



Rural Opportunity Zones



2011 Kansas Legislature

- SB 198—47 counties then amended
- Providing tax abatement for out-of-state persons who move into state
- Amended to allow loan repayment for in-state persons who move into state.



A Program to Build On

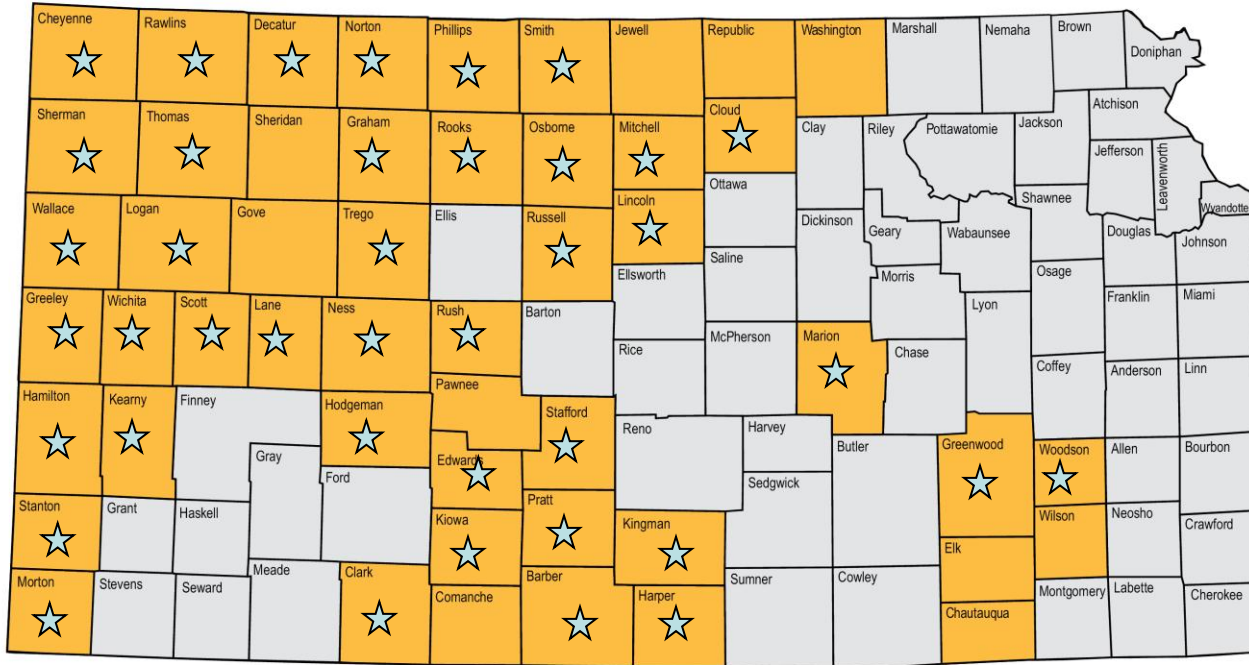
- Jonathon Winters once said, “I couldn’t wait for success so I went ahead without it.”

For us, this is an opportunity to get a focus on rural Kansas; develop policy and initiatives to build on ROZ.





RURAL OPPORTUNITY ZONES



★ County is also participating in student loan program.



Loan Repayment Counties

- Cheyenne, Rawlins, Decatur, Norton, Phillips, Smith, Sherman, Thomas, Graham, Rooks, Mitchell, Cloud, Wallace, Logan, Trego, Russell, Lincoln, Greeley, Wichita, Scott, Lane, Ness, Rush, Hamilton, Kearny, Hodgeman, Stafford, Edwards, Stanton, Kiowa, Pratt, Kingman, Morton, Clark, Barber, Harper, Marion, Greenwood, Woodson and Chautauqua.



Two Incentives

- Student Loan Repayment
 - Up to a maximum of \$15,000 paid over the course of 5 years (20% of maximum eligible balance each year)
- Income Tax Waiver
 - A credit against an individual's entire Kansas income tax liability for up to 5 taxable years



Student Loan Qualifications

- Move to a participating ROZ county
- Degree from an accredited institution
- Outstanding student loan balance



Income Tax Credit Qualifications

- Move to one of the 50 ROZ counties
- Must have lived outside the state for the 5 years immediately prior to moving
- Must have earned less than \$10,000 in Kansas-source income in each of those 5 years



To Date...

106 Applications

For 34 of 39 counties

Just over 1 application a day



Of the 99 Applicants...

30 work in Education

18 in Health Care

3 in Engineering

3 Veterinarians

4 plan to start businesses



Marketing to

- Alumni groups
- Surrounding States—billboards
- Personalized web and printed materials by counties
- News stories
- Most applicants 25-35, but retirees a market too.
- Family ties to farms and ranches
- New careers—work not geographically limited when high speed Internet is available
- Other states paying attention--Nebraska

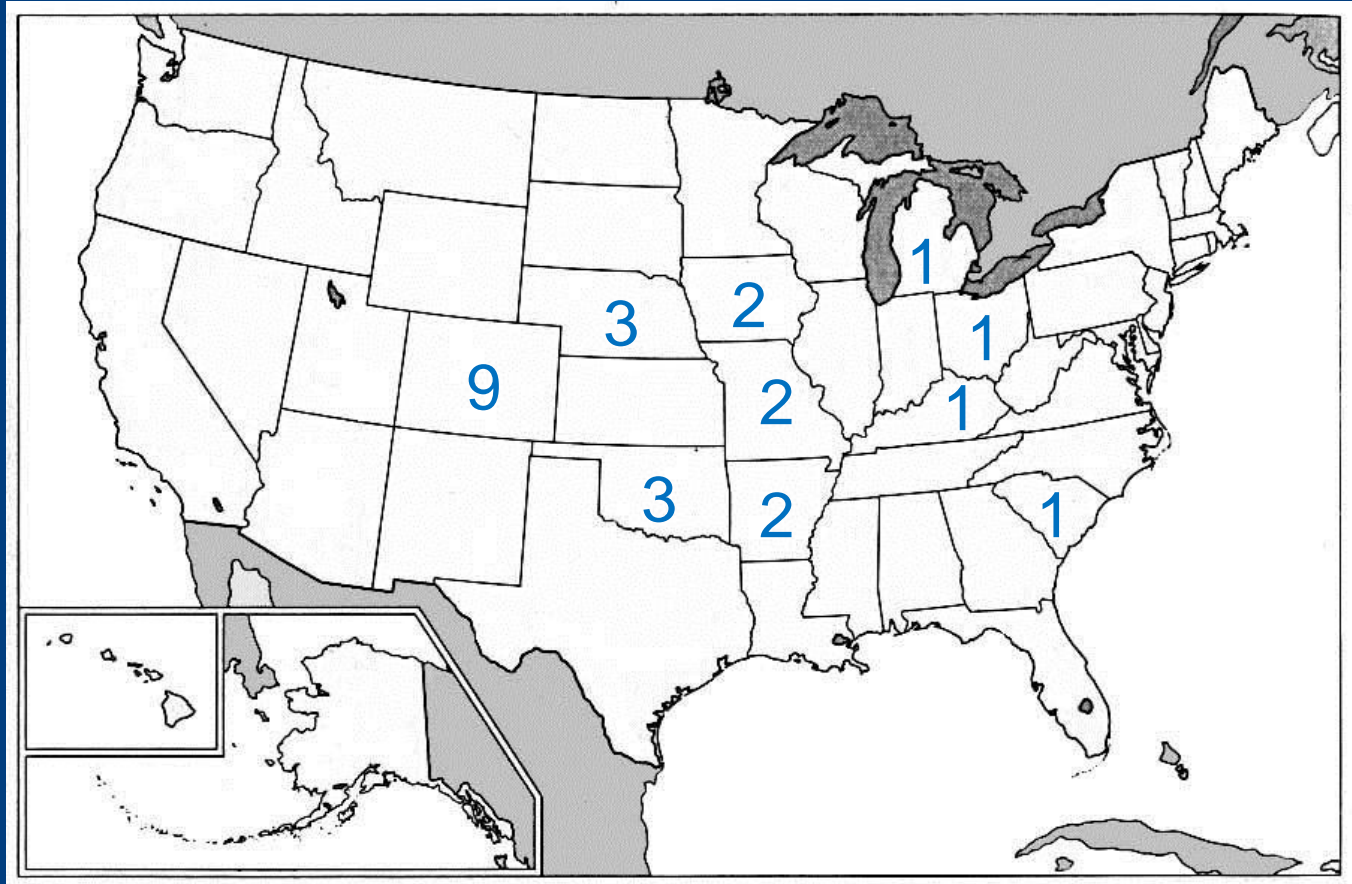


Profiles

- 71 applicants have family connections to rural Kansas
- 31 from out of state
- 19 from urban to rural Kansas



Out-of-State Applicants



Needs

Housing

Access to Health Care

Quality schools

Recreational opportunities

Broadband



Issues

- Selling our communities
- Welcoming and cultivating new residents
- Good promotional materials
- Web presence
- Planning for necessary infrastructure, housing, high-speed internet.



Keeping Residents, New and Old

- Community,
- Workplace,
- Social life,
- Financial life,
- Home
- Self



Phillips County billboard has gone coast-to-coast

A unique marketing campaign that promotes Phillips County and all it has to offer in a very economical manner has gotten underway.

And in just one week, it has made its way from Plog in the Pacific Ocean, back across the continent to the Atlantic Ocean, and back home to Phillipsburg.

This campaign involves a moving billboard that has been created to encourage visitors, travelers, businesses, and entrepreneurs across the nation to "Discover Phillips County as a Destination for Opportunity."

This particular marketing idea was envisioned by Coomes Inc and Sign Solutions, both based out of Phillipsburg.

Phillips County Economic Development (PCED) fit the idea into the Discover Phillips County initiative and the marketing section of the Entrepreneurial Business & Enhancement Program to provide the means to fund this idea.

The resulting advertising wrap was placed on both sides and end of a 51 foot Coomes Trucking semi-trailer and brings out 'WOW' snapshots of our county, while encouraging people nationally

that we are a "Destination for Opportunity" and "Entrepreneurs are Welcome."

With the concept very similar to the visual displays presented on the sides of U-Haul trucks and trailers, the Phillips County signage was placed on the Coomes trailer just in time for it to be displayed out at the Rodeo Arena parking lot during Kansas' biggest Rodeo, where it was placed in view of the 15,000 people who attended.

Those 15,000 people were just the beginning, however.

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•Billboard

Right after the Rodeo was over, Coomes Trucking took it out on one of their scheduled long hauls, heading west over the Rocky Mountains, and ending up in Bakersfield, Calif.

From there the Discover Phillips County billboard trailer made a haul out to Tropica and then back to Phillipsburg.

It didn't linger home for long before heading east, across the Mississippi River and on down to Jacksonville, Fla.

Next it headed up the coast to just outside Savannah, Georgia, after which it headed back home.

So in just a little over a week, the semi-trailer billboard promoting Phillips County and all it has to offer traveled around 6,000 miles from sea to shining sea and back again. And while the exact number of people who have seen the sign can not be known, it has to be in the hundreds of thousands given the areas

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it has been in.

This is the first time ever in the United States where a county has promoted itself as the best location "Destination for Opportunity" for new residents and entrepreneurs.

To further promote the county, a group picture standing by the trailer was taken before it left Phillipsburg on its maiden cross-country run, and will be used in national press releases to describe the benefits of "Discovering Phillips County."



THE MOVE - This moving Coomes Trucking billboard promoting Phillips County hit the road and has already traveled around 6,000 miles from Phillipsburg, to the Pacific Ocean, and Atlantic Ocean. It should be gauging hundreds of thousands more miles in coming months.

Wed. Aug 17, 2011 paper



Phillips County on the Road



Promotion

- Kingman County Rural Opportunity Zone ads run on TV and now on **YouTube**
- <http://www.youtube.com/watch?v=L3VQCHtxquo>
- <http://www.youtube.com/watch?v=Xi1TIYRnnaE>
- <http://www.youtube.com/watch?v=Rxw9wG4nHrk&NR=1>



Possible Legislation

Adding more counties

Returning Kansas native veterans

Encouraging housing builds



Our Experts?

- The four Rural Opportunity Representatives—Carol Meyer, Garden City, James Foster, Colby, Barbara Anderson, Chanute, and Renee Lippincott, Sterling.



ROZ Application

- Please advise interested individuals to submit an online application for Student Loan Repayment via the Commerce website: www.kansascommerce.com

Individuals interested in the income tax incentive should contact the Kansas Department of Revenue





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