HOME IN THE HEARTLAND

Building Stronger Kansas Communities Through Talent Recruitment

A Community Talent Recruitment Grant Program

Kansas State Treasurer's Office

TODAY'S ROADMAP

A practical guide for communities that want to grow

1. Why the program exists
2. How Home in the Heartland works
3. Who can apply and benefit
4. How funding and match work
5. What makes an application competitive
6. Next steps for communities

Communities don't grow by accident.

They grow because leaders make intentional investments in people.

THE CHALLENGE

Kansas is competing for people, workers and families.

KANSAS IS COMPETING FOR TALENT

Workforce shortages are a community growth issue

💼 Employers need workers

Businesses cannot expand without a reliable workforce.

🏡 Families have choices

People compare housing, schools, jobs and quality of life.

📍 Communities compete nationally

Recruitment now happens across county and state lines.

📈 Growth compounds

New residents support local businesses and services.

🤝 Local leadership matters

The strongest strategies are built locally, not one-size-fits-all.

WHY POPULATION GROWTH MATTERS

One household can create a ripple effect

- 🏠 New residents
- More housing demand
- 💼 More workers
- 🎓 Stronger schools
- Business growth

A recruitment strategy is also an economic development strategy.

THE OPPORTUNITY

Home in the Heartland gives communities flexible tools to recruit talent.

WHAT IS HOME IN THE HEARTLAND?

A community talent recruitment grant program

State investment

State grant funding helps communities build recruitment programs.

→

Local partnerships

Cities, counties, tribes, nonprofits and employers align resources.

→

Local incentives

Communities design tools that fit their workforce needs.

→

New growth

New households strengthen the local economy over time.

PROGRAM GOALS

Recruit, retain and grow

Recruit households

Attract working households that can contribute to local growth.

Support employers

Help fill workforce needs that limit business growth.

Build community

Encourage long-term residency and local connection.

Grow the economy

Increase payroll, spending, housing demand and tax base

The goal is not just relocation. The goal is long-term community strength.

PROGRAM DETAILS

Eligibility, funding and accountability.

WHO CAN APPLY?

Local leaders know their communities best

Cities

Municipal governments may apply directly.

Counties

County governments may build regional strategies.

Federally recognized tribes

Tribal governments may apply for eligible recruitment efforts.

Eligible nonprofits

Economic development, workforce development or community development organizations may apply.

Strong applications often show broad local support and meaningful partnerships.

WHO CAN BENEFIT?

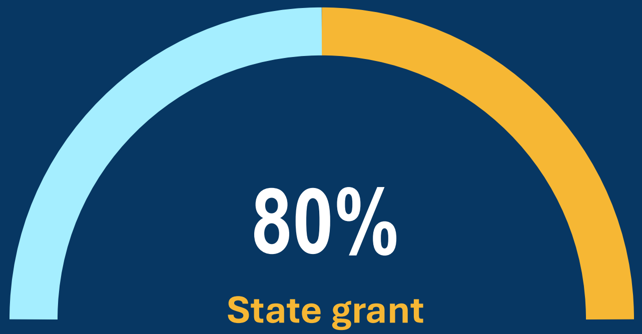
Designed for working households relocating to Kansas communities

- Households that meet the program income threshold - $55,000
- Applicants tied to a local recruitment strategy
- New residents who help address workforce needs
- Participants who meet community-specific program rules

Current minimum household income: $55,000

FUNDING AND MATCH

State support plus local commitment



Grant awards

Awards may be up to $250,000 through a competitive process.

Local match

Minimum 20% local match demonstrates local investment.

Competitive review

Clear goals, strong partners and realistic budgets matter.

Community fit

The strongest proposals reflect local workforce and housing realities.

ELIGIBLE INCENTIVES

Communities can design incentives around local needs

Housing assistance

Examples may include down payment, rent or housing-related support.

Relocation assistance

Help with moving costs or transition expenses.

Student loan assistance

Target workers in high-need occupations or hard-to-fill roles.

Childcare assistance

Reduce a major barrier for working families.

Employer-linked incentives

Coordinate with employers to fill local workforce needs.

Locally designed tools

Incentives that align with your community.

PAYMENT SCHEDULE

Funds are tied to performance milestones

1. 50% at award to winning communities
2. Community recruits – 50% of their goal
3. Remaining 50% paid

Second payment is made after the community reaches 50% of its recruitment target and submits required documentation.

APPLICATION TIMELINE

A simple roadmap from planning to reporting

1 → 2 → 3 → 4 → 5 → 6

Plan → Partner → Apply → Award → Recruit → Report

2026 cycle: opens July 1

STRONG APPLICATIONS

Competitive proposals are specific, realistic and locally grounded.

BUILDING A COMPETITIVE APPLICATION

Five pillars of a strong proposal

1. **Employer partnerships**
   Show which workforce needs the recruitment strategy will address.

2. **Housing readiness**
   Demonstrate that new households have realistic housing options.

3. **Marketing plan**
   Explain how the community will find and reach target households.

4. **Local match**
   Show broad local commitment and a sustainable strategy.

5. **Measurable goals**
   Set clear targets for recruitment, documentation and reporting.

The best applications answer one question clearly: Why will this strategy work here?

PARTNERSHIPS MATTER

Recruitment works best when the community is aligned

- 🏛 Local government
- 💼 Employers
- 🏘 Housing partners
- 🎓 Schools and childcare
- 📈 Economic development
- 🤝 Community ambassadors

A grant can open the door. Partnerships help people stay.

MARKETING YOUR COMMUNITY

People are choosing a whole life, not just a job

Affordable living

Housing, cost of living and quality neighborhoods.

Schools and childcare

Education and family support can drive decisions.

Quality of life

Parks, recreation, downtowns and civic life matter.

Career opportunity

Lead with employers and hard-to-fill roles.

Belonging

Welcome networks make relocation less intimidating.

Clear message

A focused pitch is stronger than a generic brochure.

RECRUITMENT IDEAS

Where communities can look for talent

- Alumni who grew up in the community or region
- Military transition programs and veterans
- Workers with remote or hybrid flexibility
- Graduates from Kansas colleges and technical schools
- Spouses and families connected to local employers
- People seeking affordability, safety and community
- Third party relocation companies

ACCOUNTABILITY

Good reporting tells the story of impact.

REPORTING REQUIREMENTS

Communities should plan to measure results from day one

Applications received

Track interest and program demand.

Households recruited

Document approved and recruited households.

Income and occupations

Show workforce and economic impact.

Economic impact

Capture payroll, spending, housing and community benefits.

Milestones met

Support payment requests and program evaluation.

MEASURING SUCCESS

Beyond the number of households

- 🏡 Quarterly Reports
- 💼 Jobs filled
- 💵 Payroll added
- 🏠 Households recruited
- 🎓 School enrollment
- 🛒 Local spending

The strongest stories will combine numbers with real community outcomes.

ECONOMIC IMPACT EXAMPLE

A simple way to explain the return on recruitment

10 New households

Example: 10 households recruited to one community.

→

$ New payroll

Each household adds earnings and purchasing power.

→

Local spending

Families buy groceries, fuel, services and supplies.

→

Long-term growth

Housing, tax base, schools and civic life benefit.

Use actual local wages and assumptions when presenting to a specific community.

NEXT STEPS

Turn interest into an application.

COMMUNITY CHECKLIST

What to do before applying

1. Identify the workforce need
2. Confirm housing and community capacity
3. Build employer and local partnerships
4. Develop a clear incentive strategy
5. Prepare the local match and budget
6. Create a reporting and documentation plan

QUESTIONS?

Growing Kansas one community at a time.

Kansas State Treasurer's Office
https://treasurer.ks.gov/move.html