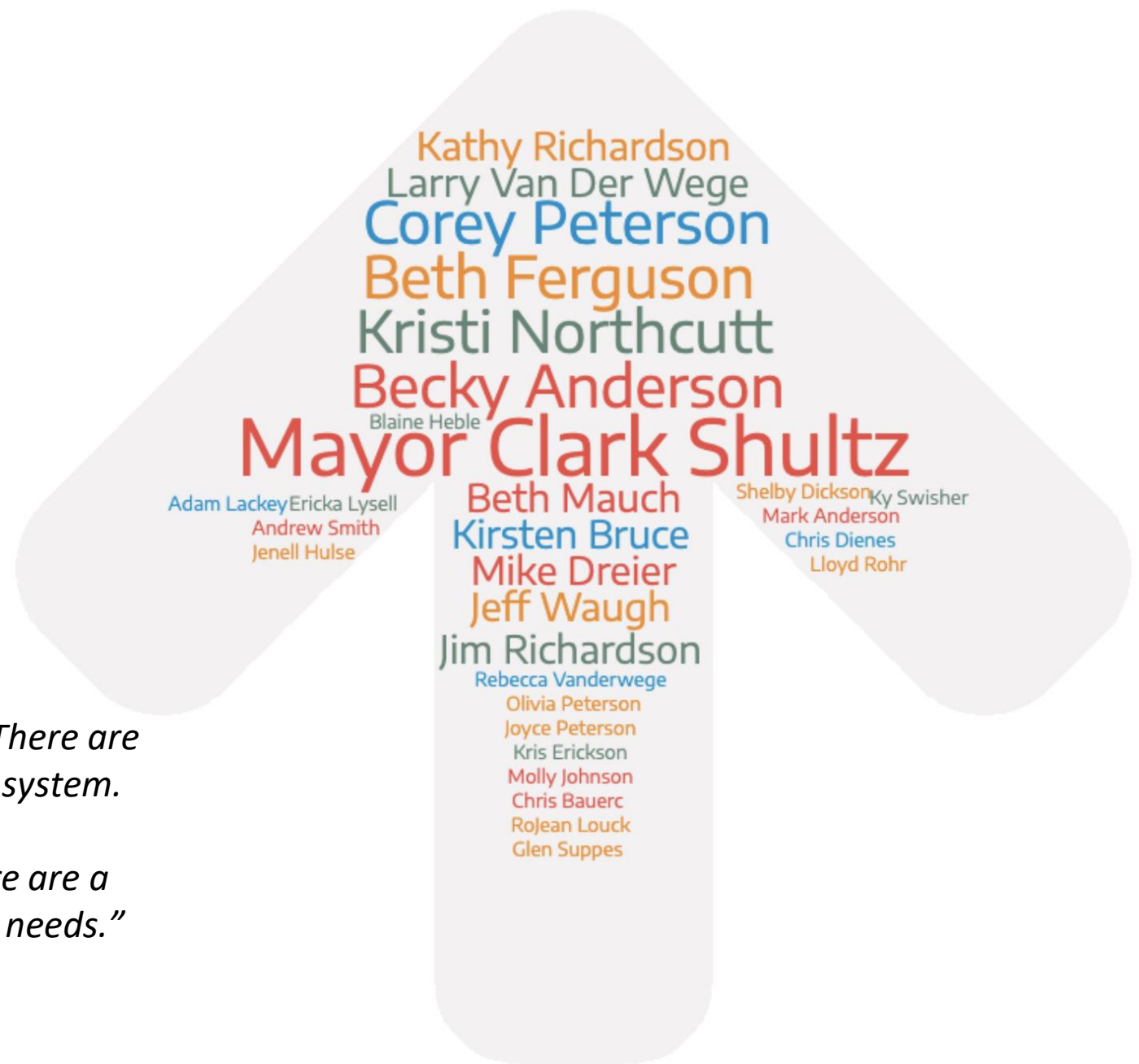


This Voice Of Our Community Study has been developed to help local community leaders and citizens identify the major local patterns. The data that has been captured here can be broadly classified in two categories: (1) The perceptions by the citizens of the community and (2) The numbers that measure the economic facts. The report helps identify the opportunities and the challenges, so that the community can build on what is working. **Our big observation:** Lindsborg is an economic bellwether of McPherson County. Its perspectives represents the general outlook of the County residents. However, what is most promising about Lindsborg is the overall confidence that the residents share about their community. This metric far exceeds that of the average County resident. The first step that the local leaders need take is to acknowledge and celebrate this incredible local phenomenon. How can the leaders leverage this momentum to tackle big local opportunities such as childcare, and housing?

**What makes our community special?**

**TRADITIONS**  
**People and Arts**  
 How they support locals to keep the town thriving  
 A growing small town in rural Kansas rich in heritage and the arts.  
 The people who work hard to make sure that Lindsborg doesn't get "stale".  
 We are a growing community with a lot of potential. There are activities going on continually.  
 It's a small town that acts bigger than it is - it's a rural community on a global stage!  
 The focus on taking care of each other and uplifting cultural heritage  
 The arts community and an acute sense of heritage and history.  
**Tourism and Swedish Heritage**  
**Simplicity**

**Admired Leaders**



*"We are a growing community with a lot of potential. There are activities going on continually. We have a great school system. It's a warm, inviting town. We have wonderful medical facilities, a college, and a retirement living center. There are a few businesses that make it convenient to meet simple needs."*  
 - A passionate local resident

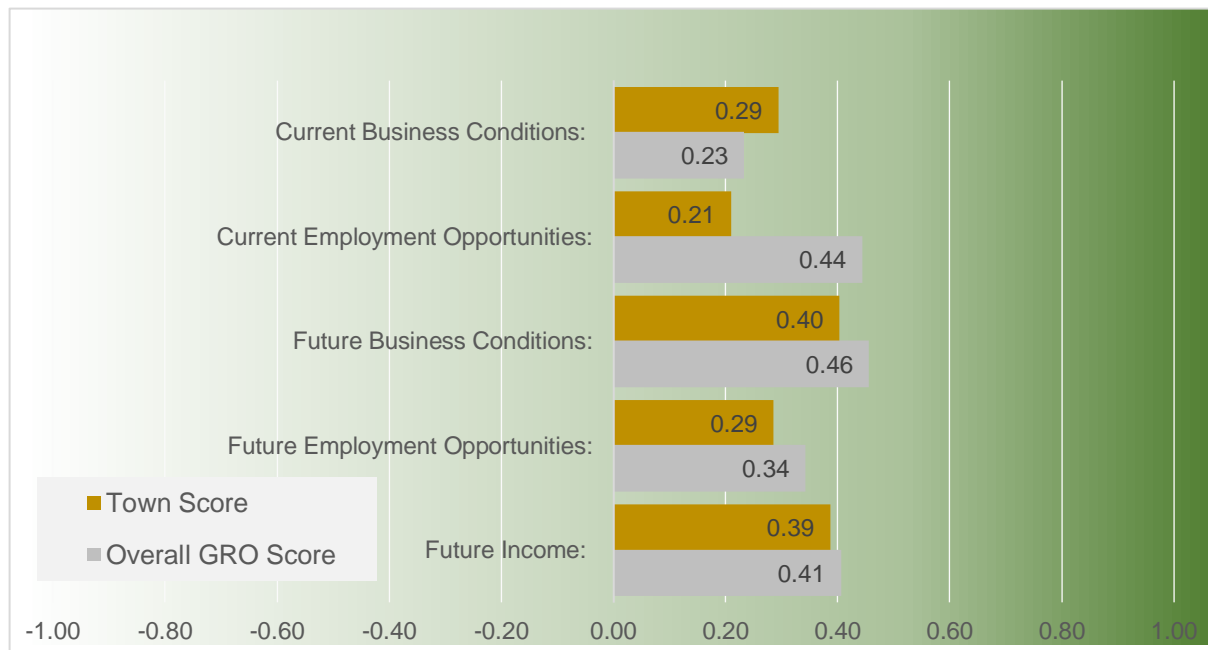
**THE EQUATION THAT DRIVES COMMUNAL PROGRESS AND PROSPERITY**



## Our Economy

What opportunity do you see here?

### Our Economic Perceptions

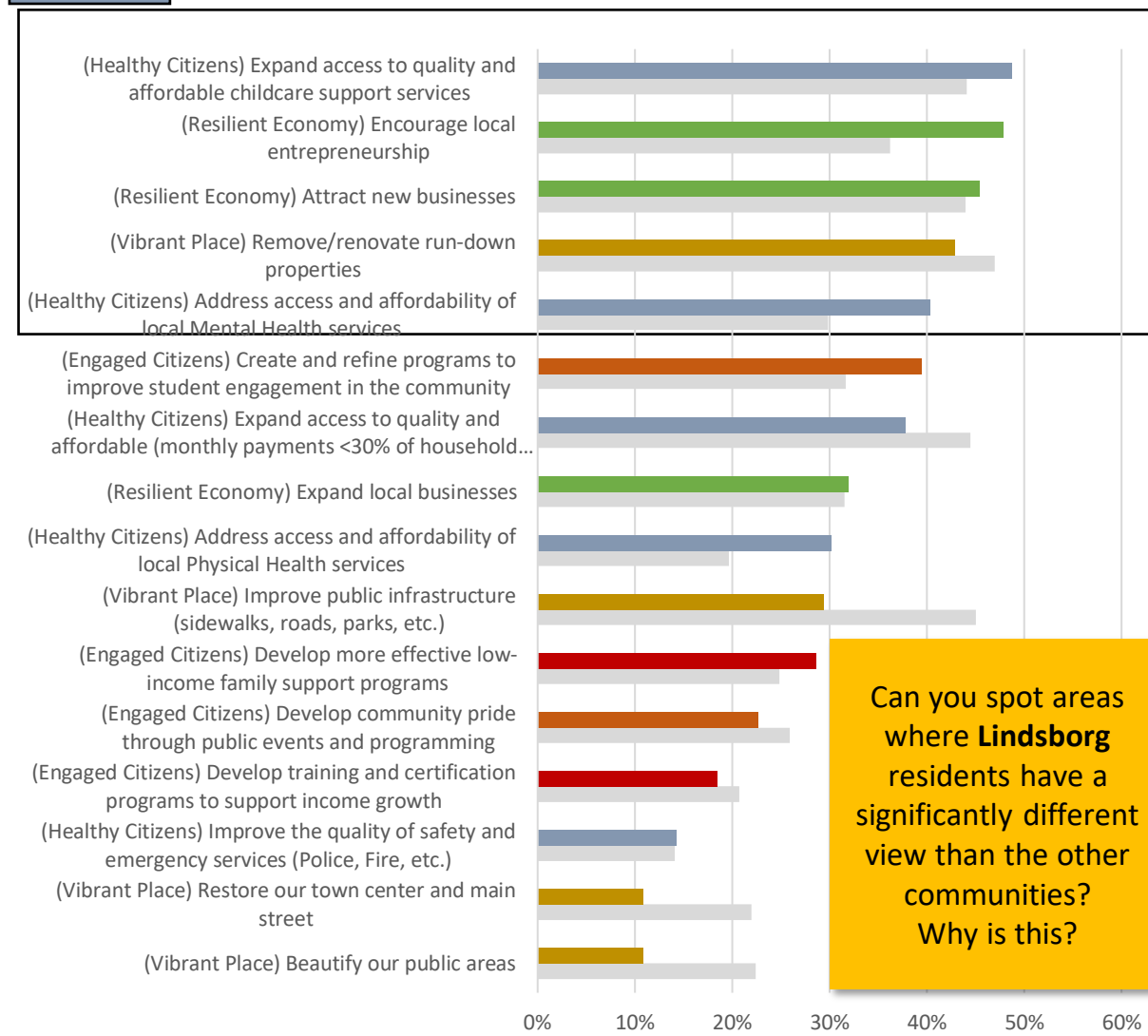


### Key Economic Observations

Of all the communities in McPherson County, Lindsborg is the city that best represents that average economic sentiments of the community. The current and future economic outlook of the residents of Lindsborg is a telling of the overall county. If you want to know how the overall County is doing, asking the residents of Lindsborg will give you a good picture. There is one exception to this, and that is the current Employment Opportunities in the city. This reflections is far lower than that of the County average. What is going on in Lindsborg that is creating this phenomenon?

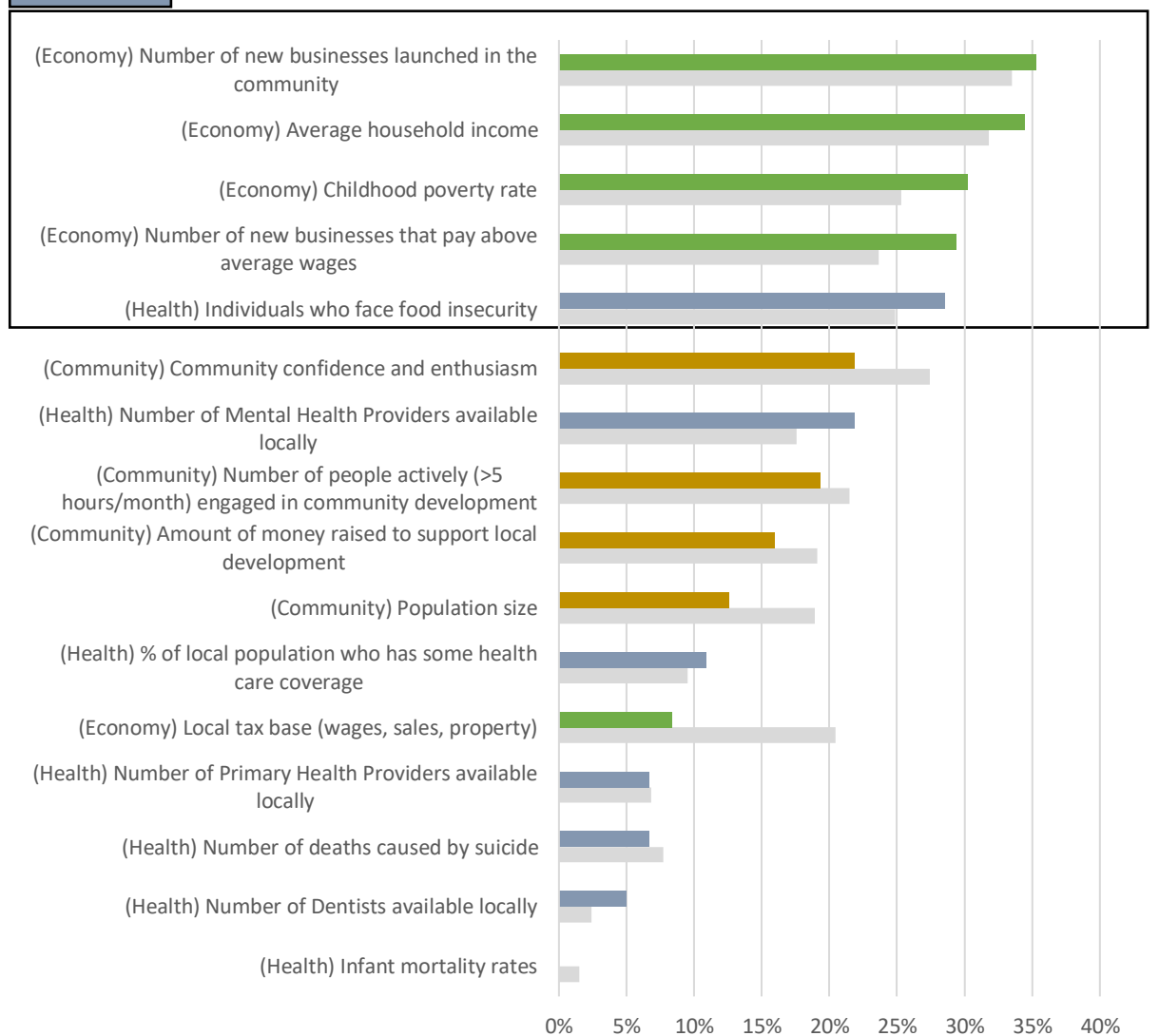
#### Top 5

### Our Priority Programs



#### Top 5

### Our Priority Metrics



Can you spot areas where Lindsborg residents have a significantly different view than the other communities? Why is this?

Health Placemaking Economy People Average McPherson County Score

### Key Economic Observations

The economic trends in Lindsborg are a great mix of positive strengths and areas where additional interventions can be taken. Starting with the prioritized programs and metrics that the community has highlighted, there is a clear sense that the community members want to focus on economic development. The local tax collections are up, and so is the local median household income. At the same time, we are seeing an increasing poverty rate. Was this a temporary COVID phenomenon? Also, how do we account for the loss of local jobs and businesses in the community? What are the factors that are causing this trend? Perhaps the most telling mixed scenario is that while the overall population seems to have taken a major uptick, the school enrollments are down. How can you as a local leader account for this disparate story?

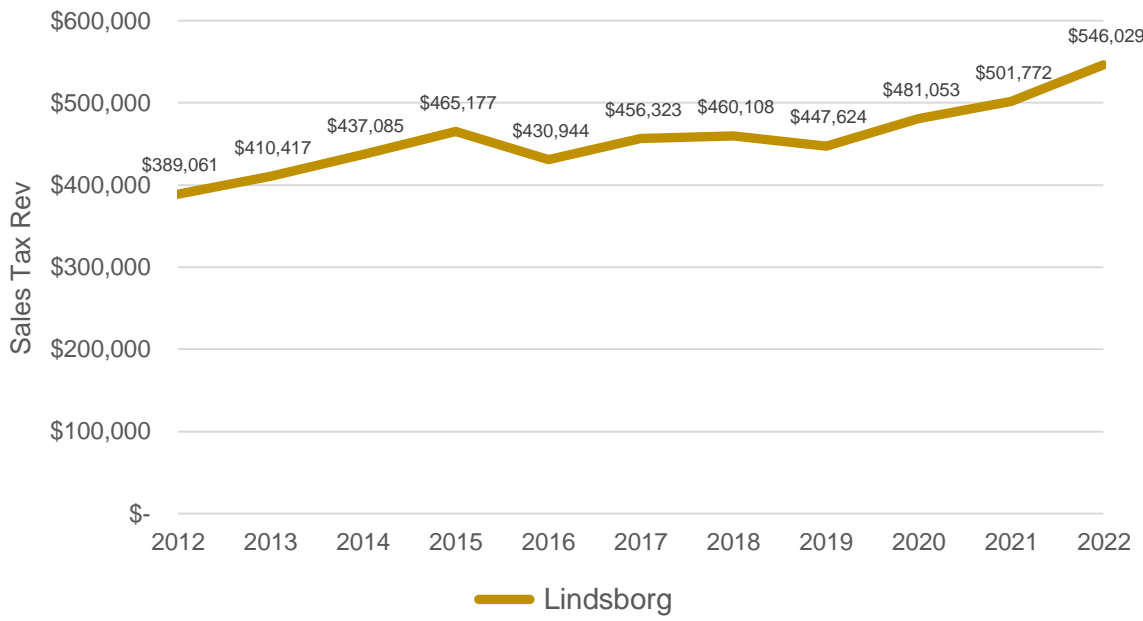
### The Businesses We Would Like To See In Our Town:

- Entertainment:** A Microbrewery, a Rec Center with a pool, a Skating Rink, a Hotel and a Conference Center.
- Food:** A sit-down restaurant, a McDonald's, a Cracker Barrel, a Sonic, and a Wendy's.
- Retail:** A Hardware Store, a Bike & Kite Shop, a Hardware Store, Computer repair, a Tattoo Parlor, a Bookstore, a Quilt Shop

## Additional Important Economic Data

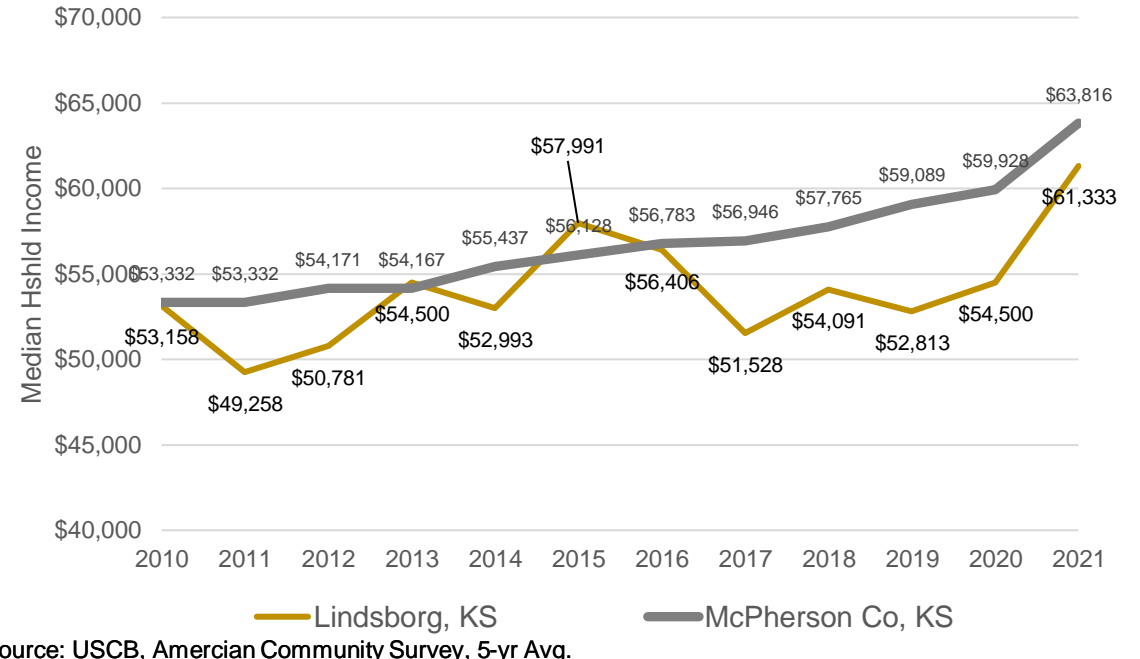
### What opportunity do you see here?

### Annual Sales Tax Collections



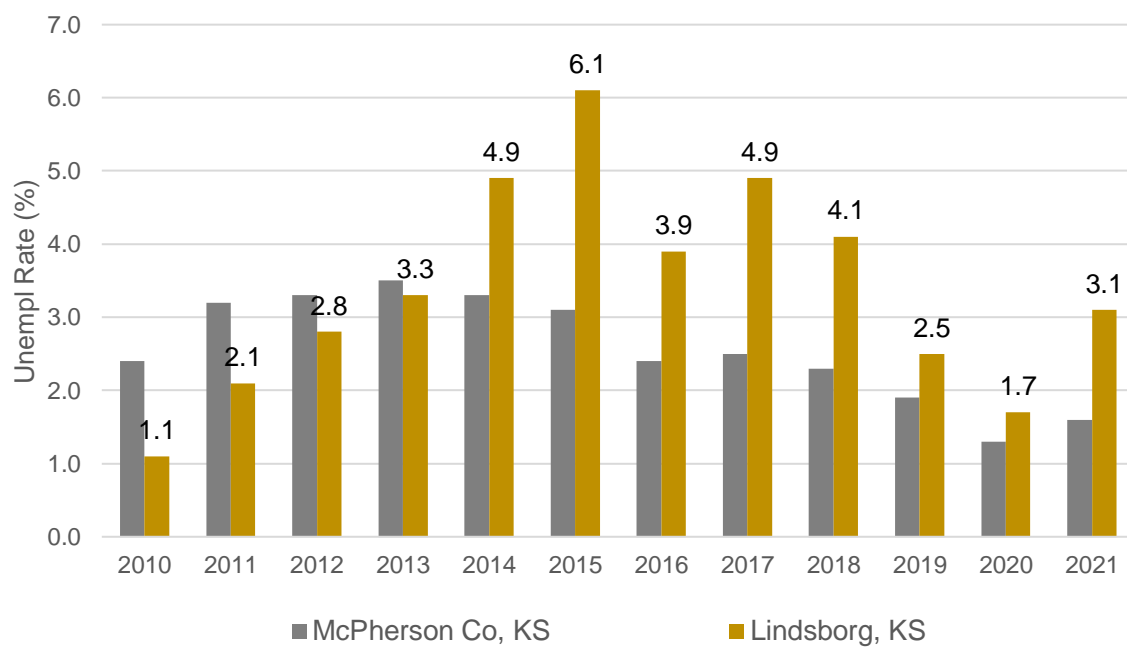
Source: Kansas Dept of Revenue

### Median Household Income



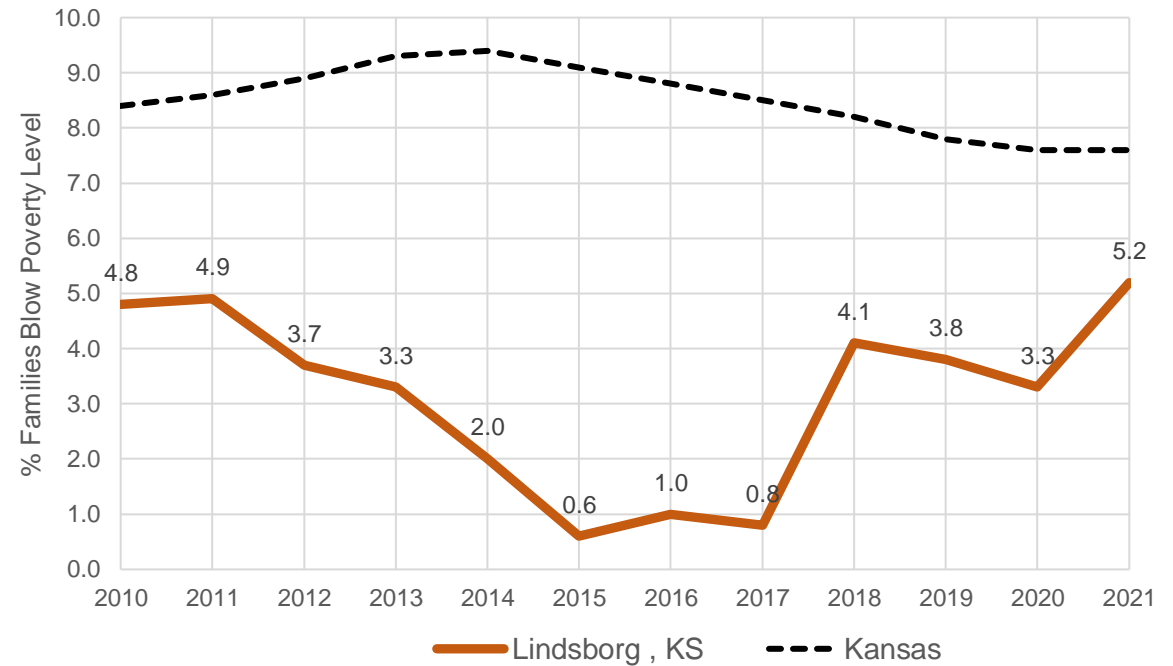
Source: USCB, American Community Survey, 5-yr Avg.

### Local Unemployment Rate



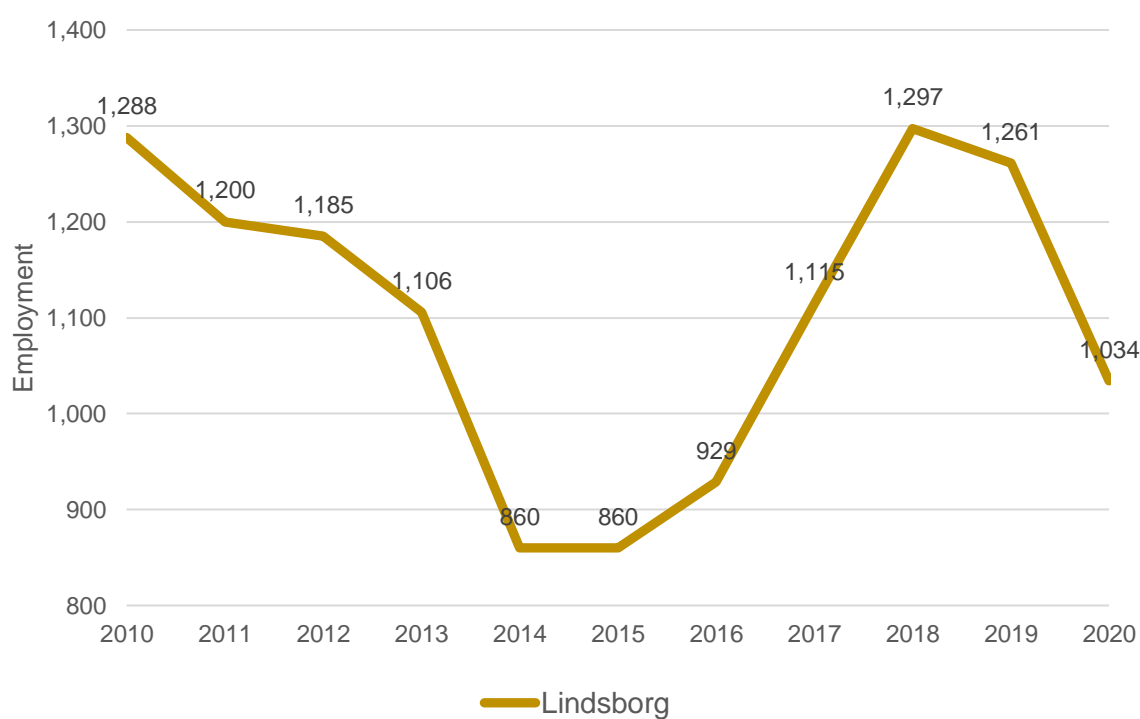
Source: USCB, American Community Survey, 5-Yr Avg.

### Local Poverty Rate



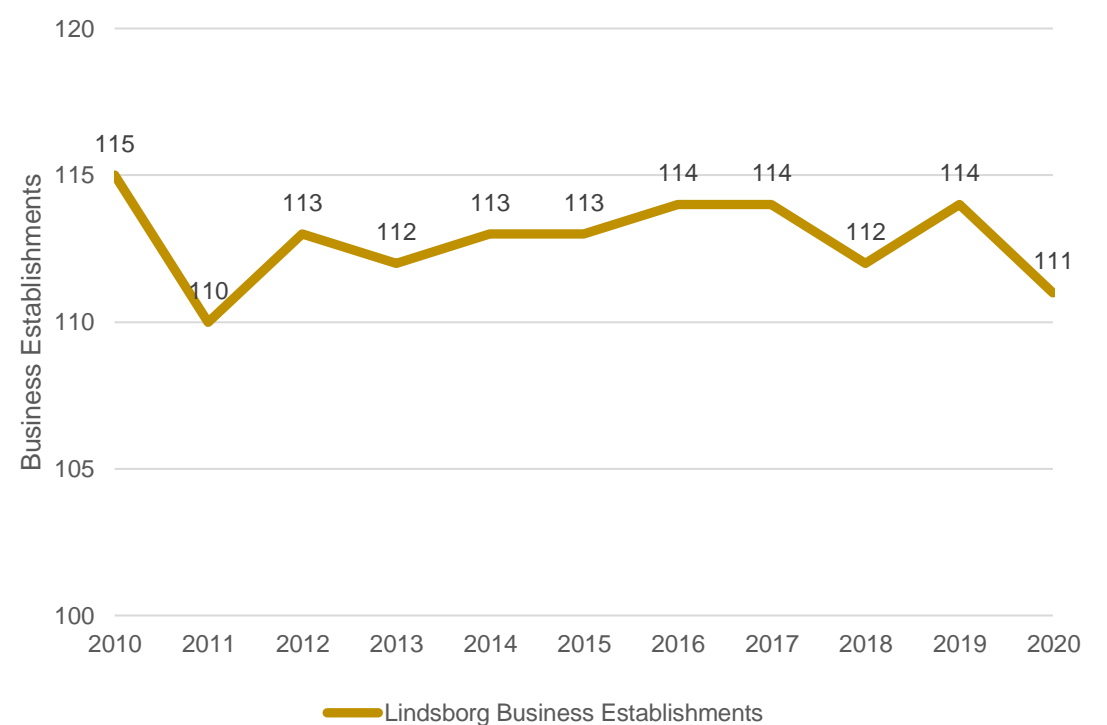
Source: USCB, American Community Survey

### 10 Year Shift in Local Jobs



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

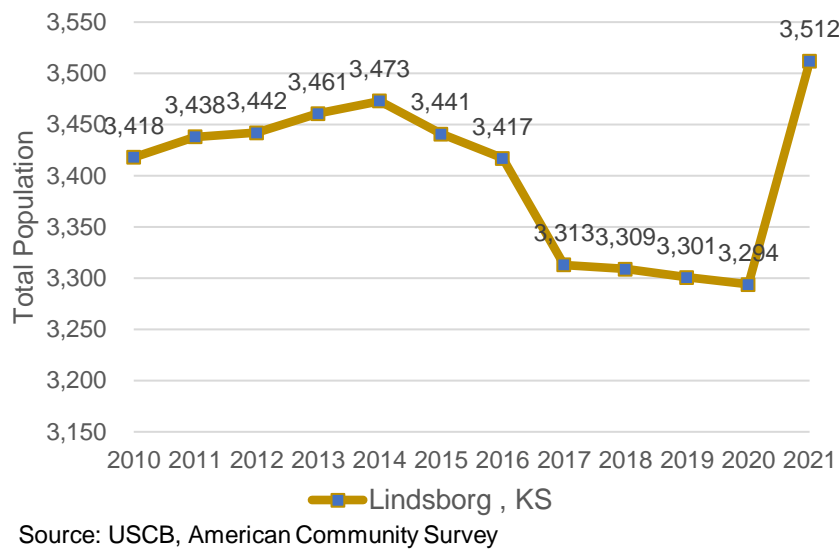
### Businesses in Our Town



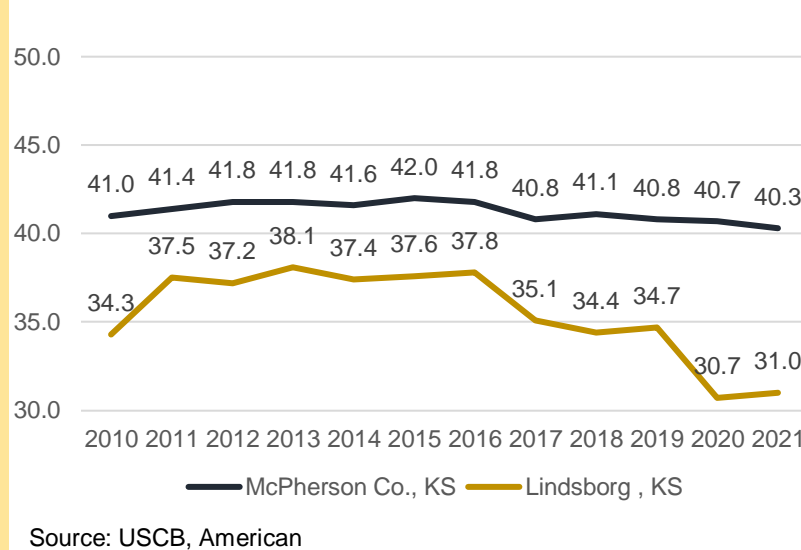
Source: USCB, County Business Patterns By Zip. Data is on zip code basis. on

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

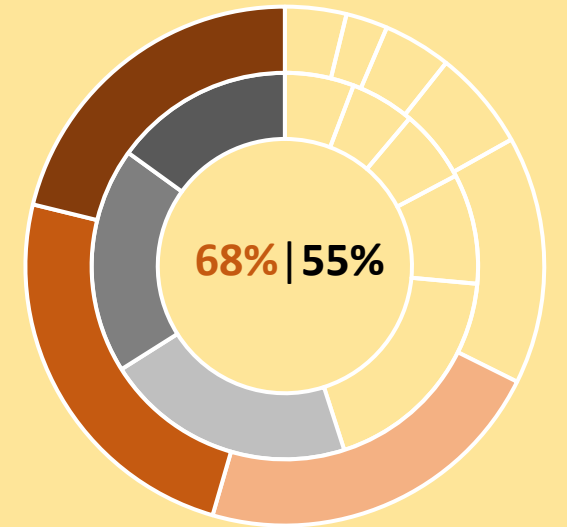
**Overall Population Trend**



**Population Trend by Age**



**Overall Community Confidence**



Data source: US Census

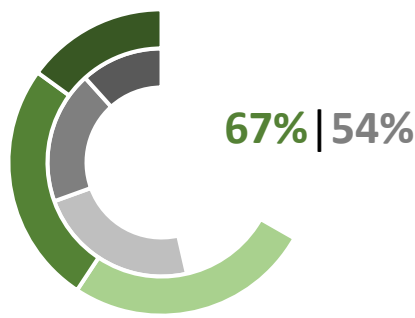
Source: USCB, American Community Survey. 5-yr average.

Data source: Community Survey (Conducted in Spring 2023)

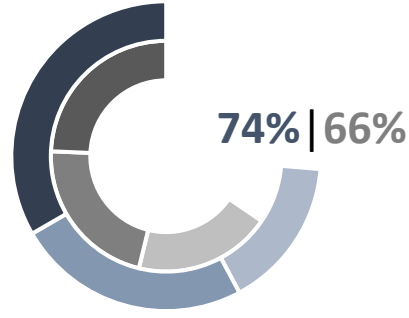
**Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7; Scored >5)**

Legend: Town Scores (various colors), Average McPherson County Score (grey)

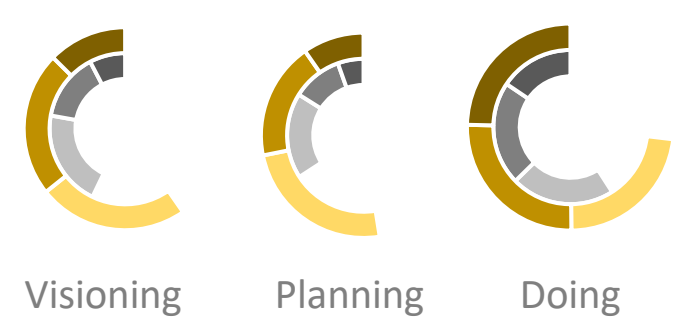
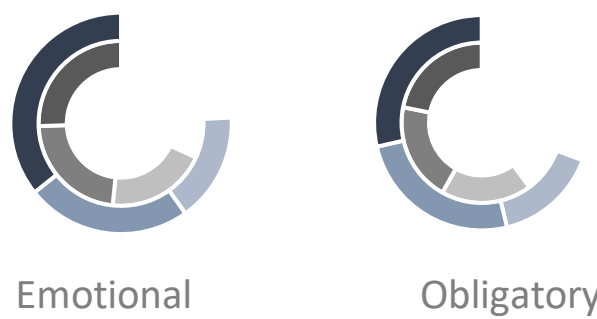
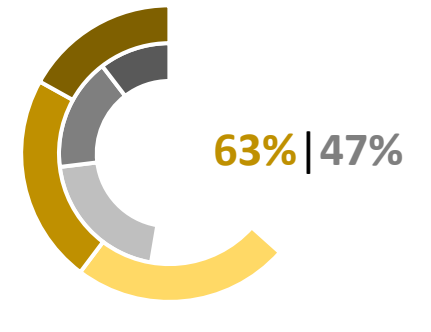
**Collaborative Leadership**



**Citizen Commitment**



**Community Vision**



The survey suggests that the residents hold their leadership in a high regard. The trust dimension is especially strong.

The Lindsborg residents feel a very high-level commitment that they feel towards their town.

Most communities' perception of the town's ability to enable a vision and action are lacking, however Lindsborg is doing very well.

**OVERALL COMMUNITY PERCEPTION**

While the economic perception of the of Lindsborg is at par with the County, this is not the case when it comes to the Overall Community Confidence. Lindsborg residents have exceeded the County average across each of the 8 categories of evaluation.

This is incredibly promising. This demonstrates the good will that the residents have towards the community at large and its current leadership. The one metric that we found most promising is the 'Planning' evaluation. This is an area where communities really struggle. But not in Lindsborg. The residents really like what is happening in the community. So, what are the unique behaviors in Lindsborg that can be a model for the rest of the County? How can local leaders build on this momentum?

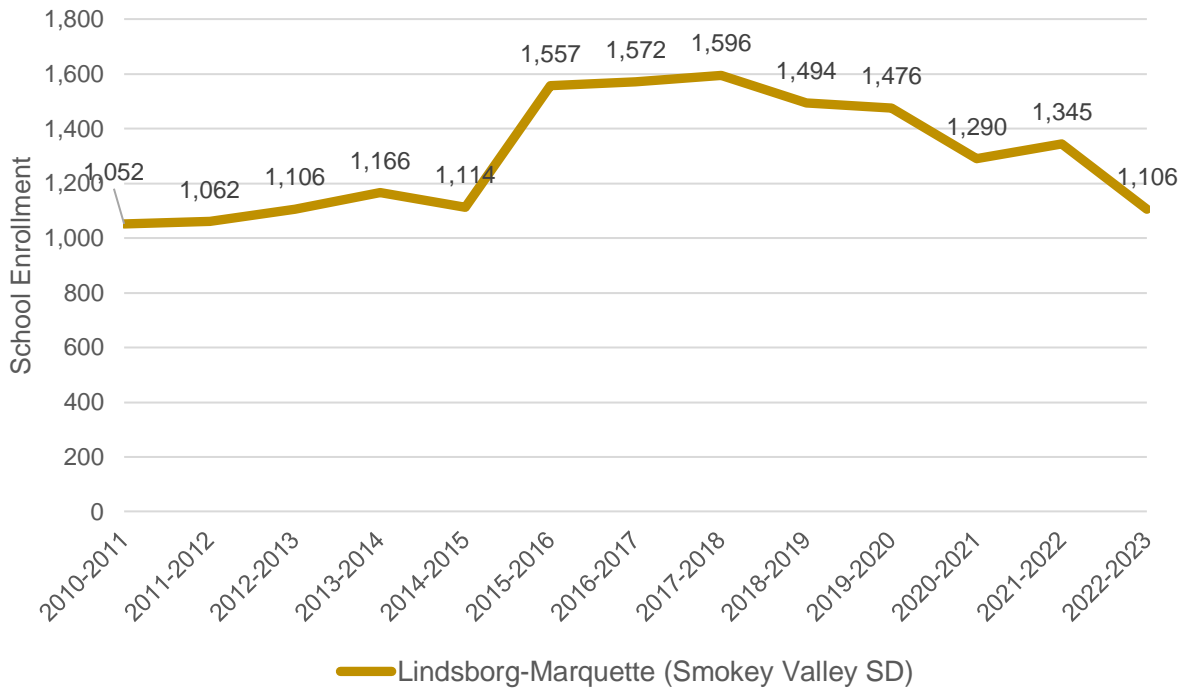
**Challenges identified by local citizens:**

**Economic Development:** Need more manufacturing businesses, We need to expand our tourism in town, Riverfront Development, Golf Course Expansion, Expanding Childcare, a Mental Health Center.

**Housing Development:** Quality Affordable Housing

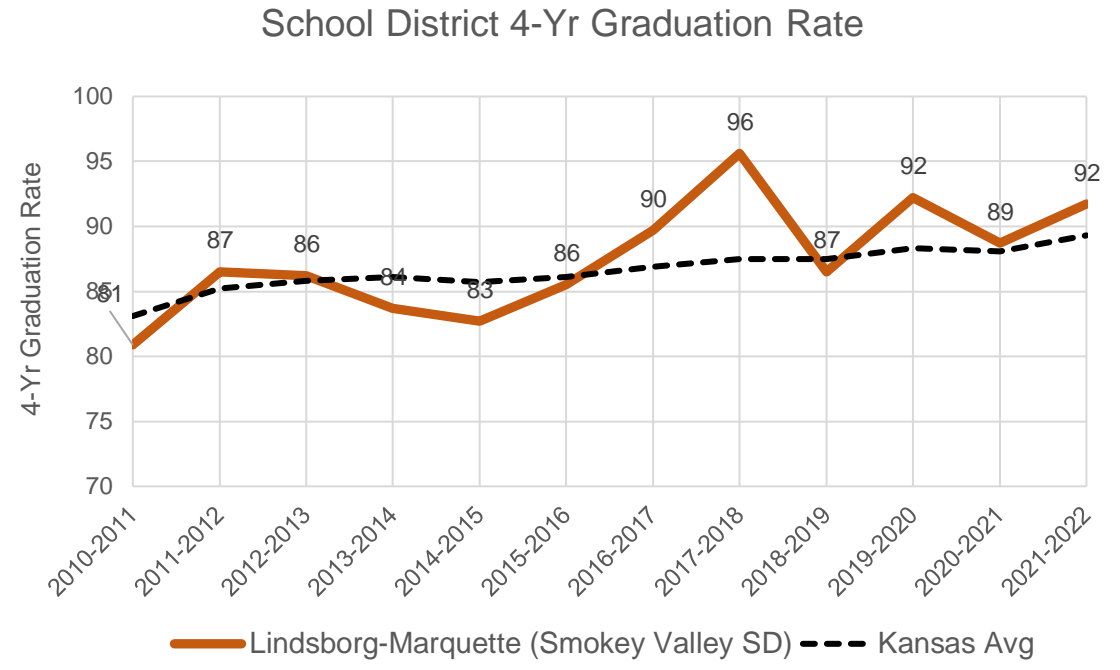
**Key Community Metrics**  
What opportunity do you see here?

**Local School Enrollment**



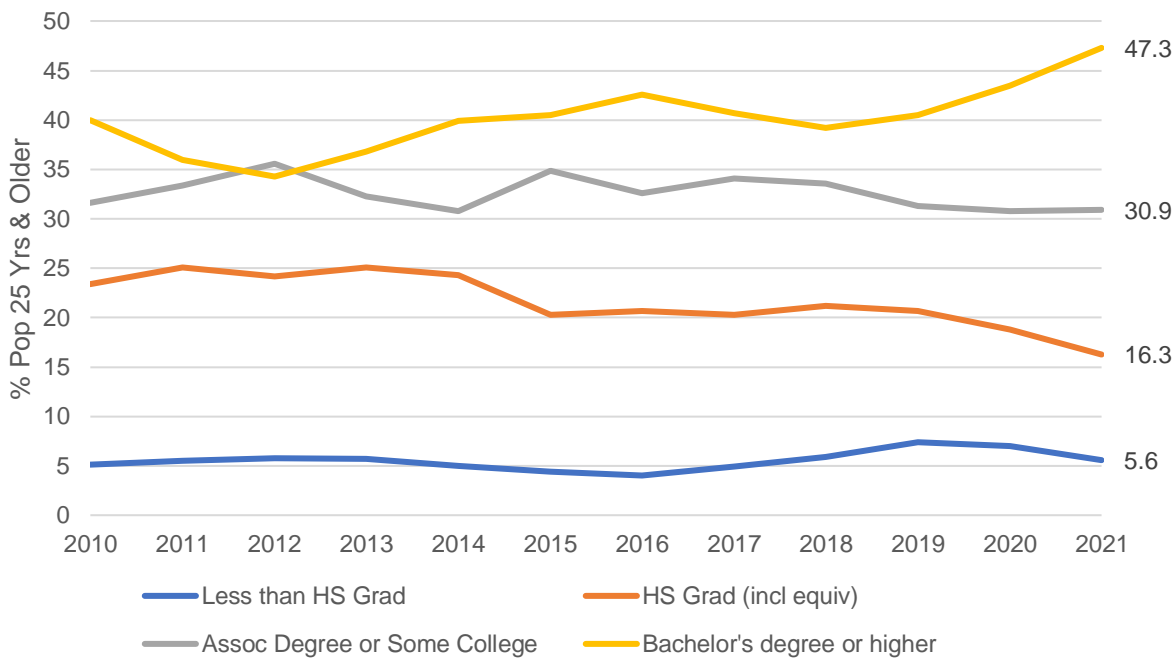
Source: Kansas State Dept of Education, Data Central

**High School 4 Year Graduation Rate**



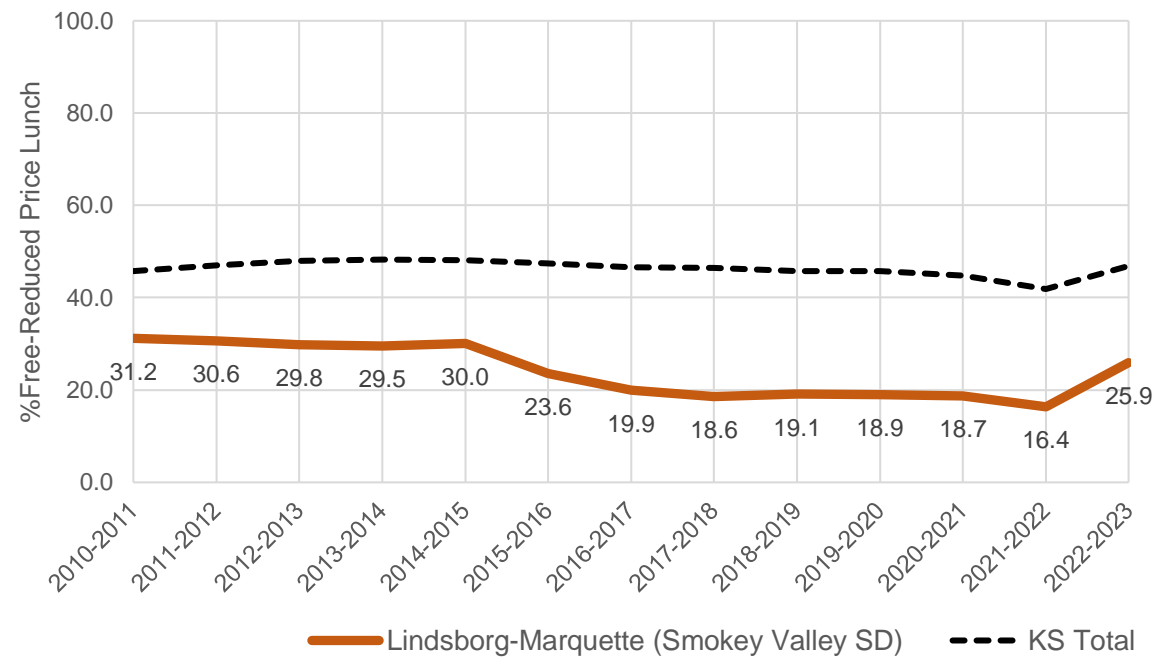
Source: Kansas State Dept of Education, Data Central

**Local Educational Level**



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

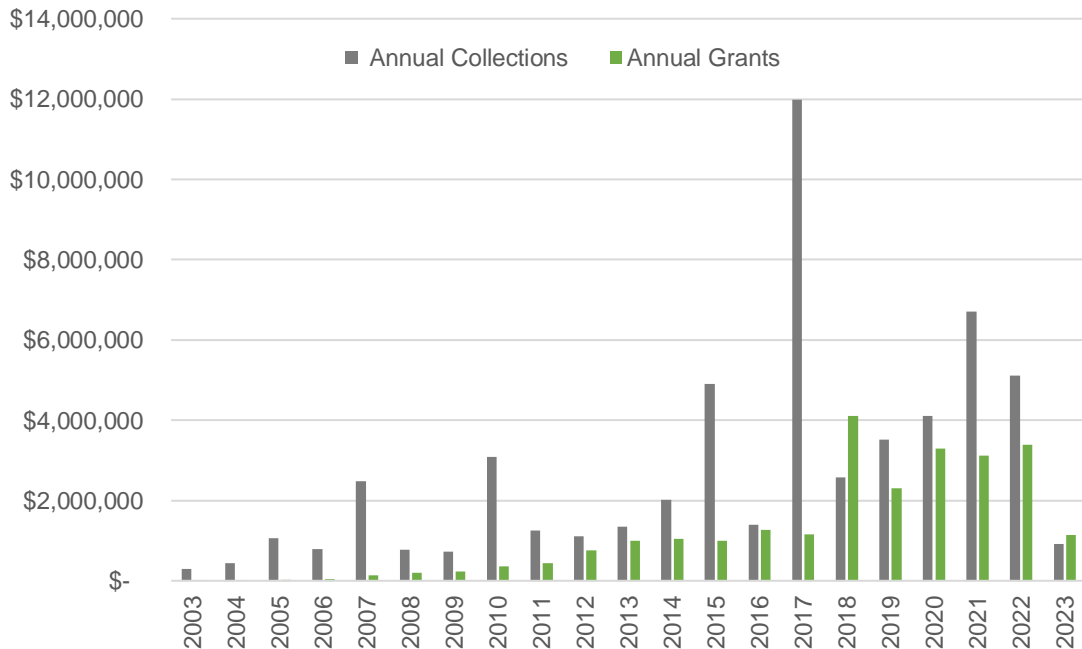
**School District % Free-Reduced Price Lunch**



Source: Kansas State Dept of Education, Data Central



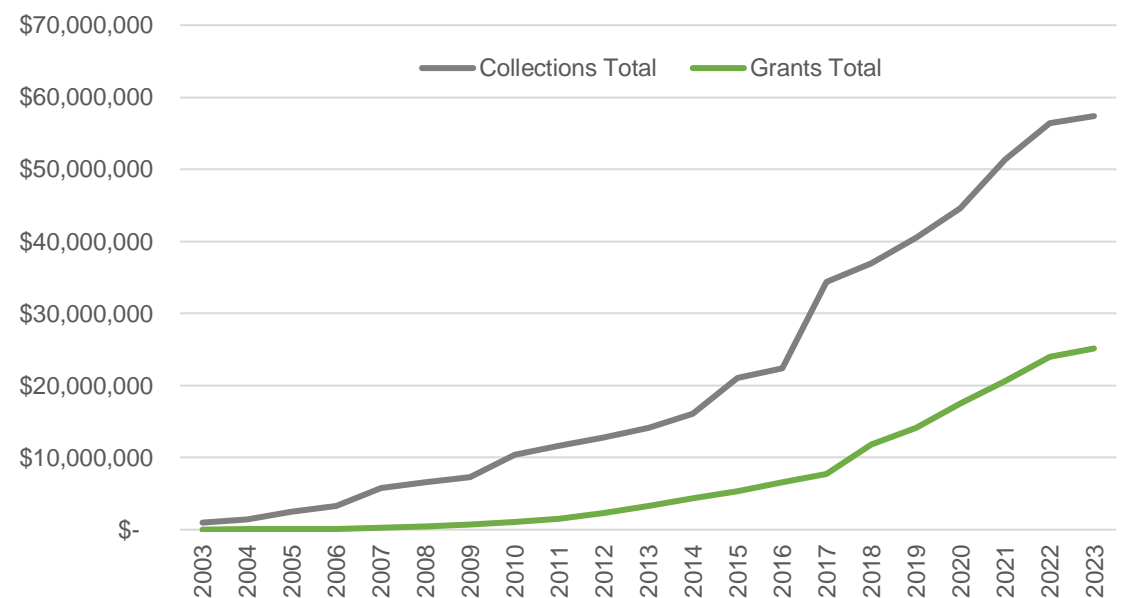
**Annual Dollars Raised and Invested**



Source: McPherson County Community Foundation, 2023

**Community Foundation**

**Total Dollars Raised and Invested**



## Who Responded to the Survey

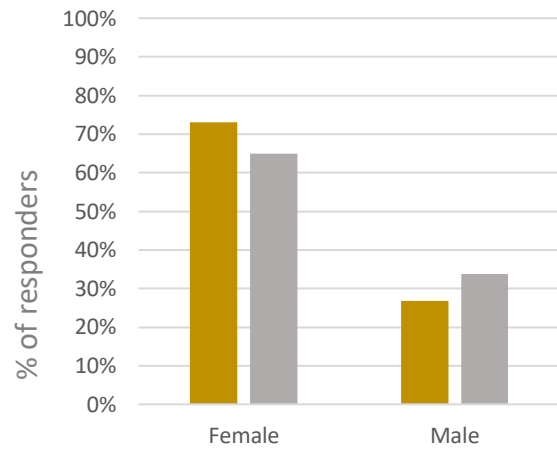
### What opportunity do you see here?

Number of people:



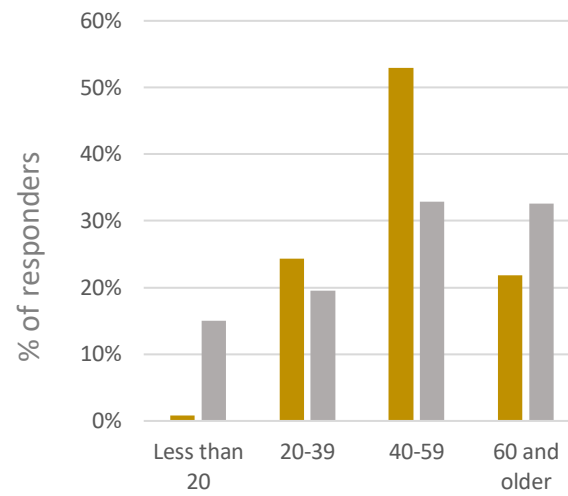
Please note, we received 119 responses for this survey. This is very close to our goal of 125 responses.

Gender:



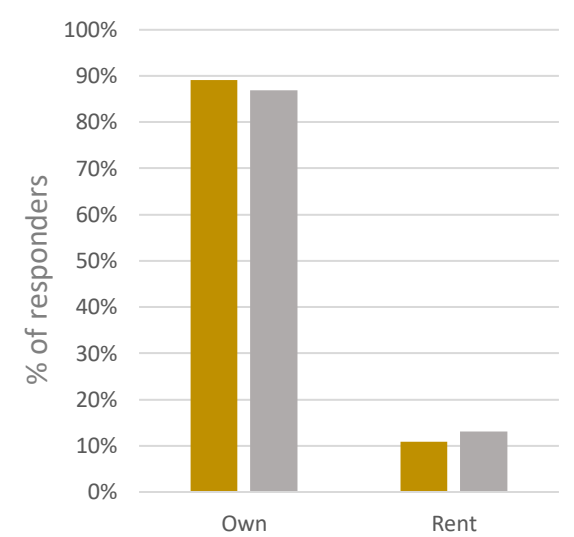
The women in the community would like to see more support related to mental health. Men place a greater emphasis on the physical infrastructure development.

Age Profile:



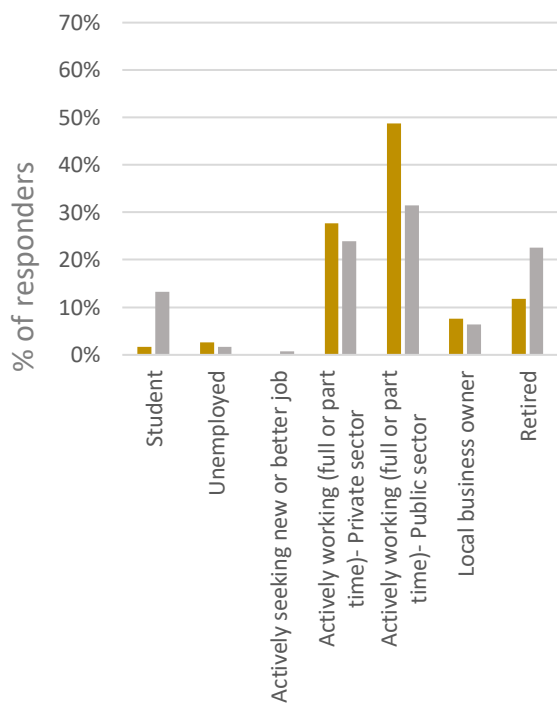
Those who are in 20-39 range had a strong desire for improved childcare. Interestingly, those, that are 60 and over care the most for entrepreneurship programs.

Residential Status:



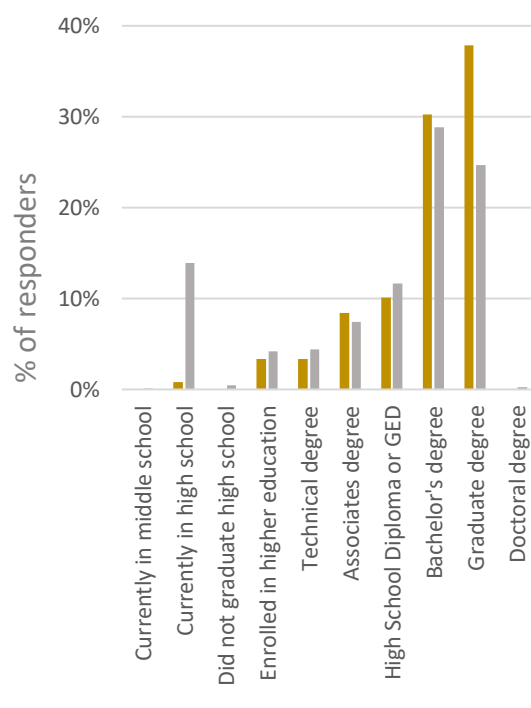
The biggest points of difference: Homeowners prioritize business attraction and renters would like to see more training and certification programs.

Occupation:



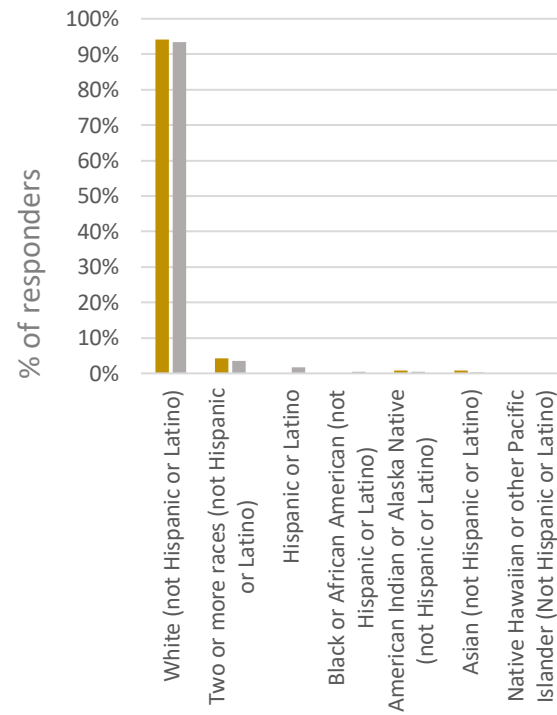
Across all the segment, the consistent theme was that they would like to see improved Child Care services.

Education Status:



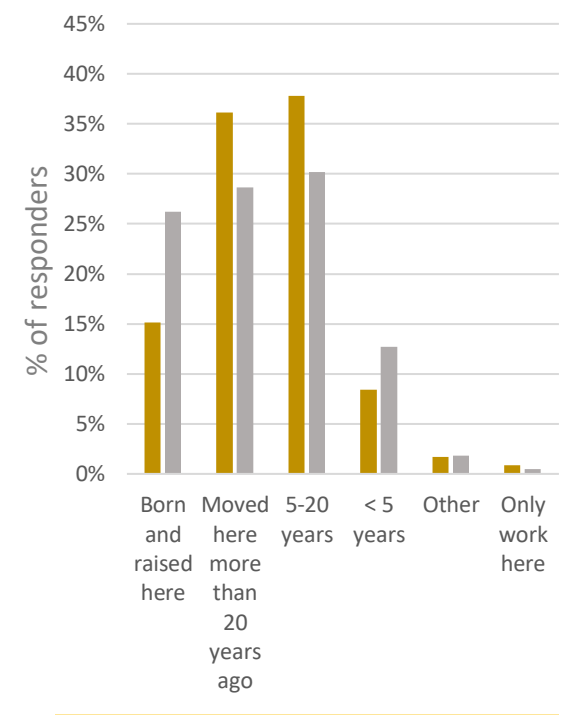
Those with Bachelor's Degree prioritize home improvements and those with Technical Degrees would like to see more Entrepreneurship Programs.

Ethnicity:



Too little data to comment on patterns.

Duration of Residence:



Those who are newest to the community have the highest perception of the future economic possibility of the community. All want to see property rehabilitation.

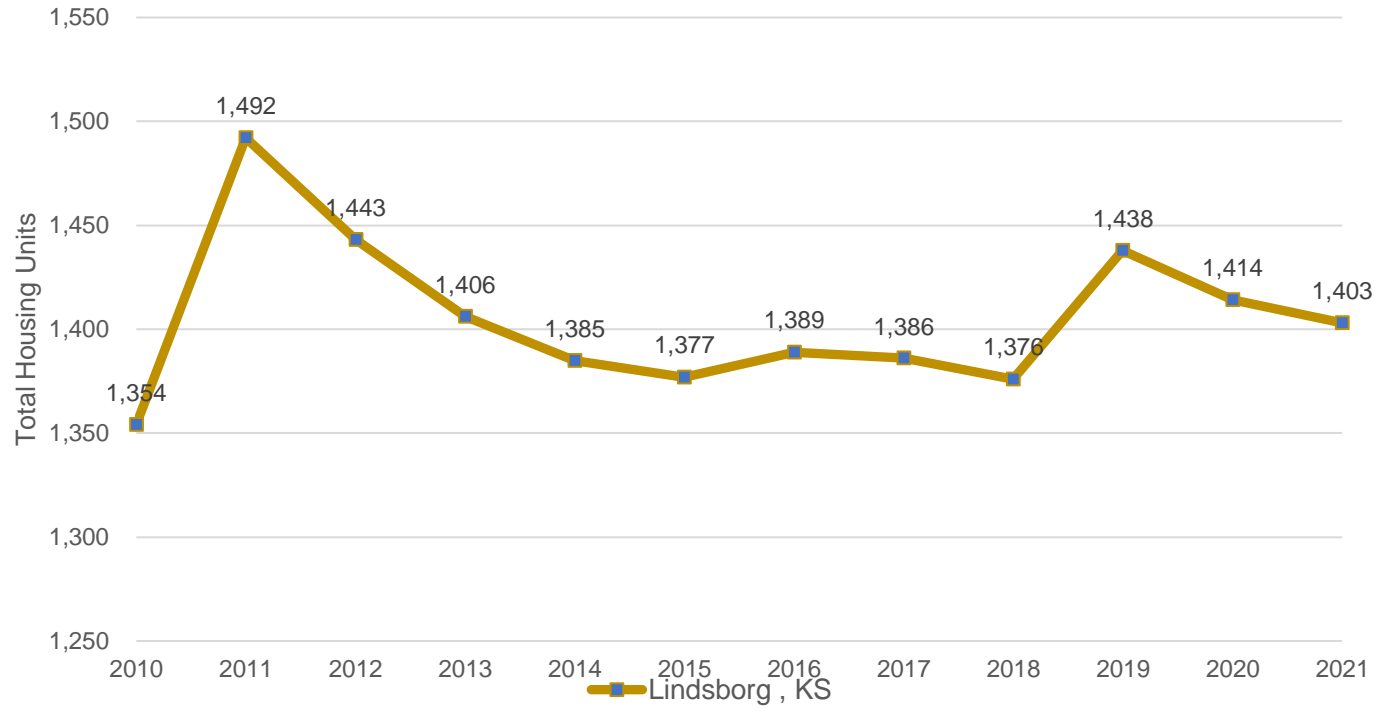
Town Score

Average McPherson County Score

Number of people who expressed an interest in volunteering to better the community: 22 of 119 (18%)

## An Additional Data Point

### Total Housing Units



Source: USCB, American Community Survey