

63<sup>rd</sup> Annual Meeting  
2021-2022  
Director's Report



**New Company  
Announcements**



**Total Capital Investment: 2.5MM**

**Total New Jobs Projected: 30**

**MCPHERSON  
BY THE NUMBERS**

**2021**



**\$2.5M**

**Industrial Capital Investment**

**30 New Jobs Projected**

Site Selection Magazine's Top 69 Micropolitans in the USA-2021

# Three Major Initiatives

## Drive Interest in Jobs, Housing & Lifestyle

Go McPherson shared a link. Sponsored

**Find Jobs in McPherson Co.** >

Visit GoMcPherson.com to view more opportunities and apply today!

**Your Career Resource** LEARN MORE

Search, view and ...

Bailey Basinger Ramsey and 2...

Like Comment

**Go McPherson** Sponsored

New year, new home! Find available homes and learn about housing incentives to get you started. ...See more

**909 Canadian Dr.** 1136 16

3 Bed 3 Bath 3 Bed 2 B

Claudine Smit and 21 others 5 Shares

## Generate & Nurture Leads Among Potential Movers

GO > MCPHERSON

GET THE MCPHERSON COUNTY, KS 2021 LIVING GUIDE

DOWNLOAD

GO > MCPHERSON

GET THE MCPHERSON COUNTY, KS 2021 HUNTING GUIDE

DOWNLOAD

**LIVING GUIDE**

Resources to make McPherson County, KS home

**Where to go. What to do.**

Find out what makes McPherson County, KS, the perfect destination for the whole family.

**Get Cash to Build.**

Housing incentives will get your family started, whether you're purchasing an existing home or building new.

GO > MCPHERSON

## Drive Interest in Employers & Jobs

**OCT. 8**

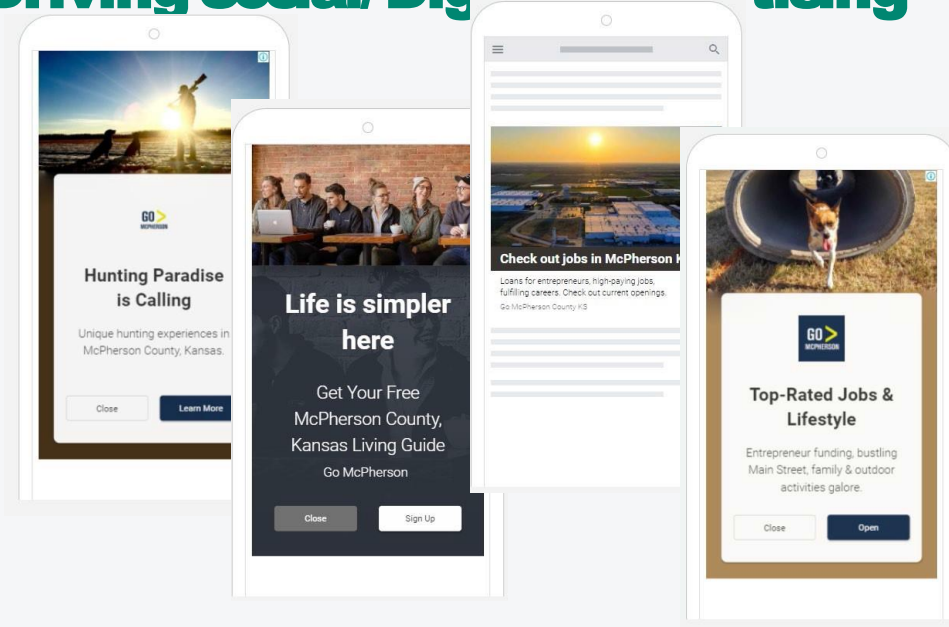
10AM-2PM

GO > MCPHERSON

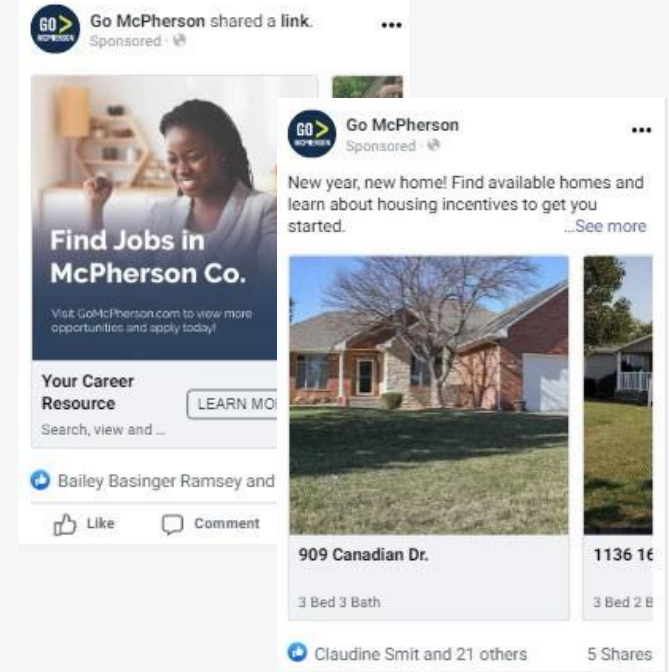
**HIRING DAY**

# Interest-Driving Social/Digital Advertising

## Google Dynamic Ads



## Facebook/Instagram



## Google Paid Search

**Clicks**  
2,118

**Impressions**  
69,875

Most-shown ads

2021 Go McPherson SEM • best places to live

Best Small Towns To Live | Families, Outdoors, Arts | McPherson County, Kansas  
[Ad gomcpherson.com/Best\\_Places/Services](http://gomcpherson.com/Best_Places/Services)  
 Download Living Guide Today. Learn More About One Of America's Best-Kept Secrets. National Media Laud

Ad	Impressions	Clicks	CTR
Enabled	36,929	1,102	2.98%

Most-shown ads

2021 Go McPherson SEM • best places to live

Best Small Towns To Live | McPherson County, Kansas | Download Living Guide  
[Ad www.gomcpherson.com/best-places](http://www.gomcpherson.com/best-places)  
 National media laud McPherson County for lifestyle, high-paying jobs, outdoor life. Learn more about one of America's best-kept secrets.

Ad	Impressions	Clicks	CTR
Enabled	27,066	727	2.69%



**Go McPherson** Sponsored

Looking for a simpler lifestyle? Consider a move to McPherson County, Kansas. [...See more](#)

**The 2021 Living Guide**

Download a guide for activities and resources in McPherson County, KS.

**2021 Living Guide** [DOWNLOAD](#)

**Where to go. What to do.**

Dines, drive in McPherson

**Activities for Everyone**

**Pam Dutton Williams and 3 others** 2 Shares



**GO > MCPHERSON**

CAREER | HOUSING | LIFESTYLE | VETERANS | NEWS | CONTACT

## Sign Up For The McPherson County Living Guide!

Considering a new place to call home? Make sure McPherson County is on your short list! With high-paying jobs, and a refreshing quality of life, we think you'll love living here as much as we do.

**In this guide you'll learn**

- ✓ Why McPherson County is a special place to be
- ✓ The best places to look for jobs at many of the country's top employers
- ✓ How to access our housing incentives so you can get the home of your dreams – for less!
- ✓ The best places to eat, shop, and explore in the area

**READ NOW FOR FREE**

Enter your information below for instant access.

# Monthly Emails

**GO > MCPHERSON**

McPherson County is home to more than 50 companies spanning at least a dozen industries, making it one of the most industrialized communities in America. From Fortune 500 giants to independently owned enterprises, McPherson County has an expanding job pool powered by passionate employees.

**FEATURED OPENINGS**

- [Warehouse Management - Distribution Requirements Planner - Vajo](#)
- [Engineering - Field Service Controls Engineer - Radbury Co](#)
- [Warehouse - Assembler - 1st Shift - Grasshopper](#)
- [Insurance - Claims Examiner - Farmers Alliance Mutual Insurance Company](#)
- [Tech - Computer Services Assistant - McPherson College](#)
- [Industrial - Quality Supervisor Assistant - Continental](#)
- [Construction - Equipment Operator - Hilti](#)

[SEE MORE THAN 100 MCPHERSON JOB LISTINGS](#)

[SIGN UP FOR FUTURE JOB OPENINGS](#)

Follow Go McPherson!

f o i n

# See How These Retargeted Ads/Social Media

**Go McPherson** Sponsored

Go McPherson shared a link.

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Search, view and ...

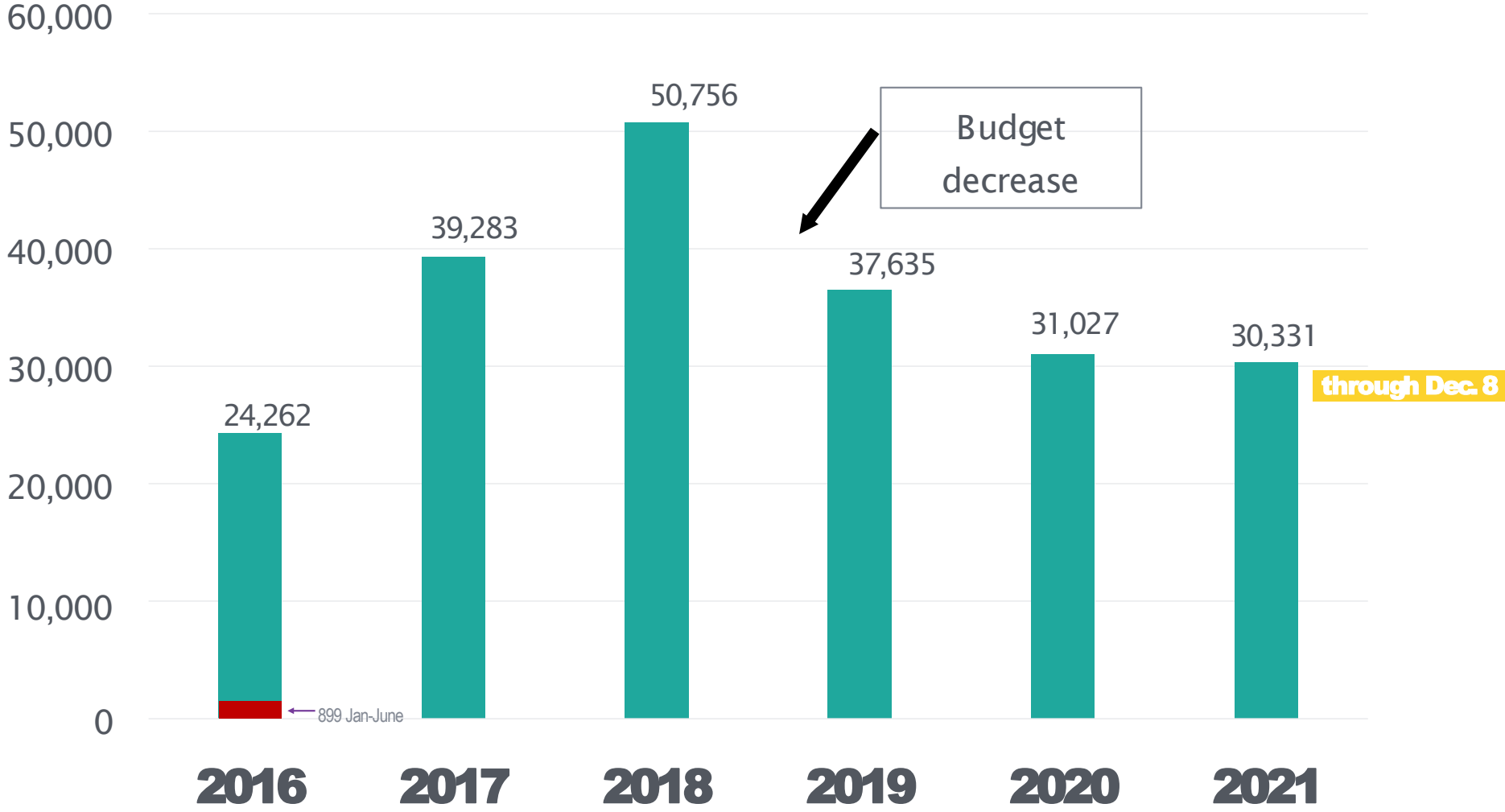
**Assemble First Mound**

Grasshopper over 60 years

**Assemble Shift**

Grasshopper

# Website Visits



Compared to 2020 YTD, we have had more users and more time spent on site per session

©CBS NEWS POLL

## WHAT TYPE OF COMMUNITY WOULD YOU MOST LIKE TO LIVE IN?



JULY 13-18, 2021 | MOE: +/- 3.6 PTS.



©CBS NEWS POLL

## WHAT TYPE OF COMMUNITY WOULD YOU MOST LIKE TO LIVE IN?

BY AGE

	CITY	SUBURBS	COUNTRY
18-34	37%	26%	38%
35-44	31%	31%	38%
45-54	19%	33%	46%
55+	16%	27%	55%

JULY 13-18, 2021 | TOTAL SAMPLE MOE: +/- 3.6 PTS.

## Most Americans prefer to live in a community with houses farther apart, up from prior to the pandemic

*% who say they would prefer to live in a community where the houses are ...*



Note: No answer responses not shown.

Source: Survey of U.S. adults conducted July 8-18, 2021.

## Business Recruitment Activities

### Requests for Information-New Project Leads

Lead Source	RFI Submitted	Status
Commerce-11 Freeman (Great Lakes)-5 Hutchings (Texas)-1 Jack (International)-1 Ruiz(West Coast)-4  Organic-3 GWAP-1  TOTAL-15	9-Proposals Submitted  6- No Response	1- Still Active-
2020 Total: 31	9 Out of 15	1- Win
2019 Total: 10		

\* Received 12 so far in 2022 and have responded to 8

# Industry Snapshot- 2021

Industry	Employment	LQ 2021 (2019)	Average Wage Per Worker
<b>Manufacturing (31)</b>	5,105 +2.3% over Q4-2020	3.76 (3.74)	\$69,642 +3.5%
<b>Machinery Manufacturing (333)</b>	867	7.61 (7.5)	\$59,570 +4.9%
<b>Plastics and Rubber Products Manufacturing (326)</b>	500	6.44(6.6)	<b>\$45,361</b> -.04%
<b>Fabricated Metal Product Manufacturing (332)</b>	687	4.53 (4.0)	\$58,885 +3.0%
<b>Petroleum and Coal Products Manufacturing (324)</b>	662	58.06 (49.7)	\$136,221 +.02%
<b>Chemical Manufacturing (325)</b>	1,445	15.30 (18.7)	\$46,339 +1.3%
<b>Nonmetallic Mineral Product Manufacturing (327)</b>	437	9.97 (7.2)	\$72,008 +4.3%
<b>Total - All Industries</b>	16,675 +2.9% over Q4-2020	1.00	\$48,496 +1.7%


## Labor Statistics-McPherson County, Kansas

	<u>2021 Average</u>	<u>Q1 2022 Average</u>
<b>Civilian Labor Force</b>	<b>17,345</b>	<b>17,200</b>
<b>Employment</b>	<b>16,908</b>	<b>16,895</b>
<b>Unemployment</b>	<b>437</b>	<b>305</b>
<b>Unemployment Rate</b>	(2.0% in 2019)(3.5% in 2020) <b>2.5%</b>	<b>1.8%</b>

## Labor Statistics- McPherson Area Labor shed -2022 Average

McPherson, Harvey, Marion, Reno, Rice, Saline and Sedgwick Counties

	<u>2021 Average</u>	<u>Q1 2022 Average</u>
<b>Civilian Labor Force</b>	<b>359,507</b>	<b>361,404</b>
<b>Employment</b>	<b>342,227</b>	<b>349,470</b>
<b>Unemployment</b>	<b>17,231</b>	<b>11,119</b>
<b>Unemployment Rate</b>	(2.6% in 2019)(6.0% in 2020) <b>3.3%</b>	<b>2.9%</b>



# Industry Matters

Metric	2020	2021	% Change
County Sales & Comp. Use Taxes- Calendar Year	\$3,000,104	\$3,198,433	6.7%
BPU Electric Sales (KWH Sales) Industry makes up 77% of sales	1,039,199,000 PILOT- \$1,882,369	1,055,132,000 PILOT- \$1,866,448 estimated	1.5%
*BPU Electric Hookups	115	116	

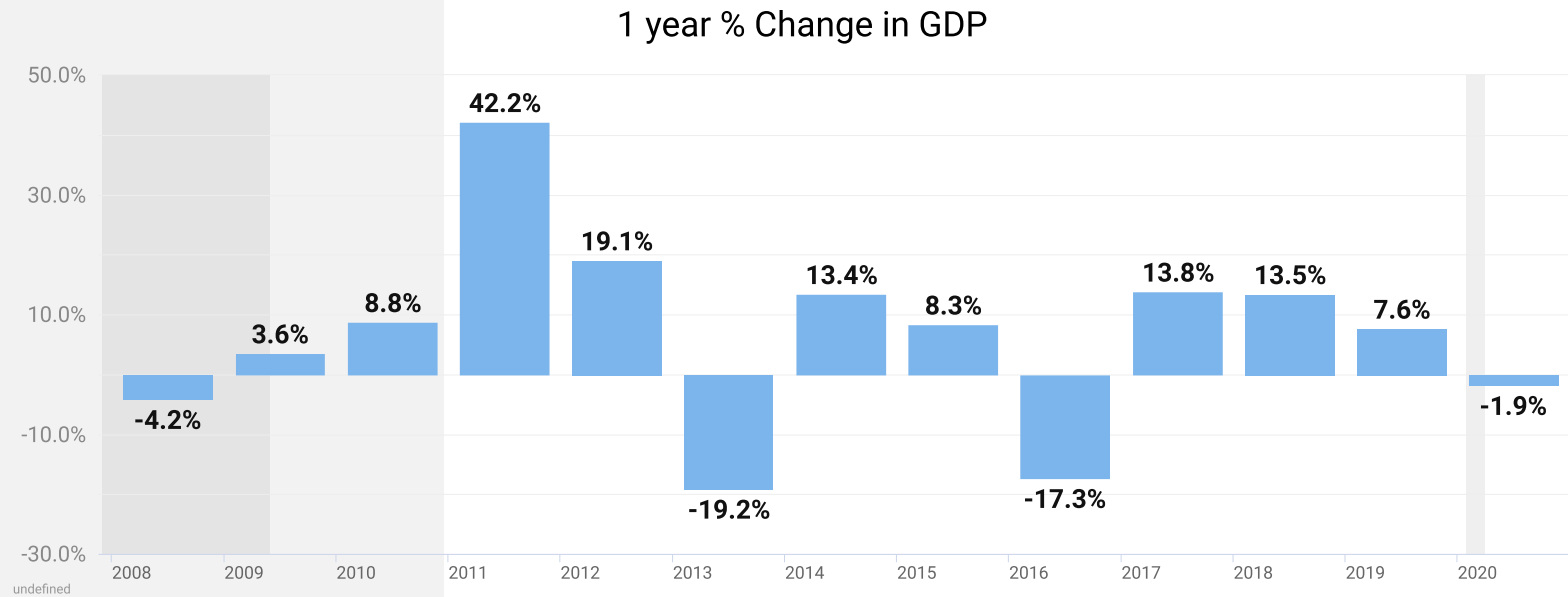
\*Numbers do not include transfers; they are first time new account holders

\*Numbers do not include landlord accounts, only first-time customer accounts

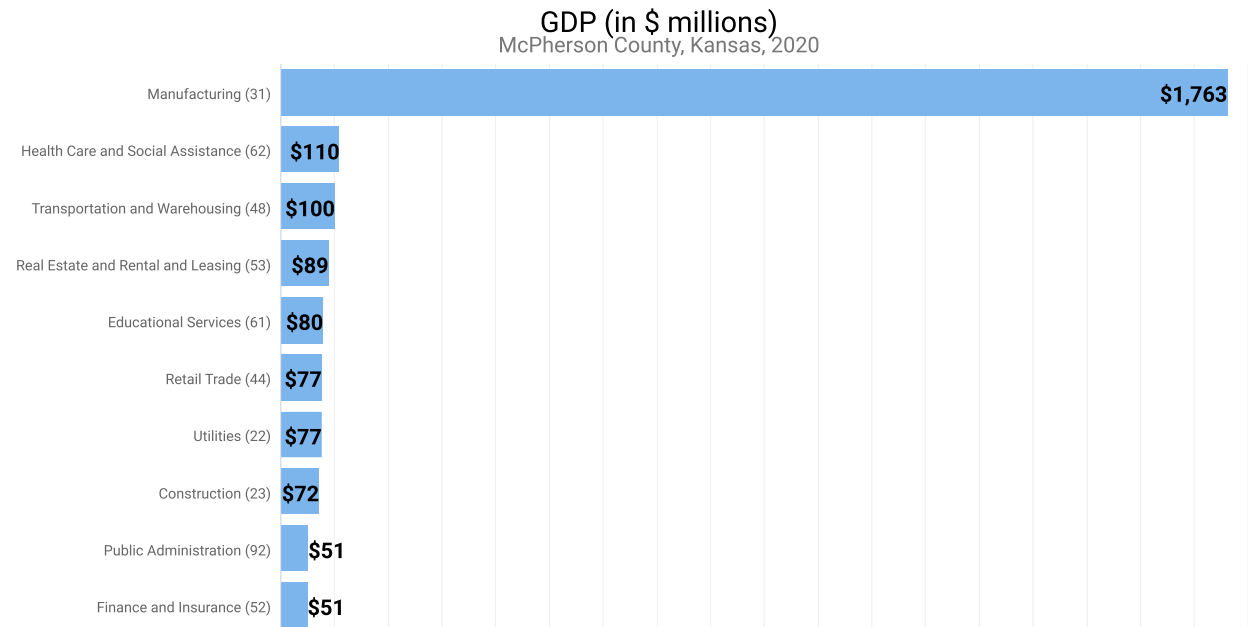
\*Does not include number of disconnects

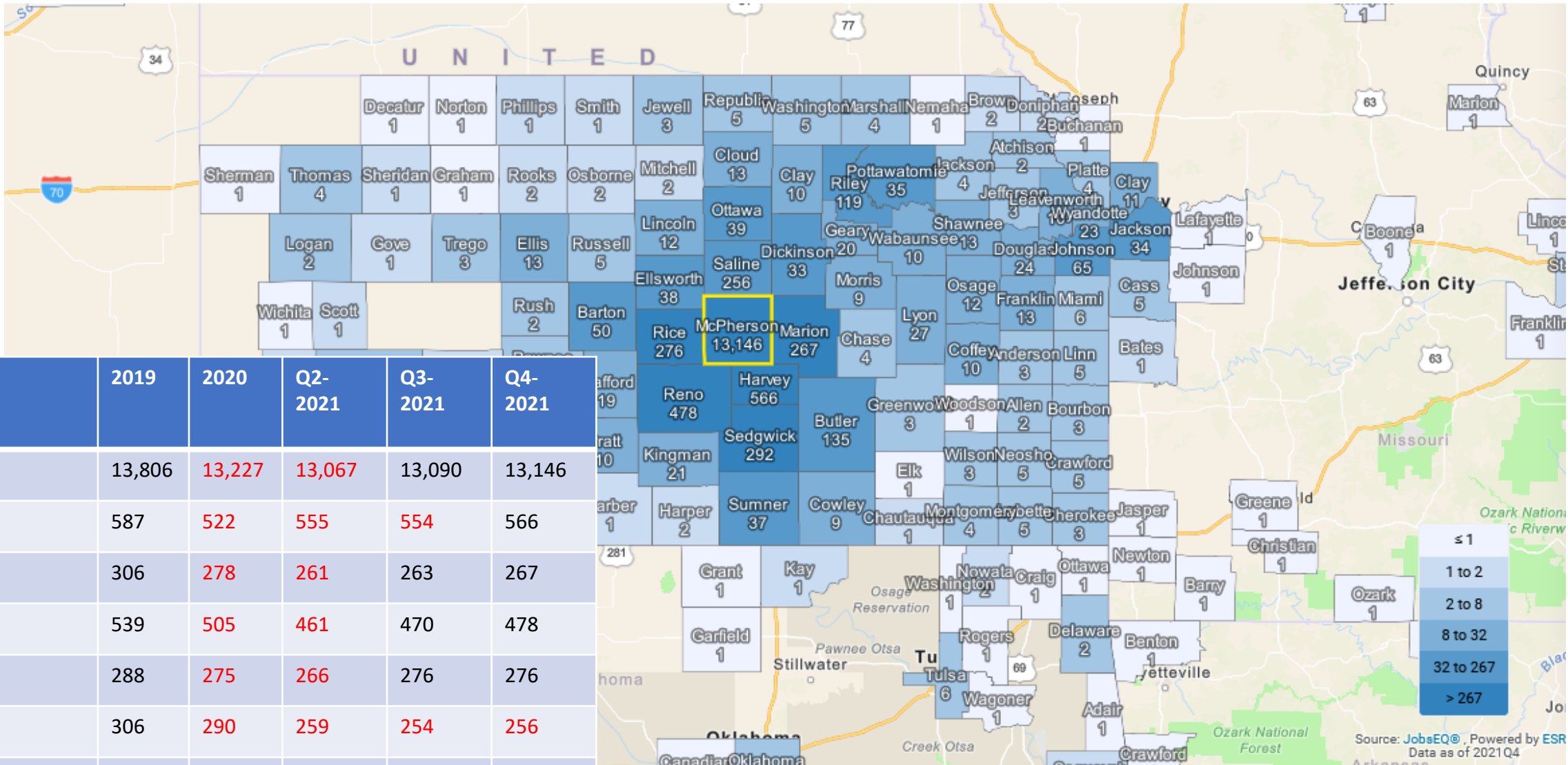


# Gross Domestic Product



- McPherson: \$2,780,286,000 (-1.9%)
- Saline: \$2,681,078,000 (-3%)
- Reno: \$2,429,060,000 (-1.2%)





County of Residence	2019	2020	Q2-2021	Q3-2021	Q4-2021
McPherson	13,806	13,227	13,067	13,090	13,146
Harvey	587	522	555	554	566
Marion	306	278	261	263	267
Reno	539	505	461	470	478
Rice	288	275	266	276	276
Saline	306	290	259	254	256
Sedgwick	332	293	287	291	292

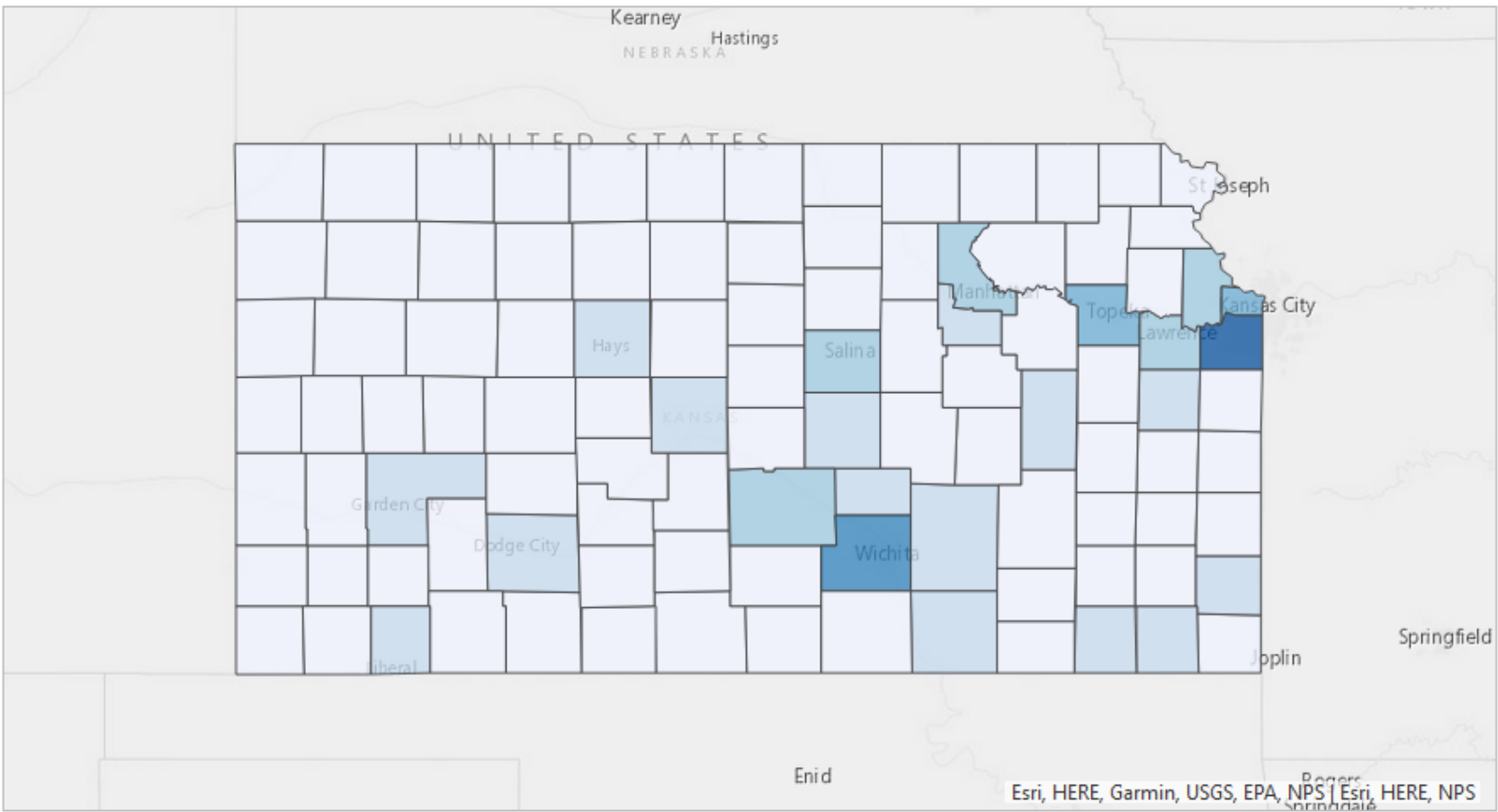
- 119 people commute from Riley County



# Labor Market Information

Open Job Count  
744 as of May 4, 2022

Advertised Job Openings in Kansas by County(s)



Job Openings

1 - 357	358 - 1,068	1,069 - 2,168	2,169 - 6,688	6,689 - 12,510	12,510 - 20,219	N/A

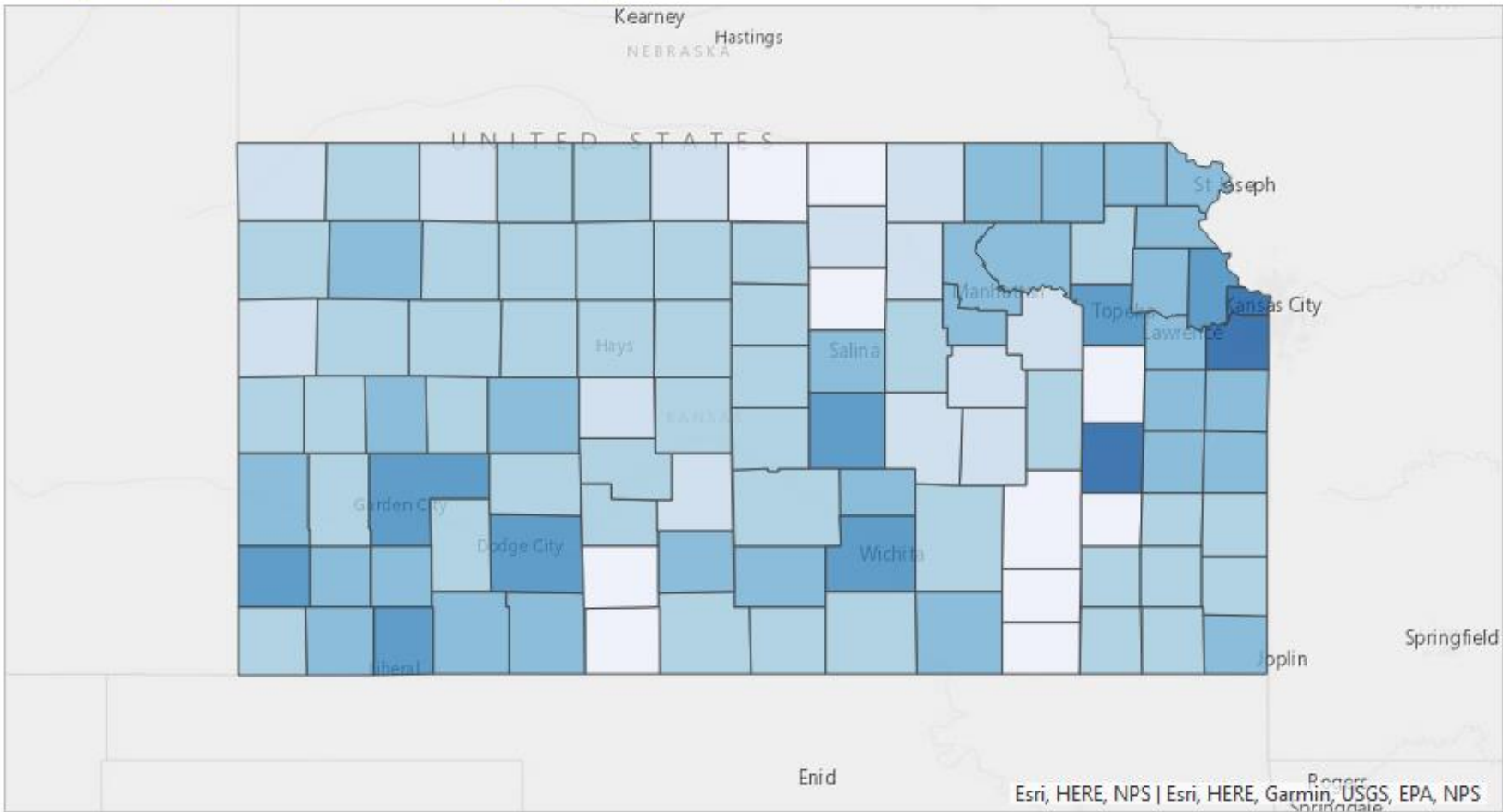
# Labor Market Information

## Employers By Number Of Job Openings








Employer Name	Job Opening
Pfizer Inc.	52
Viega LLC	48
McPherson Hospital, Inc	21
McPherson College	19
Pizza Hut, Inc.	19
Love's Travel Stop & Country Stores, Inc.	17
City of McPherson	15
Dillons	15
ManpowerGroup	15
Salina Regional Health Center	15

# Labor Market Information

Average Wage Distribution in Kansas by County(s)



Average Weekly Wage

						
\$522 - \$629	\$630 - \$716	\$717 - \$810	\$811 - \$903	\$904 - \$1,026	\$1,026 - \$1,226	N/A

# Labor Market Information

## Employment Wage Statistic Distribution

Top 10 highest average weekly wages in Kansas as of Q3- 2021

\*Reflects average pay before deductions. The figure includes pay for overtime, premiums, holidays, vacations, and sick leave paid directly by the employer to the employee. Bonuses, commissions and other lump sum payments are excluded.

**Source: Labor Market Statistics, Quarterly Census of Employment and Wages Program**

Rank	Area	Number of Employees	Average Hourly Wage†	Average Weekly Wage	Average Annual Wage†
1	<a href="#">JOHNSON COUNTY</a>	348,686	\$30.65	\$1,226	\$63,752
2	<a href="#">COFFEY COUNTY</a>	3,300	\$29.50	\$1,180	\$61,360
3	<a href="#">WYANDOTTE COUNTY</a>	87,230	\$27.38	\$1,095	\$56,940
4	<a href="#">FORD COUNTY</a>	17,040	\$25.65	\$1,026	\$53,352
5	<a href="#">LEAVENWORTH COUNTY</a>	20,234	\$25.10	\$1,004	\$52,208
6	<a href="#">SEDGWICK COUNTY</a>	245,339	\$24.25	\$970	\$50,440
7	<a href="#">SHAWNEE COUNTY</a>	94,829	\$24.18	\$967	\$50,284
8	<a href="#">STANTON COUNTY</a>	955	\$23.93	\$957	\$49,764
9	MCPHERSON COUNTY	15,030	\$23.88	\$955	\$49,660
10	<a href="#">FINNEY COUNTY</a>	18,425	\$23.83	\$953	\$49,556

† Assumes a 40-hour week worked the year round.

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