

Contact: Pam Crain
Phone: (620) 442-0230
Fax: (620) 441-4426
visit@arkcity.org

Visit Ark City Office
Arkansas City Chamber of Commerce
106 S. Summit St.
Arkansas City, KS 67005



News Release

Water Treatment Facility to host First Impressions chamber coffee

Coffee at 10 a.m. Nov. 7, followed by presentation of First Impressions report

ARKANSAS CITY, Kan. (November 4, 2019) — Visit Ark City, the City of Arkansas City and the Arkansas City Area Chamber of Commerce will jointly host a special, informative community event Thursday morning in the Water Treatment Facility conference room, located at 400 W. Madison Ave.

The festivities will kick off with Visit Ark City hosting a Chamber of Commerce coffee at 10 a.m., followed by a presentation of Arkansas City's First Impressions report by Kansas State University Research and Extension. The public is invited to attend both events and hear the report's findings.

Volunteers from Arkansas City and Haysville recently agreed to perform unannounced visits to each other's community during the month of August 2019 and then report back to each other on their findings.

All of the participants became "secret shoppers" for the day to discover what they could about their "sister community." These participants followed procedures and documented their visit using a participant guide to record photos and comments.

Following the visit, the First Impressions reports were compiled and exchanged with the sister community. Arkansas City's results will be shared with the community Thursday morning.

This event is free and open to the public. Refreshments only will be served during chamber coffee.

For more information about this event or the First Impressions program, please call Visit Ark City Director Pam Crain at (620) 442-0230 or email her at visit@arkcity.org.

About the First Impressions program

Visit Ark City and K-State Research and Extension recently partnered in the First Impressions Community Vitality program, which helps Kansas communities to assess and develop their opportunities

For immediate release

more

and strategies for overall community improvement. Through the First Impressions program, communities can learn about their existing strengths and weaknesses through the eyes of a first-time visitor.

The results from a First Impressions visit can serve as the basis for community action. The final report and photographs should be used as a way to document changes in the community over time.

This tool is particularly useful because as a matter of human nature, all communities have difficulties viewing their surroundings as others — customers, visitors, potential residents and potential businesses, for instance — see them.

Current residents' views are skewed by over-familiarization, a lack of differing perspectives, expectations and a reluctance to be completely honest with their neighbors when dealing with difficult issues, such as the appearance of buildings, customer service and the maintenance of public facilities.

###