

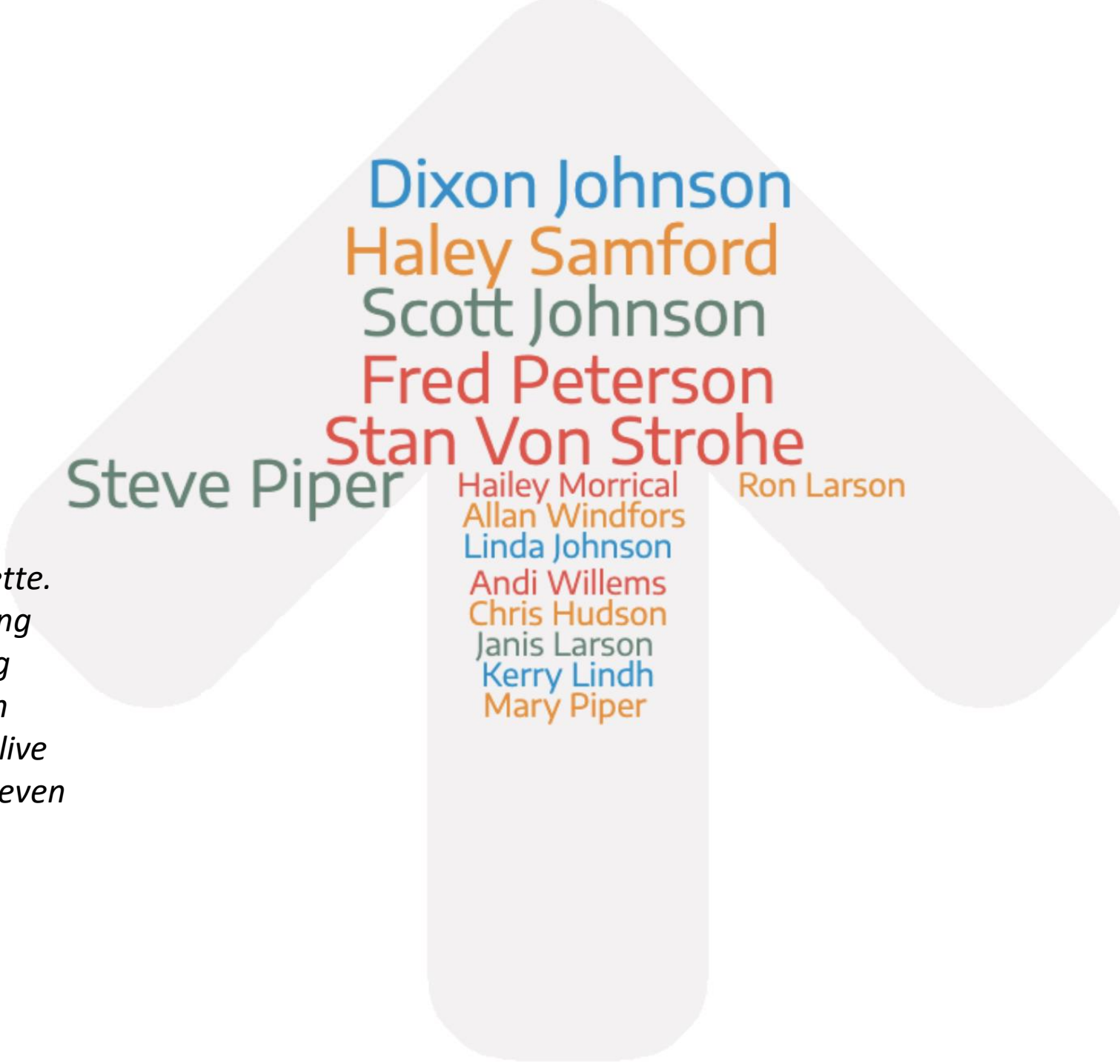
This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure the economic facts. The report helps identify the opportunities and the challenges, so that the community can build on what is working. **Our big observation: Important note: we only received 27 responses to the study, as such the comments here should be seen as a directional guidance and not statistically significant.**

The responders stated two distinct views of Marquette. The responders in parallel hold a poor view of the community's economic prospects, and at the same time hold some of the highest views of the overall Community confidence (local leadership, community engagement and the ability for the community to work well) of all County residents. This feedback, suggests a massive opportunity for the local community leaders to capitalize on this positive resident trust and enable projects that helps build the community further (e.g. blight rehabilitation and renovation).

What makes our community special?

The people.
 Unique businesses and activities.
 It's the small-town charm and everyone works together.
 Friendly People, with the desire to keep the community alive.
 Welcoming! Wonderful businesses and attractions. Proximity to Kanopolis Lake.
 A good place to live. Community Pride. Vibrant Business district. Plenty of community activities.
 Great place to raise kids in a small town with all necessities in town.
 Friendly, helpful community and business patrons and owners.
 Peaceful live style- great people
 Family oriented

Our Most Admired Leaders



"There are a lot of special things about Marquette. We have a unique downtown that is experiencing some revitalization. We have a thriving learning center and daycare. There is a nationally known motorcycle museum and a distillery that offers live music. We have everything you need in a town even though we only have 600 people in the community."
 - A passionate local resident

THE EQUATION THAT DRIVES COMMUNAL PROGRESS AND PROSPERITY



Our Economy

What opportunity do you see here?

Our Economic Perceptions

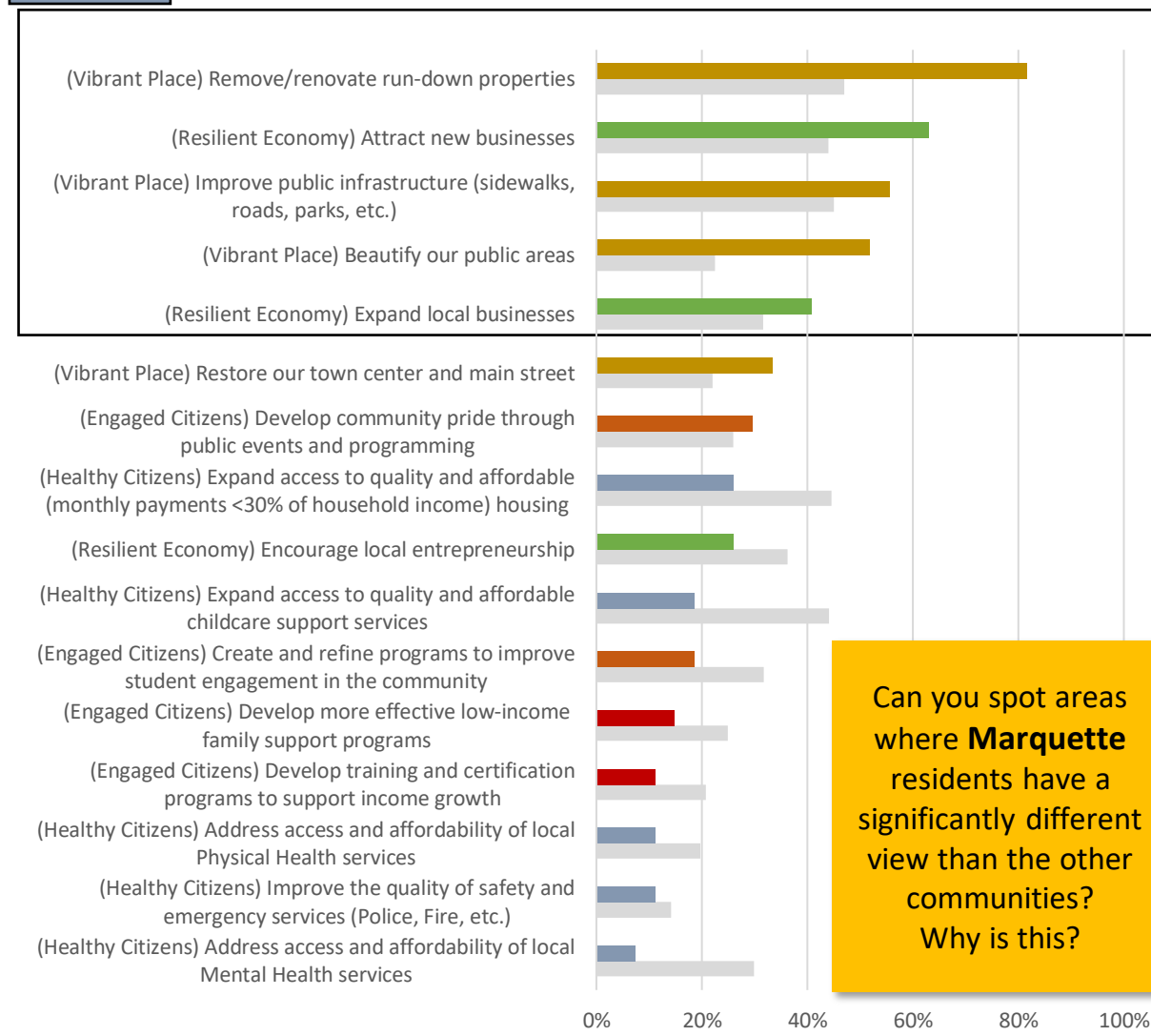


Key Economic Observations

Given that we only received 27 responses to the survey, we need to moderate overinterpretation of the data. The survey responses suggest a relatively poor outlook of Marquette's economic condition, based on these limited responses. The worst assessment is of the current employment opportunities. The future outlook lags behind that of the average County resident as well. What is happening in the community that is creating this poor view of the community? More importantly what steps can be taken to help inflect the community on a more positive direction?

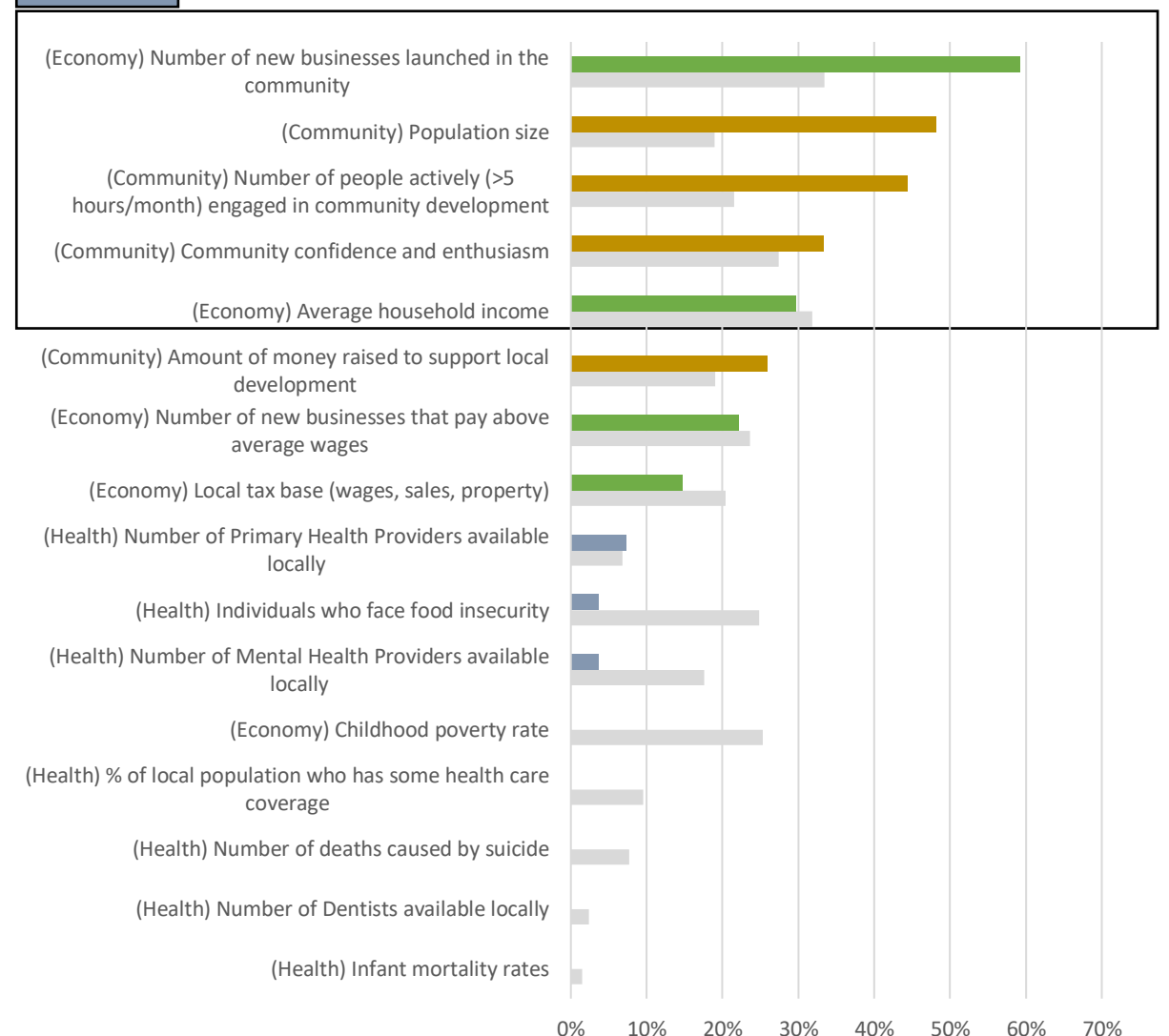
Top 5

Our Priority Programs



Top 5

Our Priority Metrics



Can you spot areas where **Marquette** residents have a significantly different view than the other communities? Why is this?

Health Placemaking Economy People Average McPherson County Score

Key Economic Observations

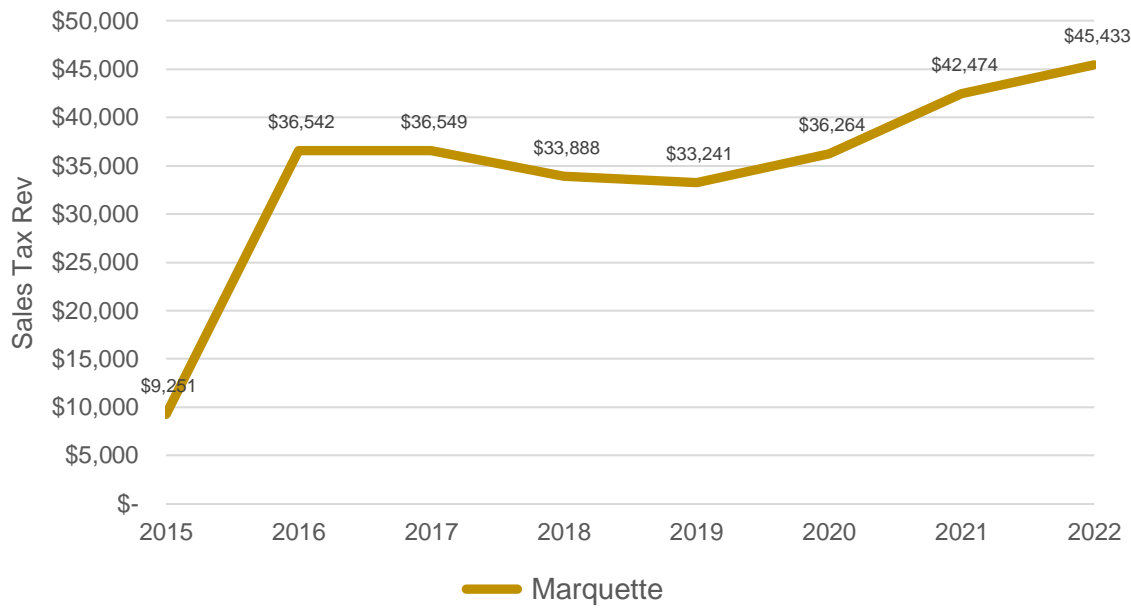
As is mentioned above, the economic outlook of the residents of the community is a bit bleak. Given that Marquette is a smaller community with a limited economy, this view is understandable. The data elements that we would flag as most concerning is the relatively flat overall population trends, the decline in the school enrollments, and most critically the sharply aging population. Without an ability for the community to retain and attract young residents, Marquette's economy will struggle. There are positive signs as well. These include improvements in local taxes and lowering of poverty rates. Many of the responders highlighted the need for blight renovation as a critical priority. Given the limited local capacity, perhaps this focus can help the community create some positive visible momentum.

The Businesses We Would Like To See In Our Town:

Entertainment: A Cafe, a 24hr Restaurant

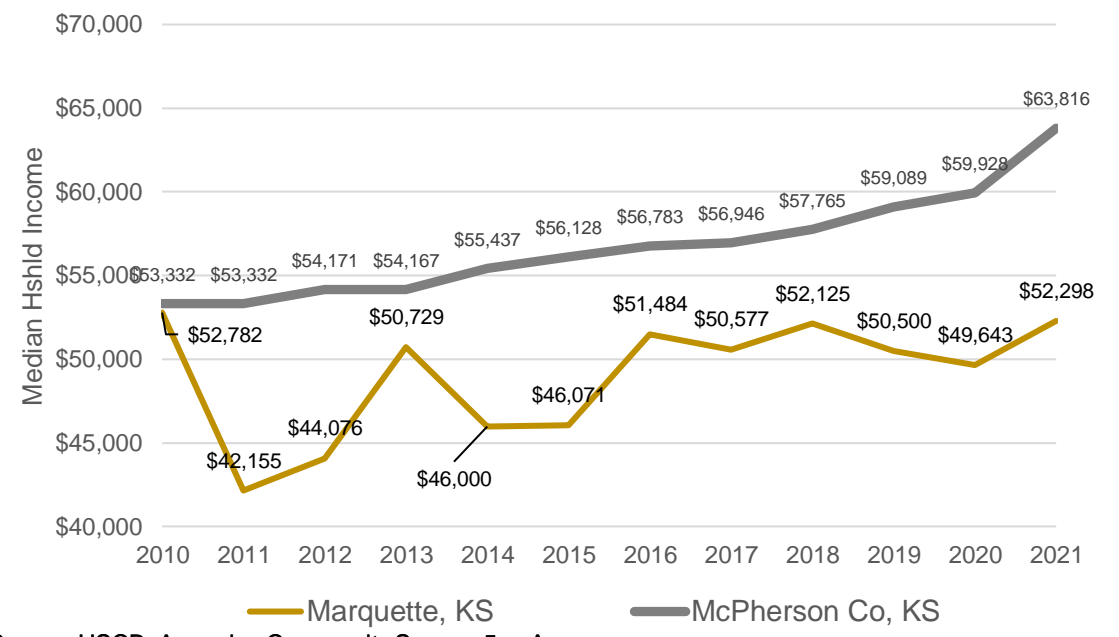
Additional Important Economic Data
What opportunity do you see here?

Annual Sales Tax Collections



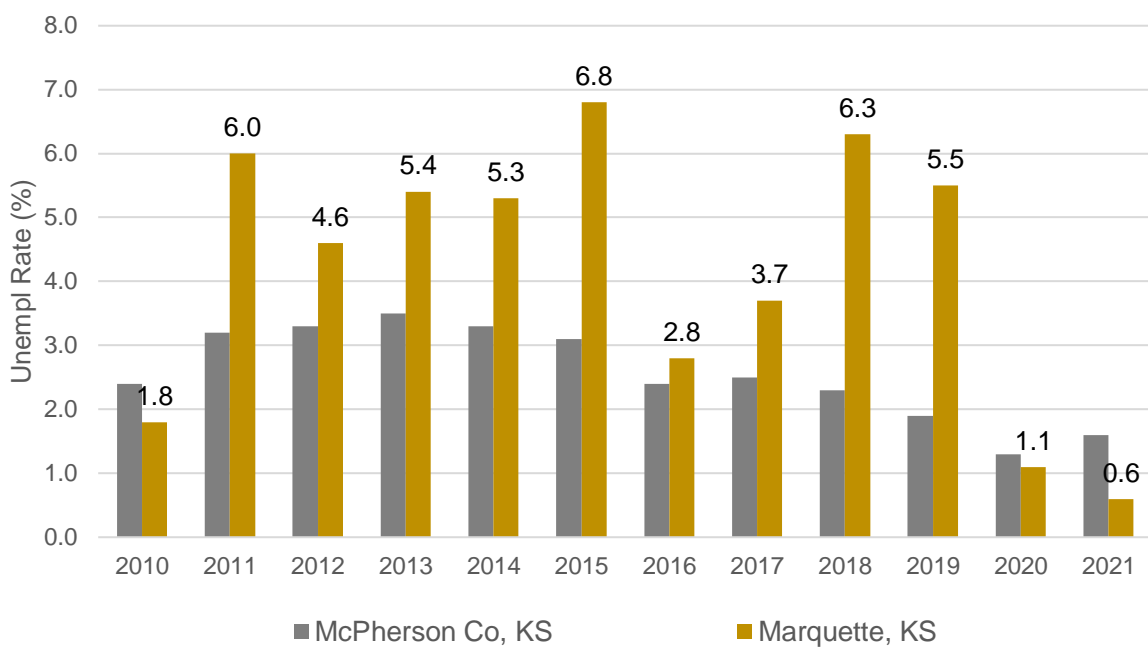
Source: Kansas Dept of Revenue

Median Household Income



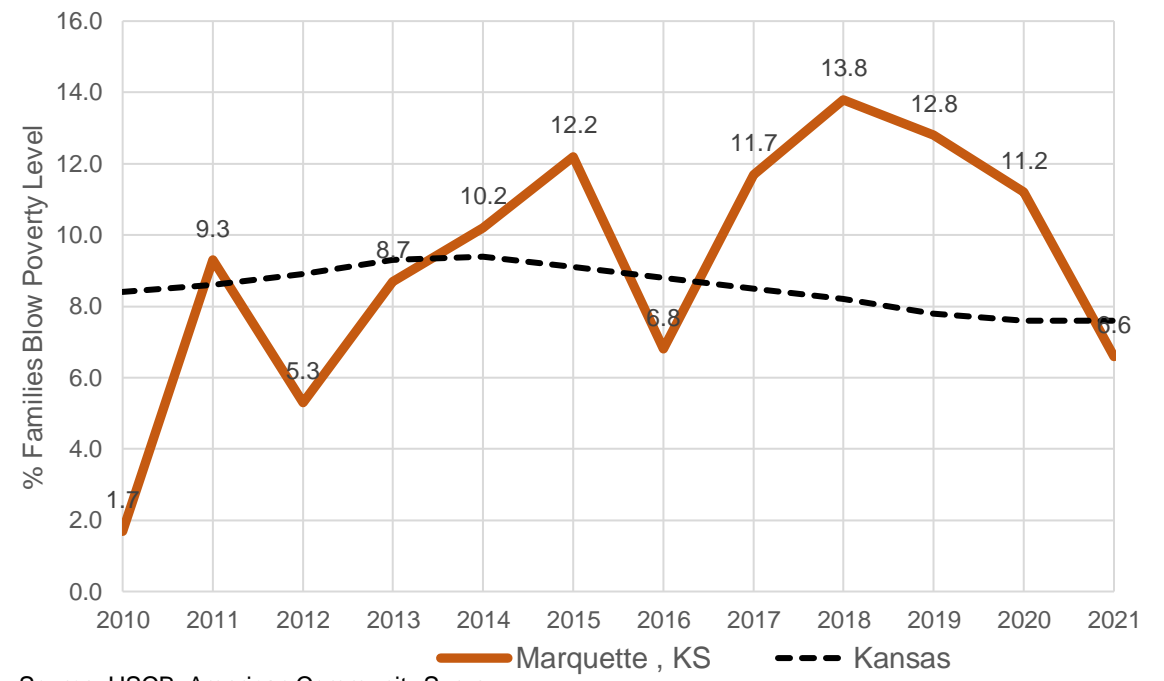
Source: USCB, American Community Survey, 5-yr Avg.

Local Unemployment Rate



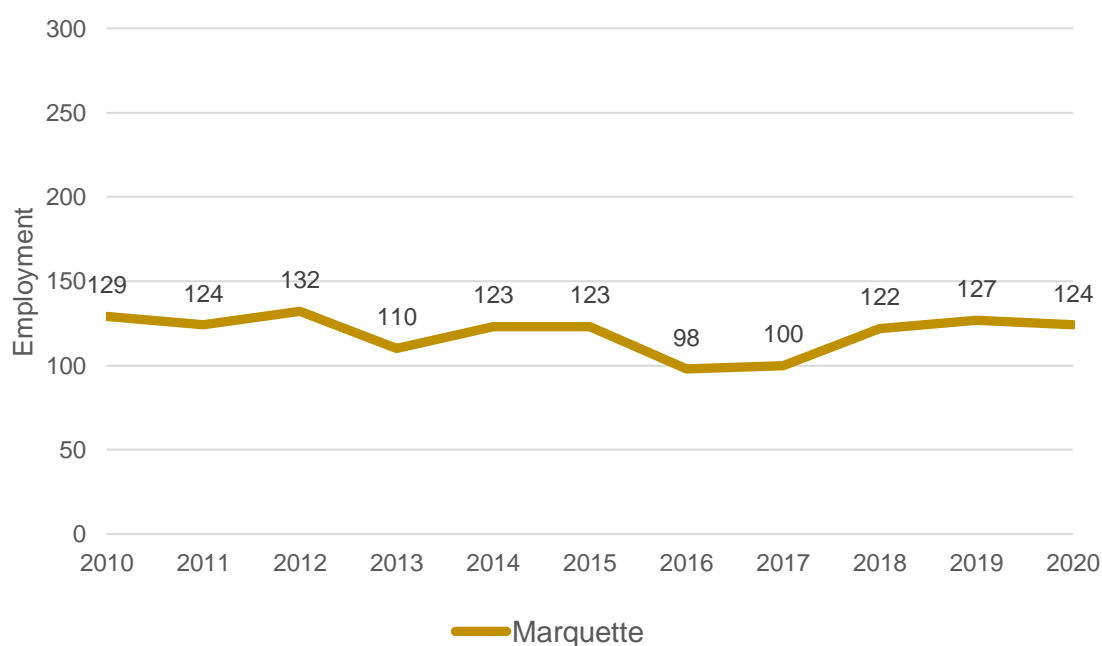
Source: USCB, American Community Survey, 5-Yr Avg.

Local Poverty Rate



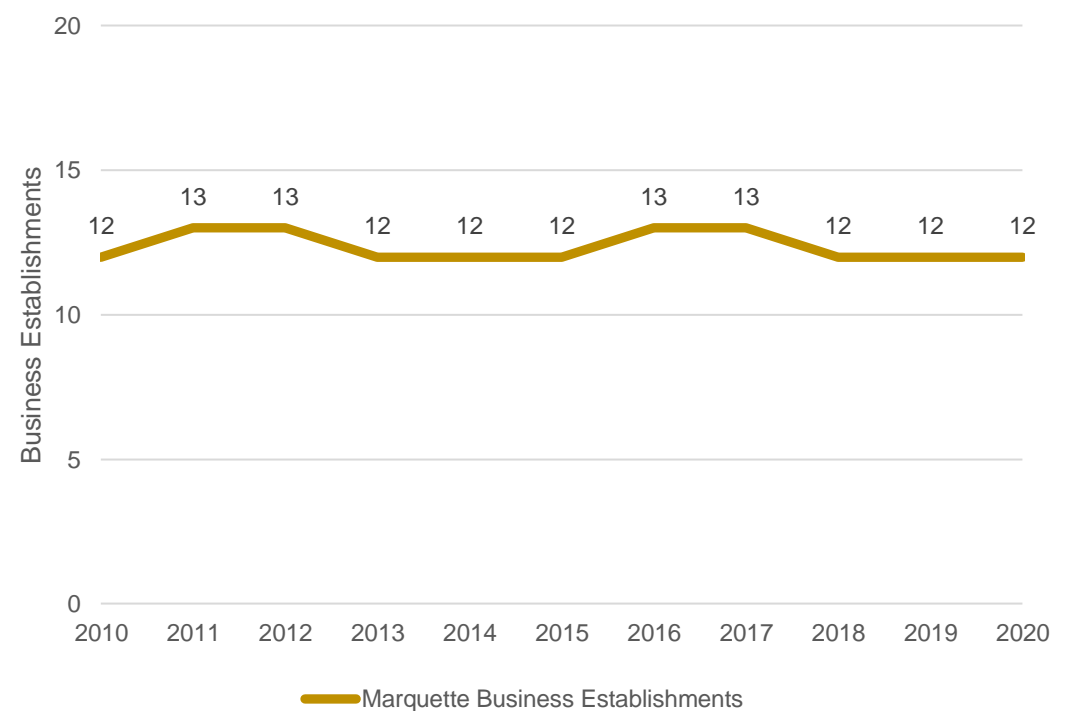
Source: USCB, American Community Survey

10 Year Shift in Local Jobs



Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on

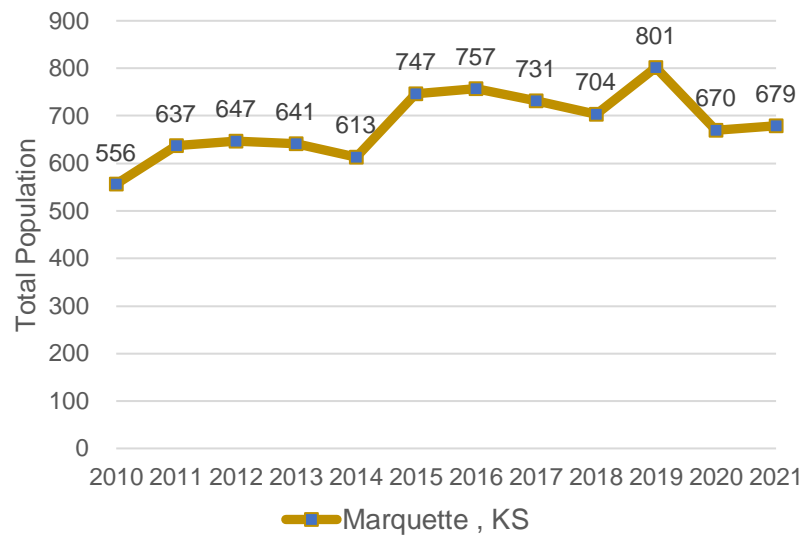
Businesses in Our Town



Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on

Our People, Our Pride
What opportunity do you see here?

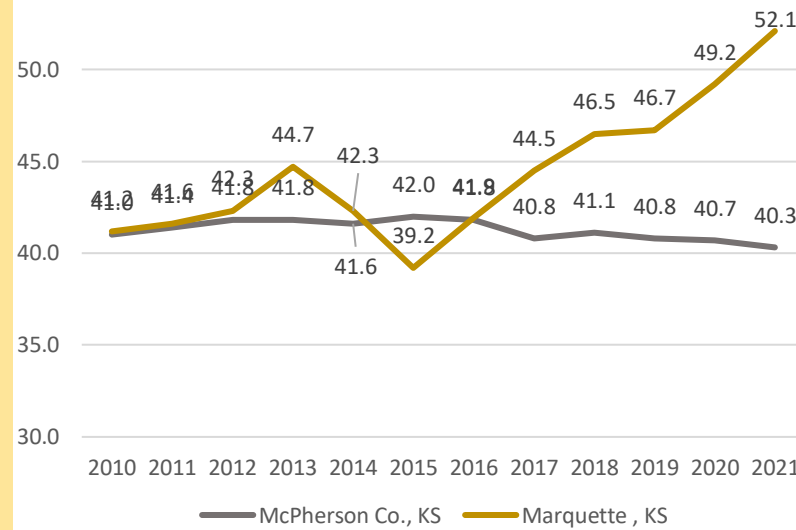
Overall Population Trend



Source: USCB, American Community Survey

Data source: US Census

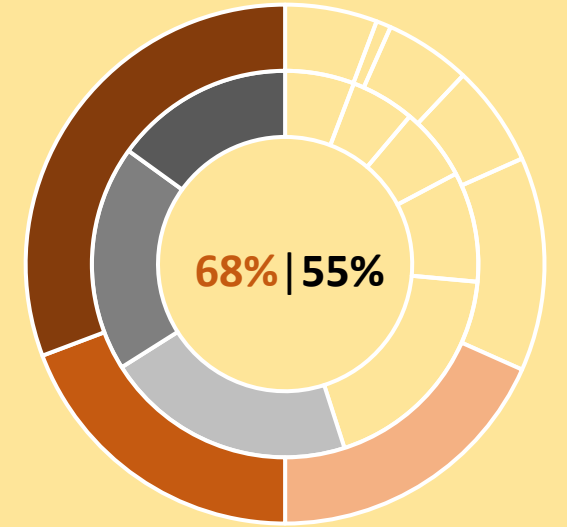
Population Trend by Age



Source: USCB, American Community Survey

Source: USCB, American Community Survey. 5-yr average.

Overall Community Confidence

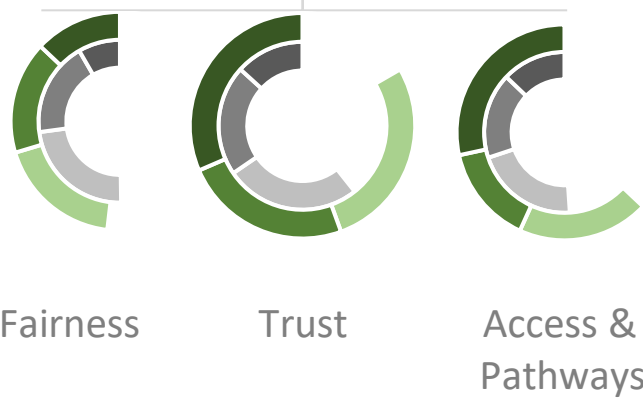
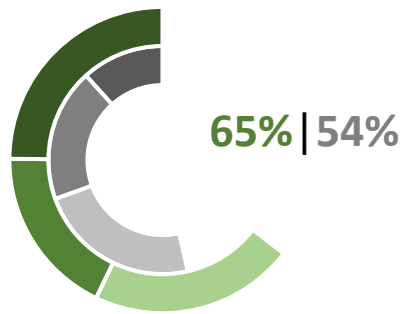


Data source: Community Survey (Conducted in Spring 2023)

Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7; Scored >5)

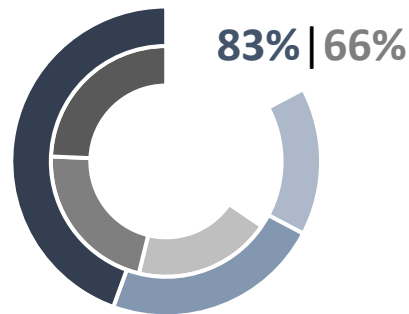
Town Scores (various colors) Average McPherson County Score (grey)

Collaborative Leadership



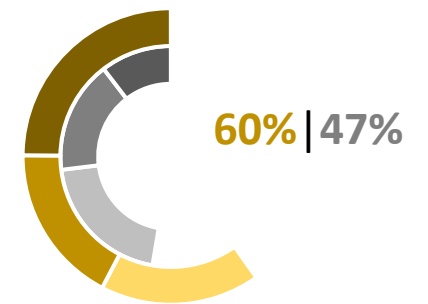
There is a very strong degree of trust that the responders are demonstrating towards their local leaders.

Citizen Commitment



The residents of Marquette LOVE their community. This is where they want to be!

Community Vision



The residents see the community working really well on local priorities.

OVERALL COMMUNITY PERCEPTION

The comments represent a very small sample size (27 responses).

The residents of Marquette have the highest perception of their community compared to all other communities in McPherson County. What is going on in Marquette that is creating such a positive view of the local community. It is interesting to see such a positive and confident view of the community, while at the same time the responders have far poorer view of the local economy. How are the two perceptions feasible? More importantly what opportunity is uniquely feasible in Marquette given the high perception that the residents hold for the local leadership? What bold steps can the collective community take to help positively move the future trajectory of the community?

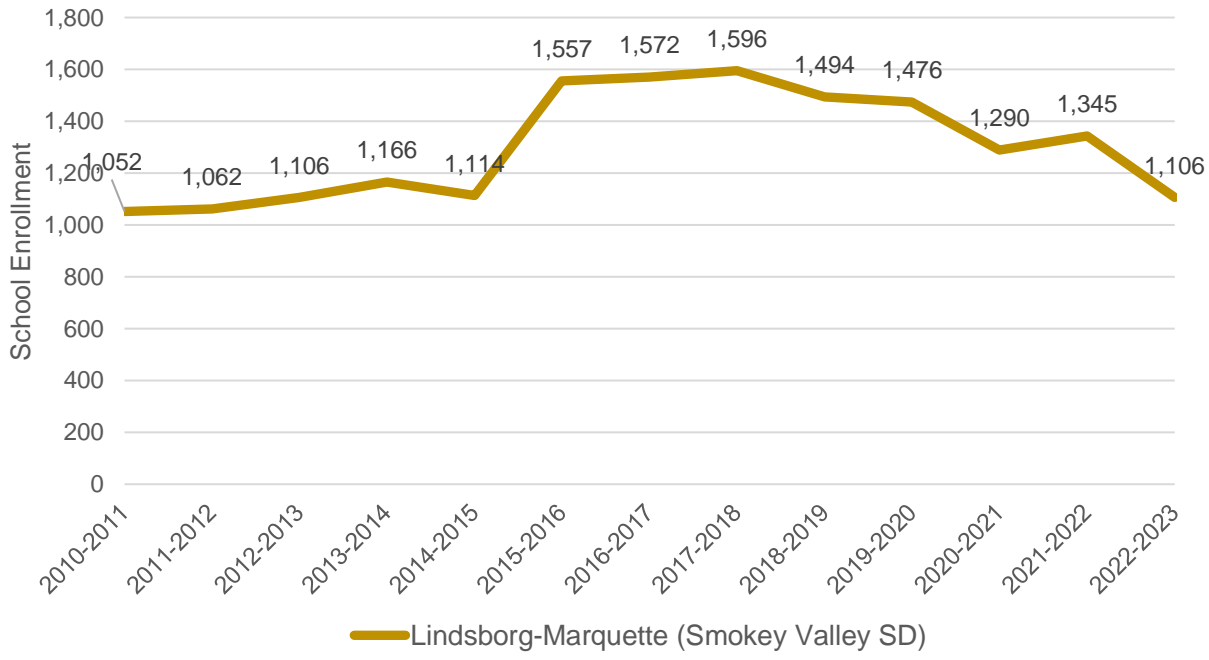
Challenges identified by local citizens:

Housing Development: Expanding Affordable Quality Housing.

Economic Development: Beautification, Infrastructure: Repairing Road and Sidewalks.

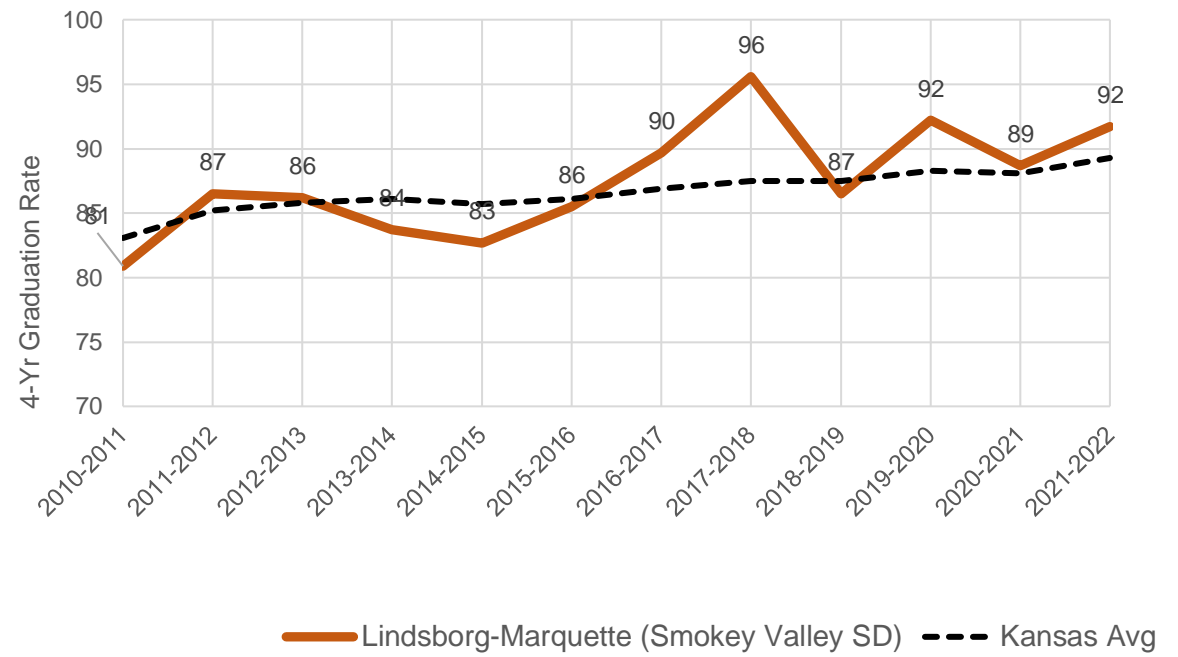
Key Community Metrics
What opportunity do you see here?

Local School Enrollment



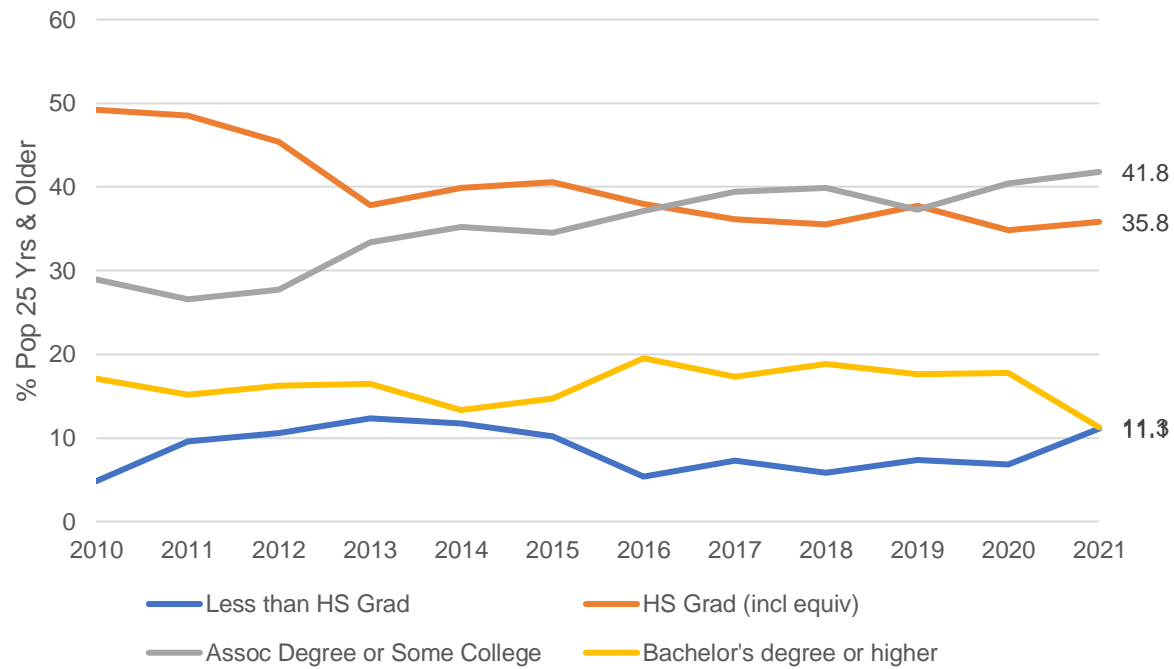
Source: Kansas State Dept of Education, Data Central

High School 4 Year Graduation Rate



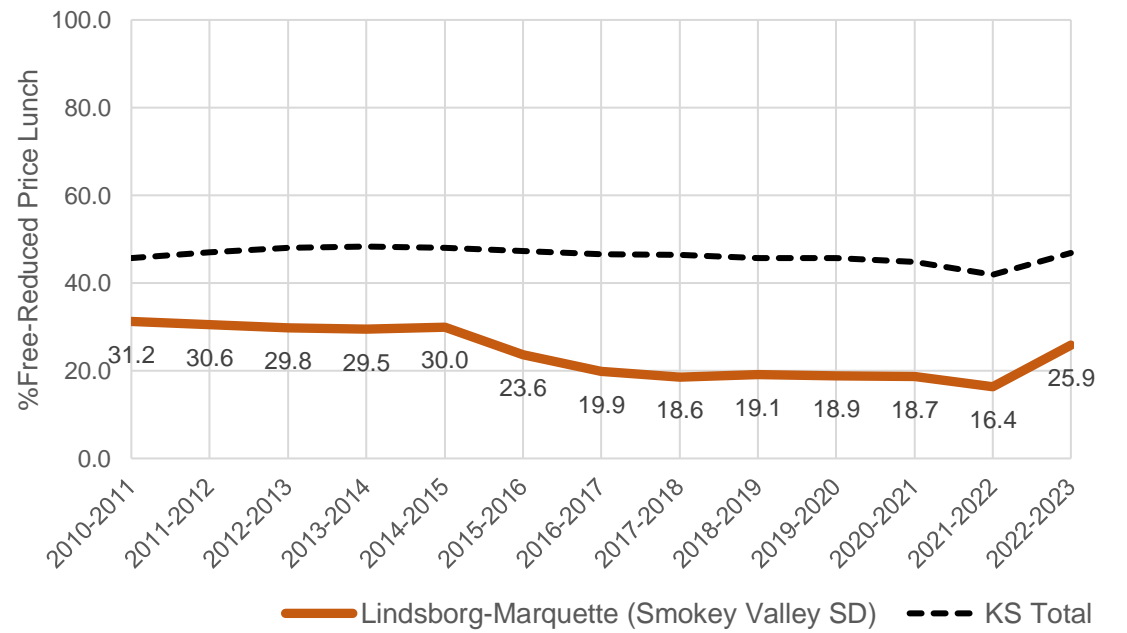
Source: Kansas State Dept of Education, Data Central

Local Educational Level



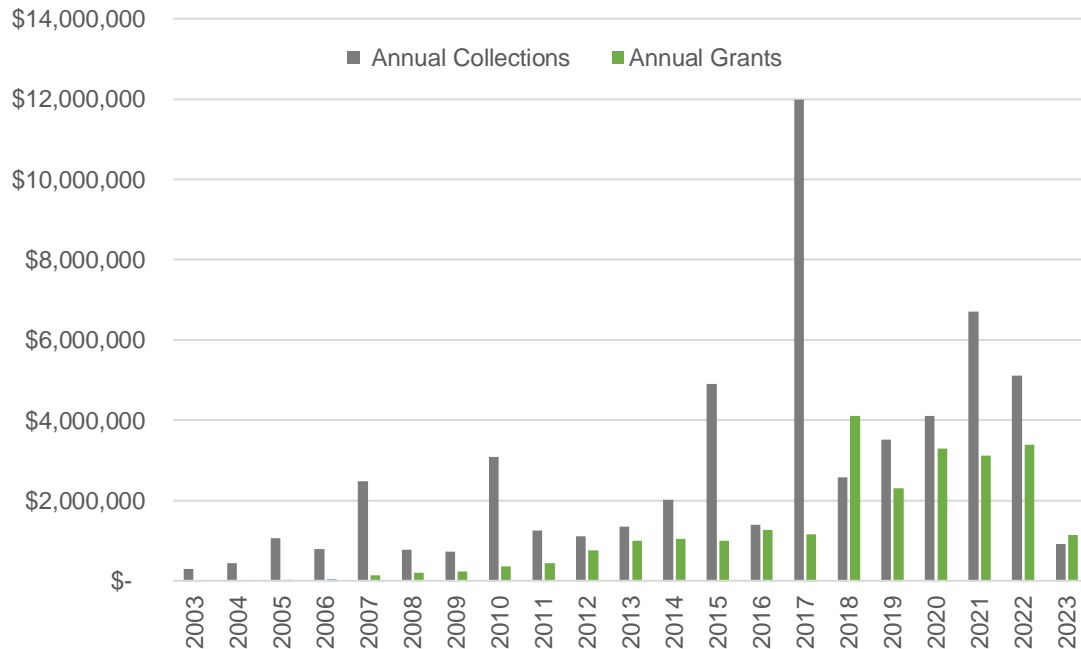
Source: USCB, American Community Survey, 5-yr Avg.

School District % Free-Reduced Price Lunch



Source: Kansas State Dept of Education, Data Central

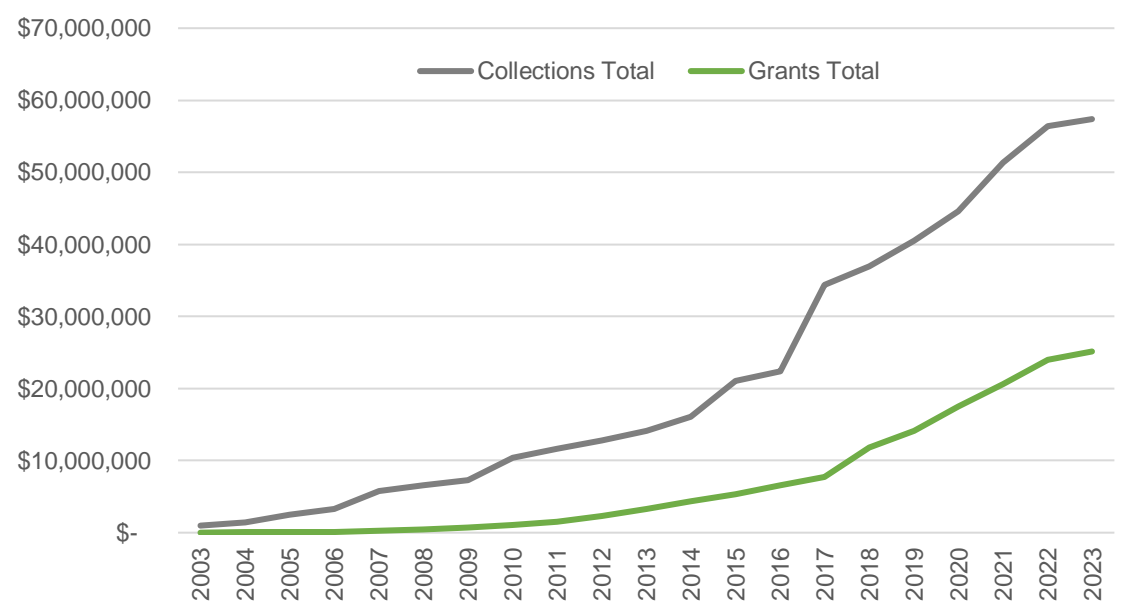
Annual Dollars Raised and Invested



Source: McPherson County Community Foundation, 2023

Community Foundation

Total Dollars Raised and Invested



Who Responded to the Survey

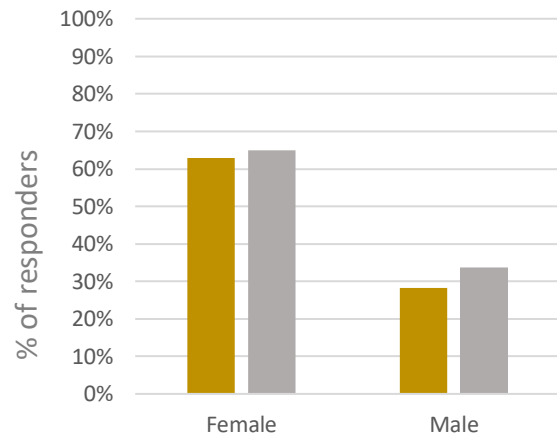
What opportunity do you see here?

Number of people:



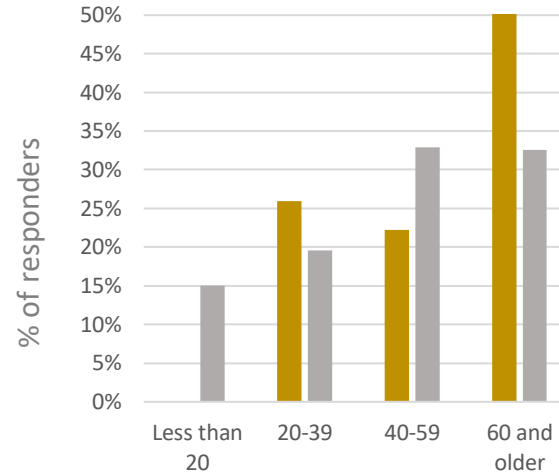
Please note, we received 27 responses for on this survey. The goal of the survey was to attain 70 responses.

Gender:



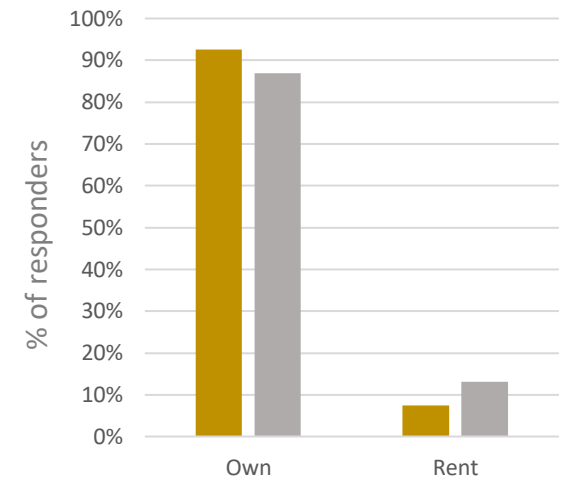
Too little data to comment on patterns.

Age Profile:



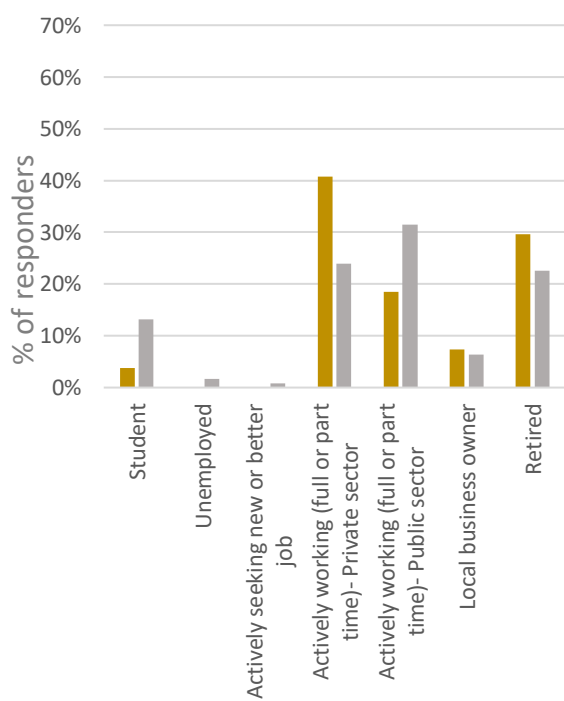
Too little data to comment on patterns.

Residential Status:



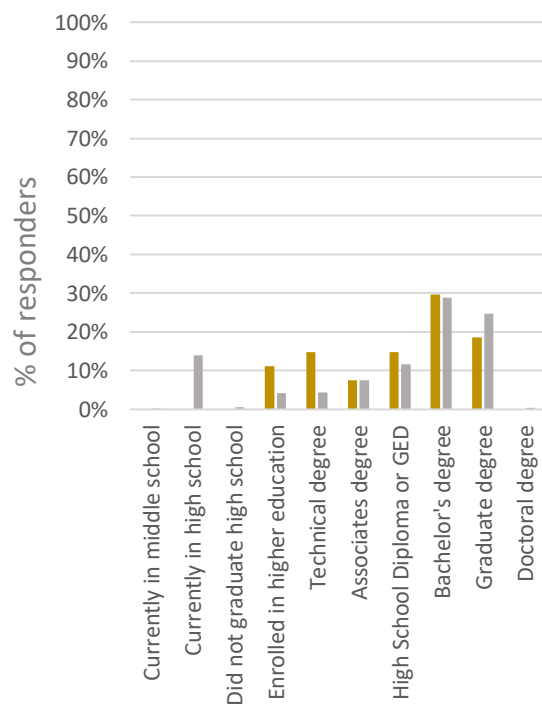
Too little data to comment on patterns.

Occupation:



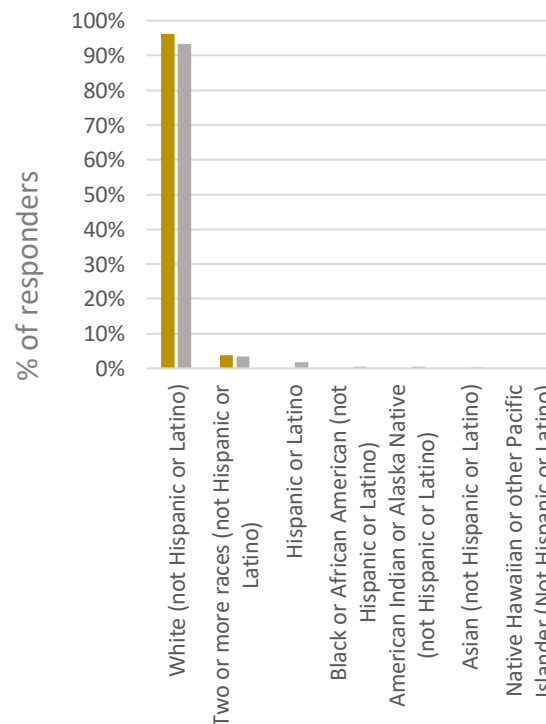
Too little data to comment on patterns.

Education Status:



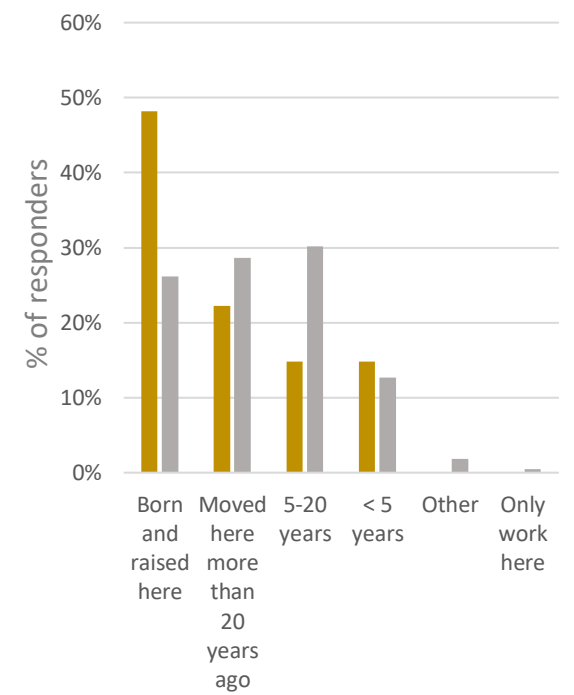
Too little data to comment on patterns.

Ethnicity:



Too little data to comment on patterns.

Duration of Residence:



Too little data to comment on patterns.

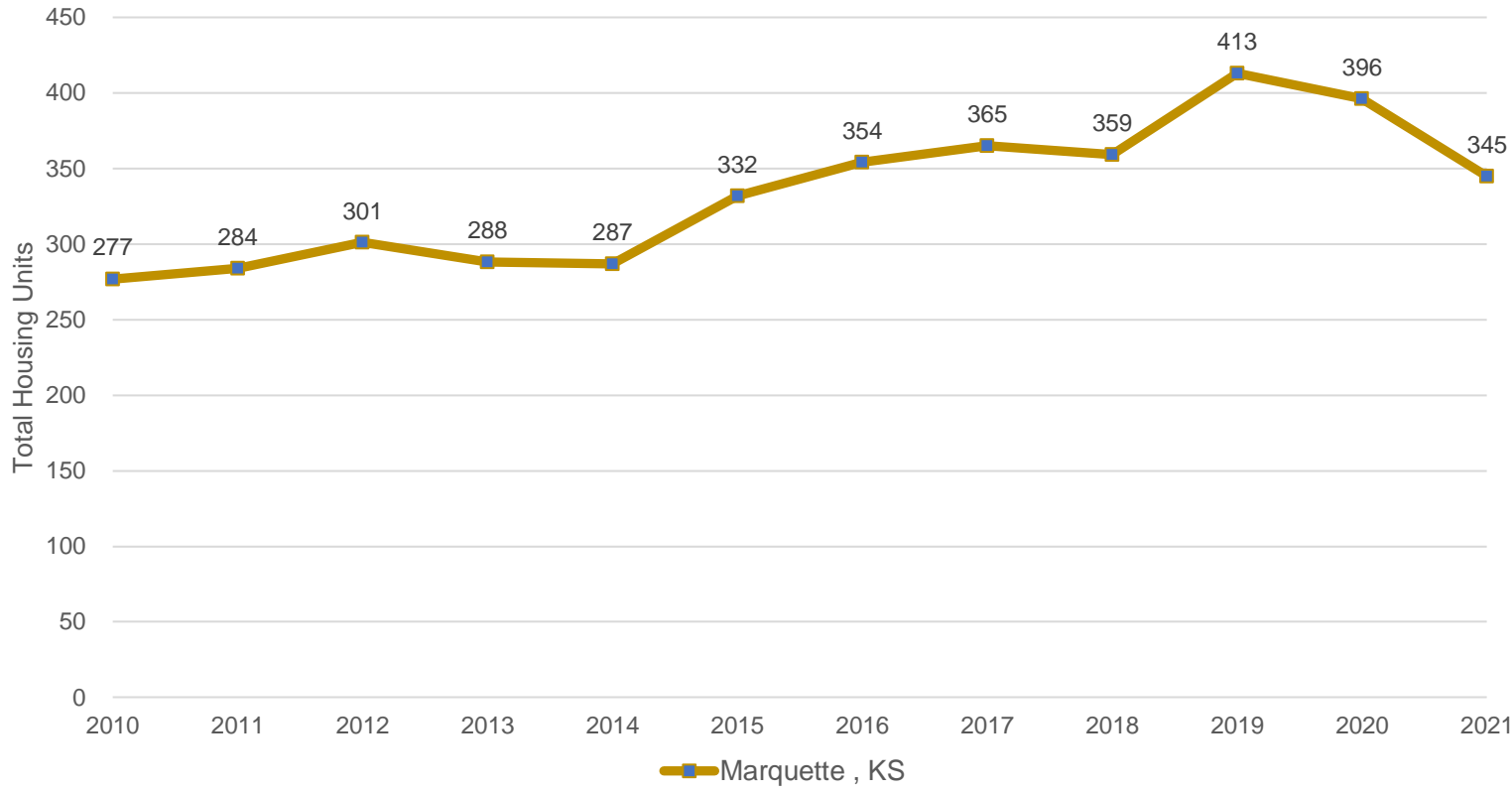
Town Score

Average McPherson County Score

Number of people who expressed an interest in volunteering to better the community: 5 of 27 (19%)

An Additional Data Point

Total Housing Units



Source: USCB, American Community Survey