



MCPHERSON COUNTY
**Community
Foundation**

2024
**Community
Benchmark Report**
City of Moundridge, KS

Be The Movement!

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What Makes Our Community Special?

"Caring people."

"Mayberry lifestyle with strong Mennonite ties."
Nathan Carr, Library Director

"How people are nice, respectful, and caring."
Joaquin Huff

"We're a small community but we stand as one. Everyone is very supportive of our local community businesses and schools."

"The support that we have for each other and how close we are as a community."

"Because of the close bond throughout the whole community. I enjoy being in a community where everybody knows everybody. This community is also very supportive. When we hold a pep rally, for example, a lot of the community shows up as well as games, which really brings the environment up. "

Macie Woltje

"Just the overall environment of it, our community is so almost family-oriented. Everyone knows everyone and I really like that."

Ella Gingerich

"It's a pretty big small town. Just big enough to where you're able to have fun and have places to go, but also small enough to where there's a tight sense of community. Almost as if we're all family."

Banky Hayes

"It is a small community where everyone helps everyone, people are kind, and the vibe is always happy in Moundridge."

London Ward

"We are always there for each other. When there is a tragedy in the community, we all rally together to lift up the family affected by it. When there is a win in our community, we all celebrate together."

"The support we give each other when in need."

The Leaders That Make Our Community Special





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Executive Summary:

The community members of Moundridge value their close-knit and supportive environment. Economic confidence is generally positive, with most perceiving business conditions and employment opportunities as good and improving. However, there are concerns about leadership transparency and future community vision. Key development priorities include attracting new businesses, improving public infrastructure, and expanding access to affordable childcare and mental health services.

pg **4, 5**

Economic Confidence

The majority perceive current business conditions as good and expect them to improve. Employment opportunities are plentiful, and most anticipate better future conditions with increasing incomes.

pg **6, 7, 8**

Community Engagement Confidence

Residents generally feel a strong sense of belonging and commitment to the community. Local leadership is seen as moderately effective, but there are concerns about inclusivity and transparency in decision-making processes.

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Critical Community Priorities

Top priorities include attracting new businesses, improving public infrastructure, developing low-income family support programs, and expanding access to affordable childcare and mental health services.

pg **10**

Survey Respondent Profile

Respondents are predominantly long-term residents, primarily homeowners, with a mix of retirees and active workers. The majority are over 40 years old, with a significant portion holding graduate degrees.

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

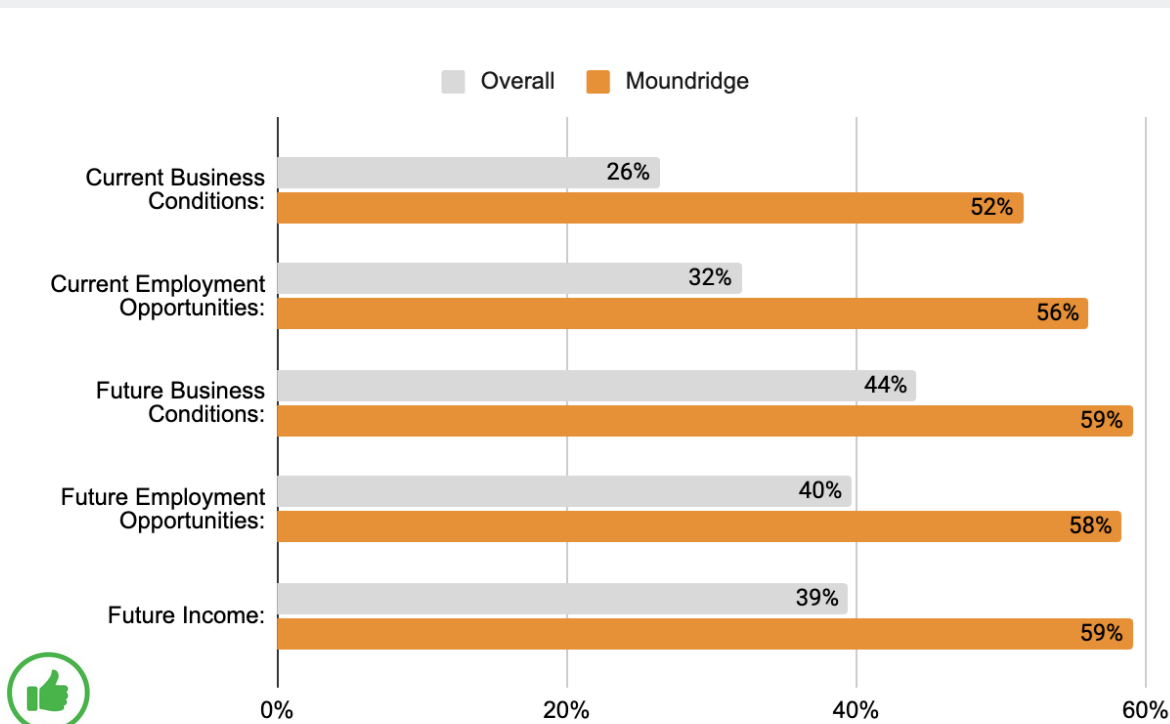
Economic Summary:

Most community members rate current business conditions as good and expect future conditions to improve. Employment opportunities are viewed as plentiful, with an anticipated increase in income. To sustain this positive outlook, the community should focus on supporting local businesses, encouraging entrepreneurship, and attracting new businesses. Additionally, improving public infrastructure and expanding access to affordable childcare and mental health services will further strengthen the local economy. Continued engagement with community members to ensure their needs and priorities are addressed will also be crucial for long-term economic health.

Businesses Needed In Our Town:

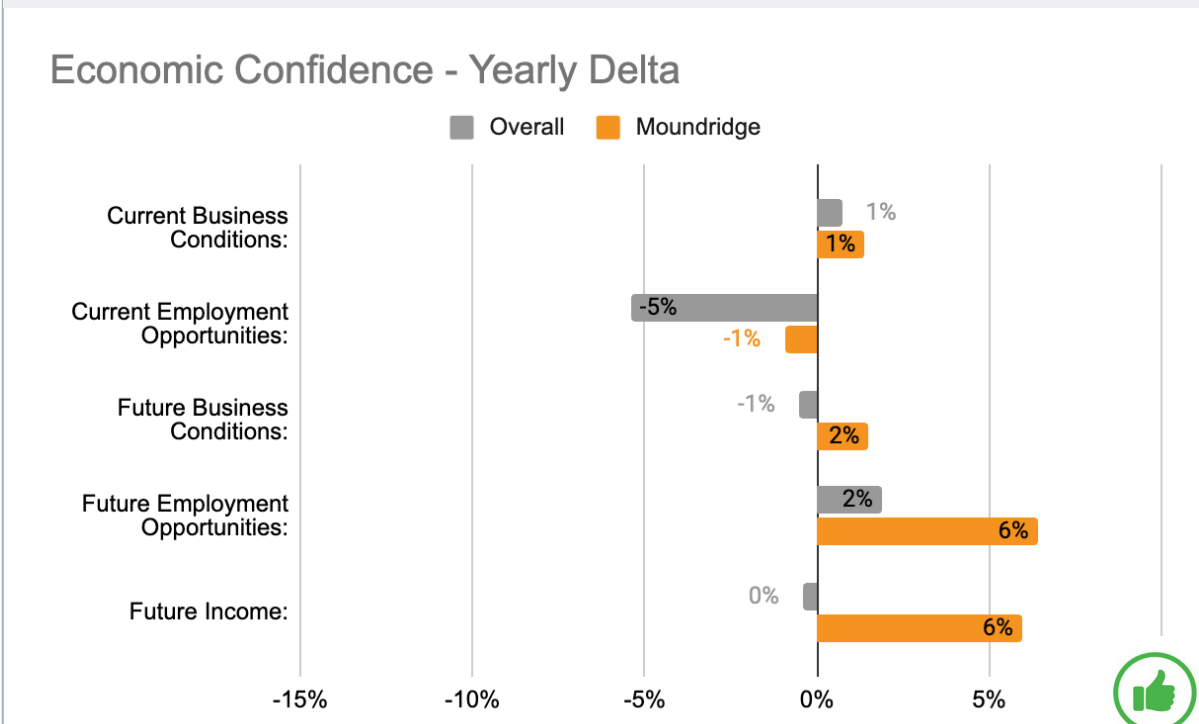
- Child Care Center** - Expanded hours and high-quality care.
- Affordable Housing** - Low-cost options for families and retirees.
- Fast Food Restaurant** - Options like McDonald's or Wendy's.
- Family Restaurant** - Sit-down dining with diverse menus.
- Dentist Office** - Local and affordable dental care.
- Recreational Business** - Game center, bowling, or arcade.
- Grocery Store** - Updated and cost-effective options.
- Gas Station** - Reliable and well-managed fuel options.
- Small Retail Shops** - Local businesses for shopping and engagement.
- Community Engagement Center** - After-school activities and support for students.

Our Economic Perceptions



Everything is looking up in Moundridge!!! Great job!

Year Over Year Change (2023 vs 2024)



Current numbers look good, future numbers look good and even increased.

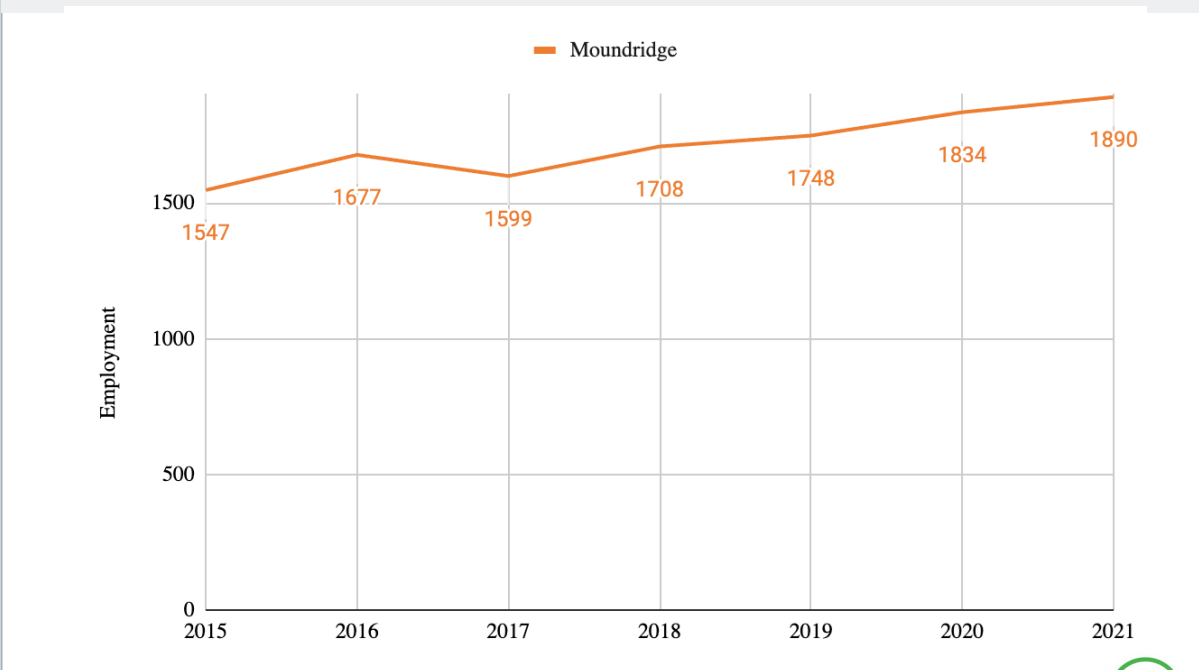
Businesses in Our Town



Data source:USCB, County Business Patterns

Number of businesses stayed relatively the same.

10 Year Shift in Local Jobs

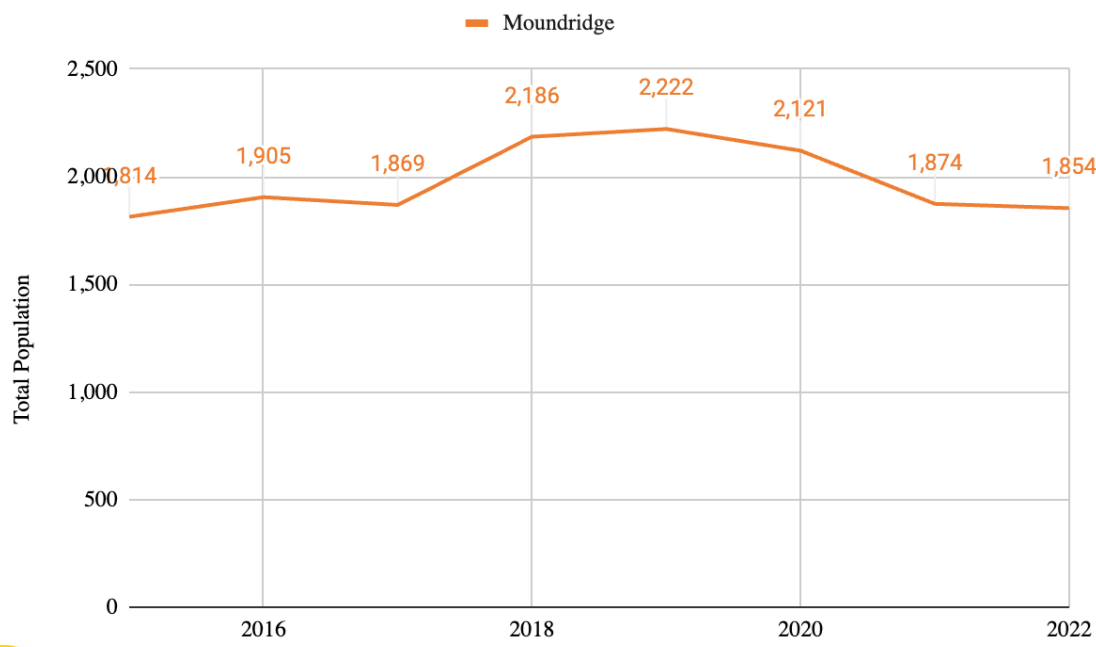


Data source:USCB, County Business Patterns

Employment levels continue to rise.

Local Economic Indicators

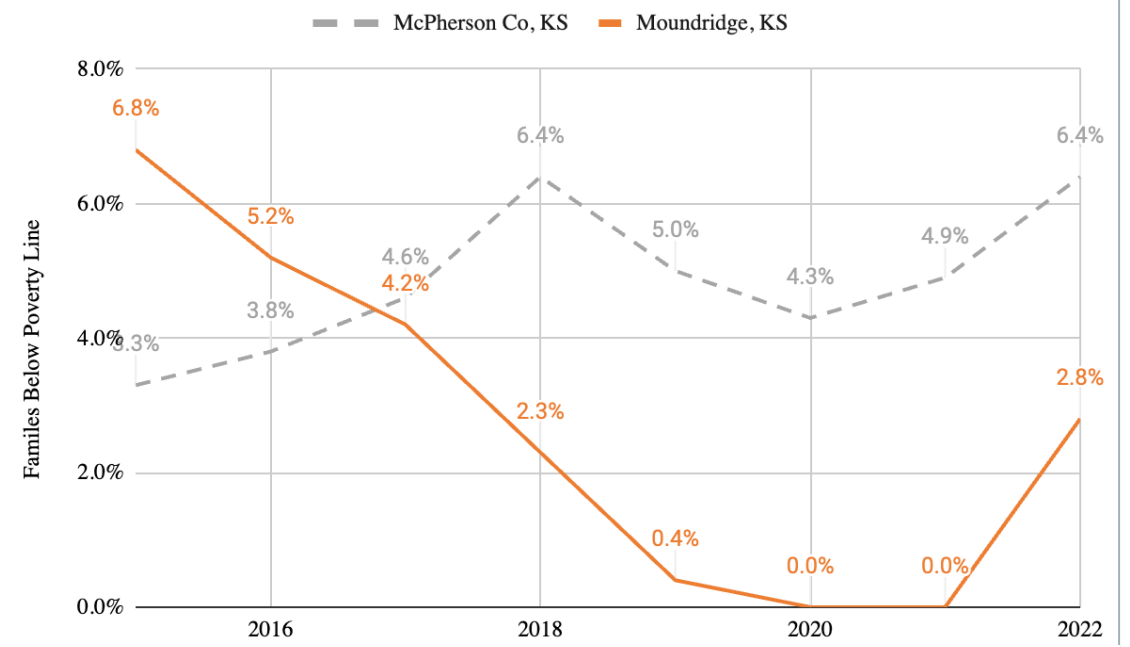
Overall Population Trend



Data source:USCB, ACS 5-Yr Avg



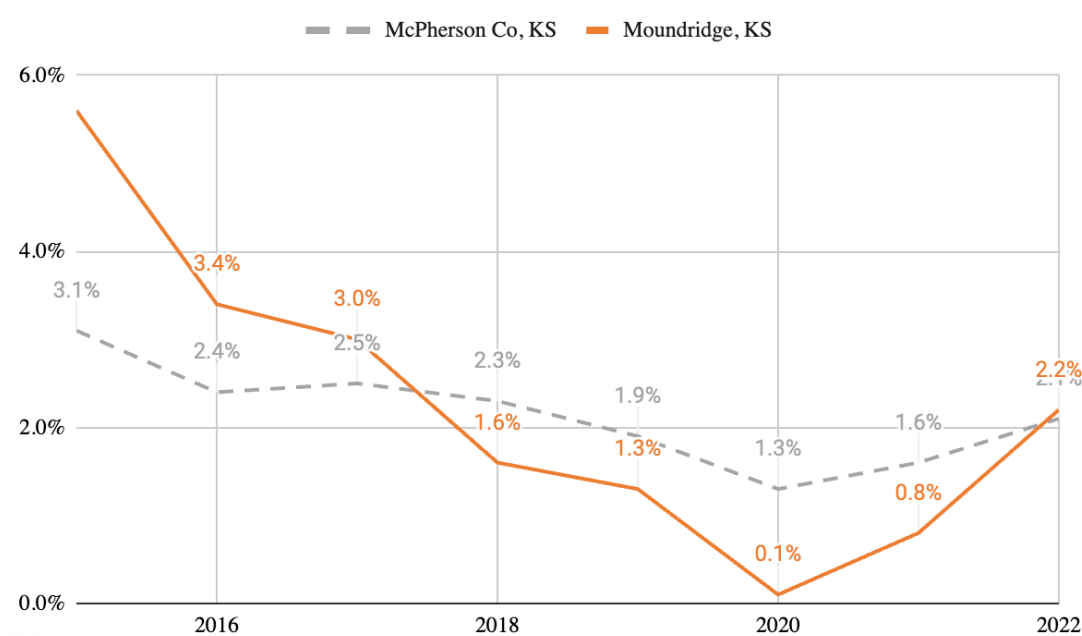
Local Poverty Rate



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



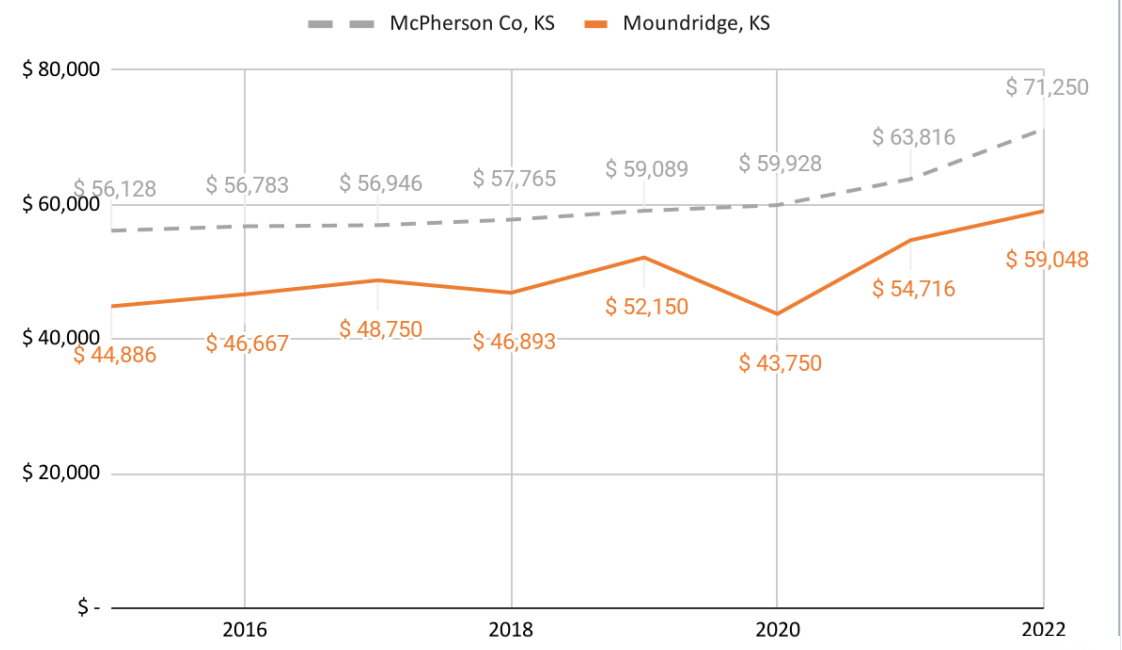
Local Unemployment Rate



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



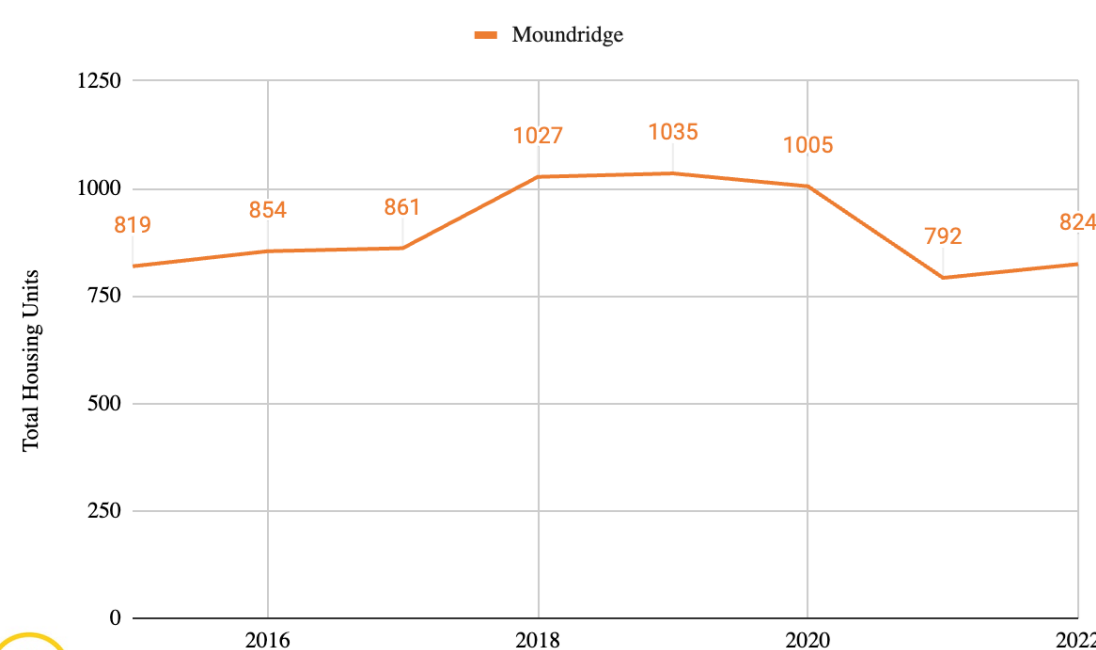
Median Household Income



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



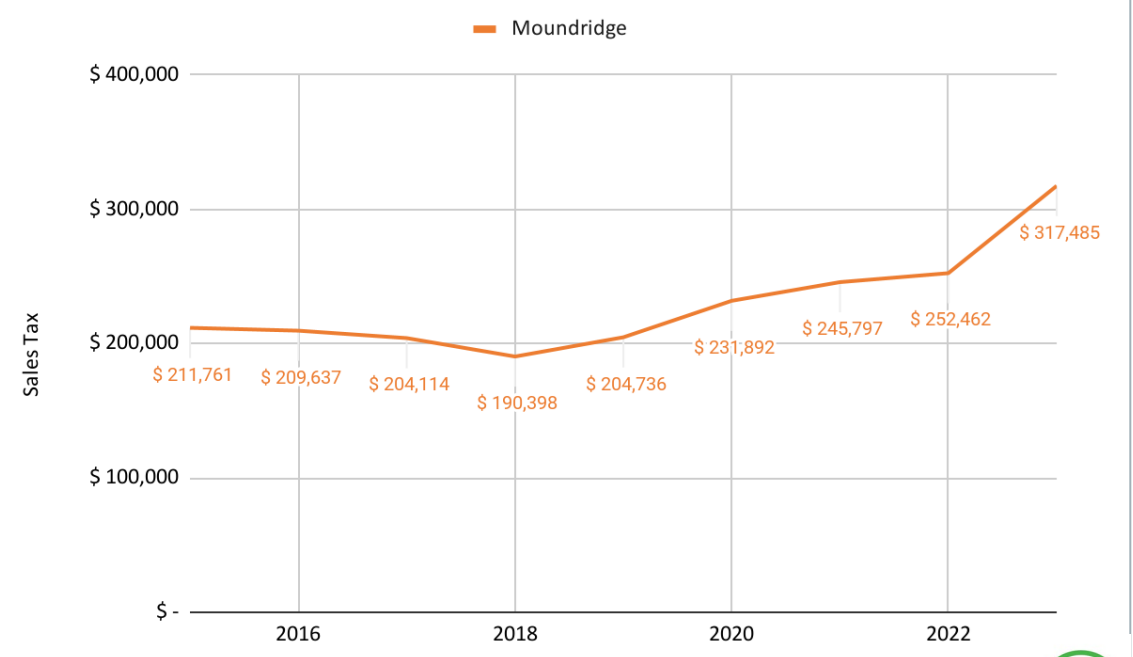
Total Housing Units



Data source:USCB, ACS 5-Yr Avg



Annual Sales Tax Collection



Data source:Kansas Dept of Revenue





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Confidence In Our Local Community

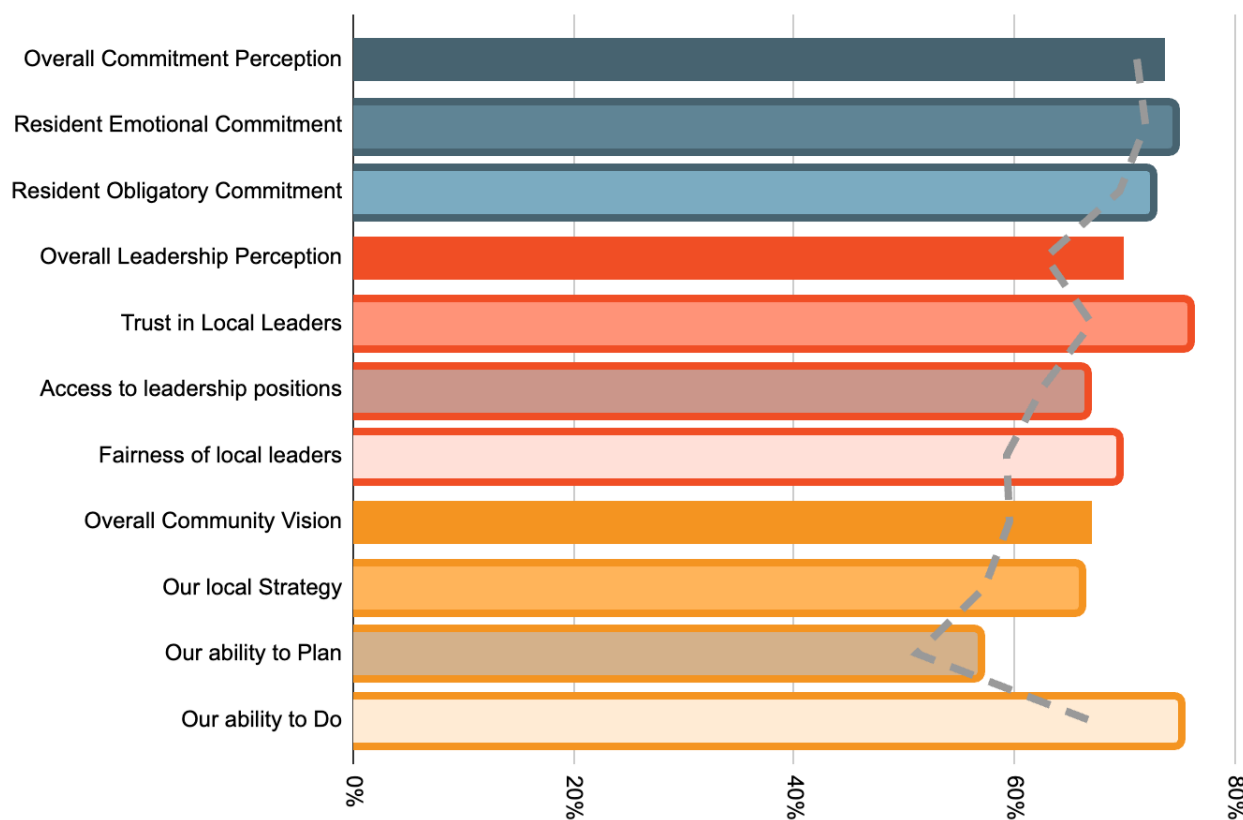
Engagement Summary:

Community members express a strong sense of belonging and personal commitment to Moundridge, feeling that their loyalty and support are well-deserved. However, some concerns exist about the effectiveness and inclusivity of local leadership. The community feels moderately confident about its vision for the future but seeks more transparency and involvement in decision-making processes.

To enhance engagement, the community should focus on inclusive leadership practices, clear communication of long-term plans, and providing more opportunities for residents to participate in leadership roles.



How do our residents view our community?

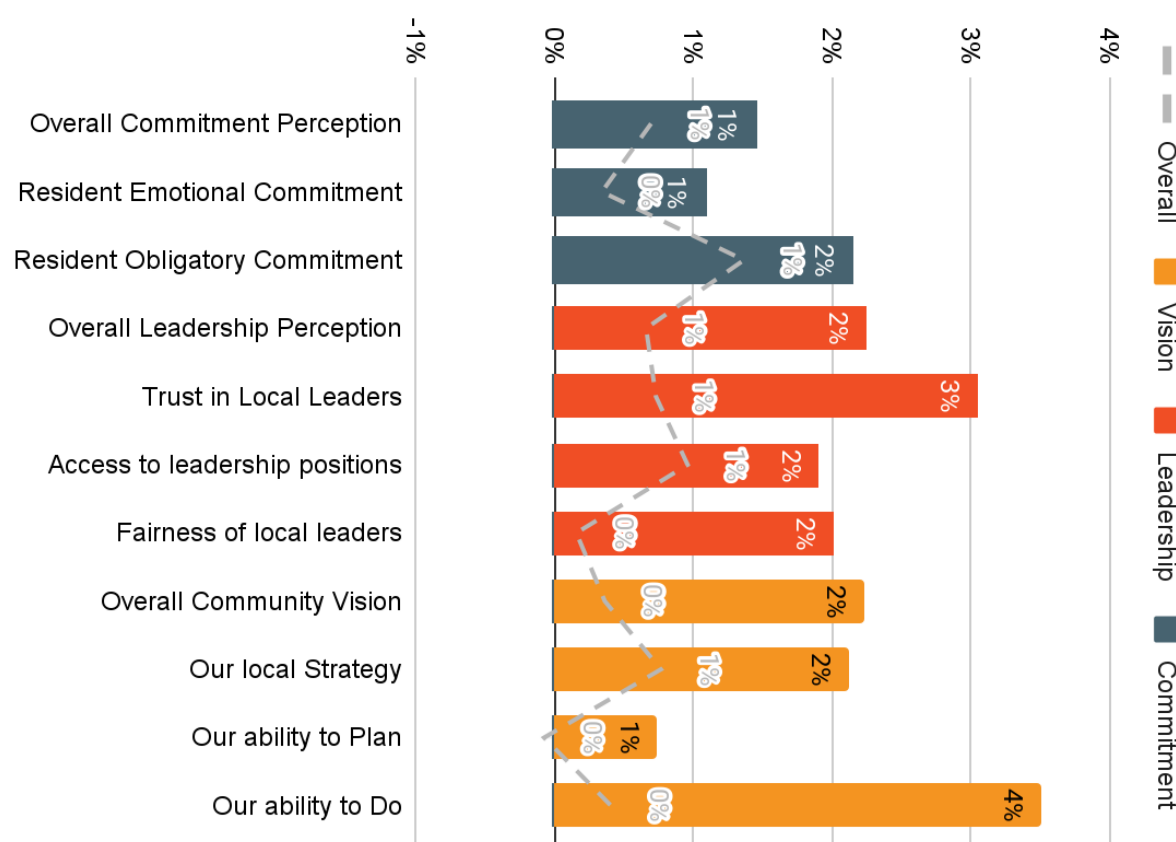


The biggest perceived challenge is the inclusivity and transparency in local leadership. Alternatively, the biggest opportunity for growth is a strong sense of community support and engagement, especially in the planning and strategizing of future programs.

Questions:

- How can local leadership improve transparency and inclusivity in decision-making?
- What specific infrastructure improvements would most benefit the community?
- How can we better support new businesses and entrepreneurs in the community?

Year Over Year Change (2023 vs. 2024)



Everything is up! Just like the Economic Outlook, Moundridge residents seem to be very pleased with the state of their area from last year to this year. While the ability of the leaders and the community overall to “do”, there was still a small increase in comparison to the ability to “plan”. Taking that into consideration will play a major role in the future.

Questions:

- Can you think of any reason why the metrics are evenly spaced out?
- Did leadership work hard from last year to this year in all areas?
- Commitment levels are in the lower quadrant. Is there any way to increase those across the board?



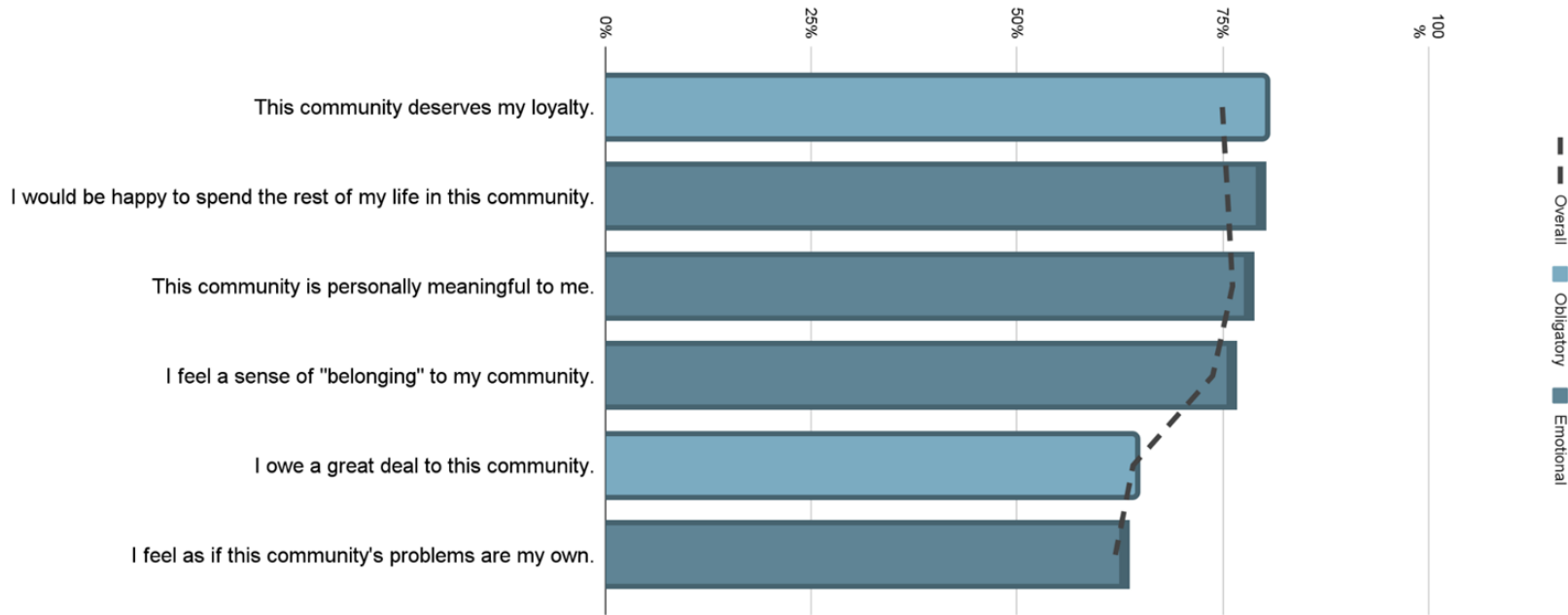
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Confidence In Our Local Community

Community Confidence: Personal Commitment



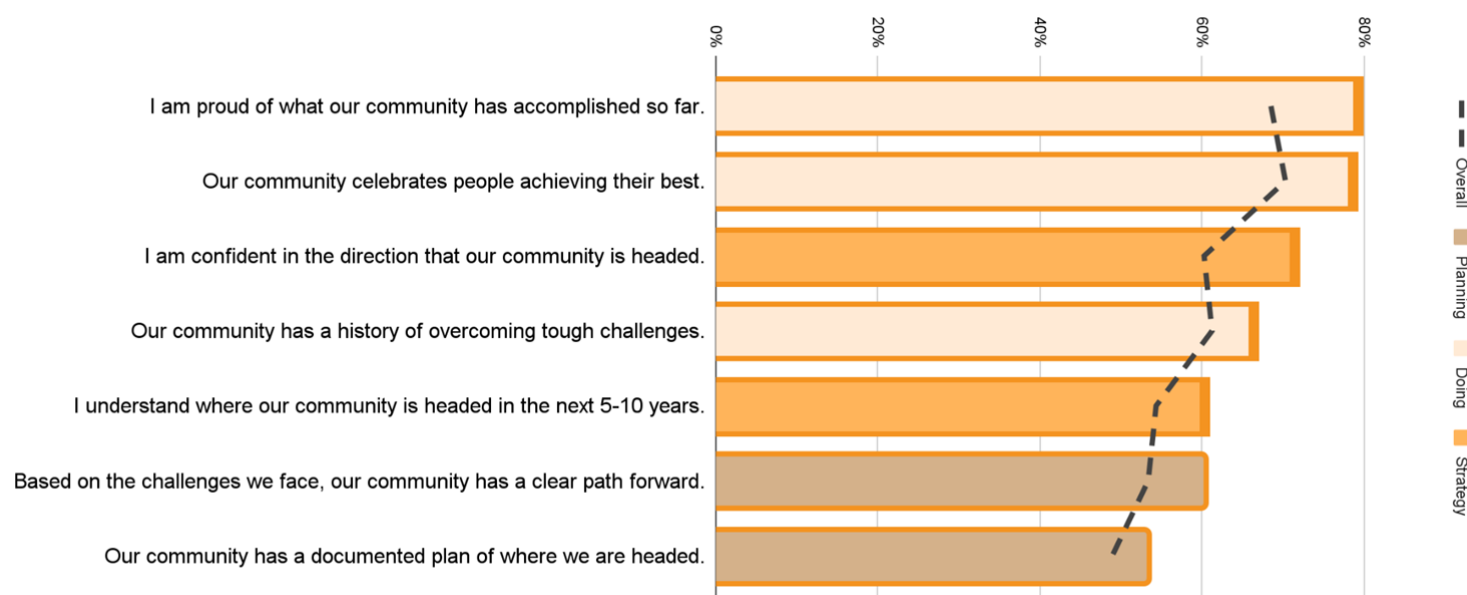
The biggest challenge in the area of personal commitment is fostering a deeper sense of belonging and inclusivity among all residents. While many feel a strong personal connection and loyalty to Moundridge, there are segments of the community that do not feel as integrated or valued. The biggest opportunity for growth lies in leveraging the existing strong commitment and loyalty to enhance community engagement and involvement. By creating more inclusive and engaging community activities and addressing the concerns of those who feel less connected, the community can build an even stronger sense of unity.

Community Confidence: Local Leadership



The biggest challenge in local leadership is the perceived lack of transparency and inclusivity in decision-making processes. Many residents feel that their concerns and needs are not adequately reflected in the decisions made by community leaders. The greatest opportunity for growth lies in enhancing communication and creating more participatory leadership processes. By involving a broader spectrum of the community in leadership roles and decision-making.

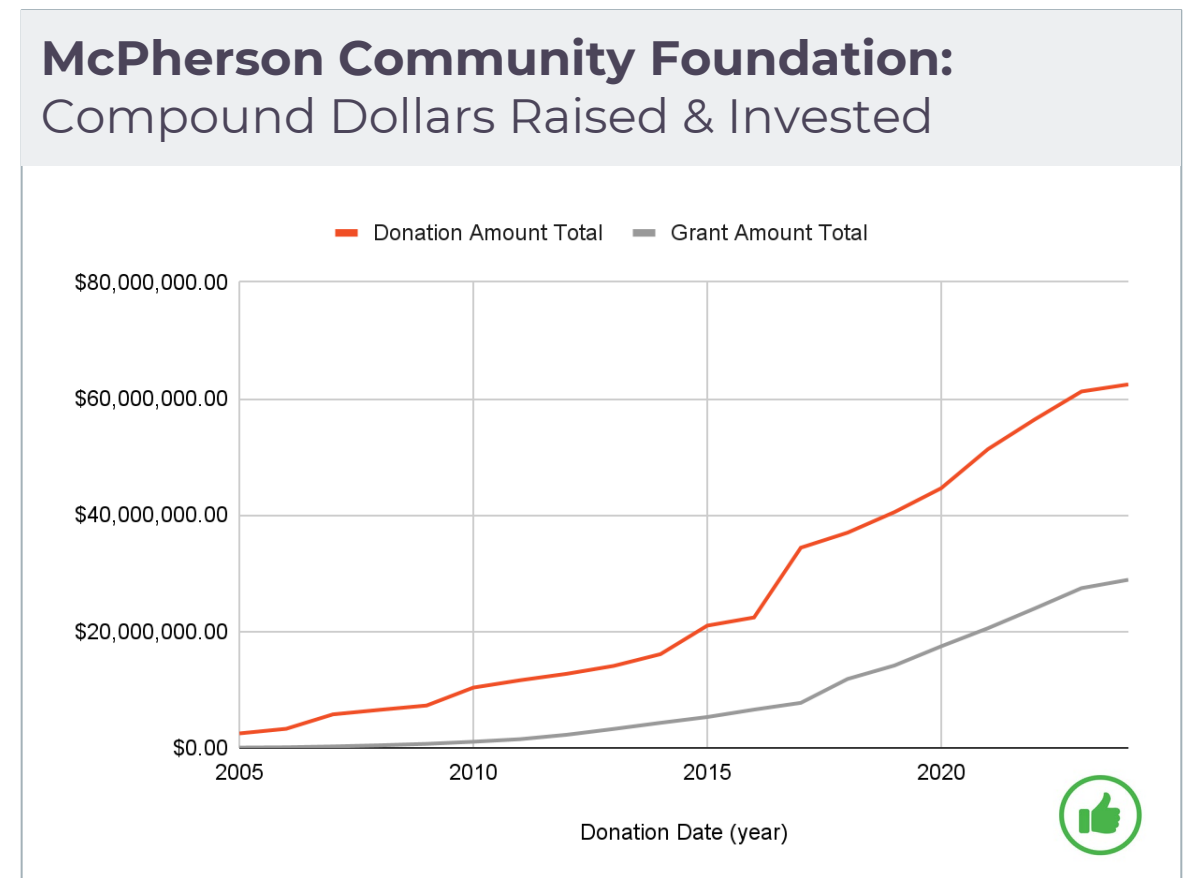
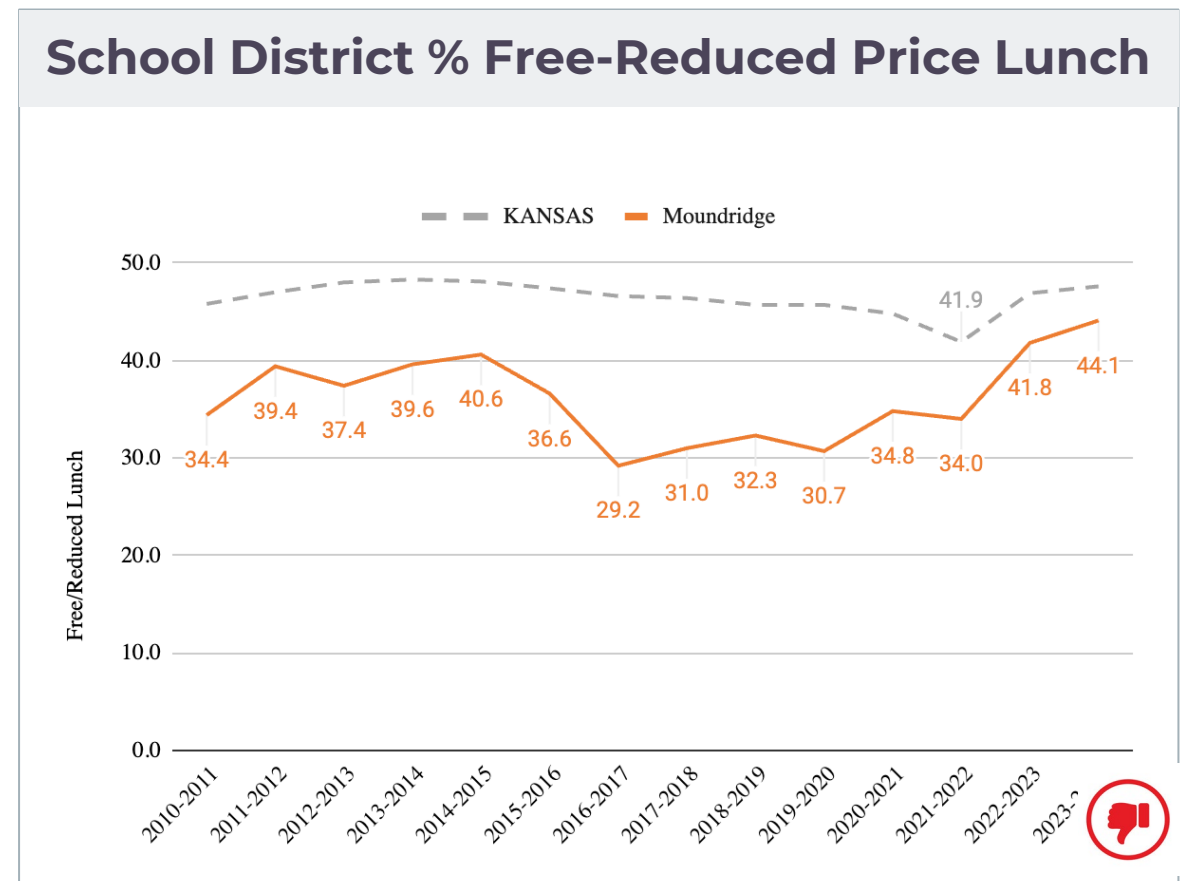
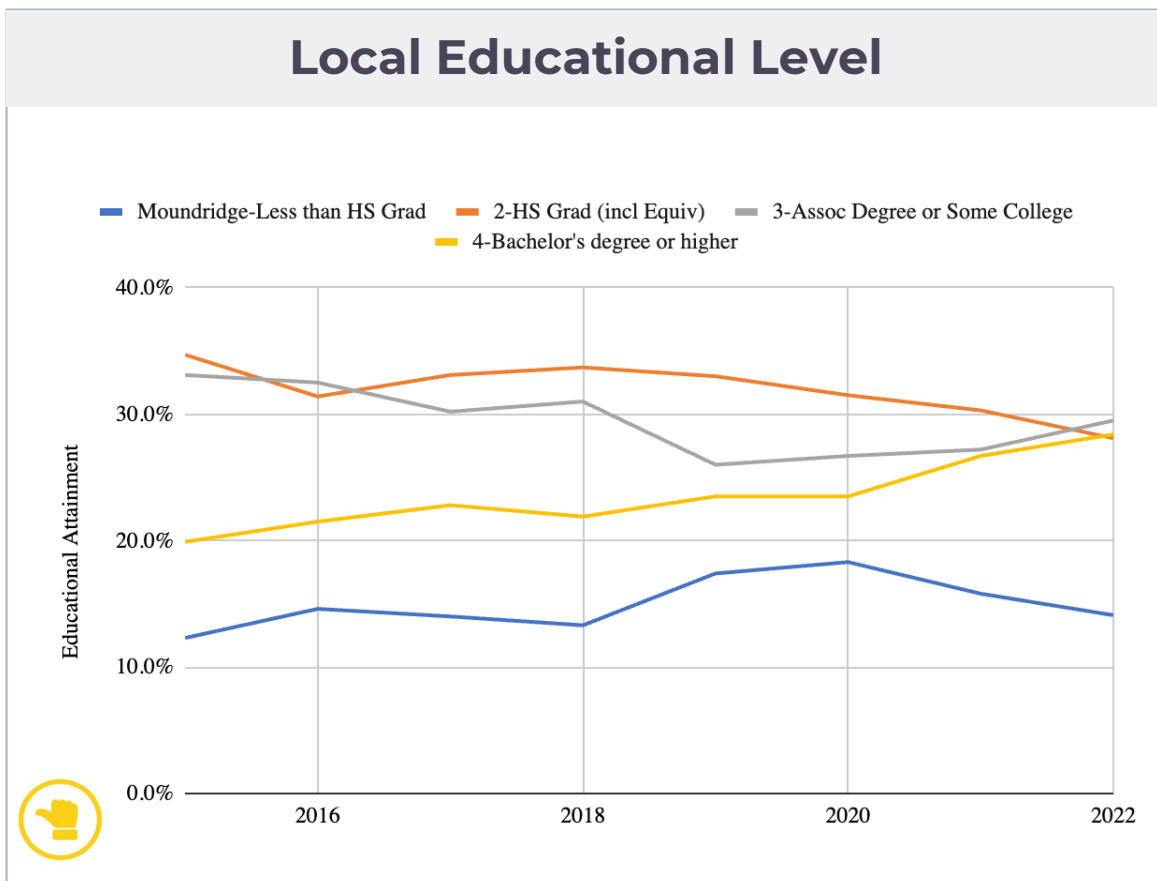
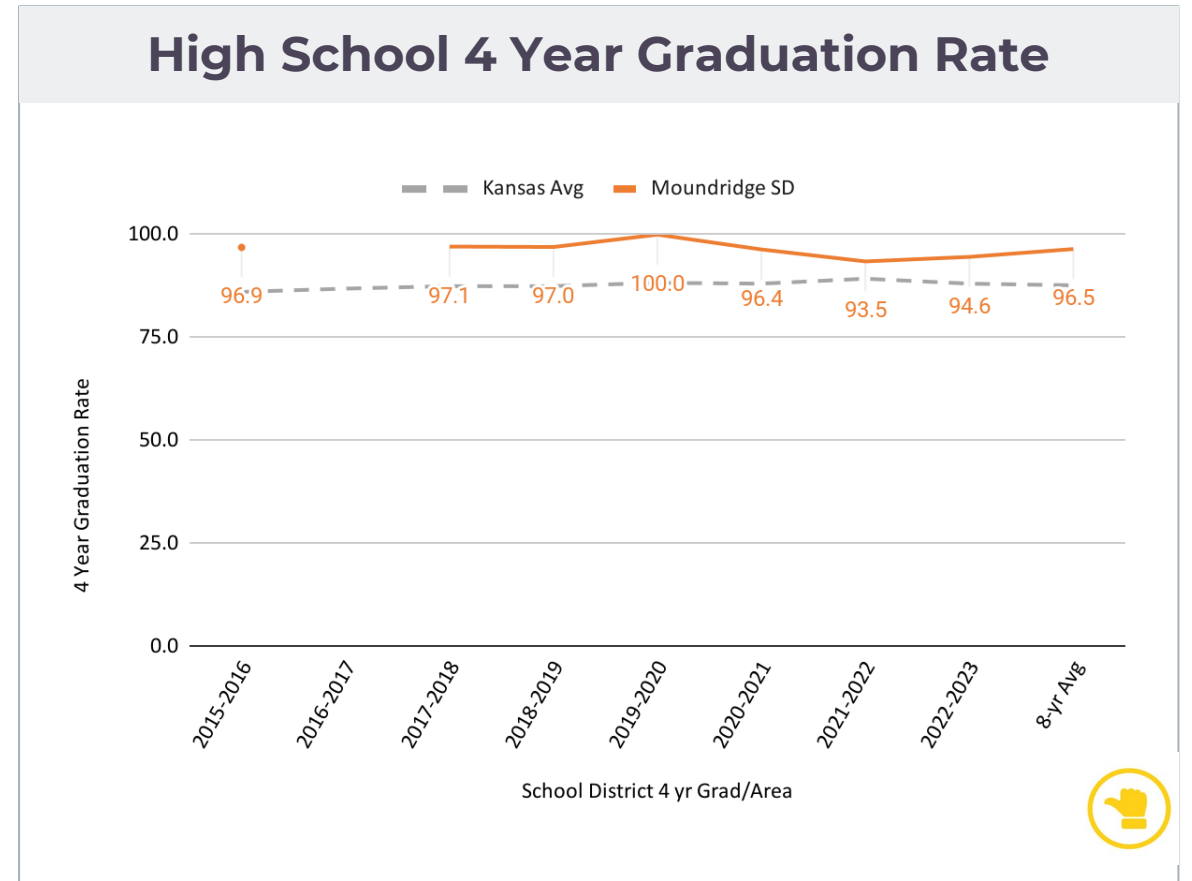
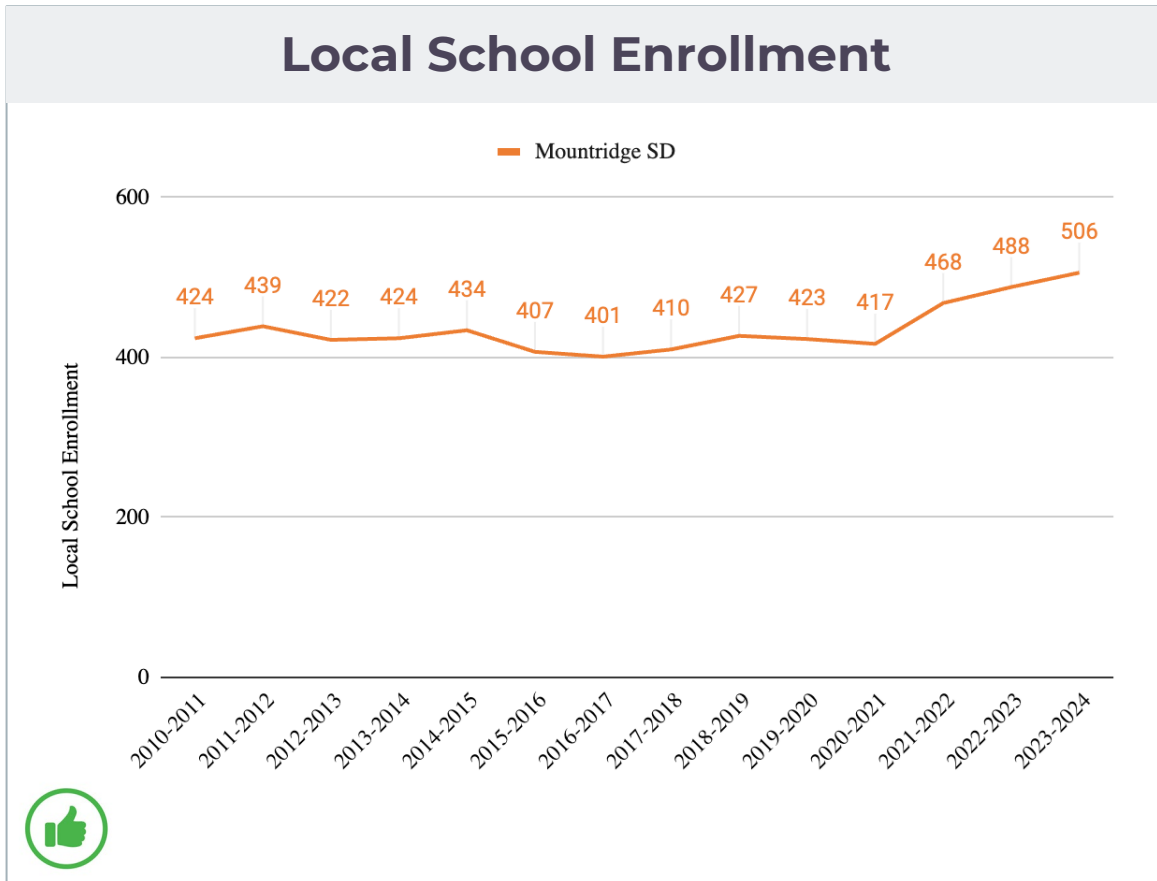
Community Confidence: Vision



The biggest challenge in the area of community vision is the lack of a clear and widely communicated plan for the future. While there is a general understanding of where the community is headed, many residents feel that more could be done to document and share this vision comprehensively. The biggest opportunity for growth is in developing and effectively communicating a detailed, long-term community plan.

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

Local Community Indicators





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Community Priorities

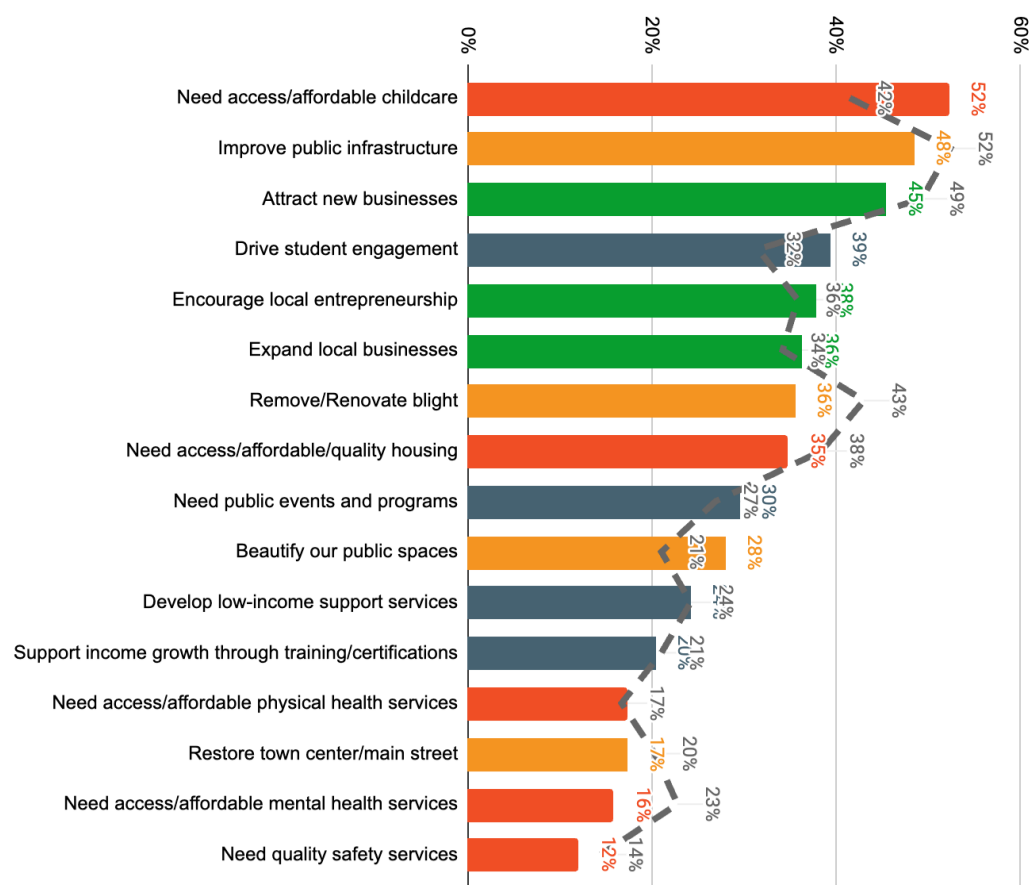
Priorities Summary:

Top priorities for economic and community development include attracting new businesses, improving public infrastructure, supporting low-income families, and expanding access to affordable childcare and mental health services. These priorities highlight the community's focus on economic resilience, public health, and overall quality of life.

To address these priorities, targeted investments in infrastructure, business incentives, and social support programs will be essential. Additionally, fostering community engagement and participation will help ensure that development efforts are aligned with residents' needs and expectations. An important metric to notice is that most health priorities were low for metrics, but affordable childcare was the highest priority.

Health **Placemaking** **Economy** **People** **Average McPherson Score**

2024 Program Priorities



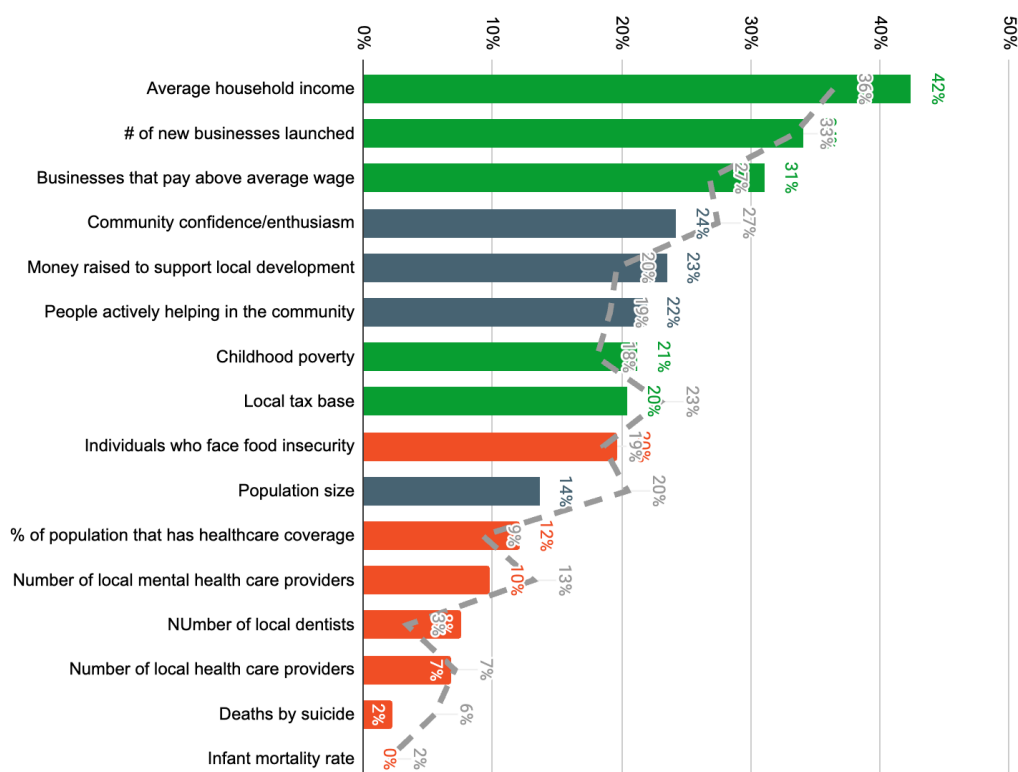
Childcare took the lead, but economic programs were all in the top 6.

Priority Shift (2023 vs 2024)



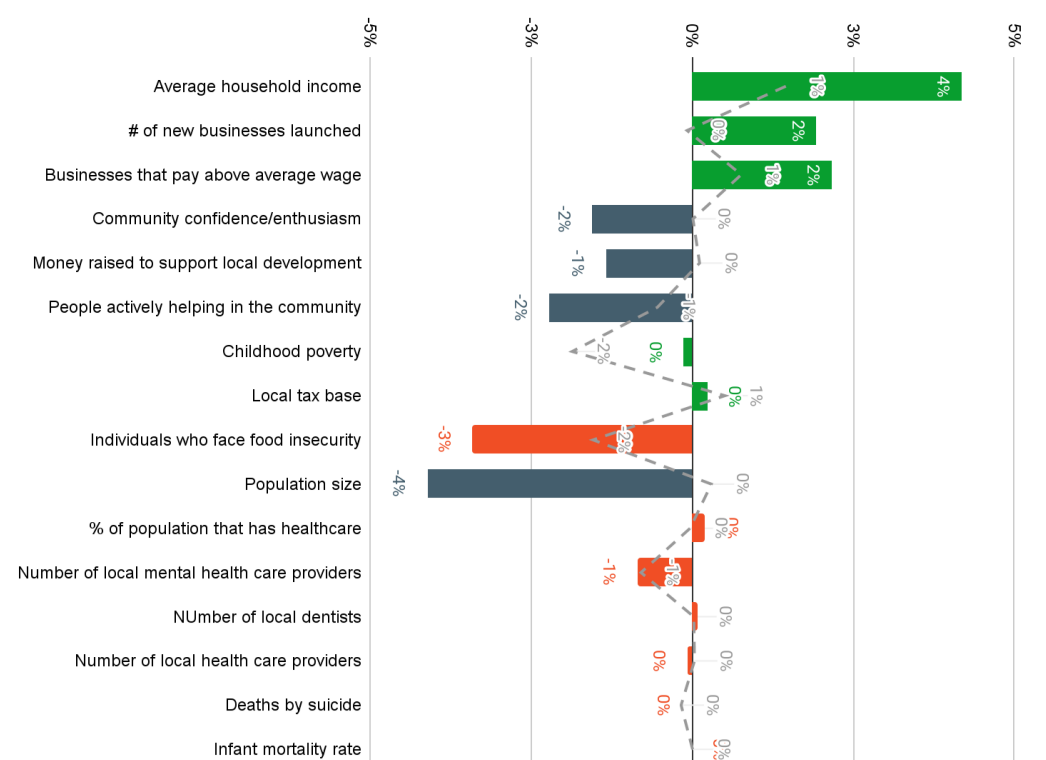
Beautifying public spaces made the biggest shift downward.

2024 Priority Metrics



Economics are high while health metrics were the lowest.

Priority Metrics Shift (2023 vs 2024)



Almost all economic metrics increased.

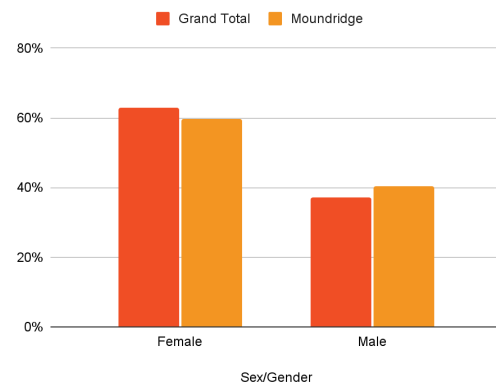
Survey Respondents

Number of Participants



The survey captures a broad demographic, with a significant portion of respondents being long-term residents and homeowners.

Gender



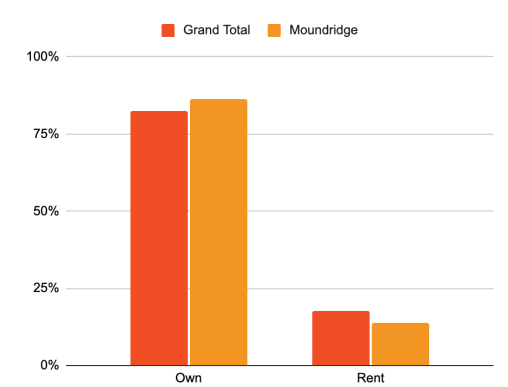
Male respondents emphasize economic opportunities, while female respondents focus more on community support and family services.

Age Profile



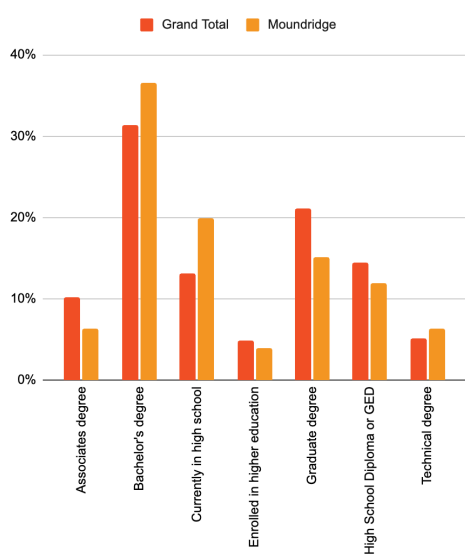
Younger respondents prioritize educational and extracurricular opportunities, while older respondents focus on healthcare and infrastructure.

Residential Status



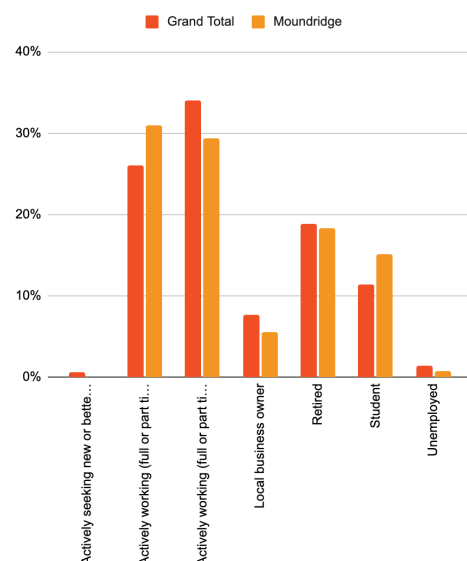
Homeowners emphasize long-term investments in infrastructure and business development, while renters focus on immediate community support services.

Education Level



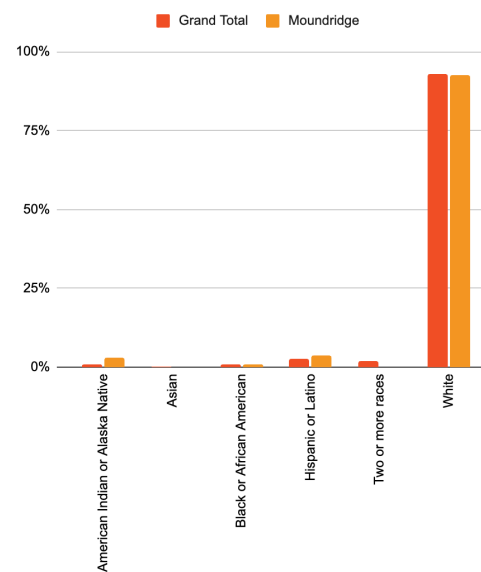
Respondents with higher education levels prioritize economic development and leadership transparency, while those with less formal education focus on community support and basic services.

Employment Status



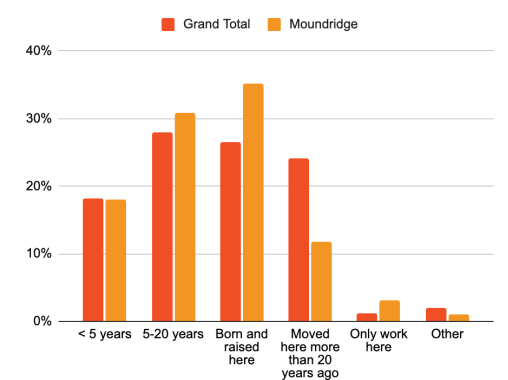
Retirees emphasize healthcare and community cohesion, while active workers focus on job opportunities and economic growth.

Ethnicity



Not enough data to analyze.

Years lived in location



Long-term residents focus on preserving community values and traditions, while newer residents emphasize the need for inclusivity and modernization.

■ Town Score

■ Average McPherson County Score

42

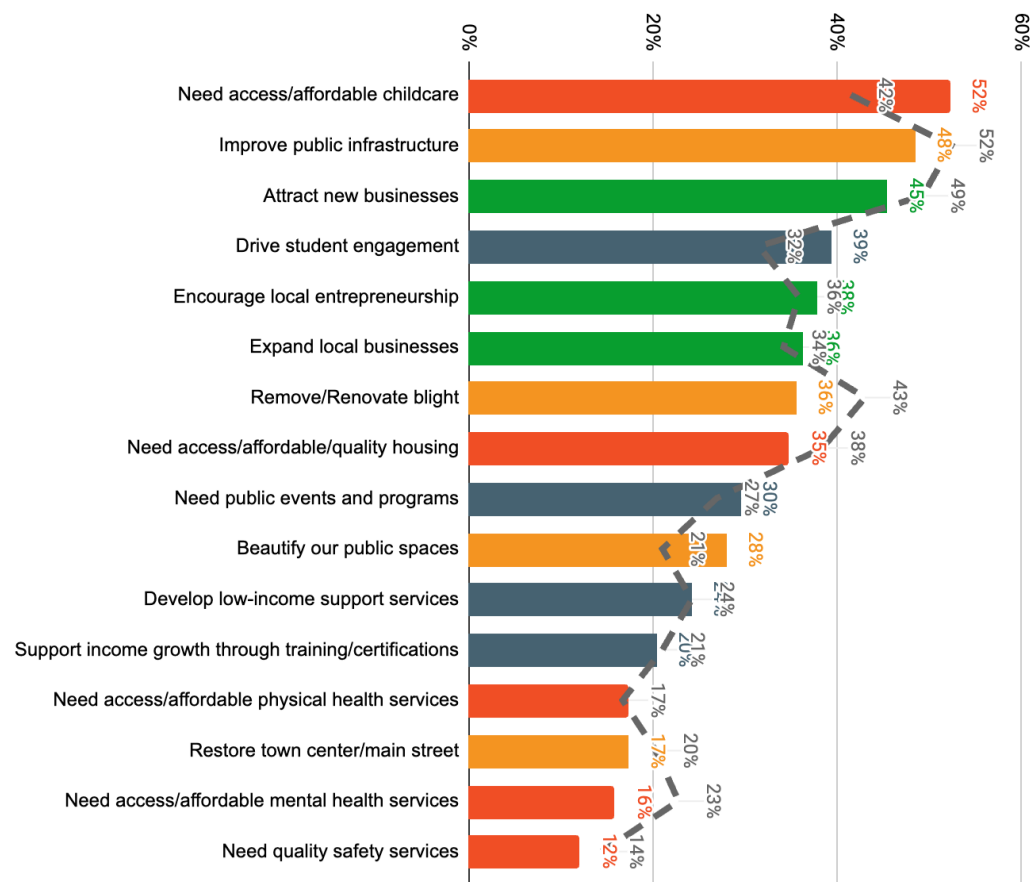
Number of people who expressed an interest in volunteering to better the community
42 of 125 (34%)

Priority Shift (2023 vs 2024)



Beautifying public spaces made the biggest shift downward.

2024 Program Priorities



Childcare took the lead, but economic programs were all in the top 6.