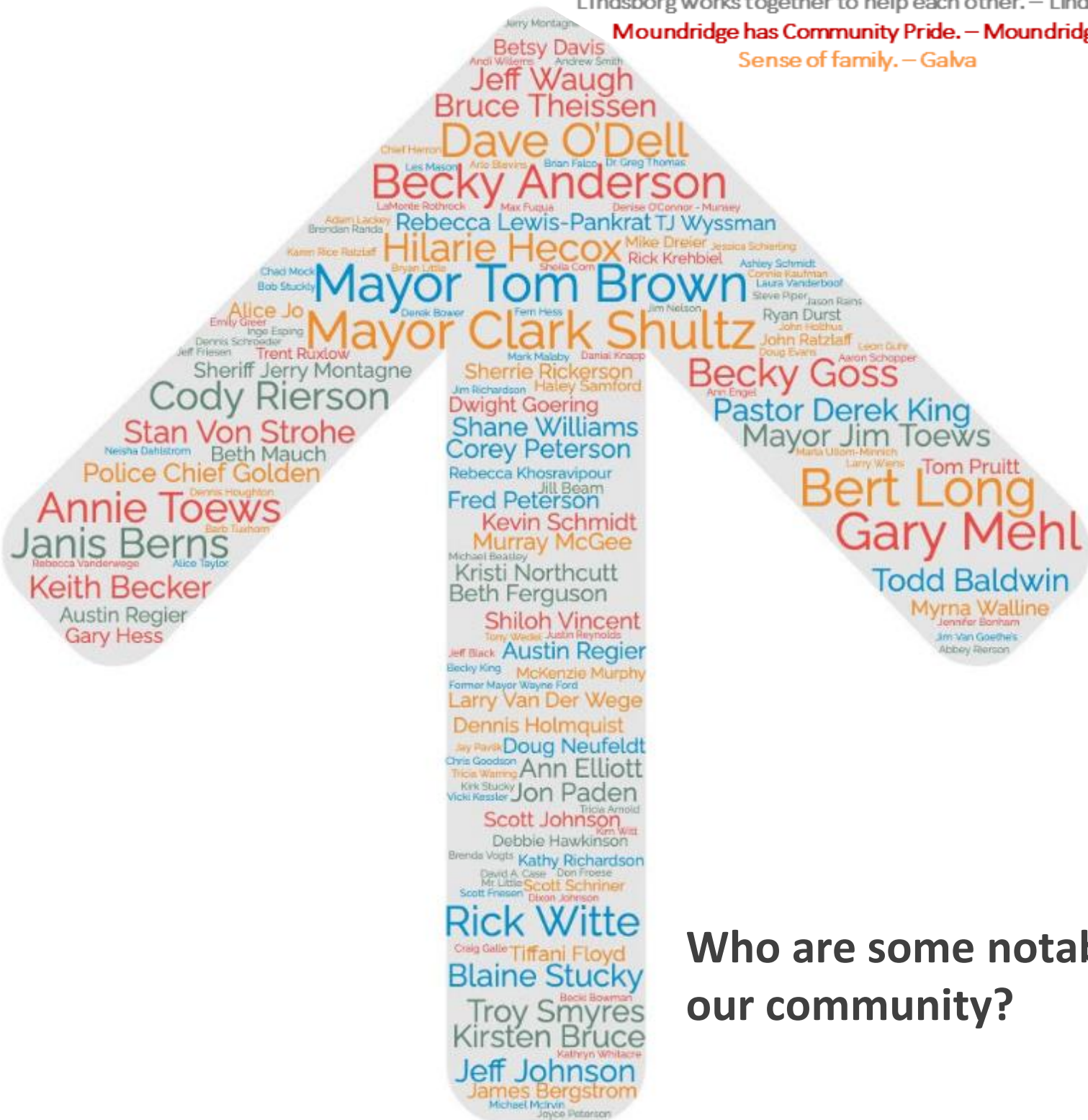


This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure 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:** While we can't over interpret the responses for the communities that had very few responses, we can use this information to gain a small glimpse into the psychology of some of our community members. The most positive elements of the community are that the overall population has increased dramatically in the County.

How can the individual strengths of each community across McPherson County be used to educate other communities, so that each community can address the priorities that are most concerning to their local residents?

## What makes our community special?

- Homey and easy to live in. – McPherson
- Small town, great schools, welcoming culture – Inman
- Inman offers a lot of amenities many small towns of similar size can't offer – Inman
- Canton is a small community which means people are willing to help each other out. – Canton
- How nice everyone is, helpful, willing to go the extra mile, and ultra support for the school – Windom
- Swedish cultural identity, healthy downtown, quality schools, college connection, hospital – Lindsborg
- Live in McPherson & work in Galva. As a whole, the communities are highly supportive of each other and taking care of one another. – McPherson
- Having attended HS, taught, coached & established a business in Moundridge, I have felt very much supported by the community. – Moundridge
- A good place to live. Community Pride. Vibrant Business District. Plenty of community activities. – Marquette
- Smaller community is always quiet and feels safer while being close enough to different cities – Canton
- It's where I grew up and I take pride in knowing we are a growing and thriving community. – Galva
- When there are community activities, many people get involved – Canton
- Lindsborg works together to help each other. – Lindsborg
- Moundridge has Community Pride. – Moundridge
- Sense of family. – Galva



### # of Responses Per Community

City	Number of Responses
Canton	19
Galva	21
Inman	53
Lindsborg	119
Marquette	27
McPherson	312
Moundridge	80
Roxbury	2
Windom	27
<b>Total</b>	<b>660</b>

### Who are some notable leaders in our community?

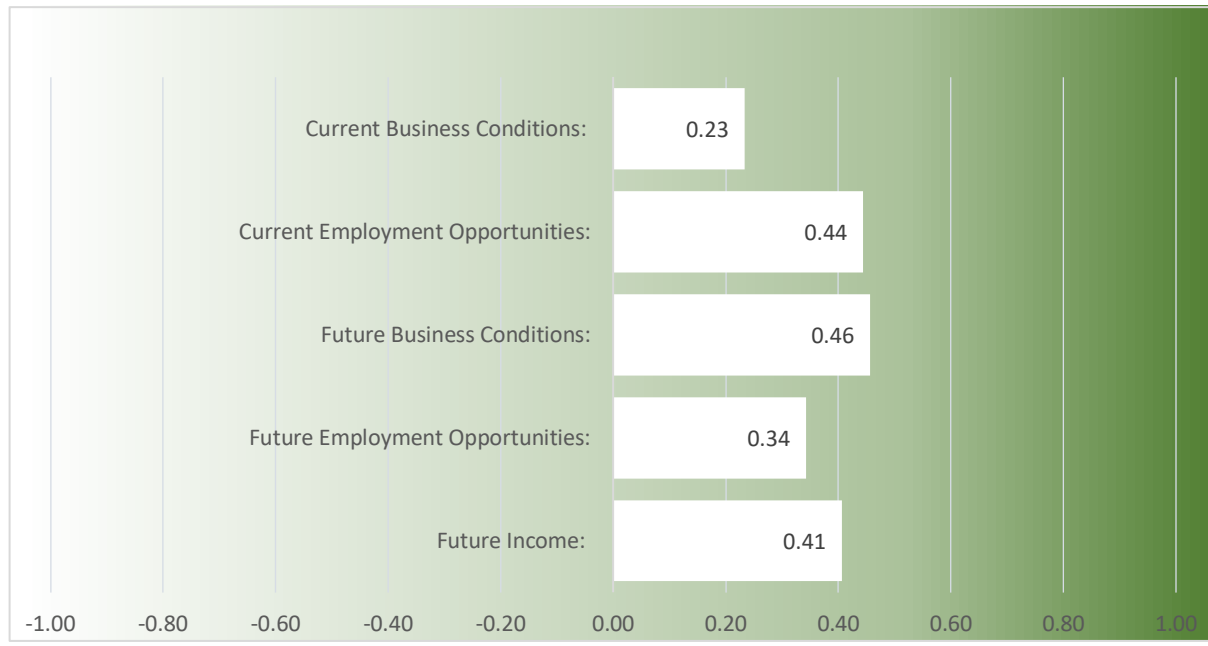
#### THE EQUATION THAT DRIVES COMMUNAL PROGRESS AND PROSPERITY



## Our Economy

### What opportunity do you see here?

#### Our Economic Perceptions



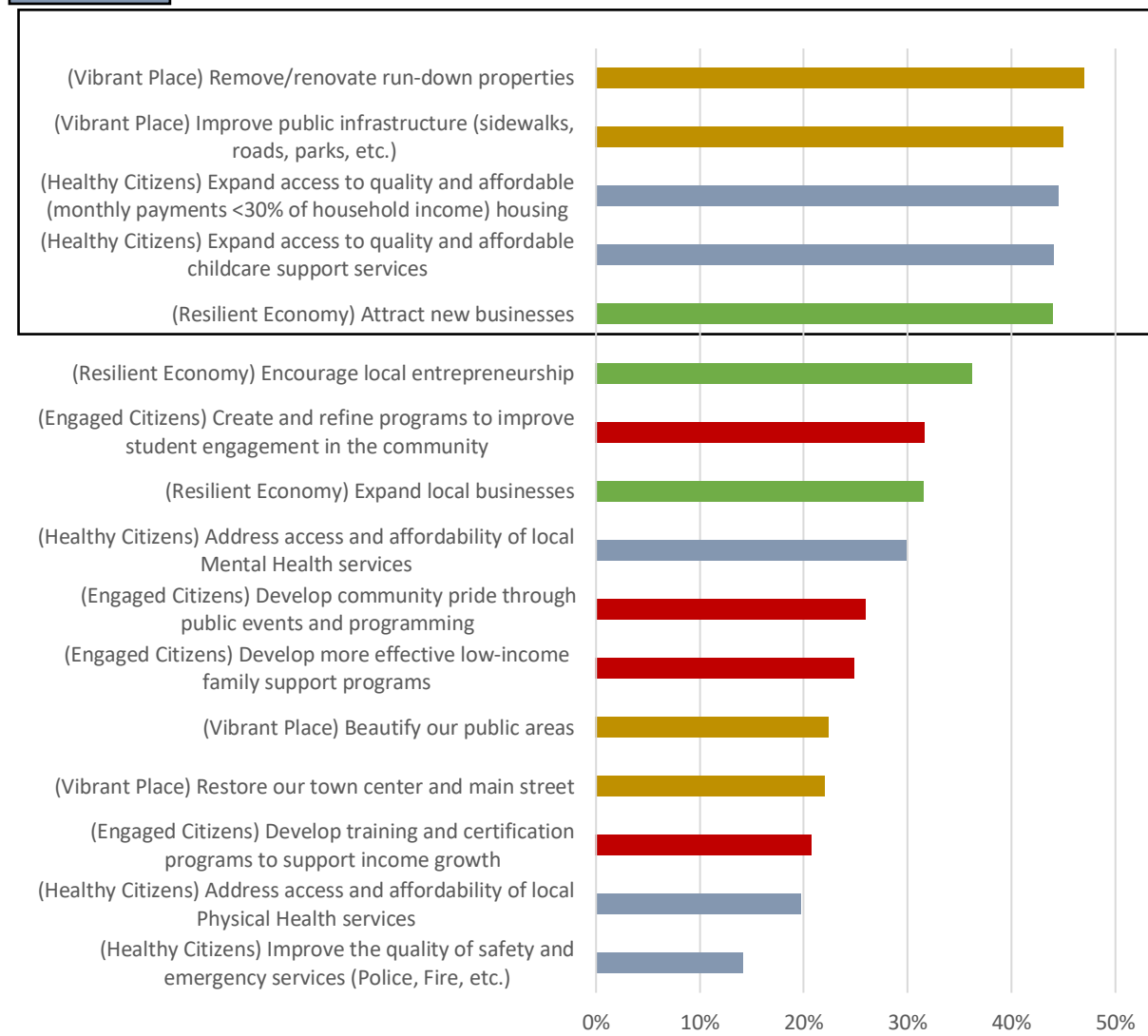
#### Key Economic Observations

The economic perceptions across the county vary quite significantly. At an overall level, the results are generally positive. It is interesting that the perceptions related to 'current employment opportunities' is seen as more positive than 'current business conditions'. What is causing this? Is it a function of business consolidations? The total number of businesses in the County have shrunk, while the overall unemployment has increased in the county (see page 3).

What is the best way to help expand number of local business? It is worth noting that business leaders prioritize Entrepreneurship as the number one community priority!

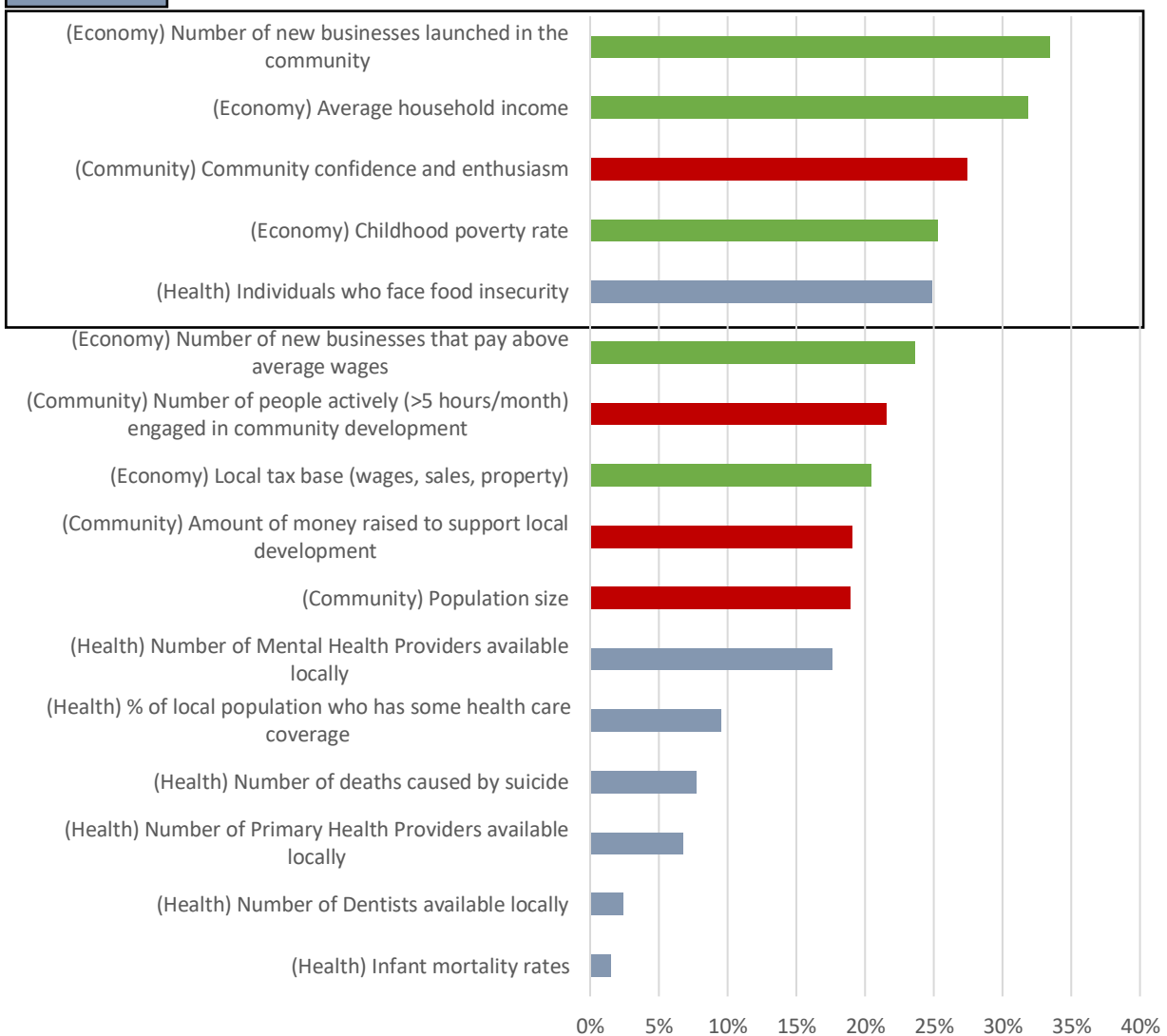
#### Top 5

#### Our Priority Programs



#### Top 5

#### Our Priority Metrics



Health Placemaking Economy People

#### The County's Most Notable Economic Observations:

- #1:** While the overall population is up and the average age is getting younger, the school enrollments are down significantly.
- #2:** While the overall household income has increased, and the unemployment rate declining, the poverty rate has increased.
- #3:** While the overall number jobs in the County have increased, the number of total businesses in the community have shrunk.

These patterns demonstrate that there are a lot of very positive economic elements in the community that can be capitalized on. While the challenges are also significant, the local leaders and residents have a positive momentum that they can leverage to chart their path forward.

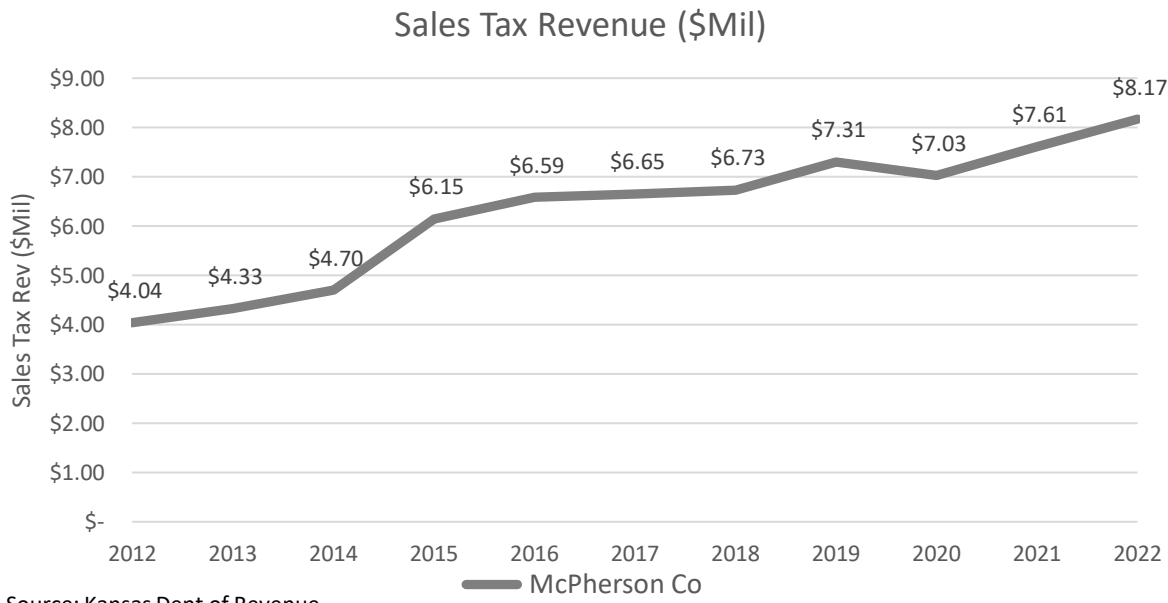
#### Types of businesses that we want to see in the community:

- Entertainment:** A Place for youth,
- Food:** A IHOP, a Steak House, a KFC/Fried Chicken Restaurant, a Perkins, a Cracker Barrel, a Texas RoadHouse, a Qudoba, a Coffee Shop, a Denny's
- Consumer Services:** Clothing Store, Aldi, a Bigger Medical Center, an Auto Mechanic,

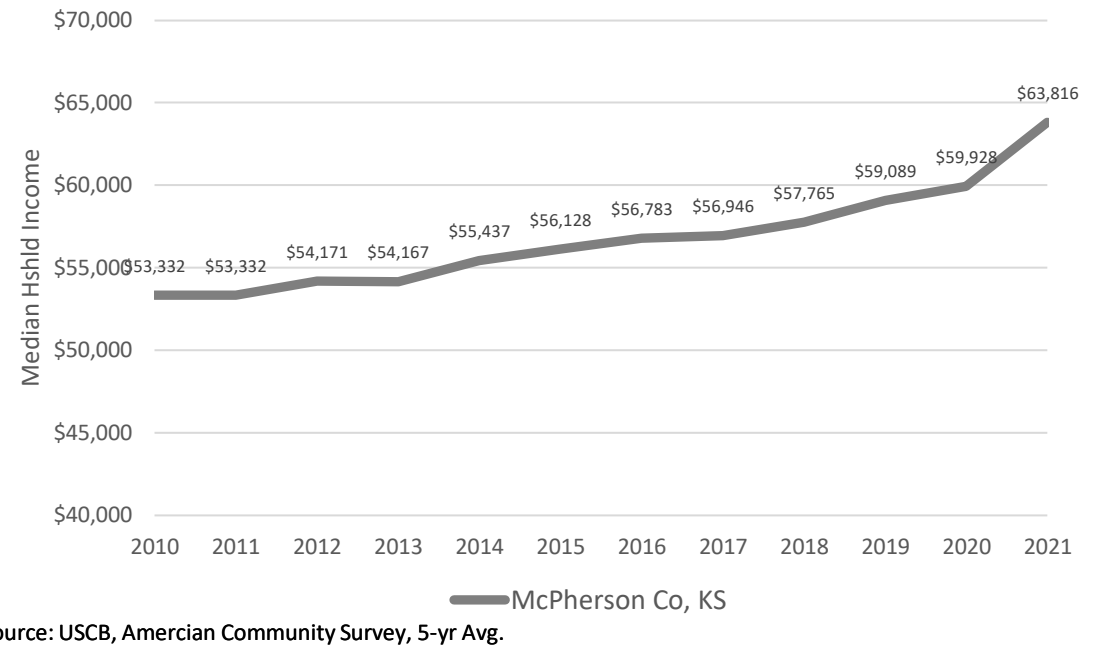
## Additional Important Economic Data

What opportunity do you see here?

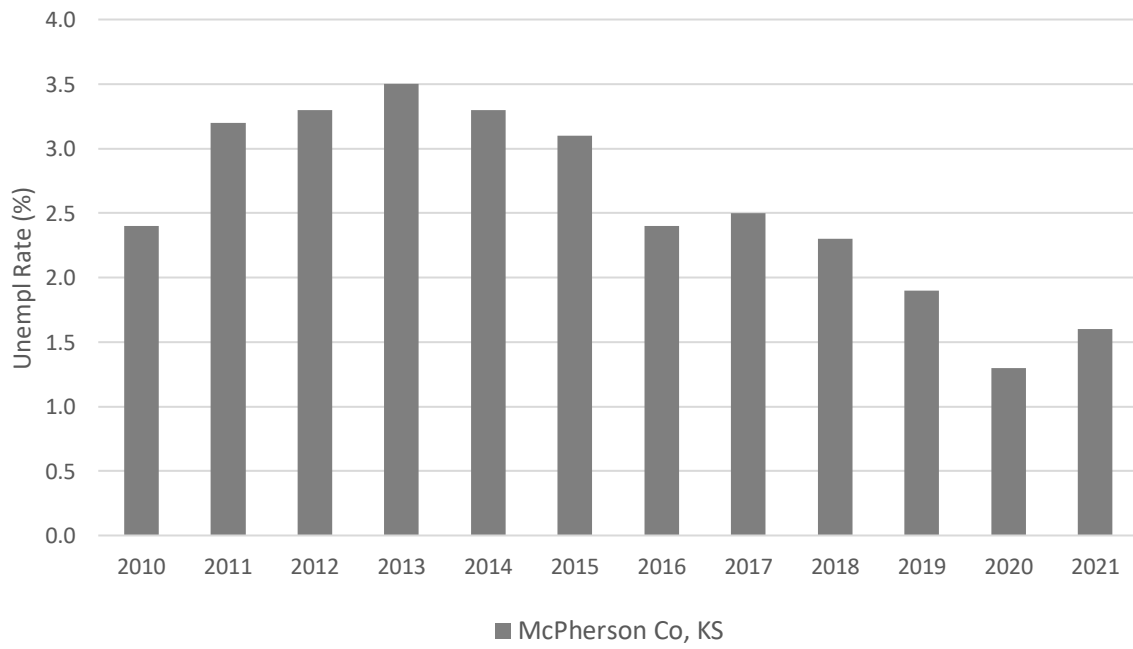
### Annual Sales Tax Collections



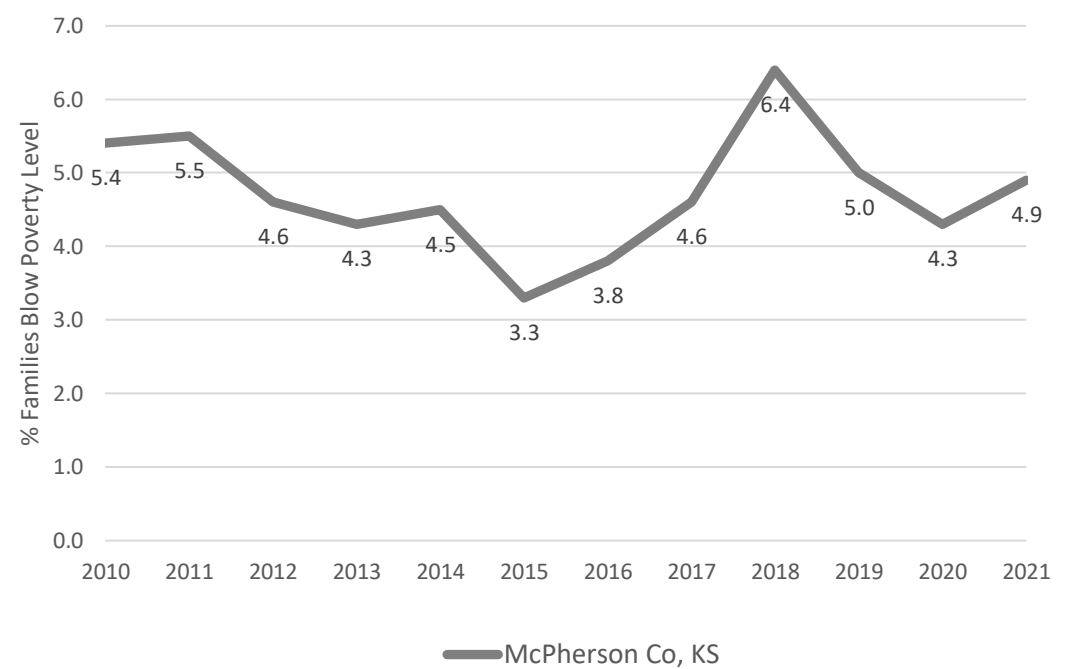
### Median Household Income



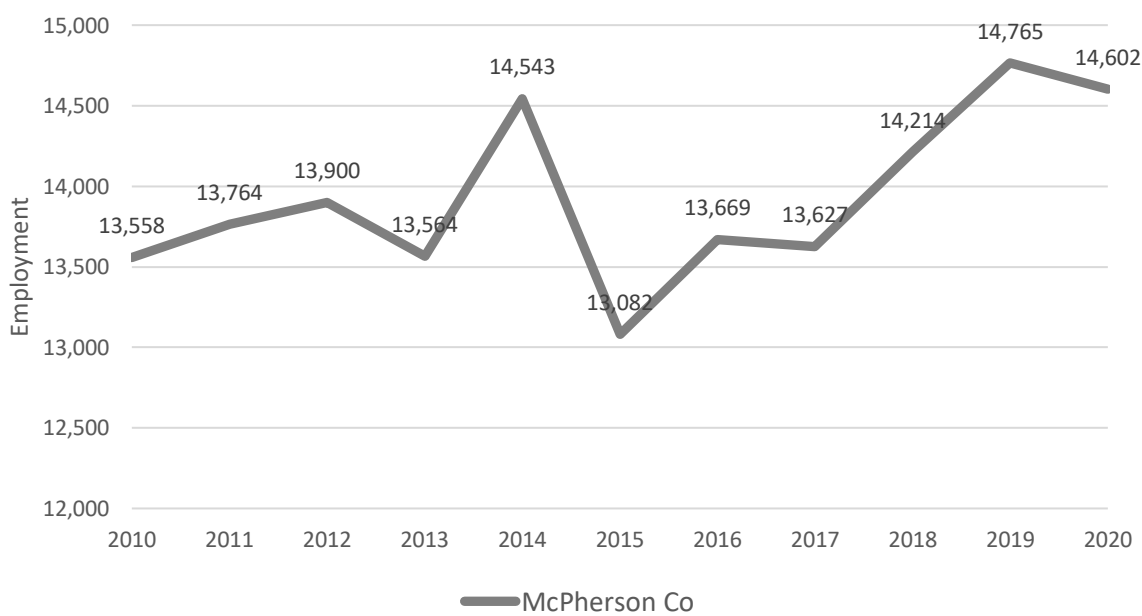
### Local Unemployment Rate



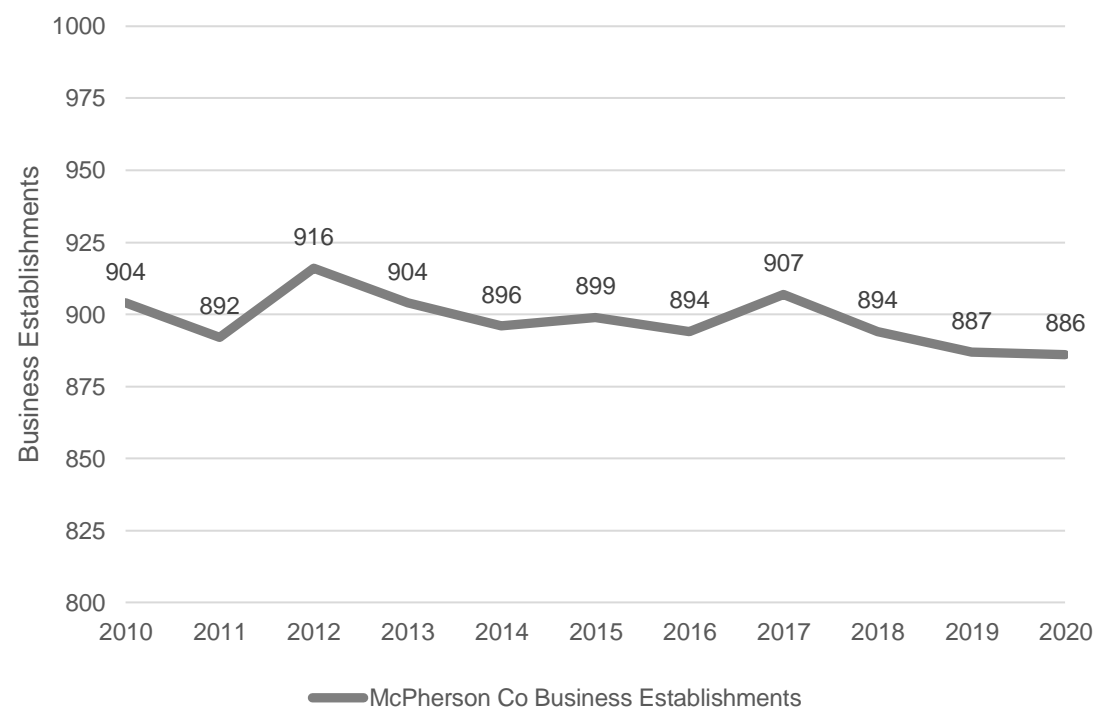
### Local Poverty Rate



### 10 Year Shift in Local Jobs

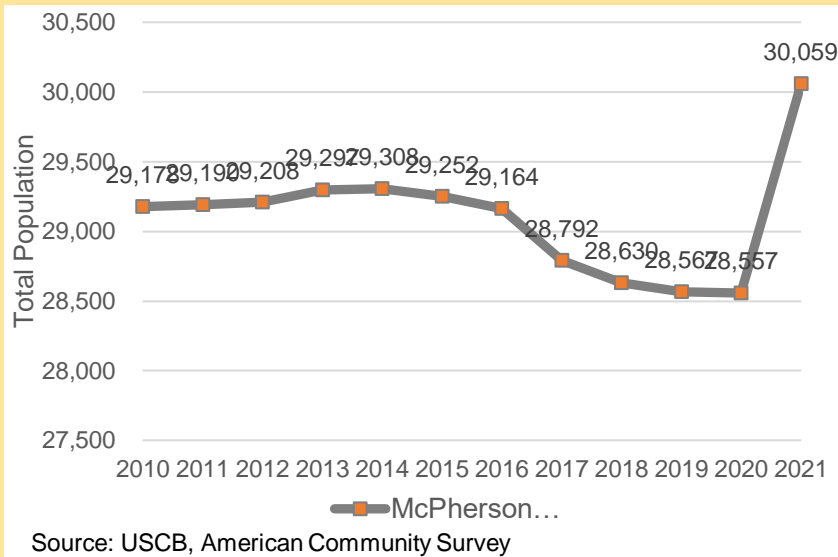


### Businesses in Our Town

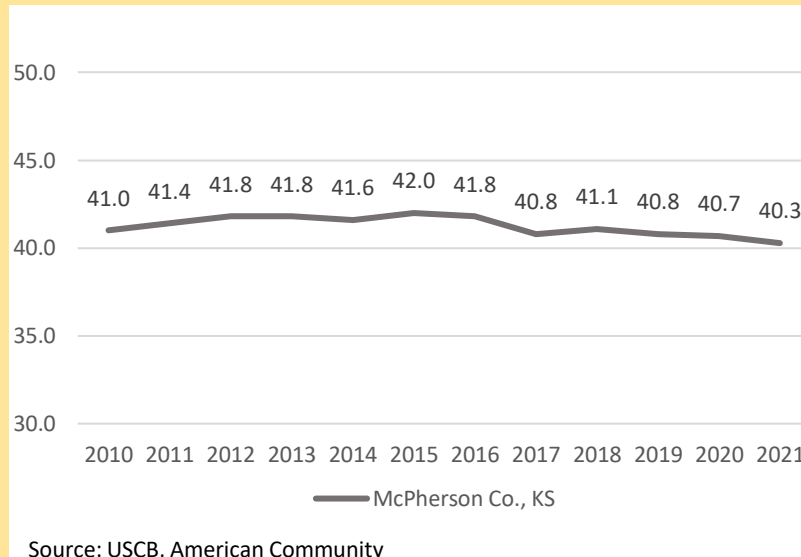


**Our People, Our Pride**  
 What opportunity do you see here?

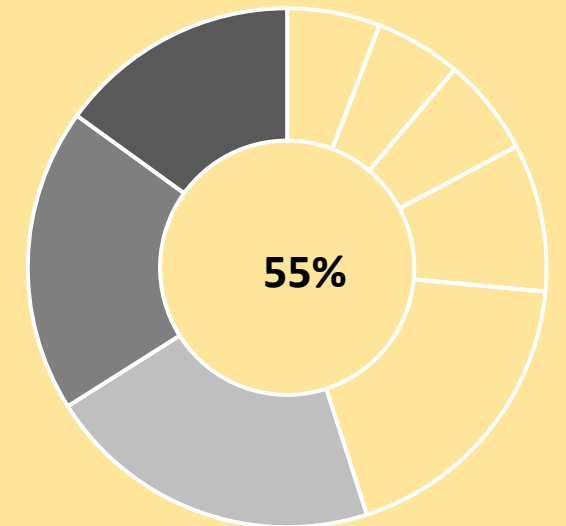
**Overall Population Trend**



**Population Trend by Age**



**Overall Community Confidence**



Data source: US Census

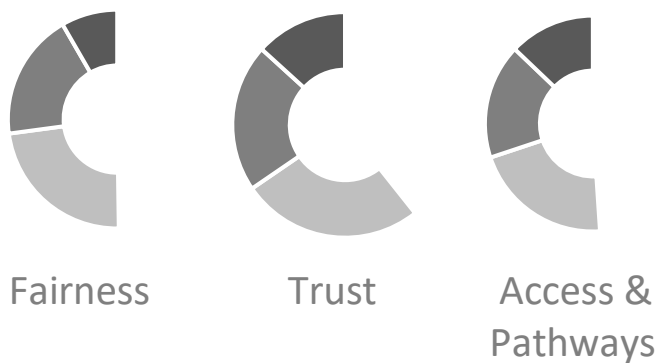
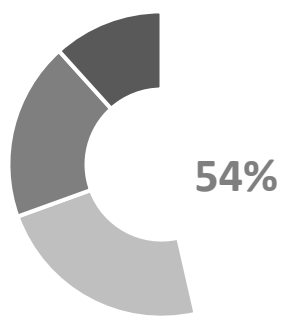
Source: USCB, American Community Survey. 5-yr average.

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)**

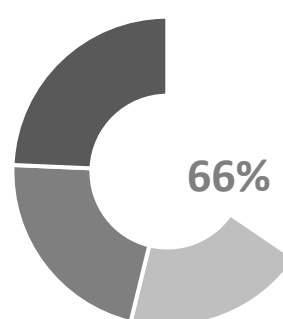
■ Average McPherson County Score

**Collaborative Leadership**



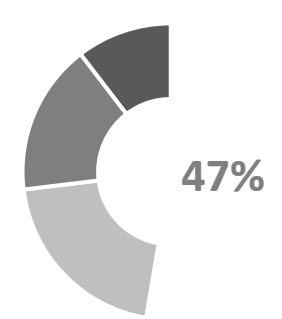
Generally, the Leadership scores are right in the middle. Good to see that the Trust in the leaders is slightly better.

**Citizen Commitment**



Citizen Commitment across the county is trending quite well. This feedback indicates that the residents are interested in staying in the community!

**Community Vision**



More effort needs to be done to improve Planning Process and the communication of the Plans to the residents.

**OVERALL COMMUNITY PERCEPTION**

While the responses vary quite significantly across different communities, at an aggregate level the general sentiment is mediocre. The two dimensions where we see strong feedback is in the Emotional **Commitment** that residents have to the community and the other is **Trust** that the residents generally have in their community. The two areas where the leaders must emphasize focus is the ability to better **cast a vision** for the communities and also to **plan** the path to achieving the success. Across most of the communities, planning skills were seen as lacking. How can this feedback effect how, you, as a leader do your work?

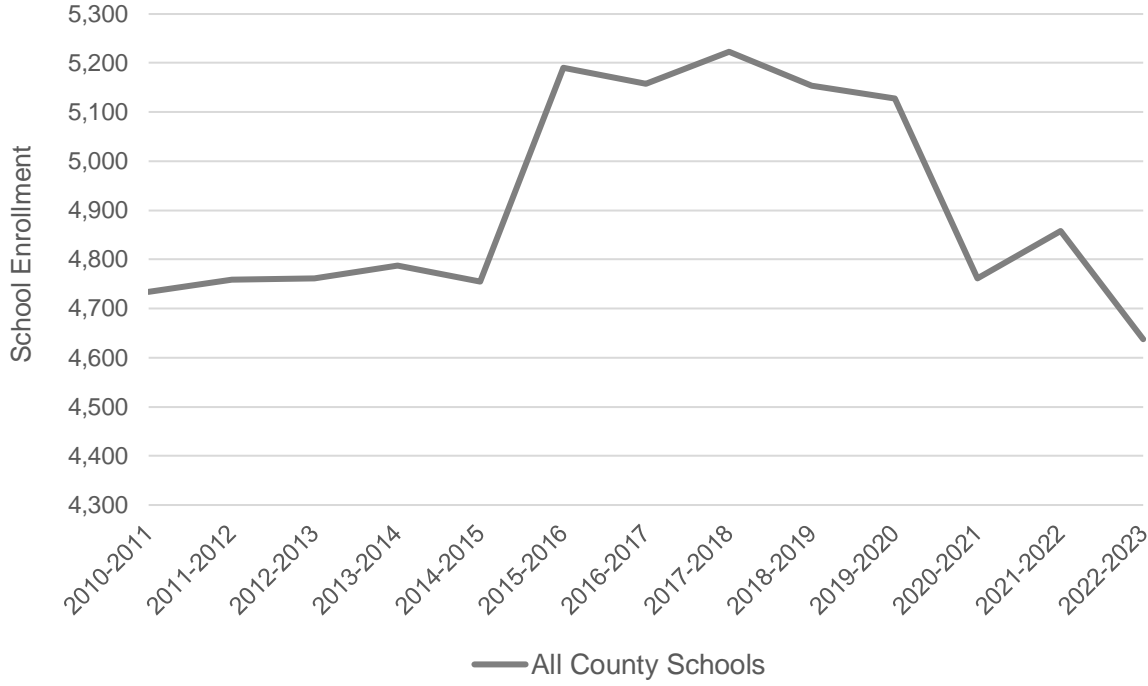
**Challenges identified by local citizens:**

- Housing Development:** Expanding access to Affordable and Quality Housing
- Economic Development:** A primary focus on Manufacturing, **Inclusivity Economic Development:** Expansion of Manufacturing sector
- Health and Human Services:** More efforts in diversity inclusion, mental healthy access, access to quality childcare, and workforce development and training.
- Infrastructure Development:** Expanding Roads, Sidewalks, Trails, and Parks. Repair School Buildings and increase beautification efforts.

## Key Community Metrics

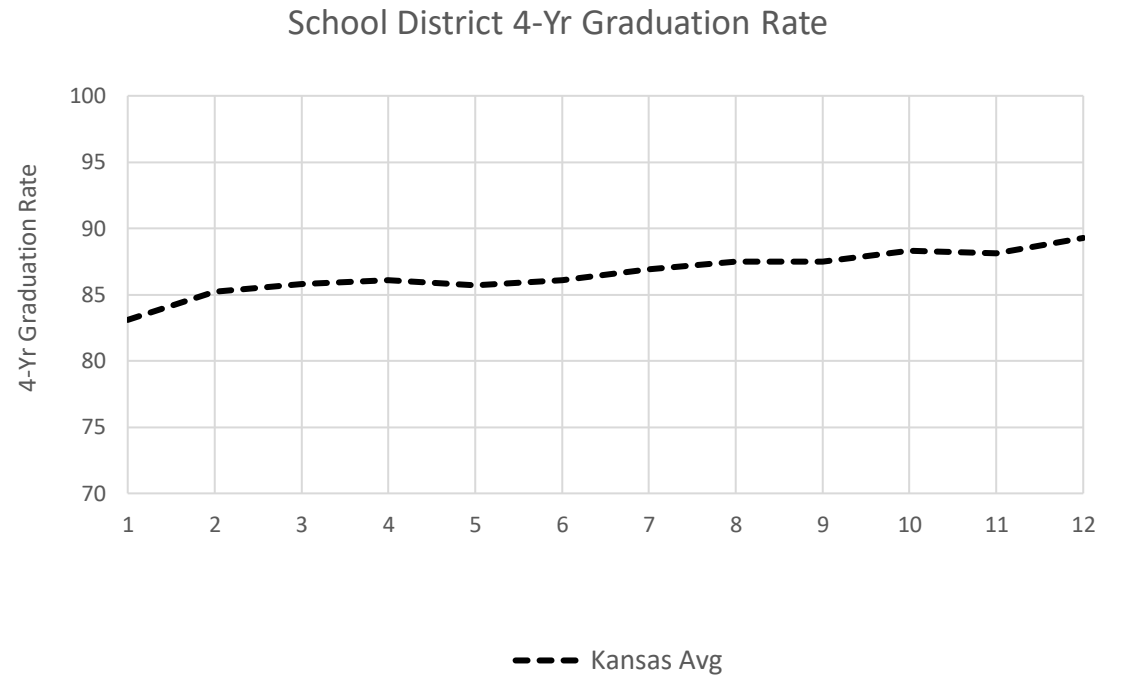
What opportunity do you see here?

### Local School Enrollment



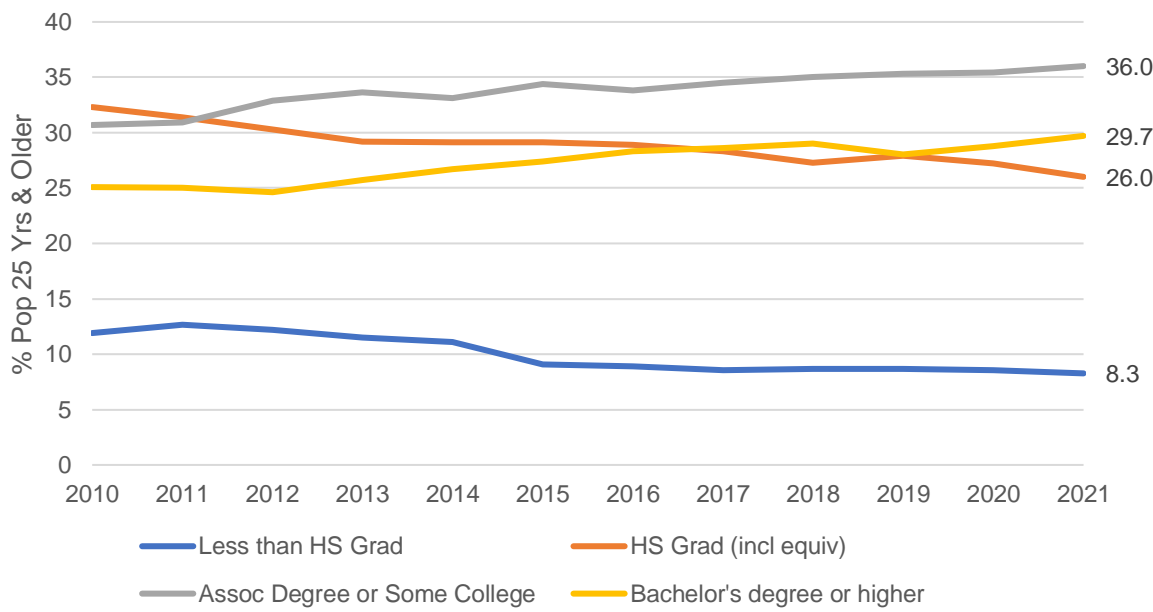
Source: Kansas State Dept of Education, Data Central

### High School 4 Year Graduation Rate



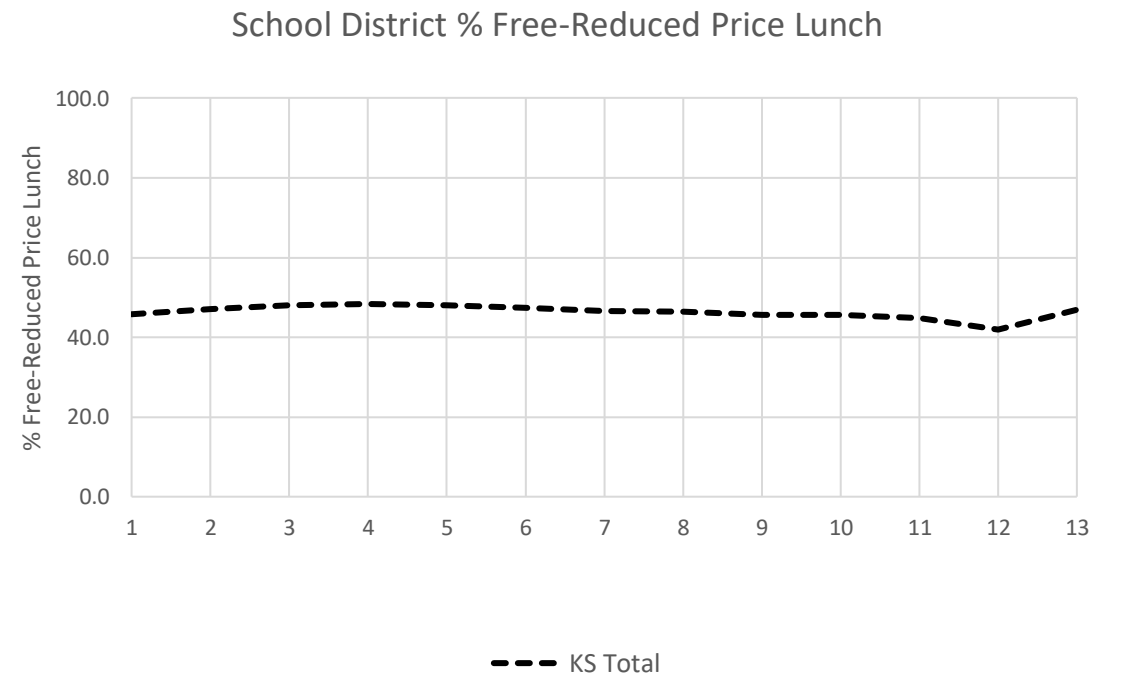
Source: Kansas State Dept of Education, Data Central

### Local Educational Level



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

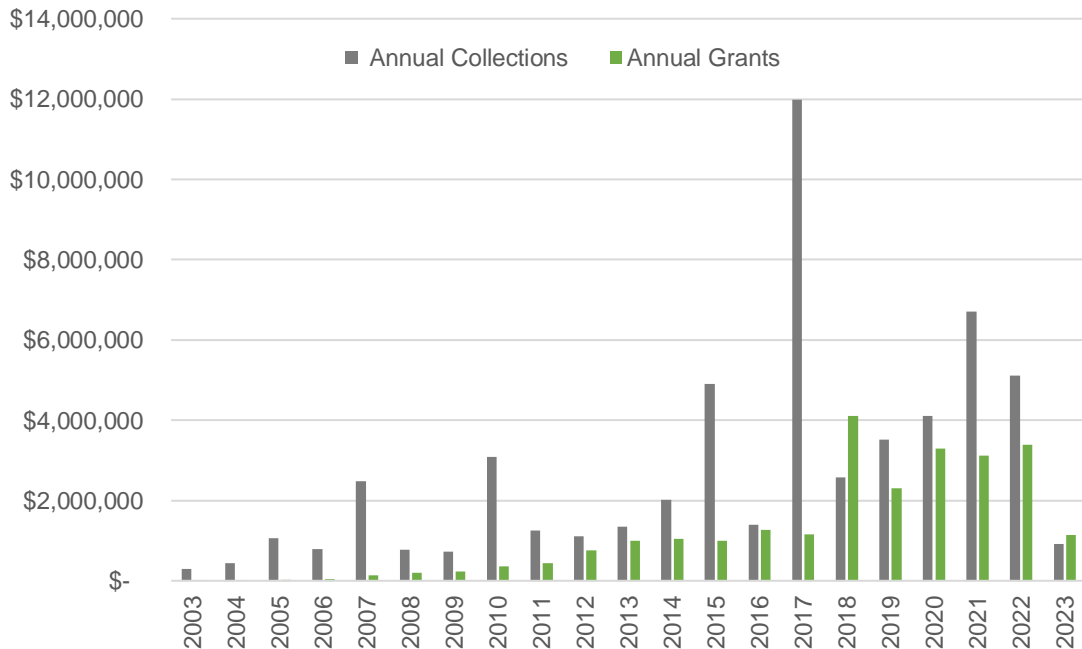
### School District % Free-Reduced Price Lunch



Source: Kansas State Dept of Education, Data Central



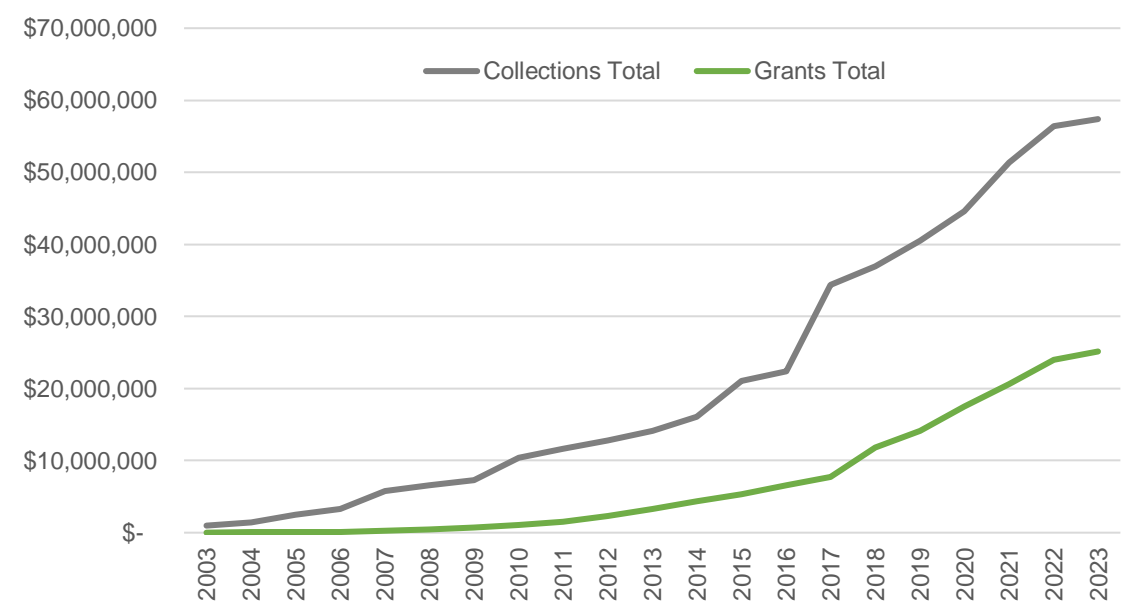
### Annual Dollars Raised and Invested



Source: McPherson County Community Foundation, 2023

### Community Foundation

### Total Dollars Raised and Invested



## Who Responded to the Survey

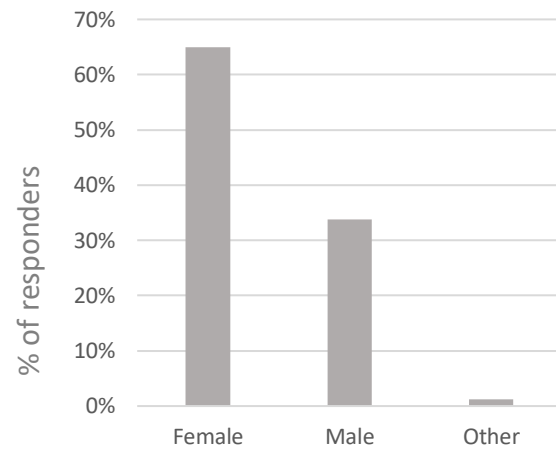
### What opportunity do you see here?

#### Number of people:



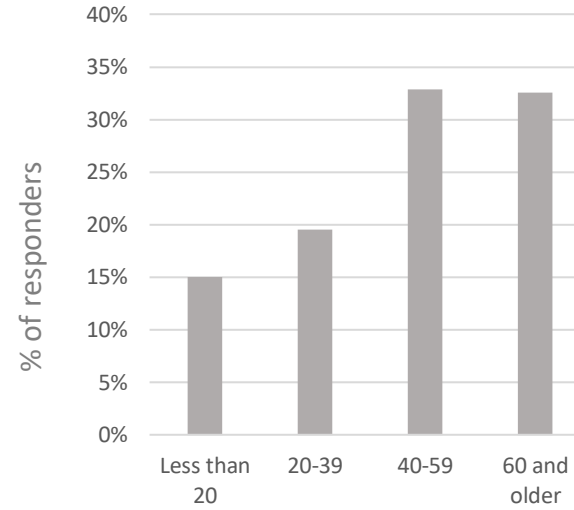
We received a total of 660 responses to the survey across the County. The response rates fluctuated quite a bit across the various communities.

#### Gender:



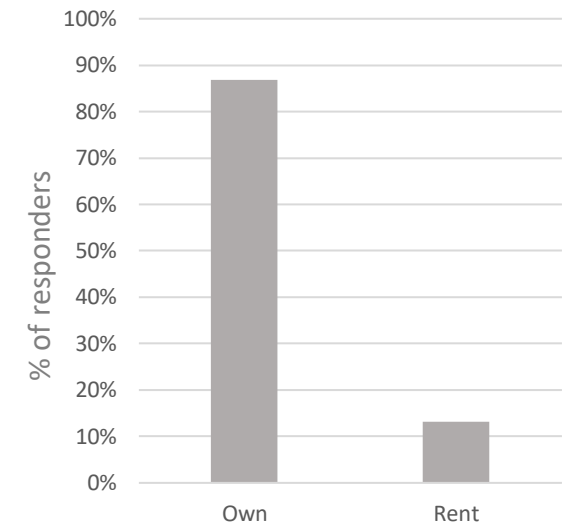
Females have higher community confidence and would like to see more Mental Health services offered. Men see current Employment Conditions more positively.

#### Age Profile:



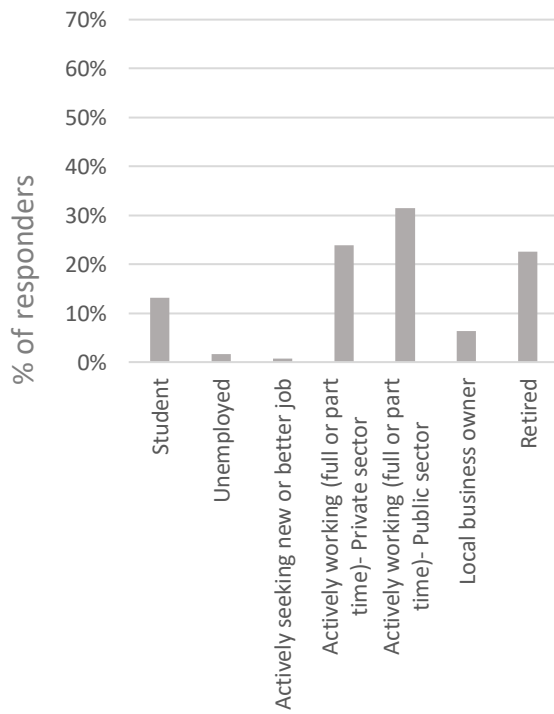
The community confidence is consistent across all age groups. Those who are younger would really like to see the town square improved.

#### Residential Status:



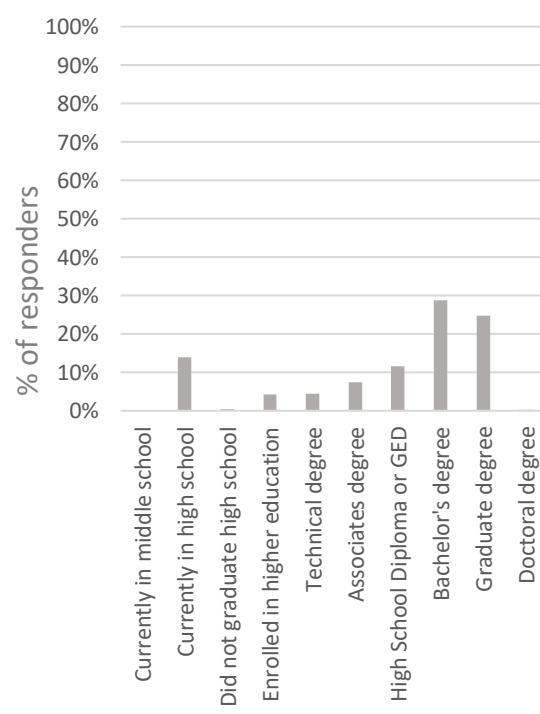
Homeowners have a higher Commitment level. Renters would like to see more quality and affordable housing options. Owners would like to see more quality childcare.

#### Occupation:



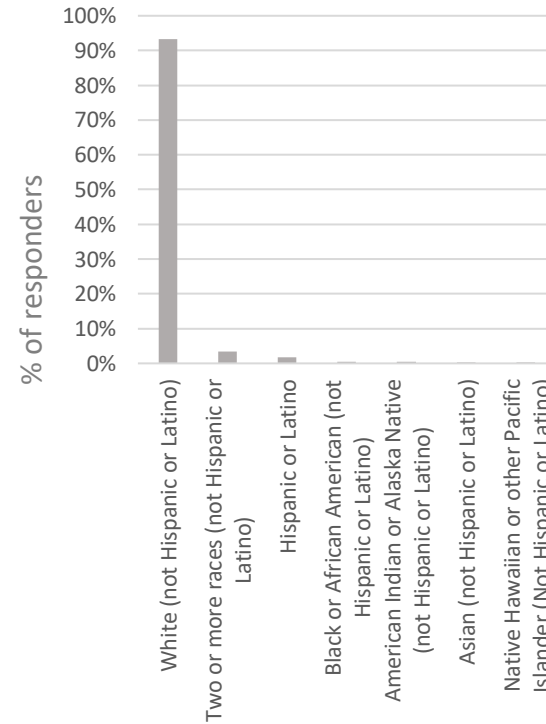
Local business owners want to strongly see more entrepreneurship programs. This metric really stands out as a unique preference compared to those of others.

#### Education Status:



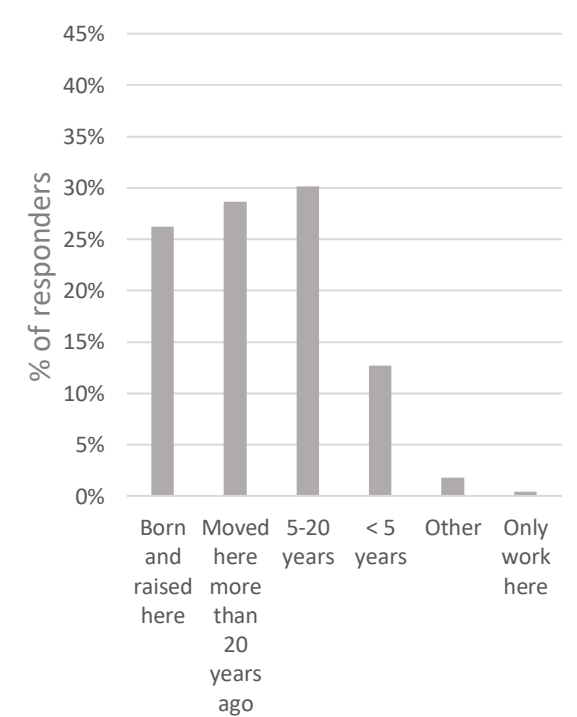
Those that are in high school have the lowest community engagement levels. They would also like to see local businesses expand. All want to see blight removal.

#### Ethnicity:



*Too little data to comment on patterns.*

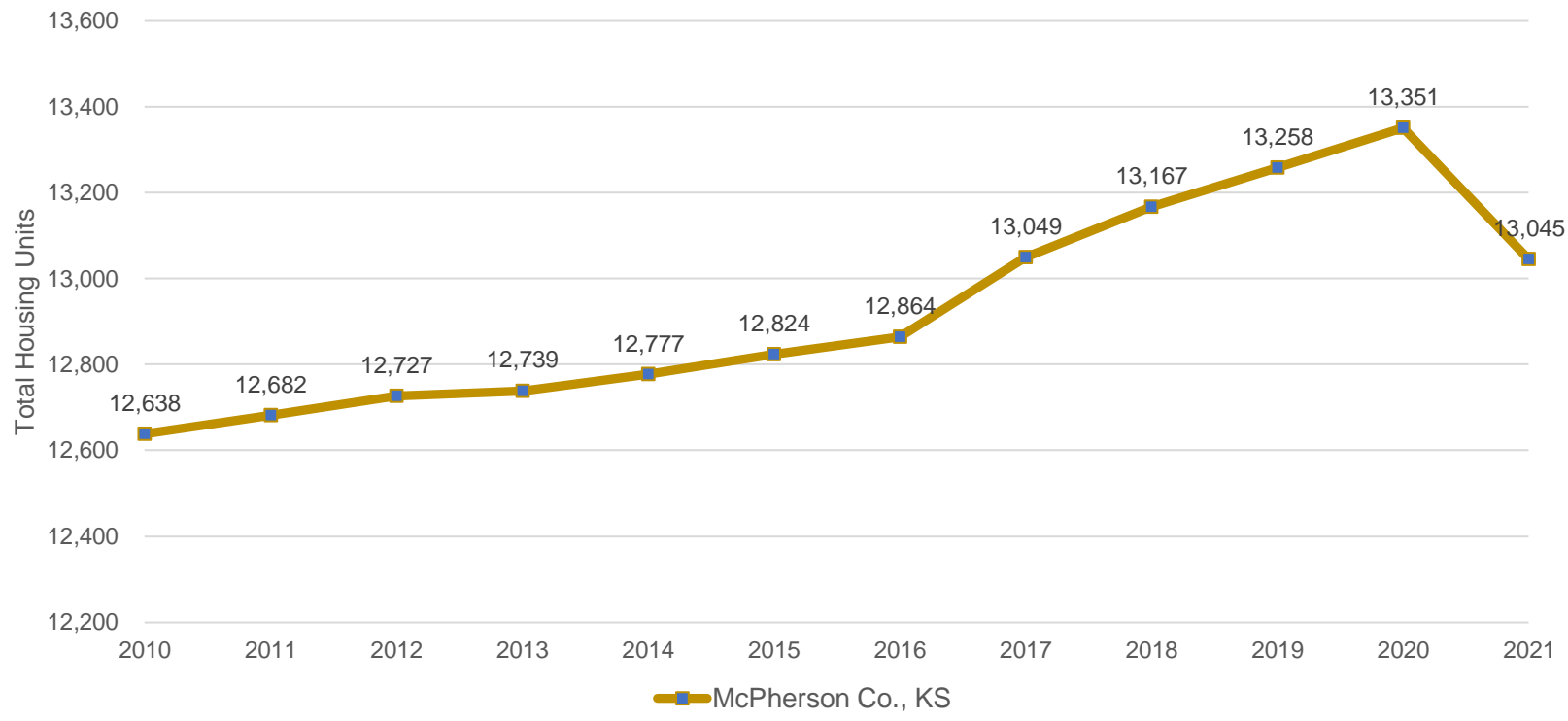
#### Duration of Residence:



Those who are newer to the community prioritize renovating the community blight far more than those who have lived in the community for a long time.

## An Additional Data Point

### Total Housing Units



Source: USCB, American Community Survey