

MCPHERSON COUNTY
**Community
Foundation**

2024 Community Benchmark Report City of Marquette, KS

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Betsy Davis | betsy@mcphersonfoundation.org



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What Makes Our Community Special?

"We always figure out how to do things that towns of our size cannot."

Hayley

"The kindness shown to each other. People of Marquette are so willing to come together to help others."

"Marquette is a small community where the people are friendly and encouraging. People there help one another out and do not let a member of the community suffer. It is a place where the whole town feels like family."

"The people and the teamwork."

"It is where I was raised and went to school. There are many good people who live here. Good place to raise your children. There is a good amount of pride in this community."

Scott Johnson

"Small quiet community with grocery store, drug store, sandwich shop which most small communities do not have. Full-time police protection, sightseeing attractions, three churches, full-time EMS service, fire department, overall clean community."

Wally Bunk

"People helping other people; there are creative ideas being brought forth from a number of people."

Fred Peterson

"Progressive, friendly, pride, a great foundation of people who care about their town."

Dana Olson

"We have such a wide variety of offerings, from an art room to a distillery, old-fashioned ice cream shop, motorcycle museum, and much more!"

"Marquette has continued to survive and thrive even after the loss of our school a few years ago."

Steve Patrick

The Leaders That Make Our Community Special





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Executive Summary:

Marquette community members express a moderate economic outlook, indicating stable current conditions with hopes for improvement. Confidence in local leadership and personal commitment to the community is high, although future business conditions are viewed cautiously. Key priorities include attracting new businesses, expanding existing ones, and improving public infrastructure and housing.

pg **4, 5**

Economic Confidence

Data shows that respondents perceive current business conditions as normal to bad, with most expecting slight improvements in the future. Employment opportunities are considered scarce, and income levels are largely stagnant.

pg **6, 7, 8**

Community Engagement Confidence

Resident responses reflect a generally positive outlook on community engagement, with high scores in personal commitment and confidence in local leadership. However, there is some uncertainty about the community's long-term vision and pathways for leadership involvement.

pg **9**

Critical Community Priorities

Survey submissions indicate that top priorities include attracting new businesses, expanding local businesses, improving public infrastructure, and developing community pride through events and programming. Housing affordability and quality are also significant concerns.

pg **10**

Survey Respondent Profile

Respondents are predominantly older adults, mostly retired, with a strong presence of homeowners. The majority have a bachelor's degree or higher, and there is a notable gender balance with slightly more female respondents.

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.**





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Confidence In Our Local Economy

Economic Summary:

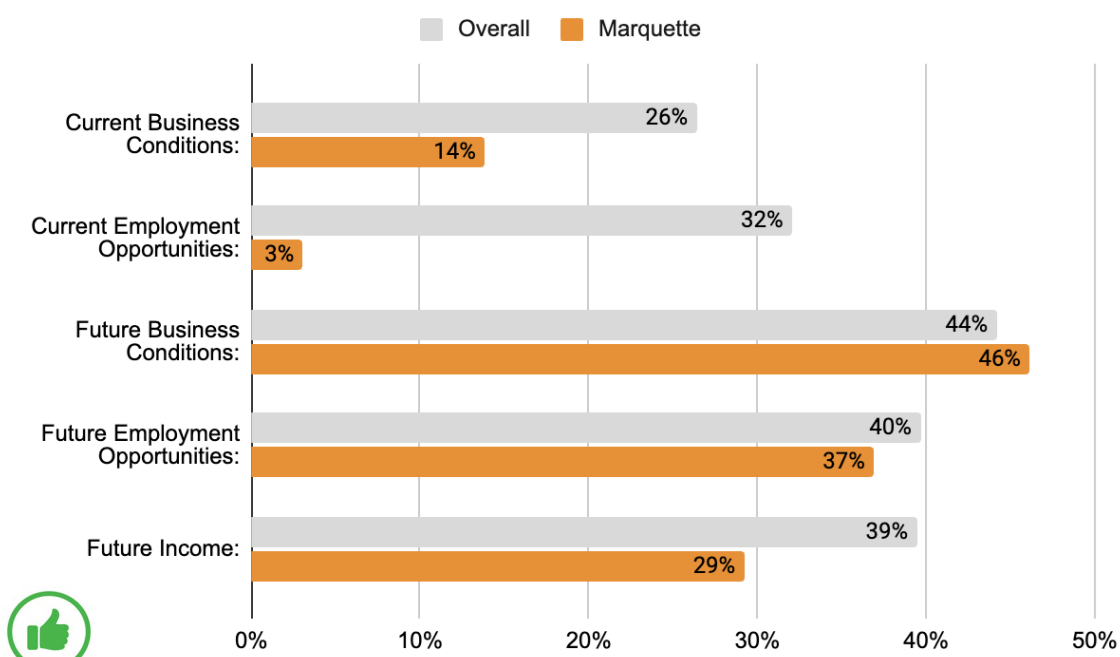
Responses reveal a mixed economic perception among Marquette residents. Current business conditions are mostly seen as normal, but employment opportunities are limited and incomes are largely unchanged. Future business conditions are expected to improve slightly. Moving forward, it is essential to focus on creating new job opportunities and supporting local entrepreneurship to boost economic growth.

Attracting diverse businesses and improving workforce skills through training programs can help enhance the local economy. Encouraging community involvement in economic planning can also foster a more resilient economic environment.

Businesses Needed In Our Town:

1. **Restaurant** - Additional dining options for the community.
2. **Hardware Store** - Tools, materials, and supplies.
3. **Coffee Shop** - Local spot for coffee and socializing.
4. **Convenience Store/Gas Station** - Essential goods and fuel.
5. **Thrift Store** - Affordable second-hand items.
6. **Cafe/Diner** - Casual eatery, open daily.
7. **Housing** - Affordable and adapted housing options.
8. **Laundry Service** - Convenient laundry facilities.
9. **Infrastructure Improvements** - New sewer lines, street repairs.
10. **Antique Store** - Vintage and collectible items.

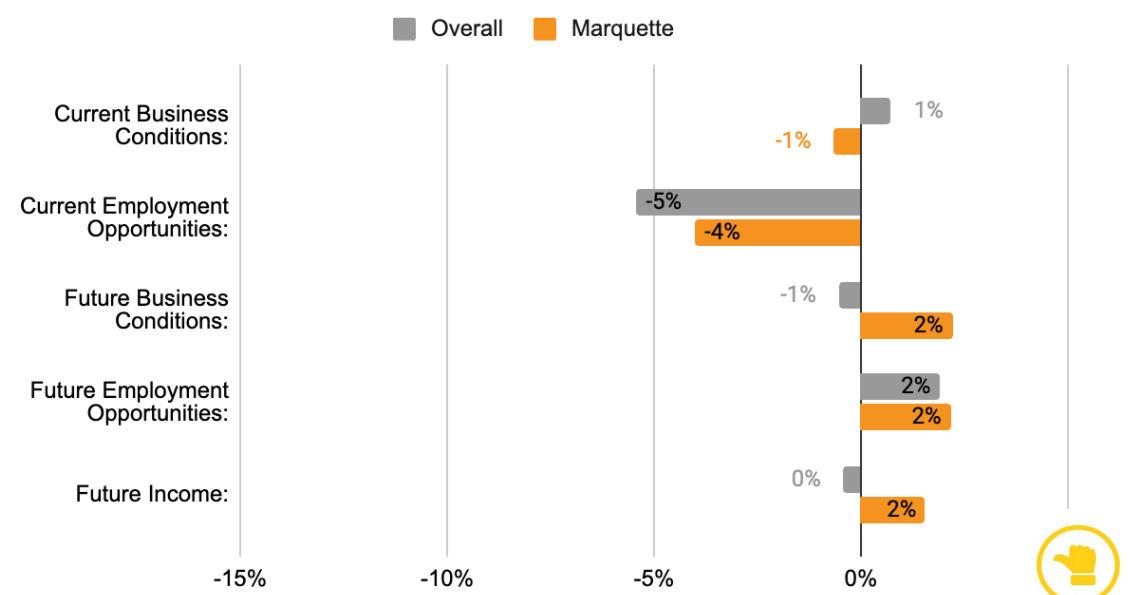
Our Economic Perceptions



Marquette residents have a very positive future outlook.

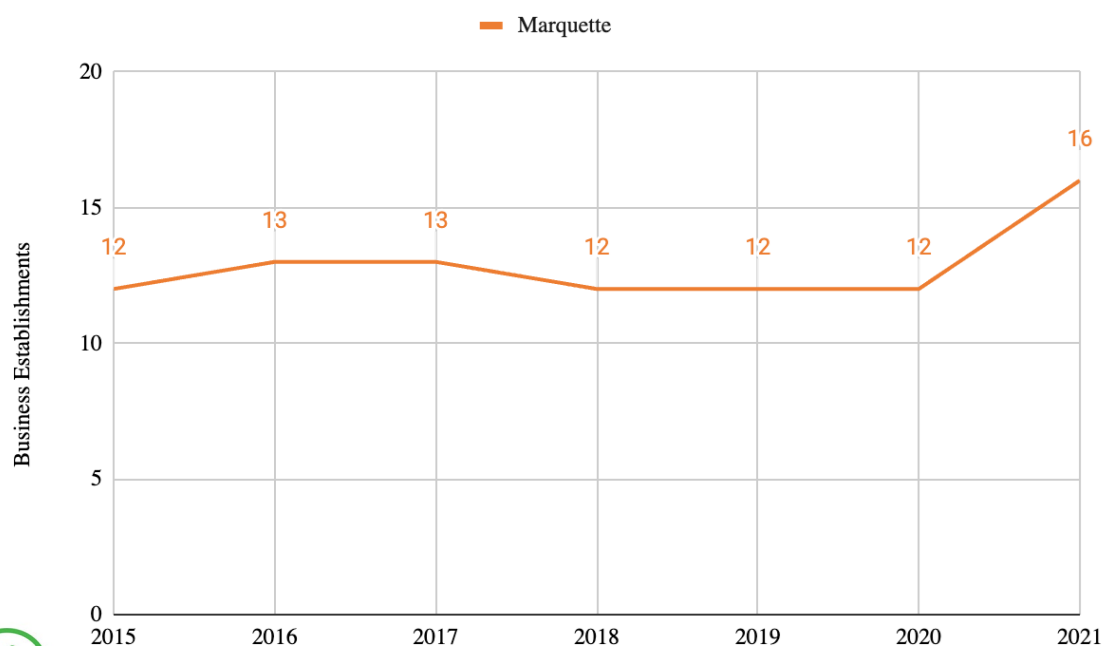
Year Over Year Change (2023 vs 2024)

Economic Confidence - Yearly Delta



Future perceptions have even increased from last year also.

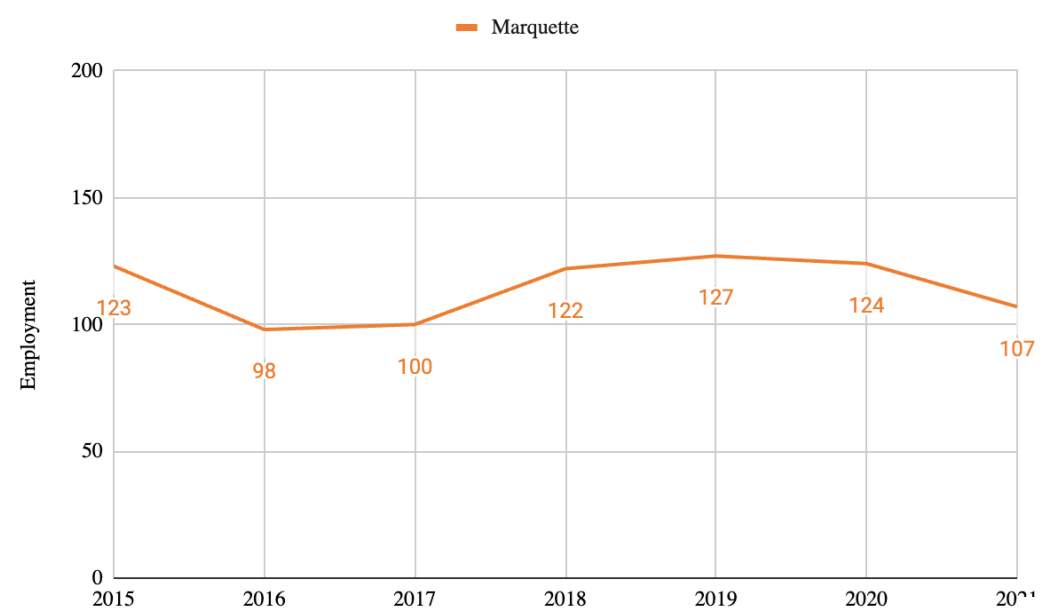
Businesses in Our Town



Data source:USCB, County Business Patterns

Number of businesses seems to be on the rise.

10 Year Shift in Local Jobs

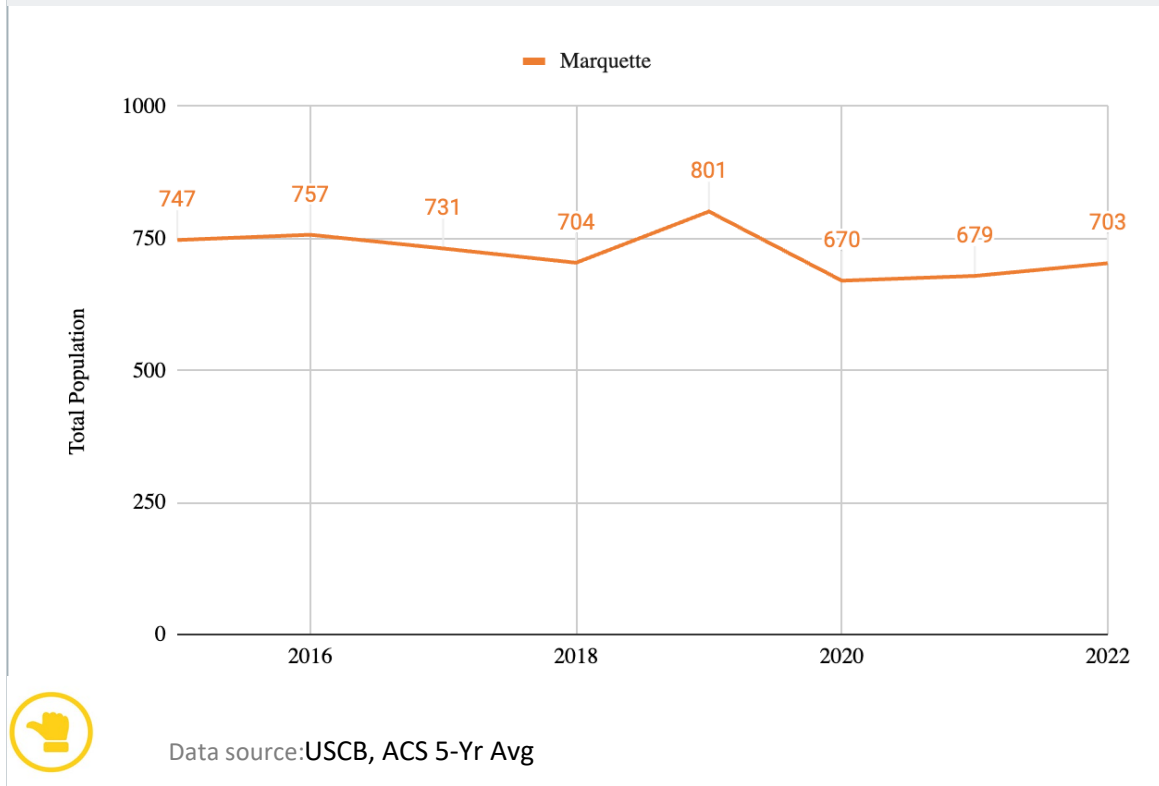


Data source:USCB, County Business Patterns

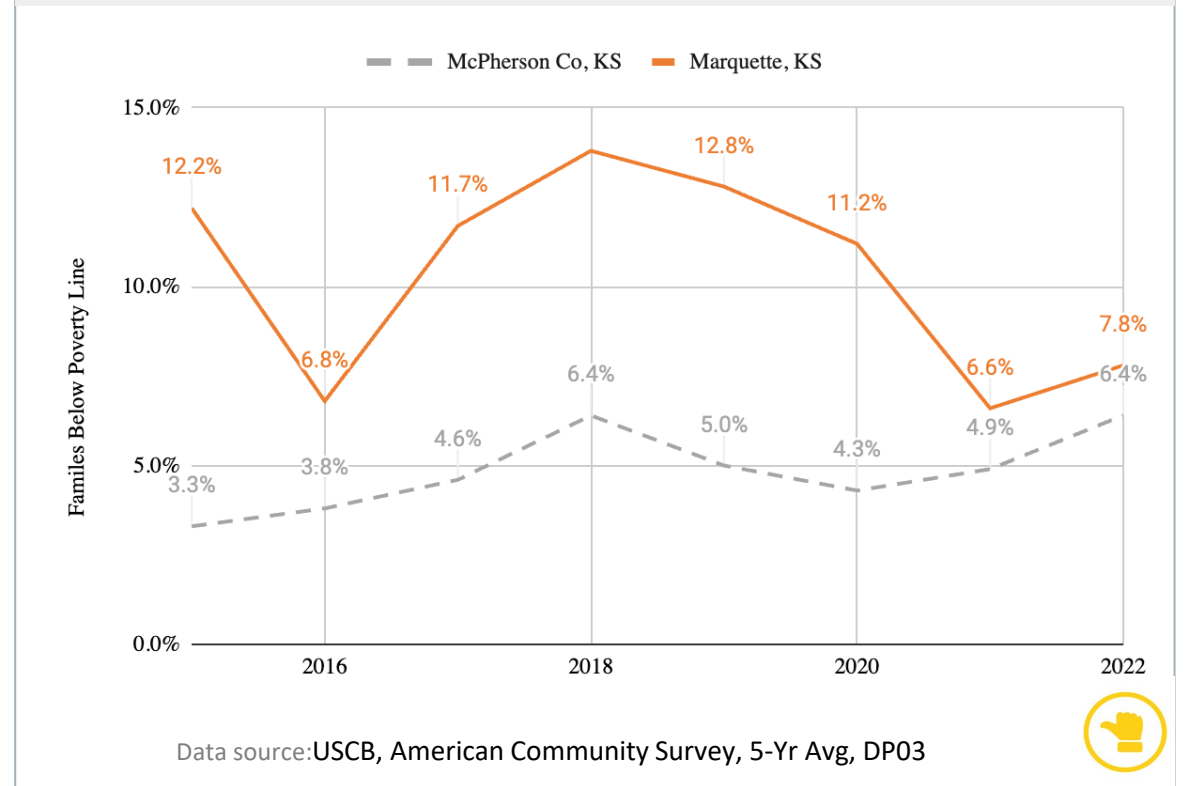
While number of jobs seems to decrease.

Local Economic Indicators

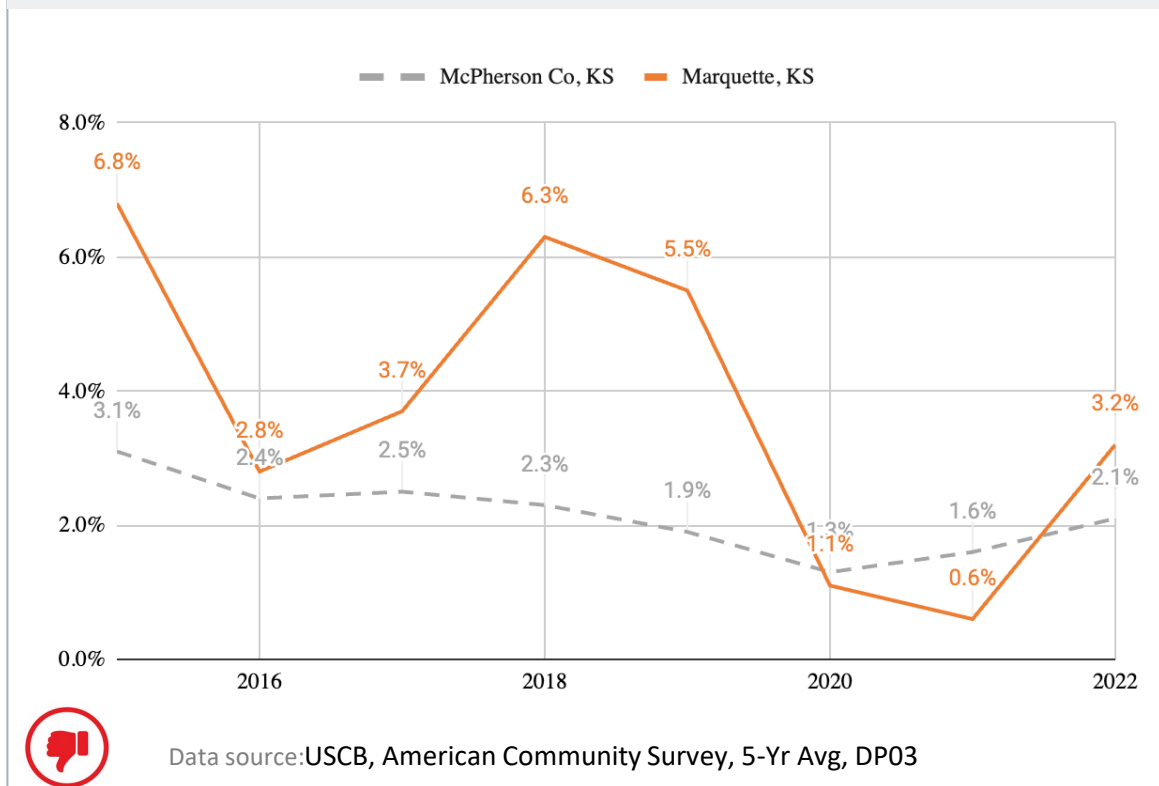
Overall Population Trend



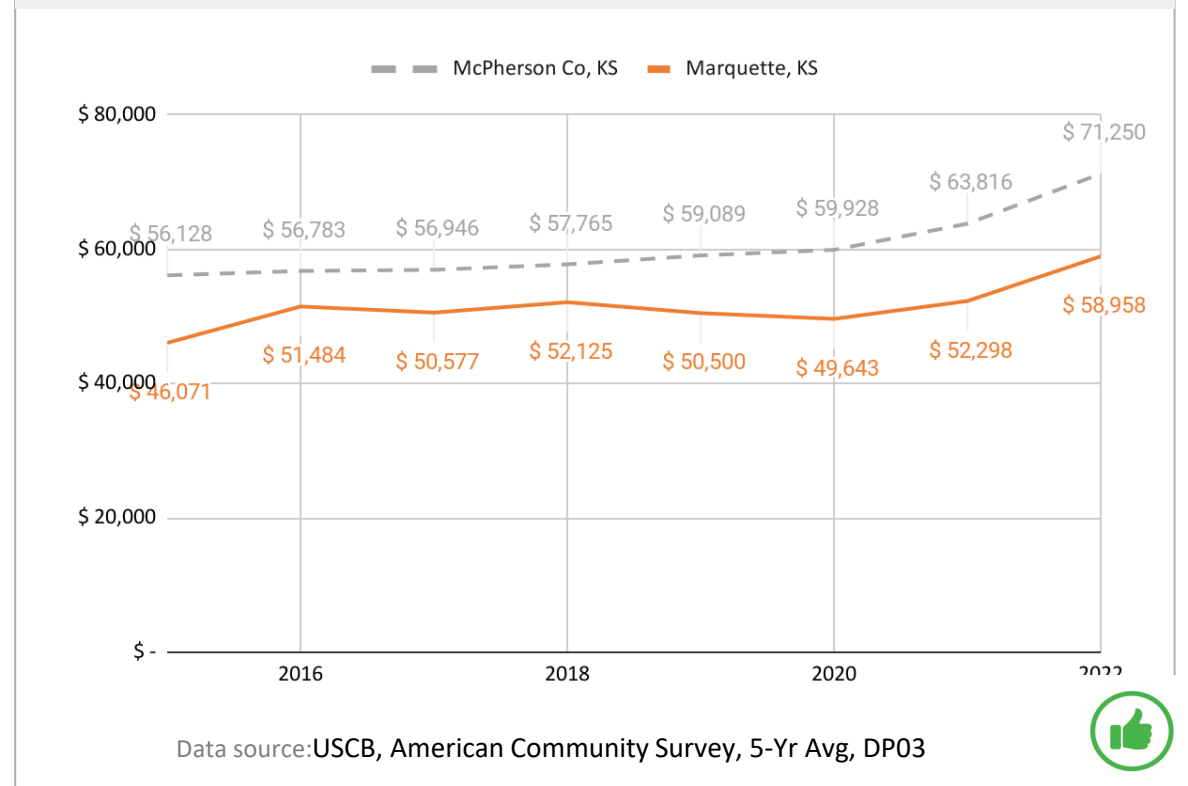
Local Poverty Rate



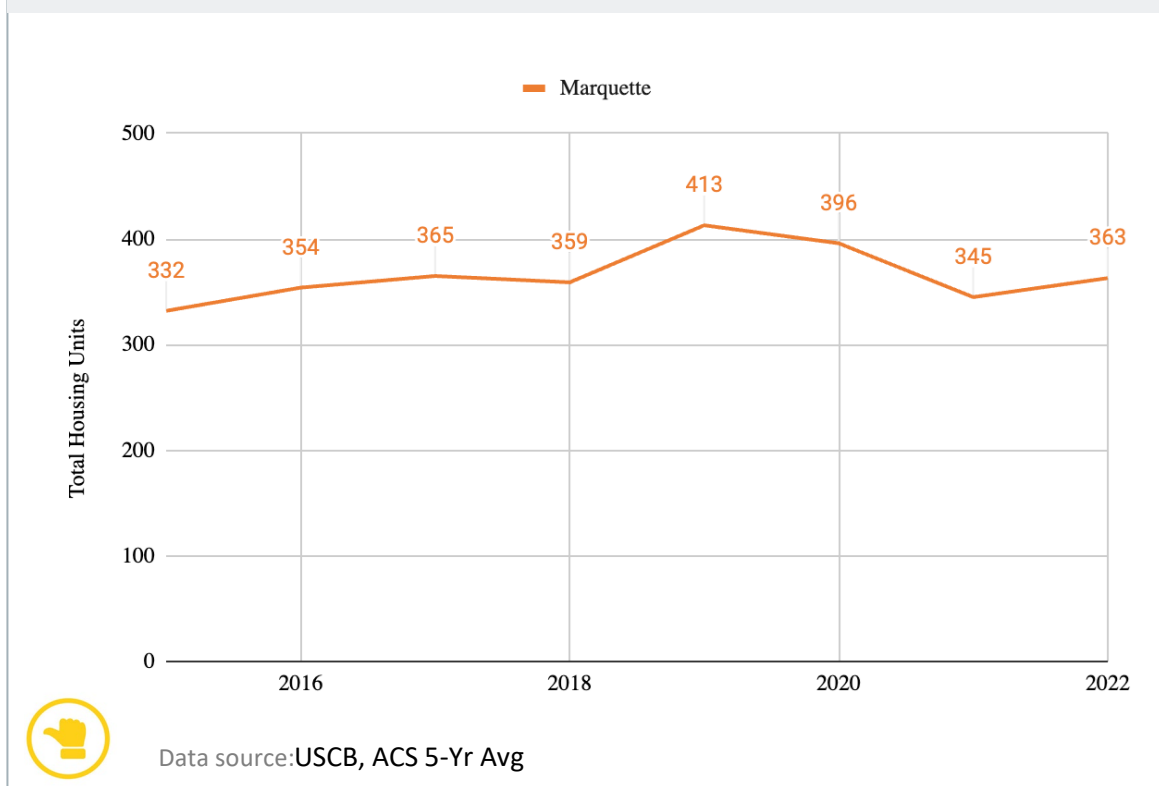
Local Unemployment Rate



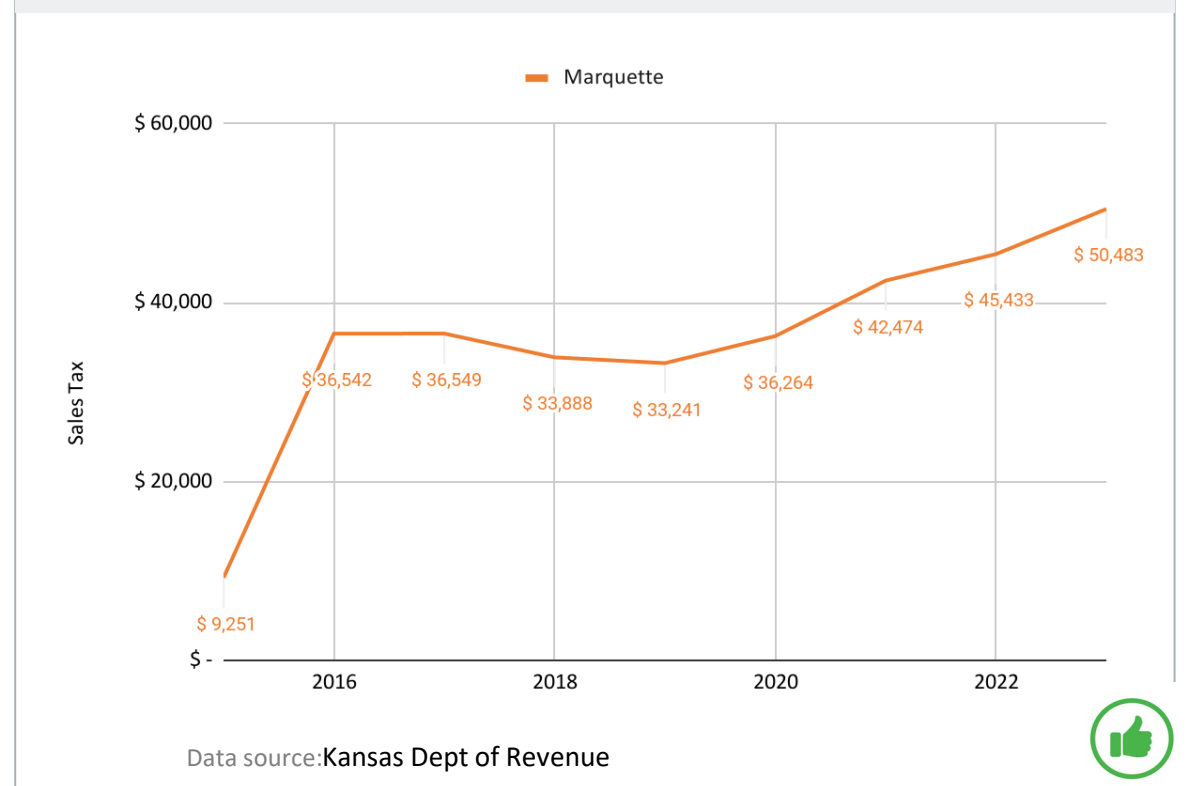
Median Household Income



Total Housing Units



Annual Sales Tax Collection





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Confidence In Our Local Community

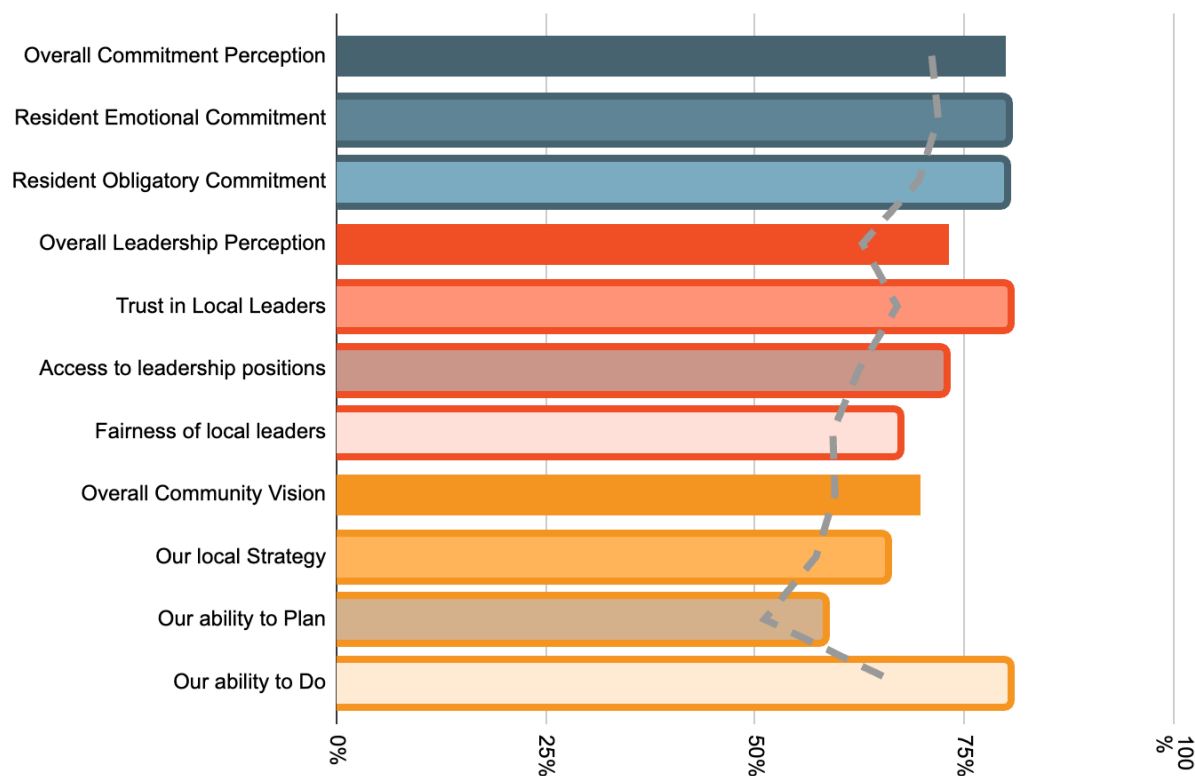
Engagement Summary:

Survey results demonstrate strong community engagement, particularly in personal commitment and local leadership. Respondents feel a strong sense of belonging and loyalty to the community. The top areas of strength are the ability of the community to work well together and the confidence in the direction the community is headed.

To enhance engagement, it's crucial to maintain open communication channels between leaders and residents and to continue organizing community events that foster pride and unity. Additionally, creating more opportunities for residents to participate in leadership roles can further strengthen community bonds.



How do our residents view our community?

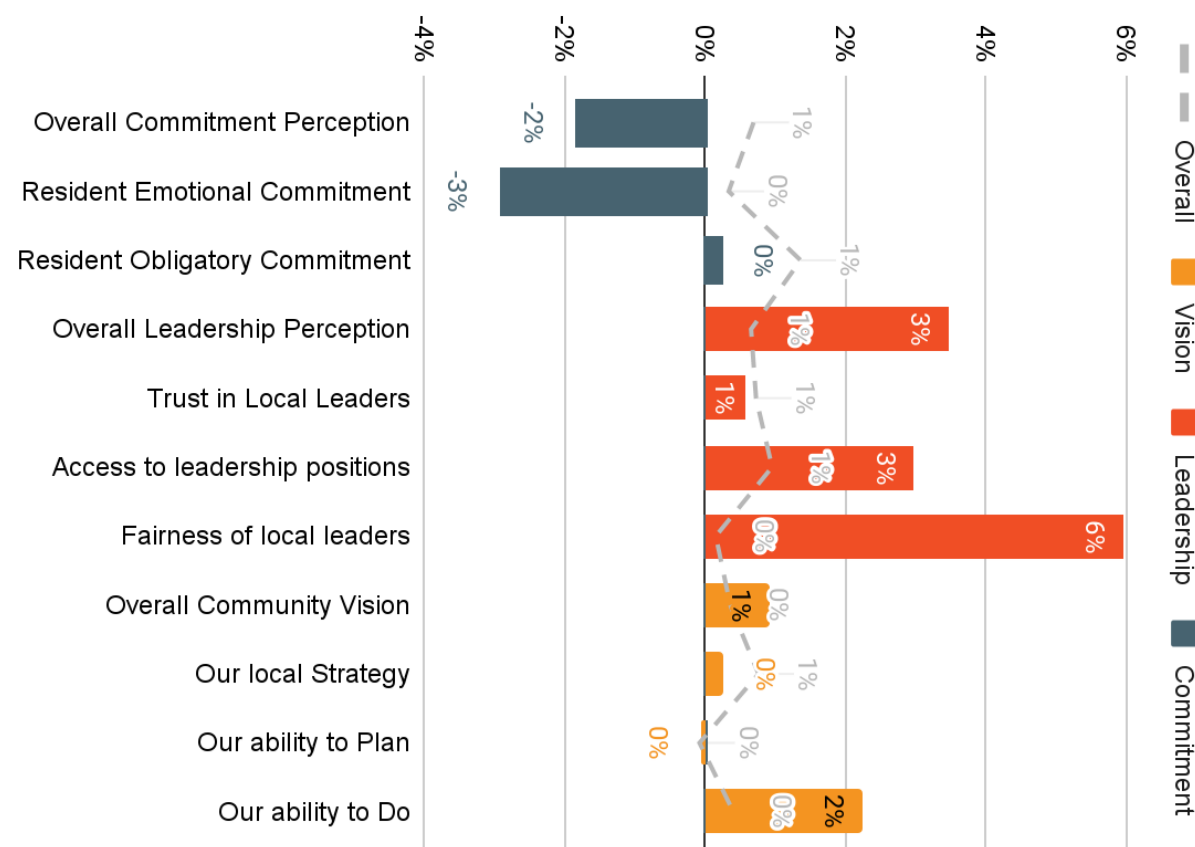


The biggest challenge identified is the limited employment opportunities, which impacts overall economic confidence. The biggest opportunity for growth lies in the community's strong sense of personal commitment and the potential to leverage this for economic and social development initiatives.

Questions:

- What has happened in Marquette that survey respondents would have a higher than average responses for every question?
- There is a considerable difference in planning and doing. What would help raise the planning level?

Year Over Year Change (2023 vs. 2024)



Marquette's leaders deserve a pat on the back. Three of the four metrics have come out on top in a positive way. Contrast to that is the commitment of the local residents. The perception seems to be that the leaders are doing a great job from last year to this year but individual commitment to the town has decreased.

Questions:

- How do you bridge the gap from the leadership wins to the commitment of the average resident?
- Don't forget about planning. How can the leadership perceptions be leveraged to show the planning that's happening at the leadership level?



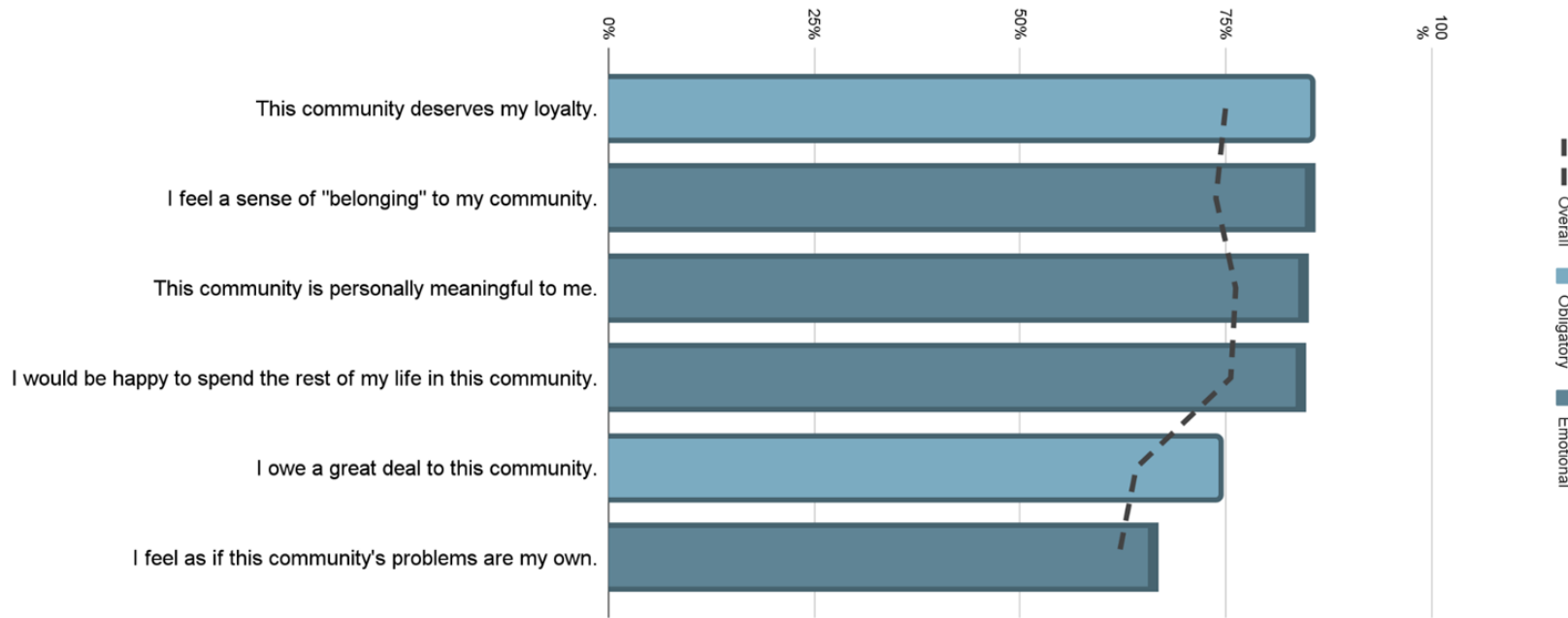
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Confidence In Our Local Community

Community Confidence: Personal Commitment

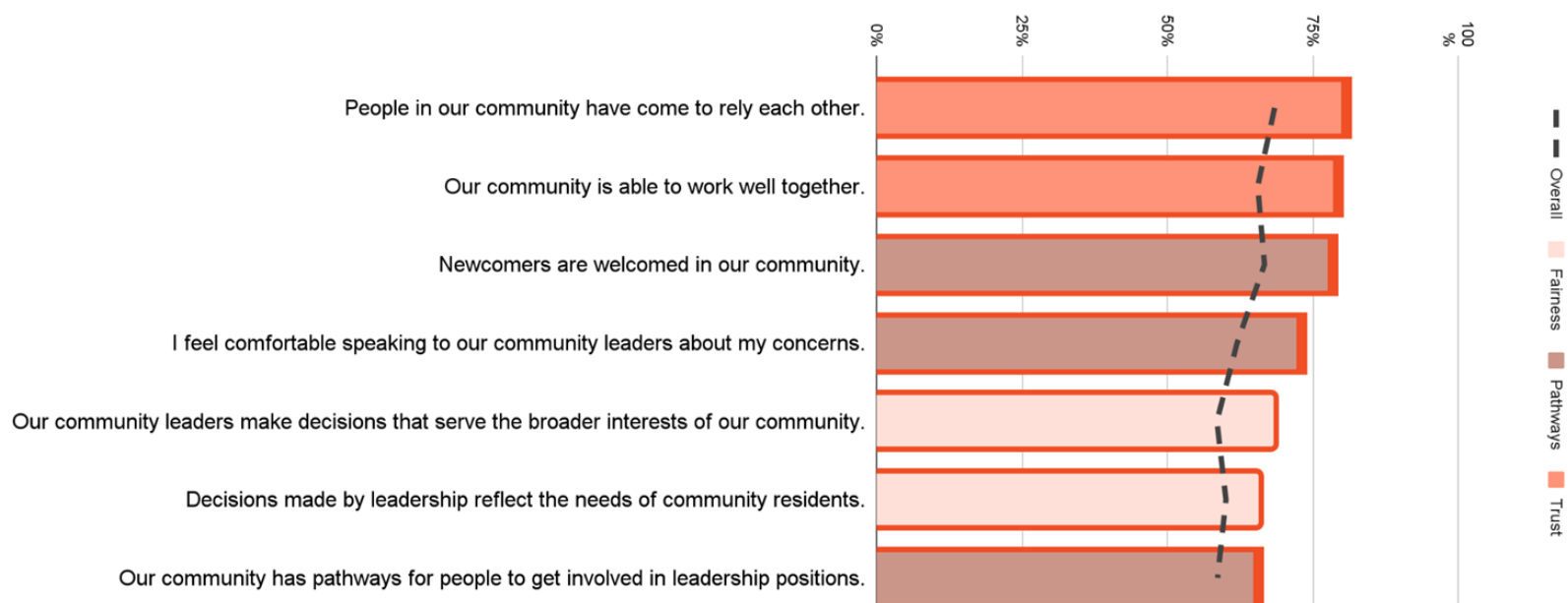


The biggest challenge is addressing the feelings of those who feel less connected to the community. The biggest opportunity lies in the strong sense of belonging and loyalty among many residents, which can be harnessed to drive community projects and initiatives.

Discussion Questions:

- What would make the community's problems more important and personal to residents?

Community Confidence: Local Leadership

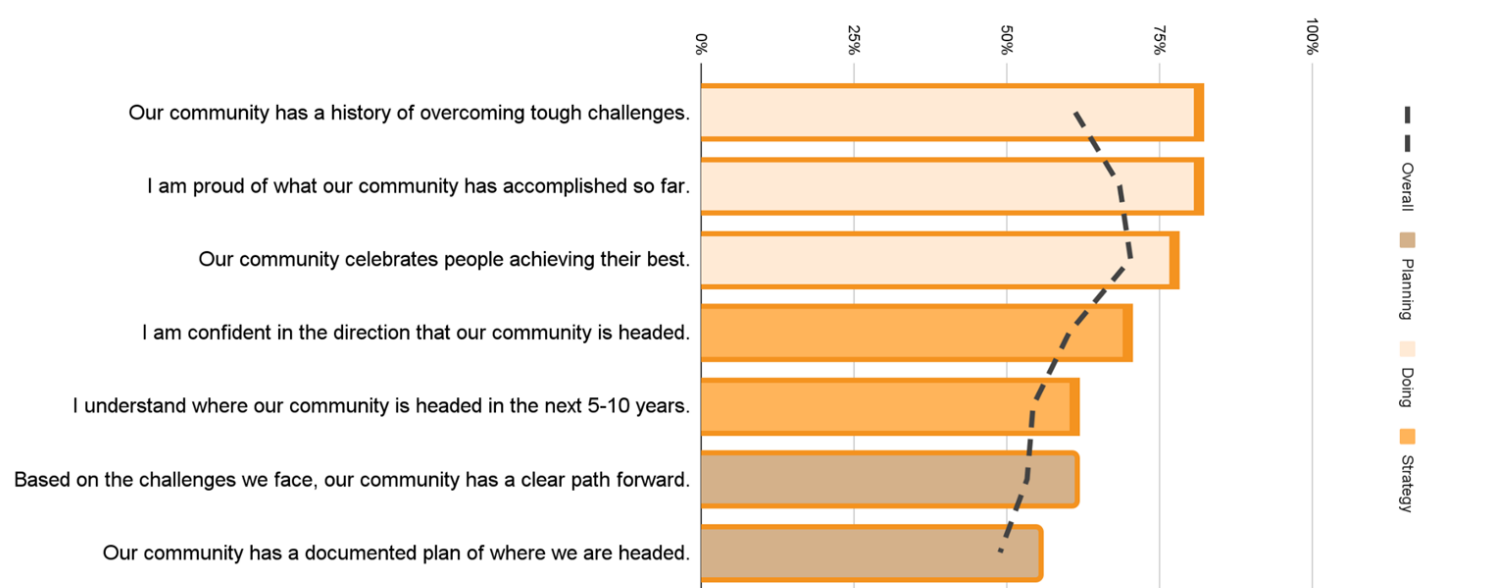


The biggest challenge is ensuring that leadership decisions reflect the broader community's needs. The biggest opportunity is the existing pathways for community involvement in leadership, which can be expanded and promoted.

Discussion Questions:

- Fairness is the lowest perception. Why would that be?
- Did something happen that needs to be addressed in the community?

Community Confidence: Vision



The biggest challenge is the uncertainty about the community's long-term vision. The biggest opportunity is the pride in past accomplishments, which can be used to build confidence in future plans.

Discussion Questions:

- There is a very clear trend from planning to strategy to doing. How do you show residents the importance of planning and then strategizing?

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

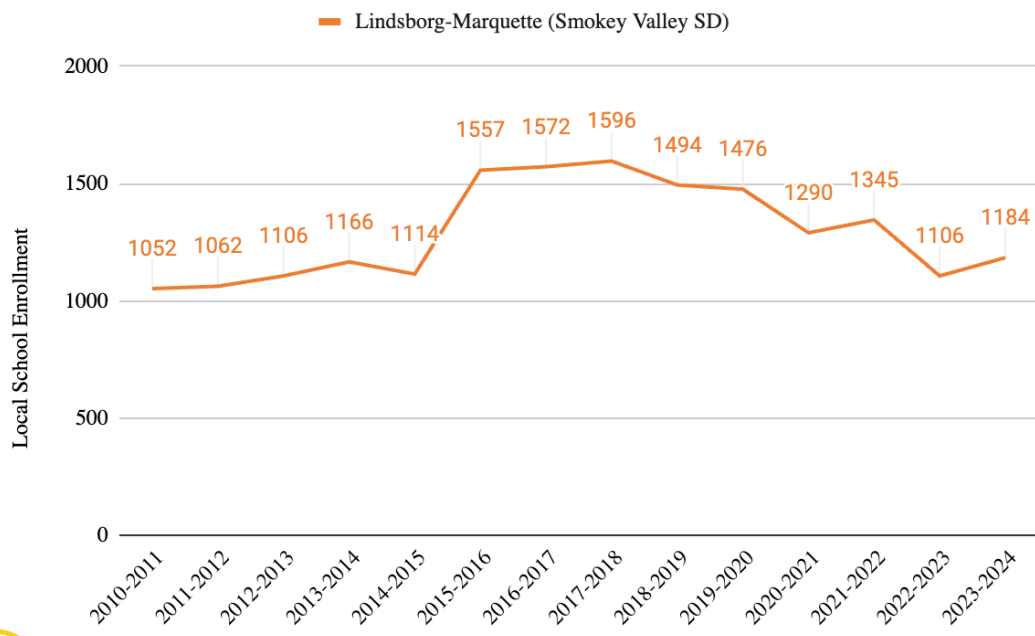


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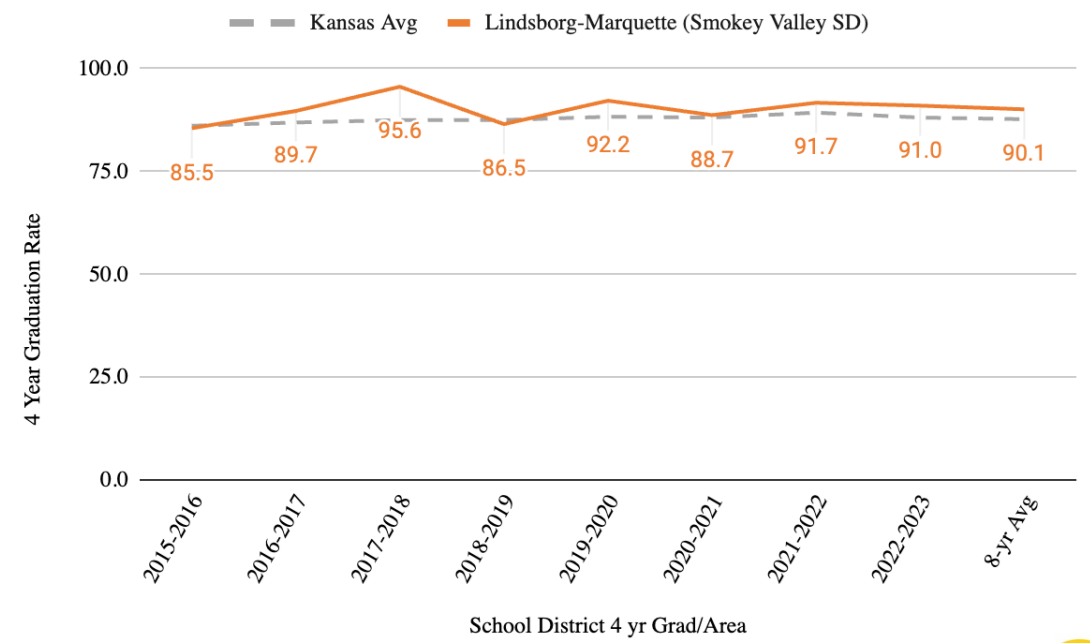
Local Community Indicators

Local School Enrollment



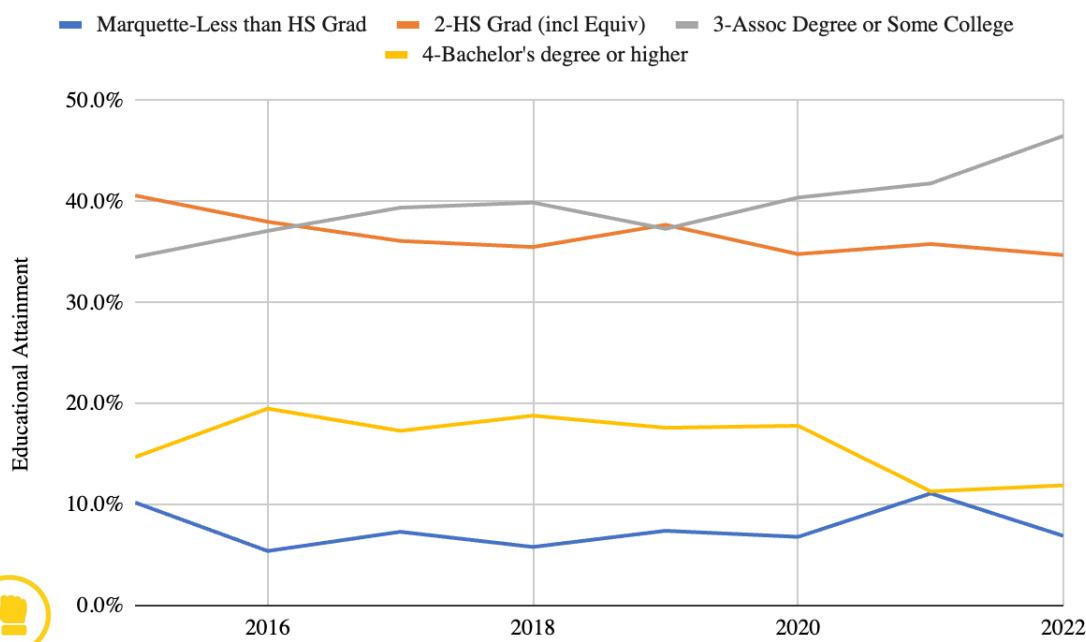
Source: Kansas State Dept of Education, KSDE Data Central

High School 4 Year Graduation Rate



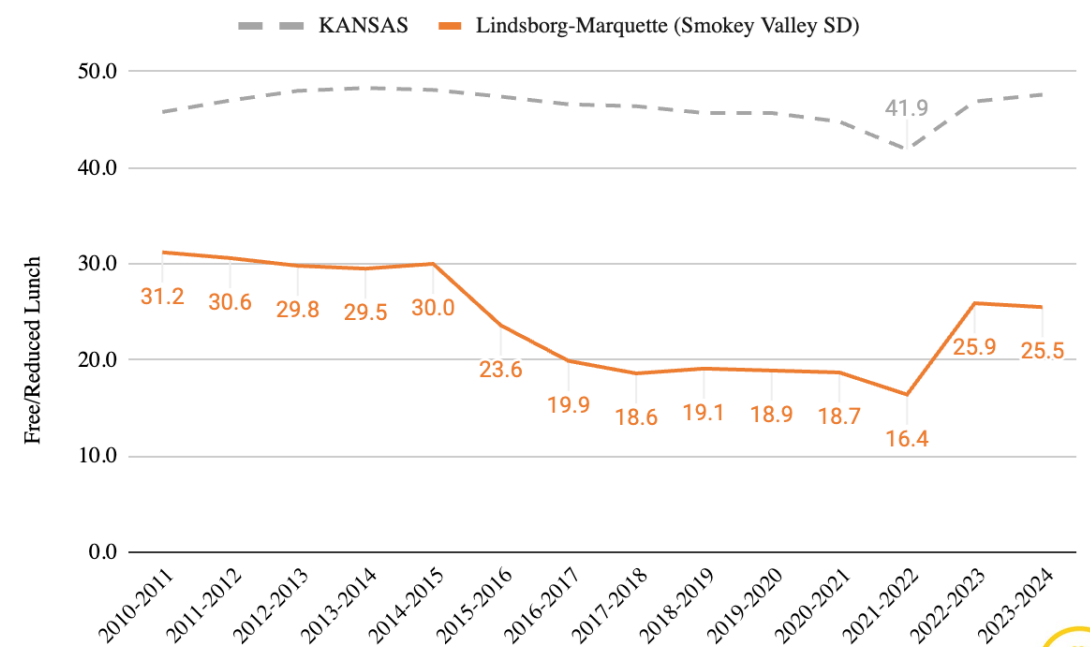
Source: Kansas State Dept of Education, KSDE Data Central

Local Educational Level



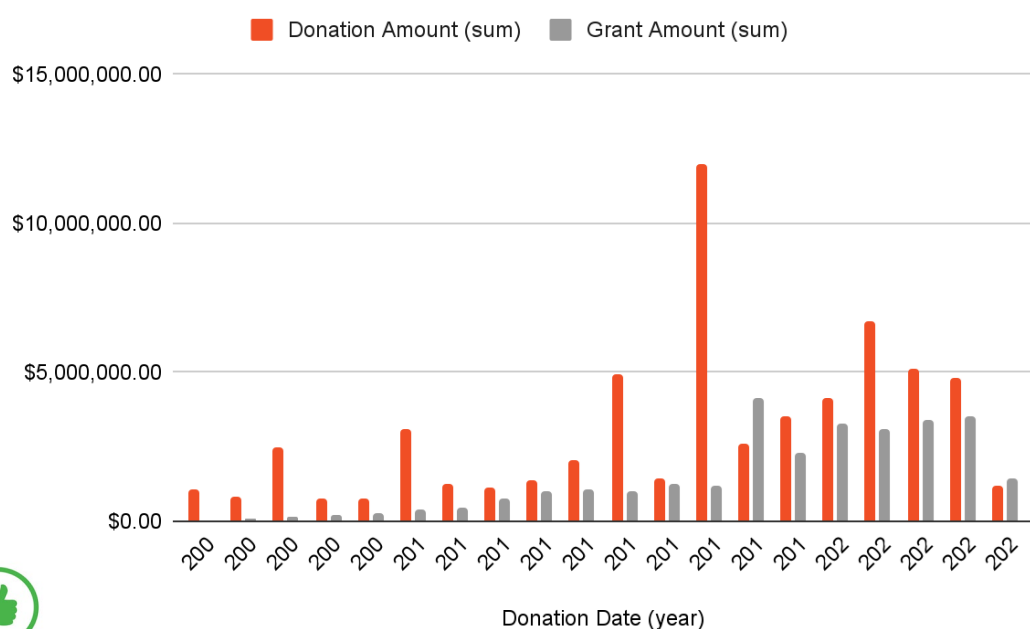
Source: USCB, American Community Survey, 5-Yr Avg, DP03

School District % Free-Reduced Price Lunch

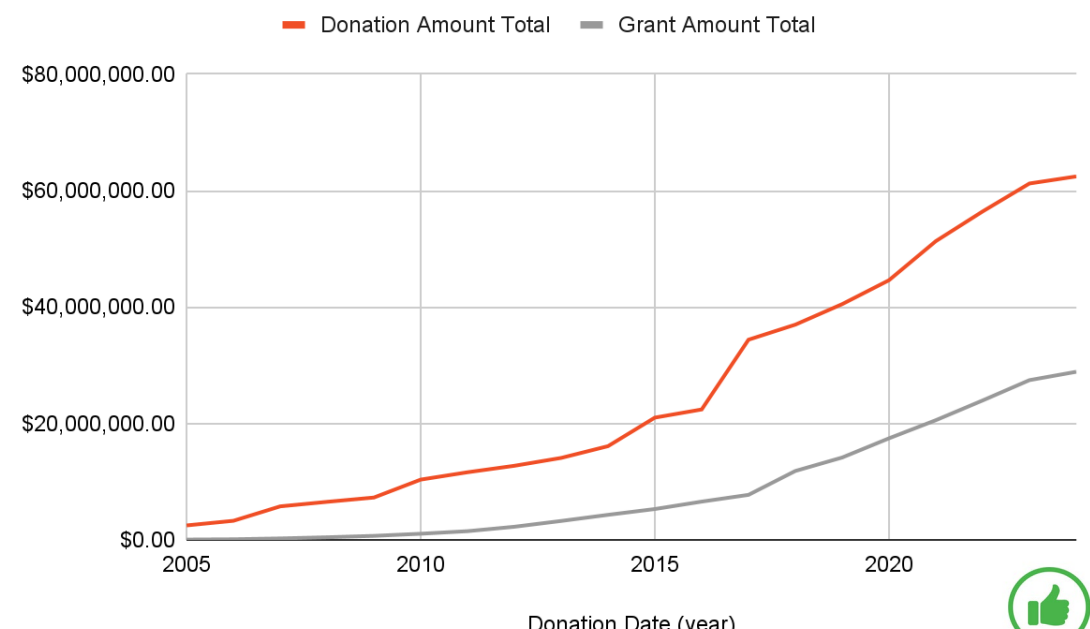


Source: Kansas State Dept of Education, KSDE Data Central

McPherson Community Foundation: Annual Dollars Raised & Invested



McPherson Community Foundation: Compound Dollars Raised & Invested





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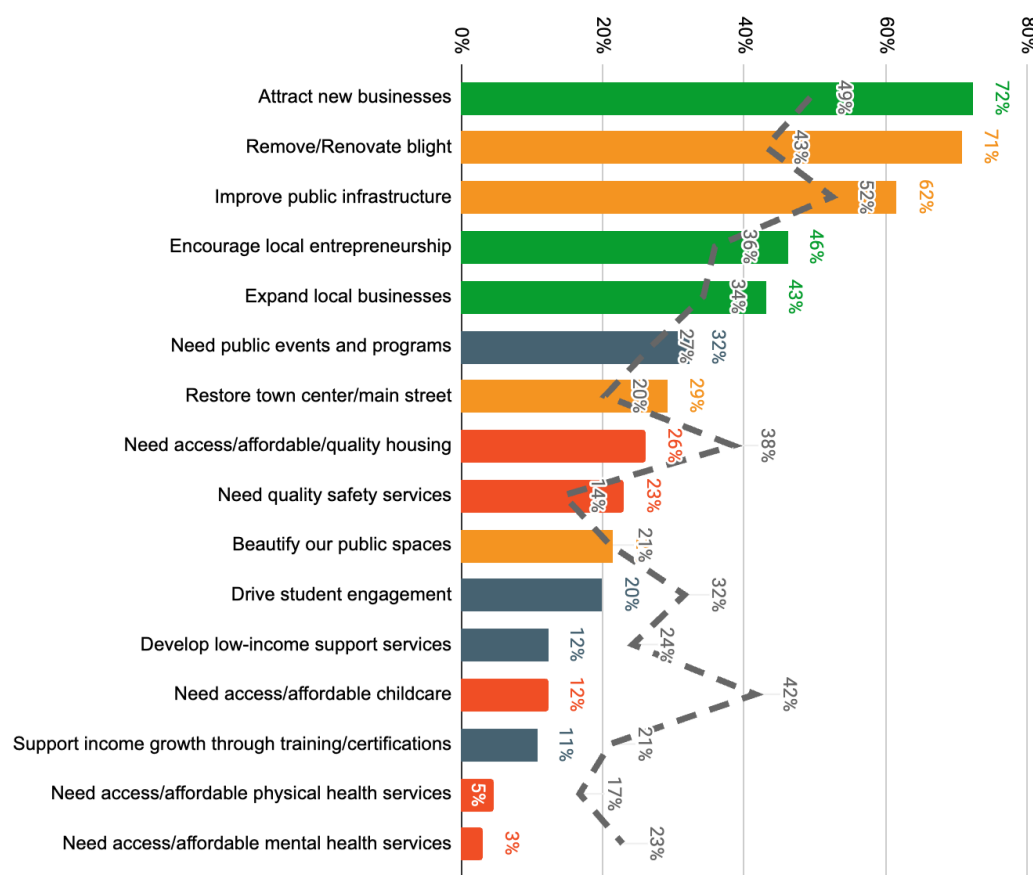
Community Priorities

Priorities Summary:

Responses show that Marquette's top priorities are attracting new businesses, expanding local businesses, improving public infrastructure, and fostering community pride through events. Housing quality and affordability are also crucial. To address these priorities, it is recommended to implement targeted business attraction strategies, support local businesses with grants or incentives, and invest in infrastructure projects. Hosting community events can enhance pride and cohesion. Additionally, developing affordable housing projects will meet critical needs and support economic stability.

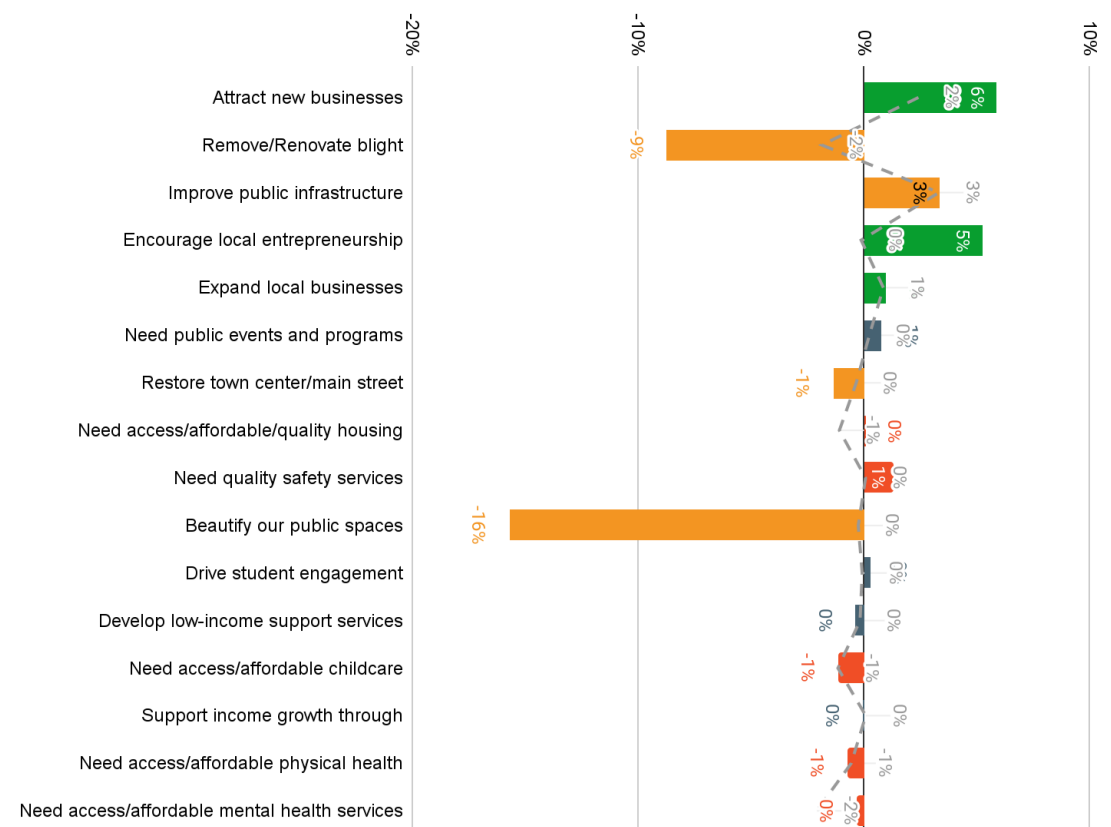
Health Placemaking Economy People Average McPherson Score

2024 Program Priorities



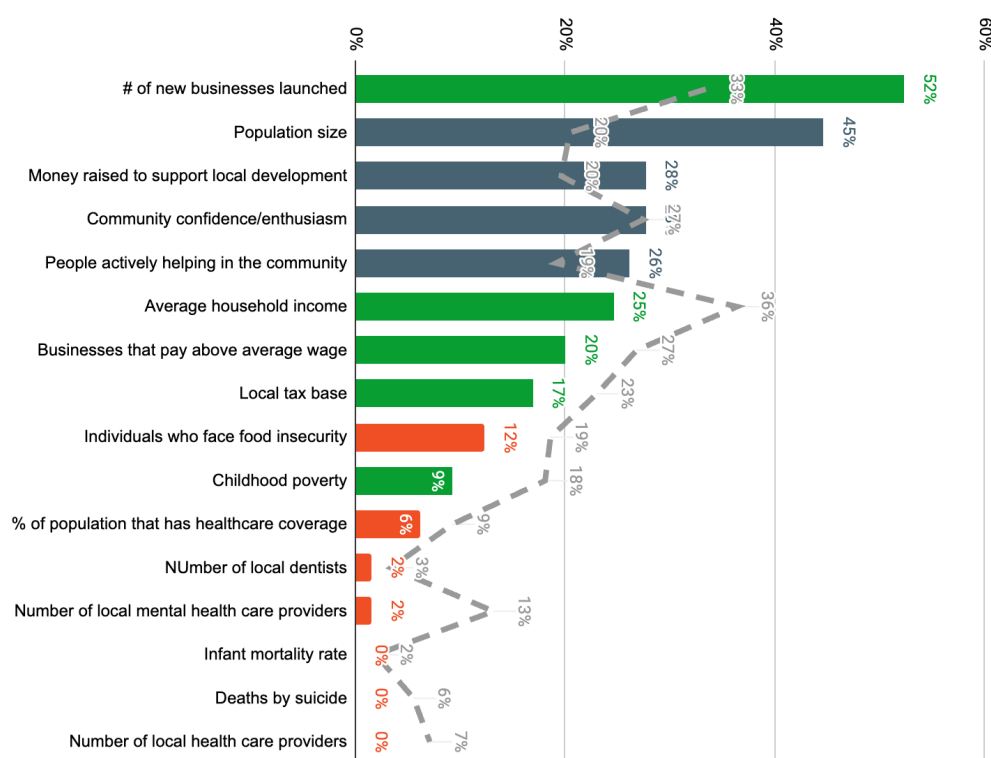
Economics and placemaking are the top two.

Priority Shift (2023 vs 2024)



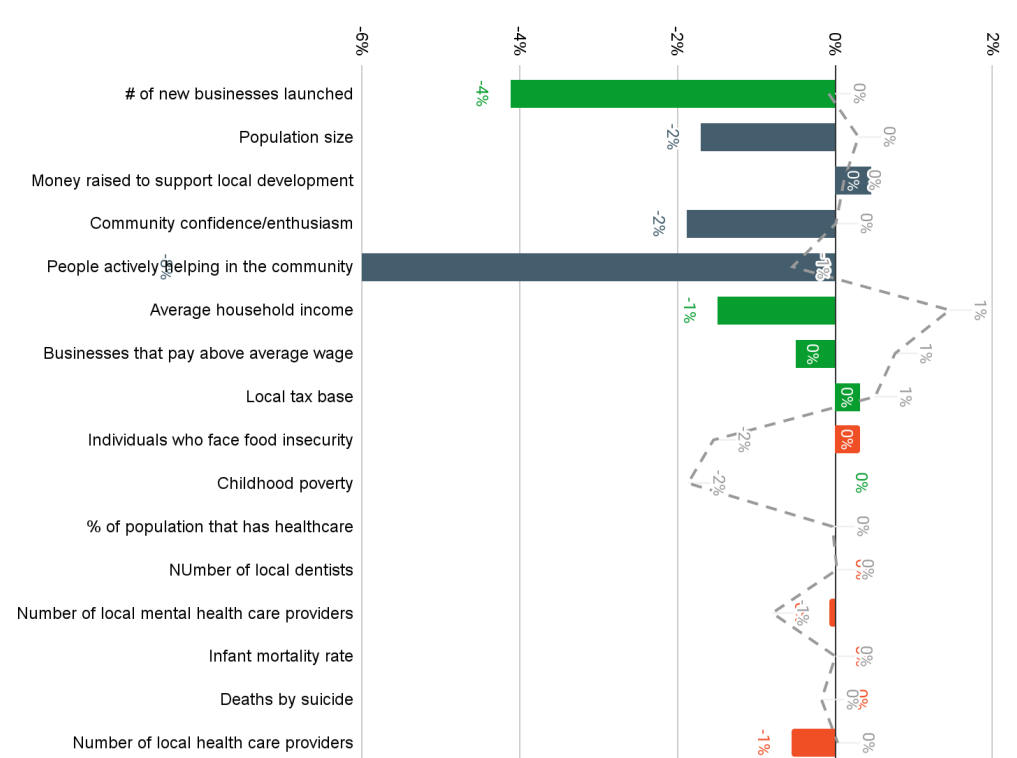
Has there been a priority on beautifying public spaces lately?

2024 Priority Metrics



Attracting and retaining new businesses are both top of mind.

Priority Metrics Shift (2023 vs 2024)



People are helping more in the community!

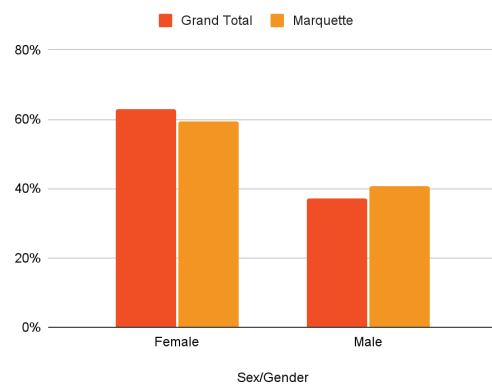
Survey Respondents

Number of Participants



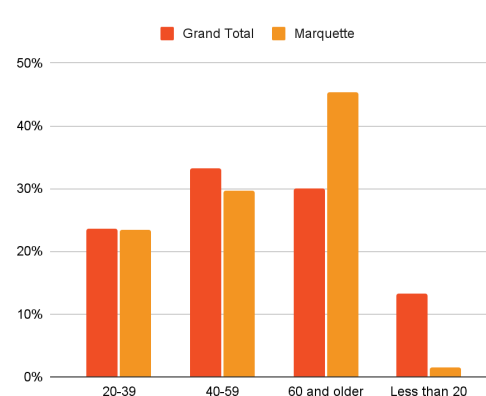
The largest demographic captured in the survey is older adults aged 60 and above, primarily retired individuals.

Gender



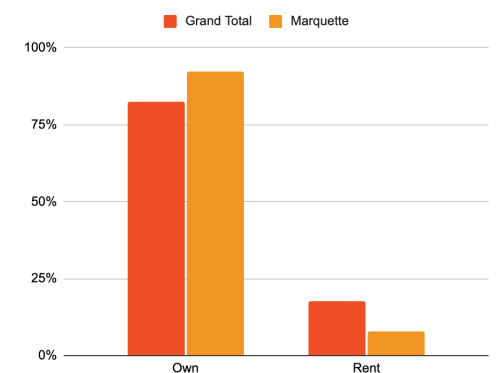
The biggest takeaway from male respondents versus female respondents is the balanced participation, with both genders expressing similar concerns and priorities, highlighting the community's inclusive engagement.

Age Profile



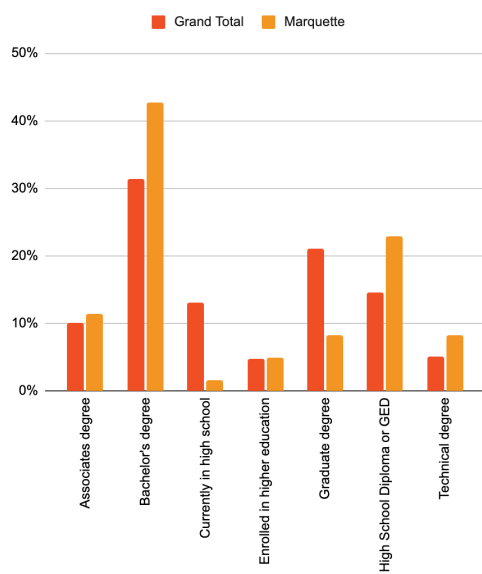
The most significant insight from different age profiles is that older adults are more likely to own homes and express strong personal commitment, while younger respondents focus more on employment and economic opportunities.

Residential Status



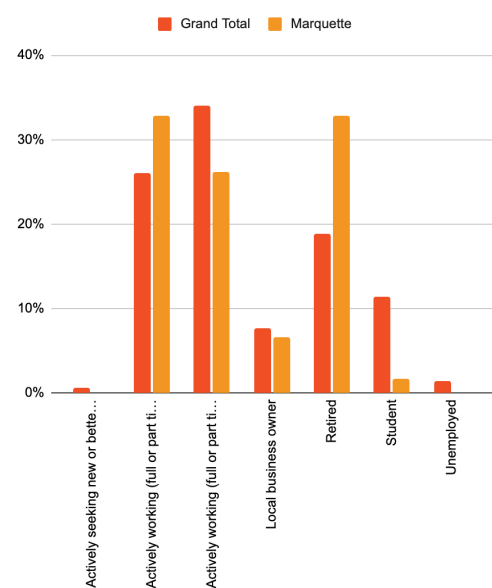
Homeowners express a stronger sense of community commitment and stability compared to renters, who prioritize economic opportunities and housing quality.

Education Level



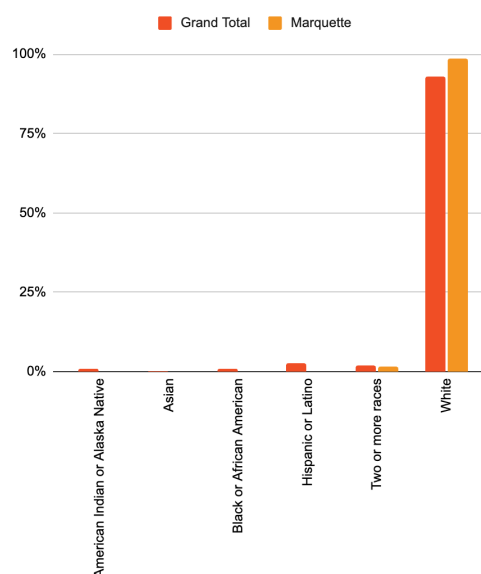
Respondents with higher education levels are more likely to be involved in local leadership and have higher expectations for community development and economic growth.

Employment Status



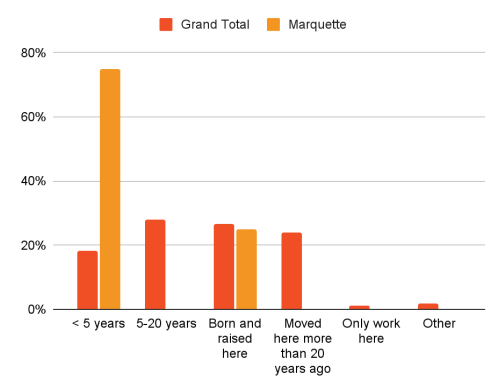
Retired individuals prioritize community cohesion and infrastructure, while those still working focus on job opportunities and economic conditions.

Ethnicity



Not enough data to analyze.

Years lived in location



Long-term residents show strong loyalty and commitment to the community, while newer residents focus on immediate economic and housing improvements.

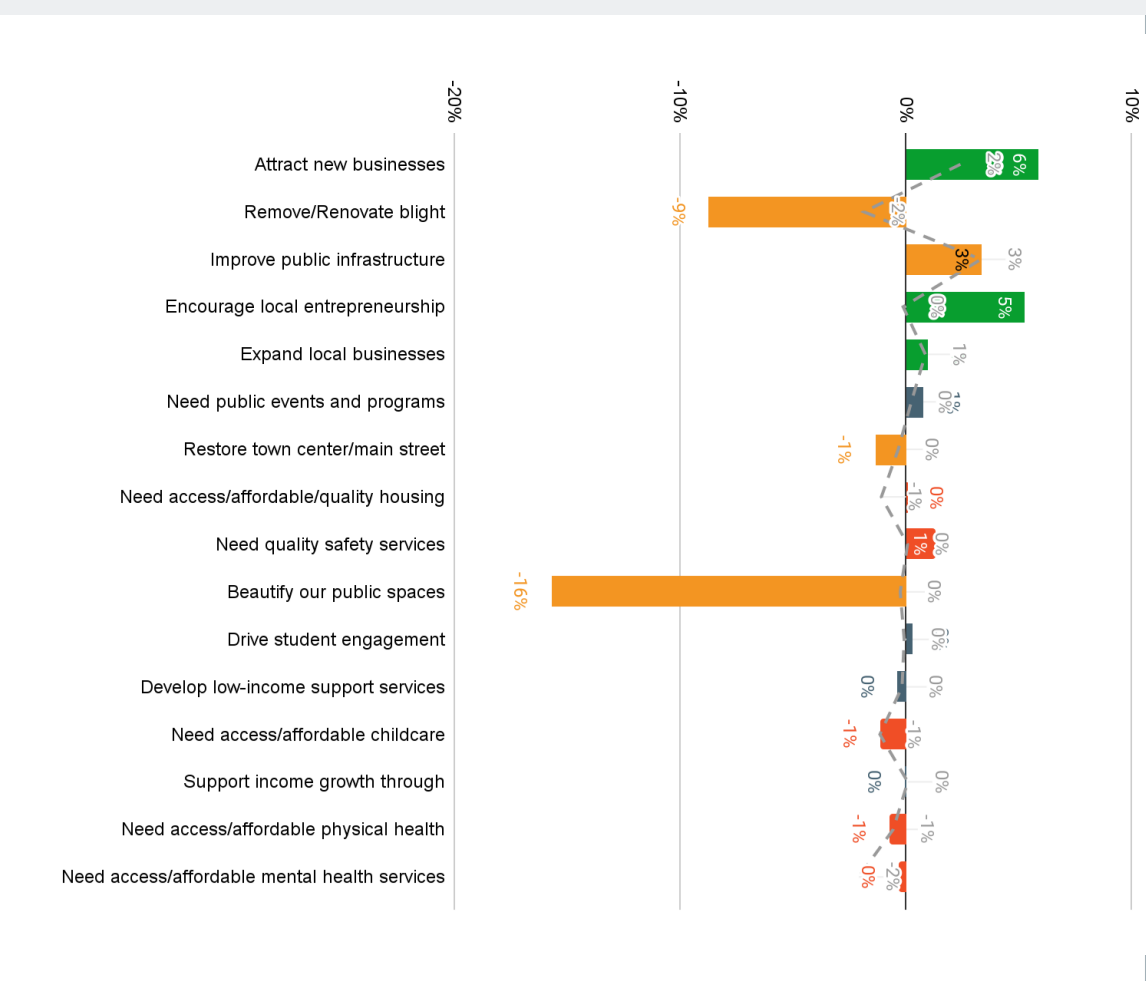
■ Town Score

■ Average McPherson County Score

24

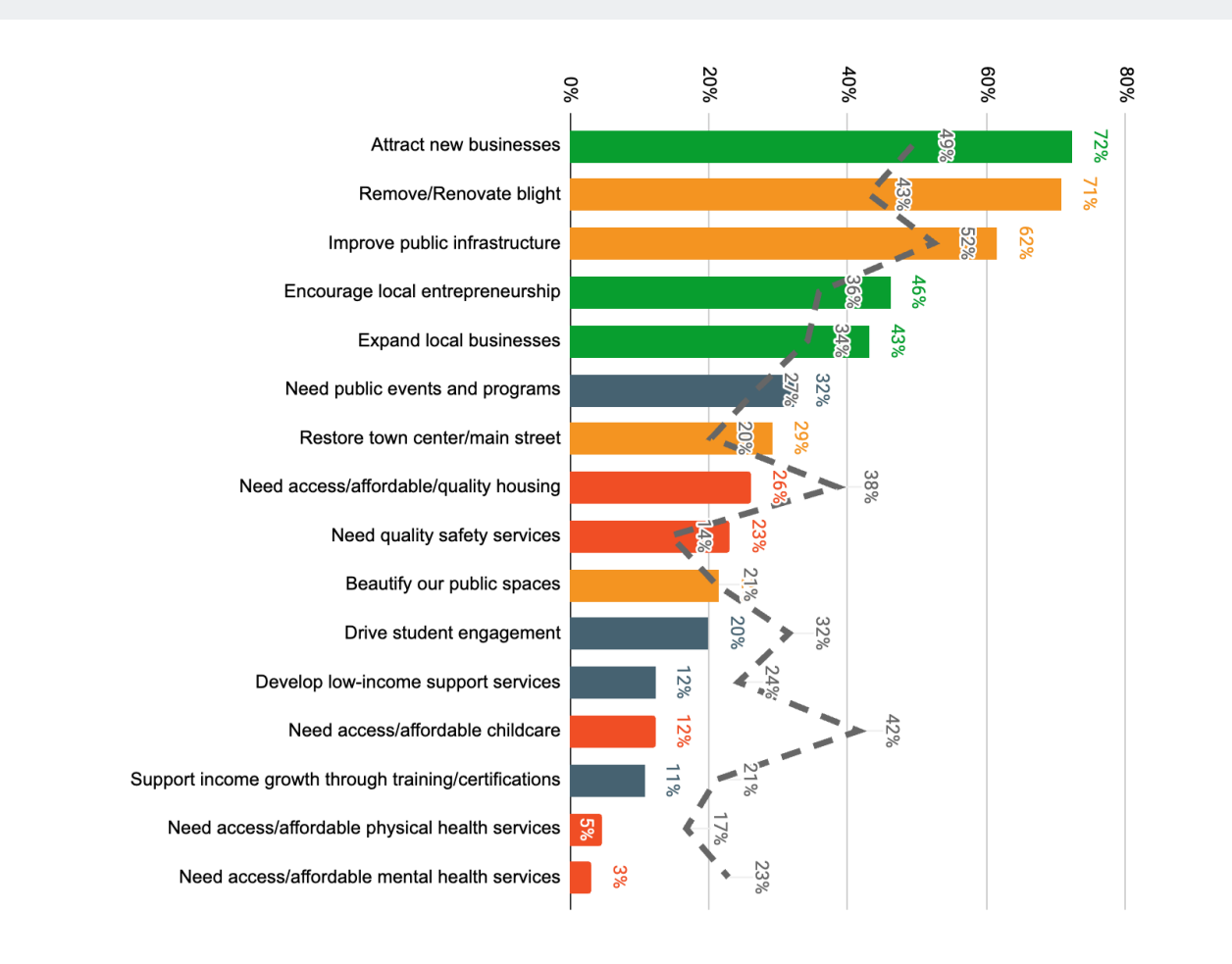
Number of people who expressed an interest in volunteering to better the community
24 of 65 (37%)

Priority Shift (2023 vs 2024)



Has there been a priority on beautifying public spaces lately?

2024 Program Priorities



Economics and placemaking are the top two.