



This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure the economic facts. The report helps identify the opportunities and the challenges, so that the community can build on what is working. Our big observation: Hermann has very positive citizen perception scores. Hermann was also a community where the survey responders identified the broadest array of admired community leaders. These are powerful assets that Hermann can leverage as it designs a path forward to developing a more sustainable community and economy.

What makes our community special?

- Historical Buildings, Wineries & it's people, Citizens.
- It has a wonderful sense of togetherness in helping each other
- It's a beautiful and clean small town right on the Missouri River.
- The ability for our residents to lean on one another when they are in need.
- The Hermann community has a unique appreciation for history, heritage and the arts.
- Small town...very friendly people...very very low crime rate and a very beautiful city!
- The number of overwhelmingly well- attended fundraisers and community-improvement events.
- Families that have been here for generation. Knowing each other and helping the new families that move here.
- We have a number of very interesting people in our community. We enjoy each other's talents and knowledge.
- Our ability to create so many experiences for locals and visitors in such a small town.
- The pride of the residents about the town makes us special...people care about others.
- What makes our community special above all else is the small town environment.
- Strong relationship between the community and local school district.
- Tourism makes Hermann different than other rural communities.
- Our commitment to preserve our unique heritage.

Our Most Admired Leaders



“Nestled among beautiful hills along the Missouri River, our small, friendly community is one that is welcoming and inviting to all. The safe, community feel, along with the small, rural school system that provides an excellent education, makes this a perfect place to raise children. Our dining options are outstanding, and any item needed can be found in a large variety of shops and grocery stores. Our community takes pride in keeping our town clean, safe, and welcoming. I am proud to be a resident of Hermann, Missouri!” – A passionate resident of Hermann

GRO PROGRAMMING APPROACH

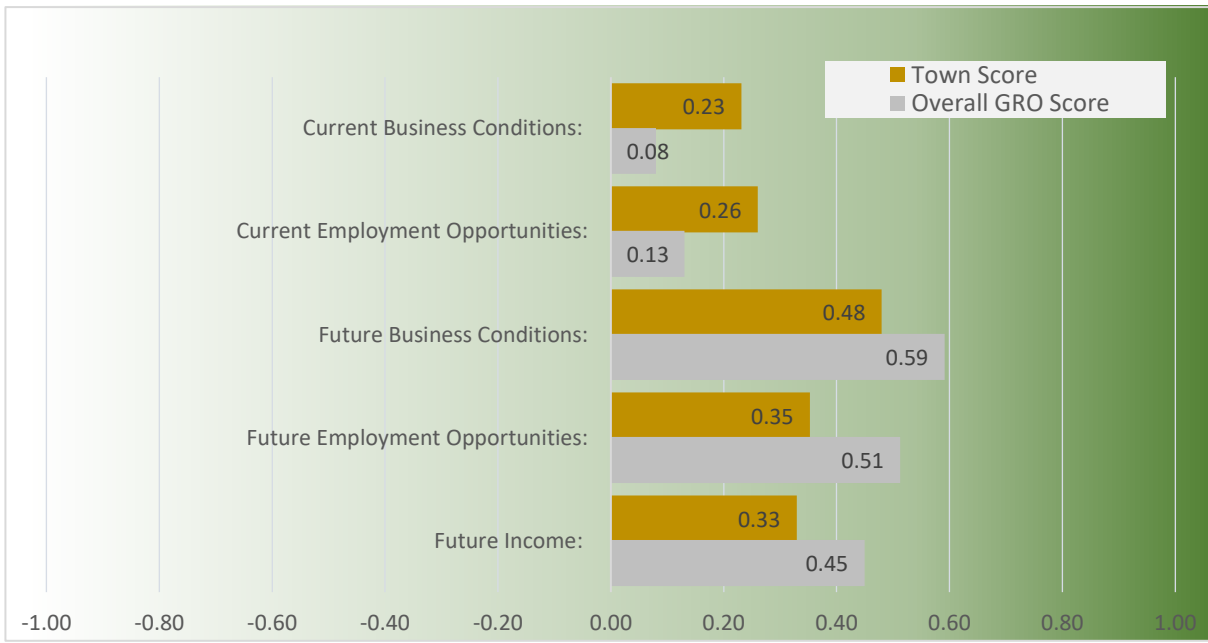




Our Economy

What opportunity do you see here?

Our Economic Perceptions



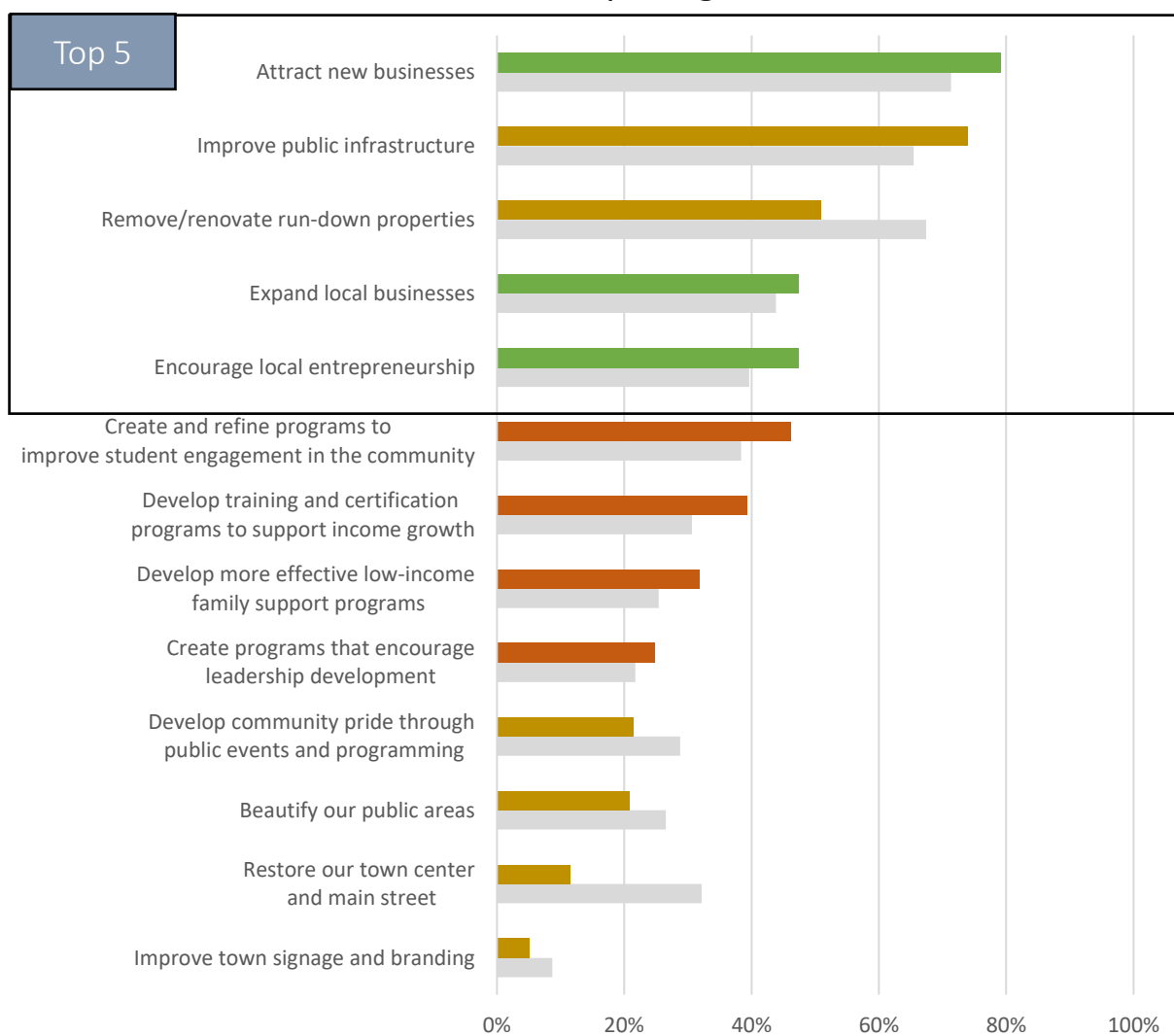
Key Economic Observations

The citizens of Hermann, see the current and future economics of the town very positively. An interesting element of the survey is that, while the local citizens view the current economics in a much more positive light than other communities, their future assessment of the community is more tempered than the other GRO communities.

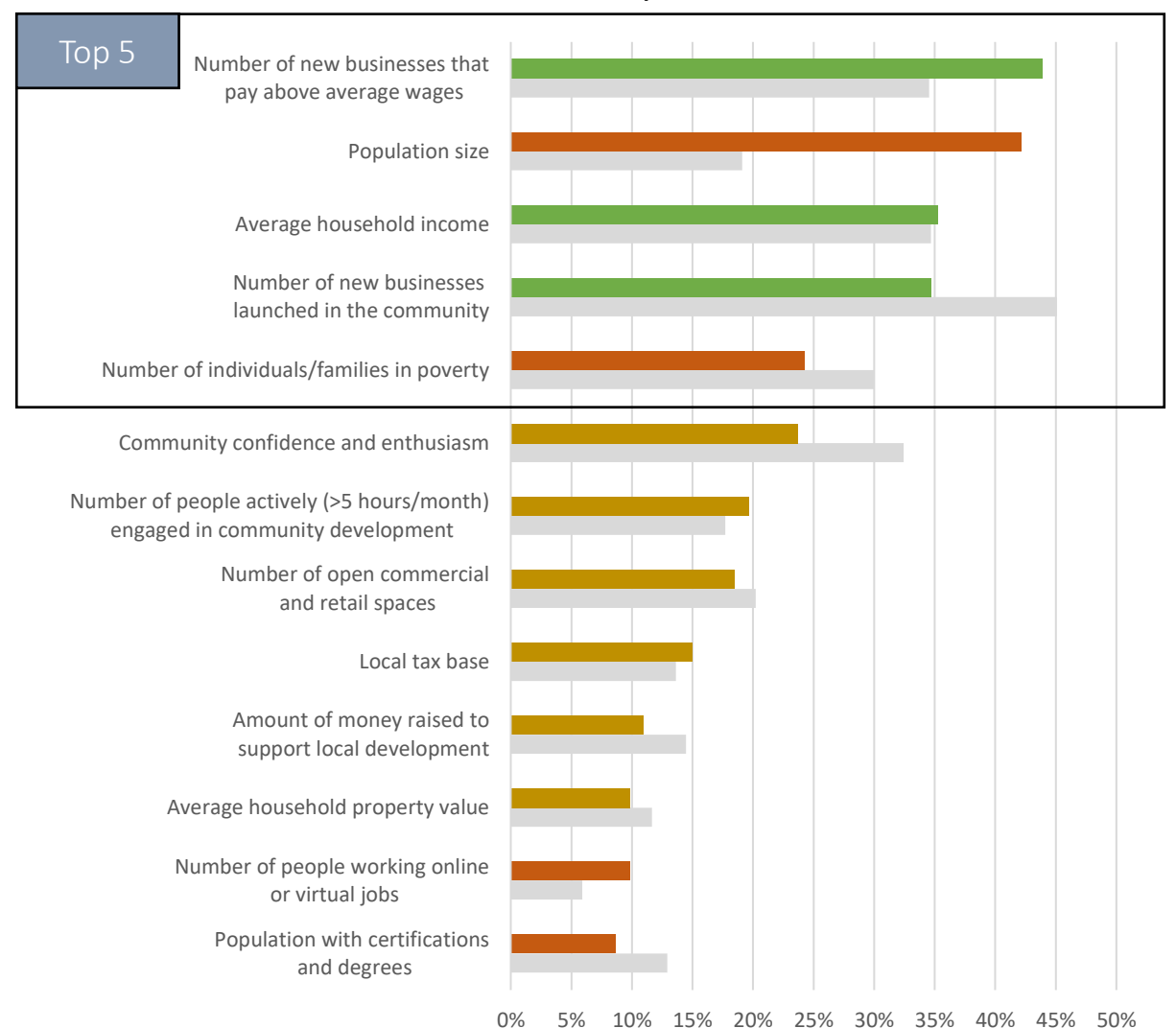
The opportunity:

How do we harness this economic optimism and get our citizens more engaged in the transformation journey? Are there ways by which we could tap into the talents and passions of our community better?

Our Priority Programs



Our Priority Metrics



■ Placemaking
 ■ Economy
 ■ People
 ■ Average GRO Community Score

Key Economic Observations

Hermann has some very positive elements that can be utilized in addressing a handful of critical local challenges. The number one challenge that Hermann needs to address is its shrinking local population and the population of its local schools. It is worth considering why a community as attractive and passionate have a difficult time increasing its population base. Thankfully, in the survey, the citizens provided us a few clues. Some of these barriers could include: a cultural attitude that new-comers face, lack of access to quality and affordable housing, quality of life amenities such as grocery stores, etc. Through a concerted and collaborative effort, the leaders and citizens of Hermann can very much address these challenges. These survey results should also be used to enthuse local citizens to help catalyze collective actions.

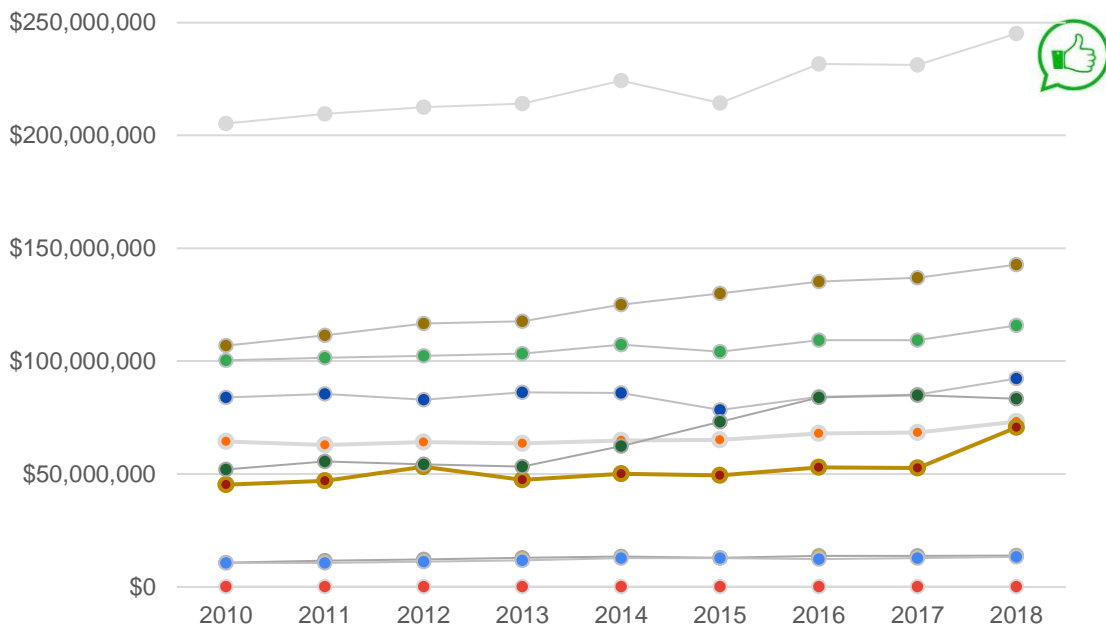
The Businesses We Would Like To See In Our Town:

Year Round Recreation: bowling alley, miniature golf, bumper cars, roller skating rink, laser tag, movie theater
Industry: manufacturing, ability to work remotely...tech companies
Support Services: handicap, adults, kids, heating and cooling repair.
Retail: fast food, grocers, diverse restaurants, replacement for ALCO, healthy food dining.



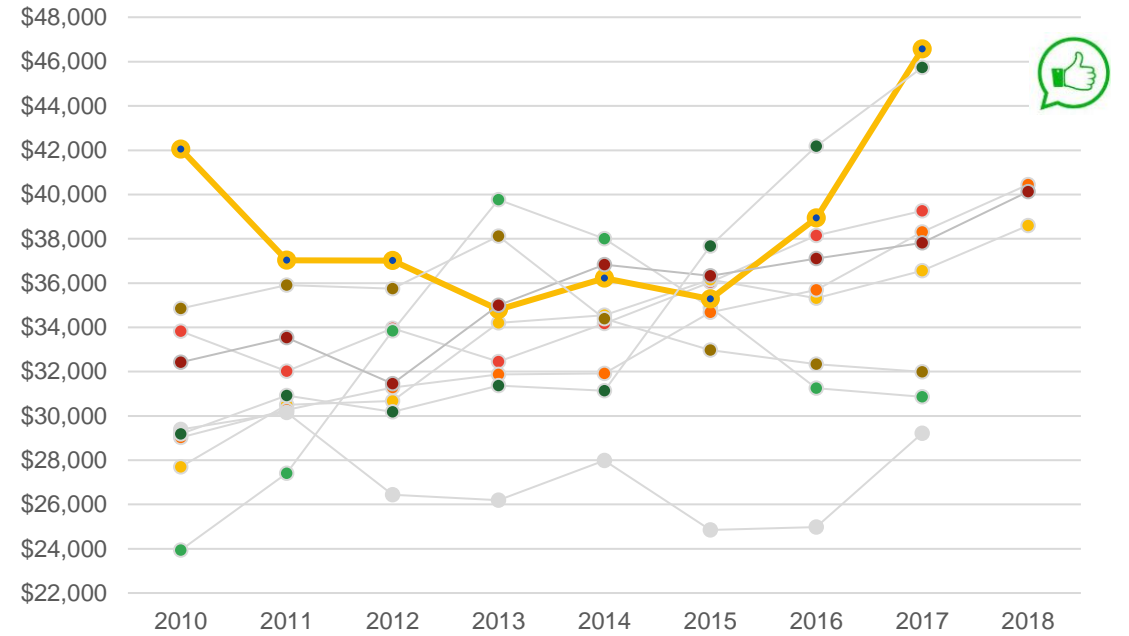
Additional Important Economic Data
What opportunity do you see here?

Annual Sales Tax Collections



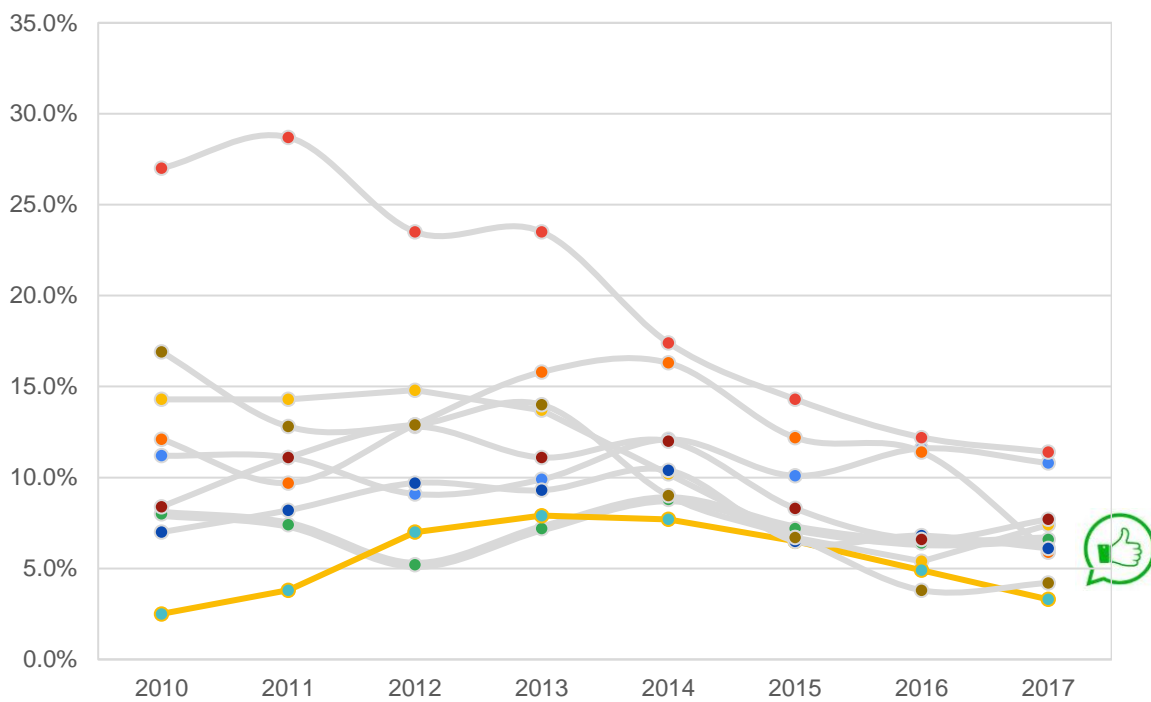
Source: Missouri Dept of Revenue, Public Taxable Sales Reports

Median Household Income



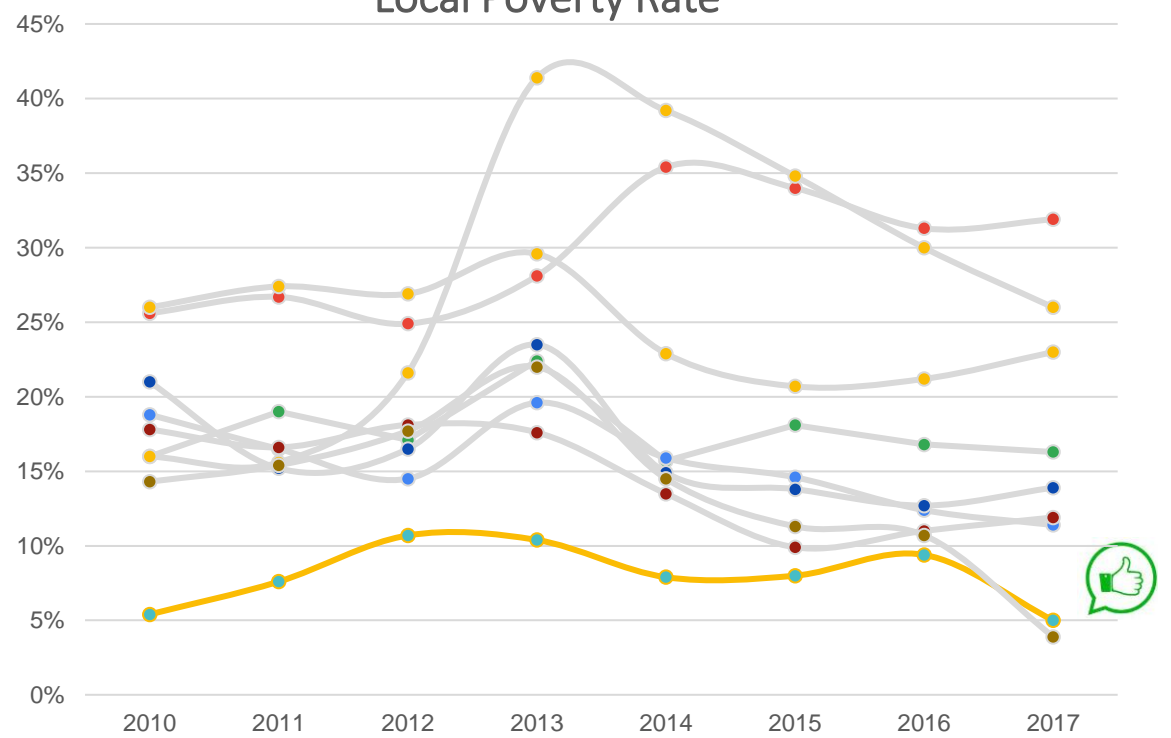
Source: USCB, American Community Survey. 5-yr average.

Local Unemployment Rate



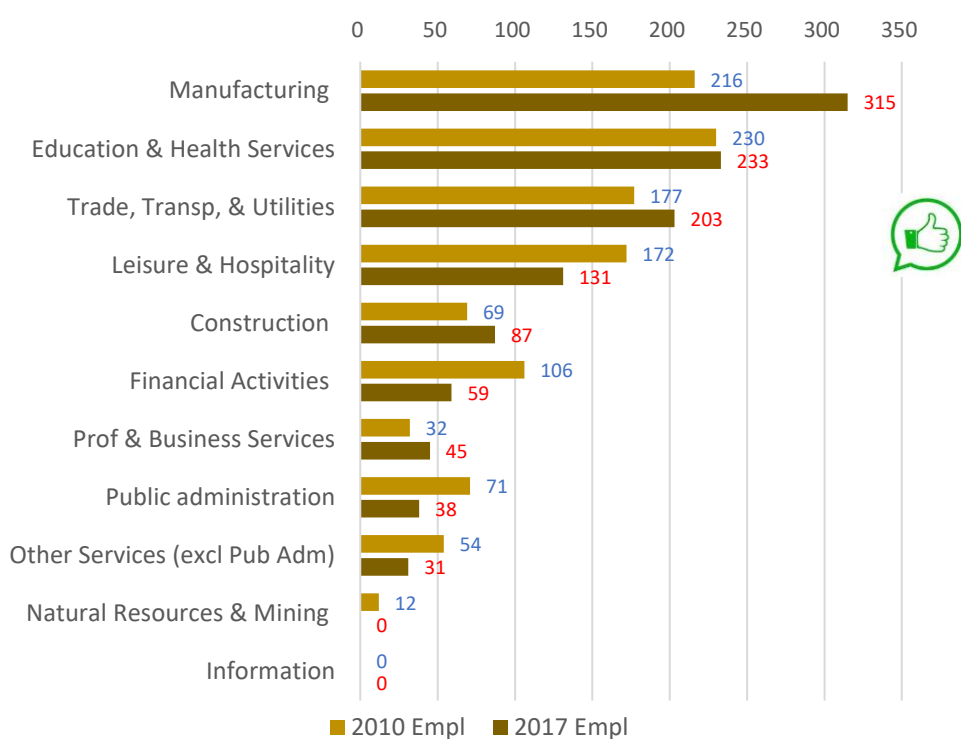
Source: USCB, American Community Survey. 5-yr average.

Local Poverty Rate



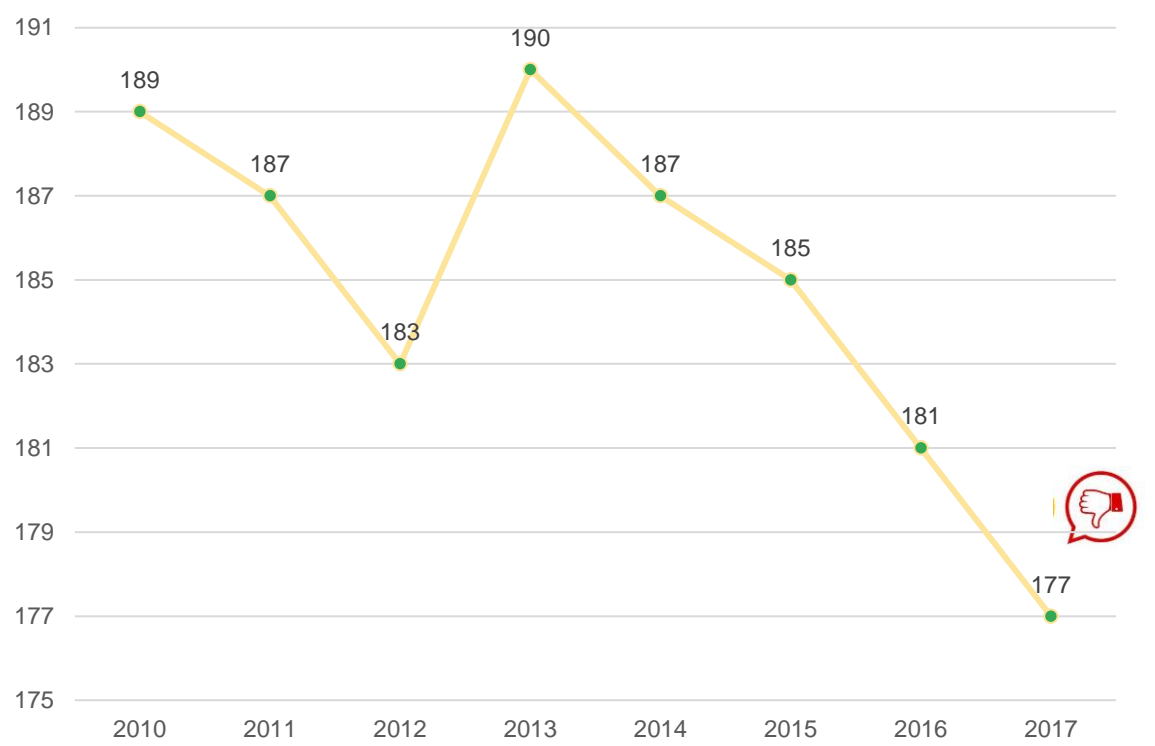
Source: USCB, American Community Survey. 5-yr average.

10 Year Shift in Local Jobs
Hermann Employment



Source: USCB, American Community Survey. 5-yr average.

Businesses in Our Town

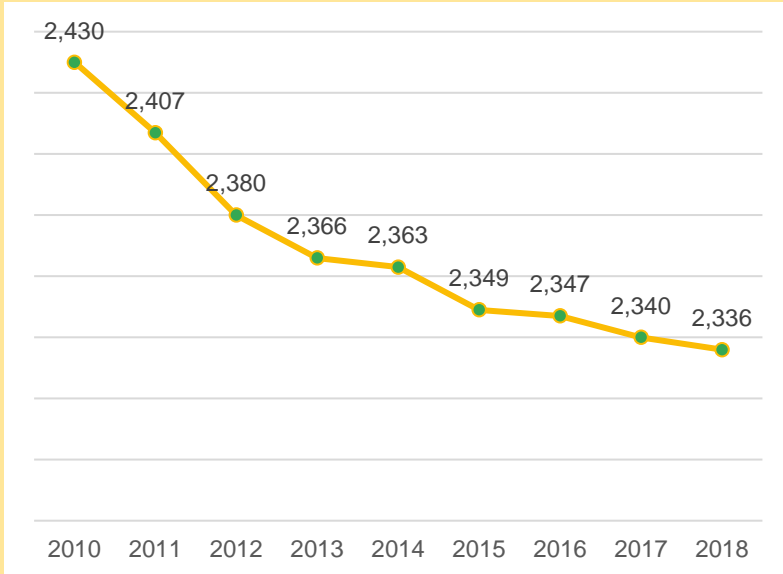


Source: USCB, County Business Patterns By Zip. Data is on zip code basis.



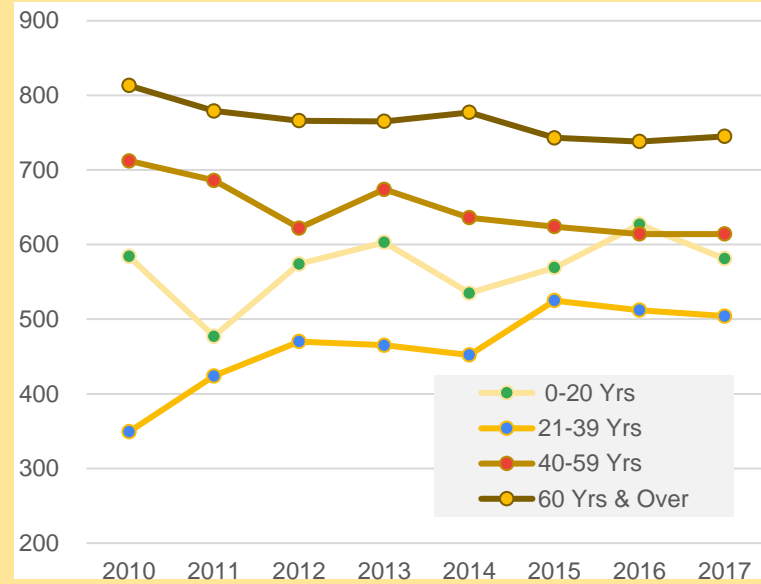
Our People, Our Pride
What opportunity do you see here?

Overall Population Trend



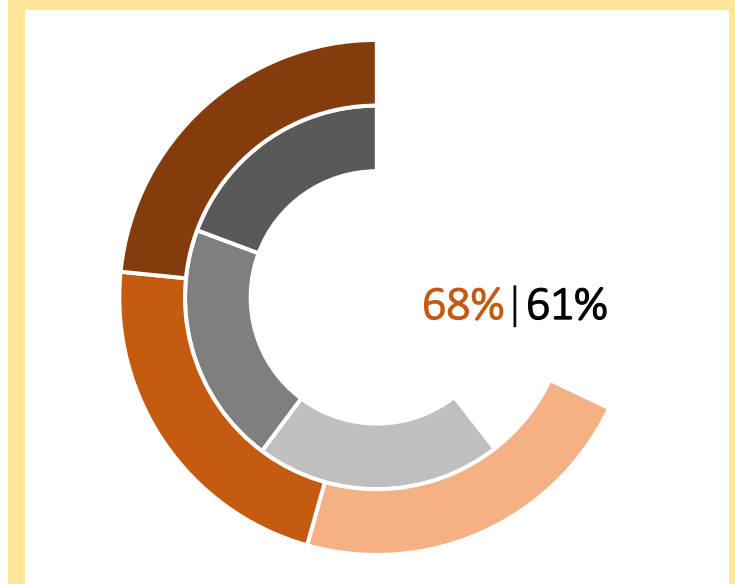
Data source: US Census

Population Trend by Age



Source: USCB, American Community Survey. 5-yr average.

Overall Community Confidence

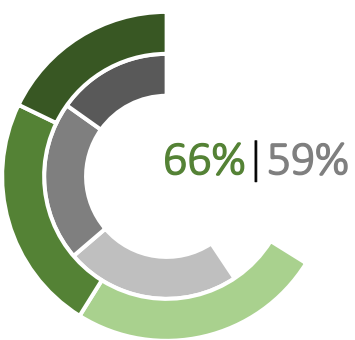


Data source: 2020 GRO Community Survey

Portion of the community that is highly confident on the listed community dimensions:

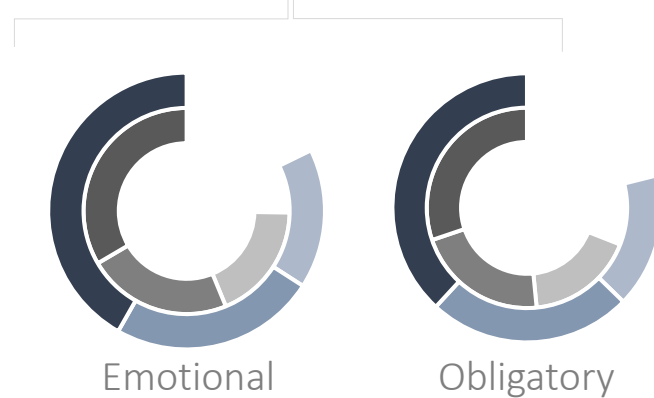
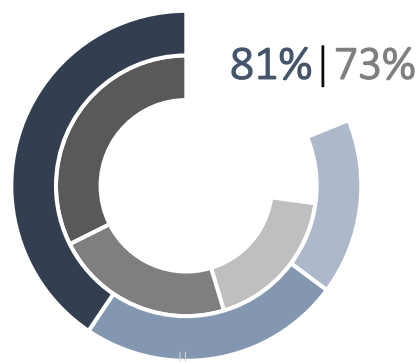
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■ Town Scores
 ■ Average GRO Community Score

Collaborative Leadership



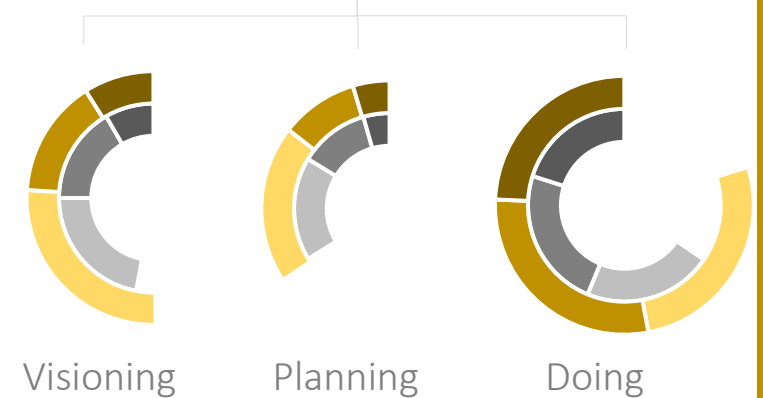
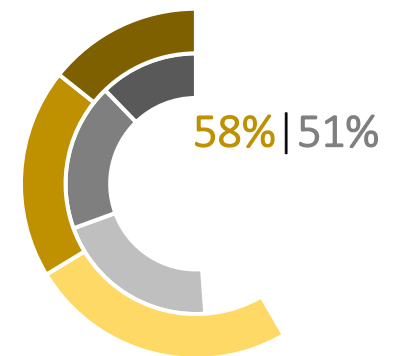
Local community has a very positive view of the local leadership structure. The leaders are perceived as trustworthy, fair and accessible.

Citizen Commitment



The local citizens also have a strong sense of personal commitment to their town. There is a sense of duty and pride towards the town.

Community Vision



The citizens view leaders locally as both visioning and executing efforts well. Perhaps, an opportunity exists in the planning area.

The citizen perceptions of Hermann were the best across all GRO communities. By far, beyond the beautiful and scenic community, the engagement of local citizenry is a wonderful asset that needs to be better leveraged in the community.

- In our surveys, we have not seen a community that across the board has positive perceptions as those indicated in Hermann.
- There are several opportunities that the citizens reported. How can the engaged local citizens be recruited in addressing some of these critical highlighted issues?

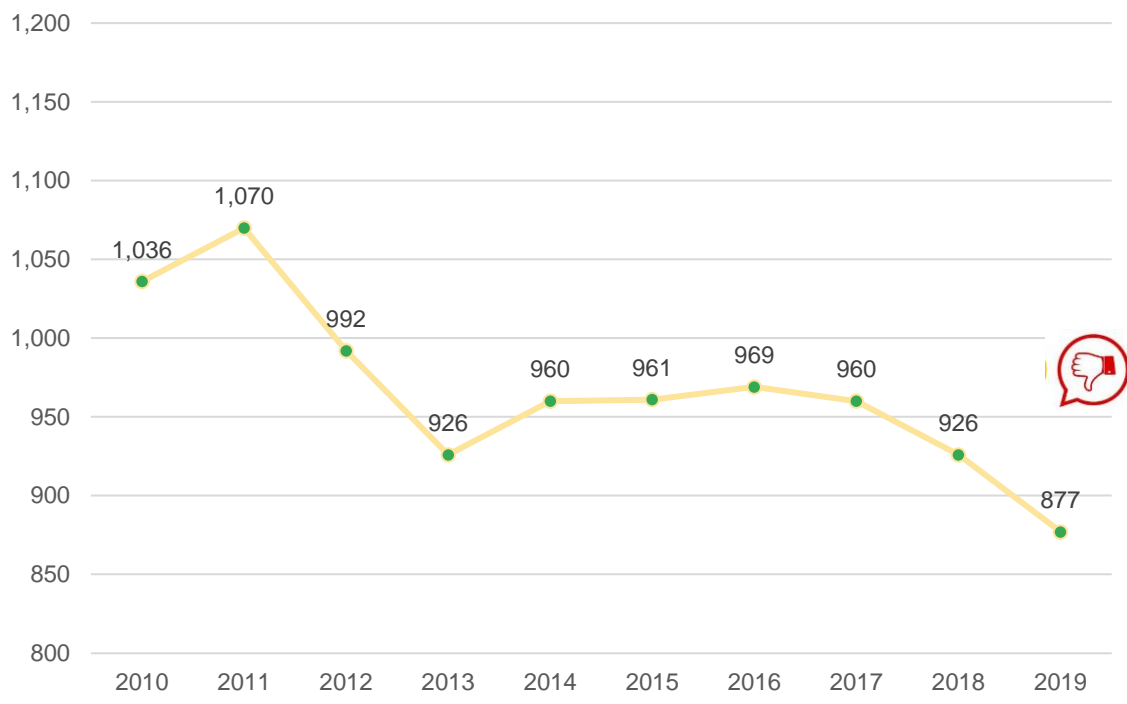
Challenges identified by local citizens:

More high paying jobs. **Smiling citizens are the best way to attract more quality residents.** Focus on well paying businesses and affordable housing. **Need more housing development.** Most affordable houses are **bed and breakfasts.** Look into city utilities so people can afford living in Hermann. **We need to focus on our local hospital and attract good doctors.** The youth programs are lacking to. **Restaurants that are open throughout the week and cater to the locals.** Improvements in our community to go "green" with more public recycling stations/bins. **The community can seem unwelcoming to outsiders (Hermannites vs Hermannoids).** Local policies that are causing business sprawl and not address housing development. **Need to reevaluate our school system...offer advanced (AP and college credit) classes.** A reliable community calendar. **Need to proactively attract people to live in our community.**



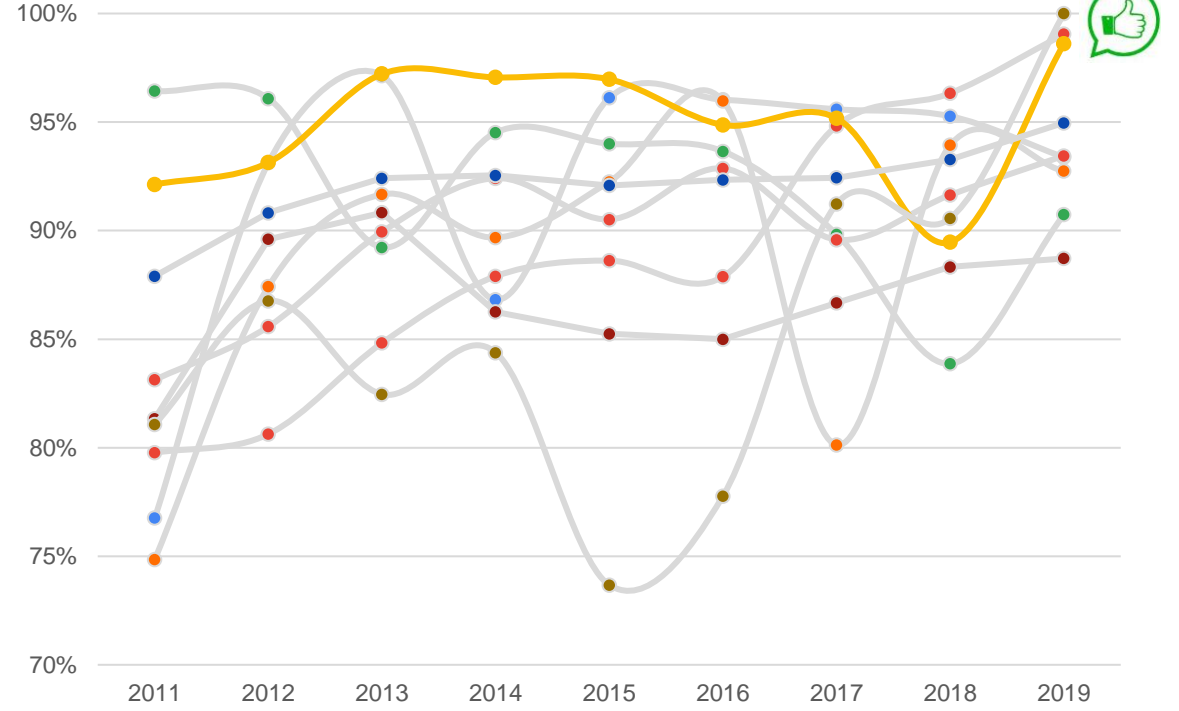
Key Community Metrics
What opportunity do you see here?

Local School Enrollment



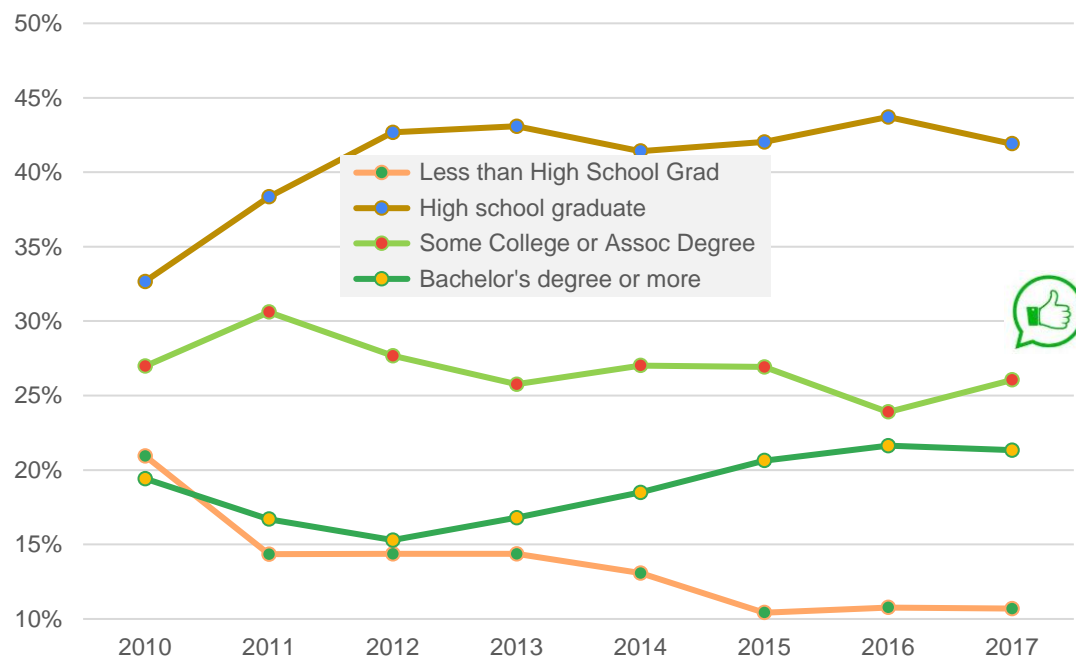
Source: MO Dept of Elem. & Secondary Education, MO Comprehensive Data System, School Finance Report

High School Graduation Rate



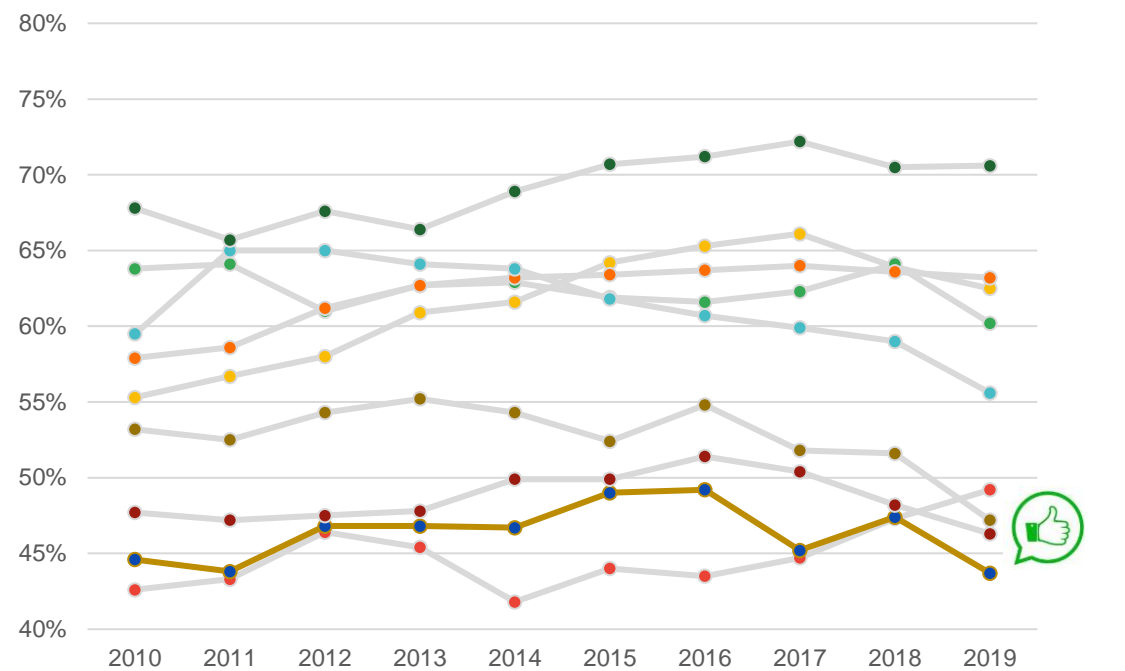
Source: MO Dept of Elem. & Secondary Education, MO Comprehensive Data System, School Finance Report

Local Educational Level



Source: USCB, American Community Survey. 5-yr average.

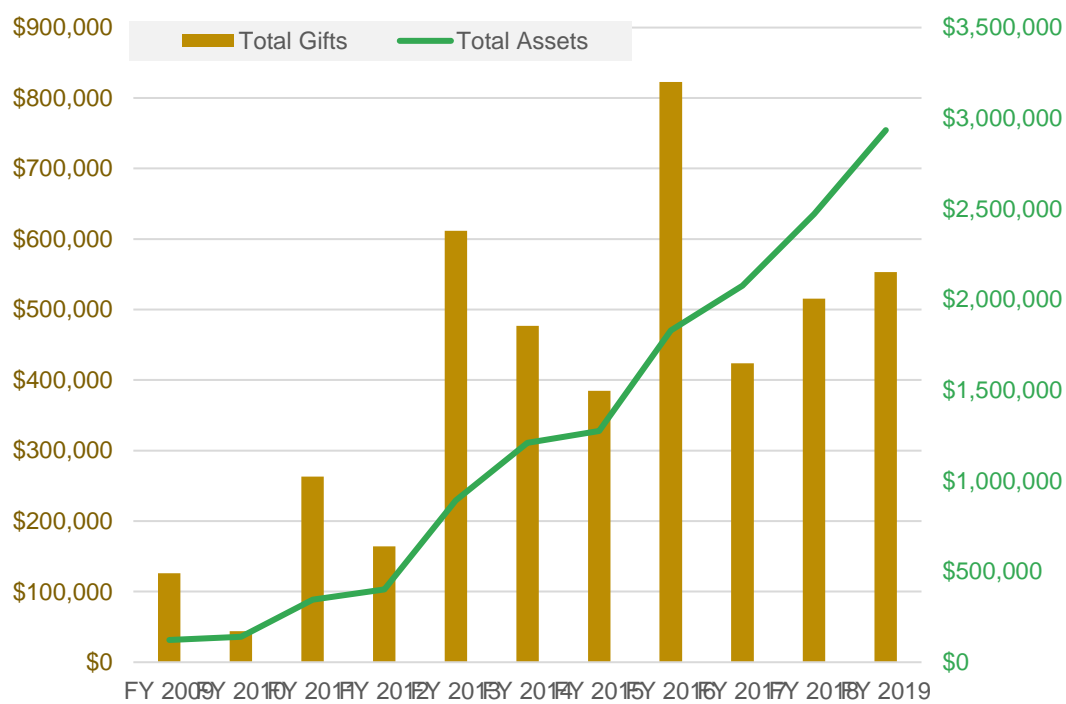
Percent of Students on Free or Reduced Lunch



Source: MO Dept of Elem. & Scnd. Edu., MO Comprehensive Data System, Free & Reduced Lunch Report

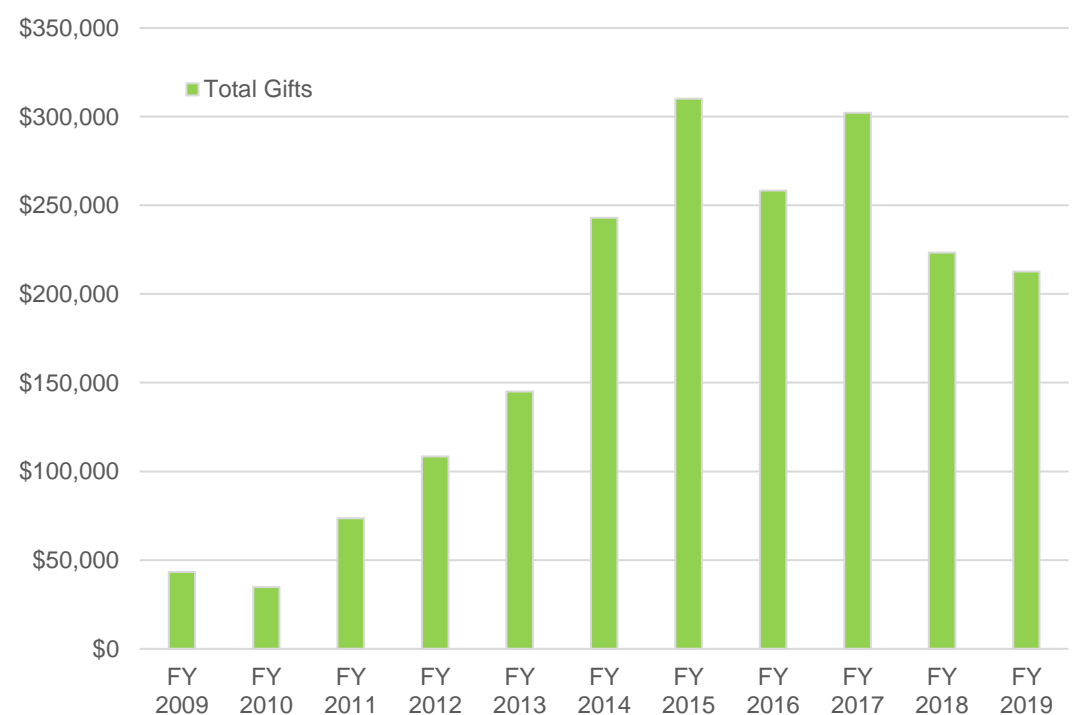
Community Foundation

Dollars Raised



Source: Community Foundation of the Ozarks, 2020

Dollars Invested





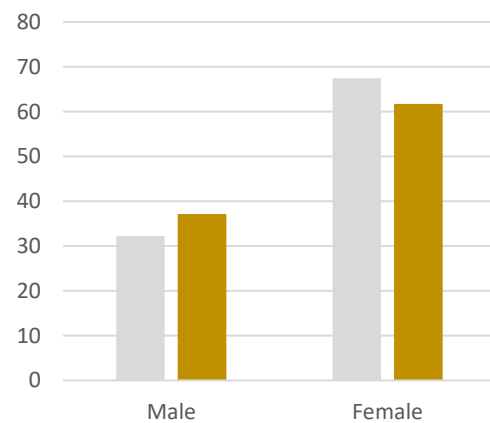
Who Responded to the Survey
What opportunity do you see here?

Number of people:



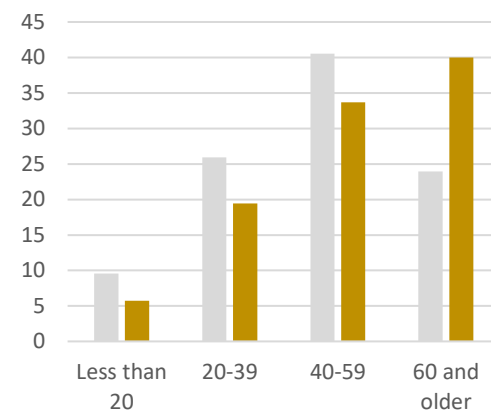
We received a total of 173 responses. While our survey response target was 100, the leaders in Hermann were able to go well above this threshold.

Gender:



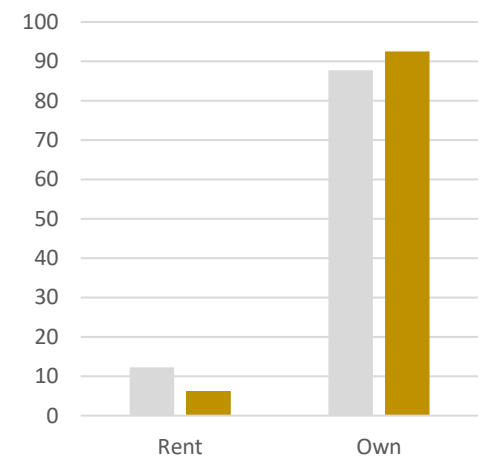
Responses between the two segments were similar. Two exceptions: Females would like to see students more engaged and provide better support for people in poverty.

Age Profile:



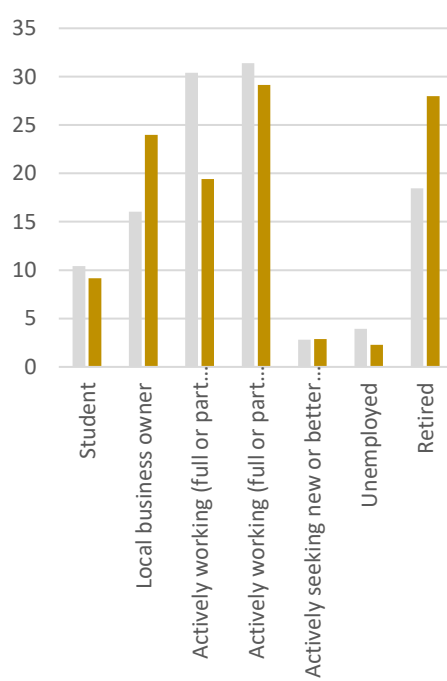
We had very few young people respond to the survey and they demonstrated the least enthusiasm for the current and future of the town and the oldest have the most.

Residential Status:



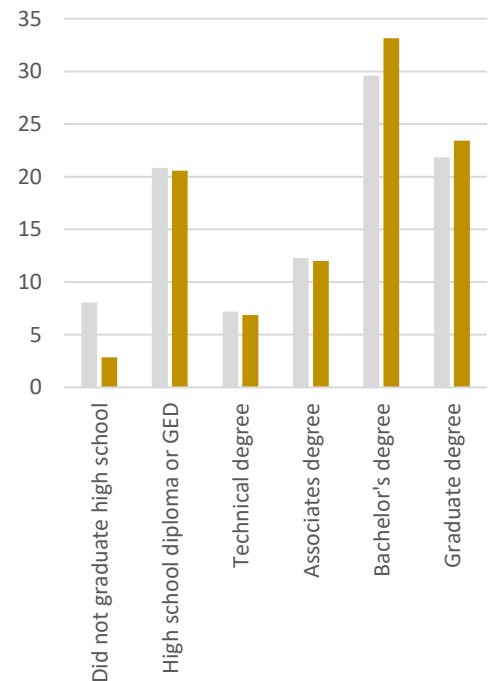
Renters would like to see the local infrastructure improved and to see more support for people in poverty. Owners would like to attract more businesses to town.

Occupation:



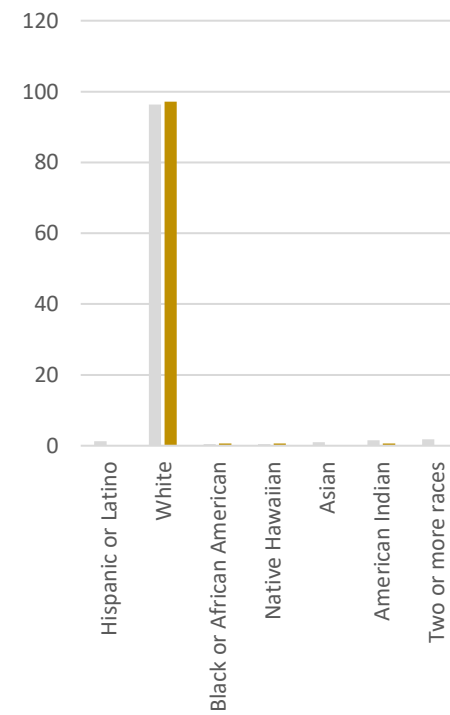
Students have the lowest confidence in the community. All citizens would like to see a focus on business attraction and infrastructure improvement.

Education Status:



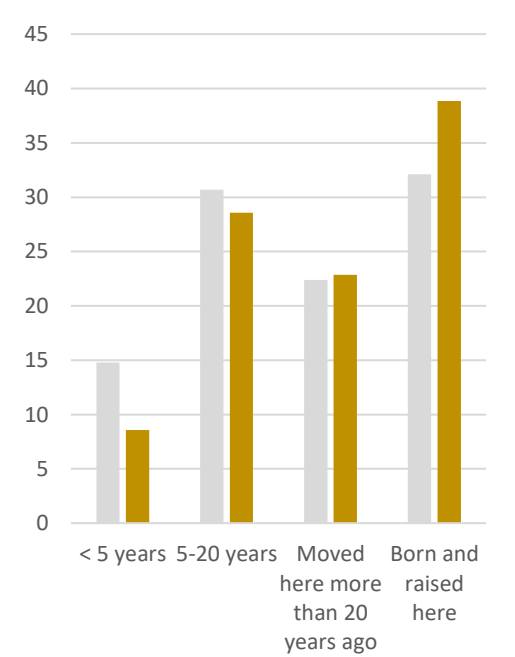
Those with a high school diploma or a technical degree view positively the future economic conditions and would also like to see more educational opportunities.

Ethnicity:



Not enough data to analyze.

Duration of Residence:



Across all categories, all residents have a positive outlook on the future economics of the community, especially as a place to grow and sustain businesses.

■ Town Score
■ Average Community Score

Number of people who expressed an interest in volunteering to better the community: 4 of 173