



MCPHERSON COUNTY  
**Community  
Foundation**

# 2025 Community Benchmark Report City of Moundridge, KS

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## What Makes Our Community Special?

*“What makes our community special is the balance we’ve struck between growth and our small-town charm. We’re a close-knit, welcoming community where everyone knows each other, which creates a strong sense of belonging. While we continue to grow, we’ve managed to keep that warm, small-town feel—yet we also offer some of the conveniences and opportunities you’d expect in a larger town. It’s this unique blend that makes our community inviting to both new residents and visitors alike.”*

**Jeremy**

*“Rising up to support one another, especially in time of trauma.”*

**Berni**

*“Lots of good people and it feels very safe. Handful of community opportunities for a small town which is very nice.”*

**Danielle**

*“I think we have a great EMS and Fire Department. Having a staffed EMS department offers our community great care. Our utilities are reliable, cheap, and responsive to issues. We have a good suite of business to offer goods and services to our citizens. Our community seems to be quite and safe.”*

**Eric**

*“One of the Community Strengths is the diversity of voices and opinions that get shared and heard. The community is a safe place and extremely welcoming.”*

**Kaia**

*“I think the way we rally together in times of struggle and support each while people might not be able to support themselves.”*

**Cheyenne**

*“I would say the cleanliness and upkeep of the community, community participation in events, the school district, the support shown for community members in need.”*

**Tyler**

*“Our community is special because we try to back local businesses and businesses here are very big in supporting the schools.”*

**Crystal**

*“Our community has some positive programs that have started, to help the less fortunate and addiction stricken in our community.”*

**Ami**

*“I like that pretty much every person knows each other because it’s a pretty small community. We also have good schools where our teachers are fun and they know their stuff. We have a community festival called Black Kettle Festival each summer. One unique business I like is our dance studio, Fortress Ballet.”*

**Evelyn**

## The Leaders That Make Our Community Special

jana bradley    glen goering  
 danielle goering    lacey nichols  
 jay kessler    dalonna barnett    matt strausz  
 jerroll goebel    rhett neufeld    blane stucky  
 kelsi chisholm    kevin schmidt    kyle neufeld  
 becky king    rebecca khosravipour    ken stucky  
 kirk stucky    jeremy johnson    cody rierson  
 allie sparks    shawn stucky    wayne fisher    al neufeld  
 alyssa pollman    michael carpenter    todd vogts  
 michael beasley    tasha schmeidler    ashley stucky  
 betsy davis    marla ullom-minnich    dennis  
 hilarie hecox    frances sparks    adam robb  
 brian falco    sami doane    keith schrag  
 melissa helms    jared kaufman  
 jon adkins    dwight goering    austin regier    berni kaufman  
 dale koehn    rick krehbiel    jeremy moore  
 jeremy samland    jay goering    ryan durst  
 gib burgan    kathy neufeld  
 derek king



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# Executive Summary:

Moundridge leads its region in economic confidence yet faces modest year-over-year dips that merit attention. Residents' strong emotional commitment and trust in leadership indicate readiness to engage, but they seek clearer strategic direction and more inclusive decision-making pathways. Community priorities highlight childcare, infrastructure upgrades, and place beautification as top areas for investment. Notable age-based differences—in future job outlook, comfort engaging with leaders, and childcare concerns—suggest targeted outreach for younger and older cohorts. By leveraging manufacturing strengths, civic pride, and collaborative spirit, Moundridge can turn widespread optimism into concrete action that fosters sustained growth, belonging, and opportunity.

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## Economic Confidence

Local job and business outlook surpass regional norms, and residents remain eager to invest in their community.

pg **6 - 9**

## Community Engagement Confidence

Strong feelings of belonging and leadership trust contrast with a desire for more clarity in long-term planning.

pg **10 - 12**

## Critical Community Priorities

Equally high priorities on childcare, economic support, and beautification call for balanced investments in families and public spaces.

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## Survey Respondent Profile

Under-20 residents feel far more optimistic about future jobs than those aged 20–39, middle-aged adults are more comfortable engaging with leaders, and seniors highlight childcare as a pressing need.

The Community Benchmarking report has been commissioned by McPherson Community Foundation to help local residents gain a better understanding of the most pressing opportunities that the local towns face. The annual reports that are generated will help leaders determine the extent to which the efforts are having an impact on the local residents. The reports are also a way for the the various towns in McPherson County to pursue grants to help further their local efforts.

**Local leaders can use this framework to help inspire change.  
This report provides the clues on what the fellow residents are craving.**



# Confidence In Our Local Economy

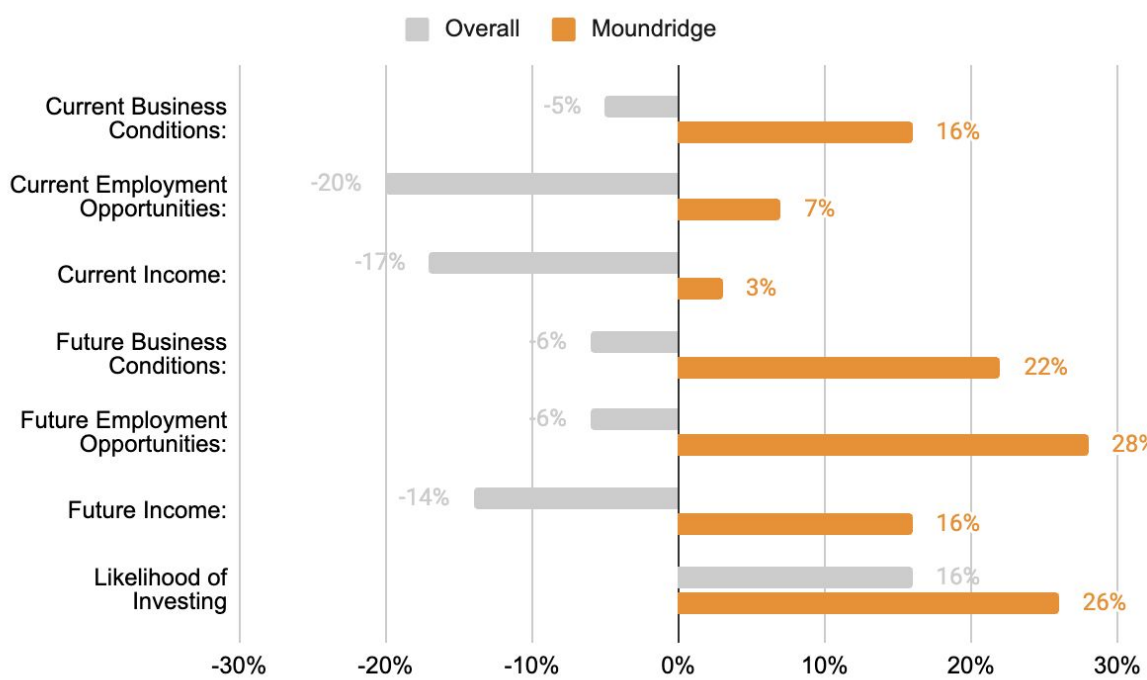
## Economic Summary:

Moundridge's economic outlook outshines the broader region: local business conditions and job opportunities remain strong, and residents express optimism about future income gains. While confidence has eased slightly since last year, the community's enthusiasm for investing in local ventures is notable. This positive sentiment stems from a diverse manufacturing base, dependable utilities, and proactive leadership. To build on this momentum, efforts should target workforce development and the creation of higher-wage positions, ensuring that optimism translates into real economic progress.

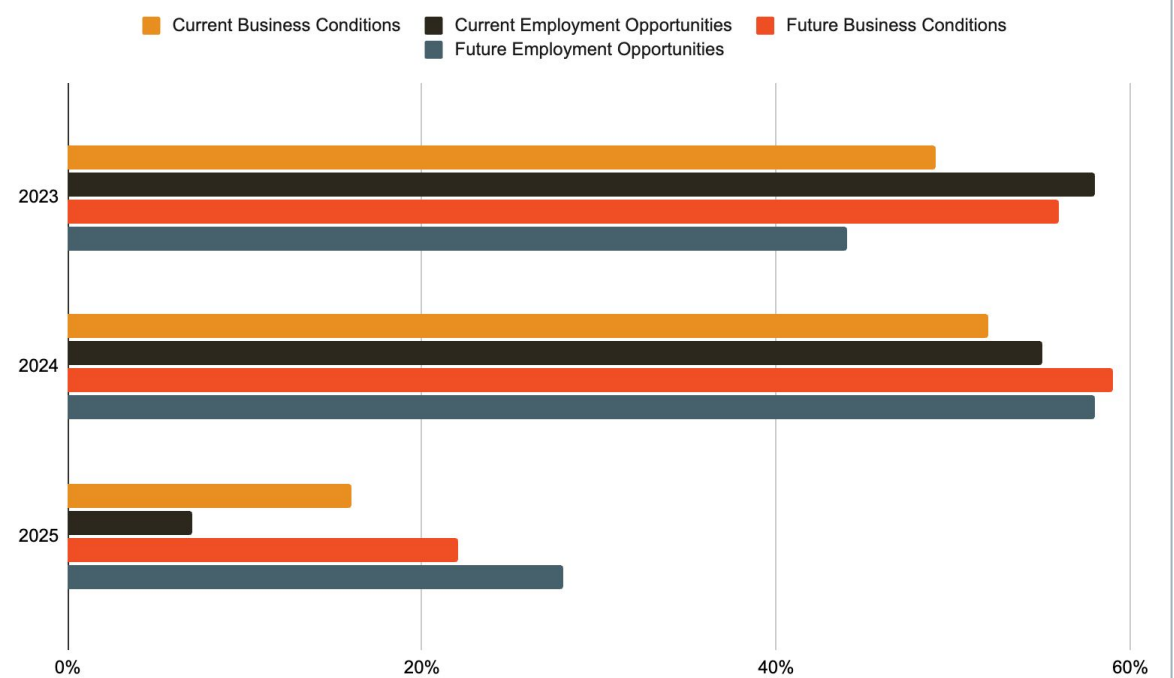
## Businesses Needed In Our Town:

- Restaurants** – diverse eateries to meet growing demand
- Childcare** – safe, affordable options for working families
- Retail** – shops and boutiques to fill empty storefronts
- Fast food** – quick-service options for residents and commuters
- Medical services** – specialist care like OB or dentist visits
- Parks/Green Spaces** – family-friendly gathering and recreation areas
- Housing/Affordable Housing** – middle-income rentals and homes
- Grocery Store** – updated layout with fresh produce offerings
- Liquor store** – local access without traveling to nearby towns
- Entertainment venues** – theaters and amphitheatres for community events

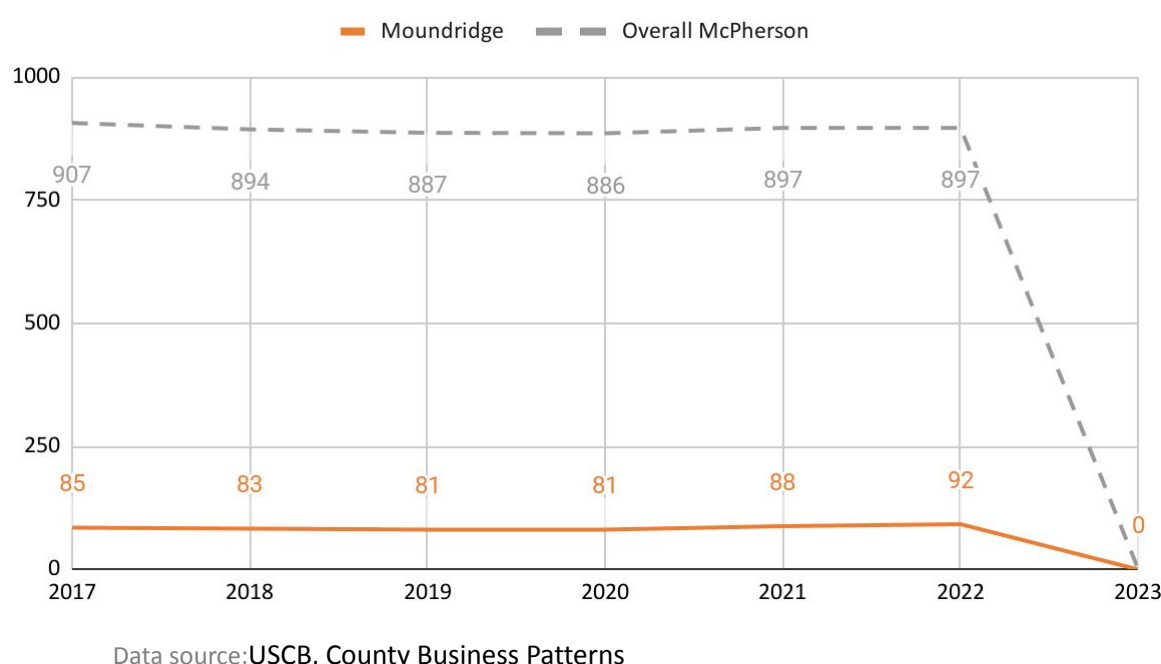
## Our Economic Perceptions



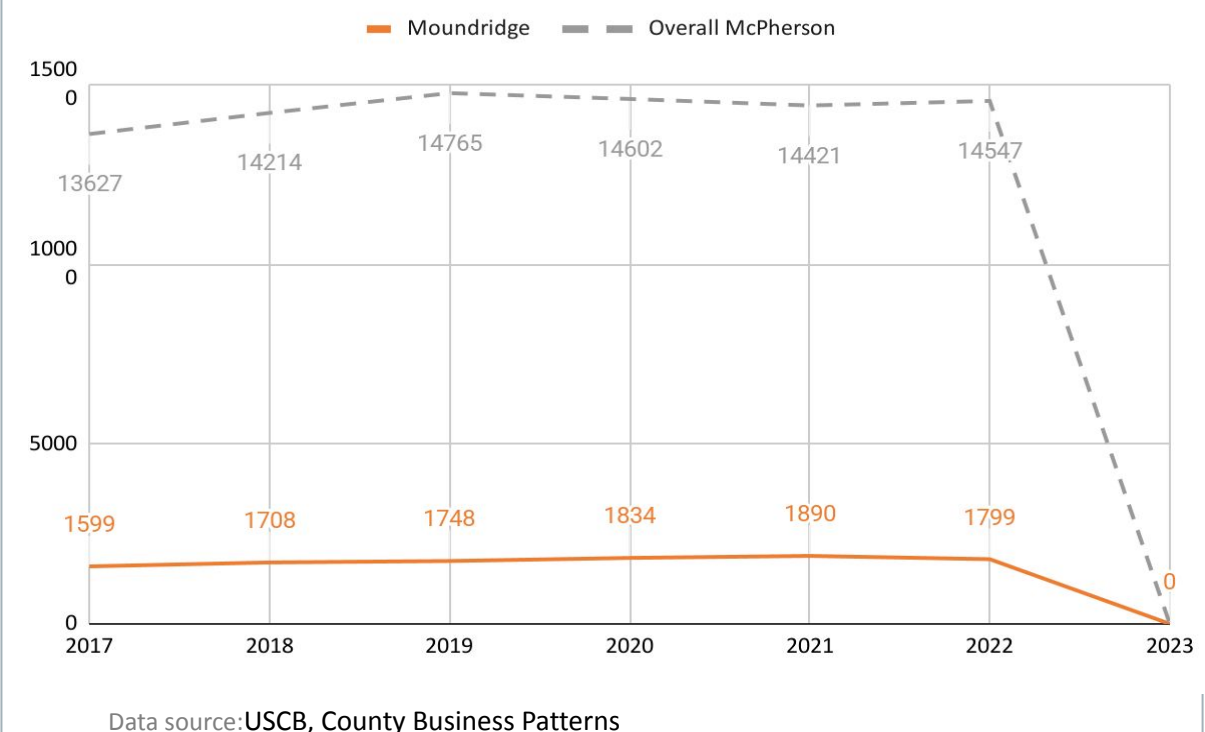
## Year Over Year Change (2023 vs 2025)



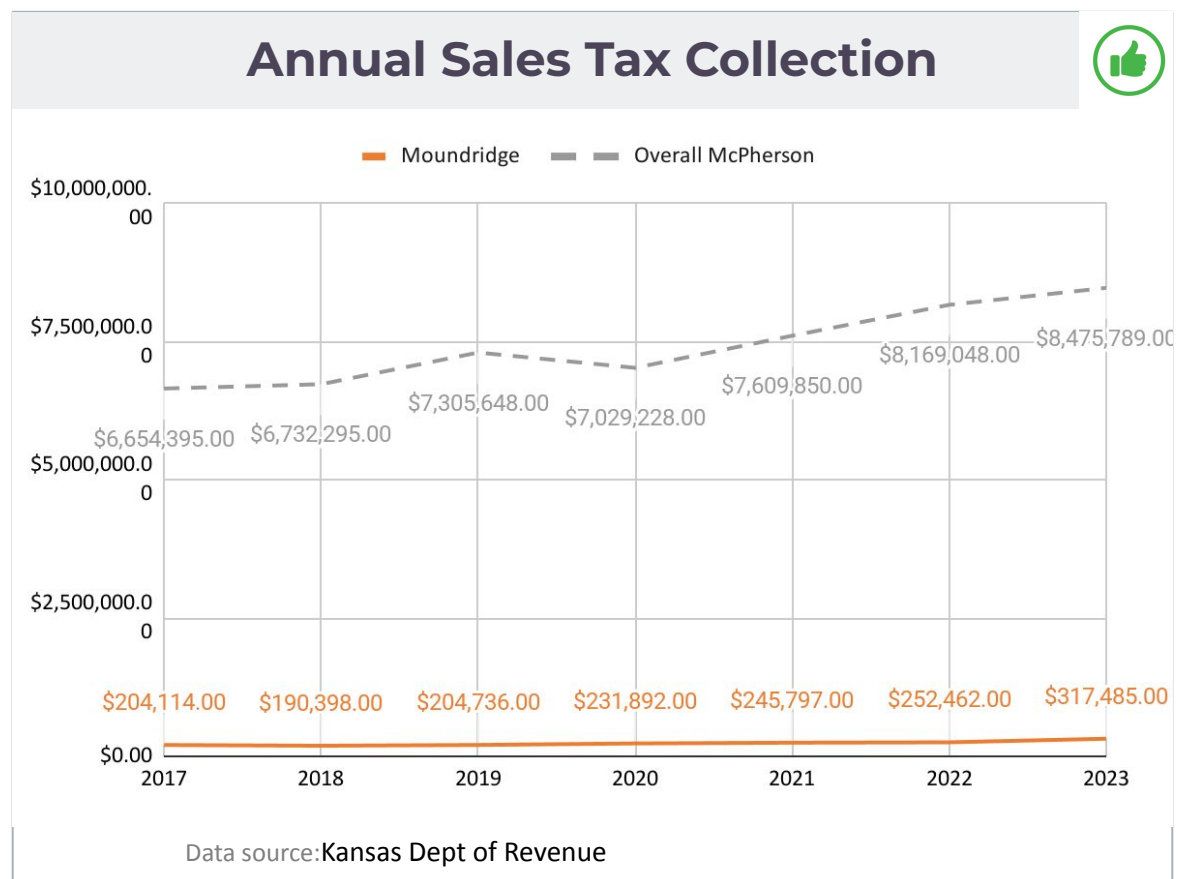
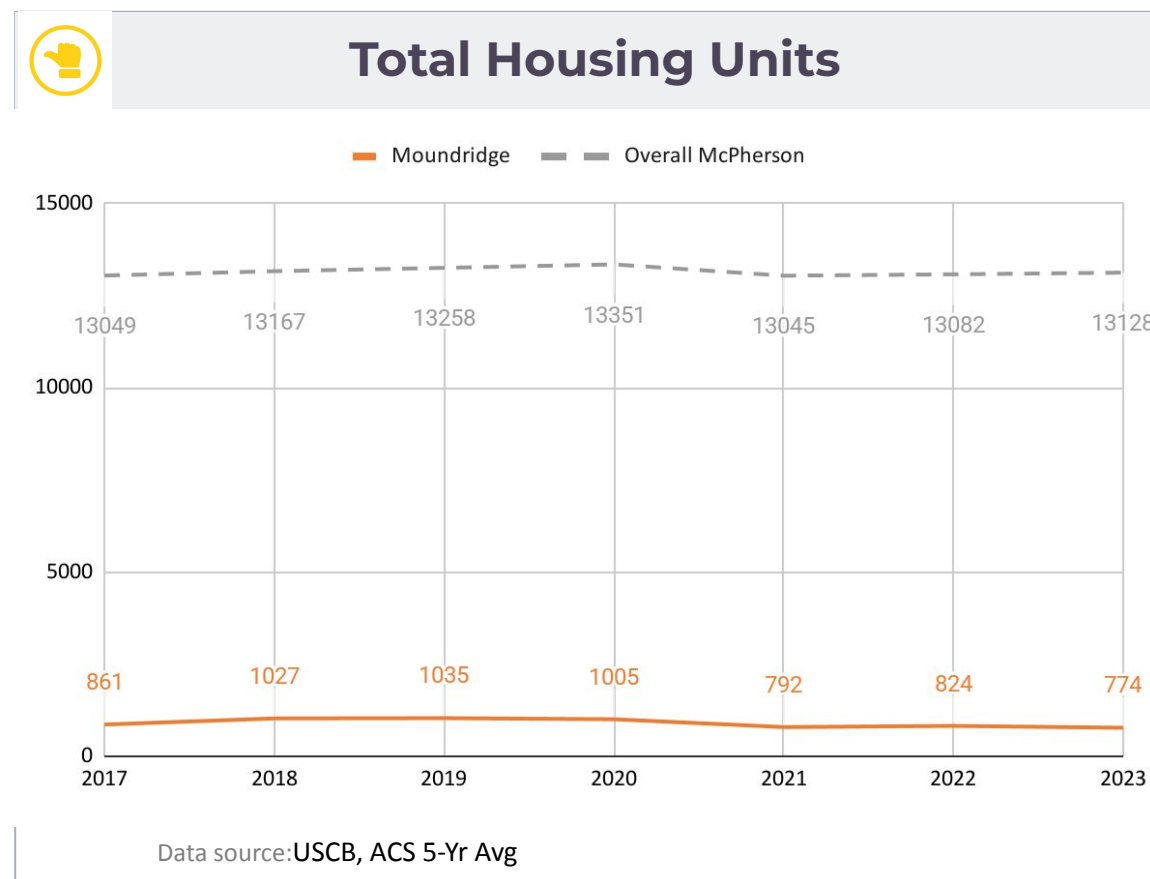
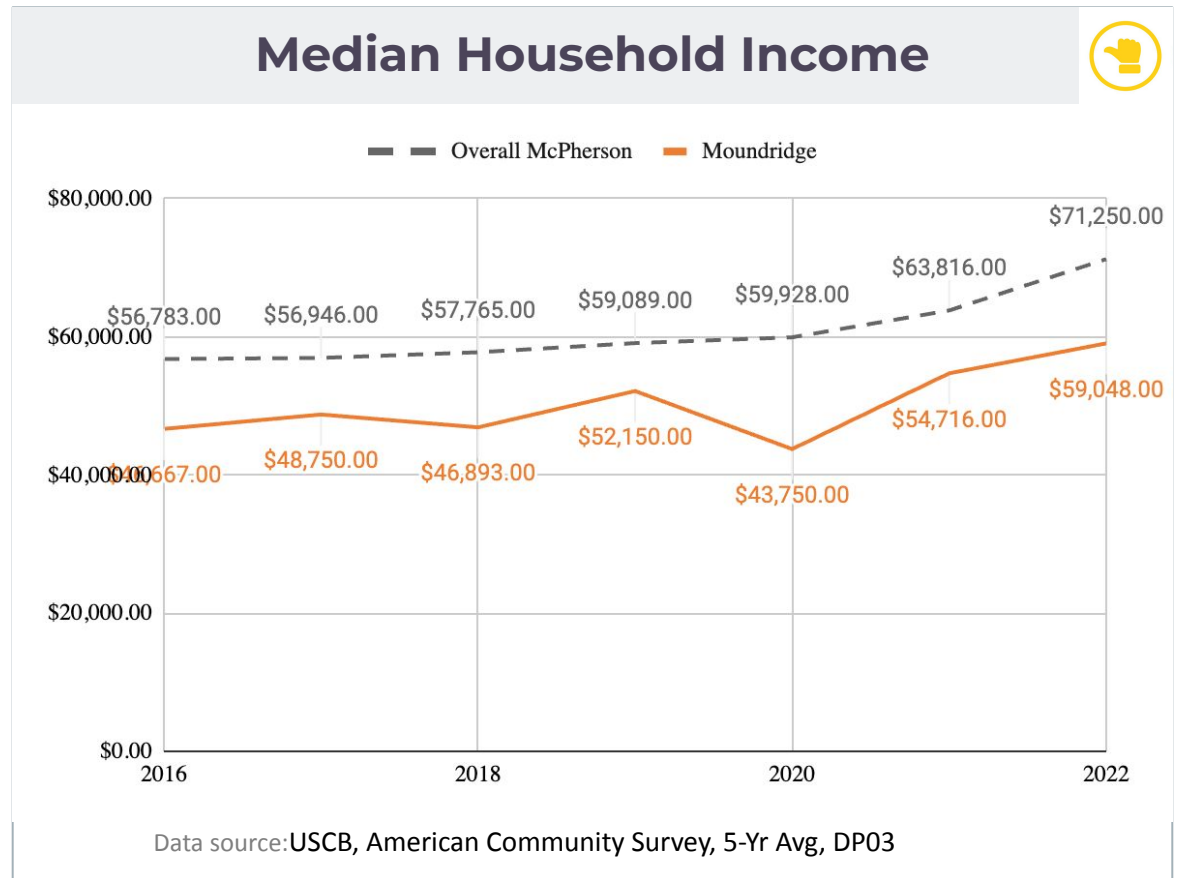
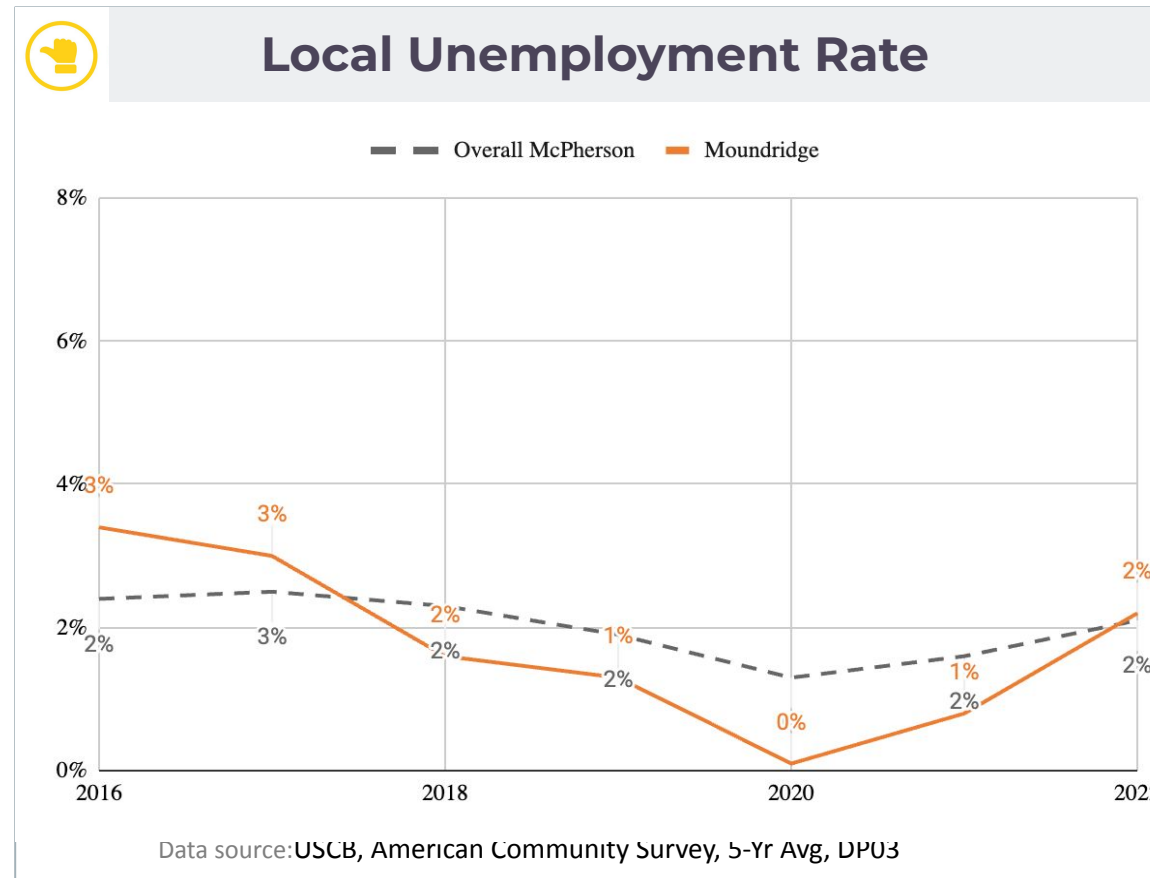
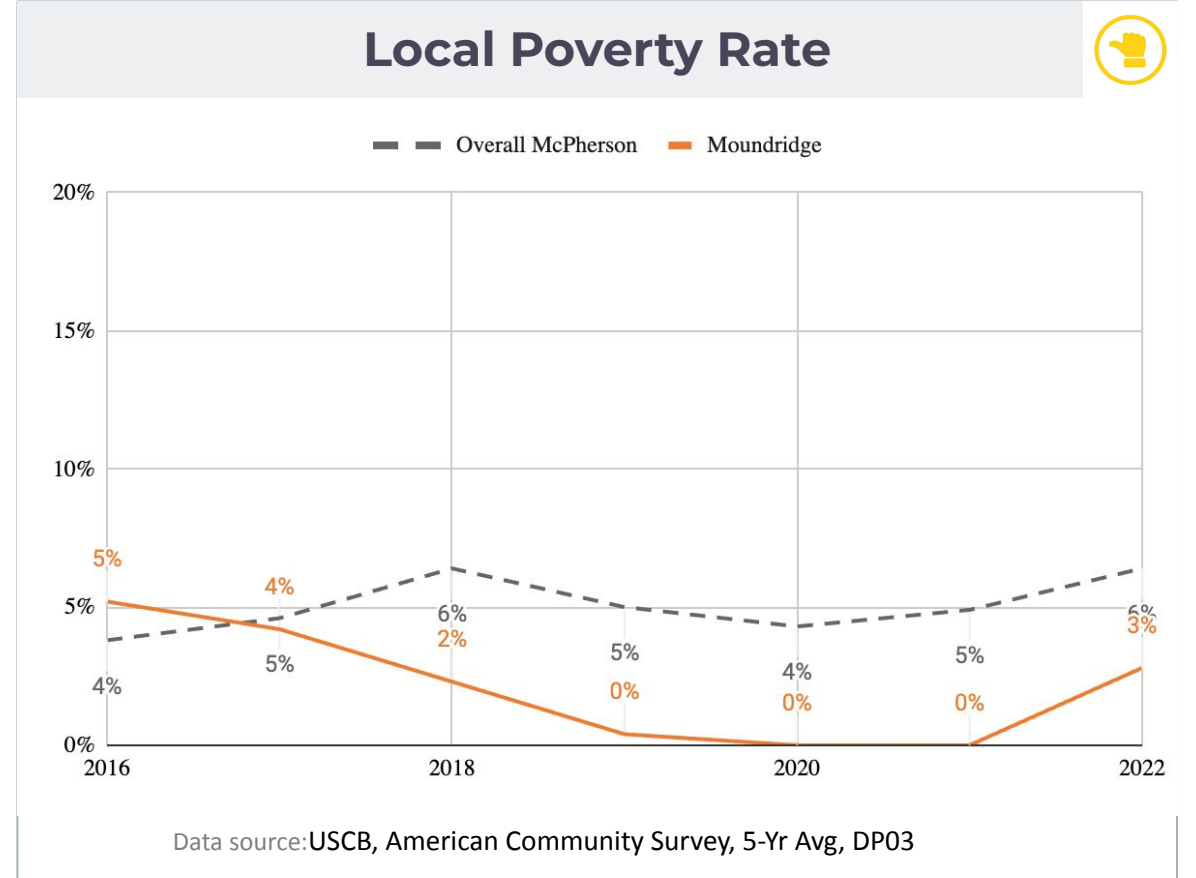
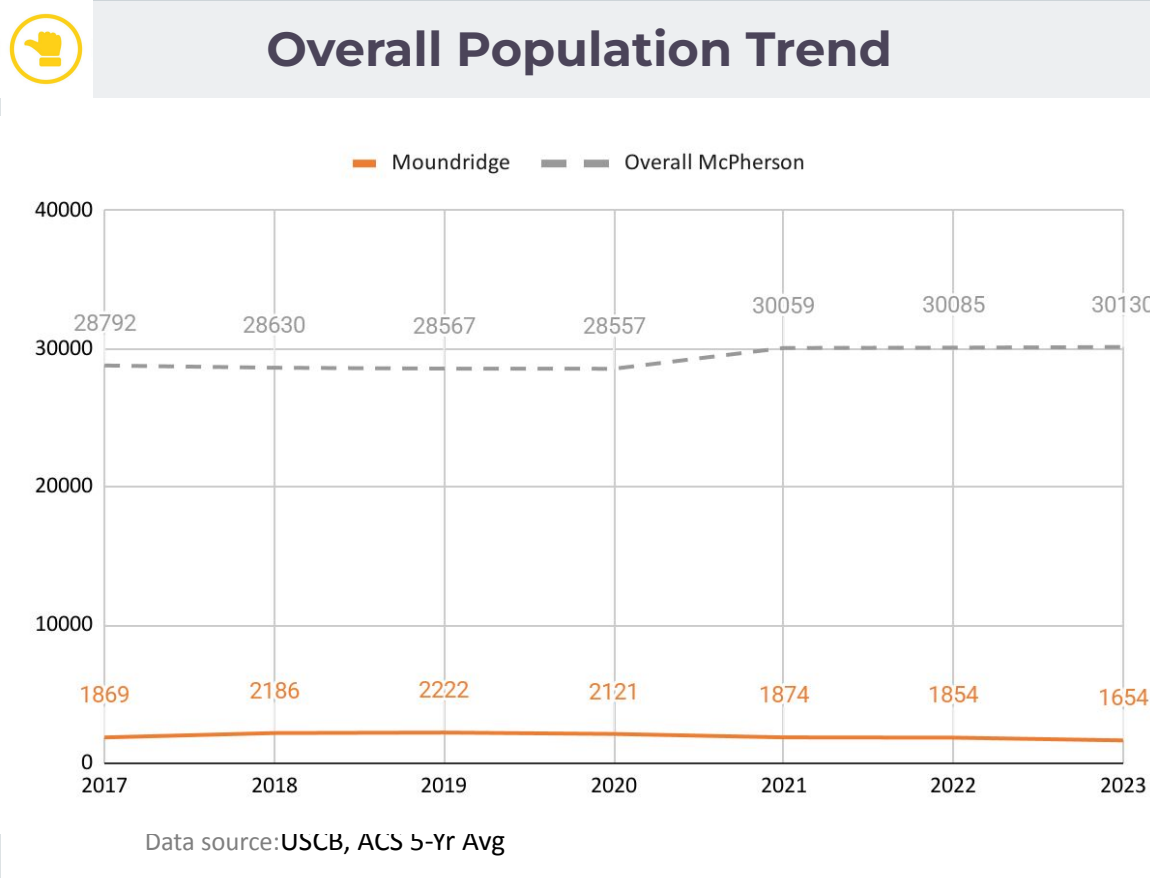
## Businesses in Our Town



## 10 Year Shift in Local Jobs



# Local Economic Indicators



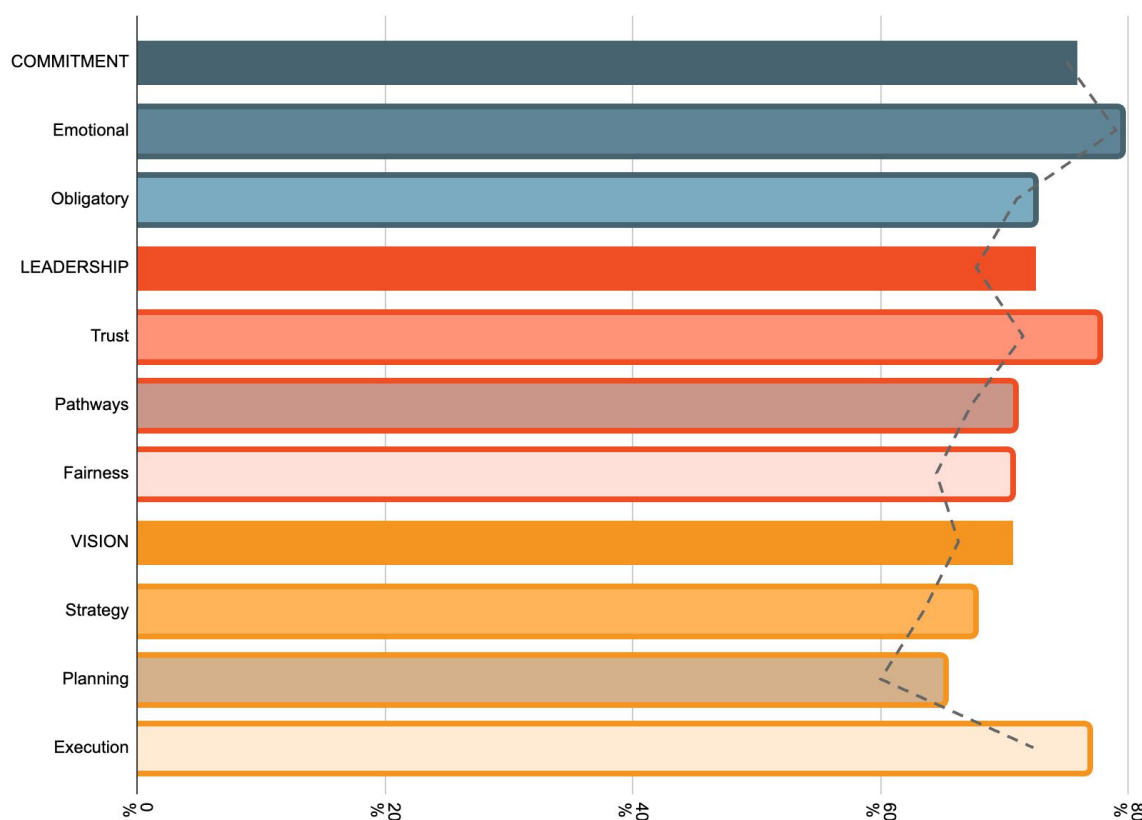
# Confidence In Our Local Community

## Engagement Summary:

Residents exhibit deep emotional commitment—strong feelings of belonging, pride, and personal connection to Moundridge—alongside a solid sense of duty and loyalty. Execution stands out: people believe the town overcomes challenges, is well guided, and celebrates achievements, even though strategic planning feels less certain. Trust in leadership is high, with collaborative decision-making and clear involvement pathways, though perceptions of fairness could improve. Overall, the community’s shared values and eagerness for inclusive governance present an opportunity to strengthen structured vision and equitable practices.



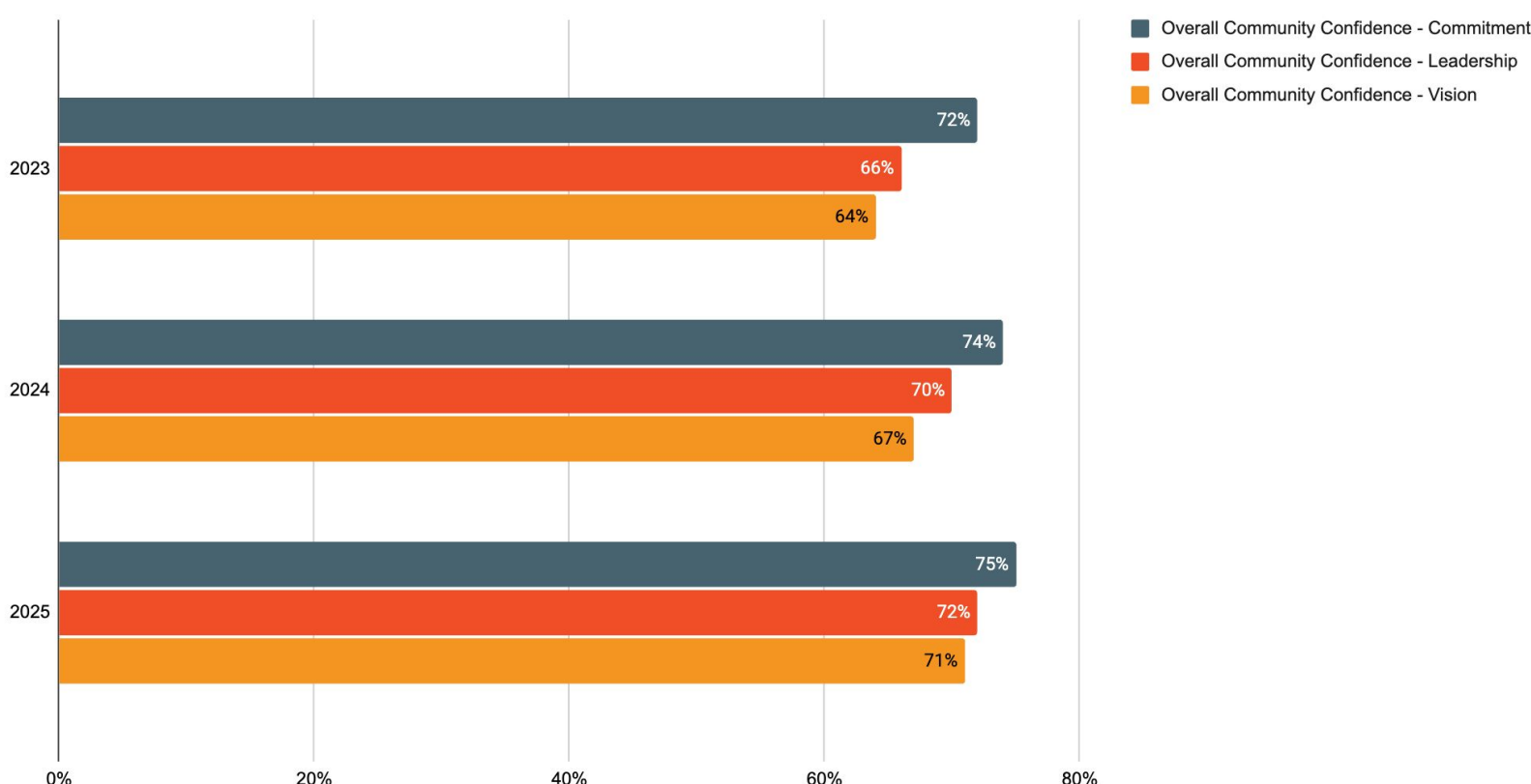
## How do our residents view our community?



### Questions:

- How might high Emotional scores inform belonging initiatives?
- How can Trust metrics be leveraged to expand involvement pathways?
- In what ways could Obligatory Commitment be strengthened based on these insights?
- What strategies can enhance Planning metrics to match Execution performance?

## Year Over Year Change





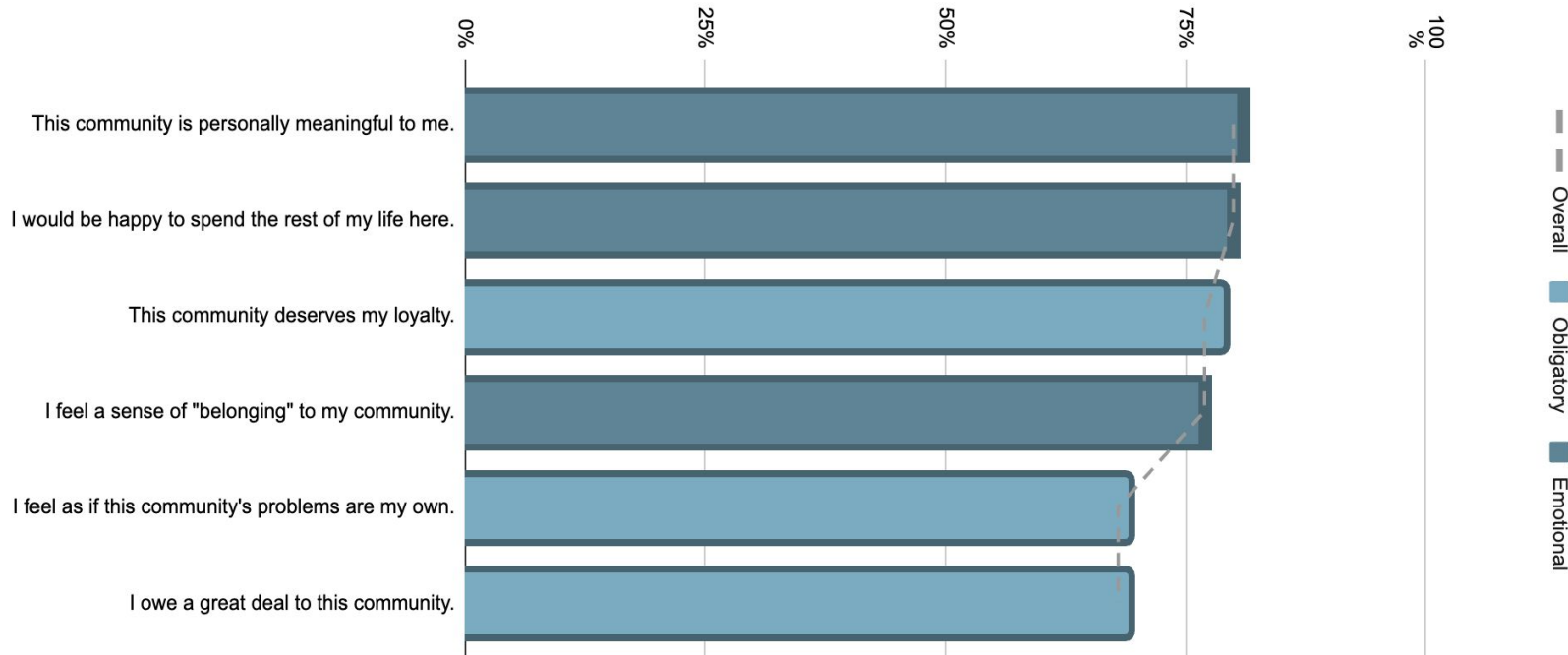
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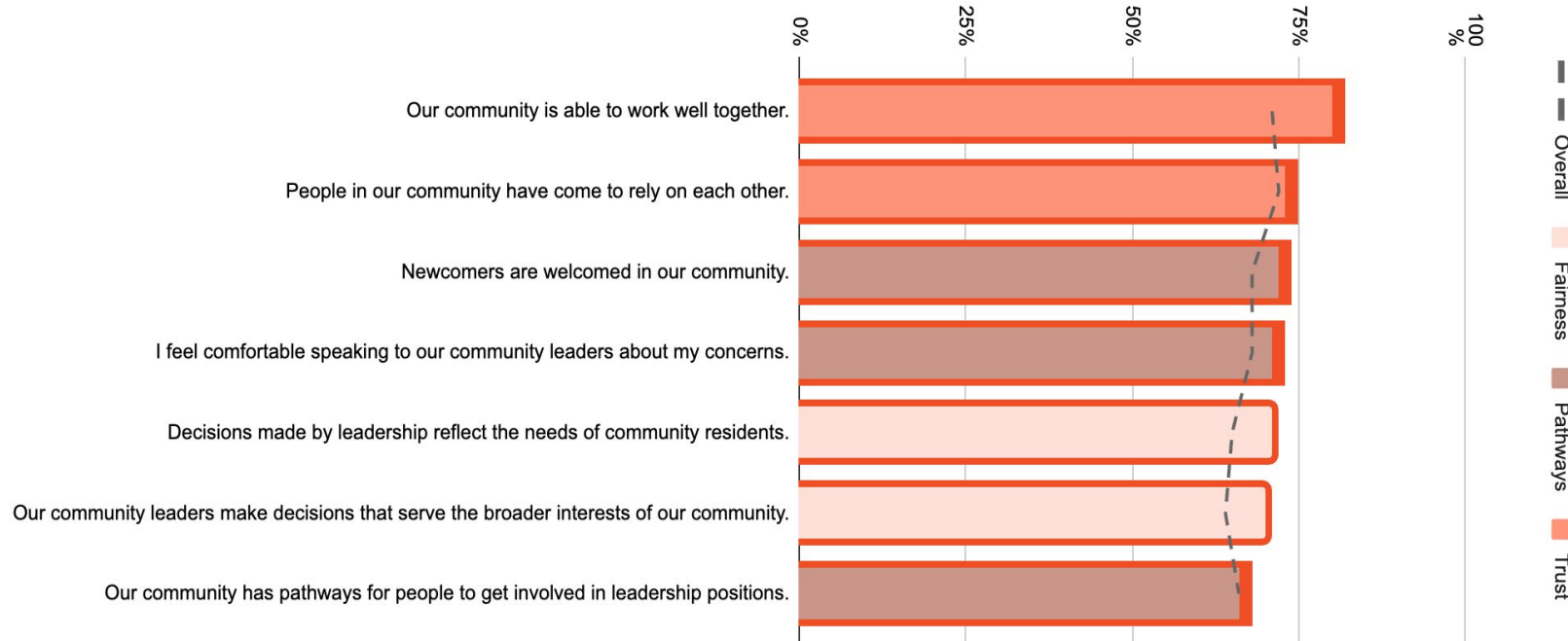
# Confidence In Our Local Community

## Community Confidence: Personal Commitment



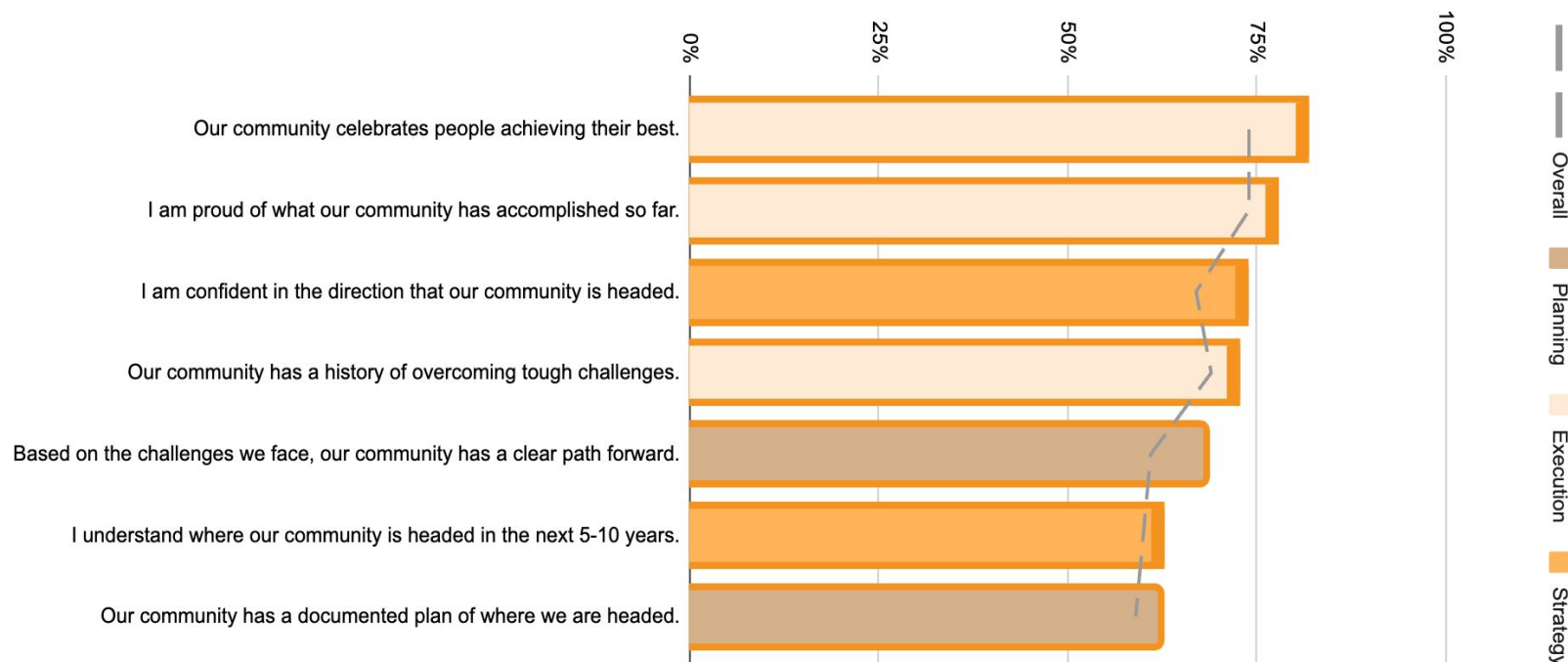
- What drives the high Emotional commitment scores, and how can we sustain belonging?
- What strategies can deepen sense of belonging and personal meaning in Moundridge?

## Community Confidence: Local Leadership



- How might we address any gaps between Trust and Fairness?
- What strategies can ensure leadership decisions reflect broader community interests?

## Community Confidence: Vision

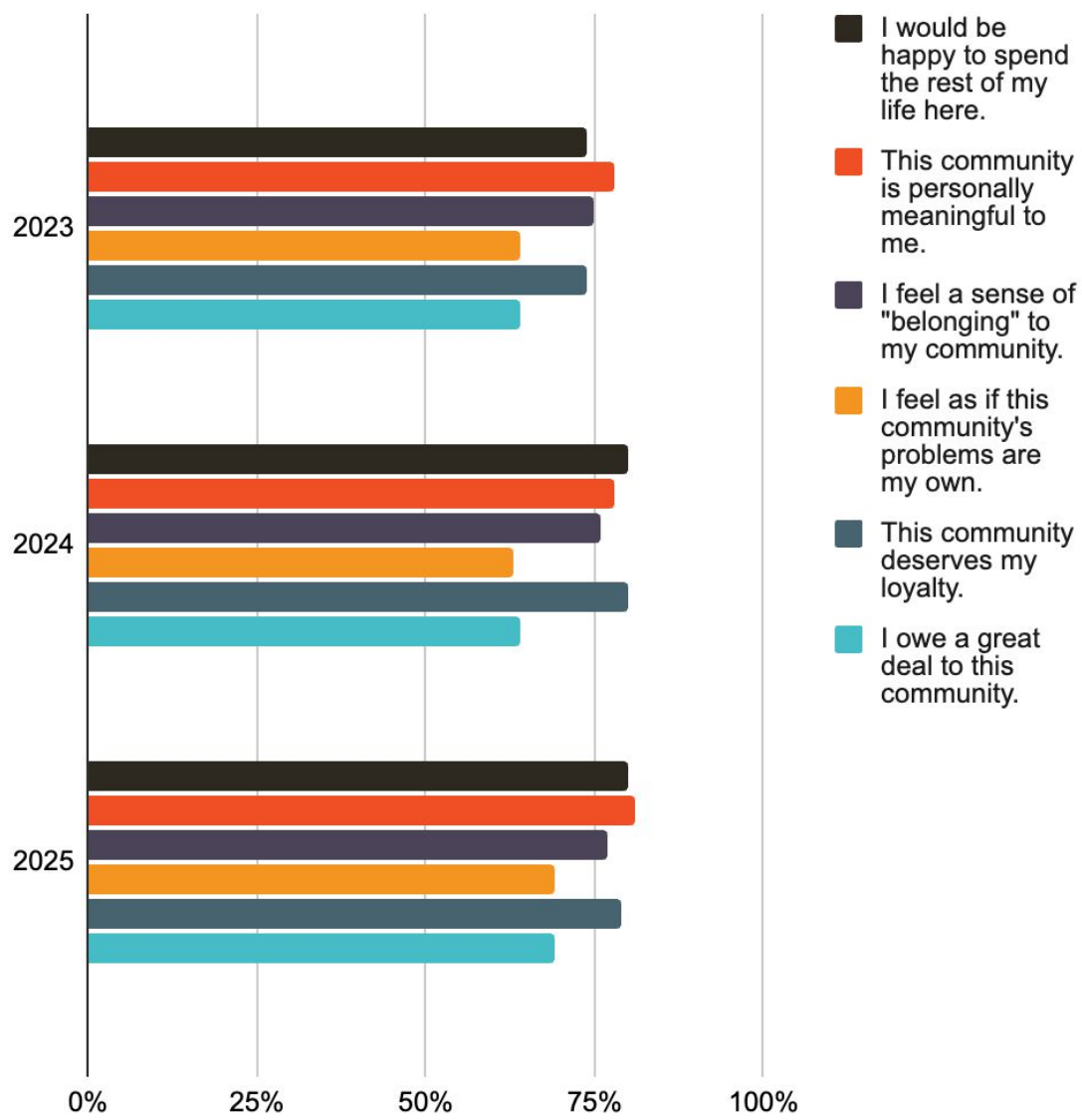


- How does Execution strength reflect our community's capacity to overcome challenges?
- What factors contribute to high confidence in community direction and planning?
- What approaches could improve Planning based on these scores?

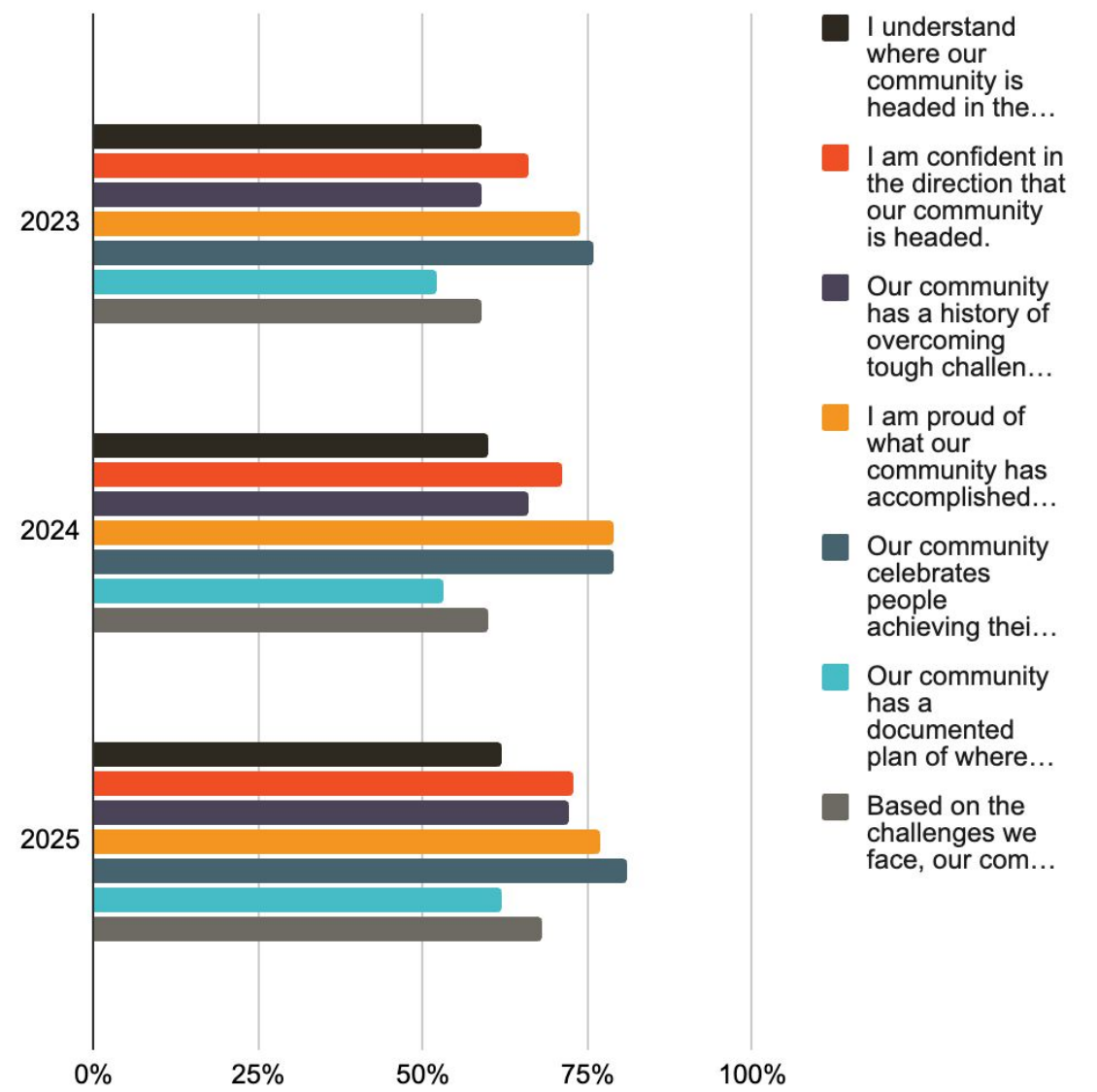
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

# Confidence In Our Local Community

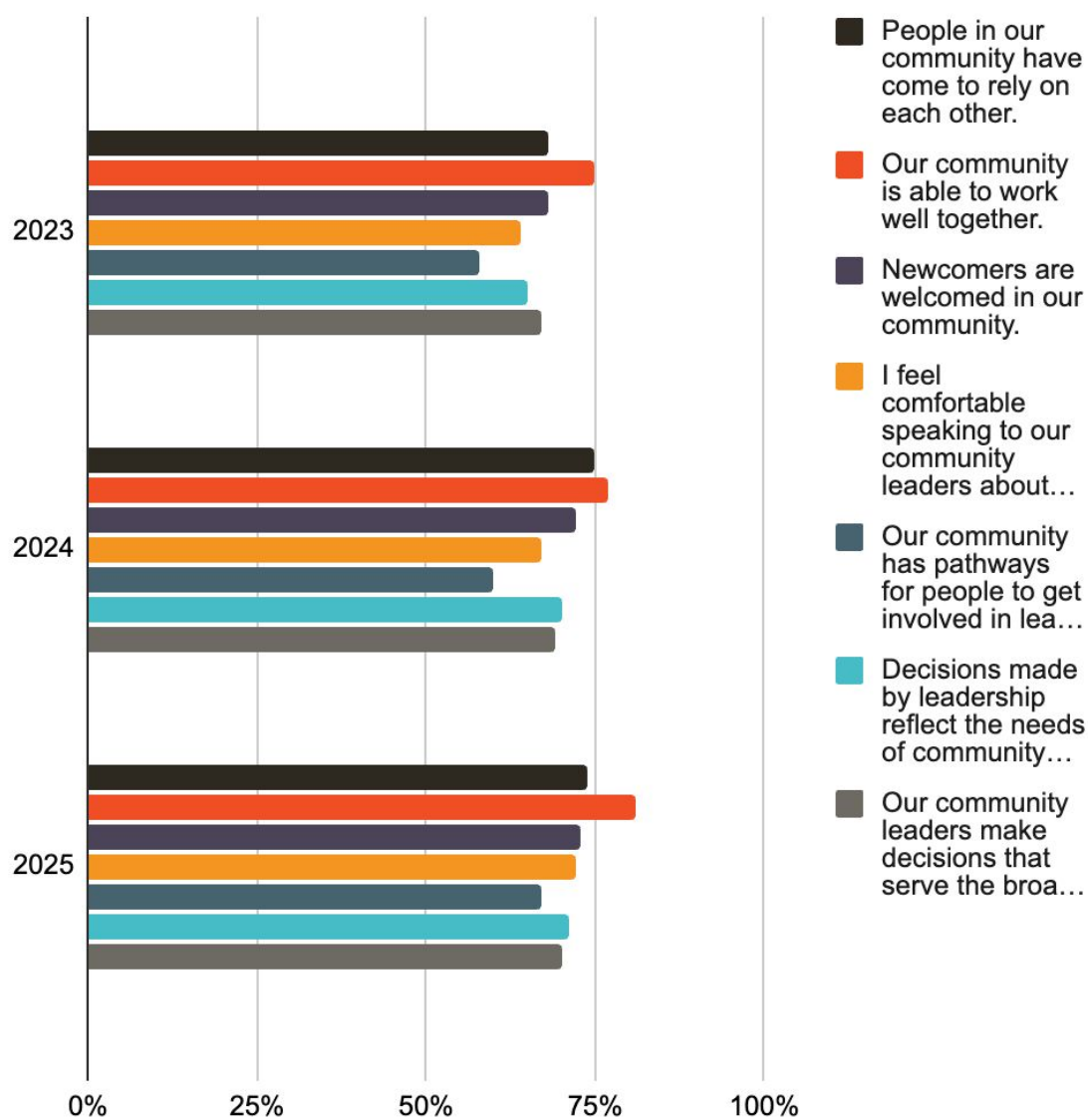
## Commitment



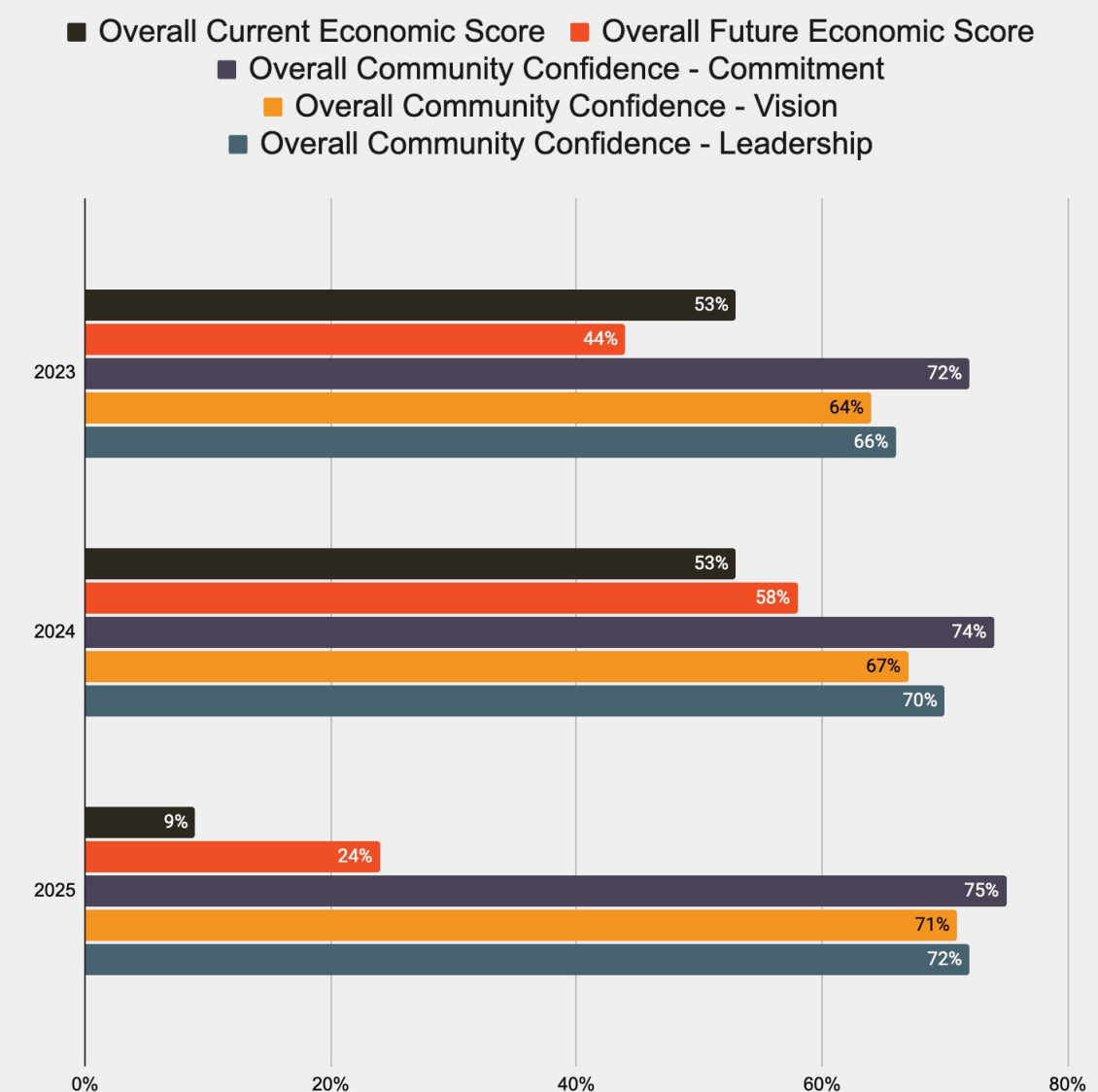
## Vision



## Leadership



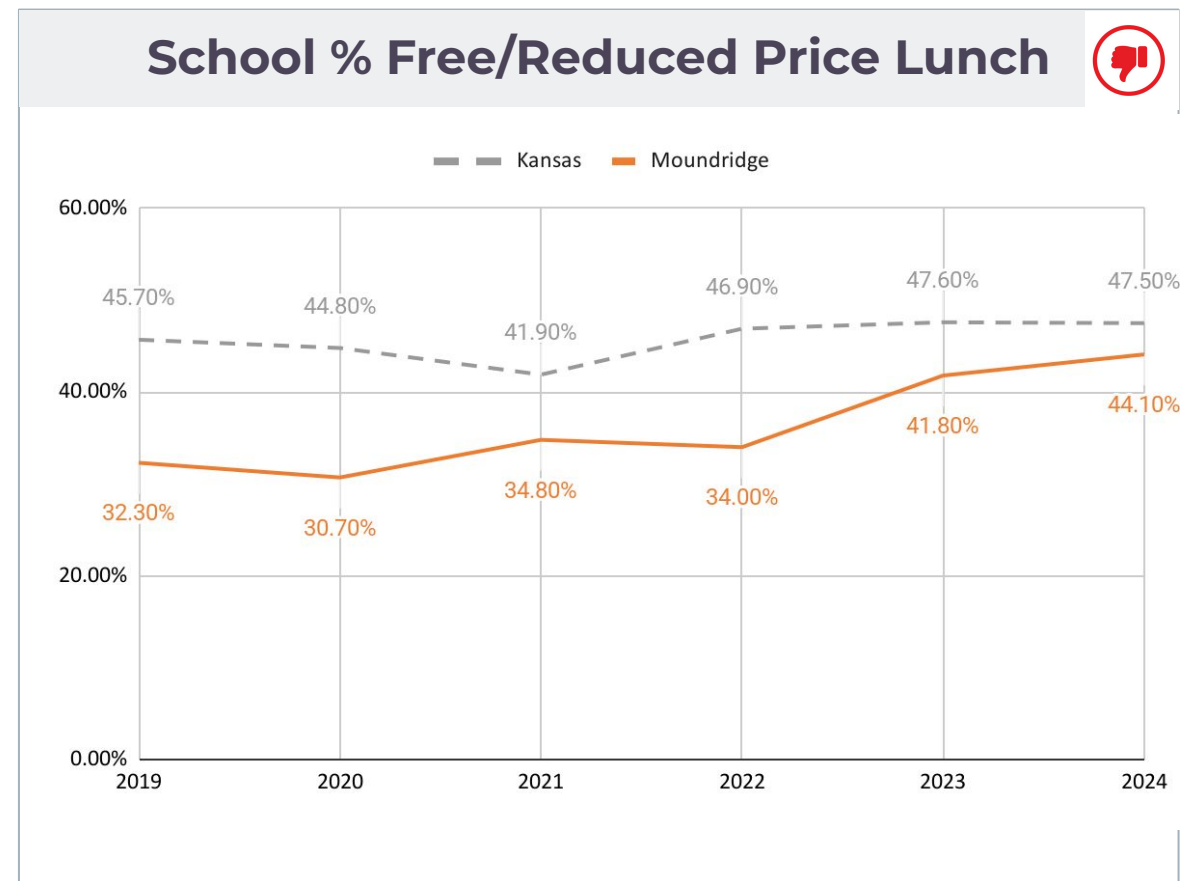
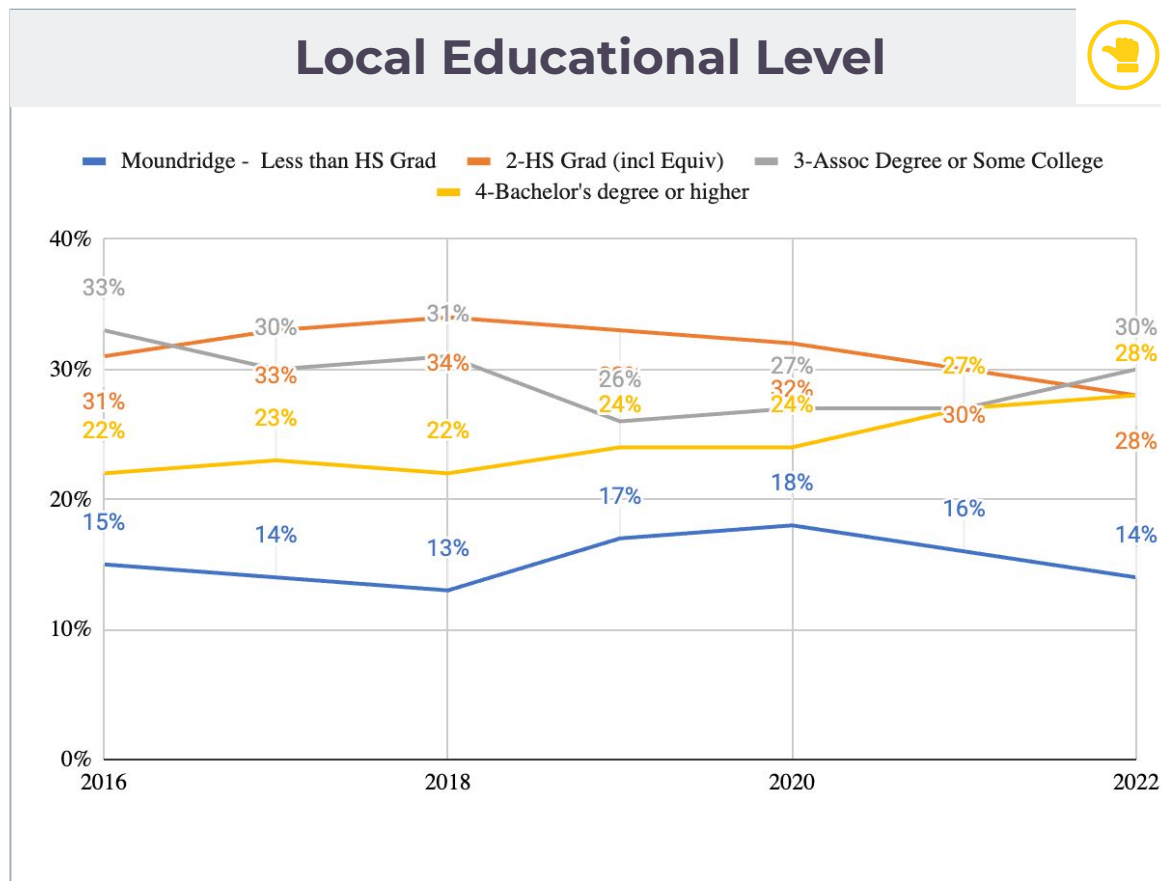
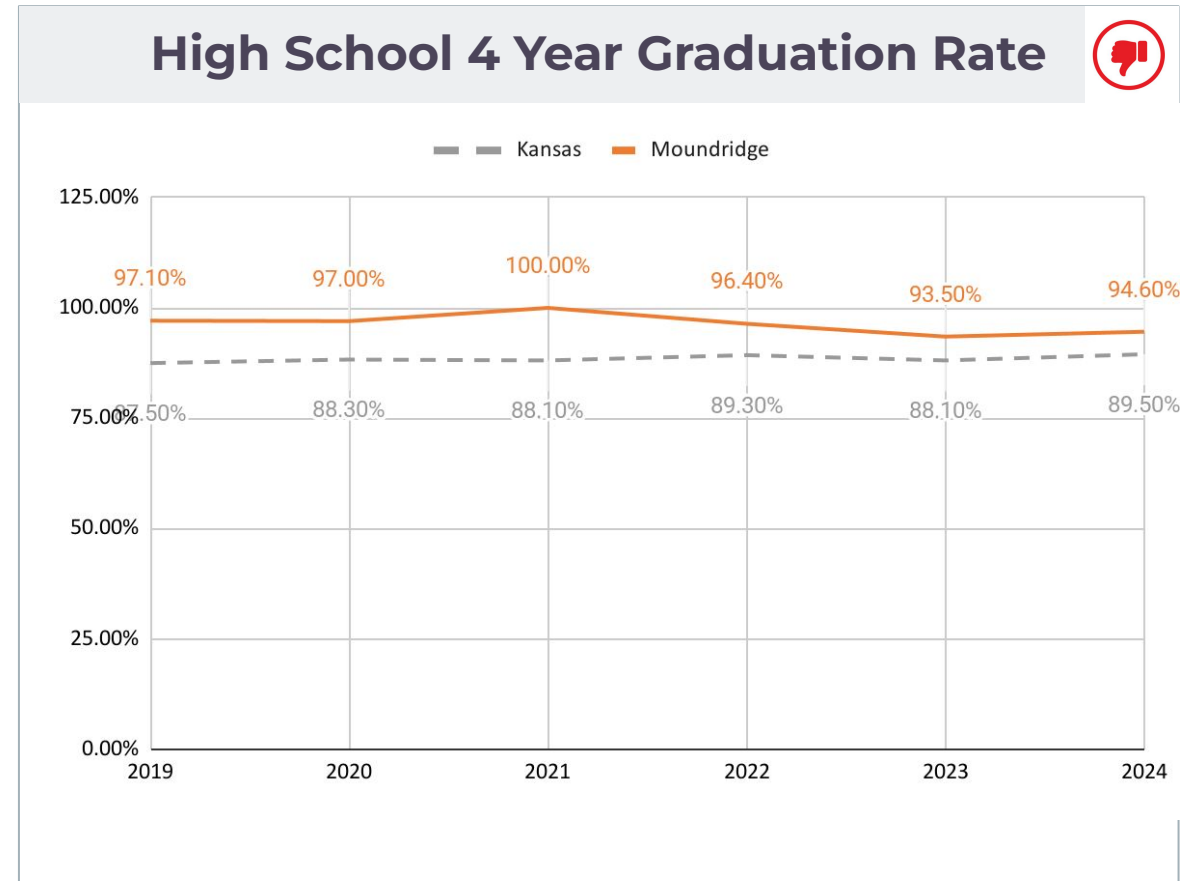
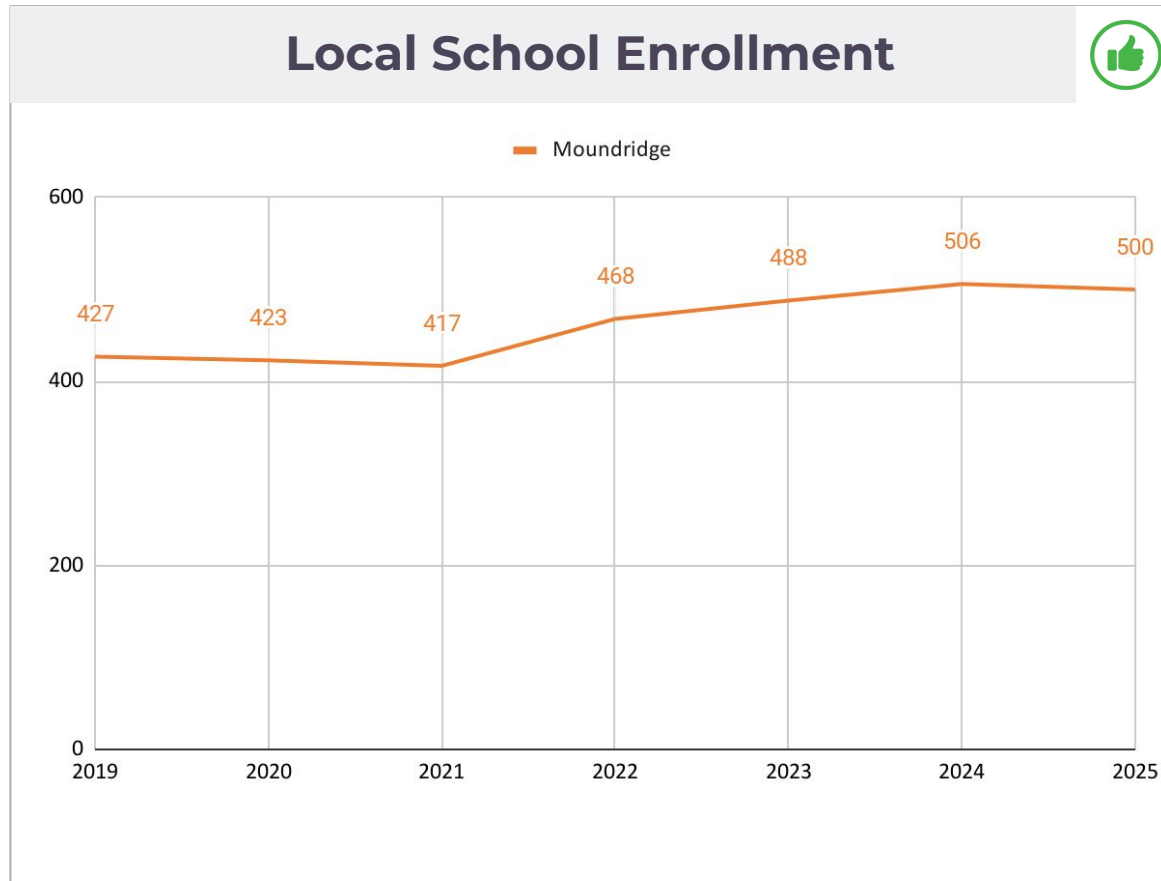
## Economic vs. Community Confidence



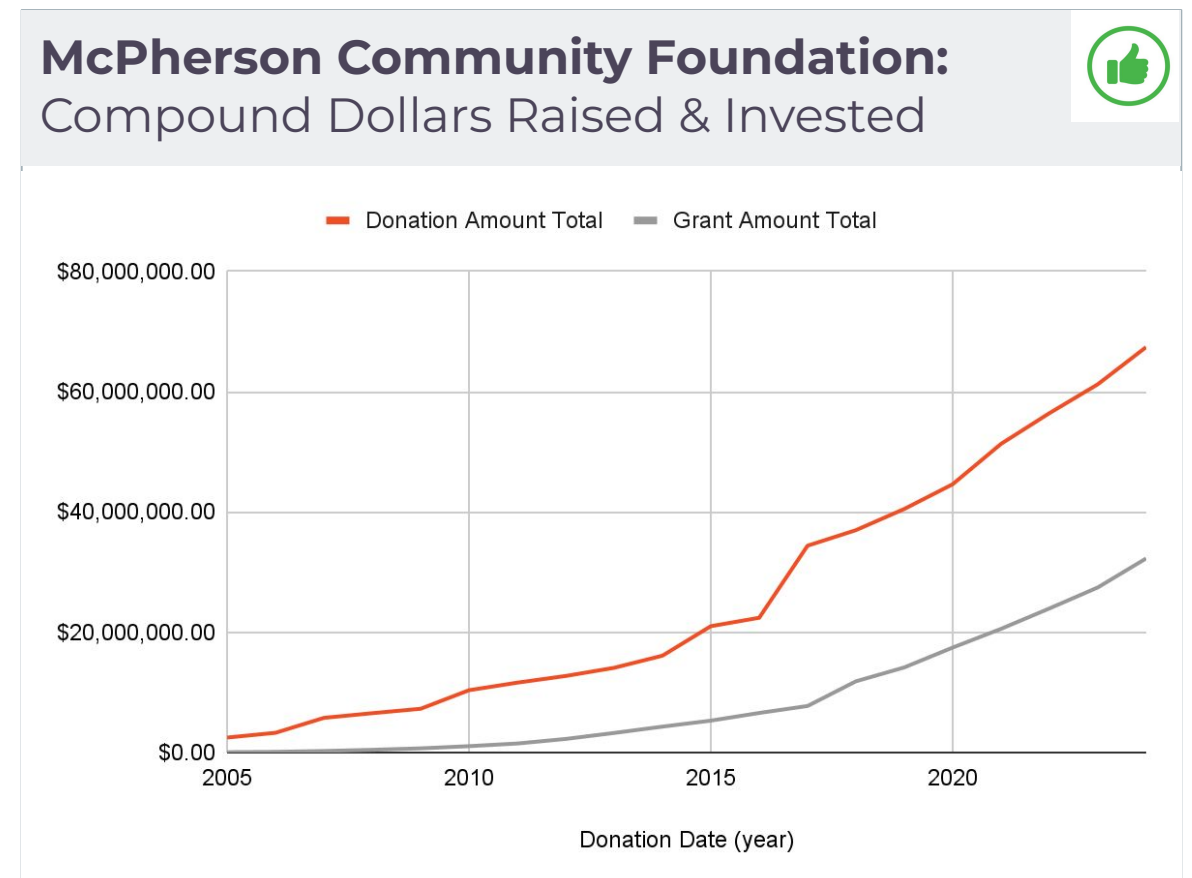
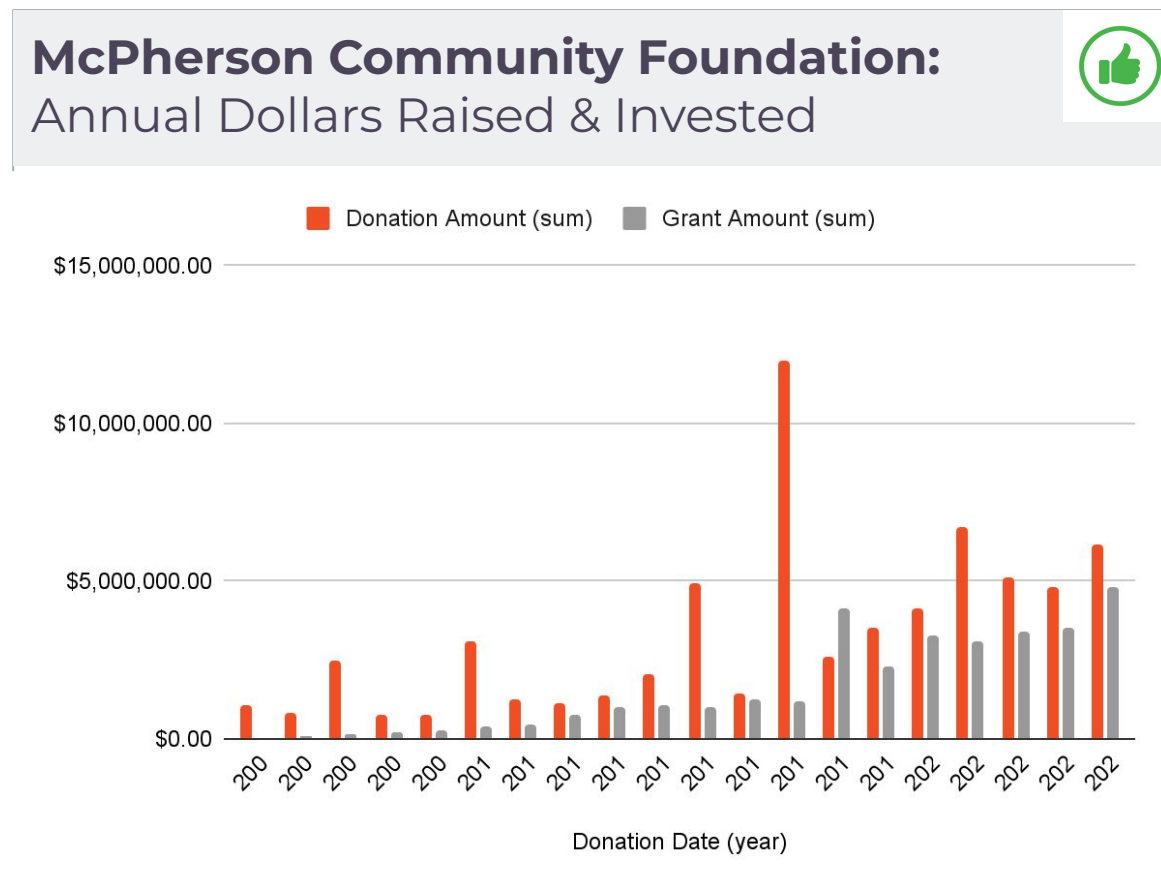
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)



# Local Community Indicators



Source for all education graphs: Kansas State Dept of Education, Data Central





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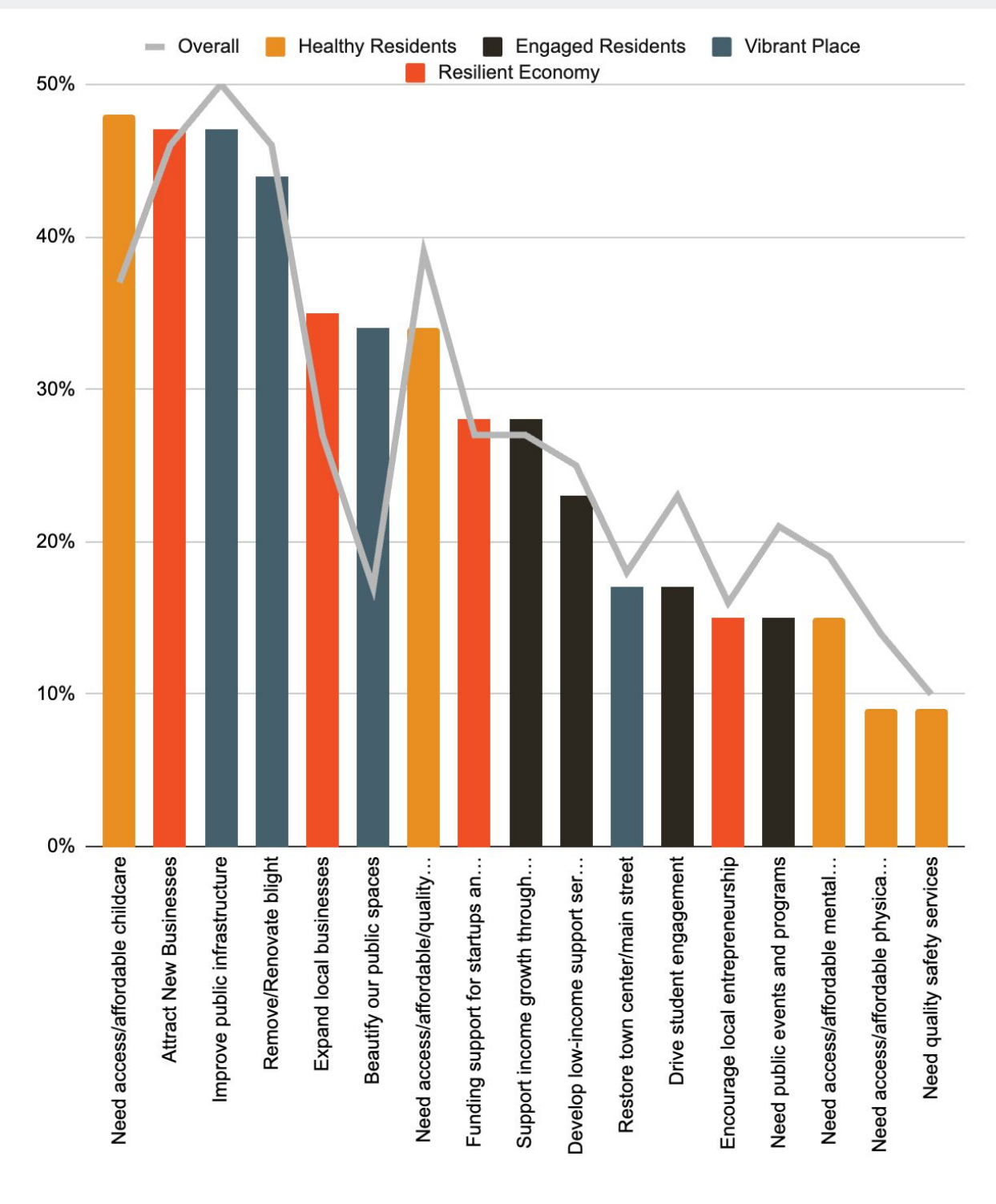
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# Community Program Priorities

## Priorities Summary:

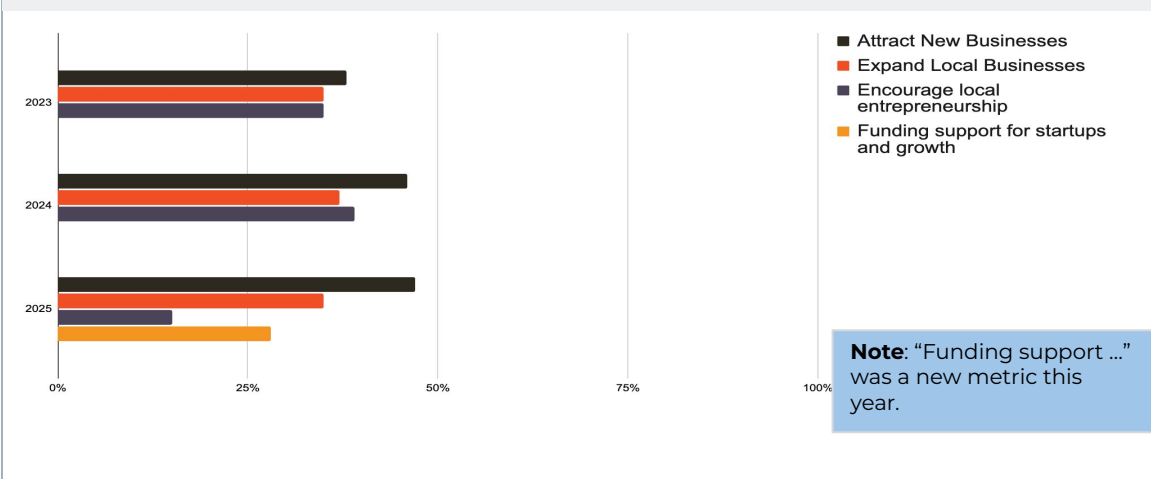
Program priorities coalesce around three equally valued areas—economic growth, place enhancement, and health—with childcare access ranking as the single most critical need for working families. Beautification efforts enjoy broad support, reflecting a desire to boost community pride. Other key focuses include attracting new businesses and maintaining sidewalks, blight areas, and public grounds, while initiatives to bolster community confidence appear less urgent. A balanced investment approach across childcare, entrepreneurship support, and infrastructure improvements can foster both growth and quality of life.

### Program Priorities

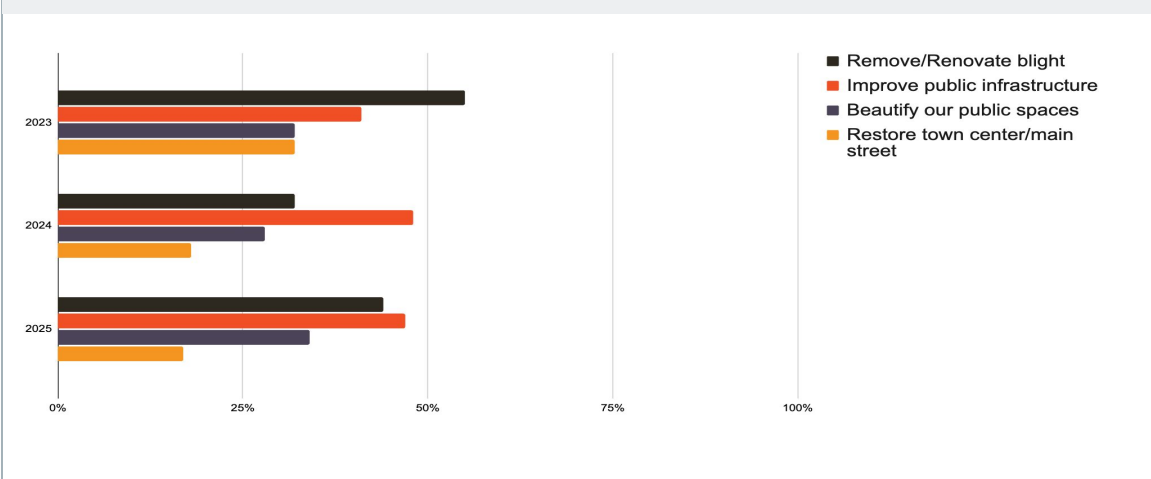


- Why has the demand for the “Encourage Local Entrepreneurship” program decreased over this year and last year?
- What factors might explain the need for the “Beautify our public spaces” program compared to overall community scores?
- How can stakeholders leverage the increased priority for the “Attract new businesses” program to drive economic growth?
- Why has “Need access/affordable childcare” programs remained consistently critical?

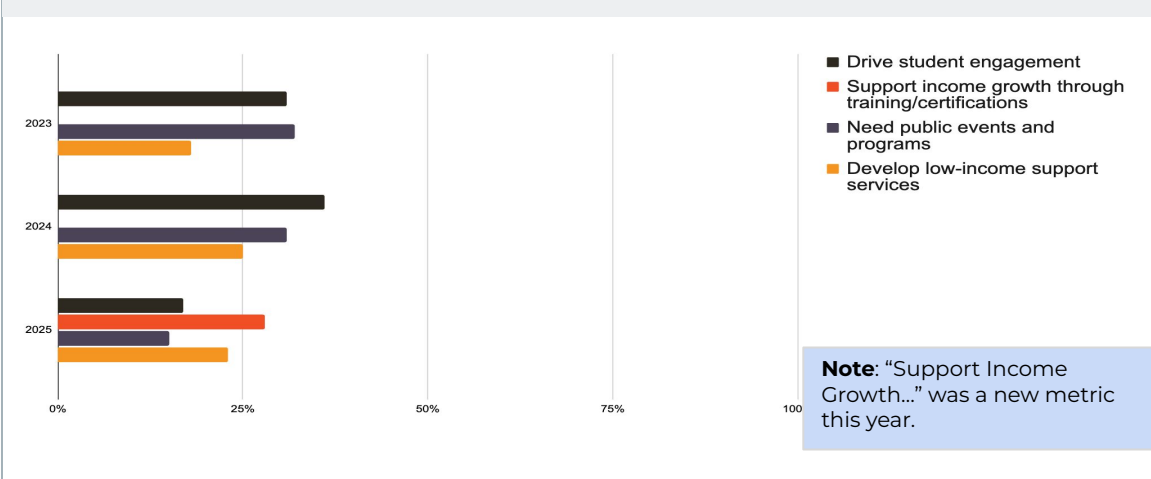
### Resilient Economy



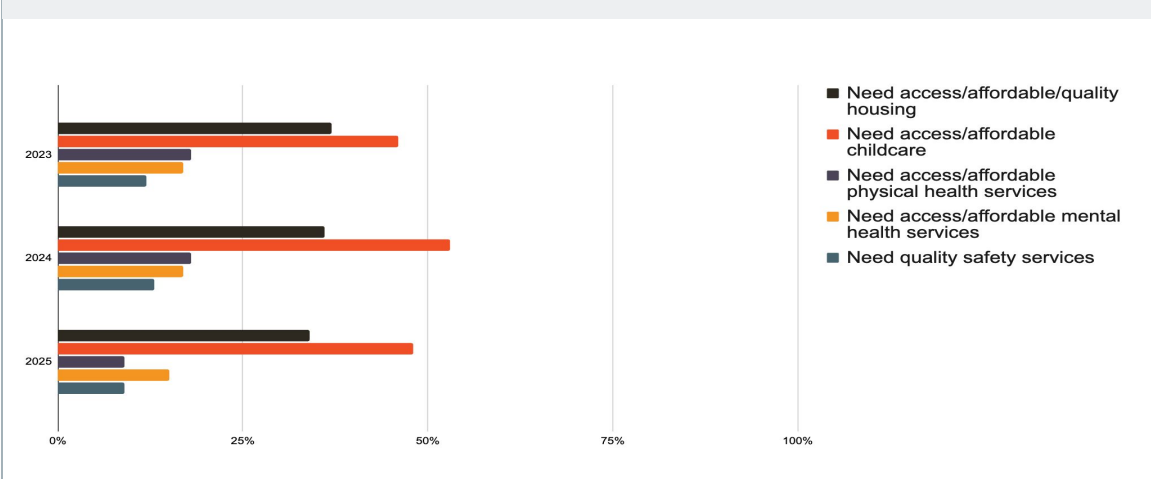
### Vibrant Place



### Engaged Residents



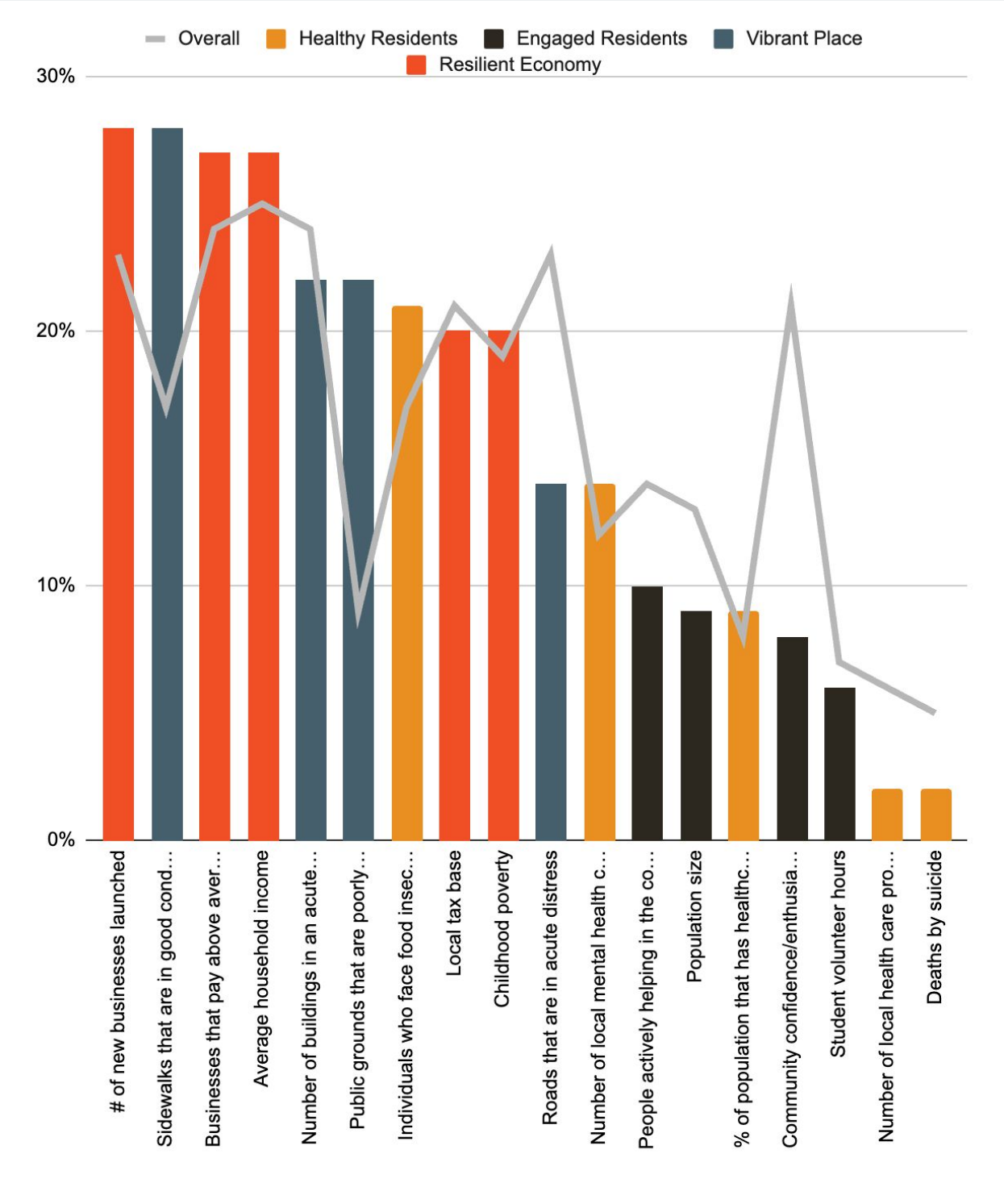
### Healthy Residents



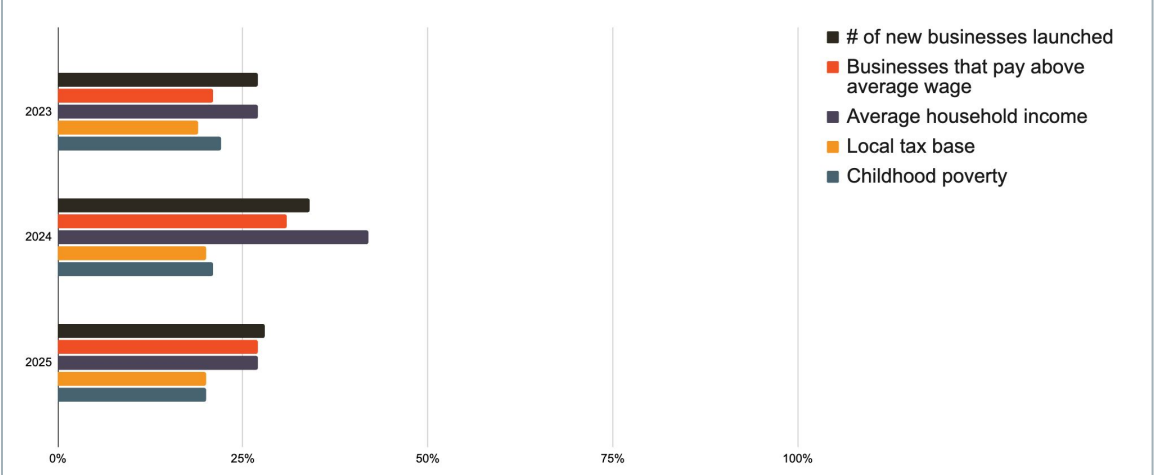


# Community Priority Metrics

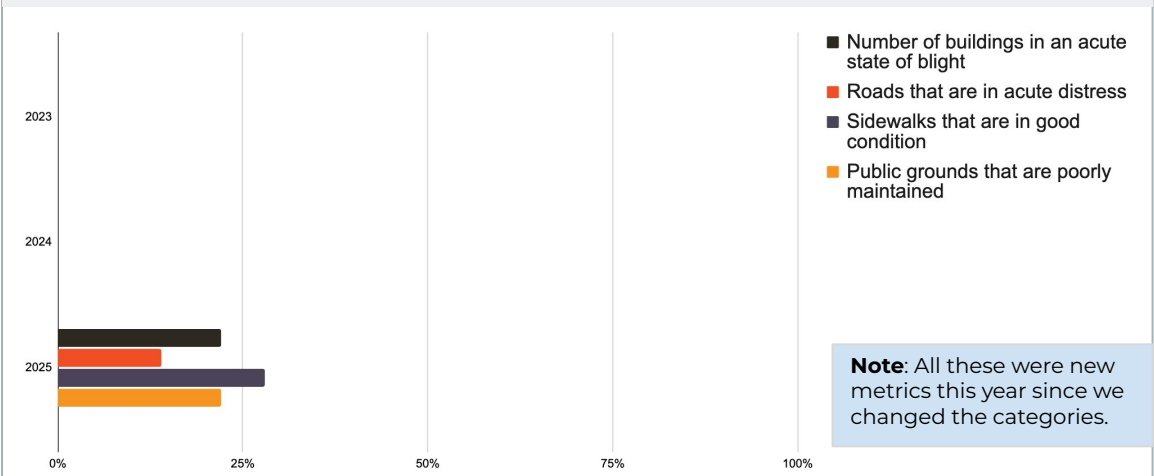
## Priority Metrics



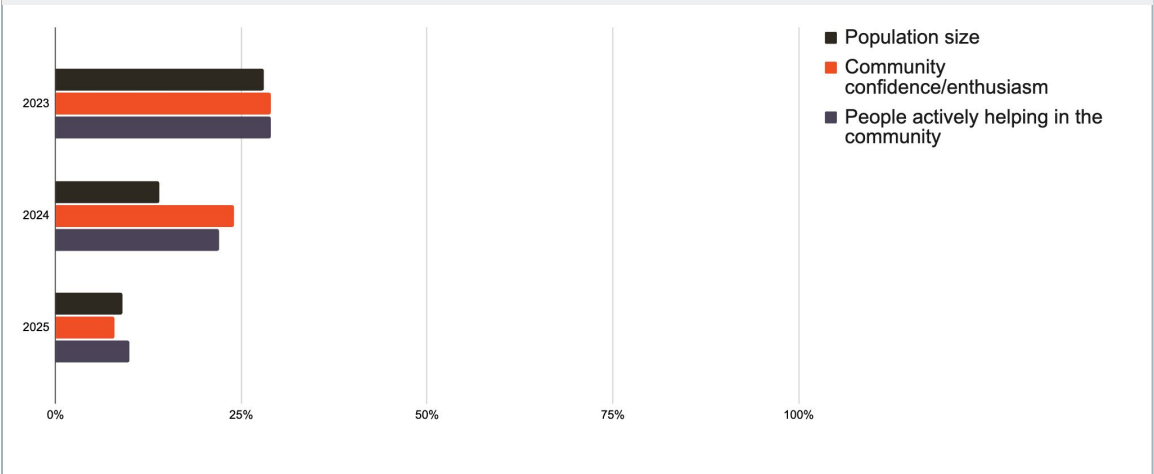
## Resilient Economy



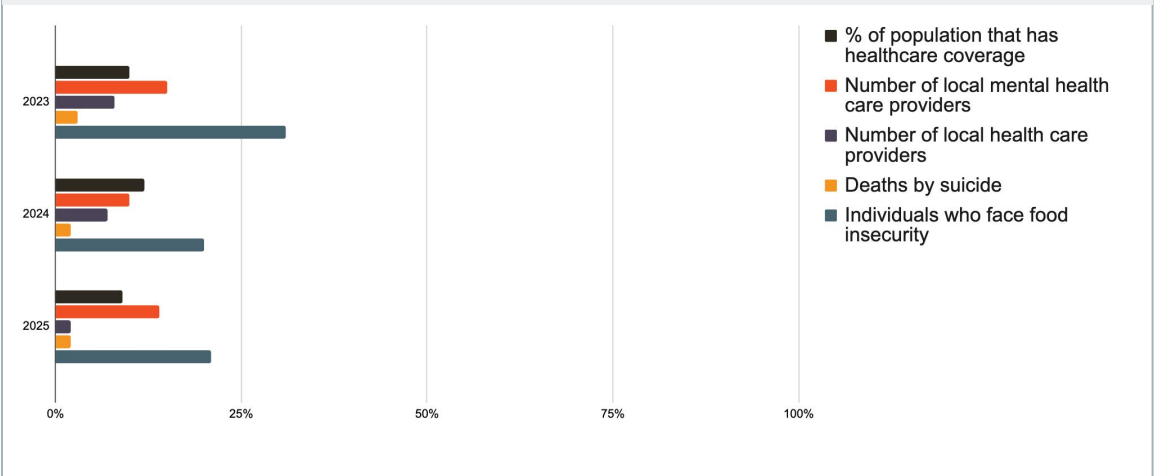
## Vibrant Place



## Engaged Residents



## Healthy Residents



- Considering “Childhood poverty” has remained steady, what implications does this have for sustaining economic stability?
- What are the causes of the decline in the “Community confidence/enthusiasm” metric to 8% on Engaged Residents programs?
- Given that the top 6 metrics are only in two categories, how can our services help both Resilient Economy and Vibrant Place at the same time.



## Investing In Local Priorities

**What project should be undertaken locally if money, time, or skills were not a constraint? What outcome would this create in the next 2-3 years?**

- Parks & Downtown Beautification – Enhanced aesthetics create community pride and attract visitors
- Childcare Expansion – Affordable, accessible childcare increases workforce participation and family stability
- Walking/Biking Trail Network – Connected paths improve health, safety, and local economic engagement
- Affordable Housing Development – New housing options enable population growth and workforce retention
- Infrastructure Upgrades (roads/sidewalks) – Safer, well-maintained streets promote accessibility and quality of life

**If we could only invest \$15k in a program each year for the next 3 years, what project should we work on? What outcome would this create in the next 2-3 years?**

- Beautification & Downtown/Parks – Enhanced public spaces boost community pride, attract visitors, and stimulate growth
- Childcare Facility Expansion – Affordable, accessible childcare supports working families and strengthens the local workforce
- Infrastructure Upgrades – Improved roads, sidewalks, and bike/pedestrian paths enhance safety, health, and connectivity
- Affordable Housing Development – New, reasonably priced homes retain residents, draw new families, and stabilize the workforce
- Community Engagement Programs – Gardens, youth clubs, and public events foster social cohesion and volunteerism

## Serving your community!

**How do you serve your community today?**

- School/Youth Engagement–Teachers, coaches, PTA and STEP MC volunteers support students through clubs, sports, bike-buses, and after-school programs
- Civic Leadership & Governance–City Council members, administrators, and board/commission volunteers (Library, Arts Council, Community Foundation, School Board) guide town policy
- Emergency Services–Volunteer firefighters, fire captains, and lifeguards ensure public safety and rapid response
- Community Volunteering & Clean-Up–Trash pickups, community work days, farmers market management, and historical association volunteers bolster civic pride

**How would you like to serve your community in the future?**

- Youth Programs – Create more service opportunities for high schoolers, focusing on literacy, STEP MC, and youth engagement
- Beautification Initiatives – Organize planting, landscaping of run-down homes, and community litter clean-ups
- Senior Center Programs – Expand and continue senior-focused events, VBS coordination, and support services
- Poverty Relief Efforts – Develop skill-building and support programs to help families rise out of poverty
- Cultural & Governance Roles – Serve on boards/commissions and lead the construction of the Immigrant House Cultural Center & Museum



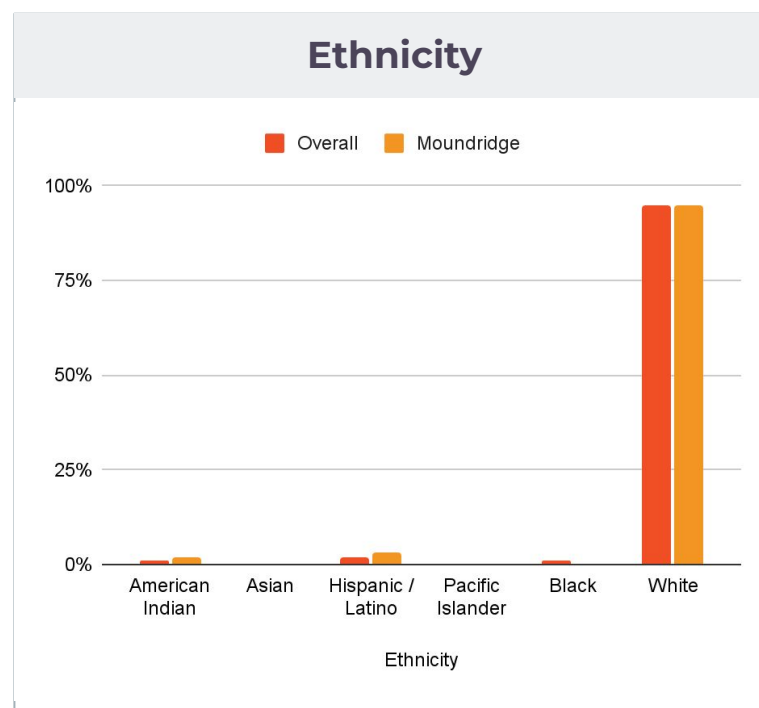
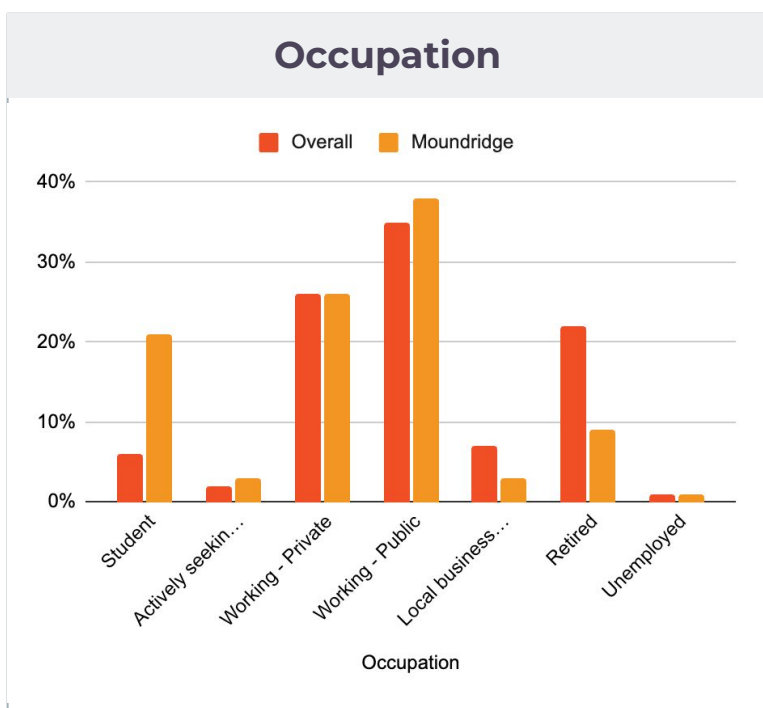
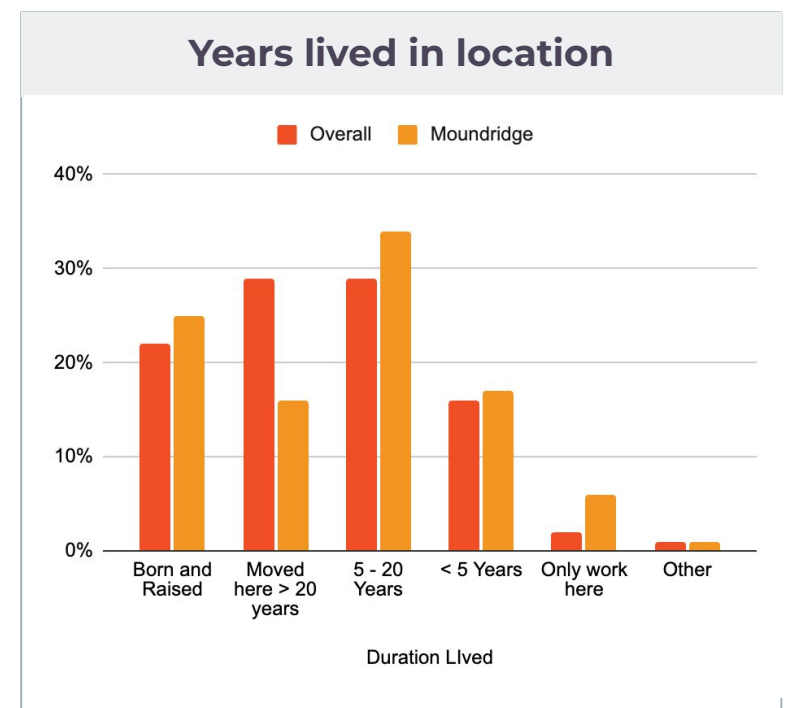
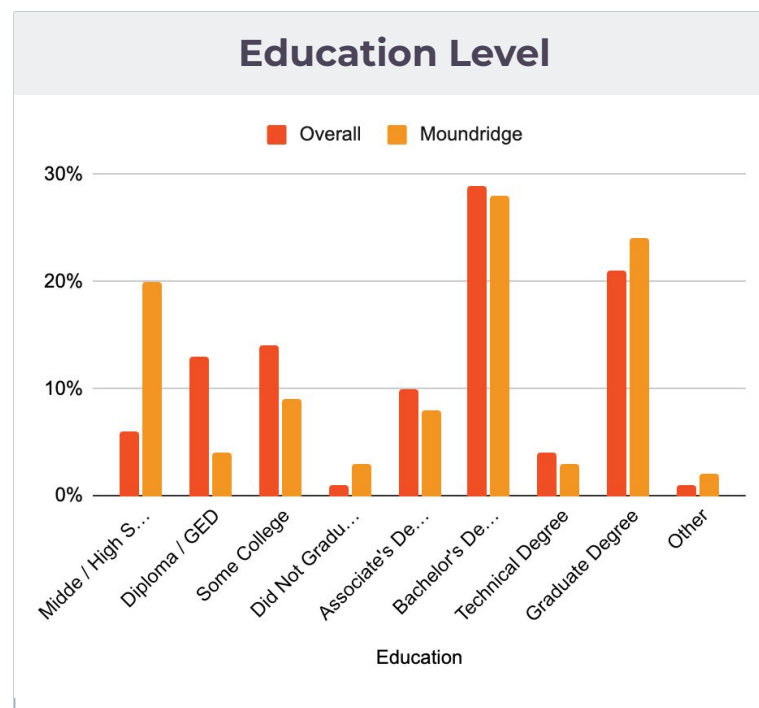
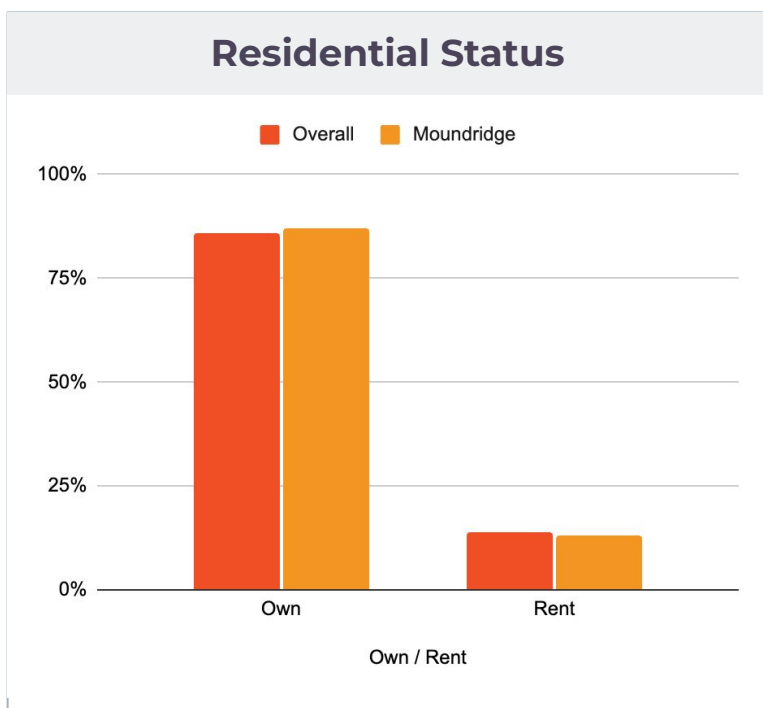
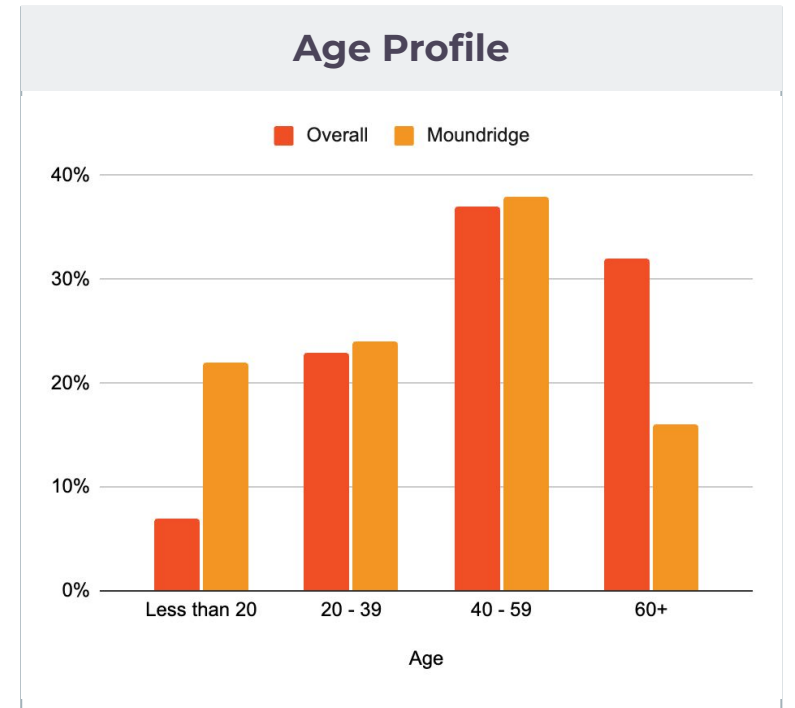
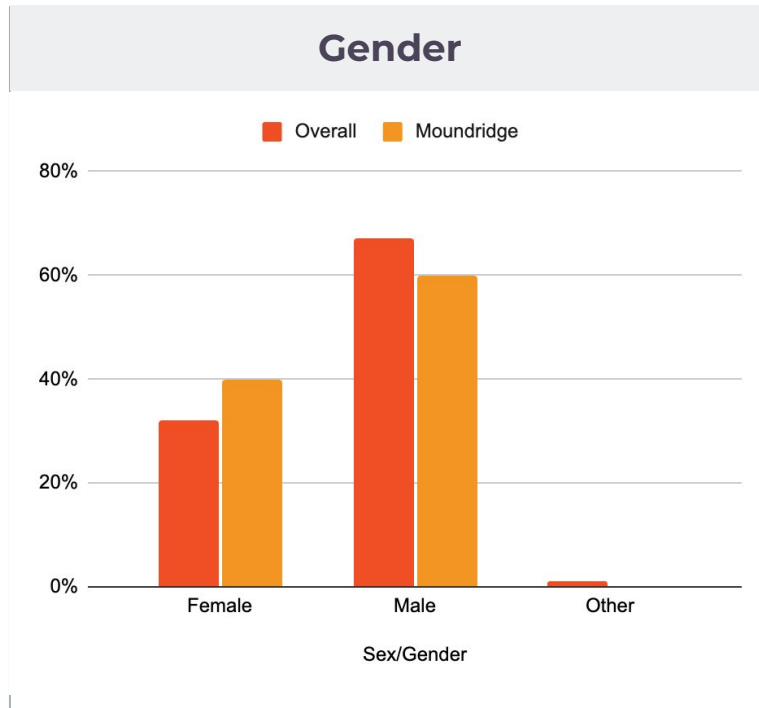
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# Survey Respondents

**116**  
Total Responses



- Residents age less than 20 show 50% confidence in future employment opportunities compared to -21% among 20-39 year-olds.
- 20-39 year-olds report a comfort level of 3.96 speaking with community leaders versus 5.56 for 40-59 year-olds.
- Residents under 20 cite a 15% need for access to affordable childcare, whereas those 60+ register 67%, highlighting that seniors view childcare access as a far more pressing community issue.

**Town Score**  
**Average Community Score**

**56**  
Number of people who expressed an interest in volunteering to better the community  
56 of 116 (48%)