

CHAMBER CONNECTION

A Publication of the Salina Area Chamber of Commerce

August 2022 Volume 62, Number 7



CHOOSE SALINE COUNTY!
~ **SHOP LOCAL**

See Page 3



AT A GLANCE

Mark your calendar!

Business After Hours August 4
Tri-Rivers Fair
Tony's Pizza Events Center 5-7pm

Leadership Salina August 11
Webster Conference Center

Business After Hours September 8
Kansas Wesleyan University
100 E. Claflin 5-7pm

Details inside!



Salina

Area Chamber of Commerce

OFFICIAL PUBLICATION

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From the CEO



Eric L. Brown

The Choose Saline County App is an innovative and bleeding edge way to support the local small businesses that call Salina and Saline County home. Big thank you to Saline County Leadership for being willing to allocate funding towards this project and support local owned and operated small businesses.

One of the biggest unintended consequences of the pandemic and shutting down the physical location of “non-essential” businesses was the skyrocketing growth of e-commerce; the pandemic has ended but the effect of shopping online is here to stay.

The Census Bureau’s Annual Retail Trade Survey (ARTS) first released data in 1952 and now produces national estimates of total annual sales, e-commerce sales, sales taxes, end-of-year inventories, purchases, total operating expenses, per capita sales, and gross margins of U.S. retail businesses. According to the most recent 2020 ARTS release, e-commerce sales increased by \$244.2 billion or 43% in 2020, the first year of the pandemic, rising from \$571.2 billion in 2019 to \$815.4 billion in 2020.

Small businesses experience stiff competition from chains and e-commerce giants. More than three-quarters, 85.9%, of consumers surveyed plan to continue shopping online as they had during the COVID-19 pandemic year.

The above statistics are why being part of this Choose Saline County app is a fantastic way to get your business in front of local consumers in a new way. We are all familiar at some level with rewards programs offered by both businesses and organizations and this solution is similar in a lot of ways. It rewards consumers for keeping their dollars local through the ability to earn and utilize Saline County Stars! Buy a coffee, receive Saline County Stars and redeem them at another locally owned business! The best part of this is that the businesses remain whole and are reimbursed for the dollars that consumers use as incentives!

It is a great way to incentivize shopping local, it has a built-in marketing platform for small businesses and local events, and on the backend there is real time data that can be used to track and report the economic impact of local dollars remaining local.

We are all consumers at some level, so please share this app and knowledge with your staff, friends, and family and encourage them to download the app. If you’re a business owner, please sign on to be a redeeming business and accept Saline County Stars as a form of payment.

We will stop by and walk through the process with you as well!
Best,

Eric L. Brown President/CEO
Salina Area Chamber of Commerce

HERE’S HOW TO CONTACT OUR CHAMBER STAFF

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SHOP LOCAL AND "CHOOSE SALINE COUNTY"!



shop at local small businesses within Saline County.

“The Choose Saline County App objective is to assist local businesses by efficiently distributing federal funds to small businesses in Saline County in a way that incentivizes residents to change their shopping habits,” Phillip Smith-Hanes, County Administrator said, “This app creates an easy-to-use marketing tool for business owners, which includes an online presence on the mobile app as well.”

Eric Brown, CEO & President of the Salina Area Chamber of Commerce said, “Small businesses play a very important role both as economic and workforce drivers by

“Choose Saline County app has been a great and easy-to-use addition to our business..”

**- Dan Pilkington
Brown’s Shoe Fit**

Download the app today!



Consumers are able to download the app and link as many debit or credit cards with it as they want. Whenever a purchase is made with debit or credit cards that are registered with the app, and within businesses participating on the app, they will automatically earn ‘Saline Stars.’ These stars carry a one (1) star to one dollar (\$1) equivalency. As consumers begin to accumulate stars, they can then turn around and redeem them for their cash equivalency at redeeming businesses. Businesses who accept stars for payment get reimbursed by the County on a monthly basis.

generating \$68 of local economic return for every \$100 spent with them and businesses with fewer than 500 employees account for 99.7% of all US employers.”

Any local Saline County business is eligible to be on the app. Businesses who have been actively participating have really seen the excitement and fun of earning and spending Saline Stars at their locations.

In June, Saline County and the Salina Area Chamber of Commerce announced the launch of the “Choose Saline County” consumer incentive app. The app was created from an investment of ARPA dollars voted on by the County Commission earlier this year and is intended to motivate residents to

“We know that local spending is a lifeline for small businesses and the past two years have brought unprecedented challenges due to the prolonged effects of COVID-19,”

“Choose Saline County app has been a great and easy-to-use addition to our business,” Dan Pilkington, owner of Brown’s Shoe Fit said, “Our customers appreciate the additional savings and are excited to shop local. The app is so easy to use as a customer and a business owner. And the deposits get put directly into our bank account so there is no paperwork to do.”



**SHOP.EARN.
REDEEM.REPEAT!**



The Choose Saline County app can be found on both Google Play and the Apple Store.

Businesses interested in participating may contact the Salina Area Chamber of Commerce at 785-827-9301 for more information.



WHY ADVERTISE IN CHAMBERNET?

**Deadline:
August 15, 2022**

NEW MEMBER BENEFIT

As a new Chamber member, your first ChamberNet mailing is FREE! (\$125 value)



Mailing with ChamberNet 1,100 flyers, four (4) times a year	Mailing on your own 1,100 flyers, four (4) times a year
\$500+ printing costs	\$2,200+ printing costs

LOW COST

Cost is just \$125 for the first page, \$50 for each additional attached page, and \$60 for each separate additional page.

Save up to \$1,700!

CONNECT

ChamberNet gets your business in front of thousands! Your flyer(s) will be mailed out to our exclusive mailing list AND a digital copy will be available on our website and social media platforms!



FREQUENCY

ChamberNet is distributed four times a year. This allows you to advertise seasonal promotions, special events, and business information.

PLEASE PROVIDE 1,100 8.5"X11" FLYERS (NOT FOLDED) TO THE SALINA AREA CHAMBER, 120. W. ASH. THE CHAMBER RESERVES THE RIGHT TO REFUSE SUBMISSIONS, IF NECESSARY.

Questions?
Contact the Salina Area Chamber of Commerce
785.827.9301.



THANK YOU

to these Chamber members who continue to support our programs through their membership renewal.

- ▶ 24/7 Travel Center
- ▶ Ad Astra Books and Coffee House
- ▶ Angels Care Home Health
- ▶ Bergkamp Inc.
- ▶ Bieberly Architects
- ▶ Bob's Pawn Shop
- ▶ Brookdale Salina Fairdale
- ▶ Cave Divers South Liquor Store
- ▶ Chief Advisors Corp
- ▶ Coldwell Banker Antrim-Piper, Wenger Realtors - Amber Renfro
- ▶ Cool Construction
- ▶ Elmore Plaza, Inc.
- ▶ First Presbyterian Church
- ▶ Great Plains Periodontics & Implant Dentistry, PA
- ▶ GSI Engineering, LLC
- ▶ H.D. Lee Mercantile Lofts
- ▶ Randall Hardy
- ▶ Hillside Liquor
- ▶ Holland Paving, Inc.
- ▶ Homewood Suites by Hilton Salina Downtown
- ▶ Inspire Hearing Center
- ▶ JAB IT PC
- ▶ Jalisco Mexican Restaurant
- ▶ Kaw Valley Engineering, Inc.
- ▶ Kohl's Department Store
- ▶ KRVN Radio
- ▶ L & L Advisors
- ▶ Lauck Insurance Agency
- ▶ Lincoln Park Manor Home Health
- ▶ Longhorn Steakhouse
- ▶ Lundgrin Dental Associates
- ▶ NC-Flint Hills Area Agency on Aging
- ▶ Office of U.S. Congressman Tracey Mann
- ▶ Pancho's
- ▶ PB & J
- ▶ Perkins Restaurant & Bakery
- ▶ Residence 600
- ▶ Salina AM AMBUCS
- ▶ Scientific Engineering
- ▶ Scooter's Coffee
- ▶ Jennifer Sturges
- ▶ Synergy Chiropractic & Sports Therapy
- ▶ The Appliance Center
- ▶ The UPS Store
- ▶ The Voo
- ▶ Waters Hardware
- ▶ You and Your Surroundings
- ▶ Zey Real Estate Inc.

Thank You

WELCOME ABOARD

New Members

New Members:

CARGILL, INC.

Jason Garwood
1112 N. Halstead
785-452-3325 • www.cargillag.com

DAV THRIFT STORE

Jeff Walker
901 W. Crawford
785-827-6477

PELLA WINDOWS AND DOORS OF SALINA

Greg Sanchez
2332 Planet Ave
620-227-6233 • www.pellakansas.com

FUQUA CONSTRUCTION INC.

Max Fuqua
118 S. Main Street • Inman, KS 67546
620-585-2270 • www.fuquabuilds.com

PSSI

Mary Morris
3681 Prism Lane • Kieler, WI 53812
620-988-6266 • www.pssi.com

SALINA RV LLC

Chris Mikesell
1100 W. Grand Ave, Bldg E
785-515-2041 • www.salinarv.com

WILD FOX BOOKKEEPING

Meagan Smith
1904 Granite Road • Bennington, KS 67422
785-577-6080 • www.wildfoxbookkeeping.com



Salina Goes "Fancy like a Fair!"



It's fair time in Salina! [The Saline County Expo Center](#) and [Tony's Pizza Events Center](#) (TPEC) are serving as the headquarters for the Tri-Rivers Fair, through August 7, 2022. The 'official' kick off was with the "Fancy like a Fair" Parade on Tuesday, August 2.

On Wednesday, judging and exhibits open, as well as the carnival (6pm). The 2022 King and Queen are crowned at 7pm. Kids will love the Petting Zoo, Pedal Tractor Pull, and Touch a Truck. Test your talent at the Cornhole Tournament Friday, August 6, 6-9pm, with a Beer Garden. The whole family will find the Antique Tractor Show fun, Saturday from 10am-2pm in the South Parking Lot. Friday is Wristband Night at the Carnival, 6-10pm. The Peterson Farm Brothers will be on hand Saturday from 5-6pm in the Great Plains Hall at TPEC. A big feature this year is the Draft Horse Pull on Saturday, August 6 at 7pm in Ag Hall. Advance tickets for feature events are available at Salina Dillons, Vanderbilts and Tractor Supply as of August 1st.

Advance tickets are also available at the Fair Office the week of the Fair, for purchase by cash or check. No cards accepted.



BACK TO SCHOOL
Smoky Hill Silver

Call the Chamber office to order!
785-827-9301

In The News

You can help the **SALINA EMERGENCY AID FOOD BANK** WIN BIG! They are participating in the "A Community Thrives Campaign" to raise funds to keep up with a 50% increase in the number of households using their food programs. To qualify for matching funds and/or bonus grants, we need to raise at least \$3,000.00 by August 12th! Your \$10 donation will make an incredible difference and help us reach our goal! Give to Salina Emergency Aid Food Bank to support our A Community Thrives campaign, now through August 12 at <https://mtyc.co/47njf> or at www.salinafood.org



GOT NEWS?

Do you have news to share about your business or organization? Email grice@salinakansas.org and we'll publish it in an upcoming issue of *Chamber Connection*.



Tony's Pizza Events Center will present "Jurassic Quest", August 26-28! As the graphic says, it's billed as the "...Most popular dinosaur event on tour!" Jurassic Quest is the world's largest, most popular dino event with unique and exciting experiences for the whole family. Observe our herd of life size animatronic dinosaurs including Apatosaurus, Spinosaurus, T-Rex and an incredible 50 ft long Megalodon! This interactive experience is for all ages, so take a minute and [get your tickets](#) today!

The **SMOKY HILL MUSEUM** is seeking teams to enter the Chili Cook-off contest at the Street Fair which takes place on Saturday, September 24, 2022. Entries are being sought to cook up their own unique brand of chili. The first six teams to enter will compete for the People's Choice Award and best decorated booth. Winners will receive a combination of cash and prizes valued at \$150. The deadline to enter is August 31, 2022. Entrants must prepare a minimum of five gallons of chili. Public sampling begins at 12 noon. The Museum will provide ingredients to help each team get off to a good start. Online or printable entry forms and a complete set of rules and regulations may be found at www.smokyhillmuseum.org under the Chili Cook-off link. A \$25 application fee must be postmarked or hand-delivered by August 31, 2022, to the Smoky Hill Museum at 211 West Iron Avenue. The application fee is non-refundable.



OCCK TRANSPORTATION, in partnership with Sunbelt Solomon, is offering a new daily regional route from Salina to Solomon and back. The route is part of the KanConnect program of OCCK, a plan to connect regions of rural Kansas through public transportation options. The KanConnect East bus service will have two bi-directional trips each day, Monday through Friday. For the remainder of 2022, complimentary fares will be offered for all riders. A Salina CityGo Day Pass is included for anyone riding to Salina. Learn more about it at www.occk.com

THEATRE SALINA announces their summer contemporary dance show, "MYTHOS". The production is a collection of choreographers telling various stories and reflections based in Greek Mythology. The run is August 5-7 at Theatre Salina, in the Sunflower Financial Theatre. Tickets are available at the Box Office, or at www.salinatheatre.com



SALINA REGIONAL HEALTH FOUNDATION will present Fe For a Cure on Saturday, September 17. The 5k Race/Walk down historic Santa Fe Avenue will benefit cancer patients at Salina Regional's Tammy Walker Cancer Center. FOR DETAILS, Remember - Walk Run Give!



Webb Wins 2022 Senior LPGA Championship



Australia's Karrie Webb held off Annika Sorenstam to win the Senior LPGA Championship at Salina Country Club, claiming her first senior title. pulled out all the stops hosting the 2022 Senior LPGA Championship, July 18-24. Webb won with a five-under 67, two strokes ahead of Sorenstam. Both are LPGA Hall of Famers, and many considered the tournament a 'duel' between the two. The [Salina Country Club](#) did a phenomenal job of hosting the event and had the support of many corporate sponsors. The Kansas Department of Commerce came on as the "Volunteer Sponsor", with KDOC staffer Adam Roorbach on hand for much of the event (see photo left). Scores of local volunteers devoted time and talent in the triple digit Kansas heat to make the event a success and provide great Salina hospitality alongside the venue. Participants in the tournament, the

Pro-Am and the surrounding events commented on how welcome they felt here in Salina. Congratulations to the community as a whole!

"This event was a truly significant 'get' for Salina! Huge thanks to the Salina Country Club and JRI Management for all of their efforts in securing and hosting the event. The Chamber/Visit Salina was pleased to be a part of it," said Eric Brown, President/CEO of the Chamber.



Marquee Welcomes

August

2-7 Tri Rivers Fair

Aug 20 Youth Soccer tournament

Aug 28 Central Links Ladies Golf

Dollars & Sense

June 30-July 3 • Kansas Grand Slam Baseball Tournament

\$620,380

July 7-10 • Best of the Midwest High School Baseball Series Tournaments

\$204,480

July 14-17 • Hap Dumont 9U State Baseball Tournament

\$386,280

July 16 • Salina Comic Con

\$119,910

July 18-24 • Senior LPGA US Open Legends Events

\$772,760

July 24-25 • Sharp Performance Football Camp

\$47,270

FIND US ON SOCIAL MEDIA!



Salina Chamber of Commerce



Visit Salina



Imagine Salina





Youth Soccer Event Kicks it in Salina!

Salina will host a Soccer Fest on Saturday, August 20 at Magnolia Salina Soccer Complex. Salina Parks and Recreation & 99KG's (coach) Shane McClintock along with 5A State Champion winning coach Dave Ouderkirk and KSU soccer coach Mike Dibbini will be on hand.

Registration is open at www.salinasoccer.com and the first 200 kids ages 8-12 years are only \$9.99. All participating kids receive a FREE soccer jersey from sponsors Long McArthur and Copy Co - Salina and FREE soccer socks & shin guards thanks to Walmart Salina!!

ALL skill levels from never played to club levels will be blended into this 11am-5pm fun day of games, skills & drills. Lunch is provided by Lucky D's BBQ-Catering & Sam's Club. An "After Fest Soccer Party" with a DJ and Bounce-A-Roos will follow the event.



The Salina Chamber of Commerce is hosting a Vietnam Trip on October 14-23, 2023. This trip will be departing from Los Angeles (LAX) and will include international airfare and Vietnamese domestic airfare, 4- and 5-star hotel accommodations, 3 meals each day, deluxe bus tours, fluent English-speaking tour guides and entrance fees to attractions. We will visit Hanoi, Ha Long Bay, Hoi An and HCM City (Saigon). Highlights include Tran Quoc Pagoda, Temple of Literature, overnight river cruise on Halong Bay, UNESCO World Heritage site My Son Sanctuary, Mekong Delta and many other exciting sights. We're excited about offering this trip and we'd love for you to join us! Learn more about the Vietnam Trip at the upcoming Informational Meeting that will be held 5:30-7:00pm, Thursday, September 1, 2022 at the Visit Salina Annex. Feel free to share this with friends and family and plan to attend. We look forward to hearing from you

[RSVP here](#) to reserve your seat at the Informational Meeting.

Travel To Vietnam



Informational Meeting
September 1st 5:30 PM
Chamber Annex
120 W Ash St.



BUSINESS TRAINING COURSES!

In partnership with Kansas State University-Salina and the Salina Area Chamber of Commerce, Project OPEN provides business training courses to aspiring entrepreneurs in the community, free of charge.

- **BASICS OF MARKETING, MANAGEMENT & STRATEGY**
Monday, Aug. 29 | 5:30-8:30PM Kansas State-Salina Technology Center, Rm. 151
- **FINANCIAL BASICS & TOOLS**
Thursday, Sept. 1 | 5:30-8:30PM Kansas State-Salina Technology Center, Rm. 151

Project OPEN is designed to encourage and support entrepreneurial efforts in the Saline County area. Project OPEN establishes designated funding to support entrepreneurial development with special emphasis on owner-operated businesses. TO FIND OUT MORE INFORMATION AND REGISTER, VISIT: PROJECTOPENSALINA.COM/TRAINING

**Courses are intended to be taken together, as they walk entrepreneurs and start-ups through the creation of a full business plan.*



LOOKING FOR EXPOSURE TO CHAMBER MEMBERS?

TAKE 5

FREE BUSINESS SPOTLIGHT FEATURED IN THE CHAMBER NEWSLETTER AND BLOG!
AVAILABLE TO MEMBERS AT THE CONNECTOR, BUILDER, LEADER, & VISIONARY TIERS

Contact Ashley at afinan@salinakansas.org For more information



BUSINESS HOURS *after*



Thursday, August 4

Tri-Rivers Fair
Tony's Pizza Events Center
August 4, 2022
5-7pm

Tri-Rivers Fair is popular for locals, particularly rural families, to showcase their livestock, horticulture, and home economic talents. Each BAH attendee will receive one admission ticket for the Saturday evening Draft Horse Pull in Ag Hall, courtesy of the Tri Rivers Fair! Join us for BBQ and refreshments.

SAVE THE DATE!

Thursday, September 8

Kansas Wesleyan University

REFRESHMENTS – TOURS – DOOR PRIZES

\$ It Pays to Attend \$

DOOR PRIZES (MUST BE PRESENT TO WIN)
\$250 CASH ATTENDANCE DRAWING

For reservations call (785) 827-9301 or email
dsmith@salinakansas.org

CHAMBERNET
DEADLINE

AUGUST 15 2022

1,100 copies of the submitted flyer are due no later than the above date. Please contact the Chamber office with any questions

785-827-9301

SAVE THE DATE

Download the

SALINA 67401

App!

Featuring the NEW Visit Salina Guide, SalinaAE.com Calendar, Chamber Business Directory, Special Offers and MORE!

