

Monthly Update

DE SOTO

CHAMBER OF COMMERCE

WWW.DESOTOKS.ORG

JULY 2010

De Soto Community Gears Up for Festivities

De Soto is busy planning and preparing for various festivals and community promotion at De Soto Riverfest Park during the next few weeks.

Great American Bank's Night on the Kaw

Kicking off the action was the De Soto Chamber of Commerce with Great American Bank's Night on the Kaw on Saturday, June 26th headliner and country music star Tracy Lawrence. Over 2,600 attendees braved the swelling heat during the day to enjoy entertainment, food vendors and displays. Performances included Camden Point, Missouri's very own Matt Snook, who made his second appearance at Riverfest Park. Newcomer and Nashville recording artist Jason Jones was a fan-favorite, and also conducted a "meet and greet" with the fans after his performance. 2009 Grammy-nominated Tracy Lawrence performed to a huge crowd singing some his 30 singles and 17-number one hits.



Food vendors were extremely busy and attendees took opportunities during intermission to visit Kansas Speedway's show car and sign up to win tickets to the October Speedway events. 92.9 The Bull was on hand and provided extensive on-air promotion for the event, even recruiting Big D and Bubba, Nashville personalities, as emcees for the event. A very special thank you to title sponsor Great American Bank, platinum sponsors Engineered Air, Huhtamaki Americas, Inc., Custom Foods, Mr. Goodcents, KERN Marketing Group 92.9 The Bull and to sponsors Great Southern Bank, Shawnee Mission Medical Center, Webphibian and KFKF 94.1.

4th of July Fireworks Display

City Clerk Lana McPherson is busy planning for the upcoming 4th of July Fireworks Display at De Soto Riverfest Park to take place on Sunday, July 4th. This event is free to attendees and to vendors. Activities for the children will take place in the afternoon, along with music entertainment by Prairie Wine at 7:00 p.m., food vendors and fun for all. Bring your lawn chair or blanket and enjoy the day with family and friends with the fireworks display beginning at 9:45 p.m. Many communities have postponed their fireworks displays, so stay local and enjoy all of the fun in De Soto! For more information, contact City Clerk Lana McPherson at 913-583-1182 ext. 110 or visit www.desotoks.us.



De Soto Days in July!

De Soto Riverfest Park is going to be used three weeks in a row with the annual De Soto Days Festival July 8th – 11th. Armed with a website full of information and a Time Warner Cable commercial highlighting all three events, this year's festival is sure to please children and folks of all ages! Advance purchase of carnival ride tickets at a discount can be found throughout De Soto (including the Chamber Office). Enjoy entertainment, zoo animals, carnival with new rides, Saturday's parade and a ton of other activities! For more information, contact Alesa Miller at 913-645-6512 or visit their website at www.desotodays.com.



Sunflower ArtFest

The De Soto Arts Council will conclude the fourth weekend of activities in De Soto with their annual Sunflower ArtFest at Zimmerman's Kill Creek Farm July 17-18th. Sponsorship and patron pledges to purchase art work are still being accepted. Come for a weekend of fine art among the sunflowers along with food vendors and entertainment. The De Soto Rotary Club will also be selling sunflowers to raise money for the PolioPlus program. For more information, contact Carrie Dvorak at 913-583-3400 or via e-mail at c_dvorak@earthlink.net. ☘



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De Soto Sunflower ArtFest to go on as planned

Sunflower ArtFest 2010

sponsored by the De Soto Arts Council

Sat. July 17 & Sun. July 18, 2010

10 a.m. to 5 p.m.

at Zimmermans Kill creek Farm,

De Soto, Kansas

9210 Kill Creek Road

Despite the winds that took down Darrel Zimmerman's barn last month, the De Soto Sunflower ArtFest will still be held at Kill Creek Farm, July 17 and 18. Darrel has encouraged us to keep it there and we'll be renting tents to house our registration area and some of the exhibits.

The De Soto Arts Council is still accepting sponsorships for the event and patron pledges to purchase art work. Sponsorships can be monetary or in the form of services for the event.

Come for a weekend of fine art among the sunflowers. Artist booths will be open, art will be on display and for sale. There will be food vendors and entertainment.

The De Soto Rotary Club will also be selling sunflowers to raise money for the PolioPlus program.

Questions? Contact: Carrie Dvorak, Arts Council chairman 913-583-3400 c_dvorak@earthlink.net or Rose Burgweger, Arts Council co-chairman 913-583-1857 rmbgraphics@earthlink.net

From the Directors Corner

by Sara Ritter, Executive Director

The month of June was certainly a busy time for the Chamber and EDC. Words can't express the amount of support and participation we had from our fantastic Chamber members for Great American Bank's Night on the Kaw. A very special Thank You to all of our underwriters who made the event possible. We certainly accomplished our goal of increasing awareness about De Soto, the Riverfest Park and its potential as well as your De Soto Chamber of Commerce. Businesses reported increased activity that day which helps stimulate our local economy. Our hope is that attendees who had never been to our community left with a positive impression and plan to come back for future events and to frequent our businesses.

In honor of June Business Appreciation Month, we provided lunch free to all Chamber members. A special thank you to the City of De Soto for underwriting the event, Pizza Hut for providing a fantastic lunch, and Kansas Senator Julia Lynn as our guest speaker.

The EDC Quarterly Membership meeting was held on June 23rd. We had a fantastic meeting with featured Kansas Senator Julia Lynn and Representative Anthony Brown, who provided an update on legislative activities, and Deputy Secretary Steve Kelly with the Kansas Department of Commerce, who provided an overview of state economic development activities. Chamber members – if you are not currently an EDC member, please consider investing in the economic development future of the community! This is a great group of folks who will be working on several important initiatives coming up and this is your opportunity to play a vital economic development role in De Soto.

July will be just as busy for the Chamber offices. I will be traveling to Los Angeles, California for the week of July 11th to attend my fourth and final year at the Chamber Institute, which is organized by the U.S. Chamber of Commerce Institute for Organization Management. This is a similar to what I attended through the University of Oklahoma's Economic Development Institute. I will have access to e-mail during the week and Maureen Befort will be in the office in the afternoon during this time. I look forward to coming back to De Soto armed with a vast amount of information and tools to help promote our membership and community.

The 2010-2011 Chamber Membership Directory is now available. If you were unable to attend the June luncheon to pick up your copy, please contact the Chamber.

Thank you for your continued support of the De Soto Chamber of Commerce and the De Soto EDC! ☺



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Self-Sabotage

by Deborah Kohler



Are you having trouble achieving all your goals? If you are not doing some of the things you know you should be doing, you may be a victim of self-sabotage. Here are some examples *and* ways to effect change.

Problem: Thinking and speaking a lot about what is going wrong can make you feel dissatisfied and dampen your sense of purpose and ambition. Start to notice how often you speak about things that are not working.

Action: Instead ask yourself each morning, “What is going right in my life and my business?” Begin to notice all the things, no matter how small, that are working well. Keep a journal and write them down each day. Program your mind to focus most on the positive things in your life!

Problem: Do you worry a lot about the future and what might happen? Are you thinking about your fears so much that you are paralyzed and take no action because of what might or could occur?

Action: In previous columns we have discussed **F.E.A.R.** as an acronym for “False Expectations Appearing Real.” It is time to focus on the present. We can’t control or predict the future or other people’s behavior. We can control our own actions, right here, right now. Ask yourself “What is the worst thing that could happen?” Then, let go and know that it isn’t in your hands to control the future and rarely does the scenario we create in our mind actually occur. Use the Serenity Prayer as your guide. Write down the things you cannot change, the things you want the courage to change, and accept your guiding spirit as the ultimate guide. Relax and trust that the Universe will take care of you. It always does!

Problem: Do you forget all your accomplishments and lack pride in who you are and what you have accomplished? If you fret about the past or your lack of success or lack of goal achievement, then you are constantly reminding yourself of your imperfections. When you criticize yourself or can’t accept compliments, you aren’t allowing yourself to love and appreciate YOU!

Action: You can choose to notice what you do that is good; the things you are proud of, no matter how small it may seem. Each day keep a log of things for which you are grateful. When you hear your “inner voice” focusing on what you have not done well, turn down the volume and turn up the volume to hear the voice that knows the TRUTH about who you are and how you add value to the world! Acknowledge and compliment yourself for at least five things each day that you did well and you feel good about. Highlight your small successes and accept compliments from others. Take pride in and gain positive momentum from both your small and big accomplishments each and every day!

*Santa Fe Business Advisors’ mission is “helping owners grow and sell profitable businesses!” Owner **Deborah Kohler** is a Business Coach and proud member of the Chamber of Commerce! Feel free to submit questions to debkohler@santafeadvisor.com or call (913) 780-1140. ☎*



Come Join the City of De Soto
Food, Fun & Festivities for all ages

July 4th Celebration at Riverfest Park
The food and fun begin at 6:00 p.m.
Prairie Wine Band performs at 7:00 p.m.
Fireworks display at 9:45 p.m.



Bring your lawn chairs and blankets and
enjoy a night under the stars. No personal
fireworks or alcohol allowed in Riverfest Park.



DE SOTO
Kansas



Great American Bank **
NIGHT
ON THE
Kaw
Presented by The De Soto Chamber of Commerce

A COUNTRY MUSIC FESTIVAL



Attendees patiently stand in line for Angie's Italian Ice, operated by John Khoury.



Nashville recording artist Jason Jones performs. Jones also performed at Country Stampede in Manhattan, Kansas the night before.



Entertainer Matt Snook kicks off Great American Bank's Night on the Kaw.

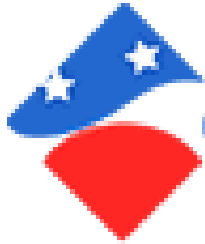


Grammy-nominated country music star Tracy Lawrence performed his hit songs, and hits a high note during "Paint Me a Birmingham".



THANK YOU to our Night on the Kaw Sponsors for making this event a huge success!

Title Sponsor



Great American Bank

Platinum Sponsors



Additional Sponsors:

Shawnee Mission Medical Center

Webphibian

Great Southern Bank

AE Enterprises Corp.

Lynn Electric

94.1 KFKF



Oalis Mexican Restaurant Open for Business

Oalis Mexican Restaurant, has opened its doors for business. Located in downtown De Soto in the former Bleu Tomato building, Oalis serves authentic Mexican food, including breakfast. Martin and Maria Juarez, members of the De Soto Chamber of Commerce, also provides catering services. The restaurant had its grand opening on Saturday, June 19th. 🌟



Photo by Laura Herring, De Soto Explorer

4th of July Parking Volunteers Needed!

The City of De Soto is seeking parking attendants for the 4th of July Fireworks Display at De Soto Riverfest Park. Volunteer for a few hours and enjoy the event. Call Lana McPherson at 913-583-1182 if you are able to help! 🌟

Great American Bank
L. Travis Hicks
President/CEO

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Welcome to our newest De Soto Chamber of Commerce Members!

Take Shape for Life
represented by Bob Doyle

Want to become a part of a growing and exciting organization? Contact the De Soto Chamber Offices at 913-583-1585 or visit our website at www.desotoks.org to access our membership application. Join today!



A Trifecta at Riverfest Park

By Patrick Guilfoyle, City Administrator

Congratulations to the shakers and movers of the Chamber of Commerce for a successful concert event June 26 with Tracy Lawrence. It's pretty impressive what can happen when all the right elements come together to create a perfect storm. Good entertainers, vendors, rain-free weather, and an army of dedicated volunteers coming together at Riverfest Park will do the trick.

So if we had one successful weekend at Riverfest Park, why stop there? How about having another one on July 4 and, heck, while we're at it, let's do a third event on July 8-10.

On July 4, the City is sponsoring the second (looks like a tradition getting started) annual 4th of July Community Picnic and Fireworks show. Hopefully, you were not one of the would-be visitors we had to turn away last year because we maxed out the available parking. So here's a hint for this year; don't wait late in the evening to come down to the Park. The fun starts at 6PM with vendors galore, offering you typical backyard picnic fare including

burgers, hot dogs, BBQ, desserts, lemonade, etc. And while you're eating and waiting for the sun to set, you'll be entertained by live music and free fun for the kids. But you can't enjoy it all if you wait until the last minute. Avoid the hassle of cleaning up after your own backyard cookout and join your neighbors for a good old-fashioned community picnic.

After you recover from the oohs and ahhs of the July 4 fireworks show, come on back to the Park on July 8-10 for the annual De Soto Days Festival. The annual 3-day event will be bigger and better, offering rides and entertainment from a new carnival company and such new twists as a petting zoo complete with—get this—a kangaroo and camel. That's right, check out these new attractions and a full schedule of food and entertainment for the entire family.

It's all happening down at the Park. ✪

EDC Update

The EDC recently received the Annual Zip Code Demographic Report from the County Economic Research Institute. Below are highlights from the report relating to De Soto:

- De Soto's population is now 5,737, an increase of 50 from last year.
- Family households decreased by 22 while non-family (single resident) households increased by 28.
- The annual growth rate for households decreased by .15% meaning we are growing slightly slower than we were from the 2008 statistics.
- The average value of homes in De Soto is \$170,317 and is a \$3,345 decline from 2008.
- The average rent in De Soto is \$710, which is \$11 less than last year.
- With regards to population age statistics, De Soto realized slight increases in the 0-19 age category. Slight declines were noted in 20-24, 25-44 and 45-64 age categories. Population ages 65 to 85 and over were relatively flat.
- De Soto's median age did not change this year and is 35.3. In the past, the trend demonstrated that De Soto was slowly increasing in median age.
- De Soto's average household income is \$81,585 compared to \$83,443 in 2008. Note: Even with the decline, De Soto had a 1% increase above the US average. This means that while De Soto's household income declined, we are faring better than other US communities.

- Roughly 42% of households earn \$50,000 - \$99,000 per year. Roughly 9.5% of households earn less than \$25,000 per year. All areas noted a small decline in numbers with the exception of \$100,000 - \$149,000 households, which realized a 1.1% increase in this category.

Source: County Economic Research Institute's 2010 Zip Code Demographic Report

The report also provides the annual dollar amount we spend as a community on goods and services such as: food & beverages, housing expenses, apparel, transportation, medical care, entertainment and education. In every area, the population is spending less than they did a year ago. This was also common in other Johnson County zip codes.

While the report showed declines in various areas, this is a normal trend given the economy. This should not negate the growth De Soto realized in the household earning statistics and how well De Soto compares amongst other US communities. Another area of importance is that the median age remained flat and that we are seeing an increase in the younger demographic based on the population ages from the report. ✪



De Soto

Economic Development Council

DE SOTO



CHAMBER OF COMMERCE

De Soto Chamber of Commerce Luncheon Thursday June 10, 2010

Guest Speaker: Dr. Judy Smith

“Overcoming stress...I think I’m going to explode

Location: Clearview Village

36000 W. 103rd St.

De Soto, KS 66018

Underwritten by: Clearview Village

Cost: \$10 paid in advance; \$12 at the door; \$15 for non-members

Reservations are required to ensure adequate seating and food. RSVP to Maureen Befort at 913-583-1585 ext. 11 or via e-mail mbefort@desotoks.org. Prepayment is recommended and appreciated. No cancellations are accepted after Wednesday at Noon. No-shows will be invoiced.

Chamber July 2010 Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	4 th of July information ☐ 913-583-1182, www.desotoks.us De Soto Days Information ☐ www.desotodays.com			1 De Soto City Council Meeting 7:00 p.m. De Soto City Hall	2	3
4 De Soto 4 th of July Celebration De Soto Riverfest Park	5	6	7	8 Chamber Luncheon 11:30 a.m. Clearview Village 36000 W 103rd St. Cost: \$12/members; \$15/non-members	9 De Soto Days (Begins Thurs., July 8)	10 De Soto Days
11 De Soto Days	12 Chamber Institute Training ☐ Office open limited hours	13 Chamber Institute Training ☐ Office open limited hours	14 Chamber Institute Training ☐ Office open limited hours	15 De Soto City Council Meeting 7:00 p.m. De Soto City Hall	16 Office open limited hours	17 Sunflower ArtFest 2010 Zimmerman’s Kill Creek Farm
18 Sunflower ArtFest 2010 Zimmerman’s Kill Creek Farm	19	20	21	22 De Soto EDC Board Meeting 8:15 a.m. FCB Bank (For Board Members)	23	24
25	26	27	28	29	30	31