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STRATEGIC PLANNING DATA ANALYSIS

Ford County

Kansas Center for Community Economic Development

Charles E. Krider, Co-Director

Institute for Public Policy and Business Research
The University of Kansas

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STRATEGIC PLANNING DATA ANALYSIS

Ford County

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FORWARD

The following report has been prepared to assist the people of Ford County in developing a community-based strategic plan. The purpose of this report is to provide data which will yield a better understanding of local issues and broader scale issues which impact upon the local economy. This should assist in the identification of key issues which should be addressed in plans of action.

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It is hoped that Strategic Planning Data Analysis: Ford County will serve as a useful source of information. Further reproduction of the data presented in this report is permissible on condition that the source is cited. For those wishing to conduct a more in-depth analysis of their county, additional information may be obtained by contacting the sources cited in this report. KCCED, through the Institute for Public Policy and Business Research at the University of Kansas and the Kansas Center for Rural Initiatives at Kansas State University, has access to additional data and can provide technical assistance, data analysis, and survey support.

Special thanks are extended to the staff at the Kansas Center for Community Economic Development and the Institute for Public Policy and Business Research (IPPBR) who helped make this report possible: Mary Brohammer, IPPBR; Carol Schugart, IPPBR; Kahlum Lee, IPPBR; Terri Texley, KCCED/KU; Linda Bennett, Office Manager, KCCED/KU; and Doug LaTessa, Research Assistant, IPPBR. Guidance was also provided by Dr. Charles Krider, Co-Director, KCCED/KU.

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INTRODUCTION

The use of data in strategic planning is important for two reasons. First, data assists a community in "taking stock" and understanding its current situation across several different areas of economic performance. It also provides insight into the internal and external trends which affect the community, comparing community economic performance to other areas, such as the state or nation. Second, by utilizing data in preparing a community strategic plan, it can ensure the long-run success of the planning effort and its eventual outcomes by:

- *Testing Assumptions*--data can validate or challenge hypotheses that a community might have about its current situation.
- *Building Consensus*--data can foster a common understanding regarding trends and concerns affecting the community, and can move the community toward solving common goals.
- *Establishing the Direction the Process Should Take*--data can serve as a compass in the strategic planning process and can help in determining the next step. For example, a community may decide to delay developing its strategies until it has a better understanding of the reasons behind trends in the data.
- *Identifying Key Issues*--data analysis can identify important issues, in terms of relative strengths and weaknesses, which the community may wish to address in the strategic planning process.

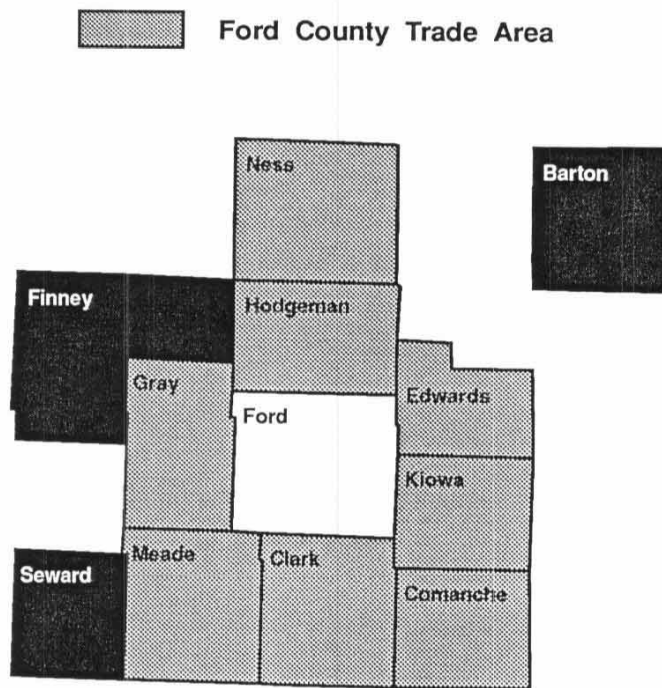
It is important to remember that raw data on its own does not lead to an understanding of the community. Data must be analyzed, taking into account the intuition of the community about the overall trends. In other words, data serves as the foundation for an analysis which concludes: 1) what is happening in the community, relative to other regions over time, and 2) what does the data suggest, in terms of potential impact or consequences. From this point, the community can then address possible strategy and solutions.

In the following sections, data will first be presented and analyzed in overview fashion for regional and national trends. Following this, data will be reviewed at a more local scale in the following eight areas: population and housing, employment/labor force, education, income and earnings, sectoral performance, tourism, business/financial environment, and quality of life.

Throughout the report, local-level materials will be presented relating Ford County's economic performance through the past decade with the State of Kansas and the counties neighboring Ford County. To facilitate comparisons, a "trade area" designation has been used to identify a eight-county grouping surrounding Ford County. These counties are Meade, Gray, Hodgeman, Ness, Edwards, Kiowa, Comanche and Clark. Aggregate totals or averages are labelled "Trade Area" for presentation in graphs. Three other nearby counties with similar economic structures and/or size are also included for data comparisons. These three counties are Finney, Seward and Barton.

The counties for which data is examined in this report are shown in Map 0.1.

Map 0.1



Source: Institute for Public Policy and Business Research.

Section I : OVERVIEW OF REGIONAL AND NATIONAL TRENDS

Why Examine Regional and National Trends?

To be effective, community strategic planning must begin with an understanding of environmental forces affecting the community. It is important to understand the dynamics of change that are beyond local control, in order to maximize the planning efforts within areas where local initiatives can make a difference in the community's performance. The community's ability to be successful in enacting positive change is not only a product of its own internal strengths and weaknesses, but is a result of developing the capacity to exploit opportunities or to adapt to external threats to community well-being. By understanding those things that cannot be changed as well as those that must be altered, the community can begin to effectively identify key issues leading towards a workable action plan.

Which Trends Should be Studied?

Community or county level performance relative to its immediate neighbors is considered an internal assessment. An external environmental scan can incorporate state, regional, and national performance relative to the next larger scale of comparison. While global trends may seem too distant to affect the community in the short run, these trends have profound long term impacts. For example, the worldwide shift from goods-producing economies toward more service-based economies, especially apparent in the early 1980s recession, created enormous adjustments in local labor forces. The impacts of the recession were clearly not evenly distributed and for some communities this was a time of opportunity rather than painful adjustment.

Factors to be examined in an external environmental scan include, but are not limited to the following:

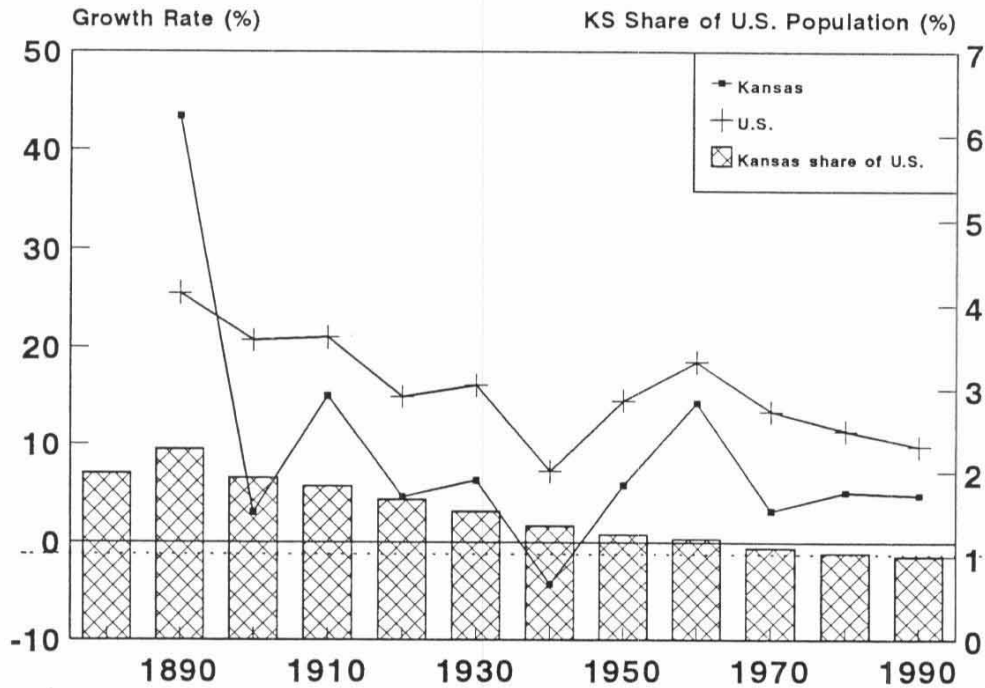
- Population and demographic change
- Industrial restructuring and changes in world market supply and demand
- Changes in the composition of the labor force
- Income patterns
- Changes in the levels of education and skills required of the labor force
- The nature and effects of changing technology
- Other factors affecting the competitiveness of the nation, region and community

Population and Demographic Change

Population growth rates in Kansas have lagged those of the U.S. for every decade of the century. Over the last 100 years, population in Kansas has grown at about one-third the U.S. rate; since 1970, population growth has been about one-half the U.S. rate. As a result of this low growth rate, Kansas' share of U.S. population has been declining consistently since 1890. Figure 1.1 and Table 1.1 show that in 1890, Kansas represented a 2.27 percent share of the nation's population; in 1990, Kansas accounted for 1 percent of U.S. population.

If these trends hold, Kansas should expect little population growth in the future. Population forecasts predict a much slower rate of growth for the U.S. as a whole, from an annual growth rate of nearly 1.9 percent in the 1950s to a growth rate of only 0.7 percent by the year 2000.¹

Figure 1.1
10-Year Population Growth Rates
 Kansas and U.S.



Source: KCCED calculations on data from Bureau of Economic Analysis; U.S. Bureau of the Census, *Fifteenth Census of the United States: 1930*, Vol. 1; *Census of Population, 1960*, Number of Inhabitants, Final Report; *1980 Census of Population*, Vol. 1, Chapter A, Part 18; *1990 Decennial Census*, mimeographed sheet.

¹Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Table 1.1
Kansas and U.S. 10-Year Population Growth Rates, 1890-1990

Decade Ending Growth Rates (%)	1890	1900	1910	1920	1930	1940	1950	1960	1970	1980	1990
Kansas	43.4	3.0	15.0	4.6	6.3	-4.3	5.8	14.3	3.2	5.1	4.8
U.S.	25.5	20.7	21.0	14.9	16.1	7.2	14.5	18.5	13.4	11.4	9.8
Kansas % Share of U.S. Population	2.27	1.93	1.83	1.67	1.53	1.36	1.26	1.21	1.10	1.04	1.00

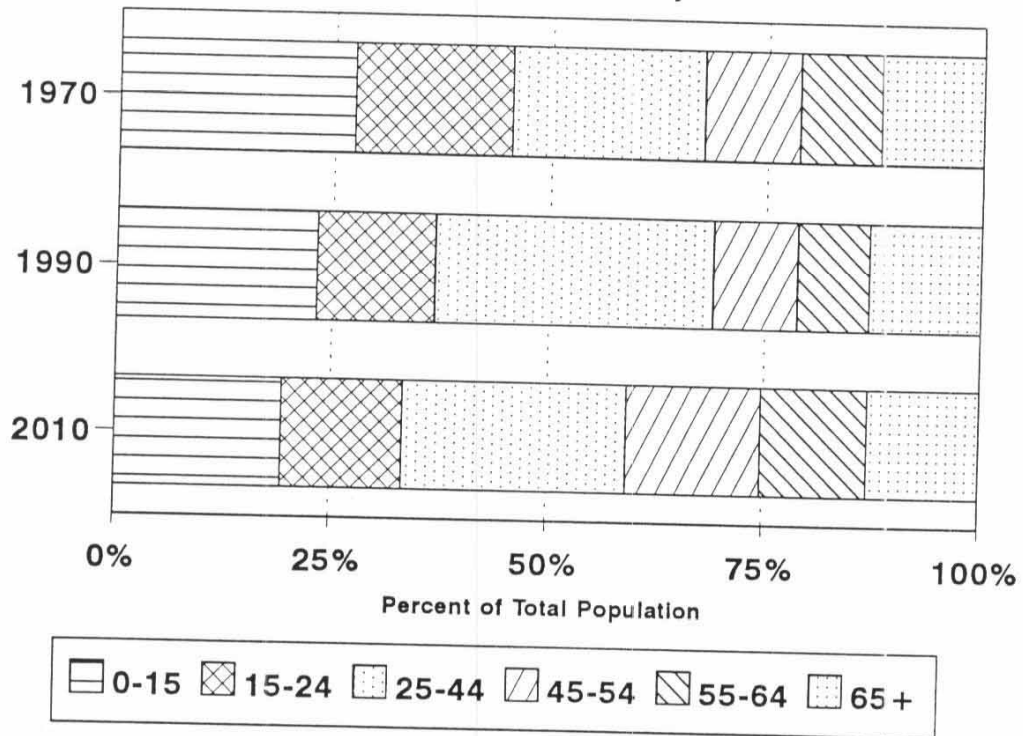
Source: KCCED calculations on data from Bureau of Economic Analysis; U.S. Bureau of the Census, *Fifteenth Census of the United States: 1930*, Vol. 1; *Census of Population, 1960*, Number of Inhabitants, Final Report; *1980 Census of Population*, Vol. 1, Chapter A, Part 18; *1990 Decennial Census*, mimeographed sheet.

Age of the Population

The median age of the population in Kansas has historically been slightly older than the U.S. average. In 1970, the median age of Kansans was 28.7, compared with 27.0 in the U.S. as a whole. As the baby boomers age, new pressures will be placed on communities for health care services, nursing homes, adult day care and retirement homes. With the expected decline in birth rates, the future job labor market will be characterized by fewer job entrants and therefore higher wages, although increased female participation in the workforce may reduce some of this effect. The adjustments to an aging population will generally be less severe in Kansas than for the U.S. as a whole, since, well before the 1960s, Kansas has had greater proportions in the 55-64 and over 65 age cohorts. By the year 2020, Kansas is expected to have relatively fewer 65+ population, due to higher birth rates than the U.S. and due to high rates of outmigration of young adults during the 1960s and 1970s (see Figure 1.2 and Table 1.2).²

²Upmeier, Helga, and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Vol. 12, No. 4, Summer 1989.

Figure 1.2
Kansas Population By Age Group
 1970 Actual, 1990 and 2010 Projections



Source: Upmeier, Helga, and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Vol. 12, No. 4, Summer 1989.

Table 1.2
 Kansas Projected Population Shares by Age Group (%)

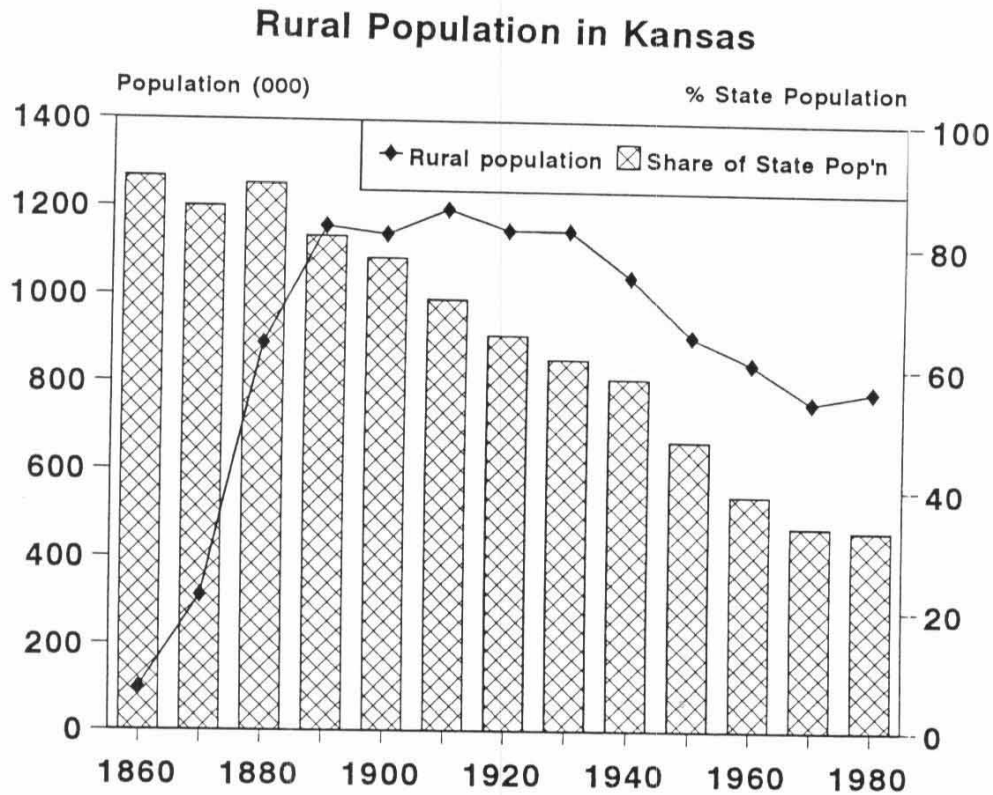
	<u>0-14</u>	<u>15-24</u>	<u>25-44</u>	<u>45-54</u>	<u>55-64</u>	<u>65+</u>
1970	27.3	18.1	22.3	11.0	9.4	11.9
1990	22.8	14.2	30.3	9.5	8.4	12.7
2010	19.3	14.0	25.9	15.5	12.3	13.0

Source: Upmeier, Helga, and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Vol. 12, No. 4, Summer 1989; 1990 data from U.S. Bureau of the Census, 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

Urban-Rural Population

Until 1970, rural population in Kansas was declining rapidly, not only in absolute terms but also relative to urban population in Kansas. During the period since 1930, rural population in Kansas declined by about 10 percent per decade, while urban population continued to grow. Since 1970, however, the urban to rural shift has become less pronounced, and rural population increased during the 1980s as shown in Figure 1.3. Some of this is due to the new roles for nonmetropolitan counties as labor sources for urbanized counties. However, not all rural counties are able to assume this new role. Across the Midwestern states during the period 1982 to 1986, nonmetropolitan counties which were adjacent to urban centers grew annually by 0.9 percent, while counties which were not adjacent to urbanized counties declined in population by 0.3 percent per year.³

Figure 1.3



Source: U.S. Bureau of the Census, *1960 Census of Population*, PC(1)-18A; *1980 Census of Population*, PC80-1-A-18; *Current Population Reports*, Series P-26, No. 86-WNC-SC; No. 88-WNC-SC.

³National Governors' Association, *Economic Realities in Rural America: Recent Trends, Future Prospects*, Washington: National Governors' Association, 1988.

Table 1.3
Rural Population in Kansas, 1860-1980

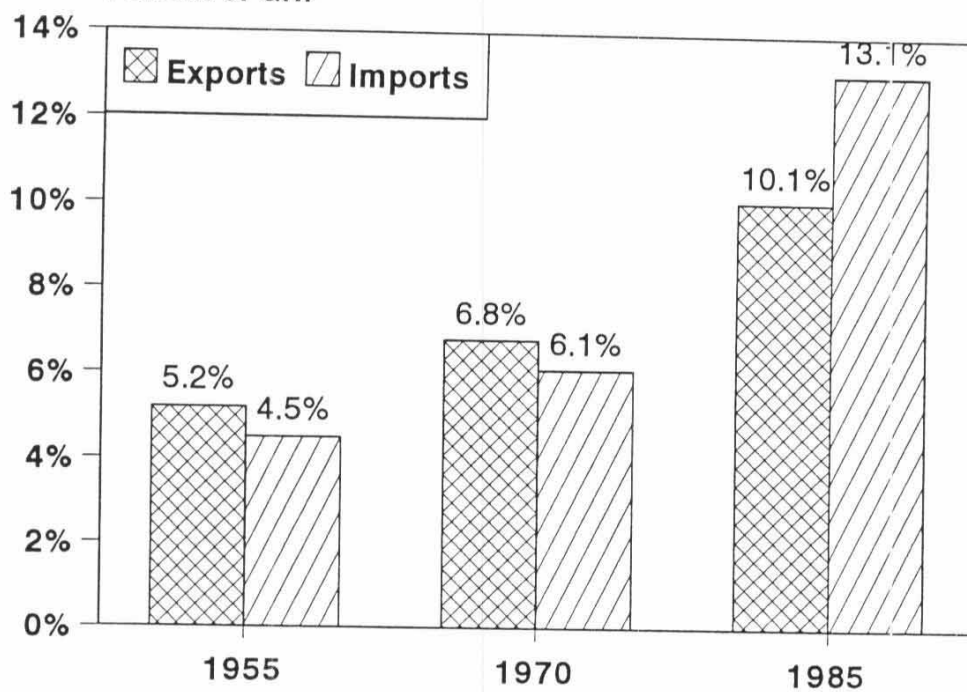
	1860	1870	1880	1890	1900	1910	1920	1930	1940	1950	1960	1970	1980
Rural Population (thousands)	97	313	891	1159	1141	1199	1151	1151	1047	912	850	762	788
Share of Kansas Population	91%	86%	90%	81%	78%	71%	65%	61%	58%	48%	39%	34%	33%

Source: U.S. Bureau of the Census, *1960 Census of Population*, PC(1)-18A; *1980 Census of Population*, PC80-1-A-18; *Current Population Reports*, Series P-26, No. 86-WNC-SC; No. 88-WNC-SC.

Industrial Restructuring and Changes in World Markets

International competition is now a fact of life in business. From 1955 to 1985, the export share of GNP has doubled, while the import share has nearly tripled, reflecting a continuing trade deficit. International investments have also accelerated sharply during the 1980s and international financial investments, rather than trade, now dominates the global business environment. These changes have shifted concern from protecting economic independence to achieving higher rates of productivity in order to remain competitive.

Figure 1.4
Exports and Imports, Share of U.S. GNP
1955, 1970, 1985
Percent of GNP



Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Past Trends and Future Outlook by Industrial Sector

Over the last twenty years, and in particular since the recession of the early 1980s, there has been significant industrial restructuring, with job losses in industries which were no longer internationally competitive, such as manufacturing. Although manufacturing has experienced an international comeback, manufacturing in the U.S. is expected to be a much smaller share of the economy in the year 2000 than it is today. While manufacturing accounted for 30 percent of U.S. GNP in 1955, and 21 percent in 1985, its share will drop to less than 17 percent by the year 2000⁴ (see Figure 1.4).

The service industry, which has shown dramatic growth during the 1980s, will account for the largest share of growth during the upcoming decade as indicated by its increasing share of GNP in Table 1.4. This growth of the service industries will have a moderating effect on the business cycle, since service sector employment levels are less volatile than manufacturing. However, economic growth may be harder to achieve because productivity levels have been lower in service industries. Slow growth rates in population and the labor force are expected to curb economic expansion and shift the economy toward more income-sensitive products and services, such as luxury and convenience goods.⁵

Table 1.4
Current and Projected Shares of Output--Goods and Services

<u>Industry</u>	<u>% Share GNP, 1985</u>	<u>% Share GNP, 2000</u>	<u>% Change 1985-2000</u>
Farm, Forest, Fishing	2.5	3.0	207.4
Mining	3.0	1.3	9.4
Construction	4.9	4.2	116.6
Manufacturing	20.9	16.6	102.7
Goods	31.4	25.1	104.3
Finance, Ins. & Real Estate	16.0	17.0	170.3
Wholesale & Retail	17.1	18.9	181.9
Other Services	16.1	18.2	190.4
Transport. Utils. Communication	3.5	2.8	105.6
Services	52.7	57.9	175.9
Government & Other	16.0	18.1	189.9

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

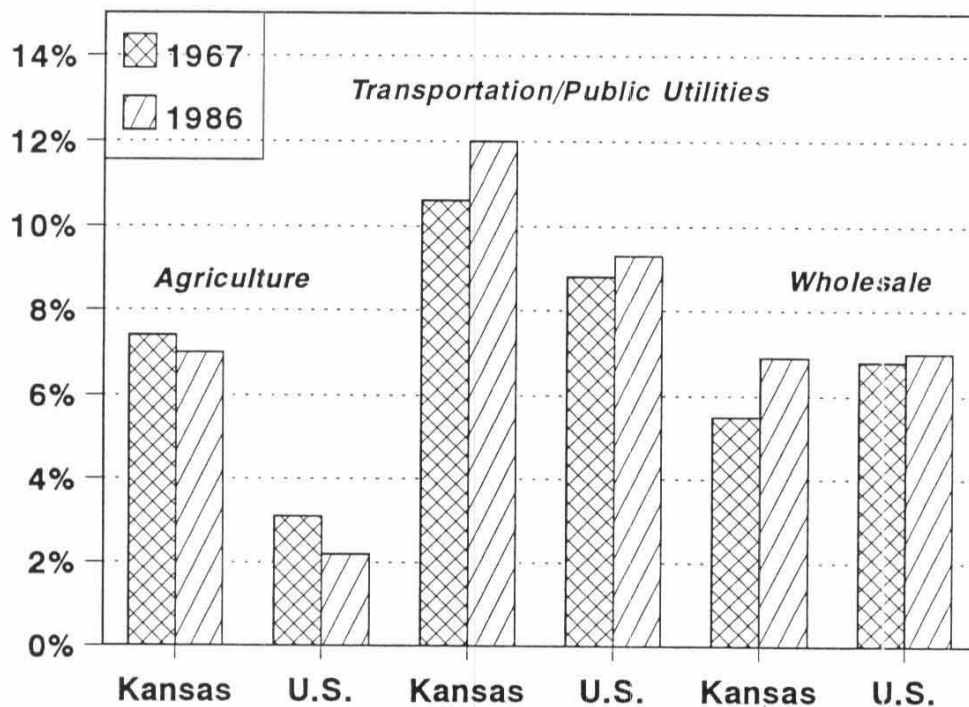
⁴Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

⁵Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Kansas Industrial Performance Relative to the U.S.

In the last two decades, Kansas' industrial performance relative to the U.S. has been mixed as illustrated by Table 1.5. Manufacturing, not one of Kansas' strong suits, suffered significant declines from 1967 to 1986 in the value of production, but Kansas fared relatively well compared to the U.S. Finance, Insurance and Real Estate, which increased rapidly in the U.S., held stable in Kansas. Services, Kansas' largest source of increase in the gross state product, increased to 13.3 percent in Kansas, but did not achieve the national average 16.7 percent share of GNP. Kansas built upon its strengths in Agriculture and Transportation/Public Utilities, exceeding national growth rates in both industries, while the gross product due to wholesaling in Kansas grew to equal the national average share of GNP (see Figure 1.5, Table 1.5, Figure 1.6).

Figure 1.5
Gross Product by Industry
 Percentage Shares (Selected Industries)



Source: U.S. Bureau of Economic Analysis, *Survey of Current Business*, 1988.

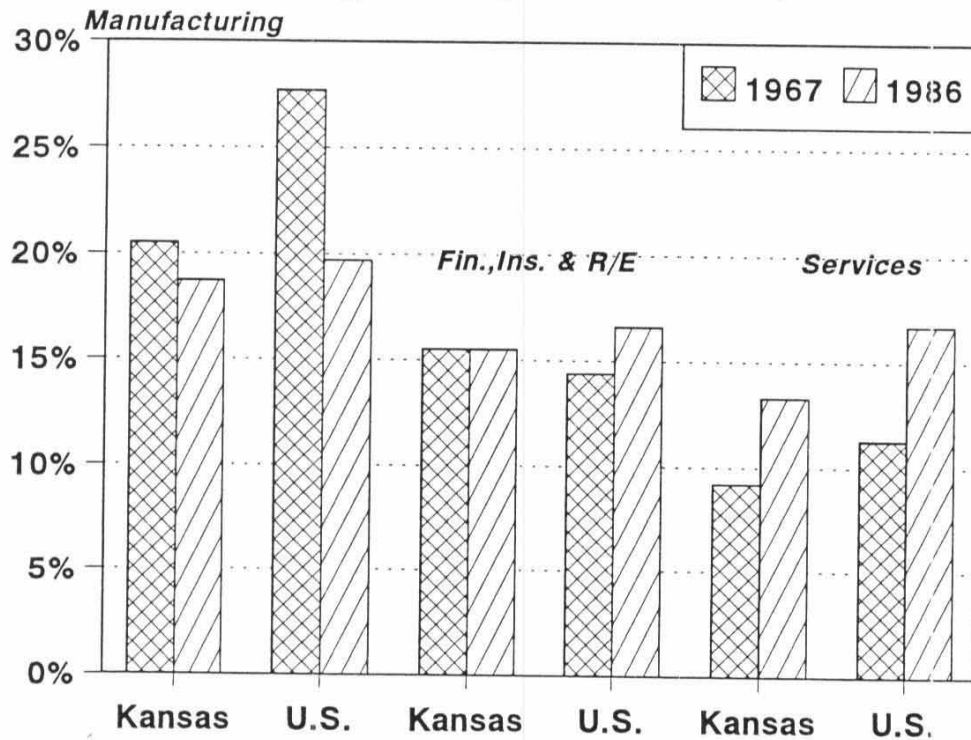
Table 1.5
Industry Shares of Kansas and U.S. Gross Product, 1967, 1986

	Percentage Share of Gross Product								
	Mfg.	F.I.R.E.	Services	Agri- culture	Trans. Util.	Whole- sale	Retail	Pub Adm./ Def.	Con- struction
Kansas 1967	20.5	15.5	9.2	7.4	10.6	5.5	10.7	11.8	4.4
Kansas 1986	18.7	15.5	13.3	7.0	12.0	6.9	9.0	11.6	4.1
U.S. 1967	27.7	14.4	11.3	3.1	8.8	6.8	9.8	11.4	4.9
U.S. 1986	19.7	16.6	16.7	2.2	9.3	7.0	9.7	11.7	4.7

Source: U.S. Bureau of Economic Analysis, *Survey of Current Business*, May 1988.

Figure 1.6

Gross Product by Industry, 1967 and 1986
Percentage Shares (Selected Industries)



Source: U.S. Bureau of Economic Analysis, *Survey of Current Business*, 1988.

Performance by Firm Size

Small firms have been the greatest source of job growth in the U.S. over the past few years. During the period 1976 to 1982, firms with 0-19 employees generated 4.6 million jobs, for a 29 percent increase in the number employed in this size class. Firms with 500 or more employees created 4.5 million jobs, averaging an increase of 12 percent in the number employed. For all firms combined, the increase in employment over this period was 15.6 percent⁶ (see Table 1.6).

Table 1.6
Job Creation, by Firm Size
U.S., 1976-1982

Firm Size (# of Employees)	Share of Jobs	Share of New Jobs
	1976	1976-1982
0-19	21 %	39 %
20-99	17 %	14 %
100-499	14 %	10 %
500+	48 %	38 %

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Kansas is predominantly a small business state. Of firms within Kansas, 98 percent fall within the Small Business Administration's definition of a small business, employing less than 49 people. More than 88 percent of Kansas firms employ less than 20 people.⁷

Industrial Restructuring: The Rural-Urban Aspects

During the 1980s, rural areas fell further behind metropolitan areas in terms of employment. Although manufacturing jobs were lost throughout the nation, third world competition increased dramatically in low-wage manufacturing, the kind rural areas have in the past specialized in. From 1979 to 1986, new jobs were created in rural areas at less than half (43 percent) the rate for metropolitan areas. During this same period, unemployment rates rose from 0.4 percent to 2 percent higher than in metropolitan areas. The economic structure of

⁶U.S. Small Business Administration, Office of Advocacy, unpublished data, referenced in Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-first Century* (Indianapolis: The Hudson Institute, 1987).

⁷Finney, Bartlett J. and Jacob R. Wambsganss, "Family-owned Firms in Kansas: Results of a Survey," *Kansas Business Review*, Vol. 14 No. 1, Fall 1990, pg. 22.

rural areas has hindered its rate of growth and this trend is expected to continue, with much of the nation's growth coming from the expanding service sector, which is heavily concentrated in urban areas. Although new telecommunications technologies enable firms to be less tied to specific locations, there has been little evidence to date of any significant decentralization of high tech industries to rural areas.⁸

The Kansas Experience

The Kansas experience has dramatically illustrated these rural-urban trends in recent years. From 1986 to 1989, the number employed in the civilian labor force increased by about 82,000 jobs in the state's four Metropolitan Statistical Areas (Kansas City, Wichita, Topeka and Lawrence). These areas represent nine of the State's 105 counties. During the same period, a net loss of approximately 7,000 jobs was recorded in the remainder of the state (see Table 1.7).⁹

Table 1.7
Employment in Kansas Metropolitan and Nonmetropolitan Areas, 1986-1989

	<u>Number Employed</u>		<u>Net Change</u>
	<u>1986</u>	<u>1989</u>	
State Total	1,158,005	1,233,003	+ 75,028
Metropolitan Areas	610,279	692,096	+ 81,817
Balance of State	547,726	540,937	-6,789

Source: KCCED calculations on data from Kansas Department of Human Resources, Labor Market Information Services. Data developed in conjunction with the U.S. Bureau of Labor Statistics, based partly on unemployment insurance records. Metropolitan Statistical Areas include: Kansas City, Kansas MSA (Johnson, Leavenworth, Miami and Wyandotte Counties); Lawrence MSA (Douglas County); Topeka MSA (Shawnee County); and, Wichita MSA (Butler, Harvey and Sedgwick Counties).

⁸National Governors' Association, *New Alliances for Rural America, Chairman's Summary* (Washington: National Governors' Association, 1988).

⁹KCCED calculations on data from Kansas Department of Human Resources, Labor Market Information Services. Data developed in conjunction with the U.S. Bureau of Labor Statistics, based partly on unemployment insurance records. Metropolitan Statistical Areas include: Kansas City, Kansas MSA (Johnson, Leavenworth, Miami and Wyandotte Counties); Lawrence MSA (Douglas County); Topeka MSA (Shawnee County); and, Wichita MSA (Butler, Harvey and Sedgwick Counties).

The Changing Labor Force

With the entry of the baby boom population into the workforce, the labor force grew in size an incredible 2.9 percent per year during the 1970s. By the year 2000, the labor force is expected to expand in size by only 1 percent per year, tightening labor markets and forcing employers to use more technologically advanced production systems. The composition of the labor force will undergo a shift in composition as well. The workforce will be older, more experienced, more stable and reliable, but will be less flexible and less adaptable to change. Two career families and older workers are less likely to accept relocation and older workers are less likely to undertake retraining. Table 1.8 and Figure 1.7 illustrate the extent to which the workforce is becoming more middle aged. The proportion of the labor force aged 35-54, 40 percent of the workforce in 1970, will rise to 51 percent by the year 2000.¹⁰

Table 1.8
Age Structure of the Workforce, 1970, 1985 & 2000

<u>Percentage Distribution</u>	<u>1970</u>	<u>1985</u>	<u>2000</u>
Age 16-34	42%	50%	38%
Age 35-54	40%	38%	51%
Age 55+	18%	13%	11%

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

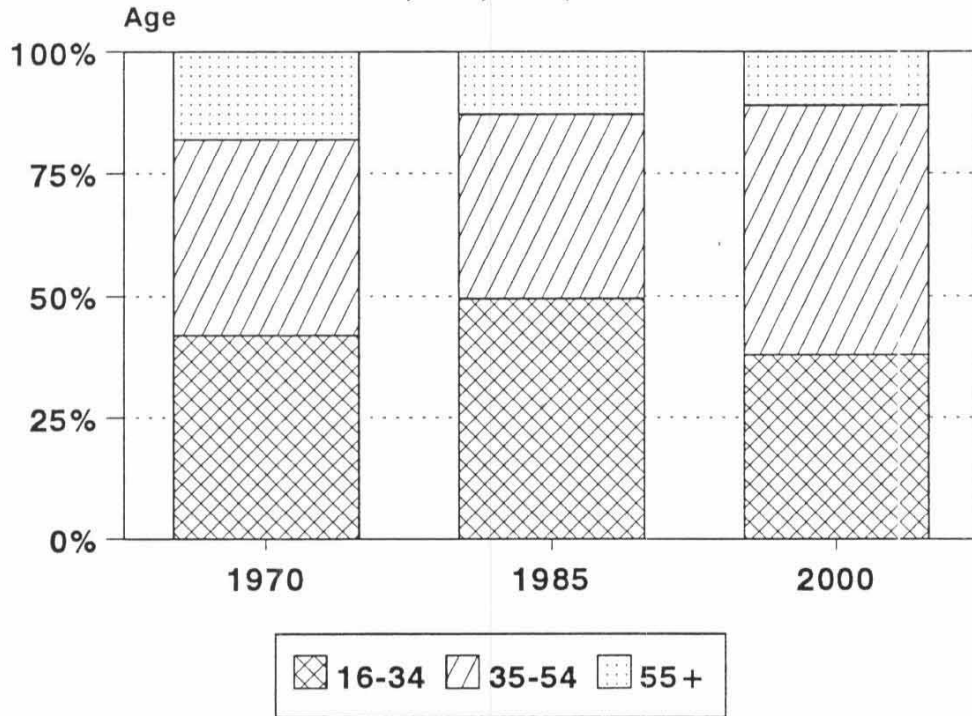
To further illustrate the effect of age on mobility of the labor force, annual moving rates in 1986-87 for individuals aged 20 to 24 was 34.7 percent; for those age 25 to 29, the rate was 31.8 percent; those age 45 to 64 moved residences at a rate of only 9 percent per year.¹¹ Young people are generally more willing to move in response to career opportunity and are also more likely to change occupations, since they have invested less time and effort in building a career and have fewer commitments to a given place, such as children in school or investments in real estate.

¹⁰Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

¹¹Rickman, Bill D., "Outmigration of Fort Hays State University College Graduates: Brain Drain Evidence," *Kansas Business Review*, Vol. 14, No. 1, Fall 1990.

Figure 1.7

Age Structure of the Workforce
U.S., 1970, 1985, 2000



Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

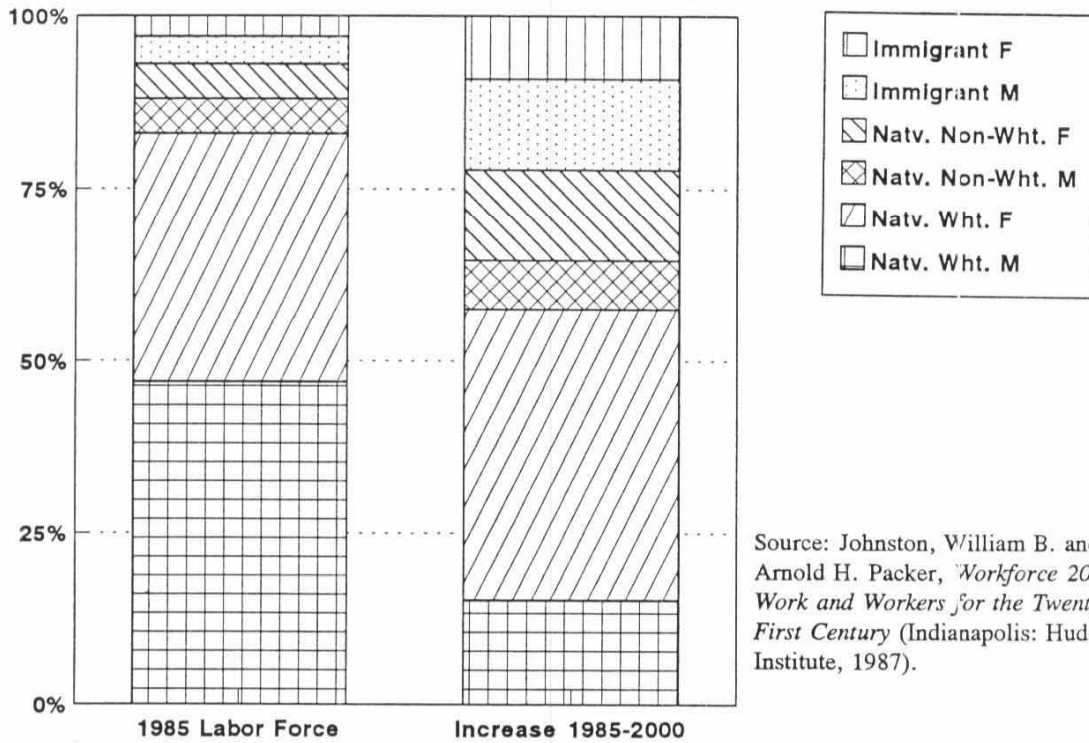
New Entrants to the Workforce

With population growing more slowly, the growth of the labor force will come from new sources in the next decade. Native white males, presently comprising 47 percent of the workforce, will account for only 15 percent of the new jobs to the year 2000, while women will account for two-thirds of the new jobs and minorities, another 29 percent (see Figure 1.8, Table 1.9). By the year 2000, three-fifths of all women over 16 will be working.¹²

¹²Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Figure 1.8

New Entrants to the Workforce, 1985-2000



Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Table 1.9
Changes in the Composition of the U.S. Labor Force 1985-2000

	<u>Labor Force, 1985</u>	<u>Newcomers to Labor Force, 1985-2000</u>
Native White Males	47%	15%
Native White Females	36%	42%
Native Non-White Males	5%	7%
Native Non-White Females	5%	13%
Immigrant Males	4%	13%
Immigrant Females	3%	9%

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Table 1.10
 Weekly Wages by Industry Category, 1985
 Percentage of Workers In Each Pay Category

<u>Industry</u>	<u>Weekly Wages</u>		
	<u>\$0-249</u>	<u>\$250-499</u>	<u>\$500+</u>
Goods Producing	30%	46%	24%
Services	40%	42%	19%
Government	23%	55%	23%

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Income Trends

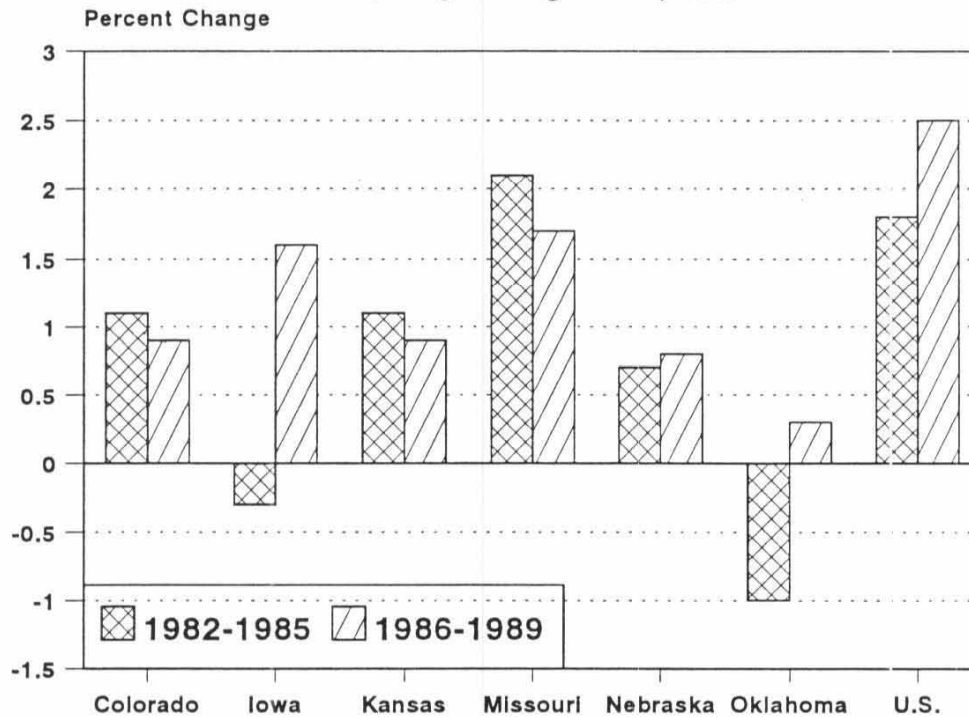
With the growth of the service sector has come a greater awareness of the quality of new jobs. Not all jobs offer the same levels of satisfaction, and wage patterns are very different across sectors. The service sector has more wage earners in the lower wage categories than does industries in goods production or government, and a smaller percentage of its workforce in the upper one-third category, as shown in Table 1.10.

Income Trends, Kansas and Neighboring States

Overall, per capita incomes in the state compare favorably with all of the neighboring states except Colorado. Kansas' per capita income is 87 percent of the U.S. level. However, the growth rate in per capita incomes in Kansas has not kept pace with its neighbors in recent years, as illustrated in Figure 1.9 and Table 1.11.

Figure 1.9

Real Per Capita Personal Income Growth Kansas, Neighboring States, U.S.



Source: Wichita State University, Center for Economic Development and Business Research, *Business and Economic Report*, December 1990, Table 6. Based on U.S. Bureau of Economic Analysis, Table SA2.

Table 1.11
Real Per Capita Personal Income Growth (\$1982-1984)
Kansas, Neighboring States, and the U.S.

State	Real Personal Income Per Capita, 1989	Percent Growth Avg. 1982-1985	Percent Growth Avg. 1986-1989
Colorado	14,156	1.1	0.9
Iowa	12,490	-0.3	1.6
Kansas	13,305	1.1	0.9
Missouri	13,139	2.1	1.7
Nebraska	12,456	0.7	0.8
Oklahoma	11,415	-1.0	0.3
United States	14,190	1.8	2.5

Source: Wichita State University, Center for Economic Development and Business Research, *Business and Economic Report*, December 1990, Table 6. Based on U.S. Bureau of Economic Analysis, Table SA2.

Incomes in Metropolitan and Nonmetropolitan Areas

The median family income in nonmetropolitan areas is presently less than three-fourths the level of metro area families across the U.S., and this gap has widened during the last decade. More significantly, the sources of this income are undergoing dramatic change. Much of the nonmetropolitan income growth during the 1970s and early 1980s came from transfer payments to dependent populations, such as the elderly and the poor.¹³

In Kansas, this disparity between nonmetropolitan and metropolitan area is less severe. Per capita personal incomes in 1988 averaged \$17,073 in the four metropolitan areas (Kansas City, Lawrence, Topeka and Wichita), while the remainder of the state recorded per capita incomes 17 percent lower (\$14,210). However, the rate of growth from 1981 to 1988 was equal, with both categories increasing per capita personal incomes by 40 percent.¹⁴

Sources of Personal Income

In Kansas, nonmetropolitan areas rely much more heavily on non-wage forms of income than do metropolitan areas. Less than one-half of all income earned in 1987 in counties outside Kansas' five Metropolitan Statistical Areas came from wages and labor income, compared with two-thirds of income in the urbanized counties. Transfer payments, which comprised 12 percent of income in metropolitan areas, accounted for 17 percent of nonmetropolitan income. Property income, another form of passive income, comprised 20 percent of nonmetropolitan income and 17 percent of metropolitan incomes. These sources of income help stabilize the rural economies, but also indicate the more limited valued-added components of their economies.

Table 1.12
Percentage of Personal Income, by Source 1987
Metropolitan and Nonmetropolitan Counties

	Wages & Labor	Proprietorships		Property	Transfers
		Farm	Non-Farm		
Metropolitan	67	1	7	17	12
Nonmetropolitan	47	8	9	20	17

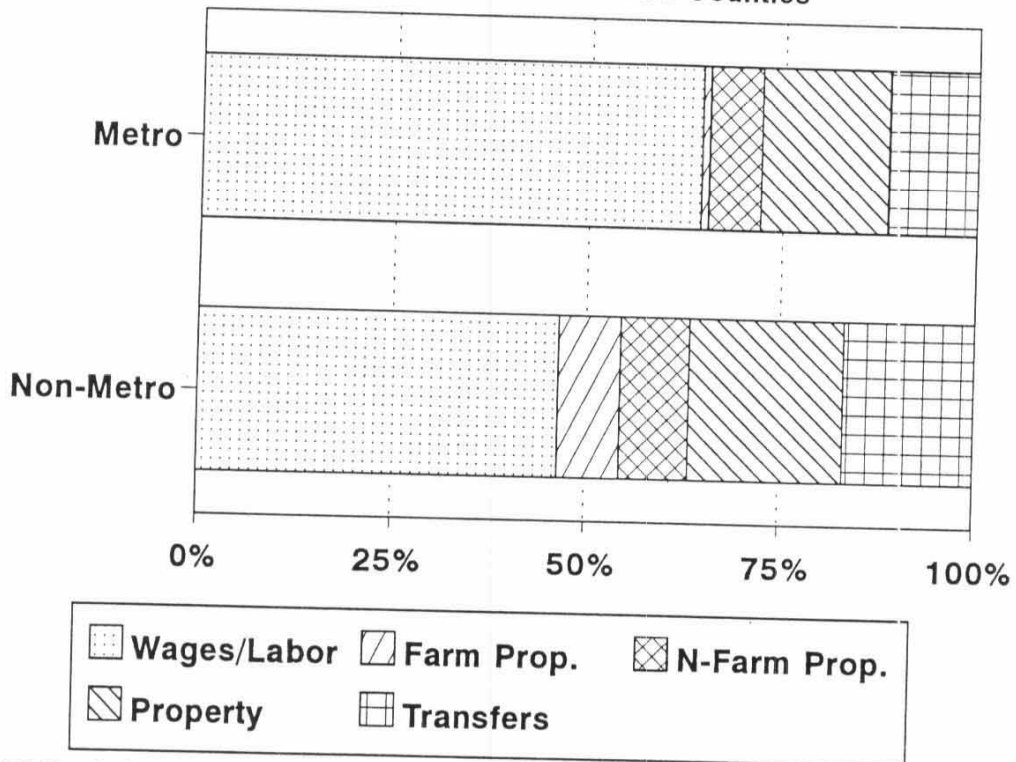
Source: KCCED calculations on data from Bureau of Economic Analysis, Regional Economic Information System, Table CA5. Shares do not total 100% since adjustments for residence and social security premium payments are not included.

¹³National Governors' Association, *Economic Realities in Rural America: Recent Trends, Future Prospects*, Washington: National Governors' Association, 1988.

¹⁴KCCED calculations, using data from U.S. Bureau of Economic Analysis, Regional Economic Information System, Table CA5.

Figure 1.10

Sources of Personal Income, 1987
Kansas Metropolitan & Non-Metro Counties



Source: KCCED calculations on data from Bureau of Economic Analysis, Regional Economic Information System, Table CA5.

Education and Skill Requirements for the Labor Force

In general terms, the problems of poor job skills, poor school systems, and a lack of urban amenities have in the past handicapped rural areas in attracting the knowledge-intensive industries that are the leading growth sectors in the national economy.¹⁵ This challenge facing rural communities is likely to become greater rather than smaller in the future. New jobs in the service industries will demand much higher skill levels than the jobs of today. This in turn is expected to lead to more unemployment among the least skilled and less unemployment among the educationally advantaged.¹⁶

¹⁵National Governors' Council, *Economic Realities in Rural America*, Executive Summary

¹⁶Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

The Increasing Demand for A Highly Skilled Labor Force

From now until the year 2000, the fastest growing jobs are expected to be in the professional, technical and sales fields, requiring the highest education and skill levels. All of the fastest growing job categories, except service industries, require higher than average levels of education. Table 1.13 highlights those occupations expected to grow most quickly to the year 2000, while Figure 1.11 and Table 1.14 illustrate the relationship between job growth and skill levels, using skill ratings and projections prepared by the Hudson Institute. The numerical skill ratings referred to are a composite of the levels of math, language and reading skills required for each job.

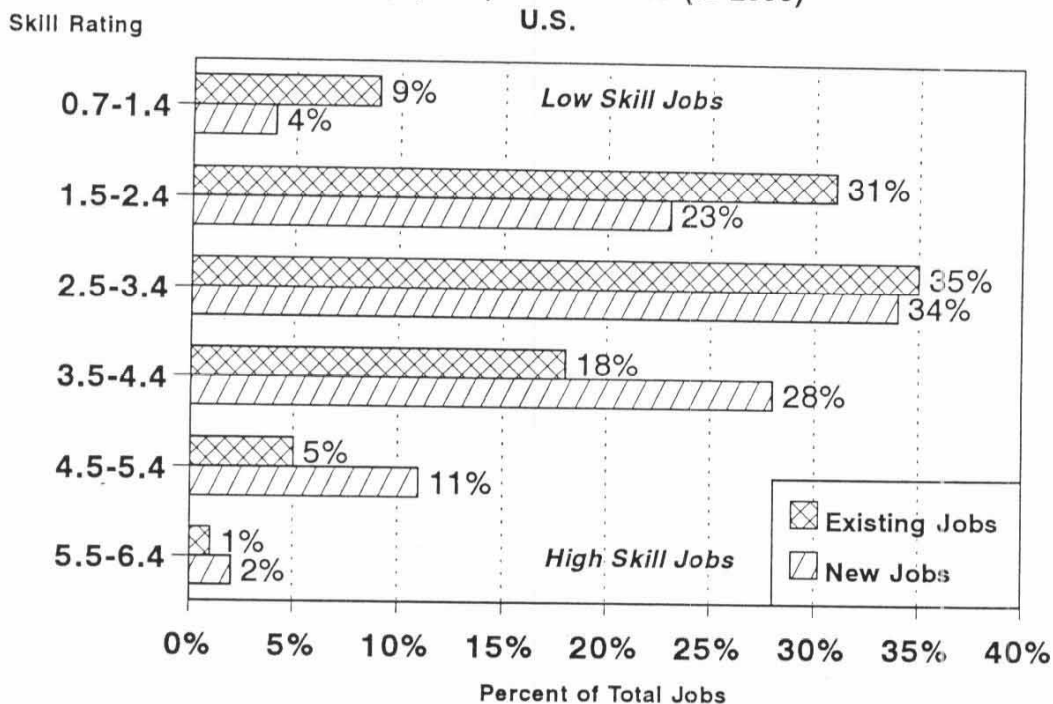
Table 1.13
Fastest Growing Occupations, 1984-2000

<u>Occupation</u>	<u>New Jobs (000s)</u>	<u>Growth Rate</u>
Service Occupations	5,957	37%
Managerial & Related	4,280	39%
Marketing & Sales	4,150	39%
Administrative Support	3,620	20%
Technicians	1,389	44%
Health Diagnosis & Treatment	1,384	53%
Teachers, Librarians, Counselors	1,381	31%
Mechanics, Installers, Repairers	966	23%
Transportation/Heavy Equip. Op.	752	16%
Engineers, Architects, Surveyors	600	41%

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Figure 1.11

Projected Shares of Jobs by Skill Levels
Existing (1985) & New Jobs (to 2000)
U.S.



Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Table 1.14
Skill Ratings, Selected Jobs

<u>LOW</u>		<u>MEDIUM</u>		<u>HIGH</u>	
Farmers	2.3	Management	4.4	Natural Scientists	5.7
Transport Workers	2.2	Teachers	4.2	Lawyers	5.2
Machine Setters	1.8	Technicians	4.1	Engineers	5.1
Hand Workers	1.7	Marketing & Sales	3.4		
Helpers & Laborers	1.3	Construction	3.2		
		Service Occupations	2.6		

Source: Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

Education Levels and the Kansas Work Force

One of Kansas' strongest assets is its workforce; more specifically, Kansas has one of the best educated available workforces in the country. Kansas has a higher percentage than the U.S. average for each level of educational attainment, and is better than all of the neighboring states except Colorado in its percentage of adults with college educations (see Table 1.15). In a comparison of all states in the nation, Kansas was ranked fourth in percentage of adults completing high school and thirteenth in the quality of its available workforce.¹⁷

Table 1.15
Comparative Education Levels, Adults 25-64
Kansas, U.S. and Comparative States, 1980

State	Median Years School	Percentage of Adults Age 25 - 64		
		High School Completed	1 - 3 Years College	4 or More Years College
Colorado	12.8	78.6	44.1	23.0
Kansas	12.6	73.3	34.2	17.0
Nebraska	12.6	73.4	32.8	15.5
Oklahoma	12.5	66.0	31.2	15.1
Iowa	12.5	71.5	28.6	13.9
Missouri	12.4	63.5	27.2	13.9
UNITED STATES	12.5	66.5	31.9	16.2

Source: 1987 *Educational Statistics Digest* and Bureau of the Census, *1980 Census*, referenced in Krider, Charles E. et al, *Workforce Training: The Challenge for Kansas* (Lawrence: University of Kansas, Institute for Public Policy and Business Research, 1989).

The Nature and Effects of Changing Technology

The effects of changing technology were first felt in the U.S. in the area of agriculture. Increased productivity through improved farming methods, irrigation and fertilizer enabled crop yields to increase dramatically. Global applications of agricultural technology yielded worldwide surpluses, depressing prices and initiating movement from rural to rural areas. In the late 1970s and 1980s, manufacturing became subject to similar forces emphasizing productivity, with the resultant labor shedding. To date, the service sector has been one of relatively low productivity, when measured by output per worker. However, this is expected

¹⁷Grant Thornton Manufacturing Climate Studies, 1985-1988; 1987 *Educational Statistics Digest*; and Bureau of the Census, *1980 Census*, as referenced in Krider, Charles E., et al., *Workforce Training: The Challenge for Kansas* (Lawrence: University of Kansas, Institute for Public Policy and Business Research, November 1989).

to change in the next few years, with an even greater focus upon increasing productivity per worker in the service industries (health care, education, retailing, government, etc.) than in manufacturing. Productivity will still be important for manufacturing, however. Productivity improvements, made possible by new technology will be a much more important factor than foreign competition in maintaining levels of employment.¹⁸

Other Factors Affecting National, Regional and Community Competitiveness

The National Institute of Standards and Technology selected Kansas (Overland Park) in Spring of 1991 as one of four regional centers for technology transfer. A grant of \$12.9 million will fund the establishment of the Mid-America Manufacturing Technology Center to serve the Midwest/Great Plains regions. Its focus will be to transfer advanced manufacturing technology--particularly total quality management, computer-aided design and manufacturing, electronic data interchange and process planning, to manufacturers in Kansas and the region. The center will establish satellite offices in Garden City, Great Bend, Manhattan, Pittsburg and Wichita, and it will develop a mobile factory to allow on-site training on new machinery and techniques.¹⁹ This initiative helps establish a positive climate for manufacturing and technology development within the State of Kansas and could be a positive factor in the expansion of existing establishments by helping them to develop new applications and to achieve the benefits of new technology.

Summary

Challenges and Opportunities

Kansas communities face a number of challenges and opportunities in developing strategies to promote economic development. It is clear, however that new and creative approaches are needed. Although Kansas still fares well relative to its neighboring states when measured by real per capita personal income, it is losing ground. In recent years, the other states have been growing more quickly in this area. Population growth is becoming more concentrated within the U.S. and also within Kansas, limiting the ability of the Kansas and local economies to expand through consumer spending or through the output of the local labor force.

Among the opportunities for Kansas include the increased emphasis of employers for a highly educated, well-skilled workforce. At a time when industries are restructuring to compete internationally, productivity will depend upon how effectively new technologies and applications can be put into place. Relative to the U.S., Kansas' workforce is better educated

¹⁸Johnston, William B. and Arnold H. Packer, *Workforce 2000: Work and Workers for the Twenty-First Century* (Indianapolis: Hudson Institute, 1987).

¹⁹*Kansas Inc. Reports*, Number 6, Winter 1991.

and may be better equipped to adapt to the new technologies and applications required in the more highly skilled occupations of the future. Kansas also has a large number of small businesses, which can be an extremely important source of future job creation.

The Nature of Kansas' Recent Economic Performance

Kansas has been shielded from some of the economic adjustment of the 1980s due to the more limited role of manufacturing in the Kansas economy. Relative strengths which Kansas has built upon include the Agriculture, Transportation and Public Utilities, Mining (Oil and Gas), and Wholesale industries. However, Kansas has not kept pace with the nation in the very high-growth services area. Business services, one of the fastest growing components of the service sector tends to be highly concentrated in urban areas. Kansas has fewer urban areas than most states, placing the state at a disadvantage in this area, and creating problems of equity in the pattern of the state's economic development. Nonmetropolitan areas consistently lag metropolitan areas in measures such as population growth, job creation and per capita income. The heavier reliance on passive forms of income in nonmetropolitan areas has also helped stabilize local economies, which in itself helps generate a more positive investment climate.

Local Strategies for Economic Development

While local development is influenced by several factors, it is clear that the skills of the local workforce are becoming more important than ever before. The composition of the labor force is also changing, and a growing, more flexible local workforce will be the one that incorporates the increasing contributions of female workers and considers appropriate work support programs, such as day care facilities. Local strengths will also need to be maximized. Rural areas which are less well equipped to expand in the services area may instead focus upon increasing the value-added component of their agricultural base, through further processing or the development of related biotechnologies. In a similar fashion, they may consider adding new processes or techniques which make local industries more productive and efficient, such as has been done in some communities with the meatpacking industry. Toward this end, the presence of the Mid-America Manufacturing Technology Center will be an important resource.

Communities in Kansas face a difficult, but not insurmountable task. A wide variety of federal, state, university and local resources are available to assist in developing and implementing local strategies. Public-private partnerships and inter-community cooperation represent two relatively unexplored opportunities to expand the set of local strengths which can be built upon. With new and creative approaches and the advantages already in place within Kansas communities, the challenge of achieving economic growth should be achievable.

Section II : POPULATION & HOUSING

Population is one of the most basic indicators of community economic conditions. Changes in population levels are often linked to employment opportunity, and the level of population in a community helps define the level of economic activity it can readily support. The size and range of the local labor force are also linked to population levels. Communities with growing populations are generally considered to be more able to adapt to a changing economic environment due to the opportunities presented by new residents as additional consumers, suppliers of labor and taxpayers. Without population growth, local economies face the challenge of improving the productivity of their existing, more limited resources in order to remain competitive.

In the following section, population change is examined for Ford County, neighboring counties, and the State of Kansas. Past and projected growth rates across several areas are reviewed as indicators of economic growth for the following reasons:

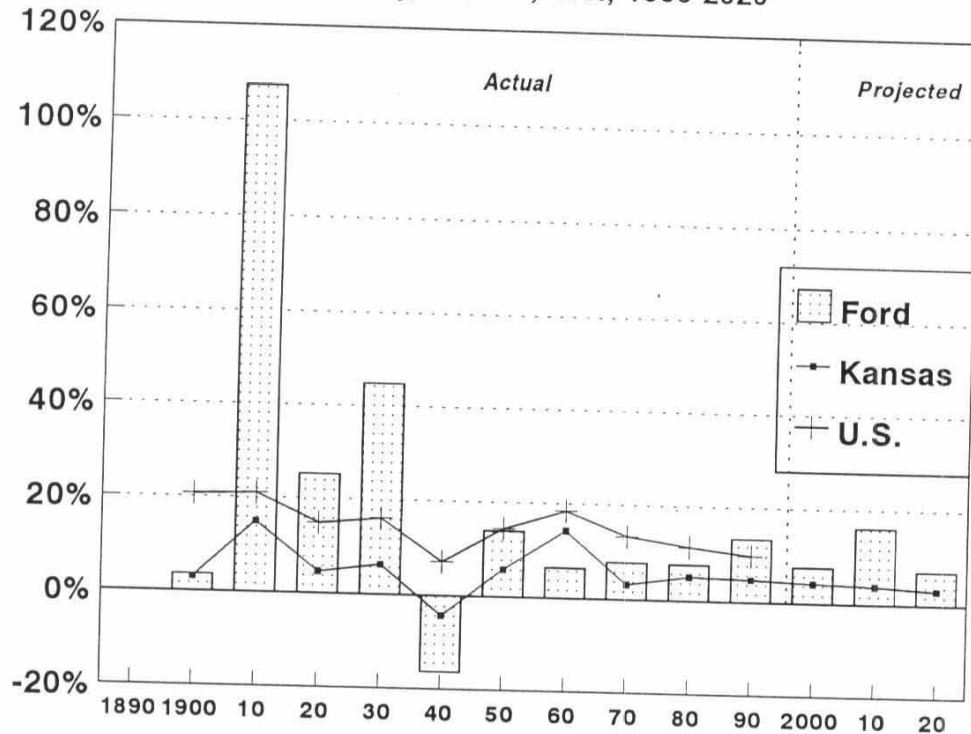
- *population and population growth rates* reflect Ford County's overall magnitude relative to other counties within the state;
- *net migration* reflects job opportunity;
- the breakdown between *urban and rural population* is studied to understand how concentrated or dispersed population is in Ford County. If population is concentrated, there tends to be more demand for services, which affects the sectoral pattern of development;
- *population by age cohort* is examined to ascertain not only the demands for provision of age-specific services (day care, nursing homes) but also to understand the ability of the labor force to meet the future needs of local employers;
- *number of housing units and vacancy rates* indicate the capacity of the existing infrastructure to accommodate population growth; *median housing costs* is an indication of value and affordability.

POPULATION AND HOUSING: KEY FINDINGS

- Since the 1940s, Ford County's 10-year population growth rates have been about twice the Kansas rate. During the 1980s, Ford County grew almost three times as fast as the state.
- All of the trade area counties except Gray have lost population continually since the 1950s, often losing as much as 10 percent of their population each decade.
- Ford County has neither gained nor lost large amounts of population due to people moving in or out of the county. The number of people moving in offset the number of people moving out, so all of Ford County's net growth in the 1980s was attributable to natural increase (births).
- Ford County is a predominantly urban county, with three-quarters of its population living in urban places, nearly 10 points higher than the state average.
- Ford County's population is much younger than the state's. Its median age is 30.2, compared with the state median age of 32.9. In the trade area counties, median ages tend to be from 6 to 12 years older.
- The Hispanic population in Ford grew to nearly 15 percent in 1990, from 6.4 percent in 1980. Similar increases occurred in Finney and Seward Counties.
- Overall, the supply of housing units resembles the state average; however rental vacancy rates are second lowest among the 12 county area.

Figure 2.1

Population Growth Rates
 Ford County, Kansas, U.S., 1900-2020



Source: Population Totals: U.S. Bureau of the Census, *Fifteenth Census of the United States, 1930*, Vol. 1; *Census of Population, 1960: Number of Inhabitants*; *1980 Census of Population*, Vol. 1, Chapter A, Part 18; *1990 Decennial Census*, mimeographed sheet. Population Projections: Upmeier, Helga and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Vol. 12, No. 4, Summer 1989.

- Ford County's growth rate has exceeded the state average during every decade except 1930-1940 and 1950-1960, often growing at more than twice the rate of the state as a whole. Since 1960, the state has averaged a 10-year growth rate of 4.4 percent, while Ford county's average growth rate has averaged 9.7 percent
- Population projections call for population in Ford County to grow from the current 27,000 level to more than 33,000 by the year 2020.

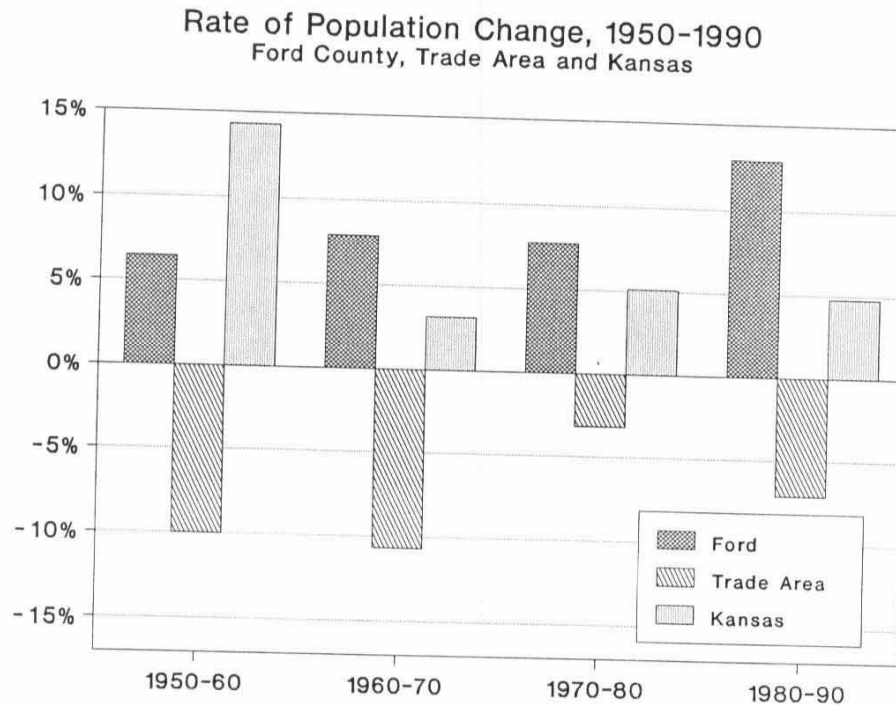
Table 2.1
Population Totals, Ranking and Ten-Year Growth Rates
Actual 1890-1990, Projections 1990-2020

<u>Year</u>	<u>Ford County Population</u>	<u>Growth Rate</u>	<u>Kansas Population</u>	<u>Ten-Year Growth Rate</u>	<u>County Rank</u>	<u>Ford:KS Growth Index +</u>	<u>U.S. Population (millions)</u>	<u>Ten-Year Growth Rate</u>
1890	5,308		1,428,108		74		62.9	
1900	5,497	3.6 %	1,470,495	3.0 %	73	1.20	76.0	20.7 %
1910	11,393	107.3	1,690,949	15.0	62	7.15	92.0	21.0
1920	14,273	25.3	1,769,257	4.6	45	5.50	105.7	14.9
1930	20,647	44.7	1,880,999	6.3	28	7.10	122.8	16.1
1940	17,254	-16.4	1,801,028	-4.3	33	-3.81	131.7	7.2
1950	19,670	14.0	1,905,299	5.8	27	2.41	151.3	14.5
1960	20,938	6.4	2,178,611	14.3	24	0.45	179.3	18.5
1970	22,587	7.9	2,249,071	3.2	22	2.47	203.3	13.4
1980	24,315	7.7	2,364,236	5.1	22	1.51	226.5	11.4
1990	27,463	12.9	2,477,574	4.8	19	2.71	248.7	9.8
1990*	26,707		2,496,862				N/A	--
2000*	28,756	7.7	2,600,636	4.2	19	1.83	N/A	--
2010*	31,040	7.9	2,698,976	3.8	18	2.08	N/A	--
2020*	33,243	7.1	2,779,581	3.0	18	2.37	N/A	--

+Ford growth rate divided by Kansas growth rate (1.0 means both are equal)
*Projection.

Note: Calculation of 10-year growth rate for 1990-2000 used 1990 projected population, not actual, as base.
Source: Population Totals: U.S. Bureau of the Census, *Fifteenth Census of the United States, 1930*, Vol. 1; *Census of Population, 1960: Number of Inhabitants*; *1980 Census of Population*, Vol. 1, Chapter A, Part 18; *1990 Decennial Census*, mimeographed sheet. Population Projections: Upmeier, Helga and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Vol. 12, No. 4, Summer 1989.

Figure 2.2



Source: U.S. Bureau of the Census, *Census of Population, 1960: Number of Inhabitants*, Final Report; 1980 *Census of Population*, PC80-1-A-18; 1990 *Decennial Census*, mimeographed sheet.

- While Ford County's population has grown steadily since the 1950s, its trade area counties have been continually declining in population. Every one of these counties except Gray County has lost population in each of the last four decades, many declining as much as 10 percent every decade.
- Finney County's growth has been more dramatic than Ford County's growth. Until the 1990 Census, Ford county's population exceeded Finney's. However, since 1960, Finney County has been growing more than twice as quickly as Ford county has. In 1990, Finney County's population was 20 percent higher than Ford's.
- City growth rates reflected generally similar patterns to those indicated at the county level. However, since 1950, Liberal has been the fastest growing city, increasing in population by 32 percent, surpassing the growth rates of Garden City (+21 percent) and Dodge City (+88 percent). Within Ford County, Spearville enjoyed modest growth (+17 percent), Ford maintained a stable population, and Bucklin declined by 13 percent.

Table 2.2
County Population Levels, 1950-1990
Ford, Trade Area Counties, and Kansas

	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>
Ford	19,670	20,938	22,587	24,315	27,463
Meade	5,710	5,505	4,912	4,788	4,247
Gray	4,894	4,380	4,516	5,138	5,396
Hodgeman	3,310	3,115	2,662	2,269	2,177
Ness	6,322	5,470	4,791	4,498	4,033
Edwards	5,936	5,118	4,581	4,271	3,787
Kiowa	4,743	4,626	4,088	4,046	3,660
Comanche	3,888	3,271	2,702	2,554	2,313
Clark	3,946	3,396	2,896	2,599	2,418
Trade Area	38,749	34,881	31,148	30,163	28,031
Finney	15,092	16,093	19,029	23,825	33,070
Seward	9,972	15,930	15,744	17,071	18,743
Barton	29,909	32,368	30,663	31,343	29,382
Kansas	1,905,299	2,178,611	2,249,071	2,364,236	2,477,574
U.S. (in millions)	151,325.8	179,323.2	203,302.0	226,545.8	248,709.9

Source: U.S. Bureau of the Census, *Census of Population, 1960: Number of Inhabitants*, Final Report; 1980 *Census of Population*, PC80-1-A-18; 1990 *Decennial Census*, mimeographed sheet.

Table 2.3
Population Change Rates, 1950-1990

	<u>1950-1960</u>	<u>Ten-Year Percentage Change in Population</u>		
		<u>1960-1970</u>	<u>1970-1980</u>	<u>1980-1990</u>
Ford	6.4%	7.9%	7.7%	12.9%
Meade	-3.6	-10.8	-2.5	-11.3
Gray	-10.5	3.1	13.8	5.0
Hodgeman	-5.9	-14.5	-14.8	-4.1
Ness	-13.5	-12.4	-6.1	-10.3
Edwards	-13.8	-10.5	-6.8	-11.3
Kiowa	-2.5	-11.6	-1.0	-9.5
Comanche	-15.9	-17.4	-5.5	-9.4
Clark	-13.9	-14.7	-10.3	-7.0
Trade Area	-10.0	-10.7	-3.2	-7.1
Finney	6.6	18.2	25.2	38.8
Seward	59.7	-1.2	8.4	9.8
Barton	8.2	-5.3	2.2	-6.3
Kansas	14.3	3.2	5.1	4.8

Source: U.S. Bureau of the Census, *Census of Population, 1960: Number of Inhabitants*, Final Report; 1980 *Census of Population*, PC80-1-A-18; 1990 *Decennial Census*, mimeographed sheet.

Table 2.4
Rank of Ford and Trade Area Counties by 1940, 1990, and 2020 Population (in thousands)

Rank	1940		1990		2020 (Projected)		Pop.	
	Rank	Pop.	Rank	Pop.	Rank	Pop.		
14	Barton	33	15	Finney	33	11	Finney	46
23	Ellis	21	18	Barton	29	16	Barton	34
24	Ford	21	19	Ford	27	18	Ford	33
30	Finney	16	21	Ellis	26	22	Ellis	28
32	Seward	16	28	Seward	19	25	Seward	26
77	Meade	5	69	Gray	5	59	Gray	7
84	Edwards	5	77	Meade	4	79	Meade	4
87	Kiowa	5	84	Edwards	4	85	Kiowa	4
89	Gray	4	86	Kiowa	4	88	Edwards	3
94	Clark	3	98	Clark	2	102	Hodgeman	2
98	Hodgeman	3	103	Hodgeman	2	103	Clark	2

Source: University of Kansas, IPPBR, *Kansas Statistical Abstract, 1989-90*, "Population of Kansas Counties, 1890-1980; U.S. Bureau of the Census, *Fifteenth Census of the United States, 1930*, Vol. 1; *Census of Population, 1960: Number of Inhabitants; 1980 Census of Population*, Vol. 1, Chapter A, Part 18; *1990 Decennial Census*, mimeographed sheet; Upmeier, Helga and Anthony Redwood, "Kansas Population Trends and Projections," *Kansas Business Review*, Summer 1989.

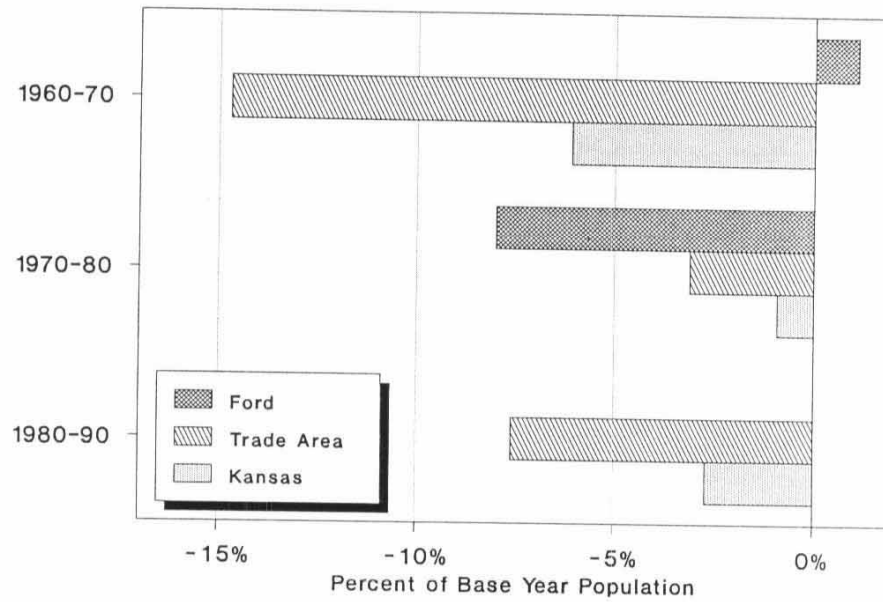
Table 2.5
Population Levels, Selected Cities
Ford County and Trade Area, 1950-1990

City	County	1950	1960	1970	1980	1990	Growth 1950-1990
Dodge City	Ford	11,262	13,520	14,127	18,001	21,129	87.7%
Garden City	Finney	10,905	11,811	14,708	18,256	24,097	121.0
Liberal	Seward	7,134	13,813	13,471	14,911	16,573	132.3
Great Bend	Barton	12,665	16,670	16,613	16,608	15,427	21.8
Meade	Meade	1,763	2,019	1,899	1,777	1,526	-13.5
Cimmaron	Gray	1,189	1,115	1,373	1,491	1,626	36.8
Jetmore	Hodgeman	988	1,028	936	862	850	-14.0
Ness City	Ness	1,612	1,653	1,756	1,769	1,724	6.9
Kinsley	Edwards	2,479	2,263	2,212	2,074	1,875	-14.4
Greensburg	Kiowa	1,723	1,988	1,907	1,885	1,792	4.0
Coldwater	Comanche	1,208	1,164	1,016	989	939	-22.3
Ashland	Clark	1,493	1,312	1,244	1,096	1,032	-30.9
Ford	Ford	244	252	246	272	247	1.1
Bucklin	Ford	824	752	771	786	710	-13.8
Spearville	Ford	610	602	738	693	716	17.4

Note: Boundary changes are not reflected in the data shown. U.S. Census reports indicate only the population counts for the areas as defined at each census; historical count adjustments are made only at the SMSA and SCSEA level or above. The following cities have annexed areas which are included in their population counts: Dodge City (Dodge, Grandview, Richland Townships), Garden City (Garden City Twp), Liberal (Liberal Twp), Great Bend (Buffalo, Great Bend, Liberty Twps), Cimmaron (Cimmaron Twp), Ness City (Bazine, Center Twps.), Kinsley (Kinsley Twp), Greensburg (W. Kiowa unorganized territory), Coldwater (Coldwater Twp), Bucklin, Spearville (unspecified areas). Source: U.S. Department of Commerce, Bureau of the Census, *Census of Population, Number of Inhabitants, 1960-PC(1)18A (Kansas); PC (80)-1-A18 (Kansas); 1990 Decennial Census, Preliminary Housing and Population Counts, 2550-3.26.*

Figure 2.3

Net Migration, 1960-1990
Ford County, Trade Area and Kansas



Source: U.S. Bureau of the Census, Kansas Department of Health and Environment, and Kansas Division of the Budget, mimeographed sheet, 1991.

- Ford County has neither lost nor gained large amounts of population due to net migration (defined as the net difference between people moving in and people moving out). Trade area counties however, have suffered heavy population losses over the last 30 years due to net migration.

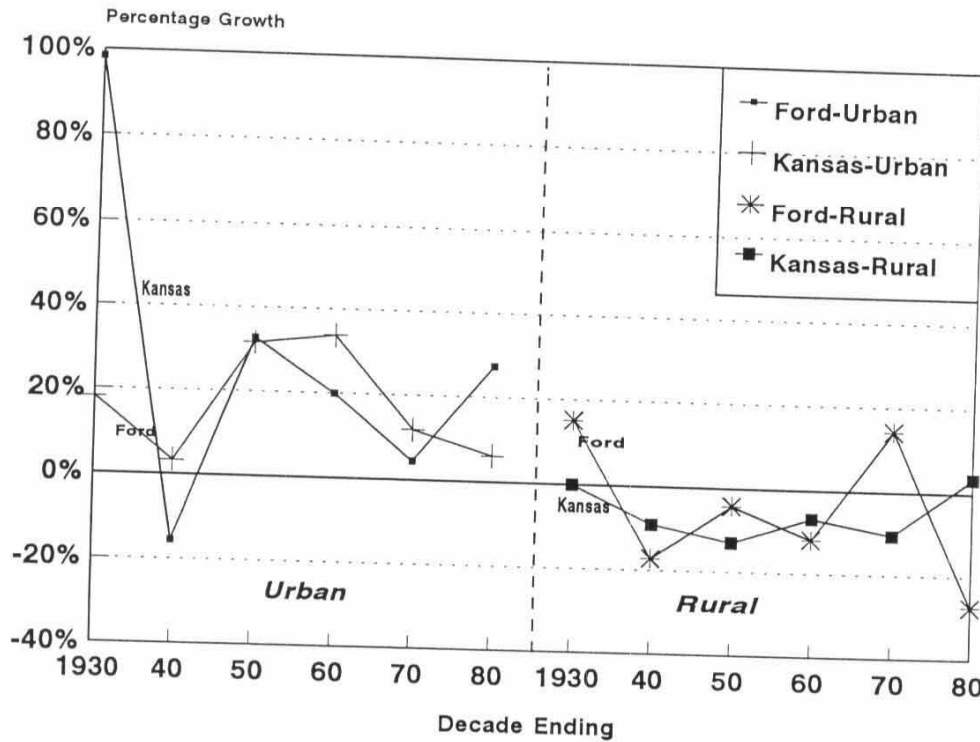
Table 2.6
Net Migration, 1960-1990
Ford, Trade Area Counties, and Kansas

	Net Migration			Percent of Base Year Population		
	1960-1970	1970-1980	1980-1990	1960-1970	1970-1980	1980-1990
Ford	227	-178	0	1.1%	-0.8%	0.0%
Meade	-923	-178	-735	-16.8	-3.6	-15.4
Gray	-241	119	-323	-5.5	-7.2	-6.3
Hodgeman	-635	-333	-191	-20.4	-5.4	-8.4
Ness	-928	-369	-611	-17.0	-7.7	-13.6
Edwards	-639	-99	-488	-12.5	-2.2	-11.4
Kiowa	-586	-26	-540	-12.7	-0.1	-13.3
Comanche	-648	0	-224	-19.8	0.0	-8.8
Clark	-542	-98	-143	-16.0	3.4	-5.5
Trade Area	-5,142	-983	-3,255	-14.7	-3.1	-7.6
Finney	37	1,738	3,575	0.2	9.1	15.0
Seward	-2,727	-635	-1,065	-17.1	-4.0	-6.2
Barton	-5,148	-1,654	-4,369	-15.9	-5.4	-13.9
Kansas	-132,966	-20,334	-62,854	-6.1	-0.9	-2.7

Source: U.S. Bureau of the Census, Kansas Department of Health and Environment, and Kansas Division of the Budget, mimeographed sheet, 1991.

Figure 2.4

Urban & Rural Population Growth Rates Ford County & Kansas, 1930-1980



Source: University of Kansas, KCCED, using U.S. Bureau of the Census, *1960 Census of Population (PC(1)-18A)*; *1970 Census of the Population, General Population Characteristics (PC(1)-B18)*; *1980 Census of Population (PC80-1-B18)*.

- Ford County is a predominantly urban county, with three-quarters of its population living in urban places, nearly 10 percentage points higher than the state average. This is a fairly recent development; until the 1980 census, Ford was more rural in nature than the state as a whole.
- During the ten years ending in 1980 (the latest for which urban and rural growth rates are available), urban areas in Ford County grew at the same percentage rate as rural areas declined.

Table 2.7
Urban and Rural Population Distribution
Ford County & Kansas, 1920-1980

Year	Ford		Kansas	
	Urban	Rural	Urban	Rural
1920	5,067	9,206	617,964	1,151,293
1930	10,055	10,592	729,834	1,151,165
1940	8,489	8,756	753,941	1,047,087
1950	11,271	8,399	993,220	912,079
1960	13,526	7,412	1,328,741	849,870
1970	14,117	8,470	1,484,870	761,708
1980	17,993	6,322	1,575,899	787,780

NOTE: 1920-1940 figures are based on the old urban definition while 1950-1980 are based on the current urban definition which now includes unincorporated urban areas. Urban-rural data from the 1990 Census of Population is not available at the time of this report.

Source: U.S. Bureau of the Census, *1960 Census of Population* (PC(1)-18A); *1970 Census of the Population, General Population Characteristics* (PC(1)-B18); *1980 Census of Population* (PC80-1-B18).

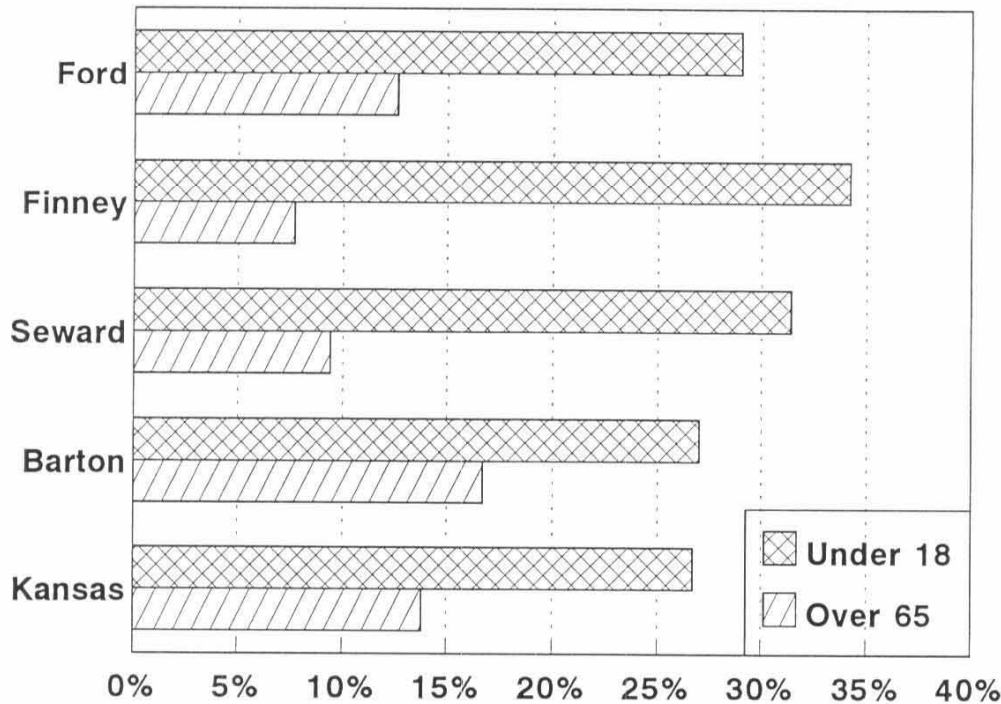
Table 2.8
Urban & Rural Population in Ford County & Kansas, 1920-1980
Population Distribution and Growth Rates

Year	Urban-Rural Population Distribution				Urban & Rural Growth Rates			
	Ford		Kansas		Ford		Kansas	
	Urban	Rural	Urban	Rural	Urban	Rural	Urban	Rural
1920	35.5%	64.5%	34.9%	65.1%				
1930	48.7	51.3	38.8	61.2	98.4%	15.1%	18.2%	-0.1%
1940	49.2	50.8	41.9	58.1	-15.6	-17.2	3.4	-9.1
1950	57.3	42.7	52.1	47.9	32.8	-4.2	31.5	-12.8
1960	64.6	35.4	61.0	39.0	20.0	-11.8	33.9	-6.9
1970	62.5	37.5	66.0	34.0	4.4	14.3	11.7	-10.0
1980	74.0	26.0	66.7	33.3	27.4	-25.4	6.2	3.0

Source: U.S. Bureau of the Census, *1960 Census of Population* (PC(1)-18A); *1970 Census of the Population, General Population Characteristics* (PC(1)-B18); *1980 Census of Population* (PC80-1-B18).

Figure 2.5

Population under 18 and over 65
Ford County, Trade Area, and Kansas



Source: Actual Population: U.S. Bureau of the Census, 1990 Census of the population, Summary Tape File 1A, *Characteristics of the Population*; Projected population shares from University of Kansas, Institute for Public Policy and Business Research, *Kansas Population Projections*, 1988.

- Ford County’s population is younger than is the case for Kansas. The median age in Ford County is 30.2, compared with the Kansas median age of 32.9. In the trade areas, median ages tend to be from 6 to 12 years older.
- Ford County has generally a 10 percent higher proportion of its population than the state does for each of the age categories 0 through 24, and about a 10 percent smaller proportion of its population in the categories above age 45 than the Kansas average.
- Only 12.6 percent of Ford County’s population is over the age of 65, compared with the state average of 13.8 percent.

Table 2.9
Population Shares by Age Group
Ford County & Kansas, 1990-2020

<u>Age Group</u>	<u>Actual Population</u>		<u>Projected Shares of Population</u>		
	<u>1990</u>	<u>Share</u>	<u>2000</u>	<u>2010</u>	<u>2020</u>
<u>Ford County</u>					
0-4	2,459	9.0%	7.5%	7.9%	7.2%
5-14	4,374	15.9	16.3	14.2	14.9
15-24	4,463	16.3	16.4	15.0	13.2
25-34	4,607	16.7	12.3	15.1	13.9
35-44	3,589	13.1	16.2	11.3	13.9
45-54	2,414	8.8	12.1	14.6	10.3
55-64	2,089	7.6	7.7	10.4	12.8
65+	<u>3,468</u>	12.6	11.5	11.4	13.9
Total	27,463				
<u>State of Kansas</u>					
0-4	188,390	7.6%	6.6%	6.6%	6.6%
5-14	375,454	15.2	14.6	12.8	12.7
15-24	352,263	14.2	14.5	14.0	12.3
25-34	413,173	16.7	12.8	13.8	13.4
35-44	361,326	14.6	16.5	12.1	13.2
45-54	235,388	9.5	13.7	15.5	11.5
55-64	209,009	8.4	8.5	1.3	16.8
65+	<u>342,571</u>	12.7	12.7	13.0	16.8
Total	2,477,574				

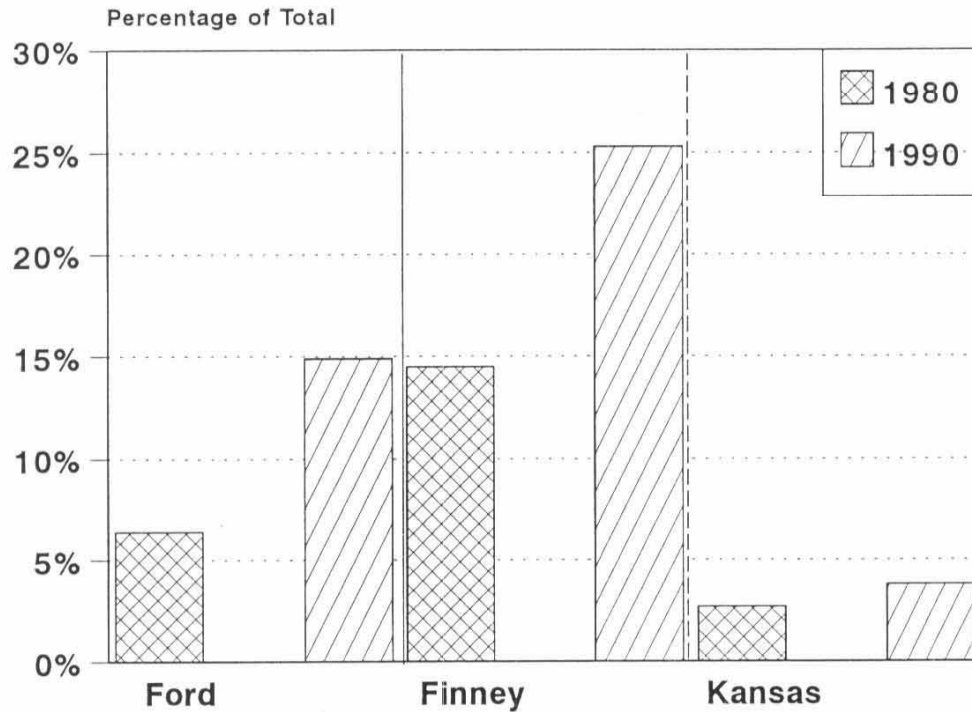
Source: Actual Population: U.S. Bureau of the Census, 1990 Census of the population, Summary Tape File 1A, *Characteristics of the Population*; Projected population shares from University of Kansas, Institute for Public Policy and Business Research, *Kansas Population Projections*, 1988.

Table 2.10
 Median Age and Population Under 18 and Over 65, 1990
 Ford County, Trade Area and Kansas

	Percent of Population		Median Age
	Under 18	Over 65	
Ford	29.0	12.6	30.2
Meade	27.2	19.0	36.9
Gray	32.0	13.3	32.2
Hodgeman	28.1	19.1	37.0
Ness	26.3	22.3	38.5
Edwards	25.0	23.4	39.4
Kiowa	25.9	21.1	38.5
Comanche	24.4	26.2	41.6
Clark	25.1	24.1	41.1
Seward	31.4	9.4	29.0
Finney	34.2	7.7	27.2
Barton	27.0	16.7	34.8
Kansas	26.7	13.8	32.9

Source: U.S. Bureau of the Census, 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

Figure 2.6
% of Hispanic Population, 1980 and 1990
Ford County, Finney County, and Kansas



Source: U.S. Bureau of the Census, 1980 and 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

- The proportion of the population identifying itself as Hispanic in origin increased in Ford County during the 1980s from 6.4% to 14.9%.
- The proportion of population which is Hispanic in Ford County is four times as high as the state average, 3.8%.
- Relatively few people of Hispanic origin live in the trade area counties. Higher concentrations are notable in counties with larger urban areas, such as Seward and Finney county, which also recorded large increases in the share of Hispanics during the 1980s.

Table 2.11
Ethnic Composition of the Population, 1980 and 1990
Ford, Trade Area Counties, and Kansas

	1980			1990		
	<u>White</u>	<u>Black</u>	<u>Hispanic</u>	<u>White</u>	<u>Black</u>	<u>Hispanic</u>
Ford	93.9%	1.5%	6.4%	83.3%	1.7%	14.9%
Meade	97.7	0.0	3.4	96.4	0.0	4.7
Gray	98.3	0.1	2.0	95.8	0.1	4.2
Hodgeman	98.5	0.9	0.7	98.2	1.0	1.5
Ness	99.4	0.1	0.2	99.6	0.0	0.6
Edwards	96.4	0.1	4.1	96.3	0.1	5.2
Kiowa	99.3	0.1	0.4	98.4	0.2	1.1
Comanche	99.8	0.0	0.4	99.0	0.3	0.6
Clark	99.2	0.0	0.8	97.4	0.0	1.7
Seward	87.1	4.6	9.2	77.3	5.9	19.5
Finney	90.0	0.8	14.5	80.0	1.3	25.3
Barton	98.3	1.0	1.4	96.6	1.2	2.8
Kansas	91.7	5.3	2.7	90.1	5.8	3.8

*Percents are not intended to add to 100%. Hispanic designation pertains to those of any race who are of Hispanic origin (can include Whites, Blacks, etc.). Also, appropriately 2.2% of the total state and generally much smaller percentages of selected counties are Indians and Asians.

Source: U.S. Bureau of the Census, 1980 and 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

Table 2.12
Number of Housing Units, 1980 and 1990
Ford County, Trade Area, and Kansas

	Total Households		Number of Housing Units		Housing Units per Household		Percent Change	
	1980	1990	1980	1990	1980	1990	Households	Housing Units
Ford	8,776	9,872	9,802	10,842	1.12	1.10	12.5	10.6
Meade	1,814	1,667	2,027	2,049	1.12	1.23	-8.1	1.1
Gray	1,784	1,913	1,995	2,114	1.12	1.11	7.2	6.0
Hodgeman	863	826	1,044	1,022	1.21	1.24	-4.3	-2.1
Ness	1,789	1,670	2,081	2,048	1.16	1.23	-6.7	-1.6
Edwards	1,725	1,585	1,970	1,867	1.14	1.18	-8.1	-5.2
Iowa	1,577	1,466	1,704	1,738	1.08	1.19	-7.0	2.0
Comanche	1,001	950	1,162	1,256	1.16	1.32	-5.1	8.1
Clark	1,049	1,006	1,268	1,327	1.21	1.32	-4.1	4.7
Seward	6,125	6,614	6,690	7,572	1.09	1.14	8.0	13.2
Finney	8,104	10,836	8,938	11,696	1.10	1.08	33.7	30.9
Barton	11,797	11,561	12,804	13,144	1.09	1.14	-2.0	2.7
Kansas	872,239	944,726	950,151	1,044,112	1.09	1.11	8.3	9.9

Source: U.S. Bureau of the Census, 1980 and 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

Table 2.13
Housing Occupancy and Tenure, 1990
Ford County, Trade Area and Kansas

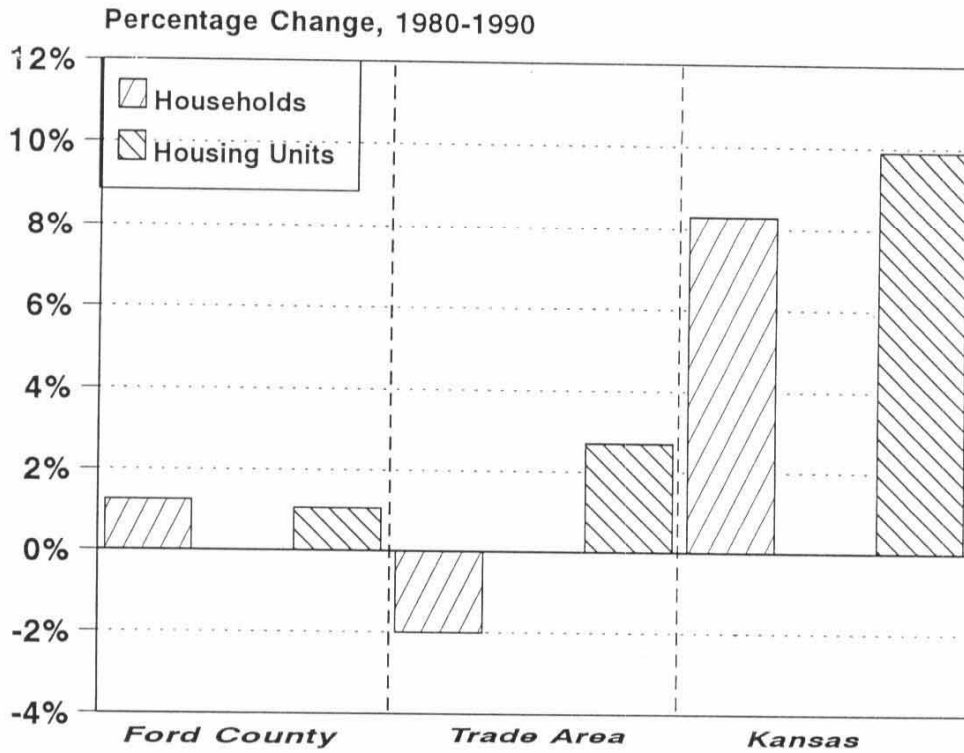
	Total Housing Units	Owner Occupied	Renter Occupied	Vacant Total	Vacant Seasonal	Vacancy Owned	Rates Rental
	Ford	10,842	6,407	3,465	970	30	2.5
Meade	2,049	1,208	459	382	34	3.0	14.7
Gray	2,114	1,385	528	201	5	1.8	6.9
Hodgeman	1,022	669	157	196	10	3.0	23.4
Ness	2,048	1,336	334	378	11	3.9	17.1
Edwards	1,867	1,193	392	282	20	2.8	11.1
Kiowa	1,738	1,050	416	272	4	3.0	10.5
Comanche	1,256	682	268	306	10	2.6	10.4
Clark	1,327	758	248	321	27	2.9	10.8
Seward	7,572	4,271	2,343	958	28	3.4	16.1
Finney	11,696	6,665	4,171	860	36	1.6	10.7
Barton	13,144	8,357	3,204	1,583	37	2.9	14.4
Kansas	1,044,112	641,762	302,964	99,386	7,336	2.3	11.1

Note: Vacant seasonal category includes seasonal, occasional and recreational.

Source: U.S. Bureau of the Census, 1980 and 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

Figure 2.7

Households and Housing Units Ford, Trade Area & Kansas, 1980-1990



Source: U.S. Bureau of the Census, 1980 and 1990 Census of the Population, Summary Tape File 1A, *Characteristics of the Population*.

- Household formation grew by 50% more in Ford County than in the state and grew marginally faster than the housing stock in Ford County over this period. In contrast, the state added more housing units than households over this period.
- The ratio of housing units per household in Ford County is generally consistent with that of the state.
- Vacancy rates for rental housing are lower in Ford County than in any of the surrounding counties except Gray, at 8.6%. Typical vacancy rates in the state are 11.1%. Over the decade, the increase in median rent value in Ford County was consistent with the increase across the state, +70 percent (in nominal terms, unadjusted for inflation).

Table 2.14
Median Housing Costs, 1990
Ford County, Trade Area, and Kansas

	Owner-Occupied Median Value		Renter-Occupied Median Rent		Percent Change	
	<u>1980</u>	<u>1990</u>	<u>1980</u>	<u>1990</u>	<u>Owner</u> <u>Units</u>	<u>Rental</u> <u>Units</u>
Ford	\$38,400	\$48,900	\$154	\$263	27.3%	70.8%
Meade	29,200	35,900	123	192	22.9	56.1
Gray	36,000	45,500	114	204	26.4	78.9
Hodgeman	23,200	26,800	88	158	15.5	79.5
Ness	26,500	29,900	98	163	12.8	66.3
Edwards	22,700	24,900	95	160	9.7	68.4
Kiowa	25,700	33,600	100	173	30.7	73.0
Comanche	20,700	24,300	97	153	17.4	59.4
Clark	21,600	29,500	96	189	36.6	96.9
Seward	36,700	48,800	187	285	33.0	52.4
Finney	40,700	50,800	180	300	24.8	66.7
Barton	37,000	37,700	156	211	1.9	35.3
Kansas	37,800	52,200	168	285	38.1	69.6

Note: Trade area data are weighted average calculations by KCCED.

Source: U.S. Bureau of the Census, 1990 Census of the Population, Summary File Tape 1A, *Characteristics of the Population*.

Section III : EMPLOYMENT

Employment levels are an important measure of a community's economic vitality. Unemployed laborers mean that the community's resources are not being fully utilized and that the locally generated flow of goods and services is less than it could be. It also represents a drain on tax revenues and a higher demand for social services.

In the following section, unemployment levels are examined for Ford County, its neighboring counties, and the State of Kansas as a determinant of the level of economic activity. In order to have a better understanding of the employment picture, three key employment measures are compared simultaneously:

- the level of *unemployment* reflects the amount of economic activity within an area and how well the local market is able to match the supply and demand for labor;
- the *size of the labor force* shows the number of people who are either working or willing to work. The size of the labor force is influenced not only by population but also by the perceptions of individuals that suitable job opportunities exist. Diverse, healthy economies tend to offer the widest variety of job opportunities and therefore attract a large number of jobseekers, which increases the size of the labor force;
- *job creation rates (change in average annual employment)* reflect the growth in employment levels and the range of employment opportunities.

EMPLOYMENT: KEY FINDINGS

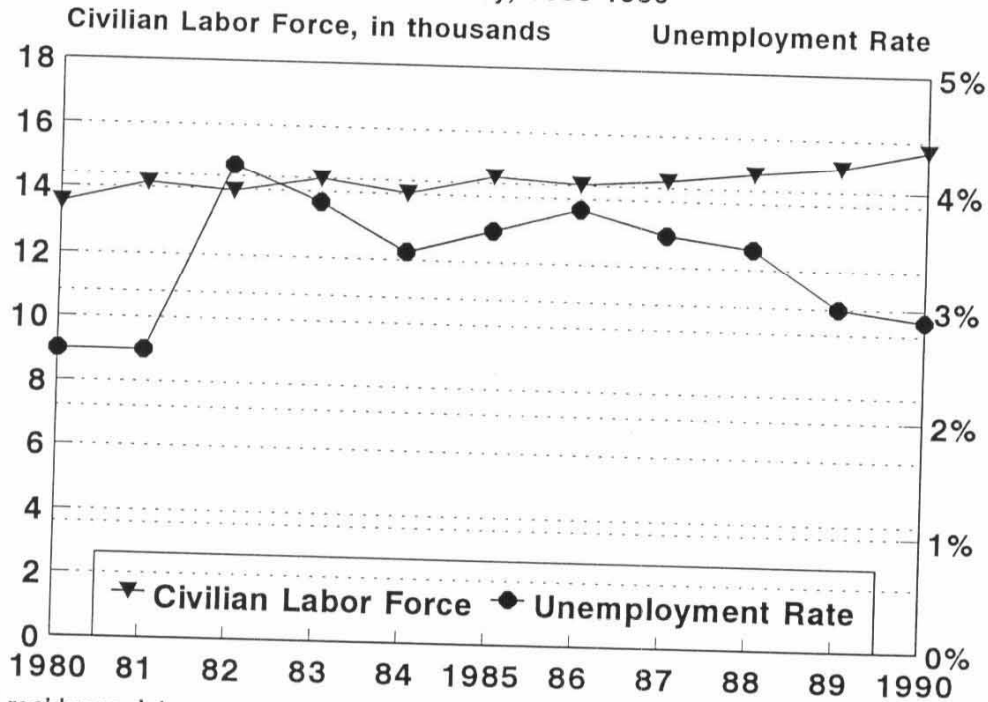
- More than 2,700 jobs were added to the Ford County economy from 1980 to 1989 (using place of work data).

- Employment rates have grown 50 percent faster than the state average during the 1980s. Employment (+15.5 percent) has grown slightly faster than the labor force (+15.0 percent) and noticeably faster than population (+13.4 percent).

- Ford County's unemployment rate during the 1980s generally ranged from 2.5 percent to 3.5 percent, while the Kansas rate has generally ranged from 4.0 percent to 5.5 percent. Unemployment rates have been consistently lower than those of Finney County.

- Employment growth accelerated in Ford County throughout the decade. Three-year job creation rates were 8.2 percent for the 1986-1989 period, twice the job creation rate of the early 1980s.

Figure 3.1
Civilian Labor Force & Unemployment Rate
 Ford County, 1980-1990



Place of residence data

Source: Kansas Department of Human Resources, Labor Market Information Services, in cooperation with the U.S. Bureau of Labor Services.

- During the decade, total employment of Ford County residents increased by 15 percent, an increase of 2,000 jobs. Statewide employment increased by 10 percent over the same period. Mirroring this level of opportunity, the Ford county labor force grew steadily throughout the 1980s.
- Unemployment rates have been very favorable in Ford County throughout the 1980s. Over the 11 year period 1980 to 1990, unemployment rates have ranged from 2.5 percent to 4.1 percent, averaging 3.3 percent.
- Unemployment rates in Ford County have been steadily declining over the past five years, from 3.8 percent unemployment in 1986 to 2.9 percent in 1990.

Table 3.1
Ford County Labor Force, 1980-1990 (Place of Residence)

	Civilian Labor		Unemployment	
	<u>Force</u>	<u>Employed</u>	<u>Total</u>	<u>Rate</u>
1980	13,529	13,189	340	2.5%
1981	14,158	13,805	353	2.5
1982	13,955	13,388	567	4.1
1983	14,396	13,853	543	3.8
1984	14,029	13,546	483	3.4
1985	14,608	14,078	530	3.6
1986	14,436	13,888	548	3.8
1987	14,614	14,084	530	3.6
1988	14,903	14,387	516	3.5
1989	15,140	14,683	457	3.0
1990	15,693	15,233	460	2.9

Source: Kansas Department of Human Resources, Labor Market Information Services, in cooperation with the U.S. Bureau of Labor Services.

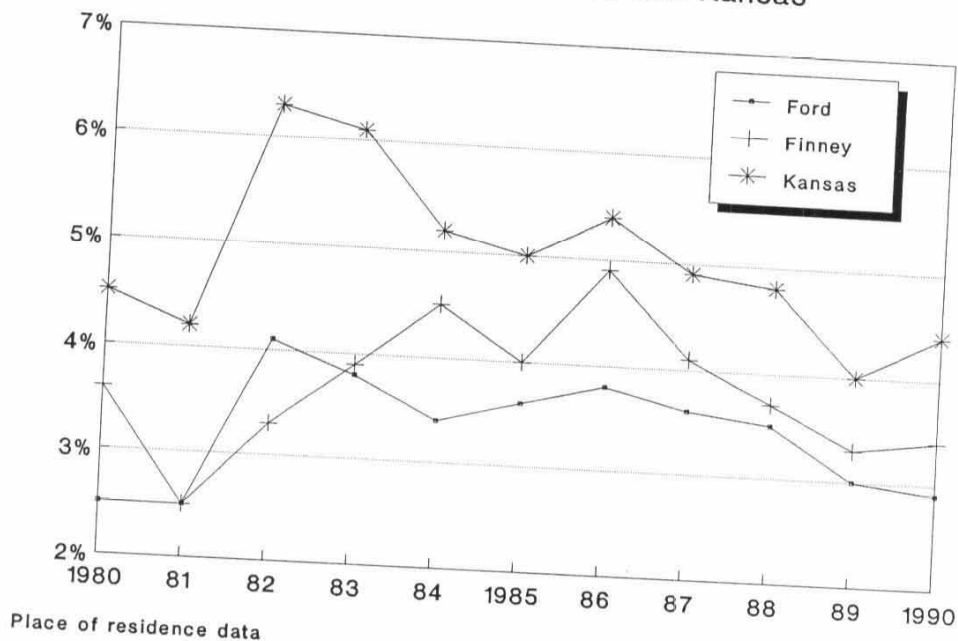
Table 3.2
Labor Force Growth and Employment Growth (Place of Residence), 1980-1990

	Labor Force		Percent <u>Change</u>	Employment		Percent <u>Change</u>
	<u>1980</u>	<u>1990</u>		<u>1980</u>	<u>1990</u>	
Ford	13,529	15,693	15.0%	13,189	15,233	15.5%
Meade	2,327	2,028	-12.8	2,284	1,974	-13.6
Gray	2,657	2,266	-14.7	2,608	2,196	-15.8
Hodgeman	1,055	1,010	-4.3	1,034	974	-5.8
Ness	2,172	2,074	-4.5	2,141	2,023	-5.5
Edwards	1,762	1,644	-6.7	1,703	1,593	-6.5
Kiowa	1,968	1,853	-5.8	1,942	1,814	-6.6
Comanche	1,216	1,271	4.5	1,200	1,237	3.1
Clark	1,222	1,082	-11.5	1,203	1,048	-12.9
Trade Area	14,379	13,228	-8.0	14,115	12,859	-8.9
Finney	13,760	19,768	43.7	13,259	19,104	44.1
Seward	9,723	9,718	0.0	9,448	9,295	-1.6
Barton	18,019	14,605	-18.9	17,494	14,024	-19.8
Kansas (millions)	1.184	1.300	9.8	1.131	1.243	9.9

Source: Kansas Department of Human Resources, Labor Market Information Services, in cooperation with the U.S. Bureau of Labor Services.

Figure 3.2

Unemployment Rates 1980-1990 Ford and Finney Counties and Kansas



Source: Kansas Department of Human Resources, Labor Market Information Services, in cooperation with the U.S. Bureau of Labor Statistics.

- Ford County's unemployment rate has been lower than the state rate every year except 1982, and has been consistently lower than Finney County.

Table 3.3
Unemployment Rates, 1980-1990 (Place of Residence)
Ford, Neighboring Counties and Kansas

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Ford	2.5%	2.5%	4.1%	3.8%	3.4%	3.6%	3.8%	3.6%	3.5%	3.0%	2.9%
Meade	1.8	1.8	3.0	3.4	2.9	3.4	3.6	3.2	3.3	3.1	2.7
Gray	1.8	1.7	2.1	2.4	2.7	2.2	3.2	3.8	3.2	2.4	3.1
Hodgeman	2.0	3.0	4.5	4.7	4.5	4.1	4.3	4.0	3.5	2.9	3.6
Ness	1.4	1.5	2.5	2.2	2.4	2.7	5.3	3.4	2.8	2.7	2.5
Edwards	3.3	3.3	3.8	4.3	3.8	4.2	4.3	4.2	3.5	2.6	3.1
Kiowa	1.3	1.9	2.2	2.5	2.6	2.3	2.7	2.7	2.6	2.2	2.1
Comanche	1.3	1.6	2.7	2.9	3.2	3.2	3.6	3.7	3.0	2.5	2.7
Clark	1.6	2.2	2.7	2.9	3.4	2.9	3.4	3.5	3.5	2.5	3.1
Finney	3.6	2.5	3.3	3.9	4.5	4.0	4.9	4.1	3.7	3.3	3.4
Seward	2.8	2.7	3.5	3.9	3.1	3.8	5.0	4.3	4.4	4.0	4.4
Barton	2.9	2.3	4.4	5.3	4.7	5.5	9.9	7.3	5.6	4.2	4.0
Kansas	4.5	4.2	6.3	6.1	5.2	5.0	5.4	4.9	4.8	4.0	4.4

Source: Kansas Department of Human Resources, Labor Market Information Services, in cooperation with the U.S. Bureau of Labor Statistics.

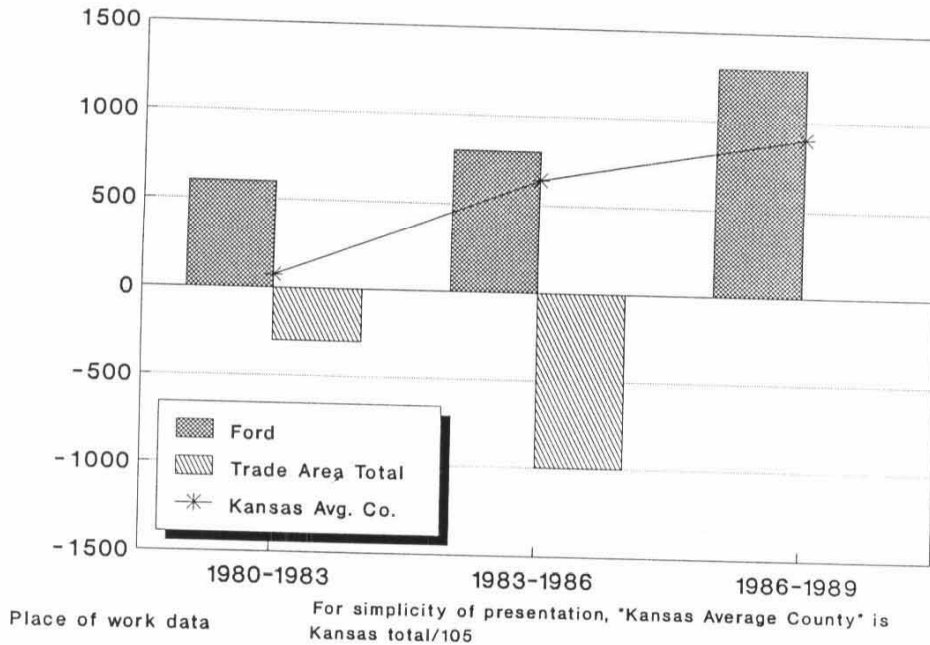
Table 3.4
Average Annual Employment, in Thousands (Place of Work)
Ford County, Trade Area, and Kansas, 1980-1989

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989
Ford	14.5	14.9	14.6	15.1	16.0	16.0	15.9	16.2	16.7	17.2
Meade	2.6	2.8	2.5	2.4	2.4	2.4	2.3	2.4	2.4	2.3
Gray	3.2	3.1	3.1	3.1	3.1	3.1	2.9	2.9	3.0	3.0
Hodgeman	1.4	1.3	1.3	1.3	1.3	1.3	1.2	1.2	1.2	1.2
Ness	2.6	2.7	2.8	2.9	2.9	2.9	2.7	2.7	2.6	2.5
Edwards	2.3	2.1	2.1	2.2	2.2	2.1	2.0	2.0	2.1	2.0
Kiowa	2.3	2.3	2.3	2.3	2.3	2.3	2.3	2.2	2.2	2.2
Comanche	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.5	1.4
Clark	1.5	1.5	1.5	1.5	1.5	1.5	1.4	1.4	1.4	1.4
Trade Area	17.5	17.2	17.1	17.2	17.3	16.9	16.2	16.3	16.4	16.2
Finney	14.2	15.3	17.0	17.5	18.4	19.2	18.9	19.1	19.8	20.8
Seward	11.0	11.4	11.5	11.3	11.9	12.2	12.0	11.8	11.9	12.2
Barton	19.8	20.8	20.7	20.2	20.9	20.5	18.6	18.2	18.1	18.2
Kansas	1286.7	1293.1	1282.3	1294.4	1341.2	1354.5	1361.5	1391.8	1426.8	1456.0

Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, Table CA25. Trade area calculations by University of Kansas, IPPBR-KCCED.

Figure 3.3

Net Job Creation, Three-Year Intervals Ford County, Trade Area & Kansas



Source: Calculations by University of Kansas, IPPBR, using data from U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

- More than 2,700 jobs were added to the Ford County economy from 1980 to 1989 (using place of work data).
- Job growth in Ford county accelerated throughout the decade, consistent with statewide trends. By the end of the decade, employment was growing at twice the rate of job growth at the beginning of the decade.

Table 3.5
 Three-Year Percentage Change in Employment (Place of Work)
 Ford County, Trade Area and Kansas, 1980-1989

	<u>1980-1983</u>	<u>1983-1986</u>	<u>1986-1989</u>
Ford	4.1%	5.3%	8.2%
Meade	-7.7	-4.2	0.0
Gray	-3.1	-6.5	8.4
Hodgeman	-7.1	-7.7	0.0
Ness	11.5	-6.9	-7.4
Edwards	-4.3	-9.1	0.0
Kiowa	0.0	0.0	-4.3
Comanche	0.0	-6.7	0.0
Clark	0.0	-6.7	0.0
Trade Area	-1.7	-5.8	0.0
Seward	23.2	8.0	10.1
Finney	2.7	6.2	1.7
Barton	2.0	-7.9	-2.2
Kansas	0.6	5.2	6.9

Source: Calculations by University of Kansas, IPPBR, using data from U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, Table CA25.

Section IV : EDUCATION

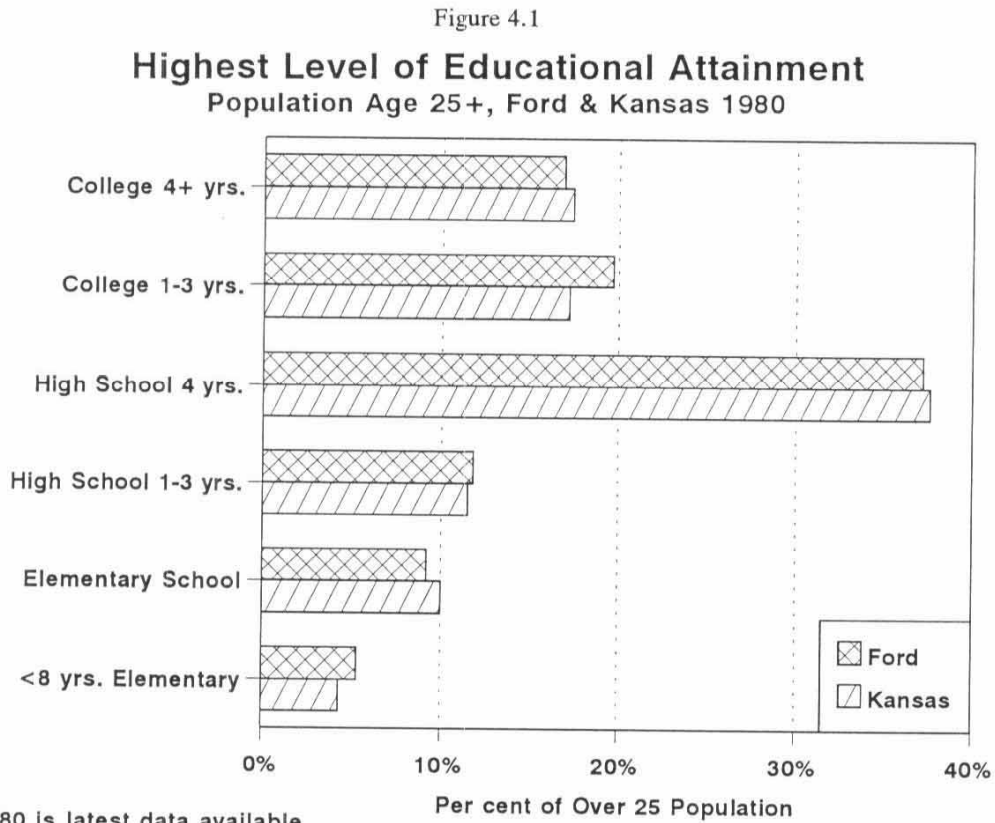
As present and future jobs begin to require higher skilled employees, the education of the local workforce will become a higher priority. The ideal local labor market, in terms of being attractive and conducive to business growth, has an ample supply of workers who have advanced skills and a strong work ethic. A higher concentration of lower skilled workers means that the community relies on low skilled, low paying wages in industries which are either mature or declining. This, in turn, means that unemployment may be a continual or cyclical problem as these firms either go out of business, due to competition, or move to cheaper locations in other states or countries.

Education not only refers to K-12 instruction; post-secondary instruction, either at a community college or university is also important. Equally valuable are workers possessing a strong, adaptable technical background from an AVTS or community college. This section presents the following measures of education for Ford County and the state:

- the *highest level of education received* demonstrates the average length of education for community residents. Lower levels may be indicative of lower skilled, less adaptable workers, while higher levels may mean a better opportunity to create, attract, and retain high growth, high performance businesses;
- *full time enrollment figures* and the *pupil-teacher ratio* compare the number of pupils and instructors in grades K-12. Higher ratios may show that the number of students is increasing or that educational resources are either being cut or not keeping pace with growth;
- the *cost per pupil* reflects the financial cost of providing one years' education to students within the public school system. High costs per pupil may reflect the community's willingness to invest in education for their children. However, low costs per pupil may also mean that the school system is efficient and streamlined and can deliver quality education without high administrative costs;
- the *high school dropout ratio* indicates the relative completion rate of high school students. High dropout rates may be the result of difficult economic or social circumstances. The result of high dropout rates is a workforce which is not prepared to participate in the workplace without additional education, either in technical or basic academic skills instruction.

EDUCATION: KEY FINDINGS

- Educational attainment levels (1980 data) for Ford county residents aged 25 and over were generally consistent with the state. Nearly 20 percent of over-25 population had one to three years of college, compared with 17 percent for the state as a whole. Slightly fewer than average Ford County residents 25 or older had 4 or more years of college.
- The proportion of residents 25 or older with less than 8 years of elementary school was nearly 25 percent higher than the state average in 1980.
- The high school dropout rate is about 50 percent higher than the state average, at 6.5 percent of enrollment.
- School enrollments have held steady while costs per pupil have risen 20 percent over the past five years. Costs per pupil remain about 40 percent lower than those of trade area counties, which have experienced similar increases in per-pupil costs.



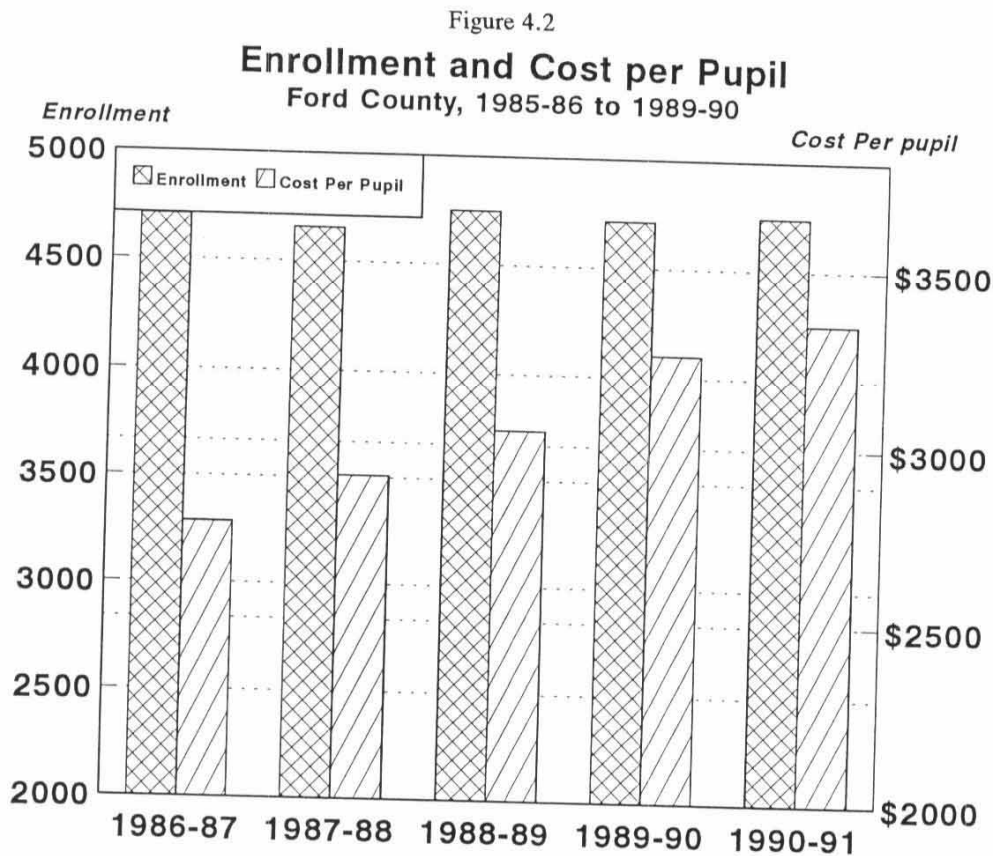
Source: Bureau of the Census, *1980 Census, Vol. 1, Characteristics of the Population*.

- Educational attainment levels in Ford County mirror state patterns, with the exception of those with 1 to 3 years' college. Ford County has a much greater proportion of its population aged 25 and over in this category than the state has. In Ford County nearly 20 percent of this group have 1 to 3 years of college education, compared with 17 percent for the state.
- At the other extreme, Ford County has a greater share of its population 25 and over with less than 8 years of elementary education, particularly among males. In the state, the proportion of population with this level of education is 4.8% for males; in Ford county, the rate is 6.7 percent.

Table 4.1
 Highest Level of Completed Education, 1980
 Ford County & Kansas, Population 25 Years & Older

Sex	Highest Level Education	Percent of Population	
		Ford	Kansas
Female	College: 4+ years	13.1%	14.0%
Male	College: 4+ years	<u>21.1</u>	<u>21.2</u>
		16.9	17.4
Female	College: 1-3 years	20.6	17.5
Male	College: 1-3 years	<u>18.7</u>	<u>16.9</u>
		19.7	17.2
Female	High School: 4 years	41.4	42.6
Male	High School: 4 years	<u>32.6</u>	<u>36.2</u>
		37.2	37.6
Female	High School: 1-3 years	13.3	12.2
Male	High School: 1-3 years	<u>10.1</u>	<u>10.8</u>
		11.8	11.5
Female	Elementary School	7.6	9.9
Male	Elementary School	<u>10.9</u>	<u>10.1</u>
		9.2	10.0
Female	Less than 8 yrs Elementary	4.0	3.7
Male	Less than 8 yrs Elementary	<u>6.7</u>	<u>4.8</u>
		5.3	4.3

Source: Bureau of the Census, 1980 Census, Vol. 1, Characteristics of the Population.



Source: League of Kansas Municipalities, *Kansas Government Journal*, January 1991.

- Enrollments have been stable in Ford County at around 4,700 students throughout the past five years. Each of the trade area counties has experienced only marginal changes in enrollment totals.
- Costs per pupil have increased in Ford County and in all trade area counties over the past five years. In Ford County, these costs rose by 20 percent, while the trade area trend was up between 10 and 25 percent.
- As is the case for many urban area, costs per pupil are much lower in Ford County than for the trade area counties, averaging about 40 percent lower than the surrounding counties, at \$3350 per pupil.

Table 4.2
Full-Time Enrollment, Public Schools
Ford and Trade Area Counties, 1986-1991

	<u>1986-1987</u>	<u>1987-1988</u>	<u>1988-1989</u>	<u>1989-1990</u>	<u>1990-1991</u>
Ford	4,706	4,656	4,748	4,714	4,742
Meade	539	571	565	547	551
Gray	1,150	1,131	1,151	1,132	1,132
Hodgeman	375	384	389	386	412
Ness	773	742	759	734	763
Edwards	541	568	572	581	585
Kiowa	704	694	691	676	658
Comanche	416	421	424	414	432
Clark	442	441	439	447	469
Trade Area	4,940	4,952	4,990	4,917	5,002

Note: Data shown are as of September 20 for the school year shown.

Source: League of Kansas Municipalities, *Kansas Government Journal*, January 1991.

Table 4.3
Weighted Cost Per Pupil (Full-time equivalent)
Ford and Trade Area Counties, 1986-1991

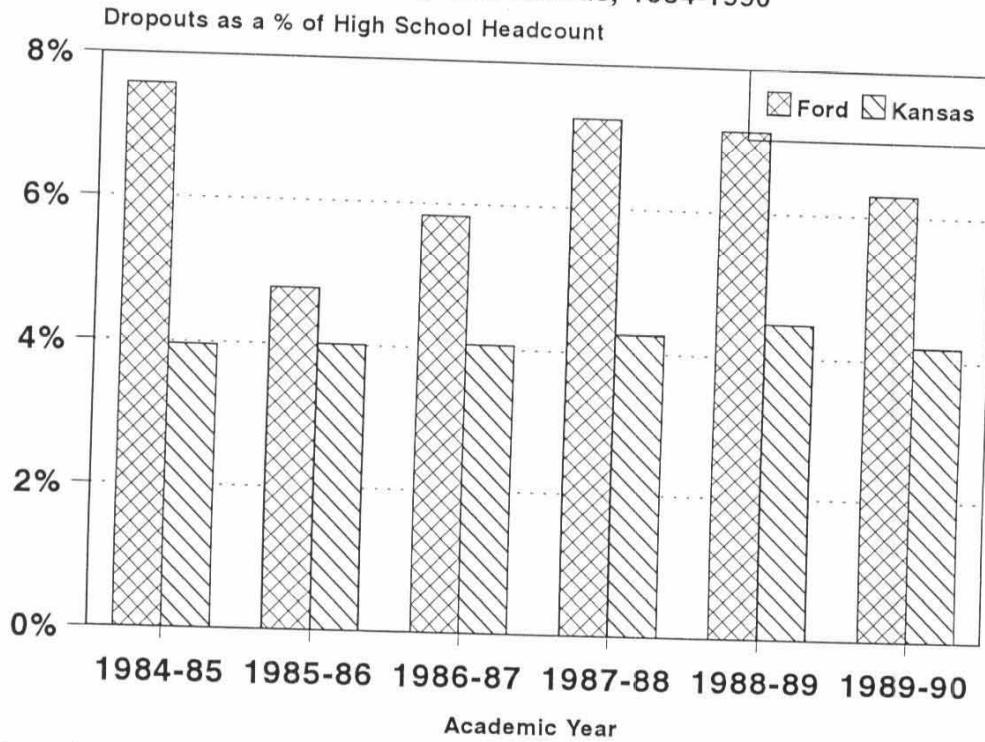
	<u>1986-1987</u>	<u>1987-1988</u>	<u>1988-1989</u>	<u>1989-1990</u>	<u>1990-1991</u>	<u>Change 1986-1990</u>
Ford	\$2,771	\$2,907	\$3,041	\$3,260	\$3,350	20.9%
Meade	4,745	4,609	4,872	5,324	5,465	15.2
Gray	4,355	4,653	4,875	5,417	5,593	28.4
Hodgeman	4,183	5,276	5,491	5,900	5,742	10.8
Ness	5,070	5,383	5,777	6,036	5,983	18.0
Edwards	4,637	4,583	4,974	5,252	5,397	16.4
Kiowa	4,841	5,079	5,510	5,877	6,130	26.6
Comanche	4,822	4,930	5,169	5,574	5,472	13.5
Clark	4,863	4,982	5,185	5,372	5,338	9.8

Note: Data shown are weighted average for all public school districts in the county, weighting each districts' cost per pupil by the full-time equivalent enrollments of each district. Calculations by University of Kansas, Institute for Public Policy and Business Research.

Source: League of Kansas Municipalities, *Kansas Government Journal*, January 1991.

Figure 4.3

High School Dropout Rates Ford County and Kansas, 1984-1990



Source: Kansas State Board of Education, *Kansas U.S.D.'s High School Dropouts 1984-85 Through 1989 and 1985-86 Through 1990*, January 1990, 1991.

- High school dropout rates have been higher than the Kansas rate each of the last six years. Over the period 1984-1990, the Ford County dropout rate was 6.5 percent of enrollment, 50 percent higher than the state rate.

Table 4.4
High School Dropout Rates
Ford County and Kansas, 1984-85 to 1988-89

<u>Academic Year</u>	<u>Headcount Grades 9-12</u>	<u>High School Dropouts</u>	<u>Drop Out Rate</u>	<u>Kansas Average Dropout Rate</u>
1984-85	1,332	101	7.58 %	3.96 %
1985-86	1,338	64	4.78	4.01
1986-87	1,388	81	5.84	4.06
1987-88	1,351	98	7.25	4.26
1988-89	1,291	92	7.13	4.46
1989-90	1,240	78	6.29	4.19
Six-year weighted average			6.47	4.15

Note: Ford County data shown are weighted average for USD 381 Spearville-Windthorst, USD 443 Dodge City, and USD 459 Bucklin. The Kansas definition of a dropout is "a pupil who leaves a school for any reason, except death, before graduation or completion of a program of studies and without transferring to another school."

Source: Kansas State Board of Education, *Kansas U.S.D.'s High School Dropouts 1984-85 Through 1988-89*, January 1990.

Table 4.5
Pupil-Teacher Ratio, Public Schools
Ford County & Kansas, 1987-1988

	<u>Ford</u>	<u>Kansas</u>	<u>Rank</u>
1987	14.8	13.2	24
1988	14.5	13.0	26

Source: Kansas State Board of Education.

- The pupil-teacher ratio in Ford County was 14.5 in 1988, 11 percent higher than in the state as a whole.

Section V : INCOME AND EARNINGS

Income and earnings are the sources of revenue for the community residents. There are five principal sources of income, including: (1) *wages and salaries*; (2) *farm property*; (3) *non-farm property*; (4) earnings from *dividends, interest, and rental income*; and (5) *transfer payments*, including social security payments and unemployment insurance. These sources of income describe the economic base of the community. Higher average wages and salaries may indicate a greater number of jobs in high growth, high performance businesses. Low wage growth may indicate a higher concentration of stable, declining industries. Sources of earnings, such as entitlements, may also may demonstrate the strength of the community in generating its own income, as well as give some indication of the population's age (i.e., older people tend to depend more on investment and entitlement income). Declining or stable earnings over time may indicate a decrease in the standard of living for the community.

In the following section, income and earnings are examined for Ford County, its trade area, comparable counties, and Kansas across the following measures:

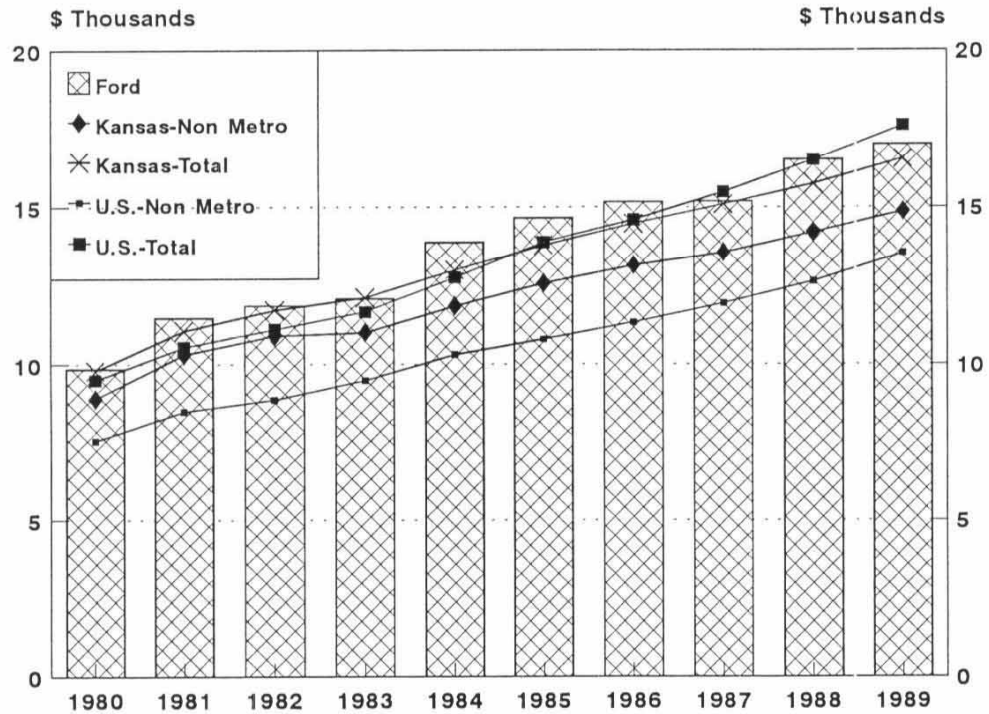
- *per capita personal income* indicates the relative wealth of the area compared to the state. As the productivity of business and industry increase, personal per capita income also rises. Decreasing or stable rates may be the result of mature or declining industry;
- *sources of personal income* show what the population relies on for support. Different sources may indicate relative strength of business growth and productivity, relative age (as in increase in Social Security and other entitlements, and where the money is coming from, in terms of in or out of county);
- *average earnings per job*, over time, demonstrates the strength of area firms in generating income for their employees. Lower rates are indicative of lower productivity and business performance.

INCOME AND EARNINGS: KEY FINDINGS

- The level of per capita income in Ford County, at \$16,989, is 14 percent higher than the average for non-metropolitan counties in Kansas, and 25 percent higher than the U.S. non-metropolitan average.
- Ford County's per capita income is among the highest in the trade area.
- The rapid growth in per capita personal incomes during the early half of the decade (+27.5 percent) moderated during the latter half (+15.9 percent). This lower growth rate still virtually matched the growth rates for Finney county and the average for Kansas non-metropolitan counties.
- Total personal incomes grew by 74 percent during the 1980s, consistent with the state average. The composition of income sources matched that of the state, except for transfer payments, which grew by 118 percent in Ford County and 90 percent in the state. Property income (dividends, interest and rent) grew much faster in Ford County than in any comparable county in the southwest.
- Income from non-farm proprietorships accounts for a 50 percent greater share of personal income in Ford County (12 percent) than in the state (8 percent).
- The average income per job in Ford County increased 23 percent from 1982 to 1989. This increase did not keep pace with the state growth rate of 28 percent. Ford County did however narrow the gap which had existed in the early 1980s between its average earnings per job and those of Finney, Seward and Barton Counties.
- Most of the southwestern Kansas counties have fared poorly during the late 1980s with respect to growth in real incomes per job.

Figure 5.1

Per Capita Income Levels, 1980-1989 Ford County and Kansas Non-Metro



Source: U.S. Department of Commerce, *Local Area Personal Income*, (1979-1984) and (1983-1988); 1989 data from U.S. Department of Commerce, *Survey of Current Business*, April 1991.

- Ford County's 1989 per capita personal income was \$16,989, 14 percent higher than the average for Kansas non-metropolitan counties (\$14,862). Ford's per capita income figure is 25 percent higher than the U.S. average for nonmetropolitan counties, \$13,557.
- Personal income growth rates in Ford County, which grew more than 20 percent faster than the Kansas nonmetropolitan rate during the first half of the decade moderated in the last half of the 1980s.

Table 5.1
Per Capita Personal Income Levels
Ford County, Kansas and U.S., 1980-1989

	Ford County	Kansas Non-Metro	Kansas Total	U.S. Non-Metro	U.S. Total
1980	9,855	8,890	9,799	7,528	9,494
1981	11,489	10,309	11,067	8,479	10,544
1982	11,879	10,909	11,732	8,861	11,113
1983	12,093	11,013	12,133	9,484	11,681
1984	13,897	11,869	13,017	10,314	12,772
1985	14,653	12,591	13,804	10,803	13,899
1986	15,161	13,158	14,470	11,344	14,597
1987	15,180	13,575	15,083	11,946	15,472
1988	16,499	14,210	15,740	12,657	16,490
1989	16,989	14,862	16,526	13,557	17,592
Growth 80-89	72.4%	67.2%	68.6%	80.1%	85.3%

Source: U.S. Department of Commerce, *Local Area Personal Income*, (1979-1984) and (1983-1988); 1989 data from U.S. Department of Commerce, *Survey of Current Business*, April 1991.

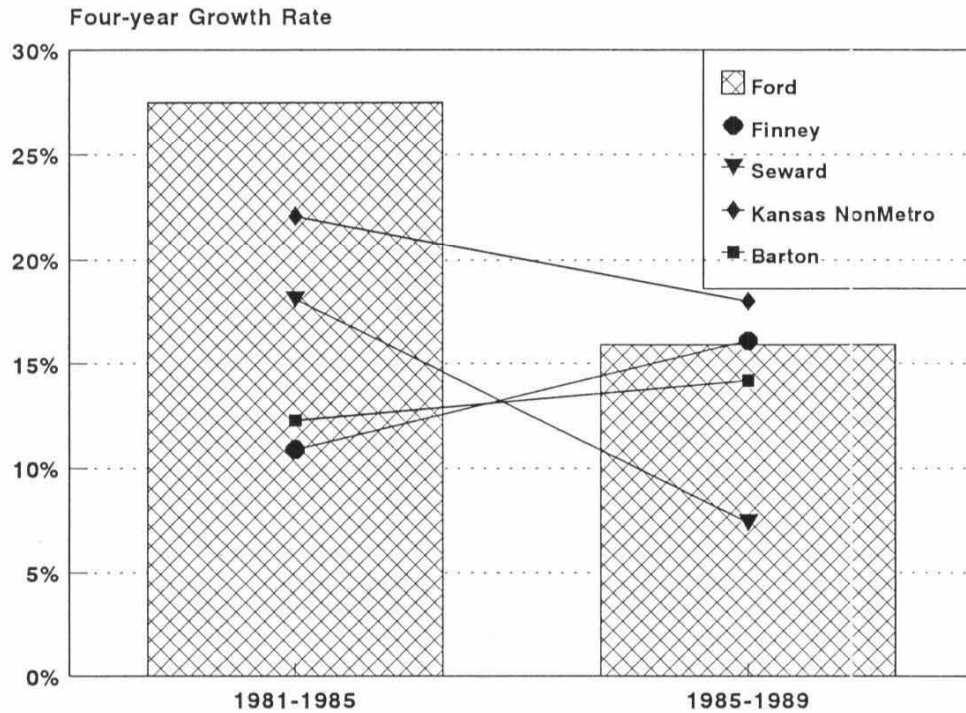
Table 5.2
Per Capita Personal Income Growth Rates
Ford, Trade Area, Kansas, and U.S., 1981-1989

	Per Capita Income Levels			Growth Rate (%)	
	1981	1985	1989	1981-85	1985-89
Ford	11,489	14,653	16,989	27.5%	15.9%
Meade	13,252	15,055	15,653	13.6	4.0
Gray	11,205	14,465	14,863	29.1	2.8
Hodgeman	9,642	13,052	14,070	35.4	7.8
Ness	12,603	16,772	18,579	33.1	10.8
Edwards	12,189	16,370	17,831	34.3	8.9
Kiowa	10,552	14,341	17,744	35.9	23.7
Comanche	11,263	13,244	15,580	17.6	17.6
Clark	12,540	15,205	18,818	21.3	23.8
Finney	11,687	12,963	15,056	10.9	16.1
Seward	12,408	14,660	15,752	18.1	7.4
Barton	12,500	14,042	16,038	12.3	14.2
Kansas Non-Metro	10,309	12,591	14,862	22.1	18.0
Kansas	11,067	13,804	16,526	24.7	19.7
U.S.	10,544	13,899	17,592	31.8	26.6

Source: U.S. Department of Commerce, *Local Area Personal Income*, (1979-1984) and (1983-1988); 1989 data from U.S. Department of Commerce, *Survey of Current Business*, April 1991.

Figure 5.2

**Growth Rate, Per Capita Personal Income
Ford, Finney, and KS Non Metro 1981-1989**

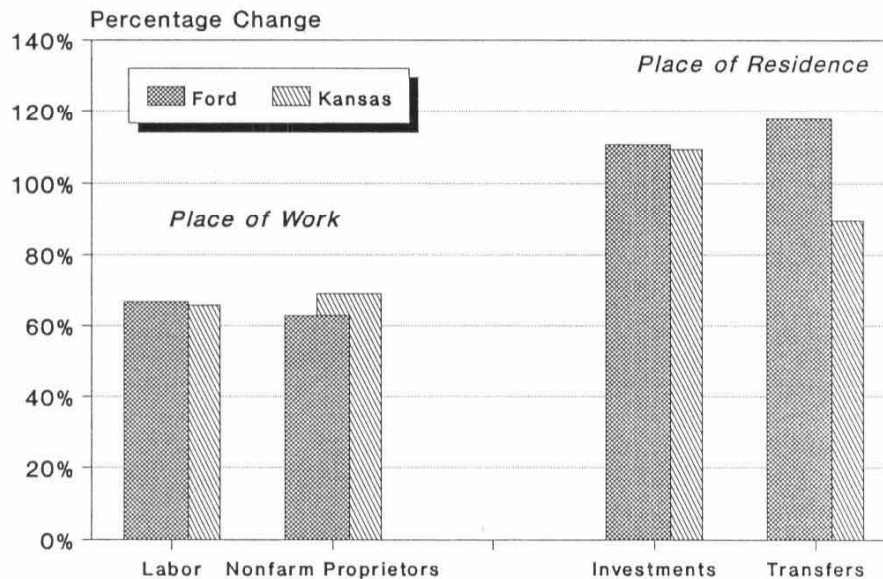


Source: U.S. Department of Commerce, *Local Area Personal Income*, (1979-1984) and (1983-1988); 1989 data from U.S. Department of Commerce, *Survey of Current Business*, April 1991.

- At \$16,989, Ford County’s per capita personal income is among the highest in the trade area.
- From 1981 to 1985, per capita personal incomes in Ford County grew by 28 percent, but slowed to 16 percent from 1985 to 1989. This pattern was consistent with that of the state and all of the neighboring southwestern Kansas counties except Finney County.

Figure 5.3

Major Components of Personal Income Ford County and Kansas, 1980-1989



Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*; Bureau of Economic Analysis, Regional Economic Information System, Table CA5, April 1991.

- Passive income, in the form of dividends, interest and rent (property income) and transfer payments accounted for the fastest growing sources of income statewide and in Ford County during the 1980s. Levels of income from both of these sources more than doubled during the decade, while personal income grew by 74%.
- Growth in nonfarm proprietorships' income was slightly less in Ford County (+62 percent) than in the state (+69 percent) over the 1980s. However, nonfarm proprietorships accounted for 12 percent of personal income in Ford County, a much larger share than in the state (8%).

Table 5.3
Personal Income, by Source, 1980 to 1989 (\$ millions)

Year	Wages & Salaries	Place of Work			Dividends, Interest, & Rent	Place of Residence		Less Social Insurance	Total Personal Income
		Other Labor Income	Proprietorship			Transfer Payments	Residence Adjustment		
			Farm	Nonfarm					
<u>Ford County</u>									
1980	134.1	13.0	14.6	31.1	38.4	28.8	1.8	9.3	252.4
1981	151.9	14.8	15.7	29.7	48.6	34.0	2.2	11.3	285.6
1982	154.3	16.0	15.5	29.7	54.0	37.8	3.2	12.2	298.3
1983	164.9	17.6	8.8	32.9	55.0	41.5	2.6	12.8	310.6
1984	182.4	18.5	34.2	37.9	58.8	42.7	1.9	14.4	361.9
1985	188.9	18.5	32.1	40.0	63.8	45.1	2.3	15.9	374.8
1986	197.0	19.7	38.6	40.7	66.1	50.8	2.2	17.1	398.0
1987	204.7	20.1	26.5	43.3	66.5	53.3	1.9	17.8	398.5
1988	216.4	21.5	29.9	47.9	71.1	57.7	2.2	19.0	427.7
1989	223.8	22.8	16.2	50.6	80.8	62.8	2.6	20.6	439.0
Chg 80-89	66.9%	75.3%	11.5%	62.9%	110.7%	117.9%	42.4%	121.8%	73.9%
<u>Trade Area</u>									
1980	108.1	9.1	17.1	37.7	68.4	41.9	4.8	7.6	279.5
1989	137.7	12.6	73.1	55.5	121.8	76.8	8.2	14.1	471.7
Change	27.3%	39.0%	328.4%	47.2%	78.2%	83.1%	71.2%	84.9%	68.8%
<u>Kansas (\$ billions)</u>									
1980	13.3	1.4	0.2	2.0	3.8	3.1	-0.7	0.9	23.6
1989	22.1	2.2	0.9	3.4	7.9	5.9	-1.0	1.9	41.5
Change	65.9%	60.7%	415.5%	69.1%	109.3%	89.6%	50.4%	117.7%	76.2%
<u>Finney County</u>									
1980	135.9	12.3	-3.7	33.2	37.1	23.0	-3.1	9.2	225.5
1989	283.2	29.6	15.9	53.7	69.3	51.8	-9.3	24.4	469.8
Change	108.4%	139.9%	N/M	62.0%	86.9%	124.8%	197.0%	165.2%	108.4%
<u>Seward County</u>									
1980	130.9	14.2	-7.7	22.6	25.5	15.9	-19.8	8.7	172.9
1989	173.0	18.2	21.5	32.4	49.1	34.2	-23.5	15.0	289.9
Change	32.1%	28.7%	N/M	43.0%	92.7%	115.4%	19.0%	72.8%	67.6%
<u>Barton County</u>									
1980	200.4	20.4	-2.7	34.3	58.3	38.8	-6.0	13.7	329.8
1989	225.9	22.2	12.3	47.6	114.1	76.5	-4.4	21.4	472.9
Change	12.8%	8.5%	N/M	39.0%	95.8%	97.3%	-25.9%	56.3%	43.4%

N/M = Not meaningful.

Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*; Bureau of Economic Analysis, Regional Economic Information System, Table CA5, April 1991.

Table 5.4
Average Earnings Per Job
Ford County, Selected Others Areas and Kansas, 1982-1989

	Average Nominal Earnings (\$ Thousands)						
	<u>Ford</u>	<u>Finney</u>	<u>Seward</u>	<u>Barton</u>	Kansas- <u>Metro</u>	Kansas- <u>Nonmetro</u>	<u>Kansas</u>
1982	13.2	14.7	16.3	15.2	16.3	13.0	14.8
1983	13.8	14.9	16.6	15.5	17.2	13.4	15.5
1984	14.3	15.3	16.8	16.0	18.0	14.0	16.2
1985	14.9	15.2	17.2	16.4	18.8	14.3	16.8
1986	15.5	15.8	17.2	15.9	19.5	14.6	17.5
1987	15.9	16.5	17.2	15.7	20.0	14.9	17.9
1988	16.1	16.3	17.2	16.1	20.7	15.2	18.5
1989	16.2	16.4	17.2	16.4	21.2	15.6	19.0

Source: Bureau of Economic Analysis, Regional Information System, December 1990, Table CA34.

- Average earnings per job increased 23 percent from 1982 to 1989 in Ford. This increase compared with a 20 percent increase for nonmetropolitan counties in Kansas and a 28 percent increase for Kansas as a whole.
- The average income per job in Ford County (\$16,200) is less than that in Finney, Seward and Barton counties. However, the large gap which existed among these counties in the early 1980s has narrowed considerably. The average wage per job in Ford is now \$600 higher than the average for Kansas nonmetropolitan counties.
- Since 1985, southwestern Kansas counties, including Ford County have not kept pace with the rest of the state in terms of real income per job. Ford County, which performed among the best in the region, ranked 65th in the state in terms of growth rate in the average wage per job.

Table 5.5
Real Income Per Job, Annual Growth Rates
Ford, Trade Area Counties and Kansas, 1985-1989

	<u>1985-1986</u>	<u>1986-1987</u>	<u>1987-1988</u>	<u>1988-1989</u>	<u>Average 1985-1989</u>	<u>1989 Rank</u>
Ford	2.2%	-1.5%	-2.3%	-4.4%	-1.1%	65
Meade	2.4	-7.0	-2.6	-0.3	-1.5	76
Gray	3.3	-2.1	-1.2	-0.9	0.0	11
Hodgeman	3.7	-5.1	-1.4	-0.5	-0.4	24
Ness	-7.8	-4.1	0.1	-4.1	-2.8	98
Edwards	0.0	-1.7	1.4	0.2	-0.2	17
Kiowa	-1.4	-9.0	2.4	1.3	-1.0	59
Comanche	0.0	-4.9	-4.9	-1.2	-3.3	102
Clark	-1.2	-2.0	-1.3	-1.4	-0.7	38
Finney	2.5	0.6	-5.4	-4.0	-2.1	92
Seward	-1.6	-3.7	-4.1	-4.6	-3.0	100
Barton	-5.0	-4.7	-1.2	-2.8	-3.0	99
Kansas	0.2	1.7	-1.2	-0.9	-0.4	N/A

Source: Wichita State University, Center for Economic Development and Business Research, *Business and Economic Report*, June 1991.

Section VI : SECTORAL PROFILE

A sectoral profile outlines and compares county and state growth across business sectors. Some areas, like manufacturing, are declining nationwide as the overall economic base shifts from manufacturing to services. Some service areas are considered high growth and offer greater economic opportunities for a community. Other areas, like finance, insurance, and real estate (FIRE) usually depend on the growth in other areas in the economy. Agricultural activities depend on weather conditions (for harvests) and regional and world demand (affecting product prices).

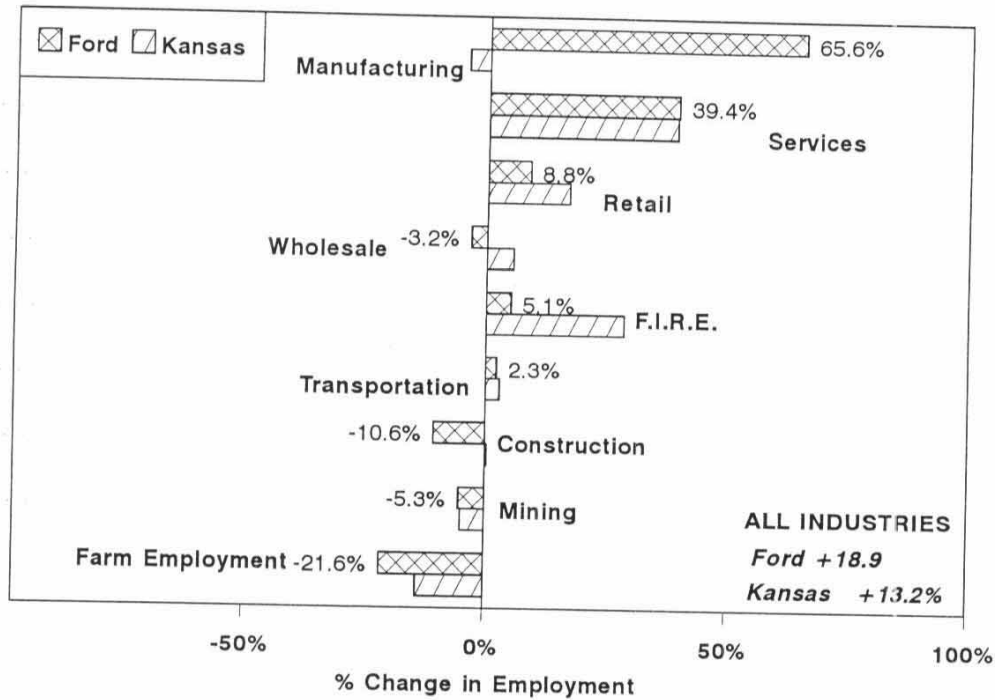
This section presents information about sector performance by analyzing the following:

- *changes in employment by industry* which shows which areas are creating the greatest numbers of jobs. Positive changes may represent expansion, attraction, or creation of new firms, while negative growth may mean the exodus or decline of businesses;
- *payroll* growth is an indicator of businesses' abilities to maintain or increase growth or productivity. As profitability and productivity of firms increases, it is generally followed by an increase in payroll.
- *number of establishments* shows the creation or attraction of new businesses over a period of time.
- *number of farms and acres harvested*, when viewed over time, show the level of concentration of farming activities and the profitability of agricultural activities within the area.
- *total value of field crops and total value of livestock and poultry* reflects the income generated in each activity within the county, and indicate shifts in emphasis from cultivation to animal husbandry and/or dairy.

SECTORAL PROFILE: KEY FINDINGS

- Manufacturing and services dominated employment growth in Ford during the 1980s, together accounting for 80 percent of all new jobs.
- The growth in manufacturing employment (+65 percent) was in contrast to statewide declines (-4 percent), while the growth in services matched the Kansas average of +39 percent.
- The retail, agricultural services, and finance, insurance & real estate sectors all experienced much lower growth rates than the state average.
- The Ford County economy shifted from farm to non-farm industries. The growth in non-farm industries (+23 percent) was 50 percent higher than the state average, while the decline in farm employment (-22 percent) was also 50 percent greater than the state average.
- While the Kansas economy tended to adopt a more local market orientation during the 1980s, Ford County's economy became more oriented to export markets.
- Growth in the number of firms has been modest, with a tendency in a number of Ford County's industries for fewer firms to employ more people. Notable exceptions are the services industry (particularly health and membership organizations) and transportation (trucking and warehousing).
- The number of firms grew most quickly in the 5-9 employee size category, increasing by over 30 percent (split between retail, wholesale and services). The second fastest growing size of firm was the 20-49 employee category, led by strong growth in the number of eating and drinking establishments.
- In Ford County and the throughout the trade area, farms shifted out of field crops and into livestock and poultry, reflecting trends in relative prices. The number of farms declined less sharply in Ford County than for the trade area.

Figure 6.1
Change in Employment, by Industry
 Ford County and Kansas, 1980-1988
 (includes self-employed & government)



Source: Bureau of Economic Analysis, Regional Economic Information System, Table CA5, 1980, 1988.

- Ford County has a well diversified economy, mirroring the state as a whole in terms of industry shares of nonfarm employment. Manufacturing is a particular strength in Ford County, accounting for 19 percent of nonfarm employment, compared with the state share of 14 percent. For other sectors the Ford and state rates, listed in order are, respectively: services, 23 and 25 percent; retail, 19 and 17 percent; wholesale, 5 percent in both; finance, insurance and real estate 7 and 5 percent; and, transportation and public utilities, 7 and 5 percent.
- The growth in manufacturing employment (+65 percent) was in contrast to statewide declines (-4 percent), while the growth in services matched the Kansas average of +39 percent.
- The retail, agricultural services, and finance, insurance & real estate sectors all experienced much lower growth rates than the state average.

- The Ford County economy shifted from farm to non-farm employment. In 1980, farm employment, including self-employed, constituted 9 percent of the Ford economy; In 1989, it represented only 6 percent.
- The growth in non-farm industries (+23 percent) was 50 percent higher than the state average, while the decline in farming industries (-22 percent) was also 50 percent greater than the state average.

Table 6.1
Employment Levels by Industry (in Thousands)
Ford County & Kansas, 1980 and 1989

Industry	Ford			Kansas		
	1980	1989	Change	1980	1989	Change
Manufacturing	1,819	3,012	65.6. %	195,121	186,928	-4.2 %
Services	2,684	3,742	39.4	243,640	338,864	39.1
Retail	2,834	3,083	8.8	198,491	232,284	17.0
Wholesale	909	880	-3.2	68,485	72,223	5.5
F.I.R.E.	740	778	5.1	76,849	98,786	28.5
Transp./Public Util.	1,085	1,110	2.3	73,170	75,274	2.9
Construction	841	752	-10.6	65,306	65,521	0.3
Mining	75	71	-5.3	28,009	26,644	-4.9
Agric. Services	127	115	-9.4	7,580	11,569	52.6
Subtotal--Non-farm	13,143	16,174	23.1	1,184,580	1,370,002	15.7
Farm Employment	1,348	1,057	-21.6	102,162	87,882	-14.0
ALL EMPLOYMENT	14,491	17,231	18.9	1,286,742	1,455,976	13.2

Note: This employment data differs from County Business Patterns (mid-March employment) because it uses a broader definition of employment. Included in this table but not included in County Business Patterns are: government and military employees, railroad employees, and farm and non-farm proprietors. County Business Patterns report data on strictly private non-farm wage earners. Both sources identify employment by place of work and count full- and part-time employment, counting jobs held rather than persons employed (one person could be counted more than once).

Source: Bureau of Economic Analysis, Regional Economic Information System, Table CA25, Full and Part Time Employees by Major Industry.

Table 6.2
Number of Employees and Percent Change by Sector
Ford and Kansas, 1980 and 1989

	<u>1980</u>	<u>1989</u>	<u>Change</u>
Ford ¹	8,168	9,863	20.8%
Export Market Sectors	2,388	3,568	49.4
Agriculture services, forestry and fishing	34	26	-23.5
Mining	29	10 ²	N/M
Manufacturing	1,658	2,791	68.3
Transportation and public utilities (trucking and warehousing only)	99	230	132.3
Wholesale trade (except nondurable goods)	401	398	-0.1
Services (hotel and other lodging only)	167	113	-32.3
Local Market Sectors	5,780	6,295	8.9
Construction	493	384	-22.1
Transportation and public utilities (except trucking and warehousing)	470	310	-34.0
Retail trade	2,410	2,363	-2.0
Wholesale trade (nondurable goods only)	407	802	97.1
Services (except hotel and other lodging)	1,551	2,067	33.3
Finance, insurance and real estate	449	369	-17.8
Kansas ¹	756,994	857,728	13.3
Export Market Sectors	289,098	272,130	-5.9
Agriculture services, forestry and fishing	2,210	4,765	115.6
Mining	17,443	10,866	-37.7
Manufacturing	207,202	192,489	-7.1
Transportation and public utilities (trucking and warehousing only)	19,174	18,881	-1.5
Wholesale trade (except nondurable goods)	35,198	36,117	2.6
Services (hotel and other lodging only)	7,871	9,012	14.5
Local Market Sectors	467,896	585,598	25.2
Construction	48,191	42,580	-11.6
Transportation and public utilities (except trucking and warehousing)	32,385	38,147	17.8
Retail trade	164,479	192,861	17.3
Wholesale trade (nondurable goods only)	24,861	26,996	8.6
Services (except hotel and other lodging)	148,374	226,934	52.9
Finance, insurance and real estate	49,606	58,080	17.1

N/M - Not Meaningful (as at least one number in the calculation would be the midpoint of a range, not the actual value).

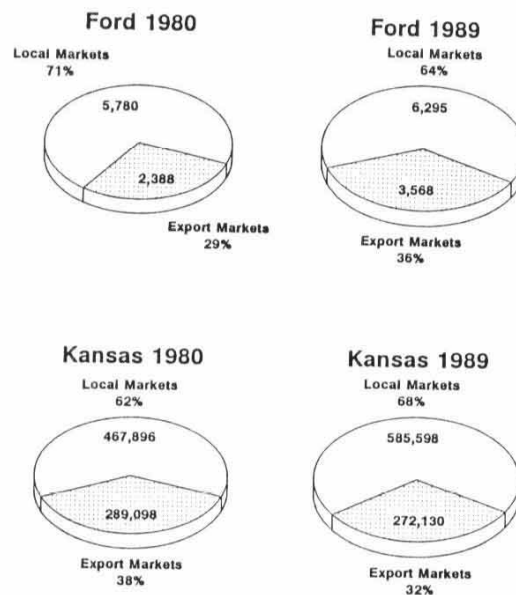
¹County total equals sum of export market and local market sectors and does not include employees of unclassified establishments.

²Number of employees reported as a range, 0-19 or 20-99; figure shown is the midpoint of the range.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Figure 6.2

Wage Earners by Industry Sector Classified by Local/Export Markets Ford County & Kansas, 1980, 1989



Source: Bureau of Economic Analysis, Regional Economic Information System, Table CA5.

- Between 1980 and 1989 the number of private wage-earner jobs in Ford County increased 20.8 percent, from 8,168 to 9,863. During this period, statewide employment increased 13.3 percent.
- Ford County's economy has become more export market oriented. In 1980, 29.2 percent of its private wage-earner jobs were in export market sectors -- agricultural services, forestry, fishing, mining, manufacturing, trucking and warehousing, wholesale trade (except nondurable goods) and hotel and other lodging services. By 1989, export market sectors accounted for 36.2 percent of the jobs. The rest, 63.8 percent, were in local market sectors -- construction, transportation and public utilities (except trucking and warehousing), retail trade, wholesale trade (nondurable goods only), services (except hotel and other lodging) and finance, insurance and real estate.

- Between 1980 and 1989, the number of private wage-earner jobs in the manufacturing sector increased 68 percent and total jobs increased 21 percent. The state, by comparison, lost 7 percent of its manufacturing jobs and increased total jobs by only 13 percent.
- Between 1980 and 1989, Ford gained more than 100 private wage-earner jobs in three sectors: manufacturing, services, and wholesale.

Table 6.3
Mid-March Employment Levels by Industry (Private Wage-Earners)
Ford County & Kansas, 1980 and 1989

Industry	Mid-March Number Employed (place of work data)					
	1980	Ford 1989	Change	1980	Kansas 1989	Change
Manufacturing	1,658	2,791	68%	207,202	192,489	-7%
Services	1,718	2,180	27	156,245	235,946	51
Retail	2,410	2,363	-2	164,479	192,861	17
Wholesale	808	1,200	49	60,059	63,113	5
F.I.R.E.	449	369	-18	49,606	58,080	11
Transportation	569	540	-5	51,559	57,028	11
Construction	493	384	-22	48,191	42,580	-12
Mining	29	10*	N/M	17,443	10,866	-38
Agric. Services	34	26	-24	2,210	4,765	116
ALL EMPLOYMENT	8,256	10,008	21	763,326	865,859	13

*Value suppressed. Midpoint of range = 10. N/M - Not meaningful.

Note: Excludes self-employed and government employees.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Table 6.4
Mid-March Employees, Payroll and Establishments by Industry
Ford County, 1980 and 1989 (Place of Work Data)

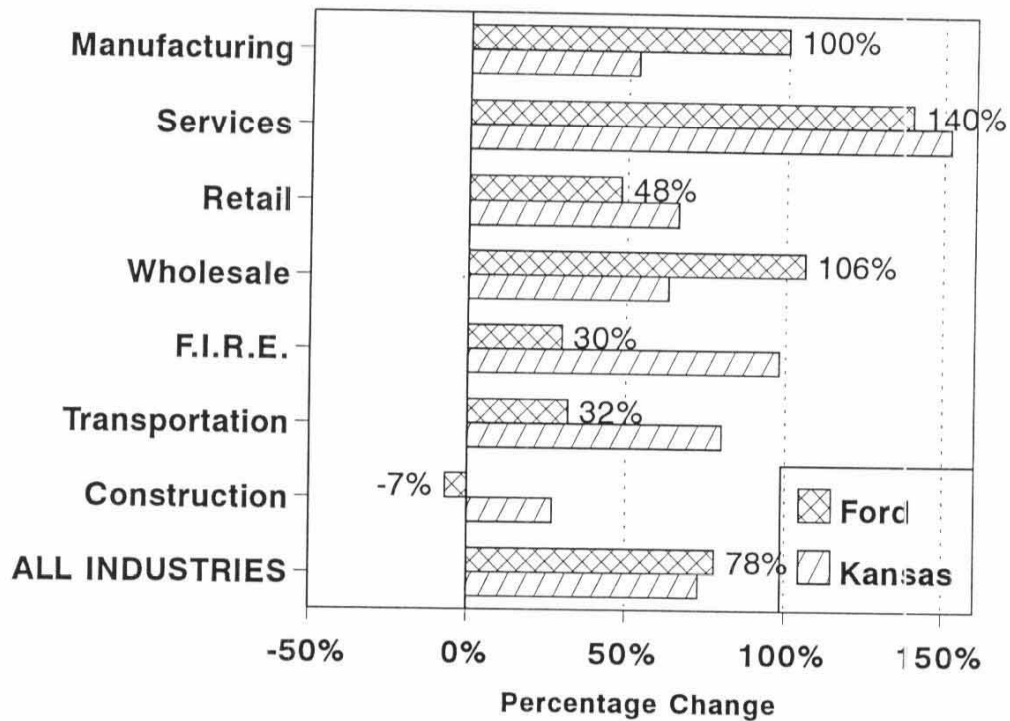
SIC	Industry	Employees Mid-March		Payroll Annual (\$000)		Establishments All Sizes	
		1980	1989	1980	1989	1980	1989
	AG SERVICES	34	26	478	617	6	7
	MINING	29	A	336	D	4	3
	CONSTRUCTION	493	384	6,702	6,209	69	64
17	Special trades	202	225	2,241	3,192	37	44
	MANUFACTURING	1,658	2,791	25,676	51,292	34	26
27	Printing & Publishing	B	193	D	4,009	6	7
35	Machinery, exc. electric	719	326	9,789	5,805	9	6
	TRANSP/PUB. UTIL	569	540	9,801	12,870	40	49
42	Trucking & warehousing	99	230	1,577	4,482	16	30
	WHOLESALE TRADE	808	1,200	11,992	24,701	75	79
51	Wholesale-nondurables	407	802	6,281	16,626	37	39
	RETAIL TRADE	2,410	2,363	17,140	25,292	213	214
53	General merchandise	373	320	2,164	2,953	7	7
54	Food stores	268	316	2,277	3,769	17	16
55	Auto dealers/serv. stns.	426	407	4,386	6,844	36	40
58	Eating & drinking places	667	679	2,537	3,645	39	45
59	Misc. retail	263	253	1,670	2,104	51	55
	FINANCE/INS/REAL EST.	449	369	6,041	7,737	69	56
60	Depository institutions	165	192	2,362	4,204	7	8
64	Insurance agents/brokers	NR	60	NR	1,061	NR	20
	SERVICES	1,718	2,180	15,254	36,677	181	228
70	Hotels & lodging	167	113	1,187	1,183	12	8
75	Auto repair/serv/parking	72	87	891	1,291	19	18
80	Health services	634	841	7,304	16,994	35	46
86	Membership organizations	119	156	492	1,076	22	31
	UNCLASSIFIED	88	C	384	D	27	54
	TOTAL	8,256	10,008	93,804	167,271	718	780

Note: Industries are major industrial classifications or 2-digit industry categories with 100 employees or more.
Codes: D: Figures withheld to avoid disclosure of operations of individual establishments; NR: Not reported; A: 0-19; B: 20-99; C: 100-249; and E: 250-499.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Figure 6.3

Payroll Growth by Industry Ford County & Kansas, 1980-1989



Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1988.

- Ford County's overall payroll levels for private wage-earners increased by 78 percent in current dollar terms, compared with the state average 73 percent, from 1980 to 1989.
- Overall payroll levels in three industries -- manufacturing, services, and wholesale trade -- increased over 100 percent.
- Only one industry, construction, suffered significant payroll declines in Ford County.
- Ford County's growth in overall payroll levels, 78.3 percent, far outpaced that of the trade area, 32.0 percent; moreover, its growth in overall payroll levels outpaced growth of two of three nearby urbanized counties.

Table 6.5
Payroll Levels by Industry
Ford County and Kansas, 1980 and 1989

Industry	Ford (\$ Current Million)			Kansas (\$ Current Billion)		
	1980	1989	Chg.	1980	1989	Chg.
Manufacturing	25.7	51.3	100 %	3.20	4.91	53 %
Services	15.3	36.7	140	1.53	3.86	152
Retail Trade	17.1	25.3	48	1.22	2.02	66
Wholesale Trade	12.0	24.7	106	.94	1.53	63
F.I.R.E.	6.0	7.7	28	.66	1.31	98
Transportation	9.8	12.9	32	.83	1.49	80
Construction	6.7	6.2	-7	.78	.99	27
Mining	0.3	D	N/A	.37	.28	-24
Agric. Services	0.5	0.6	20	.02	.06	200
ALL INDUSTRIES	93.8	167.3	78	9.59	16.6	73

Note: All figures in current dollars.

D—Information withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1988.

Table 6.6
Growth in Payroll by Industry, 1980-1989
Ford, Neighboring Counties and Kansas

Industry	Percentage Change in Value of Payroll					
	Kansas	Ford	Trade Area	Finney	Seward	Barton
Total	72.6 %	78.3 %	32.0 %	125.1 %	42.2 %	14.6 %
Agricultural Services ¹	176.2	29.1	319.7	-12.2	N/A	301.4
Mining ²	-25.4	N/A	-35.7	-47.1	81.7	-49.9
Construction ³	27.1	-7.4	0.2	-8.6	-14.7	-5.7
Manufacturing ⁴	53.6	99.8	-9.5	340.5	N/A	25.2
Transp./Public Utilities ⁵	80.4	31.3	84.9	209.9	81.2	19.9
Wholesale Trade ⁶	61.5	105.0	34.6	36.4	-18.1	-6.9
Retail Trade	65.3	47.6	16.1	63.8	54.4	23.1
Finance/Ins./Real Estate ⁷	99.4	28.1	33.4	129.2	25.0	25.1
Services	153.0	140.4	73.2	106.8	37.5	74.0

¹Trade Area data excludes Meade, Hodgeman, Ness, Edwards, Kiowa, Comanche and Clark counties.

²Trade Area data excludes Meade, Gray, Hodgeman, Edwards, Kiowa, Comanche and Clark counties.

³Trade Area data excludes Hodgeman, Edwards, and Clark counties.

⁴Trade Area data excludes Hodgeman, Ness, Kiowa, and Clark counties.

⁵Trade Area data excludes Hodgeman, Kiowa, Comanche and Clark counties.

⁶Trade Area data excludes Hodgeman and Clark counties.

⁷Trade Area data excludes Hodgeman County.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Table 6.7
Number of Establishments by Industry and Employment Size Class
Ford County, 1980 and 1989 (Place of Work Data)

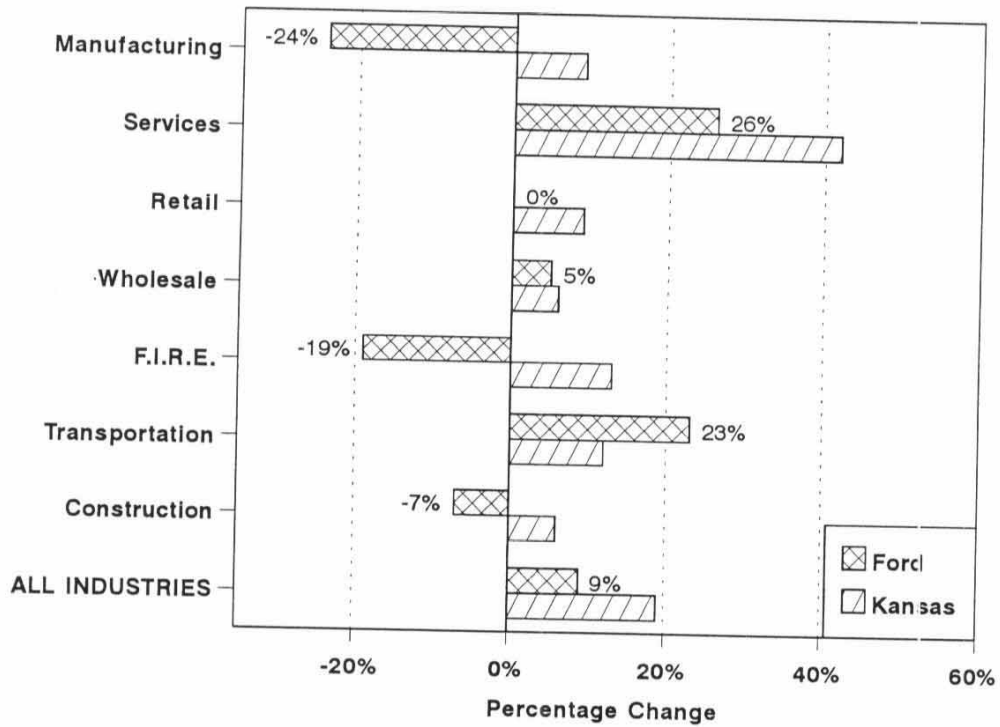
SIC	Industry	Establishments by Employment-Size Class										TOTAL	
		1-4		5-9		10-19		20-49		50+		1980	1989
		1980	1989	1980	1989	1980	1989	1980	1989	1980	1989		
	AG SERVICES	3	5	1	1	2	1	-	-	-	-	6	7
	MINING	1	1	2	2	1	-	-	-	-	-	4	3
	CONSTRUCTION	46	40	12	12	4	8	6	4	1	-	69	64
17	Special trades	26	25	6	11	3	6	2	2	-	-	37	44
	MANUFACTURING	6	7	6	6	7	2	6	4	9	7	34	26
27	Printing & Publishing	1	2	3	2	-	-	2	2	-	1	6	7
35	Machinery, excl. electric	1	1	1	-	-	1	2	1	5	3	9	6
	TRANSP/PUBLIC UTILITIES	17	25	5	6	7	9	9	8	2	1	40	49
42	Trucking & warehousing	13	20	-	3	2	2	1	2	-	-	16	30
	WHOLESALE TRADE	29	20	17	29	21	19	6	8	2	3	75	79
51	Wholesale-nondurables	17	11	8	12	8	8	2	5	2	3	37	39
	RETAIL TRADE	100	93	48	61	39	26	15	26	11	3	213	214
53	General merchandise	-	-	1	2	-	-	2	3	4	2	7	7
54	Food stores	3	5	6	5	4	1	2	3	2	2	17	16
55	Auto dealers/serv. stationsns.	14	16	8	11	9	6	4	7	1	-	36	40
58	Eating & drinking places	13	12	7	8	11	11	5	12	3	2	39	45
59	Miscellaneous retail	38	37	7	13	5	4	1	-	-	1	51	55
	FINANCE/INS/REAL EST	46	37	12	9	6	5	4	5	1	-	69	56
60	Depository institutions	-	-	3	3	1	1	2	4	1	-	7	8
64	Insurance agents/brokers	NR	17	NR	2	NR	1	NR	-	NR	-	NR	20
	SERVICES	120	136	28	50	17	25	12	11	4	6	181	228
70	Hotels & lodging	6	4	1	-	2	1	3	3	-	-	12	8
75	Auto repair/service/parking	13	11	5	5	1	2	-	-	-	-	19	18
80	Health services	24	22	5	15	1	4	3	1	2	4	35	46
86	Membership organizations	13	21	5	6	4	3	-	1	-	-	22	31
	UNCLASSIFIED	24	45	2	6	1	2	-	1	-	-	27	54
	TOTAL	392	409	133	182	105	97	58	67	30	25	718	780

Notes: Major industrial classifications or 2-digit industry categories with 100 employees or more are listed.
NR: Not Reported.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Figure 6.4

Number of Establishments by Industry Ford County & Kansas, 1980-1989



Source: U.S. Bureau of the Census, *County Business Patterns*, various issues.

- During the decade, the number of establishments (businesses) in Ford County increased 9 percent. There were substantial increases in the number of transportation and service firms and substantial decreases in the number of manufacturing and mining firms.

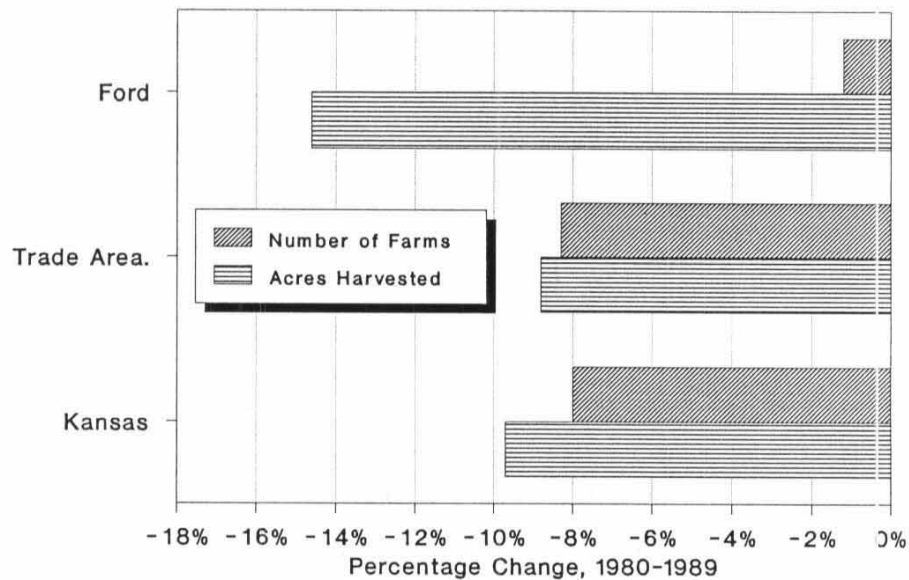
Table 6.8
 Number of Establishments by Industry
 Ford County & Kansas, 1980 and 1989

<u>Industry</u>	<u>Ford</u>			<u>Kansas</u>		
	<u>1980</u>	<u>1989</u>	<u>Change</u>	<u>1980</u>	<u>1989</u>	<u>Change</u>
Manufacturing	34	26	-24%	2,919	3,186	9%
Services	181	228	26	14,270	20,231	42
Retail	213	214	0	15,204	16,602	9
Wholesale	75	79	5	5,267	5,575	6
F.I.R.E.	69	56	-19	4,893	5,515	13
Transportation	40	49	23	2,881	3,221	12
Construction	69	64	-7	5,149	5,446	6
Mining	4	3	-25	1,137	1,087	-4
Agric. Services	6	7	17	547	889	63
ALL INDUSTRIES	718	780	9	55,021	65,692	19

Note: Data in this table does not include non-wage paying proprietorships, i.e., self-employed proprietorships.
 Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Figure 6.5

Number of Farms and Acres Harvested Ford, Trade Area Counties & Kansas



Source: Kansas Agricultural Statistics, Kansas Farm Facts, 1980 and 1989. Data on Acres Harvested are two-year averages, calculated by KCCED.

- Consistent with trade area and statewide trends, the number of farms in Ford County decreased between 1980 and 1990. Ford had 1.2 percent fewer farms in 1990 than it had in 1980. This decrease was noticeably less than the statewide and trade area averages (8.0 and 11.8 percent, respectively).
- Consistent with the statewide trend, the number of acres harvested in Ford County decreased between 1980 and 1990. Ford County's decrease, 14.6 percent, was greater than those of the trade area and the state (8.8 and 9.7, respectively). Ford County's double digit decrease in acres harvested was consistent with decreases experienced by other urbanized counties in the region.

Table 6.9
 Number of Farms and Total Acres Harvested, 1980-1990
 Ford, Trade Area Counties, and Kansas

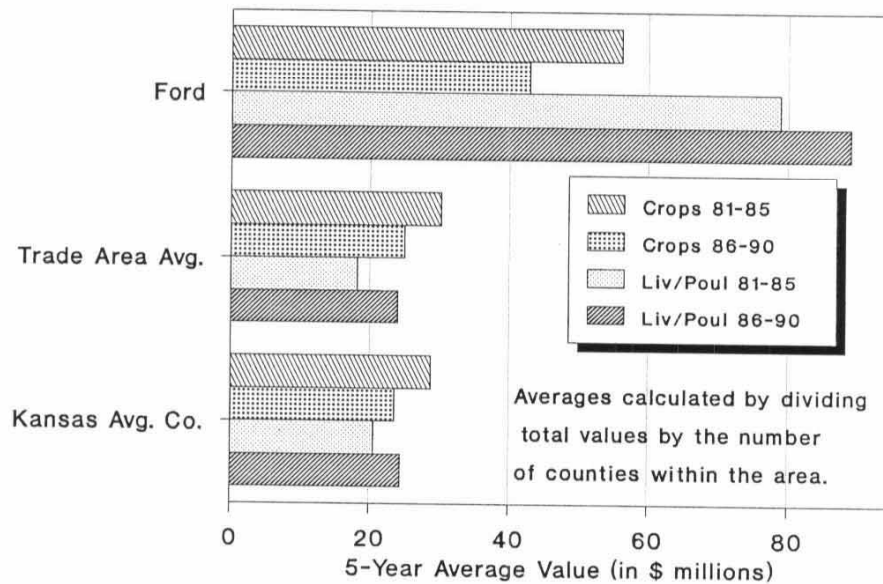
	Number of Farms			Thousands of Acres Harvested*		
	1980	1990	Change	1980-81	1989-90	Change
Ford	820	810	-1.2%	328.1	280.0	-14.6%
Meade	475	460	-3.2	210.4	198.5	-5.7
Gray	550	550	0.0	328.5	299.4	-8.8
Hodgeman	480	420	-12.5	158.6	145.6	-8.2
Ness	630	600	-4.8	211.3	192.6	-8.8
Edwards	420	360	-14.2	223.0	189.6	-15.0
Kiowa	395	320	-19.0	158.3	163.6	3.3
Comanche	300	280	-6.7	114.1	100.0	-12.4
Clark	325	290	-10.8	101.4	83.6	-17.6
Trade Area	3,575	3,280	-8.3	1,505.6	1,372.9	-8.8
Finney	570	540	-5.3	449.2	367.9	-18.1
Seward	280	290	3.6	191.8	168.4	-12.2
Barton	1,045	940	-10.0	329.7	266.6	-19.2
Kansas	75,000	69,000	-8.0	21,931	19,823	-9.7

*Data on Acres Harvested are two-year averages.

Source: Kansas Agricultural Statistics, *Kansas Farm Facts*, 1980 and 1990.

Figure 6.6

Value of Field Crops, Livestock & Poultry Ford, Trade Area Counties & Kansas



Source: Kansas Agricultural Statistics, Kansas Farm Facts.

- Between 1981 and 1990 the value of Bourbon’s field crops decreased. Its average annual field crop values for 1986-1990 represented a 23.5 percent decrease from the 1981-1985 average. All trade area and nearby urbanized counties also experienced decreases. The trend in Bourbon was consistent with the statewide trend of declining field crop values, which fell 18.0 percent.
- Between 1981 and 1990 the value of Bourbon livestock and poultry increased. Its average annual values for 1986-1990 represented a 12.8 percent increase from its 1981-1985 average. The trade area as a whole and most of its counties experienced increases much greater than that of Ford County. The trends in Ford County and most of its neighboring counties were consistent with the statewide trend of rising livestock and poultry values.

Table 6.10
Total Value of Field Crops, 1980-1990
Ford, Neighboring Counties and Kansas

	Value of Field Crops (\$ millions)										
	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Ford	\$47.4	\$49.8	\$57.4	\$51.9	\$59.6	\$61.6	\$43.2	\$39.4	\$50.1	\$35.1	\$46.8
Meade	43.1	27.6	46.8	35.8	47.3	42.2	24.8	26.5	35.0	26.6	35.6
Gray	74.3	65.4	71.6	63.0	77.6	61.5	47.5	49.0	74.0	62.2	66.4
Hodgeman	23.2	15.6	26.3	25.5	21.8	23.5	14.1	17.6	17.7	12.6	21.5
Ness	32.5	14.4	30.8	24.1	26.3	25.1	10.8	19.0	18.0	13.3	22.5
Edwards	37.0	33.0	43.6	39.9	43.9	37.9	31.1	29.7	44.2	34.4	43.3
Kiowa	21.9	22.0	22.7	22.2	24.0	21.5	17.2	18.0	26.7	18.5	26.6
Comanche	12.9	8.3	19.4	12.4	13.5	12.1	8.5	8.9	13.7	6.4	11.2
Clark	10.8	8.2	14.5	9.7	14.2	12.4	7.0	8.4	10.9	5.6	10.9
Trade Area	255.7	194.5	275.7	232.6	268.6	236.2	161.0	177.1	240.2	179.6	238.0
Finney	107.5	72.1	101.2	71.8	57.7	63.1	40.3	47.6	63.1	62.5	74.6
Seward	35.1	27.8	34.2	24.6	35.2	31.9	19.9	20.1	30.6	26.0	29.2
Barton	44.6	37.6	49.9	42.4	41.6	41.7	28.6	37.6	45.0	25.9	42.8
Kansas	3110.2	2882.1	3289.0	2826.3	3012.1	3054.5	2069.8	2377.0	2860.9	2310.3	2728.6
Price Index	100	93	106	91	97	98	67	76	92	74	88

Note: Does not include any government program payments, value of sugar beets, or cotton.
Source: Kansas Agricultural Statistics, *Kansas Farm Facts*.

Table 6.11
Total Value of Livestock and Poultry, 1981-1990
Ford, Neighboring Counties and Kansas

	Value of Livestock and Poultry (\$ millions)										
	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Ford	\$83.2	\$69.8	\$70.9	\$80.8	\$92.2	\$80.8	\$80.4	\$82.1	\$95.0	\$90.6	\$97.0
Meade	19.1	17.4	15.1	19.8	20.4	18.7	18.3	19.9	22.8	20.3	20.9
Gray	37.7	36.1	34.5	34.8	39.3	38.7	44.7	50.4	65.5	56.5	68.7
Hodgeman	26.7	21.2	29.7	23.6	28.6	26.0	25.1	29.5	34.7	32.2	30.9
Ness	18.2	12.3	11.5	11.6	9.4	10.7	11.3	10.8	11.6	12.4	13.0
Edwards	13.2	13.3	12.2	13.8	15.7	16.5	17.0	23.7	26.3	20.8	22.0
Kiowa	12.1	11.5	10.9	9.5	9.6	9.1	9.6	11.3	11.3	10.0	11.7
Comanche	11.0	12.5	11.5	10.1	11.3	10.9	11.4	11.6	14.5	18.2	18.3
Clark	17.7	17.8	15.4	18.8	18.6	17.2	16.1	18.5	22.3	28.8	36.9
Trade Area	155.7	142.1	140.8	142.0	152.9	147.8	153.5	175.7	209.0	199.2	222.4
Finney	80.2	81.9	84.0	79.7	87.8	83.8	79.1	93.4	114.5	119.3	122.0
Seward	35.8	38.2	41.2	46.5	48.8	51.2	51.1	53.0	58.0	61.4	72.5
Barton	31.5	34.3	35.8	39.2	36.1	31.5	34.8	50.3	55.0	45.6	45.4
Kansas	2303.6	2156.2	2120.0	2201.6	2238.7	2114.9	2174.8	2438.2	2625.5	2651.6	2928.8
Price Index	100	94	92	96	97	92	94	106	114	115	127

Source: Kansas Agricultural Statistics, *Kansas Farm Facts*.

Table 6.12
Average Value of Field Crops, Livestock and Poultry, 1981-85 and 1986-90
Ford County, Trade Area and Kansas

	Field Crops			Livestock and Poultry		
	Avg Value (\$ Millions)		Change	Avg Value (\$ Millions)		Change
	1981-85	1986-90		1981-85	1986-90	
Ford	56.1	42.9	-23.5%	78.9	89.0	12.8%
Meade	39.9	29.7	-25.6	18.3	20.4	11.5
Gray	67.8	59.8	-11.8	36.7	57.2	55.9
Hodgeman	22.5	16.7	-25.8	25.8	30.5	18.2
Ness	24.1	16.7	-30.7	11.1	11.8	6.3
Edwards	39.7	36.5	-8.1	14.3	22.0	53.8
Kiowa	22.5	21.4	-4.9	10.1	10.8	6.9
Comanche	13.1	9.7	-26.0	11.3	14.8	31.0
Clark	11.8	8.6	-27.1	17.6	24.5	39.2
Trade Area	241.5	199.2	-17.5	145.2	192.0	32.2
Trade Area Avg.	30.2	24.9		18.2	24.0	
Finney	73.2	57.6	-21.3	83.4	105.7	26.7
Seward	30.7	25.2	-17.9	45.2	59.2	31.0
Barton	42.6	36.0	-15.5	35.4	46.2	30.5
Kansas	3012.8	2469.3	-18.0	2166.3	2563.8	18.3
Kansas Avg. County	28.7	23.5		20.6	24.4	
Price Index	97	79	-18.6	94	113	20.2

Source: Kansas Agricultural Statistics, *Kansas Farm Facts*.

Section VII : TOURISM

Tourism is an essential component of the state's economic development strategy. Net increases in tourism spending have an economic impact on both the retail and service sectors of communities and the state. Tourism can either attract in-state or out-of-state visitors, both of which are important in stimulating the local economy. Out-of-state visitors bring in outside money -- or "export" dollars -- which have an economic impact on both the state and community. Kansans who travel within the state may be spending money that would normally be spent on vacations outside of Kansas, benefitting individual communities.

It is often difficult, however, to accurately measure the impact of tourism due to the differences in defining a tourist. For example, should someone visiting an attraction in his/her community be considered a tourist? Furthermore, tourism-related data can be influenced by a number of other outside forces, such as changes in the overall economy, business travel, the weather, changes in consumer preferences, development of tourism attractions, and promotional efforts. For example, increases in hotel and restaurant sales may also be attributed to an increase in business travelers or an increasing local trend to dine out more often.

Tourism may also have an effect on retail sales in a community, such as gasoline purchases or purchases in retail stores (see *Retail Sales*, Section VIII: Business Environment). Again, it is difficult to determine the proportion of retail sales which may be attributed to tourists. But the economic impact of particular events or strategies to encourage retail spending by tourists, such as festivals, promotions, or tours, may be measured by specifically tailored studies.

Keeping these considerations in mind, the proper use and analysis of data may be effective in reflecting overall trends in tourism. In particular, general tourism data is useful in demonstrating current strengths and weaknesses of the local tourism industry. The influence of outside forces, such as changes in consumer preferences, may also be tracked through general data.

In this section, several different types of data -- ranging from very specific indicators to broad data -- are used to compare the relative growth of key Kansas tourism attractions, including Fort Larned (Pawnee County), Boot Hill (Ford County), Eisenhower Center (Dickinson County), Cowtown Museum (Sedgwick County), Kansas Cosmosphere (Reno County), and Fort Scott (Bourbon County). Economic data from Stone County, Missouri,

home of Silver Dollar City is also compared to the Kansas attractions. Some counties, such as Sedgwick and Reno, may have an array of other tourist attractions and economic strengths which influence their tourism data. Nevertheless, they are included for comparison purposes.

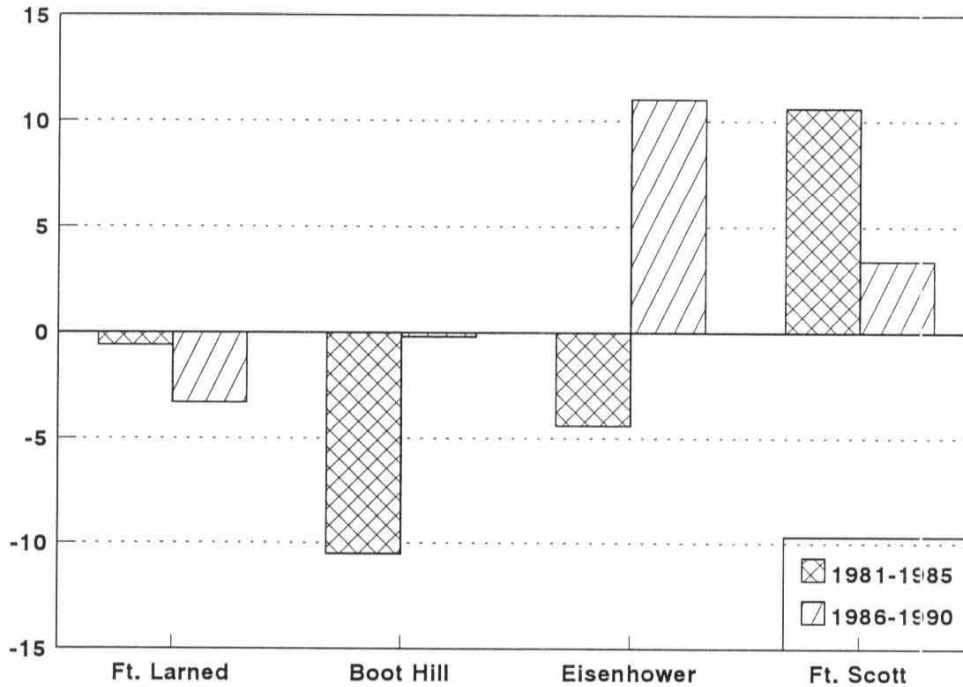
Seven types of tourism data are included for the following reasons:

- *attendance figures* for key attractions are the most direct indicator of tourism growth.
- the *traffic counts* on major highways may reflect an increase in tourist visitation and potential tourists.
- *employment in hotel and lodging* demonstrates the impact of tourists -- and business travelers -- who stay overnight in a community.
- *employment in eating and drinking establishments* shows the impact of tourists who eat in local restaurants. Because this includes locals who dine out, as well as business travelers, it is less specifically related to tourism than the other measures.
- *lodging taxes* collected are related to the local guest tax rate and tax revenues generated by tourists and business travelers.
- *sales data for hotel and lodging establishments* illustrate expenditures by tourists and business travelers on lodging accommodations.
- *sales data for eating and drinking establishments* demonstrate the economic impact of tourists, business travelers, and locals who dine in a community's restaurants.

TOURISM: KEY FINDINGS

- Attendance at Boot Hill fell from 144,102 to 96,580 over the 1981-1990 period, while other key attractions in the state experienced less dramatic decreases. The Eisenhower Center's attendance declined over the 1981-1989 period and experienced a dramatic boost in 1990 due to the Eisenhower Centennial Celebration. Part of the decline at Boot Hill may be attributed to a more vigorous system of counting visitors.
- Traffic increases on Ford county highways were comparable to those on I-70 and the Kansas Turnpike. Volume in Ford county increased, on average, from 3.7%-10.3% over the 1980-1990 period.
- In Ford county, total employment in hotel and lodging plunged from 237 to 113 persons over the 1981-1989 period, and eating and drinking establishment employment also dipped from 740 to 679 persons over the same period. This was inconsistent with trends in the state as a whole.
- Lodging taxes collected in Ford county fell over the 1985-1988 period, then rebounded sharply. This was due, in part, to an increase in the tax rate from 2% to 3% in the second quarter of 1990. Occupancy gains also accounted for a portion of the revenues.
- Sales of hotel and lodging establishments in Ford county shrunk 0.2% over the 1982-1987 period, in contrast to significant sales increases (24.8%) for eating and drinking establishments. However, both categories did not meet state growth averages.

Figure 7.1
**Key Tourist Attractions:
 Percent Change in Attendance
 (1981/85 & 1986/90)**



Source: Attendance data obtained from individual attractions or local Chambers of Commerce.

- Boot Hill attendance figures dropped from 144,102 to 96,580 over the 1981-1990 period. However, part of this decline may be attributed to the attraction's stricter counting methods.
- When compared to its peers, Boot Hill fared worse -- in terms of percentage increases in attendance -- than all other attractions. During the first half of the decade (1981-1985), Boot Hill's attendance fell 10.5 percent, more than double the drop at the Eisenhower Center. Over the 1986-1990 period, Boot Hill lost only 0.2 percent of its visitors. While Ft. Larned also experienced a decline in visitors, the other four attractions had slight to significant gains.

Table 7.1
Attendance Figures for Key Attractions, 1980-1990

	<u>Ft. Larned</u>	<u>Boot Hill</u>	<u>Eisenhower Center</u>	<u>Cowtown Museum¹</u>	<u>Cosmosphere²</u>	<u>Ft. Scott</u>
1981	2,831 ³	144,102	163,313	85,074		51,623
1982	21,786	125,072	155,157	103,969		63,725
1983	20,674	112,586	135,522	107,075		73,306
1984	20,896	94,114	126,689	115,971		78,035
1985	21,384	91,791	134,769	117,498	200,000	76,193
1986	22,583	96,888	120,477	125,160	300,000	82,923
1987	20,404	97,258	107,624	168,178	350,000	74,496
1988	21,301	98,528	90,201	163,770	350,000	68,280
1989	20,724	95,292	96,159	163,450	382,000	76,753
1990	19,648	96,580	158,058	153,513		76,294
<i>Average Percent Change:</i>						
81-85	-0.6%	-10.5%	-4.4%	8.7%	--	10.6%
86-90	-3.3	-0.2	11.0	6.4	--	3.4

¹Some attendance fluctuations may be due to inclement weather.

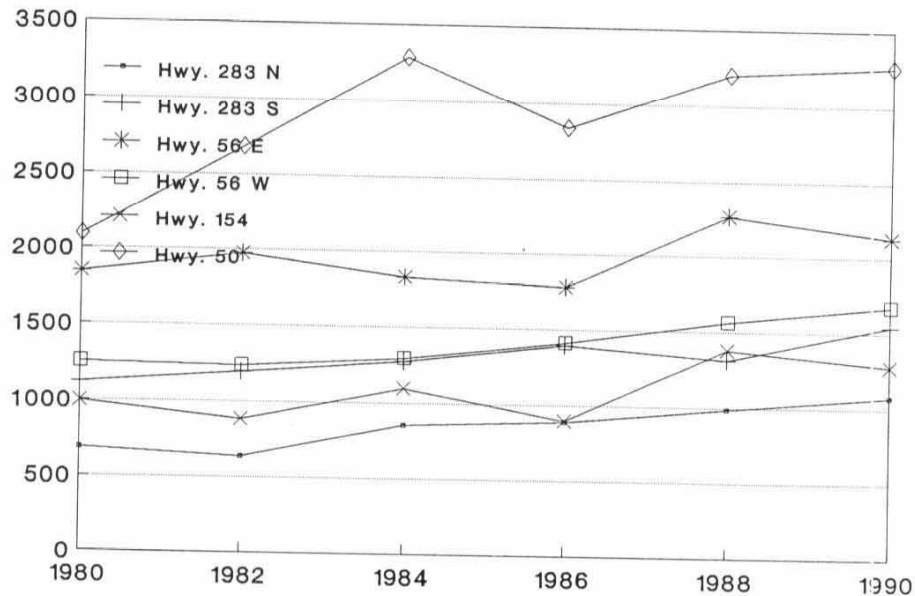
²Figures are rough estimates. Source: *Tourism Development and Marketing Plan*, Cambridge, Massachusetts: Economic Research Associates, May 1991.

³Attendance figures for October through December.

Source: Attendance data obtained from individual attractions or local Chambers of Commerce.

Figure 7.2

Average Daily Traffic Counts Ford County Highways, 1980-1990



Source: Kansas Department of Transportation, Division of Planning and Development, September 1991.

- Traffic on six highways entering Ford county increased at average bi-annual rates ranging from 3.7%-10.3% over the 1980-1990 period. The greatest traffic increases were on Highway 50 (near the Gray county border) and Highway 283 (near the Hodgeman county border).
- Similarly, traffic on two of Kansas' major interstates, I-70 and the Kansas Turnpike, grew at rates comparable to those experienced in Ford county. The range of traffic increases on the interstates was from -3.3% to 8.7%. The decline (of -3.3%) was due to the construction and opening of I-670 on the east border of I-70.

Table 7.2
Average Daily Traffic Counts:¹ Ford County

	<u>Highway 283</u>		<u>Highway 56</u>		<u>Hiway</u>	<u>Hiway</u>
	<u>North</u> ²	<u>South</u> ³	<u>East</u> ⁴	<u>West</u> ⁵	<u>154</u> ⁶	<u>50</u> ⁷
1980	685	1,120	1,845	1,250	995	2,095
1982	635	1,195	1,975	1,235	880	2,685
1984	855	1,275	1,830	1,295	1,095	3,290
1986	890	1,397	1,780	1,412	895	2,840
1988	985	1,315	2,270	1,565	1,380	3,205
1990	1,075	1,545	2,130	1,672	1,280	3,265
Average % chg.	10.3 %	6.9 %	3.7 %	6.1 %	8.3 %	10.3 %

¹Traffic counts are seasonally adjusted 24 hour counts and are calculated by subtracting heavy commercial volume from the total volume.

²Taken approx. 4 miles from Hodgeman county border.

³Taken approx. 6 miles from Clark county border.

⁴Taken on Edwards county border.

⁵Taken approx. 1 mile in Gray county.

⁶Taken approx. 1 mile from Kiowa county border.

⁷Taken approx. 1 mile from Gray county border.

Source: *Traffic Flow Map: State Highway System of Kansas*, Kansas Department of Transportation, Bureau of Transportation Planning, various years.

Table 7.3
Average Daily Traffic Counts:
I-70 and Kansas Turnpike, 1980-1990

	<u>Kansas Turnpike</u> ¹		<u>I-70</u> ²	
	<u>South</u>	<u>Topeka</u>	<u>East</u>	<u>West</u>
1980	6,810	2,842	67,775	4,343
1982	7,980	2,907	58,450	4,750
1984	8,363	3,159	56,315	4,670
1986	8,469	3,323	60,500	4,540
1988	9,150	3,756	71,110	5,098
1990	10,078	4,299	54,095 ³	5,777
Average % chg.	8.3 %	8.7 %	-3.3 %	6.1 %

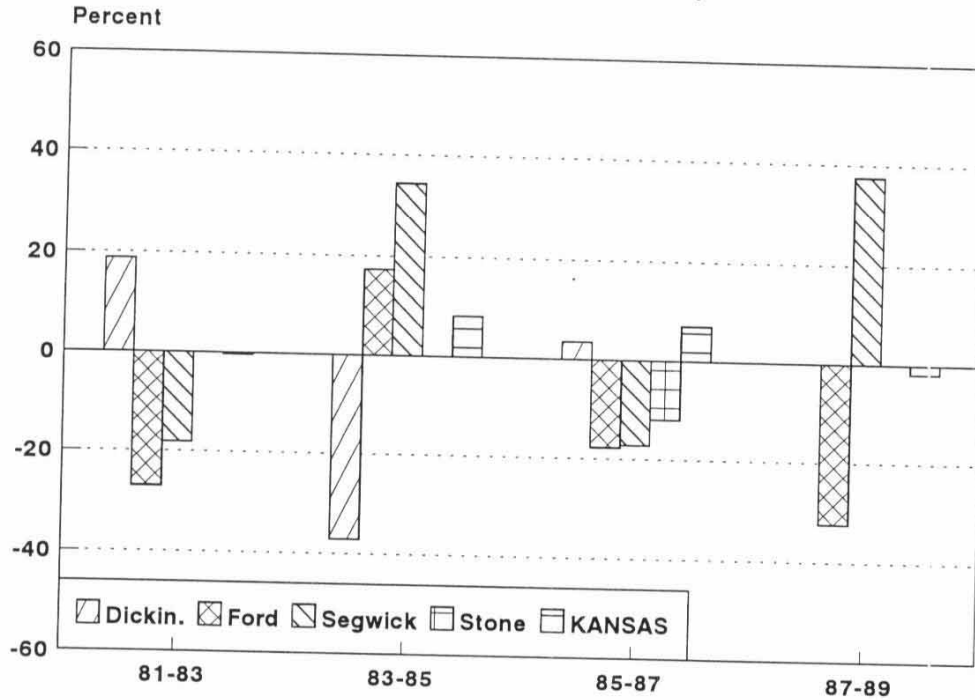
¹Kansas Turnpike counts taken at Topeka Interchange and at Oklahoma border.

²I-70 counts taken at east and west borders.

³Decrease due to opening of I-670.

Source: Kansas Department of Transportation, Division of Planning and Development, September 1991.

Figure 7.3
Hotel and Lodging Employment
 Percent Change (1981-1989)

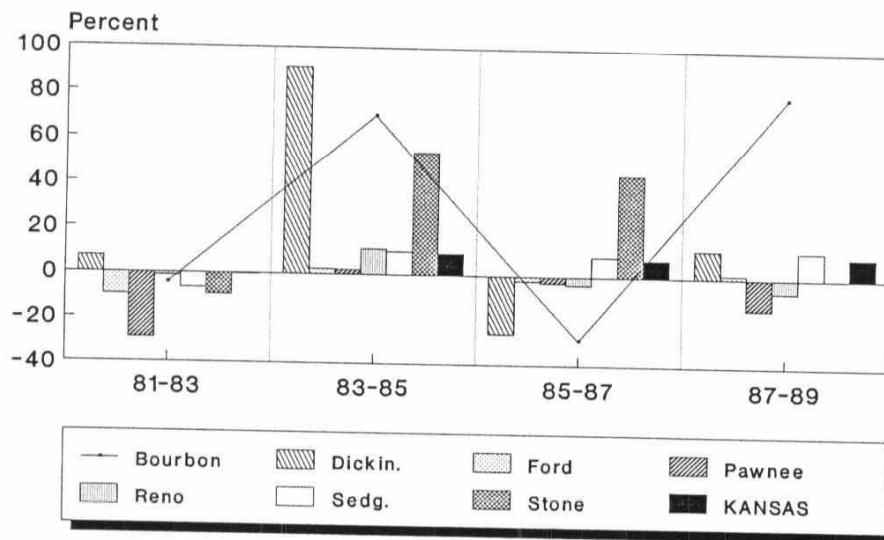


Source: U.S. Bureau of Census, *County Business Patterns*, various issues.

- Hotel/lodging employment in Ford county plummeted from 237 in 1981 to 113 in 1989. This was the greatest decline for the seven comparison counties. Although some of the other counties (Reno and Sedgwick) also experienced decreases in the first half of the decade, most rebounded in the second half. Employment in state as a whole grew over the same period.

Figure 7.4

Eating/Drinking Employment, Percent Change (1981-1989)



Source: U.S. Bureau of Census, *County Business Patterns*, various issues.

- Employment in Ford county's eating/drinking establishments fell from 740 to 679 persons over the 1981-1989 period. This was inconsistent with trends in other counties -- such as Bourbon, Dickinson, and Stone -- and the state as a whole. Only one other county -- Pawnee -- had greater declines.

Table 7.4
Employment: Hotel and Lodging
Ford and Selected Counties, 1981-1989

	1981	Total number employed			1989	81-83	% change		
		1983	1985	1987			83-85	85-87	87-89
Ford	237	173	203	167	113	-27.0%	17.3%	-17.7%	-32.3%
Bourbon	(a)	54	59	(a)	(b)	--	9.3	--	--
Dickinson	75	89	56	58	(a)	18.7%	-37.1	3.6%	--
Pawnee	(a)	(a)	(a)	(a)	(a)	--	--	--	--
Reno	190	98	89	126	196	-48.4	-9.2	41.6	55.6
Sedgwick	1,688	1,382	1,859	1,540	2,119	-18.1	34.5	-17.2	37.6
Stone, Mo.	(a)	(c)	84	74	N/A	--	--	-11.9	N/A
Kansas	7,950	7,917	8,570	9,176	9,012	-0.4	8.2	7.1	-1.8

(a) data not reported for years when total employment was less than 50 persons.

(b) for 1989 the range of employment is from 42-99 persons.

(c) for 1983 the range of employment is from 42-99 persons.

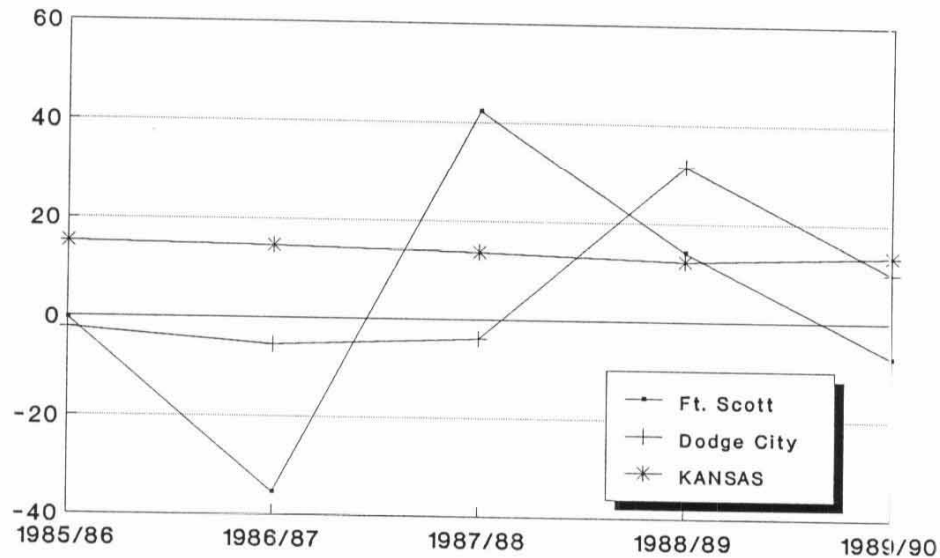
Source: U.S. Bureau of Census, *County Business Patterns*, various issues.

Table 7.5
Employment: Eating and Drinking Establishments
Ford and Selected Counties, 1981-1989

	1981	Total number employed			1989	81-83	% change		
		1983	1985	1987			83-85	85-87	87-89
Ford	740	667	682	668	679	-9.9%	2.2%	-2.1%	1.6%
Bourbon	400	382	650	463	831	-4.5	70.2	-28.8	79.5
Dickinson	203	217	414	306	343	6.9	90.8	-26.1	12.1
Pawnee	144	102	104	101	87	-29.2	2.0	-2.9	-13.9
Reno	1,591	1,570	1,742	1,677	1,575	-1.3	11	-3.7	-6.1
Sedgwick	11,836	11,039	12,166	13,244	14,815	-6.7	10.2	8.9	11.9
Stone, Mo.	94	85	131	190	N/A	-9.6	54.1	45	N/A
Kansas	51,463	51,283	56,270	60,577	66,361	-0.3	9.7	7.7	9.5

Source: U.S. Bureau of Census, *County Business Patterns*, various issues.

Figure 7.5
Lodging Taxes: Percent Change
in Total Collected (1985-1990)



Source: Chamber of Commerce, Fort Scott, Kansas, September 1991; Visitor's and Convention Bureau, Dodge City, Kansas, September 1991; *Tourism Development and Marketing Plan*, Cambridge, Massachusetts: Economic Research Associates, May 1991.

- Dodge City's lodging tax revenues declined over the 1985 to 1988 period, then escalated sharply over the 1988-1989 term. Increases were due, in part, to a boost in the local transient lodging tax from 2% to 3% in the second quarter of 1990. However, occupancy growth in 1990 translated into a 9.98% revenue leap.
- Lodging taxes collected in Fort Scott experienced a one-period drop in 1987. The subsequent rebound and overall improvements in tax revenue were due, in part, to an increase in the lodging tax rate from 2% (1985-1987) to 3% (1988 to present).
- For the state as a whole, lodging taxes increased at a decreasing rate over the 1985-1989 period. Tax revenues grew at annual rates ranging from 12.2% to 15.2%.

Table 7.6
Lodging Taxes: Total Amount Collected
Fort Scott, Dodge City, and Kansas, 1985-1990

	Fort Scott ¹		Dodge City ²		Kansas ³	
	Taxes,\$	% chg.	Taxes,\$	% chg.	Taxes,\$	% chg.
1985	\$28,627	--	\$77,234	--	\$3,703	--
1986	28,554	-0.3%	75,476	-2.3%	4,265	15.2%
1987	18,439	-35.4	71,314 ⁴	-5.5	4,887	14.6
1988	26,242	42.3	68,514	-3.9	5,552	13.6
1989	29,941	14.1	90,249	31.7	6,229	12.2
1990	27,786	-7.2	99,260	9.98	7,062	13.4

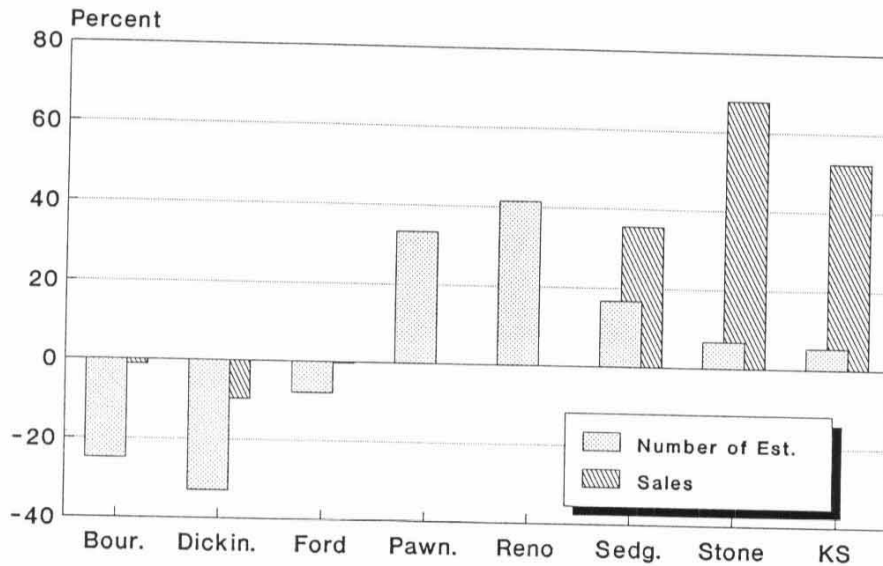
¹Lodging taxes for 1985-1987 were 2%, 1988-1990 were 3%. Source: Chamber of Commerce, Fort Scott, Kansas, September 1991.

²Lodging taxes for 1987 through the first quarter of 1989 were 2%, 3% thereafter. Source: Visitor's and Convention Bureau, Dodge City, Kansas, September 1991.

³Taxes in thousands of dollars. Source: *Tourism Development and Marketing Plan*, Cambridge, Massachusetts: Economic Research Associates, May 1991, p I-14.

⁴Partial figure for the year.

Figure 7.6
 Hotel/Lodging: Percent Change,
 No. of Estab. and Sales (1982-1987)

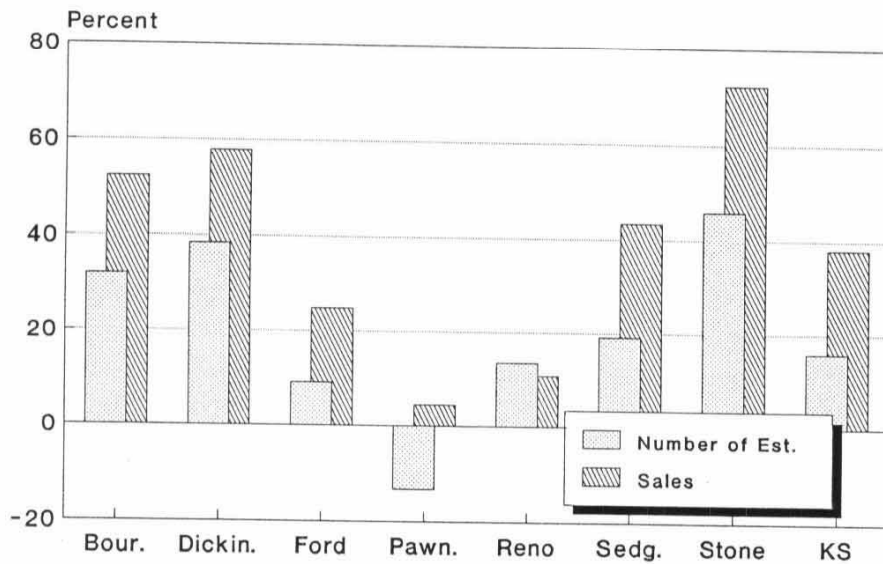


Source: U.S. Bureau of Census, *Census of Service Industries*, various issues.

- Sales for hotel/lodging establishments in Ford county dipped slightly (-0.4%) over the 1982-1987 period. The number of establishments also dropped from 12 to 11 (-8%). This was similar to trends in Bourbon and Dickinson, but contrary to increases seen in Sedgwick, Stone, and the state as a whole. For example, the number of hotel/lodging establishments in Kansas grew by only 5.3%, but their sales surged 52.5% over the 1982-1987 period.

Figure 7.7

Eating/Drinking: Percent Change,
No. of Estab. and Sales (1982-1987)



Source: U.S. Bureau of Census, *Census of Retail Trade*, various issues.

- Eating/drinking establishments' sales in Ford county rose 24.8% over the 1982-1987 period, and the number of establishments also multiplied from 44 to 48. These increases, however, were not as great as those in Bourbon, Dickinson, Sedgwick, Stone, or the state as a whole. This data, in conjunction with the employment data presented earlier, suggests a shift to smaller or downsized restaurant operations in the county.

Table 7.7
Sales Data: Hotel and Lodging Establishments (thousands \$)
Ford and Selected Counties, 1982-1987

	1982		1987		% chg.	
	# est.	sales	# est.	sales	# est.	sales
Ford	12	\$ 4,755	11	\$ 4,734	-8%	-0.4%
Bourbon	4	1,231	3	1,216	-25	-1.2
Dickinson	9	1,473	6	1,330	-33	-9.7
Pawnee	3	(a)	4	343	33.3	--
Reno	12	(a)	17	9,673	41.6	--
Sedgwick	48	36,548	56	49,545	16.7	35.6
Stone, Mo.	15	1,823	16	3,055	6.7	67.6
Kansas	437	173,125	460	263,962	5.3	52.5

(a) data suppressed for 1982

Source: U.S. Bureau of Census, *Census of Service Industries*, various issues.

Table 7.8
Sales Data: Eating and Drinking Establishments (thousand \$)
Ford and Selected Counties, 1982-1987

	1982		1987		% chg.	
	# est.	sales	# est.	sales	# est.	sales
Ford	44	\$14,054	48	\$17,541	9.1%	24.8%
Bourbon	28	6,247	37	9,517	32.1	52.3
Dickinson	26	4,396	36	6,942	38.5	57.9
Pawnee	15	2,202	13	2,300	-13.3	4.5
Reno	103	31,054	117	34,408	13.6	10.8
Sedgwick	628	202,970	748	291,029	19.1	43.4
Stone, Mo.	24	2,479	35	4,272	45.8	72.3
Kansas	3,613	930,809	4,186	1,286,590	15.9	38.2

Source: U.S. Bureau of Census, *Census of Retail Trade*, various issues.

Section VIII: BUSINESS ENVIRONMENT

Business environment includes a wide range of factors which affect the ability of firms to enact strategies to promote expansion and profitability. Factors which affect firms' competitiveness include taxation, regulations and public sector programs targeted at assisting major industries, tourism promotion and industrial recruitment.

This section reviews the business environment in Ford County through:

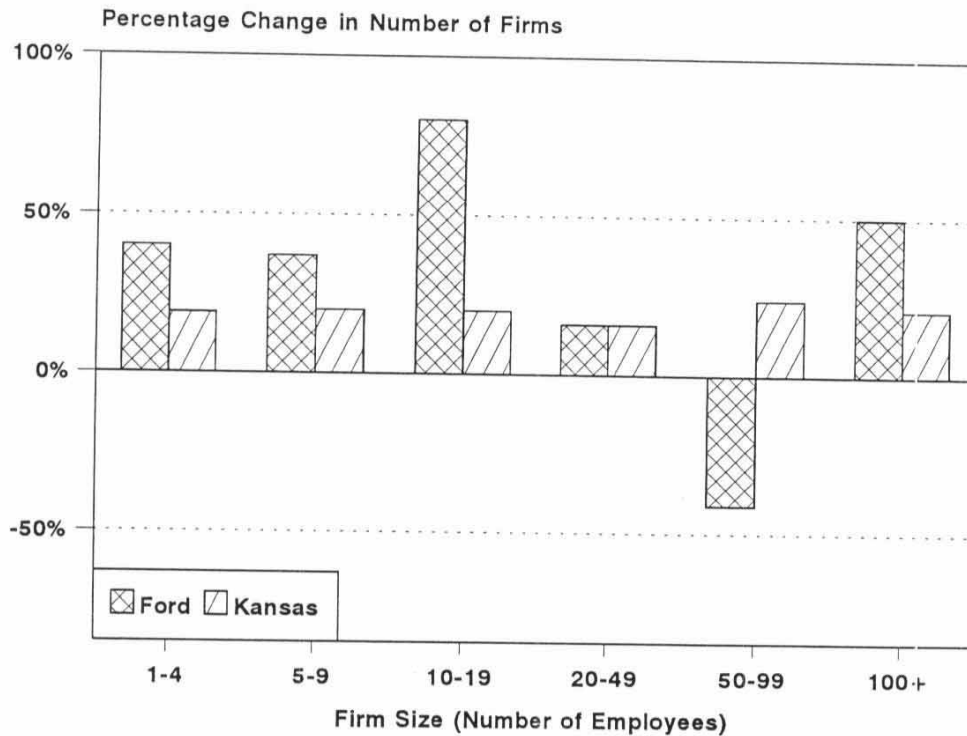
- *firm size* as an indicator of trends in the community toward downsizing for competitiveness or expansion to pursue export markets;
- *taxable retail sales* and *sales tax collections* as indicators of the strength of the retail industry in particular, but also as indicators of consumer spending generally, and therefore the potential of local markets;
- *total assessment* and its growth over time as indicators of market strength and development;
- *average tax rates* and *current mill rates* as indicators of the competitiveness of the county's tax structure, a factor that affects siting decisions;
- *bonded indebtedness per capita* as an indicator of the local capacity to take on new public investments and *composition of municipal debt* as an indicator of the public sector emphasis placed upon industrial development investment;
- *bank deposits* as an indicator of the capacity of local banks to generate loans for expansion and startups; and
- *bank lending patterns and profitability* as indicators of bank philosophy and strength.

BUSINESS ENVIRONMENT: KEY FINDINGS

- Retail sales performance has been limited in recent years, with sales volumes declining in real terms an average of 0.5 percent per year for the last four years. These rates are consistent with those for Finney County and the state as a whole.
- Tangible assessment increased 25 percent in Ford County from 1986 to 1990, more than twice the increase recorded in any of the neighboring counties. All of this increase was recorded between 1988 and 1989.
- Ford County's banks tend to be smaller than those in comparable counties (Finney, Seward and Barton). Their incidence of commercial loans is on par with the other counties' banks.

Figure 8.1

Change in Number of Firms, by Size Ford County and Kansas, 1980-1989



Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

- Between 1980 and 1988 the number of firms in Ford rose by 9 percent, less than half the rate of growth enjoyed by the state.
- Growth in the number of firms by size varied widely; for example, while there was sluggish growth (4 percent) in the number of firms with 1-4 employees and a sharp decrease in the number of firms with 50-99 employees, there were substantial increases in the number of firms in the next largest groups (5-9 and 100-249 employees, respectively). The number of firms with 5-9 employees increased 37 percent while the number of firms in the 100-249 employee range increased 50 percent.
- The distributions of firms by size for Ford County and the state are comparable. The state tends to have a greater proportion of extremely large and extremely small firms (500+ employees and 1-4 employees, respectively) than does Ford.

Table 8.1
Distribution of Firms, by Number of Employees
Ford County and Kansas, 1980, 1989

<u>Employees</u>	<u>Ford</u>			<u>Kansas</u>		
	<u>1980</u>	<u>1989</u>	<u>Chg</u>	<u>1980</u>	<u>1989</u>	<u>Chg</u>
1-4	392	409	4%	30,569	36,471	19%
5-9	133	182	37	11,129	13,327	20
10-19	105	97	8	6,696	8,047	20
20-49	58	67	16	4,376	5,082	16
50-99	22	13	-41	1,313	1,631	24
100-249	6	9	50	671	841	25
250-499	2	2	0	171	186	9
500+	0	1	N/M	96	107	11
Total	718	780	9	55,021	65,692	19

N/M - Not meaningful.

Source: U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

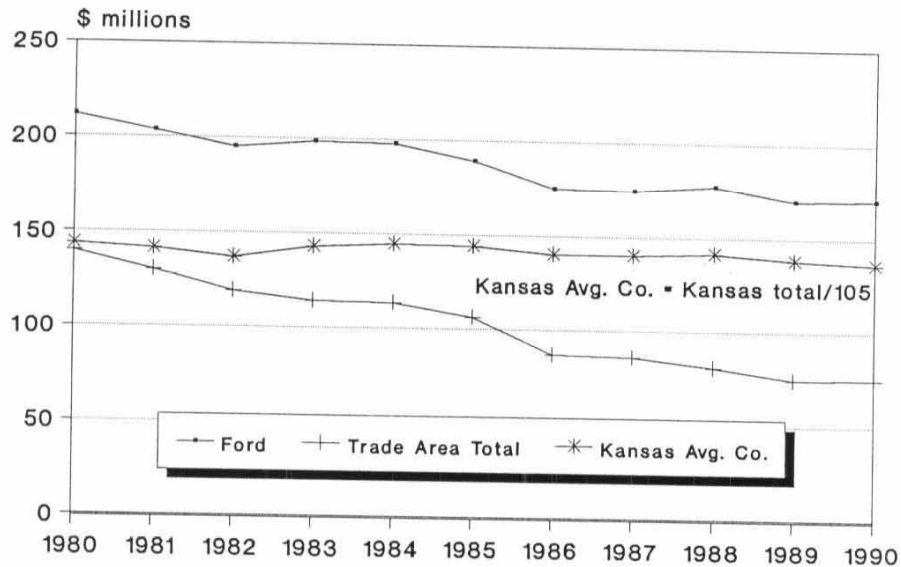
Table 8.2
Percentage Distribution of Firms, by Number of Employees
Ford County and Kansas, 1980, 1989

<u>Employees</u>	<u>Ford</u>		<u>Kansas</u>	
	<u>1980</u>	<u>1989</u>	<u>1980</u>	<u>1989</u>
1-4	54.6%	52.4%	55.6%	66.3%
5-9	18.5	23.3	20.2	20.3
10-19	14.6	12.4	12.2	12.2
20-49	8.1	8.6	8.0	7.7
50-99	3.1	1.7	2.4	2.5
100-249	0.8	1.2	1.2	1.3
250-499	0.3	0.3	0.3	0.3
500+	0.0	0.1	0.2	0.2

Source: IPPBR calculations on data from U.S. Bureau of the Census, *County Business Patterns*, 1980, 1989.

Figure 8.2

Levels of Real Taxable Retail Sales
Ford, Trade Area and Kansas, 1980-1990
 (in real \$1982-1984)



Source: Wichita State University, Center for Economic Development & Business Research, Business and Economic Report, Vol. XXI, No. 2, June 1991.

- Both Ford County and the state have suffered from declining taxable retail sales (in real dollars). Between 1980 and 1990, taxable retail sales in Ford County fell 19 percent while those for the state fell almost 5 percent. While Ford's decline was much steeper than the state's, it was much more moderate than the retail sales declines suffered by trade area counties. Every single trade area county suffered steep declines, ranging from 29.1 percent (Hodgeman) to 56.9 (Gray). The decrease in taxable retail sales for the trade area as a whole was 46.4. Thus, while Ford has suffered a serious decline, it has more than held its own compared to its neighbors.

Table 8.3
Taxable Retail Sales
Ford County, Trade Area and Kansas, 1980-1990

	Taxable Retail Sales (Real 1982-84 \$, in millions)										
	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Ford	211.1	203.3	195.3	198.2	197.7	189.2	175.3	174.7	177.6	170.0	170.9
Meade	20.8	20.9	18.2	16.5	16.0	14.1	11.9	11.3	11.1	10.1	10.4
Gray	26.7	21.7	19.1	18.7	18.6	17.6	14.6	14.0	12.2	11.4	11.5
Hodgeman	5.5	4.5	4.8	4.7	3.8	3.6	3.2	3.5	3.3	3.6	3.9
Ness	31.6	31.1	29.0	26.6	30.8	29.2	20.4	21.5	19.8	16.6	18.5
Edwards	16.0	15.2	13.2	14.1	12.4	11.7	10.3	9.9	9.7	9.5	8.0
Kiowa	21.3	19.1	17.6	17.0	16.4	15.2	13.5	13.0	12.6	12.1	11.3
Comanche	9.1	8.6	8.7	8.7	7.7	7.0	6.9	6.9	6.5	5.9	6.1
Clark	8.8	9.1	8.4	7.9	7.7	7.9	6.1	5.8	5.7	5.4	5.2
Trade Area	139.8	130.2	119.0	114.2	113.4	106.3	86.9	85.9	80.9	74.6	74.9
Kansas	15064	14822	14396	15019	15216	15150	14745	14733	14887	14545	14332

Source: Wichita State University, Center for Economic Development & Business Research, Business and Economic Report, Vol. XXI, No. 2, June 1991.

Table 8.4
Taxable Retail Sales Growth Rates
Ford County, Trade Area and Kansas, 1980-1990

	Change in Taxable Retail Sales (Real \$ 1982-84)										
	80-81	81-82	82-83	83-84	84-85	85-86	86-87	87-88	88-89	89-90	80-90
Ford	-3.7%	-3.9%	1.5%	-0.3%	-4.3%	-7.4%	-0.3%	1.7%	-4.2%	0.5%	-19.0%
Meade	0.7	-13.3	-9.1	-3.2	-11.6	-15.5	-5.7	-1.5	-8.6	2.7	-50.0
Gray	-18.8	-12.0	-2.1	-0.6	-5.2	-16.9	-4.1	-12.9	-7.1	0.9	-56.9
Hodgeman	-17.6	6.6	-1.4	-19.3	-6.1	-10.2	7.7	-4.3	9.9	6.9	-29.1
Ness	-1.4	-6.9	-8.2	15.7	-5.0	-30.2	5.4	-7.7	-16.4	11.5	-41.5
Edwards	-5.3	-13.0	6.8	-12.0	-5.7	-12.1	-3.6	-2.0	-2.4	-15.5	-50.0
Kiowa	-10.4	-7.8	-3.2	-3.7	-7.3	-11.0	-4.0	-3.3	-3.5	-6.7	-46.9
Comanche	-5.6	1.1	-0.1	-11.7	-8.1	-2.5	0.7	-6.3	-9.2	4.4	-33.0
Clark	2.8	-7.3	-6.0	-2.8	2.1	-22.1	-5.6	-2.0	-4.6	-4.1	-40.9
Trade Area	-6.9	-8.6	-4.0	-0.7	-6.3	-18.3	-1.2	-5.8	-7.8	0.4	-46.4
Kansas	-1.6	-2.9	4.3	1.3	-0.4	-2.7	-0.1	1.0	-2.3	-1.5	-4.9

Source: Wichita State University, Center For Economic Development & Business Research, Business and Economic Report, Vol. XXI, No. 2, June 1991.

Table 8.5
Local Sales Tax Rates
Ford County and Trade Area, 1991

<u>Jurisdiction</u>	<u>Rate</u>	<u>Effective Date</u>
Ford County	.5	1/83
Dodge City	.5	12/81
Meade County	1.0	11/84
Gray County	1.0	2/83
Hodgeman County	N/A	N/A
Ness County	N/A	N/A
Edwards County	1.0	11/83
Kiowa County	1.0	11/82
Comanche County	N/A	N/A
Clark County	N/A	N/A
Finney County	.75*	1/91
Garden City	.5	2/83
Seward County	1.0	11/80
Barton County	1.0	11/82

N/A - Not applicable; no countywide sales tax.

*Originally (11/81) .5%; increased to .75% on 9/1/91.

Note: The State of Kansas currently levies a 4.25% sales and use tax. City and county tax rates shown are in addition to the Kansas rate.

Source: *Kansas Government Journal*, March 1991.

- Ford's sales tax rate is comparable to those of most trade area counties and nearby urbanized counties such as Barton, Finney and Seward. The rate for Dodge City, 1.0 percent, is equal that for Meade, Gray, Edwards, Kiowa, Seward and Barton. Several trade area counties -- Hodgeman, Ness, Comanche and Clark -- do not have a local sales tax.
- Ford County has enjoyed more growth in sales tax collections than any trade area county or nearby urbanized county. Between 1982 and 1990, sales tax collections rose by nearly two-thirds, from \$5.5 million to \$9.2 million. During this same period, collections from the trade area as a whole rose by roughly one-eighth. Several experienced only single digit growth during this period and one, Meade, experienced a decline.

Table 8.6
Sales Tax Collections (\$ Million)
Ford, Trade Area Counties and Kansas, 1982-1990

	1982	1983	1984	1985	1986	1987	1988	1989	1990	Growth*
Ford	\$5.5	\$5.8	\$6.0	\$6.2	\$6.0	\$7.5	\$8.2	\$8.4	\$9.2	66.3%
Meade	0.6	0.5	0.5	0.5	0.4	0.5	0.5	0.5	0.5	-3.9
Gray	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	6.7
Hodgeman	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.2	0.2	57.4
Ness	0.9	0.8	0.9	0.9	0.9	0.8	1.0	0.8	0.9	5.4
Edwards	0.4	0.4	0.4	0.4	0.3	0.5	0.4	0.5	0.5	23.4
Kiowa	0.5	0.5	0.5	0.5	0.5	0.6	0.6	0.6	0.6	22.7
Comanche	0.2	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	37.0
Clark	0.3	0.3	0.2	0.2	0.2	0.3	0.3	0.3	0.3	9.9
Trade Area	3.5	3.5	3.4	3.5	3.3	3.6	4.0	3.7	4.0	12.9
Finney	6.5	6.8	6.7	7.2	7.2	8.5	9.4	9.7	10.5	62.2
Seward	5.4	4.9	5.0	5.5	5.2	6.3	6.7	7.1	7.6	39.4
Barton	12.5	9.7	9.6	9.8	8.4	8.4	9.3	9.3	10.0	-20.3
Kansas	376.5	387.5	401.3	419.3	424.0	550.8	591.3	615.6	668.9	77.7

*Growth rates calculated from values rounded to nearest thousandth; values shown for specific years rounded to nearest hundred thousandth.

Note: Data is for fiscal year ending June 30 of the year shown. Data for Kansas has been adjusted to reflect only sales taxes attributable to counties.

Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract*, data from Kansas Department of Revenue.

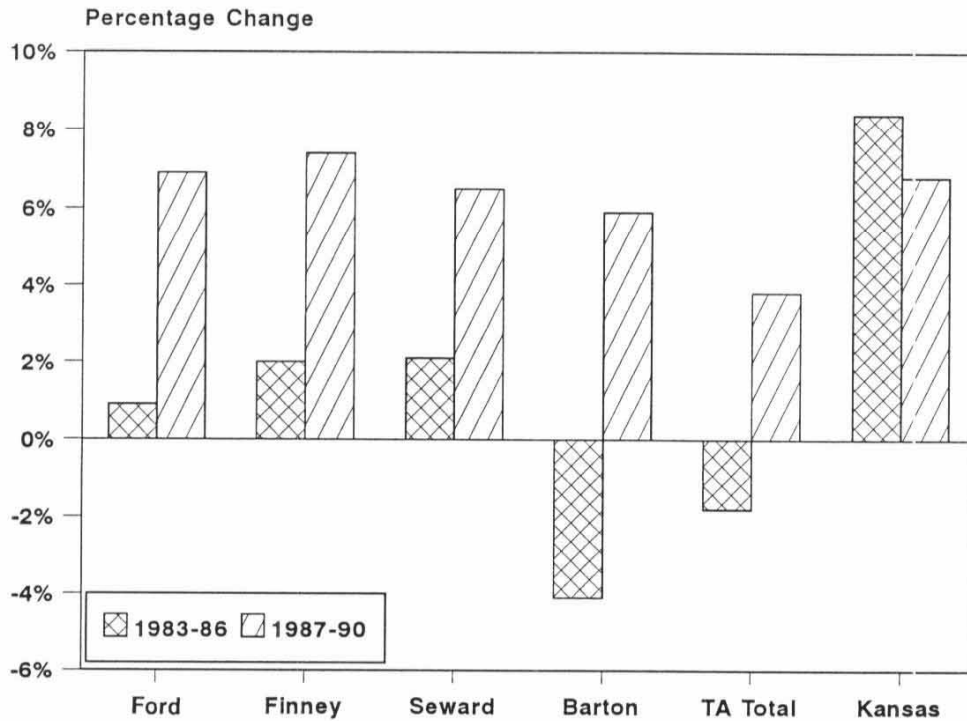
Table 8.7
Percentage Growth in Sales Tax Collections
Ford, Trade Area Counties and Kansas, 1982-1990

	82-83	83-84	84-85	85-86	86-87	87-88	88-89	89-90
Ford	5.2%	2.9%	3.2%	-3.4%	26.4%	9.0%	2.0%	9.7%
Meade	-7.0	-8.4	-0.8	-8.2	11.7	7.7	-2.2	5.2
Gray	-0.8	-1.7	2.9	-2.0	4.6	10.2	-14.3	9.7
Hodgeman	16.0	-16.9	-2.8	-10.1	33.8	12.4	3.5	20.0
Ness	-9.0	11.9	1.8	0.4	-12.1	30.1	-21.0	12.0
Edwards	7.5	-5.0	0.3	-11.5	29.6	-1.4	5.0	1.6
Kiowa	4.3	-4.5	0.8	-7.7	24.5	4.2	-4.5	7.0
Comanche	4.8	-3.7	-6.5	0.2	26.5	7.4	-6.0	13.4
Clark	-1.1	-5.7	4.2	-5.4	8.7	5.0	2.6	2.1
Trade Area	-1.2	-1.5	0.7	-4.5	9.2	11.4	-8.4	8.3
Finney	4.4	-1.2	6.7	0.4	18.5	10.4	3.6	8.2
Seward	-9.4	0.7	10.4	-4.9	20.2	6.5	6.6	6.5
Barton	-23.0	-0.9	2.6	-14.1	-0.1	10.2	0.3	7.3
Kansas	2.9	3.6	4.5	17.0	29.8	7.8	3.7	8.8

Source: KCCED calculations from University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*; original data from Kansas Department of Revenue.

Figure 8.3

Average Annual Sales Tax Collections Ford, Trade Area and Kansas



Note: State of Kansas data has been adjusted to reflect only sales taxes attributable to counties. Data for 1987 excluded due to tax increase during that year.

Source: KCCED calculations on data from the Kansas Department of Revenue.

- Over the period 1982-1990, Ford County’s sales tax collections far outpaced the trade area’s growth. However, most of this growth occurred in the fiscal years ending 1986-87.
- Since 1987-88, Ford County’s sales tax collections have grown at rates comparable to those of the state and two of three nearby urbanized counties. Collections have outpaced those of Barton County and most trade area counties.

Table 8.8
Average Annual Growth Rates of Sales Tax Collections
Ford, Trade Area Counties and Kansas, 1983-1986 and 1987-1990

	<u>1983-1986</u>	<u>1987-1990</u>
Ford	0.9%	6.9%
Meade	-5.8*	3.6
Gray	-0.2	1.9
Hodgeman	-9.9	12.0
Ness	4.7	7.0
Edwards	-5.4*	1.7
Kiowa	-3.8	2.2
Comanche	-3.3	4.9
Clark	-2.3	3.2
Trade Area	-1.8	3.8
Finney	2.0	7.4*
Seward	2.1	6.5
Barton	-4.1	5.9
Kansas	8.4	6.8

Note: Data shown is for fiscal year ending June 30 of years shown. *Meade and Edwards counties adjusted their local sales tax rates during the period July 1, 1983 to June 30, 1986. Finney County tax rates increased from .5% to .75% in September 1991. State of Kansas data has been adjusted to reflect only sales taxes attributable to counties. Data for 1987 excluded due to tax increase during that year.

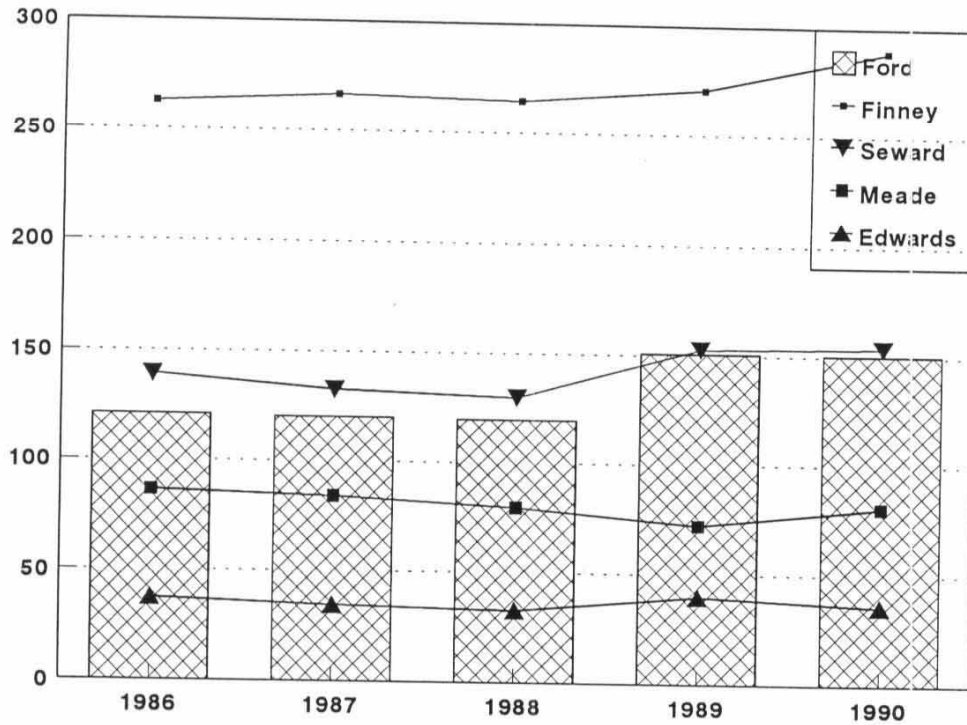
Source: KCCED calculations on data from the Kansas Department of Revenue.

Table 8.9
Assessed Tangible Valuation (in \$ millions)
Ford and Trade Area Counties, 1986-1990

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Ford	\$120.9	\$120.1	\$119.5	\$150.7	\$150.5
Meade	86.1	83.8	79.5	72.3	80.7
Gray	42.7	42.9	NR	46.6	44.8
Hodgeman	30.0	29.1	27.2	25.7	25.2
Ness	56.3	52.4	49.1	45.6	48.9
Edwards	37.4	34.5	32.0	39.9	35.8
Kiowa	60.1	50.0	46.4	47.2	47.4
Comanche	31.3	27.0	25.1	26.2	27.2
Clark	42.2	40.6	36.7	35.0	31.4
Finney	262.9	266.7	264.7	270.8	288.7
Seward	139.2	132.6	129.8	152.8	153.9
Barton	173.7	158.6	152.7	161.9	154.1

Source: *Kansas Government Journal*, January 1986-1991.

Figure 8.4
Levels of Assessed Tangible Valuation
 Ford and Area Counties, 1986-1990



Source: *Kansas Government Journal*, January 1986-1991.

- Tangible assessed valuation increased 25 percent between 1986 and 1990, with virtually all of the increase occurring between 1988 and 1989. During this period, most trade area counties suffered declines ranging from 4.3 to 25.6 percent. Only Gray enjoyed an increase, 4.9 percent.
- Tangible assessed valuation for Ford far outpaced increases for Finney and Seward. In fact, Ford's increase was more than double those of these nearby urbanized counties. Barton, though urbanized, suffered a decline of 11.3 percent.

Table 8.10
 Percentage Change in Assessed Tangible Valuation
 Ford and Trade Area Counties, 1986-1990

	<u>1986-1987</u>	<u>1987-1988</u>	<u>1988-1989</u>	<u>1989-1990</u>
Ford	0.0%	-1.2%	24.6%	24.4%
Meade	-2.7	-7.7	-15.0	-6.3
Gray	0.4	N/A	9.1	4.9
Hodgeman	-3.0	-9.3	-14.3	-16.0
Ness	-6.9	-12.8	-19.0	-13.1
Edwards	-7.8	-14.4	6.7	-4.3
Kiowa	-16.8	-22.8	-21.5	-21.1
Comanche	-13.7	-19.8	-16.3	-13.1
Clark	-3.8	-13.0	-17.1	-25.6
Finney	1.4	0.7	3.0	9.8
Seward	-4.7	-6.8	9.8	10.6
Barton	-8.7	-12.1	-6.8	-11.3

Note: Data shown are the variances from each county's 1986 level, rather than year-to-year increase.
 Source: *Kansas Government Journal*, January 1986-1991.

- Average tax rate per \$1000 assessed valuation in Ford exceeds that of most of its neighboring counties.
- Ford's rate of 124.85 is 17 percent higher than the trade area average and exceeds all trade area counties except Hodgeman (126.38). Ford's rate is also higher than those of Finney, Seward, and Barton (106.58, 103.61, and 120.55, respectively).

Table 8.11
Tax Rates by County
Ford and Neighboring Counties

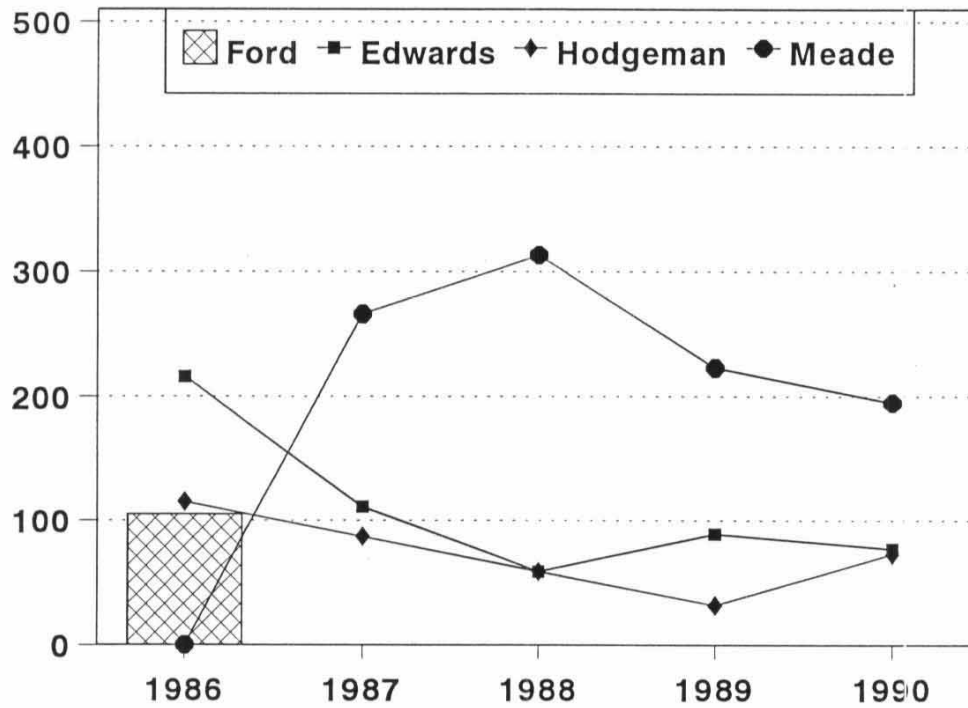
	<u>Average Rate Per \$1000 Assessed Valuation, 1989</u>	<u>Total County Tax Rate in Mills, 1990</u>
Ford	124.85	24.323
Meade	93.03	29.743
Gray	115.00	42.495
Hodgeman	126.38	55.155
Ness	114.59	26.817
Edwards	100.15	30.377
Kiowa	89.15	28.625
Comanche	111.51	45.750
Clark	105.28	34.920
Trade Area	106.89	N/A
Finney	106.58	28.640
Seward	103.61	17.218
Barton	120.55	15.685

Source: Rate per Valuation--Kansas Department of Revenue, Division of Property Valuation, Statistical Report of Property Assessment and Taxation, 1989; Mill Rates--League of Kansas Municipalities, Kansas Government Journal, January 1990. Trade area totals calculated by KCCED, using Tangible Assessed Valuation and General Property Tax data from the Kansas Department of Revenue.

- Ford's mill rate is lower than any of its trade area counties.
- Ford's mill rate, 24.323, compares favorably with that of Finney, 28.640. However, it is higher than the rates found in Seward and Finney (17.218 and 15.685, respectively).

Figure 8.5

Bonded Indebtedness Per Capita Ford and Trade Area Counties, 1986-90



Source: *Kansas Government Journal*, 1991.

- Ford County has had no bonded indebtedness for the past four years; several trade area counties (Meade, Hodgeman, and Edwards) have outstanding debt.

Table 8.12
Bonded Indebtedness Per Capita
Ford, Trade Area Counties and Kansas, 1986-1990

	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>	<u>1990</u>
Ford	\$105	\$ 0	\$ 0	\$ 0	\$ 0
Meade	0	266	313	223	195
Gray	0	0	NR	0	0
Hodgeman	115	87	59	32	73
Ness	0	0	0	0	0
Edwards	216	111	59	89	77
Kiowa	0	0	0	214	0
Comanche	0	0	0	0	0
Clark	0	0	0	0	0

Source: League of Kansas Municipalities, *Kansas Government Journal*, 1991.

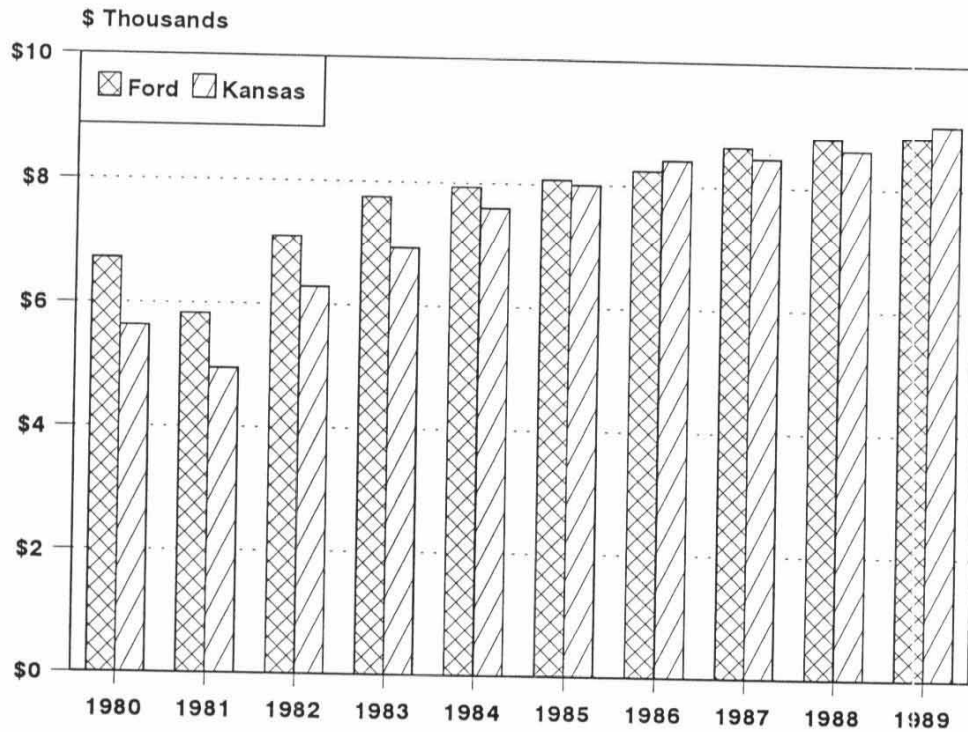
Table 8.13
Municipal Bonds, Notes & Warrants
Ford County & Kansas, 1990

	<u>Ford</u>	<u>Kansas</u>
General & Road	0%	5%
Cities & Townships	9	12
School Districts	2	7
Other Districts	0	1
Revenue Bonds	4	8
Warrants & Notes	0	2
Industrial Revenue	85	59
Other	0	6

*Includes junior colleges

Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract*, 1989-90, p. 229.

Figure 8.6
Bank Deposits Per Capita
 Ford County and Kansas, 1980-1989



Source: KCCED calculations, FDIC data.

- Throughout the decade, Ford County's bank deposits per capita often exceeded the statewide average.
- Bank deposits per capita in Ford County in 1990 was \$8828, slightly less than the statewide average.
- Bank deposits in Ford County increased steadily during most of the decade and reached a record level in 1990. However, the rate of increase in deposits and deposits per capita failed to keep pace with state averages.

Table 8.14
Bank Deposits, 1980-89
Ford County & Kansas

	KS Total (\$billion)	Ford (\$million)	Per Capita	
			Kansas	Ford
1980	\$13.3	\$163.4	\$5,628	\$6,719
1981	11.8	145.2	4,941	5,832
1982	15.2	178.5	6,289	7,111
1983	16.9	199.3	6,940	7,755
1984	18.6	206.4	7,604	7,939
1985	19.6	210.9	8,002	8,079
1986	20.7	216.8	8,414	8,243
1987	21.0	228.1	8,463	8,640
1988	21.5	227.9	8,614	8,799
1989	22.4	242.4	9,029	8,828
Growth	68%	48%	60.4%	31.4%

Source: KCCED calculations, original data from Federal Deposit Insurance Corporation, *Data Book, Operating Banks and Branches*, various editions.

Table 8.15
Profile of Banks, Ford and Neighboring Counties, 1990

	No. of Banks	Total Assets (\$000,000)	Commercial Loans As A Percent of Total (Domestic) Loans	Nonperforming Loans as a Percent of Gross Loans	Demand and Savings Deposits As A Percent of Total (Domestic) Deposits
Ford	7	311	21.6	2.16	22.5
Finney	4	407	13.9	.87	18.8
Seward	3	286	29.5	2.00	15.4
Barton	7	549	23.7	1.80	16.5

Source: Sheshunoff & Company, *Banks of Kansas*, 1990 (Austin, TX, 1991).

Notes:

- 1) Total assets is the most widely used indicator of bank size.
- 2) Commercial loans as a percent of total (domestic) loans is an indication of a bank's aggressiveness in making commercial and industrial loans.
- 3) Nonperforming loans as a percent of core capital is a key indicator of a bank's safety and soundness; it indicates the potential extent to which a bank's core capital could be impaired.
- 4) Demand and savings deposits as a percent of total (domestic) deposits is an indicator of a bank's success in attracting stable, low-cost deposits as a funding source.

Table 8.16
Bank's Return on Average Assets
Ford and Selected Other Counties, 1986-1990

	No. of Banks, 1990	Total Assets, 1990 (\$000,000)	Return on Assets				
			1986	1987	1988	1989	1990
Ford	7	311	.71	.70	.76	1.10	1.08
Finney	4	407	.76	.48	.92	.87	1.34
Seward	3	286	.65	.62	.80	.51	-.03
Barton	7	549	.64	-.06	.96	.91	.93
Kansas	555	29,600	.57	.60	.82	.95	.80

Source: Sheshunoff & Company, *Banks of Kansas*, 1990 (Austin, TX, 1991).

- Compared to those in selected neighboring counties, Ford's banks have performed well during each of the past five years.
- Ford County banks have produced return on average assets of .70 or more during each of the past five years. Although banks in selected neighboring counties have outperformed Ford's banks on occasion, Ford County's performance over the five-year period has outpaced them.
- Compared to banks in selected neighboring counties, Ford banks have sizeable nonperforming loans.

Section IX : QUALITY OF LIFE

Quality of life is more than the combination of factors which combine to make a community a nice place to live. Healthy, stable communities are good places to invest because risk is minimized. This investment increases opportunities for residents in the community, offering a wide variety of choices and perhaps offering new services locally that were once not available. Communities with a good quality of life are better able to retain their young people and attract new residents into the community.

Every person will have their own views on what constitutes good quality of life, because such a judgement is based upon their own values. Of those areas where a consensus may be reached, there is some tendency to focus upon low amounts of crime and poverty and good quality, accessible health care. Other possibilities include the range of recreational facilities available, the quality of the local housing, climate and other factors.

In this section, the following measures are examined:

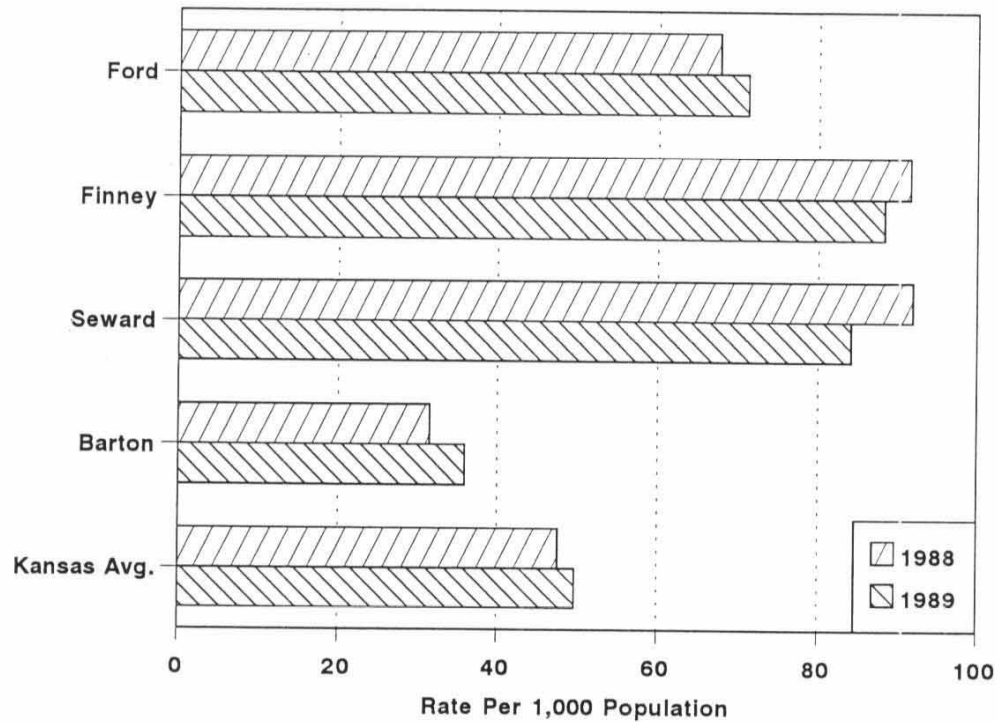
- *crime index offenses* as an indicator of social stability and the level of safety of the public;
- *persons receiving food stamps* as an indicator of the distribution of income and opportunity within the community;
- *number of physicians per 1,000 population* to determine the size of caseloads of local medical doctors in order to assess accessibility to health care;
- *number of hospital beds* as an measure of the level of public medical infrastructure available to assist in delivering good medical care.

QUALITY OF LIFE: KEY FINDINGS

- Crime rates in Ford County are on average, about 40 percent higher than for the state as a whole. Ford's crime rates however were about 20 percent lower than Finney County's in 1988 and 1989.
- The rate of persons receiving food stamps was 23 percent less than the state average in 1988.
- Changes in the number of physicians and number of hospital beds in the county were consistent with state averages from the beginning of the decade until 1988. Ford County has fewer doctors and hospital beds per 1,000 population than does the state as a whole.

Figure 9.1

Crime Index Offenses Per 1000 Population Ford and Selected Counties, 1988,1989



Note: Crime index offenses include murder, non-negligent manslaughter, rape, robbery, aggravated assault, burglary, larceny and motor vehicle theft.

Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*, from Kansas Bureau of Investigation, *Crime in Kansas 1988, 1989*.

- The incidence of serious crime is higher in Ford County than it is in the state as a whole but it is not unusually high for an urbanized county. Rates for Finney and Seward Counties are considerably higher than those for Ford.
- Incidence of both violent crime and property crime increased between 1988 and 1989 in Ford County. While this mirrored a statewide trend, the absolute increases in Ford County rates exceeded those of the state. During this period, the property crime rates in Finney and Seward Counties declined.

Table 9.1
 Crime Index Offenses, Violent & Property Crime
 Rate Per 1,000 Population, 1988 and 1989

	<u>Crime Index Offenses</u>		<u>Violent Crime</u>		<u>Property Crime</u>	
	<u>1988</u>	<u>1989</u>	<u>1988</u>	<u>1989</u>	<u>1988</u>	<u>1989</u>
Ford	67.7	71.1	3.1	5.1	64.5	66.1
Finney	91.6	88.3	3.7	7.7	85.8	80.6
Seward	91.9	84.1	3.4	3.8	88.5	80.4
Barton	31.5	35.9	2.5	2.5	29.1	33.4
Ellis	34.0	33.3	1.1	0.8	32.9	32.5
Kansas	47.6	49.7	3.4	3.9	44.0	45.8

Note: Crime Index Offenses are murder, non-negligent manslaughter, rape, robbery, aggravated assault, burglary, larceny and motor vehicle theft.

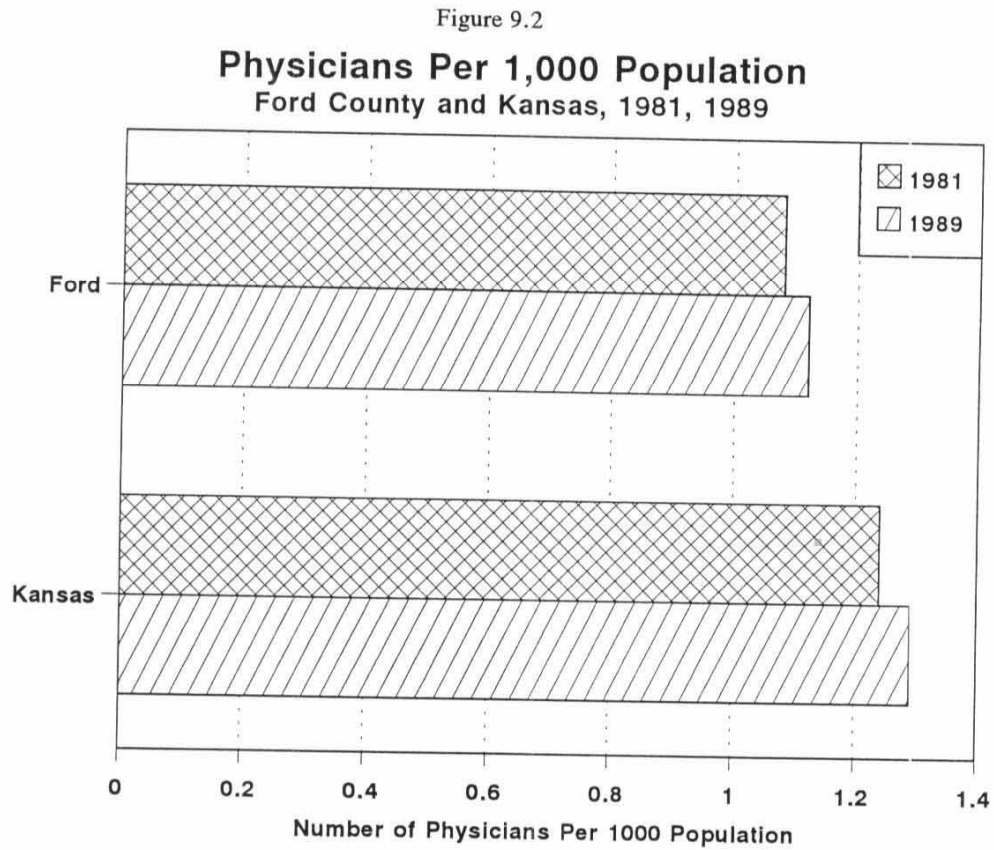
Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*, from Kansas Bureau of Investigation, *Crime in Kansas 1988, 1989*.

Table 9.2
 Number of Persons Receiving Food Stamps
 Ford County and Kansas, 1980, 1989

<u>Year</u>	<u>Ford</u>	<u>Per 1,000 Population</u>	<u>Rank</u>	<u>Kansas</u>	<u>Per 1,000 Population</u>
1980	542	22.3	10	98,410	42
1989	946	36.5	3	116,673	47

Source: KCCED County Database, from USDA *Food Statistical Summary*, U.S. Bureau of the Census, *County City Databook*, 1988.

- Ford County experienced a sharp increase in the number of people receiving food stamps, from 22.3 per thousand population to 36.5 per thousand, an increase of 60 per cent. This rate remains lower than the statewide average of 47 per thousand population.
- The rate of persons receiving food stamps is presently 23 percent less than the state average. In 1980 it was roughly half the state average.



Source: Kansas Department of Health and Environment, Office of Information Systems and Computing.

- The number of physicians in both Ford County and Kansas increased by roughly one-tenth between 1980 and 1989. The number of physicians per 1,000 population remains slightly lower in Ford County than it is for the state. county's boundary.

Table 9.3
Physicians Per 1,000 People
Ford County and Kansas, 1981, 1989

	<u>Ford</u>			<u>Kansas</u>		
	<u>1981</u>	<u>1989</u>	<u>Change</u>	<u>1981</u>	<u>1989</u>	<u>Change</u>
Physicians (M.D.)	27	30	11%	2,957	3,212	9%
Population	24,900	26,682		2,390,000	2,486,787	
Physicians per 1,000 persons	1.08	1.12	4%	1.24	1.29	4%

Note: 1989 population estimated as average of 1988 estimates and 1990 actual figures. Original 1988 population estimates from U.S. Bureau of the Census, *Estimates of the Population of Kansas Counties and Metropolitan Areas*: July 1, 1981 to 1985, P-26, No. 85-KS-C; *County Population Estimates*: July 1, 1987 and 1986, P-25, No. 87A; and mimeographed sheets.

Source: Kansas Department of Health and Environment, Office of Information Systems and Computing.

Table 9.4
Number of Hospital Beds Per 1,000 Population
Ford County and Kansas, 1980, 1988

	<u>Number of Hospital Beds</u>			<u>Per 1,000 Population</u>	
	<u>1980</u>	<u>1988</u>	<u>Change</u>	<u>1980</u>	<u>1988</u>
Ford County	147	126	-14%	6.0	4.9
Kansas	17,616	15,039	-15%	7.5	6.0

Source: University of Kansas, Institute for Public Policy and Business Research, *Kansas Statistical Abstract, 1989-90*. American Hospital Association, *American Hospital Association Guide to the Health Care Field, 1989 edition*.

- While the number of physicians increased in both Ford County and Kansas, both experienced decreases in the number of hospital beds and hospital beds per 1000 population. In Ford County, the number of hospital beds decreased from 147 in 1980 to 126 in 1988, a decline of 14 percent. Coupled with a sizable increase in population during the same period, the ratio of beds per 1000 population decreased from 6.0 to 4.9, a decline of 18 percent.
- Ford County has fewer hospital beds per 1000 population than Kansas; however, the gap between Ford and the state on this indicator has narrowed. In 1980, the gap between the two was 1.5; by 1988, the gap had narrowed to 1.1.

Section X : SUMMARY

The 1980s: A Decade of Growth and Opportunity in Ford County

Ford County faces a number of challenges as it plans for the future. The 1980s were a decade of unusual opportunity for Ford County; unusual because the growth which Ford County experienced was not shared by many of the nonmetropolitan counties in Kansas. In fact, Ford County's growth in population and employment made it more similar to the metropolitan counties of Sedgwick, Johnson, Douglas and Shawnee than to many of the trade area counties which surround it.

At the end of the decade, Ford County was in an enviable position. While the state as a whole lost manufacturing employment, Ford County mounted significant increases in manufacturing employment, led by the growth of the meatpacking industry. Per capita incomes increased throughout the decade, particularly during the early 1980s, such that Ford County's per capita incomes are today among the highest in southwest Kansas. Unemployment rates remain very low, as employment rates continue to lead both the growth in population and the growth in the labor force.

Highlights and Challenges for Ford County

With growth and change come new challenges and new problems to address through processes such as strategic planning. For example, the rapid growth in employment opportunities has created pressures related to the supply of labor. Low rates of unemployment can indicate a problem as well as prosperity; with fewer available applicants for work, recruiting qualified help can become a constraint to business start-ups and expansion. Similarly, the rapid growth in population has generated isolated concerns in the housing market, specifically the issue of availability of rental housing. Other external variables which have limited growth in the past, such as a shortage of water, will continue to restrict the range of opportunities for Ford County.

Nevertheless, Ford County has many strengths upon which to build. *Its economy is outward-looking, with a strong export market orientation.* As such it is less limited by the size of local markets than many nonmetropolitan economies are. There are also indications that a strong entrepreneurial capacity exists within the county. Despite modest income growth in the area of non-farm proprietorships during the 1980s, this source of income continues to account for a much greater share of income in Ford than in the state. This may indicate that Ford County is a good place to do successfully carry on business. The high rates of growth which Ford experienced in firms sized 5 to 9 employees, generally indicates a positive business expansion climate. Taken together, these two measures seem to indicate that Ford County's relative prosperity during the 1980s was broadly based, rather than based strictly upon changes within the meatpacking industry.

Ford County also has a valuable historical heritage which can be built upon in the area of tourism. Although tourism suffered declines in the county during the 1980s, this sector remains an extremely important source of job growth throughout the state and across the nation, and presents Ford County with a natural means of further diversifying its economy.

The population is younger than average, and on the whole better educated than average. This combination means that as future employment opportunities become more skill-intensive, Ford County's workers will be well equipped to deal with these new demands. As new opportunities are presented, the workforce will be well equipped to deal with them; the labor force issue to be addressed may be one of quantity, rather than quality.

Ford County has many advantages from which to build, and many challenges to overcome in order to fully capitalize on new opportunities. Meeting these challenge will require considerable foresight, hard work and dedication by those who are now participating in preparing the county's strategic plan. If the participants remain committed to a strategic approach to building their community, they will be able to not only adapt to new circumstances facing Ford County; they will be able to better anticipate and take advantage of new opportunities as they arise. With this approach, the community vision can become reality.