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LINDSBORG  
CONVENTION &  
VISITORS BUREAU

ANNUAL REPORT

2025

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PREPARED BY  
HOLLY LOFTON  
DIRECTOR



**visit LINDSBORG**  
CONVENTION & VISITORS BUREAU



# 2025 RECAP

highlighting our efforts to market Lindsborg to visitors and groups

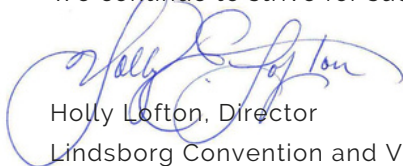
As we close out 2025, we are celebrating yet another year of record breaking transient guest tax, successful tourism programs, and continued growth in volume of information requested from the Visit Lindsborg office. Lindsborg continues to realize tourism as a successful economic driver that positively impacts our small business community and the growth of the community in general. The 2025 Lindsborg Convention & Visitors Bureau's Annual Report highlights CVB marketing efforts, public engagement, and meaningful projects.

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

This report also showcases new and continuing projects, grants, partnerships, visitation, and the economic impact of tourism in Lindsborg.

We continue to strive for success in 2026.



Holly Lofton, Director  
Lindsborg Convention and Visitors Bureau



CVB staff responded to 14,731 emails in the 2025 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 journalists' radar. Media stories are then utilized in social media promotions and on the Visit Lindsborg website.

Below are just a few of the 2025 articles that feature Lindsborg.

## Top 2025 top online & print articles

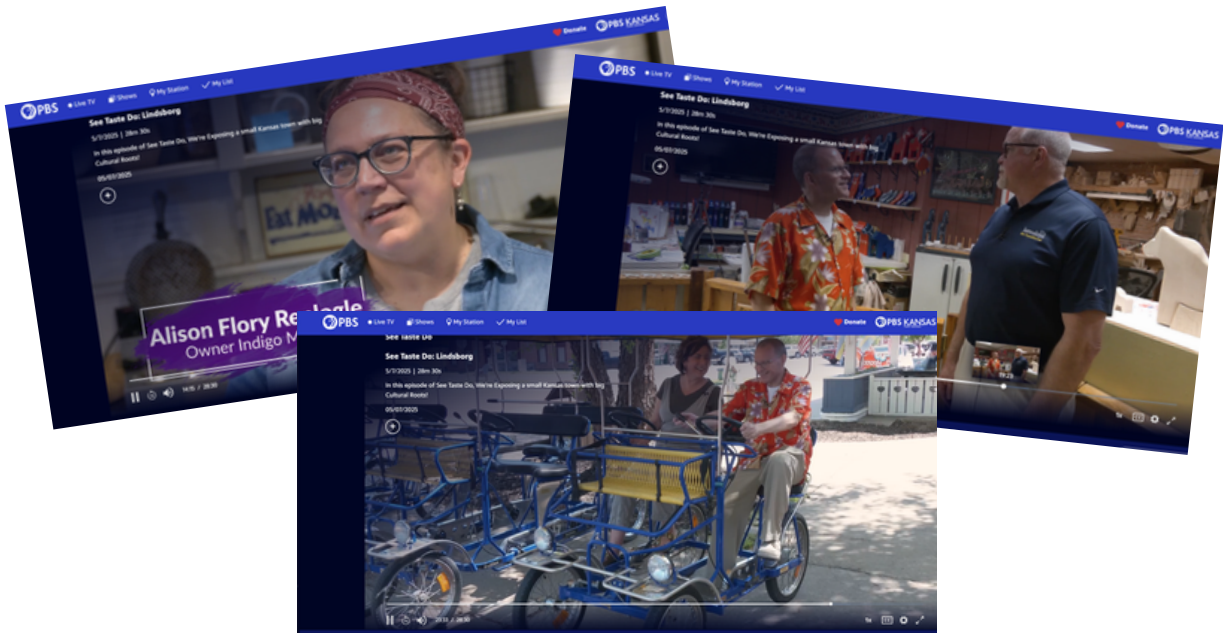
This captures just a few of the more than 125 articles that Lindsborg garnered in 2025.

- **Travel the World Without Leaving the U.S. - The Discoverer**
- **Visit These 12 Incredible Charming Small Towns in Kansas, One for Each Month of the Year - Only in Kansas**
- **Looking for a place to visit in 2025? HGTV recommends these Kansas, Missouri towns - KC Star**
- **Ask a Local: Insider Guides to 6 Enchanting Kansas Towns - Kansas Tourism**
- **Destination Towns: Lindsborg, Kansas - Rural Resurrection**
- **According to Travel Experts This Midwestern Town is More Swedish Than Stockholm - World Day**
- **How Anyone Can Be an Artist During Chalk the Valk in Lindsborg This April - Salina Journal/Yahoo!Life**
- **6 Kansas Towns That Rival Europe's Best - World Atlas**
- **15 of the Best Small Towns in the Midwest USA to Visit for Family-Friendly Activities - Home Stratosphere**
- **I've cycled 10,000 miles across the America... twice. These are the 23 most desirable small towns, reveals travel expert SIMON PARKER - Daily Mail (UK)**
- **Exploring "Little Sweden, USA" in Lindsborg, Kansas, A Charming Great Plains Town - Upon Arriving**
- **Explore, taste, celebrate: Experience unique Kansas and Missouri attractions - KC Star**
- **Your Ultimate Guide to Summer Fun in Kansas - Only in Kansas**
- **Spend a Day in Lindsborg, Kansas - Manhattan Moms**
- **12 Hidden-Gem Kansas Road Trips Featuring Charming Small Towns, Painterly Landscapes and Cool History/ AKA: 12 Kansas Road Trips with Cute Towns and Pretty Scenery - Midwest Living**
- **14 Beautiful And Affordable European Cities—That Are Actually In The U.S. - MSN**
- **Coolest Ice Cream Shops in Kansas to Add to Your Road Trip Itinerary - One Delightful Life**
- **50 of the Best Small Towns in America - HGTV**
- **Charming Kansas Day Trips: Wamego & Lindsborg Family Guide - KC Parent**
- **Top 10 Things To Do This Fall - KC Studio**
- **Destination Heartland: Lindsborg, Kansas - KCTV5**
- **These stunning natural landmarks are the '8 Wonders of Kansas Geography' - Topeka Capital-Journal**
- **This Charming Swedish Town In Kansas Feels Like A European Getaway - DailyWise**
- **What's the most charming small town in Kansas? Here's what HGTV says - Topeka Capital-Journal**
- **Short But Sweet: How to Spend Only a Few Hours in Lindsborg, Kansas - AOL**
- **Preparing a "Hyll" of a Good Time - KSAL**
- **15 Quirky and Unique Spots to Visit in Kansas - Midwest Travel Mama**
- **This Delightful Kansas City Brimming With European Charm Is Known As 'Little Sweden USA' - Explore.com**
- **7 Charming Midwest Main Streets and 7 Towns That Keep Tradition Alive - Backroad Planet**
- **Castles rising on the plains of Kansas? Check out these 11 beauties - The Topeka Capital-Journal**
- **Our 50 Favorite Small Towns to Visit for Christmas - HGTV**
- **Visit these 5 Kansas attractions that remain unspoiled by crowds - Yahoo! Life/Topeka Capital-Journal**
- **St. Lucia Festival in Lindsborg, KS (Little Sweden USA) - Fordor's Travel**
- **Festive Holiday Markets in All 50 States - HGTV**
- **Discovering Lindsborg, the Little Sweden of Kansas - Explorer Momma**
- **10 Peaceful Towns In Kansas Where Life Slows Down And Neighbors Still Wave - Family Destinations Guide**
- **KS has one of the best small towns to visit for Christmas, HGTV says. Here's why - The Wichita Eagle**
- **Here are 9 Kansas places to see unusual architecture - Pressreader**
- **11 Friendly Towns To Retire In The United States - World Atlas**
- **26 U.S. Destinations that will make You Think You're in Europe - Traveller's Elixir**
- **Lindsborg Little Sweden - Aerial Travel**





# PROMOTION - EARNED



## RADIO

Ad Astra Radio programs ended in 2025 due to lack of funding. For the past 15 or more years, this funding has come directly from business sponsorships raised by the vendor.

## NEWSPAPERS & MAGAZINES

From news releases to feature stories, calendars, or photos, the Lindsborg CVB partners with area newspapers and national and international publications to promote Lindsborg to their readerships. This year, articles featuring Lindsborg could be found in places such as **USA Today**, **Midwest Living**, **Kansas Magazine**, and more. Many times, writers utilize the CVB's extensive selection of community photos to add to their articles. We are fortunate to have so many local photographers that are happy to lend their gifts for the greater good of the community, not charging for photo use.

## TELEVISION

The Lindsborg CVB shared stories, photos, and videos with Kansas television stations interested in featuring Lindsborg stories. In 2025 **PBS** filmed a **See, Taste, and Do** feature in Lindsborg that was well received by PBS viewers.



# PROMOTION - PAID

Recognizing its budget limitations and the rising cost of traditional advertising, the Lindsborg Convention & Visitors Bureau strategically purchases ads. These purchases were greatly reduced by billboard contracts that increased by 83% in the past year.



## 2025 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
- **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. This publication is important to us, going into 2026, as we market to attendees of the FIFA World Cup that will be hosted in Kansas City during the summer of 2026.
- **Regional Newspapers** - 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 businesses and Bethany College increase Lindsborg's presence by **an additional nine 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 along I-70 are contracted through LINK. LINK was able to provide best billboard pricing along this stretch of road. **Billboards will expend more than 62% of the Lindsborg CVB's annual marketing budget.**

## BILLBOARDS - Digital

- Digital billboards in Oklahoma were taken out of play during the 2025 year.



# PROMOTION - PAID

## LINDSBORG VISITORS GUIDE

The Lindsborg Visitors Guide was updated and reprinted this year, with both Spanish and English versions offered online. The English version was also offered in print. **10,000 English language guides are ordered annually.** The remainder of 2024 printed Spanish guides were provided to Bethany College to assist with student recruitment.



## 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 11,000 visitors guides in 2025.** 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 2025 to cover events that were not announced to the CVB before the Posten release date each month.



### 2025 LINDSBORG POSTEN

12 Editions Sent

51,912 Individual Sends

19,867 Unique Opens

This averages to a 38.93% open rate, a high average for the travel industry.

## Promotional Stickers

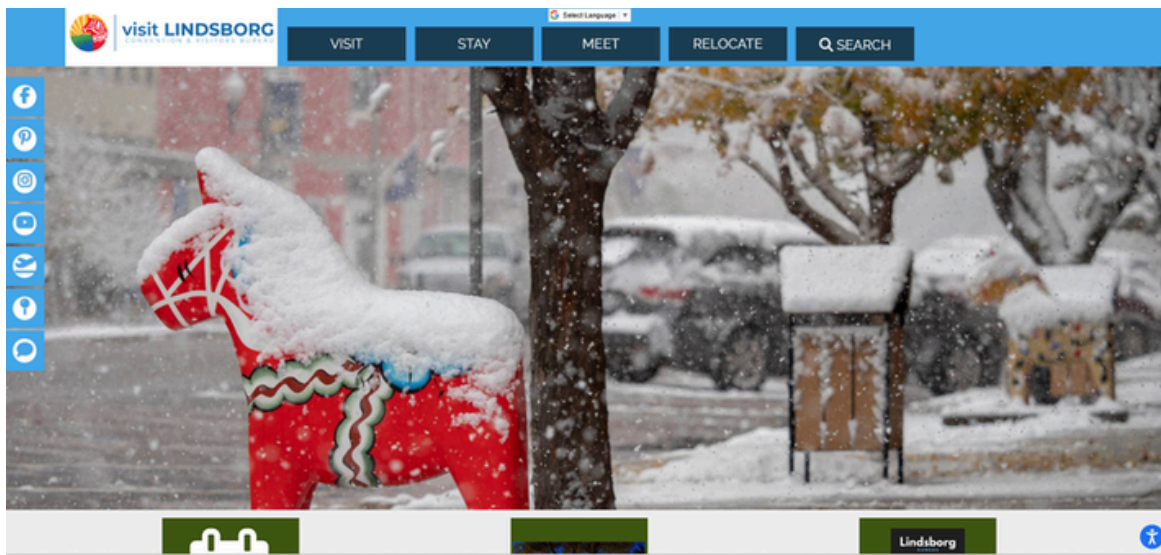
The Lindsborg Convention & Visitors Bureau reordered popular stickers to use to promote Lindsborg to younger audiences. Stickers have been picked up in the CVB office, and handed out at tradeshow and events, showing up on coffee mugs, water bottles, laptops, vehicles, and more. These inexpensive items 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 more than **41,000 unique users** in 2025 logging in for more than **104,000 sessions**, clicking on **265,000+ pages**.



While the home page continues to rank as the top landing page, other pages with higher utilization are the Lindsborg Calendar of Events, Coronado Heights, Svensk Hyllningsfest, Attractions, and other event pages.

Rank	Page Name	Utilization
1	Lindsborg Kansas Convention & Visitor Bureau - home	High
2	Lindsborg Kansas Convention & Visitor Bureau - Lindsborg Calendar of Events	High
3	Lindsborg Kansas Convention & Visitor Bureau - Coronado Heights	High
4	Lindsborg Kansas Convention & Visitor Bureau - Svensk Hyllningsfest	High
5	Lindsborg Kansas Convention & Visitor Bureau - Attractions	High
6	Lindsborg Kansas Convention & Visitor Bureau - Vårledagen (International Waffle Day)	Low
7	Lindsborg Kansas Convention & Visitor Bureau - Christmas in Lindsborg	Low
8	Lindsborg Kansas Convention & Visitor Bureau - Chalk the Walk	Low
9	Lindsborg Kansas Convention & Visitor Bureau - Stay	Low
10	Lindsborg Kansas Convention & Visitor Bureau - St. Lucia Festival	Low



# PROMOTION - SHARED

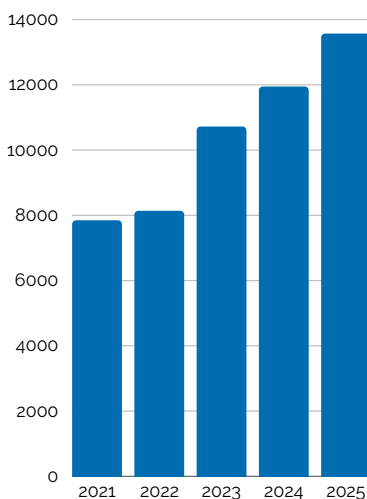
## SOCIAL MEDIA

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

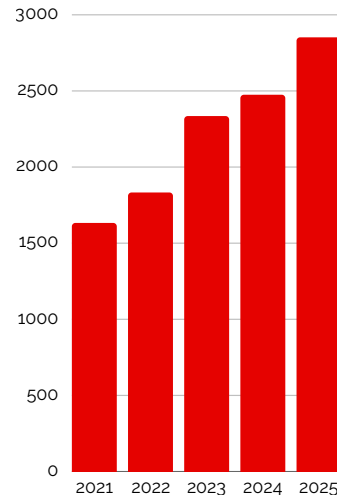
The Lindsborg Convention & Visitors Bureau uses social media to reach new audiences and reached new interaction records with a **354.703% increase in post views in 2025**, largely due to increased paid advertising that increased our daily traffic to our social media pages. Comparatively, the Visit Lindsborg 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 will continue to focus in 2026 on growing our younger audience engagements across social media platforms.



**f** FACEBOOK GROWTH (PAGE LIKES)



**Instagram** INSTAGRAM GROWTH (PAGE LIKES)



# PROMOTION - GRANTS

## 2025 AWARDED GRANTS

The Lindsborg CVB was awarded a Nutt Grant in the amount of \$6,000, in late 2024, to assist with funding the new Chalk the Valk event that took place in conjunction with the 2025 Messiah Festival of the Arts.

- Nutt Grant - Chalk the Valk - \$6,000

**Chalk the Valk** engaged student and professional artists from across the state, competing for prize money and scholarships from Bethany College. David Zinn, our featured chalk artist, worked alongside other professional artists to also provide an educational session on utilizing the arts for a full-time career. **69 artists participated** in this new event that was the result of a working partnership between the City of Lindsborg, Bethany College, and the Lindsborg CVB.



# 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 **Outgoing President** in 2025.
- **South-Central Kansas Tourism Region** - Lindsborg CVB Director served as a **board liaison** during the 2025 calendar year, assisting new board members in learning their roles.
- **Kansas State Fair Board (KSF)** - Lindsborg CVB Director served as **Vice-Chair** on the board in a Kansas Governor-appointed position representing the Travel Industry Association of Kansas in 2025 and on the Kansas Fair Foundation Board as a representative of the KSF Board.
- **Semiquincentennial (Kansas 250) Commission** - CVB Director served as **Marketing Chair** in this Governor-appointed position, planning the 2026 celebration of our nation's 250th anniversary.



Participation in these groups allowed the CVB director to represent Lindsborg at multiple events throughout the year.

The CVB director traveled to Washington D.C., as **representative of the Kansas 250 Commission, attending the 250<sup>th</sup> Convening**, a gathering of 2 individuals from every state and territory of the U.S. This was a once-in-a lifetime experience that provided interactions and ongoing relationships that have ignited ideas for our state and local celebrations. This trip was paid for, in its entirety, by the Kansas 250<sup>th</sup> Commission through a federal program.

# 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, while **servicing as Vice-Chair 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**. The 2025 year saw unprecedented amounts of rainfall, necessitating multiple board and committee meetings per day to navigate bussing, changing event times, parking direction, gate entrance needs and more. Board members took turns working gates and events, assisting staff as needed, to simply keep the Fair running. Final attendance numbers were down, but high event attendance made up most of the difference.

Important events that took 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 Kansas 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, packing food boxes for families in need, Kansas 4-H Awards**, and more. These long 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, Kansas 4-H, Kansas Fairs and Festivals, and Kansas Tourism**.



# PROMOTION - PARTNERSHIPS

Two **highlights of the 2025 Kansas State Fair** were the near completion of the exterior of the Bison Building that will be open for visitors to the Fair in 2026! The renovation of this oldest building on the fairgrounds has been largely made possible through tax dollars, and will be a year-round asset to the Fair and the Hutchinson community when it is completed.



## Kansas Department of Tourism



The Lindsborg CVB maintains 88 listings for Lindsborg attractions and businesses on the **TravelKS.com website**. In 2025, these listings received 11,169 views and 3,479 clicks, for a 31.1% 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

CVB staff planned multiple bus and group tours during the 2025 calendar year, to include everything from out-of-state bus group tours to school and military family groups. Group travel frequently involves a full day of group-appropriate programming and multiple months of continued contact with group planners.



At the request of Leadership Kansas, CVB Staff was able to help plan an **educational day in Lindsborg** as part of the LK 2025 class sessions. This program that is made up of a select number of 40 Kansans each year, travels the state to learn more about a variety of topics ranging from education and agriculture, to AI and economic development. This particular session focused on small communities and both their successes and hurdles.

Past Leadership Kansas Alum were instrumental in helping assemble photo sessions and fun activities outside of educational sessions, and past Lindsborg LK graduates, Corey Peterson, Greg DuMars, Craig Lofton, Erica Kruckenberg, and Holly Lofton pooled funds to pay for a **performance and interactive dance session with the Lindsborg Swedish Folk Dancers.**

After this successful visit, Leadership Kansas plans to host this session in Lindsborg again in three years, as a rotational area feature.



# VISITATION



CVB staff assisted Federico/Duerst, lobbyists for the City of Lindsborg, in planning the biannual **Meet in the Middle - Kansas Issues Summit**. The third meeting of its kind, this **gathering of state legislators and community leaders, provides education for the Kansas Legislature** that is directed entirely by the legislature, getting them up to speed on new or key issues for the upcoming legislative session. Lindsborg provides a logical “middle” of the state meeting spot for legislators that are coming to the middle of the aisle learn and work together. Hosting this event has put Lindsborg on the state map with most legislators, many of whom have not been aware of Lindsborg, our vibrant downtown, top-notch medical care and facilities, quality childcare, new housing, and more. **This event provides Lindsborg a time to shine as a standout rural community.**

## MEMBERSHIPS & BOARDS



Despite what turned out to be extremely windy and hot weather, the Midwest Regional Championship Race for the United States Adventure Racing Association (USARA), began and ended at Kanopolis Lake with the midpoint being Lindsborg. The Lindsborg leg of the race was on foot and included a scavenger hunt of community landmarks. The entire race had to be completed with the use of only paper maps. No cell phone or GPS use allowed. Racers began at 8am, with the final racers completing the route a little more than 24 hours later. CVB staff assisted in planning the Lindsborg leg and provided hospitality items to racers.

# SPECIAL PROJECTS

## USD 400 - 4TH GRADE COMMUNITY SERVICE DAYS

Beginning in early 2025, CVB staff worked with the **City of Lindsborg Parks Director, Noah Flores**, to **plan TWO 2025 Soderstrom 4th Grade Community Service Days**, working in the spring and fall to accommodate two school classes and two projects.

In the sunny **spring** of 2025, **students picked up trash at Coronado Heights**, learning the importance of civil service and community pride while teaching them about the history of Coronado Heights, Lindsborg, and the surrounding Smoky Valley. Students shared what they love about their community, which was tied into the larger conversation of the importance of tourism and how they can share that message...all while enjoying Swedish treats!



In the **fall** of 2025, **the new class of 4<sup>th</sup> grade students planted nearly 3000 mixed daffodil and crocus bulbs in Carlson Park** for residents and visitors to enjoy for many years to come. 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 rainy day ended at Soderstrom Elementary School Library with education about the importance of tourism in Lindsborg, and Swedish treats from White's Foodliner, providing new and unusual flavors for students and faculty.





# SPECIAL PROJECTS

## CORONADO HEIGHTS KITE FLY

The CVB handed the reins over to Smoky Valley Historical Association this year to host the Coronado Heights Kite Fly. **More than 150 people**, to include many adult kite flyers, attended throughout this beautiful May day, enjoying making, assembling, and flying their own kites. Wings of the Wind, once again, 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 16, 2026



## CHRISTMAS IN JULY

Making "snow" in the park provided a fun afternoon in the sun for **approximately 125 kids** that ran in and out of a massive pile of bubbles provided by the CVB's large bubble cannon. The sunny day made for lots of bubble fun kids and their parents and grandparents. Thanks to Lindsborg Parks staff, and volunteers Craig Lofton and Angel Andrewson for their assistance in setting up and running this event.

Join the fun when this event takes place again in July of 2025.



# SPECIAL PROJECTS

## FALUN CLASSIC SAG STOP

CVB staff worked with the McPherson Area Cyclists to promote the annual Falun Classic bike ride, also volunteering to provide the Falun SAG stop for cyclists. CVB staff spent this sunny and WINDY **Sunday afternoon providing water and refreshments** to weary cyclists, cheering them on as they left for the last leg of the ride.



## TBEX TRAVEL WRITERS CONFERENCE

CVB Staff was chosen as the **regional representative for South Central Kansas Tourism Region (SCKTR) to attend the TBEX Travel Writers Conference**, in Wichita. This opportunity was **paid for, in the amount of \$3,000, by SCKTR** hosting travel writers from across the U.S., Canada, and Puerto Rico. For four days, staff hosted a booth at this conference, also attending educational seminars for travel writers. Staff brought back a list of more than 40 contacts that were passed along to the SCKTR regional office.



Post conference, the Lindsborg CVB helped plan and carryout three TBEXT Post Conference FAM Tours in Lindsborg. **Kansas Tourism covered the cost of these visits that allowed multiple travel writers to experience Lindsborg**, sharing their experiences with their individual audiences, resulting in many more followers to Visit Lindsborg social media and website pages. Their visit included Swedish Dancers, shopping downtown, staying overnight at Dröm Sött Inn, and an evening meal and conversation about Lindsborg history at the Swedish Pavilion.





# SPECIAL PROJECTS



### **PATTERSON FAMILY FOUNDATION - THRIVING RURAL RETREAT**

The CVB Director was invited by the Patterson Family Foundation to participate in their Thriving Rural Retreat, taking place in Kansas City, Missouri in late 2025. The Foundation invited approximately **40 individuals from their service area** (Kansas and northwestern Missouri) to assist the Foundation in strategic planning. Four groups of approximately 10 individuals broke into work groups to focus on the Foundation's four core groups of support: healthcare, education, economic development, and **community enrichment**. Holly was invited as one of three individuals from the community enrichment group to **continue conversations with the Foundation, beginning in January of 2026**. Development of an **app to help people locate rural communities** within the state that meet their needs and interests will be the first task at hand, with the goal of positively affecting rural growth.



# SPECIAL PROJECTS

## KANSAS 250 COMMISSION SPECIAL EVENTS

In addition to monthly meetings, serving on the Kansas 250 Commission has included **opportunities to attend events throughout the state**, primarily on weekends. The **CVB Director has attended these events at her own expense.**

In January of 2026, the CVB Director will assist with the **planning and execution of the Governor's Kansas Day celebration at the Statehouse.**

Other roles served on this commission have included **working with volunteers, obtaining pricing for materials and projects, working with legislators to create programming, marketing insights**, and more. This role has enabled staff to meet and network with people from across the state.





# SPECIAL PROJECTS

## 2025 KANSAS STATE FAIR COMMERCIALS

CVB Staff worked, during the Kansas State Fair, with the staff of BowerComm to assist in providing commercials for the 2025 Kansas State Fair.

Partnerships elevate Lindsborg's presence across state agencies.



## 2025 KANSAS STATE FAIR BOOTHS

For the first time in many years, **Lindsborg** was represented with their own booth as the Kansas State Fair with **volunteers staffing the booth** for the ten days of the Fair. CVB Staff prepared booth materials, signed up volunteers, and set up, before, and disassembled and packed the booth items up after the Fair.

CVB Staff worked with members of the Kansas 250 Commission 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.

CVB Staff also helped set up and disassemble and pack up the **South Central Kansas Tourism** Booth as a board member of this regional organization. The Lindsborg CVB maintains the storage of these items in lieu of an official SCKTR office.





# SPECIAL PROJECTS

## MCPHERSON COUNTY UNITED WAY

The CVB Director utilized the City of Lindsborg community service day, that is provided each year to CoL staff, to serve on the McPherson County United Way Distribution Committee that heard all county asks for funding, making final decisions as to how McPherson County United Way Funds would be distributed to qualifying entities.



## KANSAS SAMPLER FOUNDATION BIG RURAL BRAINSTORM

In 2025 the CVB Director was asked to **facilitate conversations** about **Green Spaces and Gardens that Perk Up a Town**. Ideas were to incorporate the **8 KSF elements for a vibrant community: Architecture, Art, Commerce, Cuisine, Customs, Geography, History, and People**.



The Big Rural Brainstorm was held at the McPherson Community Building, hosting people from across the state.

## MCPHERSON COUNTY HOUSING COALITION

In 2025 the CVB Director participated in McPherson County housing conversations, as a member of McPherson County Tourism, providing insights on quality of life that can be provided through tourism programming that not only includes visitors, but also community. The Lindsborg CVB will work with the McPherson Community Foundation on 2026 summer concerts that will address quality of life across McPherson County.





# SPECIAL PROJECTS

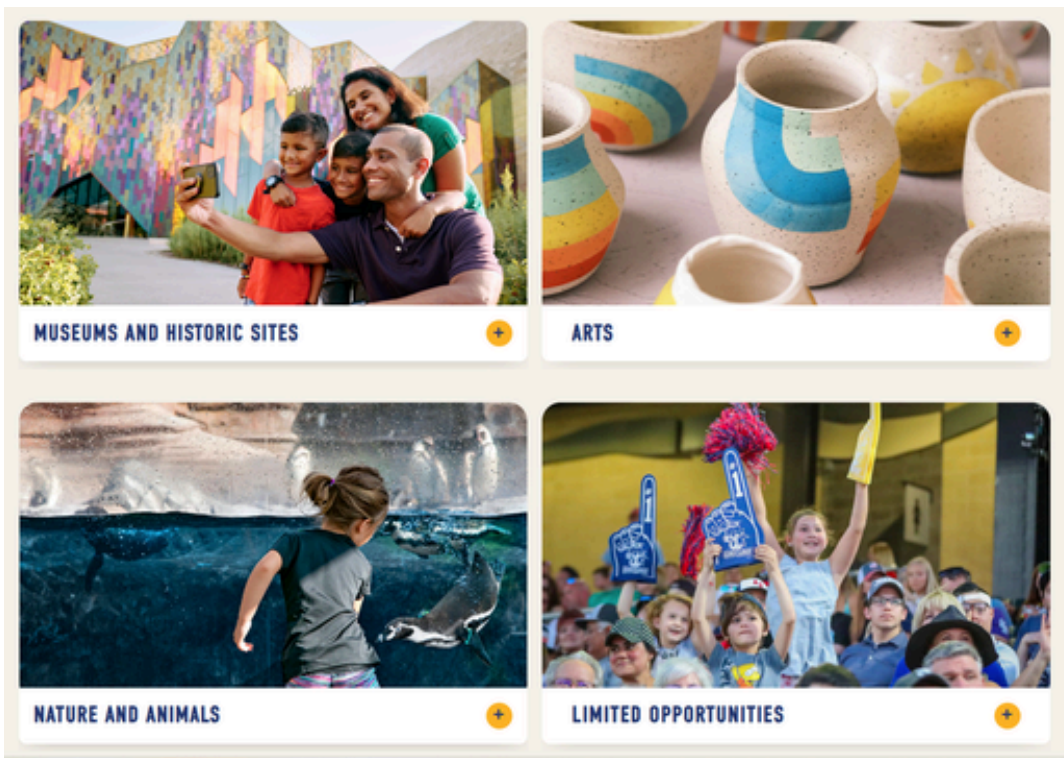
## SUNFLOWER SUMMER

The Lindsborg CVB supported application efforts for Lindsborg entities that qualified for the **Sunflower Summer admission reimbursement program**. Five Lindsborg entities to include Maxwell Wildlife Refuge, participated in this program, educating families across Kansas about Kansas history, art, theatre, science, nature, parks, and more.

Results of this program in Lindsborg were:

- **Tickets Sold: 1.255**
- **Total Reimbursements Issued: \$12,685**

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





# SPECIAL PROJECTS

## SWEDISH AMBASSADOR'S VISIT DURING SVENSK HYLLNINGSFEST

The Lindsborg CVB supported the Svensk Hyllningsfest Committee by **assisting with planning** for the Swedish Ambassador's visit. Urban Ahlin arrived from Washington D.C. to spend a little more than 24 hours in Lindsborg, packed with appointments and opportunities to share more about Sweden and learn more about Lindsborg. A favorite stop for the day was the Birger Sandzen Memorial Gallery where the Ambassador made connections between Sandzen and places he knew in Sweden.

visit LINDSBORG  
CONVENTION & VISITORS BUREAU

PO Box 79 / 654 E. Lincoln St.  
65602-0079  
info@lindsborgcvb.org  
www.visitlindsborg.com

Ambassador Ahlin - Svensk Hyllningsfest  
October 17 - 19, 2025

Arrive w/d / Depart w/d	Activity
Friday 8: - 11:00 am	Arrive at lodging, 1105 N Main St., Lindsborg KS. (Note will be in contact with Lindsborg location)
Saturday 8: - 10:00 am	Enjoy an early morning walk or run! The Village Club
8: - 10:00 am	The annual Kinnarps Heights Run for walk/joggers! Breakfast at the house of Mark and Janet will be hosting the gathering of state leaders in the Svensk Hyllningsfest parade. Arrive in a vehicle to ride the short Main Street parade. Fully equipped Swedish food to eat to-go!
8: - 10:00 am	Parade only, you will be seated on the float and to give a greeting to the folks at the home of past mayor Betty Kinnarps!
8: - 1:00 pm	Community tour with Conventions Center - the first
8: - 1:00 pm	Birger Sandzen Memorial Gallery 1001 N. 1st St. / Swedish immigrant, world renowned artist. / Guided tour with Ann Michael, gallery director
8: - 1:00 pm	Original Svensk Hyllningsfest and Swedish Costume Exhibit / Located in Society Valley Arts and Culture Center 114 N. 2nd St.
8: - 1:00 pm	Meet the Executive Board the Svensk Hyllningsfest and enjoy a bit more of the Main Stage programming! Main Stage is about 1/2 mile walk from Society Valley Arts and Culture Center
8: - 4:00 pm	Like with residents of Lindsborg, you will be invited to the Svensk Hyllningsfest! Many of these individuals cherish their Swedish ancestry and many still keep in touch with family still living in Sweden. / Hosted by Bethany Village and Bethany College President, Dr. Laura Cooney / 821 E. Commerce St.
8: - 4:00 pm	Visit the Swedish Pavilion on the grounds of the Society Valley Roller Mill and Swedish Heritage Museum. The Pavilion was designed by Swedish architect Fredrik Ohlberg and housed the Swedish exhibits of the St. Louis World's Fair in 1904. Learn more about how this building came to Lindsborg to be used for many years as a Bethany College educational building. / 1020 E. Main St. / Hospitality resources staff and Birger Sandzen Memorial Gallery exhibit and still of the American Swedish Institute
8: - 7:00 pm	Three Swedish families up before dinner of your vacation rental
8: - 7:00 pm	Arrive early to enjoy a Swedish-themed dinner with the King and Queen of Svensk Hyllningsfest and their family / Conventions Conference Center, 102 N. Main St.
Sunday	Depart for Washington D.C.



# AWARDS

## 2025 GOVERNOR'S AWARD FOR TOURISM

The 2025 recipient of the **Governor's Tourism Award** was awarded to **Lindsborg CVB Director, Holly Lofton**. Lieutenant Governor and Commerce Secretary David Toland presented this award during the 2025 Kansas Tourism Conference.

This annual award was established in 1983 to recognize Kansans for outstanding contributions to the Kansas travel and tourism industry. It is presented to an individual or organization that demonstrates cooperation, sustainability, quality and accountability in their support of the overall growth of tourism in Kansas.

September of this year marked **Holly's 13<sup>th</sup> year as the Director** of the Lindsborg Convention and Visitors Bureau.

YOU ARE INVITED  
TO A RECEPTION IN HONOR OF  
**HOLLY LOFTON**  
Friday, December 12, 2025  
Come and Go | 4pm - 6pm  
Sundstrom Conference Center



# EDUCATION

## LEADERSHIP AND MANAGEMENT

The CVB Director was chosen to participate in the 2024-2025 **Dwight D. Eisenhower Excellence in Public Service Series** and **completed this education series in June of 2025**. 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**. Sessions covered topics such as state economics, housing development, rural opportunity zones, leadership, Kansas history, current issues, the role of the Kansas Bureau of Investigation, the voting process, running for city, county, and state, and federal offices and more. Monthly sessions culminated in a trip to Washington D.C. in May, followed by graduation in June.





# EDUCATION

## KANSAS STATE FAIR - EVENT SAFETY MANAGEMENT TRAINING

The Kansas State Fair prepared, pre-fair, for emergency management, having no idea how much we would need to implement these strategies during the 2025 Kansas State Fair. Abundant rainfall caused flooding on the fairgrounds, leading to multiple meetings per day with Hutchinson area emergency management, bussing providers, Hutchinson city and business leadership, Kansas State Fair Staff, and members of the Kansas State Fair Board. Days were longer than usual as the board filled in for staff when event times and locations changed, and bussing hosts were needed post event hours.



The Kansas State Fair Board started the last Friday of the Fair with cinnamon roll delivery to all the building superintendents and Kansas State Fair staff as a thank you for their hard work. While a KSF Board tradition, this was particularly meaningful to staff during what had been an unbelievable year of quick decision making and task shifts to meet the needs of fairgoers.

## SUNDSTROM CONFERENCE CENTER



Management of the Sundstrom Conference Center comes under the oversight of the Lindsborg CVB. Lisa Johnson continues to be the Sundstrom manager.

### 2025 Event Statistics:

- **130 total events were hosted.** This was the **highest number of events** since the Sundstrom opened in 2013, with a **47.7% increase** in use over 2024. This total includes city sponsored, non-paying events, such as pickleball, hosted association meetings, city hosted board meetings, and more.
- **5,922** guests in 2025. This **49.5% increase** over 2024 equated in the **highest post-Covid attendance** in a calendar year.

### 2025 Sundstrom partnerships:

- **The Kansas Women Attorneys, the American Scandinavian Association, USD 400, Bethany College, Bethany Village, Kansas Hospital Association, Lindsborg Art Council** 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 adult pickleball, summer youth art classes, adult step aerobics, movie nights, and the annual Ties & Tiaras Dance. 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 63 times in 2025.**
- The Sundstrom was **used for 3 different entities during the 2-day Hyllningsfest Festival.** The Welcome Center tent was moved from Lincoln Street to the Club Room (front lobby) so volunteers could work in a temperature-controlled environment and guests could leisurely wait for other party members. Smorgasbord ticket holders ate in the Banquet Hall. And girls could get their hair braided in the north lobby. The City of Lindsborg waived the facility fee for the Welcome Center. The estimated number of people that came through the Sundstrom during the 2-day event was 1,579.
- Several groups other than Hyllningsfest, such as the **Kansas State Lions Club, Humanities Kansas, Superior Contracting, and Tyler Tech Software**, hosted a 2-day event utilizing multiple rooms and creating a need for additional staffing.

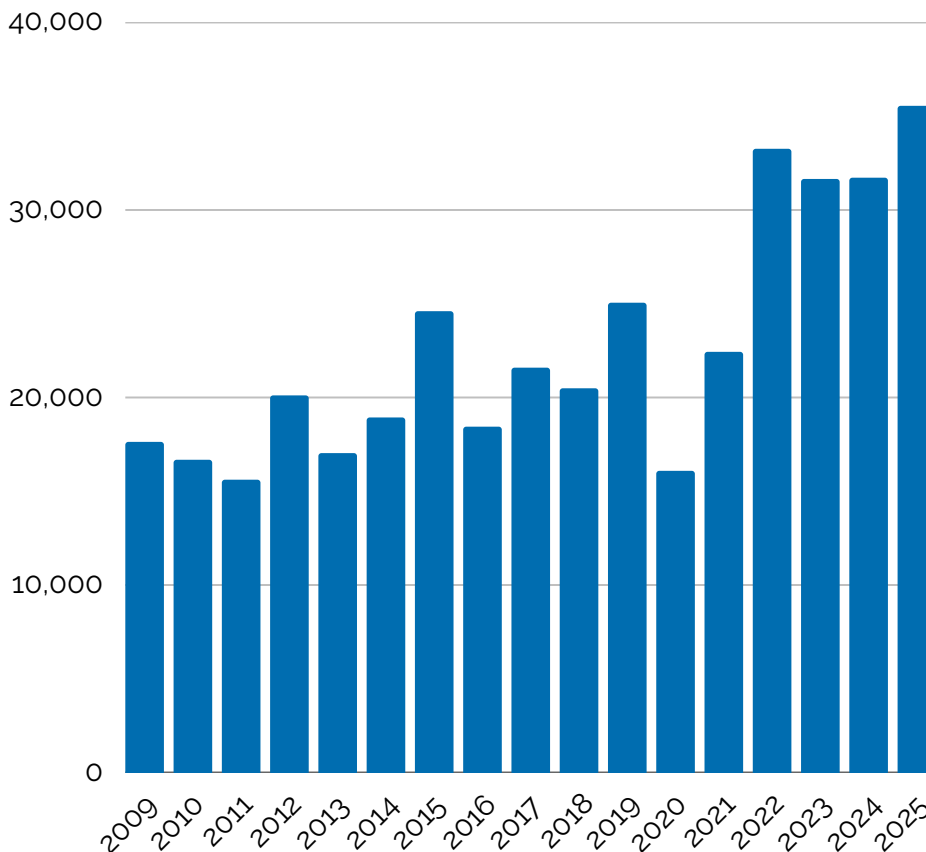


# ECONOMIC IMPACT

## 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 record breaking year in TGT collections. Total collections for the year stood at \$35,555.



## SALES TAX

The City of Lindsborg sales tax is 9.5%. According to the Kansas Department of Revenue, **2025 sales tax collections totaled \$1,503,583.42** from sales at Lindborg businesses. This is a **slight increase of 4.33% from 2024**. This number trends with current U.S. inflation rates.



# ABOUT US

The 2025 year came with rich and abundant new ideas and programming that were shared and supported by the CVB Board. Monthly meetings provide great ideas, feedback, and encouragement to keep us working for the Lindsborg that we love serving.

## 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 - TACOL (The Associated Churches of Lindsborg)

Molly Johnson - The Good Merchant

Tim Stewart - Smoky Valley Historical Association

Stacey Lott - Dröm Sött

Andrea Evans - Member at Large

Haley Samford - Bethany College

Katie Gilkey - Olive Tree Suites

Jerry Peterson - Hemslöjd



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104 E. Lincoln St./PO Box 70  
Lindsborg, KS 67456  
785.227.8687  
[cvbdir@lindsborgcity.org](mailto:cvbdir@lindsborgcity.org)

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