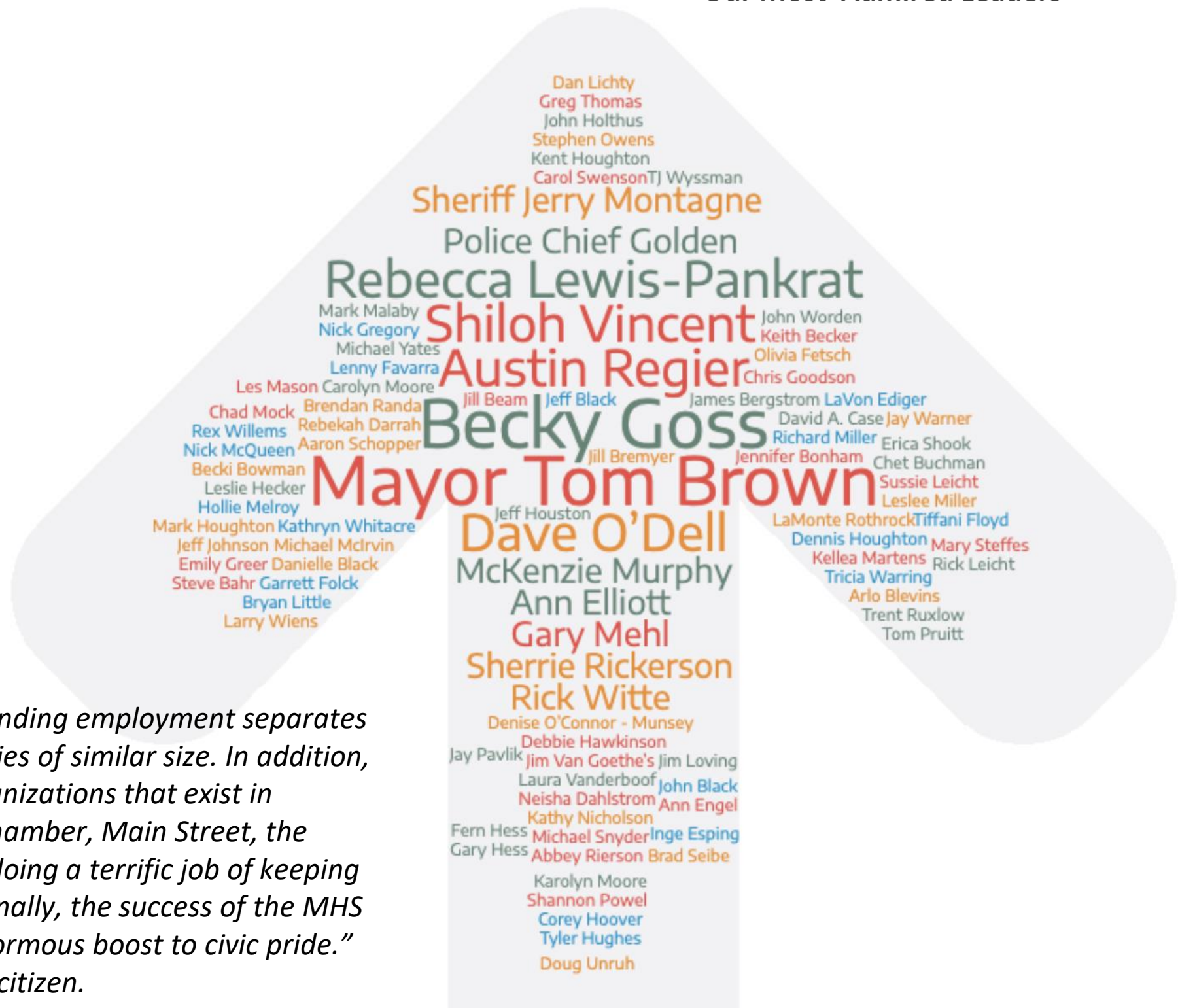


This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure 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:** McPherson seems to be a tale of two cities. There are incredible positive economic factors (economic confidence, housing growth, tax collections,...) that demonstrate that the city is moving in the right direction. At the same time, however, the community confidence is much lower than the average county resident. What are some efforts that local leaders can engage in to lift the outlook of the residents?

What makes our community special?

The people
 "Small town feel" - safe place
 Just the sense of community/ one big family
 Great Community, Nice Parks, Clean and Vibrant Downtown Businesses.
 Small hometown feel, basketball legacy, refinery that supports community.
 McPherson has a rich history in which its citizens take a great deal of pride.
 It is progressive in its approach to business and is a clean community with great people.
 Mayberry Feel, Cute town within driving range of a million pop City yet not a "suburb"
 The amount of industry we have for such a small community is phenomenal
 Bikability/Walkability, Parks, Main Street, Colleges
 People are involved and willing to help.
 Generosity and kindness

Our Most Admired Leaders



"The industrial base and corresponding employment separates McPherson from many communities of similar size. In addition, the community development organizations that exist in McPherson, such as MIDC, the Chamber, Main Street, the Community Foundation, etc. are doing a terrific job of keeping McPherson ahead of the curve. Finally, the success of the MHS athletic programs provides an enormous boost to civic pride."
 - A passionate City of McPherson citizen.

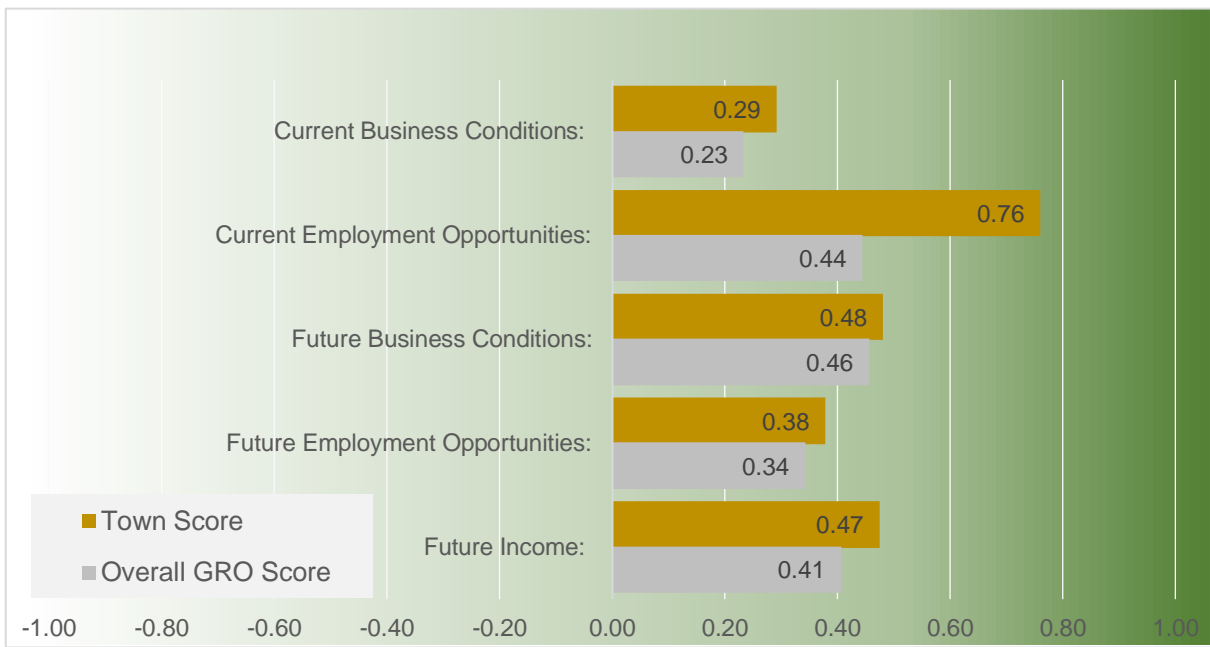
THE EQUATION THAT DRIVES COMMUNAL PROGRESS AND PROSPERITY



Our Economy

What opportunity do you see here?

Our Economic Perceptions



Key Economic Observations

Good news:

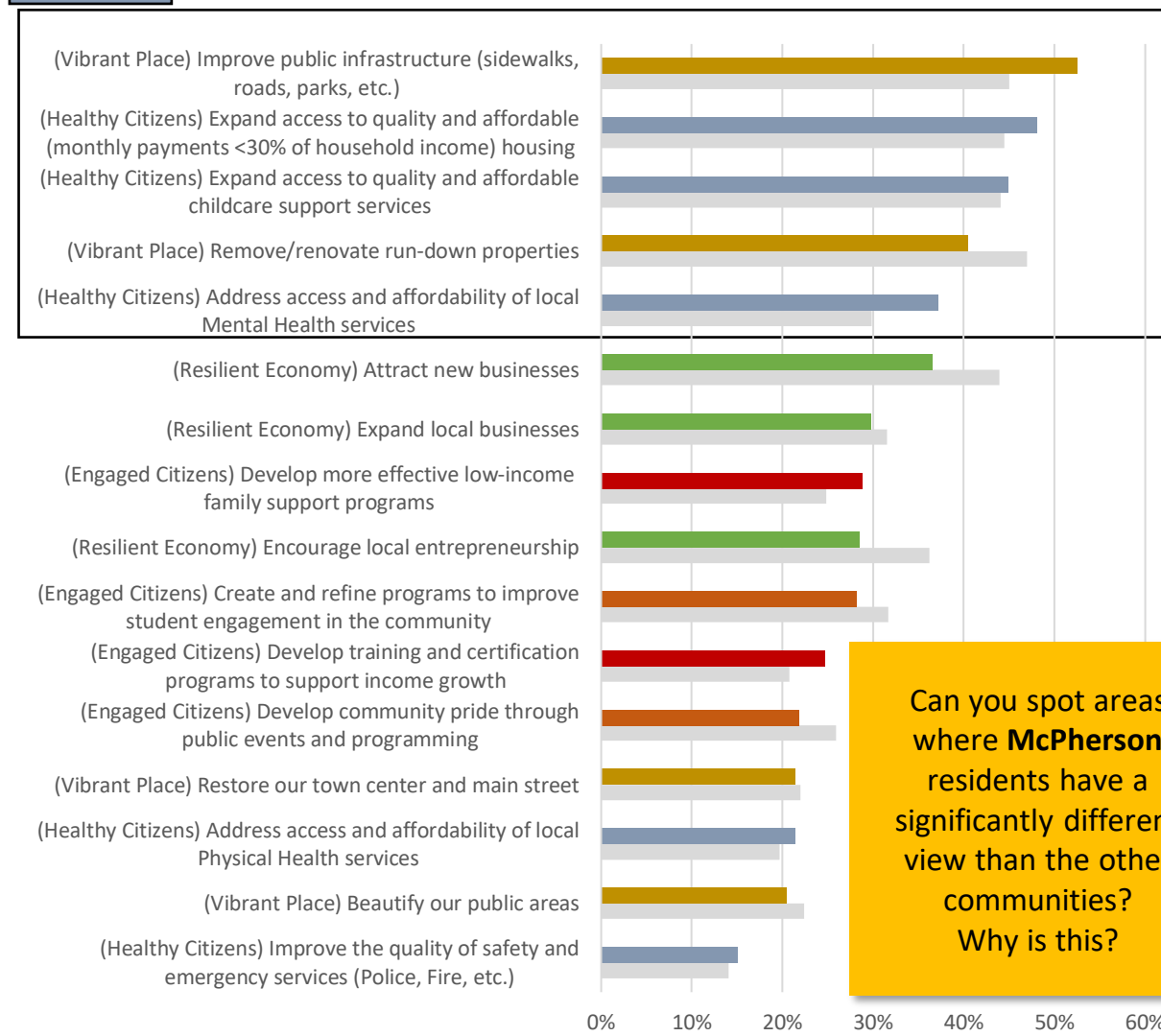
In regard to Current Employment Opportunities, McPherson has very high confidence. And across all the categories, the resident's confidence exceed that of the average McPherson County resident.

Points of further reflection:

What is causing the future outlook of the Employment and Income opportunities to be lower than current? What steps can be taken to help demonstrate to the citizens that the community is on a path to attaining its economic potential. (Important clue: Business leaders would like to see more entrepreneurship programs in the community.)

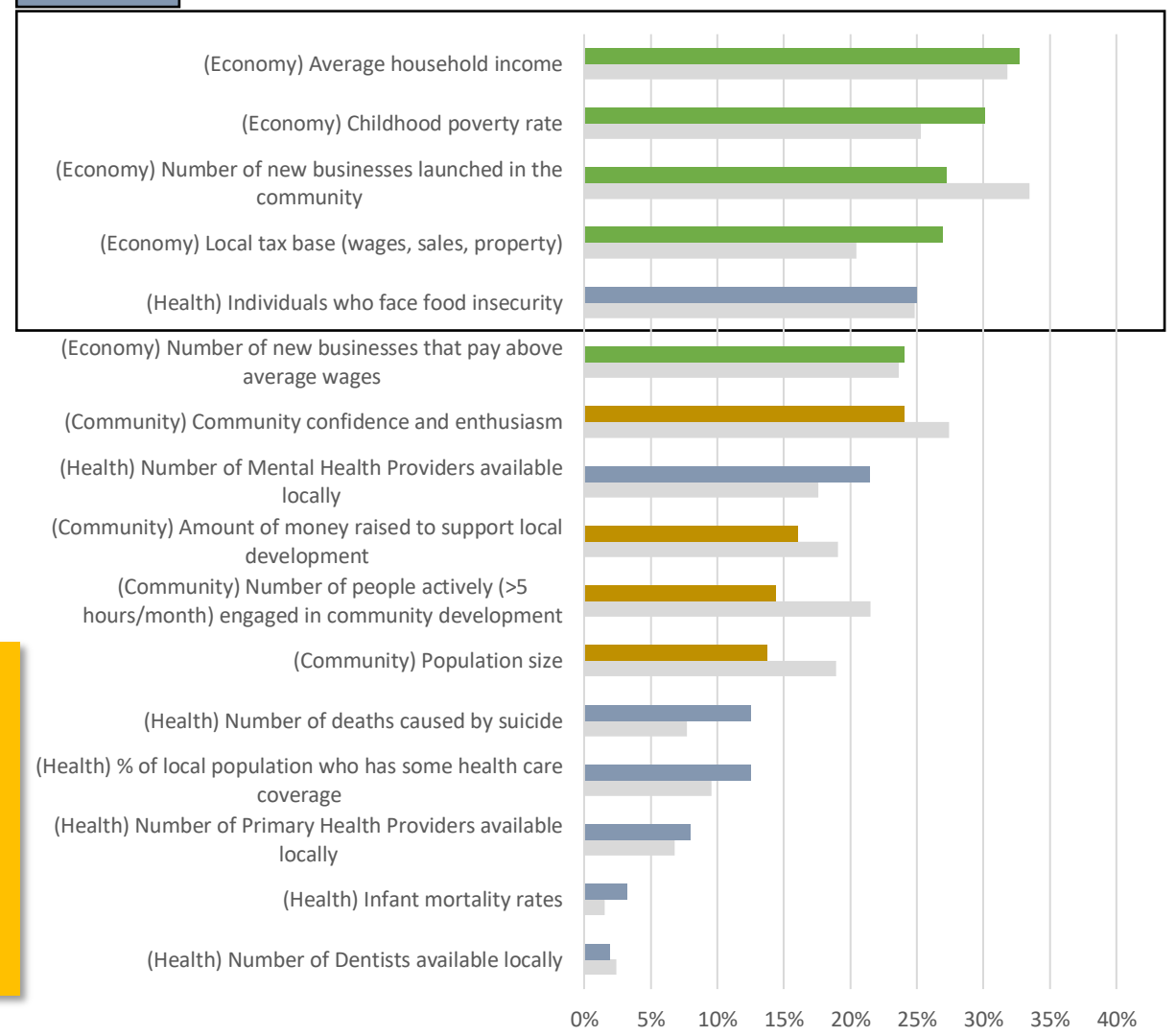
Top 5

Our Priority Programs



Top 5

Our Priority Metrics



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

Health Placemaking Economy People Average McPherson County Score

Key Economic Observations

McPherson has a unique economic position. The most critical variables that are working in its favor: (1) Local population is growing, (2) Citizens have a very positive view of current employment opportunities, and (3) Local tax base is increasing. Also, unlike most communities that rank economic development as top priorities programs, this was not the case in McPherson.

While the economic programs were not prioritized by the citizens, they certainly see the need to measure the economics as a critical priority.

The big challenge that city needs to tackle is local school enrollment (which equates to future workforce). How can the local leaders take targeted actions to retain and attract young families? Given that the local business market has been flat what additional steps can be taken?

The Businesses We Would Like To See In Our Town:

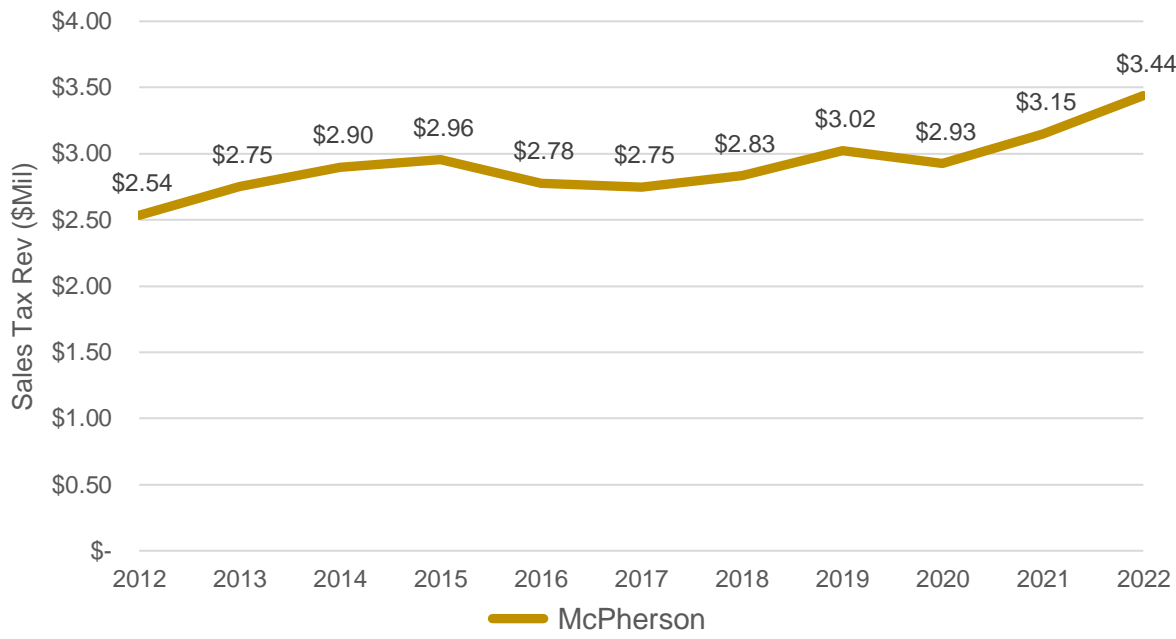
Restaurants: Healthier food options, IHOP, a Steak House, a 24hr Denny's, a KFC, a Perkins, a Fried Chicken Restaurant, a Cracker Barrel, a Texas Roadhouse, a Qdoba, Aldi, Frozen Yogurt Shop, a Bagel Shop, a Pizza Shop, a Cookie Shop, a Coffee Shop, Village Inn.

Retail & Entertainment: a Dance Studio, a Place for youth, a Splash Pad and Dog Park, Clothing Store, a Bigger Pharmacy/Medical Center, a Bike Shop, a Riflery, another grocery store, a Target, a YMCA, a Menards.

Additional Important Economic Data

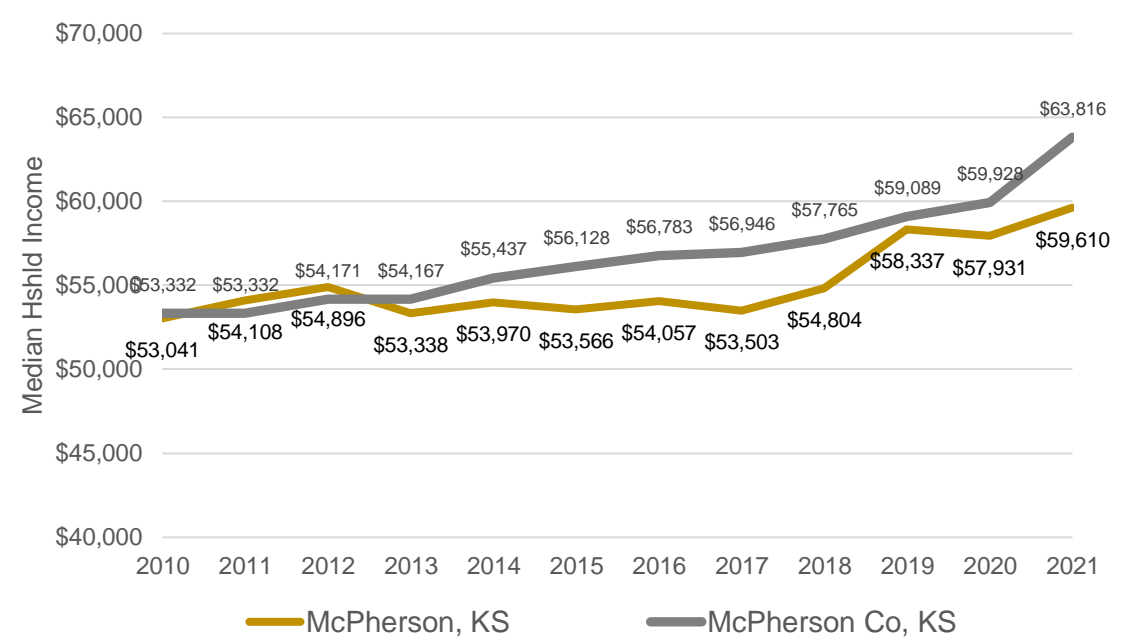
What opportunity do you see here?

Annual Sales Tax Collections



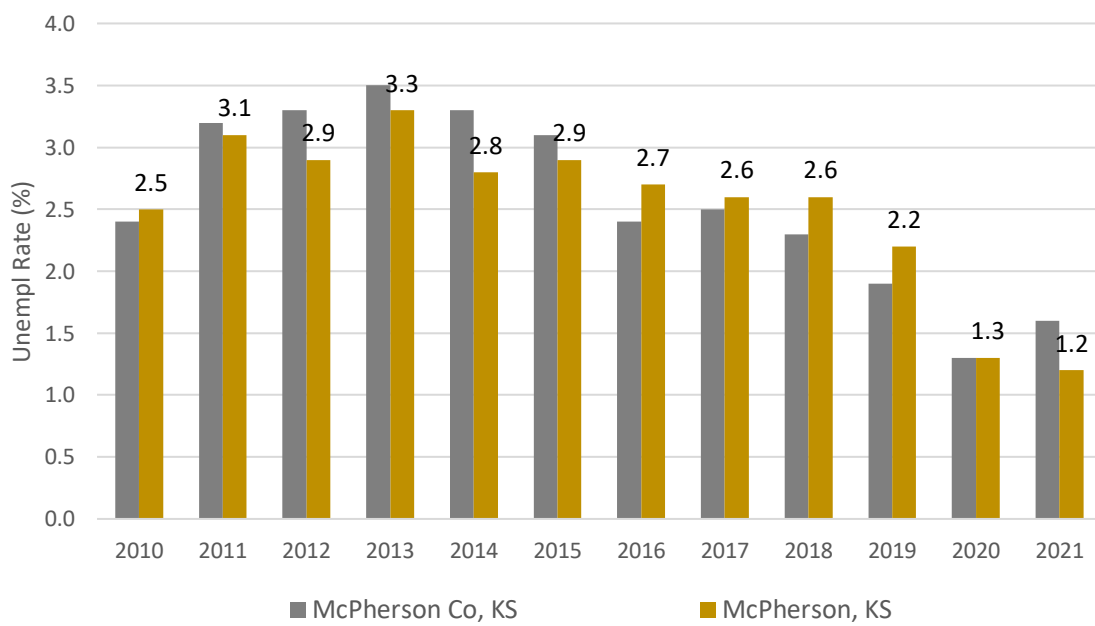
Source: Kansas Dept of Revenue

Median Household Income



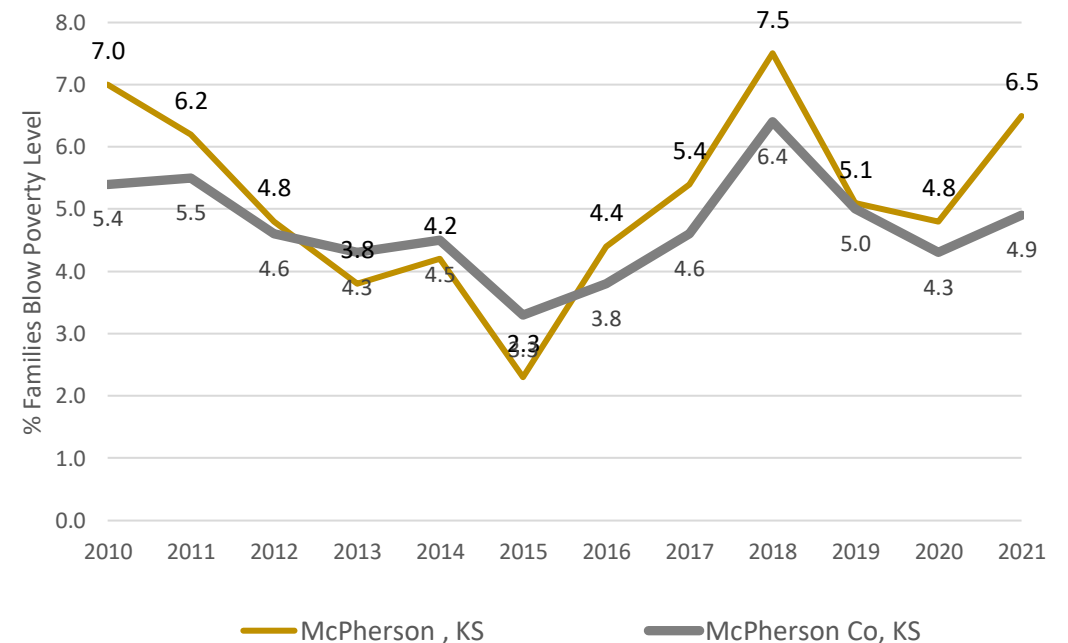
Source: USCB, American Community Survey, 5-yr Avg.

Local Unemployment Rate



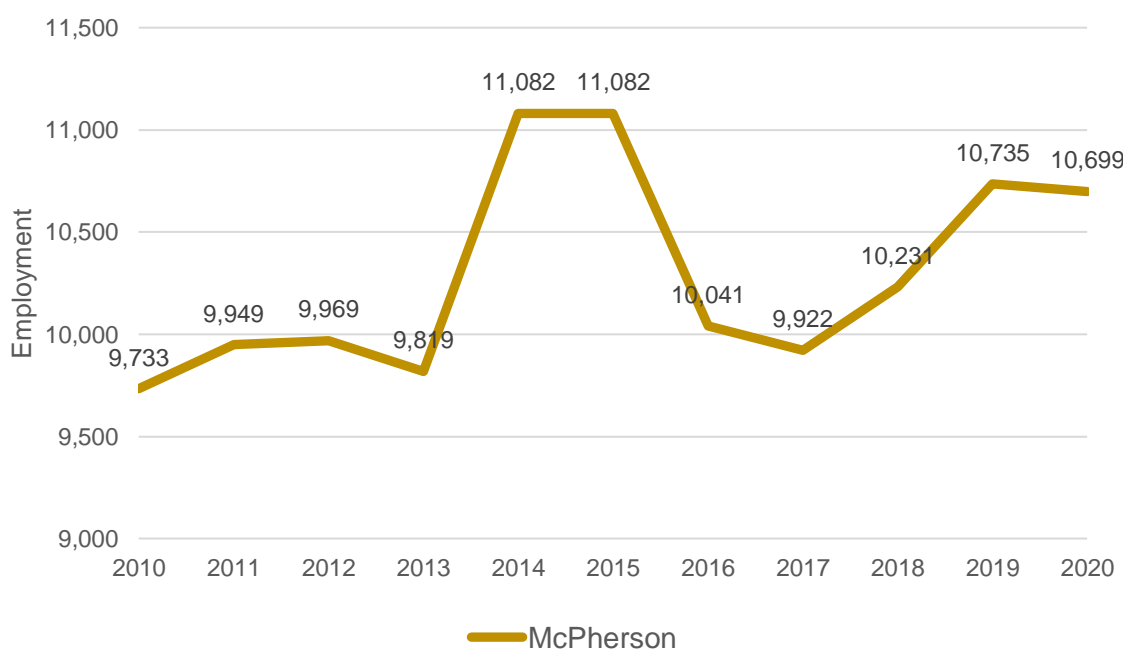
Source: USCB, American Community Survey, 5-Yr Avg.

Local Poverty Rate



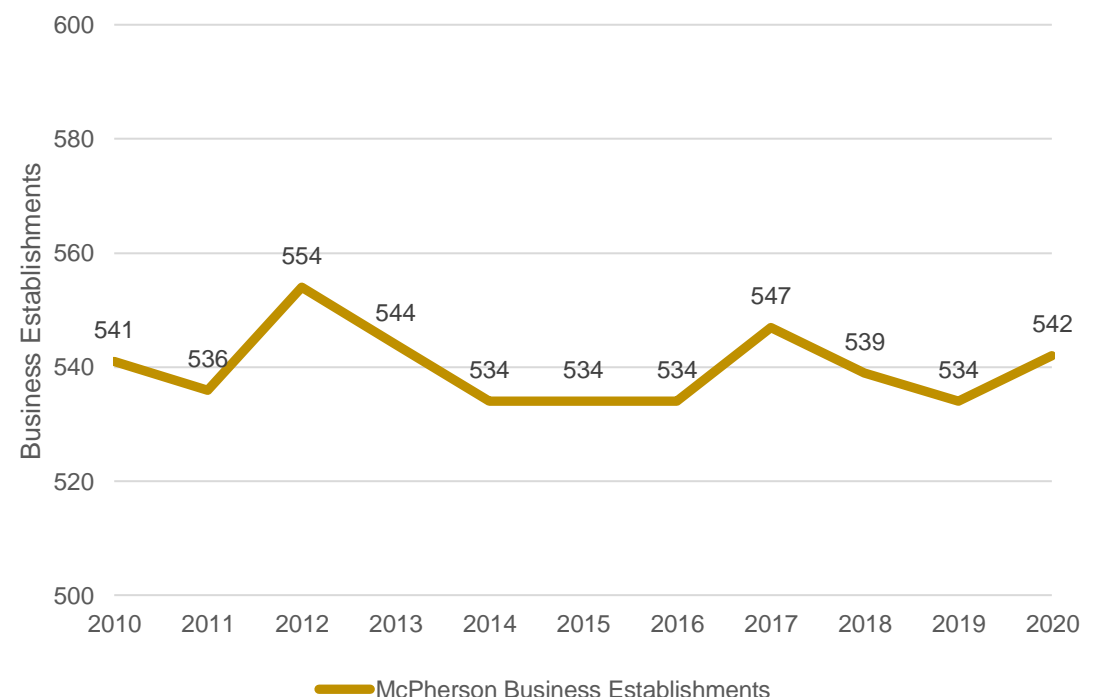
Source: USCB, American Community Survey

10 Year Shift in Local Jobs



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

Businesses in Our Town

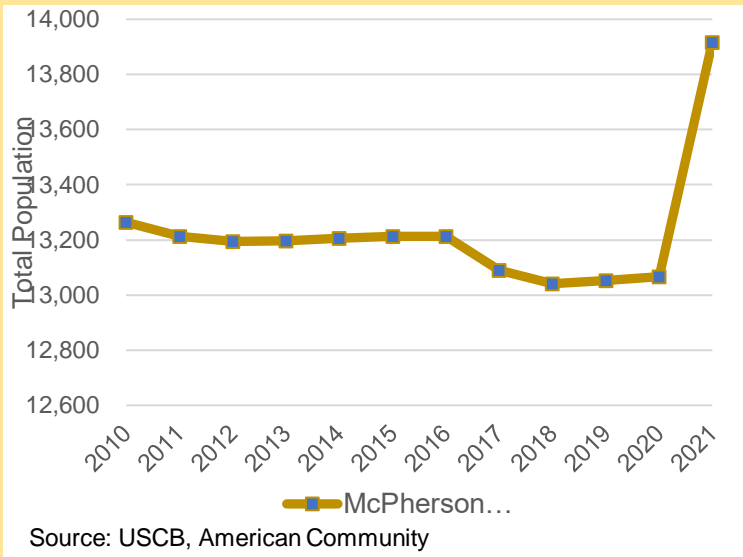


Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on

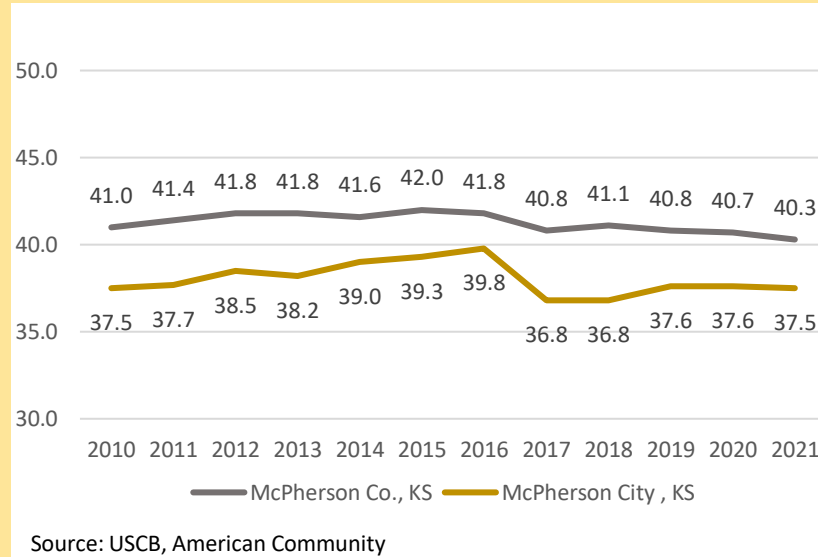
Our People, Our Pride

What opportunity do you see here?

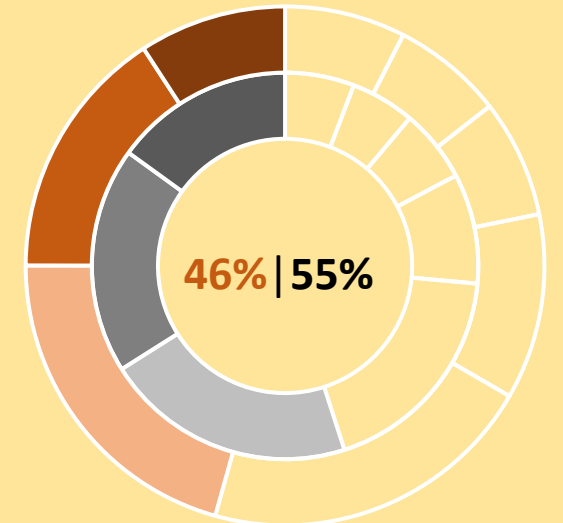
Overall Population Trend



Population Trend by Age



Overall Community Confidence



Data source: US Census

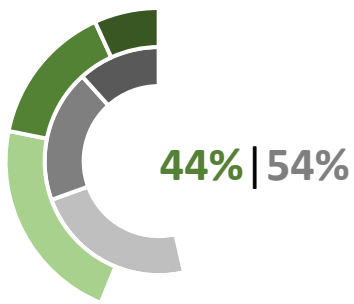
Source: USCB, American Community Survey. 5-yr average.

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)

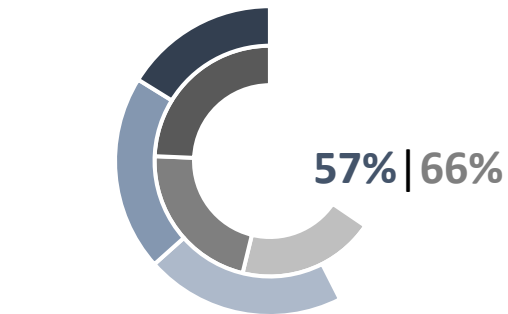
■ Town Scores ■ Average McPherson County Score

Collaborative Leadership



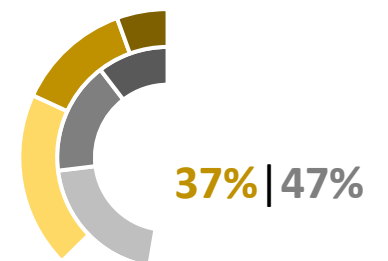
The leadership confidence scores are lagging in McPherson.

Citizen Commitment



Citizen Commitment in McPherson is slightly more positive. The higher Emotional Commitment shows a deeper desire to live in the community.

Community Vision



The data shows tremendous opportunity to better engage the community in the local Visioning and Planning efforts.

OVERALL COMMUNITY PERCEPTION

We see a lower level of community confidence being expressed in McPherson than an average county resident towards their community. Most concerning are the metrics related to the 'Actions' that are being taken in the community to set the agenda. The residents are indicating that they are not seeing a cohesive visioning process for the community. The lowest scores that were shared relate to how the town conducts its planning process. Local leaders should consider if this challenge can be addressed through consistent and proactive communication? Or does this require a deeper level change in how the planning process is conducted in the city.

Challenges identified by local citizens:

Housing Development: Expanding Housing, Affordable Quality Housing

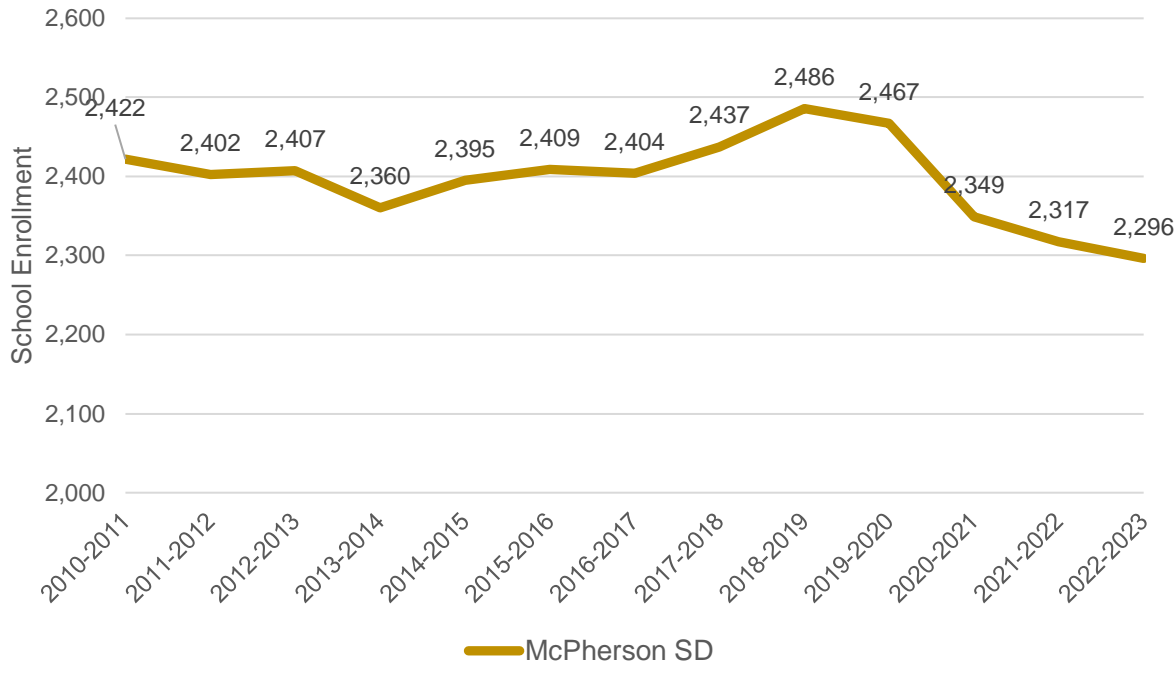
Economic & Workforce Development: Expanding Childcare, Public Transportation, Cut tax incentives, an NAACP Chapter, More inclusivity, expansion in Mental Healthcare, Workforce development and training

Infrastructure Development: Expanding Roads and Sidewalks, Trails and Parks, Repair School Buildings, Beautification Efforts

Key Community Metrics

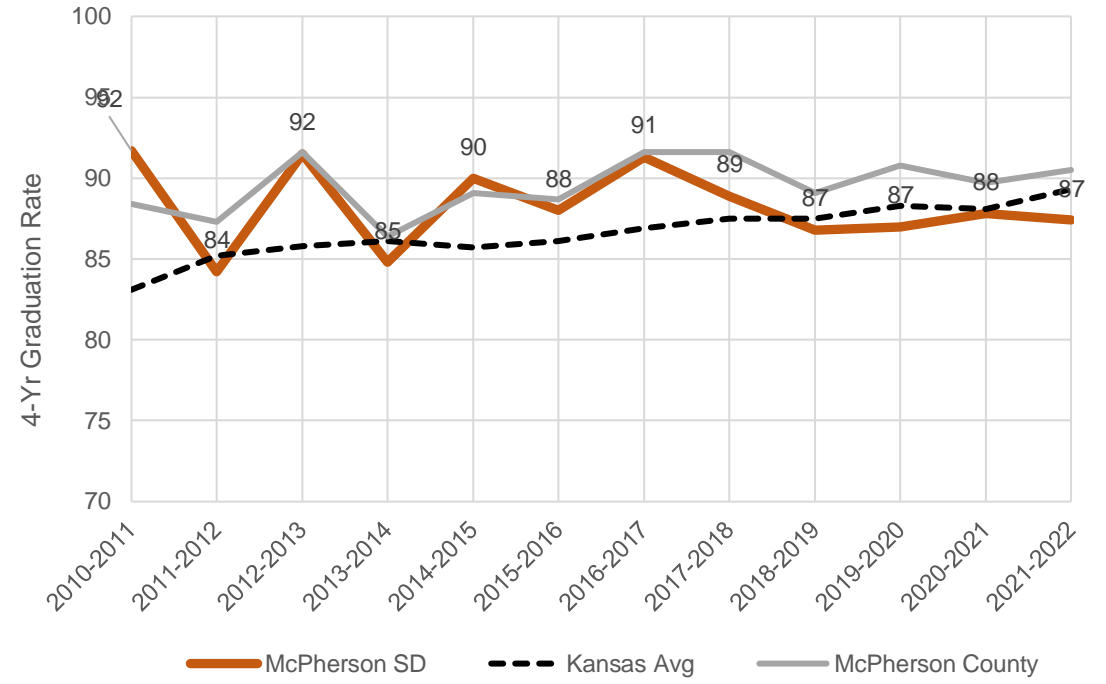
What opportunity do you see here?

Local School Enrollment



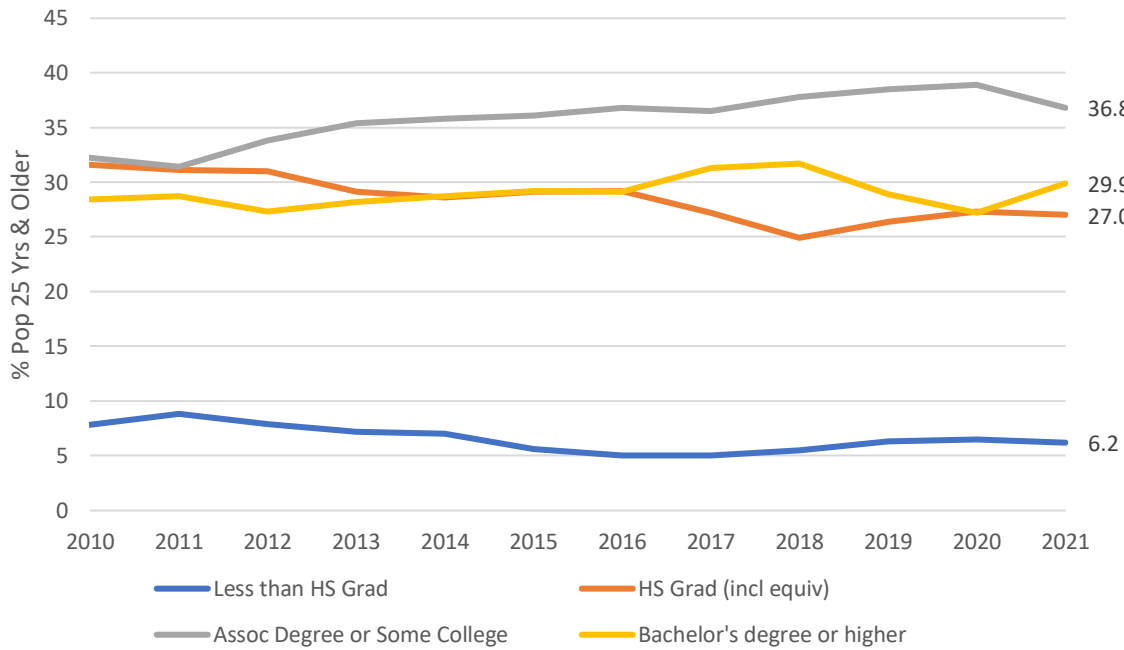
Source: Kansas State Dept of Education, Data Central

High School 4 Year Graduation Rate



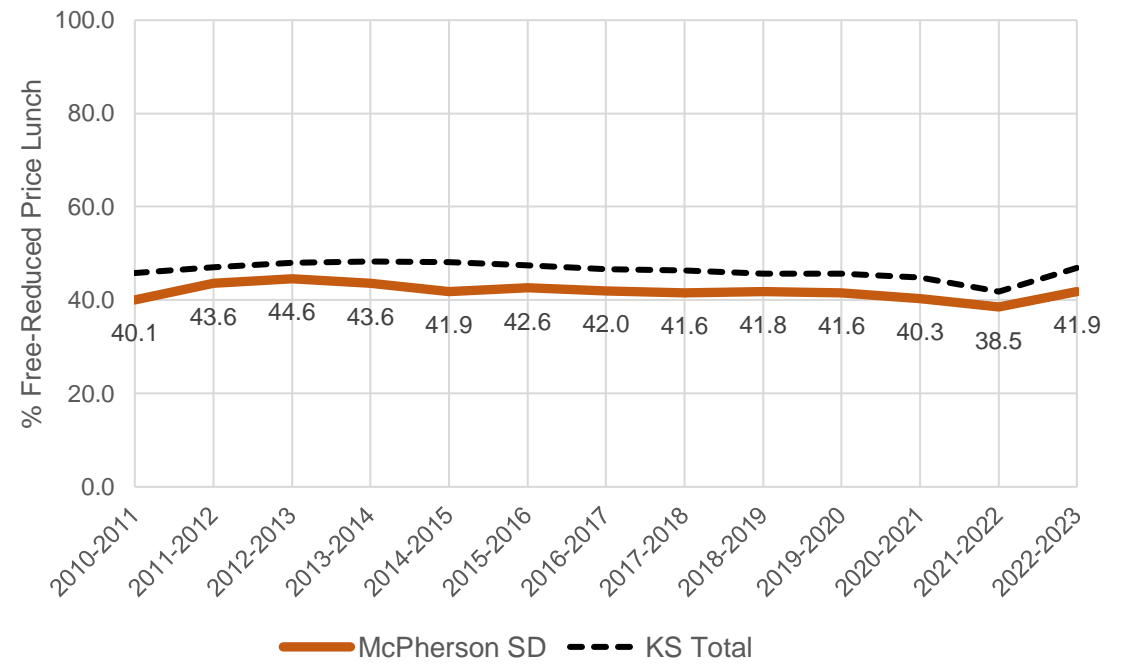
Source: Kansas State Dept of Education, Data Central

Local Educational Level



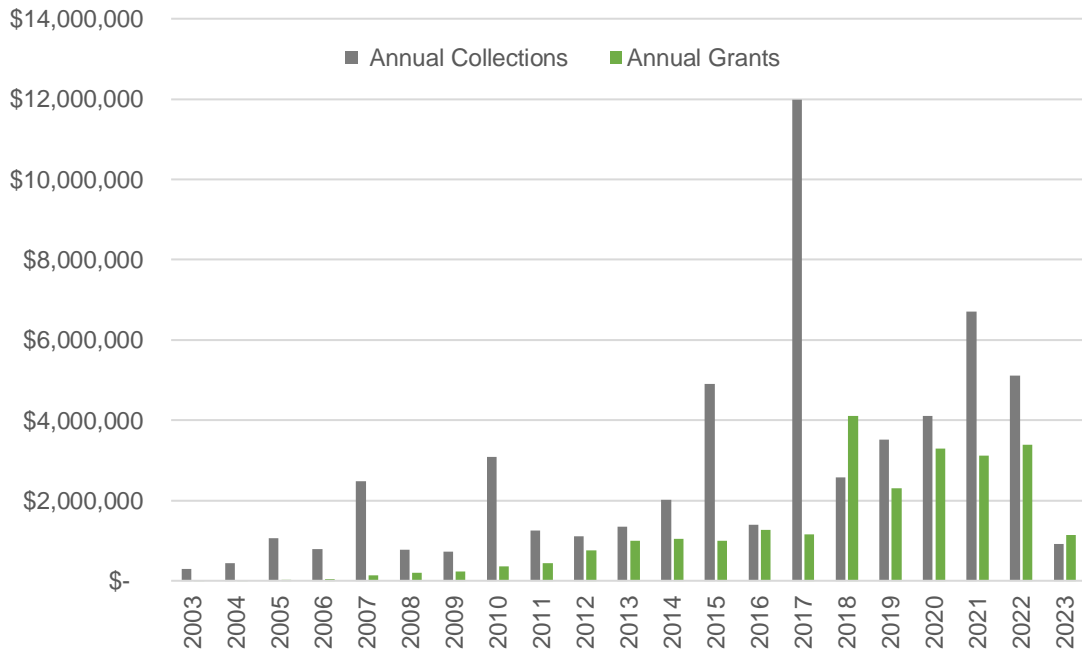
Source: USCB, American Community Survey, 5-yr Avg.

School District % Free-Reduced Price Lunch



Source: Kansas State Dept of Education, Data Central

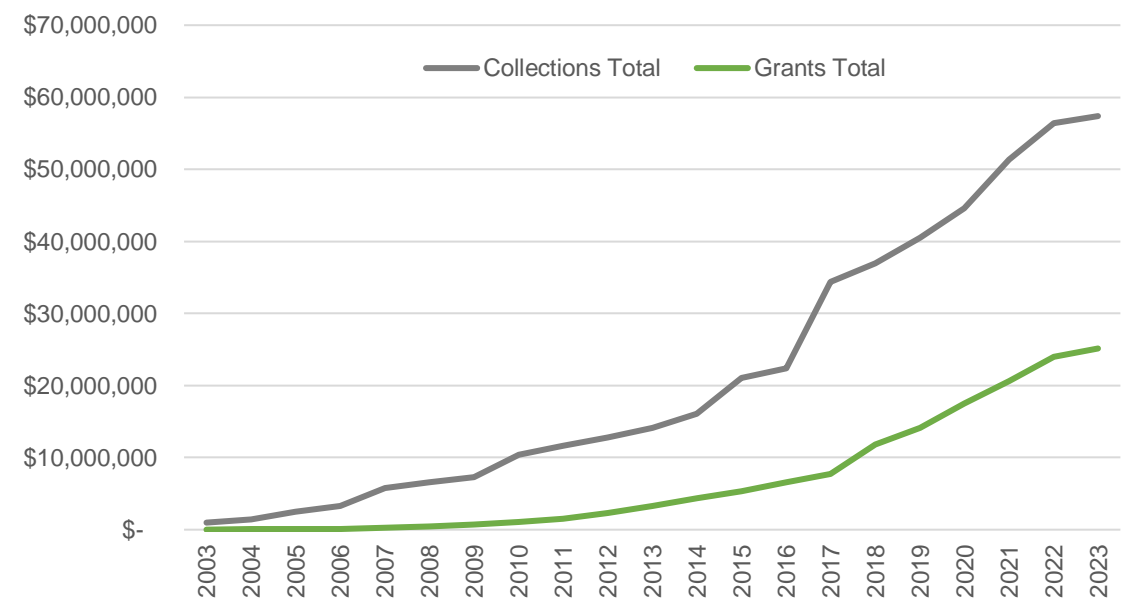
Annual Dollars Raised and Invested



Source: McPherson County Community Foundation, 2023

Community Foundation

Total Dollars Raised and Invested



Who Responded to the Survey

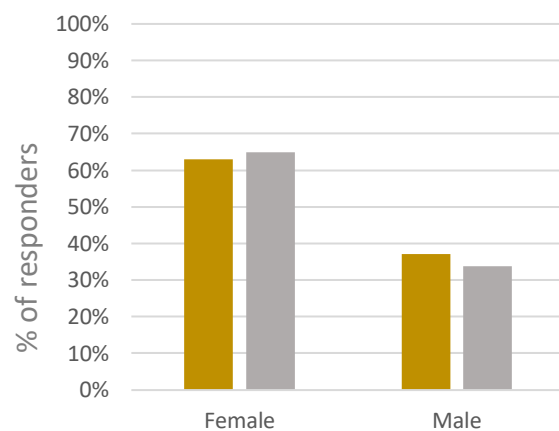
What opportunity do you see here?

Number of people:



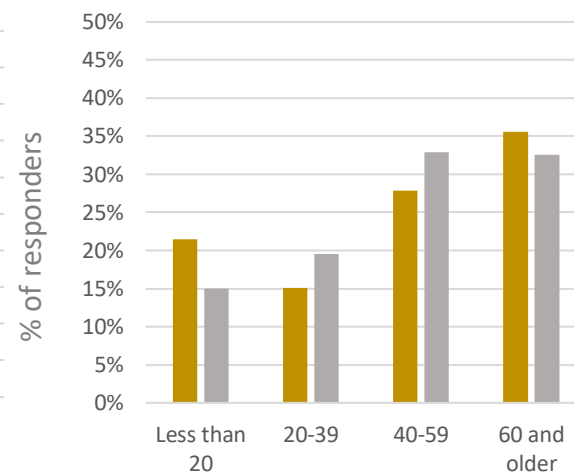
We received a total of 312 responses. While our survey response target was 125, the leaders in McPherson were able to go well above this threshold.

Gender:



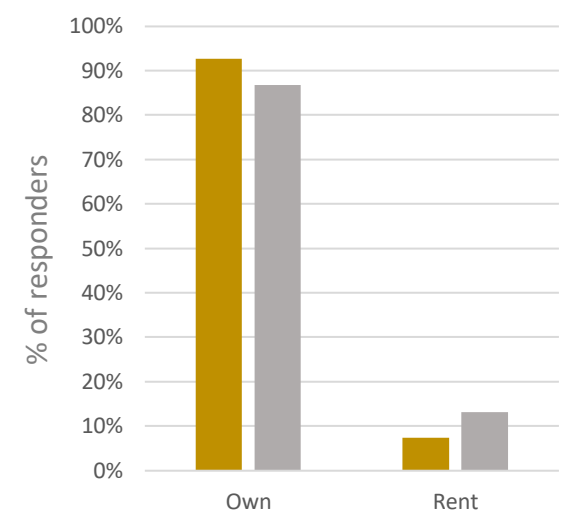
In most communities we see a varying responses from males and females. In McPherson the responses were quite consistent across both the groups.

Age Profile:



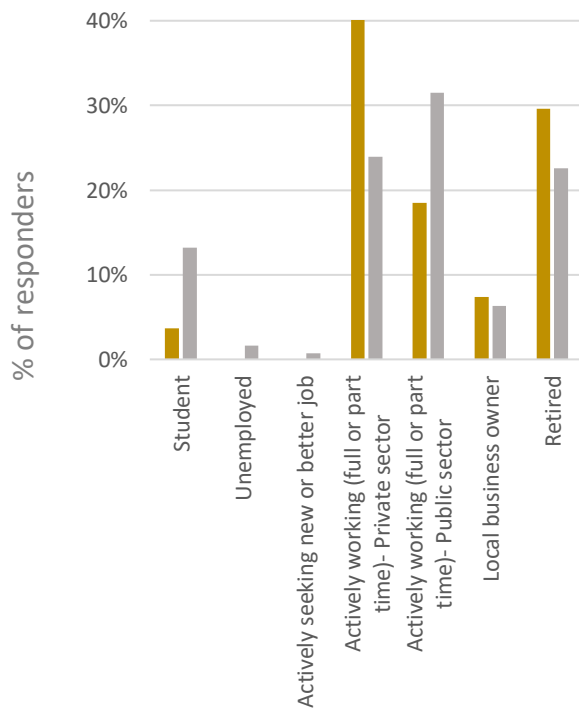
The young people have the lowest confidence in the community and the oldest have the highest. The young people want a higher focus on business growth and town beautification.

Residential Status:



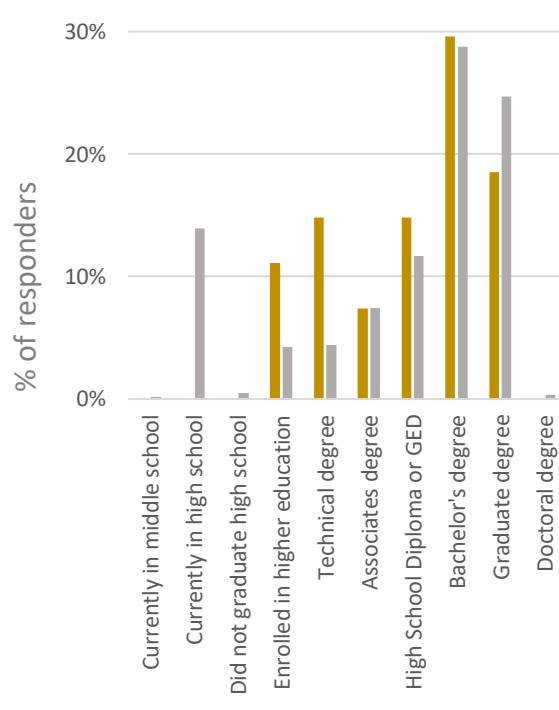
Property owners are more enthusiastic about the town than renters. Renters had a far poorer view of the current business conditions in the community.

Occupation:



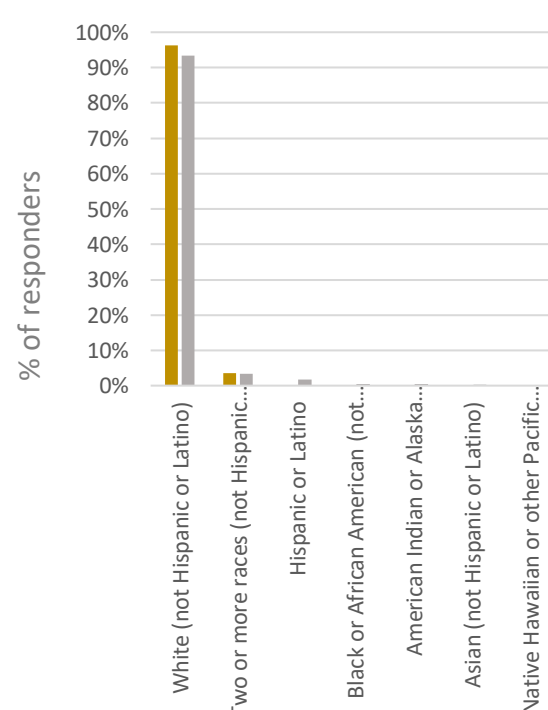
Those who are school tend to have lower confidence. One data point that jumps out is that business leaders would like to see more entrepreneurship programs.

Education Status:



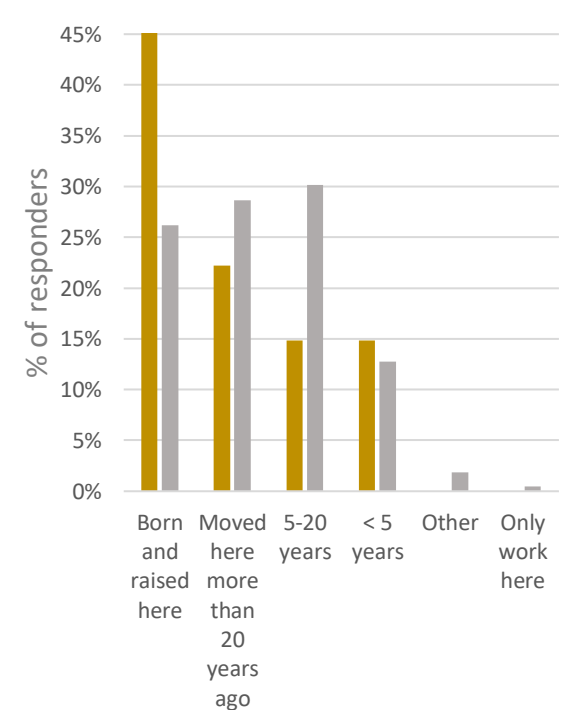
Individuals with any **Degree** have the best perceptions of the current and future of the town. Those who are in high school have the poorest.

Ethnicity:



Not enough data to analyze.

Duration of Residence:



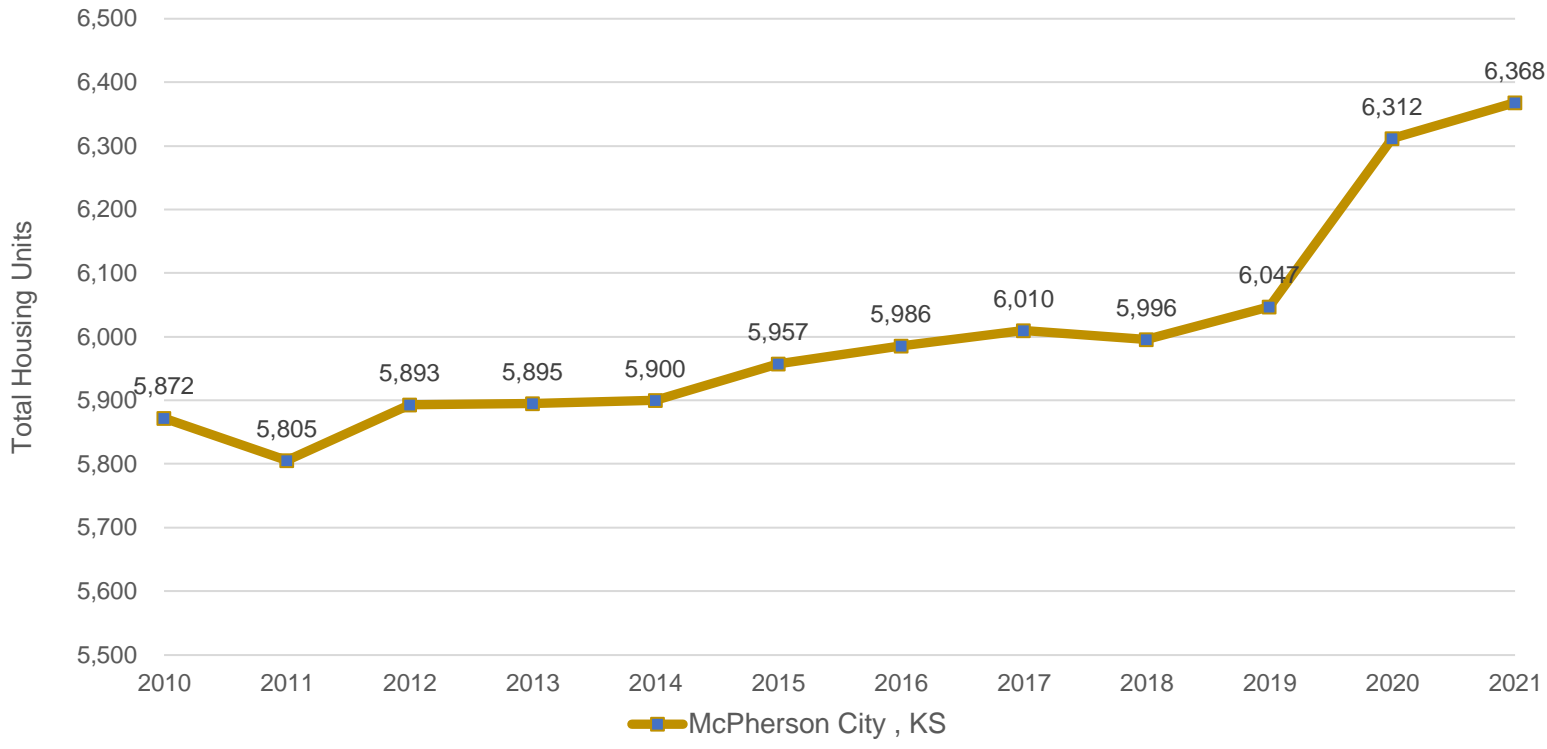
Those who moved to the community more than 20 years ago had the highest perception of the community. Those who are newer prioritize seeing the town beautified.

 Town Score
 Average McPherson County Score

Number of people who expressed an interest in volunteering to better the community: **77 of 312 (25%)**

An Additional Data Point

Total Housing Units



Source: USCB, American Community Survey