

64th Annual Meeting

2022-2023
Director's Report



Expansions and Capital Investment 2022



Central States Marketing & Manufacturing

TJ Poultry, LLC

Solutions Inc.

Total Capital Investment: 102 MM +
Total New Jobs Projected: 26

MCPHERSON
BY THE NUMBERS
2022



\$102 M

Industrial Capital Investment

26 New Jobs Projected

* Site Selection Magazine's Top 9 Micropolitan in the USA-2022

Move to McPherson County

*Inspire people to live and
work here*

- Friends of McPherson County residents
- People outside Kansas searching for “best small towns/rural areas to live”
- Hunting/outdoor enthusiasts and other lifestyle interests that align with the area
- Boomerangers
- Job seekers outside driving distance, within 5-state area (primarily)

Work in McPherson County

*Help employers fill
positions*

- Prospective employees within 60-mile radius
- Students

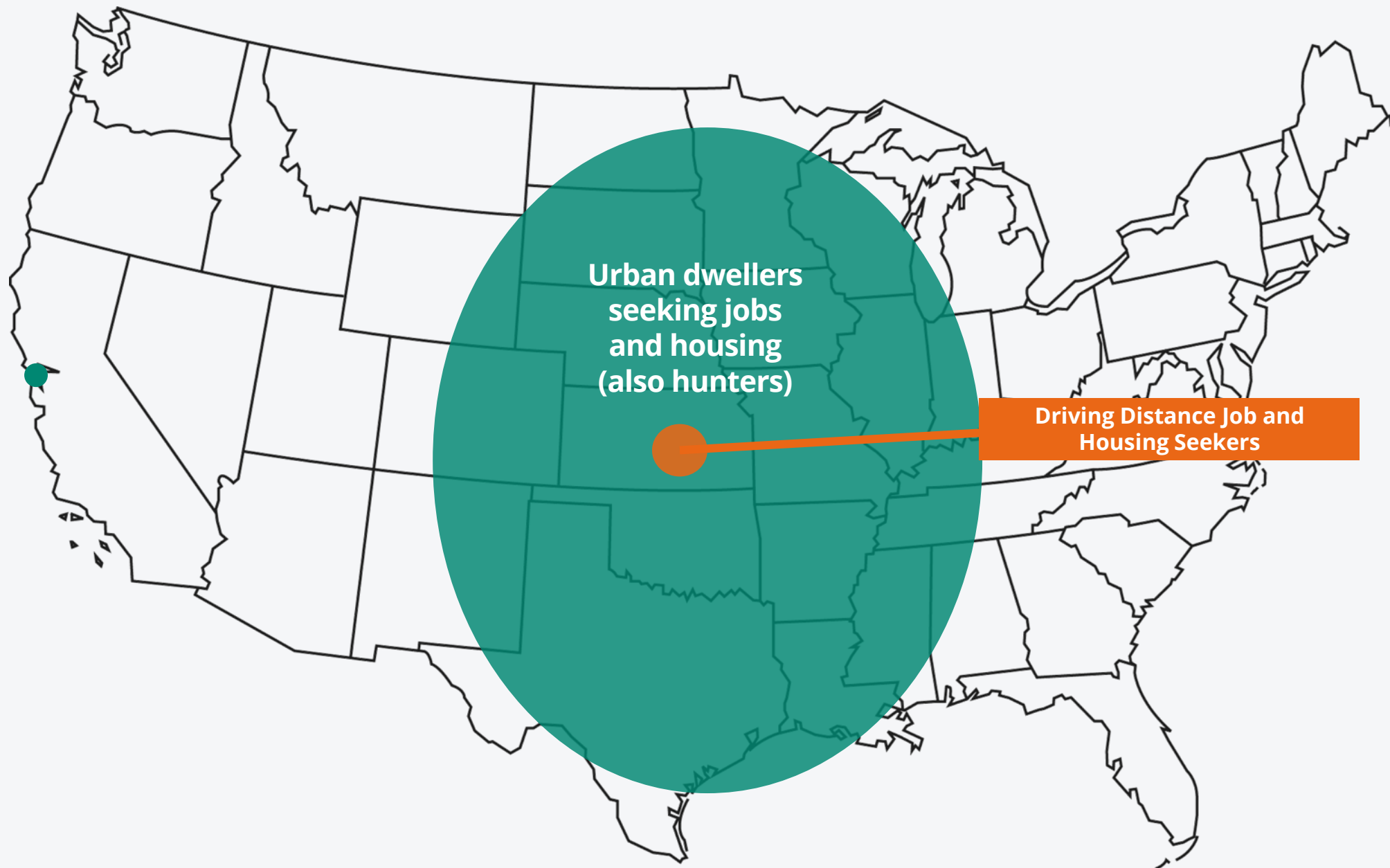
Build in McPherson County

*Create more available housing
and grow the tax base*

- Current residents and employees

TARGET METRICS

- 1,200 Living Guide Signups
- 30,000 website visits
- 2 million+ ad views





Quality over quantity

Continued Efforts

Videos highlighting amenities
and jobs

Google, YouTube, Facebook,
and paid search ads

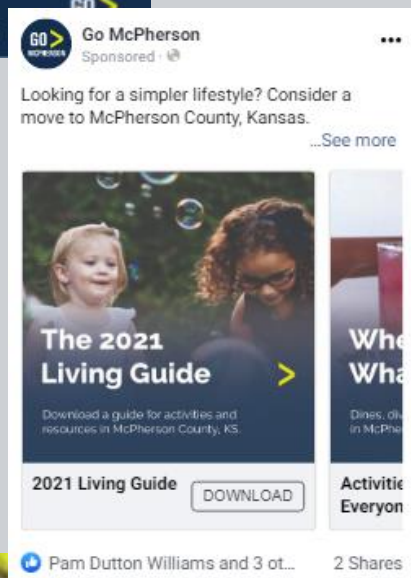
New in 2022

Update website imagery

Capture contact information
of people interested in
moving to McPherson Co.

Nurture interested people via
sequenced messages

Messages to entice locals to
build new homes



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.



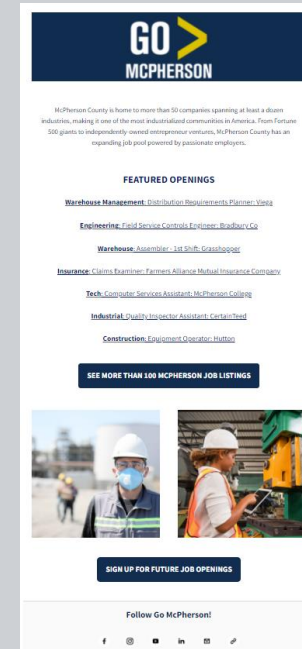
LIVING GUIDE
Resources to make McPherson County, KS home
Where to go. What to do.
Get Cash to Build.

In this guide you'll learn

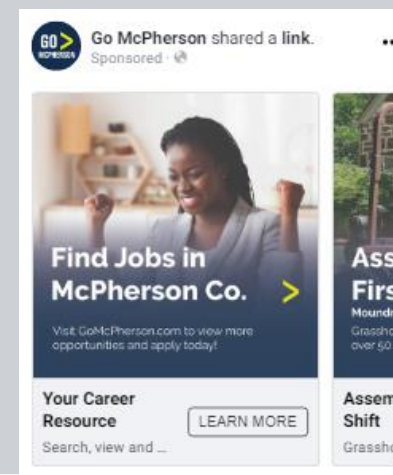
- ✓ Why McPherson County is a special place to be
- ✓ The best places to look for jobs at many of the country's top employers
- ✓ How to access our housing incentives so you can get the home of your dreams – for less!
- ✓ The best places to eat, shop, and explore in the area

READ NOW FOR FREE
Enter your information below for instant access.

Monthly Emails



Retargeted Ads/Social Media



Living Guide Drip Email Campaign

Almost 2,000 people have asked to stay in touch with McPherson.

Email 1	Here's Your Guide	Immediately
Email 2	You Deserve a Better Job	1 week
Email 3	Make Your Dream Home a Reality	2 weeks
Email 4	Meet the Californians That Call McPherson County Home	3 weeks
Email 5	Your McPherson County Weekend Awaits	4 weeks
Email 6	World-Class Education Opportunities in McPherson County	5 weeks
Email 7	From NY to McPherson Co – And Loving Every Minute	6 weeks
Email 8	McPherson Co Puts the Great in Great Outdoors	7 weeks
Email 9	GDK - Bedel Family	11 weeks
Email 10	GDK - McPherson College	15 weeks
Email 11	GDK - Senior Living	19 weeks

<< Test First Name >>,

Here's your [guide to life in McPherson County!](#)

Turn the dreams you have about a better quality of life into reality. Finding the balance you deserve starts by checking out everything McPherson County has to offer. From plenty of quality job opportunities to affordable housing to great schools, we're proud to be a place people love to call home.

We know it's a lot to consider, so we wrapped up all the essential info you need into an easy-to-read [Living Guide](#).

Our [FREE Living Guide](#) shows you:

- 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
- The best places to e

<< Test First Name >>,

[Looking for a job](#) with purpose, a worthwhile paycheck, AND that allows you to be home in time for dinner? Here in McPherson County, we take pride in our variety of exciting careers and job opportunities. McPherson County is home to internationally recognized and locally owned companies, spanning at least a dozen industries!

Here are the top industries represented:

- Industrial
- Service
- Education
- Healthcare
- Retail

[Check out available jobs here!](#)

Interested in starting your own business? McPherson County is a great place to grow. McPherson cultivates a thriving entrepreneurial environment by [providing support](#) to those looking to start or grow a business.

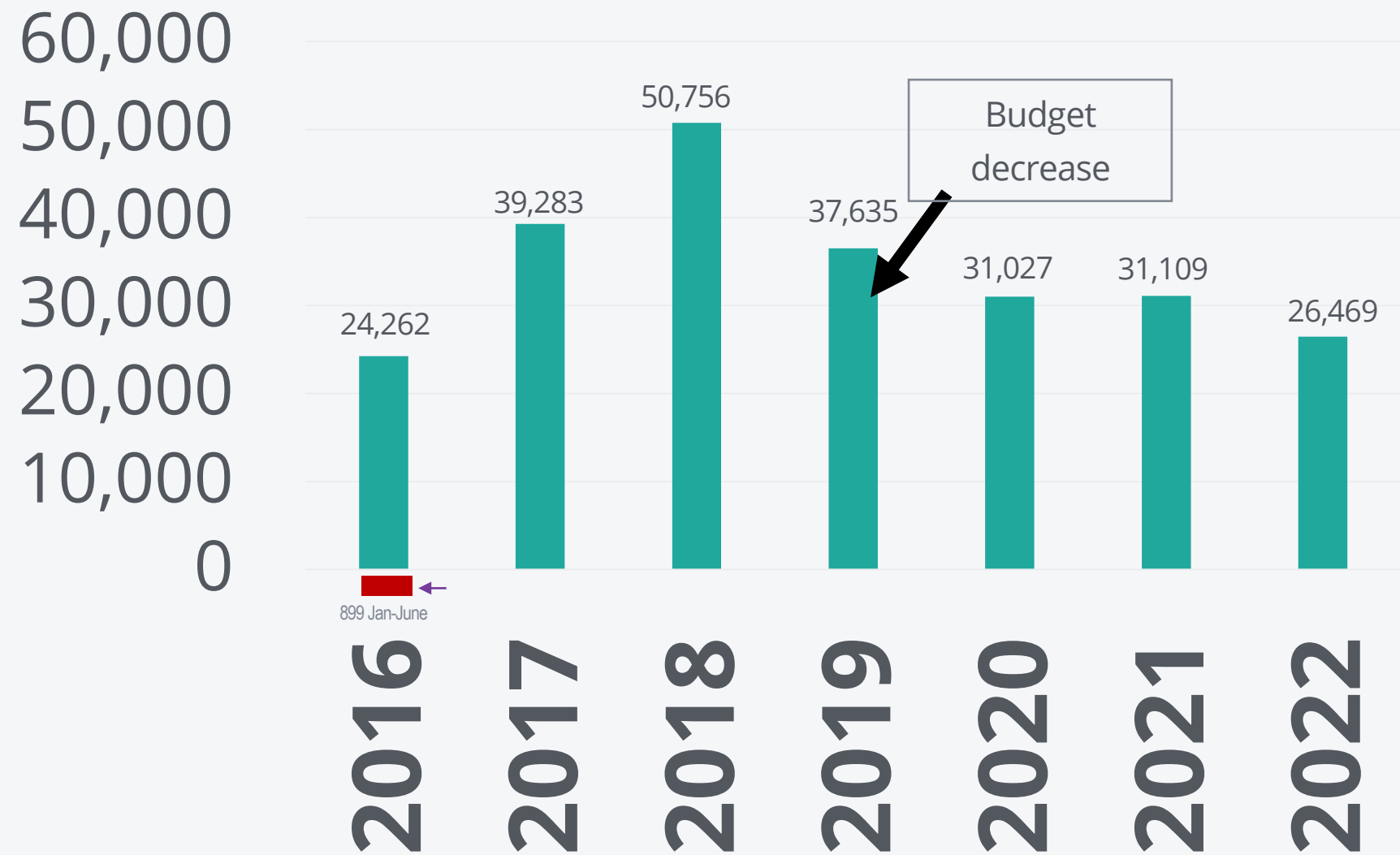
So whether you're looking to move up, move on, or start brand new, we're here for you! Give me a call at (620) 245-2521, or simply reply to this email and I'll be happy to help!



Kasi Morales | Executive Director

E: KasiM@mcphersonpower.com

P: 620-245-2521



Users in 2022 spent 30% time on the site and viewed 24% more pages than in 2021. Some campaigns were optimized to have people sign up on platform instead of on the website, so it's not surprising visits are down, while other metrics are up.

Business Recruitment Activities

Requests for Information-New Project Leads

Lead Source	RFI Submitted	Status
Commerce-11 Organic-4	10-Proposals Submitted	1- Still Active 1-Win (Inman) TJ Poultry
TOTAL-15	5- No Response	(1 -2021 Still Active)
2021 Total:15	9/15	1-Win (TDI)
2020 Total: 31	17/31	1- Win (AMD)
2019 Total: 10	4/10	2-Wins (Paragon, Western Green)

* Received 9 so far in 2023 and have responded to 3

Manufacturing
McPherson County, Kansas – 2022Q4

EMPLOYMENT

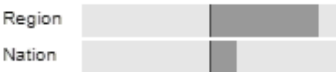


5,473

Regional employment / 13,072,937 in the nation

2.6%

Avg Ann % Change Last 10
Years / +0.7% in the US



31.5%

% of Total Employment /
8.1% in the US



WAGES

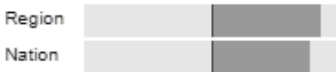


\$74,422

Avg Wages per Worker / \$79,778 in the nation

3.2%

Avg Ann % Change Last 10
Years / +2.9% in the US



Drivers of Employment Growth

Over the ten years ending 2022, employment in Manufacturing for McPherson County added 1,216 jobs. After adjusting for national growth during this period and industry mix share, the part of this employment change due to local competitiveness was a gain of 1,036 jobs—meaning this industry was more competitive than its national counterpart during this period.

Industry Snapshot- 2022

Industry	Employment	LQ 2021 (2019)	LQ 2022	Average Wage Per Worker
Manufacturing (31)	5,472 +8.2% over Q4-2021	3.76 (3.74)	3.91	\$74,422 +4.7%
Machinery Manufacturing (333)	959	7.61 (7.5)	8.02	\$63,504 +3.5%
Plastics and Rubber Products Manufacturing (326)	691	6.44 (6.6)	8.65	\$54,578 +19.8%
Fabricated Metal Product Manufacturing (332)	766	4.53 (4.0)	4.91	\$61,397 +4.3%
Petroleum and Coal Products Manufacturing (324)	563	58.06 (49.7)	50.25	\$152,764 +9.9%
Chemical Manufacturing (325)	1,473	15.30 (18.7)	15.09	\$49,168 +5.3%
Nonmetallic Mineral Product Manufacturing (327)	431	9.97 (7.2)	9.44	\$77,274 +6.5%
Total - All Industries	17,413 +6.8% over Q4-2021	1.00	1.00	\$52,737 +6.8%

Labor Statistics-McPherson County, Kansas

	<u>2021 Average</u>	<u>2022 Average</u>	<u>Q1 2023 Average</u>
Civilian Labor Force	17,345	17,282	17,569
Employment	16,908	16,956	17,182
Unemployment	437	338	387
Unemployment Rate	(2.0% in 2019)(3.5% in 2020) 2.5%	1.9%	2.2%

Labor Statistics- McPherson Area Labor shed -2022 Average

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

	<u>2021 Average</u>	<u>2022 Average</u>	<u>Q1 2023 Average</u>
Civilian Labor Force	359,507	361,750	363,235
Employment	342,227	350,656	351,578
Unemployment	17,231	10,730	11,657
Unemployment Rate	(2.6% in 2019)(6.0% in 2020) 3.3%	2.6%	2.8%



Industry Matters

Metric	2021	2022	% Change
County Sales & Comp. Use Taxes- Calendar Year	\$6,396,866	\$7,006,234	8.7%
BPU Electric Sales (KWH Sales) Industry makes up 79% of sales	1,055,132,000 PILOT- \$1,811,656.71	1,100,089,000 PILOT 1,883,069.53 +4%	4.26%
*BPU Electric Hookups	116	97	

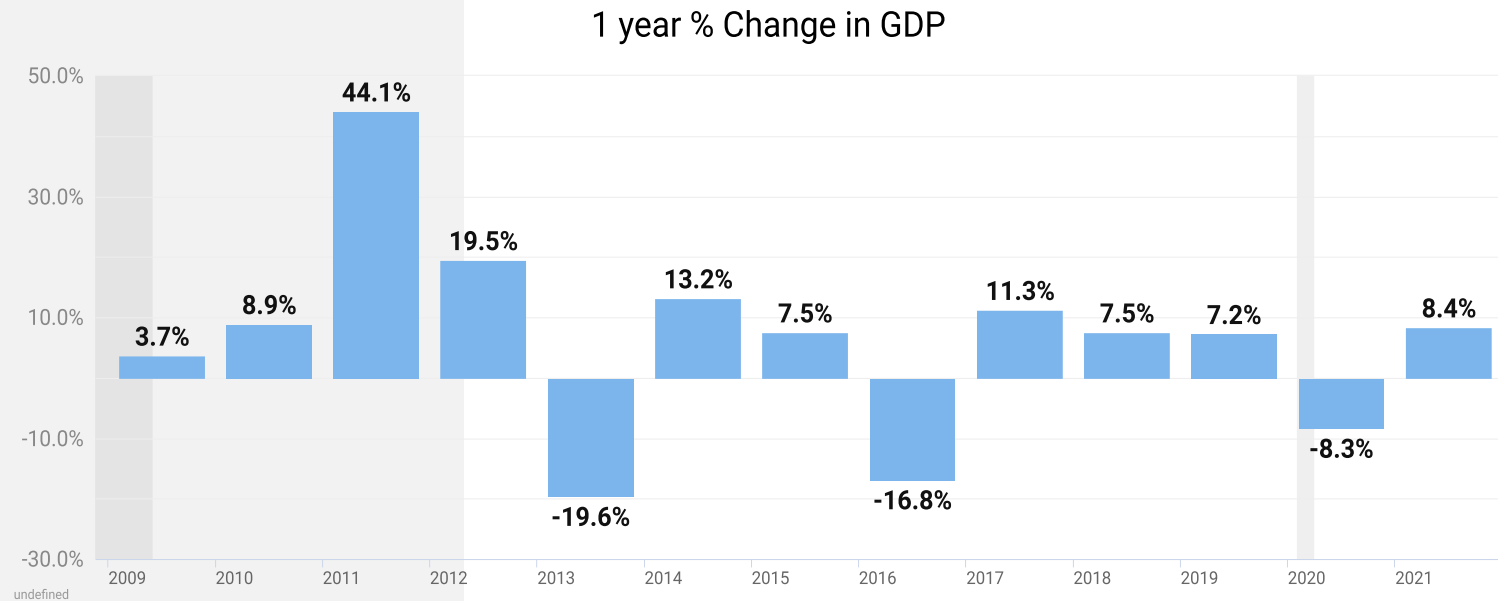
*Numbers do not include transfers; they are first time new account holders

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

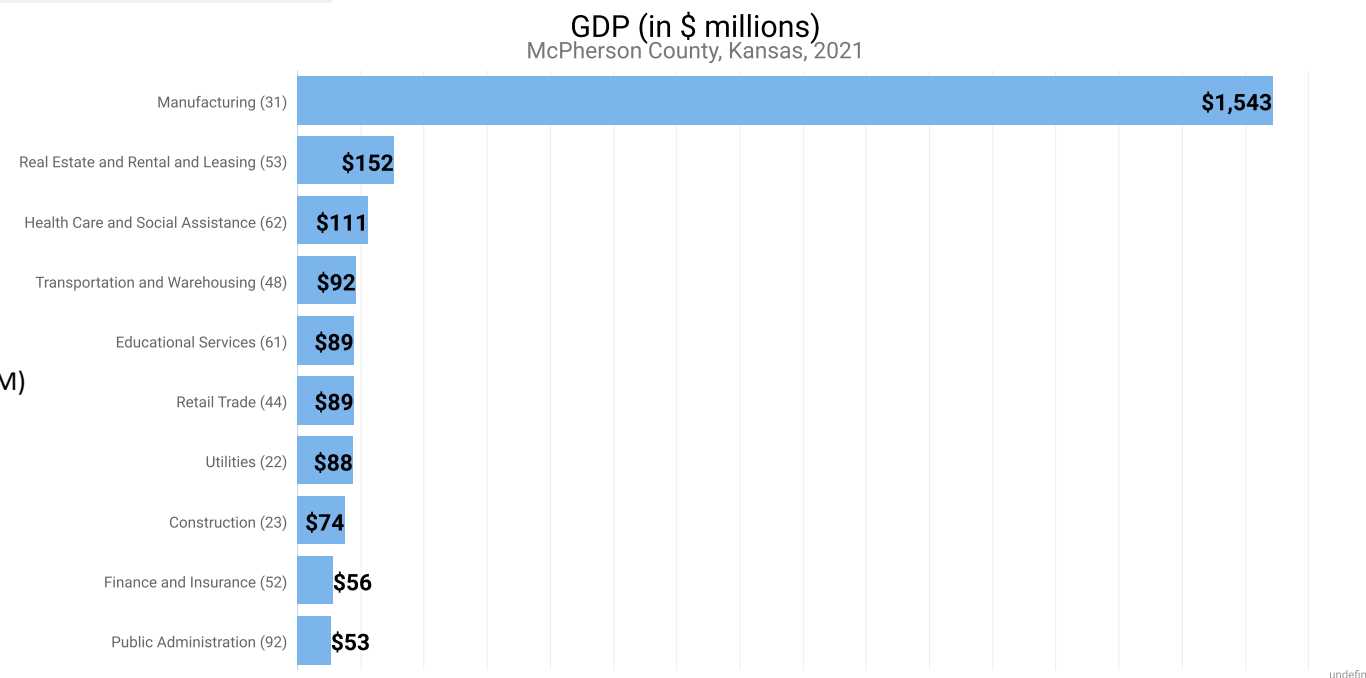
*Does not include number of disconnects



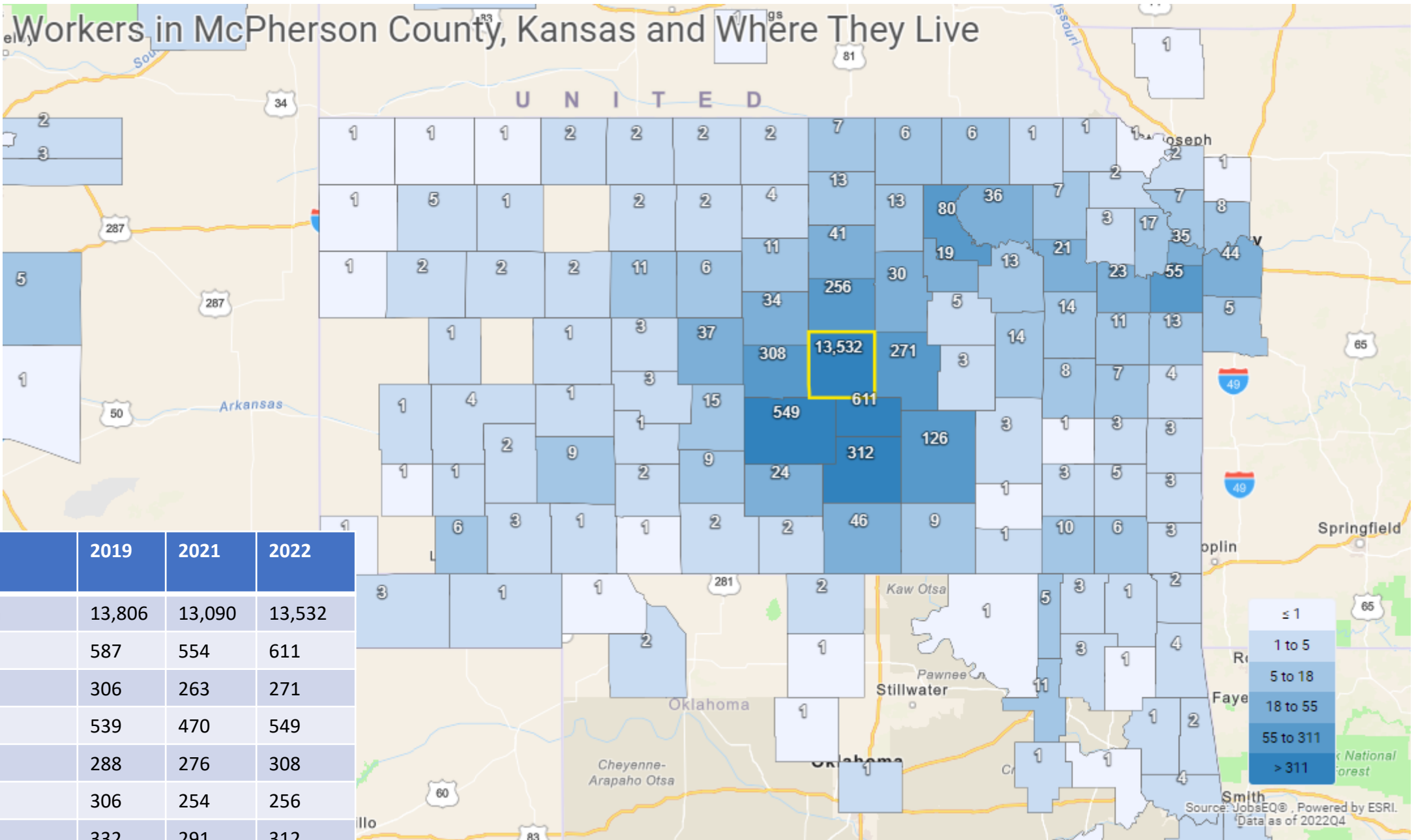
Gross Domestic Product



- McPherson: \$2,651,917,000 (8.4 %)
- Saline: \$3,087,082,000 (12.4%) (MFG: 553M)
- Reno: \$2,731,665,000 (8.6%) (MFG: 422M)



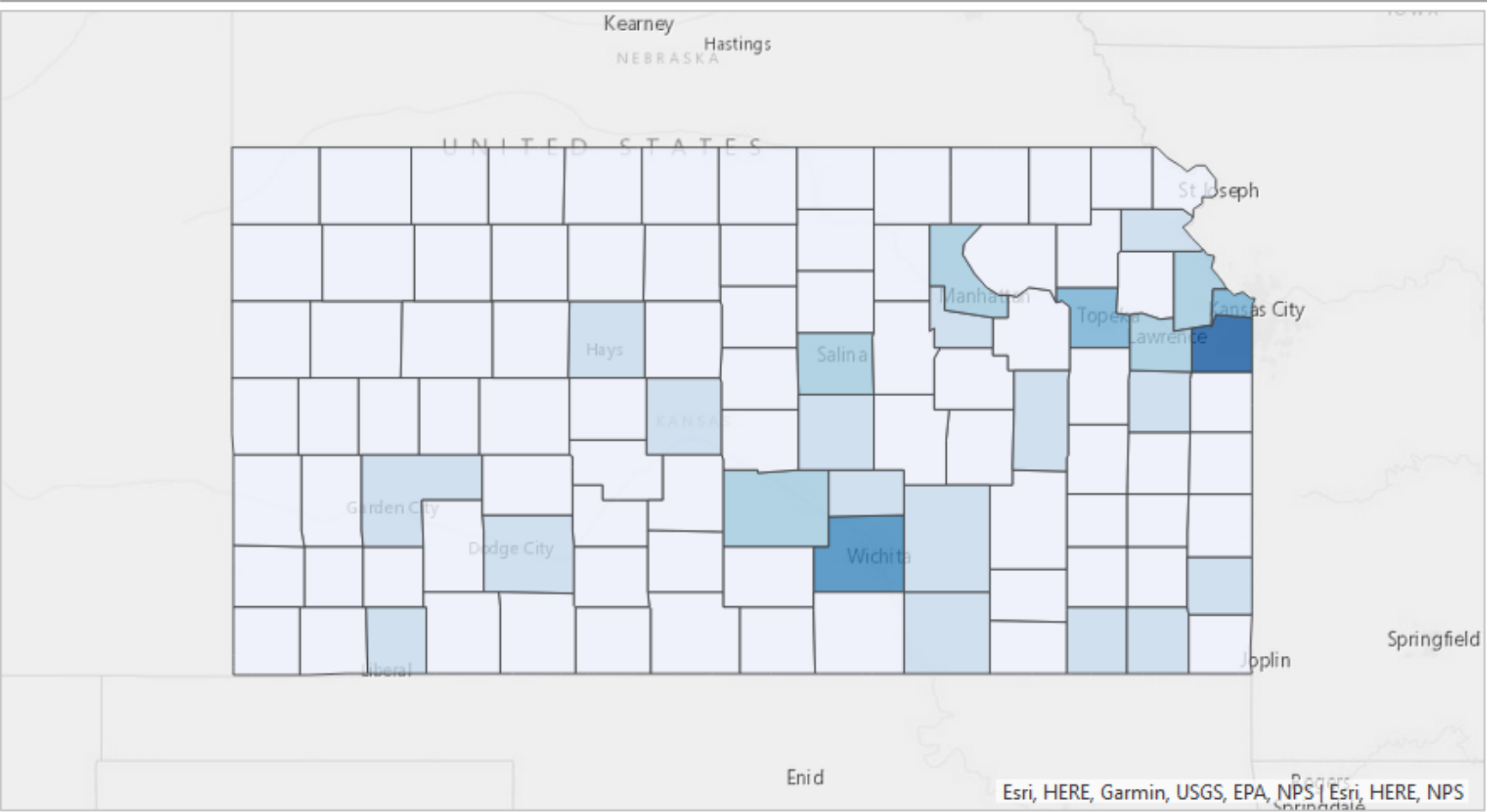
Workers in McPherson County, Kansas and Where They Live



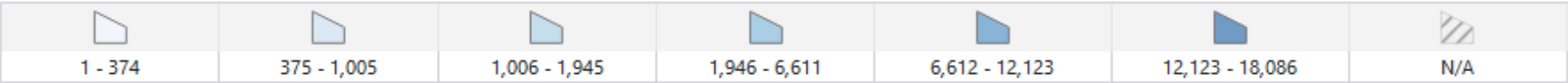
Labor Market Information

Open Job Count
728 as of May 3, 2023

Advertised Job Openings in Kansas by County(s)



Job Openings



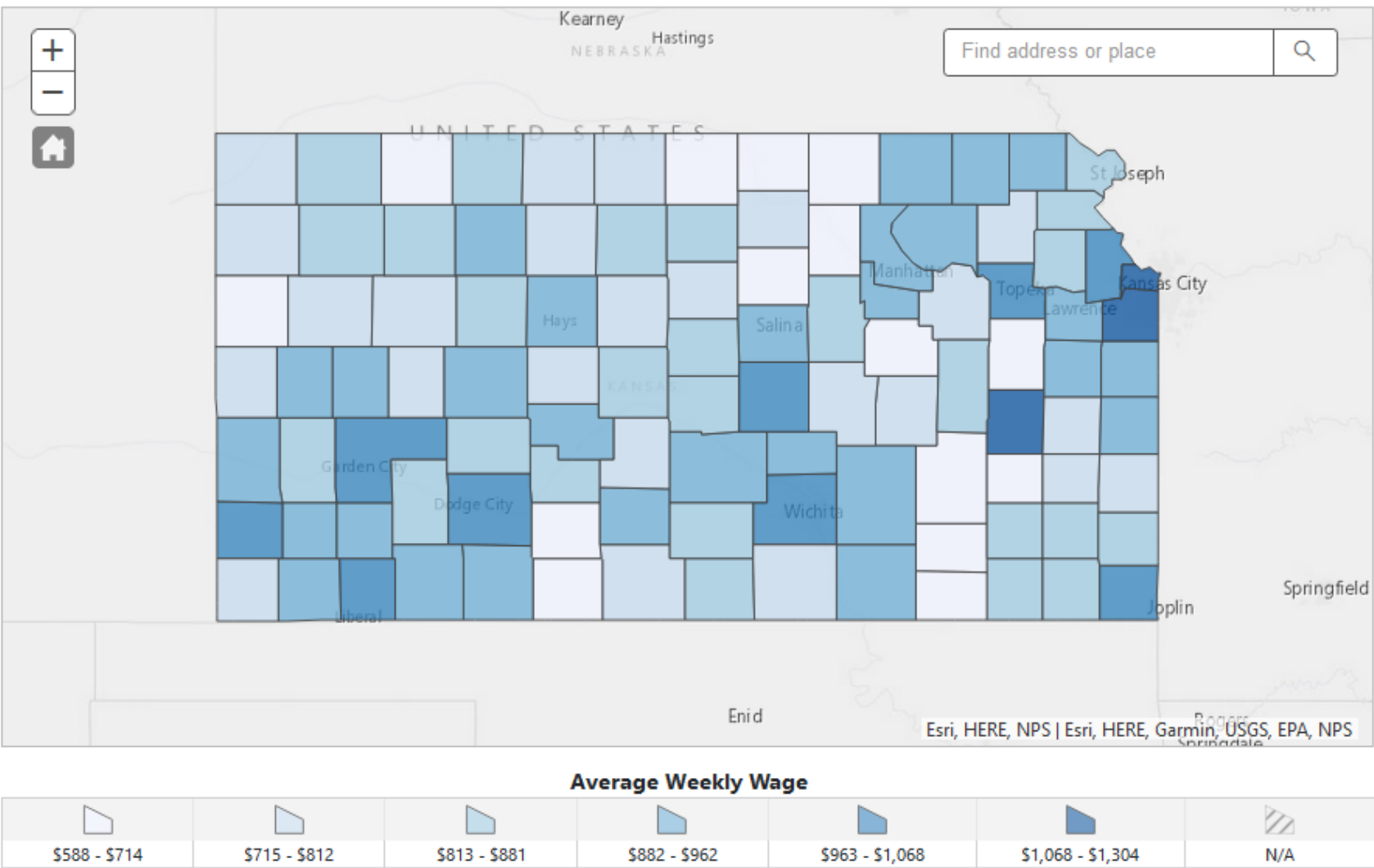
Labor Market Information

Employers By Number Of Job Openings

Employer Name	Job Openings
Viega LLC	50
McPherson Hospital, Inc	27
Pfizer Inc.	21
Salina Regional Health Center	21
McPherson College	17
John’s Manville Corporation	16
CHS Inc.	14
Grasshopper Company	14
Dillons	13
Genesis Health Club	11

Labor Market Information

Average Wage Distribution in Kansas by County(s)



Labor Market Information

*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

Employment Wage Statistic Distribution

Top 10 highest average weekly wages in Kansas as of Q3- 2022

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

Employment Wage Statistics Distribution ⓘ



This section shows the county(s) with the highest average weekly wage in Kansas for Q3 2022.

Click a column title to sort.

Rank	Area	Number of Employees	Average Hourly Wage†	Average Weekly Wage	Average Annual Wage†
1	JOHNSON COUNTY	362,479	\$32.60	\$1,304	\$67,808
2	WYANDOTTE COUNTY	91,044	\$30.73	\$1,229	\$63,908
3	COFFEY COUNTY	3,318	\$30.50	\$1,220	\$63,440
4	SEDGWICK COUNTY	254,325	\$26.70	\$1,068	\$55,536
5	SHAWNEE COUNTY	97,491	\$26.50	\$1,060	\$55,120
6	LEAVENWORTH COUNTY	20,960	\$26.35	\$1,054	\$54,808
7	FORD COUNTY	17,484	\$25.93	\$1,037	\$53,924
8	MCPHERSON COUNTY	15,553	\$25.78	\$1,031	\$53,612
9	FINNEY COUNTY	19,209	\$25.05	\$1,002	\$52,104
10	CHEROKEE COUNTY	5,579	\$24.75	\$990	\$51,480

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

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