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# LINDSBORG CONVENTION & VISITORS BUREAU

## ANNUAL REPORT

2022

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PREPARED BY  
HOLLY LOFTON



**visit LINDSBORG**  
CONVENTION & VISITORS BUREAU







# 2022 RECAP

highlighting our efforts to market Lindsborg to visitors and groups

With 2022 at an end, we celebrate our successes and look forward to the future of tourism in Lindsborg! The Lindsborg Convention & Visitors Bureau's Annual Report highlights our efforts to market Lindsborg and to provide assistance to visitors and groups to Lindsborg.

In this report, we focus on four types of marketing:

1. **Earned** - media, blogger, and influencer relations
2. **Owned** - website, blog, and content generated in-house
3. **Shared** - social media, word of mouth, and referrals
4. **Paid** - advertising

We also showcase new and continuing projects, grants, partnerships, visitation, and the economic impact of tourism in Lindsborg.

We look forward to building on this foundation.

Holly Lofton, Director  
Lindsborg Convention and Visitors Bureau



CVB staff responded to more than 14,000 emails in the 2022 year.



# PROMOTION - EARNED

The Lindsborg Convention & Visitors Bureau continues to capitalize on earned media by coordinating with media outlets, responding to inquiries, and positioning Lindsborg on journalist's radar.

Media stories are then utilized in social media promotions and on the Visit Lindsborg website.



## 2022 top online & print articles

- **Small Towns We Love - Kansas City Magazine**
- **Midwest Living - Best of the Midwest**
- **Lindsborg, Kansas: 'Just a little slice of heaven on earth' - Wichita Eagle**
- **9 Small Towns Straight Out of a Norman Rockwell Painting - Best Life**
- **15 Great Midwest Holiday Destinations - Midwest Living**
- **50 of the Most Charming Small Towns in America - HGTV**
- **Continental Drift: These North American Destinations Transport You to Europe Without the Overseas Flight - AAA Traveler Worldwide**
- **20 Best Things to Do in Kansas - Midwest Living**
- **12 Ways to Explore Scandi Style and Craft in the Midwest - Midwest Living**
- **Midwestern Towns that Feel Like a Christmas Movie - KC Parent**
- **In Kansas' 'Little Sweden USA,' the small-town American dream is still alive' - Kansas City Star**
- **Our 14 Favorite U.S. Small Towns To Visit During The Holidays - Travel Awaits**
- **7 Incredibly Charming Small Towns To Visit In Kansas - Travel Awaits**
- **5 Unusual Things To Do In Lindsborg, Kansas - Travel with Sara**
- **14 Charming Small Towns To Visit In 2022 - Travel Awaits**
- **11 Best Small Towns To Visit In The U.S. - Travel Awaits**
- **Unique Places To Overnight In South Central Kansas That Are Not Chain Hotels - Travel with Sara**
- **Visit The Friendliest Town In Kansas The Next Time You Need A Pick-Me-Up - Only in Your State**
- **10 Best Labor Day Weekend Getaways in Kansas - Tripping.com**



# PROMOTION - EARNED



## TELEVISION

The Lindsborg Convention & Visitors Bureau shared stories, photos, and videos with Kansas television stations interested in featuring Lindsborg stories.

## RADIO

The Lindsborg CVB produces a talk radio program for McPherson radio station KBBE. Programs were sponsored by local businesses and aired during the lunch hour on the 1st and 3rd Wednesday of each month. Programs in 2022 featured topics of interest, including travel, tourism and community growth.

## NEWSPAPERS & MAGAZINES

From news releases to feature stories, calendars, or photos, the Lindsborg CVB happily partners with area newspapers to promote Lindsborg to their readerships. Eleven pitches were sent to qualified HARO (Help A Reporter Out) leads in the 2022 year, resulting in multiple online and print articles featuring Lindsborg.





# PROMOTION - PAID

Recognizing its budget limitations and the rising cost of traditional advertising, the Lindsborg Convention & Visitors Bureau strategically purchases ads.



## 2022 AD PURCHASES

- **Kansas Travel Guide** - 400,000 guides are distributed annually to people who request them, at rest stops, visitor centers, and events in and out of Kansas. Additionally, an online guide is available for download on TravelKS.com.
- **KANSAS! Magazine** - 36,000 Subscribers, Bookstores, & Newsstands
- **Travel Kansas** - professional offices, ICT Airport, and Kansas subscribers
- **Smoky Hills Public Television** - ad dollars sponsored by Small World Gallery
- **KSAE Guide** - association offices and members across Kansas
- **Regional Newspapers** - ads targeting shoppers for holiday season and special events
- **Nordstjernen** - Swedish-American audience interested in Swedish traditions, news, events, recipes, and products



# PROMOTION - PAID



## **BILLBOARDS - Traditional**

- The Lindsborg Convention & Visitors Bureau maintains two billboards along Kansas I-70, three along I-135 and one on Highway 4. In addition, partnerships with Lindsborg Community Development, Lindsborg businesses and Bethany College increase Lindsborg's presence by an additional eight boards.
- According to 2020 data from the Kansas Department of Transportation, the daily traffic count for these locations range from 15,000 - 22,000 vehicles.

## **BILLBOARDS - Digital**

- The Lindsborg Convention & Visitors Bureau partnered in 2022 with 10 local businesses and Visit Wichita to place digital billboards at two locations in the Oklahoma City Metro area that caught the eye of commuters as well as travelers along the I-135 corridor.
- According to data provided from Lamar, the weekly impression count for these rotating billboards is 939,318. Billboards started running in October of 2022 and will continue into 2023 thanks to grant funding.



# PROMOTION - PAID

## LINDSBORG VISITORS GUIDE

Despite COVID-19 and changing travel patterns, the CVB used 10,000 visitors guides in 2022, with no change from a "normal" travel year. The Lindsborg brochure is popular in distribution racks and is depleted faster than most other brochures. This guide is printed, by necessity, in higher quantities than that of brochures from other larger communities across the state.



## BROCHURE DISTRIBUTION

The Lindsborg Convention & Visitors Bureau contracts with Central Brochure Distribution to place the Lindsborg Visitors Guide in more than 250 distribution racks in hotels, restaurants, and gas stations. The brochure is also available in Kansas' two welcome centers (Belle Plaine and Goodland), as well as 28 state-designated Travel Information Centers throughout Kansas.

## TRAVEL INFORMATION CENTER (TIC)

The Lindsborg Convention & Visitors Bureau also maintains a state-designated travel information center to serve visitors on Main Street, Lindsborg.





# PROMOTION - OWNED

## LINDSBORG POSTEN & NEWS RELEASES

The Lindsborg Convention & Visitors Bureau creates an electronic newsletter that shares topics of interest to locals and potential visitors. The newsletter is sent to anyone who requests information about Lindsborg and is also shared on social media. Additional news releases were sent out in 2022 to cover events that were not announced to the CVB before the Posten release date each month.



**Posten**  
January 2023

### 2022 LINDSBORG POSTEN

12 Editions Sent

70,285 Individual Sends

20,408 Unique Opens

This averages to a 32% open rate, a high average for the travel industry.

## POSTCARDS

The Lindsborg Convention & Visitors Bureau creates new postcard artwork each year, with the assistance of local artists and photographers who allow the CVB to use their work for a small fee. These cards are distributed throughout the year in Hemslojd and White's Foodliner shipments as well as tradeshow, CVB information mailings, and to travelers stopping by the CVB office. In 2022, more than 15,000 postcards were distributed.

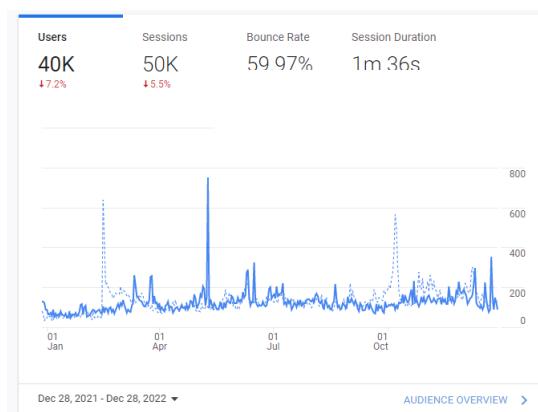
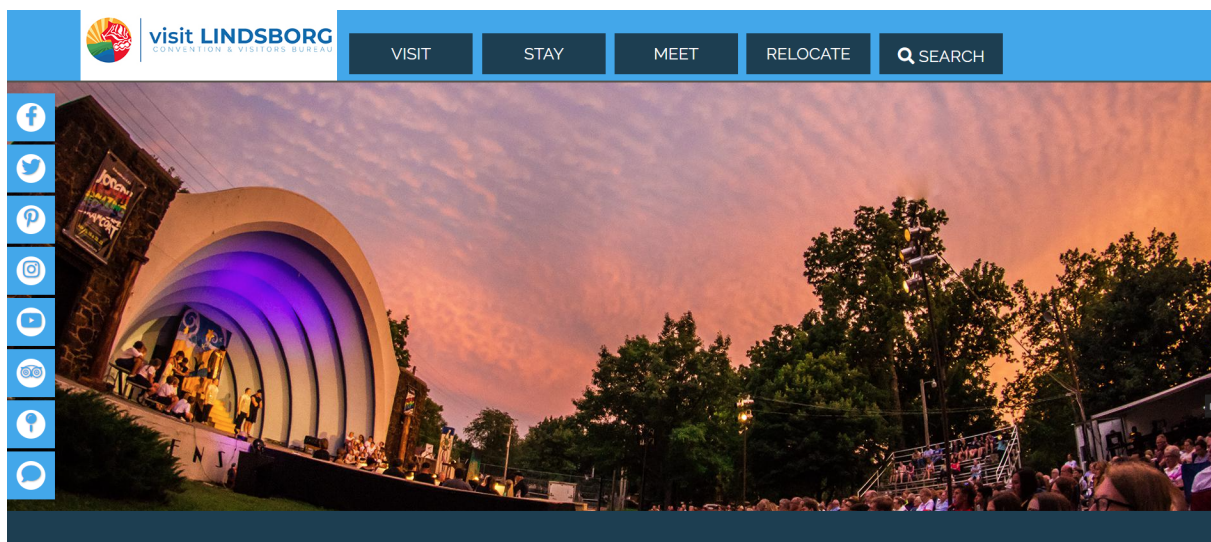




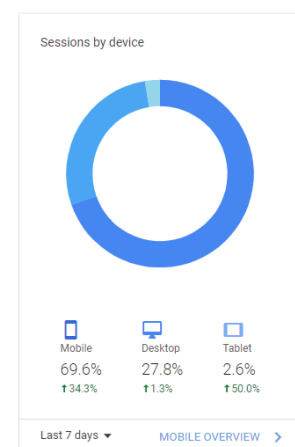
# PROMOTION - OWNED

## VISIT LINDSBORG WEBSITE

The Visit Lindsborg website is updated regularly with new content, A Google calendar of events can be subscribed to. The website saw 40,000 unique users in 2022 logging in for 50,000 sessions.



Users of mobile devices continue to increase, becoming well over half of our users. This makes having a smart phone friendly Visit Lindsborg website vital to the Lindsborg community. Mobile device use surpassed desktop use for the first time in 2021, and continues to increase each year.





# PROMOTION - SHARED

## SOCIAL MEDIA

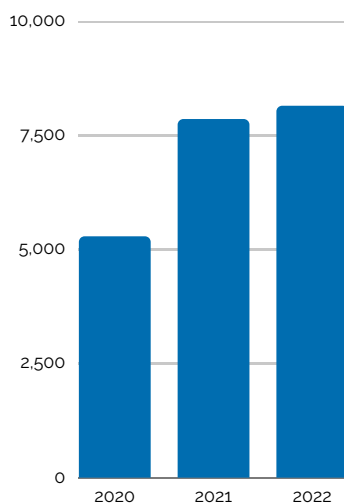
The Lindsborg Convention & Visitors Bureau uses social media to reach new audiences, including the use of Facebook Live to share pre-recorded stories and live events.

Comparatively, the Visit Lindsborg Facebook page has significantly more page likes and engagement per capita than other communities across the state.

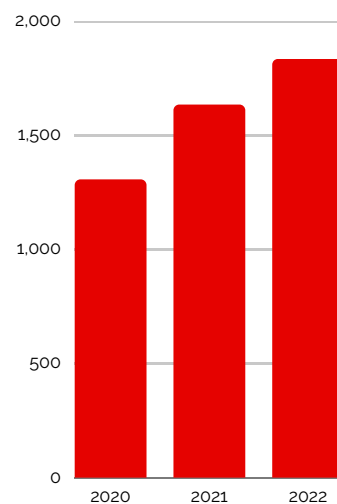
Lindsborg can also be found on Instagram @VisitLindsborg and Twitter @VisitLindsborg. Videos are also shared on the Visit Lindsborg YouTube Channel.



### FACEBOOK GROWTH (PAGE LIKES)



### INSTAGRAM GROWTH (PAGE LIKES)



#### Audience

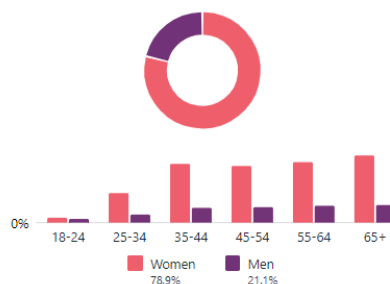
Current audience

Potential audience

Facebook Page likes

8,139

Age & gender

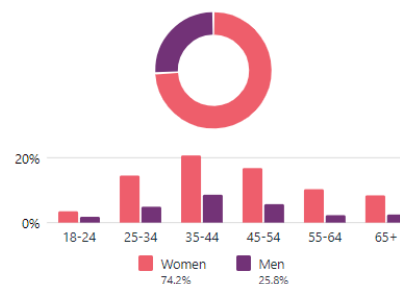


Export

Instagram followers

1,833

Age & gender







# PROMOTION - GRANTS

## 2022 AWARDED GRANTS

The Lindsborg Convention and Visitors Bureau received five grants this year. Grant dollars from the Kansas Department of Tourism were added to funds from local business and Visit Wichita, promoting Lindsborg on Oklahoma City Metro digital billboards. More than 50% of the total cost of this project was provided through awarded grants. This project will end in the late summer of 2023.

- **Kansas Department of Tourism - \$10,000**

Grant dollars were obtained to refurbish eight of the Wild Dala horses, giving a much-needed facelift to the oldest horses in the herd.

- **McPherson County Community Foundation/Nutt Fund - \$5,650**

Grant dollars were used to fund the Soderstrom 4th Grade Community Service Day project, planting a pollinators garden along the Meadowlark Trail in May.

- **Kansas Pheasants Forever & McPherson County Soil Conservation - \$1,245**

Grant Dollars from Williams Environmental will be used to purchase trees, plants and supplies for the 2023 Soderstrom 4th grade project that will take place along the newest spur of the Valkommen Trail.

- **Williams Environmental - \$3,420**





## PROMOTION - PARTNERSHIPS

The Lindsborg Convention & Visitors Bureau is a member of organizations that help promote and advocate for tourism. These memberships pay off in relationships and community visibility among policymakers.

### MEMBERSHIPS & BOARDS

- Travel Industry Association of Kansas (Lindsborg CVB director served on the Executive Board as Secretary of the Association in 2022)
- South-Central Kansas Tourism Region (Lindsborg CVB director served on the executive board in 2022.)
- Tour Kansas
- Kansas State Fair Board (Lindsborg CVB Director served on the board as a Governor-appointed position representing the Travel Industry Association of Kansas in 2022.)



Participation in these groups allowed CVB staff to represent Tour Kansas and TIAK at multiple events during the year.

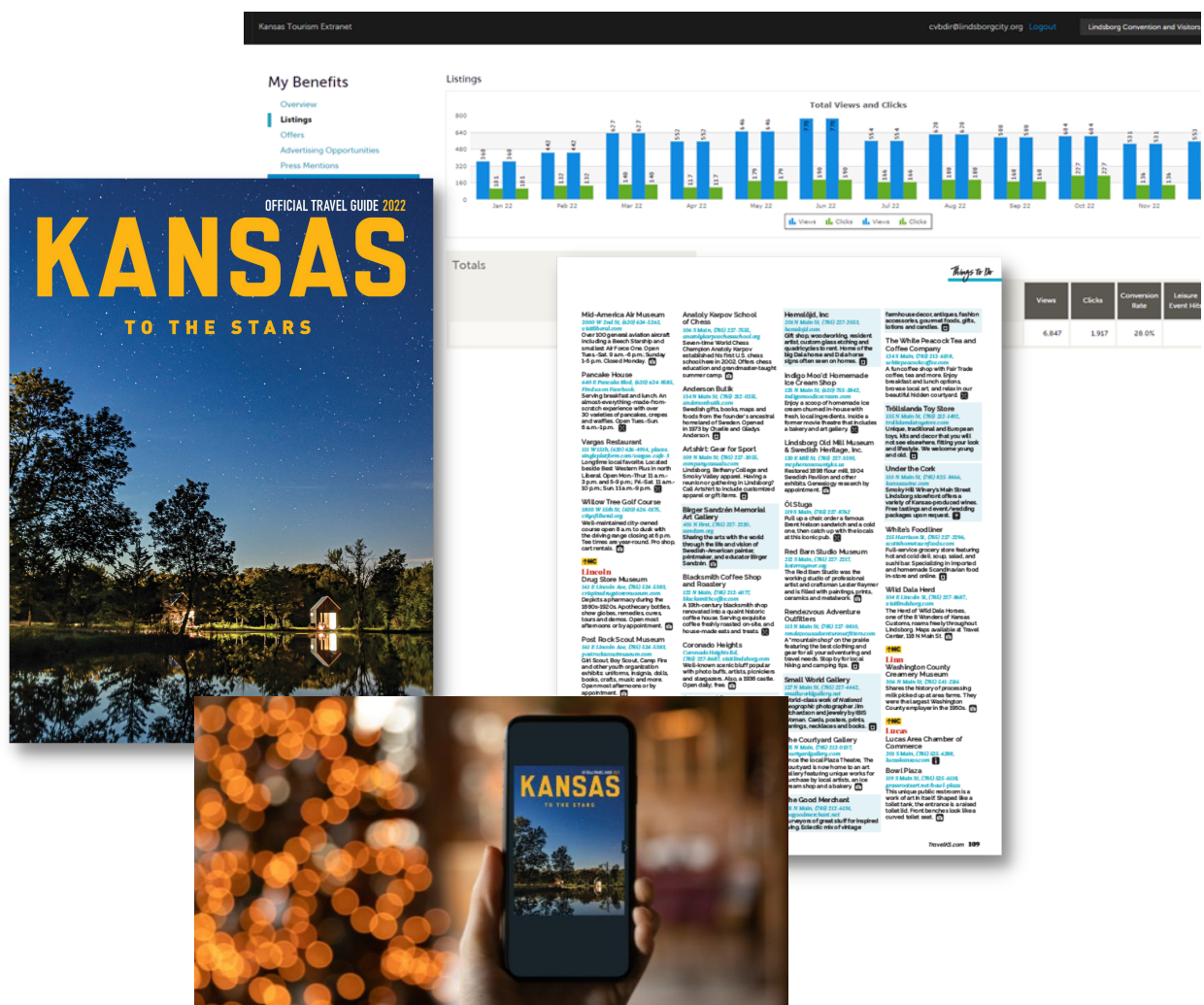
- Staff attended the Kansas State Fair, representing both the Travel Industry Association of Kansas, South Central Kansas Tourism, and the community of Lindsborg. During this event, staff set up a booth that was staffed by volunteers from the Lindsborg community.
- CVB staff also traveled, on behalf of the Tour Kansas, to Panama City, FL to represent bus tour opportunities across the state. It was remarkable how many attendees had been to, or recognized the Lindsborg name and Swedish heritage of the community.

## PROMOTION - PARTNERSHIPS

**KANSAS DEPARTMENT OF TOURISM**

The Lindsborg CVB maintains listings for Lindsborg attractions and businesses on the TravelKS.com website. In 2022, these listings received 6,847 views and 1,917 clicks, for a 28% conversion rate.

The CVB also coordinated 29 paid listings in the Official Kansas Travel Guide for Lindsborg businesses and attractions. Businesses and attractions paid for these listings and the CVB's services were complimentary.







# VISITATION

## TOURS AND GROUPS

In 2022, tour group numbers did not regain their normal numbers, but as the year went on and tour planners were more comfortable with planning travel, we began to see more bookings.

CVB staff also assists with itineraries, reservations, welcome bags, and other requests for all travel groups, regardless of size.





# SPECIAL PROJECTS

## USD 400 - 4TH GRADE COMMUNITY SERVICE DAY

Throughout 2022, CVB Staff enjoyed the privilege of sharing with community groups about the current work of the CVB. In 2022, CVB staff put together the program for the Soderstrom 4th grade student's Community Service Day. Students planted a pollinators garden along the Meadowlark Trail for users to enjoy for many years to come.

Partnerships with the City of Lindsborg Parks Department, McPherson County Soil Conservation office, Monarch Watch, Pheasants Forever, and K-State Extension, provided free milkweed plants, tools, and perennial seeds for the project with watering and care for the duration of the summer provided by members of the Central Kansas Conservancy. Programs like this are a purposeful way to engage our youth in the importance of civil service and community pride while teaching them about Lindsborg history and sharing a few Swedish treats from local businesses.



## SEARCH FOR THE WILD DALA

The CVB partnered in 2022 with a disabled artist from Hutchinson to create glass Wild Dala suncatchers that were hidden throughout the community in places we hoped visitors and residents to better explore. Each suncatcher was unique, numbered and dated for tracking by CVB staff. Finders got to keep the Wild Dala as a reminder of a fun day in Lindsborg. This project was a hit and will continue into the 2023 year.



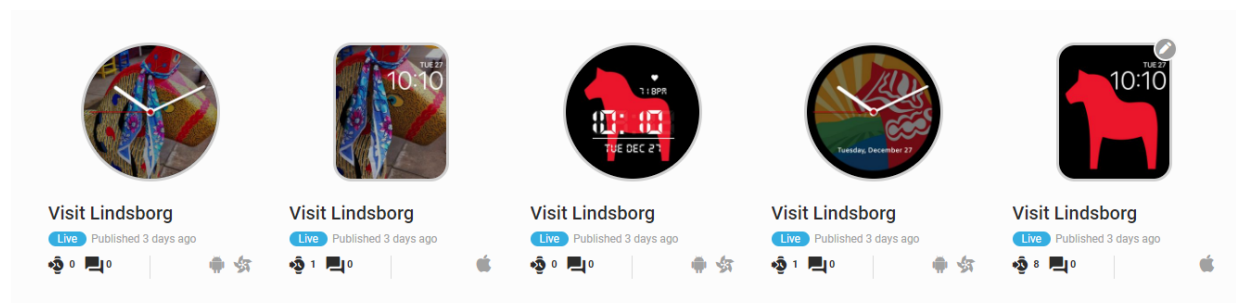
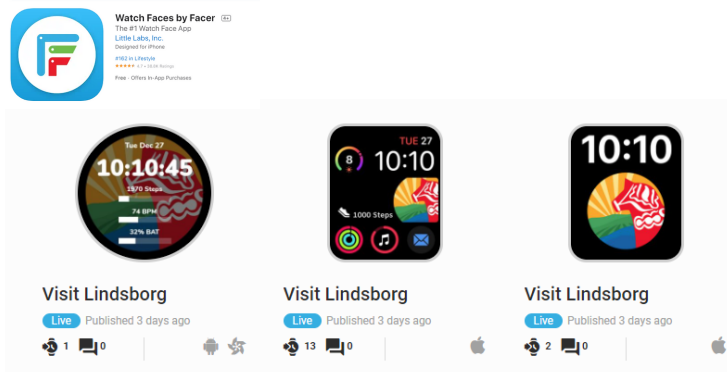




# SPECIAL PROJECTS

## SMART WATCH FACES

In December of 2022, CVB staff created Lindsborg smart watch faces for visitors and residents to enjoy and help remind them of their love for Lindsborg on a daily basis. Watch faces can be downloaded from the Facer App, available in the Apple and Google App Stores, and will work on multiple smart watch platforms.



## CORONADO HEIGHTS KITE FLY

With a sponsorship from CVB Board member Maleta Forsberg, the CVB was able to host the 3rd Annual Coronado Heights Kite Fly in May of 2022. More than 125 people attended throughout the day, enjoying making, assembling, and flying their own kites along with professional kite flyers that were invited to the event by Wings of the Wind Kite Shop. Trollslanda Toy Store helped support this event by stocking kites for purchase and Wings of the Wind brought their bus filled with a variety of kites for purchase.



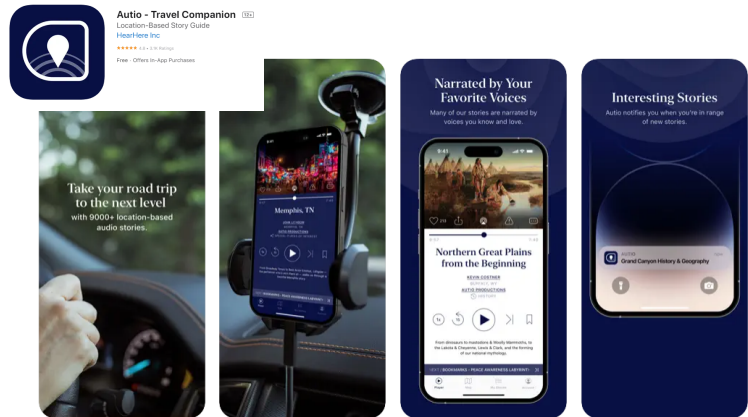




# SPECIAL PROJECTS

## HEAR HERE (AUTIO) APP

In early 2022, the CVB began working with the owners of the Hear Here app, now renamed Autio, providing stories of interest about Lindsborg places and people, for travelers to download and enjoy as they travel in the area. This app works off of geolocation to provide stories to app users as they travel across the US. Staff will continue to add to this database of stories in the 2023 year. Currently, this app is only available for iPhones.



## RIDE SPOT

The Lindsborg CVB worked with the Kansas Department of Tourism on a project to make Kansas the first state in the U.S. to map their gravel bicycling routes. CVB staff worked with the McPherson CVB and local cyclists to gather ride information, adding photos, and history to the app links for Lindsborg area rides. Cyclists can download the Ride Spot app and enjoy 8 area rides at this time. We will add to these routes as we collect more rides in the 2023 year.



**Ride Spot by PeopleForBikes** (4+)  
GPS rides and routes  
blackriver, LLC  
★★★★★ 3.0 • 88 Ratings  
Free

Visit Lindsborg  
**Storm the Castle 2021**  
McPherson, Kansas, United States, August 25, 2022

Distance Elevation  
53.9 mi 889.1 ft





# SPECIAL PROJECTS

## GREENWOOD COUNTY CATTLEWOMEN - SOCIAL MEDIA TAKEOVER

In April of 2022, CVB staff was asked to do a social media "takeover" for the Greenwood County Cattlewomen.

Lindsborg was their starting place for sharing travel and tourism across the region to their followers. During the day we added photos and video segments to their Facebook and Instagram stories. This was a fun project that helped share the Lindsborg story to a wider audience, also growing our social media following.



## KANSAS CREATIVE ARTS COMMISSION - EPIC

Lindsborg was selected as one of four Kansas communities -to include Great Bend, Stafford/St. John, and Hutchinson- to participate and receive funding for a new program, EPIC (Engaging Placemaking for Innovative Communities) that was rolled out by the Kansas Creative Arts Commission with funding from the Kansas Department of Commerce. This program is meant to positively affect economic development that focuses on the arts. At this time, a Lindsborg team that met the criteria of the Department of Commerce has been formed to begin brainstorming ways that this program can be implemented in Lindsborg. This program will continue into 2024.

**KANSAS**  
COMMERCE

## SUNDSTROM CONFERENCE CENTER

Management of the Sundstrom Conference Center comes under the oversight of the Lindsborg CVB. Management changed hands in 2022 with the resignation of the manager to pursue a job that provided her the opportunity to take the reins of the Red Barn Museum and Raymer Society and the hire of a new manager that began working in the fall of 2022.

The Sundstrom saw an uptick in events as the year progressed and companies began to loosen Covid policies and people began to feel a higher comfort level in planning and attending events.

### 2022 EVENT STATISTICS:

- 65 total events hosted.
- SCC had 3,498 guests through its doors in 2022

### SPECIAL EVENTS:

- The Conference Center was utilized for the first time for a county polling site. Voters enjoyed the space and climate controlled wait for open polling booths in the conference center lobby. It was deemed a success that will be repeated in future years.







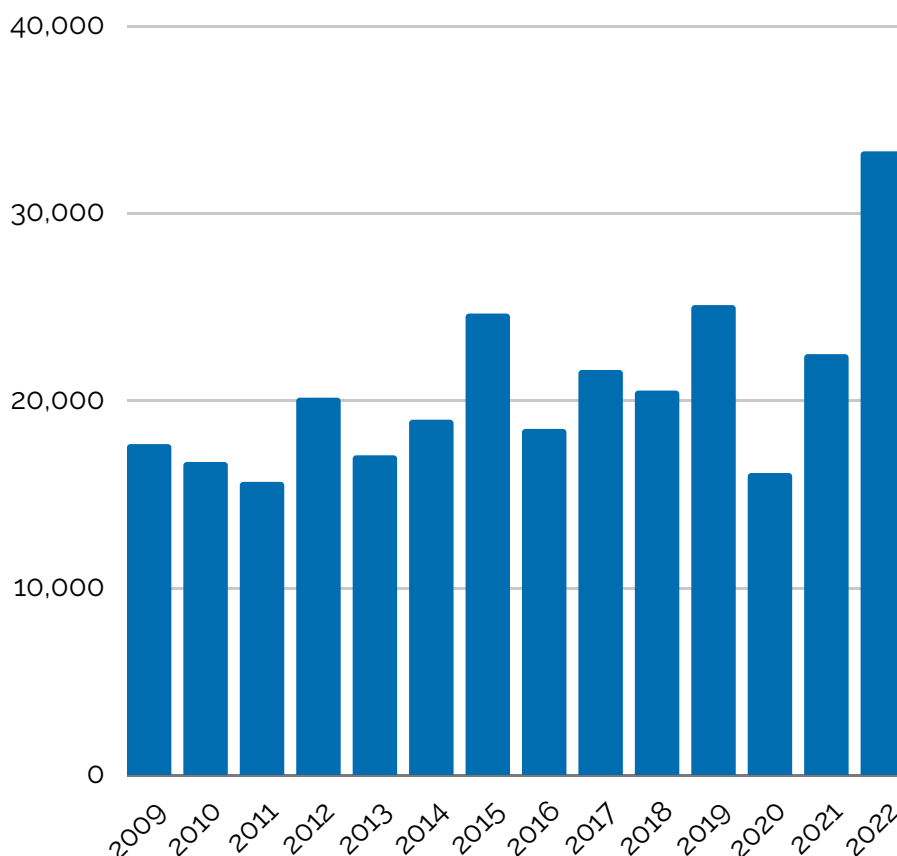
# ECONOMIC IMPACT

## TRANSIENT GUEST TAX

Transient Guest Tax is paid by visitors staying 21 nights or less in a lodging establishment. These dollars provide the marketing budget for the Lindsborg CVB.

In spite of faltering overnight travel numbers in 2020 and 2021, the CVB continued to work with local lodging, helping promote overnight stays in Lindsborg with paid advertising on social media.

Transient Guest Tax finished the 2022 year with four record breaking quarters of transient guest tax and the largest annual total since TGT has been tracked by the City of Lindsborg (beginning in 2005).





# ECONOMIC IMPACT

## SALES TAX

The City of Lindsborg sales tax is 9.5%. According to the Kansas Department of Revenue, 2022 sales tax collections totaled \$1,320,558.60 from sales at Lindsborg businesses. This is an 13.19% increase from 2021.





# ABOUT US

The 2022 year breathed new life into the CVB office with a new assistant in the office for the full year and the addition of a Bethany College intern in the fall of 2022. These additions have allowed the CVB office to work at full capacity, ticking off the boxes for many projects during the course of the year.

## **STAFF**

Holly Lofton, Director

Diane Reece, Assistant to the Director

Avery Dauer, Bethany College Intern

## **BOARD**

Kathy Richardson, Board Chair - Small World Gallery

Cindy Bhakta - Viking Motel

Chad Moore - Bethany College

Karna Peterson - Hemslojd

Molly Johnson - The Good Merchant

Caroline de Fillippis - Lindsborg Old Mill & Swedish Heritage Museum





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