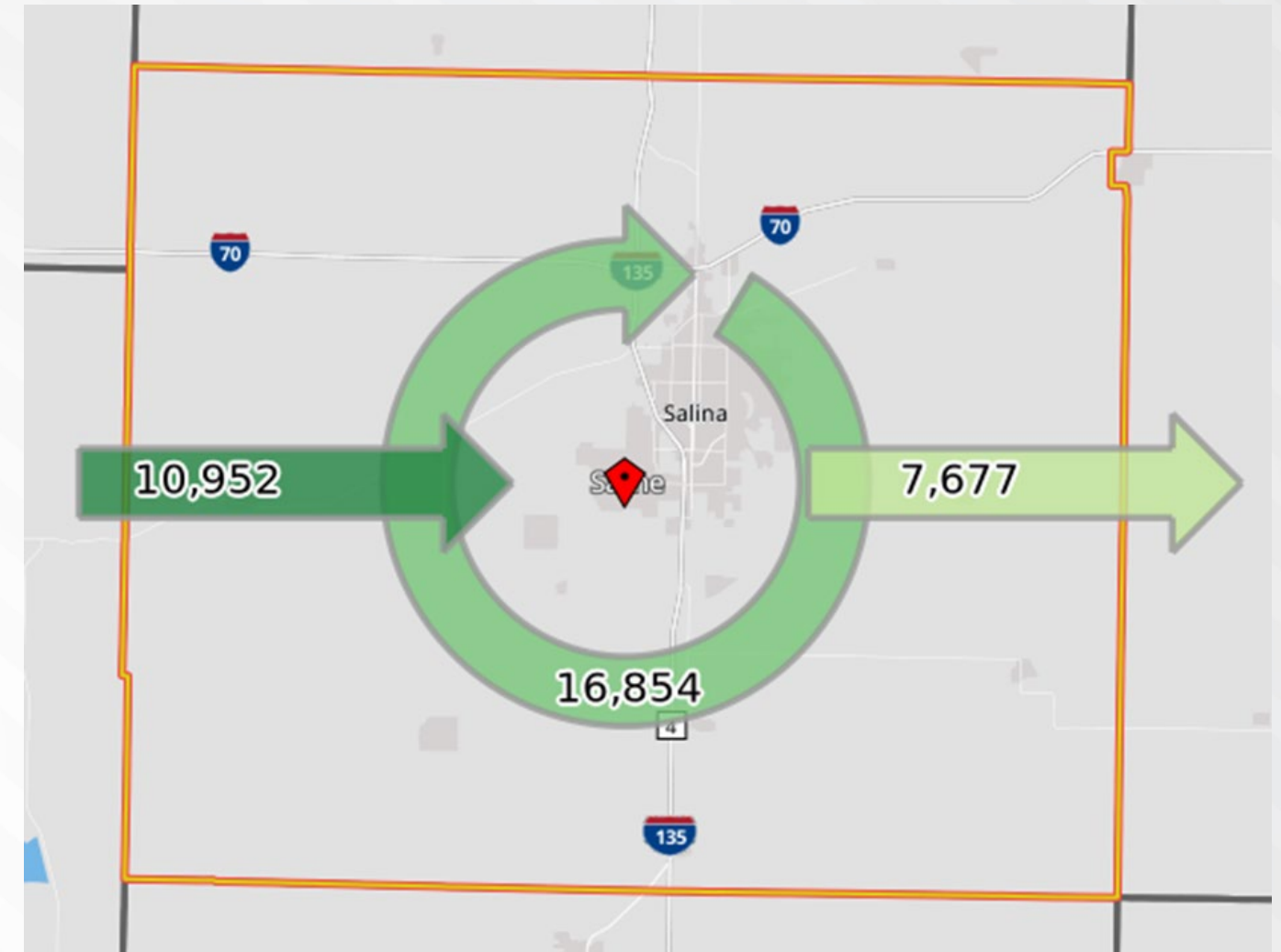
Saline County Industry	Employment			Annual Pay		
	2022	2023	Difference	2022	2023	Difference
Natural Resources and Mining	62	66	6.5%	\$ 40,779	\$ 39,755	-2.5%
Construction	1,250	1,265	1.2%	\$ 55,670	\$ 57,885	4.0%
Manufacturing	4,572	4,897	7.1%	\$ 56,579	\$ 58,889	4.1%
Trade, Transportation, and Utilities	5,539	5,437	-1.8%	\$ 41,469	\$ 42,143	1.6%
Information	142	145	2.1%	\$ 58,371	\$ 63,337	8.5%
Financial Activities	906	984	8.6%	\$ 96,694	\$ 63,080	-34.8%
Professional and Business Services	3,593	3,486	-3.0%	\$ 51,016	\$ 55,877	9.5%
Education and Health Services	5,910	6,011	1.7%	\$ 53,718	\$ 56,690	5.5%
Leisure and Hospitality	3,066	3,186	3.9%	\$ 19,034	\$ 19,891	4.5%
Other Services	631	738	17.0%	\$ 36,292	\$ 36,122	-0.5%
Federal Government	225	240	6.7%	\$ 72,760	\$ 77,594	6.6%
Local Government	3,166	3,188	0.7%	\$ 41,985	\$ 44,454	5.9%
State Government	617	645	4.5%	\$ 50,631	\$ 53,436	5.5%
<b>Total, All Industries</b>	<b>29,679</b>	<b>30,288</b>	<b>2.1%</b>	<b>\$47,809</b>	<b>\$49,029</b>	<b>2.6%</b>

Source: CEDBR, BLS - QCEW



# Labor Force Inflow, Internal Flow, and Outflow

- Left: **Inflow** – How many people live outside Saline County but commute in to work
- Center: **Internal Flow** – How many people both live and work in Saline County
- Right: **Outflow** – How many people live in Saline County but commute out to work



Where Our Workers Live		
County	Count	Share
Saline County, KS	16,854	60.6%
Dickinson County, KS	1,263	4.5%
Ottawa County, KS	1,078	3.9%
McPherson County, KS	1,003	3.6%
Sedgwick County, KS	954	3.4%
Reno County, KS	541	1.9%
Riley County, KS	429	1.5%
Cloud County, KS	424	1.5%
Johnson County, KS	354	1.3%
Geary County, KS	313	1.1%
All Other Locations	4,593	16.5%

Source: CEDBR, Census - LEHD 2021

Where Our Residents Work		
County	Count	Share
Saline County, KS	16,854	68.7%
Sedgwick County, KS	955	3.9%
McPherson County, KS	930	3.8%
Dickinson County, KS	735	3.0%
Shawnee County, KS	566	2.3%
Riley County, KS	503	2.1%
Johnson County, KS	359	1.5%
Reno County, KS	291	1.2%
Geary County, KS	222	0.9%
Ottawa County, KS	178	0.7%
All Other Locations	2,938	12.0%

Source: CEDBR, Census - LEHD 2021

# Shift Share

- **More detail** at: <https://kb.lightcast.io/en/articles/6957549-understanding-shift-share>
- **Purpose:** Highlights the regional competitiveness in certain industries
- Gray: **Industry Mix Effect** – Growth if the regional industry grew at the same rate as that same industry nationally
- Black: **National Growth Effect** – job growth an industry is expected to gain or lose according to the industry’s national job growth
- Green/Red: **County Competitiveness Effect** – Difference between observed growth and the expected growth based on the Industry Mix and National Growth Effects.

