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:** What made the Moundridge survey unique was the vast number of responses we received from those that are under 20 (in High School). While this demographic is often less enthusiastic about the current and future state of a community, this is not he case in Moundridge. We in fact see the opposite. This group is tremendously enthusiastic about the community and economic prospects, which helps rise the overall assessment scores in the community. How can local leaders utilize this good will to lay a promising future path for the community?

**What makes our community special?**

```
Safe, family-oriented feel.
Small-town with everybody helping everybody.
People take responsibility and truly care for their neighbors.
The sense of family, and tradition but also a willingness to try different things.
A small town with lots of employment and close proximity to shops and larger towns.
Great schools, good industry, a hospital and grocery store, and a developing main street.
Our community takes pride in our children, schools, activities, church, and library!
We are all active in the community and very supportive of all the events happening.
I think our community is special because we are all like family.
Farming community with excellent schools for our children.
Moundridge has Community Pride.
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**Our Most Admired Leaders**

“I think our leaders are forward thinkers who have contributed greatly to Moundridge’s ability to grow and be attractive to families and individuals from fiber internet for businesses to housing development to public infrastructure like water tower and sewer processing to a school bond and renovation, I love that there are folks looking out for sustaining those and setting up for growth. I love the emphasis on community and wanting the whole town to be proud of our community. I love the STEP Mc is bridging the gap between factions in hopes of making sure ALL parts of the community new and old feel belonging here.”

-A passionate local resident

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

1. Collaborative Leadership
2. Committed Citizenship
3. Community Vision & Action

= Economic & Community Sustainability

Data source: Community Survey (Conducted in Spring 2023)
Our Economy

What opportunity do you see here?

Key Economic Observations

Of all the communities in McPherson County, Moundridge residents hold a very consistent view of the community’s present and future economic state. While most communities hold a lower sense of current state, this is not the case in Moundridge.

What is going on in Moundridge that sets them apart in this manner?

This is a particularly interesting phenomenon, given that Moundridge survey responders included far more young people than other communities in the County. Their positive responses helped lift the overall confidence metrics.

Our Economic Perceptions

Top 5

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

Key Economic Observations

Interestingly, the residents of Moundridge did not prioritize economic development as some of the most pressing need in the community. Looking at some of the positive economic metrics in the community such as average household income, local tax collections, and total number of local jobs, this is not surprising.

What is surprising is the metrics that the residents did emphasize. We have never seen such a consistent desire to see ‘Community’ related metrics prioritized (see chart above right). The residents are unequivocally stating that they would like the local leadership to help activate the residents’ energy. We believe one explanation for this phenomenon is that Moundridge had far more young people respond to the survey that the other communities.

The Businesses We Would Like To See In Our Town:

Entertainment: A Gym

Food: A sit-down restaurant, a Sonic, a McDonald's, a Small Grocery Store/Expand, and a Chick-fil-a.

Retail: A Liquor Store, a Boutique, a Dollar General, and a Clothing Store.

Data source: Community Survey (Conducted in Spring 2023)
Additional Important Economic Data
What opportunity do you see here?

**Annual Sales Tax Collections**
![Graph showing annual sales tax collections for Moundridge, KS, from 2013 to 2022.](image)
Source: Kansas Dept of Revenue

**Median Household Income**
![Graph showing median household income for Moundridge, KS, and McPherson Co, KS, from 2010 to 2021.](image)
Source: USCB, American Community Survey, 5-yr Avg.

**Local Unemployment Rate**
![Graph showing local unemployment rate for Moundridge, KS, from 2010 to 2021.](image)
Source: USCB, American Community Survey, 5-yr Avg.

**Local Poverty Rate**
![Graph showing local poverty rate for Moundridge, KS, from 2010 to 2021.](image)
Source: USCB, American Community Survey

**10 Year Shift in Local Jobs**
![Graph showing 10 year shift in local jobs for Moundridge, KS, from 2010 to 2020.](image)
Source: USCB, County Business Patterns By Zip. Data is on zip code basis.

**Businesses in Our Town**
![Graph showing businesses in Moundridge, KS, from 2010 to 2020.](image)
Source: USCB, County Business Patterns By Zip. Data is on zip code basis.
What opportunity do you see here?

What makes Moundridge especially unique is the positive voice of the youth that was captured in the survey. While this demographic often has a poor view of the local community, this is not the case in Moundridge. Here the residents highlighted a very positive view of both the economic and community confidence.

The three variables that jump out in the above assessment are Leadership, Trust, and the Visioning/Planning capabilities. These variables demonstrate to us an incredible untapped potential. The data suggests that the residents of the Moundridge could be activated in a manner that can really help make them a part of the go-forward community journey. What steps can the local leaders take to tap into this potential?

Overall Community Perception

The survey suggests that the residents hold their leadership in a high regard. The trust dimension is especially strong.

The Moundridge residents’ commitment to the community aligns with that of most residents in the County.

Very promising: The residents feeling towards community visioning, planning and doing far exceeds that in the County.

Challenges identified by local citizens:

Economic Development: Developing training for workers, Childcare Expansion
Infrastructure: Expanding Sidewalks, Repairing Roads, and Developing Parks
Inclusivity Economic Development: Collaboration with Nonprofits, a Mental Health Center, Beautification
Housing Development: Affordable Quality Housing
Key Community Metrics
What opportunity do you see here?

### Local School Enrollment

- **School Enrollments**
  - Moundridge SD:
    - 2003: 424
    - 2004: 439
    - 2005: 439
    - 2006: 424
    - 2007: 422
    - 2008: 424
    - 2009: 434
    - 2010: 407
    - 2011: 401
    - 2012: 410
    - 2013: 427
    - 2014: 423
    - 2015: 417
    - 2016: 488

- **Source:** Kansas State Dept of Education, Data Central

### High School 4 Year Graduation Rate

- **School District 4-Yr Graduation Rate**
  - Moundridge SD:
    - 2010: 84%
    - 2011: 85%
    - 2012: 96%
    - 2013: 96%
    - 2014: 91%
    - 2015: 92%
    - 2016: 91%
    - 2017: 97%
    - 2018: 96%
    - 2019: 94%
    - 2020: 100%
  - Kansas Avg:
    - 2010: 81%
    - 2011: 85%
    - 2012: 93%
    - 2013: 93%
    - 2014: 97%
    - 2015: 97%
    - 2016: 97%
    - 2017: 97%
    - 2018: 94%
    - 2019: 94%
    - 2020: 94%

- **Source:** Kansas State Dept of Education, Data Central

### Local Educational Level

- **% Pop 25 Yrs & Older**
  - Moundridge SD:
    - 2010: 30.3
    - 2011: 31.0
    - 2012: 32.3
    - 2013: 30.7
    - 2014: 34.8
    - 2015: 34.0
    - 2016: 34.0
    - 2017: 41.8
  - KS Total:
    - 2010: 29.2
    - 2011: 31.0
    - 2012: 32.3
    - 2013: 30.7
    - 2014: 34.8
    - 2015: 34.0
    - 2016: 34.0
    - 2017: 41.8

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

### School District % Free-Reduced Price Lunch

- **% Free Reduced Price Lunch**
  - Moundridge SD:
    - 2010: 424
    - 2011: 439
    - 2012: 422
    - 2013: 424
    - 2014: 434
    - 2015: 407
    - 2016: 401
    - 2017: 410
    - 2018: 427
    - 2019: 423
    - 2020: 417
    - 2021: 468
  - KS Total:
    - 2010: 20%
    - 2011: 20%
    - 2012: 20%
    - 2013: 20%
    - 2014: 20%
    - 2015: 20%
    - 2016: 20%
    - 2017: 20%
    - 2018: 20%
    - 2019: 20%
    - 2020: 20%
  - Kansas Avg:
    - 2010: 20%
    - 2011: 20%
    - 2012: 20%
    - 2013: 20%
    - 2014: 20%
    - 2015: 20%
    - 2016: 20%
    - 2017: 20%
    - 2018: 20%
    - 2019: 20%
    - 2020: 20%

- **Source:** Kansas State Dept of Education, Data Central

### Community Foundation

#### Annual Dollars Raised and Invested

- **Annual Collections**
- **Annual Grants**

- **Source:** McPherson County Community Foundation, 2023

#### Total Dollars Raised and Invested

- **Collections Total**
- **Grants Total**

- **Source:** McPherson County Community Foundation, 2023
Who Responded to the Survey
What opportunity do you see here?

Number of people: Total Responses: 80  The goal was 125

Please note, we received 80 responses for this survey. The goal of the survey was to attain 125 responses.

Gender:
- Men stated the need for restoring the town square (main street), while the women expressed an interest in having local businesses that pay above average wages.
- Those under 40 strongly prioritized the renovation of town square area. Those 20-60 strongly prioritized the need for quality/affordable childcare support.

Age Profile:
- Those that are retired would like to see an efforts that are conducted that raise the community enthusiasm.

Residential Status:
- Men stated the need for restoring the town square (main street), while the women expressed an interest in having local businesses that pay above average wages.
- Those under 40 strongly prioritized the renovation of town square area. Those 20-60 strongly prioritized the need for quality/affordable childcare support.
- Too few renters responded to this survey to comment on unique perspectives.

Occupation:
- Across the students, and those with Bachelors & Graduate degrees, there is a very strong desire to improvement in run-down buildings and properties.

Education Status:
- Across all segments there is generally a positive perceptions of the community and economic confidence in Moundridge.

Ethnicity:
- Too little data to comment on patterns.

Duration of Residence:
- Number of people who expressed an interest in volunteering to better the community: 21 of 80 (26%)

Data source: Community Survey (Conducted in Spring 2023)
Total Housing Units

Source: USCB, American Community Survey