

*Love* WHERE YOU *Live*

COMMUNITY EMPOWERMENT INITIATIVE

**2025  
Haven / Yoder  
Benchmark  
Report**

Hutchinson   
**community**  
FOUNDATION



**Innovation Economy Partners**  
OUR FOCUS: IMPACT AND OUTCOMES

[info@HutchCF.org](mailto:info@HutchCF.org) | [hutchcf.org](http://hutchcf.org)

## What Makes Our Community Special?

*"This is a close knit community. When there is an illness or accident, we help out in many ways from fundraising to meal trains."*

**Sherri**

*"The people. Generally people are friendly and look out for each other."*

**Shane**

*"It's like the good old days, kids can go out and play and ride bikes without parents worrying about them. Haven is safe, community based, and supportive. This is what makes Haven special."*

**Jess**

*"Small town life, local annual gathering such as Fall Fest. Also, a small school district where you know almost everyone."*

**Anonymous**

*"The community is great in helping their residents and keeping everyone as informed and included in decisions as possible. We have many events that involve the whole town."*

**Jasmine**

*"We are a very involved community. The people of Haven are so supportive whereas in other communities the people are not."*

**Avery**

*"Everyone is so friendly and helpful. It is very safe."*

**Anonymous**

*"The kids, teens, and adults of the community are always ready to lend a hand when someone is in need."*

**Anonymous**

*"Caring people who like to help others in need to make the community stronger."*

**Abby**

*"The kindness we have experienced and helpfulness to neighbors."*

**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](https://hutchcf.org).

## Leaders That Make Our Community Special



A word cloud featuring the names of community leaders. The names are arranged in a roughly triangular shape, with larger text for more prominent names. The names include: kari mailloux, debra teufel, jon richardson, dale kauffman, ciarra powers, sherri schneider, jackie schmidt, craig idacavage, stephen schaffer, stephen carmichael, aubrey abbott patterson, mary grace clements, les banman, tim shadoin, vicki myers, drew thalman, jonell bell, shauna schoepf, luke thompson, brad pryor, steve carmichael, shannin rettig, and scott logan.

# Executive Summary:

Haven enters 2025 with strong roots and a quiet dormant momentum. Its people—especially families and long-term residents—report high emotional commitment, pride, and belonging. Residents believe in their town’s execution of plans and want to see it flourish through business expansion, infrastructure repair, and the return of a full-service grocery store. However, persistent economic concerns—particularly in job opportunity and income—create hesitation among newer residents, retirees, and lower-income households. More transparent decision-making and documented planning are still needed to instill long-term confidence. Community service continues to thrive in one-off or seasonal roles, yet more formal leadership engagement remains a challenge—especially for younger adults.

pgs **4-5**

## Economic Confidence

Residents show current and future economic negativity, with private sector workers more confident. Desire for local amenities and business growth shapes Haven’s future focus.

pgs **6-8**

## Community Engagement Confidence

Haven shines in pride and belonging. Vision is slightly clearer in 2025, but planning and leadership clarity still lag, especially among newer and younger residents.

pgs **10-12**

## Critical Community Priorities

Business attraction, growth and support, Main Street revitalization, and infrastructure top the list. Community services need stronger backing to match development goals.

pg **13**

## Survey Respondent Profile

Private sector workers feel more hopeful about investing than retirees. Education level impacts views on wages and entrepreneurship support.

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

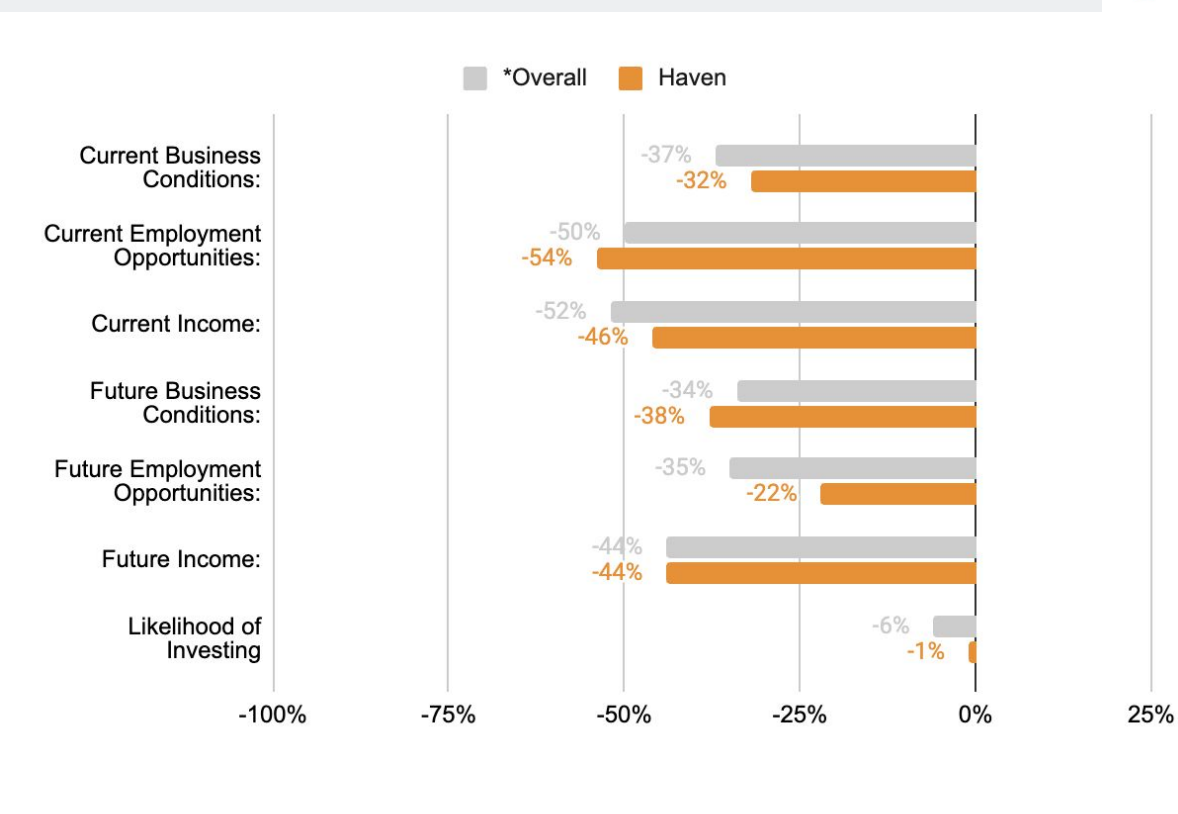
## Economic Summary:

Haven's 2025 economic landscape reflects cautious resilience. Confidence levels decreases overall, particularly in employment and income expectations, with slightly higher future optimism. Long-term residents report a modest increase in economic hopefulness, while newer residents remain more skeptical, often tied to lacking amenities like grocery stores and childcare. While interest in investing is low, especially among retirees, working residents show significantly more confidence, and while this metric is low, it is higher than the rest. Residents continue to seek a strong local economy that includes not just basic needs, but also more recreation, specialty retail, and jobs for young adults.

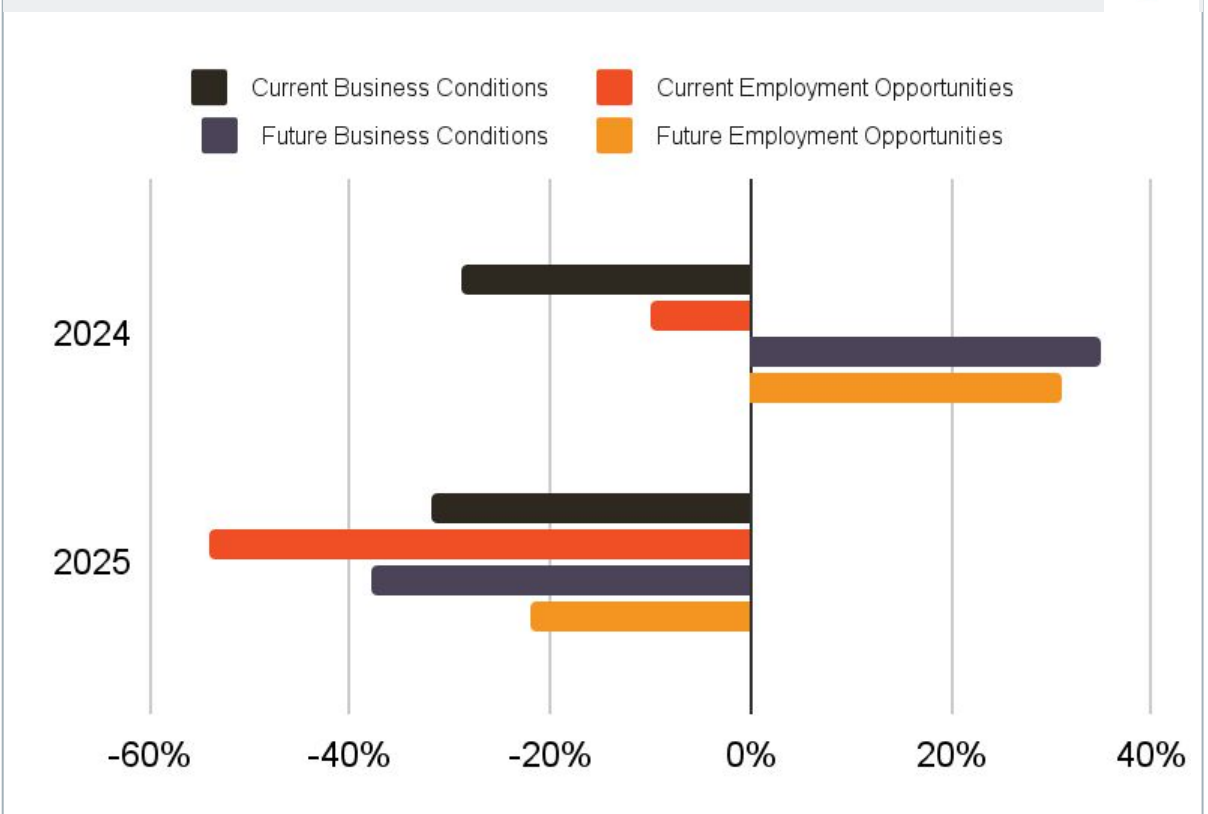
## Businesses Needed In Our Town:

- **Grocery store**—Residents miss having a local grocery option
- **Car wash**—Frequently mentioned as lacking and desired
- **Restaurant**—Desire for more dining and sit-down options
- **Laundry/laundromat**—Convenient for households without washers
- **Medical clinic**—More access to basic health care needed
- **Gas station**—Desire for quality, clean, modern options
- **Child care**—Support for working families is limited
- **Retail shops**—More local shopping options for employment and goods

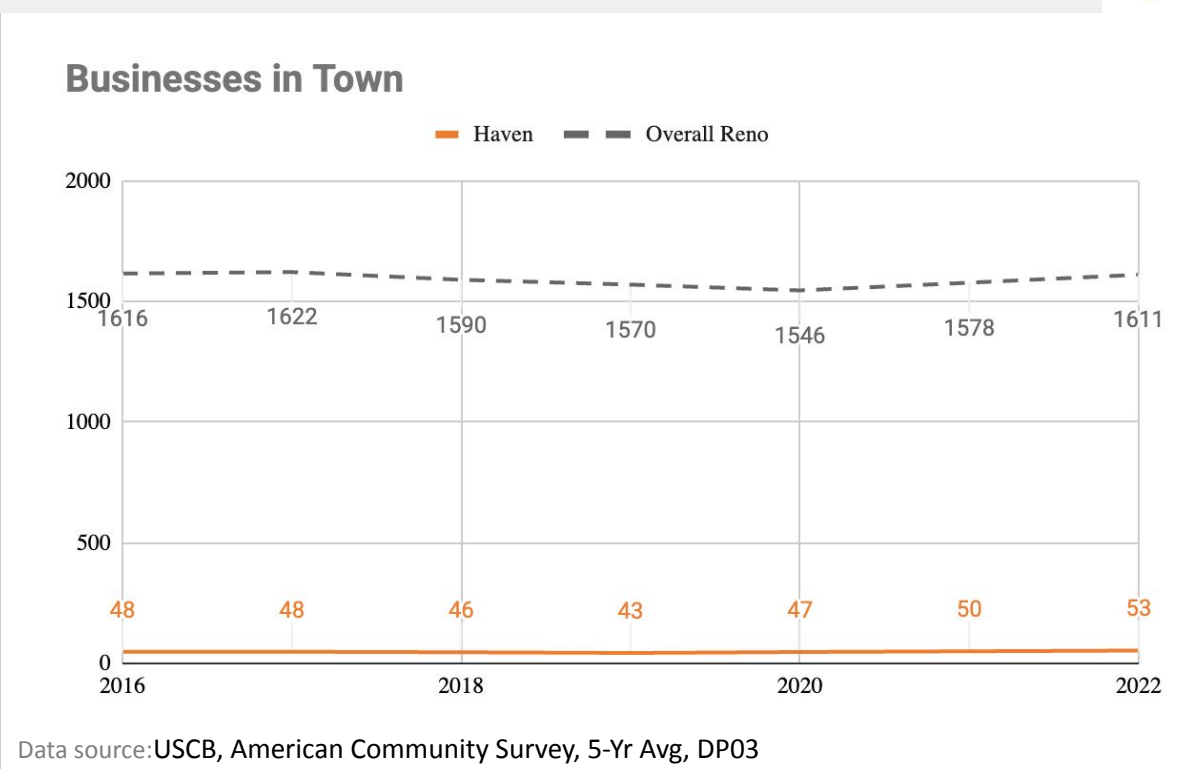
## Our Economic Perceptions



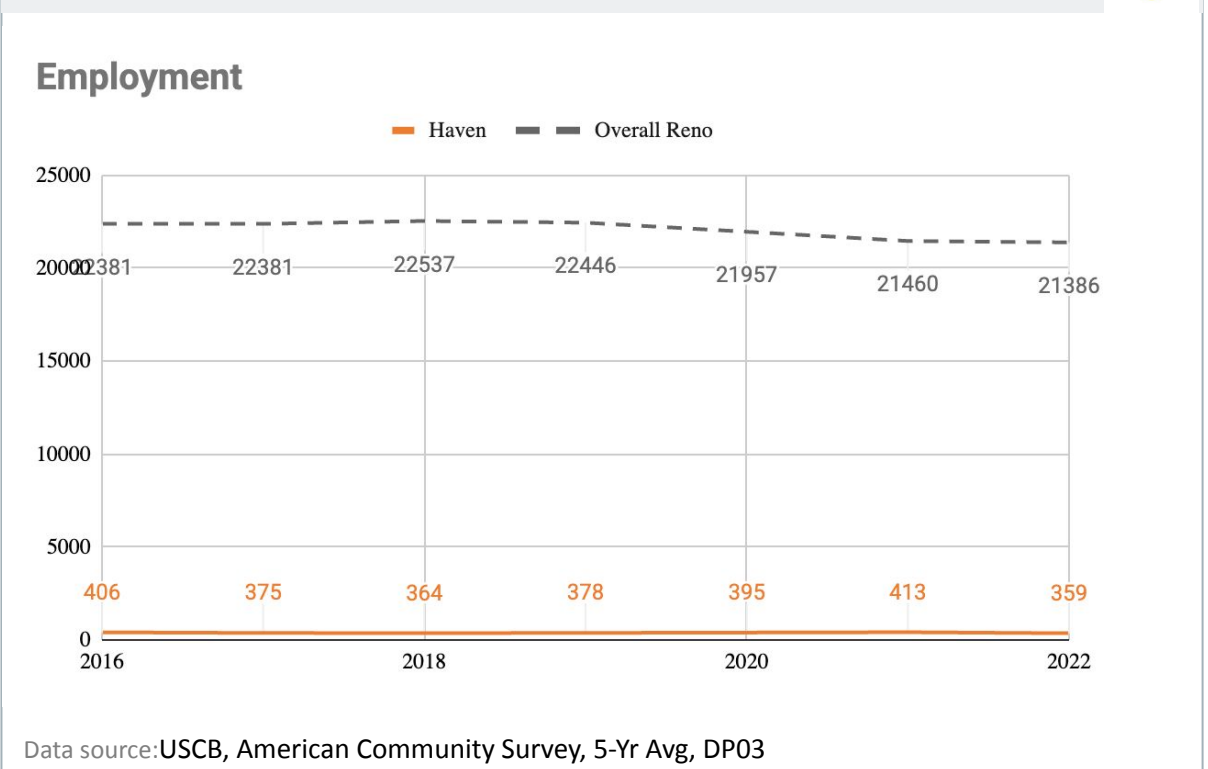
## Year Over Year Change (2024 vs 2025)



## Businesses in Our Town



## 10 Year Shift in Local Jobs

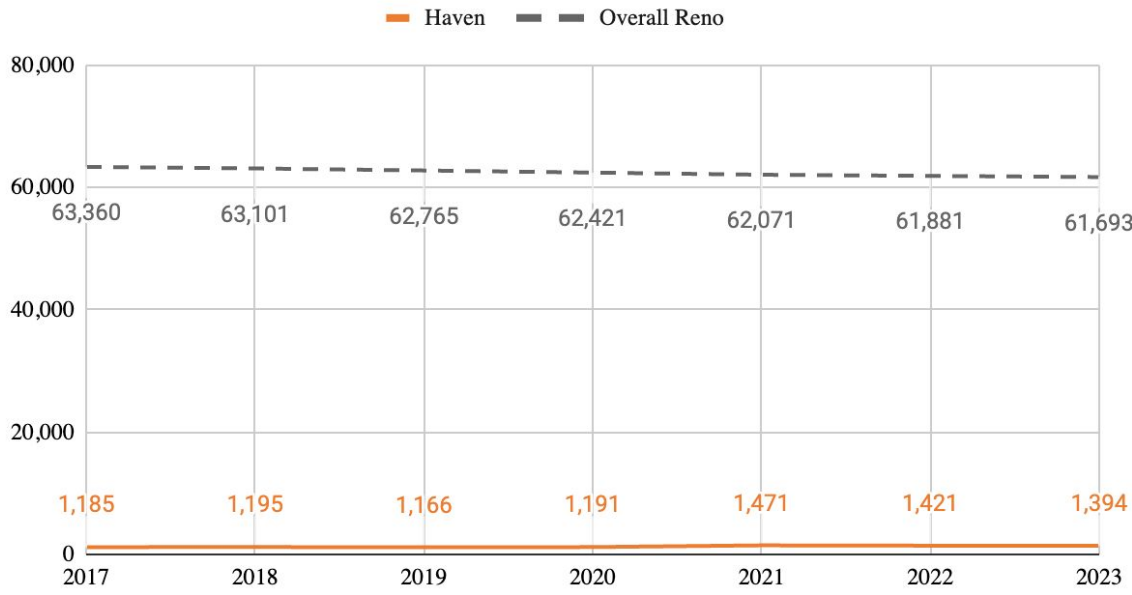


# Local Economic Indicators (Cont'd)

## Overall Population Trend



### Population

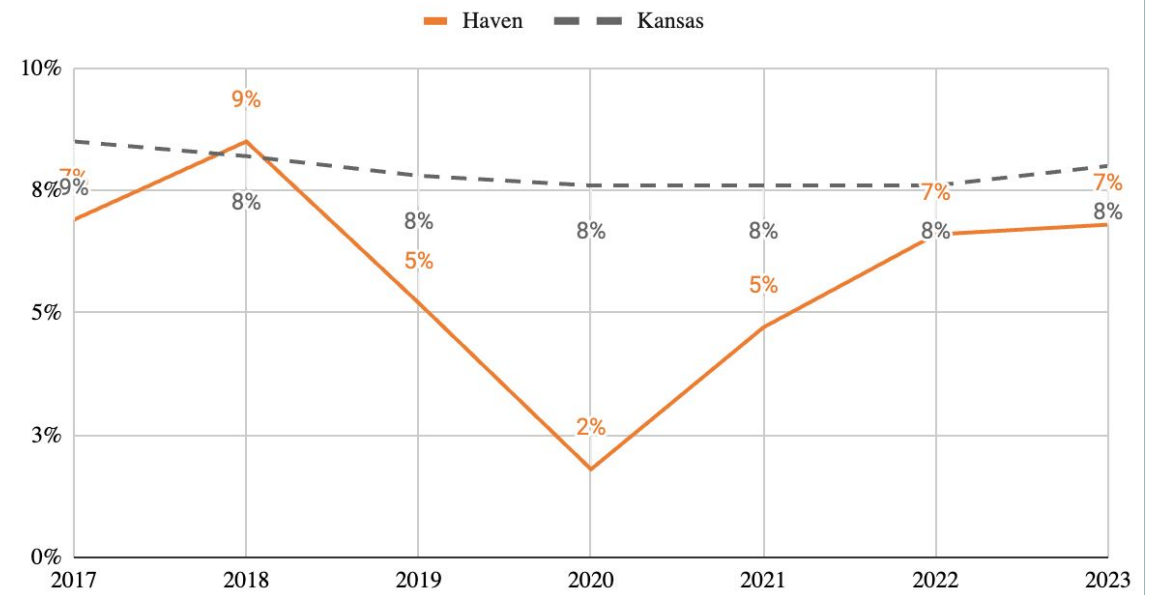


2020 official decennial census data for Haven / Yoder, KS: 165 / 1,170  
Data source: USCB, ACS 5-Yr Avg

## Local Poverty Rate



### Poverty Rate

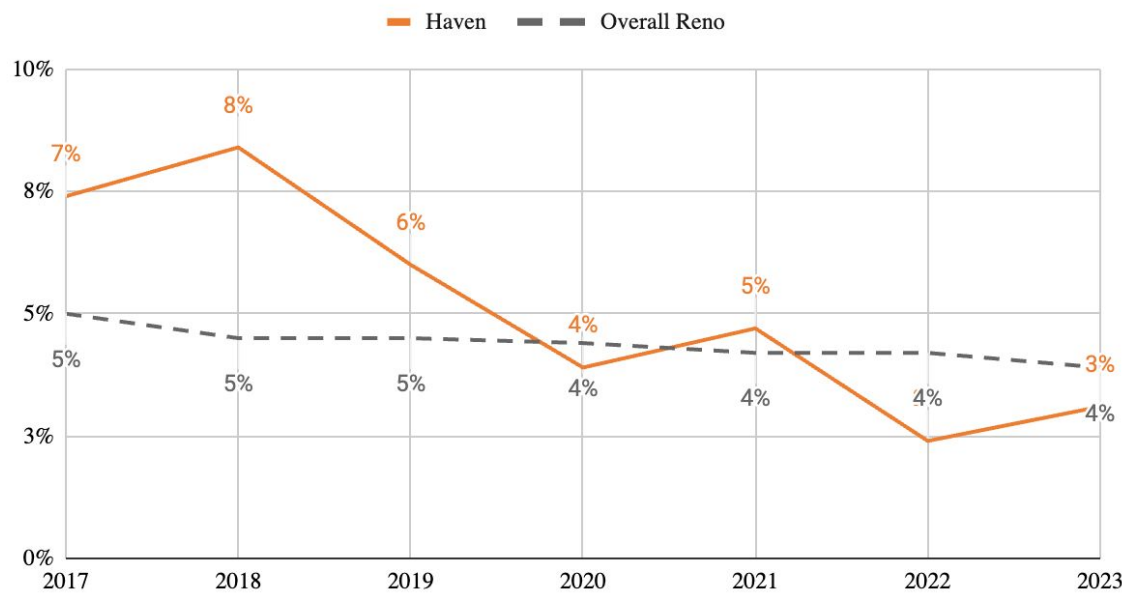


Data source: USCB, American Community Survey, 5-Yr Avg, DP03

## Local Unemployment Rate



### Unemployment Rate

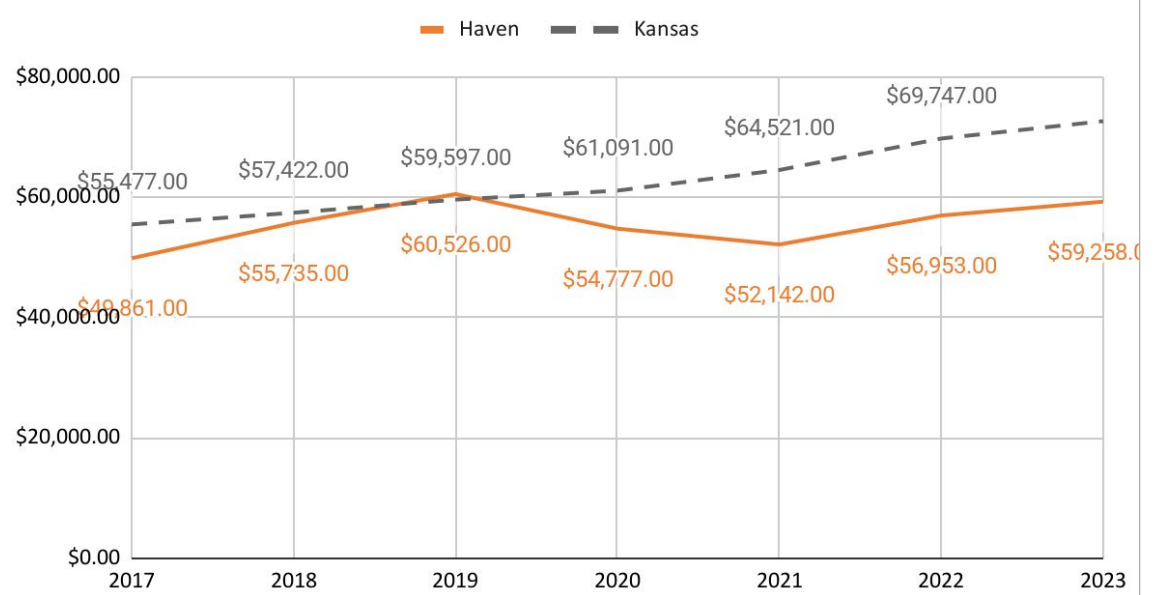


Data source: USCB, American Community Survey, 5-Yr Avg, DP03

## Median Household Income



### Median Household Income

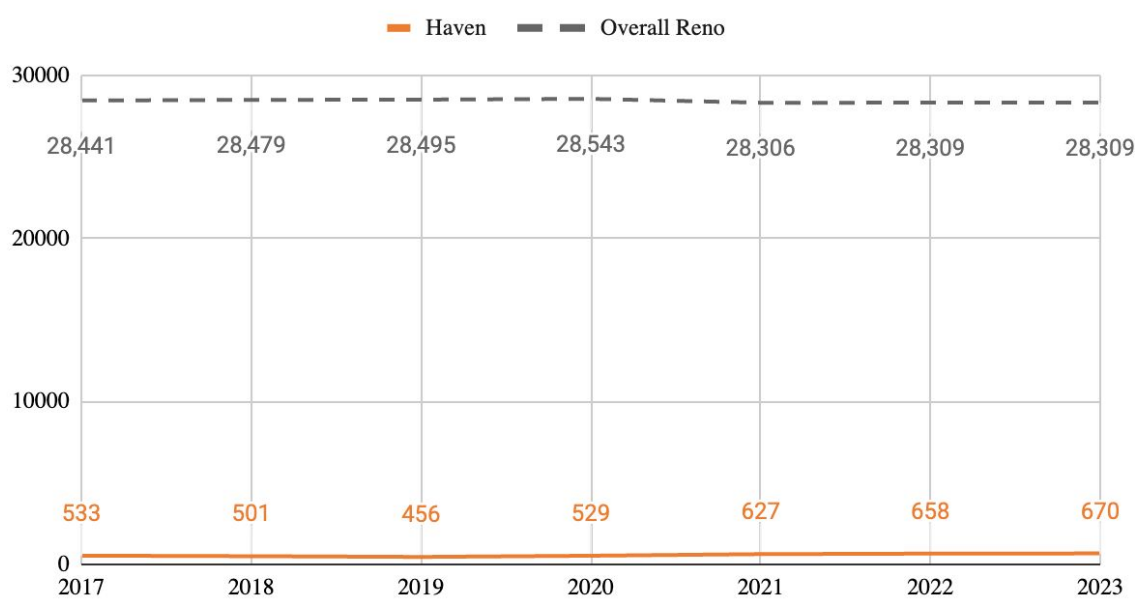


Data source: USCB, American Community Survey, 5-Yr Avg, DP03

## Total Housing Units



### Housing Units

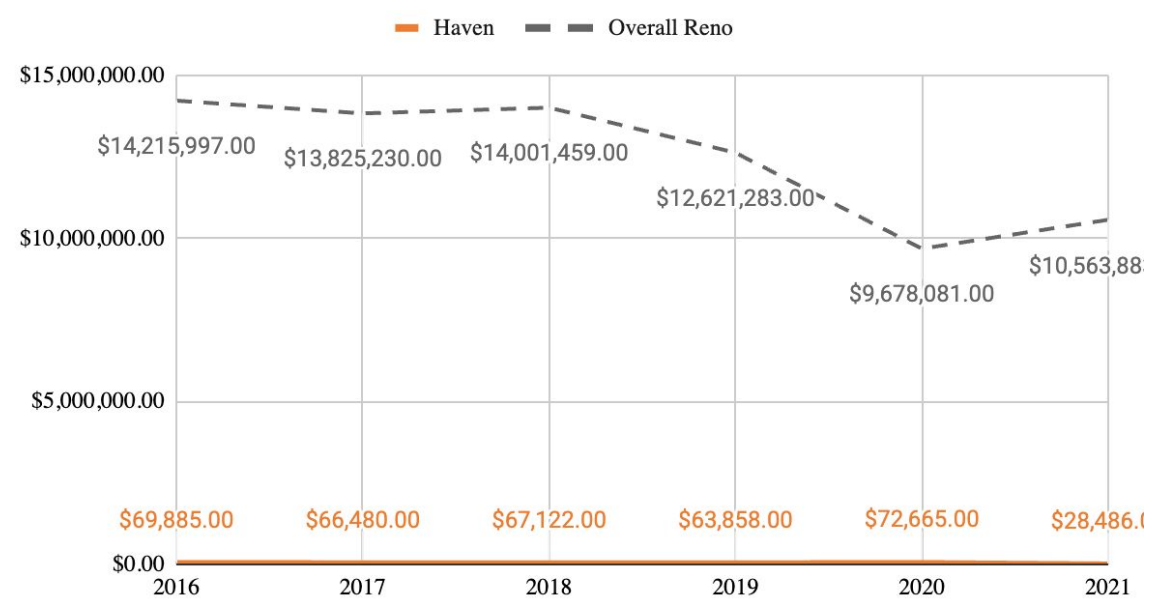


Data source: USCB, ACS 5-Yr Avg

## Annual Sales Tax Collection



### Annual Sales Tax Collection



Data source: Kansas Dept of Revenue

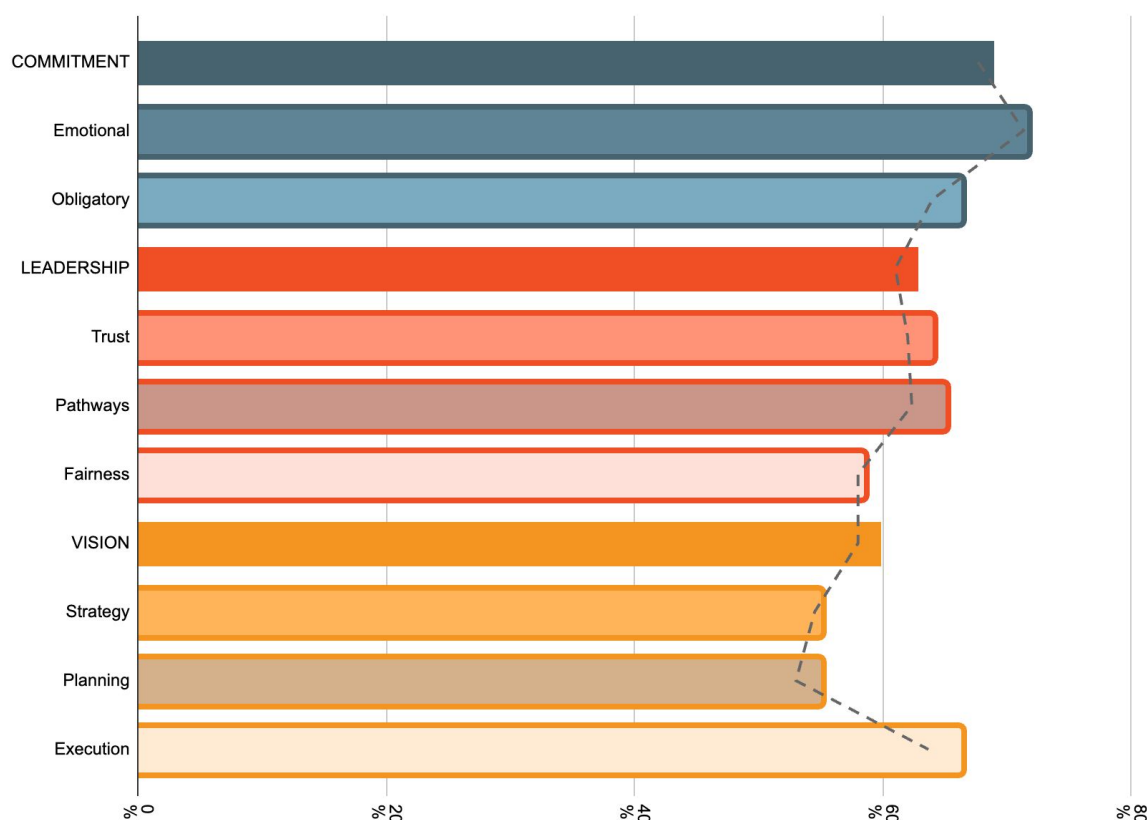
# Confidence In Our Local Community

## Engagement Summary:

Community pride remains a defining strength for Haven in 2025. Emotional commitment indicators like belonging, meaning, and loyalty are consistently high—especially among long-term residents and families. Residents continue to see Haven as a safe, supportive town where neighbors help each other. Vision confidence shows improvement as more residents understand the direction of the community and feel pride in progress, yet planning clarity still lags. Pathways for leadership involvement rate positively compared to similar towns, suggesting Haven has a more open and accessible leadership structure than some peers.



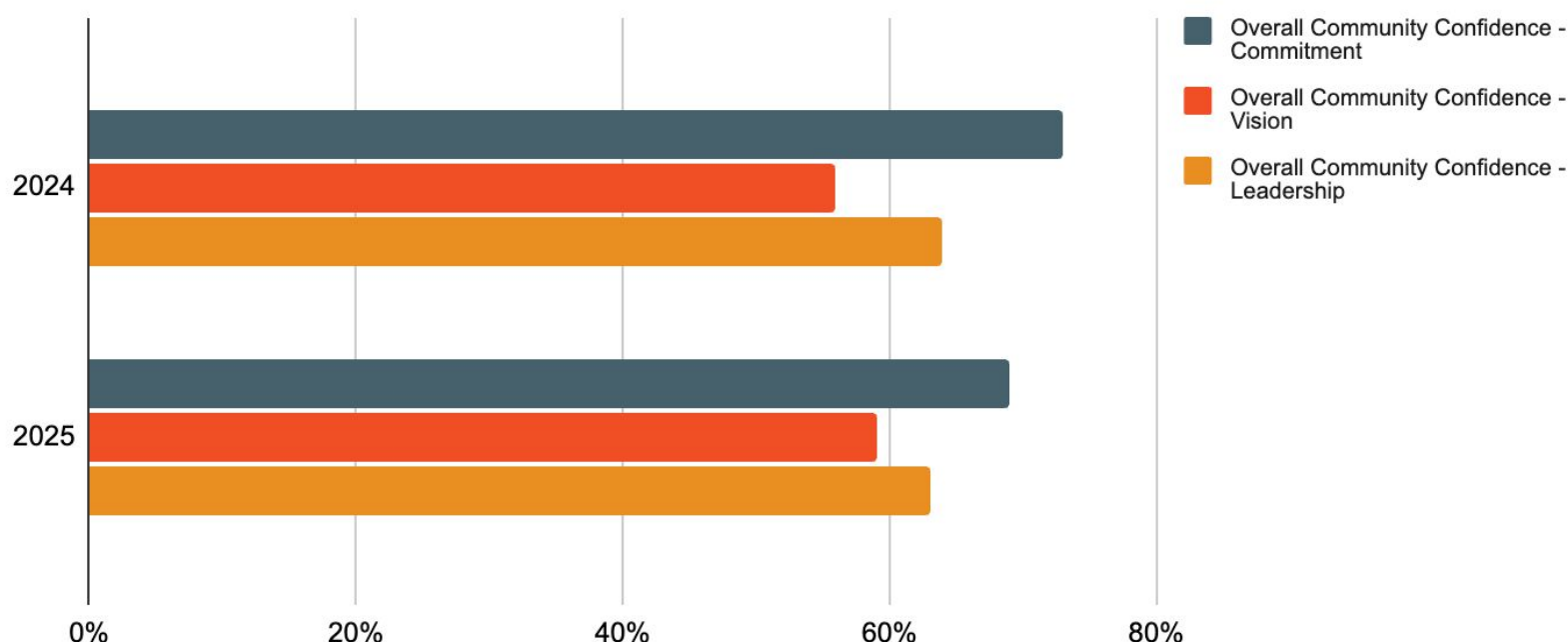
## How do our residents view our community?



## Questions:

- Why is Emotional Commitment higher than other categories, and how can it be sustained?
- What causes the gap between understanding Haven's direction and belief in its long-term planning?
- How can Haven boost documented planning to match its strong sense of execution?
- Why do younger adults report lower confidence in leadership decision-making than long-term residents?
- What contributes to the relatively strong perceptions of leadership accessibility and how can this be built upon?
- How can Haven increase trust and ensure decisions reflect broader community needs?
- Why is Fairness rated lower than Trust despite recent improvements?
- In what ways can residents become more involved in leadership pathways and planning efforts?

## Year Over Year Change

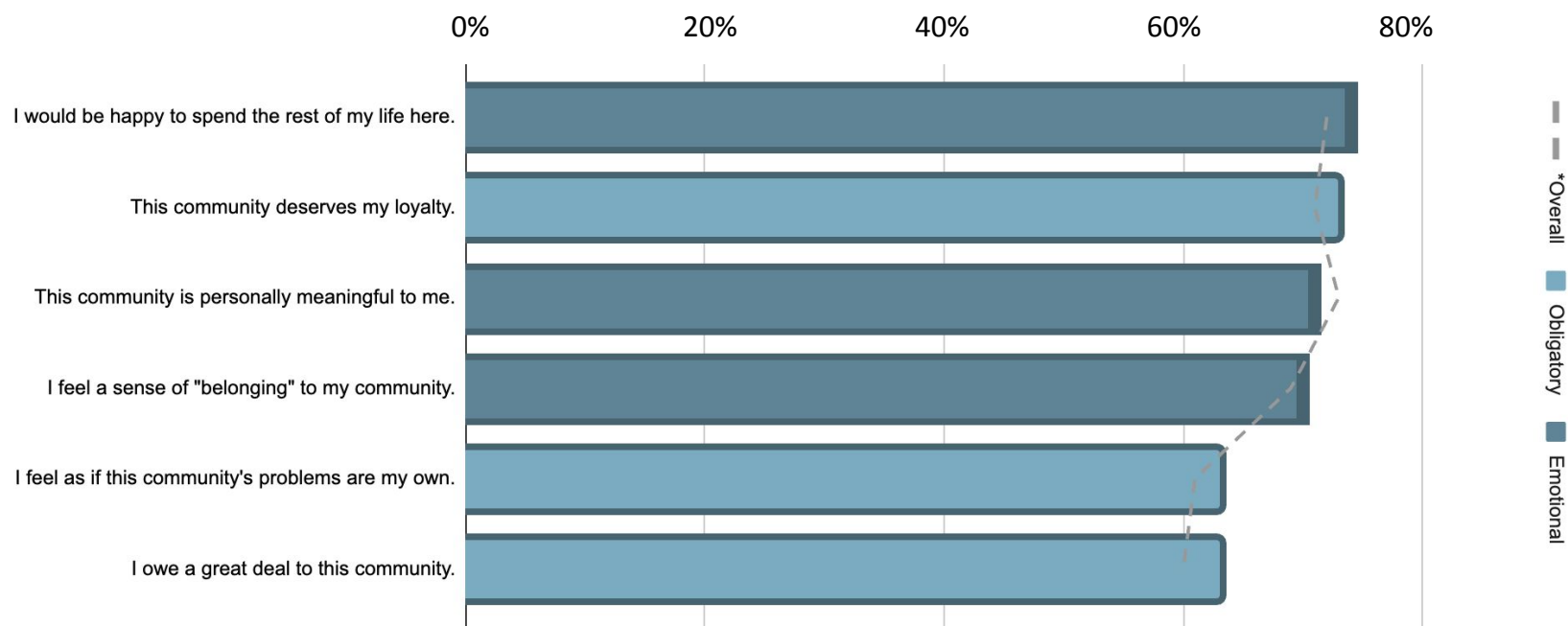


# Confidence In Our Local Community

## Average Reno County Score

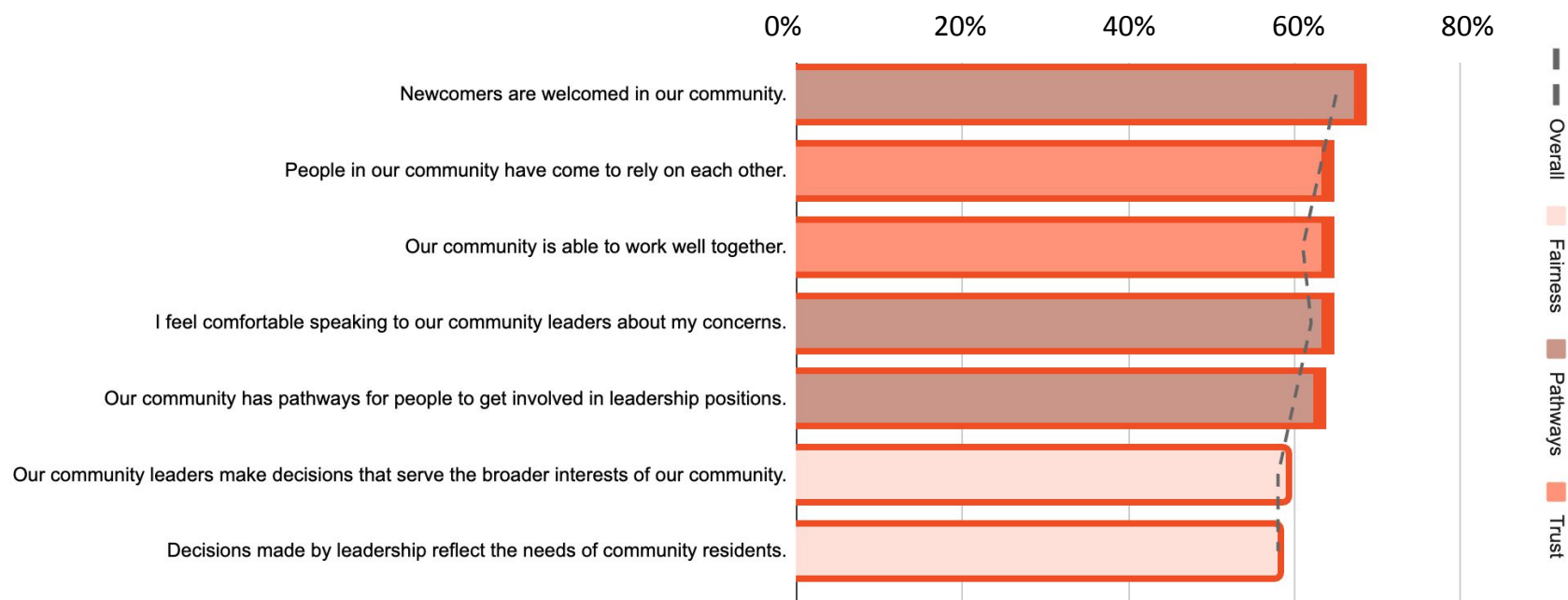
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

### Community Confidence: Personal Commitment



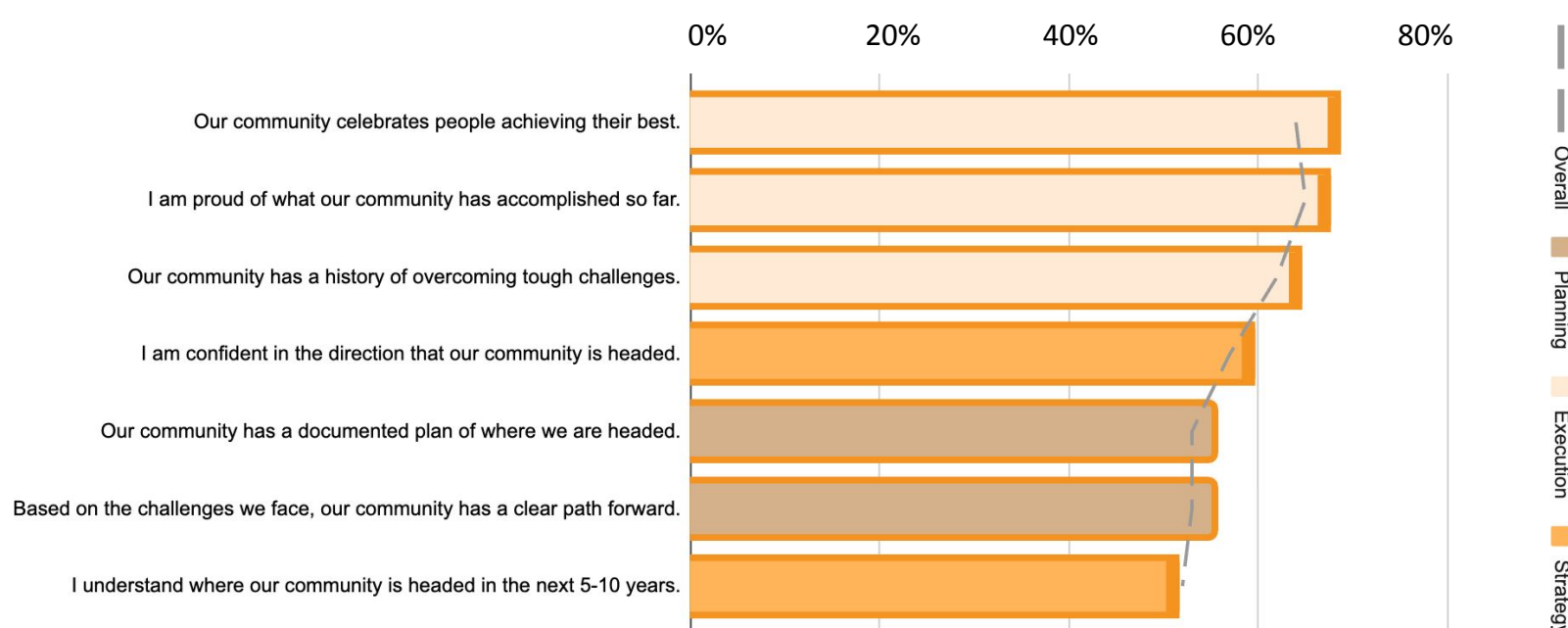
- What contributes most to residents' happiness connection to Haven?
- How can the community further deepen obligatory belonging among newer residents?
- What programs help reinforce a strong sense of loyalty and long-term commitment?
- How can Haven foster continued emotional investment in younger generations?

### Community Confidence: Local Leadership



- What explains the gap between leadership trust and perceived fairness in decision-making?
- How can Haven make leadership decisions more transparent and community-driven?
- Why might young adults feel more skeptical toward local leadership, and how can this be addressed?
- What's working well with leadership accessibility?

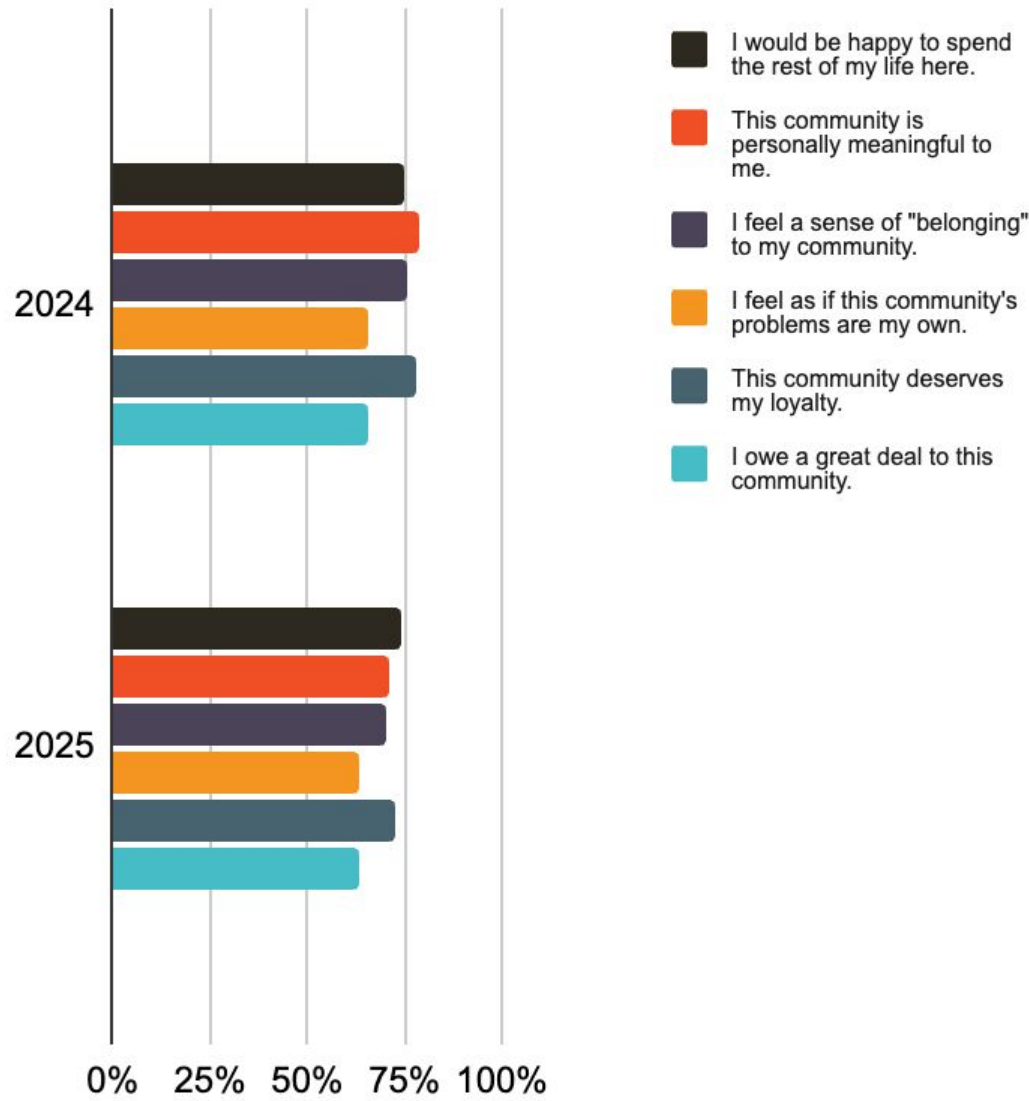
### Community Confidence: Vision



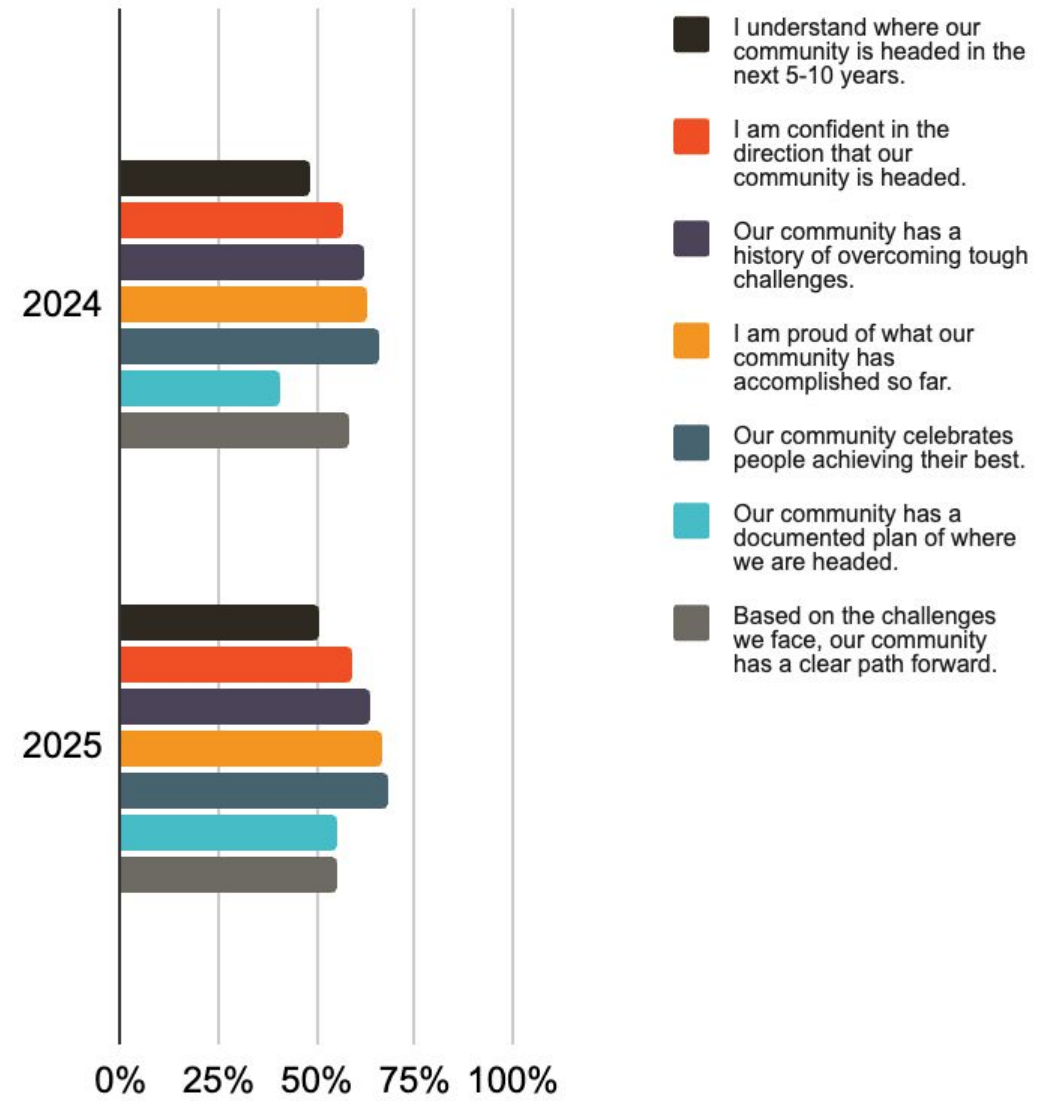
- Why are some residents uncertain about future planning?
- What strategies could improve confidence in long-term planning efforts?
- What makes older residents more optimistic about long-term progress compared to newer ones?
- How can the community ensure everyone sees and understands the vision forward?

# Confidence In Our Local Community

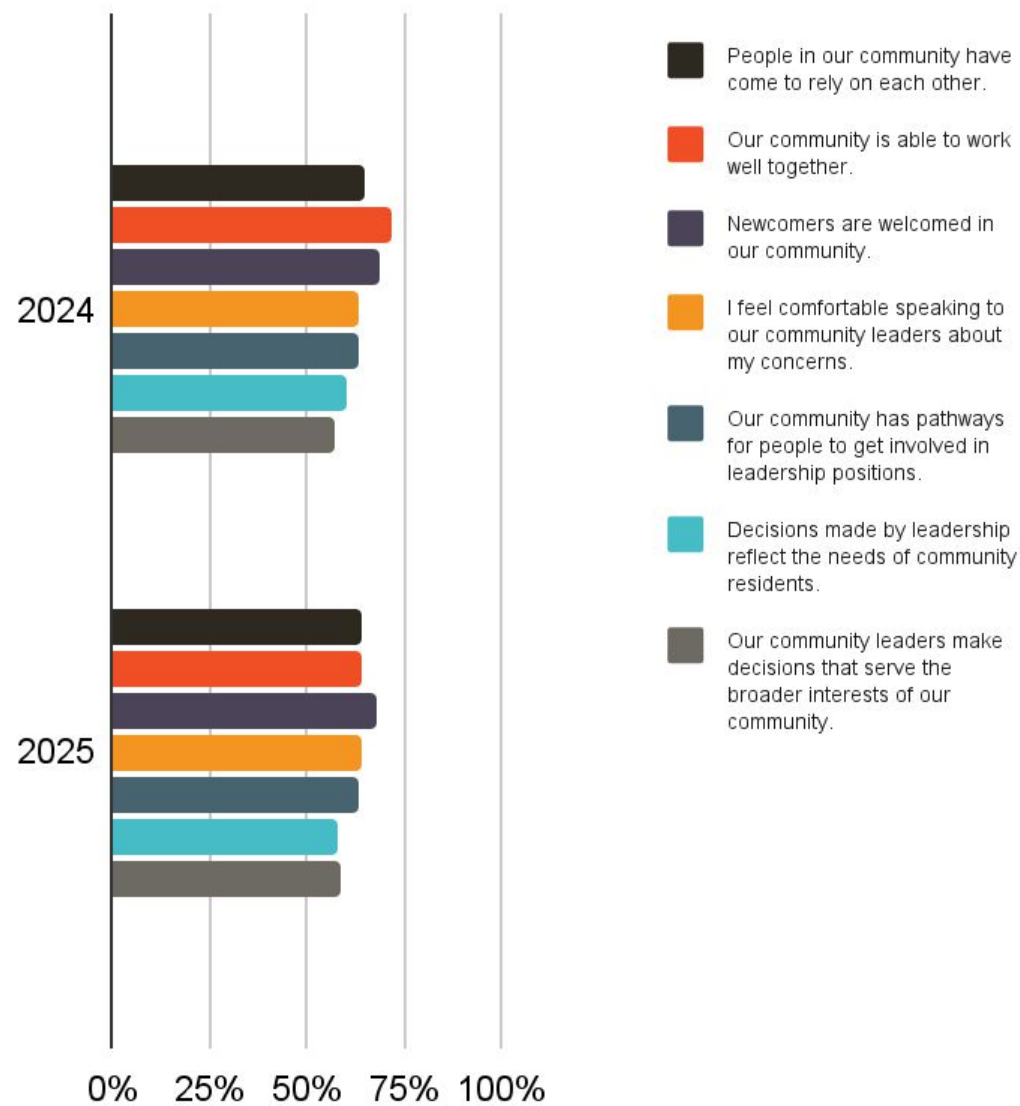
## Commitment



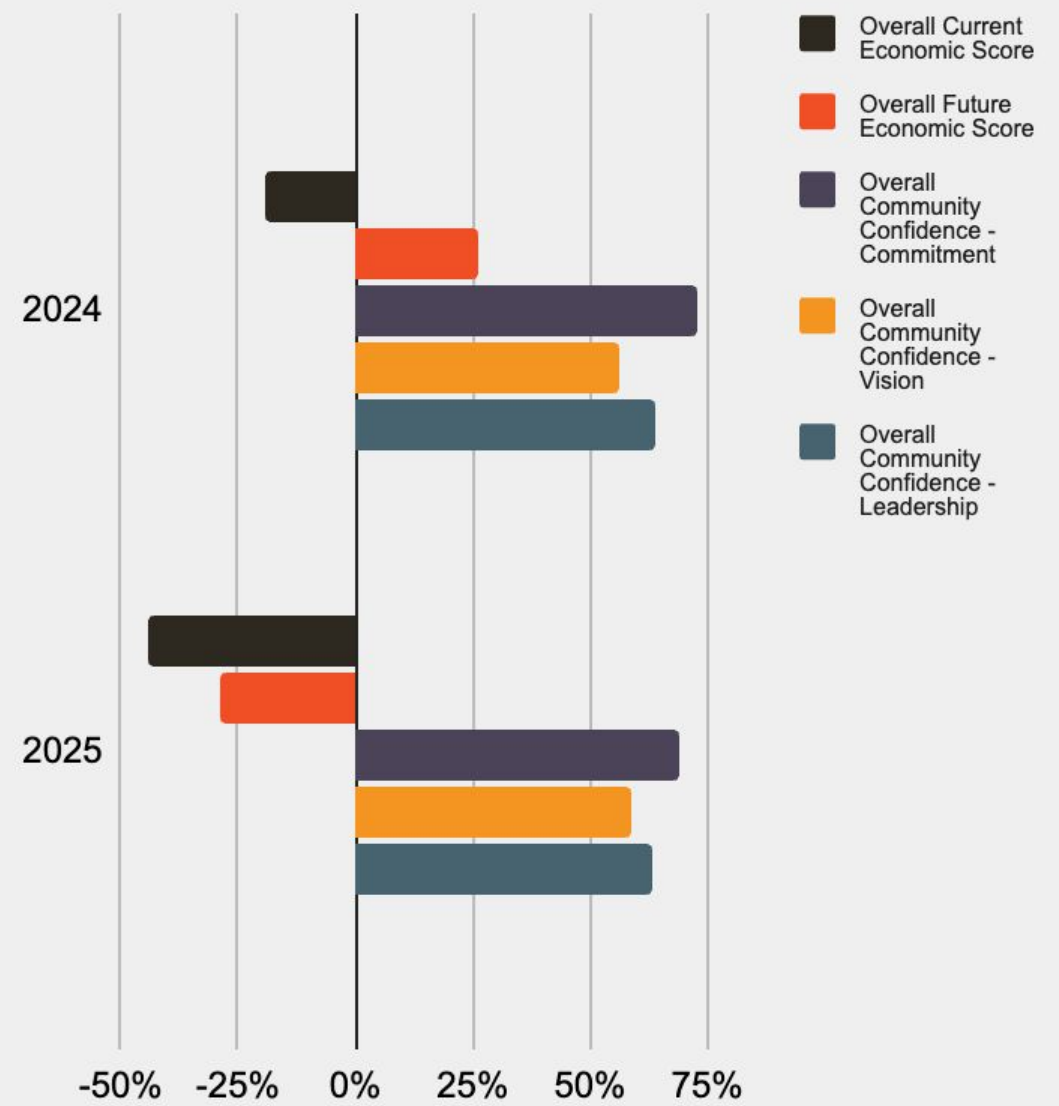
## Vision



## Leadership



## Economic vs. Community Confidence

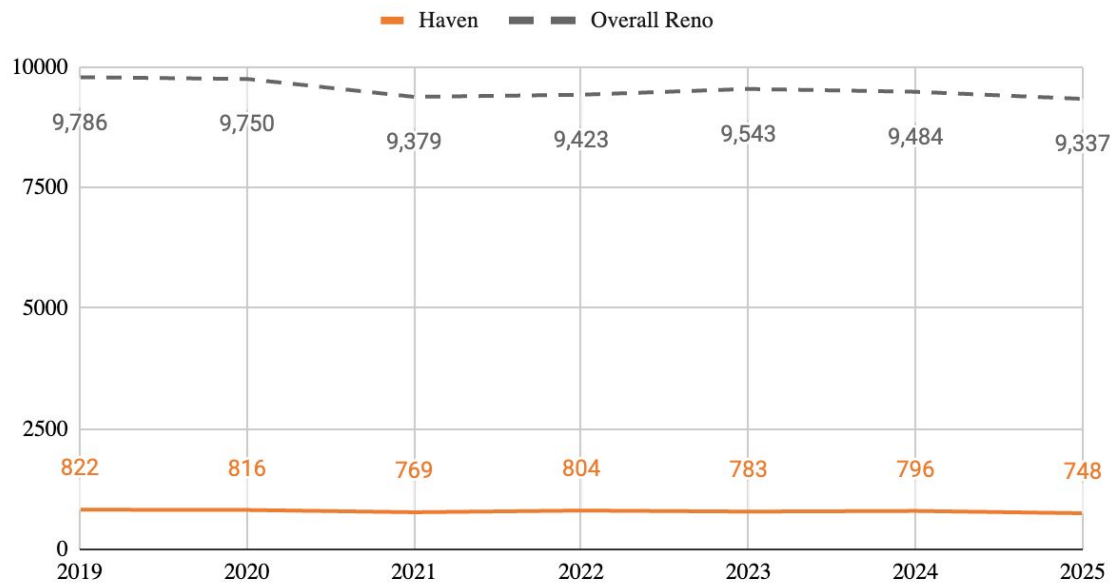


# Local Community Indicators

## Local School Enrollment



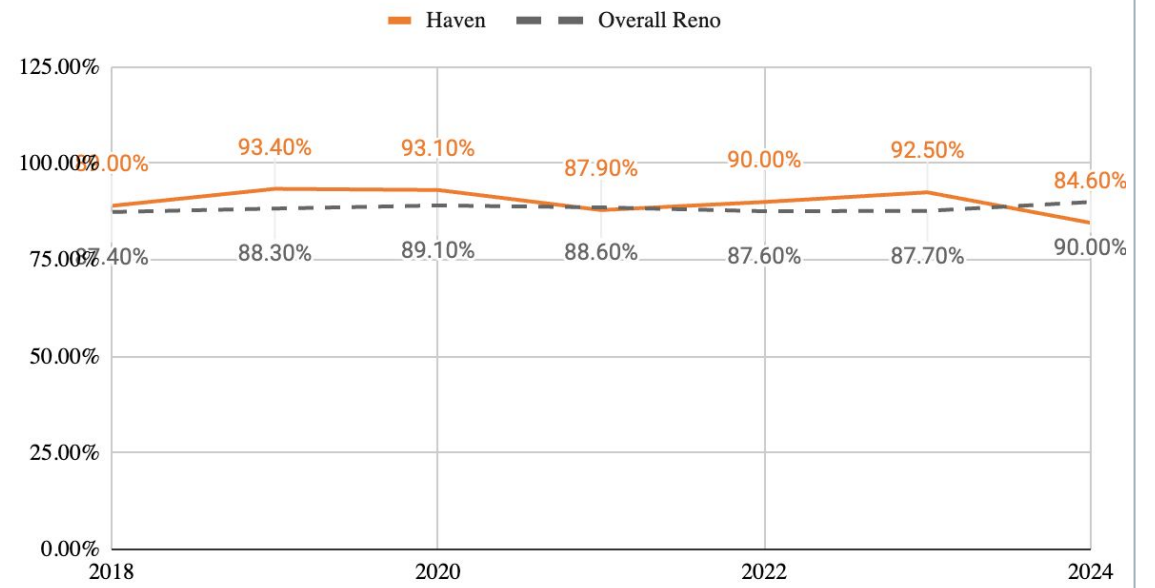
### Enrollment



## High School 4 Year Graduation Rate



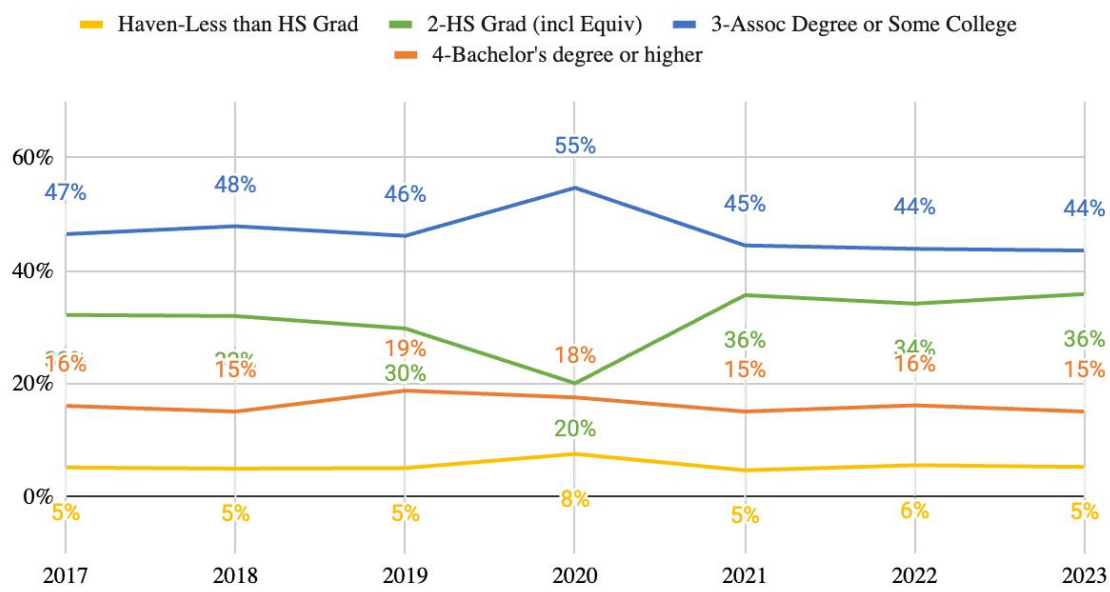
### Graduation Rate



## Local Educational Level



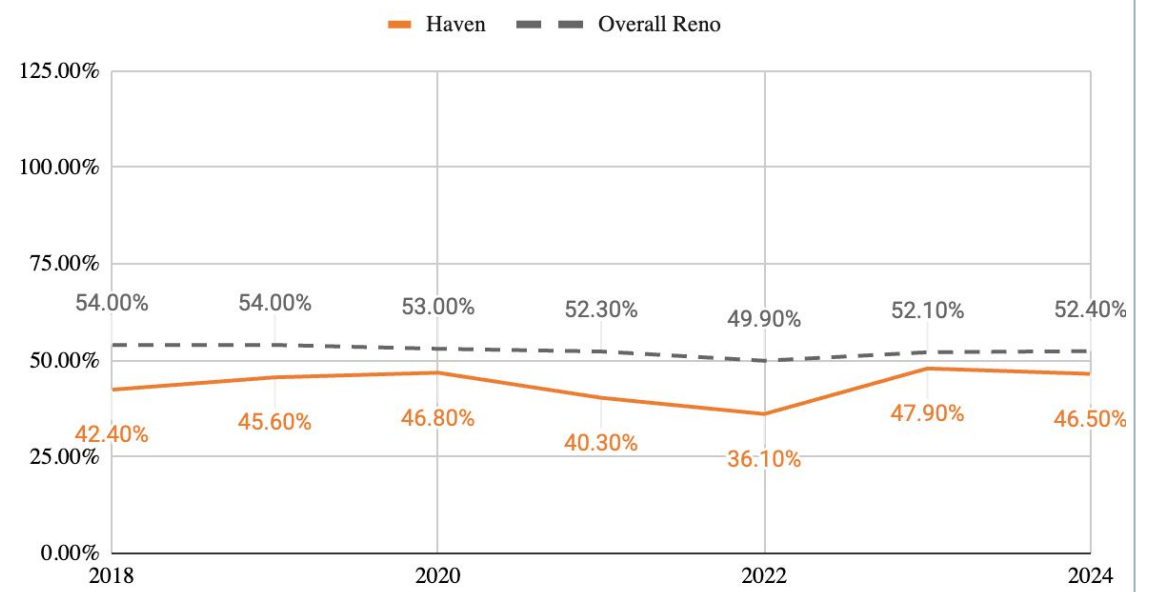
### Education Level



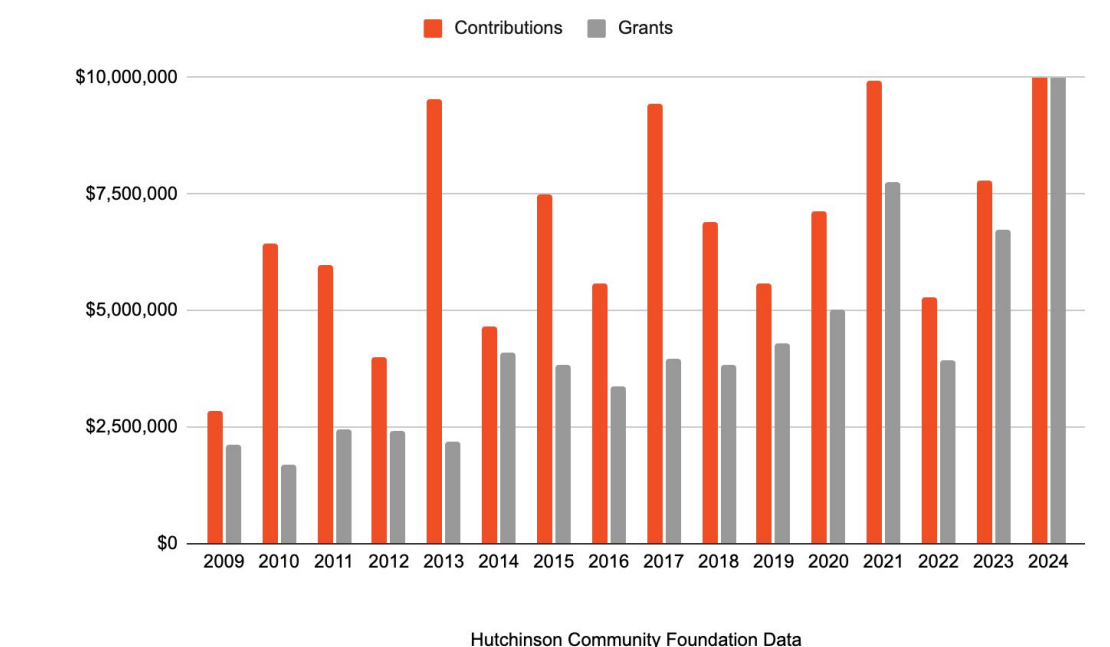
## School % Free-Reduced Price Lunch



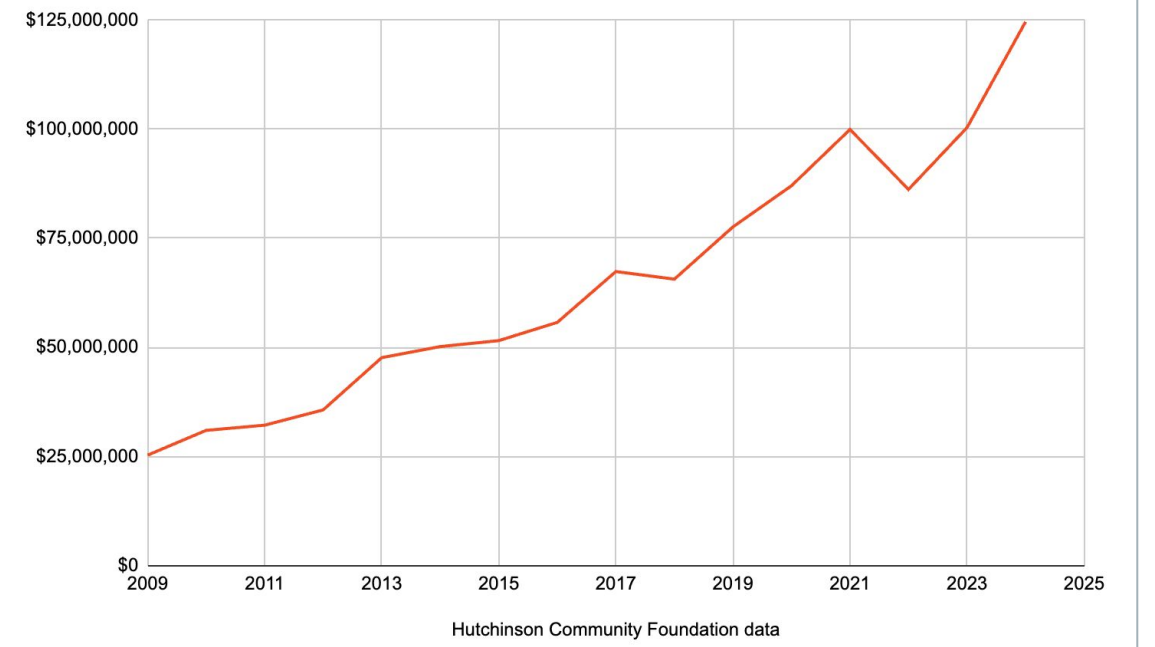
### Free/Reduced Lunch



## Hutchinson Community Foundation: Contributions & Grants



## Hutchinson Community Foundation: Total Assets

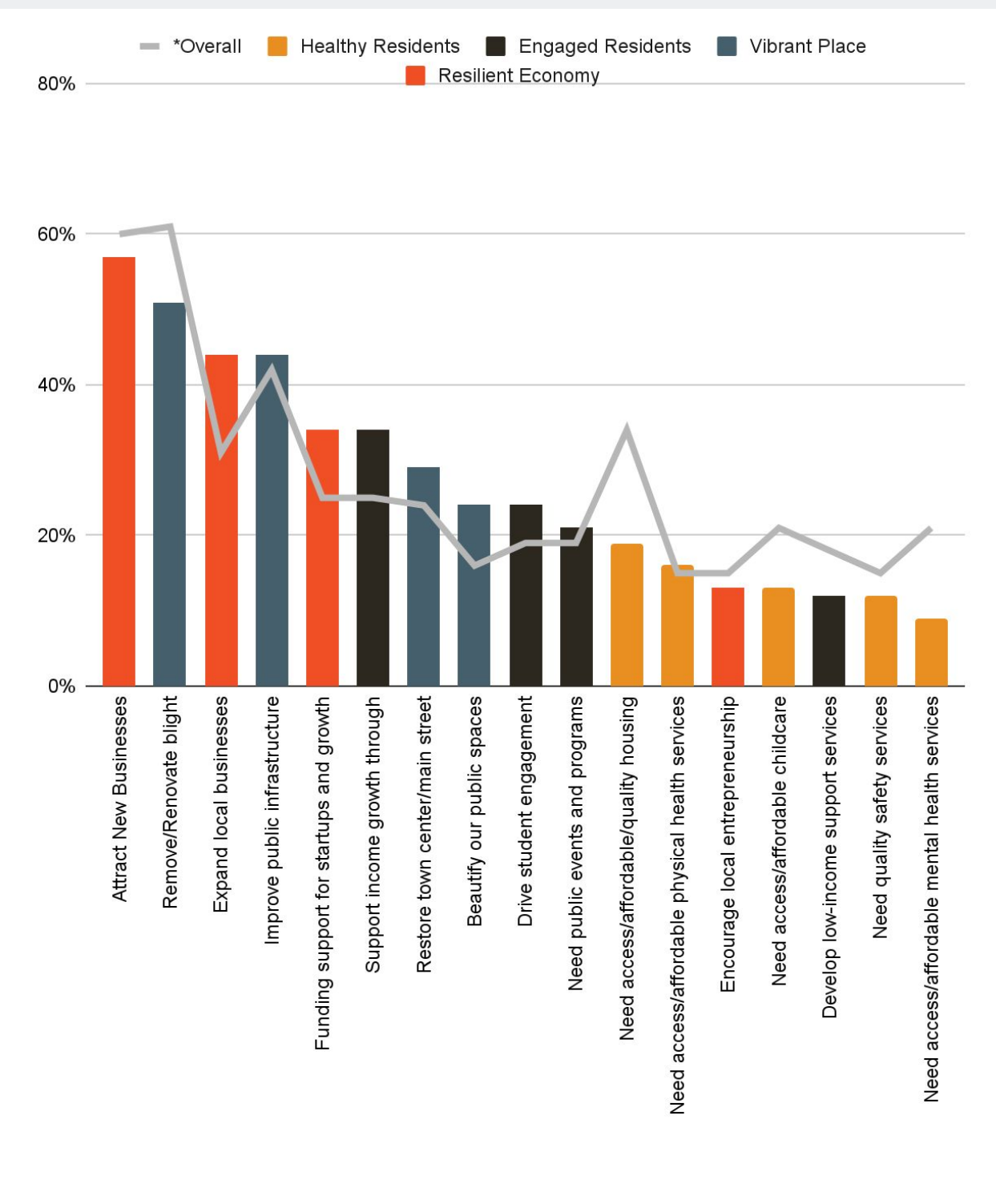


# Community Program Priorities

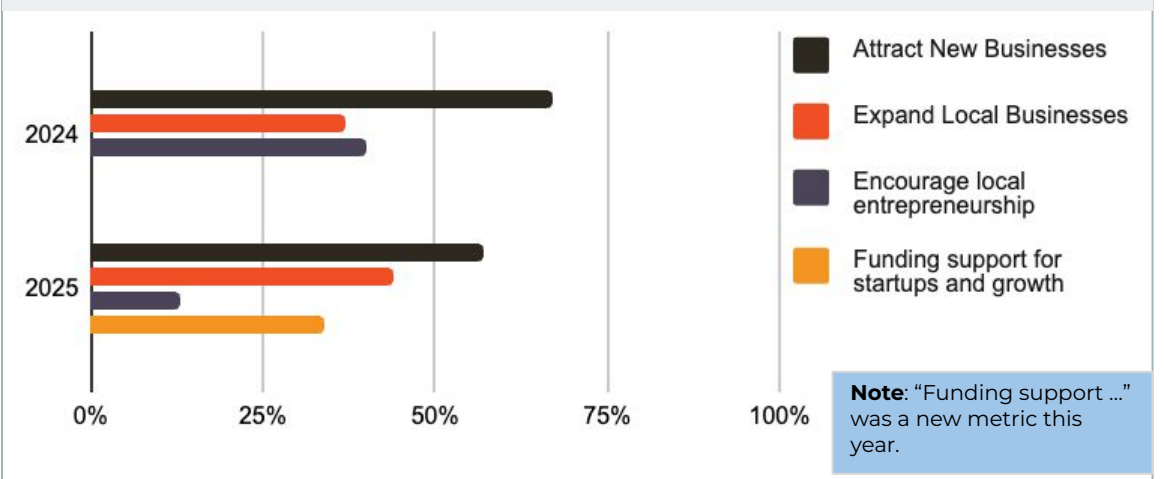
## Priorities Summary:

In 2025, Haven's top community priorities reflect a strong desire for business vitality, downtown renewal, and blight removal. The highest program support centers on attracting and expanding businesses, again, with a strong emphasis on removing blight. Residents want more vibrant public spaces, a reliable electrical grid, and the return of essential services like a grocery store. New business launches rank highest and there is rising concern about housing availability, but support is fragmented across demographic lines.

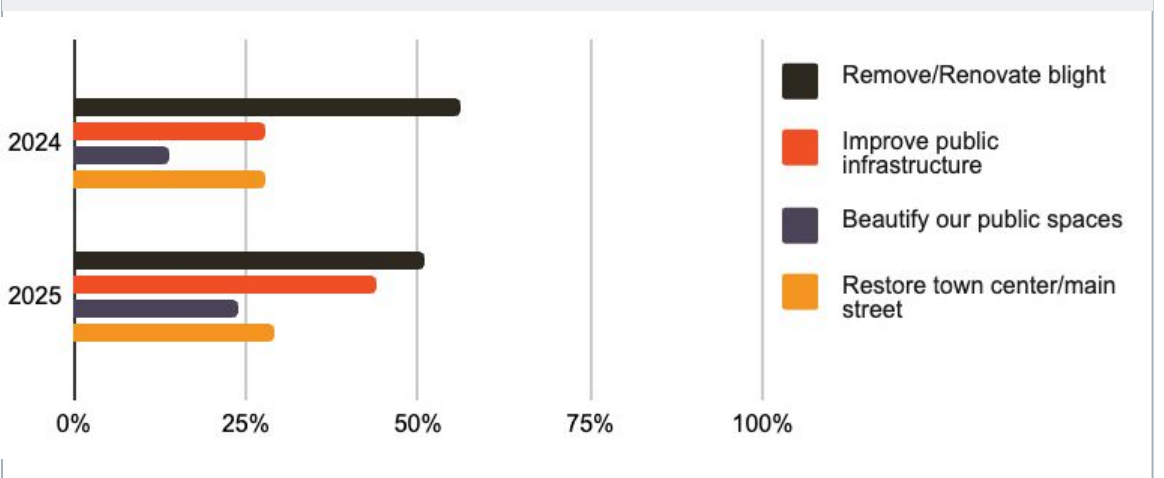
### Program Priorities



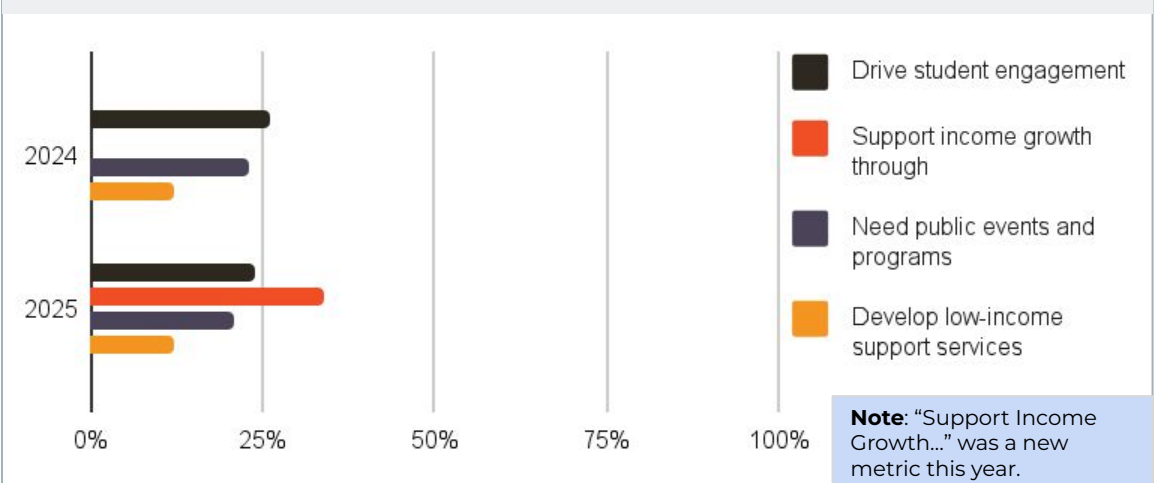
### Resilient Economy



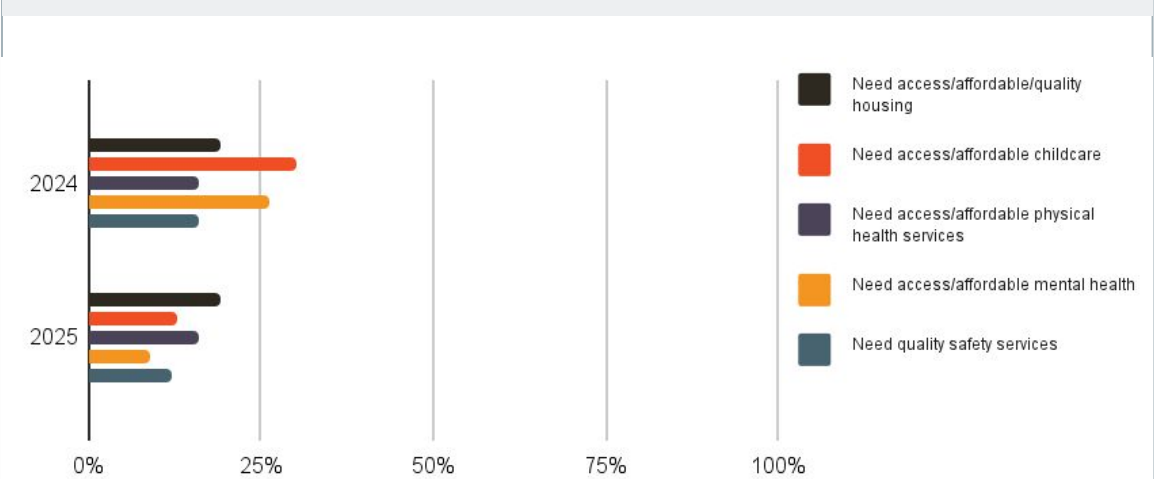
### Vibrant Place



### Engaged Residents

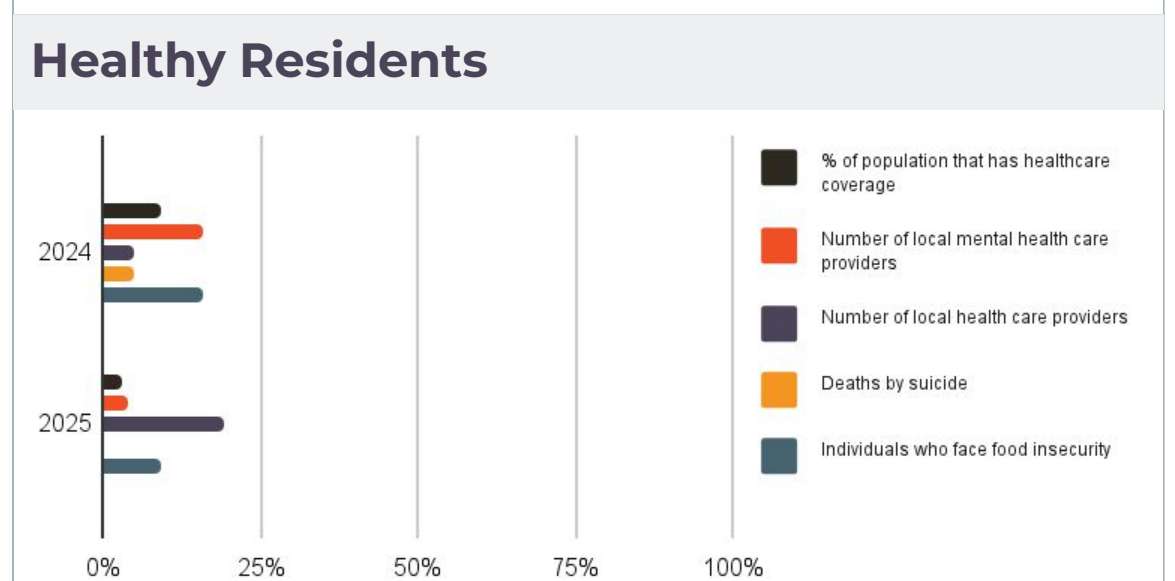
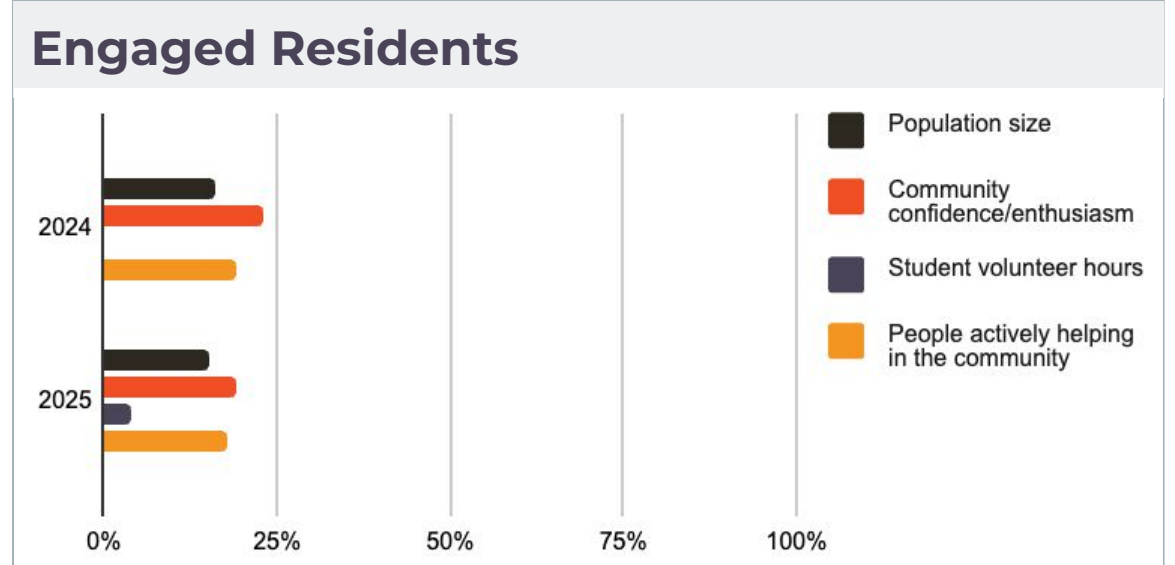
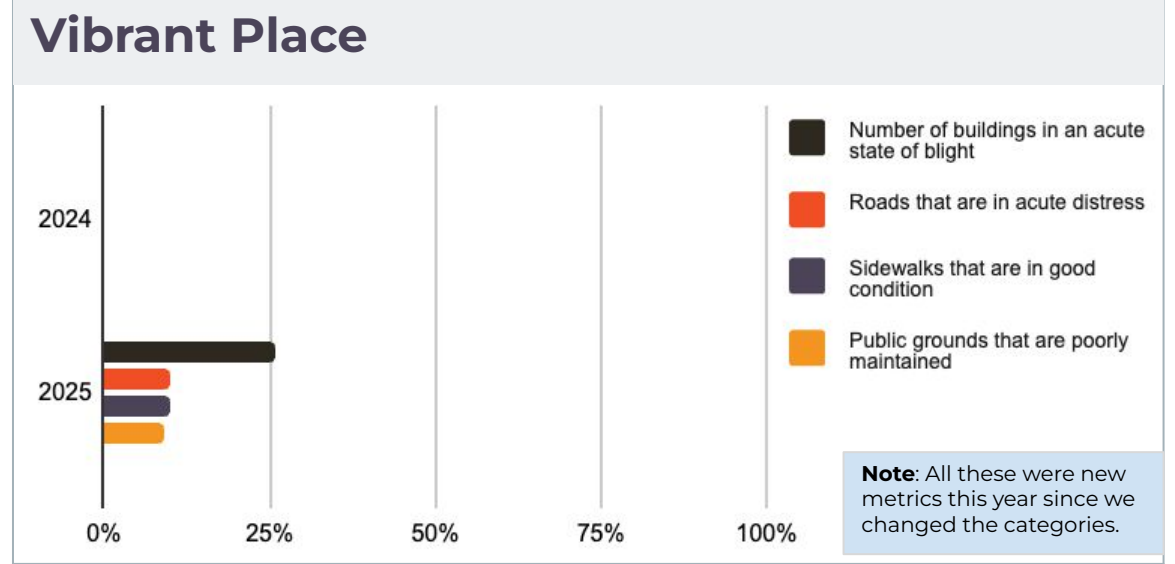
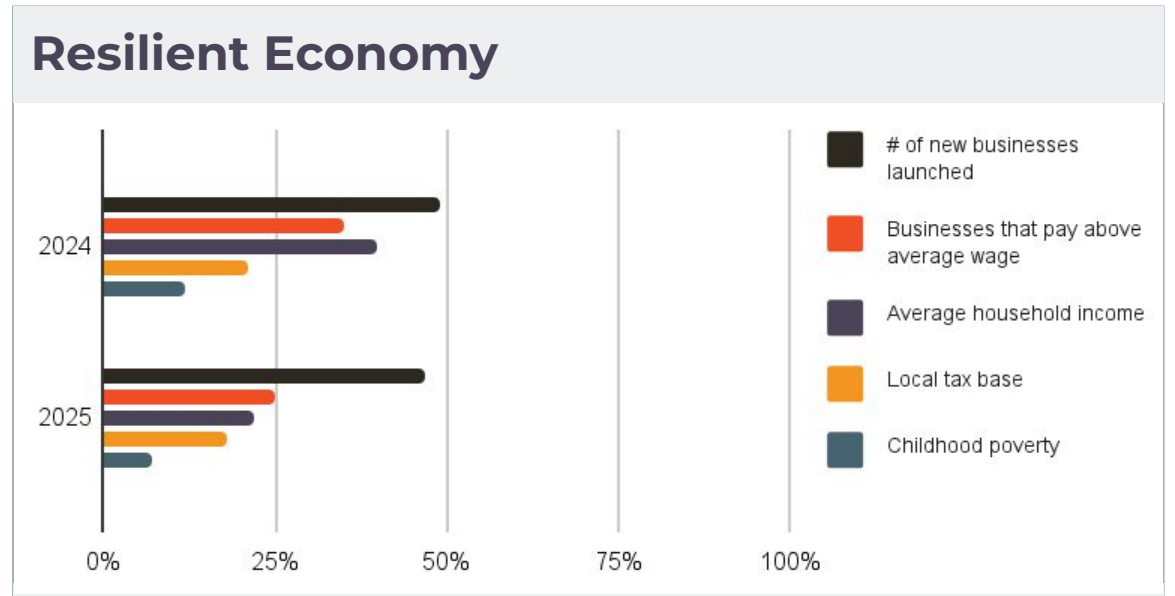
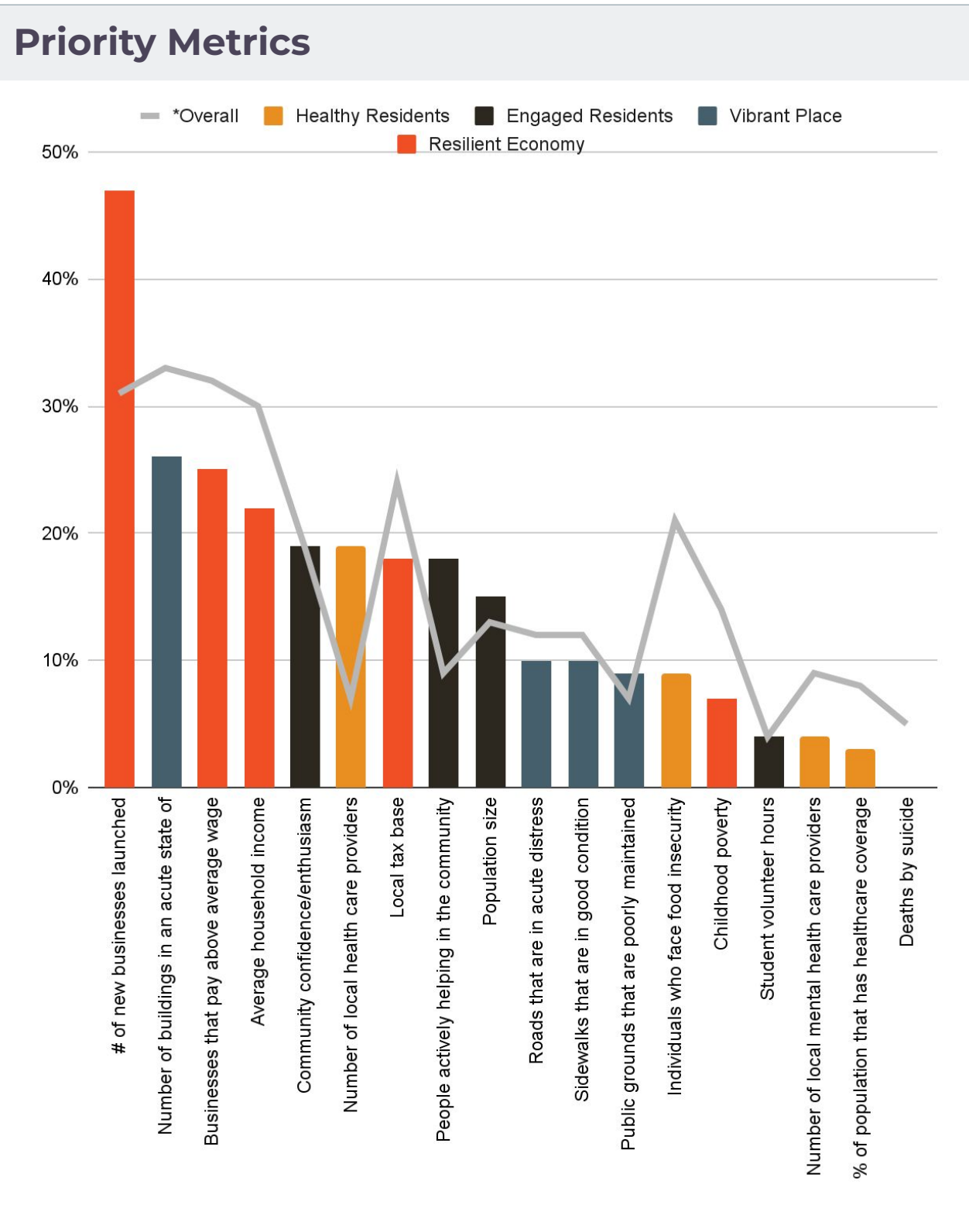


### Healthy Residents



- Why is there strong support for attracting and expanding businesses in Haven but relatively low emphasis on entrepreneurship?
- What barriers might be preventing stronger support for public events?
- Should Haven balance economic and infrastructure priorities with resident needs like housing and health services?
- How can local government sustain momentum behind business support while also encouraging community programs?

# Community Priority Metrics



- Why does Haven rank launching new businesses much higher than metrics like wages or household income?
- How can blight reduction be collaborated alongside infrastructure concerns like roads and sidewalks?
- Could student volunteer hours be used toward community confidence and enthusiasm?



## Investing In Local Priorities

**What project should be undertaken locally if money, time, or skills were not a constraint? What outcome would this create in the next 2-3 years?**

- Upgrade electrical infrastructure—Residents widely want to replace or modernize the power grid to prevent brownouts and support future growth
- Revitalize Main Street and downtown buildings— beautifying storefronts, creating a district theme, filling vacant shops
- Improve roads, water, and sewer systems—Fix potholes, flooding streets, old pipes, and sidewalks to ensure long-term reliability and safety
- Build a community gathering place—Suggestions include a pond, walking path, or hosting a long-table street dinner to strengthen community connection

**If we could only invest \$15k in a program each year for the next 3 years, what project should we work on? What outcome would this create in the next 2-3 years?**

- Downtown beautification and business support—Improve building fronts, add lighting, and offer grants to attract or retain small businesses
- Infrastructure upgrades—Focus on sidewalks, streets, power grid, and public spaces to improve community quality & function
- Grocery store initiative—Attract or support development of a local grocery store to meet essential needs and retain shoppers in town
- Housing development—Programs to create stable, affordable housing or rental units
- Community engagement and marketing—Events, recognition programs, and town branding to build pride, attract visitors, and promote family-friendly culture

## Serving your community!

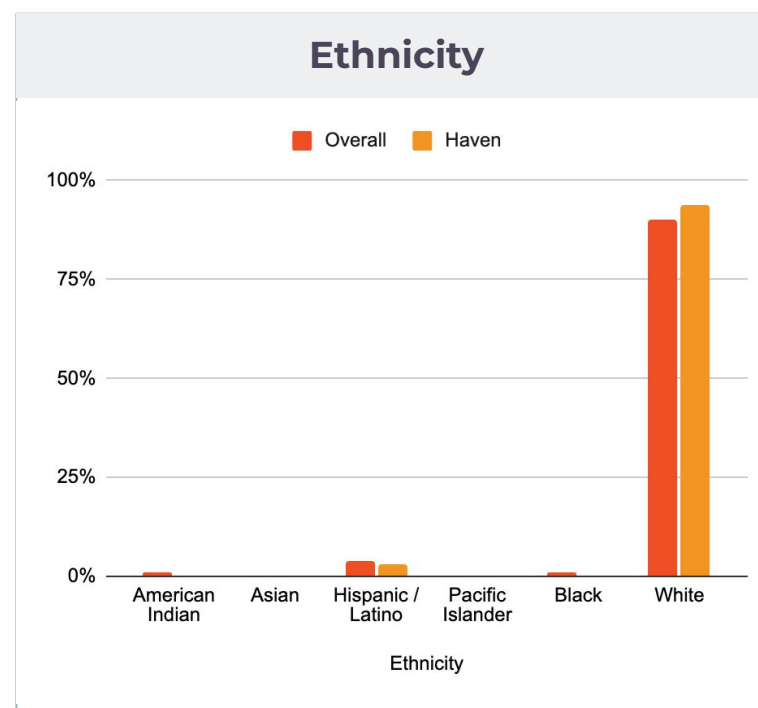
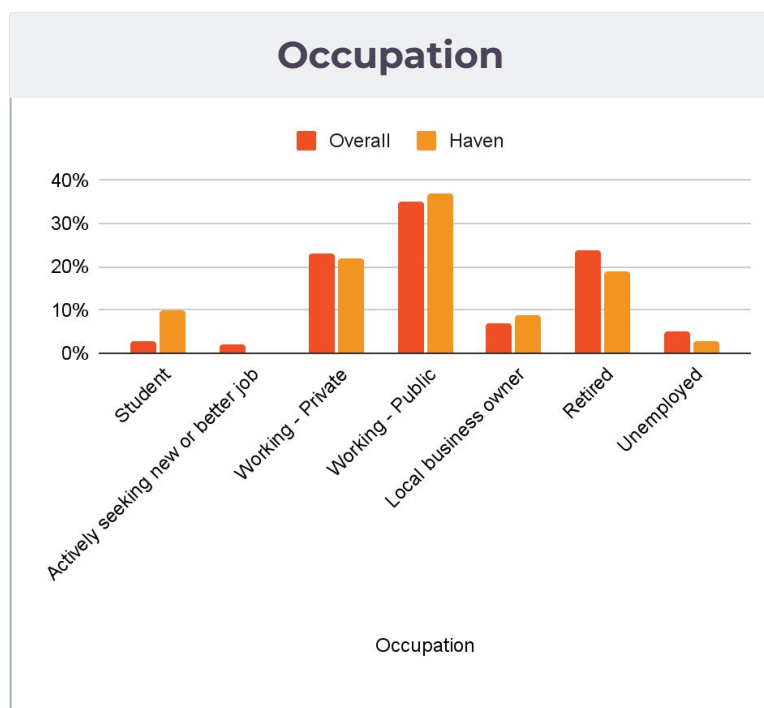
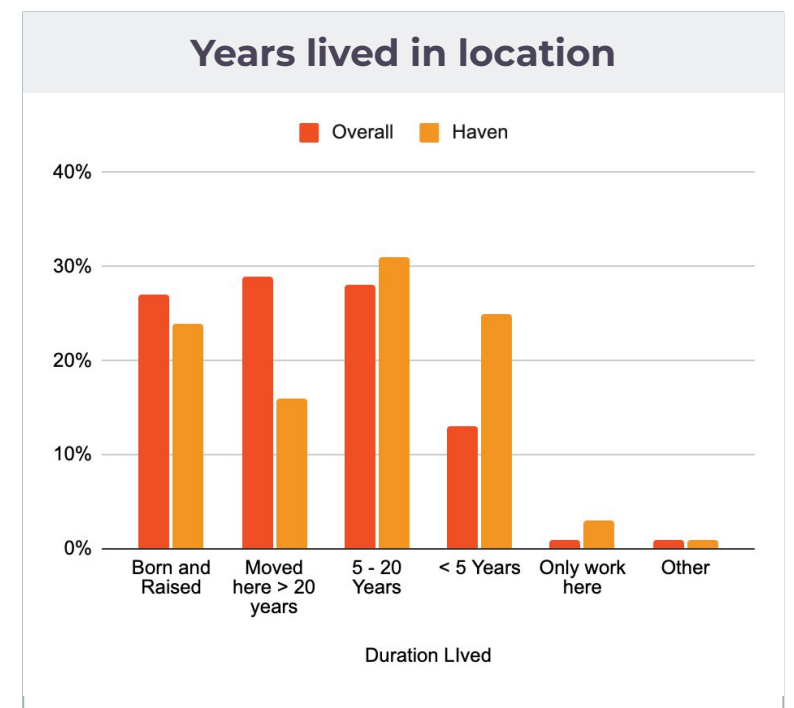
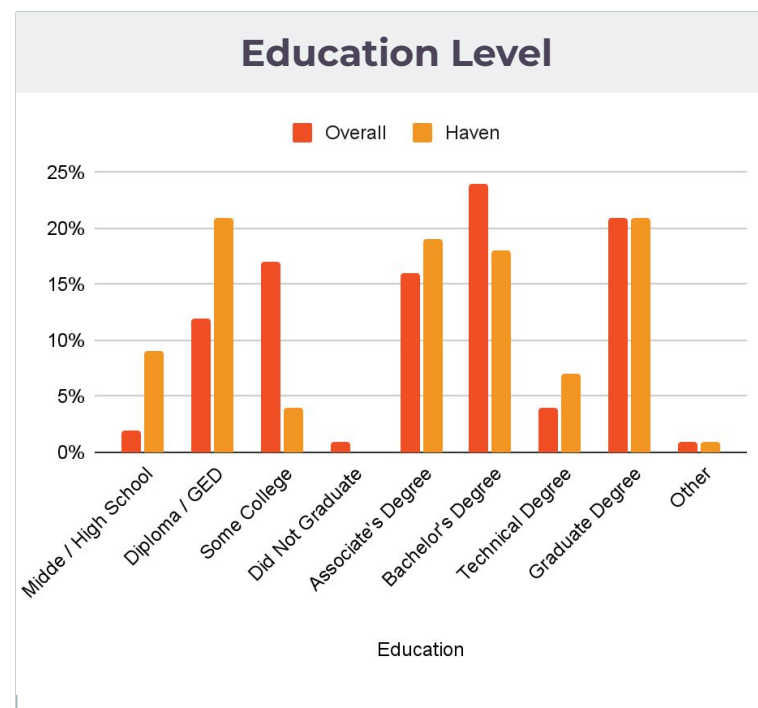
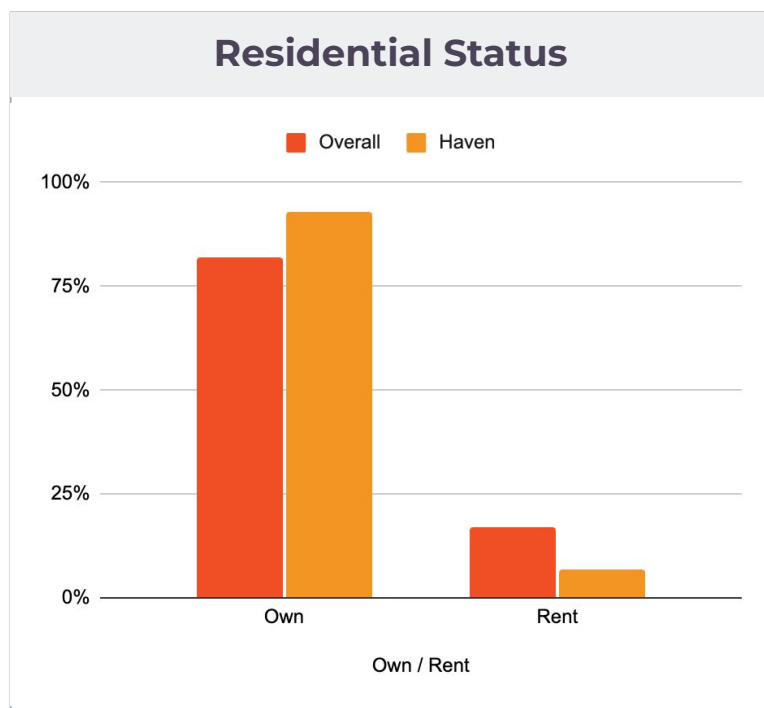
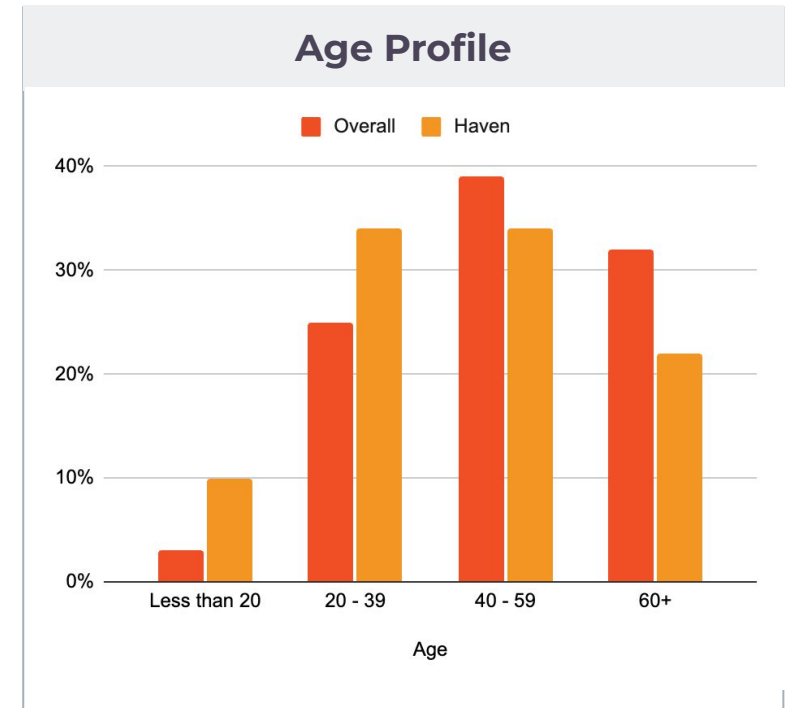
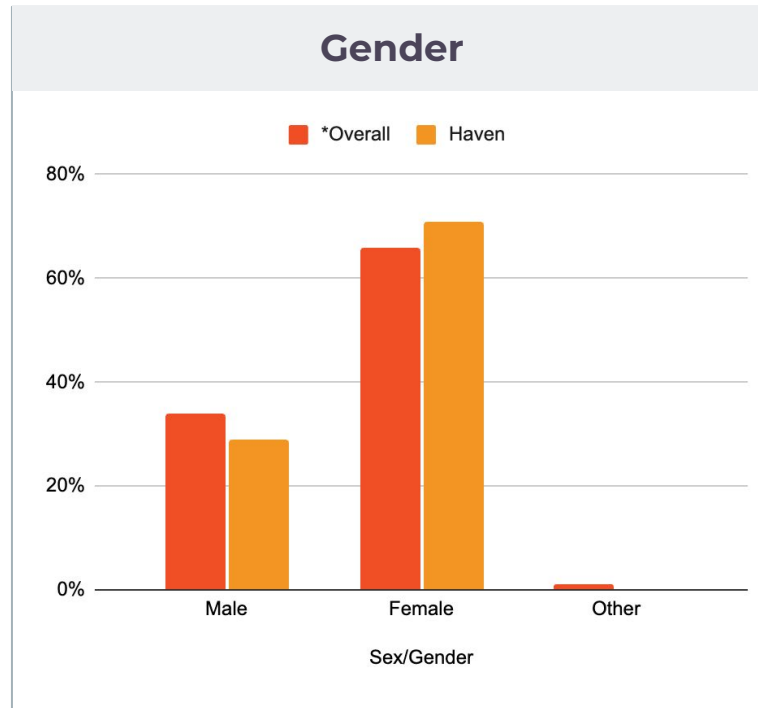
**How do you serve your community today?**

- Volunteering on boards and committees—Community members serve on city council, planning commission, booster club, and event committees
- Promoting and supporting local businesses—People contribute by shopping locally, owning businesses, and publicizing community events
- City employment and public service roles—Some serve part-time or full-time in city positions including public works and administration
- Youth and school involvement—Students participate in clubs and service efforts
- Offering informal personal support—Helping neighbors, advising families, and donating time or resources when needed

**How would you like to serve your community in the future?**

- Continue volunteering and local involvement—Many want to maintain or deepen their current roles in local service, events, and boards
- Use professional skills for community benefit—People expressed interest in applying backgrounds in social work, communication, or city roles
- Support housing and beautification efforts—Volunteering to rebuild homes, clean up properties, and improve the appearance of the town
- Promote communication and connection—Helping spread awareness, facilitate conversations, and foster reconciliation to build unity

# Survey Respondents



- Private sector workers report a 40% likelihood of investing, significantly higher than retired individuals at ~54%, highlighting a major gap in economic optimism based on employment status.
- Private sector workers have a stronger understanding of Haven's future direction (4.6) compared to public sector workers (3.17).
- Residents with an Associate's degree are far more supportive of local entrepreneurship (75%) than those with a Bachelor's degree (17%), indicating potential variation in economic priorities by education level.

■ Average Community Score  
■ Town Score

**18** Number of people who expressed an interest in volunteering to better the community (26%)