



Western Kansas Community Foundation

2024 Community Benchmark Report

City of Cimarron, KS

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OUR FOCUS: IMPACT AND OUTCOMES

What Makes Our Community Special?

Residents of Cimarron have highlighted several positive aspects of their community. The presence of local grocery stores, such as Cimarron Foods and Dollar General, is frequently mentioned as a significant asset, especially with the addition of a deli that has been well-received. **The community appreciates the availability of essential services**, including affordable housing, emergency shelters, and a food bank, which are crucial during emergencies like blizzards. Residents also value the small-town convenience and friendliness, with easy access to city services and a supportive environment for establishing these services.

The community's infrastructure, including the **water system and local grocery stores, is noted as reliable and beneficial**. Recreational amenities such as the golf course, walking track, and parks contribute to the overall quality of life. Additionally, there is a sense of gratitude for new housing developments, which are helping to address the shortage of rental and purchase options in the area.

Overall, the residents of Cimarron express a positive outlook on the community's ability to meet their basic needs.

The Leaders That Make Our Community Special

jackie vath
 tim dewey
 steve burns
 gerald vogel
 leroy davidson
 gordan jenkins
 gilbert benton
 jim & sandi coast
 rodger & glenda davis
 darrel dupree
 steve schartz
 darrie stebens
 mike coast
 todd english
 steve hilker
 jeff acton
 arch frink
 jordan siek
 candi hemel

Executive Summary:

Community members express mixed sentiments about their community, with a blend of loyalty and concerns. While many feel a sense of belonging and pride, others highlight areas needing improvement such as leadership responsiveness and community planning. Economic conditions are perceived as stable but with moderate employment opportunities. Key development priorities focus on economic resilience, community engagement, and infrastructure improvements.

pg **4**

Local Assets Assessment

Cimarron residents value local grocery stores, emergency services, and new housing developments. They appreciate the community's infrastructure, recreational amenities, and the small-town convenience.

pg **5, 6**

Economic Confidence

Respondents generally view current and future economic conditions as stable, with most expecting little change in job availability and income levels.

pg **7, 8, 9**

Community Engagement Confidence

Overall, community engagement is viewed positively. Many feel a sense of belonging and loyalty, though concerns about leadership and community direction are prevalent.

pg **10**

Critical Community Priorities

Top priorities include improving infrastructure, fostering local entrepreneurship, and creating programs for community engagement and development.

pg **11**

Survey Respondent Profile

The majority of respondents are aged 20-39, homeowners, and employed in various professions. Education levels vary, with a significant number holding bachelor's or graduate degrees.

The Community Benchmarking report has been commissioned by the Western Kansas 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 Western Kansas 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.**



Our Local Assets

Asset Summary:

Residents of Cimarron have highlighted several positive aspects of their community. The presence of local grocery stores, such as Cimarron Foods and Dollar General, is frequently mentioned as a significant asset, especially with the addition of a deli that has been well-received. The community appreciates the availability of essential services, including affordable housing, emergency shelters, and a food bank, which are crucial during emergencies like blizzards. Residents also value the small-town convenience and friendliness, with easy access to city services and a supportive environment for establishing these services. The community's infrastructure, including the water system and local grocery stores, is noted as reliable and beneficial. Recreational amenities such as the golf course, walking track, and parks contribute to the overall quality of life. Additionally, there is a sense of gratitude for new housing developments, which are helping to address the shortage of rental and purchase options in the area. Overall, the residents of Cimarron express a positive outlook on the community's ability to meet their basic needs and provide a welcoming and supportive environment.

Community's Best Assets: PHYSIOLOGICAL NEEDS:

- Water
- Safety
- Local grocery
- Food
- Good grocery store
- Dollar General
- Food bank
- Affordable housing
- Emergency shelters in blizzard
- EMS
- Infrastructure
- Low cost of living
- Park

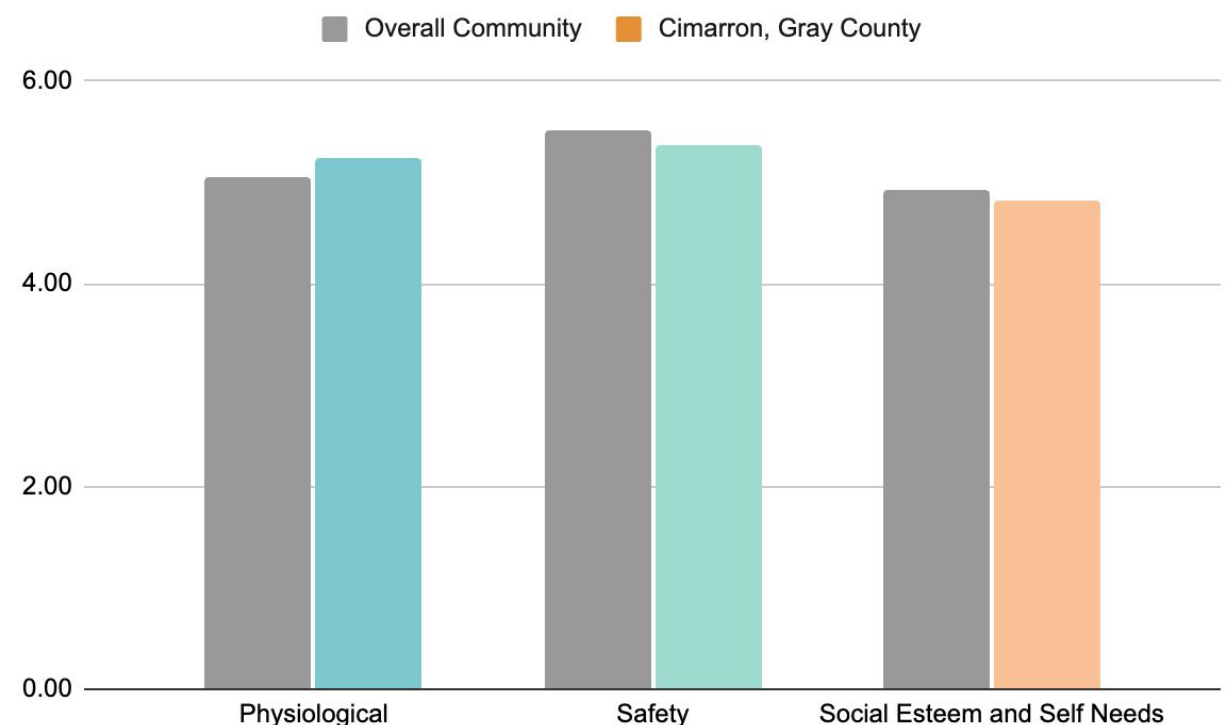
Community's Best Assets: SAFETY NEEDS:

- Sheriff's Office
- Police Force
- Law Enforcement
- Safety
- Security System
- Small Sleepy Town
- Police Department
- Local Sheriff
- Safe Roads
- Signage
- Law Enforcement Officers
- Congeniality
- Low Crime
- Employment Regionally

Community's Best Assets: SOCIAL, SELF & ESTEEM NEEDS:

- Churches
- Golf Course
- Community
- Social Hub or Community Hub
- In-Town Clinic and Pharmacy
- Library Programs
- Community Celebrations
- Community Pool
- Opportunity for Involvement
- Activities for Youth
- Active School

MASLOW'S HIERARCHY OF NEEDS



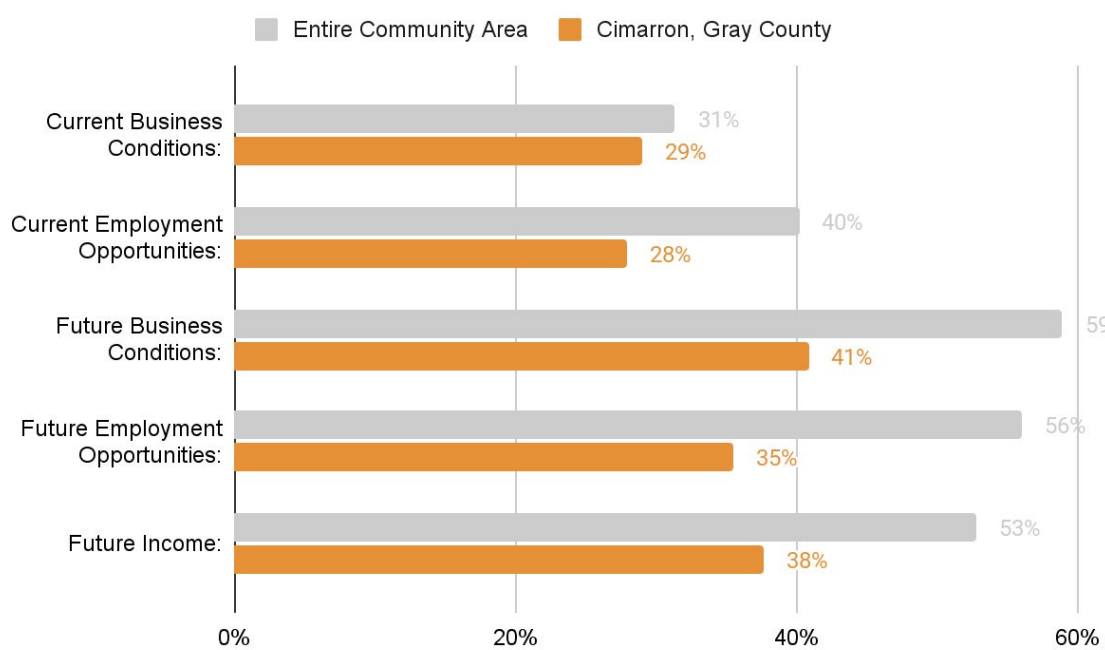
Confidence In Our Local Economy

Economic Summary:

Respondents generally view the economic conditions of their community as stable, though with a slightly lower outlook on all factors than that of the other communities. Many believe the business conditions are normal, with some seeing future improvement. Moving forward, the community should focus on encouraging local entrepreneurship, supporting existing businesses, and improving job opportunities. Additionally, fostering partnerships with educational institutions to provide training and upskilling can help meet future employment needs. With a bit of encouragement, the future business conditions and employment opportunities could increase.

Addressing infrastructure needs, such as enhancing transportation and technology, is also crucial for economic growth. Improved infrastructure can attract new businesses and facilitate smoother operations for existing ones. Encouraging investment in renewable energy and sustainable practices can position the community as a forward-thinking, environmentally responsible area, potentially attracting green businesses and creating new jobs. Developing a strategic economic plan that includes these elements will help ensure long-term economic resilience and prosperity, benefiting all residents.

Our Economic Perceptions

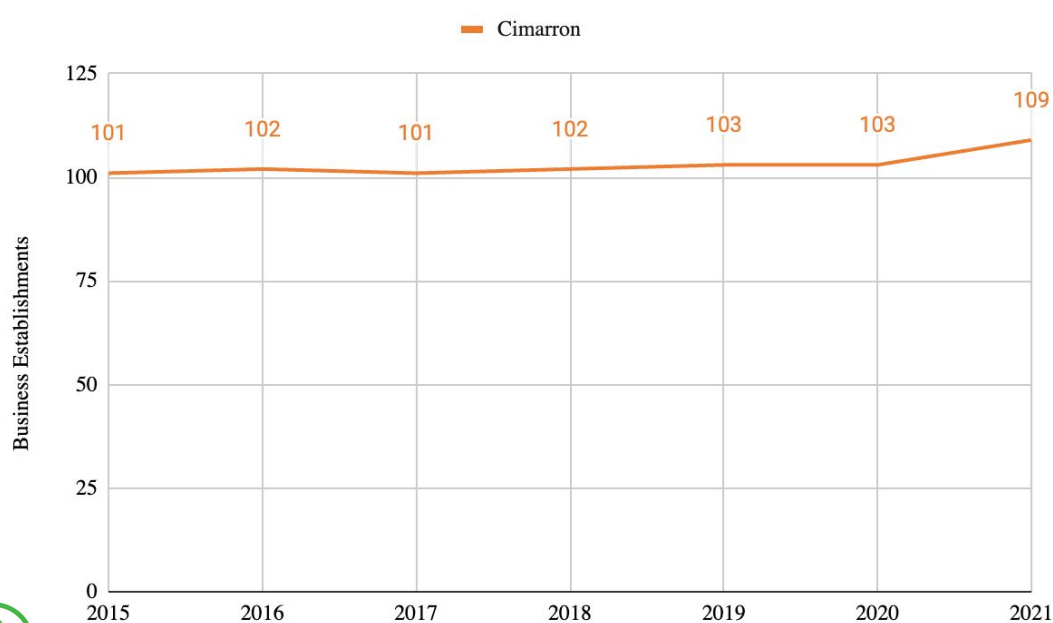


Cimarron's expectations were consistently lower than the Overall community.

Businesses Needed In Our Town:

1. Childcare/Daycare
2. Affordable Housing
3. Cafe/Diner/Restaurant
4. Community and Recreation Centers
5. Volunteer and Community Engagement Opportunities
6. Entrepreneurship Resource and Consulting Center
7. Physical Fitness and Recreational Facilities
8. Healthcare Services (Dentist Office, Physical Therapy Clinic, Full-Time Physician)
9. Mental Health Services (Counselor)
10. Retail Stores (Clothing/Shoes Store)

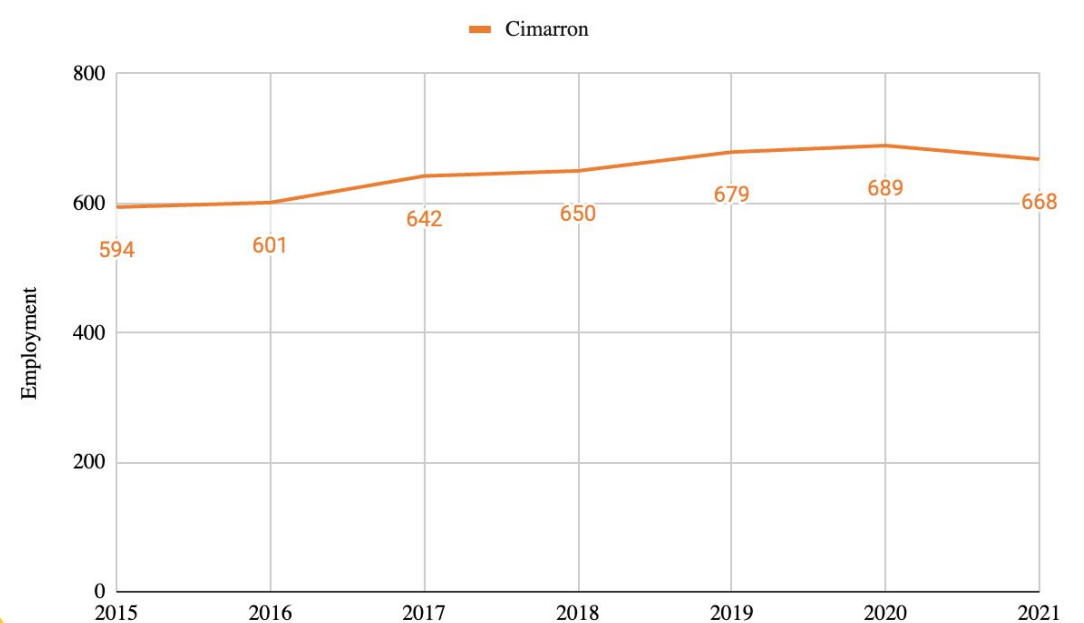
Businesses in Our Town



Data source:USCB, County Business Patterns

Number of businesses is relatively steady

10 Year Shift in Local Jobs

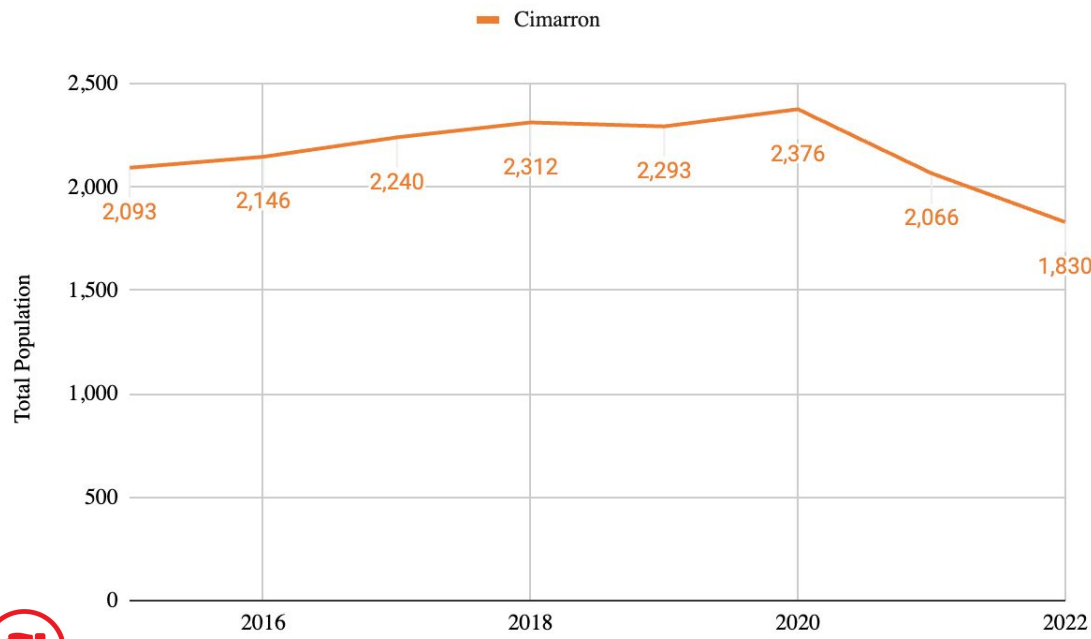


Data source:USCB, County Business Patterns

Shift in Local Jobs is relatively steady

Local Economic Indicators

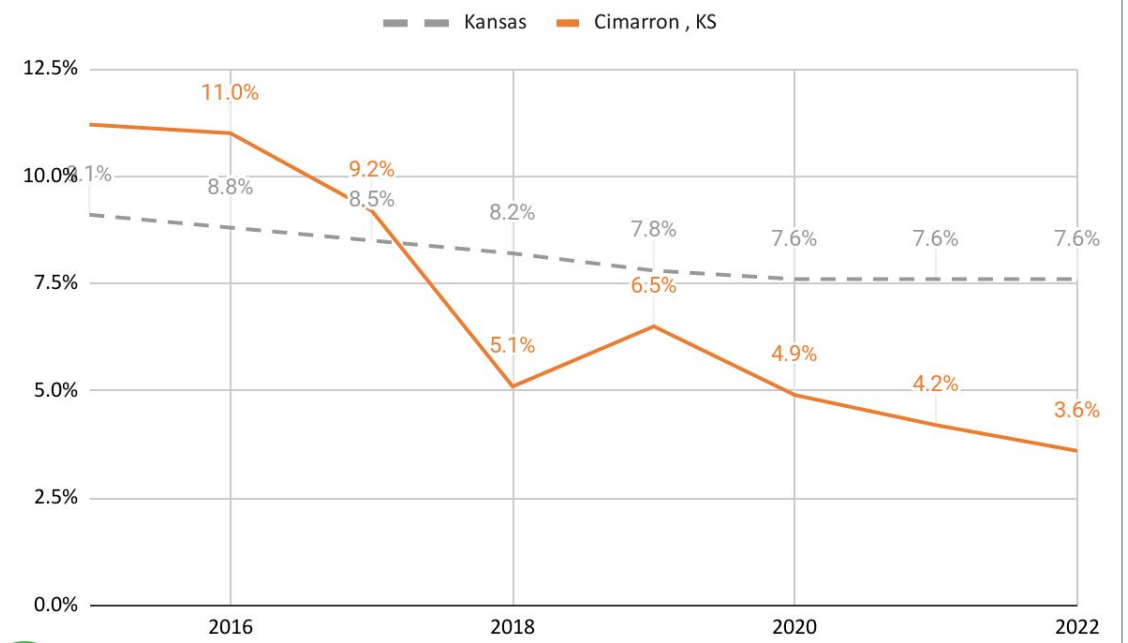
Overall Population Trend



Data source:USCB, ACS 5-Yr Avg



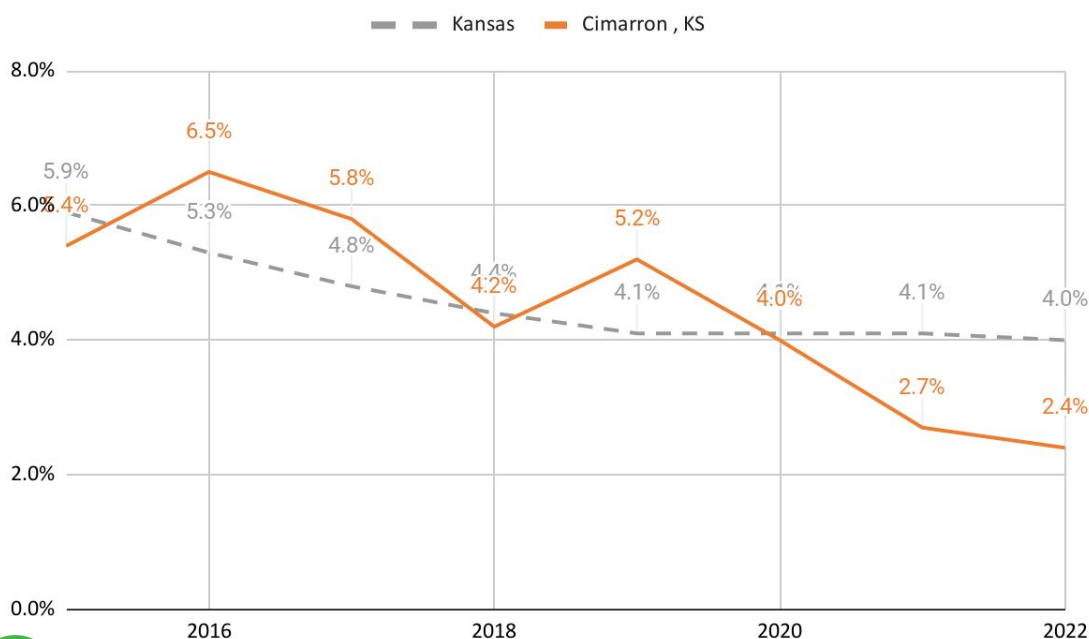
Local Poverty Rate



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



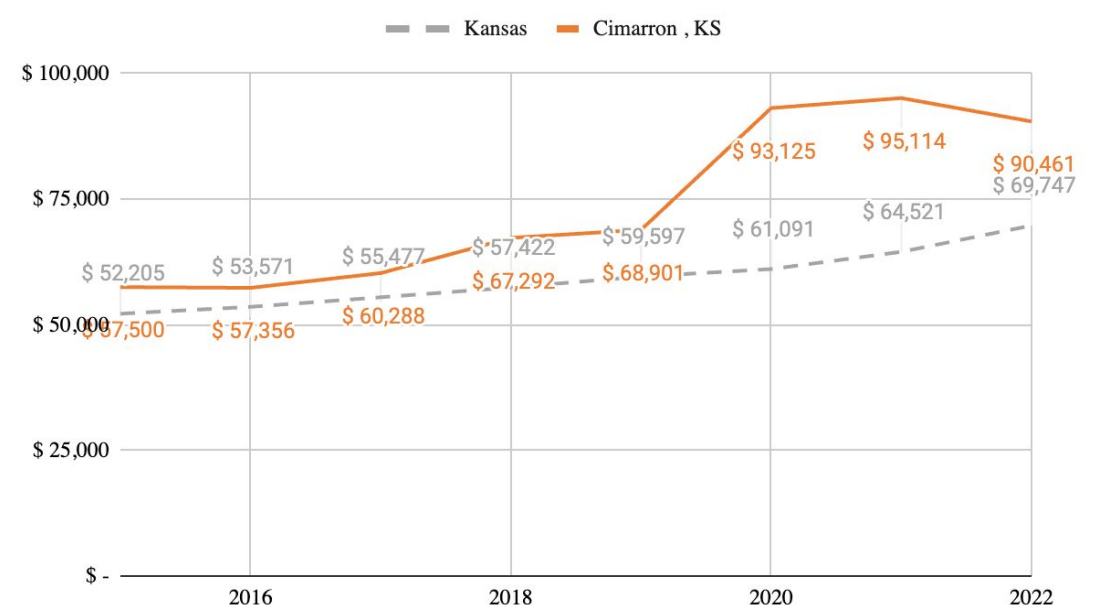
Local Unemployment Rate



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



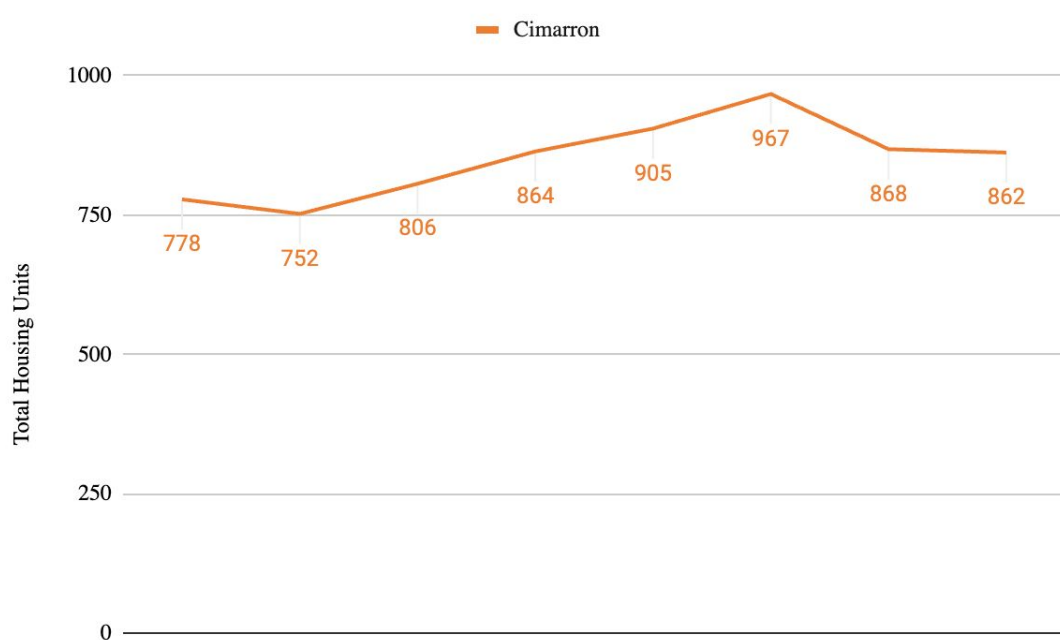
Median Household Income



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



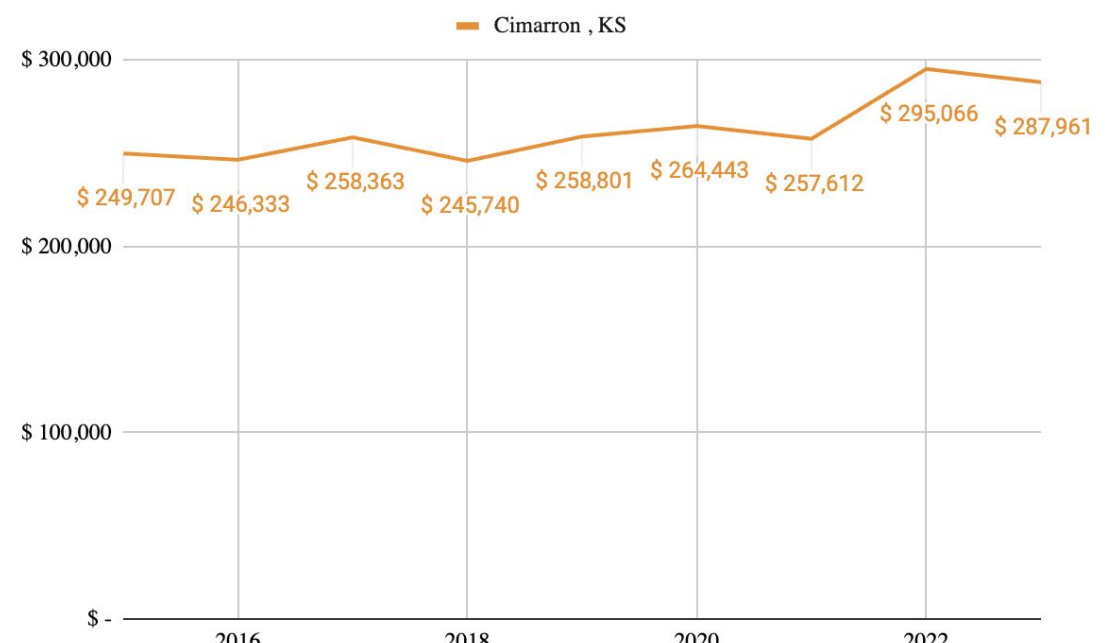
Total Housing Units



Data source:USCB, ACS 5-Yr Avg



Annual Sales Tax Collection



Data source:Kansas Dept of Revenue



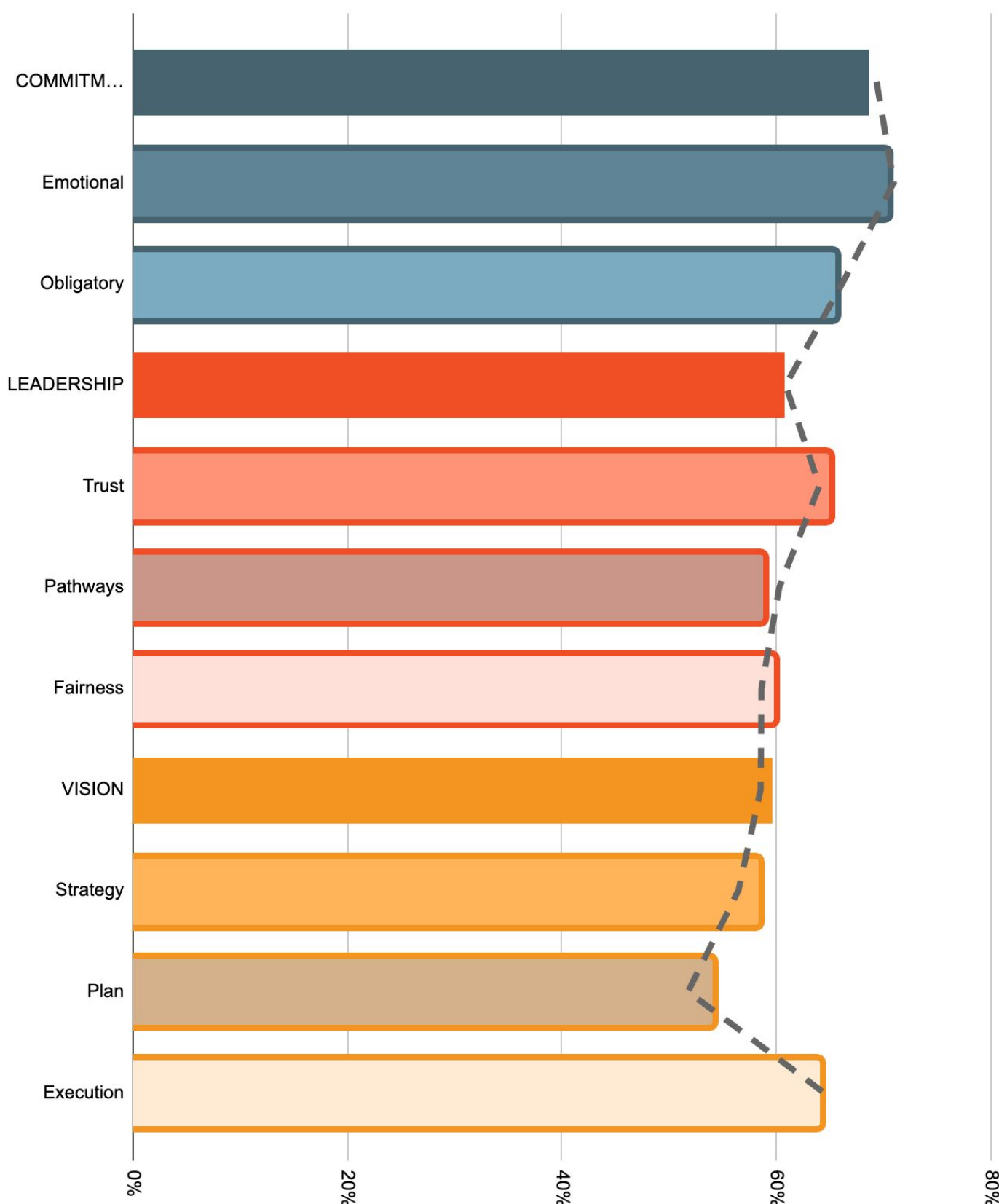
Confidence In Our Local Community

Engagement Summary:

Community engagement is a mix of positive sentiments and areas needing improvement. Many respondents feel a strong sense of belonging and loyalty, and are proud of their community's achievements. However, concerns about leadership effectiveness and community direction are significant. Enhancing leadership transparency and responsiveness, along with developing a clear community plan, could address these issues. Strengthening pathways for resident involvement in decision-making and leadership roles is also crucial for boosting engagement and trust.



How do our residents view our community?



The biggest challenge is the perceived lack of clear direction and responsive leadership. Many feel their concerns are not adequately addressed. The biggest opportunity lies in the strong sense of belonging and pride among residents, which can be harnessed to foster greater community involvement and proactive development.

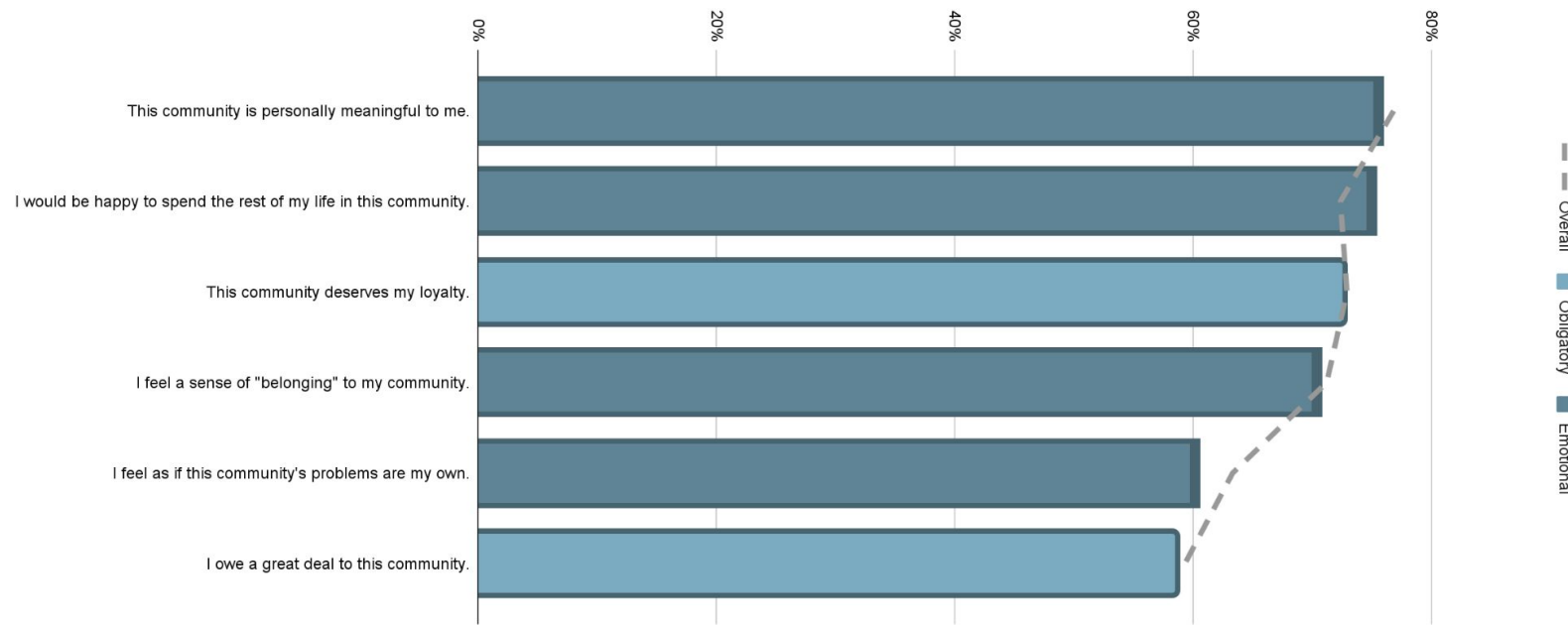
What specific community programs would enhance your sense of belonging and engagement?

What areas of infrastructure improvement do you believe are most critical for community development?



Confidence In Our Local Community

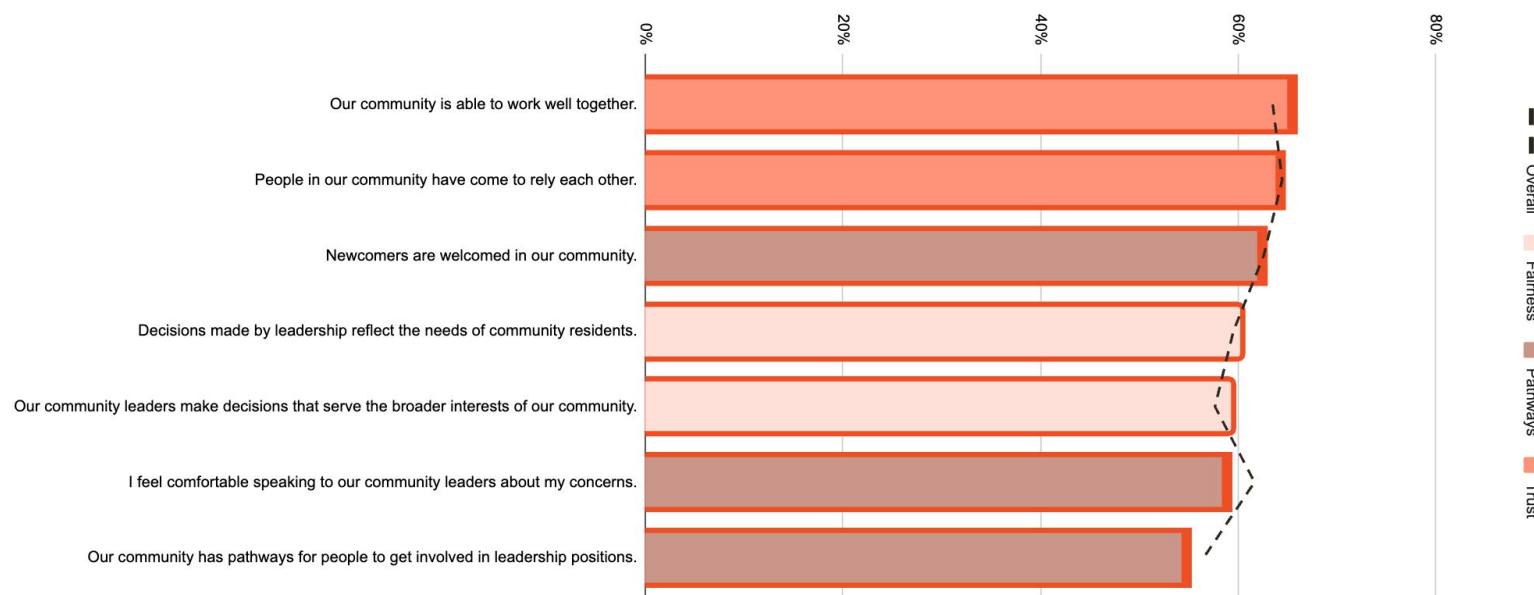
Community Confidence: Personal Commitment



The biggest challenge is the feeling that individual concerns are not adequately addressed by leadership. The opportunity lies in the strong personal commitment many residents have towards their community. Harnessing this commitment through more inclusive and responsive leadership practices can drive positive change.

What barriers currently prevent you from being more involved in community activities?

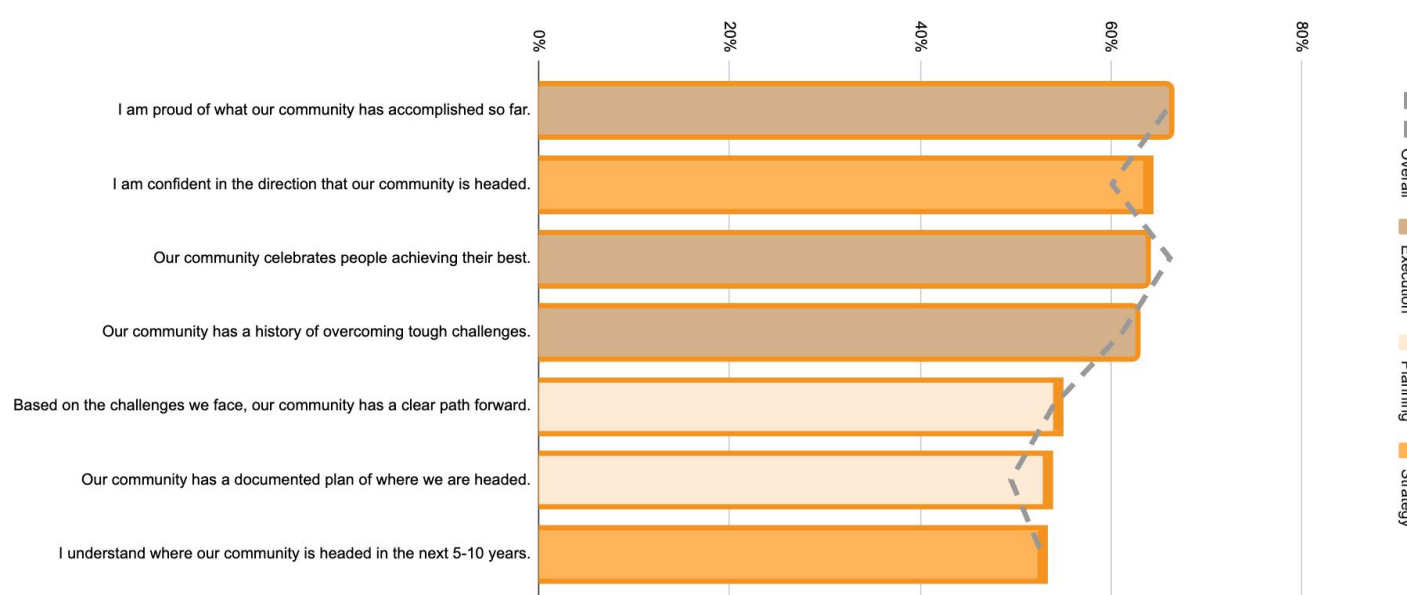
Community Confidence: Local Leadership



The biggest challenge is the perceived ineffectiveness and lack of responsiveness of local leadership. The opportunity for growth lies in improving transparency and communication between leaders and residents, and developing more inclusive decision-making processes.

How can leaders improve their communication with residents?

Community Confidence: Vision



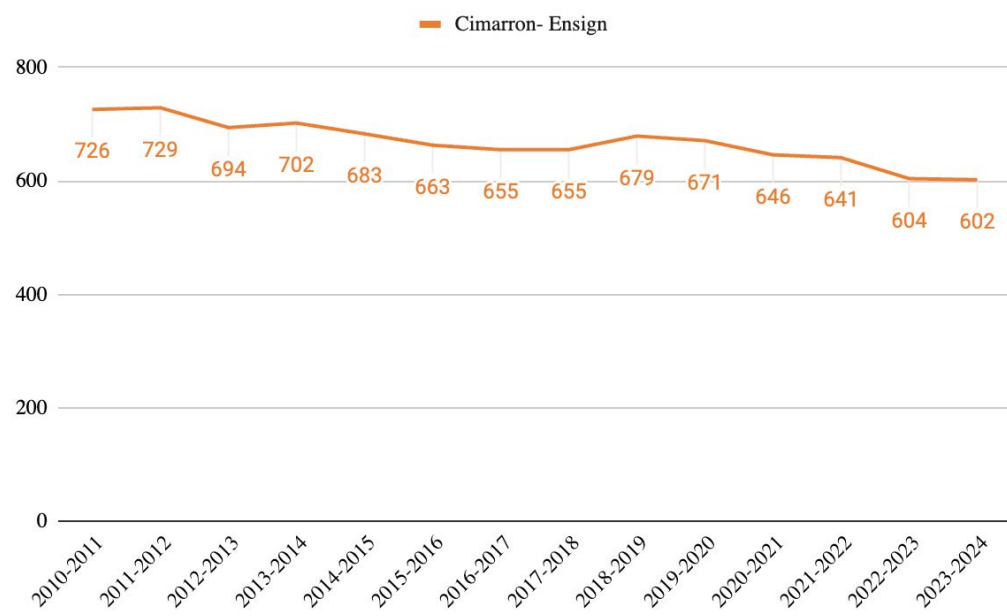
The biggest challenge is the lack of a clear and documented plan for the community's future. The opportunity lies in leveraging the community's history of overcoming challenges to develop a forward-looking vision that includes all residents.

How can we better document and communicate our community's plans?

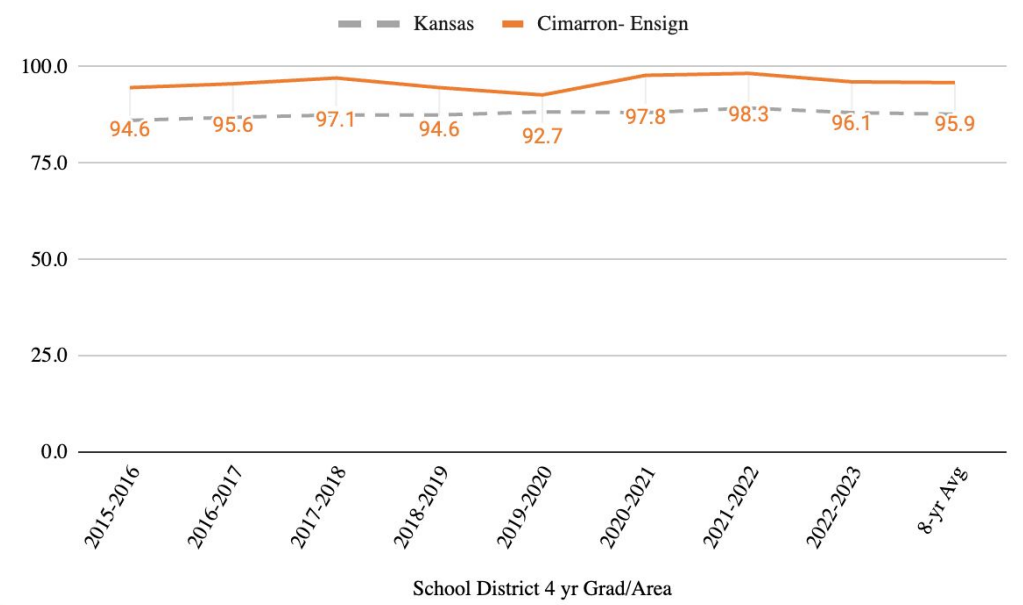
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

Local Community Indicators

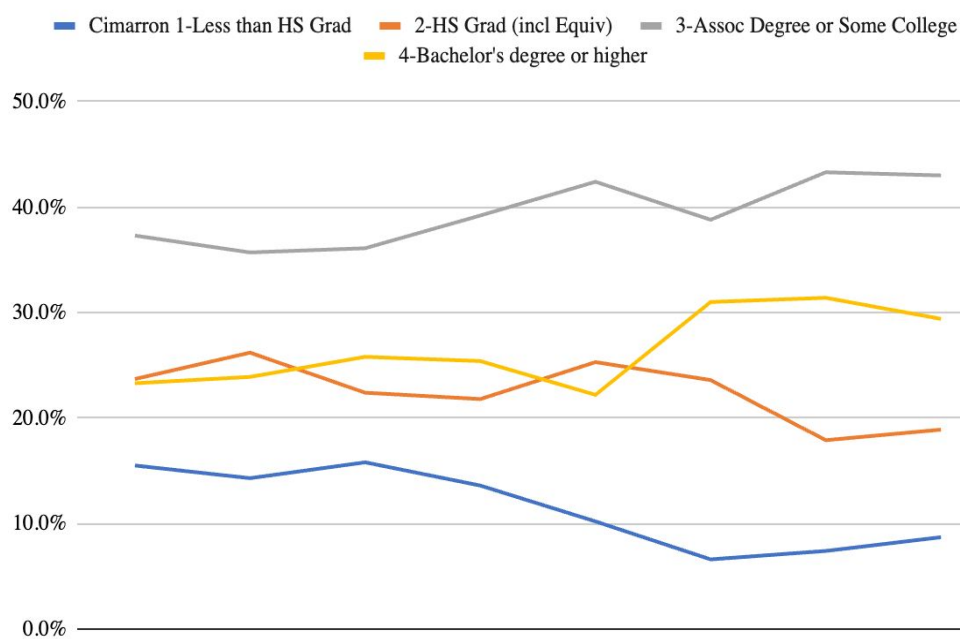
Local School Enrollment



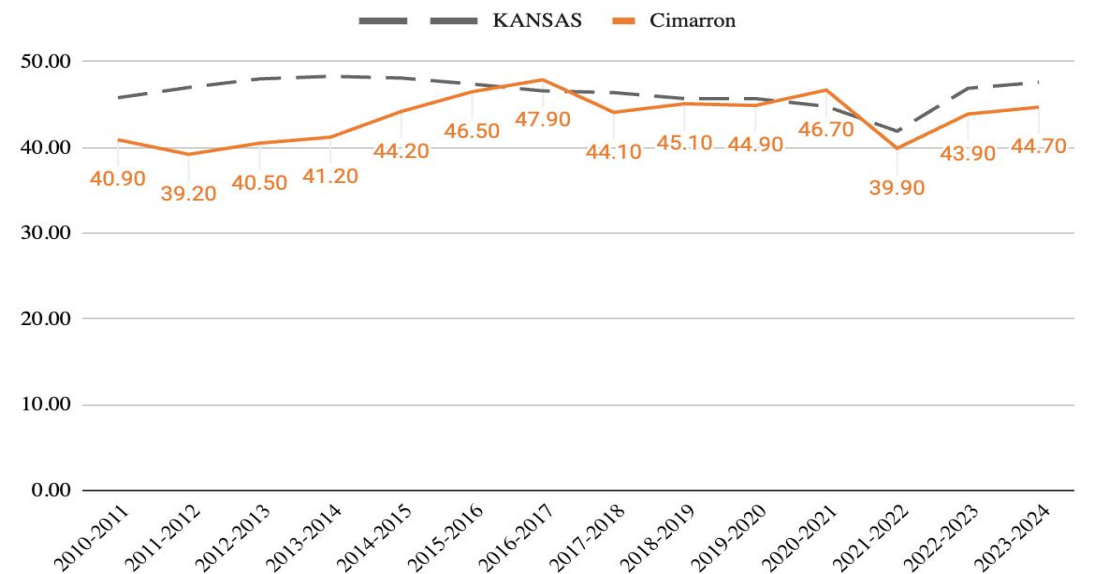
High School 4 Year Graduation Rate



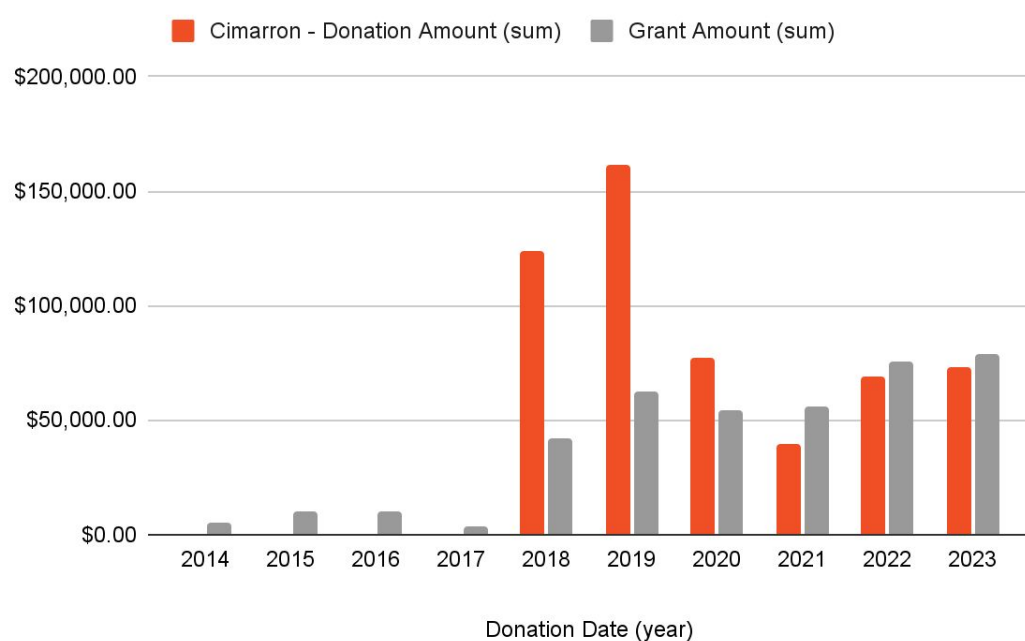
Local Educational Level



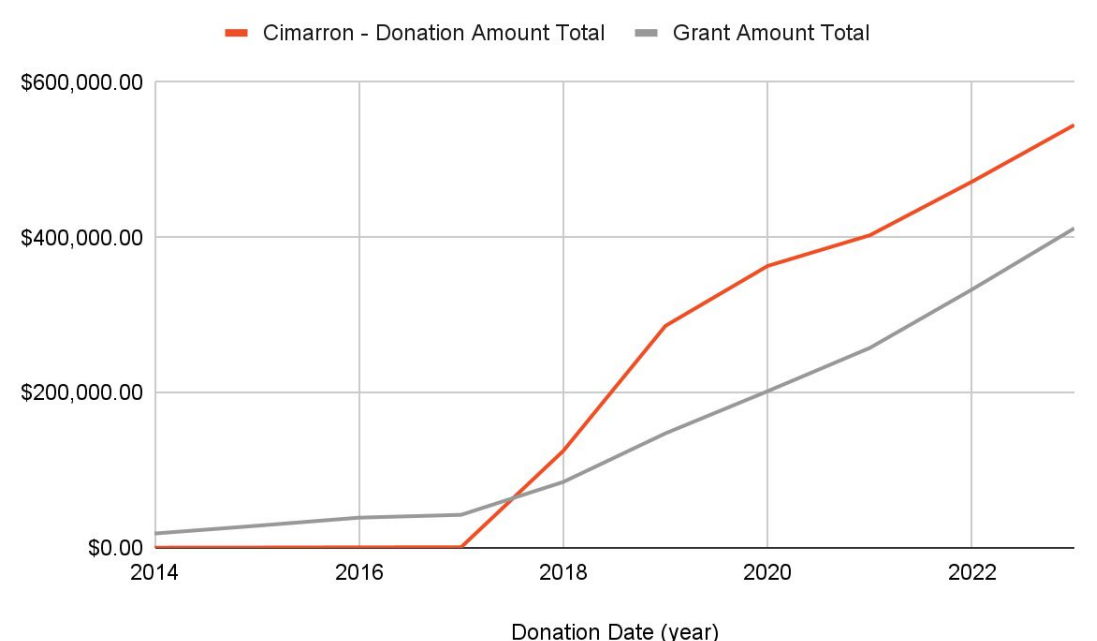
School District % Free-Reduced Price Lunch



Western Kansas Community Foundation: Annual Dollars Raised & Invested



Western Kansas Community Foundation: Compound Dollars Raised & Invested



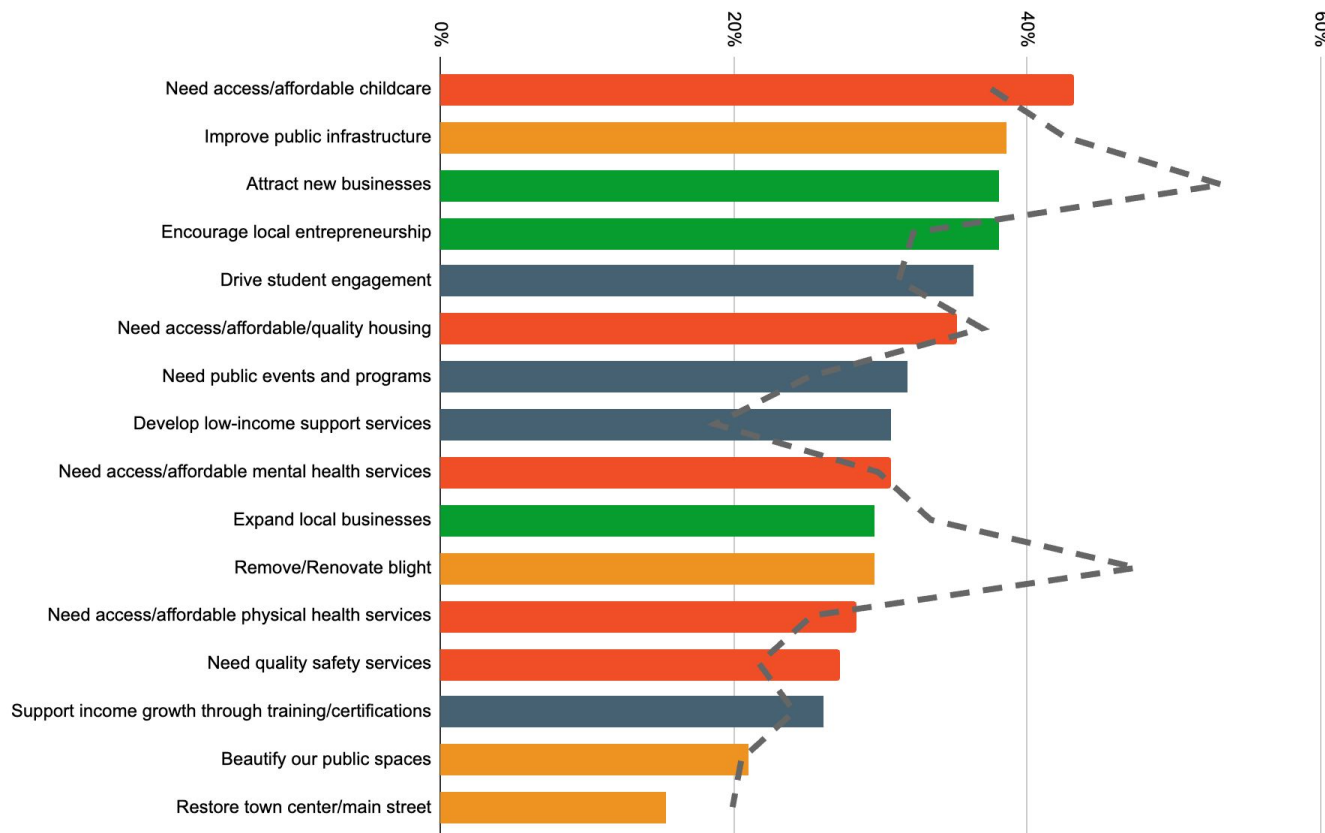
Community Priorities

Priorities Summary:

Top priorities focus on economic resilience, with a strong emphasis on local entrepreneurship and business support. Improving public infrastructure, such as transportation and technology, is also a key concern. Community engagement and creating programs to support social, esteem, and self-needs are highlighted as essential for development. Moving forward, it is crucial to align development efforts with these priorities, ensuring that economic growth is accompanied by enhanced community engagement and infrastructure improvements.

■ Health
 ■ Placemaking
 ■ Economy
 ■ People
 ■ Average Western Kansas Score

2024 Program Priorities

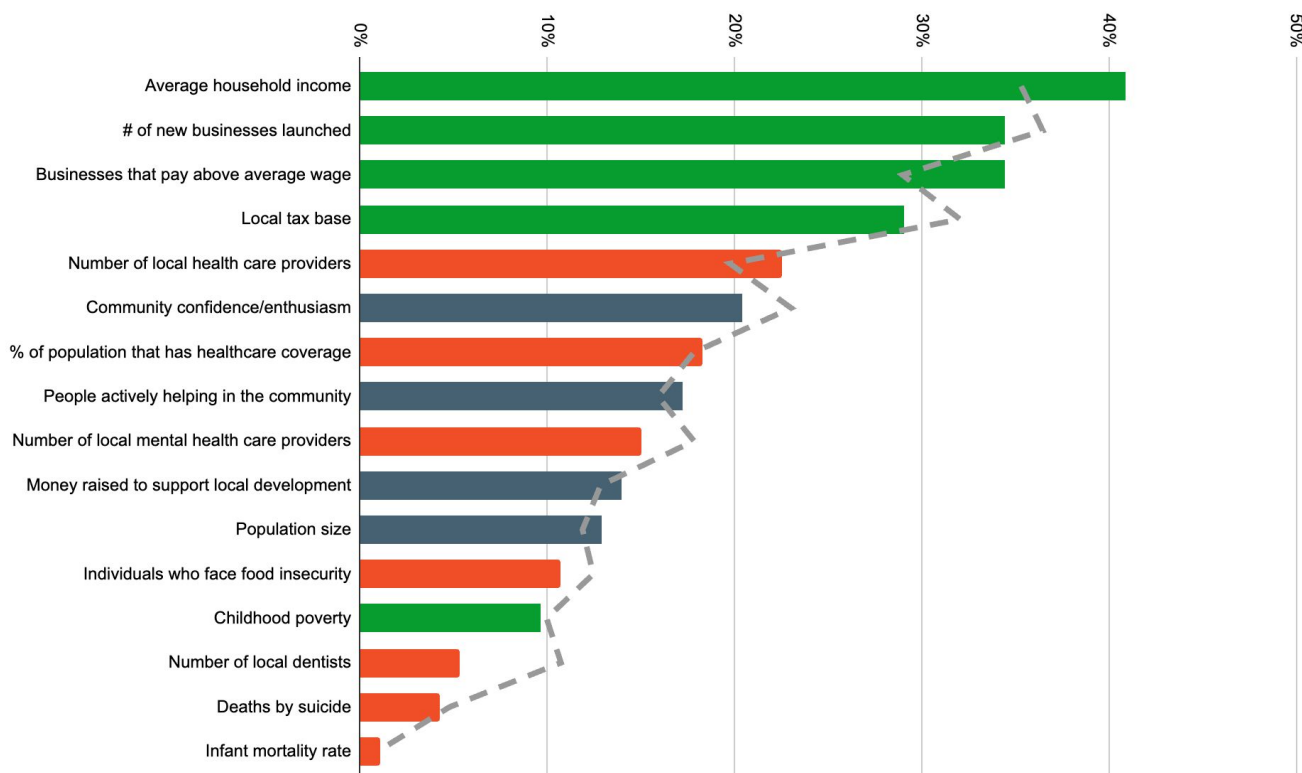


Vibrant Place: Many respondents have highlighted the importance of improving public infrastructure and removing or renovating run-down properties. These actions are seen as essential to enhancing the overall aesthetic appeal of the community and making it a more attractive place to live and visit. Improved infrastructure, including better roads, public spaces, and utilities, is crucial for fostering a vibrant community atmosphere.

Resilient Economy: A significant focus is on encouraging local entrepreneurship and expanding local businesses. Respondents believe that supporting local entrepreneurs will stimulate economic growth, create jobs, and diversify the local economy. This includes providing resources and support for small businesses, facilitating access to capital, and creating a conducive environment for business innovation and growth.

Engaged Citizens: Creating and refining programs that promote citizen engagement is another top priority. This involves developing initiatives that encourage community members to participate in local governance, volunteer activities, and community events. By fostering a culture of engagement, the community can build stronger social bonds and empower residents to take an active role in shaping their future.

2024 Priority Metrics



Economy: Key metrics include the childhood poverty rate and the number of new businesses launched annually. Reducing childhood poverty is vital for long-term prosperity, while encouraging new businesses fosters economic growth.

Community Engagement: Metrics such as the number of people participating in community activities for over five hours per month indicate civic involvement and social cohesion, essential for a resilient community.

Health: Focus on the percentage of the population with healthcare access and the number of deaths by suicide. These metrics highlight public health challenges and the importance of mental health.

Safety: Crime rates and traffic incidents are critical indicators of public safety and well-being, reflecting the effectiveness of safety initiatives.

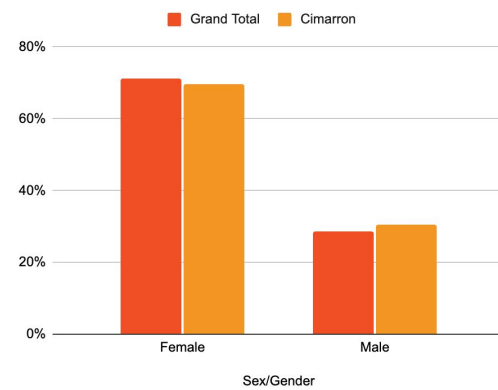
Survey Respondents

Number of Participants



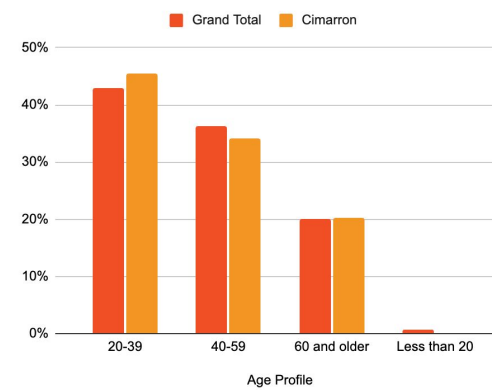
The largest demographic group captured in the survey are respondents aged 40-59, indicating significant input from this age group.

Gender



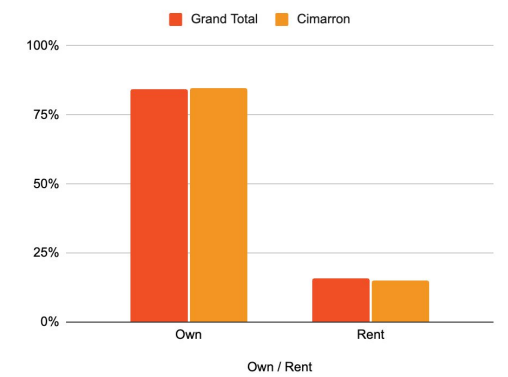
Female respondents generally express a stronger sense of belonging and pride in the community compared to male respondents, highlighting different engagement levels.

Age Profile



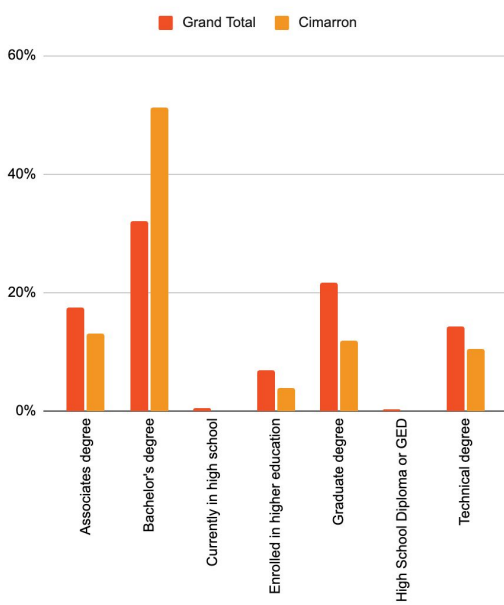
Respondents aged 40-59 are most active in the survey, indicating this age group has strong opinions about community conditions and priorities.

Residential Status



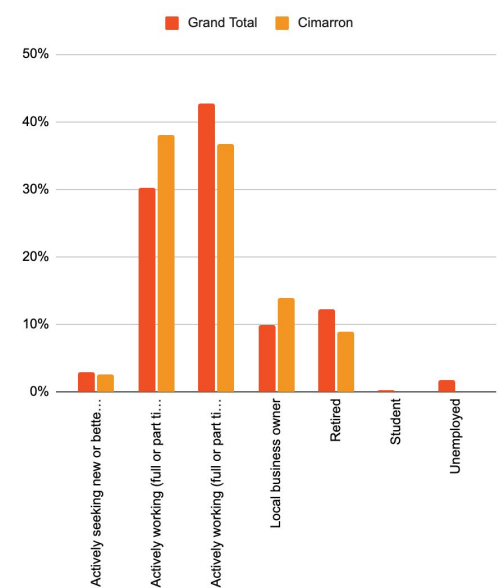
Homeowners express more confidence in the community's direction compared to renters, indicating a stronger investment in local development.

Education Level



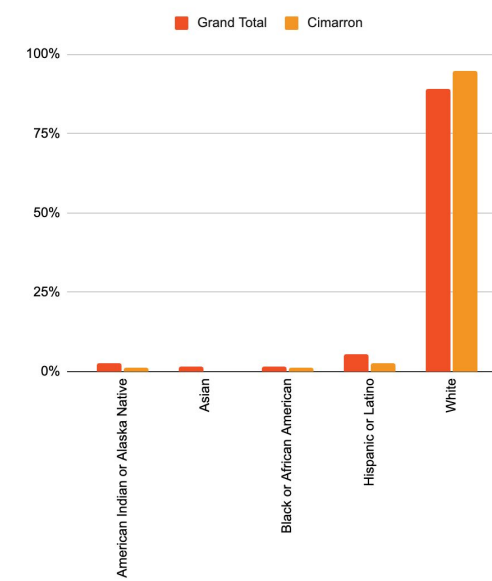
Respondents with higher education levels tend to have more critical views on leadership and community planning, suggesting a demand for more informed and strategic decision-making.

Employment Status



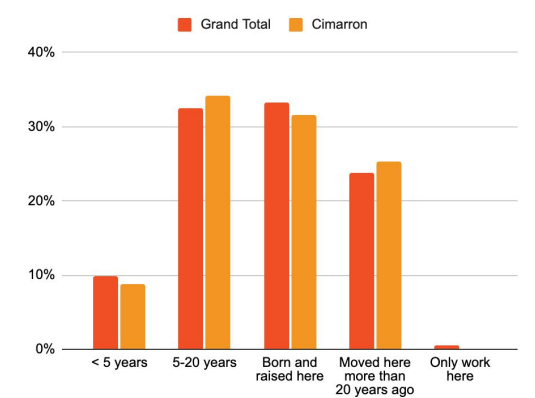
Local business owners and those in public service roles are particularly vocal about the need for better economic opportunities and infrastructure improvements.

Ethnicity



Not enough data to analyze.

Years lived in location



Those who have lived in the community for more than 20 years express a deep sense of loyalty and commitment, but also a desire for more proactive leadership and community planning.

■ Town Score
■ Average Overall Score

41 Number of people who expressed an interest in volunteering to better the community
41 of 101 (41%)