

August 19, 2021

Salina Area Chamber of
Commerce

Update for the Salina Community Economic Development Organization

The logo for "Imagine Salina" is centered within a white rounded square with a teal border. The text "Imagine Salina" is written in a bold, blue, sans-serif font. The word "Imagine" is on the top line and "Salina" is on the bottom line. The text is framed by a stylized, hand-drawn cloud shape in shades of blue and teal. The cloud has a darker blue top and a lighter teal bottom, with a white interior where the text is placed.

**Imagine
Salina**

Data Trends: 2nd Quarter of 2021



- **29,088** labor force participation (+ 6.3% from last quarter)
- **4.2%** unemployment rate for June (up from May's 3.0%)
- **3,876** job listings (+25% from last quarter and +63% from Q4 of 2020)



County Median Wage Comparison

- Up to \$18.27/hour in 2021 from \$17.44/ hour in 2020 (increase of **4.76%**)
- **Saline County falls in the top 28% for wages in Kansas**
- Ten KS counties median wage at \$20/hour or more

Labor Basin Median Wage Data

County	2021
Saline	\$18.27
Clay	\$16.92
Cloud	\$15.10
Dickinson	\$14.63
Ellsworth	\$18.75
Geary	\$19.34
Lincoln	\$16.41
Marion	\$16.56
Mitchell	\$15.80
McPherson	\$17.02
Ottawa	\$12.19
Republic	\$18.16
Rice	\$15.34



Commuter Data

91.5% of our workforce both live and work in Saline County

Another 2,243 of our labor force living here and work outside of Saline County (8.5%)

We have approximately 6,307 workers who commute in from throughout the region

Commuter Data

- Commuters are our 7th most important economic driver
- This part of our economy has grown from \$51 million in 1990 to \$136 million in 2019 in household earnings.

Commuter Data

Where They Work

Region	Residents of Saline
Saline	23,878
Sedgwick	278
McPherson	255
Dickinson	237
Shawnee	155
Riley	139
Johnson	88
Reno	85
Geary	76
Ellis	69
Ottawa	65
Ellsworth	52
Pottawatomie	40
Barton	39

Where They Live

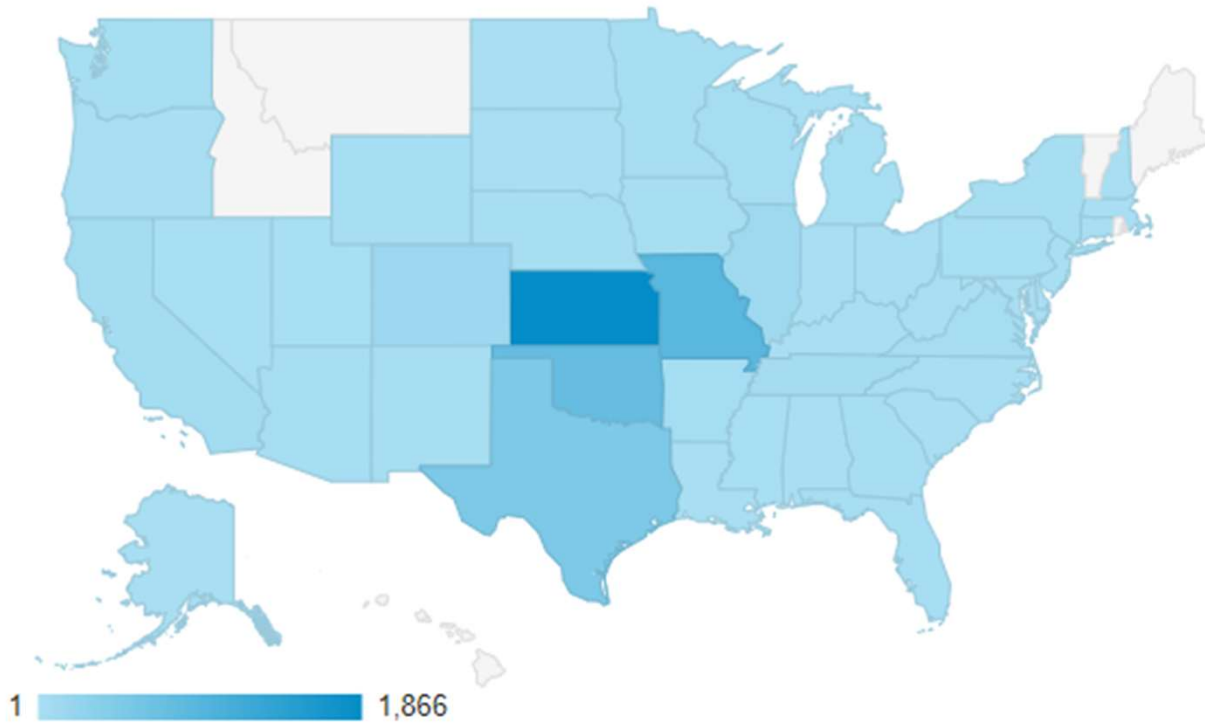
Region	Work in Saline
Saline	23,878
Ottawa	795
Dickinson	772
Riley	403
McPherson	372
Sedgwick	335
Johnson	246
Reno	178
Butler	135
Ellsworth	134
Lincoln	128
Geary	108
Pottawatomie	105
Cloud	102



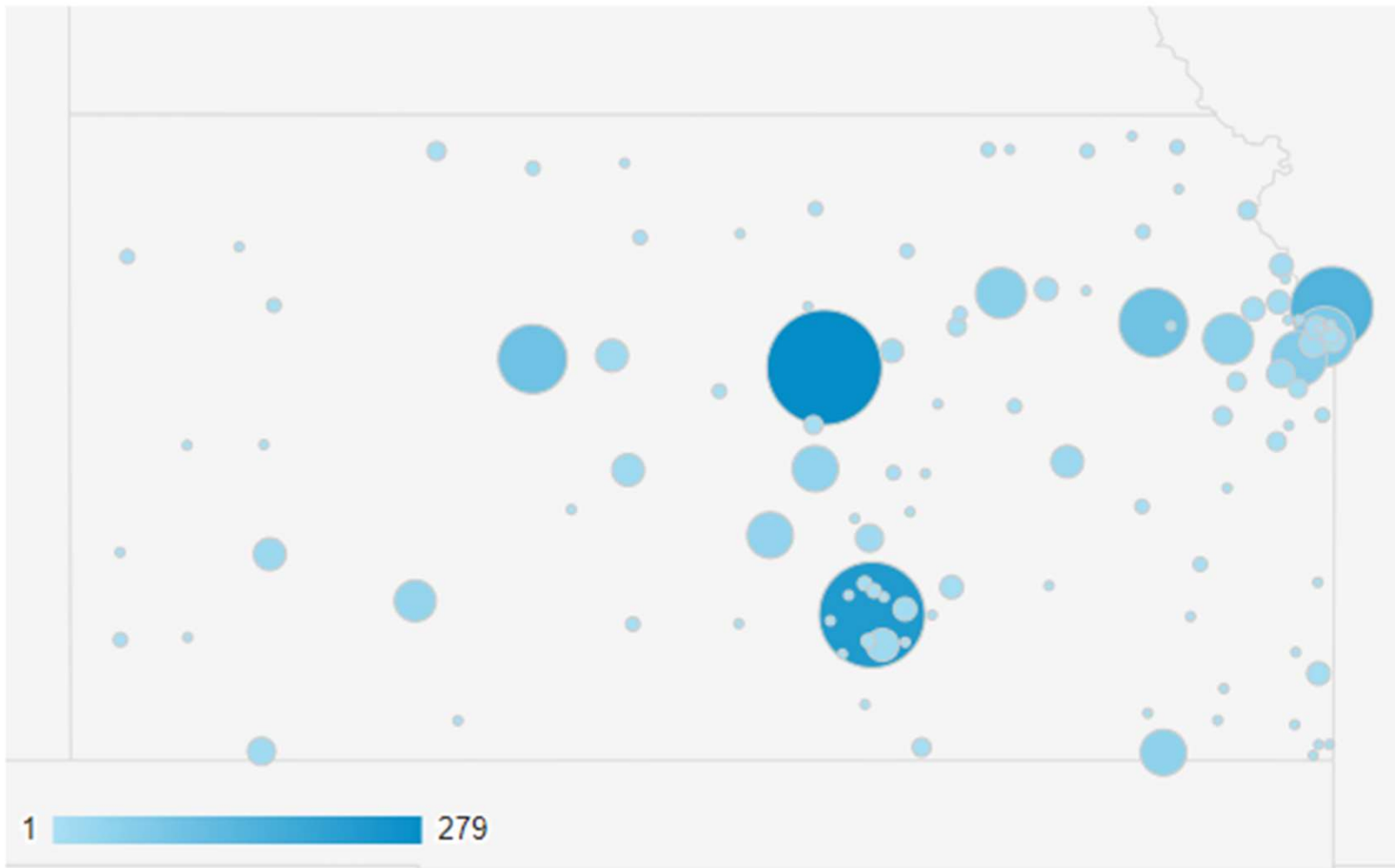
2nd Quarter Campaign Numbers

- 5,602 new visitors to website (-15.33% from Q1)
- 29 resumes submitted (-21%)
- 5 Customized Tours (same)
- 611 followers on FB (+15%)
- 407 followers on Instagram (+15%)





National Web Traffic

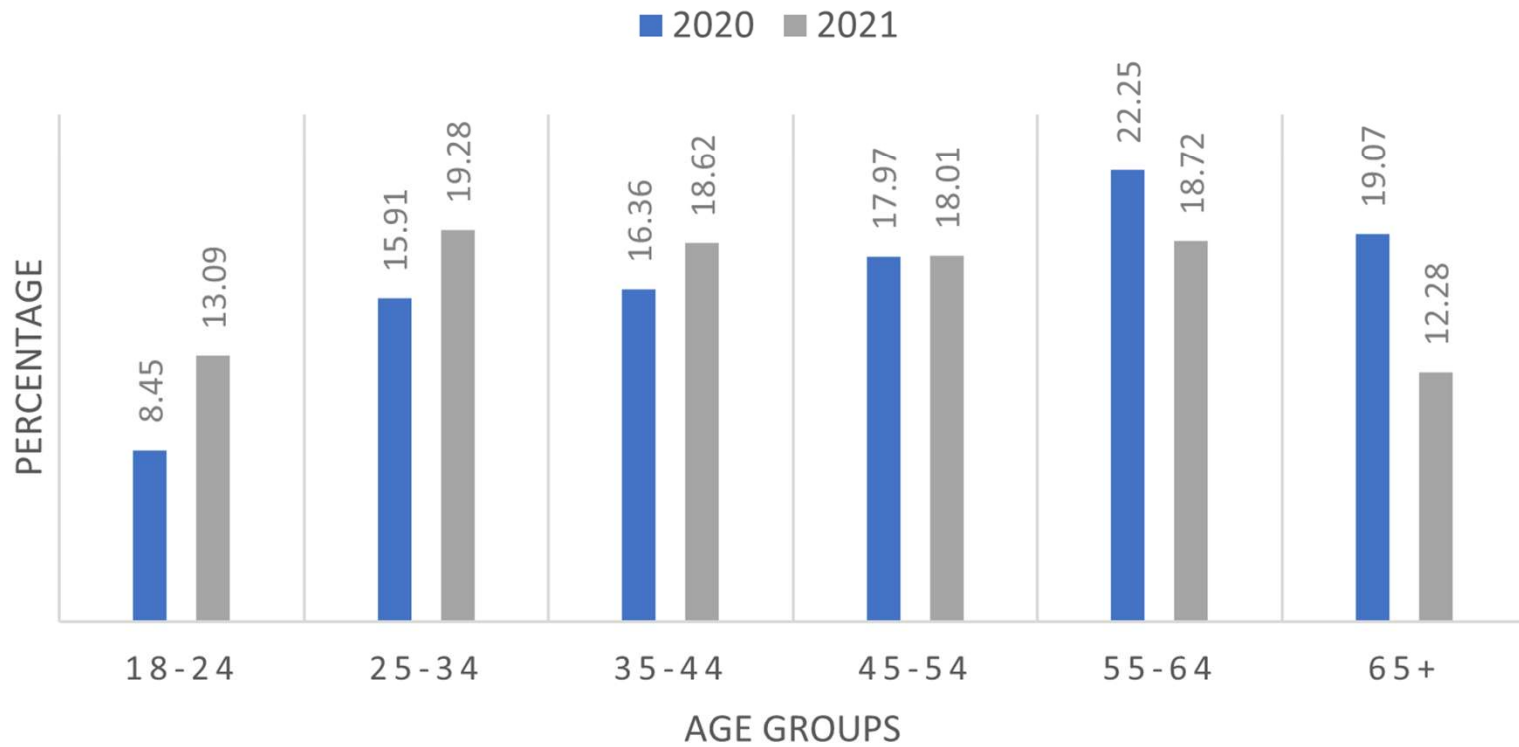


Kansas Web Traffic

New Users by Location

	Percentage of New Users-Q1	Percentage of New Users-Q2
Salina	13.52%	14.01%
Kansas City	10.17%	8.0%
Topeka	6.30%	5.24%
Wichita	3.48%	12.58%
Oklahoma City	4.37%	15.19%
Dallas	5.24%	9.77%

WEBSITE USERS BY AGE



Resume Activity

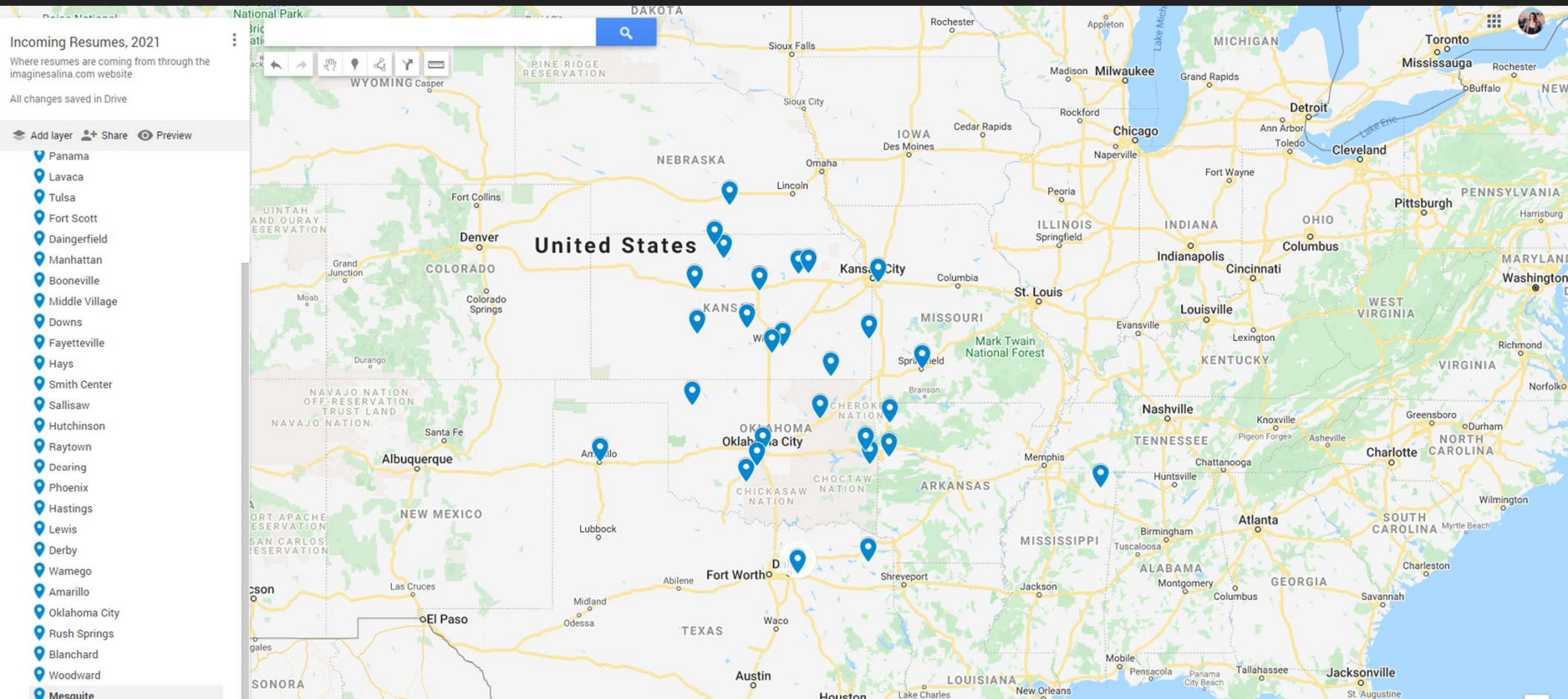
Q2 2021: 29 resumes
submitted

YTD: 55 resumes submitted

Trailing spouse resumes: 20

Only 4% of resumes submitted
are already living in Salina

Resume Map



Imagine Salina Campaign



The comfort and charm of a small hometown with all of the vibrancy and opportunity of a metropolitan locale

Imagine yourself in Salina

imaginesalina.com **0401**derful visitsalinaks.org

- New strategy and content for the Fall!
- Focus on areas with high unemployment/low wages
- Looking into capabilities of advertising/reaching alumni of post-secondary programs





Housing Update

- Design charette held last month with developers who are interested in converting the old Ambassador hotel to efficiency/1-bedroom apartments
- Lead for Kansas fellow starting with the City this month- will be leading efforts to activate the City's land bank as well as facilitating a possible lending consortium

Childcare Update

- Continued conversations about the most effective way to invest in childcare that benefits employers and the community-at-large



SHRMAnar

- In collaboration with the Salina Human Resource Management Association
- Providing technical assistance and information to help employers create/facilitate internships
- **Weds, Sept. 1 from 10a-2p**, Visit Salina Annex
- www.salinahr.com/meetinginfo.php



SALINA HUMAN RESOURCE
MANAGEMENT ASSOCIATION

SHRMAnar: Starting An Internship or Registered Apprenticeship Program

**Wednesday, September 1
10am to 2pm**

Visit Salina Annex | 120 W. Ash

Register online at: salinahr.com/meetinginfo.php
Registration is \$60; CE credits available; lunch will be provided.

Join us and our group of local educators and experts to get all of the basic information you need to create and start an internship or registered apprenticeship for your company. Internships not only boost productivity, but they are a vital tool in workforce development and talent retention.



Next Quarter Priorities

- Continue tracking marketing performance
- Re-activate a Business Retention and Expansion (BRE) program, in collaboration with SCEDO and KDOC
- Continue to look for opportunities to get in front of work force- specifically targeting low wage/high unemployment areas as well as alumni
- Schedule a webinar with the Puerto Rico Chamber of Commerce to educate/inform area employers on opportunities for recruitment
- Look at expanding Manufacturing Day efforts w/ area high schools
- Continue to work with post-secondary programs on building training/education opportunities to meet skills gaps

A photograph of a brick building at dusk. On the left, a mural on the brick wall features the text "HELLO FROM" at the top, "07401" in large, stylized blue and green numbers in the middle, and "SALINA, KS" in a purple banner at the bottom. To the right, an outdoor patio area is visible with string lights hanging over it. In the background, another building with a sign that says "Cable Television" is partially visible.

Thank you!

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