



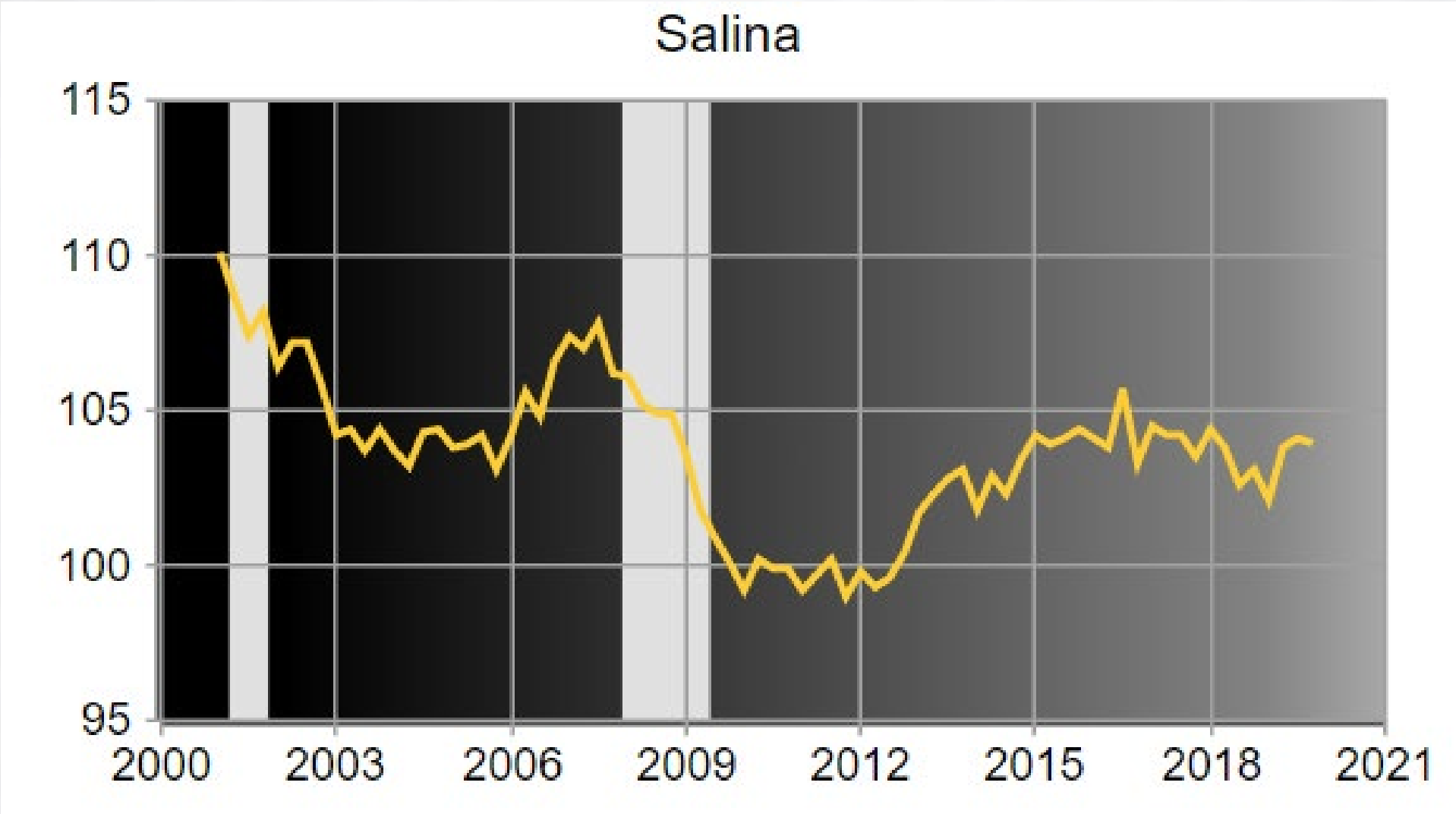
Salina Local Economy – Business Panelist

Paul Hedlund, MBA, EdD
Professor of Leadership & Marketing
Kansas Wesleyan University
Salina, KS

Current Conditions Index

- The index includes the following:
 - Economic conditions
 - Employment Growth
- Millennial Recommendations
- Penetrate the Basics of Economic Development

Current Economic Conditions Since 2000



Source: CEDBR (countyindex.kansaseconomy.org)

Total Employment

Saline
30,035

Dickinson
6,129

Rice
3,904

Marion
3,602

Ottawa
1,280

Mcpherson
15,598

Ellsworth
2,337

Lincoln
931

Source: CEDBR, BLS - QCEW

Employment Growth

	Region			Salina		
	2018	2019		2018	2019	
Natural Resources and Mining	894	919	3%	51	53	4%
Construction	2,556	2,594	1%	1,191	1,196	0%
Manufacturing	12,505	12,677	1%	4,973	4,738	-5%
Trade, Transportation, and Utilities	10,562	10,371	-2%	5,683	5,540	-3%
Information	365	338	-7%	136	120	-12%
Financial	2,026	2,074	2%	898	907	1%
Leisure and Hospitality	5,367	5,335	-1%	2,969	2,989	1%
Professional and Business	4,502	4,882	8%	2,856	3,068	7%
Education and Health	11,099	11,178	1%	6,457	6,525	1%
Other services	1,309	1,386	6%	682	733	7%
Federal Government	559	563	1%	217	217	0%
State Government	1,035	1,032	0%	588	586	0%
Local Government	10,303	10,322	0%	3,330	3,363	1%

Source: CEDBR, BLS - QCEW

Millennial Recommendations for Salina Trade Area...

No.	Summary Recommendation	Votes	Percent
1	<u>Collaborate</u> with the city and other partners on ways to improve and develop the City of Salina's diversity and affordability.	57	21%
2	Advocate developments and growth in the <u>business industry</u> to assist in increasing minimum wage and providing more professional opportunities.	54	20%
3	Targeting <u>renovations</u> and developments in the City of Salina towards young adults and young families.	53	19%
4	Develop an innovative and <u>entrepreneurial</u> culture within the City of Salina by providing more quality resources.	44	16%
5	Increase community <u>alignment</u> through partnerships to create and leverage greater synergies.	40	15%
6	Use <u>technology</u> and other resources to innovate Salina's branding image and increase outreach.	23	9%
	Totals	271	100%

Back to the Basics for Retaining Our Youth...

Look at the key words of the 20 Somethings Research...

1. Collaborate....
2. Advocate....
3. Targeting....
4. Entrepreneurial....
5. Alignment...
6. Innovate....

In the future, we need to become more aggressive in focusing on the millennials needs... I teach these same skills to them...

WIN – WIN on a NETWORKING SOLUTION!

NEW DATA SITE

- *Economic Forecasts*
- *Indices*
- *Industry Employment Trends*
- *Economic Indicators*
- *Demographics*

www.KansasEconomy.org

