Marshall County Listening Session Report

http://www.dasnr.okstate.edu/oces/ocls/

September 26, 2002
The mission of the Oklahoma Cooperative Extension Service is to disseminate information to the people of Oklahoma and encourage the adoption of research-based knowledge relating to agriculture, family and consumer sciences, 4-H youth development, and community development.
Marshall County Listening Session

Thirty (30) individuals interested in a better future for themselves, their families, and their communities participated in the Marshall County Listening Session. The Listening Session was an effort to get a broad base of citizen input to identify local issues so a plan can be developed to create a better economic, environmental, and social situation for Marshall County. Participants from across the county provided input and identified, discussed, and defined their community’s needs and opportunities, while building on the assets that presently exist.

The purpose of this report is to share publicly the process and the information that was collected from the Marshall County Listening Session. The report lists the needs and concerns of the county as identified during the open forum process. This report also will be used as a starting point for the upcoming Focus Forum in which an assembled group of stakeholders will define, discuss, and begin to address the needs and concerns identified in the Listening Session. Many of the needs and concerns of Oklahoma can be addressed through partnerships with other groups and organizations. The report can be found on the Oklahoma Community Listening Session web site at http://www.dasnr.okstate.edu/oces/ocls/.

The Listening Session revolved around a single, key question: “Considering the next 3 to 5 years, what are the critical issues in your community and in Oklahoma that need to be addressed to realize a positive future for you, your family, and your community?” The needs and issues identified by participants clustered around several broad areas of interest. Available data do not show that any one area is more significant than another, but they do show that all these issues are vitally important to the people of Marshall County.
The Listening Session Process

Listening Session participants were divided into small groups, usually not more than 12-15 participants. Small group participants considered the guiding question (see below) and suggested issues they felt were of most importance to their families and community. With the assistance of a group facilitator, each small group discussed its chosen issues, combined similar issues, and then voted to determine its top five issues.

Following the small group sessions, participants came together in a large group setting to discuss the results of the small group sessions, combine similar and overlapping issues, and vote to determine the top issues for the county.

"Considering the next 3 to 5 years, what are the critical issues in your community and in Oklahoma that need to be addressed to realize a positive future for you, your family, and your community?"
The following five interest areas encompass the concerns, needs, and issues cited most frequently by Listening Session participants in their large group discussion:

- **Complete State Highway 70**
  - Determine final route

- **Keeping water here**
  - Do not sell water
  - Protect present resources

- **Improve public education and public schools**
  - Educate youth about government and laws
  - Increase education funding for books and supplies
  - Develop “vocation track”
  - Local access to vocational education
  - Eliminate unfunded mandates

- **Recreation and tourism**
  - Lake Texoma area
  - Convention center
  - Youth center
  - Improve and maintain Texoma State Lodge and facilities
  - Finish State Highway 70 linking Ardmore to Madill

- **Economic development**
  - Repeal state income tax
  - Increase industry in southeastern Oklahoma
  - Tribal revenue issues
In addition to the interest areas identified in the large group discussion, the following are issues that were also discussed in the small breakout group sessions:

- Complete State Highway 70
  - Determine final route

- Keeping water here
  - Do not sell water
  - Protect present resources

- Improve public education and public schools
  - Educate youth about government and laws
  - Increase education funding for books and supplies
  - Develop “vocation track”
  - Local access to vocational education
  - Eliminate unfunded mandates

- Recreation and tourism
  - Lake Texoma area
  - Convention center
  - Youth center
  - Improve and maintain Texoma State Lodge and facilities
  - Finish State Highway 70 linking Ardmore to Madill

- Economic development
  - Repeal state income tax
  - Increase industry in southeastern Oklahoma
  - Tribal revenue issues

- Better distribution of state funds to counties
- Eliminate illegal drug manufacturing and use
Small Group Discussions

- Attract new business
  - Avoid worker exodus
  - Provide opportunities for youth
- Continue to develop health care facilities
  - Include mental health
- Determine and develop comprehensive transportation plans and infrastructure
- Develop housing: county-wide zoning standards

In the months following the Listening Session, Marshall County Extension Educators will invite community leaders and representatives from organizations and agencies to a Focus Forum to consider what the people are saying and further define priority needs in Marshall County. As Extension begins its long-range strategic planning process, the involvement of citizens in identifying needs and opportunities in the county and community will be extremely valuable. Through the upcoming Focus Forums, education and service providers will learn more about community concerns while forging new partnerships with other groups to address identified issues.
The intent of these data is to provide local perspective and context for discussion. Local circumstances can change the demographic and economic data; the following is the most up-to-date information that is currently available. Please contact us if you see information that needs to be updated.

**History**

The smallest county in the state, Marshall County was created at statehood from Pickens County in the Chickasaw Nation, Indian Territory. The Chickasaws originally settled the area beginning in 1837 after removal from the eastern United States. A member of the Constitutional Convention, George A. Henshaw of Madill, succeeded in giving the county his mother’s maiden name, Marshall. The county seat, Madill, is named for George A. Madill of St. Louis, an attorney for the railroad.

Oil has played a colorful part in the county’s history. Leases along the Red River led to the Supreme Court’s final decision in the boundary dispute with Texas, leading to the current state borders.

---

**Facts About Marshall County**

- Located in the south-central region
- County population is 13,184
- Labor force within 30 miles is 94,600

---

1 County statistics revised May, 2000, Oklahoma Department of Commerce, Information Management
Facts About Marshall County

The Denison Dam, which was completed in 1944, created Lake Texoma with 91,200 acres of water. The lake attracts some 500,000 visitors annually and has made tourism a major industry in the county.

Native son Raymond D. Gary of Madill served as the 15th governor of Oklahoma during the years 1955-1959.

◆ Industry

Principal industries in the county are Oklahoma Steel and Wire, W.W. Trailer Sales, Clint Williams - Texoma Peanut Co., Madill Manufacturing, CM Stock Trailers, S&H Trailers, Elliot Manufactured Homes, Burlington Northern Railroad, and Contract Manufacturing. Other important industries are oil, agriculture, livestock, and tourism.

According to the 1997 Census of Agriculture, Marshall County had 414 farms (averaging 395 acres). Average gate receipts were $14,677 in 1997 and the county had four farms with gate receipts in excess of $500,000. Agricultural production was divided between livestock (81 percent) and crops (19 percent). Contrasted with the 1992 Census of Agriculture, average gate receipts decreased 46 percent, and the average farm size decreased 15 percent.

◆ Profile

Marshall County is located in south-central Oklahoma, adjacent to the Texas border. The county is comprised of 427 square miles of rolling hills. The average annual rainfall is 45.8 inches. Average temperatures range from 42.4 degrees Fahrenheit in January to 80.6 degrees Fahrenheit in July.

According to the 2000 Census, the county seat of Madill had a population of 3,410 residents. The city is located 121 miles southeast of Oklahoma City.
Marshall County is home to Texoma State Park and Lake Texoma. Its major stream system has tributaries to the Red River and Washita River. An historic site in Marshall County is Fort Washita, located 11 miles east of Madill.

**Population Characteristics**
The population density of the county is 29.2 persons per square mile. The median age of the population is 41.3 years of age.

**Households**
Marshall County had 5,371 households in 2000. Statistics regarding those households are presented in tabular form on the final page of this report.
**Facts About Marshall County**

- **Poverty**
  The poverty status in Marshall County increased for individuals by 5.3 percent. In 1990, there were 2,193 individuals living below the poverty level. This number increased to 2,310 by the year 2000. The poverty level for family households with related children under 18 years of age decreased 10.3 percent between 1990 and 2000. In 1990, there were 380 such families, but in 2000, the number decreased to 341 families. Female households with no husband present and with her own children under 18 years of age living below the poverty level numbered 151 in 1990. These households increased 0.7 percent to 152 by the year 2000.

- **Labor Force**
  The Marshall County labor force was 5,302 in 2000. Participation rate in the county labor force constituted 47.44 percent of males and 40.95 percent of females. The county recorded an average annual unemployment rate of 3.6 percent in 2000, and the per capita personal income for the county was $18,357 by 2000.

- **Housing**
  The county has 5,371 housing units, and 79.3 percent of these are occupied by owners. Statewide, 68.4 percent of housing units are occupied by owners. The median owner-occupied home value in the county is $49,400. Statewide, the median owner-occupied home value is $70,700. The median housing rental contract is $354 per month in Marshall County. Statewide, the median housing rental contract is $456 per month.
Facts About Marshall County

◆ **Tax Structure**

The county tax rate in Marshall County is 1 percent and generated $781,702 in Fiscal Year 2000 – 2001. The state sales tax rate is 4.5 percent, and local sales tax for cities in the county varies. City sales tax rates and revenues for three population centers are: in Kingston, a 3 percent sales tax rate generates $327,222; in Madill, a 3 percent sales tax rate generates $1,382,618; and in Oakland, a 2 percent sales tax rate generates $32,680. The ad valorem average mill levy for Marshall County is 69.12 mills, which generated $3,677,086 in 2001-2002. Also, Marshall County received $1,232,008 from the state for the county’s proceeds from gas, diesel, and special fuel tax; the gross production tax; and motor vehicle collections.


◆ **Education**

In Marshall County, 71 percent of persons over 25 years of age have a high school diploma, and 11.4 percent are college graduates. Statewide, high school graduates in the same age range total 74.6 percent, and the percent of college graduates over 25 years of age is 17.8 percent.
### Primary Employers in the Area

<table>
<thead>
<tr>
<th>Major Employers</th>
<th>Products/Services</th>
<th>Number Employed</th>
<th>City/Town</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texoma Peanut OK Steel &amp; Wire</td>
<td>Peanut Shelling</td>
<td>240</td>
<td>Madill</td>
</tr>
<tr>
<td>W-W Trailer Sales</td>
<td>Steel &amp; Wire Products</td>
<td>215</td>
<td>Madill</td>
</tr>
<tr>
<td></td>
<td>Stock Trailers</td>
<td>200</td>
<td>Madill</td>
</tr>
<tr>
<td>Madill Manufacturing Contract</td>
<td>Men’s Dress Slacks</td>
<td>180</td>
<td>Madill</td>
</tr>
<tr>
<td>Manufacturing Manufacturing</td>
<td>Stock Trailers</td>
<td>120</td>
<td>Madill</td>
</tr>
<tr>
<td>CM Trailers</td>
<td>Stock Trailers</td>
<td>115</td>
<td>Madill</td>
</tr>
<tr>
<td>Burlington Northern Railroad</td>
<td>Rail Transportation</td>
<td>100</td>
<td>Madill</td>
</tr>
<tr>
<td>Elliott Manufactured Homes</td>
<td>Mobile Homes</td>
<td>100</td>
<td>Madill</td>
</tr>
<tr>
<td>S&amp;H Trailers</td>
<td>Stock Trailers</td>
<td>100</td>
<td>Madill</td>
</tr>
<tr>
<td>J&amp;I Manufacturing NGC Energy Inc.</td>
<td>Truck Bodies</td>
<td>30</td>
<td>Madill</td>
</tr>
<tr>
<td>Madill Public Schools</td>
<td>Natural Gas Products</td>
<td>22</td>
<td>Madill</td>
</tr>
<tr>
<td></td>
<td>Education Services</td>
<td>NA</td>
<td>Madill</td>
</tr>
<tr>
<td></td>
<td>1990</td>
<td>2000</td>
<td>% Change</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>-------</td>
<td>-------</td>
<td>-----------</td>
</tr>
<tr>
<td>County population</td>
<td>10,829</td>
<td>13,184</td>
<td>21.7%</td>
</tr>
<tr>
<td>Hispanic/Latino population</td>
<td>275</td>
<td>1,134</td>
<td>312.4%</td>
</tr>
<tr>
<td>White population</td>
<td>9,412</td>
<td>10,282</td>
<td>9.2%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>186</td>
<td>242</td>
<td>30.1%</td>
</tr>
<tr>
<td>Native population</td>
<td>1,088</td>
<td>1,200</td>
<td>10.3%</td>
</tr>
<tr>
<td>Asian population</td>
<td>10</td>
<td>25</td>
<td>150.0%</td>
</tr>
<tr>
<td>Median age of all persons in</td>
<td>41.0</td>
<td>41.3</td>
<td>0.7%</td>
</tr>
<tr>
<td>the county</td>
<td>4,533</td>
<td>5,302</td>
<td>17.0%</td>
</tr>
<tr>
<td>Average annual unemployment</td>
<td>6.1%</td>
<td>3.6%</td>
<td>——</td>
</tr>
<tr>
<td>County per capita income</td>
<td>12,557</td>
<td>18,357</td>
<td>46.2%</td>
</tr>
<tr>
<td>Poverty - families with related</td>
<td>380</td>
<td>341</td>
<td>-10.3%</td>
</tr>
<tr>
<td>children under age 18</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poverty - families with female</td>
<td>151</td>
<td>152</td>
<td>0.7%</td>
</tr>
<tr>
<td>householder with own children</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>under age 18, no husband present</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poverty - individuals</td>
<td>2,193</td>
<td>2,310</td>
<td>5.3%</td>
</tr>
<tr>
<td>Persons over age 25 with a</td>
<td>2,171</td>
<td>3,112</td>
<td>43.3%</td>
</tr>
<tr>
<td>high school diploma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Percent of persons over age 25</td>
<td>60.7%</td>
<td>71.0%</td>
<td>17.0%</td>
</tr>
<tr>
<td>with a college degree</td>
<td>732</td>
<td>1,039</td>
<td>41.9%</td>
</tr>
<tr>
<td>Percent over age 25 with at least a</td>
<td>9.7%</td>
<td>11.4%</td>
<td>17.5%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Households - family household with own children under age 18</td>
<td>1,220</td>
<td>1,468</td>
<td>20.3%</td>
</tr>
<tr>
<td>Households - married couple family with own children under age 18</td>
<td>987</td>
<td>1,106</td>
<td>12.1%</td>
</tr>
<tr>
<td>Households - female householder with own children under age 18, no husband present</td>
<td>199</td>
<td>257</td>
<td>29.1%</td>
</tr>
<tr>
<td>County housing units</td>
<td>7,389</td>
<td>8,517</td>
<td>15.3%</td>
</tr>
<tr>
<td>Owner-occupied housing units</td>
<td>3,413</td>
<td>4,257</td>
<td>24.7%</td>
</tr>
</tbody>
</table>

Source: U.S. Bureau of Census, Census 2000
Oklahoma State University, in compliance with Title VI and VII of the Civil Rights Act of 1964, Executive Order 11246 as amended, Title IX of the Education Amendments of 1972, Americans with Disabilities Act 1990, and other federal laws and regulations, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, or status as a veteran in any of its policies, practices, or procedures. This includes but is not limited to admissions, employment, financial aid, and educational services.

Issued in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Samuel E. Curl, Director of Oklahoma Cooperative Extension Service, Oklahoma State University, Stillwater, Oklahoma. This publication is printed and issued by Oklahoma State University as authorized by the Dean of the Division of Agricultural Sciences and Natural Resources and has been prepared and distributed at a cost of $85.00 for 85 copies.