



oneshawnee

Community Assessment

June 2021

About One Shawnee

One Shawnee is a non-profit community development organization formed in 2019 and made up of a group of dedicated Southern Illinoisans working together to rebuild our home. Our purpose is to be a community quarterback for the region.

Mission Statement:

One Shawnee will generate planned action that culturally and economically rebuilds the Ohio River and Shawnee National Forest regions of southernmost Illinois on a shared vision of the future using a focused alliance of community groups, leaders, resource partners, and stakeholders.

One Shawnee's work will take place within all or parts of Alexander, Gallatin, Hamilton, Hardin, Johnson, Massac, Pope, Pulaski, Saline, and Union counties - collectively called the "Shawnee Region."

Why a Community Assessment?

- Before One Shawnee, or anyone else, can begin to do the work of revitalizing a specific geographic area, one must first have a holistic understanding of the region itself.
- A community assessment is One Shawnee's way of taking stock of the region's current context, identifying potential areas of measurable growth, taking advantage of current assets, and understanding the stakeholders that will need to be involved in future revitalization.
- This community assessment will include three elements: Community Input, Community Scan, and separate from this presentation, a Community Asset Map.

Elements of this Community Assessment

Community Input

- One Shawnee endeavored to understand the attitudes and opinions via two different approaches.
- First was a comprehensive community survey of which nearly 700 individuals participated in.
- Second was a series of ten different focus groups throughout the region conducted with dozens of community leaders.

Community Scan

- Not only do we want to understand the feelings and opinions of the public, we also want to understand and be able to analyze the underlying data behind the poverty we all see around us.
- Statistics and trend lines are metrics on which we can look back to from time to time to measure our impact.

Community Asset Map

- And finally, we need a comprehensive directory of the different institutions - public, private, non-profit - that provide services and products to the region.
- Each one is an asset from which to draw upon as we work towards revitalization.
- Their input, in addition to the collaboration and partnerships formed among them during this process, are invaluable for the community development process.



Community Input

*Public attitudes and opinions from
community surveys and focus groups*

Why solicit community input?

One Shawnee is committed to following a community development process that involves a bottom-up approach where ideas and planned action are the fruit of public input and collaboration. We believe strongly that all of us - from elected officials and civic leaders to the clerk at the local convenience store - must have a say in the shared vision of the future we all get behind. People support what they help create. Co-ownership of a positive vision means that we all have a say in how we revitalize the region and we all have a part to play in the actual work.

Community Survey

- The first order after business after One Shawnee officially launched as an organization was to engage the community in conducting a survey to assess their attitudes and opinions of topics related to revitalization.
- Nearly 700 individuals completed the comprehensive survey around four topic areas: Economic Opportunity, Tourism, Community Wellness, and Barriers to Success.

Demographics of Survey Respondents

Percentage of Survey Respondents by County	
Alexander	3.56%
Gallatin	6.96%
Hamilton	3.85%
Hardin	6.67%
Johnson	17.63%
Massac	15.70%
Pope	8.44%
Pulaski	5.63%
Saline	17.78%
Union	13.78%

Percentage of Survey Respondents by Age	
18-24	6.96%
25-34	21.19%
35-44	9.19%
45-54	20.74%
55-64	23.26%
65+	18.67%

Percentage of Survey Respondents by Gender	
Male	30.67%
Female	68.15%
No Response	1.19%

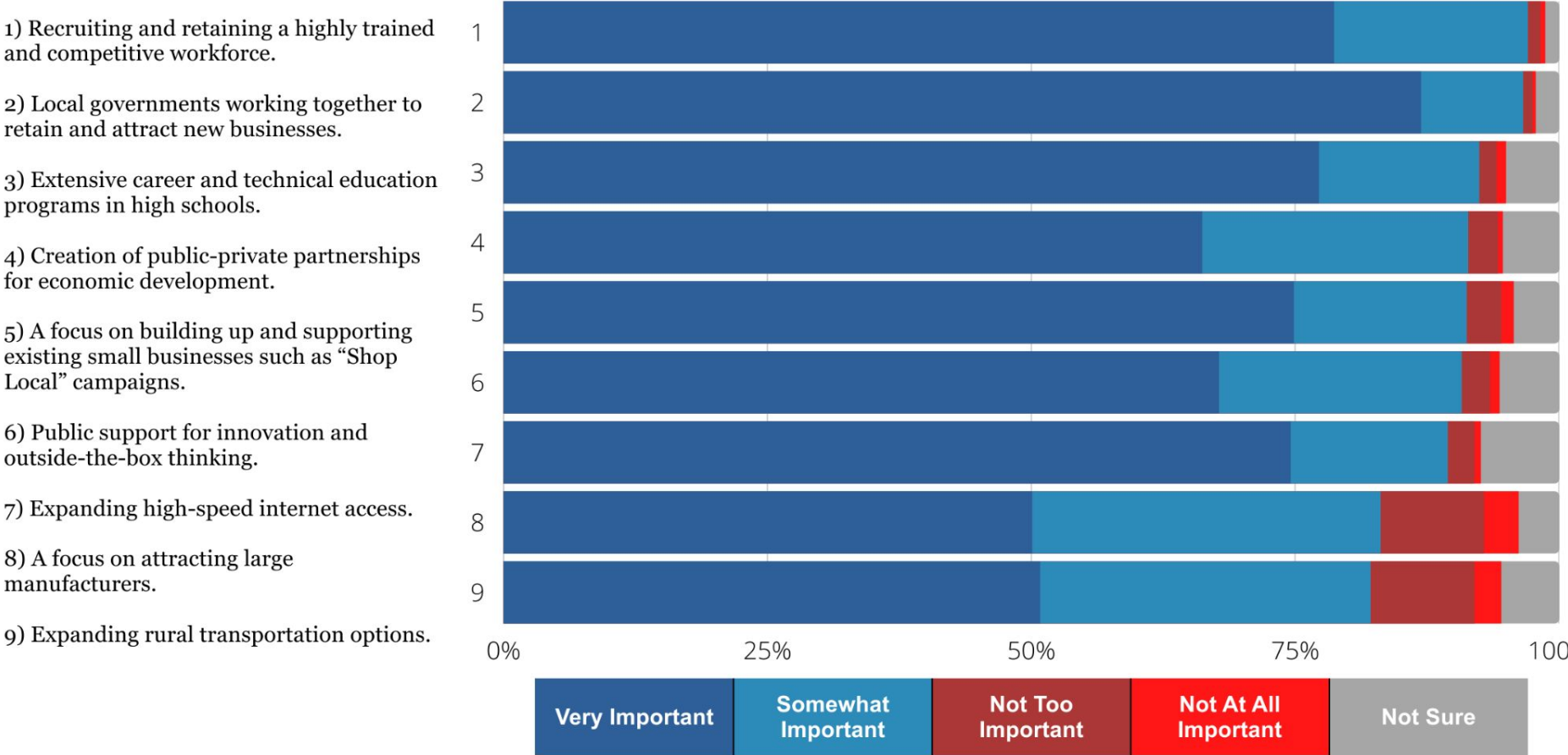
Survey Results - Economic Opportunity

Data table on next slide

- The first major item to jump out is the relative belief among community members that “shooting for the moon” by attracting large scale manufacturers should not be an economic development priority.
- Because some questions were similar, one can look at the results and generalize that the public is interested in prioritizing partnerships among stakeholders when it comes to workforce development and supporting small businesses.

The next slide presents the survey questions verbatim with accompanying statements the respondents were asked to analyze. Results are sorted by combined percentage of “very important” and “somewhat important” survey answers. Full data set on survey results can be found [HERE](#).

When it comes to LONG TERM ECONOMIC REVITALIZATION, indicate whether you think each of the following statements are not at all important to achieve this, not too important, somewhat important, or very important. If you are not sure, please indicate that.



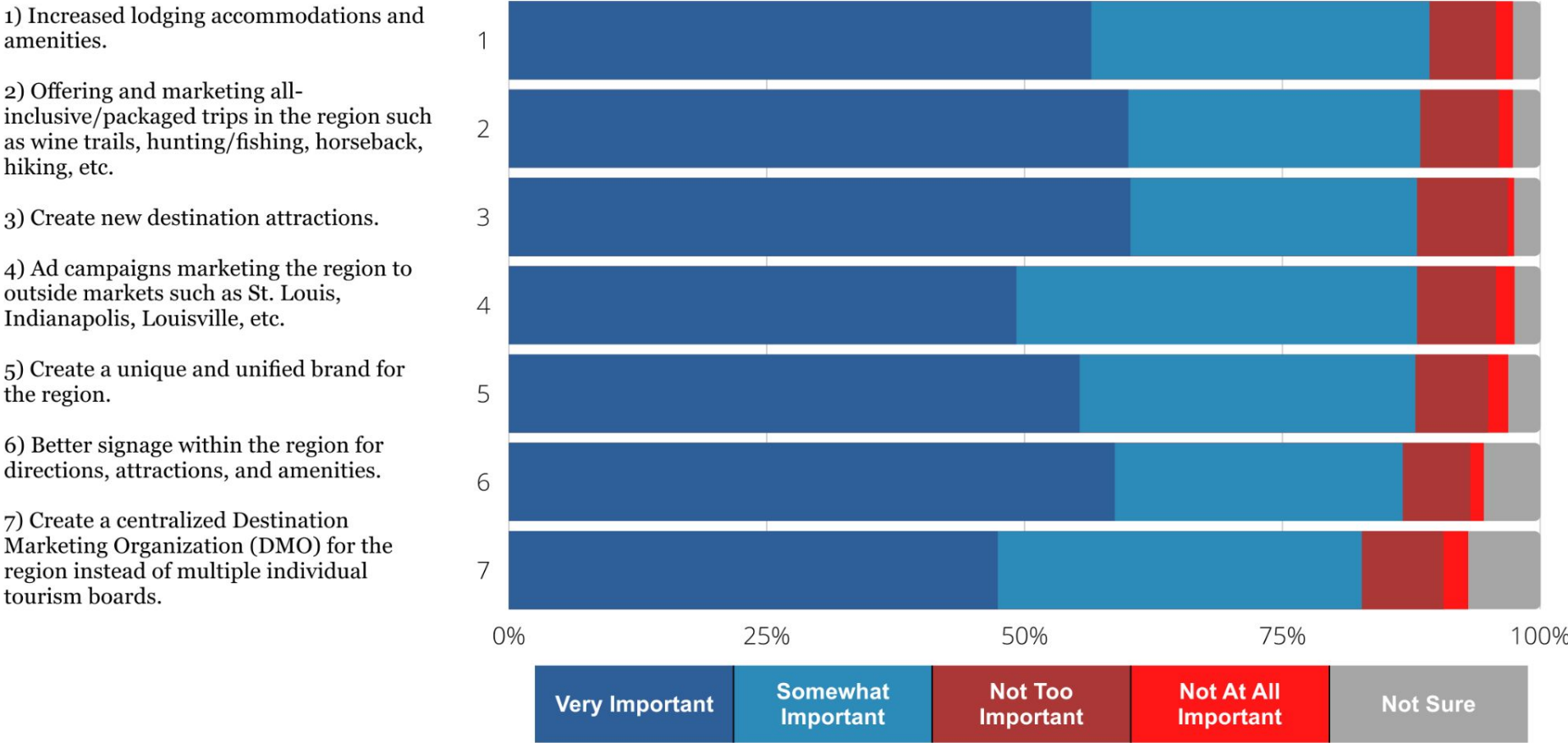
Survey Results - Tourism

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- Results indicate that respondents rated each of the seven statements in the tourism portion of the survey very similarly.
- The deviation from the first and last ranked statement is largely due to the relatively higher percentage of respondents who marked that they were “unsure” about a statement.
- Because of this, we relied more heavily on focus group feedback to help us decipher public feelings on tourism expansion efforts for the region.

The next slide presents the survey questions verbatim with accompanying statements the respondents were asked to analyze. Results are sorted by combined percentage of “very important” and “somewhat important” survey answers. Full data set on survey results can be found [HERE](#).

When it comes to EXPANDING THE LOCAL TOURISM MARKET, indicate whether you think each of the following statements are not at all important to achieve this, not too important, somewhat important, or very important. If you are not sure, please indicate that.



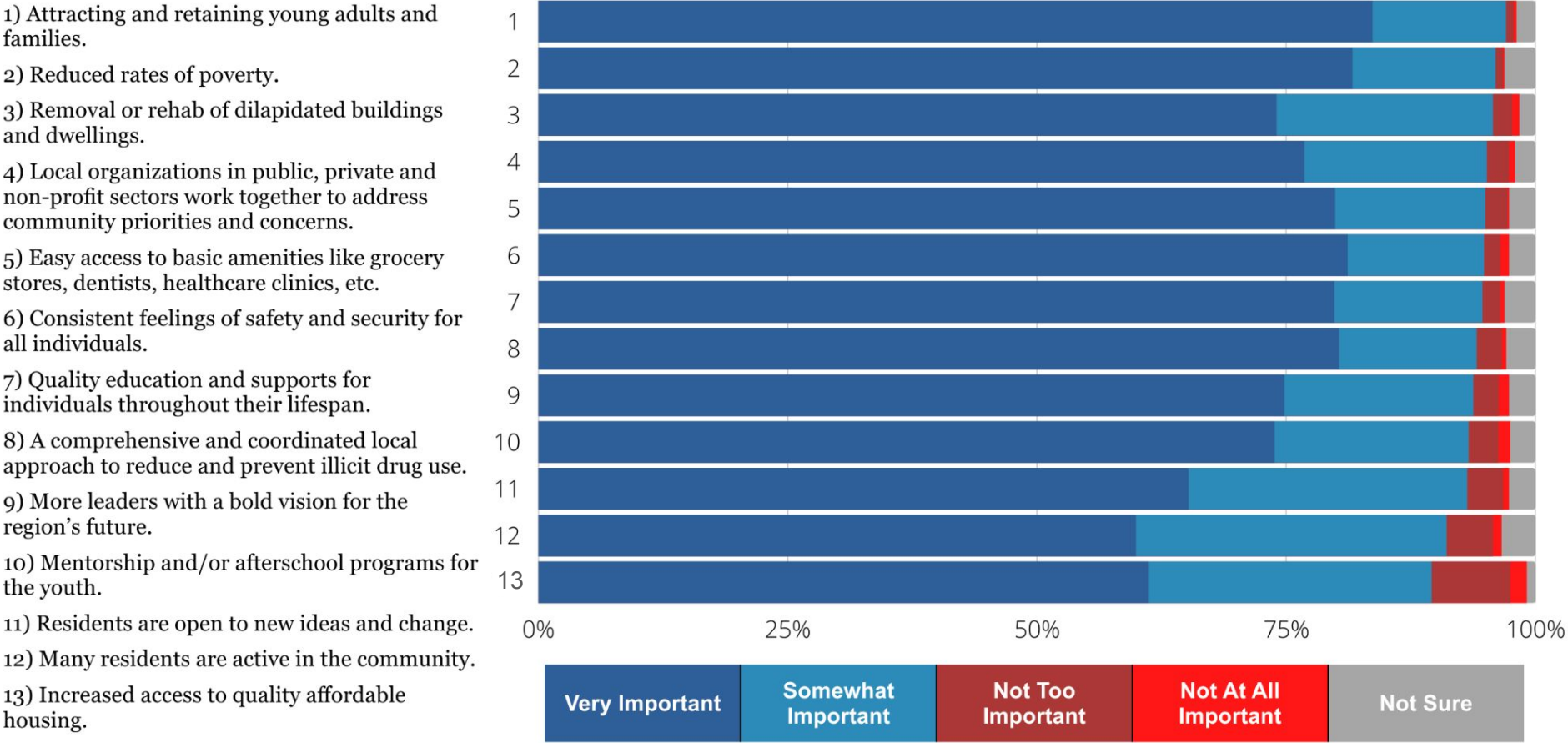
Survey Results - Community Wellness

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- More than any other portion of the survey, respondents rated the vast majority of statements within “Community Wellness” as “very important” or “somewhat important.” Very few answers indicated that any of these statements as presented were not important.
- The clear favorite in this portion (and in the entire survey) was the desire to retain and attract new young families to move to the area.
- We also saw a continuation of a common theme rank highly: the need for stakeholders to work together to solve issues.

The next slide presents the survey questions verbatim with accompanying statements the respondents were asked to analyze. Results are sorted by combined percentage of “very important” and “somewhat important” survey answers. Full data set on survey results can be found [HERE](#).

When it comes to the OVERALL WELL-BEING AND STRENGTH OF LOCAL COMMUNITIES, indicate whether you think each of the following statements are not at all important to achieve this, not too important, somewhat important, or very important. If you are not sure, please indicate that.



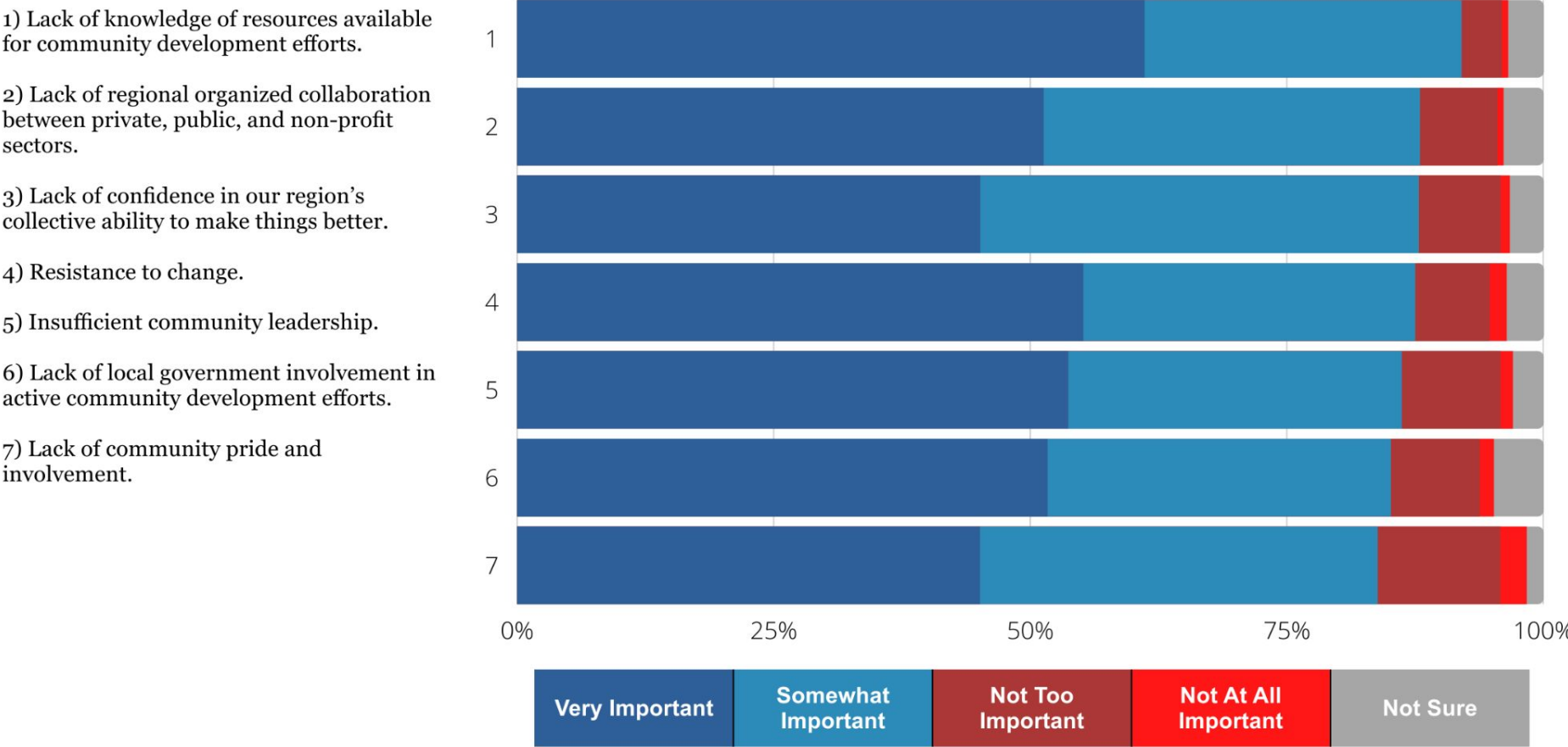
Survey Results - Barriers to Success

Data table on next slide

- The last section of the survey flipped the question around and asked respondents to rate the significance of perceived barriers to revitalization.
- In general, the results for each were pretty similar, but the barrier that was clearly rated the most significant was a lack of knowledge about the resources available for revitalization efforts.
- Also ranked highly again was the barrier of a lack of collaboration among stakeholders to solve regional problems.

The next slide presents the survey questions verbatim with accompanying statements the respondents were asked to analyze. Results are sorted by combined percentage of “very important” and “somewhat important” survey answers. Full data set on survey results can be found [HERE](#).

When it comes to BARRIERS PREVENTING REGIONAL REVITALIZATION, indicate whether you think each of the following statements represent an obstacle that is not at all significant, not too significant, somewhat significant or very significant. If you are not sure, please indicate that.



Focus Groups

What is a focus group?

A focus group is a group discussion of between 4 and 12 people led by a facilitator who prompts the group with a standard set of predetermined questions.

What is the purpose of a focus group?

The purpose of focus groups is to provide insightful understanding of complex issues and situations which cannot be gathered from standard multiple choice surveys or large public meetings. Focus groups provide an opportunity for individuals to express their views in detail, to hear the opinions of others and to collectively develop resolutions to problems.

Focus Group, cont'd

- One Shawnee conducted a total of 10 focus groups - one in each Shawnee Region county - over the course of 3 months, starting in July of 2020.
- Focus group participants were curated by One Shawnee board members with an eye towards community leaders and important stakeholders as well as a desire to reflect the diversity within each of the counties where a focus group was held.

Focus Group Questions

- Each of the 10 focus groups were asked the same 6 questions for group discussion:
 - Overall, what do you see as strengths or positives of the Shawnee Region?
 - Overall, what do you see as the most important challenges facing the Shawnee Region?
 - What does long term economic revitalization mean to you?
 - What are your ideas on how to expand our local tourism industry?
 - *Follow up question:* Currently, there are several tourism boards for individual counties throughout the region paid for by their hotel/motel taxes. What are your thoughts on counties and municipalities in the region pooling their resources together to create a Destination Marketing Organization with a small staff and substantial advertising budget?
 - What are some characteristics - physical or otherwise - that you think makes a strong community?
 - What barriers are most prevalent in preventing regional revitalization?
- The following slides will parse out the key themes that came out of discussions surrounding each of these questions. Key themes are sentiments that were repeated often across each of the focus groups conducted.

Key Themes - Regional Strengths

When prompted to describe the Shawnee Region's greatest strengths, three assets were most often cited by focus group participants - natural resources/beauty, location relative to transportation networks, and it's people.

Natural Resources & Beauty

- Not surprisingly, with the Shawnee National Forest covering vast swaths of the region in addition to a multitude of state parks, participants felt that its' natural beauty and landscape was by far and away the region's greatest asset.
- Other items that were often highlighted as a result were opportunities for tourism, camping, hunting, and wildlife.

Access to Transportation Networks/Location

- Participants highlighted their region's unique location relative to various forms of transportation networks - at the confluence of two major American rivers, the intersection of multiple interstates, and criss-crossed by several classes of rail.

Key Themes - Regional Strengths, cont'd

People & Small Town Atmosphere

- Participants spoke highly of the characteristics one expects to find in a largely rural setting - small towns with an atmosphere of camaraderie, friendliness, and safety from many of the ills of more populous areas.
- Participants cited a peaceful lifestyle and the region being a good place to raise a family as attractive qualities.

Key Themes - Regional Challenges

Switching gears, participants were then asked to highlight the region's greatest challenges. Key themes from this discussion seemed to be interrelated and centered on a lack of opportunity, which has led to a steep population decline and exporting of young talent, which has resulted in high rates of poverty.

Lack of Opportunity

- Participants often brought up that there is a lack of good paying, private sector, middle class jobs.
- In some counties, there are very few of those jobs outside of public services like state run facilities and schools.
- Coal mining - the formerly dominate industry in the region - has been decimated.

Population Decline

- Participants recognized that the region has seen a steep decline in population, with a net loss of thousands over the last 20 years (numbers will be outlined in the scan).
- Young educated adults, young families, and college students are leaving the area and not returning in order to find opportunity elsewhere.

Key Themes - Regional Challenges, cont'd

High Rates of Poverty

- Participants described that when the region continually exports its college students and the well educated, the remaining population is disproportionately economically disadvantaged, addicted to illicit drugs, or lacks the capital to invest back into their declining communities.

Key Themes - Economic Development

Next, participants were asked to think about the characteristics of long-term economic revitalization and what that would look like in the Shawnee Region. It's no secret that public perception of a region or communities' health largely centers on economic vitality. So, it should be no surprise that the most often repeated signs of economic revitalization within the focus groups were almost an inverse of the issues raised in the "Regional Challenges" section: revitalized industry and the availability of middle class jobs, population increases, and reasons to stay or return for college students.

Middle Class Jobs

- Participants indicated that economic strength meant the abundant availability of full-time middle class jobs with benefits and stability that allows one to support a family.
- Interestingly, focus groups largely agreed that this doesn't mean economic development should center on shooting for the stars, trying to lure a large manufacturing plant to the area. Illinois' business climate makes that virtually impossible.
- Efforts should instead focus on supporting existing small businesses and investing in entrepreneurship and job training.

Key Themes - Econ Development, cont'd

Population Increases & Youth Retention

- Participants believed that with an increase in opportunity, economic revitalization would mean reversing the population trend line towards a net increase over time instead of continual decline.
- First and foremost in efforts to increase population should be giving young people and college graduates a reason to stay or come back.
- An increase in college educated individuals with good jobs and excess capital means more investment in small businesses and entrepreneurship over time.

Key Themes - Tourism Expansion

One Shawnee believes in utilizing asset-based community development practices. In that spirit, one area that all interested stakeholders in the region can agree upon is that the Shawnee Region has amazing natural beauty and tourism assets that can be leveraged at a much higher level. So, we asked focus groups what their ideas were for expanding our local tourism economy. Participants identified areas to focus on over and over again: a lack of regional coordination and cohesive marketing plan, and the need for an increase in the availability of lodging.

Regional Coordination & Cohesive Marketing

- Participants indicated that an overall improvement in “promotion” was needed for various sites and activities throughout the region - especially in the digital space.
- When presented with the tourism follow-up question (see slide #29) there was almost unanimous agreement that the region lacked a cohesive brand and mechanism for marketing that brand to outside markets.
- Individual towns and counties sometimes have their own tourism boards, if that. The lack of coordination regionally was seen as an issue by participants.

Key Themes - Tourism Expansion, cont'd

Increase in Lodging Options

- Participants felt that in many areas of the region, there was a lack of quality lodging options. Most families would have to travel to the Marion area to find a nice hotel.
- Lodging options such as cabins was an area of needed expansion.

Key Themes - Making a Strong Community

In this section, participants were asked a purposely open ended question about what makes a “strong community” in their opinion. The three areas most often mentioned as ingredients of overall community wellness were: Civic pride or community togetherness, attractive and clean properties, and good schools.

Civic Pride & Community Togetherness

- An essential element of a strong community mentioned in virtually every focus group was residents taking pride in their hometown and working hard to make it great place to live.
- Adjacent to civic pride is the ability for a community to come together - neighbor with neighbor - to solve problems or rally around someone in need.

Attractive & Clean Properties

- Going hand in hand with civic pride, participants described clean and kempt properties as well as developed downtowns/main streets as signs of a healthy community.

Key Themes - Strong Community, cont'd

Good Schools

- Not surprisingly, almost every focus group identified good schools where their children can be safe, get a good education, and have opportunities for higher education or technical training as very important.

Key Themes - Barriers

The last question posed to each focus group asked participants to examine the barriers they believe exist in preventing regional revitalization. Meaning, what are the reasons revitalization is not currently taking place and what are the most significant obstacles for One Shawnee's work? Focus groups honed in on three areas: lack of capital and a lack of coordination among communities and stakeholders.

Lack of Capital

- Participants felt that there was a lack of capital resources available to make significant investments in needed projects for revitalization.

Lack of Coordination & Territorialism

- Discussions on this topic didn't always use the same language, but in almost every focus group there was a feeling that different communities/leaders/stakeholders were not currently working together or in some cases, worked against each other, displaying territorialism and selfishness.
- Participants described a lack of common purpose among those willing or engaged in helping to revitalize their community or area.



Community Scan

Data and trend lines for key factors relating to regional poverty and decline

Areas of Focus

- After analyzing the community input, One Shawnee decided to focus on four areas to help revitalize the region:
 - Recruitment and Retention of Young Families
 - Small Business Entrepreneurship and Workforce Development
 - Tourism Collaboration
 - Community Capacity Building
- The Community Scan will focus on data and trend lines for the region as they relate to these four Areas of Focus.

Recruitment & Retention of Young Families

- One of the largest factors identified in the community input was the loss of population in the One Shawnee Region.
- This population loss was particularly noticed among young people--those who left for college and did not return and those who were starting families.
- To evaluate One Shawnee's efforts to reverse these trends, the community scan will follow county population numbers and pre-K through 12th grade public school enrollment.

County Population 1950-2019

<u>COUNTIES</u>	<u>1950</u>	<u>1960</u>	<u>1970</u>	<u>1980</u>	<u>1990</u>	<u>2000</u>	<u>2010</u>	<u>2019 (est.)</u>	Population Change 1950-2019	Population Change 2010-19
Alexander	20,316	16,061	12,015	12,264	10,626	9,590	8,238	5,761	-71.64%	-43.00%
Gallatin	9,818	7,638	7,418	7,590	6,909	6,445	5,589	4,828	-50.83%	-15.76%
Hamilton	12,256	10,010	8,665	9,172	8,499	8,621	8,457	8,116	-33.78%	-4.20%
Hardin	7,530	5,879	4,914	5,383	5,189	4,800	4,320	3,821	-49.26%	-13.06%
Johnson	8,729	6,928	7,550	9,624	11,347	12,878	12,582	12,417	42.25%	-1.33%
Massac	13,594	14,341	13,889	14,990	14,752	15,161	15,429	13,772	1.31%	-12.03%
Pope	5,779	4,061	3,857	4,404	4,373	4,413	4,470	4,177	-27.72%	-7.01%
Pulaski	13,639	10,490	8,741	8,840	7,523	7,348	6,161	5,335	-60.88%	-15.48%
Saline	33,420	26,227	25,721	28,448	26,551	26,733	24,913	23,491	-29.71%	-6.05%
Union	20,500	17,645	16,071	17,765	17,619	18,293	17,808	16,653	-18.77%	-6.94%
<u>Total</u>	145,581	119,280	108,841	118,480	113,388	114,282	107,967	98,371	-32.43%	-9.75%

Pre-K to 12th Grade Public School Enrollment 2016-2017 to 2018-19

<u>COUNTIES</u>	<u>2016-17</u>	<u>2017-18</u>	<u>2018-19</u>	<u>% Change 16-17 to 18-19</u>
Alexander	1,037	836	735	-29.12%
Gallatin	806	756	772	-4.22%
Hamilton	1,341	1,230	1,211	-9.69%
Hardin	617	579	544	-11.83%
Johnson	1,961	1,823	1,808	-7.80%
Massac	2,615	2,295	2,327	-11.01%
Pope	569	534	507	-10.90%
Pulaski	989	823	850	-14.05%
Saline	4,307	3,996	3,969	-7.85%
Union	3,066	2,960	2,951	-3.75%
Total	17,308	15,832	15,674	-9.44%

Small Business Entrepreneurship & Workforce Development

- With the need for job opportunities in a high-poverty and high-unemployment area still there, community input suggested an approach that supports our current small businesses, spurs entrepreneurship for the creation of new small businesses, and better connects and trains our people for the good, middle-class jobs that are available in the region or just outside of it.
- To track progress on this area, the community scan will monitor the number of business establishments and employees in each county and the civilian labor force participation rate.

County Business Patterns 2019

<u>COUNTIES</u>	<u>Number of Establishments</u>	<u>Number of Employees</u>
Alexander	91	892
Gallatin	83	556
Hamilton	190	1,597
Hardin	60	590
Johnson	168	1,347
Massac	230	3,036
Pope	48	334
Pulaski	87	598
Saline	533	6,456
Union	359	3,476
Total	1,849	18,882

PERCENTAGE OF POPULATION AGE 16+ IN CIVILIAN WORKFORCE

<u>COUNTIES</u>	<u>% of Pop Age 16+ in Civilian Workforce</u> <u>2015-2019</u>
Alexander	47.00%
Gallatin	53.20%
Hamilton	56.90%
Hardin	48.20%
Johnson	38.80%
Massac	51.50%
Pope	40.90%
Pulaski	45.20%
Saline	55.10%
Union	54.90%
Illinois	65.10%

Tourism Collaboration

- Tourism and its associated industry has been recognized as both a current asset of the One Shawnee region - with its stunning natural beauty and attractions - and an opportunity for tremendous growth.
- Community input expressed the belief that tourism could be more fully utilized as an economic driver for the region through more collaboration among the several individual tourism boards/entities throughout the region.
- The domestic travel impact report and county hotel/motel tax collections will be used as two measures of tourism activity in the One Shawnee region.

Domestic Travel Impact on Illinois 2016

<u>Counties</u>	<u>Expenditure (\$ in millions)</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>	<u>State Rank</u>
Alexander	\$6.53	\$.89	\$.03	\$.43	\$.17	89
Gallatin	\$4.29	\$.50	\$.02	\$.29	\$.22	99
Hamilton	\$5.98	\$.80	\$.02	\$.36	\$.42	96
Hardin	\$9.38	\$1.30	\$.04	\$.58	\$.65	84
Johnson	\$20.47	\$3.11	\$.09	\$1.19	\$1.42	62
Massac	\$68.89	\$21.69	\$.80	\$2.09	\$2.04	31
Pope	\$6.30	\$.80	\$.03	\$.36	\$.44	93
Pulaski	\$4.23	\$.62	\$.02	\$.28	\$.14	100
Saline	\$17.32	\$3.16	\$.11	\$1.03	\$.73	68
Union	\$10.76	\$1.28	\$.04	\$.76	\$.31	79

Hotel/Motel Tax Collections by County

<u>COUNTIES</u>	<u>2018</u>	<u>2019</u>	<u>2020</u>
Alexander	\$1,680.00	\$186.12	\$0
Gallatin	\$184,794.81	\$195,325.89	\$246,770.11
Hamilton	\$28,874.44	\$61,894.57	\$47,026.70
Hardin	\$949,563.07	\$940,885.78	\$1,289,054.81
Johnson	\$513,540.99	\$821,605.15	\$1,250,865.24
Massac	\$4,421,900.15	\$5,002,897.95	\$2,966,537.03
Pope	\$355,456.97	\$335,694.73	\$276,070.25
Pulaski	\$283,111.35	\$310,886.40	\$249,049.12
Saline	\$1,136,644.16	\$1,276,515.75	\$1,211,630.51
Union	\$2,205,335.55	\$2,289,908.29	\$2,250,740.69
TOTAL	\$10,080,901.19	\$11,235,800.62	\$9,787,744.46

Community Capacity Building

- “Community capacity” and “social capacity” speak to the *ability* of members of a community to work together effectively to develop and sustain strong relationships; solve problems and make group decisions; and collaborate effectively to plan, set goals, and get things done.
- When a community or region lacks that *ability* described above, it means they are deficient in social capacity. The lack of social capacity within the One Shawnee region was identified through community input as an obstacle to regional revitalization.

Social Capital Index

- Social capacity is difficult to quantify or evaluate. One tool is the social capital index developed by the Social Capital Project (“SCP”).
- The SCP index provides measurements on the county level for family unity, community health, institutional health, and collective efficacy to arrive at its social capital index with a ranking for each state and county.
- The sub-indices of the index for family unity include marriage and single-family family percentages, for community health include nonprofits, percentage of community members who volunteered and engaged in community activities, for institutional health include voting rates and confidence in institutions, and for collective efficacy include violent crimes per 100k.

SCP Index

<u>COUNTIES</u>	<u>Overall Social Index</u>	<u>Family Unity</u>	<u>Community Health</u>	<u>Institutional Health</u>	<u>Collective Efficacy</u>	<u>Overall State Rank</u>
Alexander	1	1	66	22	1	102
Gallatin	42	16	71	42	51	65
Hamilton	87	98	73	41	96	1
Hardin	42	71	29	30	33	66
Johnson	47	71	46	27	38	57
Massac	38	41	54	43	25	76
Pope	18	12	47	19	31	91
Pulaski	22	7	86	36	15	89
Saline	29	20	57	35	27	85
Union	55	54	58	49	46	40

Overall social index and subindices for family unity, community health, institutional health, and collective efficacy provide the percentile for each county (100 percentile is best, 0 is worst). Overall state rank provides the county's ranking in Illinois



Asset Map

*Public and private institutional stakeholders
in regional development*

Regional Assets Defined

- An asset is any entity that currently possesses capacity to improve the quality of life for people living in our region.
- Assets primarily include:
 - Local private, public, and non-profit institutions or organizations.
 - Businesses that provide jobs and support local economies.
 - Associations composed of local community members working towards a common goal.

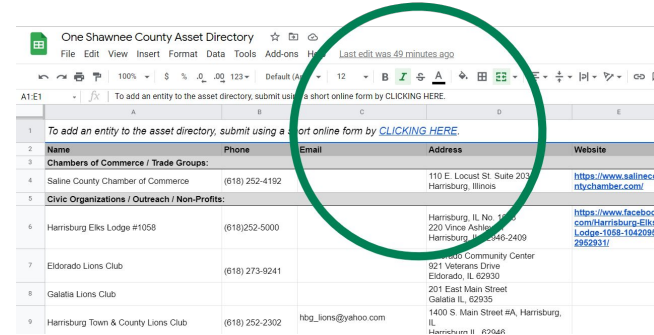
Charting a Course

- Once regional assets are inventoried, we can more easily think about the best ways to foster collaborative efforts aimed at addressing our regional challenges.
- A useful asset map for a region of our size must:
 - Include up to date and accurate information.
 - Receive ongoing input from various stakeholders throughout the entire region (to avoid blindspots).
 - Be readily available.

Using the One Shawnee Asset Map

- The One Shawnee Asset Map is currently available to all at www.oneshawnee.com/community-assessment
- The asset map is available for the use and benefit of other regional organizations and the general public.
- Anyone can submit new/unlisted asset information through a form that is embedded in the asset map itself. The more that is submitted, the better and more up to date our asset map will be.

View Asset Map by [CLICKING HERE](#)



One Shawnee County Asset Directory

File Edit View Insert Format Data Tools Add-ons Help Last edit was 49 minutes ago

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AT E1 To add an entity to the asset directory, submit using a short online form by [CLICKING HERE](#)

	A	B	C	D	E
1	To add an entity to the asset directory, submit using a short online form by CLICKING HERE				
2	Name	Phone	Email	Address	Website
3	Chambers of Commerce / Trade Groups:				
4	Saline County Chamber of Commerce	(618) 252-4192		110 E. Locust St. Suite 203 Harrisburg, Illinois	https://www.salinecountychamber.com/
5	Civic Organizations / Outreach / Non-Profits:				
6	Harrisburg Elks Lodge #1058	(618) 252-5000		Harrisburg, IL No 1100 220 Vince Avenue Harrisburg, IL 62930-2409	https://www.facebook.com/Harrisburg-Elks-Lodge-1058-104209962892931/
7	Eldorado Lions Club	(618) 273-9241		921 Veterans Drive Eldorado, IL 62930	
8	Galatia Lions Club			201 East Main Street Galatia IL, 62935	
9	Harrisburg Town & County Lions Club	(618) 252-2302	hbg_lions@yahoo.com	1400 S. Main Street #A, Harrisburg, IL 62948	