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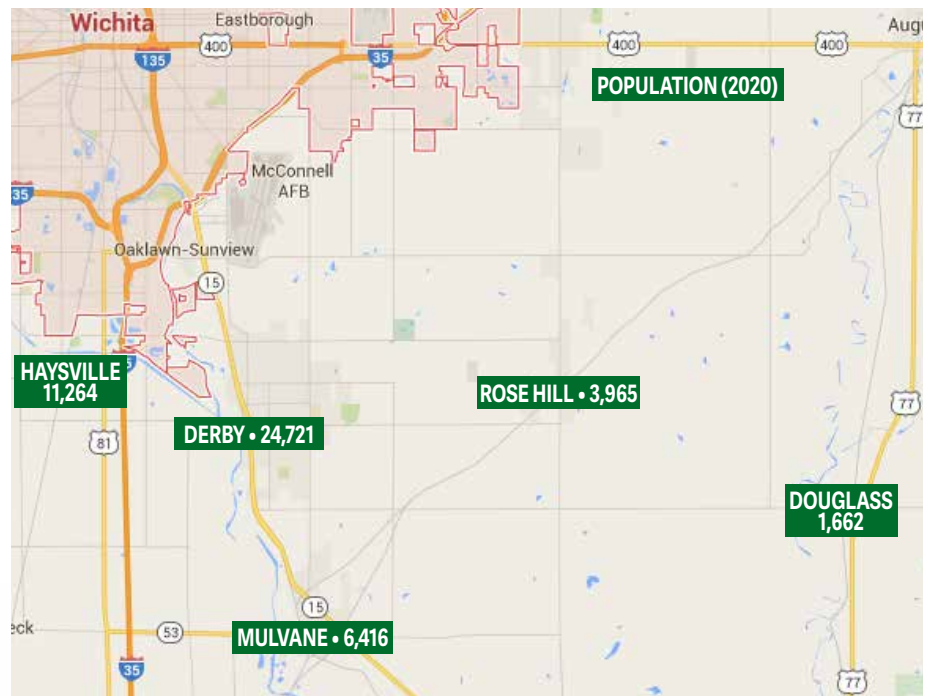


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“ It’s the only way to effectively reach customers in southern Sedgwick, Sumner and western Butler counties. ”

Derby, the largest suburban community in the Wichita metro area, is a highly desirable community to live in with its excellent schools and quality of life amenities. It is the go-to shopping and entertainment hub for many surrounding communities, including south Wichita. Derby is also a regional draw for people living in surrounding communities such as Mulvane, Rose Hill, Douglass, Haysville and South Wichita.



SEDGWICK COUNTY • 513,289

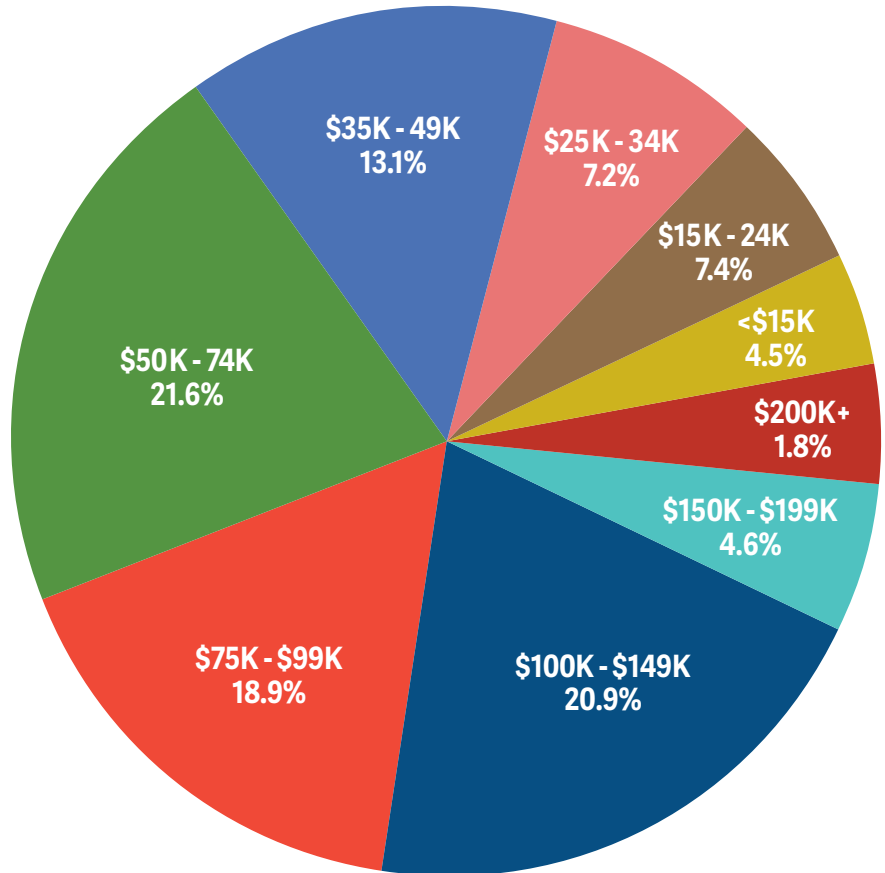
COUNTY GROWTH FROM 2016-17: 40%



# DEMOGRAPHICS

Derby is one of the fastest growing communities in Kansas. According to the 2018 U.S. Census Bureau, residents served by *The Derby Informer* family of products possess some of the most eye-popping demographics in Kansas.

2018 HOUSEHOLD INCOME



**\$69,646** Median household income

**\$55,370** Median disposable income

**\$85,937** Average household income

**\$67,790** Average disposable income

## POPULATION:

Derby's population reflects a healthy balance of young families and retirees:

**33.1%** under age 25

**52.5%** prime wage earners between 25 and 64

**14.5%** over age 65

Derby is considered an executive or white collar community

**36.9%** median age

**96.4%** of those 25 years and over are high school graduates or higher

# PRINT PUBLICATIONS

## The Derby Informer

is a weekly subscription-based newspaper serving Derby and Sedgwick, Butler and Sumner Counties. It is the official publication of the City of Derby and Sedgwick County. The Informer is a hometown weekly newspaper mailed to subscribers weekly on Wednesdays plus an E-edition at DerbyInformer.com accessible 24/7.

**ZOOM-Derby** is a free full-color magazine showcasing feature stories and events highlighting all things Derby. It is mailed to select Derby and Mulvane-area homes and is published in February, April, June, August, October and December.

**DERBY STARTS TO SHUT DOWN**  
Derby, Sedgwick County react to coronavirus

By KELLI BRECKENRICH  
kelli@derbyinformer.com

Following the widespread cancellations on a national level late last week, Sedgwick County and the City of Derby announced some policy decisions of their own to go on either immediately regarding the coronavirus pandemic.

After a case presentation at World Medical Center, Sedgwick County and Derby County Health Director announced since March 13 in effect a ban on public gatherings to no more than 250 people, but it has since been amended to allow for no gatherings of more than 50 people in the immediate future. The decision was made based on a recommendation from the Center for Disease Control and Prevention (CDC).

"Obviously, the health and safety of our citizens in Sedgwick County is our top priority," said Commissioner Chairman Peter Metzner. "We're in this together. We're trying to stay positive. We're trying not to panic."

Those things that are being put on hold are all about prevention and containment. County Health Director Adrian Beyer said.

While certain cases and data have been reported, the health commissioner chair Metzner said and seek official action has been taken in Sedgwick County. Statements are continuing on as long as they have not more than 50 people on site at any time.

County shows were also not addressed or right, though some at local retailers - like the Dillon on North Rock Road in Derby - continue to be picked over by concerned consumers.

Local Health Director Beyer said that the county will continue to assess the situation and the impact of an ongoing issue, which is being taken as a general alert for the state. Metzner stated Sedgwick County residents remain in low risk as there have been no confirmed cases reported among local residents.

The City of Derby is currently

As an effort to prevent the spread of COVID-19, the city will limit the following activities and make changes as needed. Staff will continue to monitor the health of the community and residents in the event of an outbreak.

The county requests the city is taking in to shut down Derby City Hall and the senior center at the close of business on March 18.

Implementing the coronavirus situation and making employees and activities as scheduled - in accordance with the county's gathering site restrictions." Additionally, the city will be implementing social distancing techniques to prevent spreading germs. For example, chairs at meetings are being spaced further apart so people have more room to sit.

"It's difficult to know what to expect," said Kathy Leary, city manager. "Preparing for what might come, whether an infection disease or severe weather events, is something we've always done to keep our community safe and healthy."

"I think it's fair to say, like every study case, we're not stopping to keep up with all the changing information," Sexton said. "Working to take things home, keep our calls and know that we will get through this pandemic, however, that's kind of our overall attitude."

March 18th morning meeting planning commission 10:30 a.m. March 19th and 20th 10:30 a.m. March 23rd through 24th the two public meetings live on the city website or on YouTube.

SEE PAGE 3

**DRC announces temporary facility closings**

By ADAM SIDERMAN  
siderman@derbyinformer.com

New mandates by the Sedgwick County Health Department made Derby County Center facilities almost inevitable.

Following the decision to prohibit gatherings of 50 or more, the DRC announced that the Derby Fitness Facility, Chukawa Activity Center would all be temporarily closed as of Monday evening, March 16.

According to the announcement on DRC social media, all associated programs are temporarily postponed, including the launch of spring programming on Monday, March 23.

After one win for the Lady Panthers' run for a state championship ended.

SEE PAGE 3

**Planet Fitness to be major tenant in former Dillon's building**

By DANIEL...  
daniel@derbyinformer.com

When dads aren't around, 11...  
Planet Fitness is set to be the major tenant in the former Dillon's building, which is being renovated and repurposed for retail, entertainment and restaurant businesses. Leasing agents at Cromwell Realty Group and J.P. Wagstaff are the lead negotiators for the 52,000-sq-ft building.

The new concept for the former Dillon's store will offer space for retail, entertainment and restaurant businesses. Leasing agents at Cromwell Realty Group and J.P. Wagstaff are the lead negotiators for the 52,000-sq-ft building.

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SEE PAGE 2

**Don't have to look like Alice to Uncorked on Saturday**

The group loved people to give an inspiration by taking on others in the news. Participants will know what the DRC is and what they are getting the information. An art contest, a drawing, and a contest for the winner who complete the game.

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SEE PAGE 2

**Zoom-Derby** FEBRUARY 2020

**Taking care of YOU**

Special features, ideas and more on health & wellness

PLUS: 20 years of growing faith in children through sports pg 6, Can't sleep? Is it insomnia? pg 16, Coupons pg 30-31

A Special Commemorative Issue of events that happened in 2019 during Derby's Sesquicentennial

# SPECIAL PUBLICATIONS

- Business Directory
- Spring Sports Guide
- Graduate Salute
- Fall Sports Guide
- Veterans Salute
- State Football
- Winter Sports Guide



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# DIGITAL

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## MONTHLY AVERAGE STATISTICS:

**85,460** page views per month

**61,592** visitors per month

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# MARKETPLACE


“ Increase your online presence with a storefront web page on DerbyInformer.com. ”



## Business Directory Web Page


Your business listing features include basic hours of operation, contact info and a map. Additional features can be added to showcase your business with photo galleries, web ads, testimonials, social media links and more.





**Preventive Pet Care You Can Afford!**

1630 James • Derby  
788-0777



**Rainbow Valley Veterinary Clinic**

Profile | Reviews | Fear Free | Coupons | Services | Photos | Videos | Dental Health | Veterinarians and Staff | Email Us

**Address**

1630 E. James St.  
Derby, AZ 87017  
Fax: 316-788-0711

[316-788-0777](tel:316-788-0777)

[View Website](#)


**Hours**


Today's hours: 7:30 am - 5:30 pm

Sunday	Closed
Monday	7:30 am - 5:30 pm
Tuesday	7:30 am - 5:30 pm
Wednesday	7:30 am - 5:30 pm
Thursday	7:30 am - 5:30 pm
Friday	7:30 am - 5:30 pm
Saturday	7:30 am - 12:00 pm

Notes: Open second, fourth and fifth Saturdays of the month only. Closed the first and third Saturdays of the month.

**Map**





Derby's complete small animal care clinic offering state of the art technology for your pet.

**Our Links**

- [Make an Appointment](#)
- [Veterinary Emergency Specialty Hospital](#)
- [Pet Dental Health Month](#)
- [Pet Angel Loss & Grief Center](#)
- [Kansas Humane Society](#)

**About Rainbow Valley Veterinary Clinic**


Since 1989 Rainbow Valley Veterinary Clinic has been providing Derby and the region with experienced, knowledgeable pet health services. On your first visit, you'll find an immaculate facility with state of the art technology that leads the way in Derby. And what makes Rainbow Valley really special, is the time they will spend to make sure you understand the health plan that is best for your pet. At Rainbow Valley, your time is always their time.

Doctor David Drake has over 30 years of clinical experience dealing with small animal care. That means your pet will be cared for by an experienced and knowledgeable veterinarian. Along with Dr. Drake, Dr. Kelly Miller has been providing care for years to a variety of pets in the Derby area. She also helps customers who have exotic companion mammals as well.

**Other Information**

[f](#) [t](#) [v](#) [p](#) [i](#) [c](#)

**Video**




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Rainbow Valley Veterinary Clinic  
1630 James St., Derby

David Drake DVM, Kelly Miller DVM  
316-788-0777  
[www.rainbowvalleyvet.com](http://www.rainbowvalleyvet.com)


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*Bringing peace of mind to you and your pet.*