## LINDSBORG CONVENTION & VISITORS BUREAU

### ANNUAL REPORT

2024

PREPARED BY HOLLY LOFTON DIRECTOR







PAGE 01

### 2024 RECAP

highlighting our efforts to market Lindsborg to visitors and groups

As 2024 comes to an end, we are celebrating a year that was full of many wins for the Lindsborg community. Tourism continues to be a successful economic driver and we have enjoyed a year that has been filled with phone calls, emails, and notes requesting travel information for everything from festivals and events, to fun stays with friends and family reunions. 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 growing the Lindsborg audience in 2025.

Holly Lofton, Director Lindsborg Convention and Visitors Bureau

CVB staff responded to nearly 19,000 emails in the 2024 year

SBORG CONVENTION & VISITORS BUREAU ANNUAL REPO

#### PAGE 02



### **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 journalists' radar. Media stories are then utilized in social media promotions and on the Visit Lindsborg website. Below are just a few of the 2024 articles that feature Lindsborg.



### Top 2024 top online & print articles

This captures just a few of the more than 80 articles that Lindsborg garnered in 2024.

- Kansas City Day Trips KC Hiker
- Find Swedish Charm, Lingonberry Treats and a Castle in This Small Kansas Town Midwest Living
- 10 Small Towns To Retire In The U.S. For Less Than \$2000 A Month The Travel
- 7 Kansas Murals That Will Make You Say Wow Travel with Sara
- 7 Most Memorable Small Towns in Kansas World Atlas
- 65 Charming American Towns You Haven't Heard of But Should Visit ASAP MSN/Delish
- 10 Best Places to Visit in Kansas Touropia
- Spring Break 2024 Destinations You Need To Know About Travel with Sara
- Expect the Unexpected in Kansas Kansas Department of Commerce
- Coronado Heights: Steeped in History and Horizons KC Hiker
- These Small Towns in Kansas Have the Best Historic Districts The Tech Edvocate
- The Ultimate And Definitive Bucket List For Everyone In Kansas Only in Kansas
- 7 Most Idyllic Small Towns in Kansas World Atlas
- 127 Cool, Hidden, and Unusual Things to Do in Kansas Atlas Obscura
- Hotel review: Lindsborg's Dröm Sött Inn lives up to its name Kansas Trail Guide
- Boomer Destinations: Enjoy a Taste of Sweden in Lindsborg, Kansas Boomer Radio Network
- Destination Kansas! Exploring the Sunflower State with Your Family Indy's Child Magazine
- Find Swedish Charm, Lingonberry Treats and a Castle in This Small Kansas Town One Delightful Life
- Group Travel Out West by Bill on the Road Meet Missouri
- Embrace Slow Living in Lindsborg Kansas: A Retreat from the Ordinary Global Heroes
- Discovering Swedish Midsummer: Celebrations from Sweden to Small-Town Kansas Just a Kansas Boy
- Lindsborg, Kanas KCLonline
- These Festive Christmas Towns Feel Like a Hallmark Movie Midwest Living
- 50 of the Most Charming Small Towns in America HGTV
- Take This road Trip Through Kansas's Most Picturesque Small Towns for an Unforgettable Experience Only in Kansas
- This Small Kansas Town is Known as "Little Sweden USA" The Travel
- This Lesser-Known Town Full Of European Charm Is Best Known As America's Little Sweden MSN/Island.com



### **PROMOTION - EARNED**



#### RADIO

The Lindsborg CVB produced radio ads, talk radio, and podcast programming for Ad Astra Radio. Programs were sponsored by local businesses and aired on multiple days of the week at multiple times. Recordings in 2024 featured a wide variety of information to encourage people to visit Lindsborg for everything from events and festivals to coffee with friends. **NEW** this year was the addition of Lindsborg topic podcasts which can be found on the Ad Astra website.

#### **NEWSPAPERS & MAGAZINES**

From news releases to feature stories, calendars, or photos, the Lindsborg CVB happily partners with area newspapers and national and international publications to promote Lindsborg to their readerships. This year we were excited to see our articles in places such as **Midwest Living Magazine** and **Travel Canada Magazine**.

#### TELEVISION

The Lindsborg CVB shared stories, photos, and videos with Kansas television stations interested in featuring Lindsborg stories. KSN news hosted one of their "Summer Road Trips" stops in Lindsborg, sharing live segments and ice cream with those stopping by the Hemslojd.



## PROMOTION - PAID

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



#### 2024 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
- Dallas Morning News 440,382 readership, newsstand, subscriber, and e-delivery
- Wall Street Journal 46,124 readership (Dallas print subscribers)
- Global Heroes 130,000 readership
- USA Today, Midwest Travel available side-by-side the daily USA Today throughout the Midwestern United States and online to millions of USA Today digital subscribers
- Kansas City Travel Guide 50,000 readers through print magazine distributed throughout the metro, as well as at visitor centers throughout the four-state region
- Travel Kansas professional offices, ICT Airport, and Kansas subscribers
- Regional Newspapers targeting shoppers for holiday season and special events
- Nordstjernan Swedish-American audience interested in Swedish traditions, news, events, recipes, and products
- Canada Magazine readers throughout Ontario (doubling our Canada website traffic)



### 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 businesses and Bethany College increase Lindsborg's presence by an additional eight boards.
- According to the most recent data from the Kansas Department of Transportation (2023), the **daily traffic count** for these locations range from **18,600 25,300 vehicles**.

Billboards went through a redesign this year, now to include AARP's designation as one of the top six places to live in the U.S. and Travel Awaits designation as one of the Great Towns to Visit in the U.S.

Billboards along I-70 were recently awarded to LINK with a lighted sign now one of our new offerings along this stretch of roadway. These two billboards currently expend more than 50% of the Lindsborg CVB's annual marketing budget.

#### **BILLBOARDS** - Digital

• Digital billboards were earned as part of negotiations for a Travel Canada publication print ad that was mailed to residents in Ontario. For one week of October, those traveling **Toronto's Gardiner Expressway** and those using the **Toronto Airport** saw Lindsborg travel information. These contract add ons (free to us), helped to double our website traffic from Canada.

Lindsborg



### **PROMOTION - PAID**

#### LINDSBORG VISITORS GUIDE

The Lindsborg Visitors Guide went through a redesign this year, and for the first time was also translated into Spanish for both our online and print versions. **10,000 English language guides** are ordered annually and a test number of **1,000 Spanish language guides** were printed for use in 2024-2025. The Spanish guides have been a great help to Bethany College as they recruit students that come from Spanish-speaking homes. Translation of this guide was made possible through a connection made with the Emporia CVB, utilizing the translator they used for guides in 2023. Emporia saw a 17% increase in Latino tourism after implementing a Spanish guide and we hope to see similar results in 2025.



#### TRAVEL INFORMATION CENTER (TIC)

The Lindsborg Convention & Visitors Bureau also maintains a state-designated travel information center to serve visitors on Main Street, Lindsborg. This location is stocked at a minimum of twice per week, and more frequently during peak travel seasons.

#### **BROCHURE DISTRIBUTION**

The Lindsborg Convention & Visitors Bureau **distributed approximately 8,000 visitors guides in 2024**. The guide was available by request, by mail, email, or website download, in Kansas' two welcome centers (Belle Plaine and Goodland), as well as an additional 28 state-designated Travel Information Centers throughout Kansas.



## PROMOTION - OWNED

#### LINDSBORG POSTEN & NEWS RELEASES

The Lindsborg Convention & Visitors Bureau creates a monthly electronic newsletter that shares tourism topics of interest for locals and potential visitors. The newsletter is sent to anyone who requests information about Lindsborg and is also shared on social media channels. Additional news releases were sent out in 2024 to cover events that were not announced to the CVB before the Posten release date each month.



2024 LINDSBORG POSTEN
12 Editions Sent
62,650 Individual Sends
22,175 Unique Opens
This averages to a 36.83% open rate, a
high average for the travel industry.

#### **Promotional Stickers**

The Lindsborg Convention & Visitors Bureau created and purchased stickers to use to promote Lindsborg to younger audiences. Stickers have been picked up in the CVB office, and handed out at tradeshows and events, showing up on coffee mugs, water bottles, laptops, vehicles, and more. These inexpensive items remind visitors of a fun time, providing thoughts of a return visit, while sparking conversations with others about Lindsborg adventures.





## PROMOTION - OWNED

#### VISIT LINDSBORG WEBSITE

The Visit Lindsborg website is updated regularly with new content. The website saw **48,813 unique users** in 2024 logging in for more than **96,179 sessions**, **clicking on 246,847 pages**.



While the home page continues to rank as the top landing page, other pages with higher utilization are Coronado Heights, the CVB's calendar of events, Christmas in Lindsborg, and Svensk Hyllningsfest (in a non-Hyllingsfest year!).

~	2	/coronado-heights	6,145
	3	/lindsborg-calendar-of-events	4,473
	4	(not set)	2,297
~	5	/christmas-in-lindsborg	2,052
~	6	/svensk-hyliningsfest	1,437
	7	/st-lucia-festival	1,384
	8	/free-fest-and-celebrations	1,245
	9	/attractions	1,114



# **PROMOTION - SHARED**

#### SOCIAL MEDIA

Visit Lindsborg can be found on Facebook, Instagram, YouTube, and Pinterest.

The Lindsborg Convention & Visitors Bureau uses social media to reach new audiences. Comparatively, the Visit Lindsborg Facebook page has significantly more page likes and engagement per capita than many communities across the state, to include those of a much larger size. We continue to grow the number of users to all social media platforms, with a focus in 2025 to be growing our younger audience engagements across social media platforms.





## **PROMOTION - GRANTS**

#### 2024 AWARDED GRANTS

The Lindsborg Community was awarded a Kansas Tourism Marketing Grant in the amount of \$4,000 to help pay for **iHeart Radio ads** for the months of November, December and January. These ads focused on reaching the younger visitor, ages 20 -45.



Kansas Tourism Marketing Grant/Kansas Dept. of Commerce - \$4,000

The Lindsborg CVB was awarded a grant from the McPherson County Community Foundation/Nutt Fund for funding a new event in April of 2025. **Chalk the Välk** will engage students from across the state, competing for prize money and scholarships while engaging with professional artists. Adults and children will also be eligible for participation. This **NEW event** will be held in conjunction with Messiah Festival of the Arts as one more offering to encourage visits to Lindsborg during what is the 144th year for Messiah at Bethany College, the longest running performance of the Messiah in North America. City of Lindsborg staff, the Lindsborg Arts Council, and Bethany College staff are currently working together to plan this new event.

• Kansas Creative Arts Industries Commission/Kansas Dept. of Commerce - \$6,000



### **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 President of the Association in 2024.
- South-Central Kansas Tourism Region Lindsborg CVB Director served on the executive board in 2024.
- Kansas State Fair Board (KSF) Lindsborg CVB Director served on the board in a Kansas Governor-appointed position representing the Travel Industry Association of Kansas in 2024 and on the Kansas Fair Foundation Board as a representative of the KSF Board. Visit Lindsborg staff served in the position of treasurer on this board and board liaison to the Kansas Fair Foundation Board in 2024.
- Semiquincentennial (Kansas 250) Commission CVB Director served on this Governorappointed position, planning the 2026 celebration of our nation's 250th anniversary.





Participation in these groups allowed CVB staff to represent Lindsborg at multiple events during the year.

Holly traveled to Washington D.C., as the President of the Travel Industry Association of Kansas, meeting with members of Congress as a representative of travel in Kansas. Conversations largely circled around the FIFA World Cup and the need for changes to the US Visa program's wait times for participants and traveling fans.



### **PROMOTION - PARTNERSHIPS**

#### **KANSAS STATE FAIR**

Staff attended the Kansas State Fair, representing the Travel Industry Association of Kansas, South Central Kansas Tourism, and the community of Lindsborg, serving primarily as a member of the Kansas State Fair Board. The Kansas State Fair Board is a working board, which means everything from daily meetings to assisting fair staff as needed.

Important events that take place in during the 10 days of the Fair are the **legislative lunch and showmanship** events, the Governor's Day at the Fair, breakfast with our members of Congress, as well as lunches and breakfast sessions with groups such local veterans, noted Kansas farm families, the Hutchinson Chamber of Commerce, the Kansas Highway Patrol, and more. These days are filled with important interactions, decision making, education, work...and enjoyment with a truly great group of board members that represent Kansas Commerce, K-State Extension regions across Kansas, the Kansas Chamber, 4-H, and Kansas Tourism,





### **PROMOTION - PARTNERSHIPS**

A highlight of the 2024 Kansas State Fair was the unveiling of the new Kansas Department of Tourism's **Mobile Visitors Center** that we were able to attend as members of the Kansas State Fair Board. This visitors center will be making its way, across several states, in 2025, sharing the goodness of travel in Kansas. We have requested this to be at the 2025 Svensk Hyllningsfest celebration!



#### **Kansas Department of Tourism**

The Lindsborg CVB maintains listings for Lindsborg attractions and businesses on the **TravelKS.com website**. In 2024, these listings received 14,272 views and 4,579 clicks, for a 32.1% conversion rate.

The CVB also coordinated **30 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 to participating businesses. TravelKS website listings are updated throughout the year with new or changing information.





### VISITATION

#### **TOURS AND GROUPS**

In 2024, the Lindsborg CVB hosted and provided planning and step on guide services for multiple tour groups, the largest being the **National Highway Geology Symposium**, bringing more than **200 bus trippers** from their 2024 national meeting in Lawrence. This group planned a one-day outing during their annual event, to include the Flint Hills and Coronado Heights. CVB staff provided local vendor names to their bus planner and helped make connections with a Kansas brewery for their lunch beverages and provided a short program on Coronado Heights, and Lindsborg. This was the largest tour group we have hosted and included some new things like outdoor toilet rental, table setup and outdoor buffet service, and parking for multiple tour busses. This was a memorable day for this group and they loved their Coronado Heights experience.





#### USD 400 - 4TH GRADE COMMUNITY SERVICE DAY

Beginning in 2023, CVB staff worked with the City of Lindsborg Parks Director, Noah Flores, to plan the 2024 Soderstrom 4th Grade Community Service Day. Students planted trees, shrubs, and a pollinators garden along the Välkommen Trail for residents and visitors to enjoy for many years to come. Partnerships with the **City of Lindsborg Parks Department**, **Lindsborg Tree Board, Kansas Arborists Association, McPherson County Soil Conservation office, K-State Extension, and Monarch Watch** provided milkweed plants, trees and shrubs, tools, perennial seed, and education. Programs like this are a purposeful way to engage Smoky Valley youth in the importance of civil service and community pride while teaching them about Smoky Valley history. The day ended with Swedish treats from White's Foodliner, providing new and unusual flavors for students and faculty.





#### SEARCH FOR THE WILD DALA

Sadly, the Search for the Wild Dala project ended in 2024. Artist Adam Ankeman and his staff provided no less than **239 glass Dala suncatchers** for this project that was largely paid for with grant dollars from the Kansas Arts Commission. This project provided income for an individual with disabilities and allowed him to save for a wonderful vacation with his mom and staff later in the 2024 year!.



#### CORONADO HEIGHTS KITE FLY

The CVB was able to host the 4th Annual Coronado Heights Kite Fly in May, a great idea from past CVB Board member Maleta Forsberg, More than 150 people, to include many adult kite flyers, attended throughout the day, enjoying making, assembling, and flying their own kites. Professional kite flyers were invited to the event by Wings of the Wind Kite Shop and provided technical assistance throughout the day. Trollslanda Toy Store supported this event by stocking kites for purchase. This event will again take place on May 17, 2025.



#### CHRISTMAS IN JULY

Making "snow" in the park provided a fun afternoon in the sun for approximately 100 kids that ran in and out of a massive pile of bubbles provided by a large bubble cannon, purchased by the CVB to replace a pieced together version we had started with, using a YouTube video and the skills of volunteer Angel Andrewson. The windy day provided a nice breeze for parents and grandparents watching the fun from the shade of Swensson Park and a few stray bubble clouds provided the neighbors with a little "snow" too! This event will take place again in July of 2025.





#### 8TH GRADE TRIP TO THE STATEHOUSE

CVB staff worked with the City Administrator to plan a trip to the Kansas Capitol for the Smoky Valley Middle School 8th Grade Class. This trip provided opportunities for students to tour the Capitol and learn more about state government and the importance of Lindsborg participation in important legislative and state office conversations and decisions. Lunch was served in the Kansas Department of Education's boardroom, providing space to unpack boxed lunches and get students fed quickly before their departure back to Lindsborg.



#### TRAVEL WRITERS

CVB Staff worked independently, and as a team with the Kansas Department of Tourism and the South Central Kansas Tourism Region to plan trips for several travel writers during the 2024 year. These writers spent valuable time in the Lindsborg community sharing their travel experiences with their **online audiences and various publications**.



The Drive-by Tourist, One Delightful Life, Indy's Child Magazine, Stateline Kids, Bill on the Road, Your Glorious Adventure, and KC Hiker, all visited Lindsborg in 2024, sharing content on their websites and social media pages, also providing written content for various publications. Past travel writers, such as Travel With Sarah, continue to publish multiple articles about Lindsborg in well-known publications. This residual work that stems from prior visits ends up being some of the best recognition Lindsborg receives...for years to come.



STARRY, STARRY NIGHT IN LINDSBORG CVB Staff partnered again with the Kansas Cosmosphere, Small World Gallery/Jim Richardson, the Salina Astronomy Club, and, in 2024, the Lindsborg Arts Council and McPherson Old Mill & Swedish Heritage Museum to plan and carry out year two of this event.

Thanks to volunteer drivers and vans loaned to the CVB by **Long McArthur**, participants were able to view the stars from Coronado Heights and Heritage Square. Additional programming for the evening included Jim Richardson's National Geographic program, Glories of Our Night Sky: Wonders and Worries, a paint and sip session hosted by Lindsborg Arts Council, and multiple short programs on constellations and best star viewing equipment for beginners, presented by the Salina Astronomy Club.

Special thanks goes to the Smoky Valley Historical Association, owner of Coronado Heights, and the Lindsborg Old Mill & Swedish Heritage Museum. Both venues provided perfect dark environments for viewing the starry sky.

The Kansas Cosmosphere ended the evening with an ask to do this again in 2025. The 2025 date will be announced later this year.







#### 2024 KANSAS STATE FAIR COMMERCIALS

CVB Staff worked, during the Kansas State Fair, with the staff of BowerComm to assist in filming commercials for the 2024 Kansas State Fair. These "Get Fairified" commercials were awarded a prestigious **Davey Marketing Award in 2024**.

Partnerships elevate Lindsborg's presence across state agencies.



#### 2024 KANSAS STATE FAIR BOOTHS

CVB Staff worked with members of the Kansas Legislature to secure and staff a booth for the week of the Kansas State Fair. Staffing was carried out by members of the **Kansas 250 Committee, consisting of legislators, state staffers, and other governor appointed members**. The **Sons and Daughters of the American Revolution** rounded out the many hours that this booth must be staffed for the duration of the Kansas State Fair.

Fairgoers were able to provide input about how they would like to celebrate the 250th anniversary of our nation (2026), in Kansas.

CVB Staff also helped set up, tear down, and work the **South Central Kansas Tourism** Booth as a board member of this regional organization.







#### SUNFLOWER SUMMER

The Lindsborg CVB provided applications to Lindsborg entities that qualified for the **Sunflower Summer admission reimbursement program**. Six Lindsborg entities participated in this program (Maxwell Wildlife Refuge was included in Lindsborg's report from Kansas Tourism), educating families across Kansas about Kansas history, art, theatre, science, nature, parks, and more.

Results of this program in Lindsborg were:

- Tickets Sold: 2175
- Total Reimbursements Issued: \$20,762.50

Top benefits from this program went to Broadway RFD and the Lindsborg Old Mill & Swedish Heritage Museum.







### AWARDS

#### 2024 TIAK MARKETING AWARDS

The Lindsborg CVB's **\$20,000 annual marketing budget** qualified to compete in the medium budget category, competing with organizations that had \$20,000 - \$100,000 in annual marketing funds.

Out of seven possible categories, the Lindsborg CVB brought home the winning trophy in five, to include the top project for all state entries, to include small, mid-sized, and large budget marketing budgets.

#### Winner ---

- Best in Show Starry, Starry Night at Coronado Heights (Cosmosphere Partnership)
- **Medium Budget Events** Starry, Starry Night at Coronado Heights Event (Cosmosphere Partnership)
- Medium Budget Online/Digital Media Wichita Airport Digital Ads (Ad Hoc Partnership)
- **Medium Budget Collaboration** Oklahoma City Digital Billboards (partnership with Visit Wichita and Kansas Tourism for funding)
- Medium Budget Print AARP's Six Best Places to Live in the U.S.

These projects are only possible with the exceptional partnerships with the Lindsborg community and the Kansas Tourism community that provided many dollars to augment our budget.





### EDUCATION

#### COPY CLICK

The CVB provided information about typical Lindsborg traveler to Copy Click, a marketing company that uses this information to assemble **best marketing practices** for communities. This information was helpful in making marketing decisions, primarily social media posts in the 2024 calendar year. We will continue to utilize these best practices.

#### LEADERSHIP AND MANAGEMENT

The CVB Director was chosen to participate in the 2024-2025 **Dwight D. Eisenhower Excellence in Public Service Series**. This program is part of the National Excellence in Public Service Series, a group of 20 state organizations with these common goals:

- To provide a sponsored first-class leadership training experience for outstanding women.
- To encourage, mentor and prepare selected women leaders to seek new levels of involvement in government and politics.
- To provide participants access to political and government leaders responsible for candidate recruitment and/or appointments.
- To establish an active core of highly qualified women who are educated and motivated to assume key roles in public service.
- To form an effective and diverse statewide political network for women.

The director began attending these weekend class sessions in November of 2024 at her own expense. Graduation will take place in June.





#### PAGE 23

### EDUCATION

#### KANSAS STATE FAIR - EVENT SAFETY MANAGEMENT TRAINING

The Kansas State Fair partnered with the **Kansas Highway Patrol and K-State Salina** for the 2024 fair, providing new **drone security**. This program was presented to the Kansas State Fair Board, allowing us to learn more about how the program operates and their availability for events across Kansas. During their time at the fair, several incidents were prevented simply because these "eyes in the sky" captured information to immediately transmit to Highway Patrol officers that were working the fairgrounds. This information was provided to the Svensk Hyllningsfest Committee.



The Kansas State Fair Board also participated in **event safety instruction** provided by the **Weapons of Mass Destruction Civil Support Team**. While these type of incidents are not things we enjoy thinking about, the level of work that they provide to events is truly amazing, and added another new level of precaution and safety to the Kansas State Fair.



Both of these exercises provided insight into event safety and possible ways to implement their services during large Lindsborg events.



### SUNDSTROM CONFERENCE CENTER

**Management of the Sundstrom Conference Center** comes under the oversight of the Lindsborg CVB. Management changed hands in 2022 and **Lisa Johnson** continues to be the Sundstrom manager.

Various factors to include Zoom meetings, outdoor wedding trends, and a growing number of competitive venues in a 50-mile radius of Lindsborg continue to prove challenging for sales.

This year, the Mayor and City Administrator appointed a **City Council Committee** to meet monthly to review sales numbers and practices, providing guidance for staff.

#### 2024 EVENT STATISTICS:

- 88 total events hosted
- 3,961 guests in 2024

#### 2024 SUNDSTROM PARTNERSHIPS:

- The Kansas Women Attorneys, the American Scandinavian Association, Arts on the Prairie, USD 400, Bethany College, Bethany Village, Kansas Hospital Association, and other large groups continued to host their annual meetings, educational sessions, school functions, and fundraisers at the Sundstrom.
- The **City of Lindsborg Rec Department continued to add programming** that utilized space in the Sundstrom, to include pickleball and art classes and movie night. This additional programming provides the community with healthy activities for individuals and families, making good use of the Sundstrom when it is not booked for events.
- Meeting groups, such as the Lindsborg Arts Council took advantage of the **low meeting** room rates that are offered to local entities for their monthly gatherings.
- The City of Lindsborg also utilizes the Sundstrom Conference Center for meetings and educational sessions to retain the funds we would spend elsewhere for facility rental for these types of events. The City used the Sundstrom 39 times in 2024.





# ECONOMIC IMPACT

#### TRANSIENT GUEST TAX

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

The Lindsborg CVB continued to work with local lodging, helping promote overnight stays in Lindsborg with paid advertising on social media, ending the year with another standout year in TGT collections.







# ECONOMIC IMPACT

#### SALES TAX

The City of Lindsborg sales tax is 9.5%. According to the Kansas Department of Revenue, 2024 sales tax collections totaled \$1,426,750.73 from sales at Lindborg businesses. This is a **slight increase of .437% from the 2023**. This was good news for our Lindsborg in a year when inflation has impacted spending nationwide.





### ABOUT US

The 2024 year came with many positive additions to the CVB Board, because of expiring terms, moves, and life changes. Meetings provide great ideas, feedback, and encouragement to keep us working for the Lindsborg that we love serving.

We particularly wish to recognize Maleta Forsberg, as she transitioned off of the CVB Board, for her many years of service to the CVB, and to many other Lindsborg organizations. Her words of wisdom, creative thinking, and knowledge of Lindsborg history have been invaluable.

#### STAFF

Holly Lofton, Director Diane Reece, Assistant to the Director Lisa Johnson, Sundstrom Conference Center Manager

#### BOARD

Kathy Richardson, Board Chair - Small World Gallery Karna Peterson - Smoky Valley Restoration, Upholstery, and Art Gallery Molly Johnson - The Good Merchant Tim Stewart - Smoky Valley Historical Association Stacey Lott - Dröm Sött Andrea Evans - Lindsborg News Record Haley Samford - Bethany College Katie Gilkey - Olive Tree Suites Jerry Peterson - Hemslöjd



### LINDSBORG CONVENTION AND VISITORS BUREAU

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