



# LOCAL AREA UPDATE

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## Focusing on:

01

The Local Labor  
Market

02

Local Area  
Business Dynamics

03

Local Area  
Demographics and  
Population



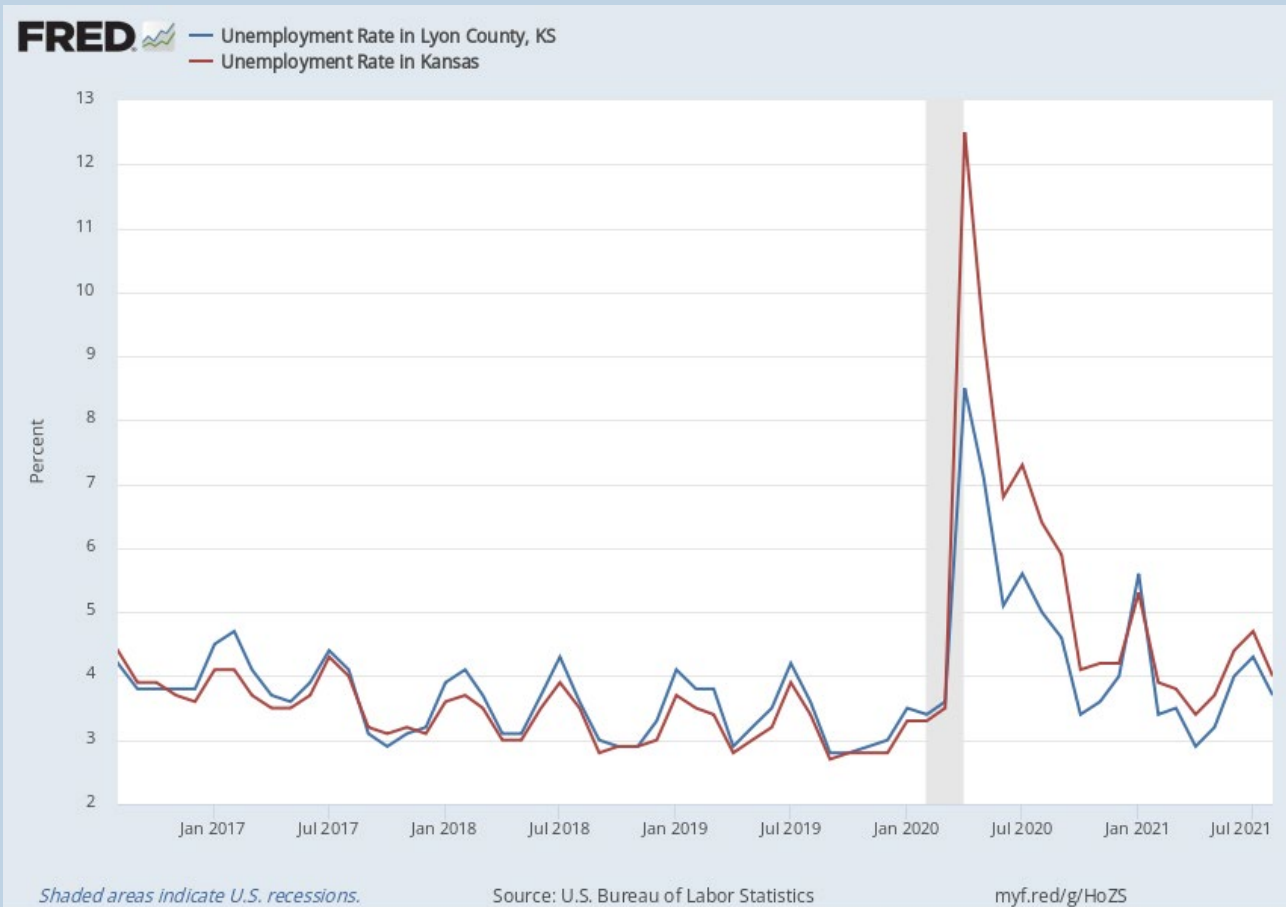
# THE LOCAL LABOR MARKET

# Unemployment

- Peaked during the pandemic nationwide

- Less severe in Lyon County

- Most impacted sector: services and leisure



Source: Federal Reserve Economic Data (FRED) and ESU Center for Community Research

# Employment

- The pandemic decreased employment nationwide
- Kansas & Lyon County experience similar declines
- Quick return to near pre-pandemic levels



Source: Federal Reserve Economic Data (FRED) and ESU Center for Community Research

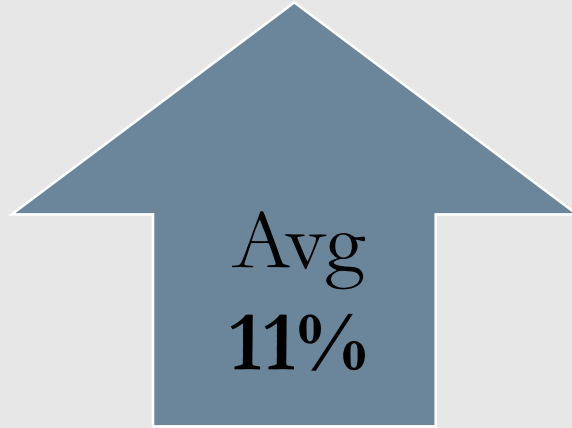
# Employment Growth by Sector

Industry	Kansas			Lyon County		
	2019	2020	Growth	2019	2020	Growth
Natural resources and mining	19,353	18,593	-3.9%	71	72	1.4%
Construction	63,735	63,153	-0.9%	276	322	16.7%
Manufacturing	167,196	158,708	-5.1%	3,520	3,699	5.1%
Trade, transportation, and utilities	262,383	255,582	-2.6%	2,625	2,528	-3.7%
Information	18,137	16,727	-7.8%	252	214	-15.1%
Financial activities	74,336	73,321	-1.4%	423	413	-2.4%
Professional and business services	179,211	168,833	-5.8%	1,028	895	-12.9%
Education and health services	197,874	194,592	-1.7%	1,439	1,271	-11.7%
Leisure and hospitality	130,101	110,649	-15.0%	1,460	1,201	-17.7%
Other services	34,833	31,219	-10.4%	241	243	0.8%
Federal Government	25,487	26,153	2.6%	86	93	8.1%
Local Government	179,422	171,426	-4.5%	2,782	2,644	-5.0%
State Government	41,116	39,947	-2.8%	972	948	-2.5%
<b>Total, all industries</b>	<b>1,393,184</b>	<b>1,328,903</b>	<b>-4.6%</b>	<b>15,175</b>	<b>14,543</b>	<b>-4.2%</b>
Source: CEDBR, BLS - QCEW						

- Lyon County
- Strongest growth in:
  - ❖ Construction
  - ❖ Federal government
  - ❖ Manufacturing
- Sectors that declined:
  - Leisure & Hospitality
  - Information services
  - Professional/Business Services
  - Education & Health Services
  - Local government

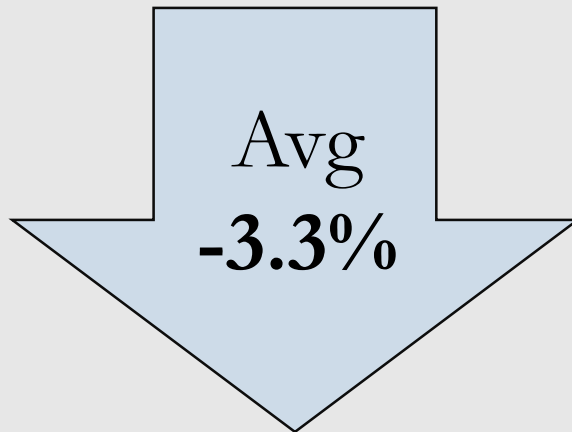
Source: CEDBR and ESU Center for Community Research

# Wages



Construction  
Trade  
Financial Activities  
services  
Education and health services  
Other services

Manufacturing  
Information  
Professional and business  
Leisure and hospitality  
State and local government



Natural resources and mining (including Oil & Gas)  
Federal government

*Source: CEDBR and ESU Center for Community Research*



LOCAL AREA

**INDUSTRY DYNAMICS**

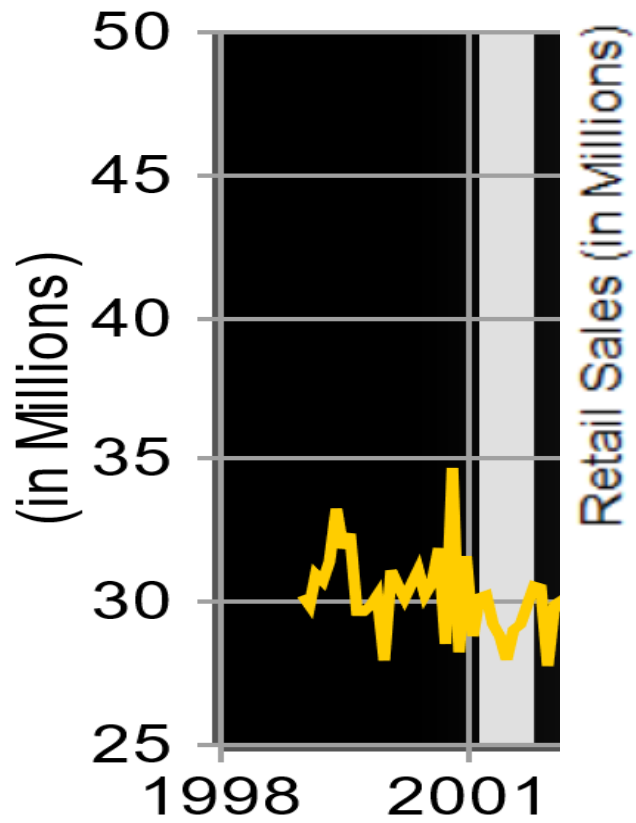


# Business Establishments

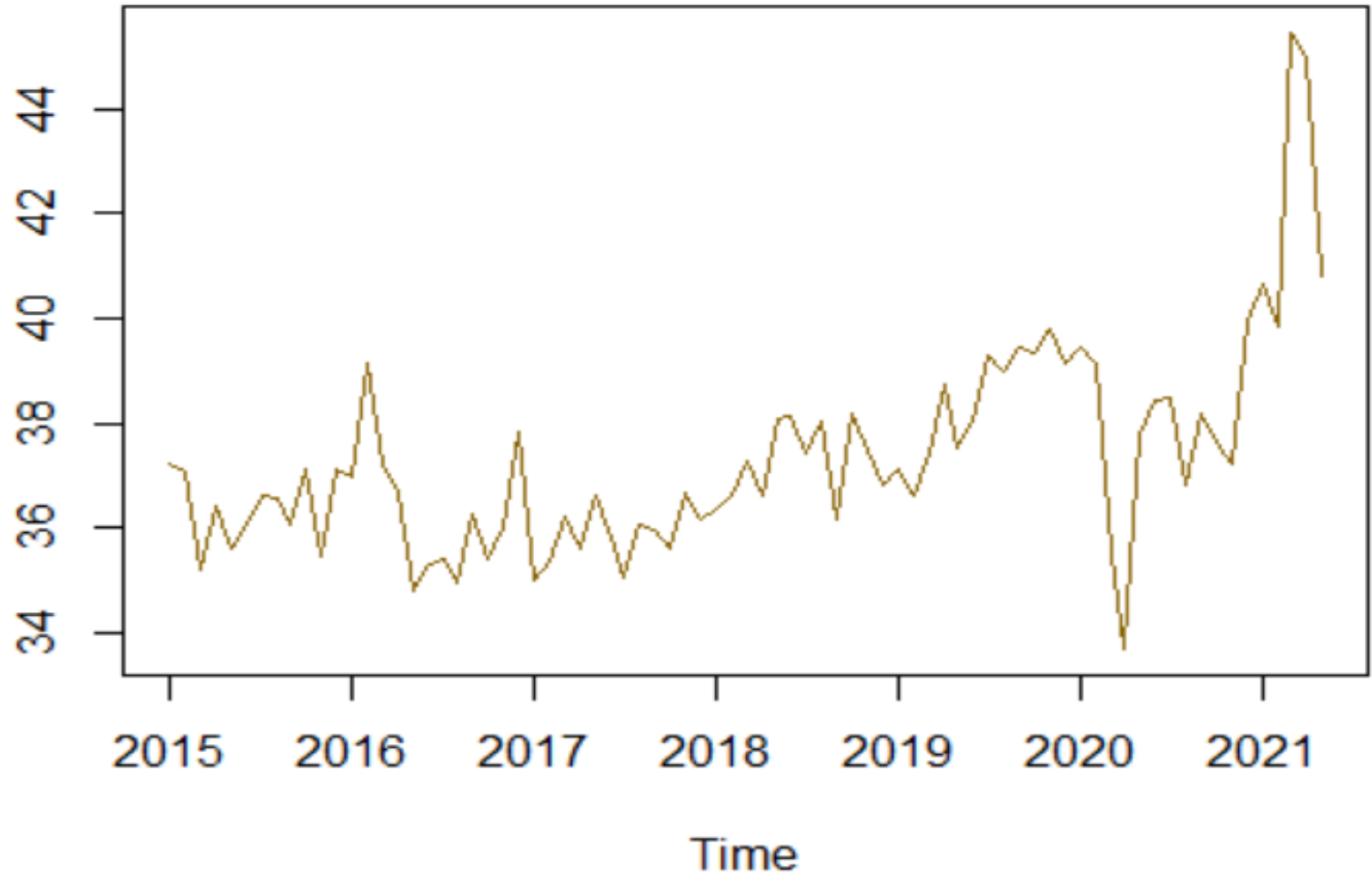
Industry	Kansas			Lyon County		
	2019	2020	Growth	2019	2020	Growth
Natural resources and mining	2,612	2,624	0.5%	19	21	10.5%
Construction	7,399	7,400	0.0%	61	64	4.9%
Manufacturing	3,105	3,118	0.4%	38	36	-5.3%
Trade, transportation, and utilities	19,844	19,606	-1.2%	203	199	-2.0%
Information	1,386	1,570	13.3%	12	11	-8.3%
Financial activities	8,744	8,798	0.6%	87	89	2.3%
Professional and business services	16,598	16,949	2.1%	105	103	-1.9%
Education and health services	10,085	10,383	3.0%	98	102	4.1%
Leisure and hospitality	6,871	6,834	-0.5%	94	96	2.1%
Other services	5,938	5,903	-0.6%	65	62	-4.6%
Federal Government	1,222	1,217	-0.4%	15	15	0.0%
Local Government	999	951	-4.8%	29	29	0.0%
State Government	2,714	2,724	0.4%	18	18	0.0%
<b>Total, all industries</b>	<b>87,517</b>	<b>88,077</b>	<b>0.6%</b>	<b>844</b>	<b>845</b>	<b>0.1%</b>

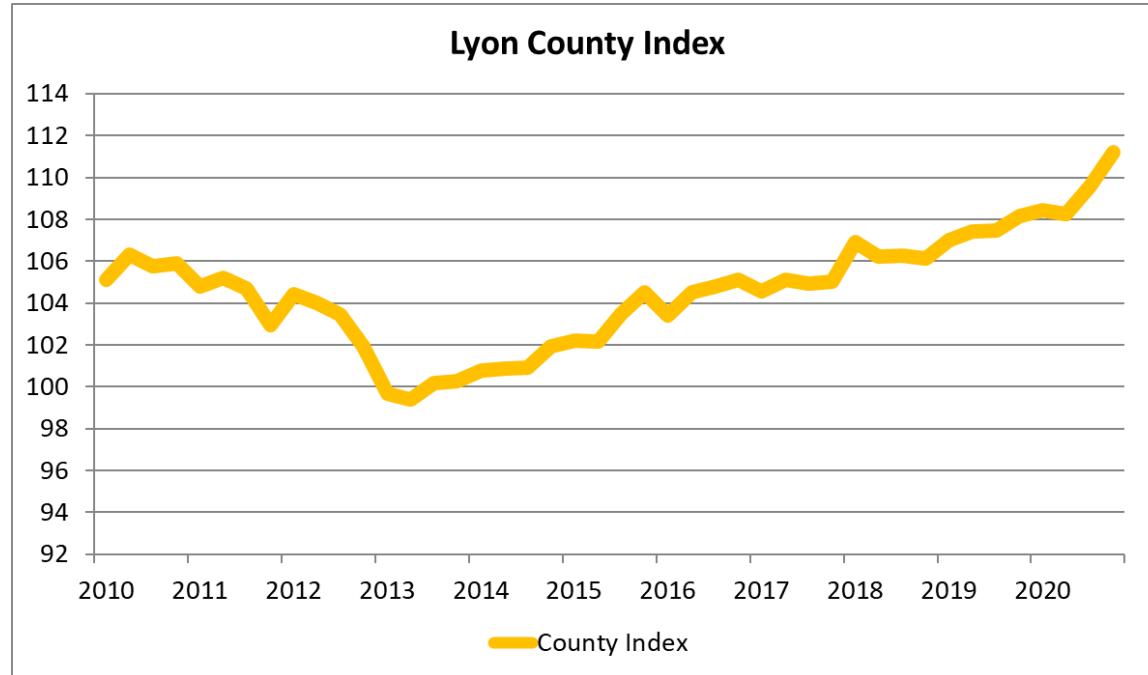
Source: CEDBR, BLS - QCEW

# Retail Sales



## Seasonally Adjusted Retail Sales Lyon County, KS



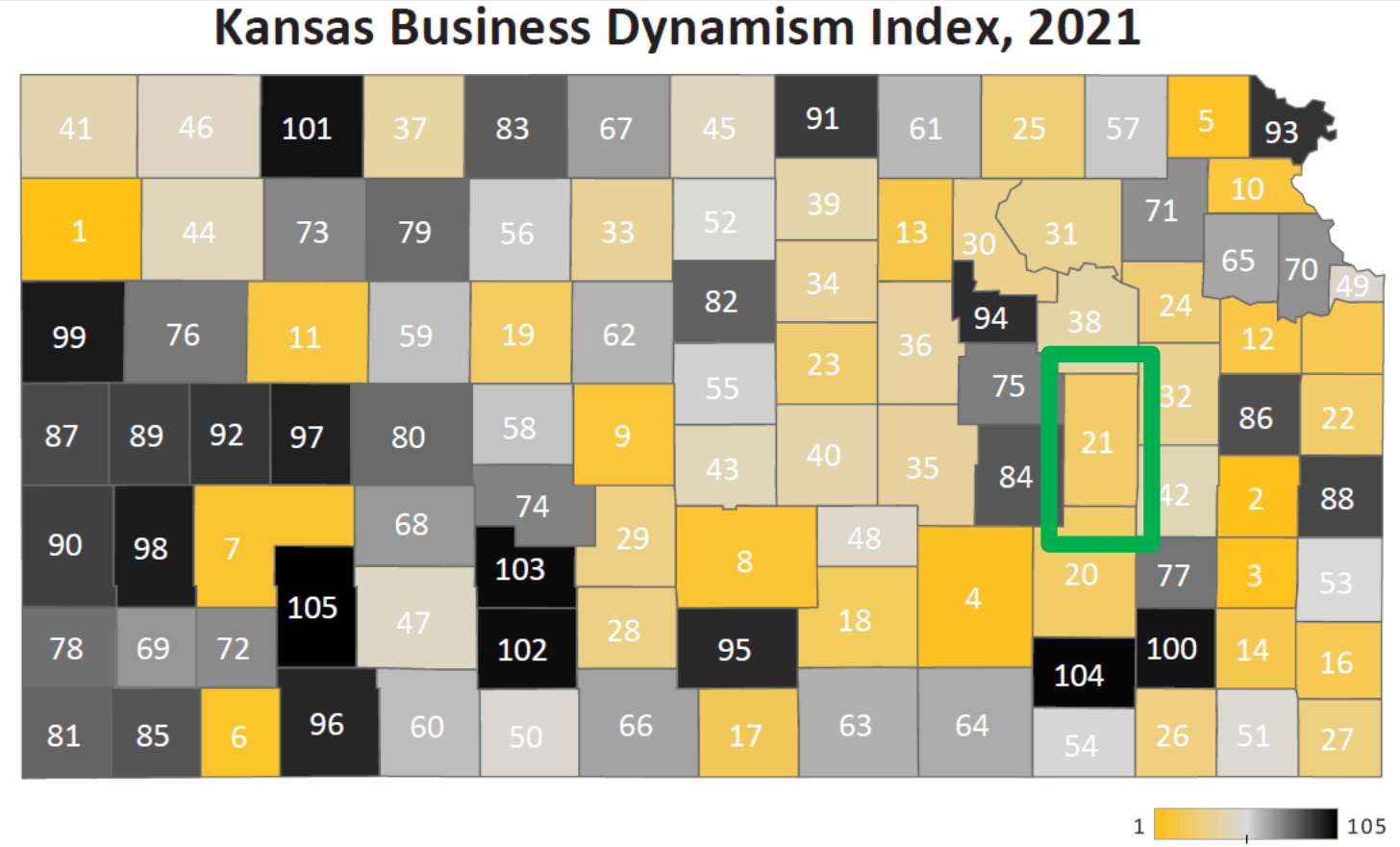


*Source: CEDBR and ESU Center for Community Research*

# Lyon County CEDBR Economic Index

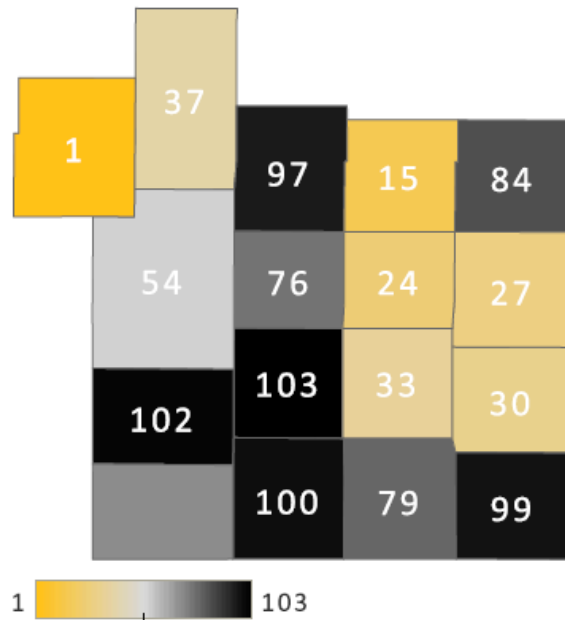
- Based on:
  - employment
  - retail sales
  - average wages
  - unemployment rate

# CEDBR Business Dynamism Index

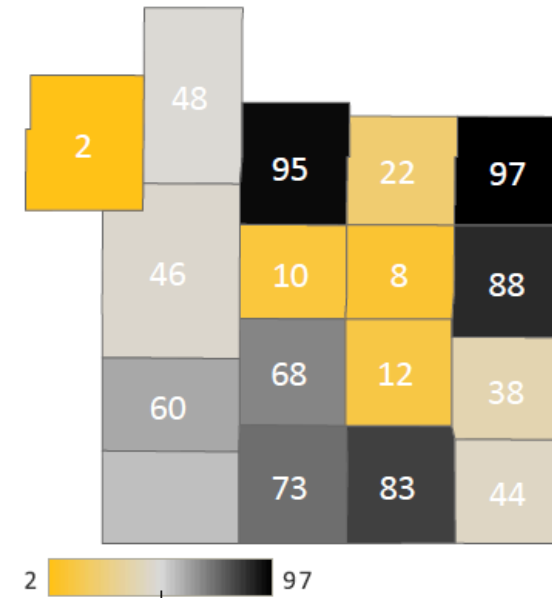


Source: CEDBR and ESU Center for Community Research

## Establishments Rank

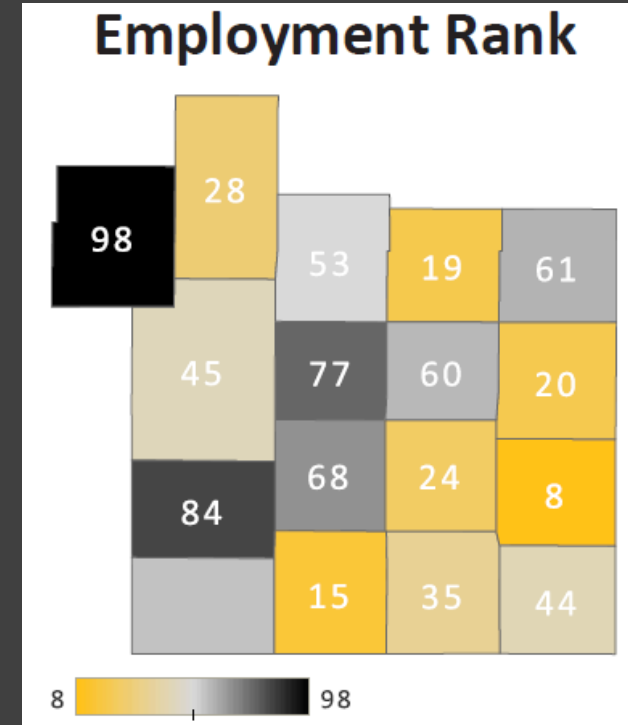
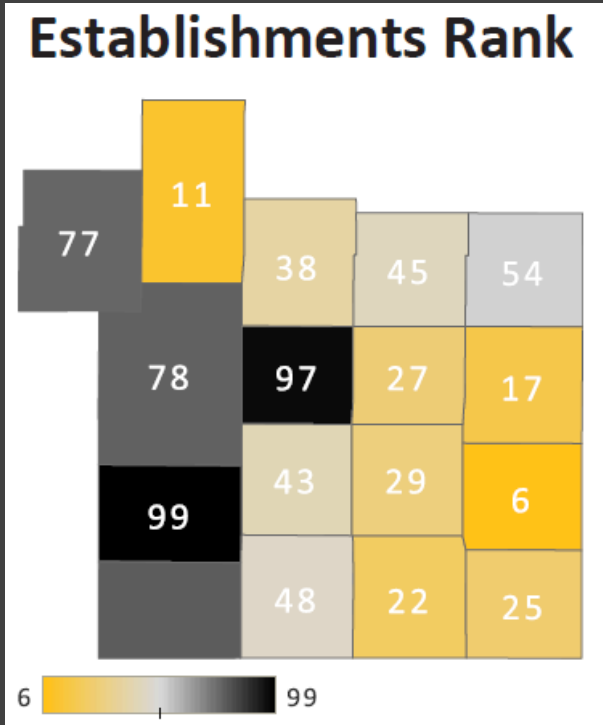


## Employment Rank



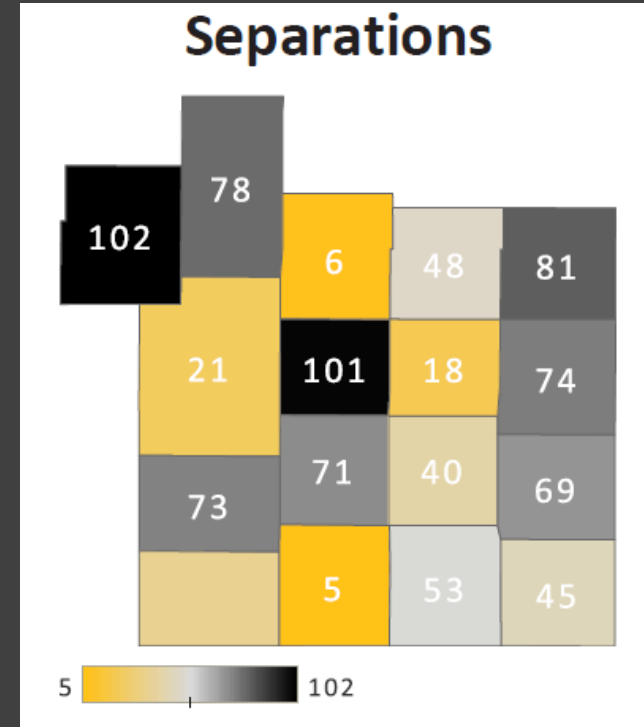
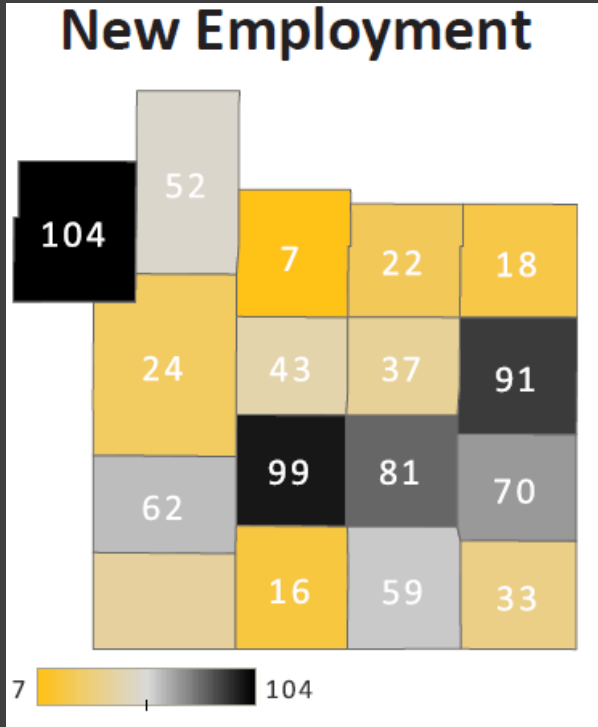
# BUSINESS EXPANSION

*Source: CEDBR and ESU Center for Community Research*



# BUSINESS DIVERSIFICATION

*Source: CEDBR and ESU Center for Community Research*



# LABOR CHURN

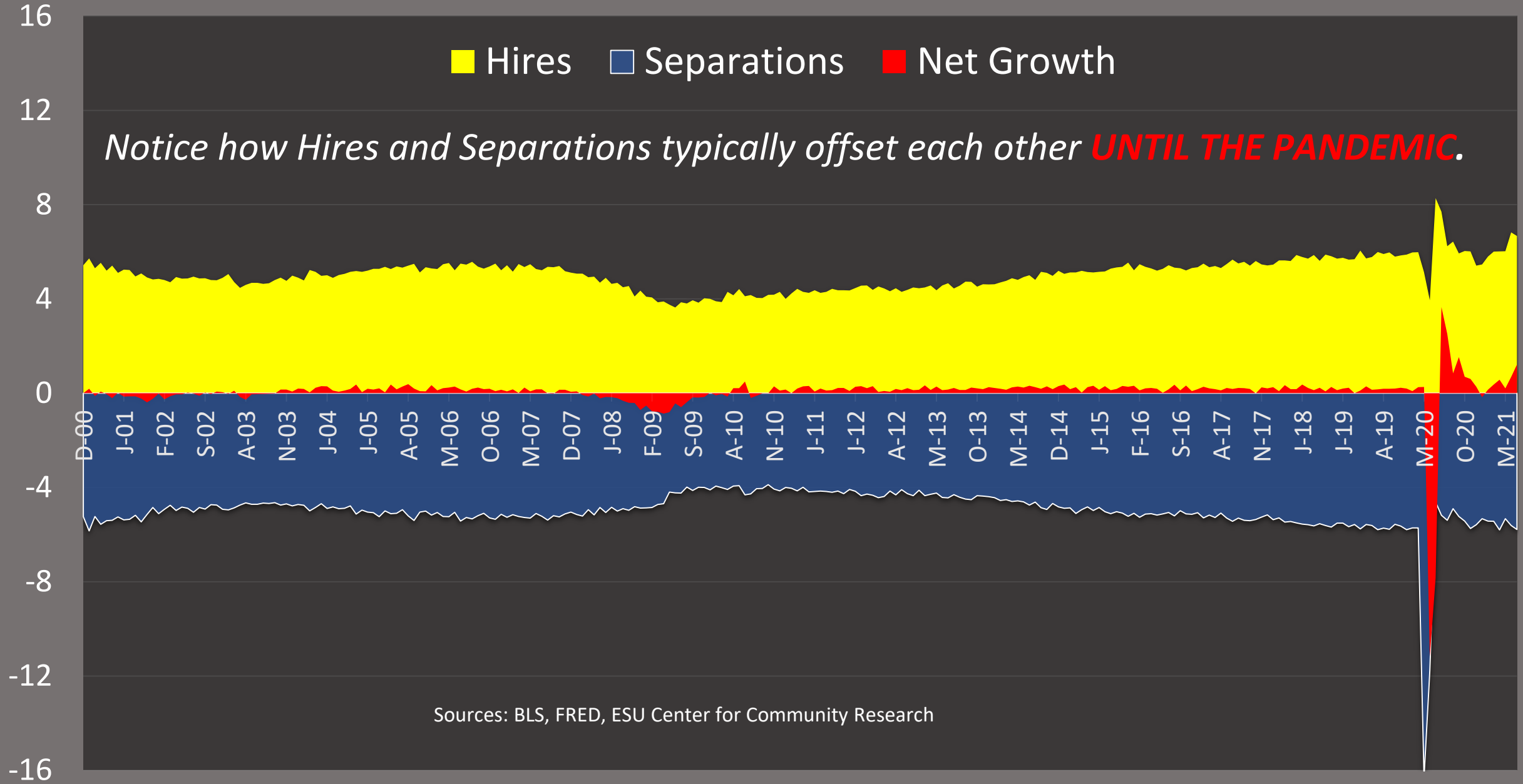
*Source: CEDBR and ESU Center for Community Research*

# Churn (Yellow + Blue) in US the Labor Market – 1/2000 to 7/2021

■ Hires ■ Separations ■ Net Growth


*Notice how Hires and Separations typically offset each other **UNTIL THE PANDEMIC.***

Millions



Sources: BLS, FRED, ESU Center for Community Research





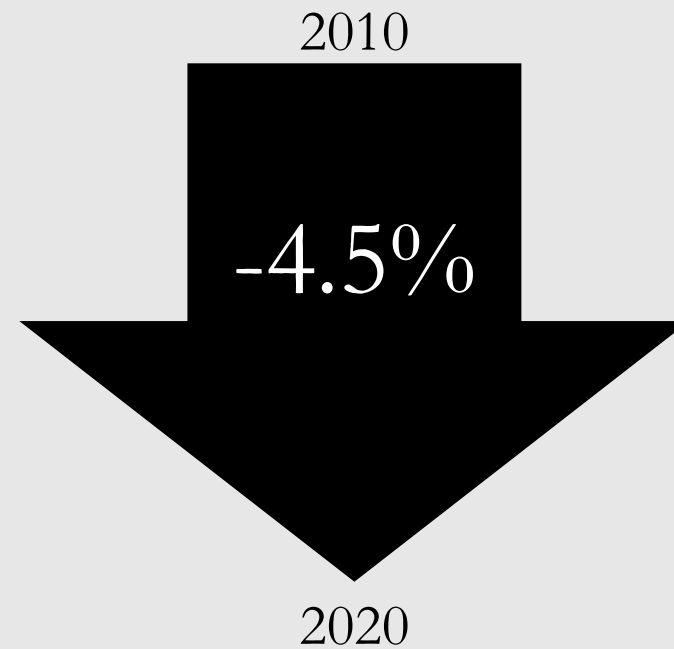
LOCAL AREA  
DEMOGRAPHICS AND  
POPULATION

Data from the 2020 Decennial Census (redistricting data)

## Population

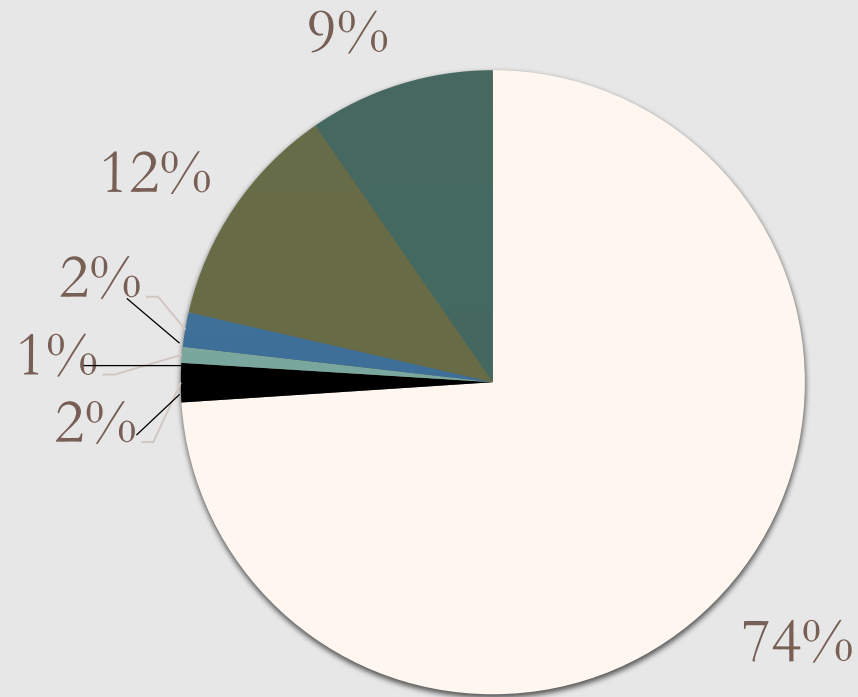


32,179



*Source: US Census Bureau and ESU Center for Community Research*

## Racial Demographics in Lyon County in 2020



White Alone

American Indian and Alaskan Native Alone

Other Alone

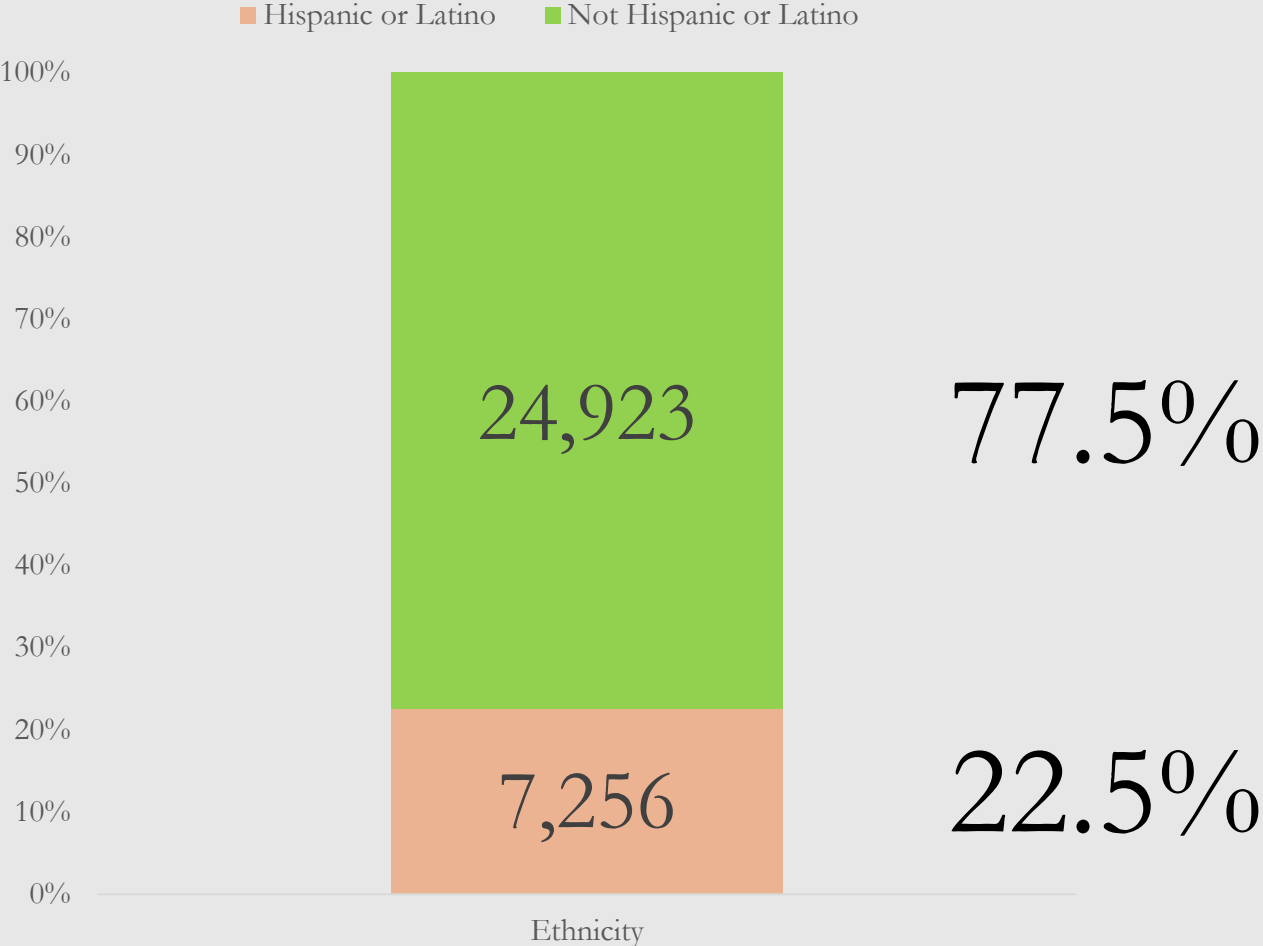
Black or African American Alone

Asian Alone

Two or More Races

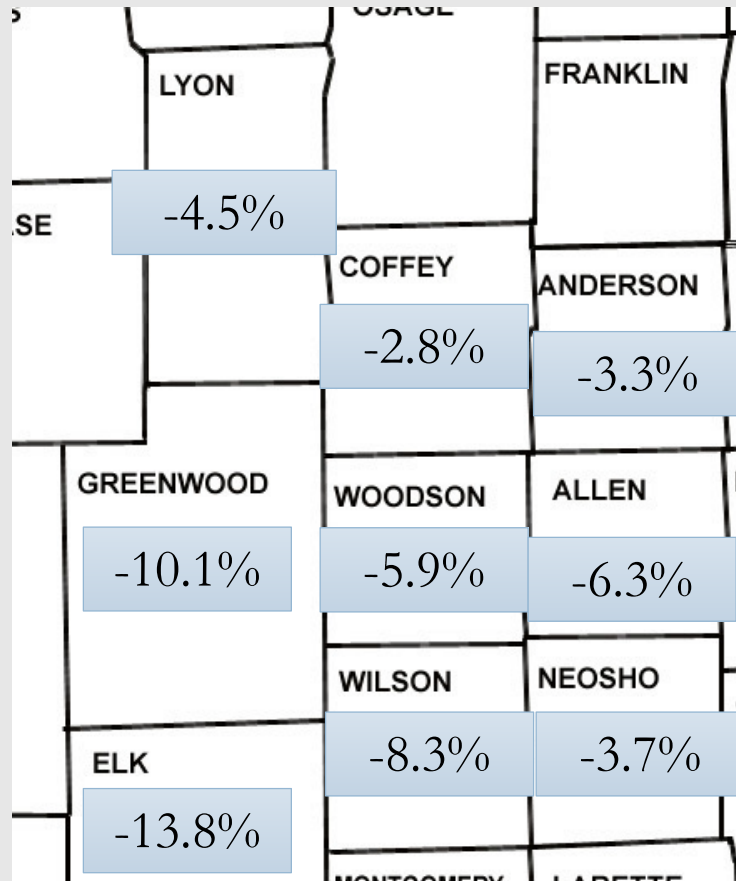
*Source: US Census Bureau and ESU Center for Community Research*

# Ethnic Background



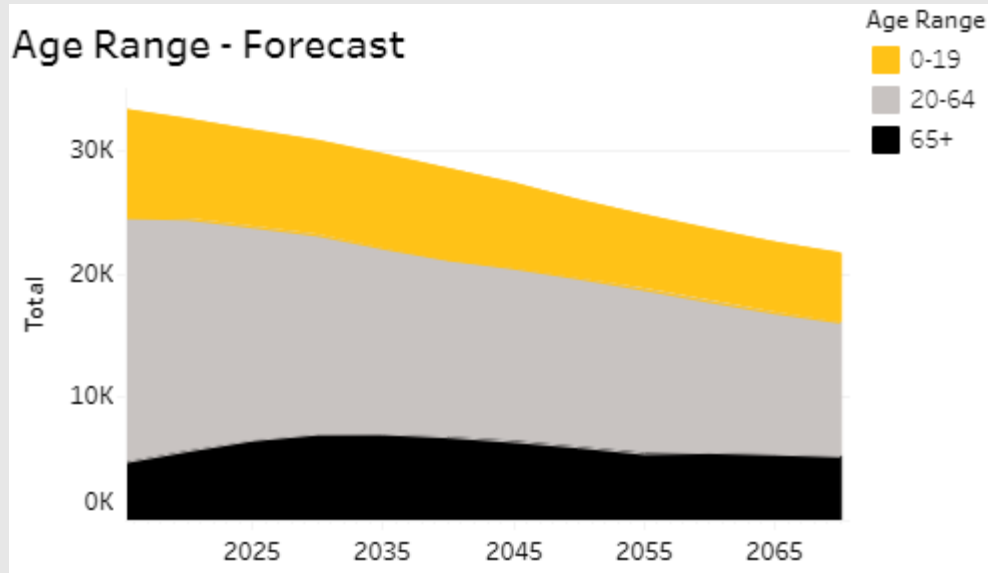
Source: US Census Bureau and ESU Center for Community Research

# Regional Population Losses (2010-2020)



Source: US Census Bureau and ESU Center for Community Research

# CEDBR Population Forecast (50 year)



Projected decline of 33.5%

Population ages 65+ expected to grow by 11%

	2020	2025	2030	2035	2040	2045	2050	2055	2060	2065	2070
Total	32,526	31,671	30,808	29,716	28,530	27,309	25,994	24,741	23,602	22,571	21,637
% Diff Total	-2.44%	-2.63%	-2.72%	-3.54%	-3.99%	-4.28%	-4.82%	-4.82%	-4.60%	-4.37%	-4.13%

# Key Takeaways

- The local labor market took a big hit during the pandemic, but not as severe as the nation
- There is a general decline in employment but differs across industries
  - Biggest declines in industries most affected by pandemic
- Wages have increased on average
- Only modest changes to business development
  - Strongest feature: Business establishment diversity
  - Weakest feature: Turnover in labor markets is high
- Substantial decline in population over last 10 years
  - Projected 33.5% decrease over next 50 years if nothing changes

A photograph of a street scene with historic buildings. The buildings have ornate facades with arched windows and decorative elements. A traffic light is visible in the upper right, showing a green light. A street sign above the traffic light reads "4TH AVENUE". In the foreground, there are several cars parked or driving on the street. The entire image is overlaid with a white border and text.

# THANK YOU

I am eager to answer any questions that you may have.