

Love WHERE YOU *Live*

COMMUNITY EMPOWERMENT INITIATIVE

**2024
Haven/Yoder
Benchmark
Report**

Hutchinson 
community
FOUNDATION



Innovation Economy Partners
OUR FOCUS: IMPACT AND OUTCOMES

info@HutchCF.org | hutchcf.org

What Makes Our Community Special?

"The people. The schools. The community centers. The local businesses."

- **Shannin Rettig**

"People"

- **Shauna**

"We love supporting Yoder Thrift store. When my son got sick they brought us a care basket, fun inside games to play, and they gave us monthly gas gift cards to get to and from our appointments. We value what they bring and give back to the community and promote the Yoder Thrift store and Yoder Days, Proudly!"

- **Sara McMillian**

"It's a nice, quiet place to live."

- **Charlene Reynolds**

"The convenience of being located between Hutchinson and Wichita makes it a great bedroom community."

- **Matt Pilgreen**

"My extended family also lives here."

- **Meghan Miller**

"People tend to care about each other, and it's not too big or small."

- **Hannah Hayden**

"Small town feel/values, small school sizes are conducive to a generally 'better' environment where I want to raise my family (opportunities in sports/activities, rural business opportunities, etc. that are in line with our values)."

- **Anonymous**

In June 2024, Hutchinson Community Foundation launched Love Where You Live, a three-year community empowerment initiative that centers resident perceptions, dialogue, and collaborative action. Alongside community partners, our goal is to provide Reno County communities (and the county as a whole) with data and a process that will empower residents to make positive change and boost community pride. Learn more at hutchcf.org.

Leaders That Make Our Community Special

ron hirst
yoder thrift
daniel friesen
leslie atherton
weldon herdings
tricia paramore
rita fisher
chris powell
adam wright
andrea williams
jessica schmidt
shauna schoepf-pearce
craig idacavage
titus yutzy
matt hayden
vicki myers
ciara powers
mervin fisher
kylie rush julie caffrey
tim yoder don bogner

Executive Summary:

There were 43 individuals who took the community survey. While, this is not a large sample size, the number is sufficient to gain a general sense of the sentiments of the community. This response base also represents a strong foundation upon which future benchmarking surveys can be built. The core feedback that the residents provided is very positive. Across all dimensions, economic development and community confidence, the local residents' sentiments are stronger than that of the average resident in the county. The most critical priority that is being highlighted is in the arena of economic development (the top 3 priority projects are all in this area).

pg **4, 5**

Economic Confidence

The economic confidence in the community is generally strong. With overall unemployment rates going down and the median household income increasing, the community's economic confidence is trending well.

pg **6, 7, 8**

Community Engagement Confidence

Across the dimensions measured, the community ranked PERSONAL COMMITMENT the highest, followed by LEADERSHIP, and finally it was the dimension of VISIONING. One area that stands out for the community is its ability to EXECUTE on projects.

pgs **9a-9b**

Critical Community Priorities

The community's top 3 priorities focus on attracting new businesses, expanding local ones, and supporting local entrepreneurship. The next item on the list is to help address the local blight.

pg **10**

Survey Respondent Profile

The majority of respondents are homeowners, aged 40-59, and have lived in the community for more than 20 years. Most hold degrees and work in the private or public sector. The vast majority identify as White (not Hispanic or Latino).

The Community Benchmarking report has been commissioned by Hutchinson Community Foundation to help local residents gain a better understanding of the most pressing opportunities Reno County towns face. The annual reports that are generated will help leaders determine the extent to which community efforts are having an impact on local residents. The reports are also a way for towns in the area 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 fellow residents are craving.**



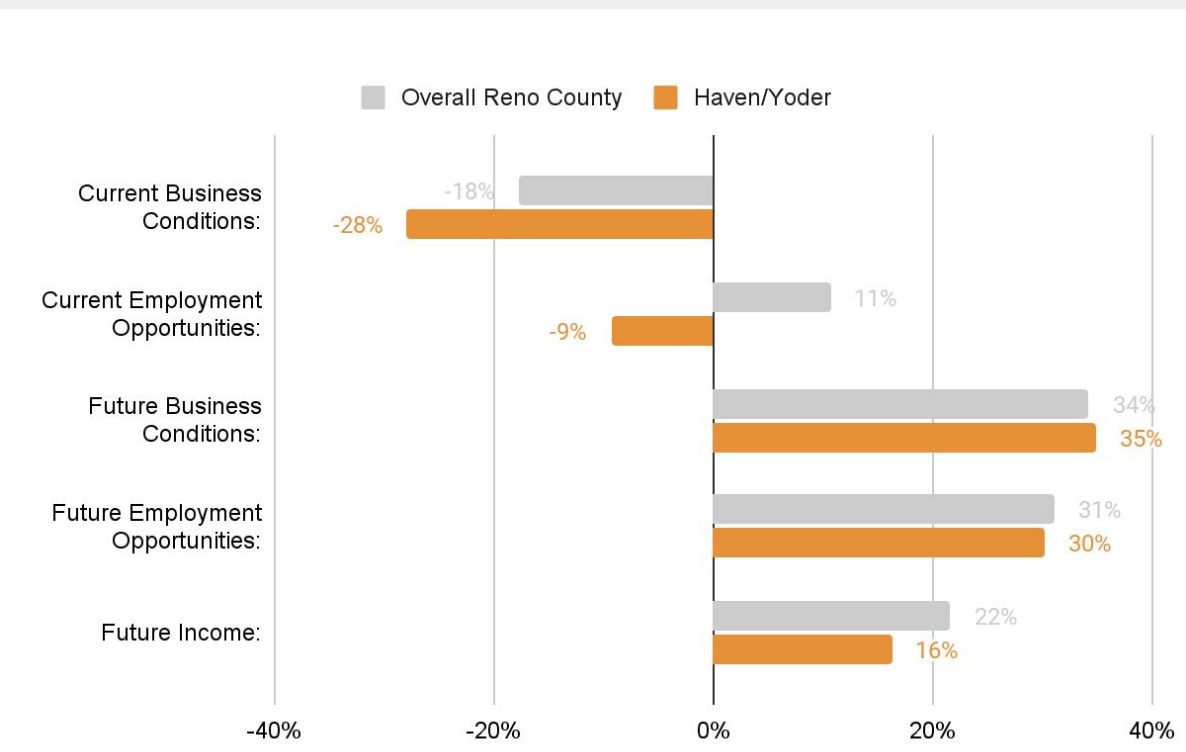
Confidence In Our Local Economy

Economic Summary:

The current sentiment regarding the community's business conditions and employment opportunities is somewhat cautious, with many residents feeling that local businesses are struggling and job availability is not as abundant as desired. There is a noticeable sense of uncertainty about the present economic environment, with many respondents expressing concerns about job scarcity and slow business growth. However, when looking to the future, there is a shift toward optimism. Many residents believe that both business conditions and job opportunities will improve. This cautious optimism is also reflected in income expectations, with a majority of respondents anticipating that their income will either remain steady or increase in the coming years.

Survey Responses

Our Economic Perceptions

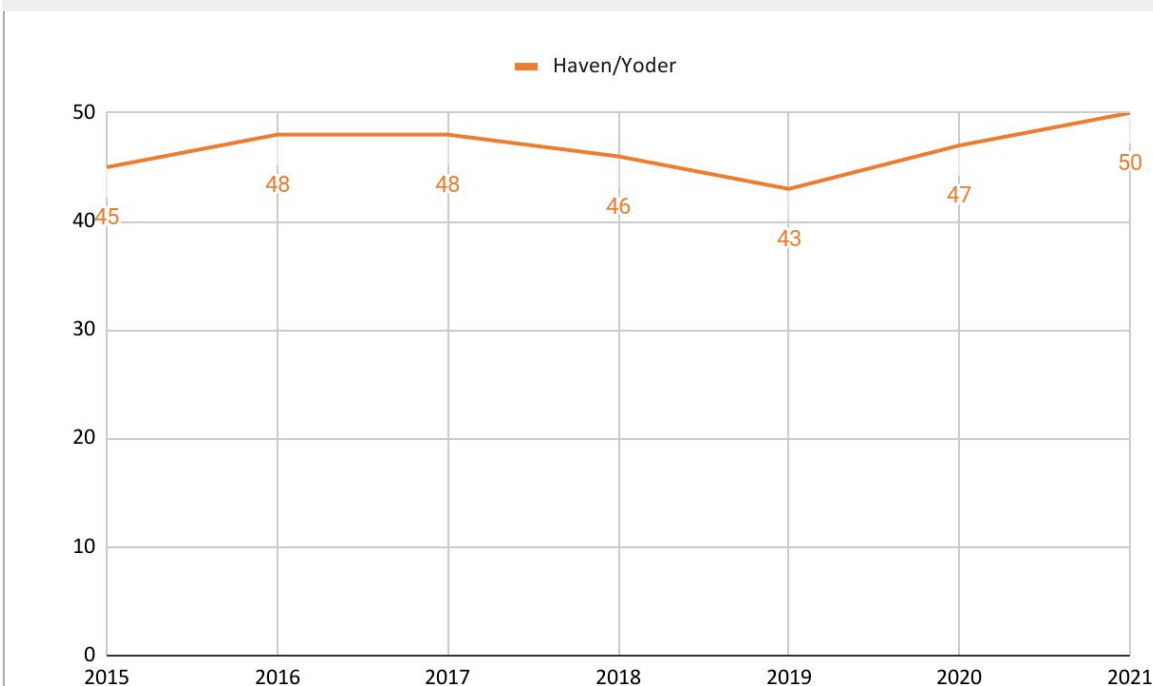


Popular Ideas for the Town:

- We really need to attract new businesses—there's a strong desire to bring in more companies and opportunities to boost the local economy.
- Support for existing businesses is crucial. Many feel that local businesses are overlooked, and more should be done to help them grow and succeed.
- Housing development is a big priority. People want more homes built to accommodate the growing needs of the community.
- There's also a call for more programs for kids, especially around teaching them practical skills like managing money and entrepreneurship.

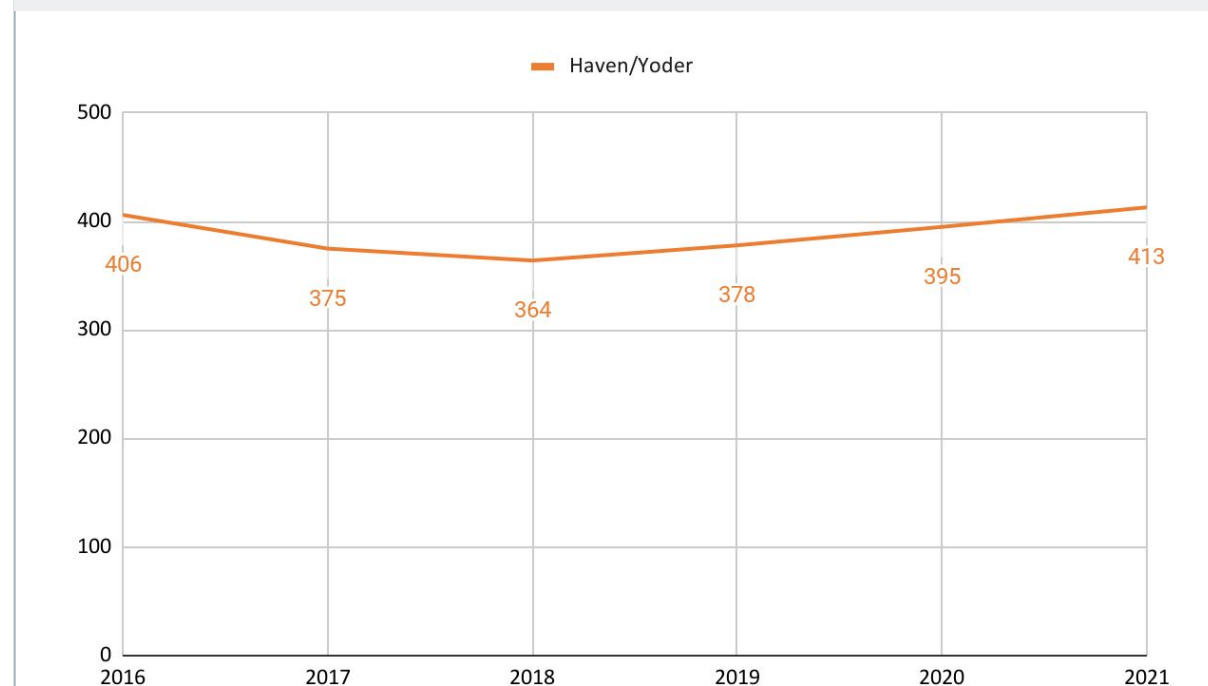
Local Economic Indicators

Total Businesses in Our Town



Data source:USCB, County Business Patterns

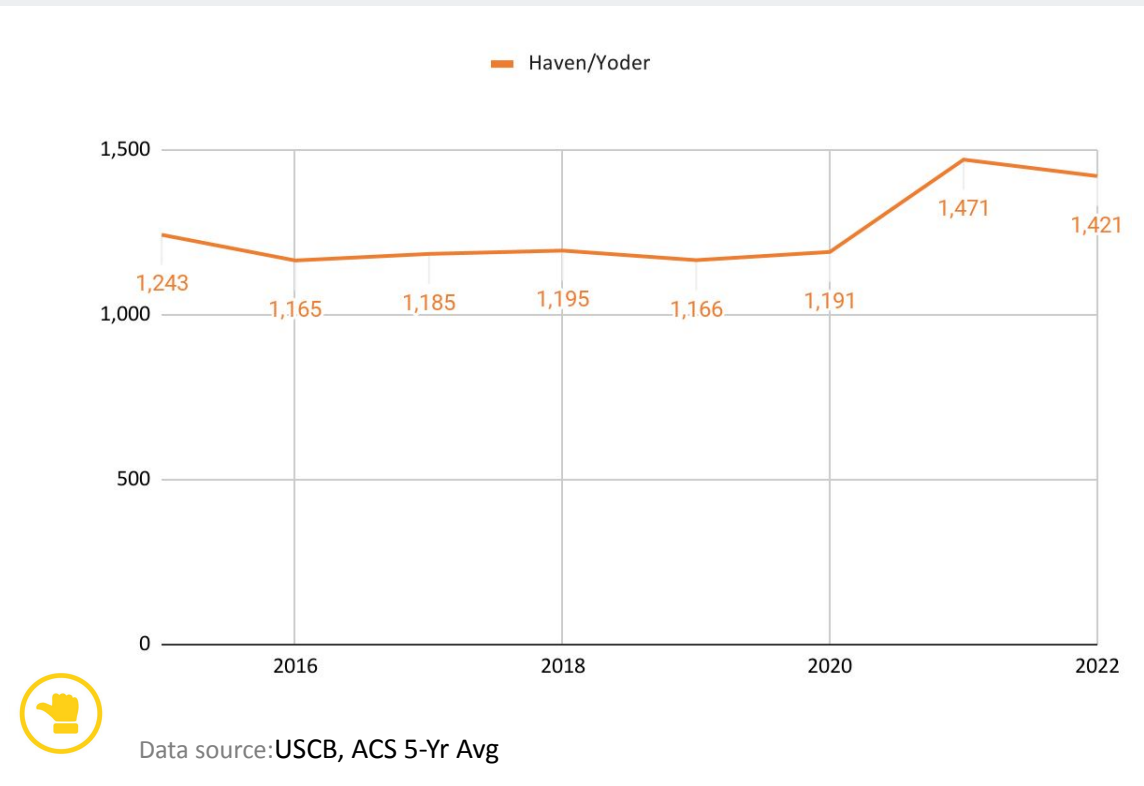
Employment in Our Town



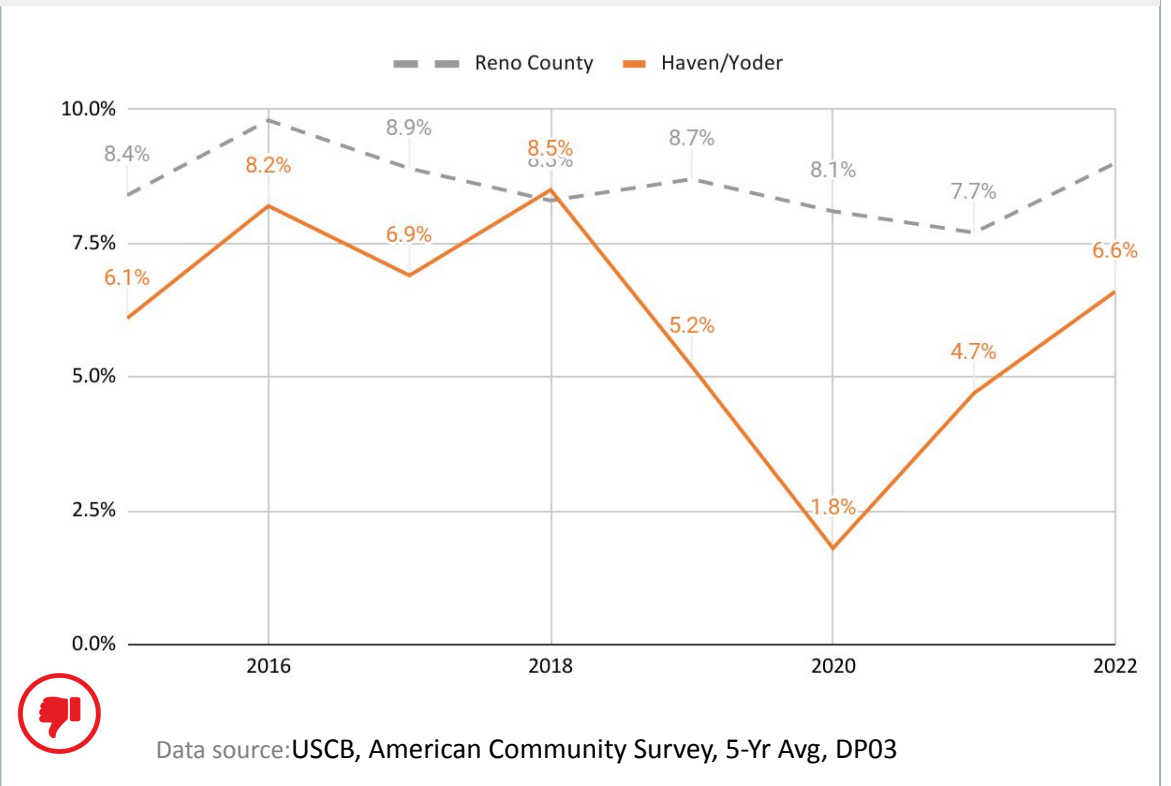
Data source:USCB, County Business Patterns

Local Economic Indicators (Cont'd)

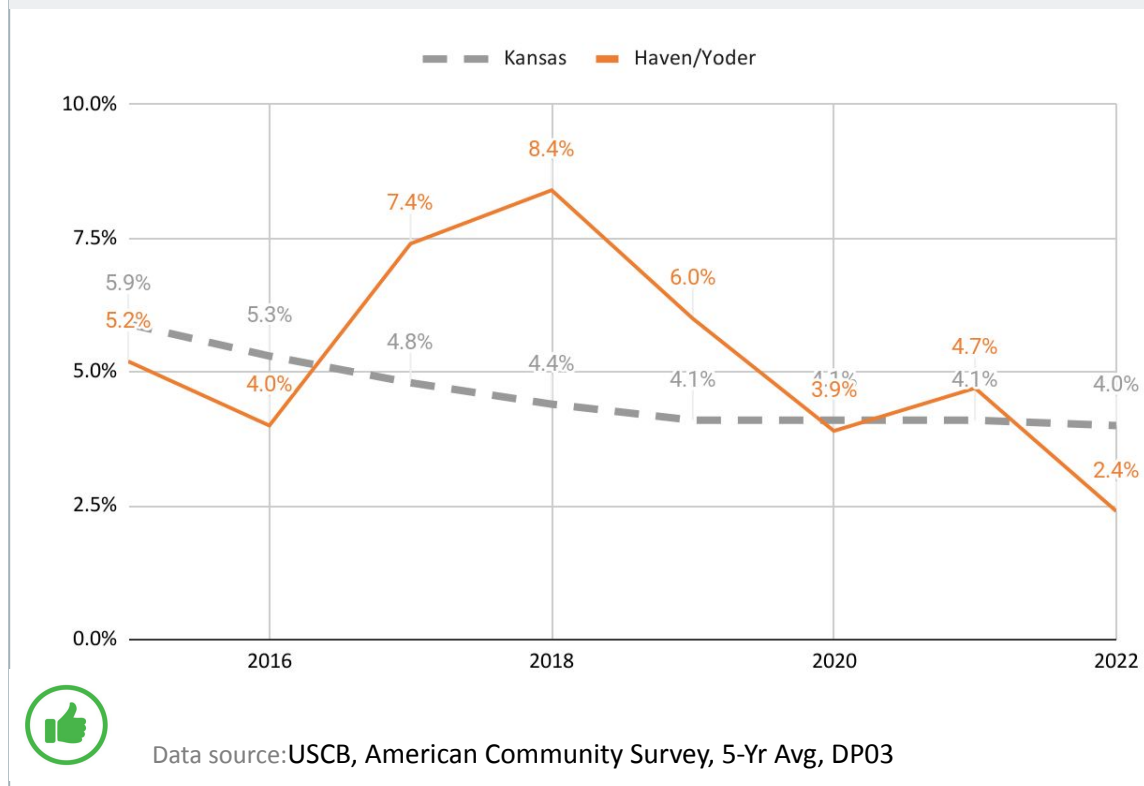
Overall Population Trend



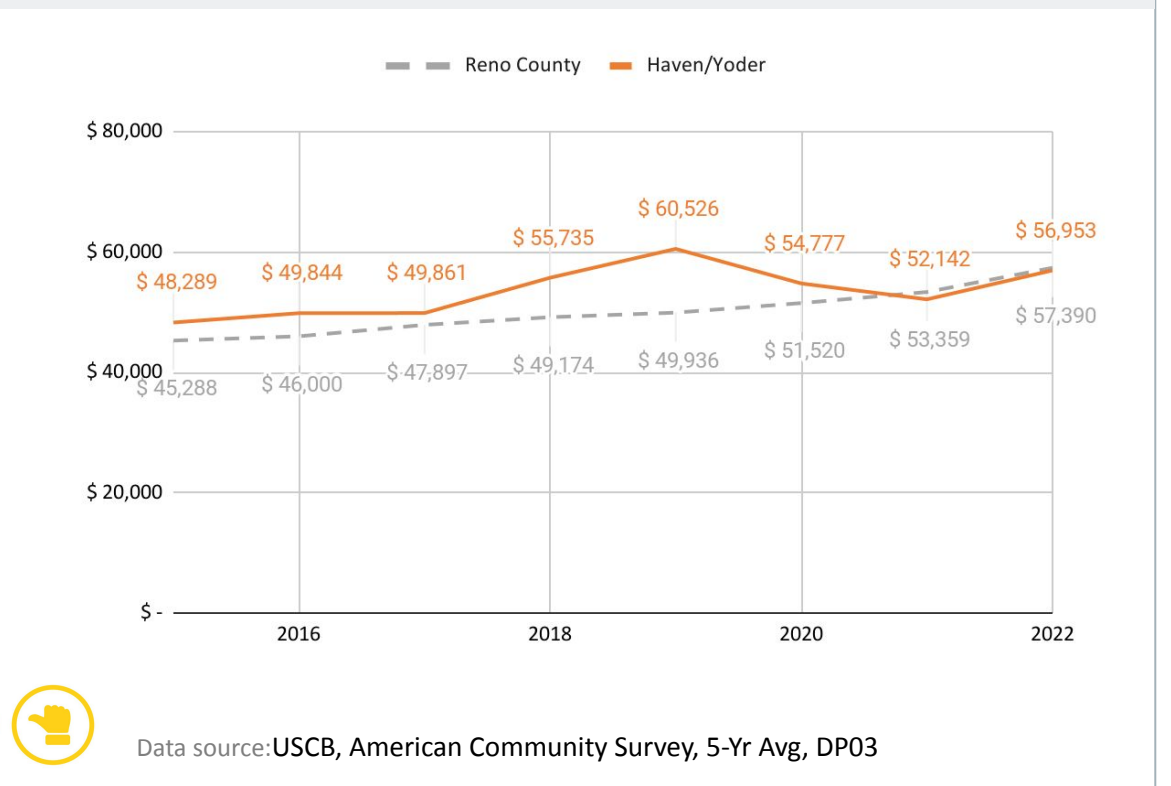
Local Poverty Rate



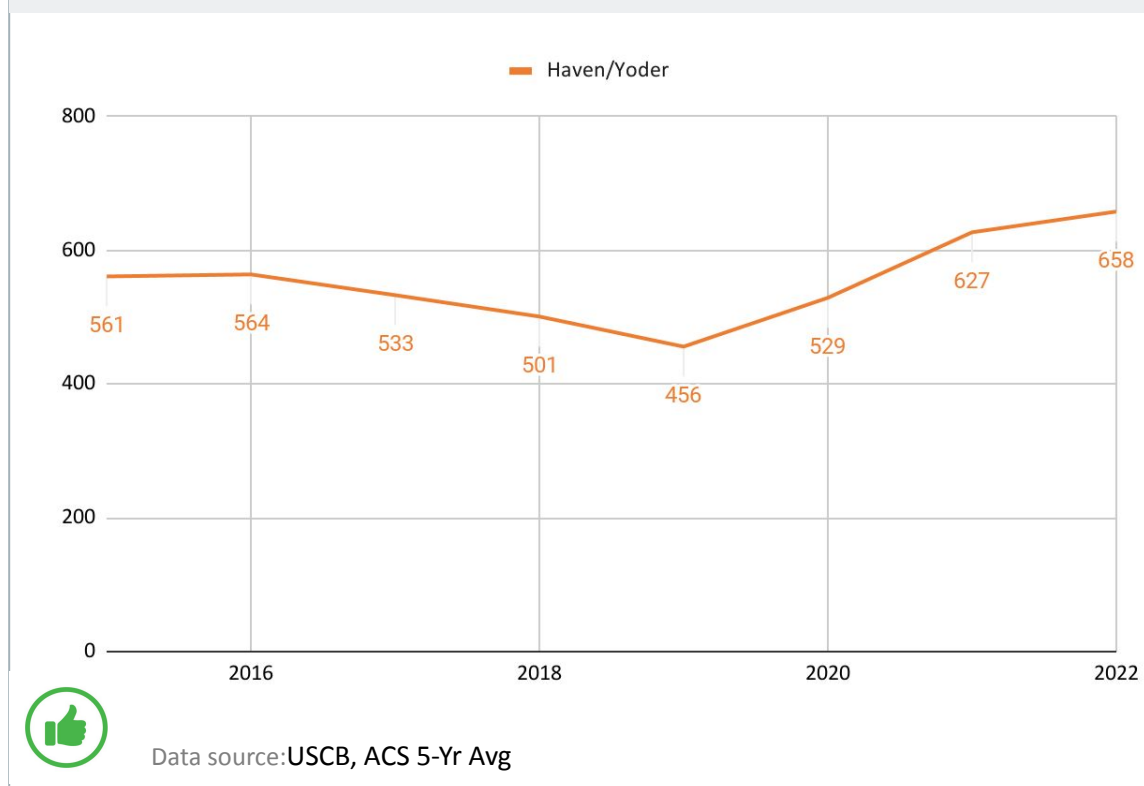
Local Unemployment Rate



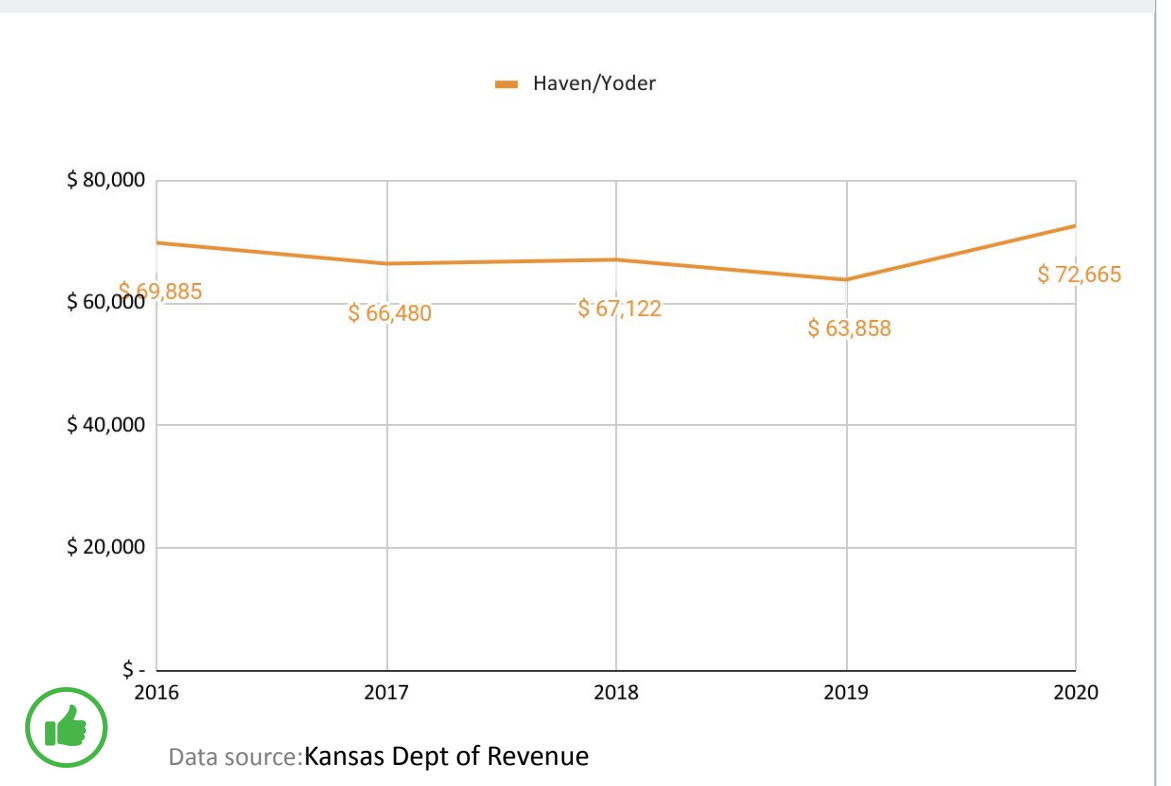
Median Household Income



Total Housing Units



Annual Sales Tax Collection



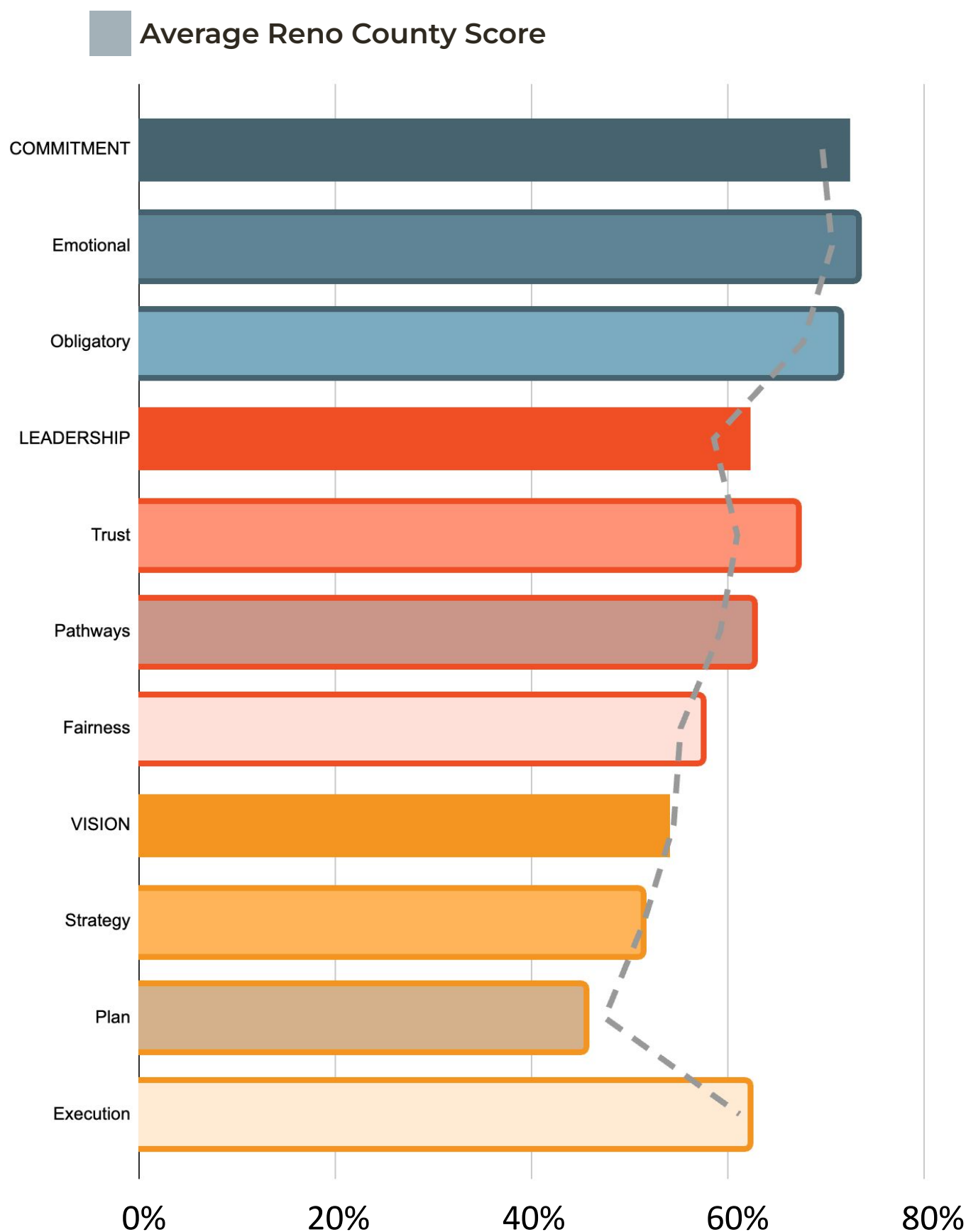
Confidence In Our Local Community

Engagement Summary:

The community shows strong personal connection and engagement, with high scores for loyalty, belonging, and meaningfulness. Many feel proud of their community and its ability to work together, but there are concerns about leadership and future direction. While community members trust each other and welcome newcomers, there's a need for clearer communication about where the community is headed and how challenges will be addressed. Improving transparency, decision making, and long-term planning could enhance confidence and foster greater engagement, helping the community to thrive in the future.



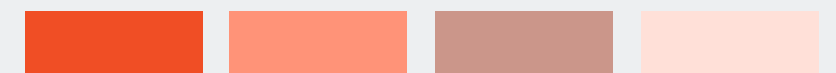
How do our residents view our community?



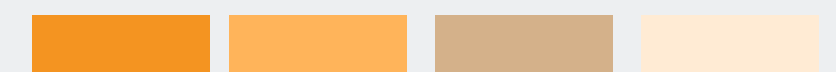
Commitment



Leadership



Vision



The community's perceptions are generally higher of itself than that of the average county resident about their respective towns. Across these areas, Commitment level is seen as having the highest confidence, followed by Leadership, followed by Visioning/Doing.

What are some of the opportunities that can be seen in this type of a response from the community?

Should the current leaders in the community take specific actions to address these issues?

What actions would you take?

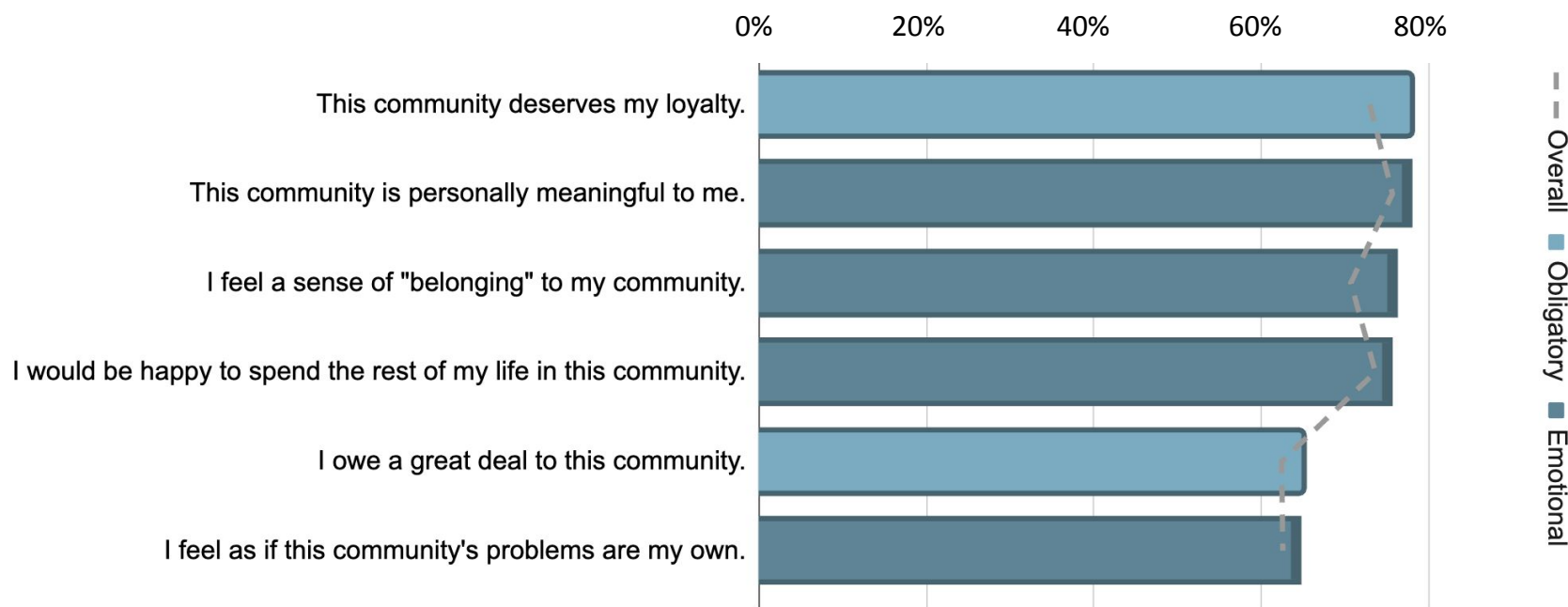
What do you think about the area where the residents expressed the lowest confidence?

Confidence In Our Local Community

Average Reno County Score

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

Community Confidence: Personal Commitment

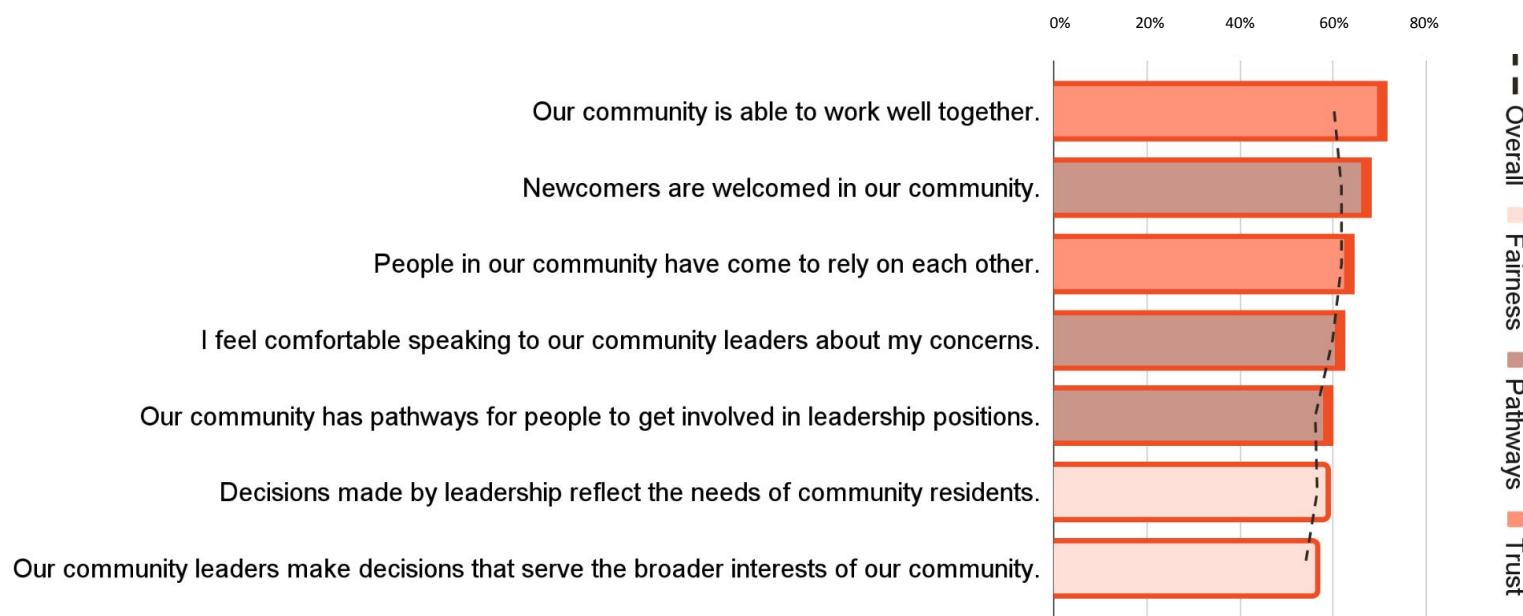


The good news is that the community's personal commitment exceeds the views of the general resident in the county. This data also suggests that the residents generally feel a very positive sense of commitment to the community.

How can we increase residents' sense of responsibility toward the community?

How can we make community involvement feel more personally meaningful for residents?

Community Confidence: Local Leadership



The community's perceptions again exceed that of the community. A vast number of residents find the leaders to be trustworthy and feel that they have good pathways to access leadership. Perhaps one area that the leaders can focus on is to demonstrate a sense of 'fairness', to the residents.

What steps can improve residents' trust in leadership?

How can we involve more voices in decision-making?

Community Confidence: Vision



The local perceptions related to the community vision are also at par with that of the county average. A clear pattern emerges where the town is perceived as being better at executing than developing strategies and locally perceived as poorest in developing strong plans.

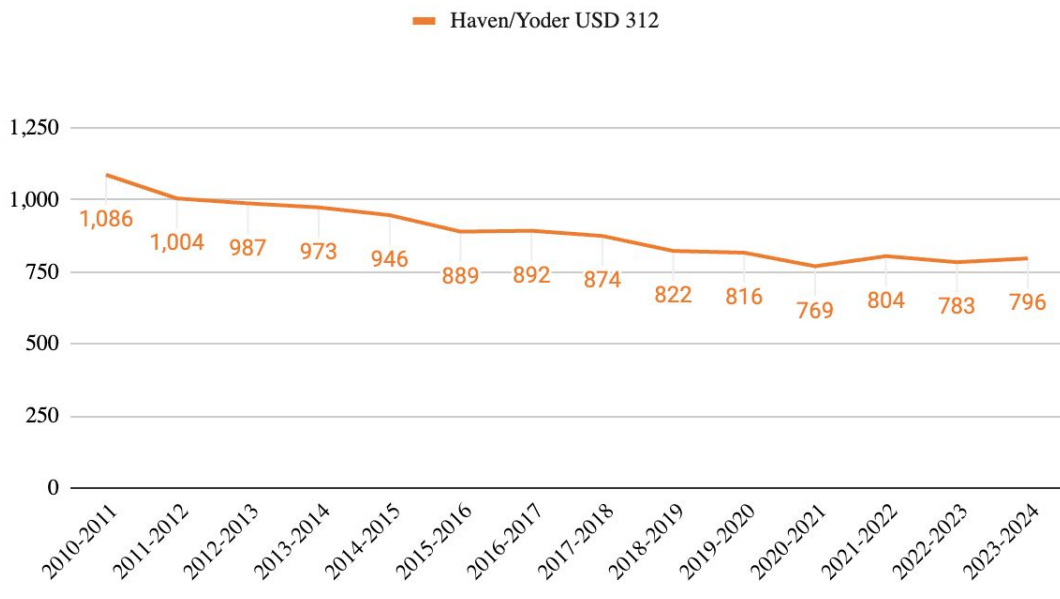
Questions to consider:

Is it important for local residents to understand the community plans for growth and sustainability?

What steps can be taken to help address this opportunity?

Local Community Indicators

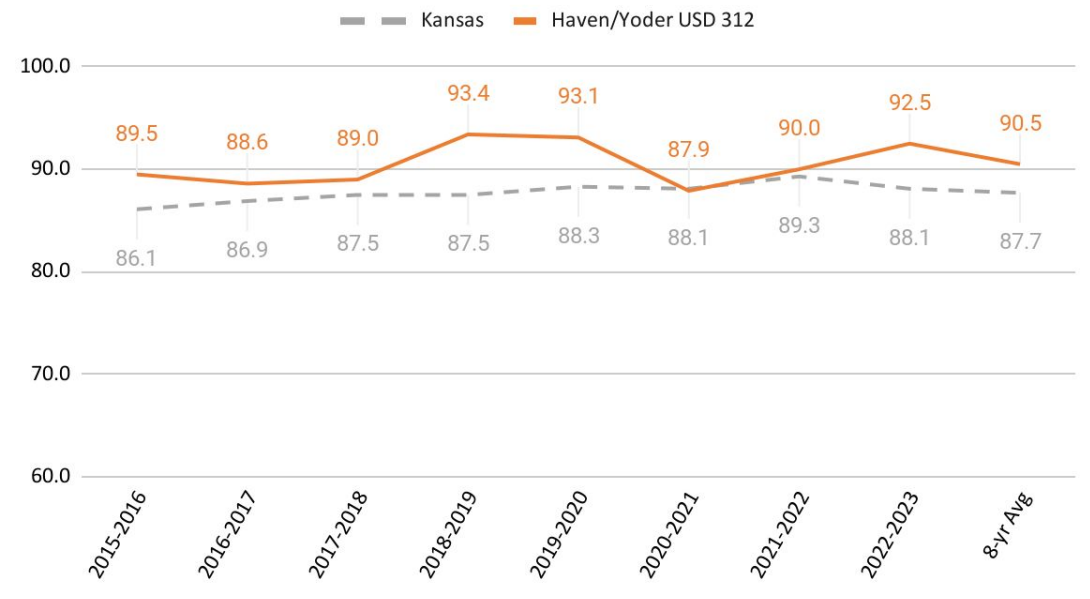
Local School Enrollment



Source: Kansas State Dept of Education, KSDE Data Central



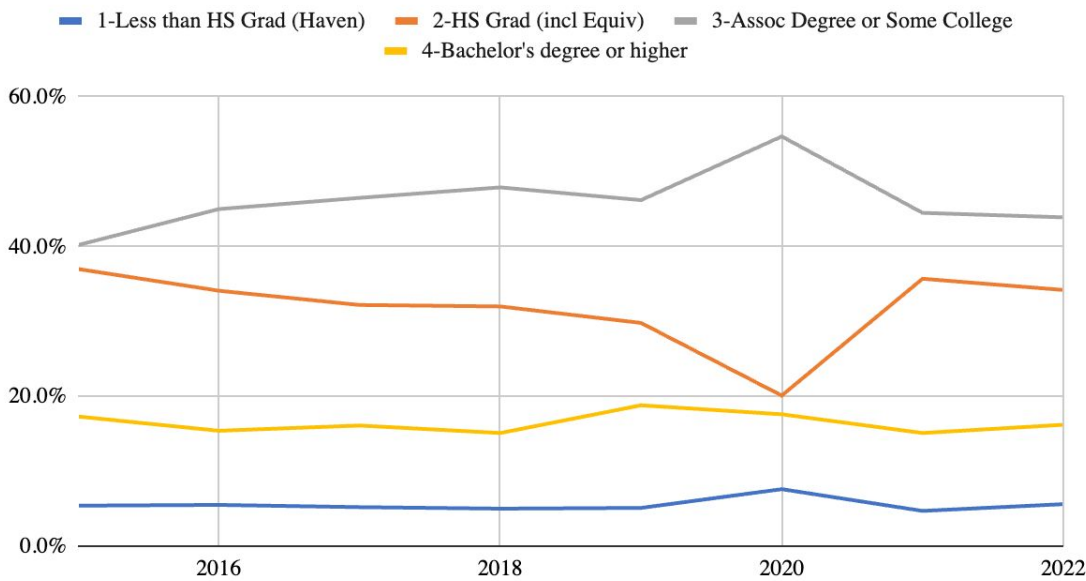
High School 4 Year Graduation Rate



Source: Kansas State Dept of Education, KSDE Data Central



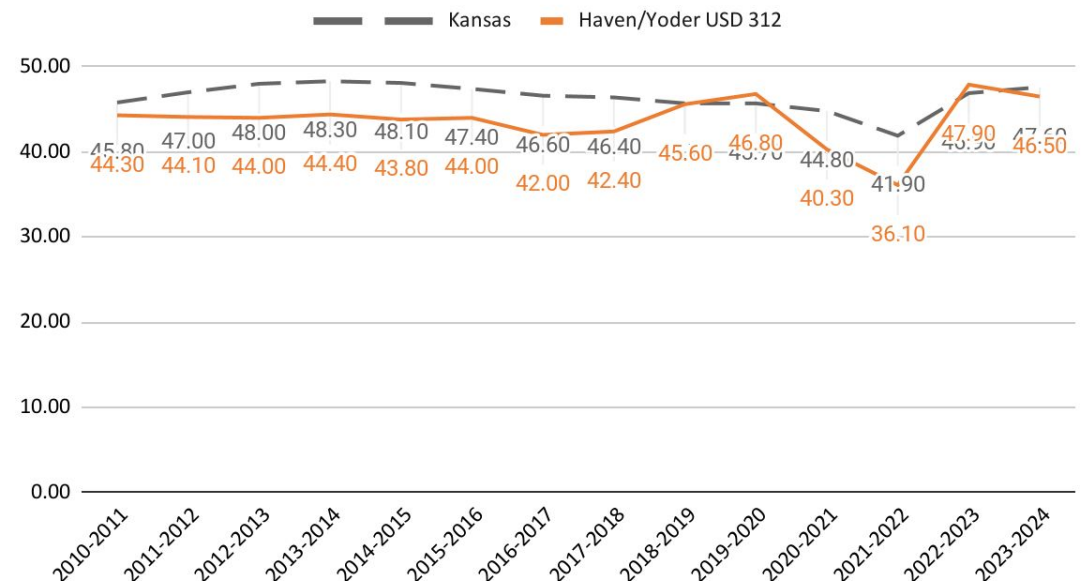
Local Educational Level



Source: Kansas State Dept of Education, KSDE Data Central



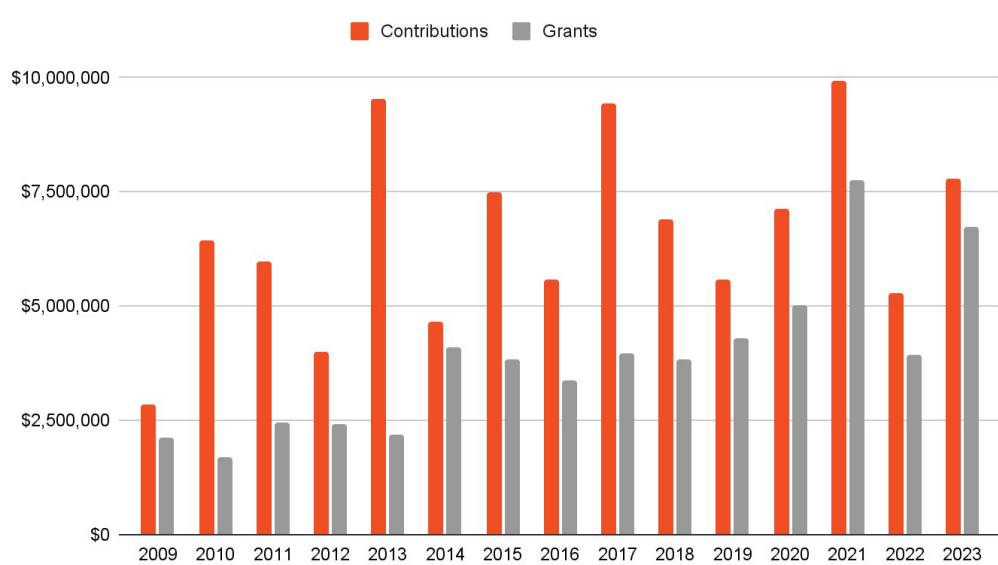
School District % Free-Reduced Price Lunch



Source: Kansas State Dept of Education, KSDE Data Central

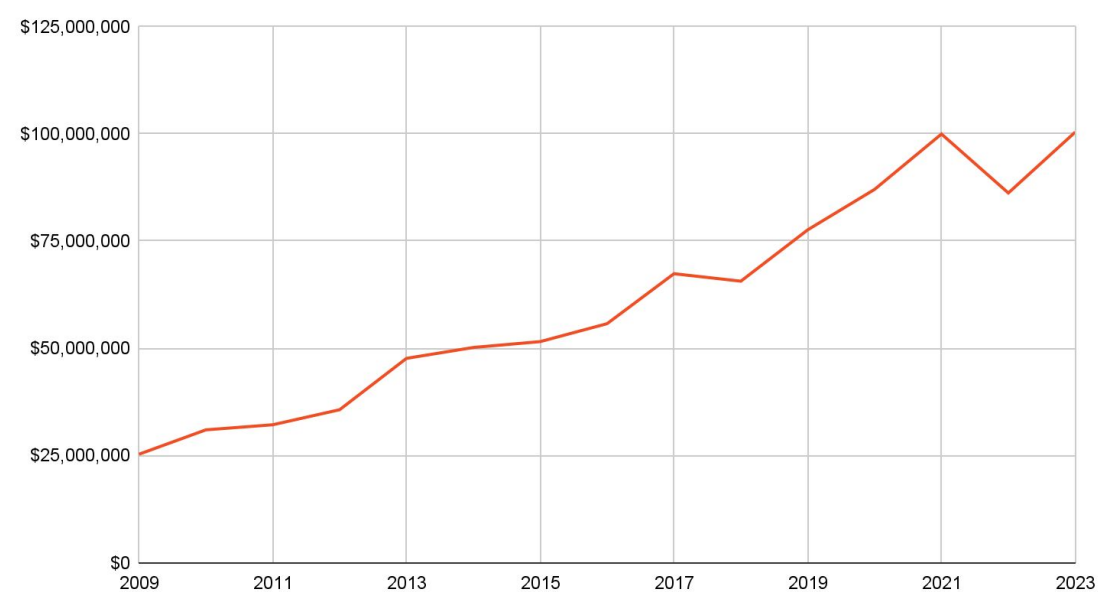


Hutchinson Community Foundation: Contributions & Grants



Hutchinson Community Foundation Data

Hutchinson Community Foundation: Total Assets



Hutchinson Community Foundation data

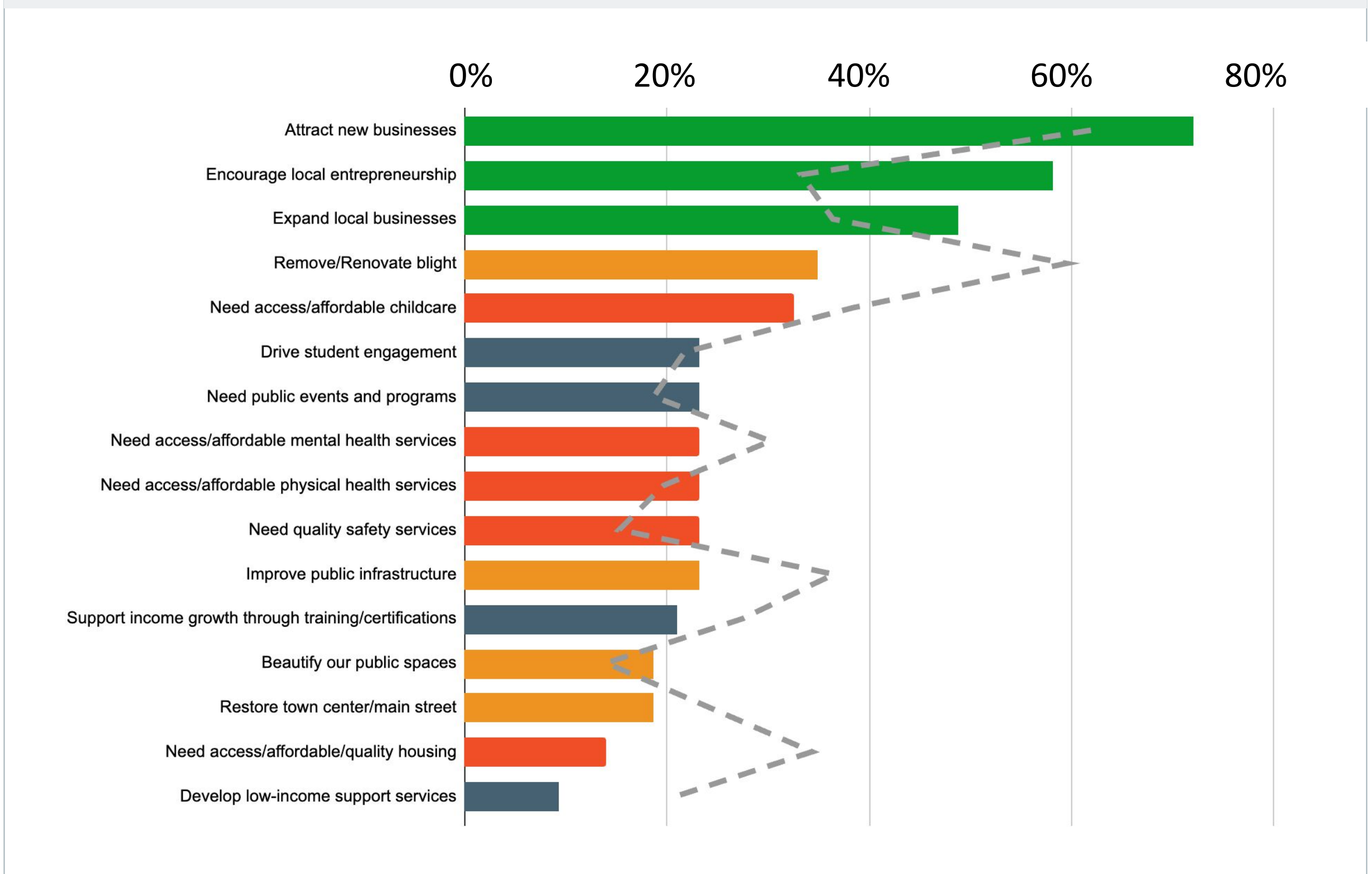
Community Program Priorities

Priorities Summary:

The community's priorities reflect a focus on economic growth, engagement, and health. Residents aim to attract new businesses, support entrepreneurship, and increase wages. After the economic variables, the next two areas that are highlighted are renovation of blight and addressing childcare needs. While these are ranked 4 and 5, what is interesting is that these needs are far lower in importance compared to the views expressed by the other residents of the county.

■ Health
 ■ Placemaking
 ■ Economy
 ■ People
 ■ Average Reno County Score

2024 Economic and Community Development Priorities



Vibrant Place:

Community priorities under Vibrant Place focus on removing blight from the community. The other dimensions of needs are rated generally lower in the community.

Resilient Economy:

There is strong community support for attracting new businesses, encouraging local entrepreneurship, and expanding existing businesses. These priorities indicate a desire to strengthen the local economy by providing more opportunities for growth and development. Building a resilient economy can create sustainable jobs and ensure long-term economic prosperity for residents.

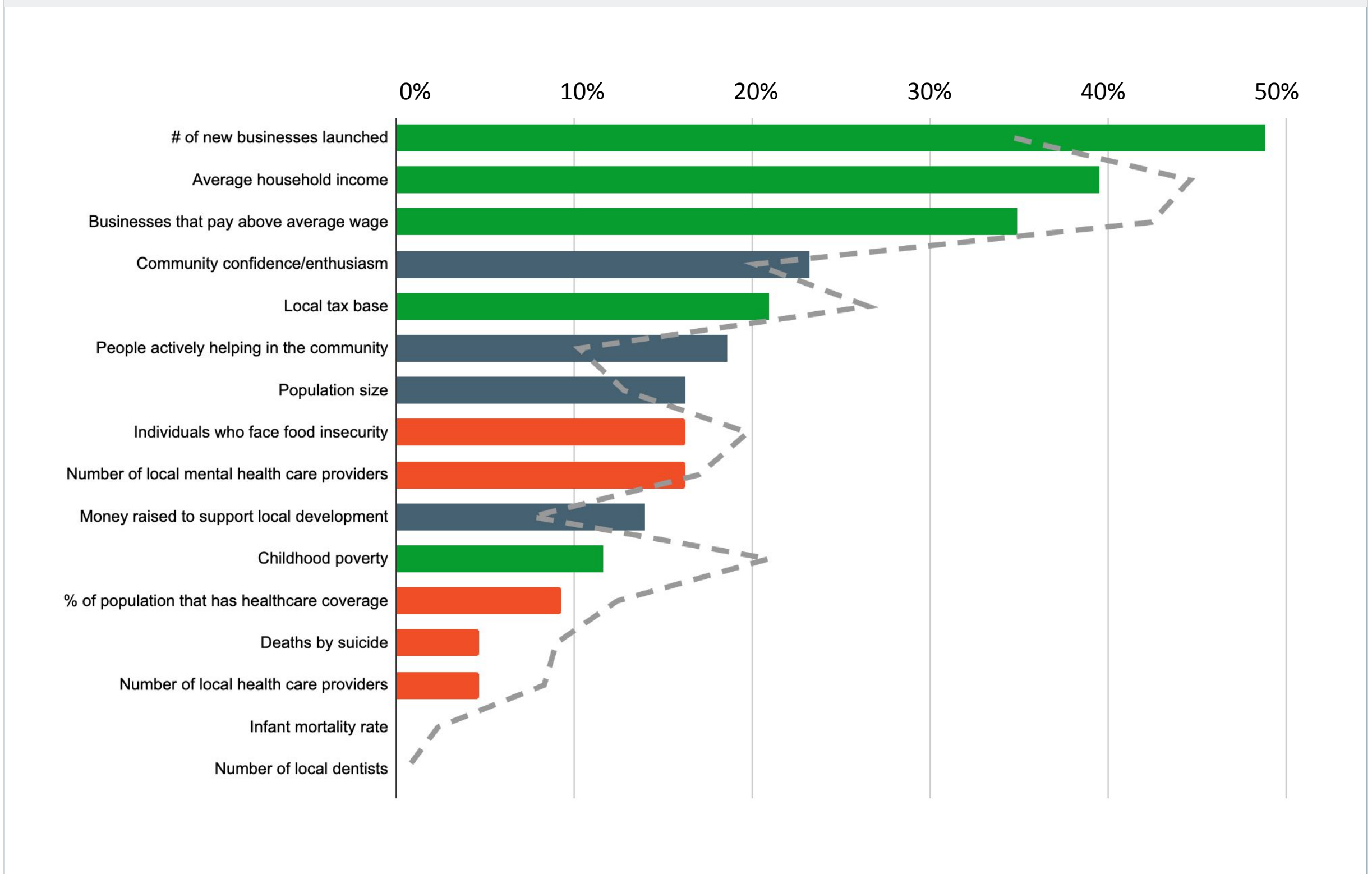
Healthy Citizens:

The highest focus identified by the citizens is the creation of child care services for the community. While other areas are also identified, they were not in the top 5 ranking.

Community Progress Indicators

Health Economy People Average Reno County Score

2024 Community Progress Indicators



Economy:

Improving the local economy is a top priority, with a focus on launching new businesses and increasing household income. There is a desire to grow the local tax base and attract businesses offering above-average wages. These economic improvements would strengthen the community's financial stability.

Community Engagement:

Respondents also highlight the need for creating efforts that help boost community confidence as a top 5 metric.

Health:

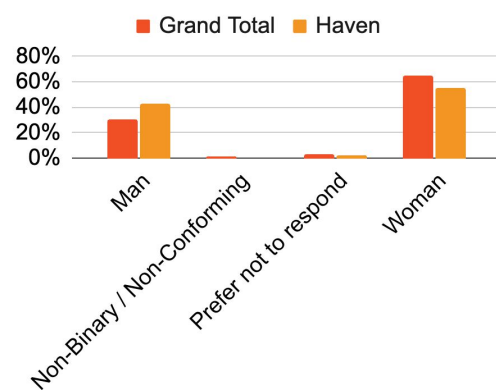
In the health category, access to healthy food options and mental health care providers is identified as a critical need.

Survey Respondents

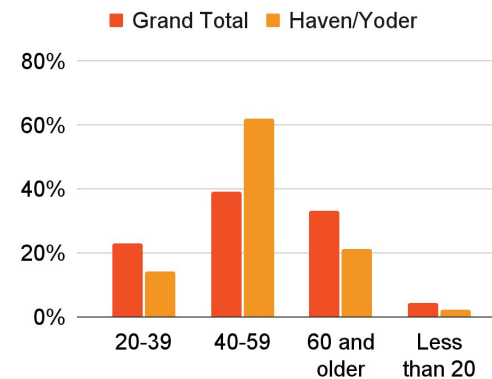
Number of Participants



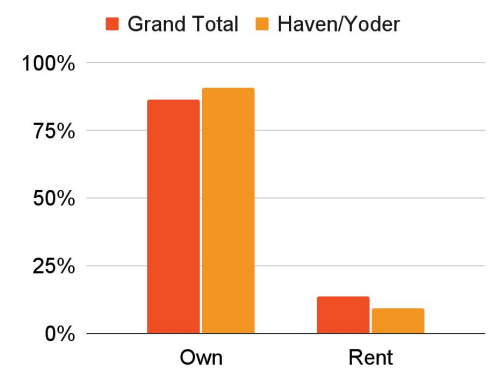
Gender



Age Profile



Residential Status



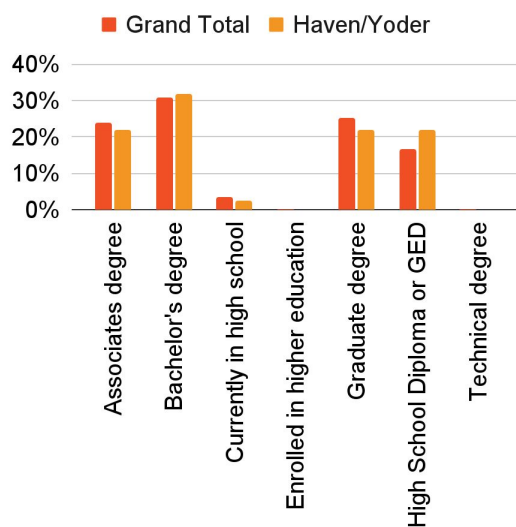
The largest demographic group captured in the survey is residents aged 40-59, many of whom own their homes and have lived in the community for over 20 years.

The majority of respondents identified as women. Both male and female respondents show a strong connection to the community, with most owning their homes and working in either the public or private sectors.

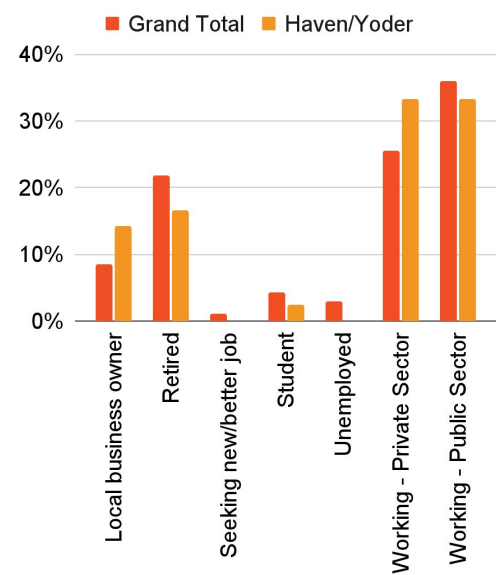
The largest age group in the survey is 40-59, showing strong representation. A smaller but significant group is aged 60 and older, indicating a wide range of community experiences.

Most respondents own their homes, reflecting long-term commitment to the community. Renters are less represented but may offer important insights into housing needs.

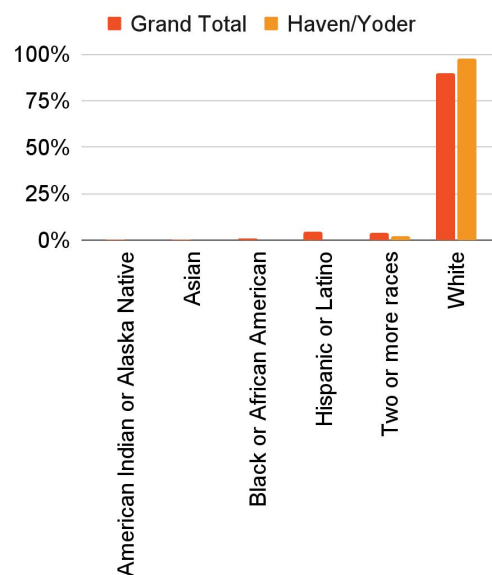
Education Level



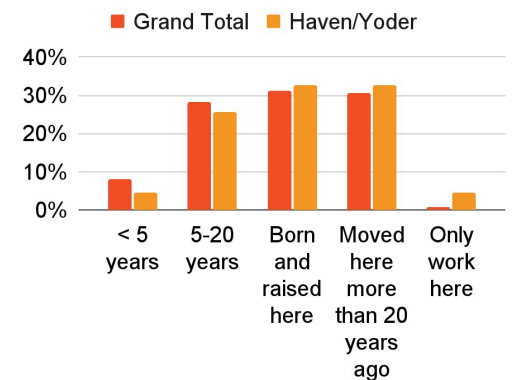
Employment Status



Ethnicity



Years lived in location



The majority of respondents have a Bachelor's or Graduate degree, showing high educational attainment. However, there is a notable number of respondents with high school diplomas or technical degrees.

Respondents are primarily split between the public and private sectors, with many being local business owners or retirees. This mix of employment types indicates diverse economic activity.

The respondents are predominantly white, but survey results may not fully reflect the ethnic percentage profile of the community. Some important voices may still need to be engaged.

Most respondents have either lived in the community for over 20 years or were born and raised there, suggesting strong ties to the community and a sense of rootedness.

■ Town Score

■ Average Reno County Score

9

Number of people who expressed an interest in volunteering to better the community
9 of 43 (21%)