



MCPHERSON COUNTY
**Community
Foundation**

2024
**Community
Benchmark Report**
Community of McPherson
& Surrounding Areas

Be The Movement!

Connect with local changemakers, local
community projects, resources & grants,
and much more.

www.mcphersonfoundation.org



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OUR FOCUS: IMPACT AND OUTCOMES

Betsy Davis | betsy@mcphersonfoundation.org



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MCPHERSON COUNTY
Community
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What Makes Our Community Special?

The amount of community members willing to volunteer and join in with the many festivals and fun events.

Roxie

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.

Monica Frye

The people. So many have ideas and then execute on them. There's so much that happens in our town, all because of the people.

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.

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

I love McPherson Main St and all the small businesses in Mac. I enjoy shopping small and I wish we had more. I appreciate the people in our community who are dedicated to inclusion and open-mindedness. We are very polarized just like everywhere else, but I love the communities that I participate in. I also appreciate having two college campuses in our small town, and our public library is very well-supported.

The Leaders That Make Our Community Special





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Executive Summary:

Community members expressed mixed perceptions about their economic confidence, with a slight inclination toward optimism. Engagement confidence indicates a generally positive sentiment toward community involvement and local leadership. Key development priorities focus on economic growth and community well-being. The survey respondents are predominantly middle-aged, well-educated, homeowners who feel a strong sense of belonging to their community.

pg **4, 5**

Economic Confidence

Economic conditions are generally seen as stable, with many expecting better future business and employment opportunities. A significant portion of respondents anticipate an increase in income, reflecting overall optimism about the economic outlook.

pg **6, 7, 8**

Community Engagement Confidence

Respondents generally feel a strong sense of belonging and loyalty to their community. There is also a significant belief that community problems are shared among residents, indicating a collective commitment to addressing local issues.

pg **9**

Critical Community Priorities

Economic development and improving community infrastructure are top priorities for respondents. Specific focus areas include job creation, enhancing local amenities, and supporting small businesses to boost overall economic health.

pg **10**

Survey Respondent Profile

The majority of respondents are aged 40-59, hold a Bachelor's degree, and are actively working in public or private sectors. Homeownership is high among respondents, with a significant portion identifying as white and female.

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

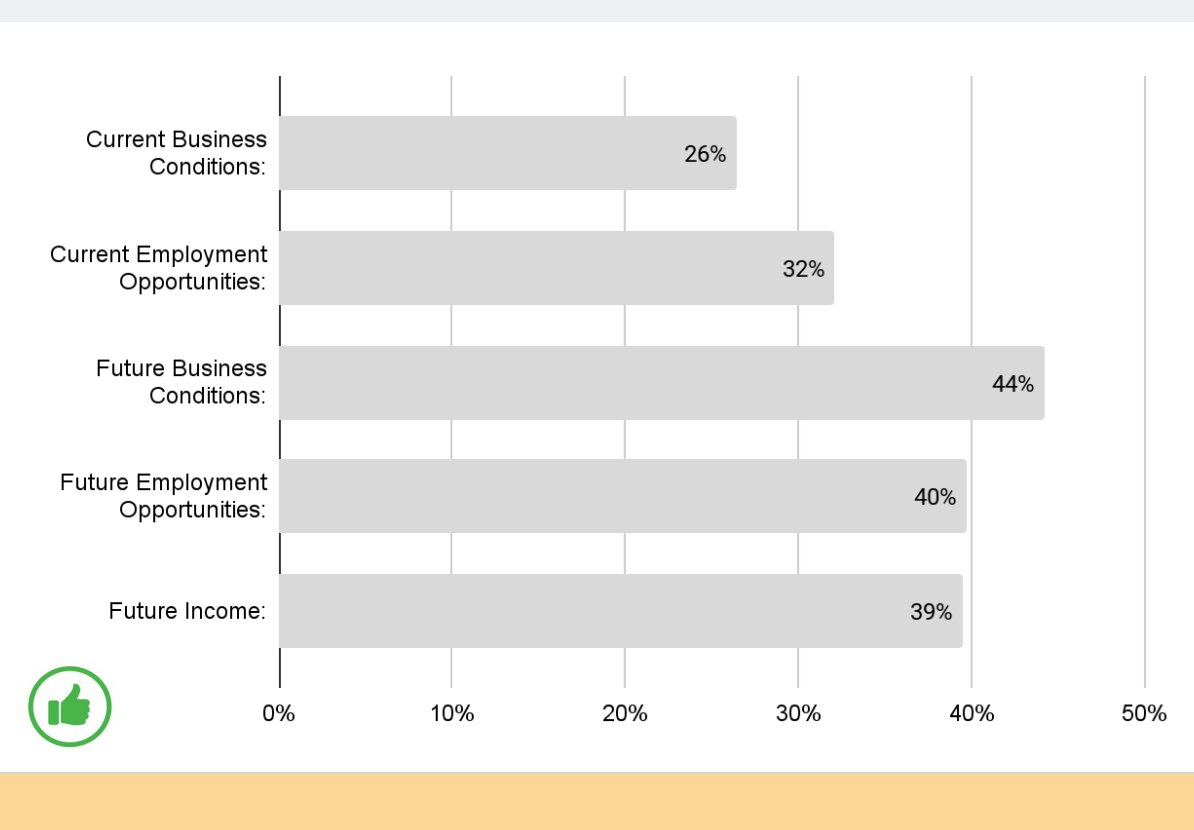
Economic Summary:

Respondents generally view current business conditions as normal but are optimistic about future improvements in business and employment opportunities. The expectation of increased income further supports this optimistic outlook. Given this sentiment, community leaders should focus on creating programs that foster business growth and job creation. Encouraging investment in local businesses and providing training programs to enhance employability can help sustain this positive economic outlook. Future conditions will likely improve if the community can capitalize on the current optimism and strategically address any economic concerns.

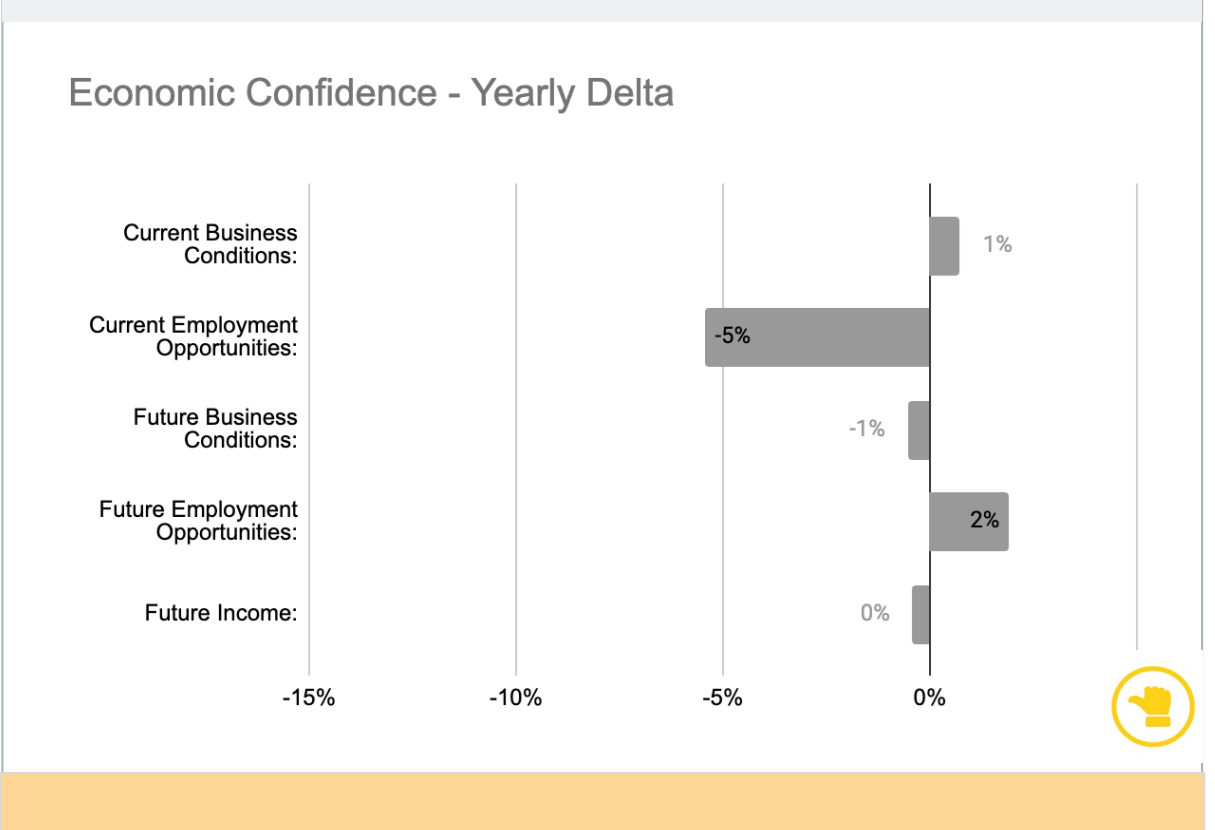
Businesses Needed In Our County:

1. **Child Care Center** - Expanded hours and high-quality care for all ages.
2. **Affordable Housing** - Low-cost options for families and retirees.
3. **Family Restaurant** - Sit-down dining with diverse menus and extended hours.
4. **Fast Food Restaurant** - Options like McDonald's or Wendy's for quick meals.
5. **Grocery Store** - Updated and cost-effective grocery options.
6. **Recreational Business** - Game center, bowling, or trampoline park for kids.
7. **Fitness Center** - Comprehensive facilities for health and wellness.
8. **Dentist Office** - Local and affordable dental care.
9. **Industry/Manufacturing Plant** - Job opportunities to expand the tax base.
10. **Community Gathering Space** - Hubs for social engagement and activities.

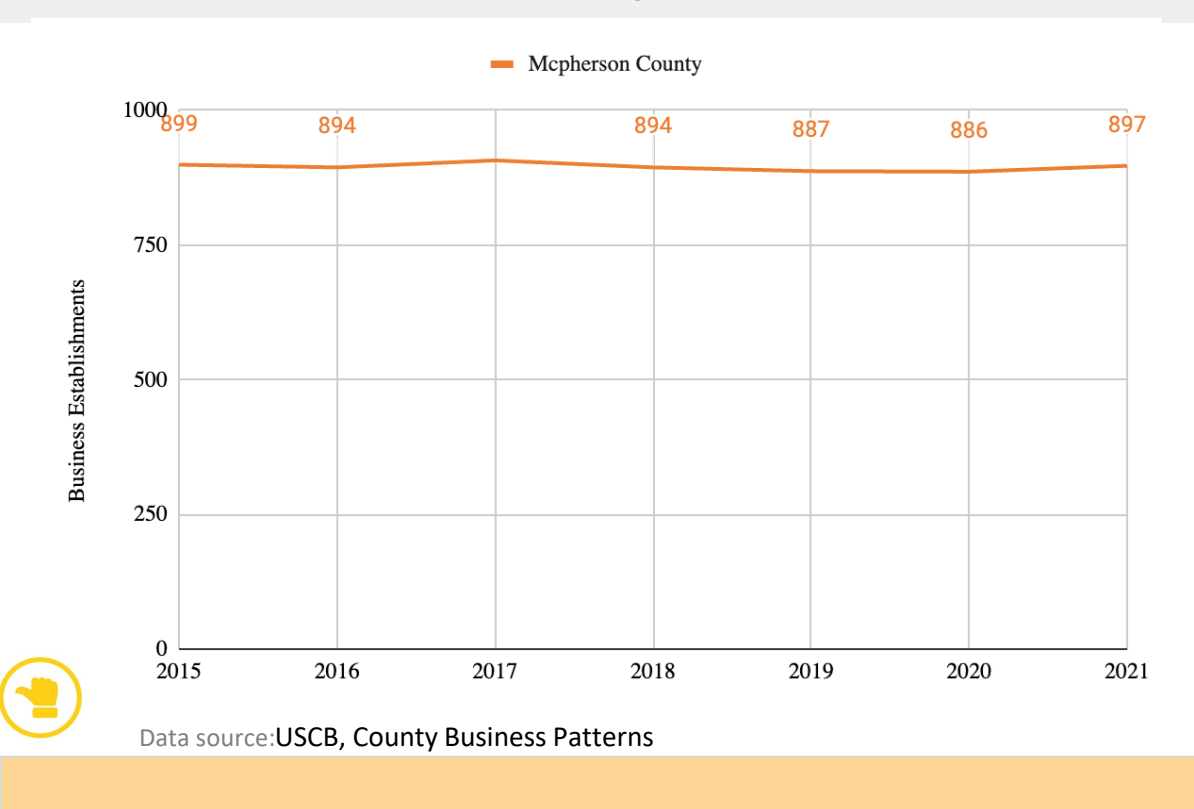
Our Economic Perceptions



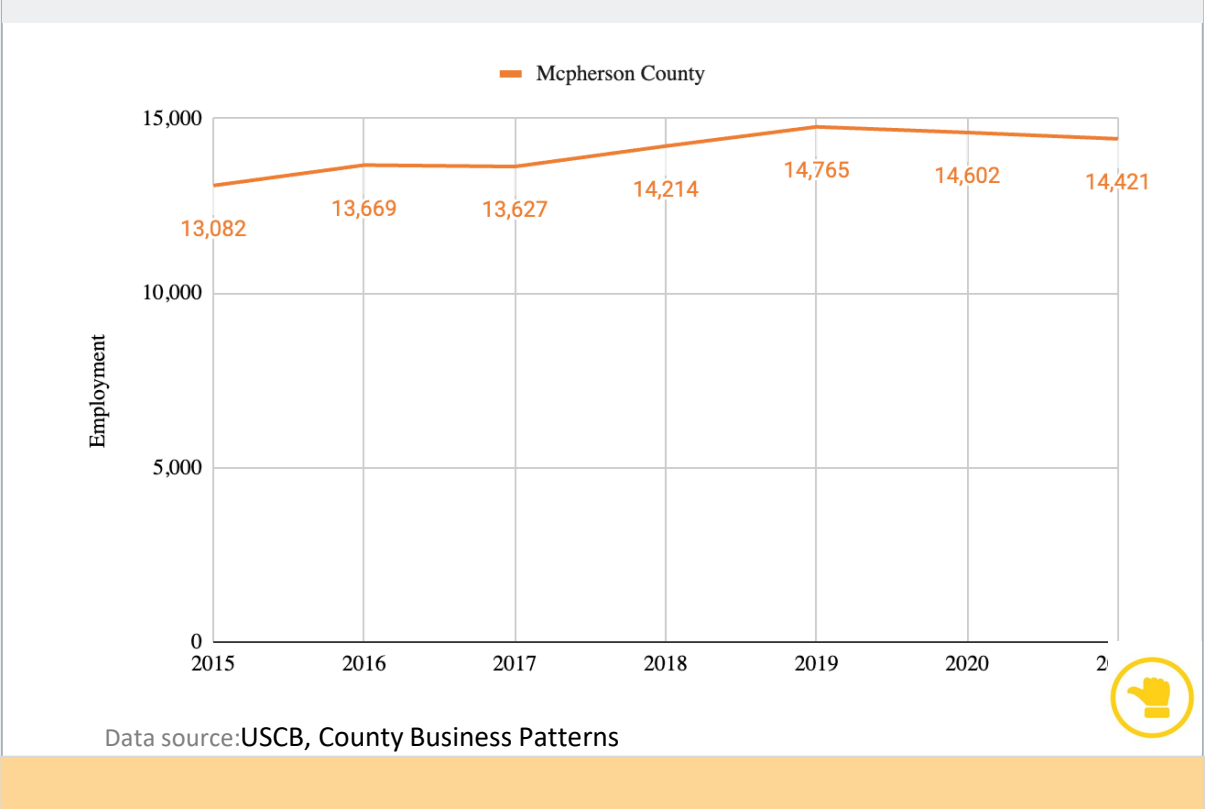
Year Over Year Change (2023 vs 2024)



Businesses in Our County

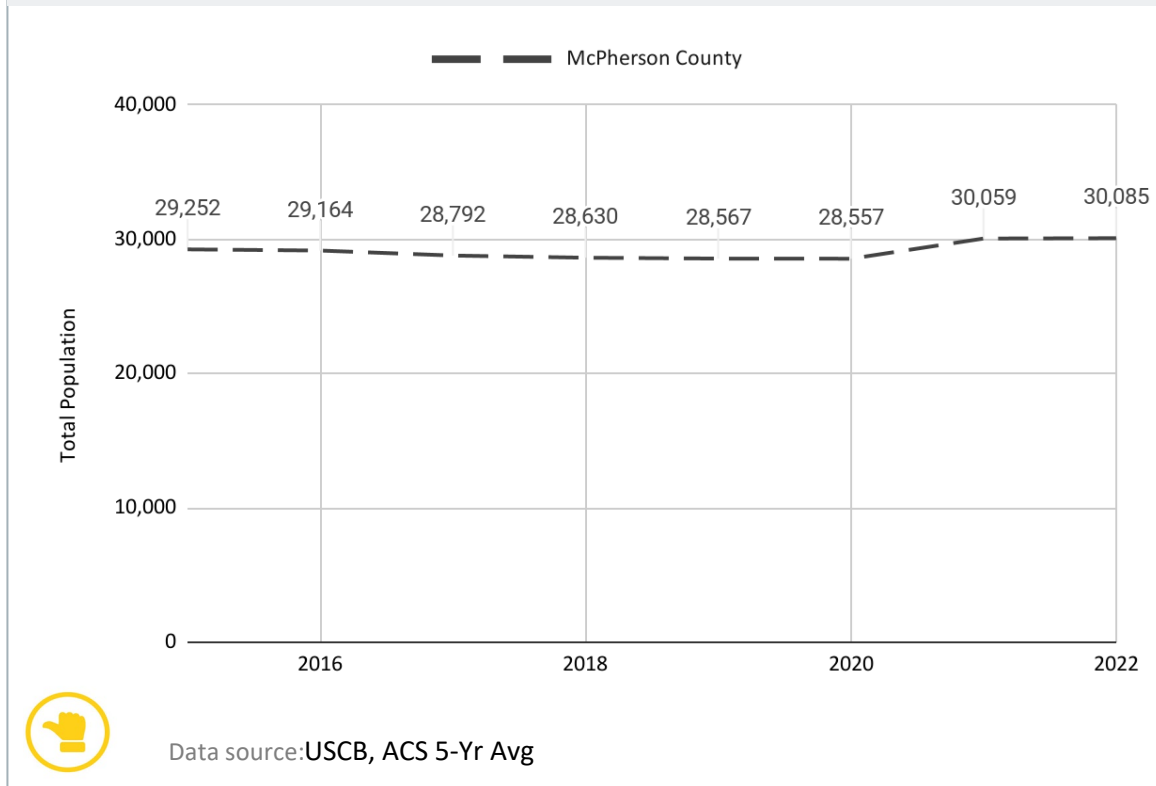


10 Year Shift in Local Jobs

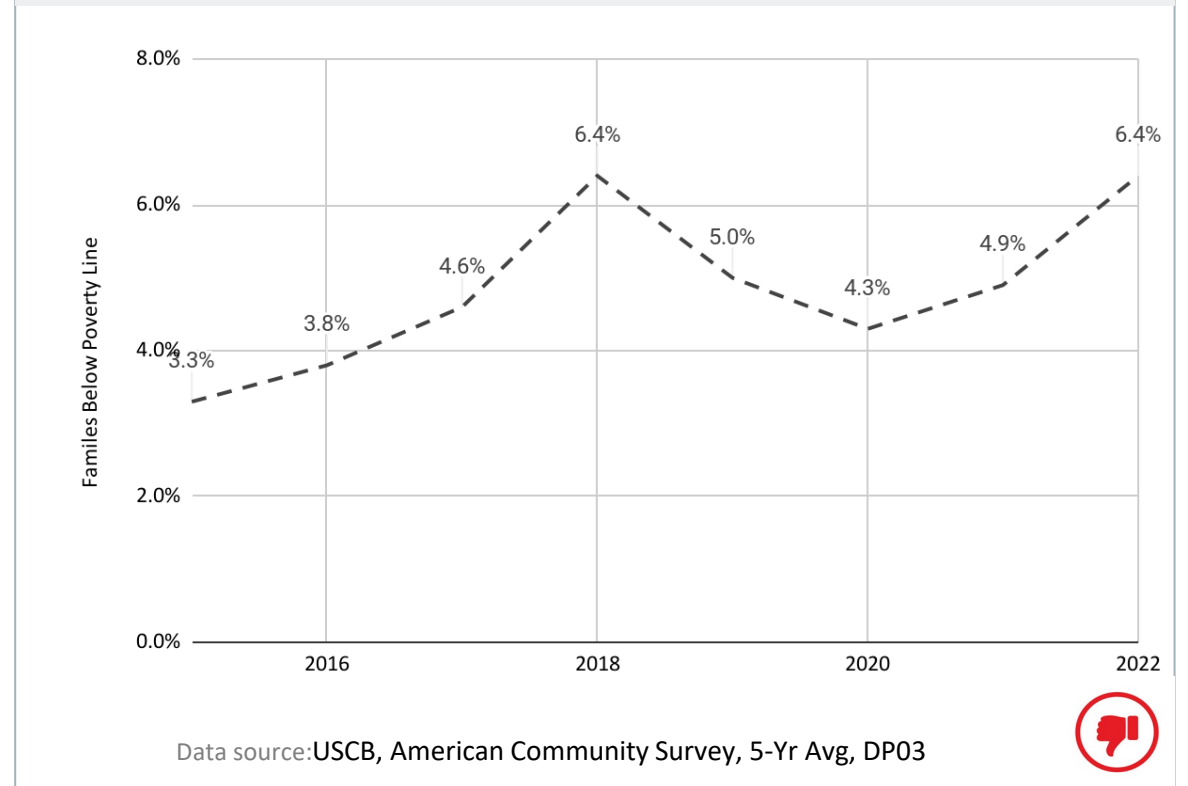


Local Economic Indicators

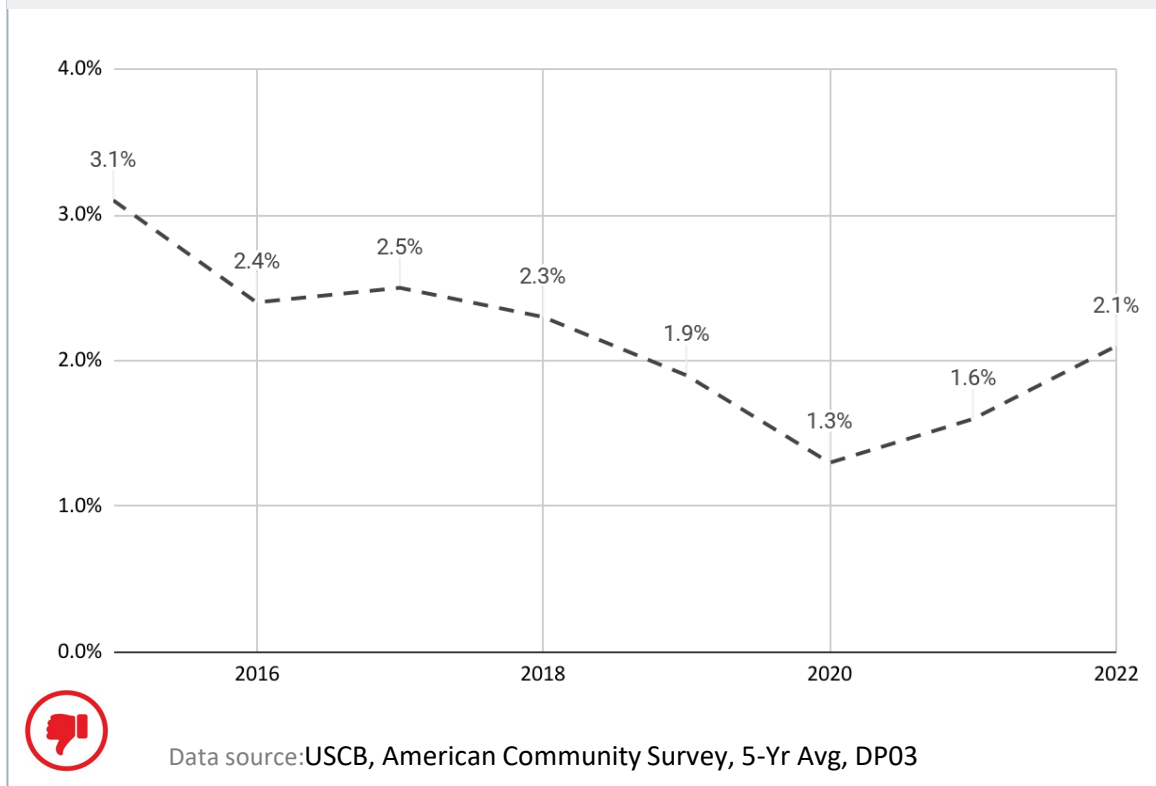
Overall Population Trend



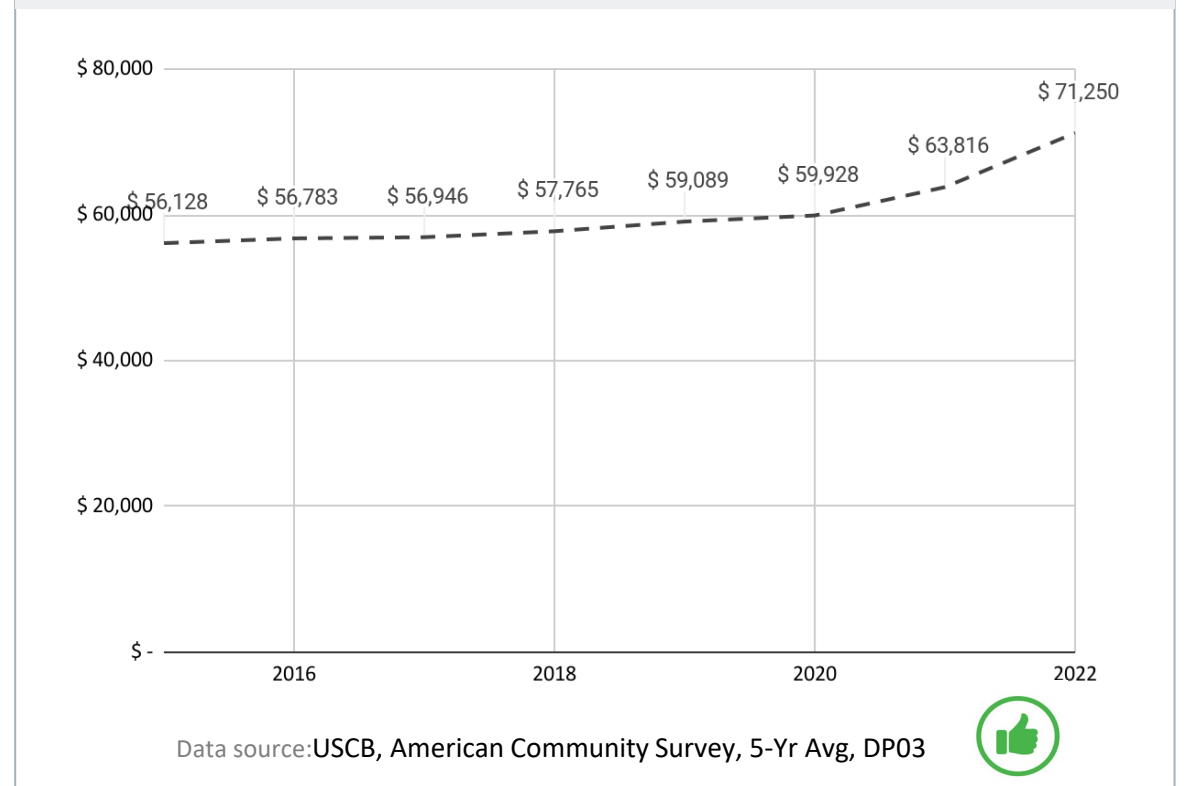
Local Poverty Rate



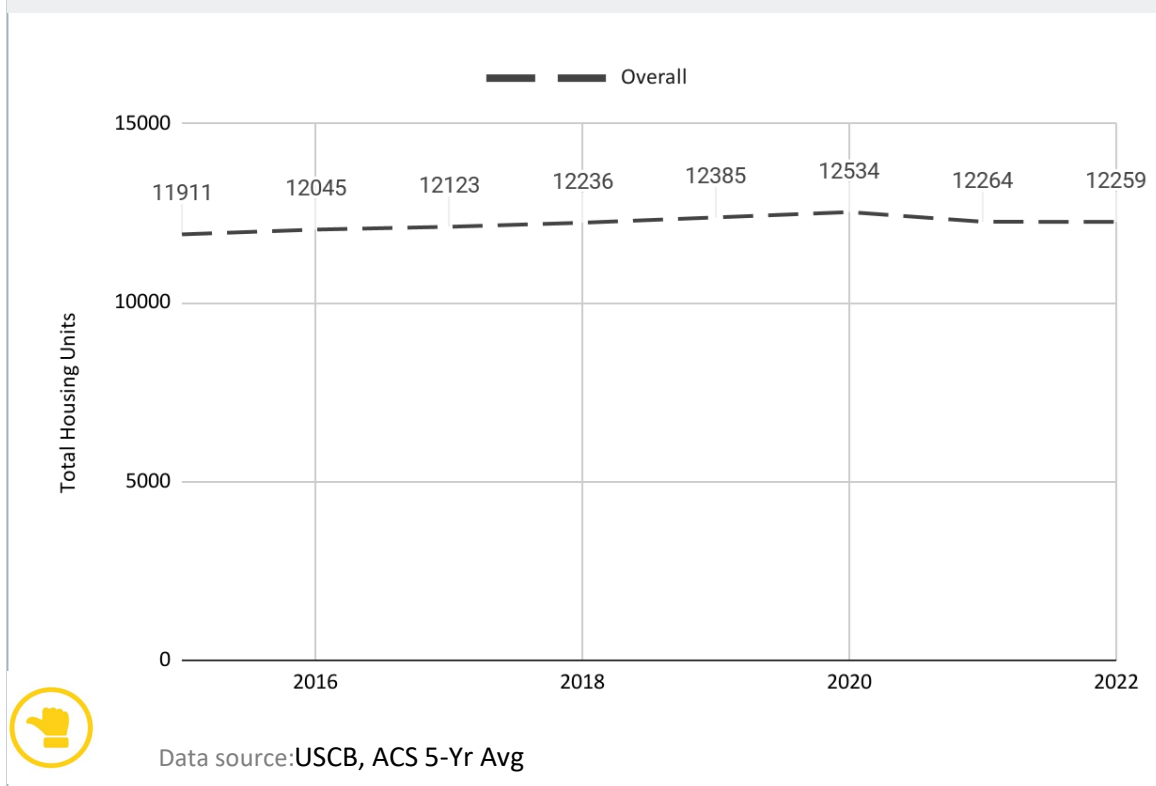
Local Unemployment Rate



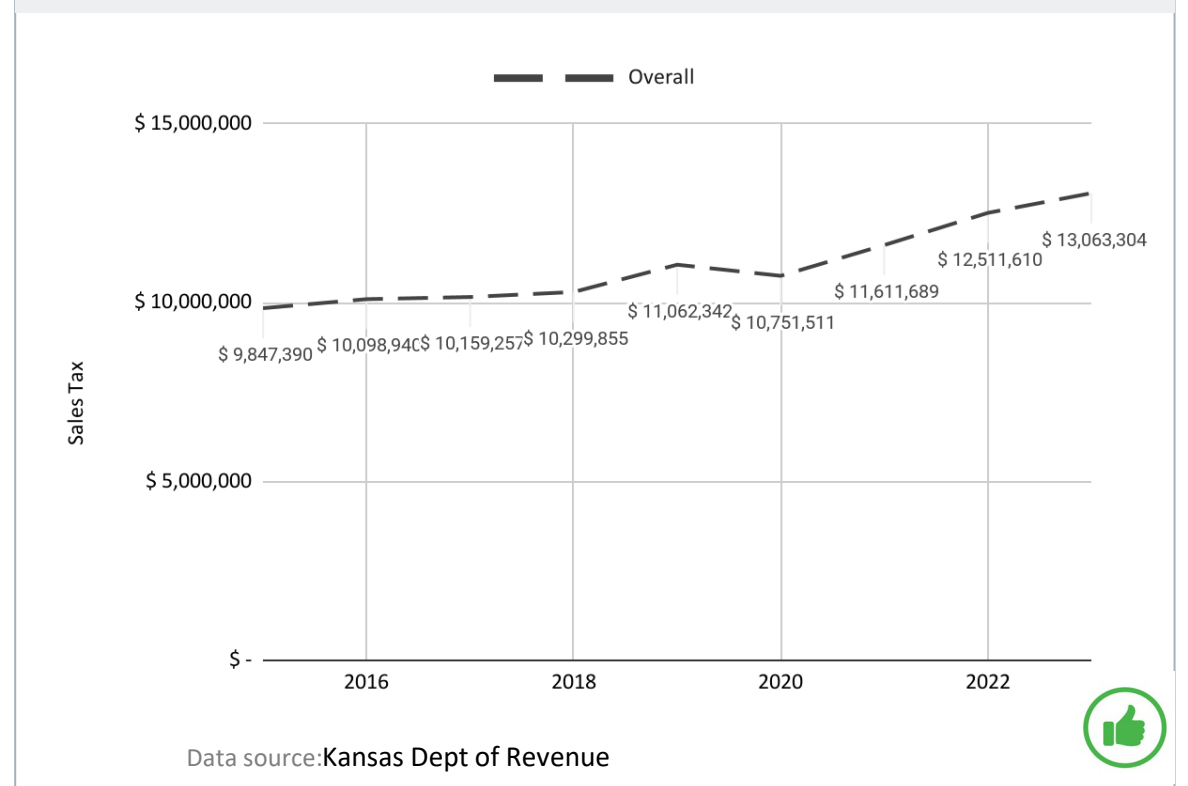
Median Household Income



Total Housing Units



Annual Sales Tax Collection



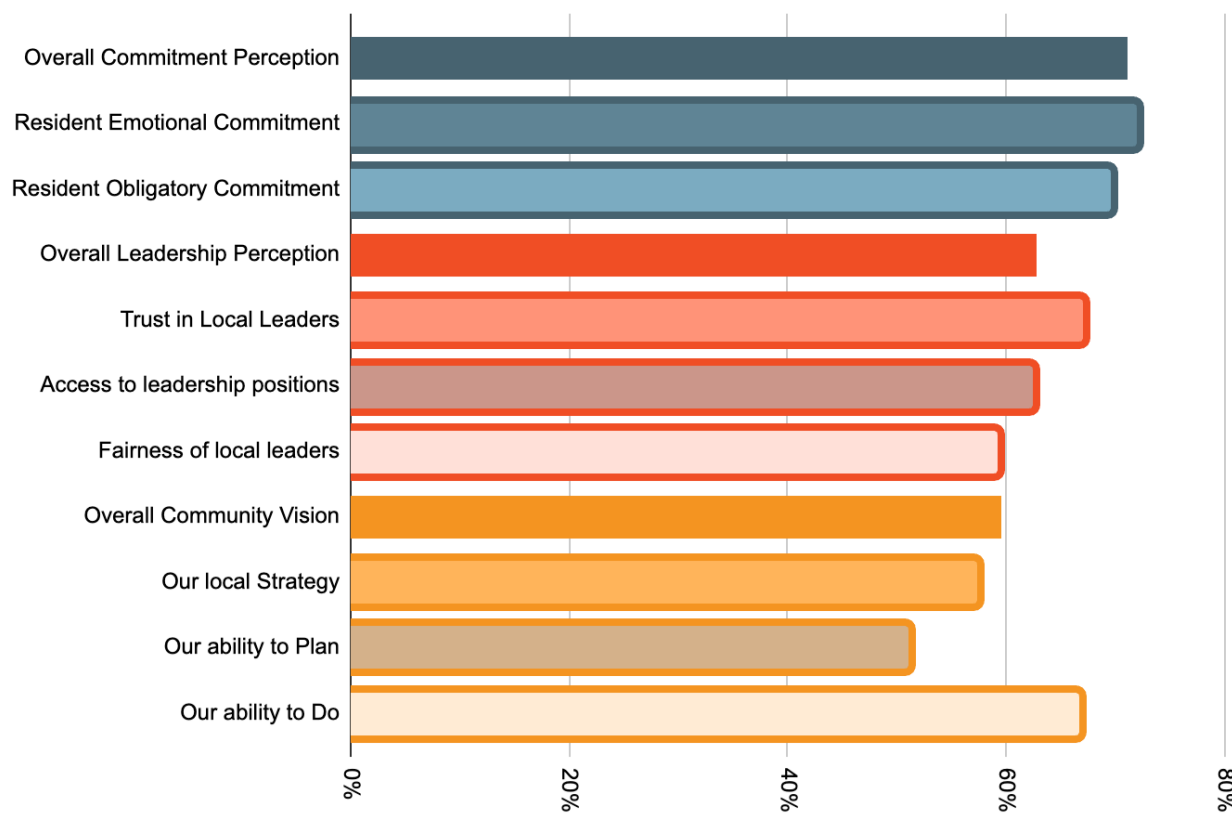
Confidence In Our Local Community

Engagement Summary:

Community members are generally satisfied with living in their community and feel a sense of belonging. Loyalty and shared responsibility for community problems are high. The most significant challenges include addressing the specific needs that foster a sense of community and belonging. Opportunities lie in enhancing local amenities and encouraging active community participation. Initiatives such as community events, improved communication channels between residents and local leaders, and volunteer programs can strengthen community bonds and address current challenges.



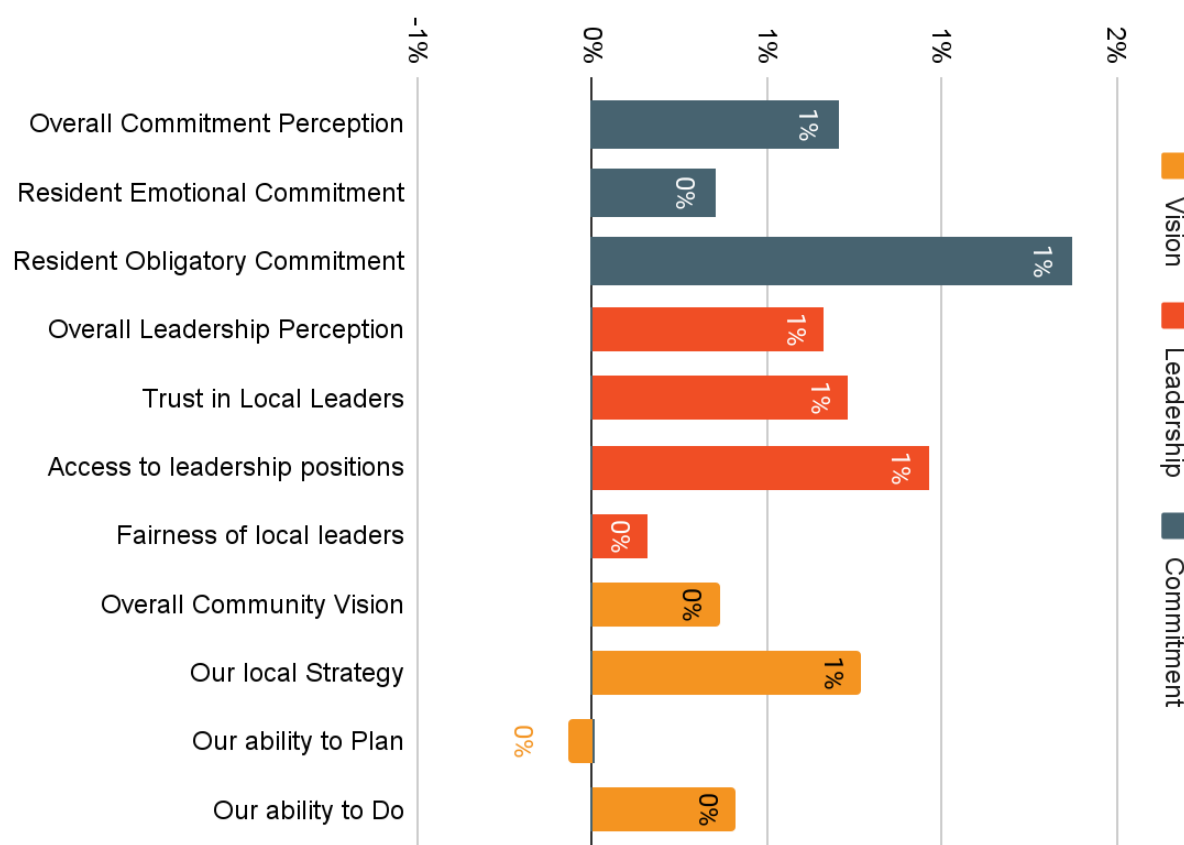
How do our residents view our community?



The biggest challenge facing the community is a perceived lack of strong leadership and effective communication. Conversely, the biggest opportunity for growth lies in enhancing community involvement and leveraging the existing sense of belonging to foster a more cohesive and engaged community. To move forward, three questions to consider are:

1. What specific actions can local leaders take to improve communication and transparency with residents?
2. How can community events and programs be tailored to better meet the diverse needs of the population?
3. What resources or support do residents need to feel more empowered to contribute to community development?

Year Over Year Change (2023 vs. 2024)



There wasn't much change from last year to this year but in the changes that did happen, the overwhelming majority was positive. The greatest changes were in the Resident Obligatory Commitment and Access to leadership positions. This could possibly lead to the perception that if there are better pathways to be in leadership roles, the citizens are feeling more connected to the community and willing to make a bigger time and energy commitment to see it flourish.

1. What are some steps that can be taken to better show the plans that are in place for the communities
2. Are there any factors or circumstances that can be used to alter perceptions about the Fairness of local leaders?



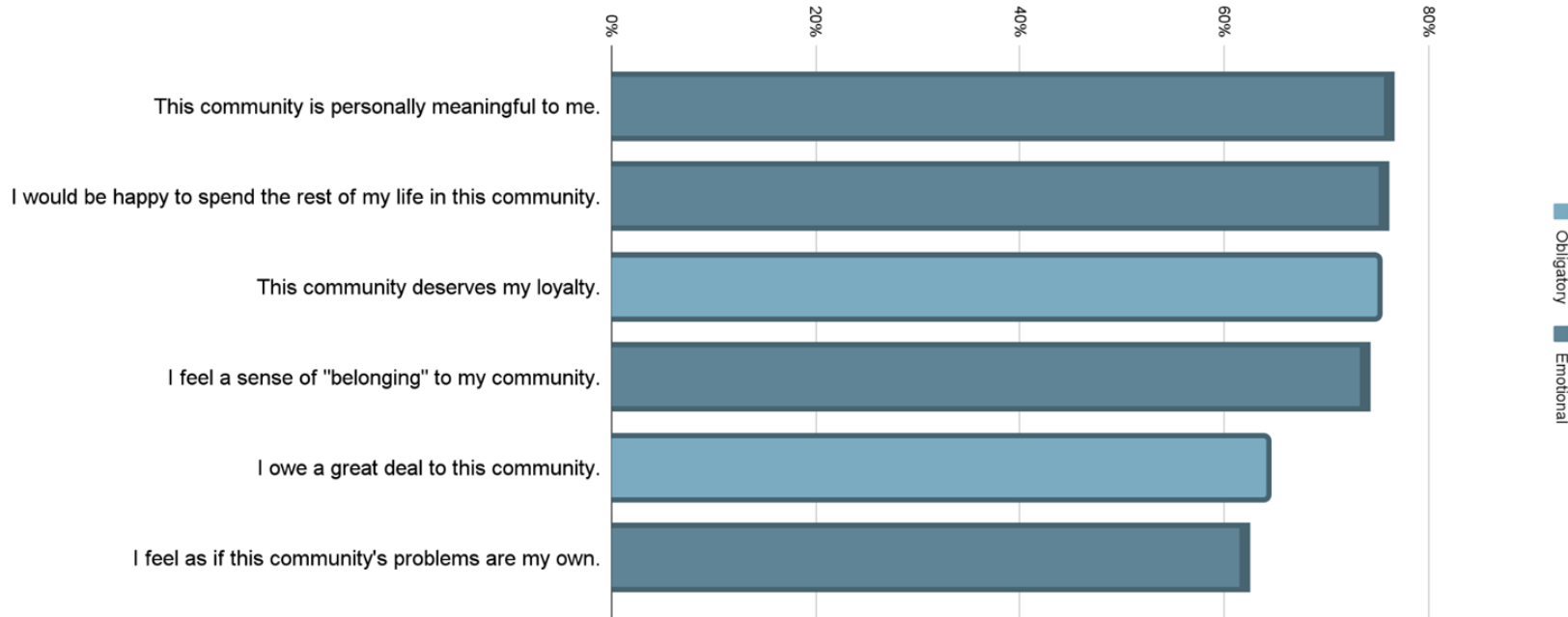
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Confidence In Our Local Community

Community Confidence: Personal Commitment



The biggest challenge in personal commitment is ensuring that residents feel their efforts are valued and impactful. The opportunity for growth lies in creating more avenues for residents to engage meaningfully with community projects.

1. What types of projects would residents be most interested in participating in?
2. How can the community better recognize and celebrate individual contributions?
3. What barriers currently prevent residents from getting involved, and how can they be addressed?

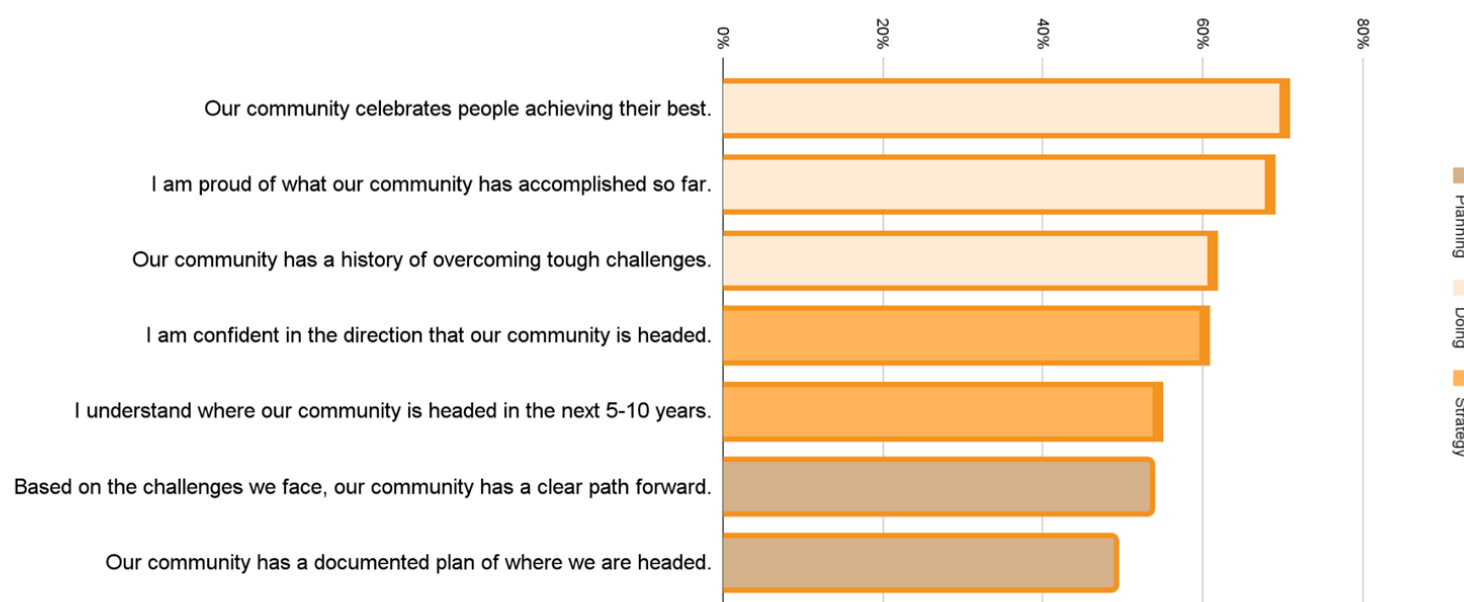
Community Confidence: Local Leadership



The main challenge for local leadership is building trust and demonstrating effective governance. However, the opportunity for growth is significant if leaders can engage more transparently and inclusively with the community. Questions to consider are:

1. How can leaders ensure that residents' voices are heard and acted upon?
2. What strategies can be implemented to improve trust in local leadership?
3. How can leaders more effectively communicate their plans and progress to the community?

Community Confidence: Vision



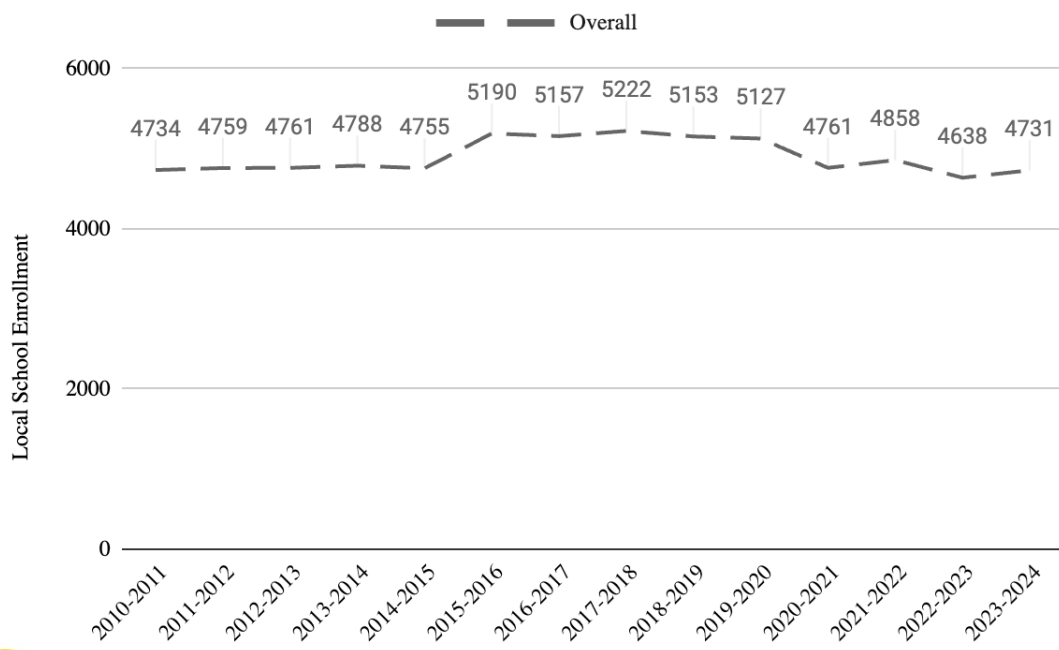
The primary challenge in community vision is aligning diverse perspectives into a cohesive plan that benefits all residents. The opportunity for growth lies in engaging residents in the visioning process to create a shared future. Questions to consider are:

1. What are the core values and goals that the community should prioritize?
2. How can residents be more actively involved in shaping the community's vision?
3. What steps can be taken to ensure that the vision reflects the diverse needs and aspirations of all community members?

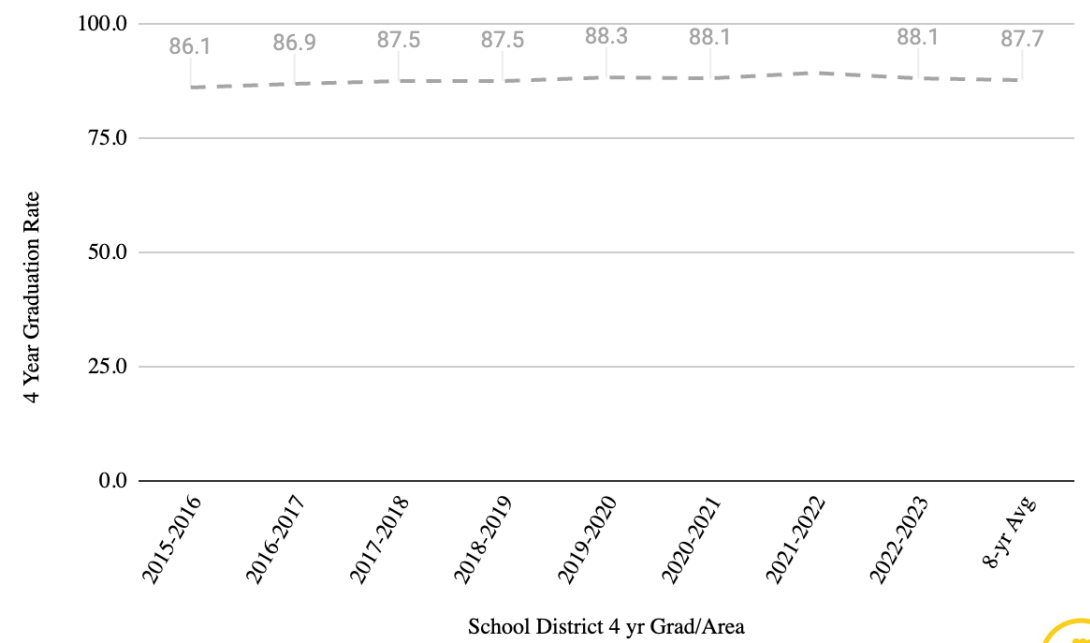
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

County Community Indicators

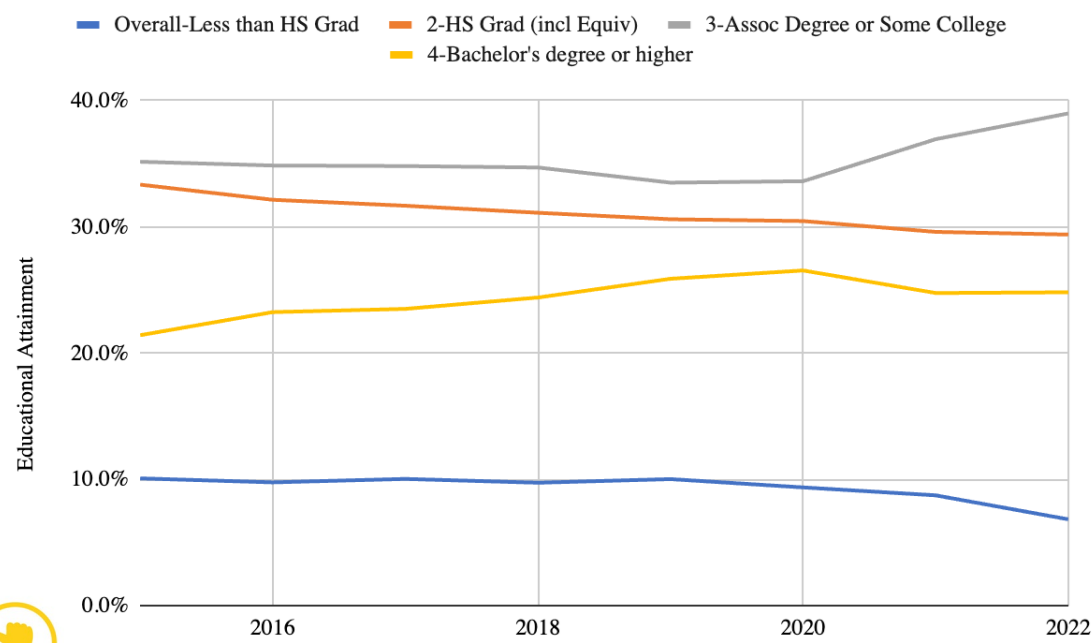
County School Enrollment



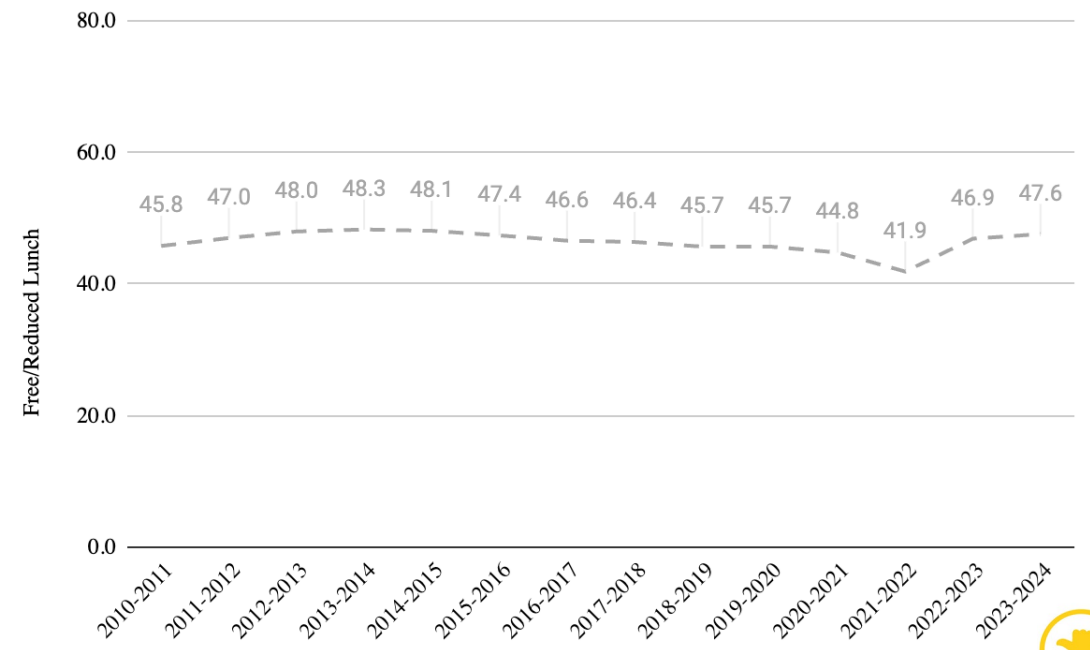
High School 4 Year Graduation Rate



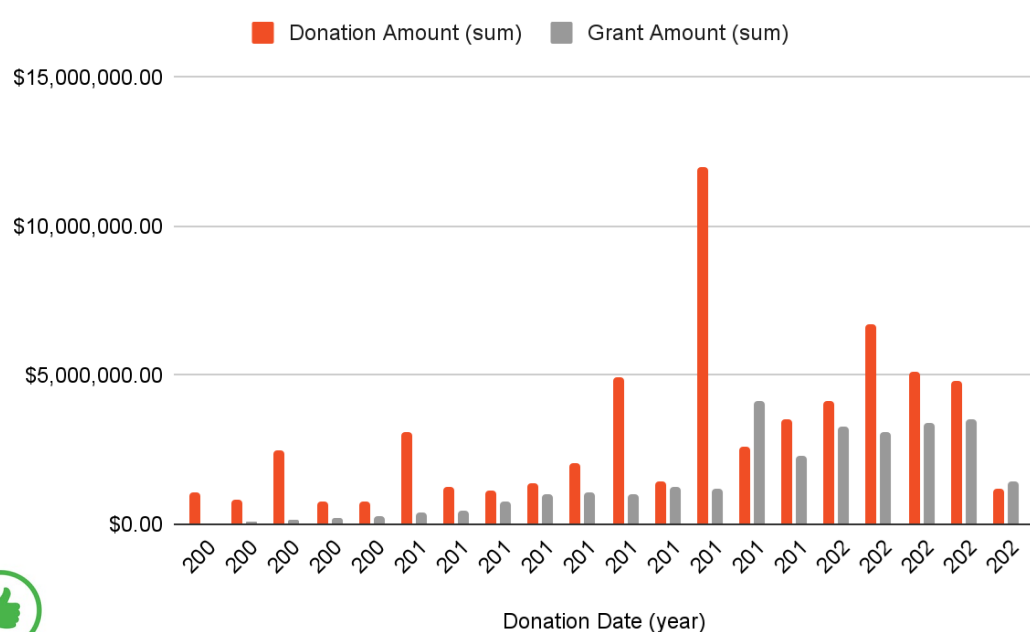
Local Educational Level



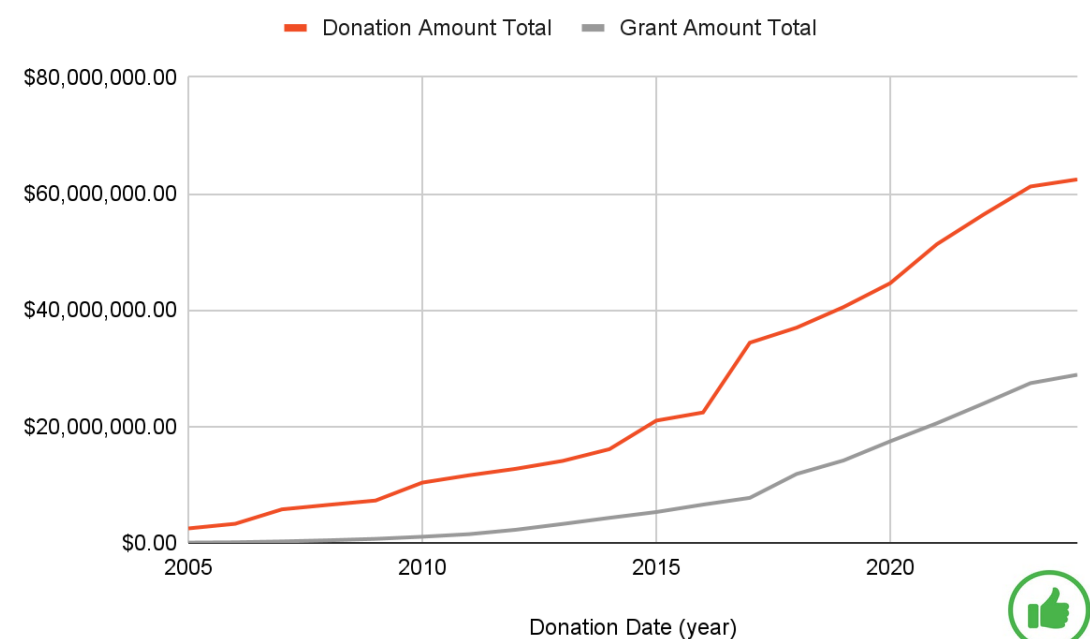
School District % Free-Reduced Price Lunch



McPherson Community Foundation: Annual Dollars Raised & Invested



McPherson Community Foundation: Compound Dollars Raised & Invested





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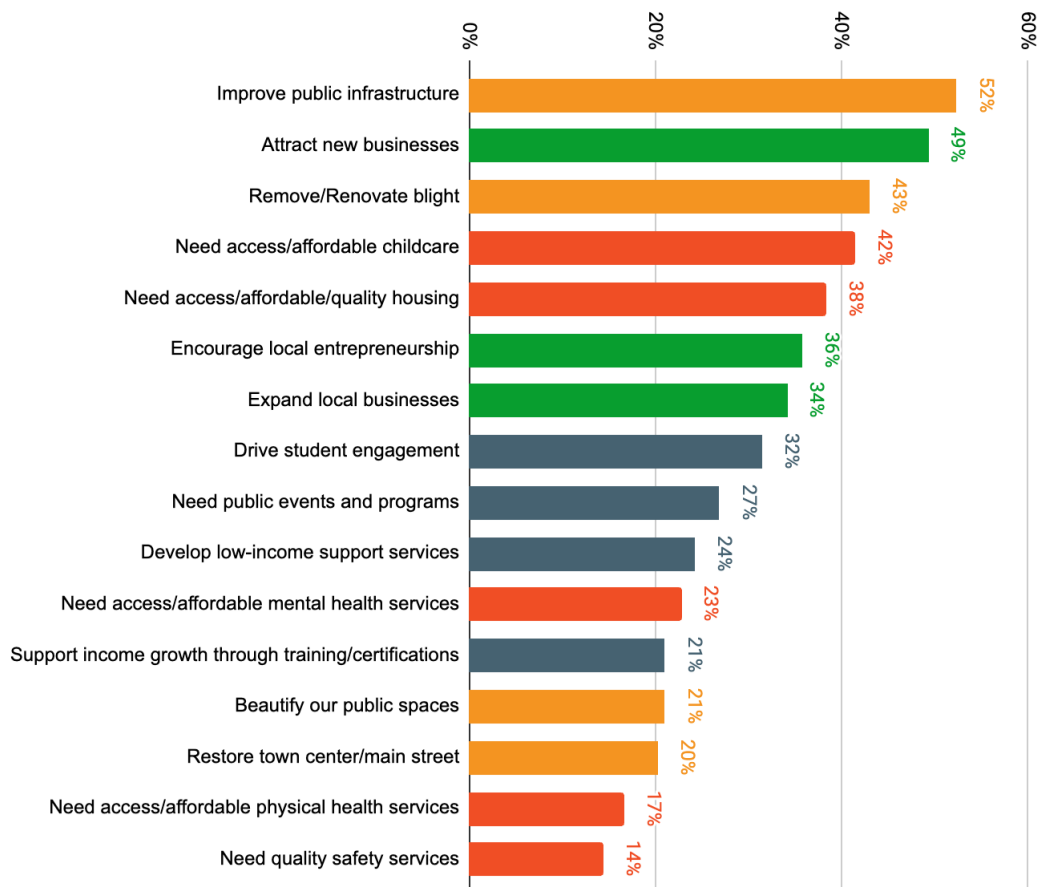
Community Priorities

Priorities Summary:

Economic and community development priorities are crucial for respondents, with a focus on creating jobs, improving local amenities, and supporting small businesses. The community seeks initiatives that address economic growth while also enhancing the overall quality of life. Key areas for action include improving infrastructure, fostering a supportive environment for new and existing businesses, and ensuring that development projects align with community needs. Emphasizing collaboration between local government, businesses, and residents can drive these priorities forward, creating a more vibrant and resilient community.

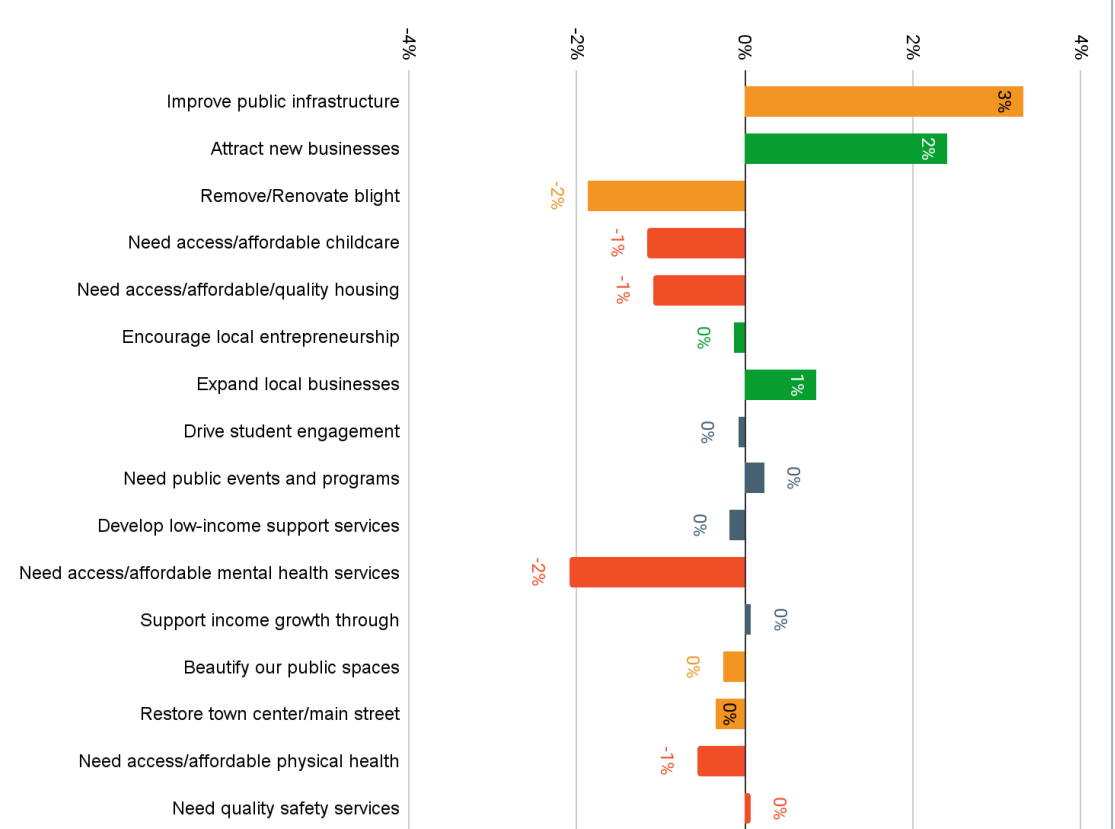
Health Placemaking Economy People Average McPherson Score

2024 Program Priorities



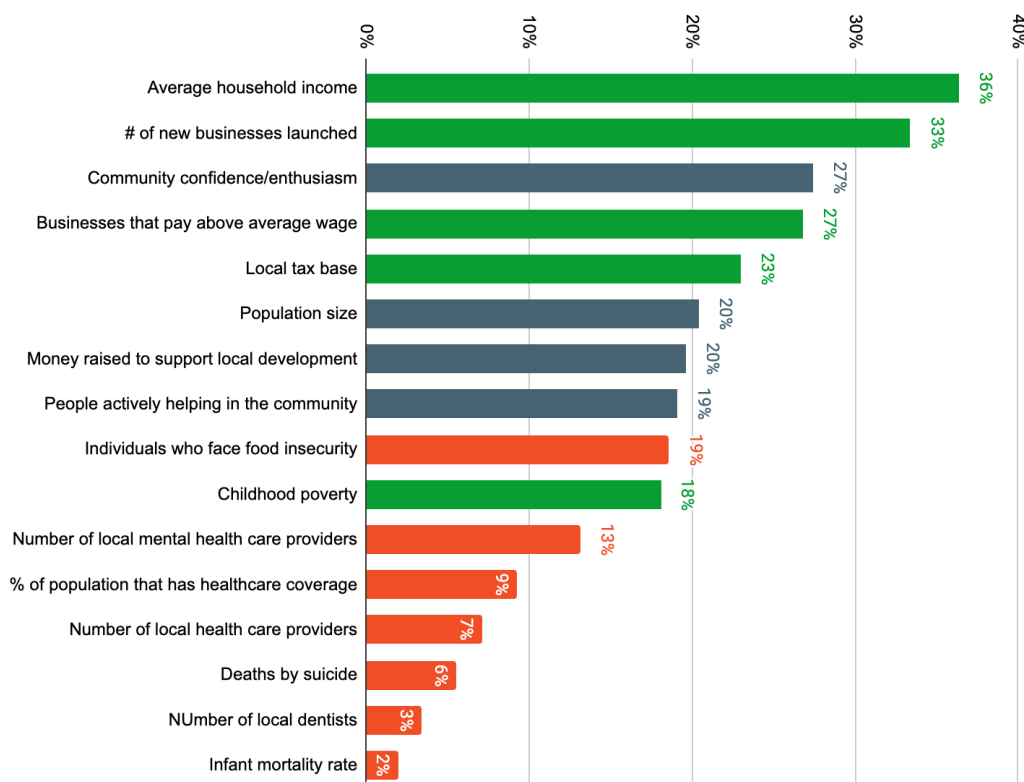
Each category is well diversified in priority.

Priority Shift (2023 vs 2024)



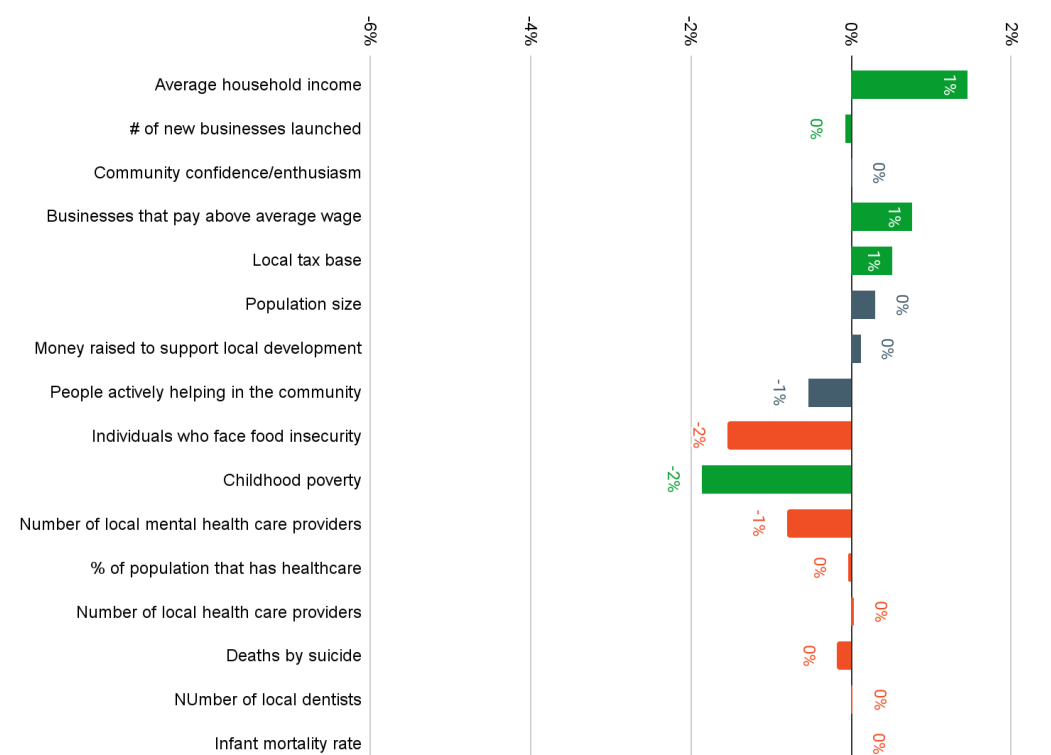
Public infrastructure remains a top priority year over year

2024 Priority Metrics



The economic metrics weigh in the top for the communities.

Priority Metrics Shift (2023 vs 2024)



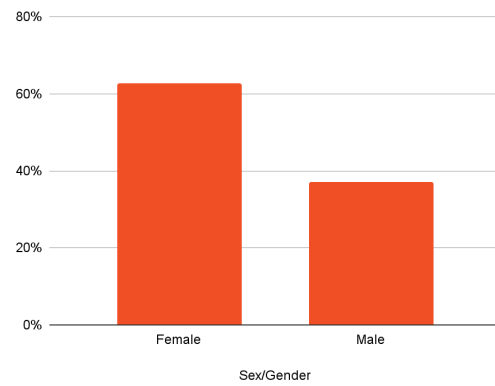
Average household income and childhood poverty were on opposite ends.

Survey Respondents

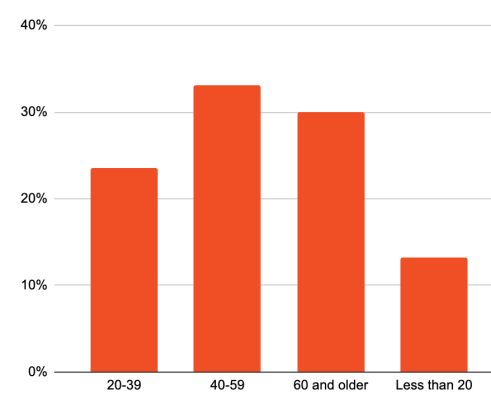
Number of Participants



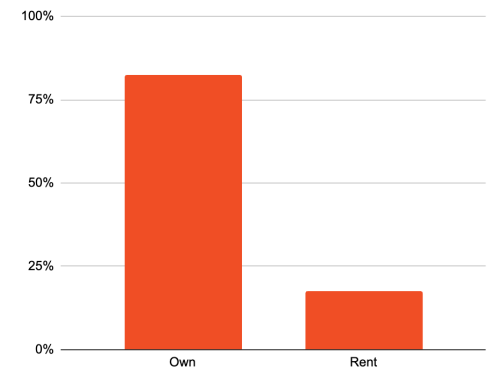
Gender



Age Profile



Residential Status



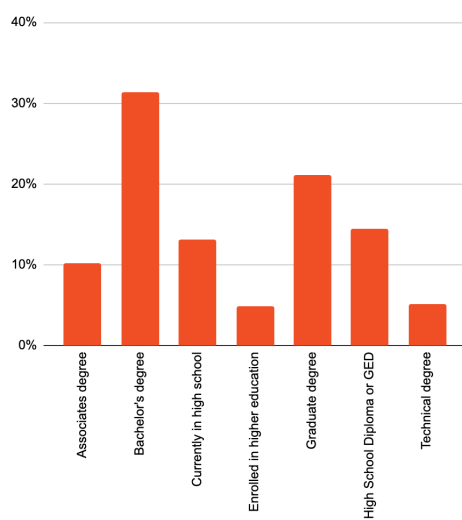
The survey captures a diverse demographic, with the largest group being middle-aged, well-educated homeowners. This demographic plays a significant role in shaping community priorities and perceptions.

Male respondents are slightly more optimistic about economic conditions, while female respondents show a stronger commitment to community engagement and personal involvement in local initiatives.

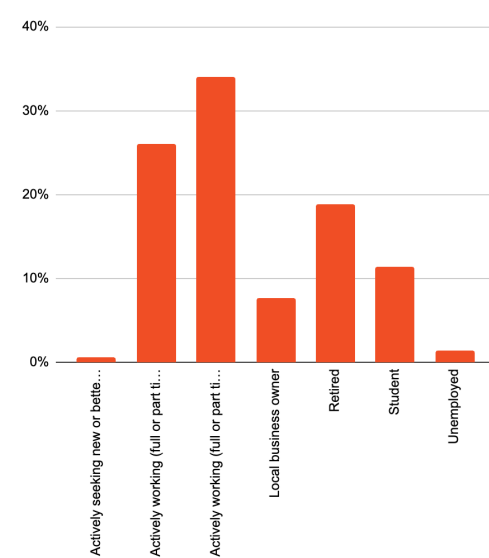
Middle-aged respondents (40-59) are the most represented group, indicating their significant influence on community priorities and perceptions. This age group is likely to prioritize stability and long-term community development.

Homeowners display a stronger sense of loyalty and commitment to the community compared to renters, highlighting the importance of homeownership in fostering long-term community engagement.

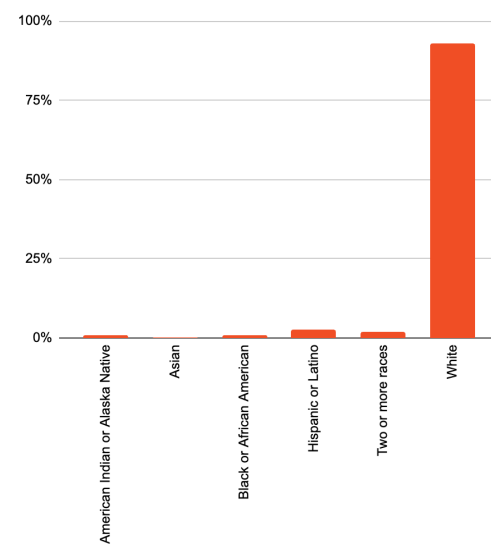
Education Level



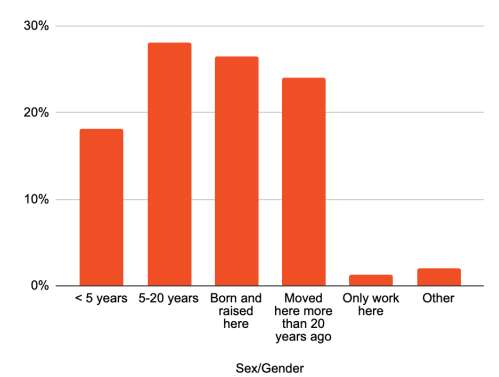
Employment Status



Ethnicity



Years lived in location



Respondents with higher education levels, particularly those with Bachelor's degrees, are more likely to participate in community development activities and have a positive outlook on local leadership and economic opportunities.

Public sector employees and private sector workers show strong engagement in community issues and are optimistic about future economic opportunities. Tailoring community initiatives to support these groups can enhance overall engagement.

Not enough data to analyze.

Long-term residents exhibit a higher degree of loyalty and personal investment in the community, underscoring the importance of retaining and supporting these individuals to maintain a stable and engaged population.

■ Town Score

■ Average McPherson County Score

318

Number of people who expressed an interest in volunteering to better the community
318 of 973 (33%)