

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 the 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.

Our Most Admired Leaders



Pastor Derek King
Dwight Goering
Rebecca Khosravipour
Kevin Schmidt
Cody Rierson
Hilarie Hecox
Annie Toews
Blaine Stucky
Rick Krehbiel
Ryan Durst
Michael Beasley
Austin Regier
Vicki Kessler
Kirk Stucky

(Other names in word cloud include: Vance Unrau, Marla Ullom-Minnich, Sue Hetzke, Betty Nesbitt, Jason Rains, Fred Goering, Marty Ward, Bob Stuckly, Carla Stucky, Frances Sparks, Betsy Davis, Connie Kaufman, Rebeka Darrah, Craig Galle, Brian Falco, Leon Guhr, Karen Rice Ratzlaff, Kathy Neufeld, Murray McGee, Mike Sparks, Stephanie Lopez, Cheryl Stucky, Brett Lange)

"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



Our Economy

What opportunity do you see here?

Our Economic Perceptions



Key Economic Observations

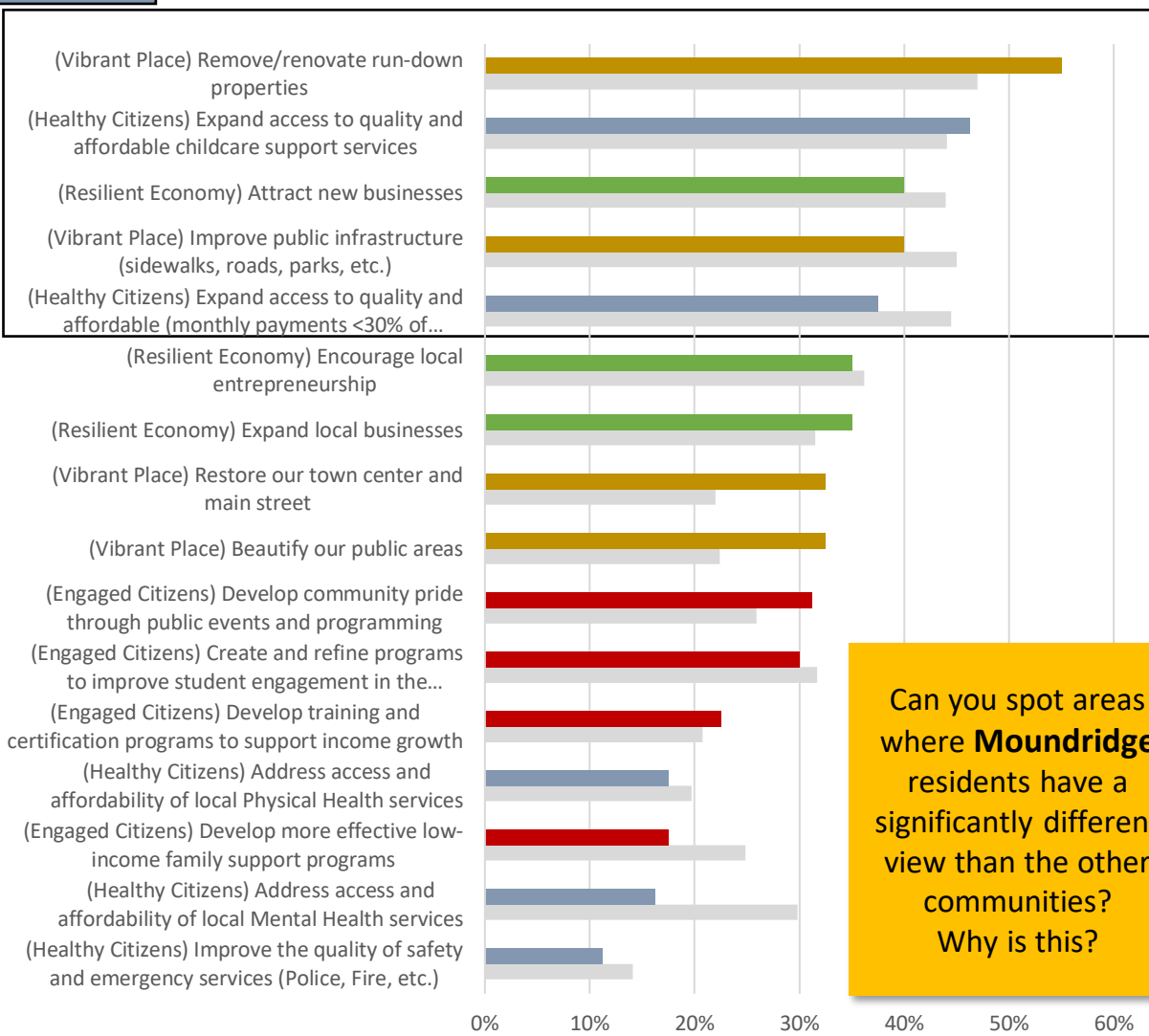
Of all the communities in McPherson County, Moundridge residents hold a very consistent view of the community's present and future economic state. While most communities hold a lower sense of current state, this is not the case in Moundridge.

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.

Top 5

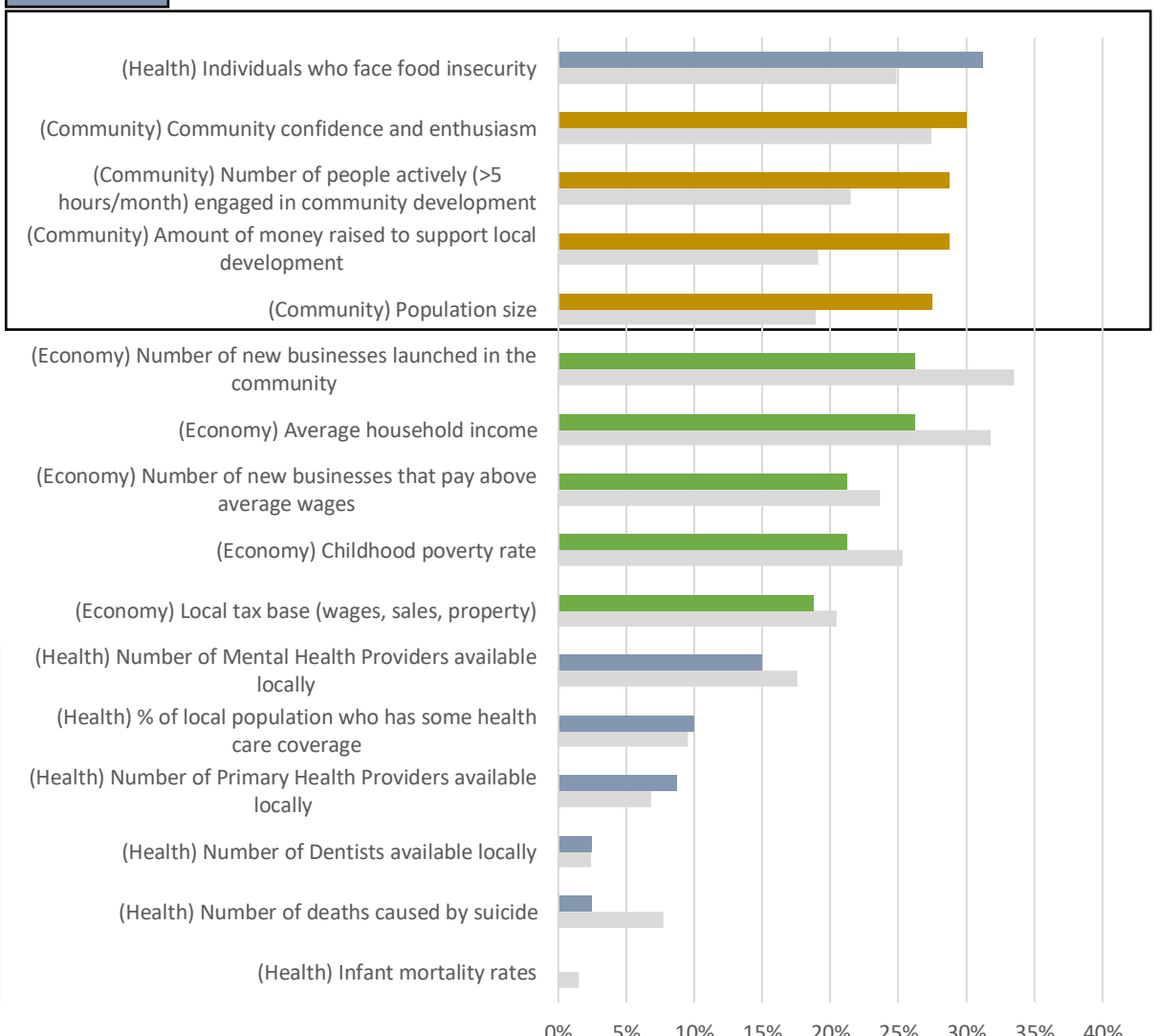
Our Priority Programs



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

Top 5

Our Priority Metrics



Health Placemaking Economy People Average McPherson County Score

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 unequally 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 than the other communities.

The Businesses We Would Like To See In Our Town:

Entertainment: A Gym

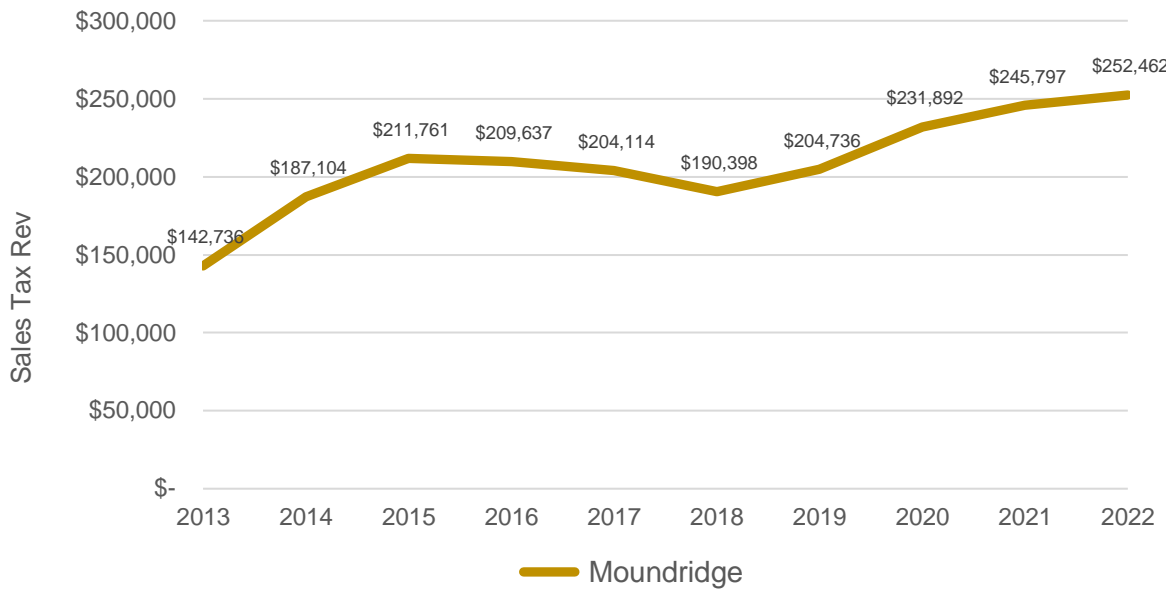
Food: A sit-down restaurant, a Sonic, a McDonald's, a Small Grocery Store/Expand, and a Chick-fil-a.

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

Additional Important Economic Data

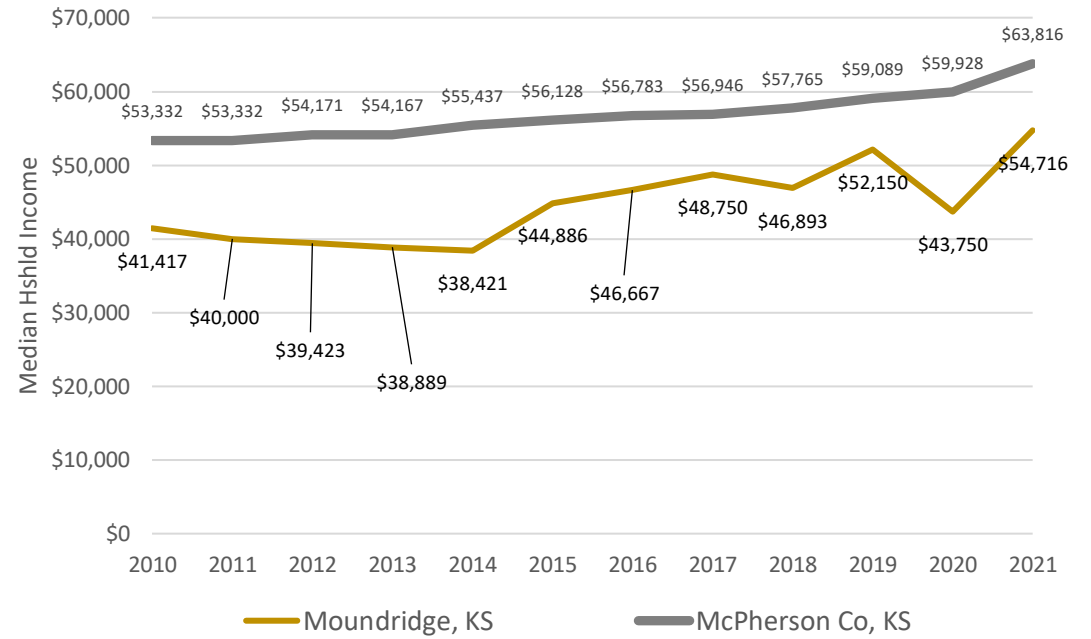
What opportunity do you see here?

Annual Sales Tax Collections



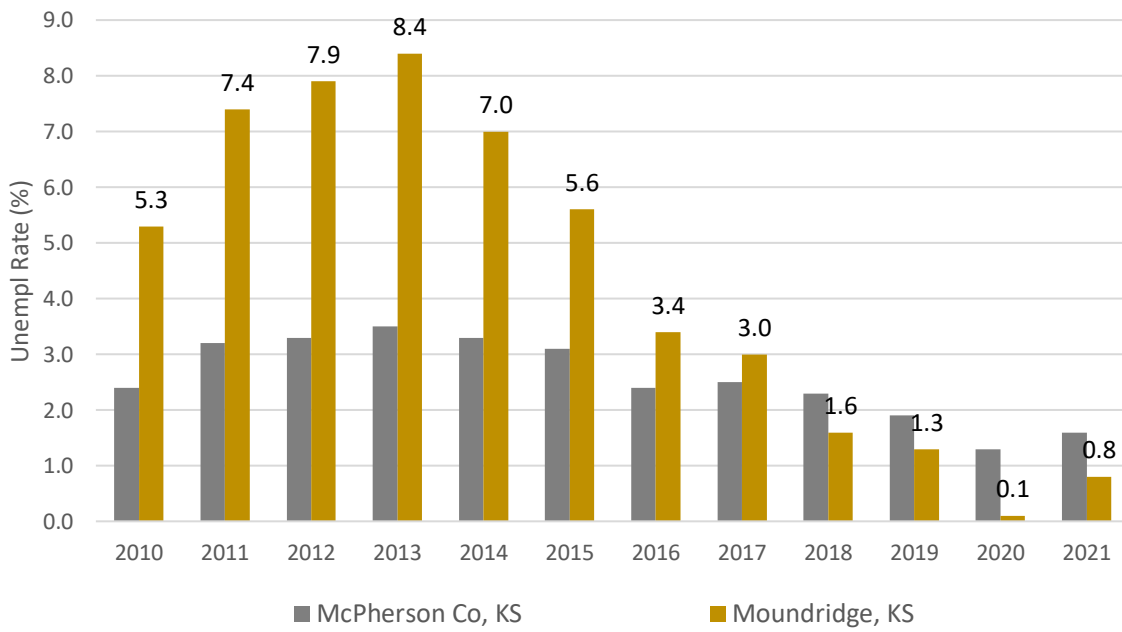
Source: Kansas Dept of Revenue

Median Household Income



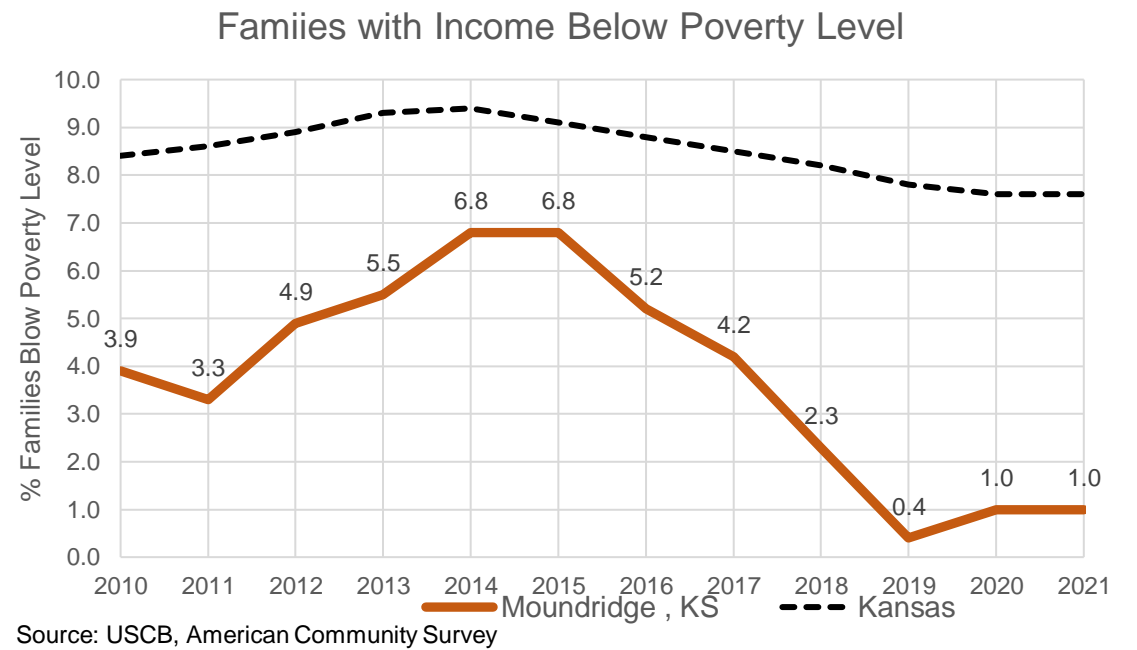
Source: USCB, American Community Survey, 5-yr Avg.

Local Unemployment Rate



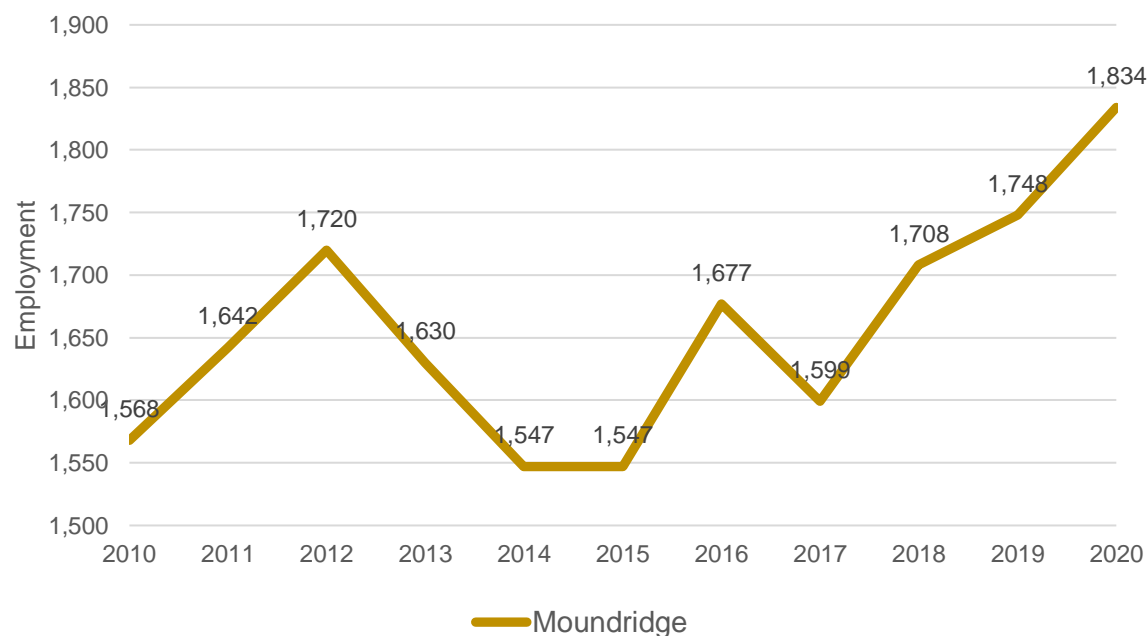
Source: USCB, American Community Survey, 5-Yr Avg.

Local Poverty Rate



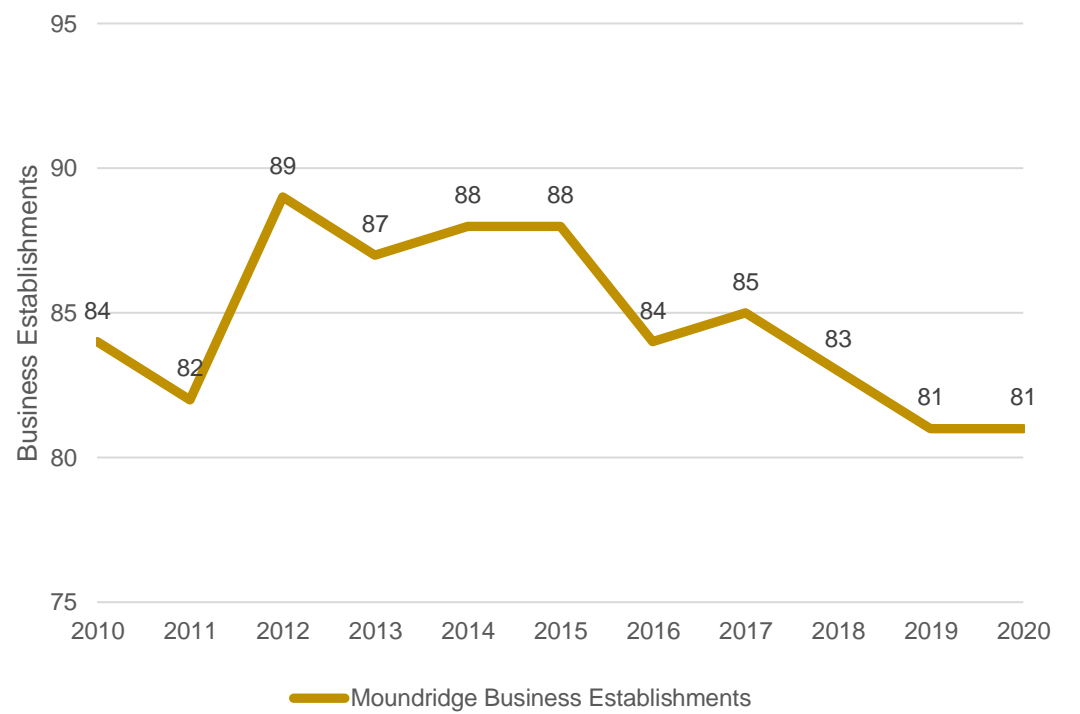
Source: USCB, American Community Survey

10 Year Shift in Local Jobs



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

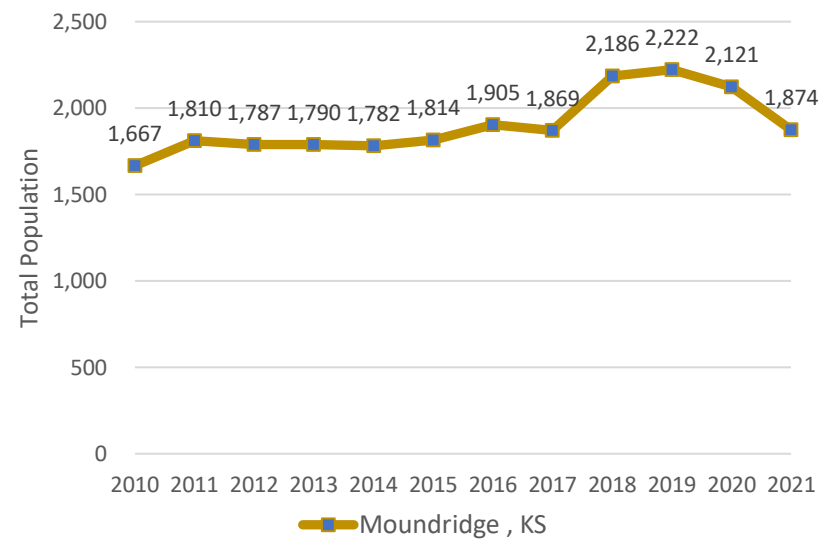
Businesses in Our Town



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

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

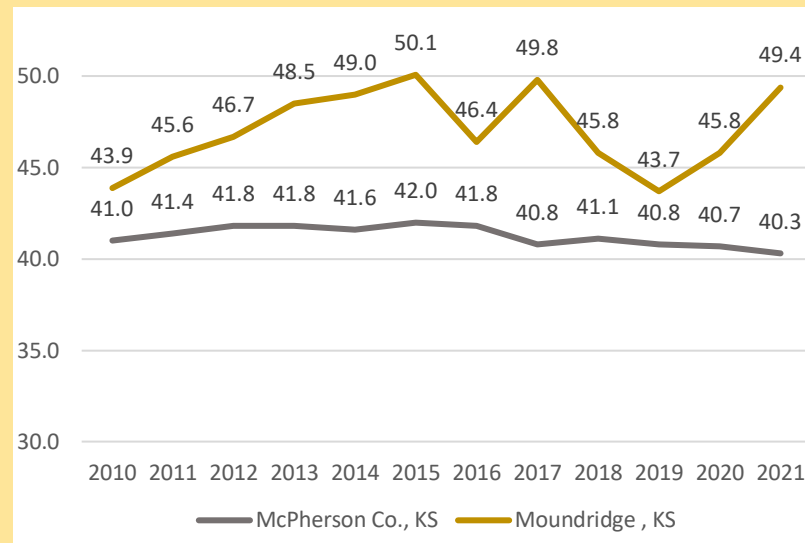
Overall Population Trend



Source: USCB, American Community Survey

Data source: US Census

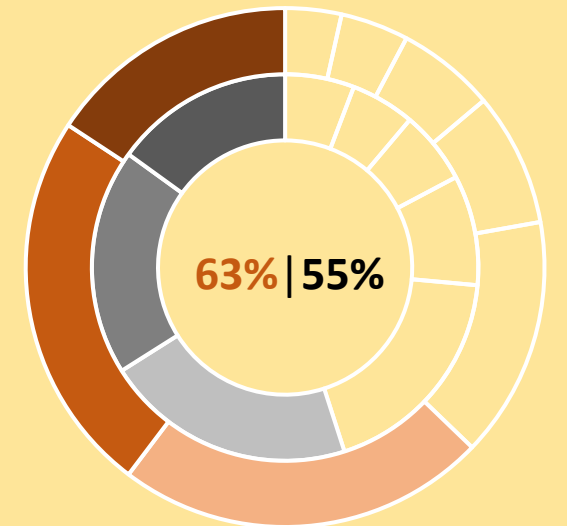
Population Trend by Age



Source: USCB, American Community Survey

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

Overall Community Confidence

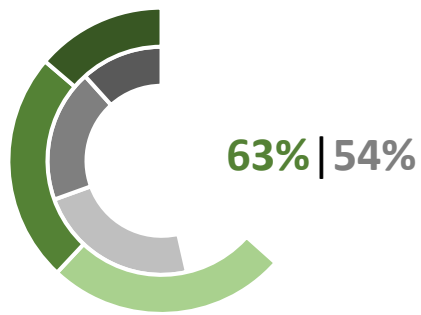


Data source: Community Survey (Conducted in Spring 2023)

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

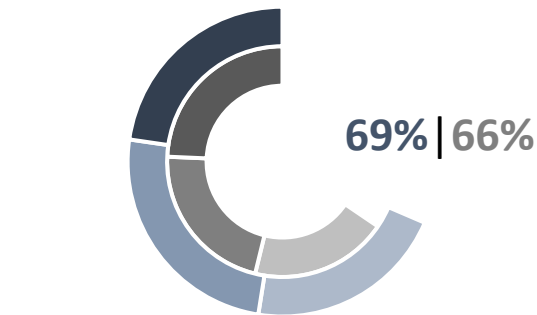
Legend: Town Scores (various colors), Average McPherson County Score (grey)

Collaborative Leadership



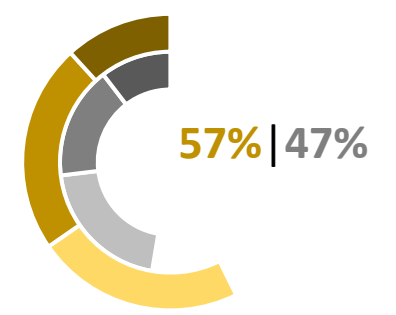
The survey suggests that the residents hold their leadership in a high regard. The trust dimension is especially strong.

Citizen Commitment



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

Community Vision



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

OVERALL COMMUNITY PERCEPTION

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 very a very positive view of both the economic and community confidence.

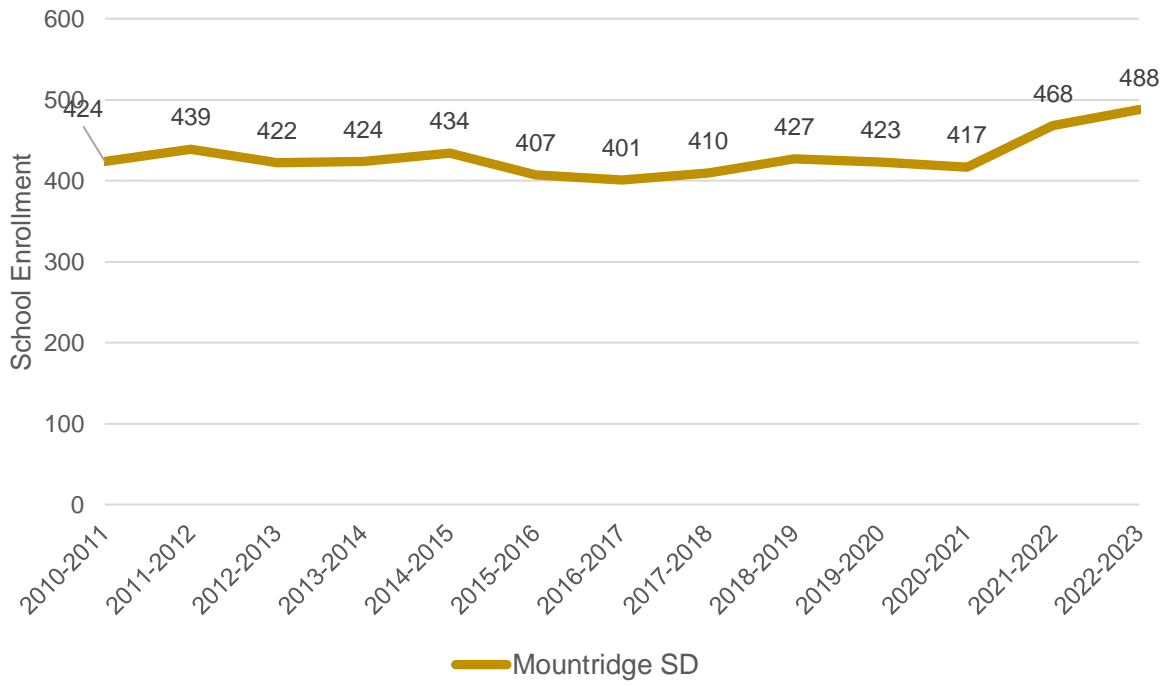
The three variables that jump out in the above assessment is Leadership Trust and the Visioning/Planning capabilities. These variables demonstrate to us an incredible untapped potential. The data suggests that the residents of the Moundridge could be activated in a manner that can really help make them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

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

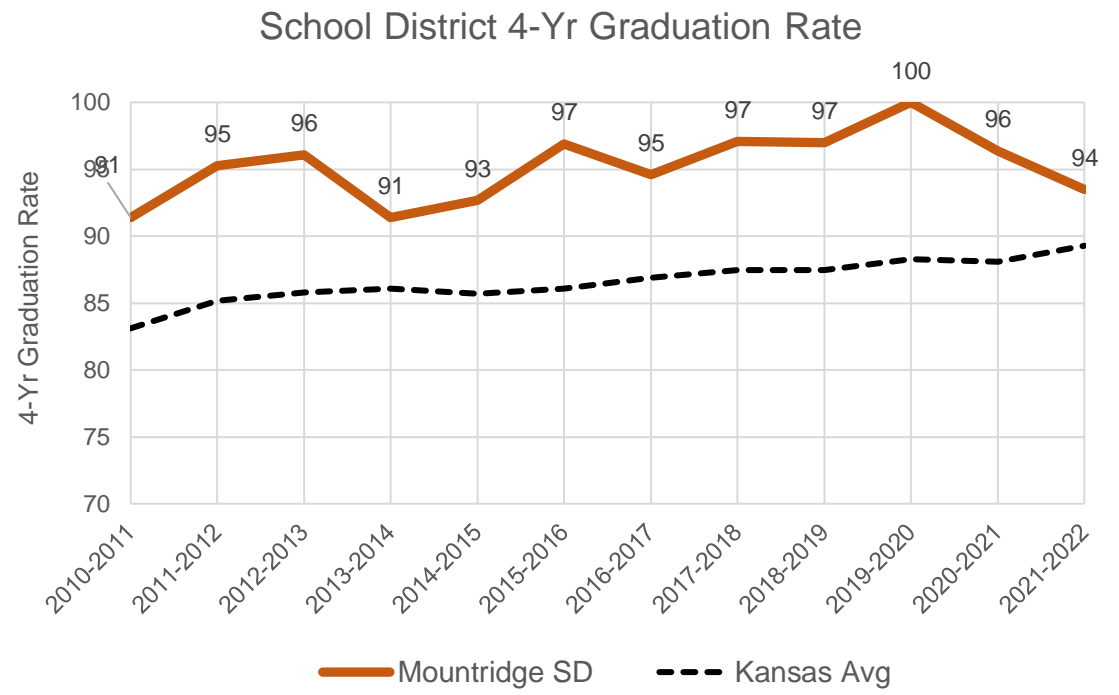
Key Community Metrics
What opportunity do you see here?

Local School Enrollment



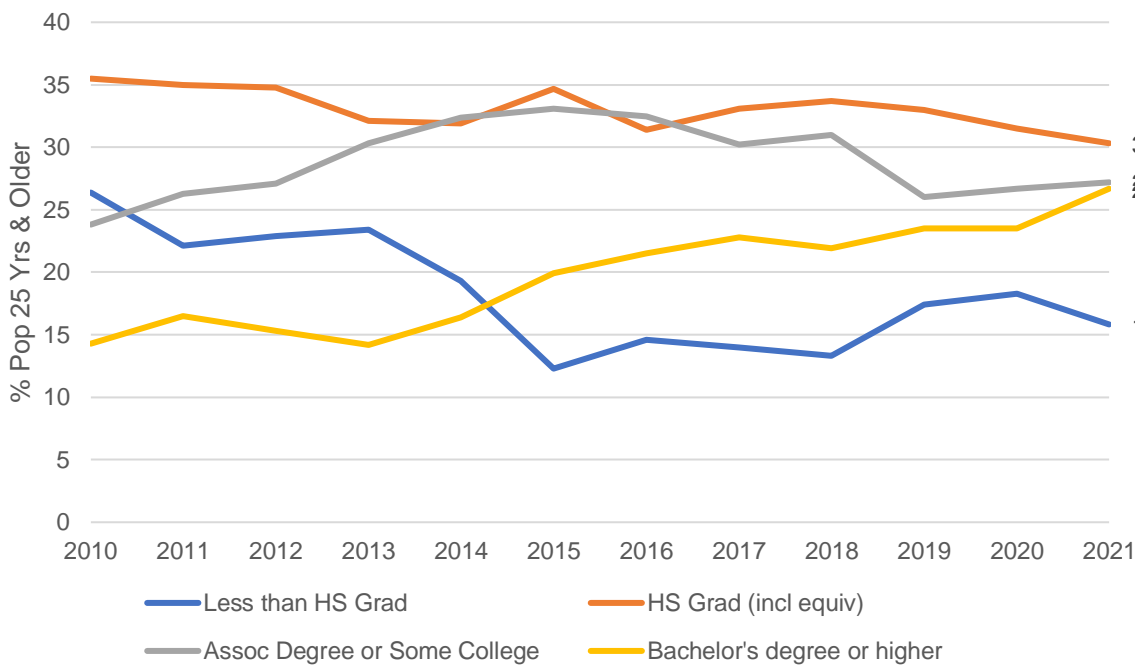
Source: Kansas State Dept of Education, Data Central

High School 4 Year Graduation Rate



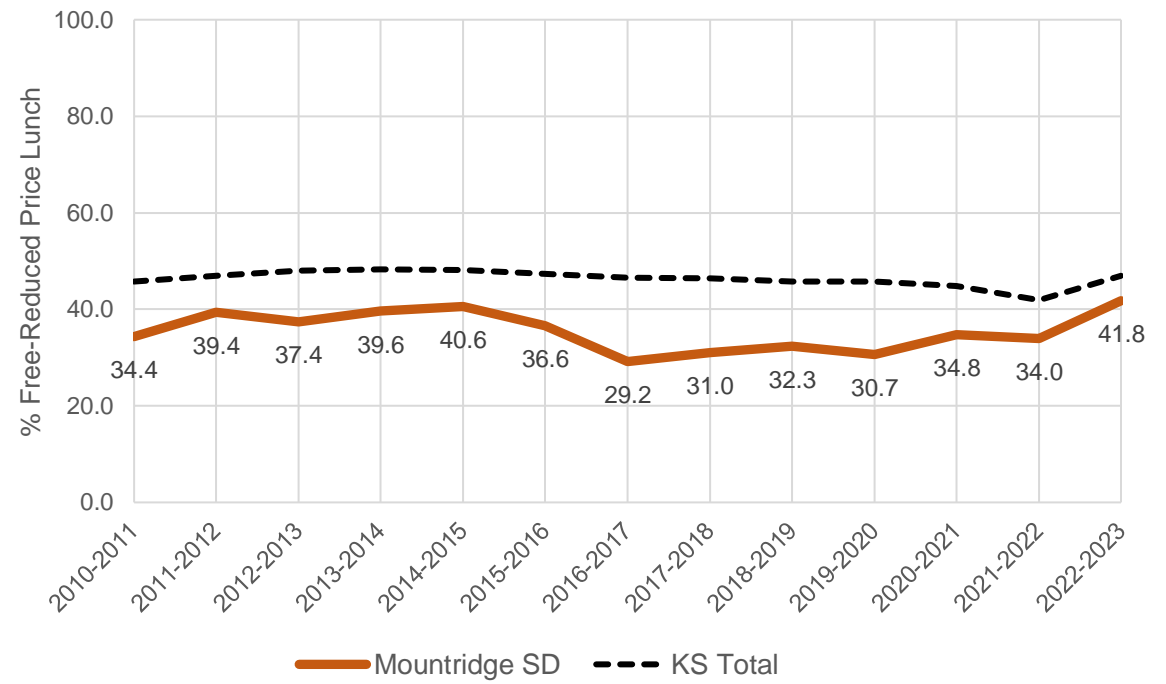
Source: Kansas State Dept of Education, Data Central

Local Educational Level



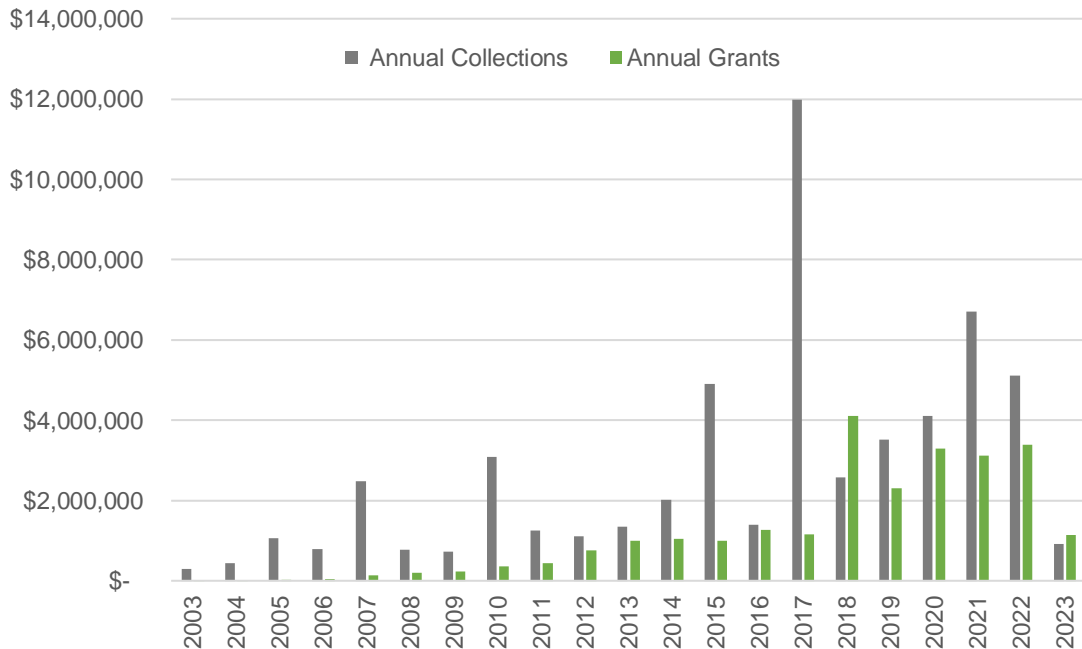
Source: USCB, American Community Survey, 5-yr Avg.

School District % Free-Reduced Price Lunch



Source: Kansas State Dept of Education, Data Central

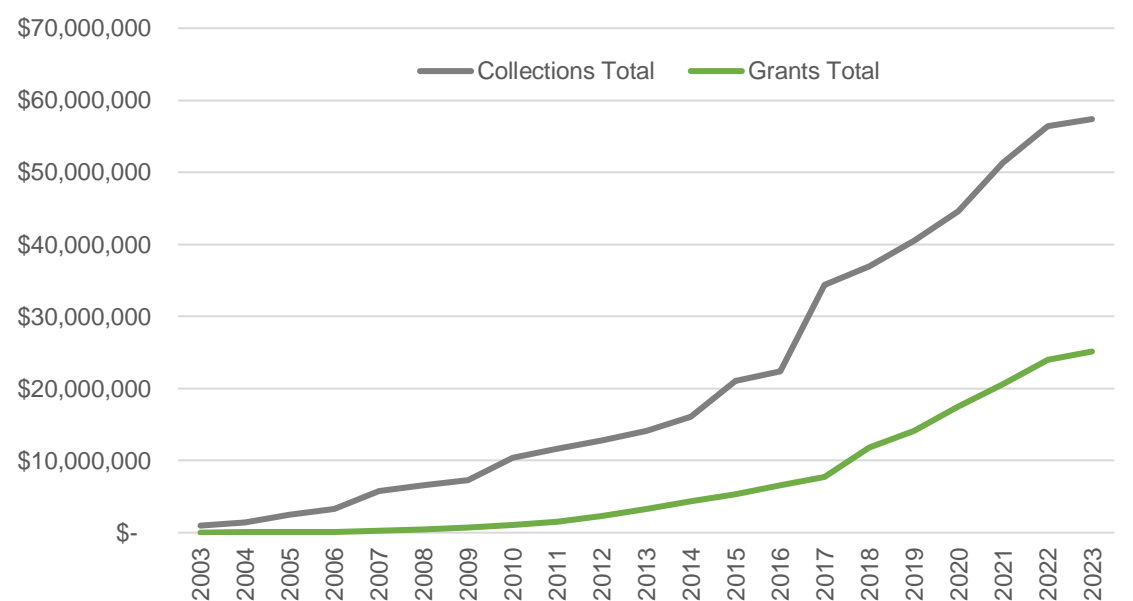
Annual Dollars Raised and Invested



Source: McPherson County Community Foundation, 2023

Community Foundation

Total Dollars Raised and Invested



Who Responded to the Survey

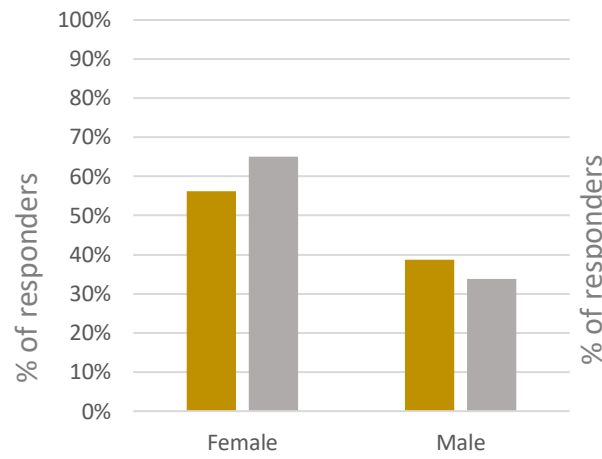
What opportunity do you see here?

Number of people:



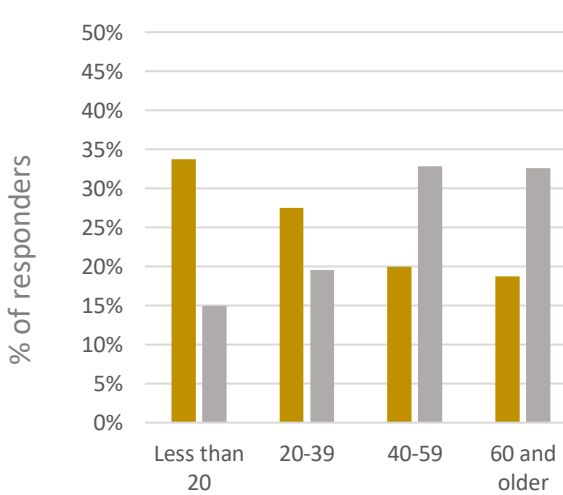
Please note, we received 80 responses for on this survey. The goal of the survey was to attain 125 responses.

Gender:



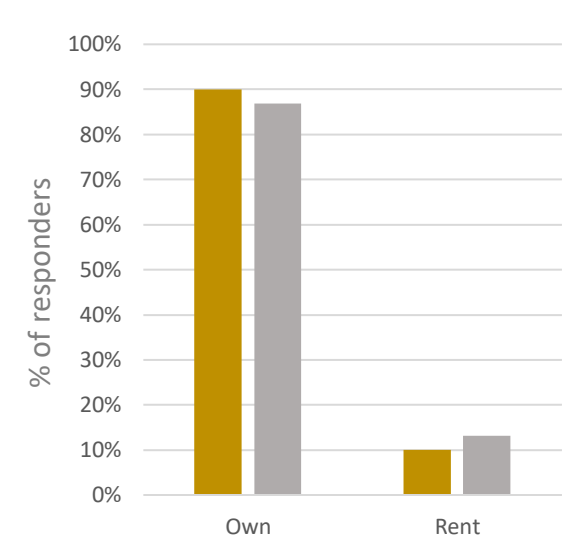
Men stated the need for restoring the town square (main street), while the women expressed an interest in having local businesses that pay above average wages.

Age Profile:



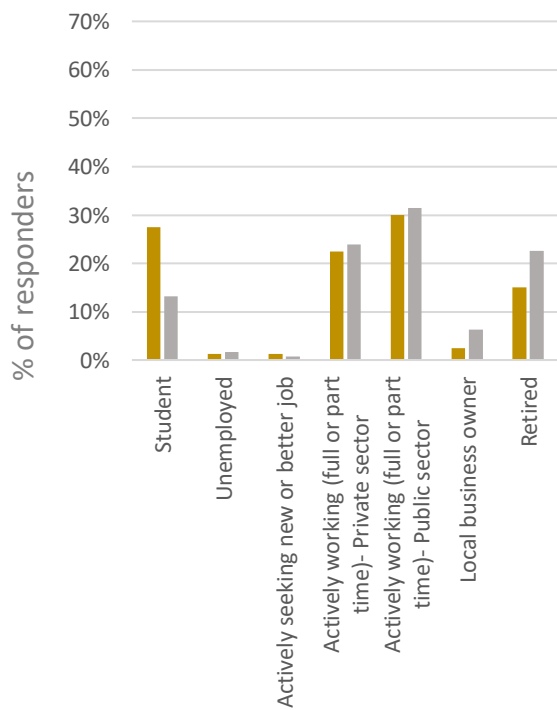
Those under 40 strongly prioritized the renovation of town square area. Those 20-60 strongly prioritized the need for quality/affordable childcare support.

Residential Status:



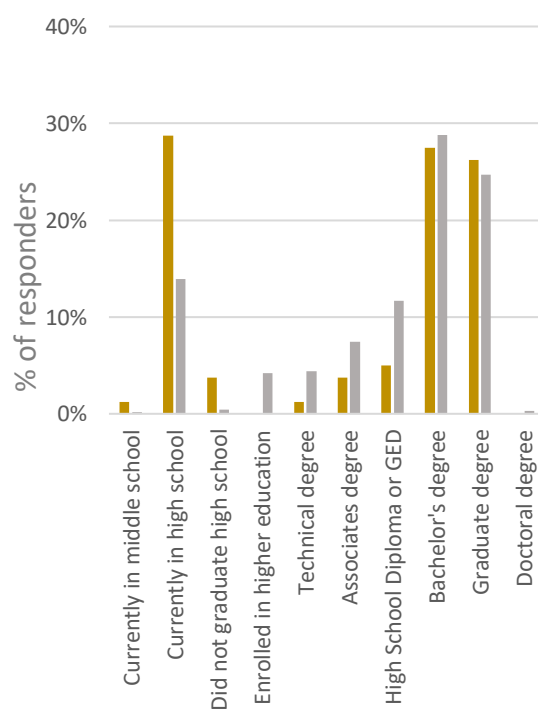
Too few renters responded to this survey to comment on unique perspectives.

Occupation:



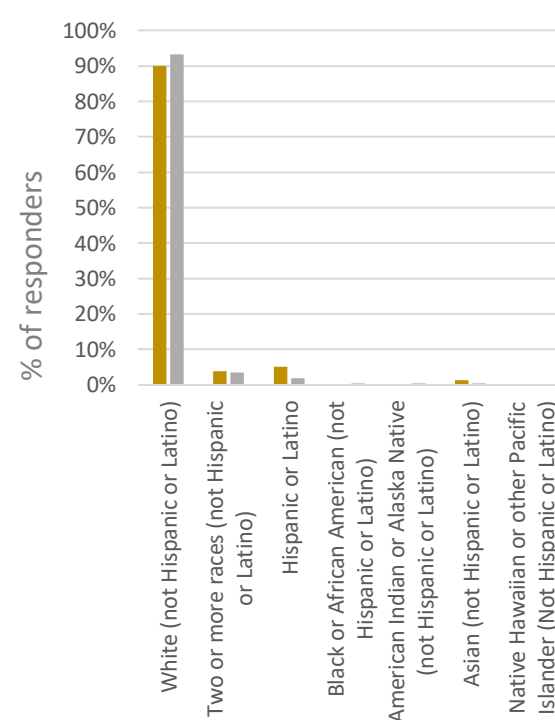
Those that are retired would like to see an efforts that are conducted that raise the community enthusiasm.

Education Status:



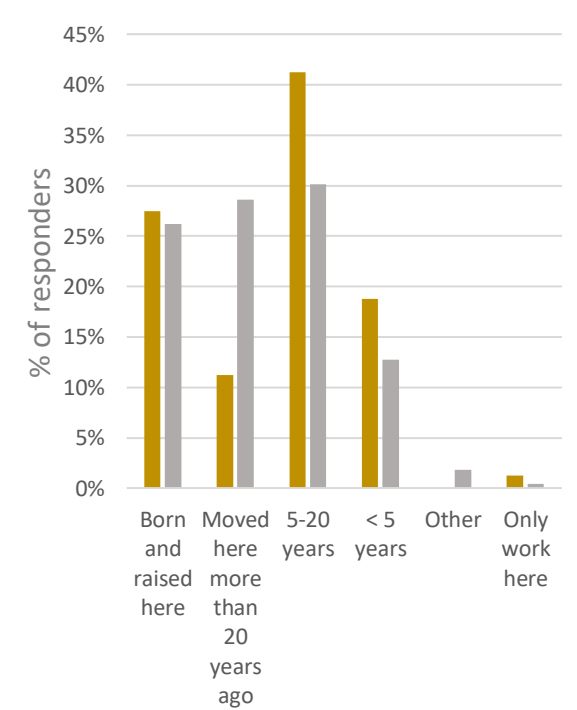
Across the students, and those with Bachelors & Graduate degrees, there is a very strong desire to improvement in run-down buildings and properties.

Ethnicity:



Too little data to comment on patterns.

Duration of Residence:



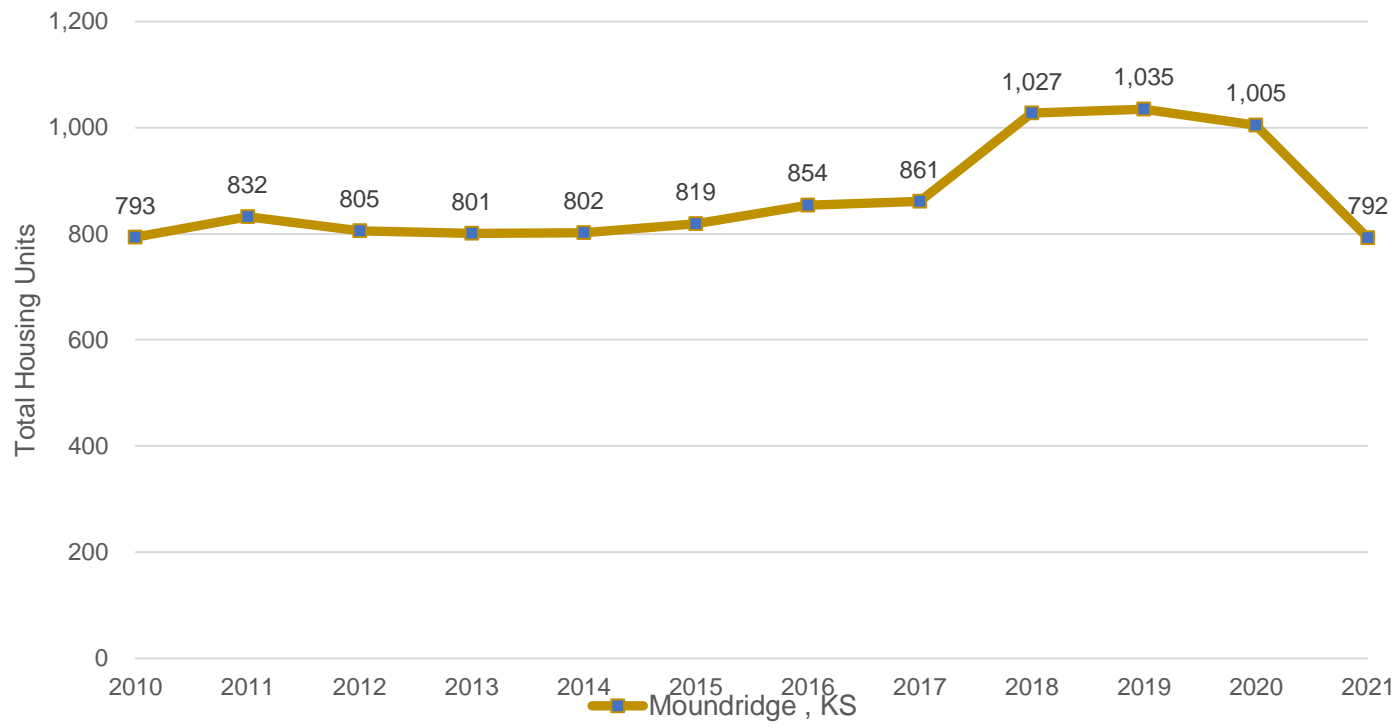
Across all segments there is generally a positive perceptions of the community and economic confidence in Moundridge.

Town Score
 Average McPherson County Score

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

An Additional Data Point

Total Housing Units



Source: USCB, American Community Survey