



Western Kansas Community Foundation

2024 Community Benchmark Report

City of Hugoton, KS

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Innovation Economy Partners
OUR FOCUS: IMPACT AND OUTCOMES

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What Makes Our Community Special?

Residents of our community find its special qualities deeply rooted in its ability to meet essential needs and foster a sense of safety and belonging. The most frequently mentioned assets include the grocery store, water supply, and organizations like Project Hope, which ensure that even the most vulnerable residents are cared for. Safety is upheld by well-regarded local institutions, including the police and fire departments, as well as the hospital and EMS services, contributing to a strong sense of personal security. Social, esteem, and self-needs are supported by community spaces such as churches, schools, and the local movie theater, where residents gather and connect. While these amenities are valued, there is a noticeable desire for more opportunities to engage socially within the community. The sense of belonging and the close-knit nature of the community are clear strengths, but there is also recognition that more could be done to enhance social life and ensure that all residents feel fully included and supported in their personal growth and social connections. Overall, the community is seen as a place where basic needs are met, safety is a priority, and there is potential for greater social engagement.

The Leaders That Make Our Community Special



Executive Summary:

The survey results highlight a strong sense of community among residents, with a particular emphasis on the value of safety and basic needs. While there is confidence in local leadership, especially in terms of economic outlook, residents also express a desire for more social opportunities and enhanced community engagement. Economic conditions are perceived as stable, but there are concerns about future job prospects. Overall, the community is seen as resilient and supportive, with a clear need for continued focus on both economic and social development.

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Local Assets Assessment

The community's assets strongly support basic needs, safety, and social connections. Key assets include the grocery store, water supply, Project Hope, and reliable public safety services.

pg **5, 6**

Economic Confidence

The economic outlook is generally positive, with stable business conditions and income levels. However, future employment opportunities are a concern for many respondents.

pg **7, 8, 9**

Community Engagement Confidence

Community engagement is strong, with residents feeling a deep connection and loyalty to their community. However, there is a need for more structured pathways for leadership and decision-making that reflect broader community interests.

pg **10**

Critical Community Priorities

Respondents prioritize economic development, focusing on job creation, business growth, and infrastructure improvements. Community well-being, including health and safety, is also a top priority.

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Survey Respondent Profile

The survey captured a diverse cross-section of the community, with most respondents being long-term residents. A significant portion are homeowners with varied educational backgrounds, reflecting a mix of occupations.

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:

The community's assets are well-regarded for supporting residents' basic needs, safety, and social well-being. For physiological needs, the grocery store, water supply, and Project Hope are frequently mentioned as crucial resources ensuring that residents have access to food, water, and essential services. The presence of these resources reflects the community's commitment to caring for all its members, particularly those facing difficulties. Safety needs are addressed through reliable institutions such as the police and fire departments, as well as the hospital and EMS services. These entities contribute significantly to a sense of personal security and community order. In terms of social, esteem, and self-needs, residents value spaces like churches, schools, and the local movie theater, where they can connect with others and participate in community life. However, there is an expressed need for more opportunities for social interaction and community engagement, indicating room for growth in creating a more vibrant social environment. Overall, the community's assets effectively meet essential needs and provide a foundation of safety, while the enhancement of social and recreational opportunities could further strengthen community ties and individual well-being.

Community's Best Assets: PHYSIOLOGICAL NEEDS:

- Grocery store
- Water
- Project Hope
- Safety
- Shelter
- Basic human survival needs
- Utilities are reasonable
- Food and bare necessities
- City crew - water, electricity
- Walking trail at the ballpark
- Coffee shop
- Community support for struggling families
- Affordable utilities
- Food resources like Project Hope and grocery stores
- Water and food access

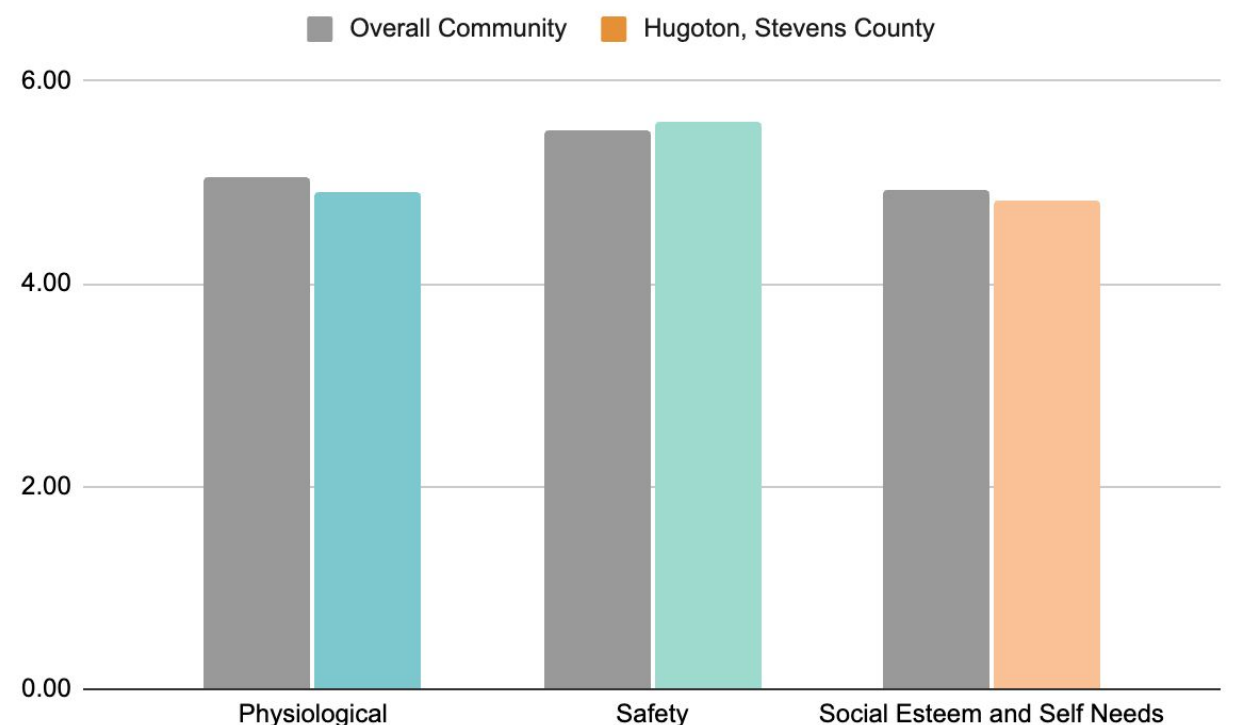
Community's Best Assets: SAFETY NEEDS:

- Police department
- Fire department
- Hospital, EMS, law enforcement
- Source of income
- Personal security
- Order in the community
- Good police and sheriff departments
- Police and fire departments
- School safety
- My job
- Community resources
- Personal security and order
- Police presence
- School, police, and sheriff officers
- Emergency services

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

- Church
- Local movie theater
- School functions
- Community events like park day and library activities
- A few good shops
- High Plains Theatre
- Hugoton Rec
- Family and community connections
- School, clubs, and library
- Intimacy in the community
- Community sense of belonging
- Social spaces like boutiques
- Community and purpose
- Movie theater & school events
- School activities and the gym

MASLOW'S HIERARCHY OF NEEDS

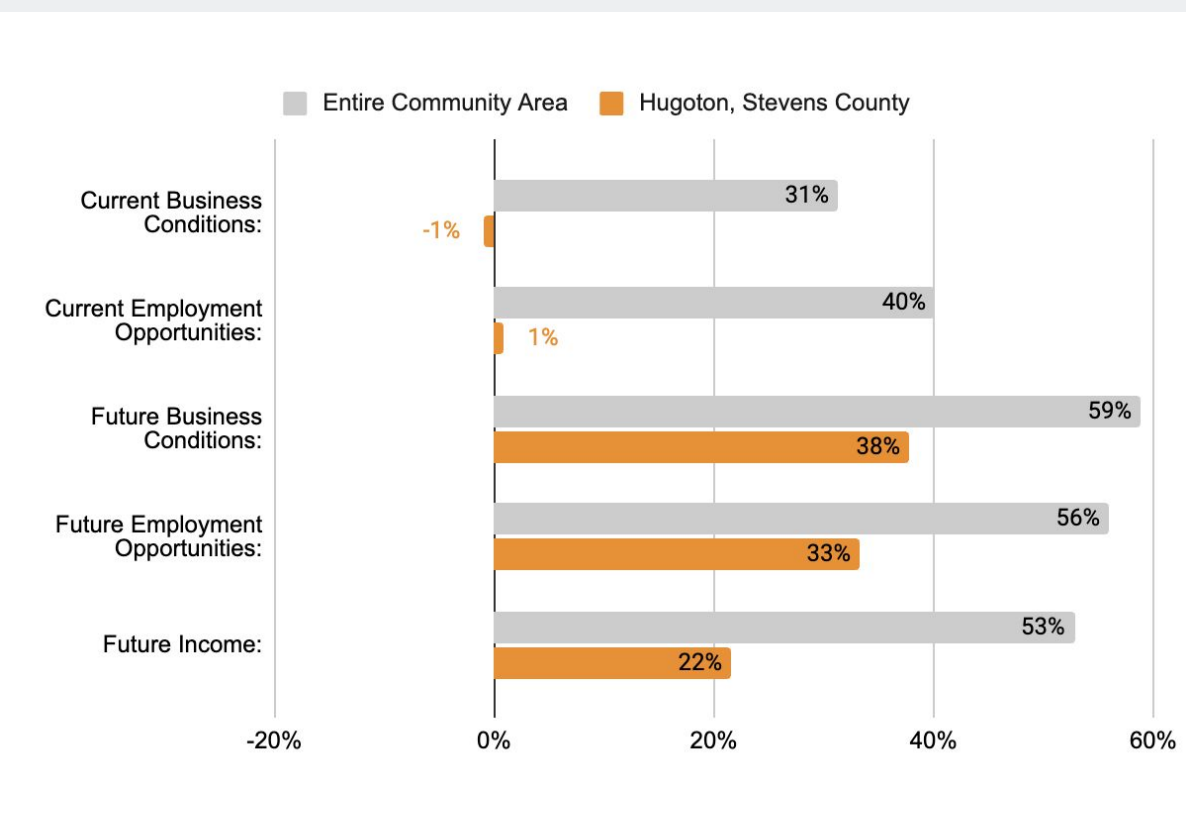


Confidence In Our Local Economy

Economic Summary:

The economic conditions in the community are stable, with most respondents feeling confident about current business conditions and income levels. However, there is concern about future employment opportunities, which could impact overall economic confidence. To maintain economic stability and growth, the community should focus on creating more jobs and supporting local businesses. Encouraging entrepreneurship and attracting new industries could be key strategies. Additionally, investing in education and skills development will be critical to ensure that residents are prepared for future economic challenges. By fostering a resilient economy that adapts to changing conditions, the community can secure a prosperous future for all its residents.

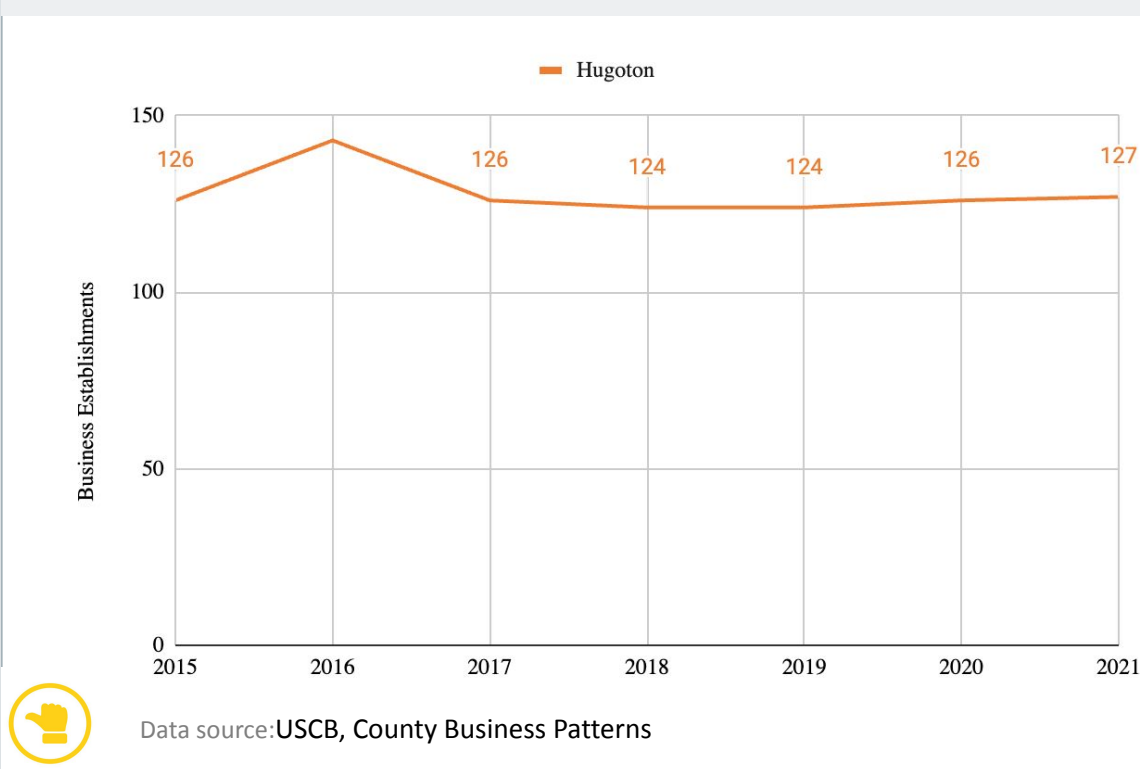
Our Economic Perceptions



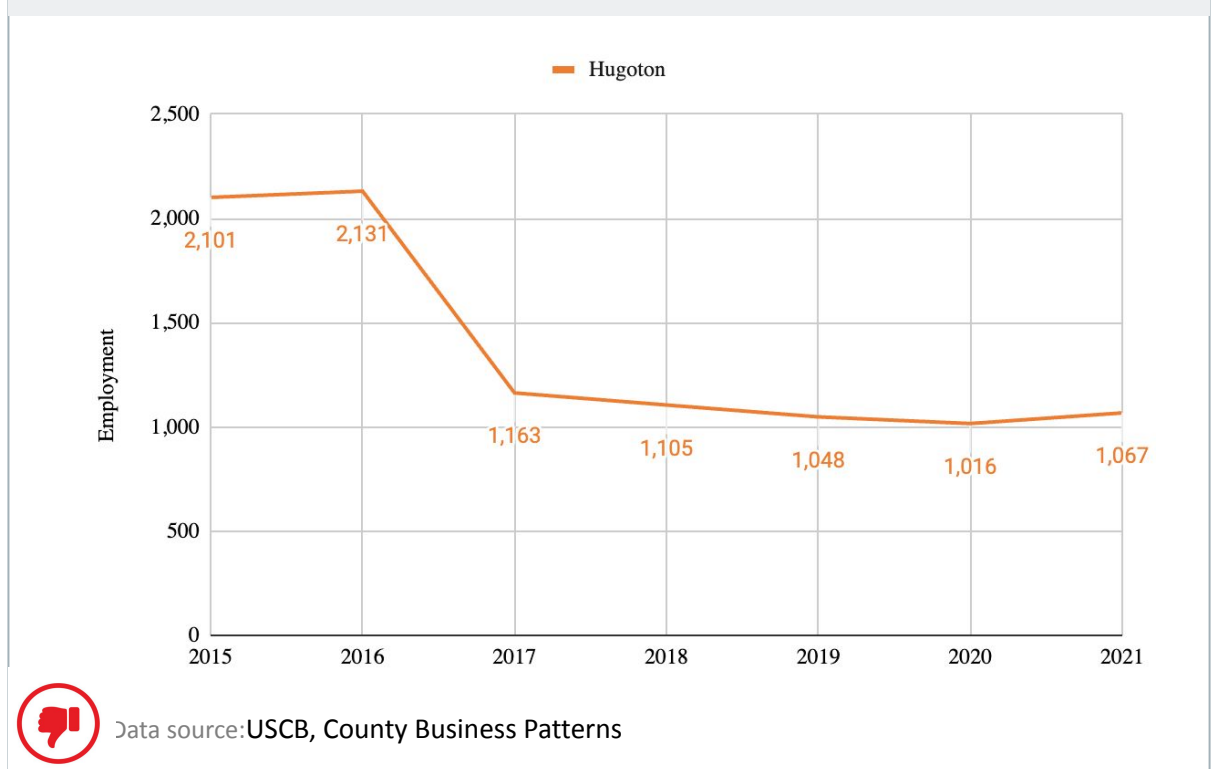
Businesses Needed In Our Town:

1. Sonic
2. Daycare
3. Clothes cleaners
4. Variety of Upscale restaurants (e.g., steakhouse)
5. Updated schools & facilities
6. Entertainment options
 - a. (bowling alleys / bike paths)
7. More jobs for teens and older people, plus fast food choices
8. Affordable food trucks or a food truck event
9. Fast-Food Restaurants
10. Another grocery store

Businesses in Our Town

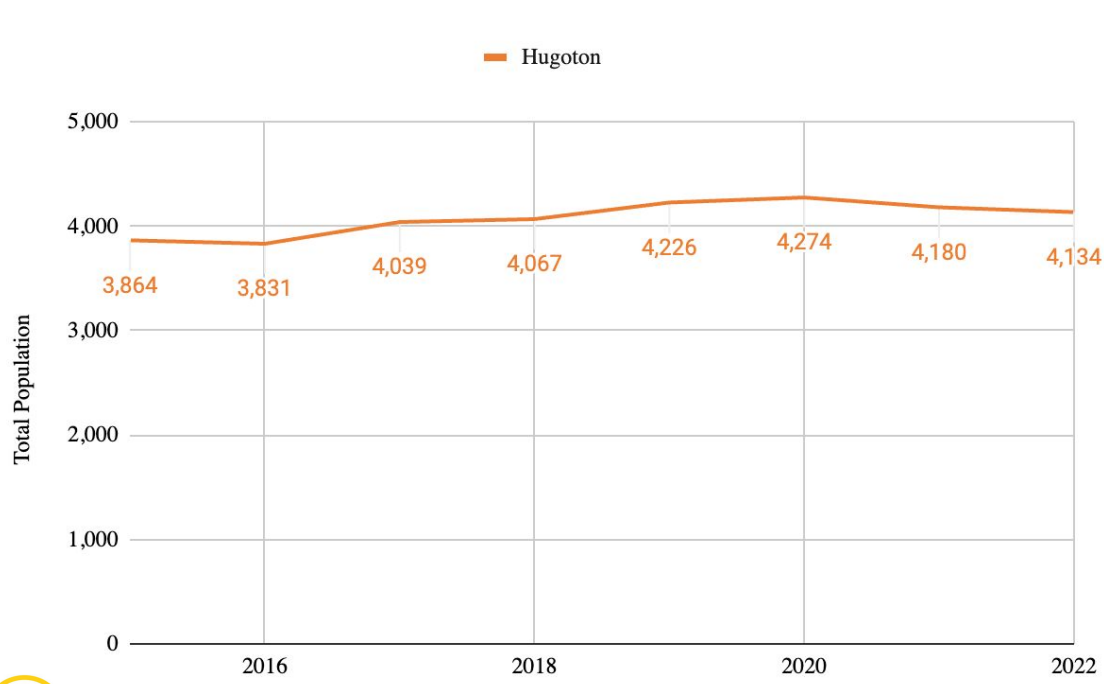


10 Year Shift in Local Jobs



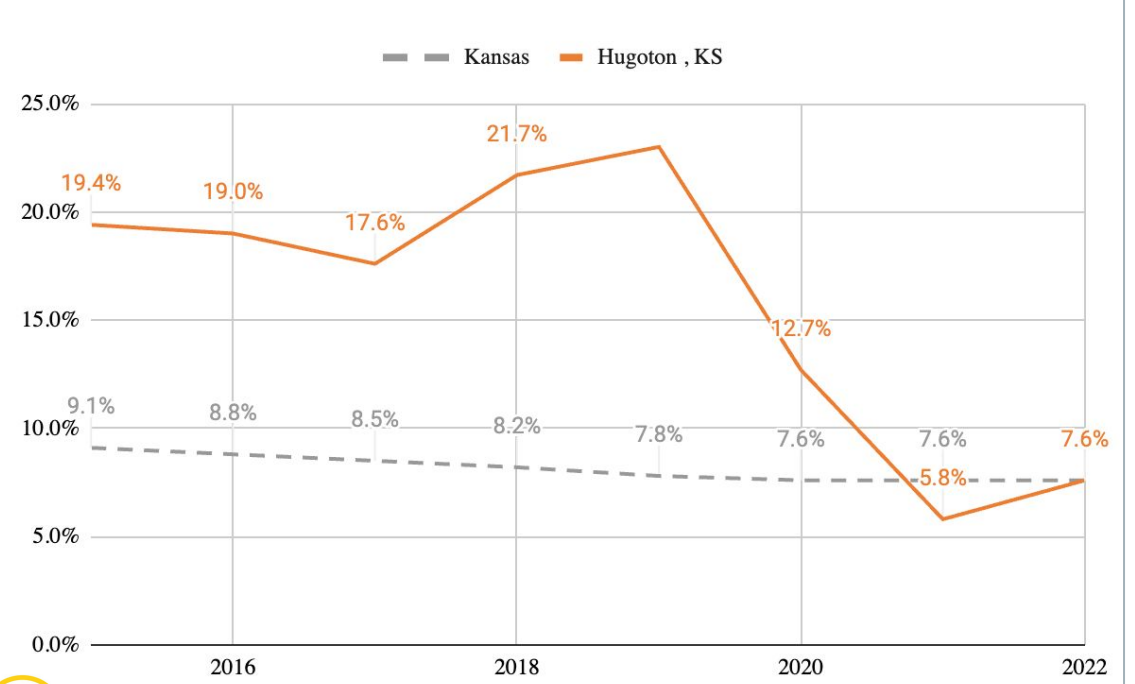
Local Economic Indicators

Overall Population Trend



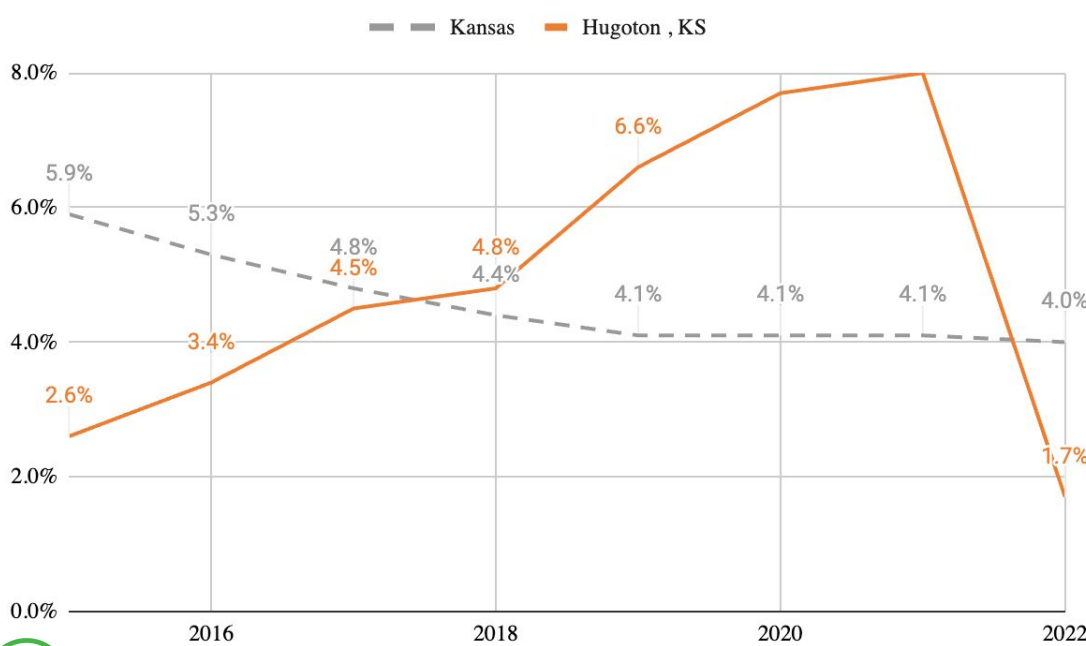
Data source:USCB, ACS 5-Yr Avg

Local Poverty Rate



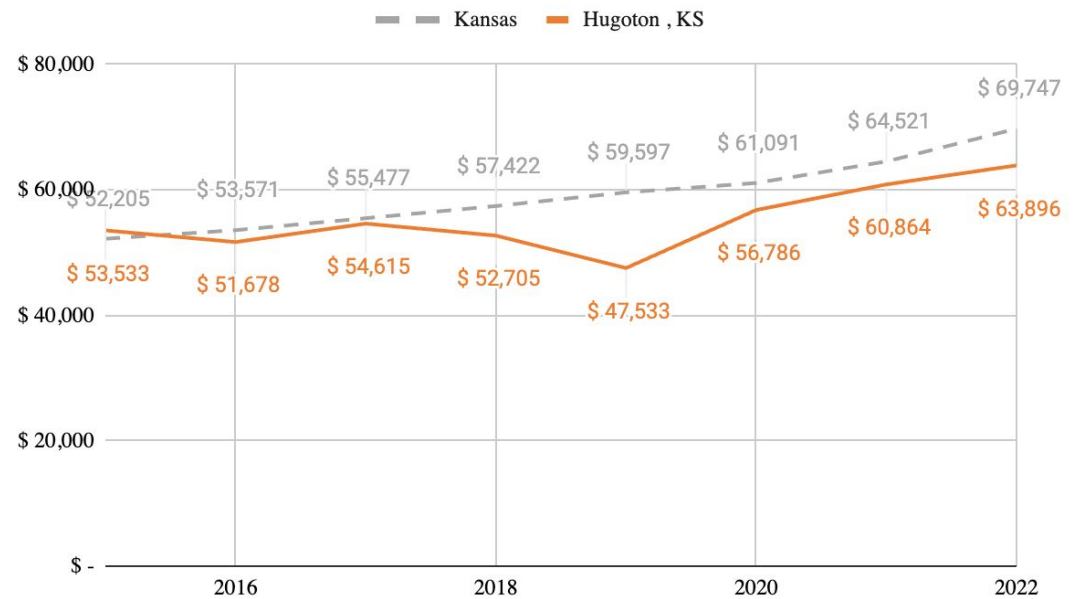
Data source:USCB, American Community Survey, 5-Yr Avg, DP03

Local Unemployment Rate



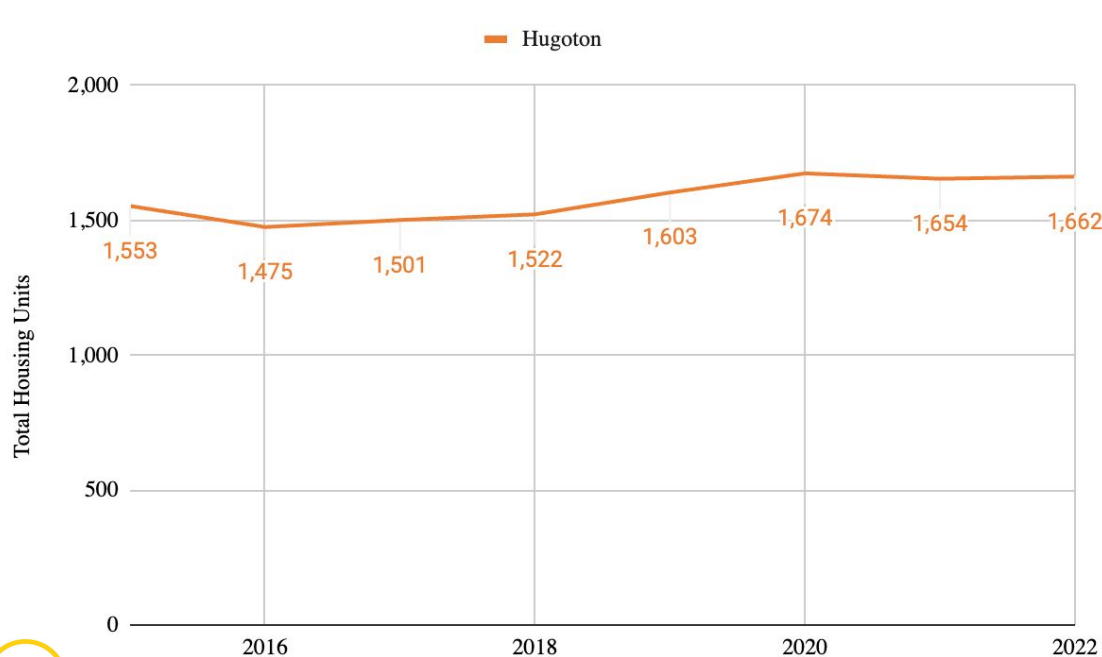
Data source:USCB, American Community Survey, 5-Yr Avg, DP03

Median Household Income



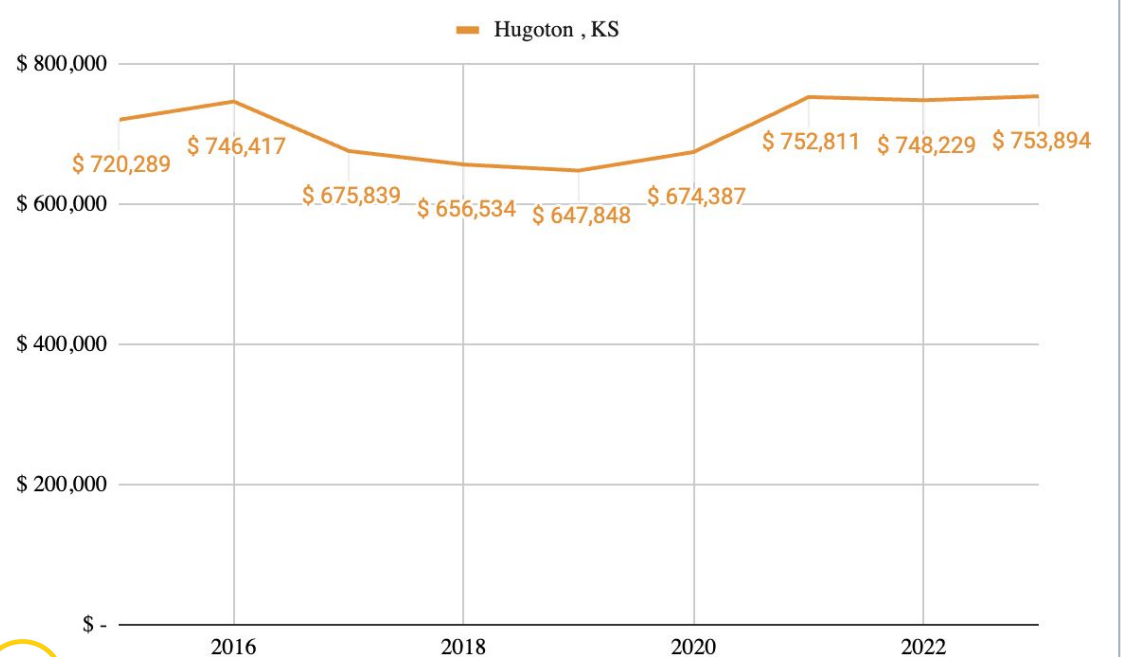
Data source:USCB, American Community Survey, 5-Yr Avg, DP03

Total Housing Units



Data source:USCB, ACS 5-Yr Avg

Annual Sales Tax Collection



Data source:Kansas Dept of Revenue

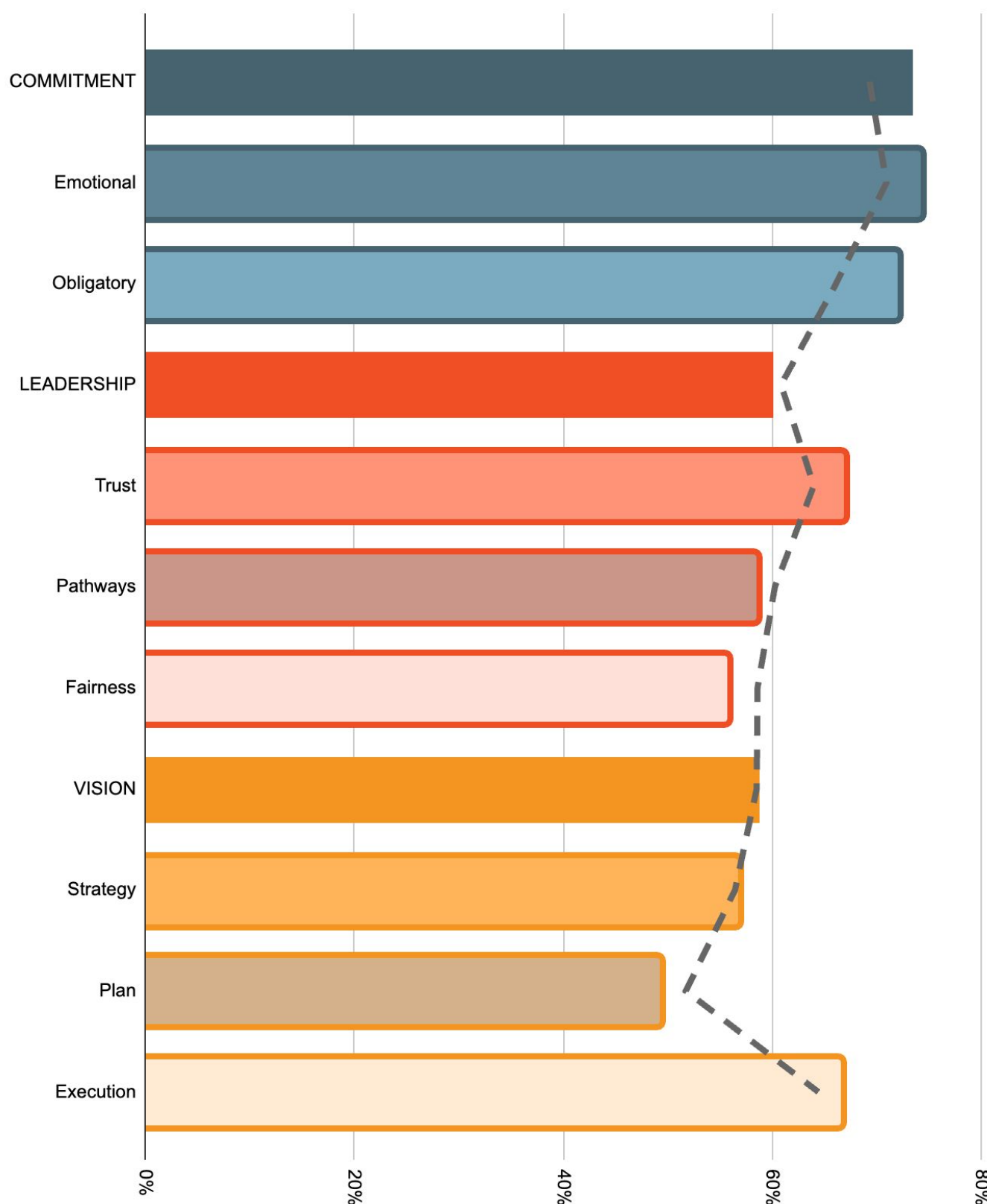
Confidence In Our Local Community

Engagement Summary:

Community engagement is a cornerstone of the community's strength. Most residents express a deep sense of loyalty and belonging, indicating strong social cohesion. However, the survey highlights a need for more structured leadership pathways and decision-making processes that involve a broader spectrum of the community. Enhancing communication between residents and leaders, and providing more opportunities for involvement in leadership roles, could further strengthen community bonds. Additionally, fostering an inclusive environment where newcomers feel welcomed and valued will be essential for maintaining the community's vitality. By continuing to build on its strong foundation of engagement, the community can navigate future challenges more effectively and ensure that all voices are heard.



How do our residents view our community?



Biggest Challenge: One big challenge identified by residents is the need for more planning and community involvement in leadership. While there is a strong sense of belonging, many feel that decision-making processes could be more inclusive and reflective of the broader community's needs.

Biggest Opportunity: The biggest opportunity for growth lies in enhancing community engagement through more transparent and participatory leadership. This includes creating more avenues for residents to get involved in leadership positions and ensuring that decisions made by leaders are well-communicated and aligned with the community's overall vision.

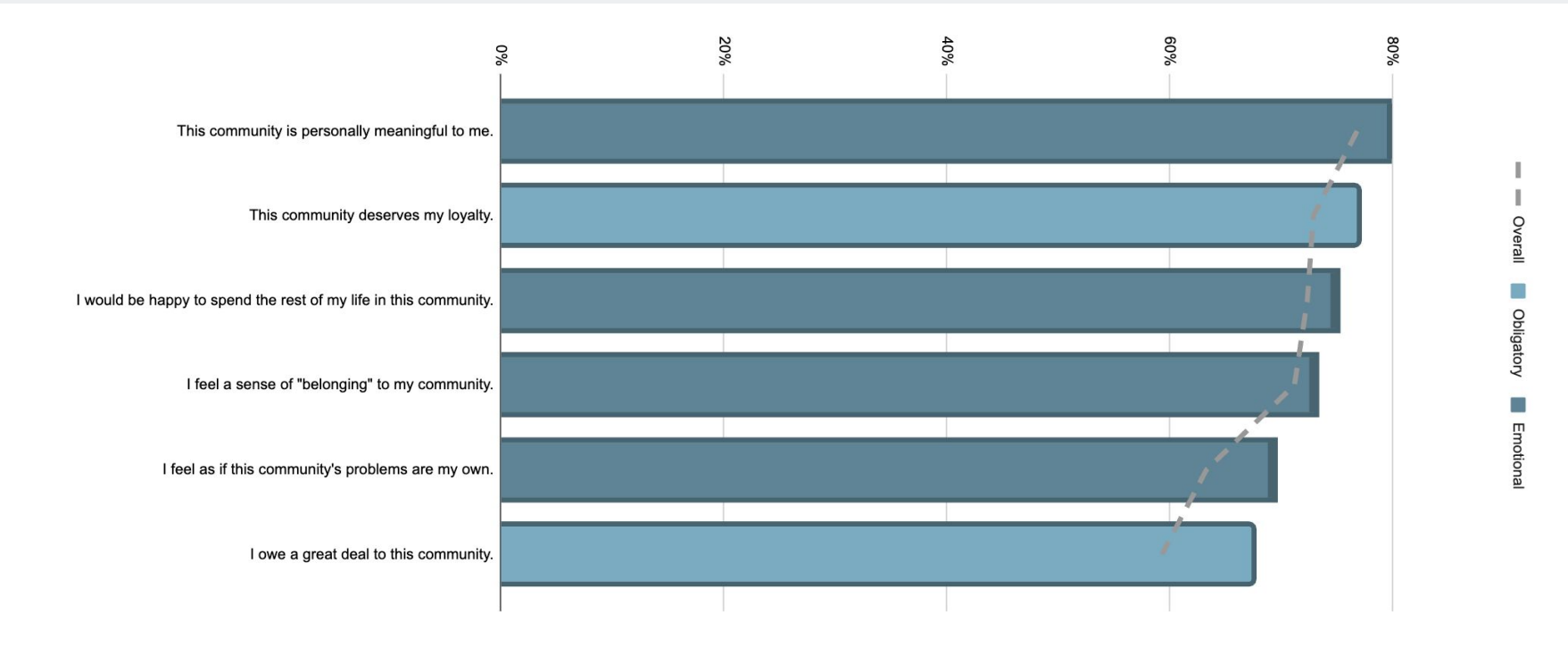
Questions to Help Move Forward:

1. How can we create more opportunities for residents to participate in community decision-making?
2. What specific leadership pathways can be developed to encourage broader community involvement?
3. How can we improve communication between community leaders and residents to ensure transparency and trust?



Confidence In Our Local Community

Community Confidence: Personal Commitment

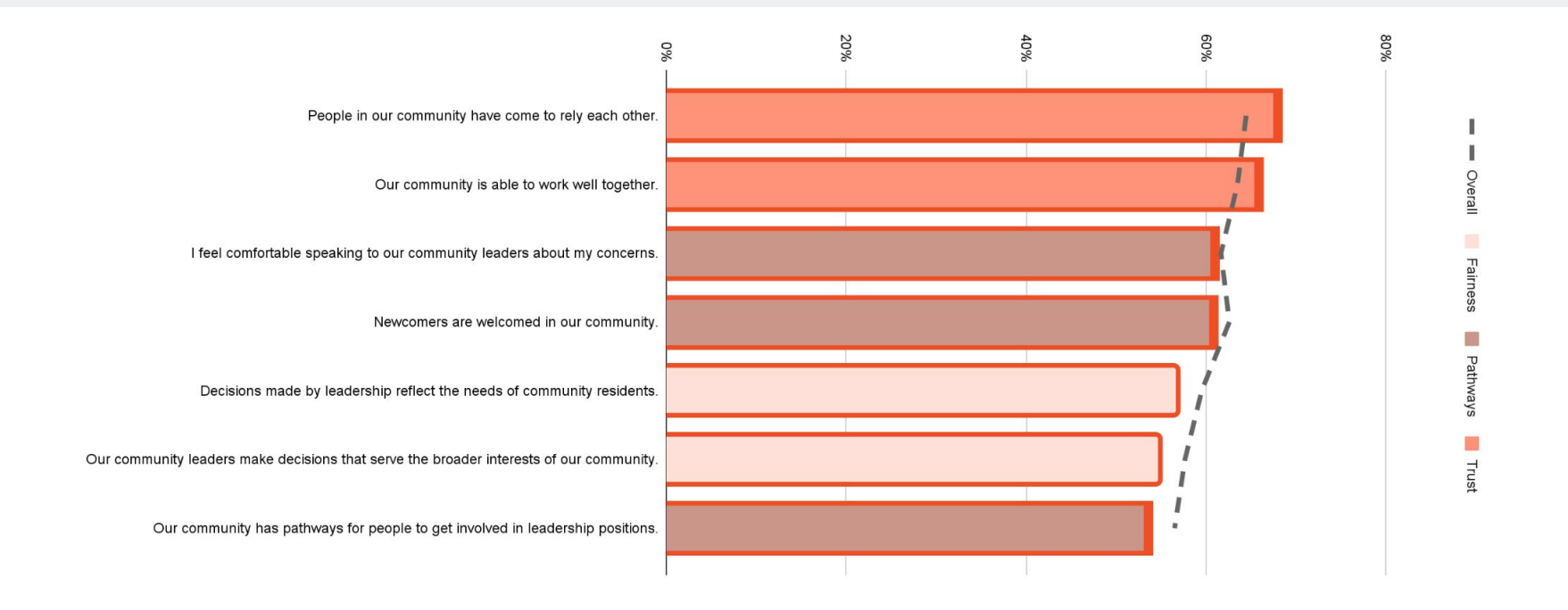


Biggest Challenge: Fostering a sense of responsibility among residents to actively contribute to community improvement efforts.

Biggest Opportunity: Creating programs and initiatives that empower residents to take on active roles in community development..

1. What motivates you to contribute to the community's well-being?
2. How can the community better support residents in taking on active roles?
3. What barriers prevent you from being more involved in community activities?

Community Confidence: Local Leadership

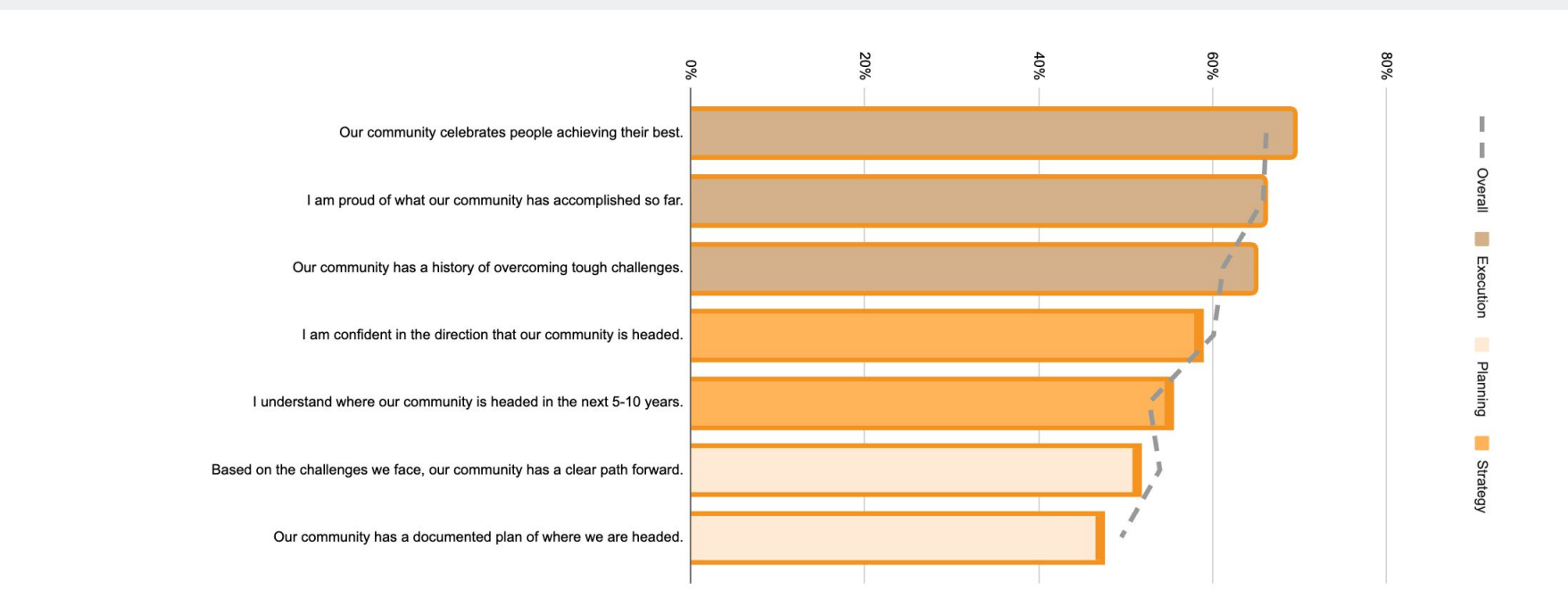


Biggest Challenge: Ensuring that decisions made reflect the broader interests of the community.

Biggest Opportunity: Fostering more open communication channels and actively involving residents in leadership roles.

1. How can leadership decisions better reflect the needs of all community members?
2. What steps can be taken to increase transparency in leadership?
3. How can we encourage more residents to step into leadership roles?

Community Confidence: Vision



Biggest Challenge: Ensuring that all residents understand and align with the long-term goals of the community.

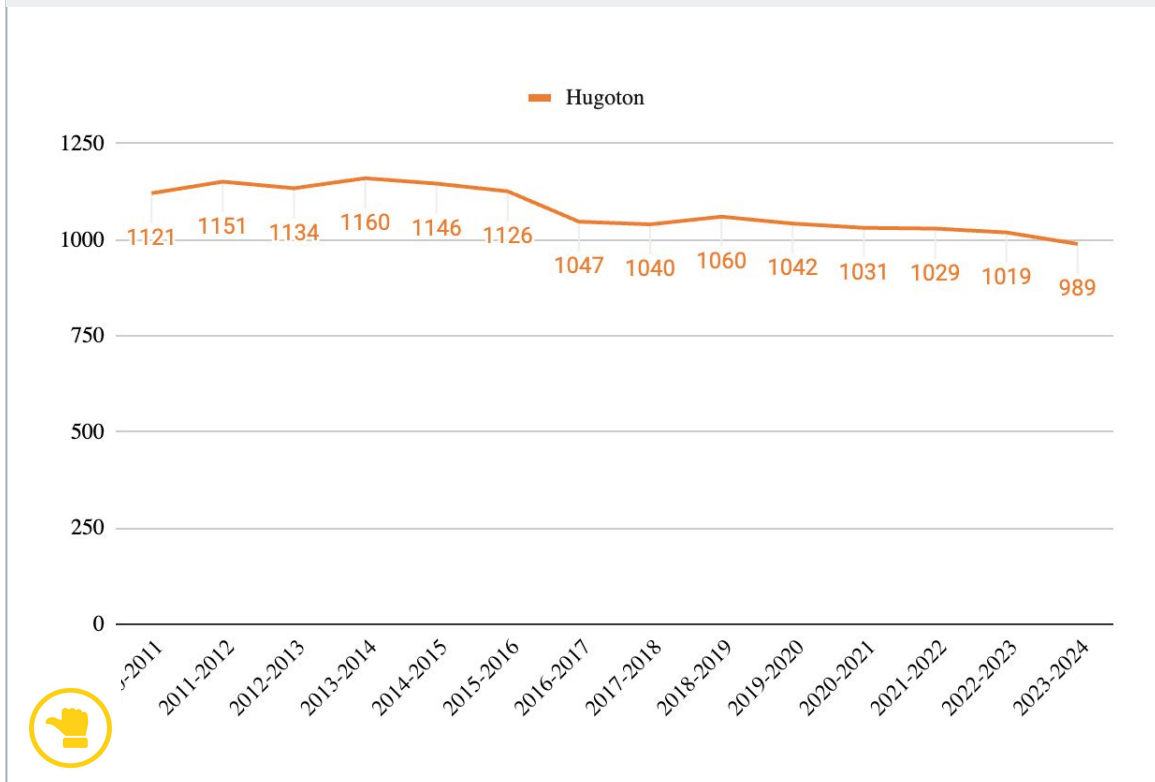
Biggest Opportunity: Creating a more inclusive visioning process that actively involves residents, ensuring that the community's goals resonate with a broad base of its population.

1. How can we ensure that our community's vision is understood by all residents?
2. How can we engage more residents in shaping the community's future vision?

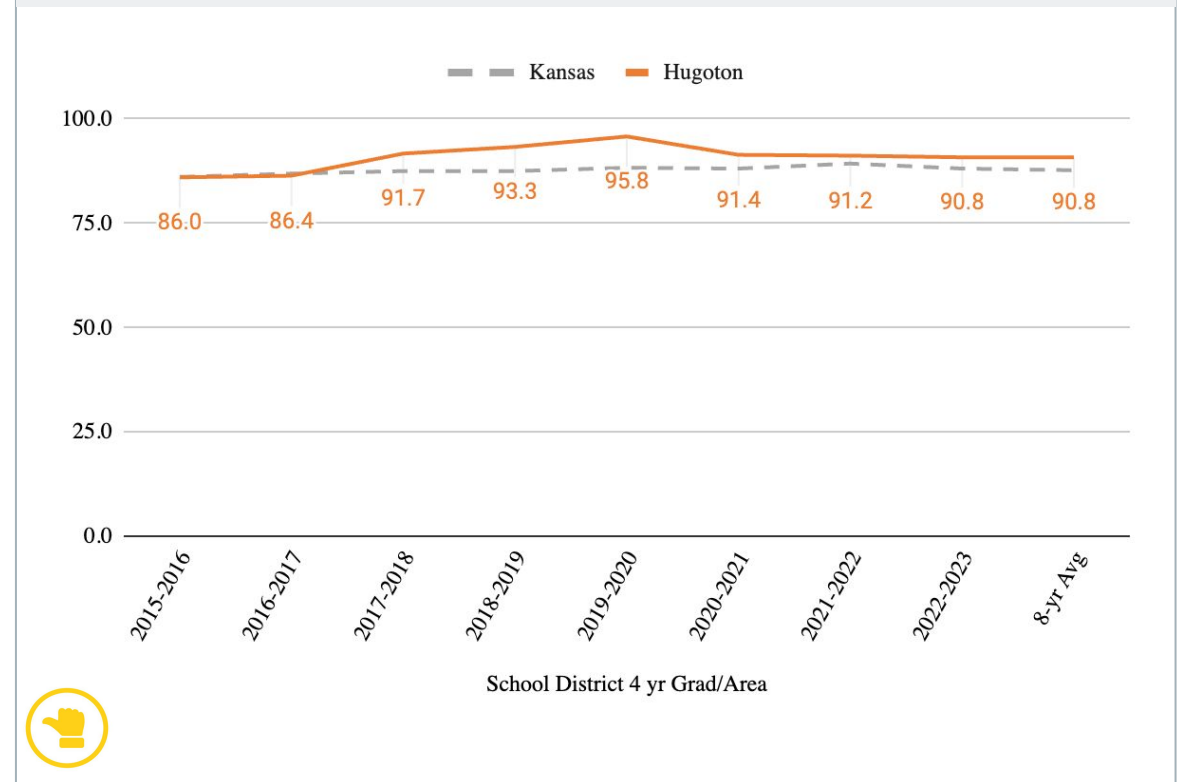
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

Local Community Indicators

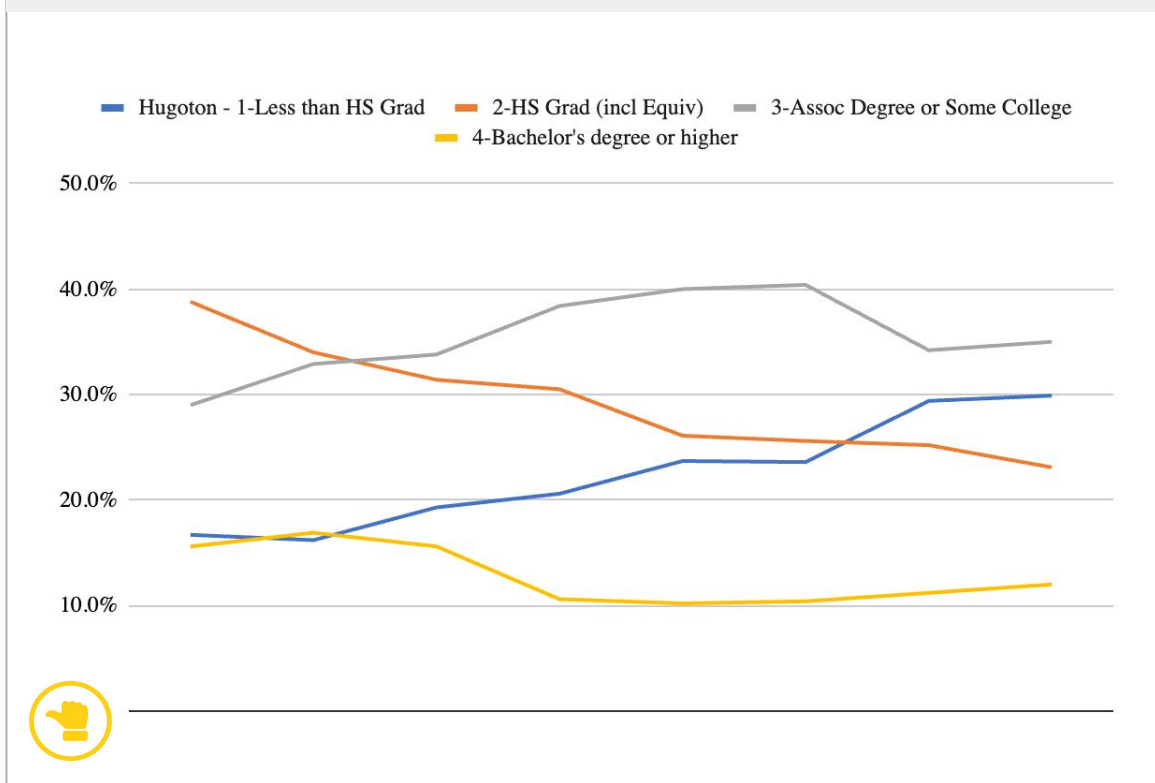
Local School Enrollment



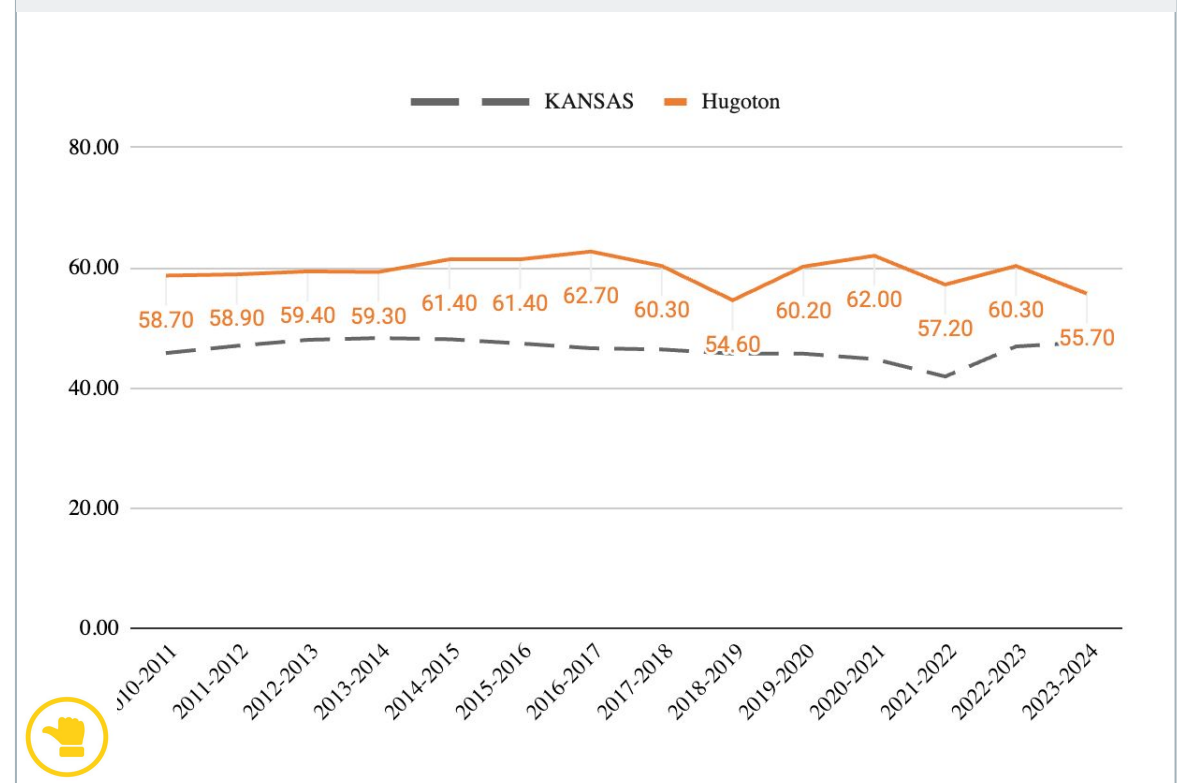
High School 4 Year Graduation Rate



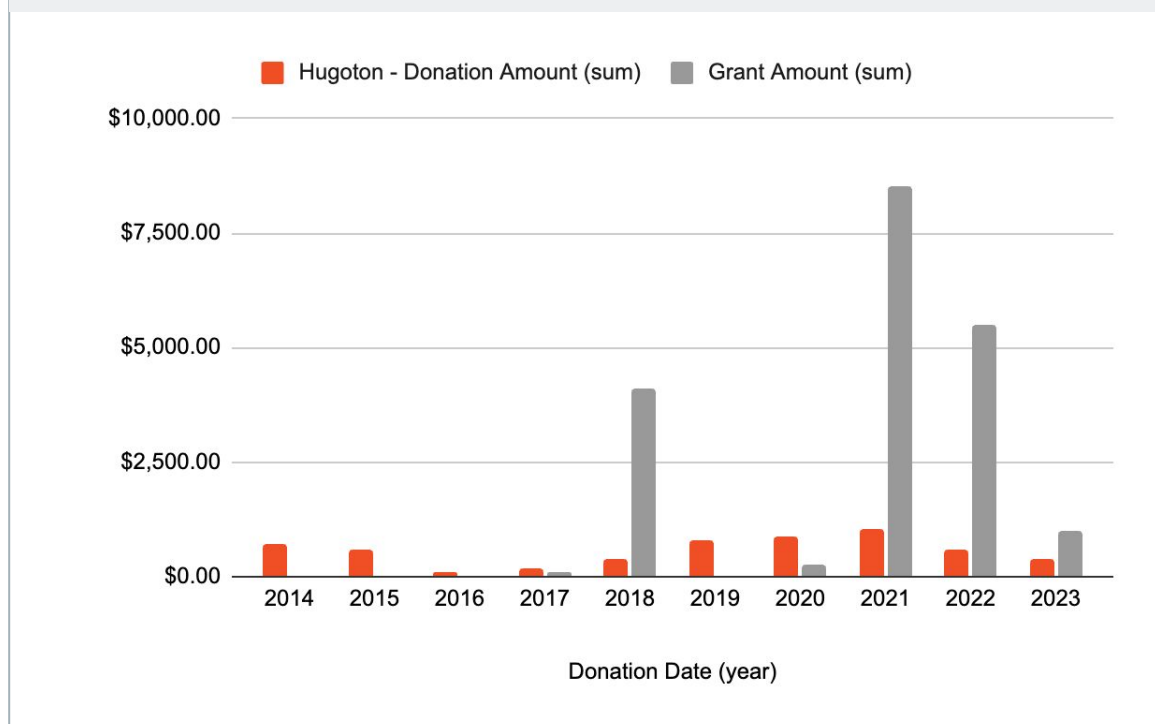
Local Educational Level



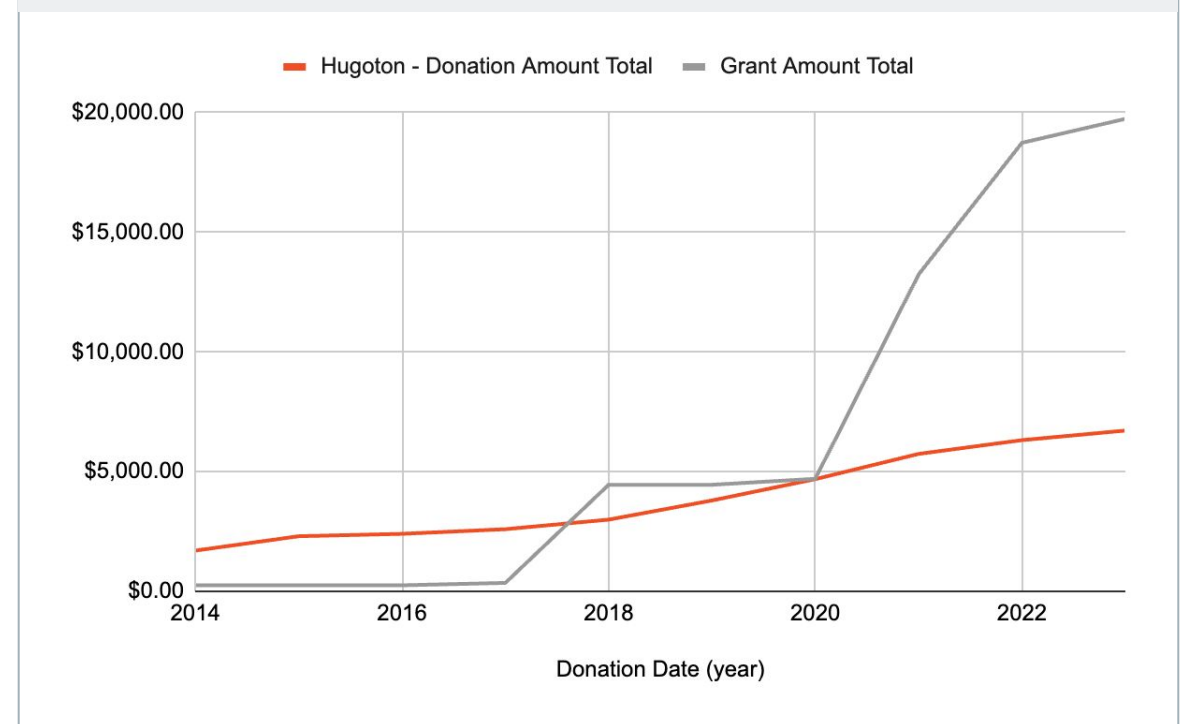
School District % Free-Reduced Price Lunch



Western Kansas Community Foundation: Annual Dollars Raised & Invested



Western Kansas Community Foundation: Compound Dollars Raised & Invested



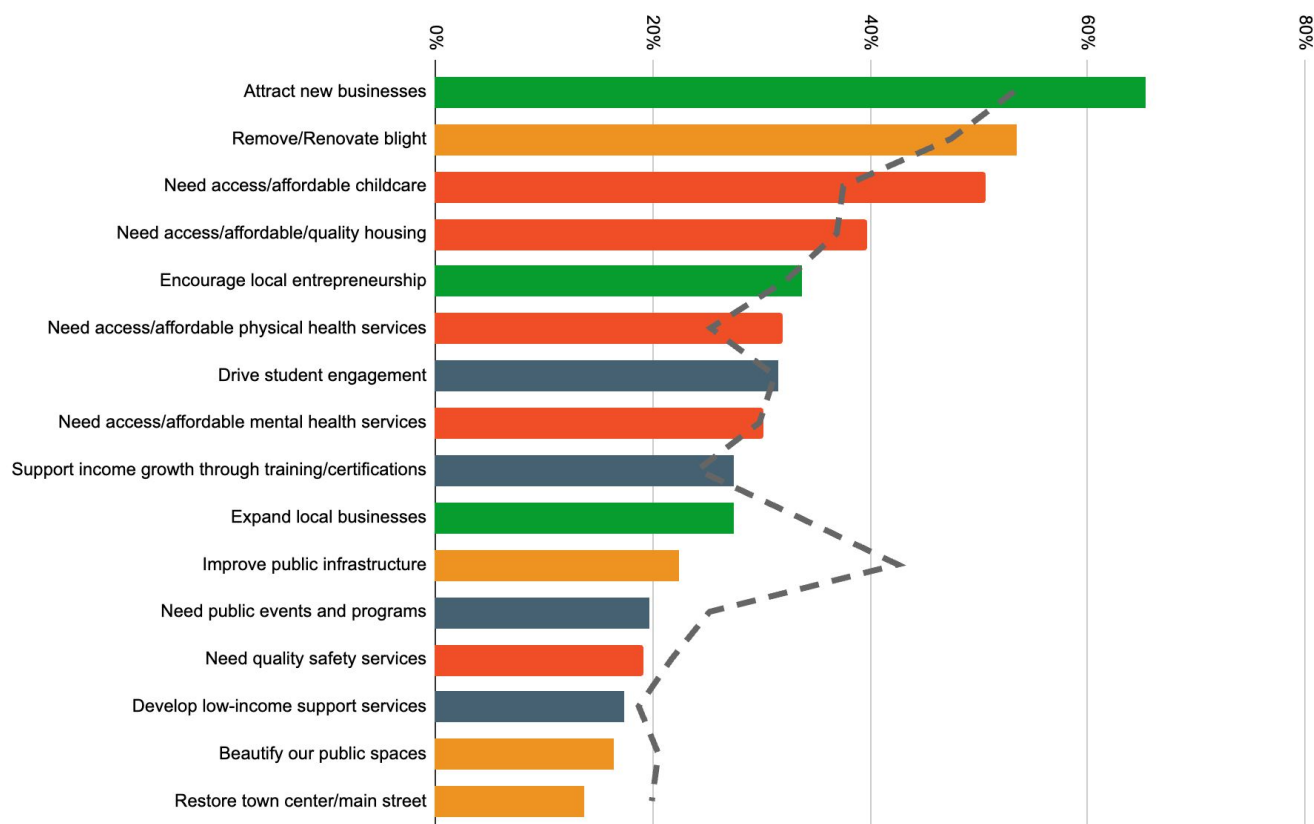
Community Priorities

Priorities Summary:

The survey reveals that residents prioritize economic and community development, particularly in creating job opportunities, supporting local businesses, and enhancing infrastructure. Health and safety are also critical concerns, with a focus on maintaining a vibrant and resilient community. Engagement from residents in shaping these priorities is seen as essential, with an emphasis on inclusive leadership and transparent decision-making processes.

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

2024 Program Priorities

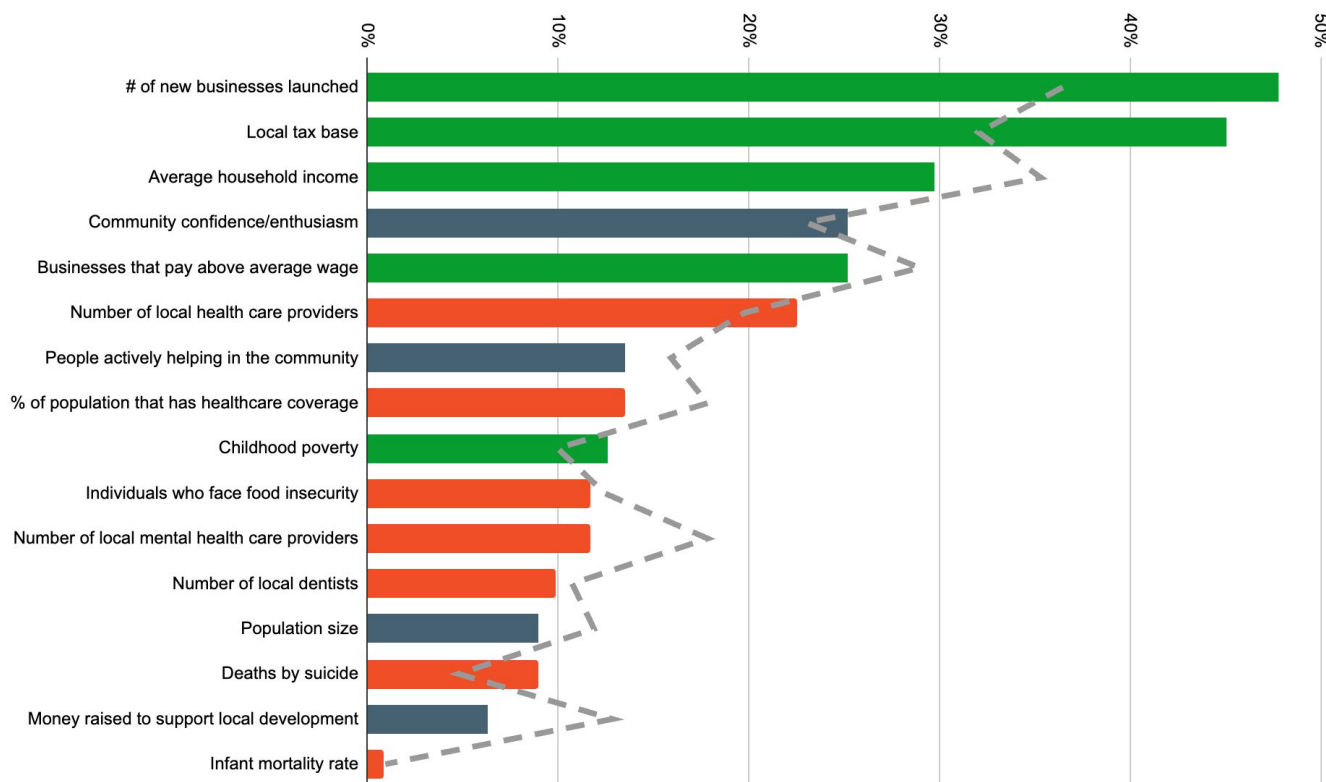


Vibrant Place: Residents value maintaining a vibrant community by focusing on public spaces, recreational facilities, and cultural activities that enhance quality of life. Investment in these areas is seen as critical to fostering a strong sense of belonging and community pride. Emphasizing aesthetic improvements and creating more social spaces are identified as key steps in ensuring the community remains an attractive and welcoming place.

Resilient Economy: Economic resilience is a top priority, with a focus on diversifying the local economy and supporting small businesses. Respondents stress the need for job creation and training programs to prepare residents for future opportunities. Attracting new industries and fostering entrepreneurship are seen as essential for maintaining economic stability and growth in the face of changing market conditions.

Engaged Citizens: Engaging citizens in community decision-making is highlighted as crucial for ensuring that leadership decisions reflect the needs and desires of all residents. There is a call for more transparent processes and opportunities for involvement in leadership roles. Strengthening communication between leaders and the community is seen as a vital step in building trust and fostering a collaborative environment.

2024 Priority Metrics



Economy: Economic development metrics should focus on job creation, business growth, and income stability. Respondents also emphasize the importance of supporting local entrepreneurs and attracting new industries to diversify the economic base and ensure long-term sustainability.

Community Engagement: Metrics for community engagement should track participation in local events, involvement in leadership roles, and the effectiveness of communication between residents and leaders. Building a more inclusive and transparent decision-making process is a key goal.

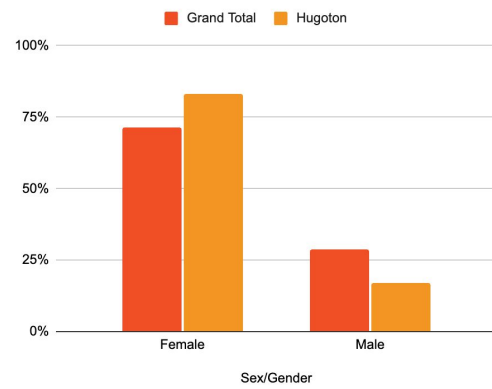
Health: Health metrics should monitor access to healthcare services, community well-being, and the availability of recreational facilities. Ensuring that all residents have access to quality health services is critical for maintaining overall community health.

Survey Respondents

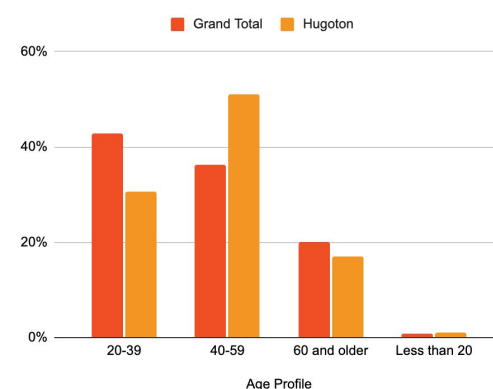
Number of Participants



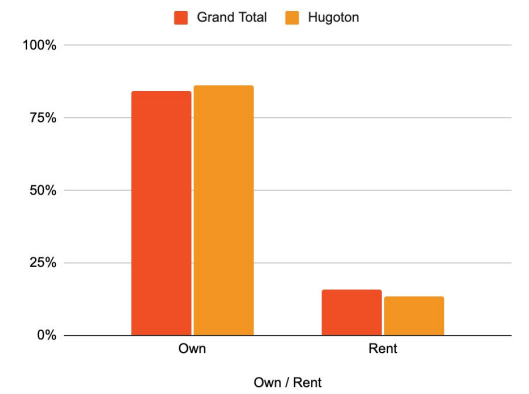
Gender



Age Profile



Residential Status



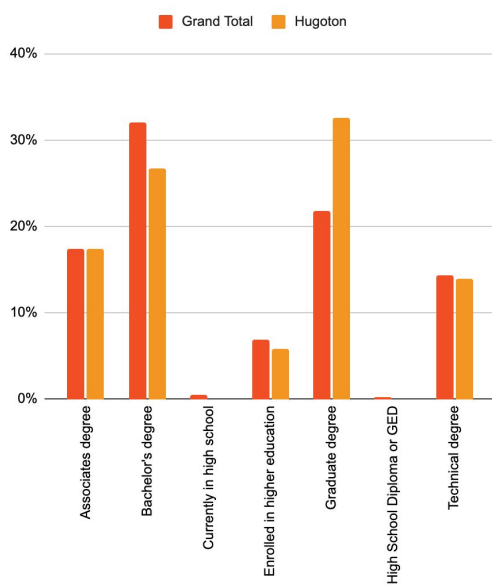
The largest demographic captured in the survey is long-term residents, many of whom have lived in the community for over 10 years, reflecting a deep-rooted connection to the area.

Male respondents tend to prioritize economic stability and safety, while female respondents emphasize the importance of community engagement and social well-being, highlighting differing perspectives.

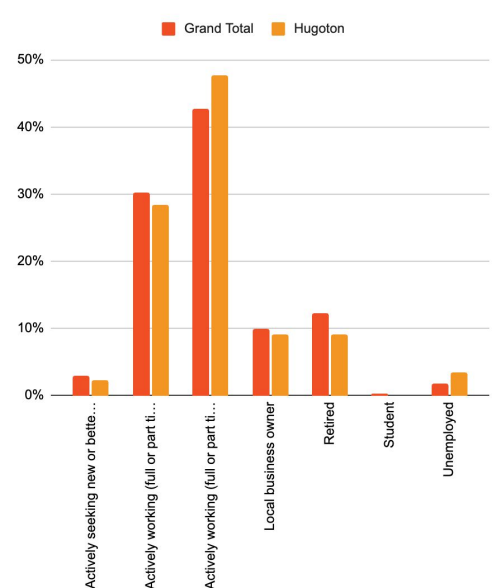
Older residents are more concerned with maintaining the community's current quality of life, while younger respondents are focused on economic opportunities and social engagement.

Homeowners are more likely to prioritize infrastructure and safety, while renters emphasize economic opportunities and community engagement, reflecting different concerns based on residential status.

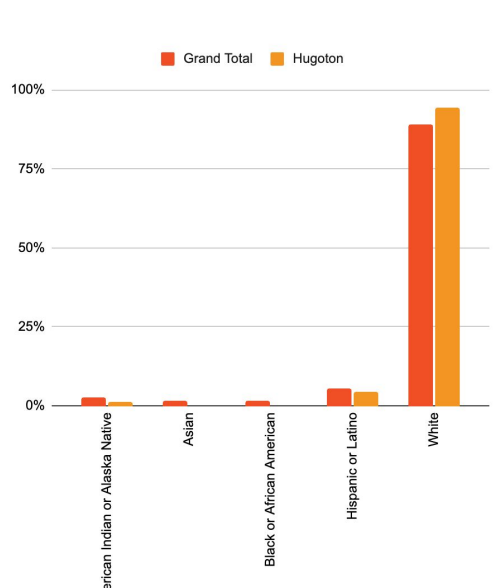
Education Level



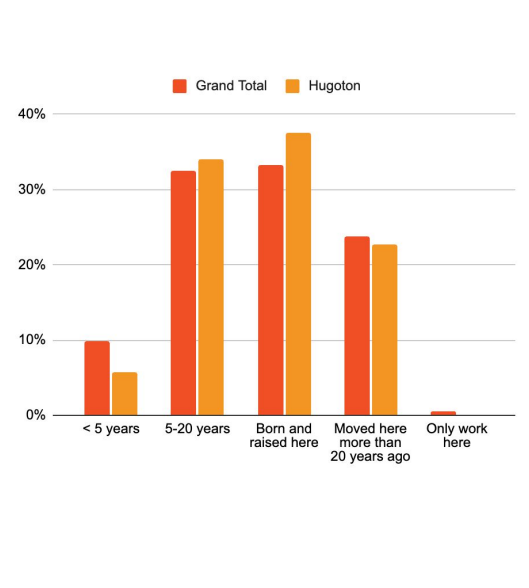
Employment Status



Ethnicity



Years lived in location



Higher education levels correlate with a greater emphasis on economic development and leadership transparency, while those with lower education levels focus more on immediate needs like safety and job opportunities.

Employed respondents tend to prioritize economic growth and job stability, while those not currently working are more concerned with social support systems and community engagement opportunities.

Not enough data to analyze.

Residents who have lived in the community for longer periods (10+ years) tend to prioritize maintaining the current quality of life and preserving community traditions.

Town Score
Average Overall Score

33

Number of people who expressed an interest in volunteering to better the community
33 of 113 (29%)