McPHERSON COUNTY Community Foundation

2024
Community Benchmark Report
City of McPherson, KS

Be The Movement!
Connect with local changemakers, local community projects, resources & grants, and much more.

www.mcphersonfoundation.org

Innovation Economy Partners
OUR FOCUS: IMPACT AND OUTCOMES

What Makes Our Community Special?

"People work together. There is always an activity to get involved in."

"Small business, walkability, diversity, care for one another."
Jamie Makatche

"The living wage paying jobs for all social levels of the community (making it much more difficult to find affordable housing). All School's Day and events that bring the community together. The care for our physical spaces - courthouse, parks, library, main street..."
Monica Frye

"The great people who live in our community that are always willing to help. The safe community that we can raise our kids."

"Collaboration between diverse groups and organizations. Empowering the underserved to become leaders at new tables."
Rebecca Lewis-Pankratz

"Our ability to come together to find solutions to bridge the gaps and help each other grow and succeed!!"
Andrea Amann (Andi)

"Great small town, good business district, concerned and compassionate citizens."

"The people are so gracious here in McPherson."
Monica Luck

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

"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!"

The Leaders That Make Our Community Special

Executive Summary:

The survey reveals a strong sense of personal commitment and belonging among McPherson residents. However, there is a mixed perception of economic conditions and local leadership. Key priorities include enhancing public infrastructure, expanding business opportunities, and addressing mental health services.

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Economic Confidence

Respondents generally perceive current business conditions as stable, with many expecting improvement in the future. Employment opportunities are seen as plentiful, with a hopeful outlook on income growth.

pg **6, 7, 8**

Community Engagement Confidence

Residents show a high level of personal commitment, with many feeling loyal and belonging to the community. However, perceptions of local leadership vary, with some concerns about the direction and planning for the future.

pg **9**

Critical Community Priorities

Key development priorities focus on attracting new businesses, expanding local enterprises, and improving public infrastructure. Mental and physical health services are also significant concerns, alongside enhancing support for low-income families.

pg **10**

Survey Respondent Profile

The majority of respondents are long-term residents, aged 40-59, with graduate degrees. Most are homeowners and primarily engaged in public sector work. The dominant ethnicity is White (not Hispanic or Latino).

The Community Benchmarking report has been commissioned by McPherson County 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.

| 1 Collaborative Leadership | **+** | 2 Committed Citizenship | **+** | 3 Community Vision & Action | **=** | Economic & Community Sustainability |

Confidence In Our Local Economy
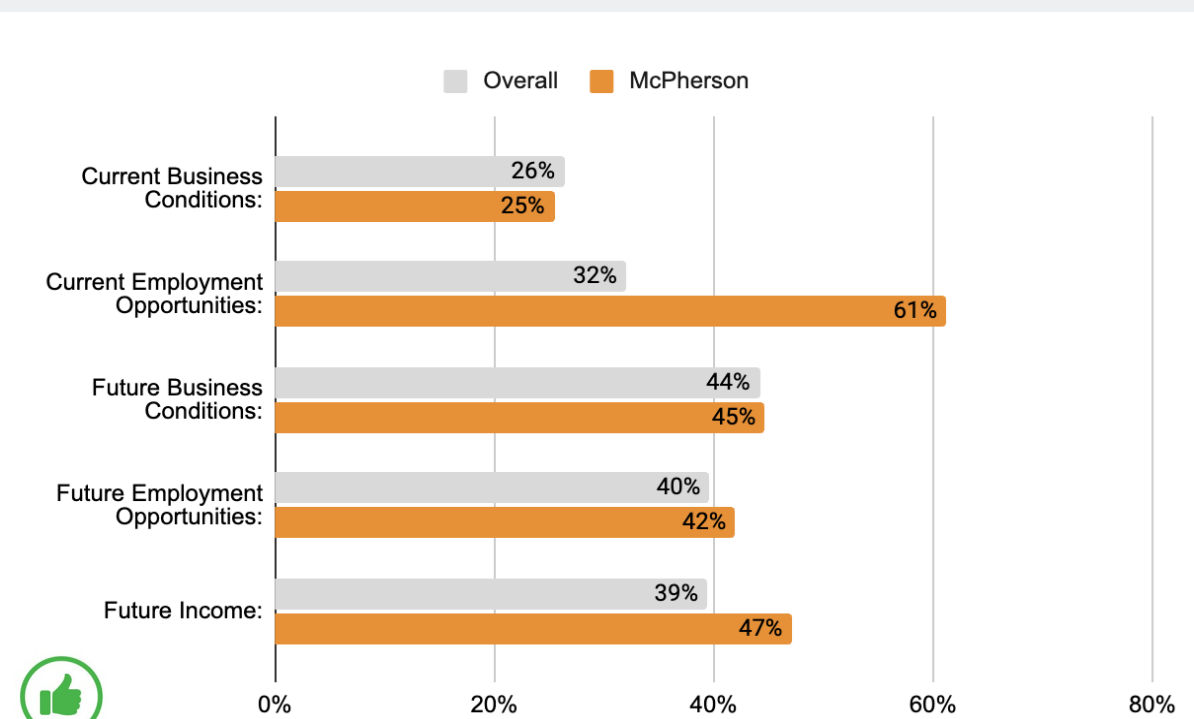
Economic Summary:

Residents view current business conditions as stable but expect future improvements considering their perception of the future was lower than current perceptions. This view is particularly in employment opportunities and income levels. Recommendations include fostering entrepreneurship, attracting diverse businesses, and investing in workforce development programs to sustain economic growth.

Addressing the anticipated better business conditions, the community should focus on training and certification programs to enhance skill sets and create a resilient local economy. Household income shows to be on the rise which may produce some helpful employment and business opportunities for the future.
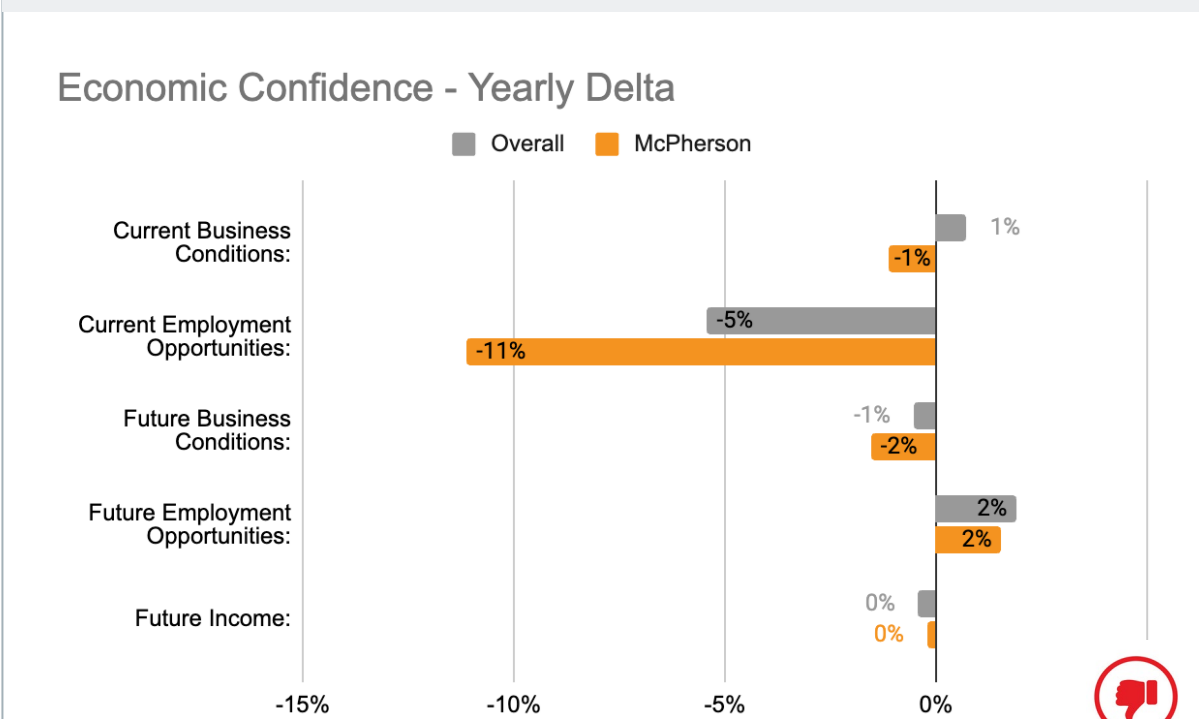
Businesses Needed In Our Town:

1. **Child Care Center** - Expanded hours and high-quality care.
2. **Family Restaurant** - Serving breakfast and brunch.
3. **Affordable Housing** - Low-cost options for families and retirees.
4. **Indoor Kid-Friendly Activities** - Climbing wall, trampoline park, etc.
5. **Mental Health Services** - Inpatient and affordable options.
6. **Public Transportation** - To help workers commute.
7. **Nice Restaurants** - Diverse dining options for the community.
8. **Clothing Stores** - Casual and dress fashions.
9. **Tattoo Parlors** - Allowing new businesses.
10. **Bakery/Sandwich Shop** - Unique, local food options.

Our Economic Perceptions

Legend: Overall, McPherson

	Overall	McPherson
Current Business Conditions:	26%	25%
Current Employment Opportunities:	32%	61%
Future Business Conditions:	44%	45%
Future Employment Opportunities:	40%	42%
Future Income:	39%	47%

Employment opportunities need to be a focus for a shift this big.

Year Over Year Change (2023 vs 2024)

Economic Confidence - Yearly Delta

Legend: Overall, McPherson

	Overall	McPherson
Current Business Conditions:	1%	-1%
Current Employment Opportunities:	-5%	-11%
Future Business Conditions:	-1%	-2%
Future Employment Opportunities:	2%	2%
Future Income:	0%	0%

Although current employment opportunities are high, the shift went down from last year.

Businesses in Our Town

Legend: Mcpherson

Business Establishments (y-axis): 534, 534, 539, 534, 542, 536 (2015–2021)
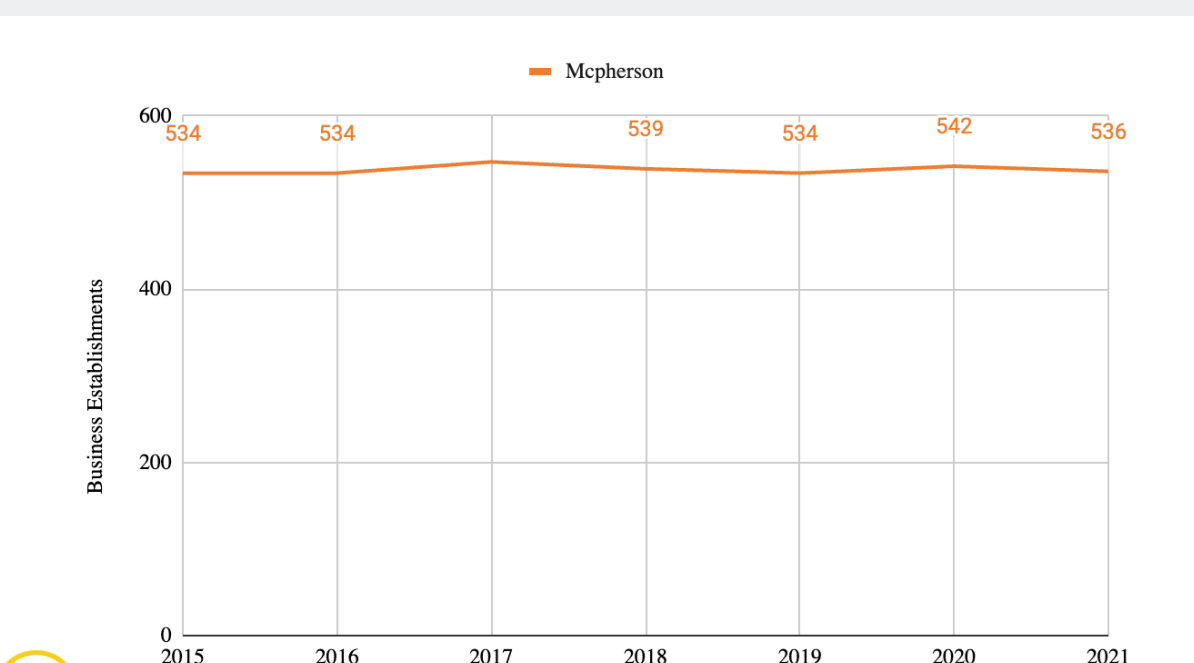
Data source: USCB, County Business Patterns

Metrics stayed relatively level

10 Year Shift in Local Jobs
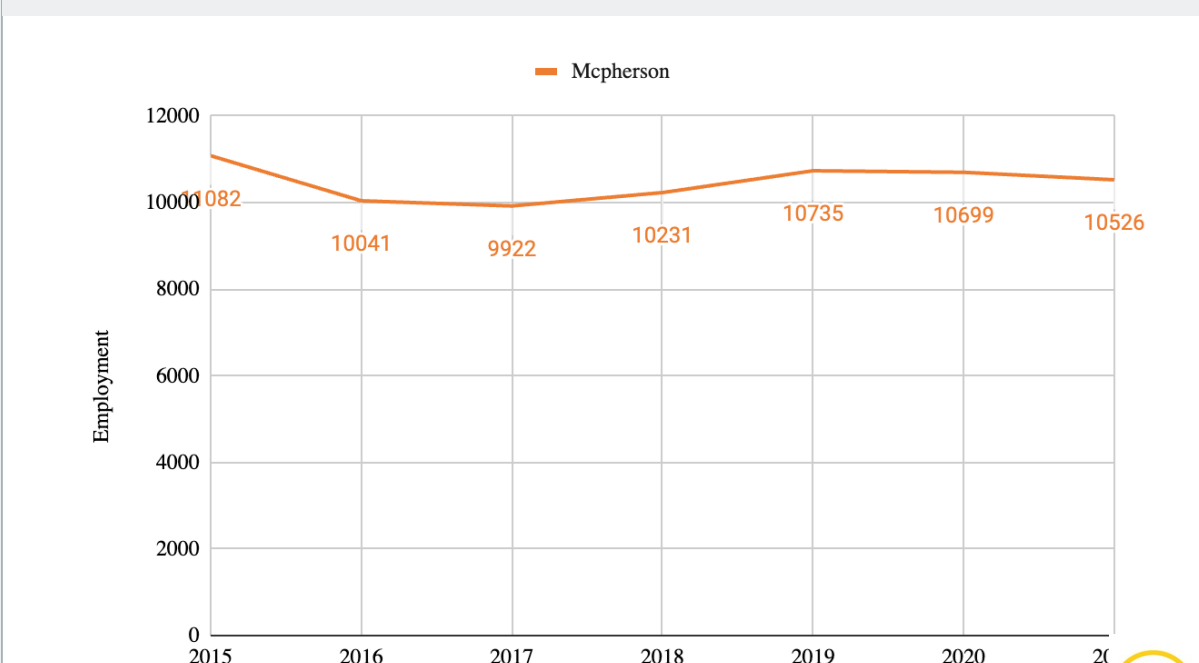
Legend: Mcpherson

Employment (y-axis): 11082, 10041, 9922, 10231, 10735, 10699, 10526 (2015–2021)

Data source: USCB, County Business Patterns

Metrics stayed relatively level

Data source: Community Survey (Conducted in Spring 2024)

Local Economic Indicators

Overall Population Trend

Legend: McPherson

Values: 13,212 | 13,212 | 13,089 | 13,041 | 13,054 | 13,066

Y-axis (Total Population): 0, 5,000, 10,000, 15,000
X-axis: 2016, 2018, 2020, 2022

Data source: USCB, ACS 5-Yr Avg

Local Poverty Rate

Legend: McPherson Co, KS | McPherson, KS

McPherson, KS: 2.3%, 4.4%, 5.4%, 7.5%, 5.1%, 4.8%, 6.5%, (9.0%)
McPherson Co, KS: 3.3%, 3.8%, 4.6%, 6.4%, (5.0%), 4.3%, 4.9%, 6.4%

Y-axis (Families Below Poverty Line): 0.0%, 2.5%, 5.0%, 7.5%, 10.0%
X-axis: 2016, 2018, 2020, 2022

Data source: USCB, American Community Survey, 5-Yr Avg, DP03

Local Unemployment Rate

Legend: McPherson Co, KS | McPherson, KS

McPherson, KS: 2.9%, 2.7%, 2.6%, 2.6%, 2.2%, 1.3%, 1.2%, 2.8%
McPherson Co, KS: 3.1%, 2.4%, 2.5%, 2.3%, 1.9%, 1.6%, 2.1%

Y-axis: 0.0%, 1.0%, 2.0%, 3.0%, 4.0%
X-axis: 2016, 2018, 2020, 2022

Data source: USCB, American Community Survey, 5-Yr Avg, DP03
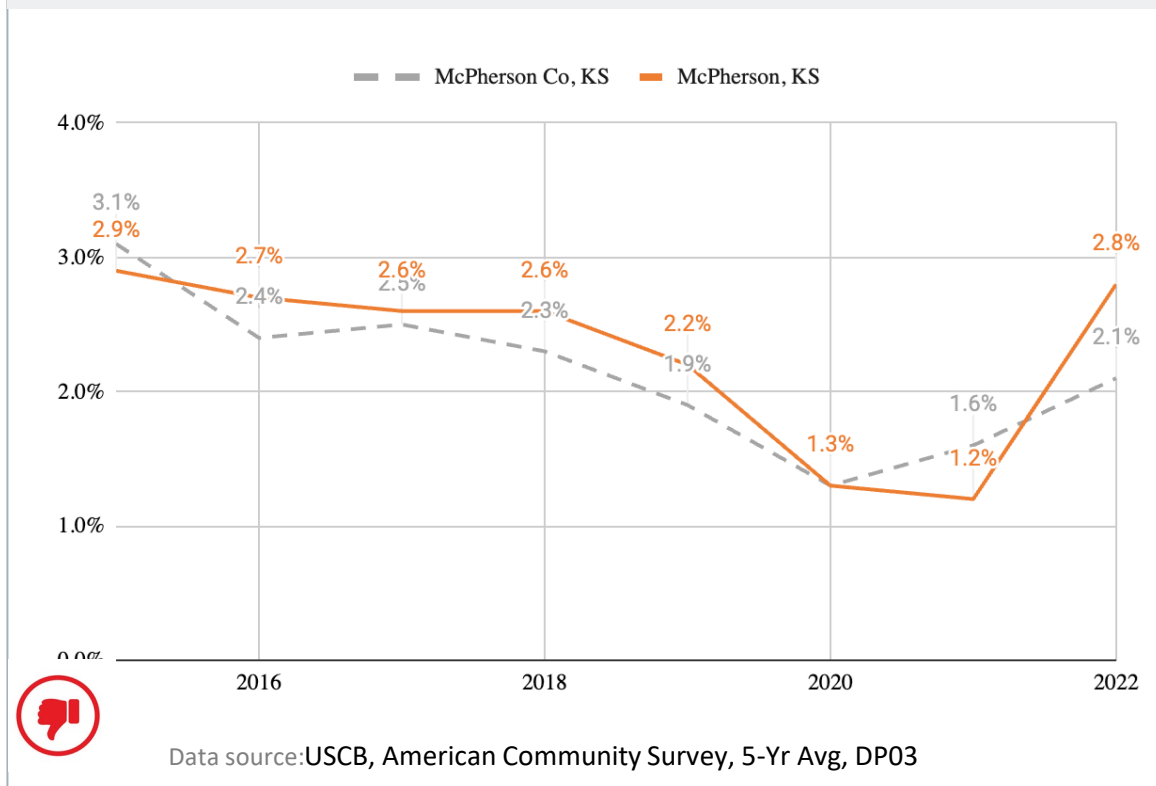
Median Household Income

Legend: McPherson Co, KS | McPherson, KS

McPherson, KS: $53,566, $54,057, $53,503, $54,804, $58,337, $57,931, $59,610, $69,807
McPherson Co, KS: $56,128, $56,783, $56,946, $57,765, $59,089, $59,928, $63,816, $71,250

Y-axis: $-, $20,000, $40,000, $60,000, $80,000
X-axis: 2016, 2018, 2020

Data source: USCB, American Community Survey, 5-Yr Avg, DP03

Total Housing Units

Legend: McPherson

Values: 5,957, 5,986, 6,010, 5,996, 6,047, 6,312, 6,368, 6,260

Y-axis (Total Housing Units): 0, 2,000, 4,000, 6,000, 8,000
X-axis: 2016, 2018, 2020, 2022

Data source: USCB, ACS 5-Yr Avg

Annual Sales Tax Collection
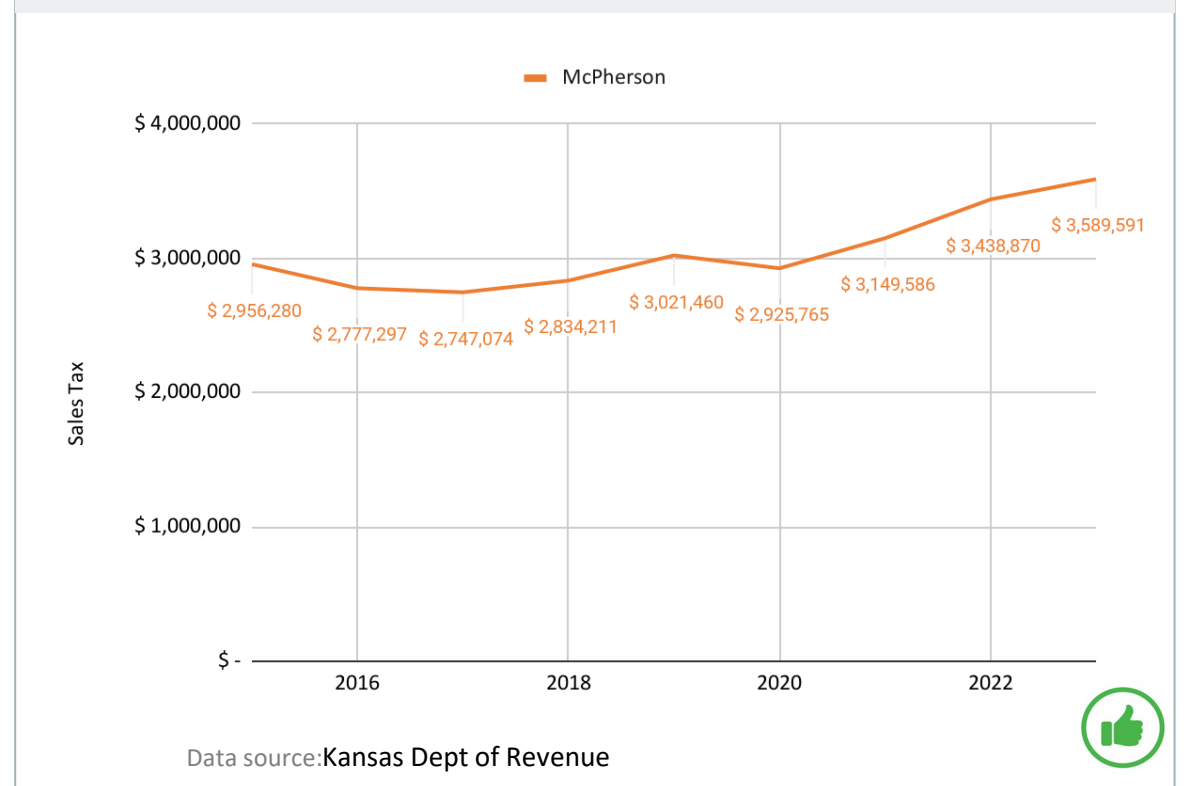
Legend: McPherson

Values: $2,956,280, $2,777,297, $2,747,074, $2,834,211, $3,021,460, $2,925,765, $3,149,586, $3,438,870, $3,589,591

Y-axis (Sales Tax): $-, $1,000,000, $2,000,000, $3,000,000, $4,000,000
X-axis: 2016, 2018, 2020, 2022

Data source: Kansas Dept of Revenue

Confidence In Our Local Community

Engagement Summary:

Community engagement reveals high personal commitment but varied confidence in local leadership. Strengthening community involvement through transparent communication and inclusive decision-making can address leadership concerns. Promoting pathways for leadership involvement and celebrating community achievements will foster a sense of pride and collective progress.

Luckily the overall shift in perceptions increased over the past year. This could be a very helpful metric when pushing for the future. Keeping momentum going, especially when planning future community programs, will prove to engage the community more as well as show a priority to plan and strategize.

## How do our residents view our community?
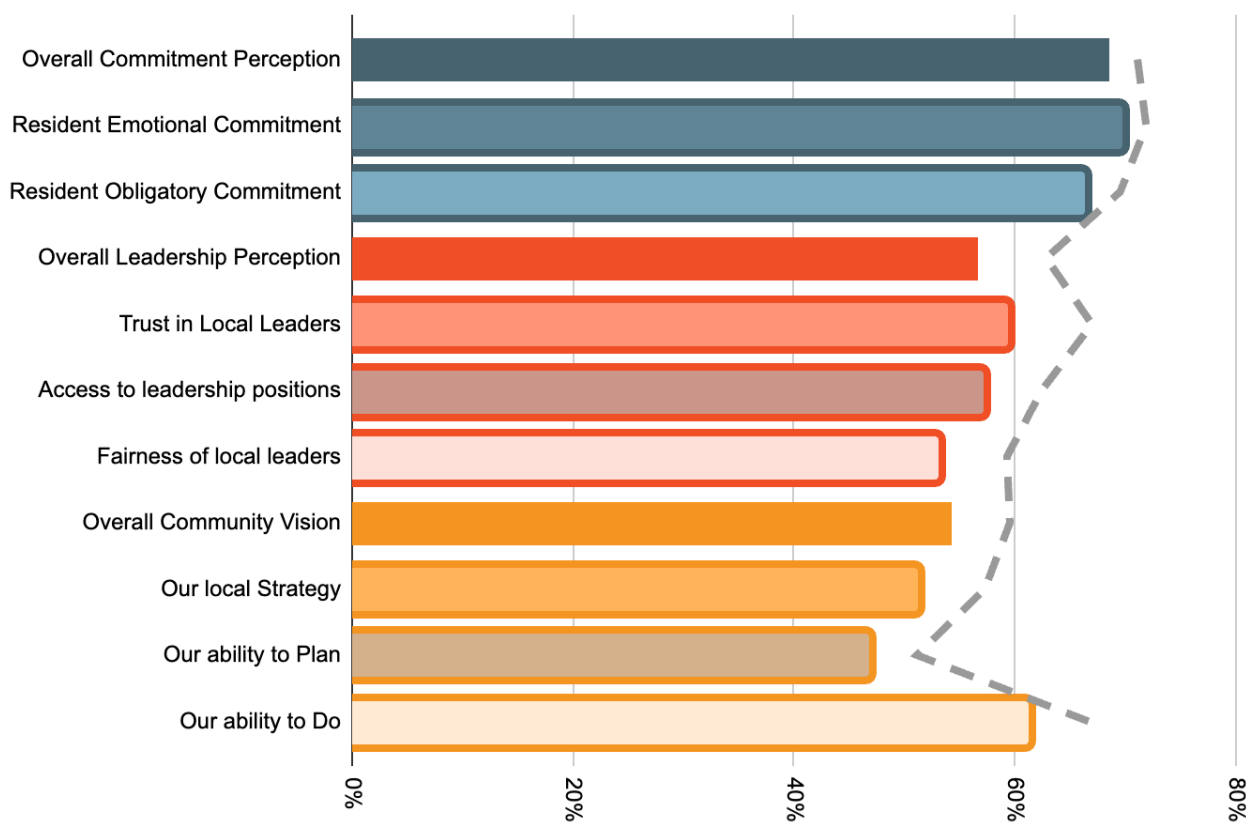
The biggest challenge is the perception of inadequate leadership and future planning. The greatest opportunity lies in enhancing community involvement and transparency.

Questions:
- How can community leaders improve communication and transparency in decision-making?
- What specific initiatives can enhance residents' sense of belonging and loyalty to the community?
- How can we better document and communicate the community's long-term plans and achievements?

Year Over Year Change (2023 vs. 2024)
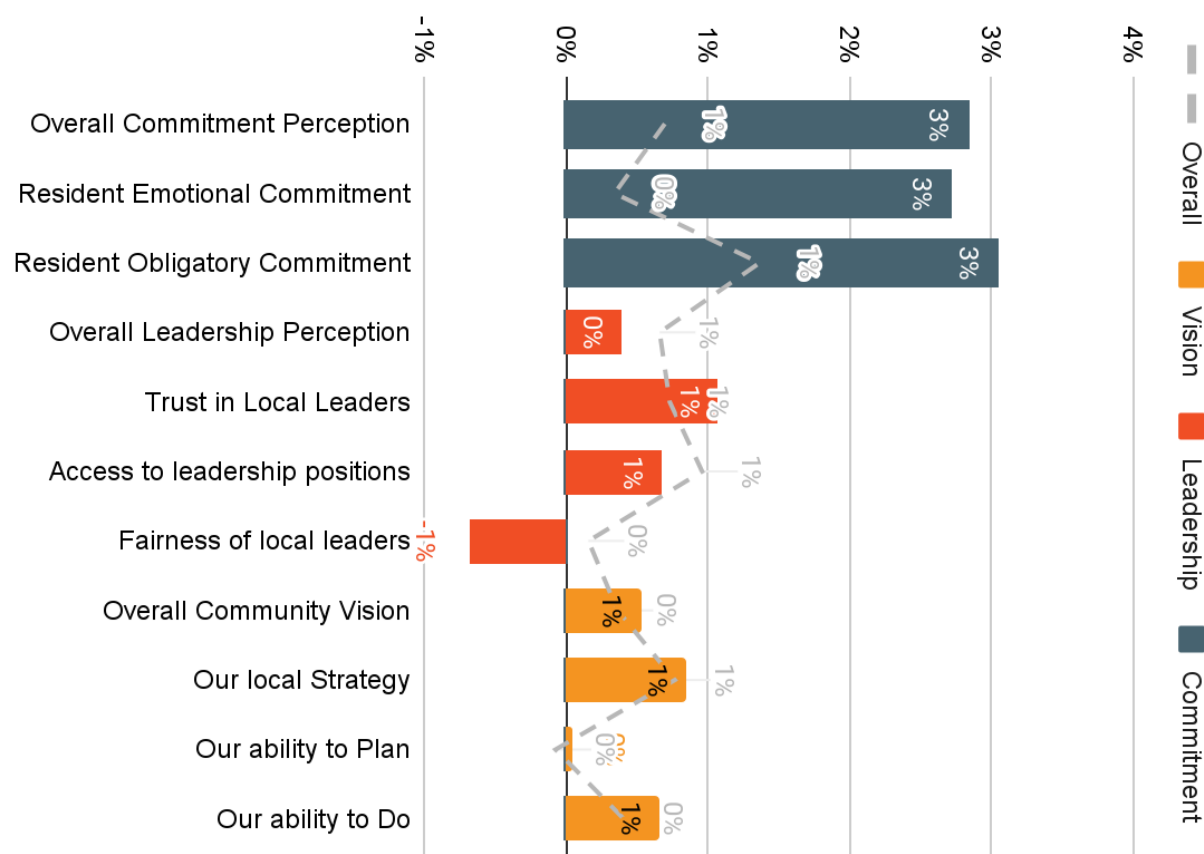
Community Commitment was obviously the best increase in community perceptions from last year to this year. Vision and leadership alternated spots for the subsequent perceived changes. Tackling the community's future plans will be best implemented when framed against the commitment of each resident.

Questions:
- Where do residents feel the most committed? Programs? Businesses? Community gatherings?
- Can you leverage the commitment of respondents to encourage them to take leadership and visionary roles for the good of the community?
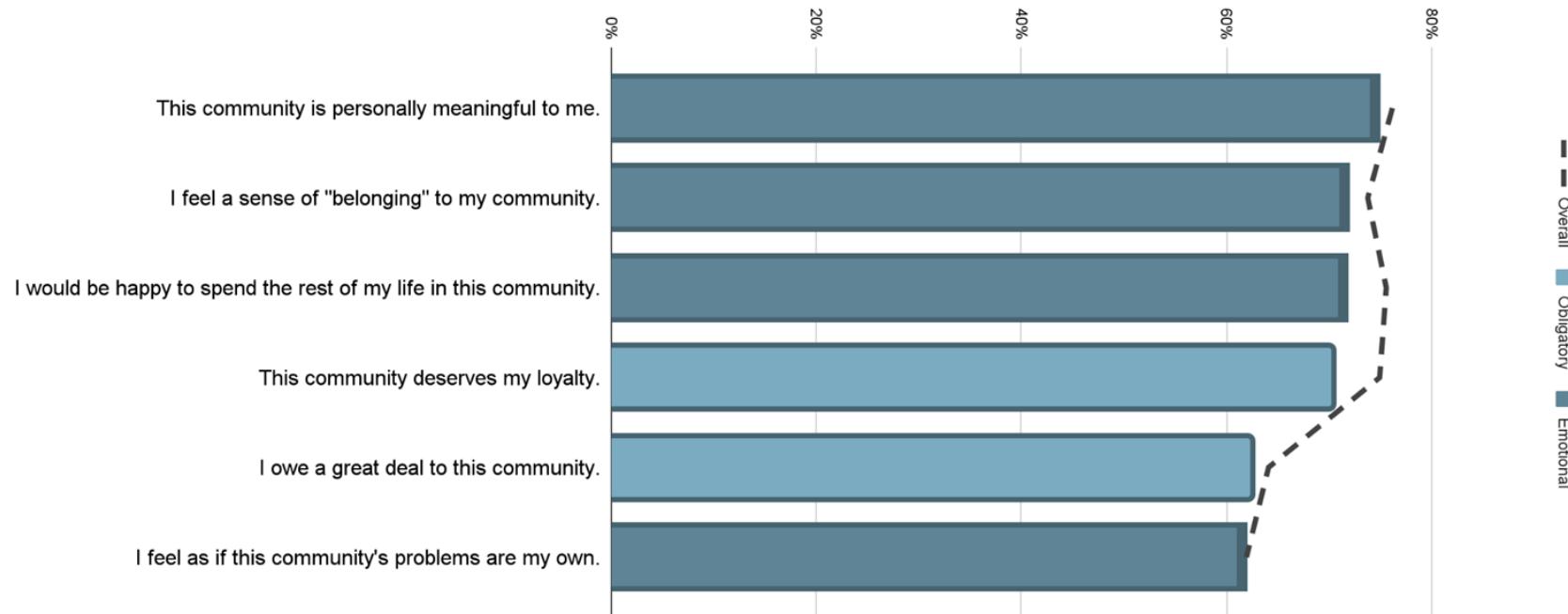
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Confidence In Our Local Community

## Community Confidence: Personal Commitment

The challenge is maintaining long-term commitment amid varied economic perceptions. The opportunity lies in leveraging strong personal loyalty to drive community initiatives. **Questions:**
- How can we better address your concerns about the community's future?
- What initiatives would you support to enhance community belonging and loyalty?

Community Confidence: Local Leadership
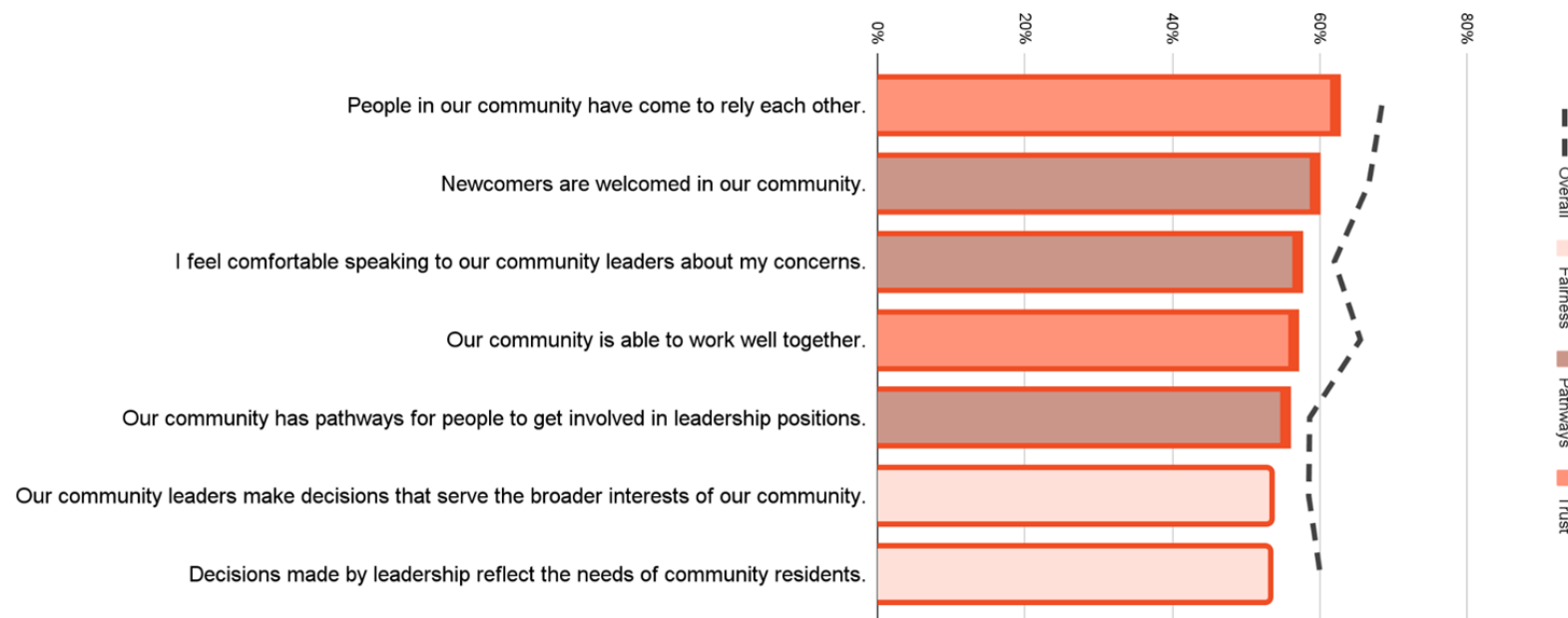
The challenge is the mixed perception of leadership effectiveness. The opportunity is in fostering inclusive and responsive leadership practices.

Questions:
- How can leadership better reflect community needs in their decisions?
- What would encourage you to engage more with community leaders?
- How can we improve pathways for residents to assume leadership roles?
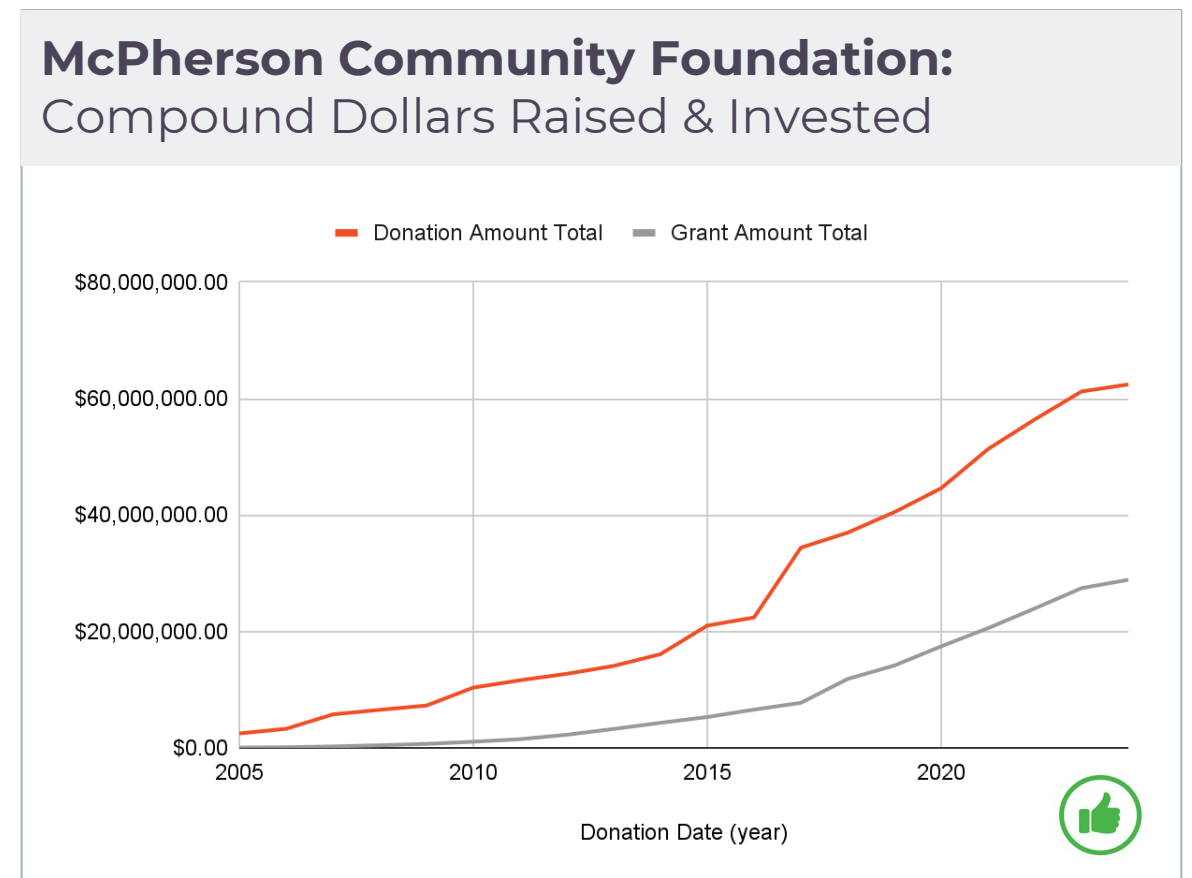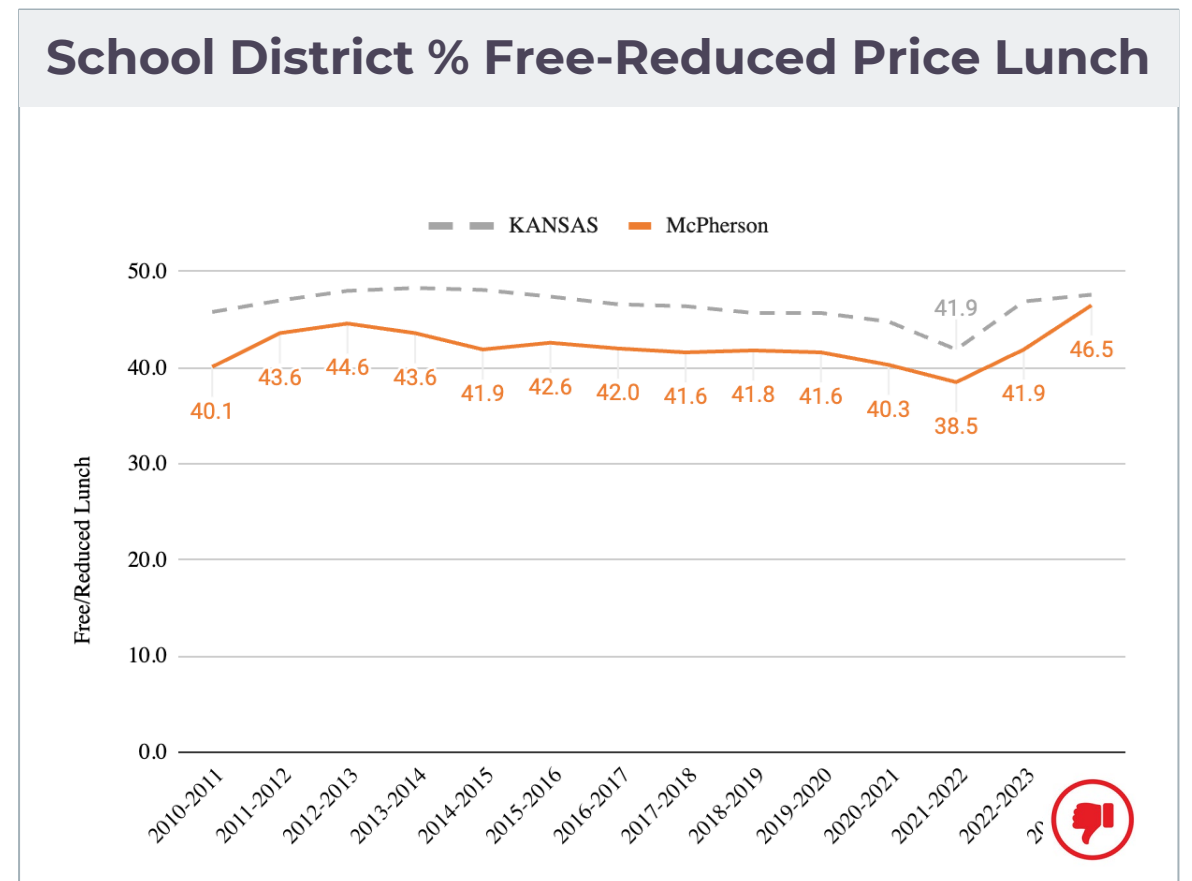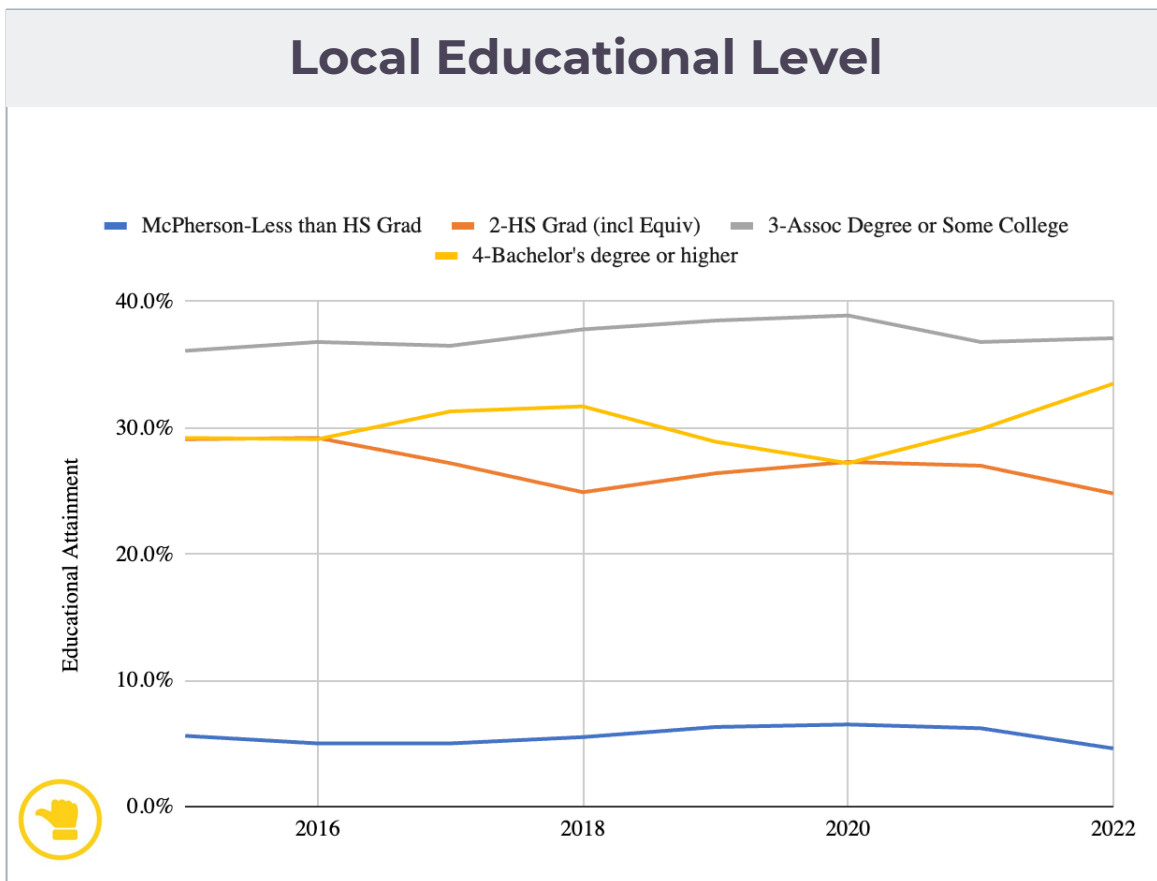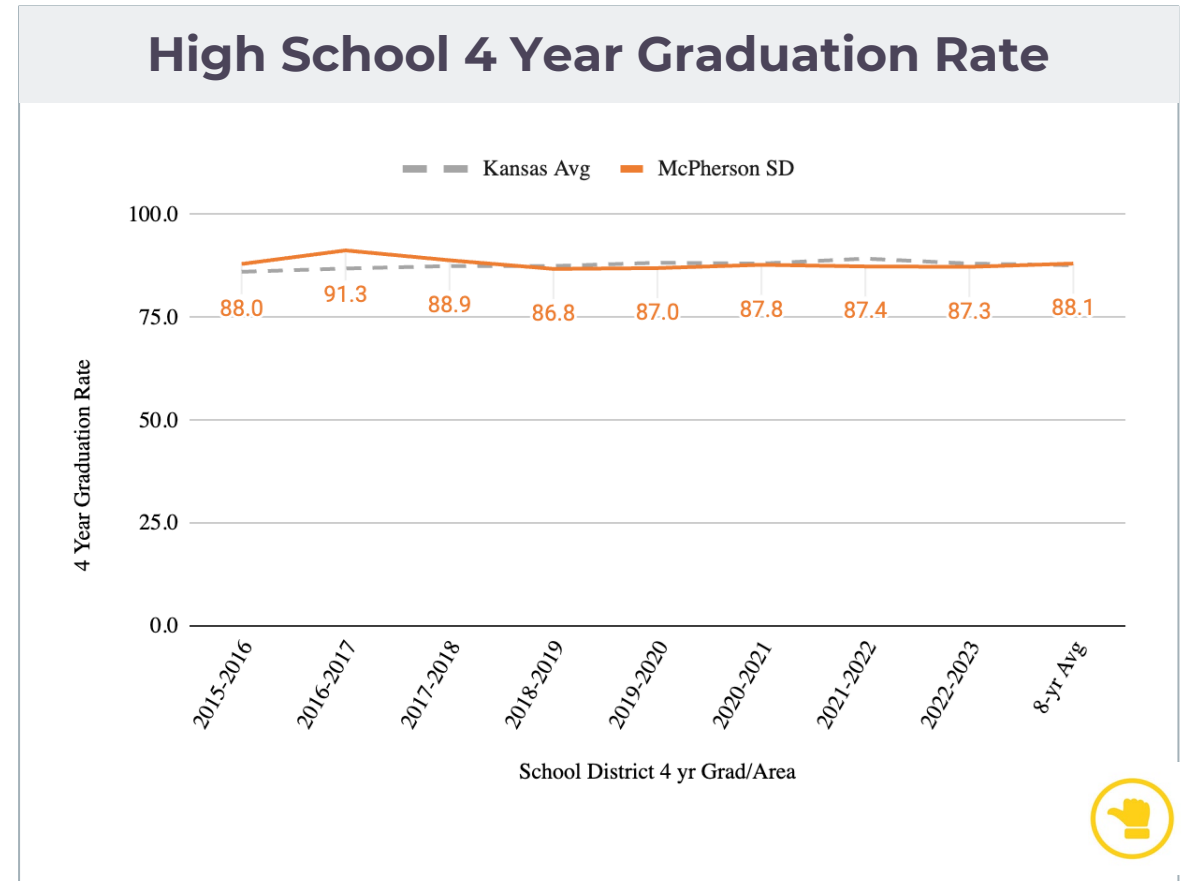
Community Confidence: Vision
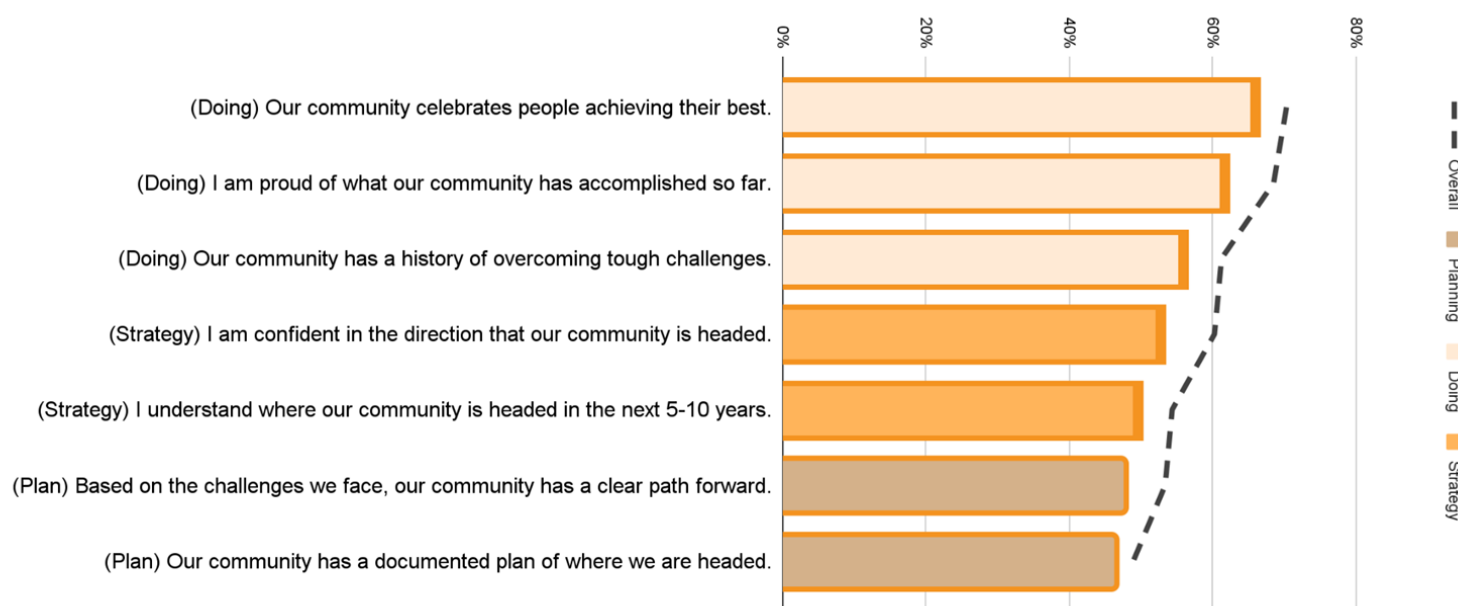
The challenge is a lack of clarity about the community's future. The opportunity is in better communication and planning. **Questions:**
- How can we improve your understanding of the community's long-term plans?
- What aspects of the community's history and achievements should we highlight more?
- How can we ensure that our community's path forward is clear and inclusive?

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

Local Community Indicators

Local School Enrollment

McPherson SD

2422 2402 2407 2360 2395 2409 2404 2437 2486 2467 2349 2317 2296 2253

High School 4 Year Graduation Rate

Kansas Avg   McPherson SD

88.0 91.3 88.9 86.8 87.0 87.8 87.4 87.3 88.1

School District 4 yr Grad/Area

Local Educational Level

McPherson-Less than HS Grad   2-HS Grad (incl Equiv)   3-Assoc Degree or Some College
4-Bachelor's degree or higher

School District % Free-Reduced Price Lunch

KANSAS   McPherson

40.1 43.6 44.6 43.6 41.9 42.6 42.0 41.6 41.8 41.6 40.3 38.5 41.9 46.5 41.9

McPherson Community Foundation:
Annual Dollars Raised & Invested

Donation Amount (sum)   Grant Amount (sum)

Donation Date (year)

McPherson Community Foundation:
Compound Dollars Raised & Invested

Donation Amount Total   Grant Amount Total

Donation Date (year)

Community Priorities

Priorities Summary:

A significant focus is on developing effective support programs for low-income families, with the most frequently selected priority being "Develop more effective low-income family support programs." Other recurring priorities include improving public infrastructure, attracting new businesses, expanding access to affordable housing, and enhancing mental and physical health services. Residents also emphasize the importance of creating and refining programs to improve student engagement, indicating a desire for long-term community resilience and youth involvement.

The highest frequency of responses highlights the importance of increasing average household income and reducing food insecurity. Another crucial metric is the number of new businesses that pay above-average wages, reflecting a community-wide interest in sustainable economic growth and better employment opportunities.
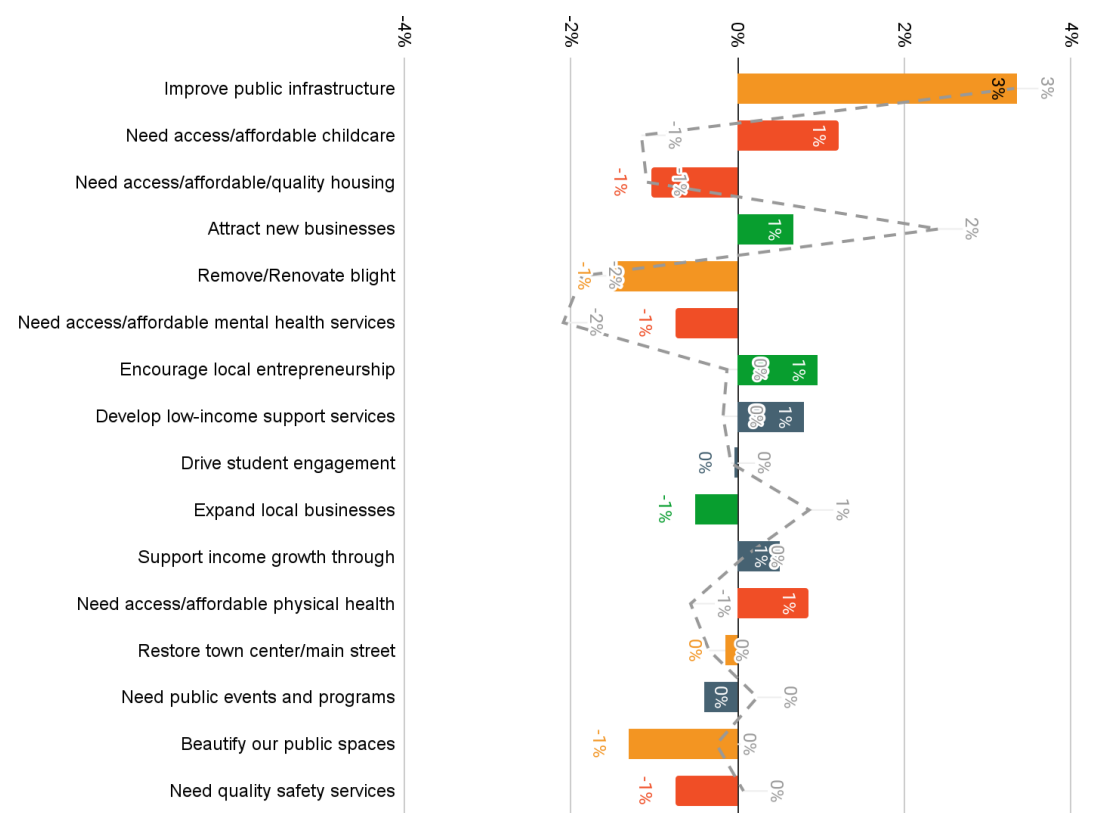
Health   **Placemaking**   **Economy**   **People**   **Average McPherson Score**
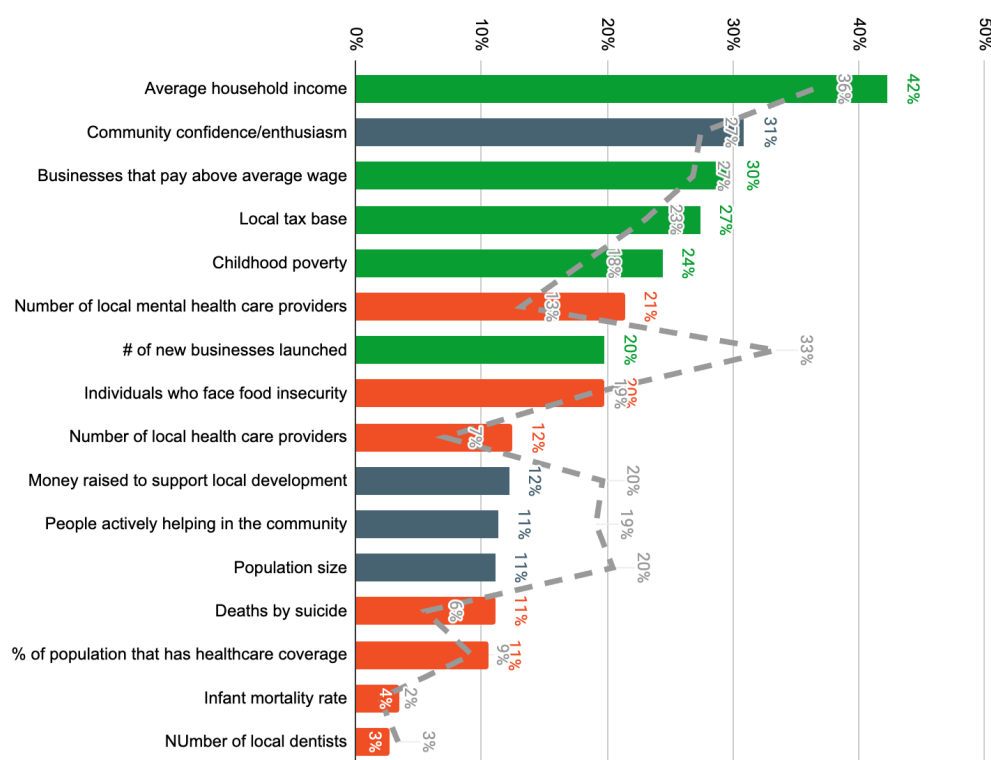
2024 Program Priorities
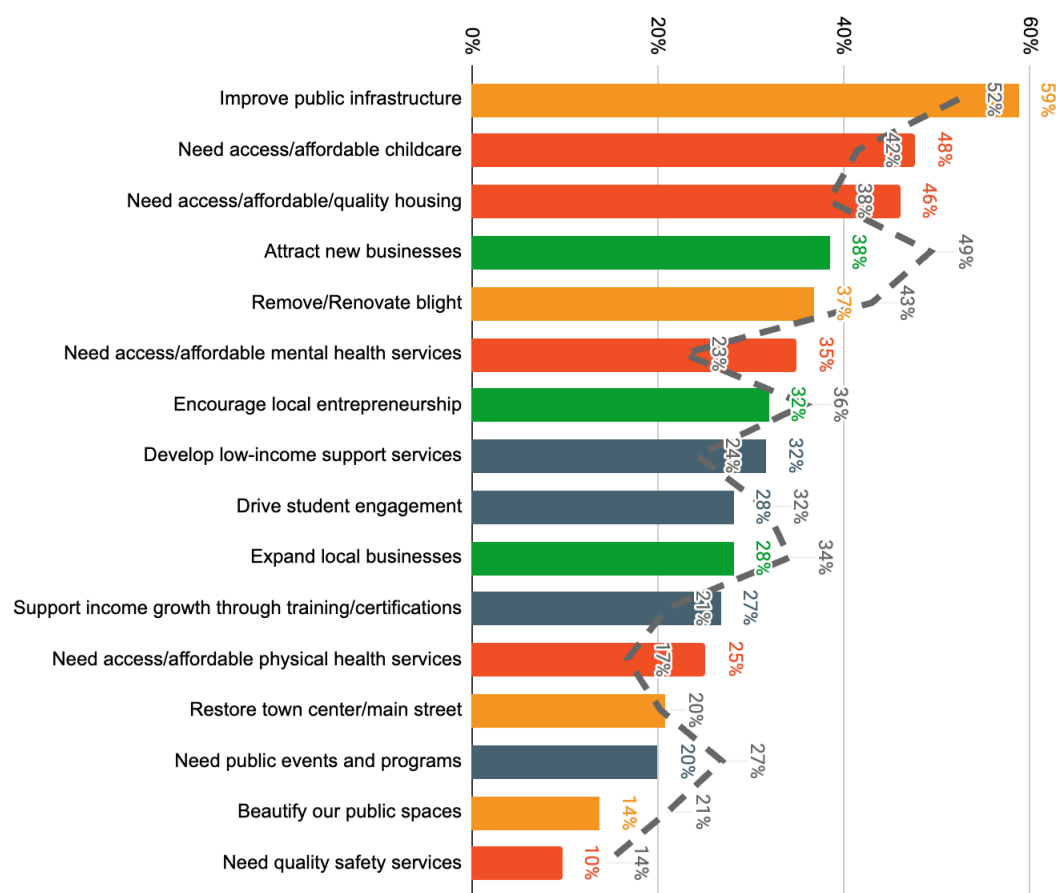
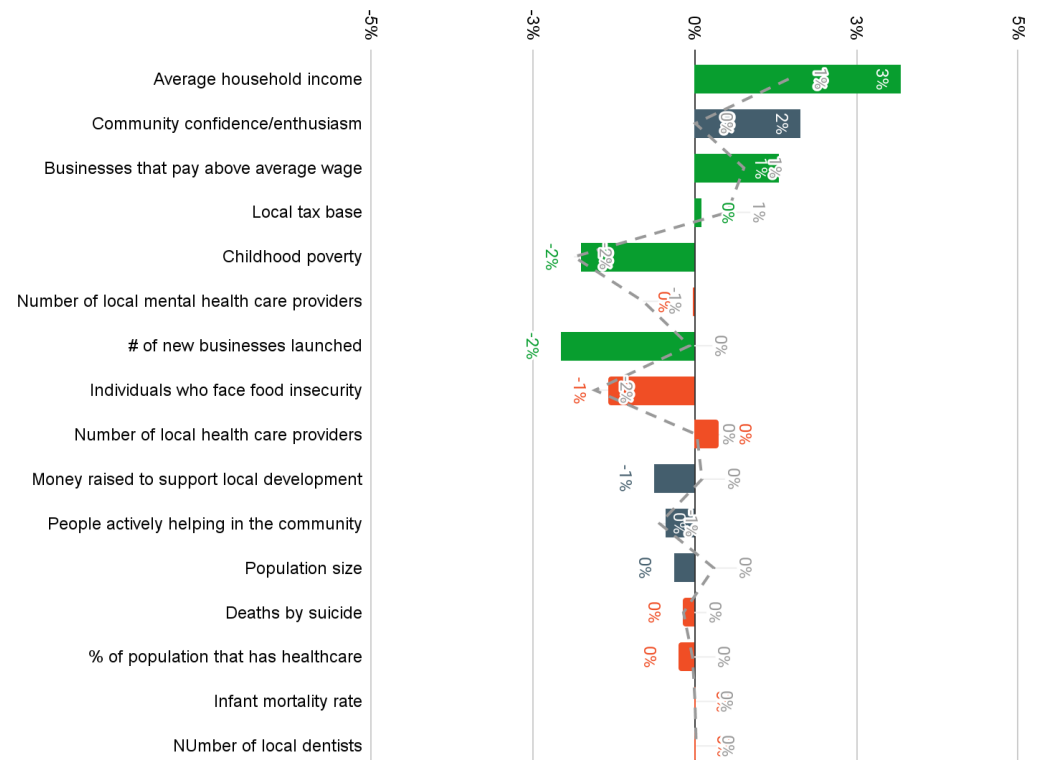Priorities seem to be well-rounded.

Priority Shift (2023 vs 2024)

Public infrastructure jumped to the top of the list and the biggest shift

2024 Priority Metrics

Although program priorities are mixed, economic metrics stayed high.
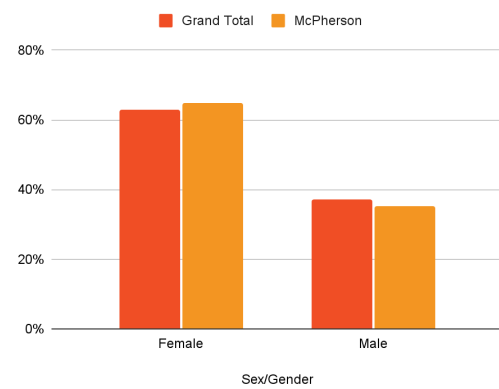
Priority Metrics Shift (2023 vs 2024)

Average household income is more important than ever to residents.

Innovation Economy Partners
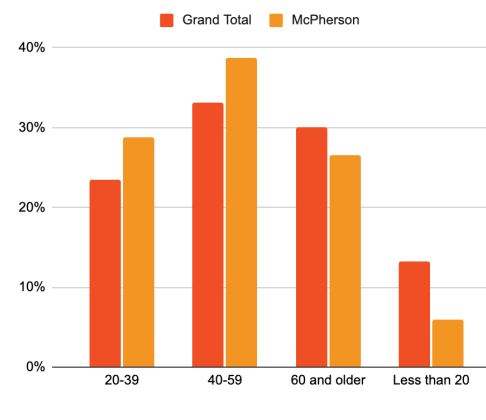OUR FOCUS: IMPACT AND OUTCOMES

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Survey Respondents

Number of Participants

370

Total Responses

(The goal was 300)
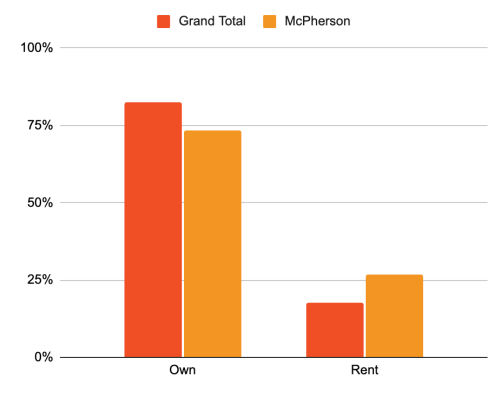
The largest demographic is long-term residents who have lived in McPherson for more than 20 years.

Gender

Male respondents highlight economic stability, while female respondents emphasize community and personal commitment.

Age Profile

The 40-59 age group is most engaged, indicating a potential leadership and mentorship role within the community.

Residential Status

Homeowners show more confidence in the community's direction, highlighting the need for renter-focused engagement programs.

Education Level
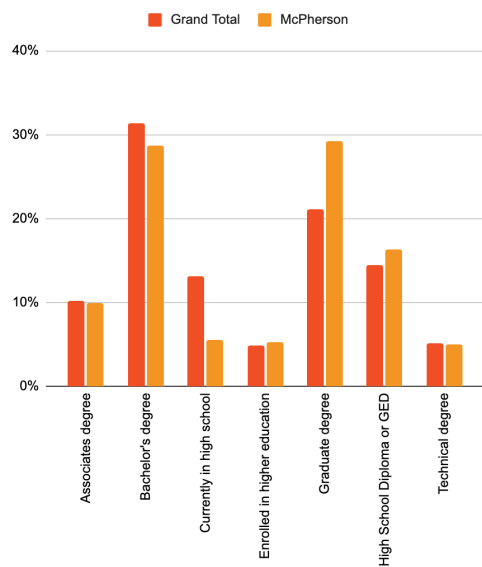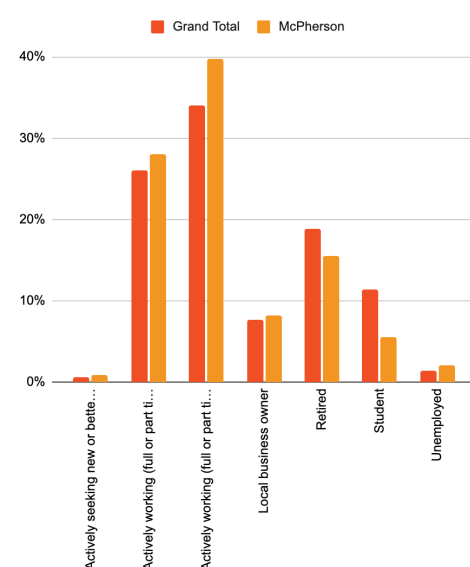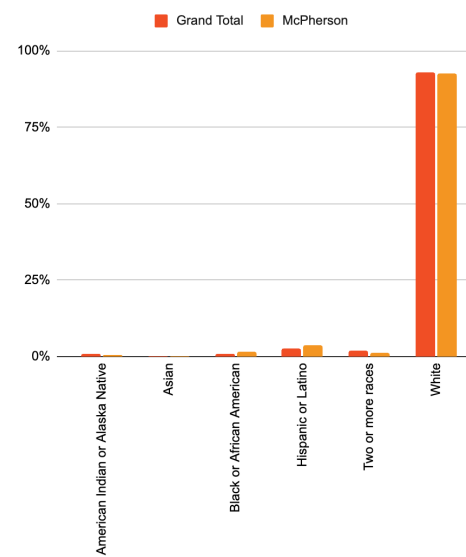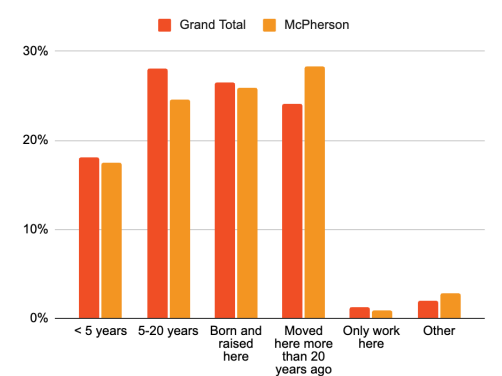
Respondents with graduate degrees focus on leadership and planning, indicating a need for informed community discussions.

Employment Status

Public sector workers are most represented, suggesting a stable economic base but indicating potential for private sector growth.

Ethnicity

Not enough data to analyze.

Years lived in location

Long-term residents are more confident in community stability, underscoring the value of their experience in guiding future initiatives.

🟧 **Town Score**

🟥 **Average McPherson County Score**

133 Number of people who expressed an interest in volunteering to better the community
133 of 370 (36%)

Data source: Community Survey (Conducted in Spring 2024)

Priority Shift (2023 vs 2024)

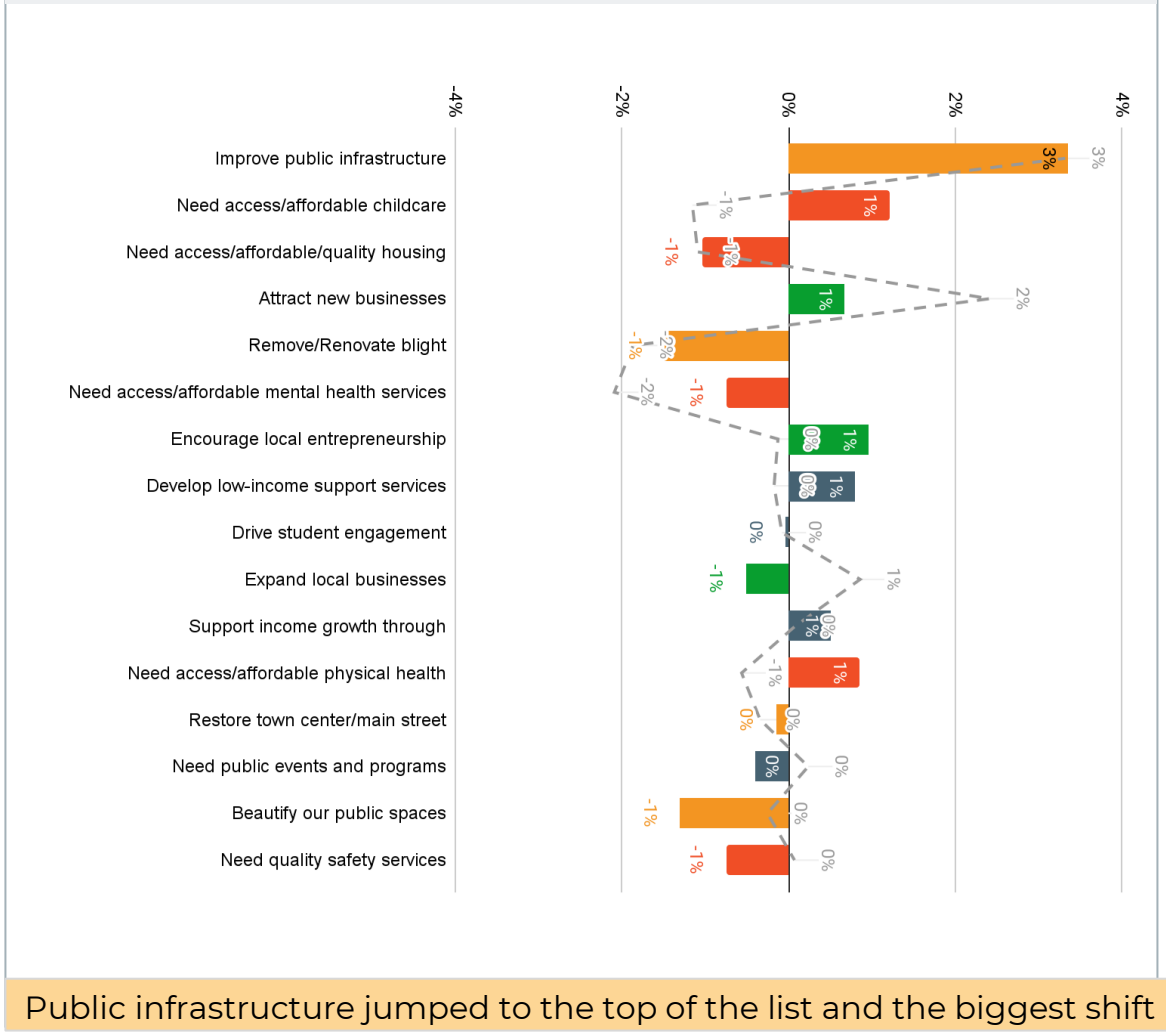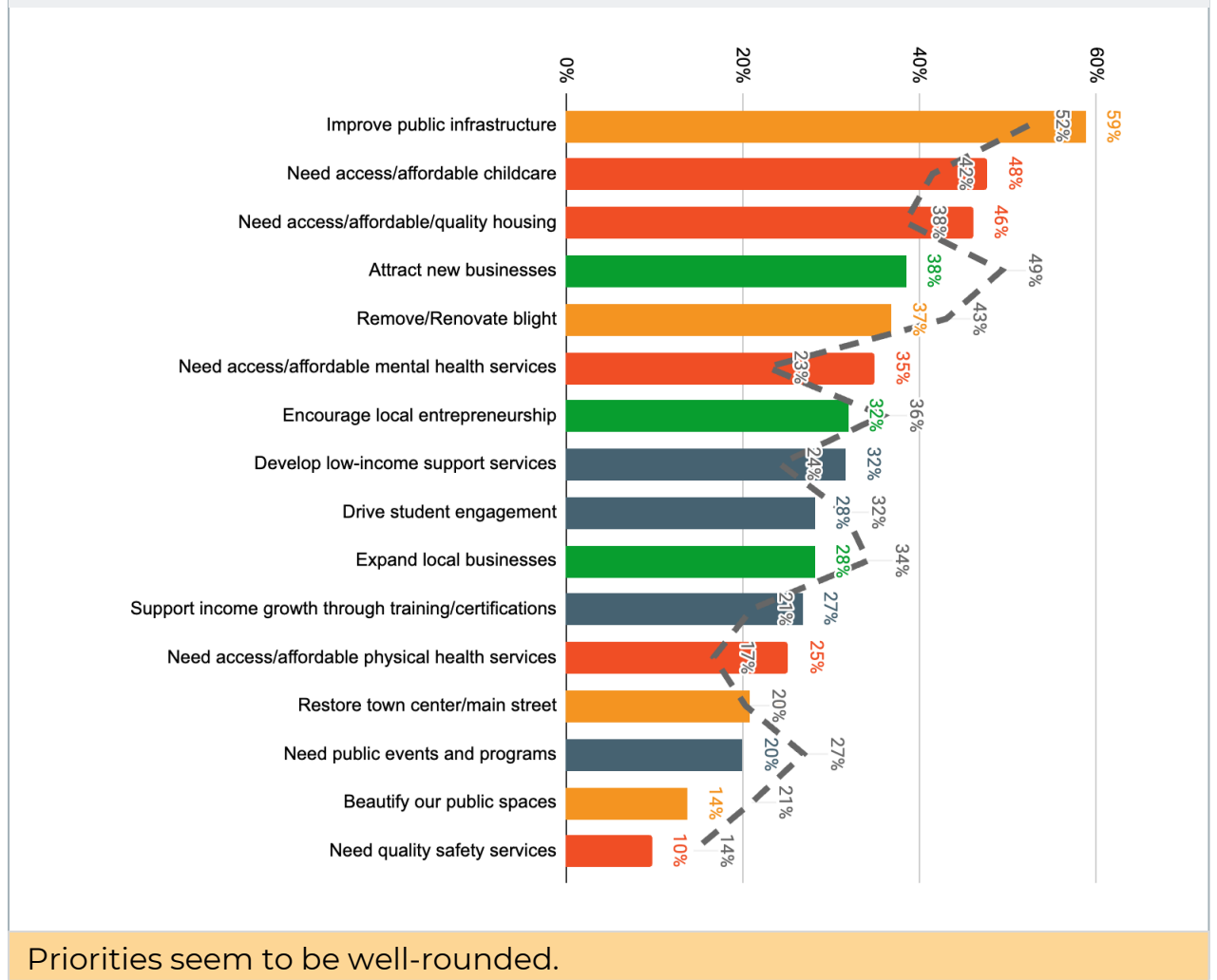|	-4%	-2%	0%	2%	4%
Improve public infrastructure				3%	3%
Need access/affordable childcare			1%		
Need access/affordable/quality housing		-1%	-1%		
Attract new businesses			1%	2%	
Remove/Renovate blight		-1% 2%			
Need access/affordable mental health services		-2% -1%			
Encourage local entrepreneurship			0% 1%		
Develop low-income support services			0% 1%		
Drive student engagement			0% 0%		
Expand local businesses		-1%	1%		
Support income growth through			0%		
Need access/affordable physical health			-1% 1%		
Restore town center/main street		0%	0%		
Need public events and programs			0% 0%		
Beautify our public spaces		-1%	0%		
Need quality safety services		-1%	0%		

Public infrastructure jumped to the top of the list and the biggest shift

2024 Program Priorities

	0%	20%	40%	60%
Improve public infrastructure			52%	59%
Need access/affordable childcare			42% 48%	
Need access/affordable/quality housing			38% 46%	
Attract new businesses			38% 49%	
Remove/Renovate blight			37% 43%	
Need access/affordable mental health services			28% 35%	
Encourage local entrepreneurship			32% 36%	
Develop low-income support services			24% 32%	
Drive student engagement			28% 32%	
Expand local businesses			28% 34%	
Support income growth through training/certifications			24% 27%	
Need access/affordable physical health services			17% 25%	
Restore town center/main street		20% 27%		
Need public events and programs		20% 20%		
Beautify our public spaces		14% 21%		
Need quality safety services		10% 14%		

Priorities seem to be well-rounded.