



MCPHERSON COUNTY
**Community
Foundation**

2025 Community Benchmark Report City of Lindsborg, KS

Be The Movement!

Connect with local changemakers, local community projects, resources & grants, and much more.

www.mcphersonfoundation.org



Innovation Economy Partners
OUR FOCUS: IMPACT AND OUTCOMES

What Makes Our Community Special?

"Lindsborg's commitment to the arts is unique for a small rural community. The citizens also routinely work together to bring to life arts and heritage events that bring many tourists into the region. This benefits not only Lindsborg but surrounding communities as well. Events like Svensk Hyllningsfest provide surrounding communities with the opportunity to raise the visibility of their civic leaders and/or schools and businesses when they take part in the parade."

Sondra

"Beautiful and progressive downtown. Good educational system. People that enjoy and appreciate all the forms of art."

Linda

"College town, aesthetic downtown with thriving businesses, amenities (restaurants, hotels), music and art events, strong community spirit."

Linda

"So many things! Unique access to performing and visual arts via Bethany College, USD 400, Lindsborg Art Council, and so many talented local artists and arts and culture shops and museums. Also, our rec department and access to fitness. We have a wonderful local gym, outdoor gym, and rail to trail that gets so much traffic. Nursing, retirement, hospital, and childcare facilities are first class!"

Olivia

"Our art scene, downtown owners and businesses, our school and teachers, and individuals' willingness to pick up and step in where someone has left or fill the needs of the community."

Emily

"The uniqueness of downtown Swedish's motifs."

Debra

"The small town feel has a great sense of community and Swedish pride."

Lacey

"Community and culture."

Jordan

"Lindsborg is a center for the arts, tourism, getaways, and lifestyle. Peaceful and quiet. A great place to live and to educate."

James

"Folks of all ages come together to enjoy life and serve our community."

Mary

The Leaders That Make Our Community Special

russ ware ryan biebert kimi haigh
 pam ashkris erickson mike hartung
 jeff waugh eric sjogren
 david hay terry liz strnad adam pracht derek lee
 holly lofton reed scott bontz clark shultz
 jim richardson becky anderson ted kessinger
 rita suppes tyler johnson kristi northcutt
 corey peterson marsha howe chris deines tessa peters
 kate littich andrew smith jenell hulse ky swisher
 carla wilson roxie shoegreen heath hogan
 kirsten bruce genevieve bishop amy paylovich
 henry littich kelsey pfannenstiel joyce mandy todd chad hitt
 molly johnson becky larson-anderson marc anderson
 laura moreno rebecca vanderwege ethan feistner
 joshua swanson julieann neywick adam lackey
 kathy england debbie jacobson
 ben fulton kirstin bruce marion lindshield brian freeman
 scott lee denise peterson vicki cornett
 tiffany moss ericka lysell john presley mike dreier ron michael
 clark schulz blaine heble adam northcutt
 darrel cooper kathy richardson
 emily howe betty nelson
 laurie denk glen suppes
 ray troll mari loder

Executive Summary:

Lindsborg stands at a crossroads: buoyed by strong today-market confidence and unrivaled civic pride, yet tempered by skepticism about tomorrow's economy. Anchored by a deep emotional bond to place and a track record of overcoming challenges, residents aspire to welcome new businesses and build affordable housing that anchors families and workers for generations. Emerging needs in mental health services, childcare, and infrastructure enhancements offer clear pathways for investment. Over the past three years, every perception metric has climbed, even as economic forecasts fluctuated. This resilience signals a community ready to wield its collaborative spirit, arts heritage, and evolving leadership structures to craft a future defined by inclusive prosperity, robust local commerce, and a strengthened social fabric.

pg 4 - 5

Economic Confidence

Current business confidence tops region at 19% vs -5%, yet future outlook dips to -5%. Investment intent climbs; new enterprises and housing lead economic ambitions.

pg 6 - 9

Community Engagement Confidence

Every belonging, pride, and leadership trust metric outranks county norms and grew year-over-year, showcasing an emotionally committed and capable populace.

pg 10 - 12

Critical Community Priorities

New business launches (51%) and affordable housing (47%) dominate program interests. Blight removal jumped 10%, while broad support spans mental health, childcare, and workforce training.

pg 13

Survey Respondent Profile

3 out of the four sections of this report had the biggest differences of opinions between those with associate's degrees and those with some college.

The Community Benchmarking report has been commissioned by McPherson Community Foundation to help local residents gain a better understanding of the most pressing opportunities that the local towns face. The annual reports that are generated will help leaders determine the extent to which the efforts are having an impact on the local residents. The reports are also a way for the the various towns in McPherson County to pursue grants to help further their local efforts.

**Local leaders can use this framework to help inspire change.
This report provides the clues on what the fellow residents are craving.**



Confidence In Our Local Economy

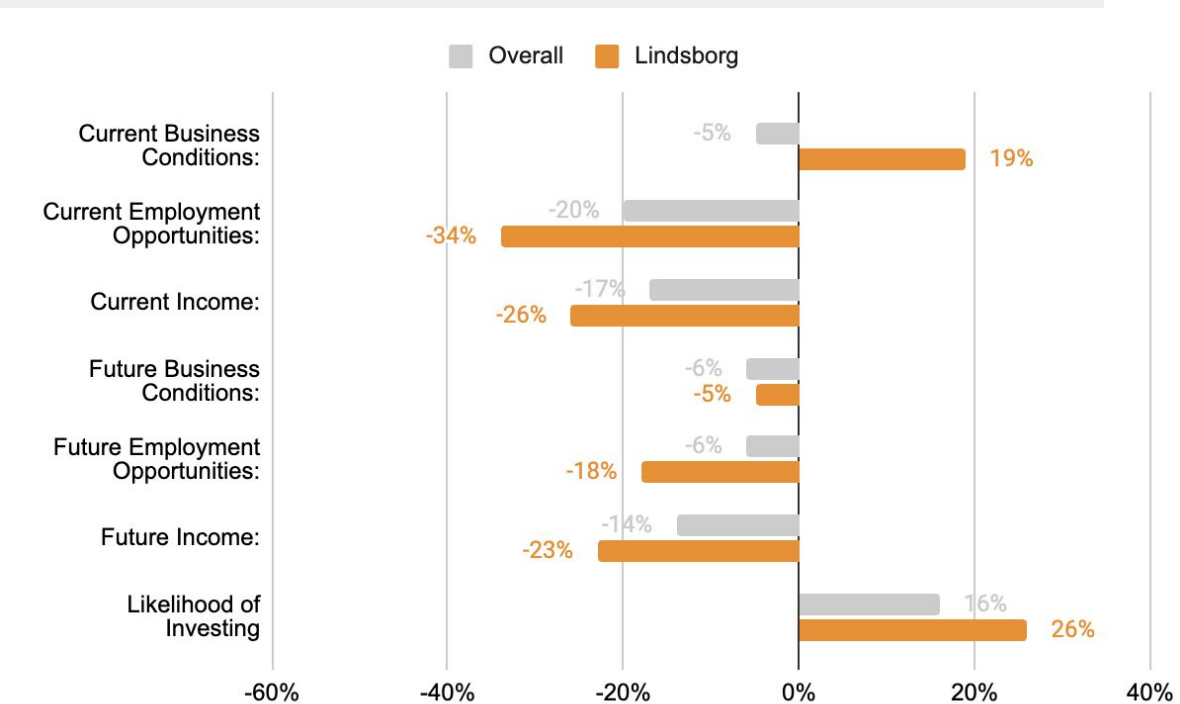
Economic Summary:

Lindsborg residents feel cautiously optimistic about today's marketplace but wary of tomorrow's. Current business confidence soars at 19%—well above the regional average of -5%—and likelihood to invest rises to 26%, outpacing the county's 16%. Yet expectations for future business soften to -5%, echoing declines in job (-18%) and income (-23%) outlooks. Despite these dips, assessments of current business conditions are up nearly 20% year-over-year. Local confidence in launching new enterprises and securing affordable housing remains the community's economic north star, signaling a drive to diversify and strengthen the town's financial foundation.

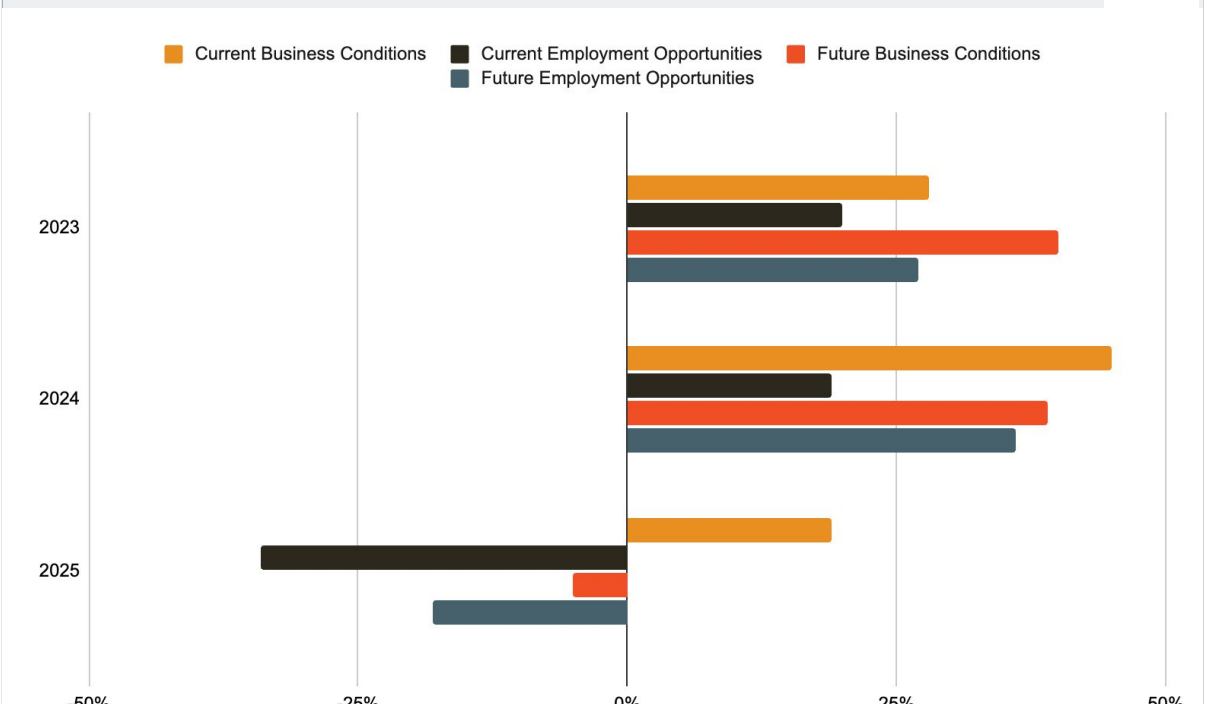
Businesses Needed In Our Town:

- Hardware store**—Convenient local hardware supplies.
- Restaurants/food services**—More dining options for events and locals.
- Recreation facility**—Indoor pool and rec center needed.
- Child care**—Expanded affordable childcare.
- Manufacturing/industry**—Local jobs and economic growth.
- Auto repair**—Dependable vehicle repair services.
- Affordable housing**—Accessible low and middle income homes.
- Healthcare services**—More doctors, dental care.
- Community center**—Shared space for youth and events.
- Public transportation**—Transit options for residents.

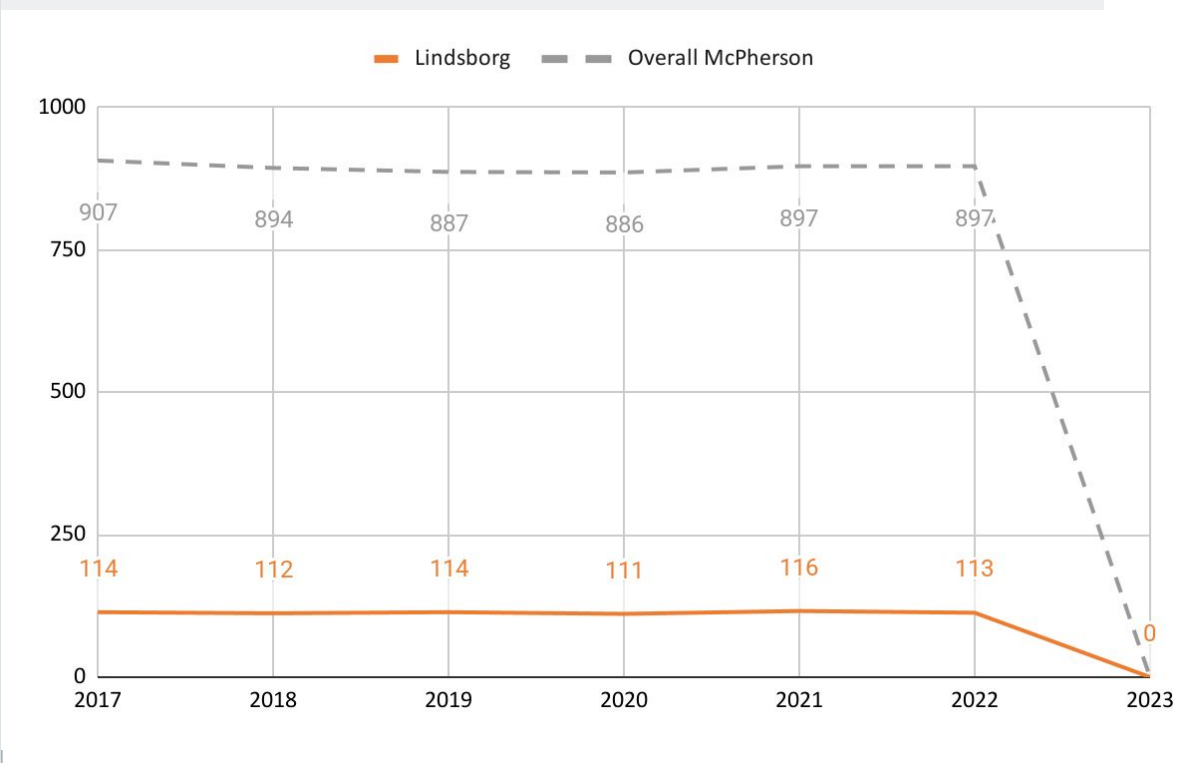
Our Economic Perceptions



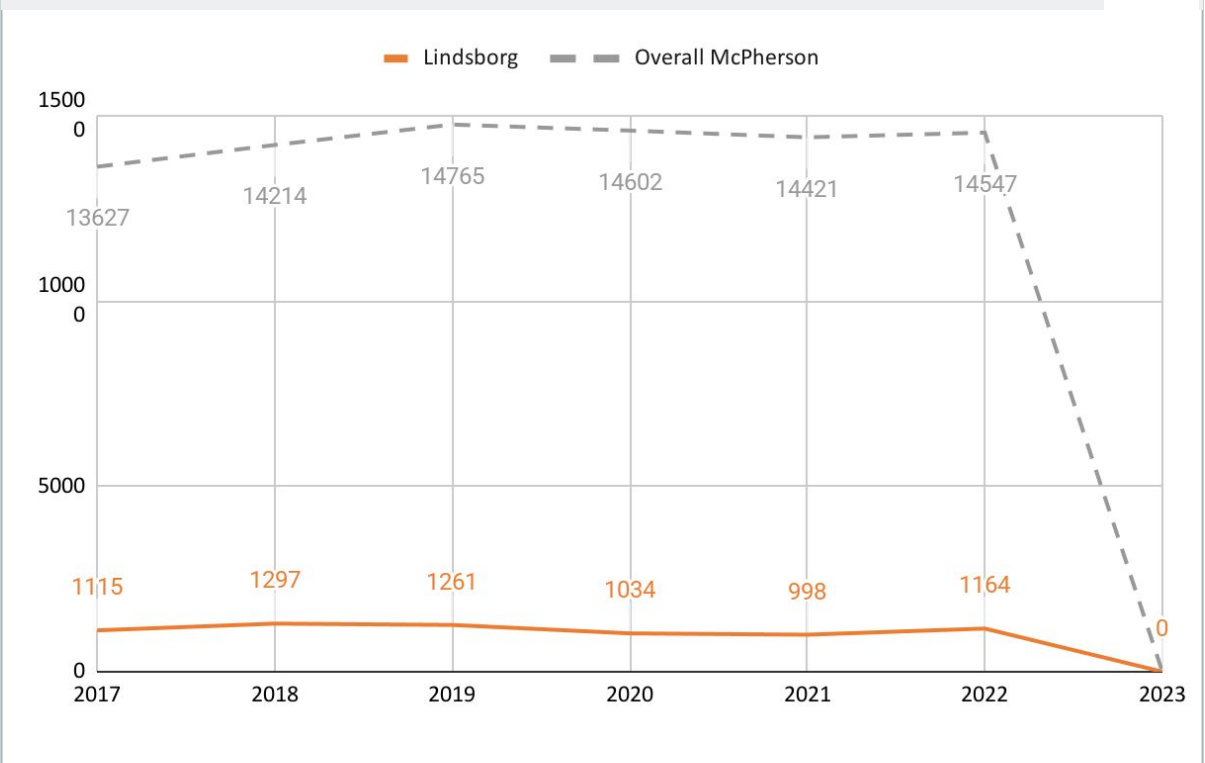
Year Over Year Change (2023 vs 2025)



Businesses in Our Town



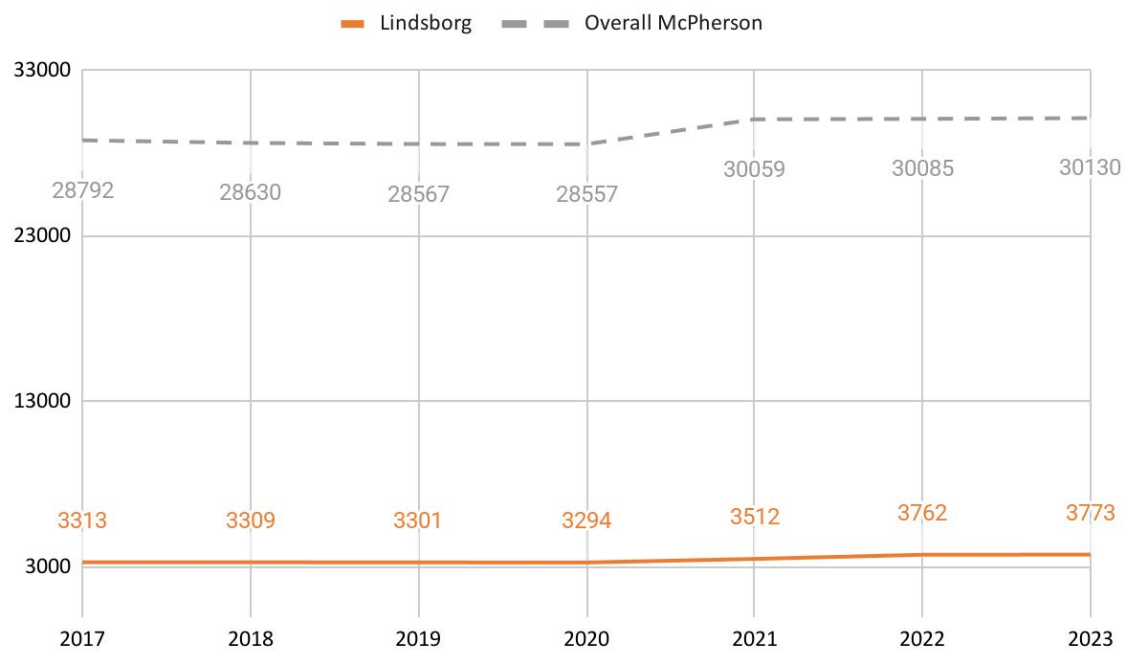
10 Year Shift in Local Jobs



Local Economic Indicators



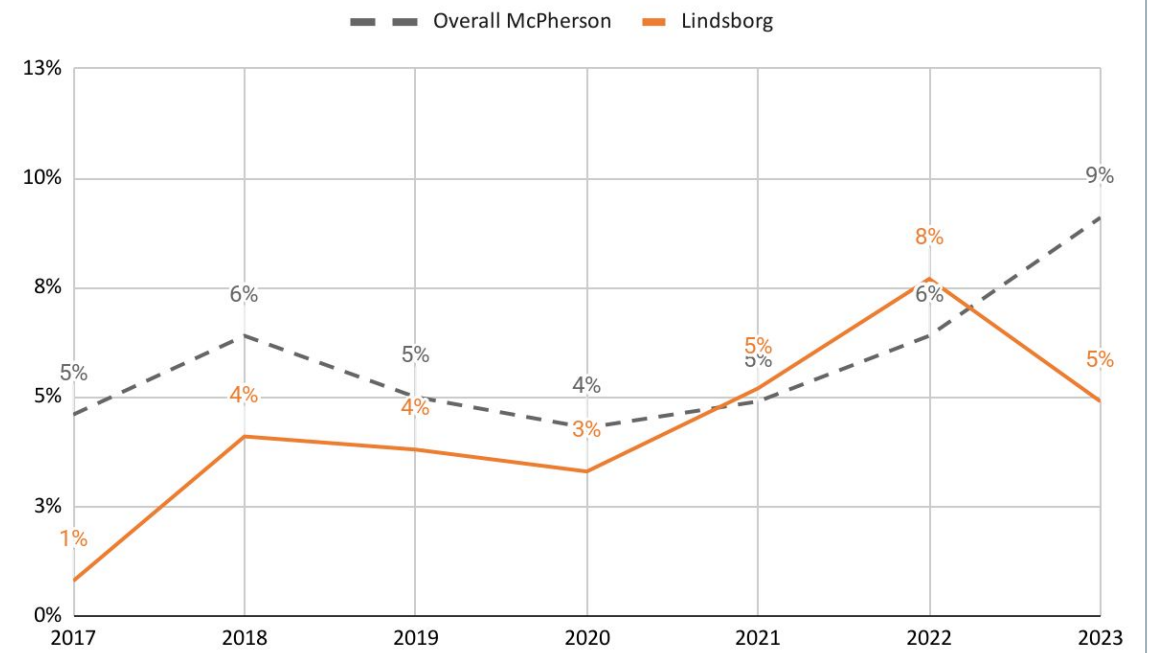
Overall Population Trend



Data source:USCB, ACS 5-Yr Avg



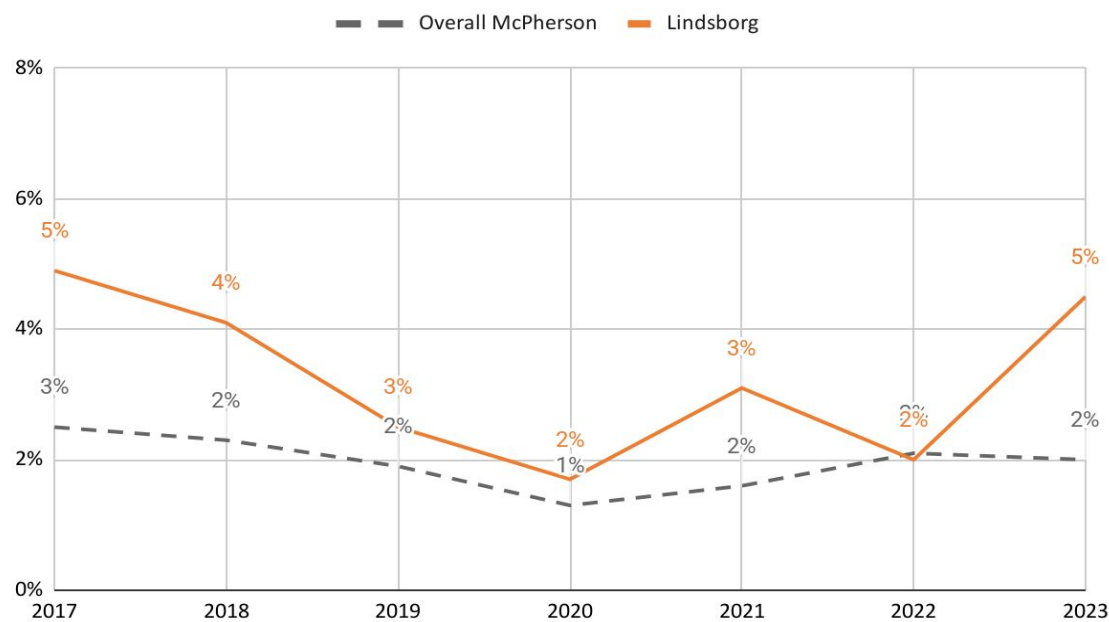
Local Poverty Rate



Data source:USCB, American Community Survey, 5-Yr Avg, DP03



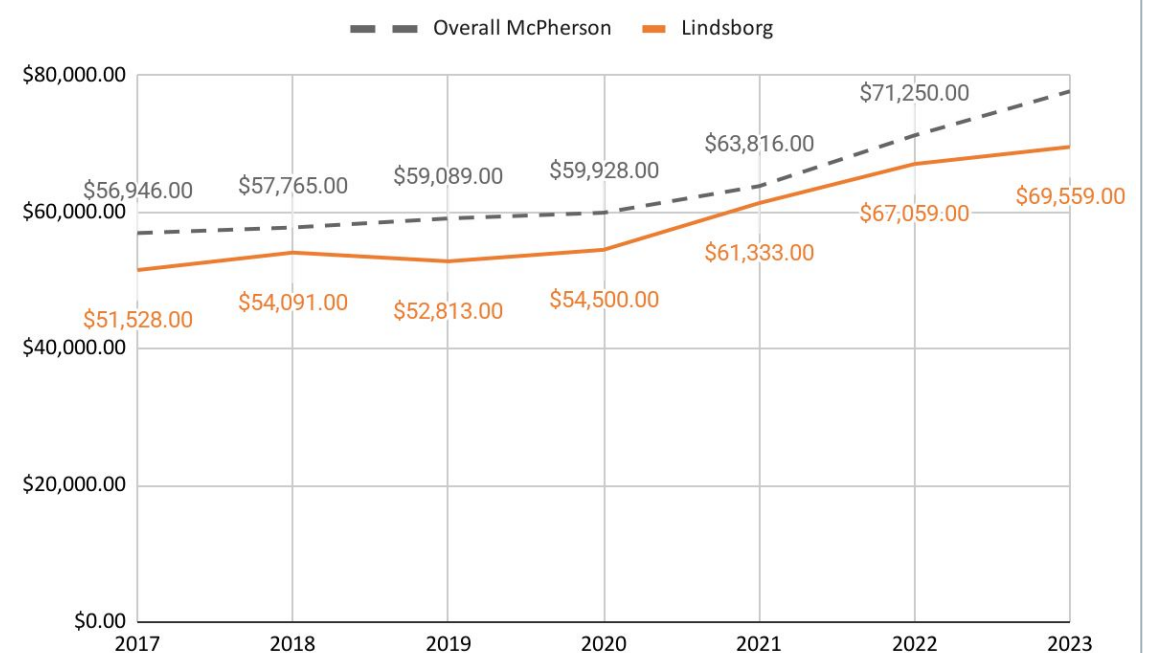
Local Unemployment Rate



Data source:USCB, American Community Survey, 5-Yr Avg, DP03



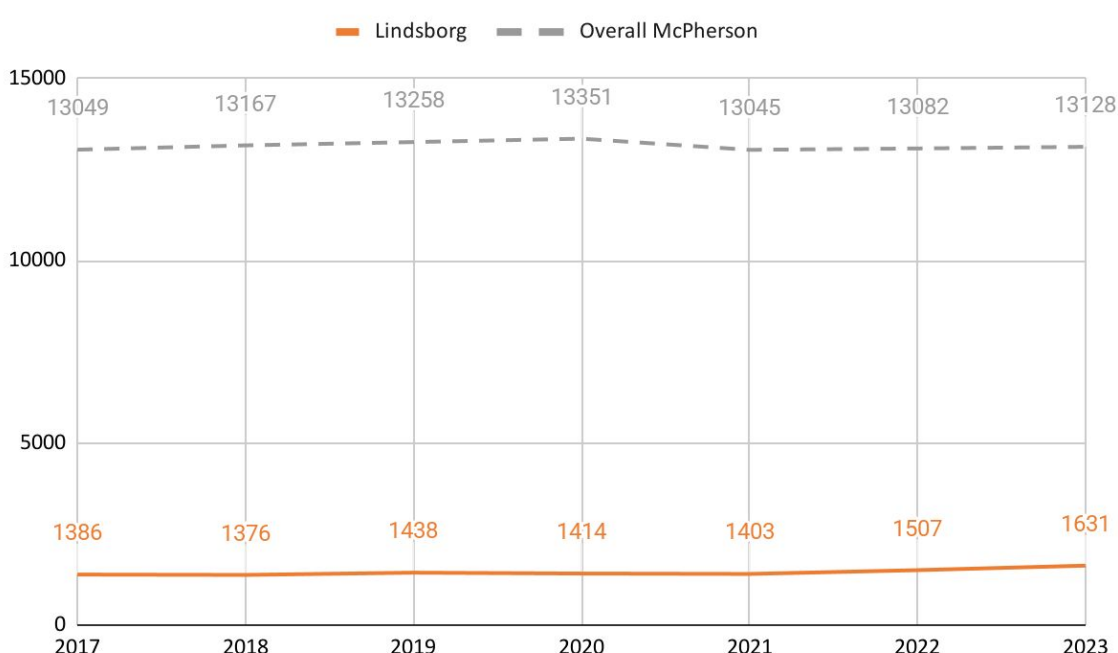
Median Household Income



Data source:USCB, American Community Survey, 5-Yr Avg, DP03



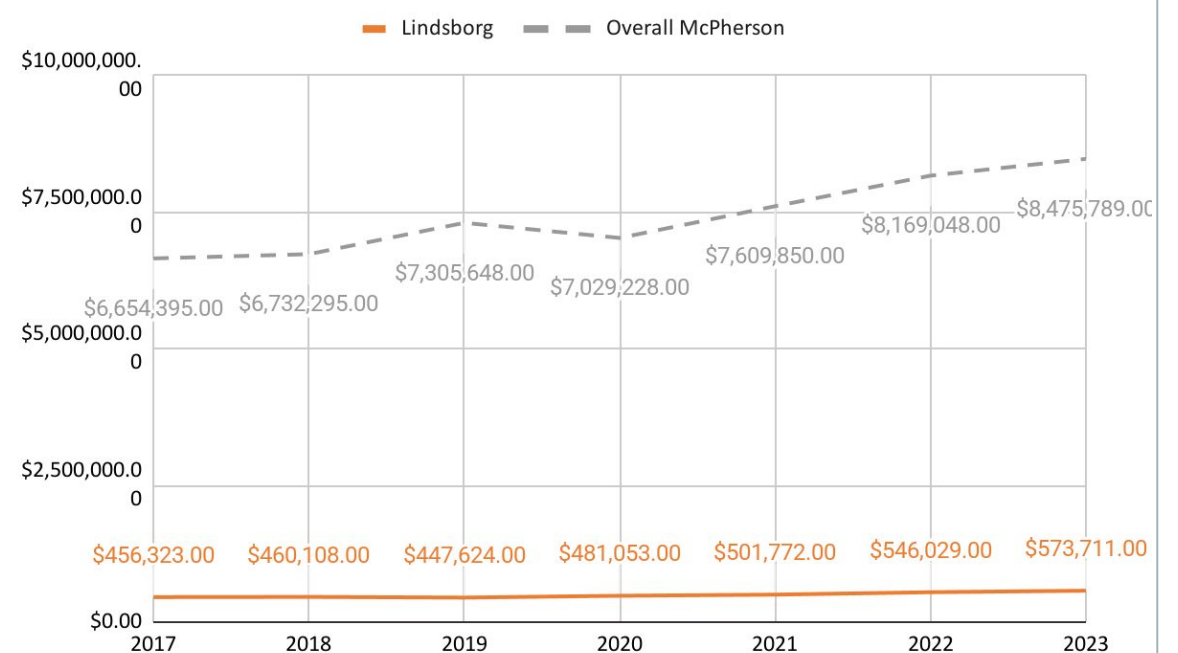
Total Housing Units



Data source:USCB, ACS 5-Yr Avg



Annual Sales Tax Collection



Data source:Kansas Dept of Revenue

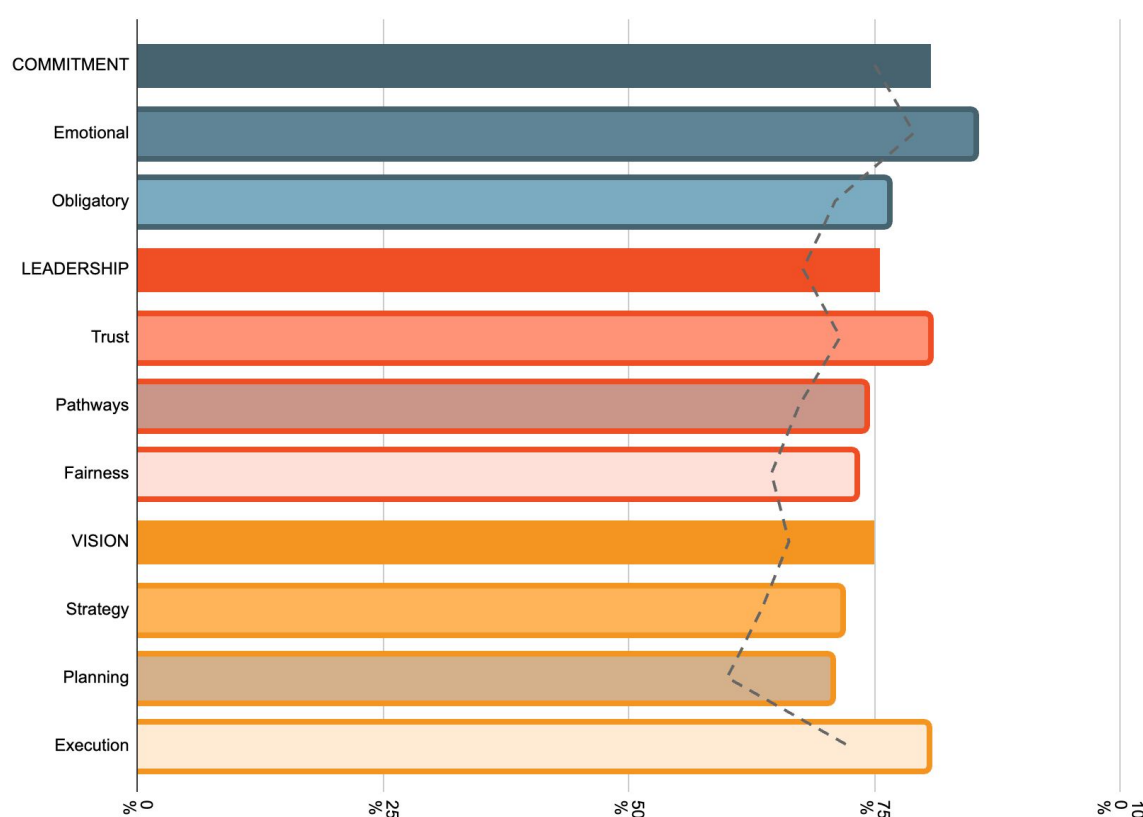
Confidence In Our Local Community

Engagement Summary:

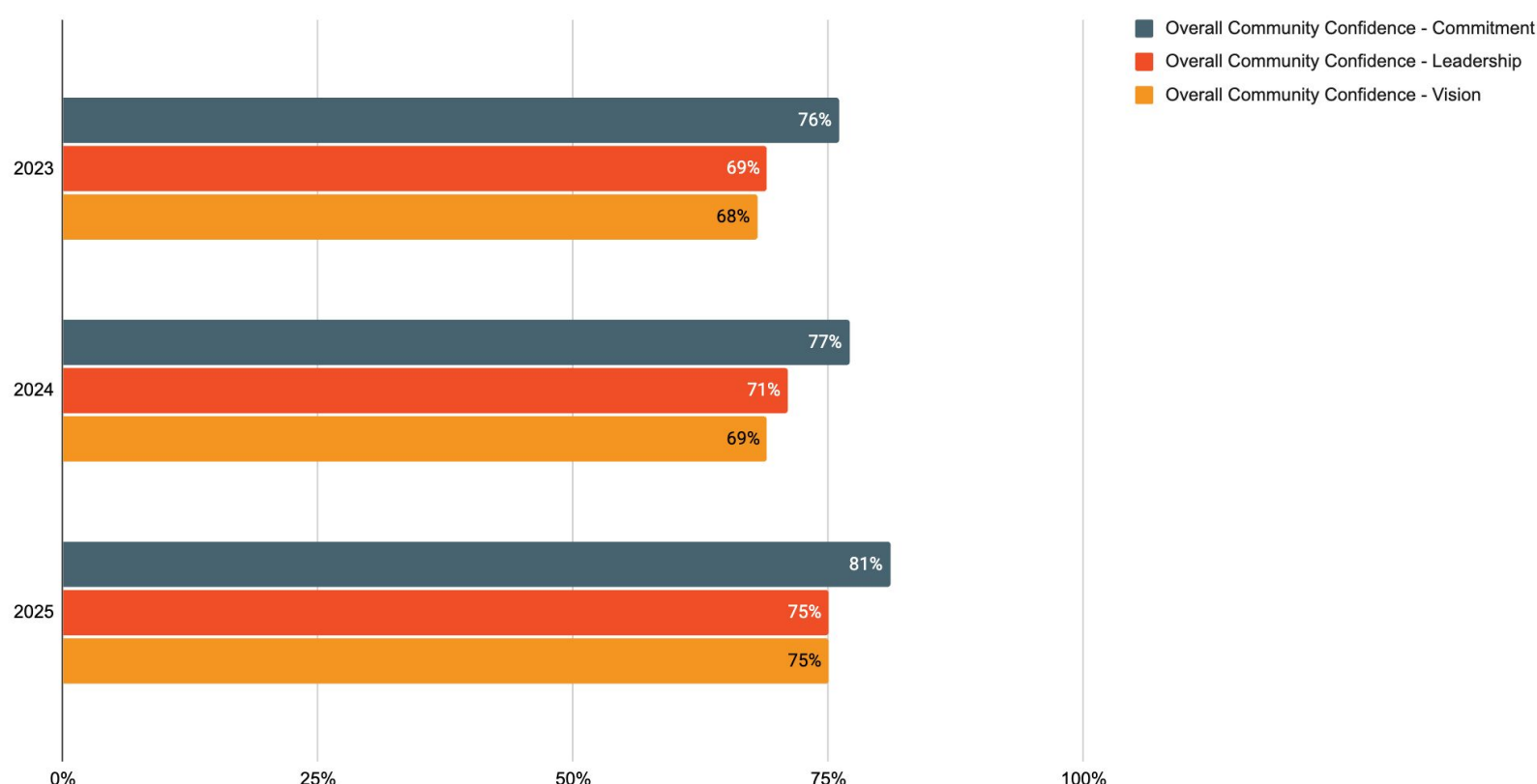
Every dimension of belonging, pride, and leadership trust in Lindsborg outshines the broader county. Emotional commitment—measured by people who “would gladly live here forever”—reaches 88%, topping both regional benchmarks and last year’s scores. Obligatory measures (problems feel personal, loyalty owed) also tick upward, while vision and execution metrics (pride in accomplishments, confidence in direction) climb into the mid-70s. Even the lowest-ranked leadership pathways (opportunities to serve) register above 70%, illustrating a community that sees itself as united, capable, and steadily improving year after year.



How do our residents view our community?



Year Over Year Change

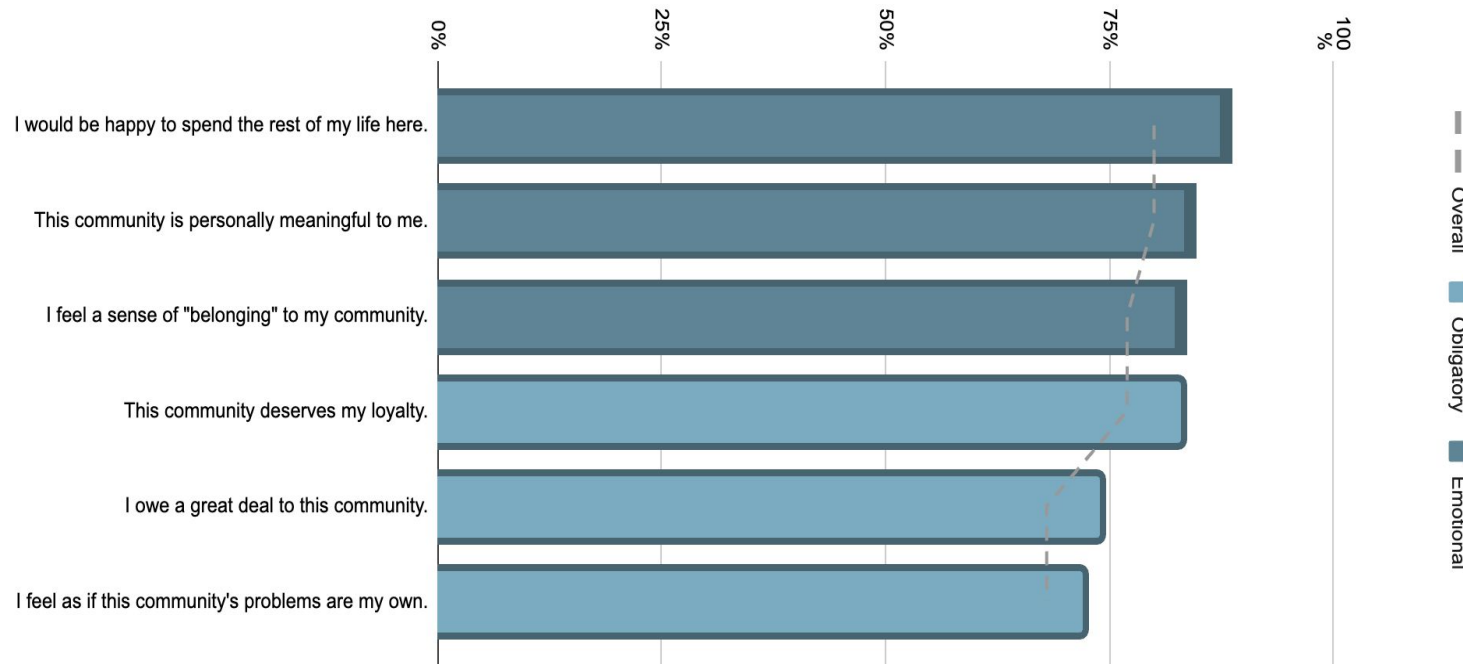


Questions:

- Why are Emotional Commitment scores higher than Obligatory Commitment scores?
- What actions can raise Obligatory Commitment to match Emotional Commitment?
- Why do Execution scores far outpace Strategy and Planning?
- How can Strategy be enhanced to improve Execution outcomes?
- What steps could elevate Planning perceptions among residents?
- What causes Trust to lead over Pathways and Fairness?
- How might Pathways be expanded to increase community involvement?
- What initiatives can improve Fairness perceptions?
- How do differences between Commitment, Vision, and Leadership subcategories inform priority actions?
- How can insights from Vision and Leadership subcategories guide future planning?

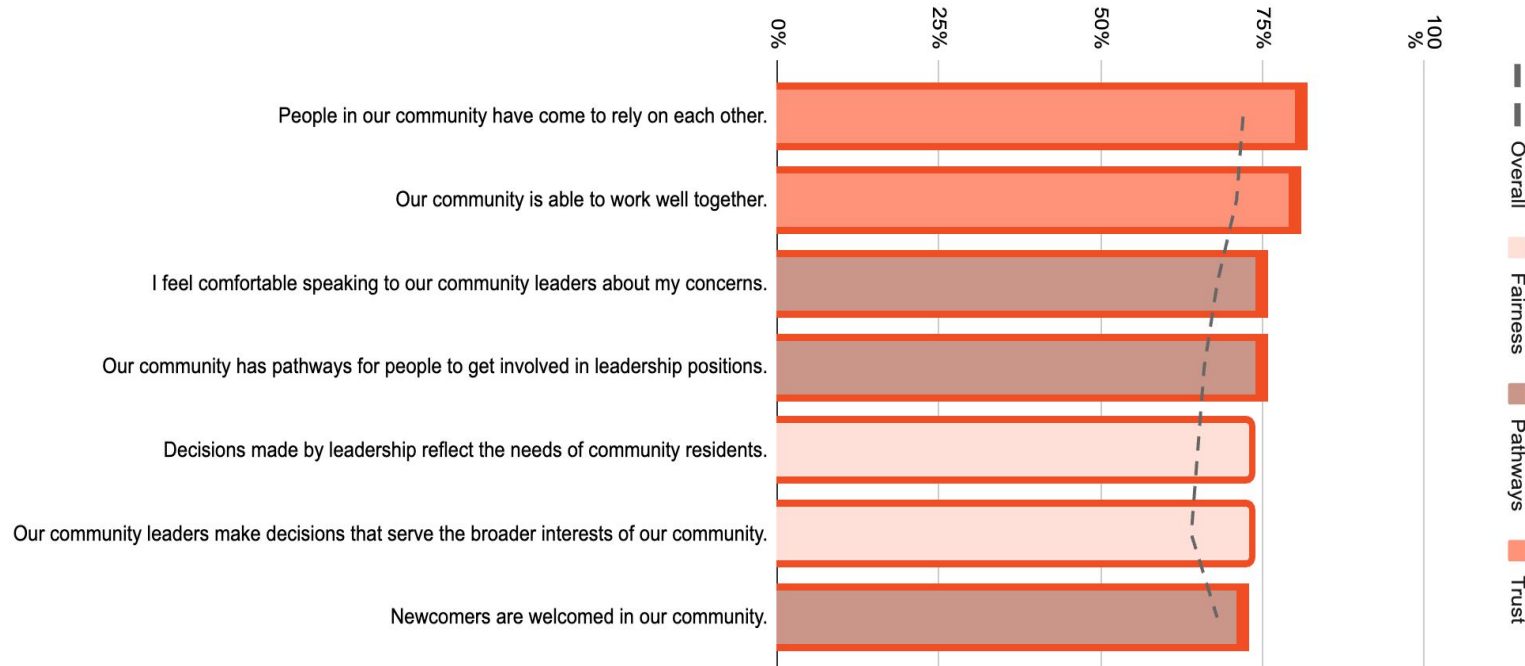
Confidence In Our Local Community

Community Confidence: Personal Commitment



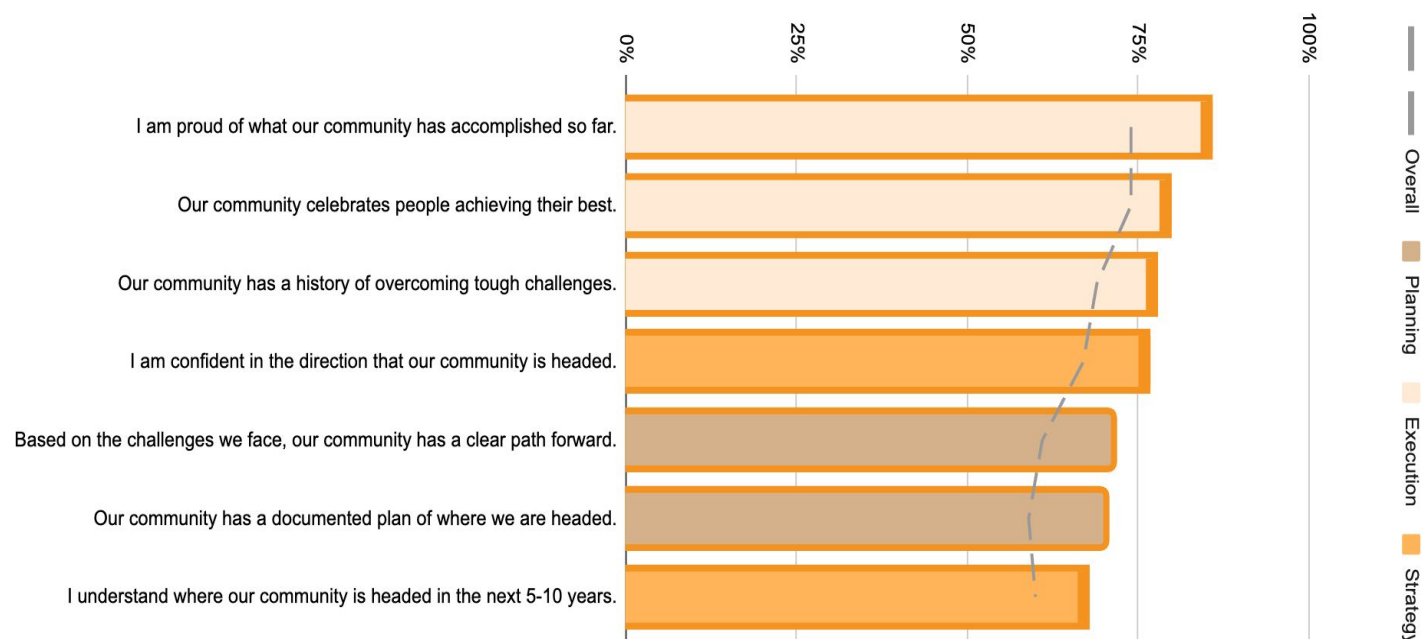
- What drives high Emotional Commitment among residents?
- What underlying causes contribute to lower Obligatory Commitment?
- Which strategies could shift Obligatory Commitment upward?

Community Confidence: Local Leadership



- What factors sustain strong Trust in Lindsborg?
- How can we expand Pathways for broader participation?
- What interventions could bolster Fairness perceptions?

Community Confidence: Vision

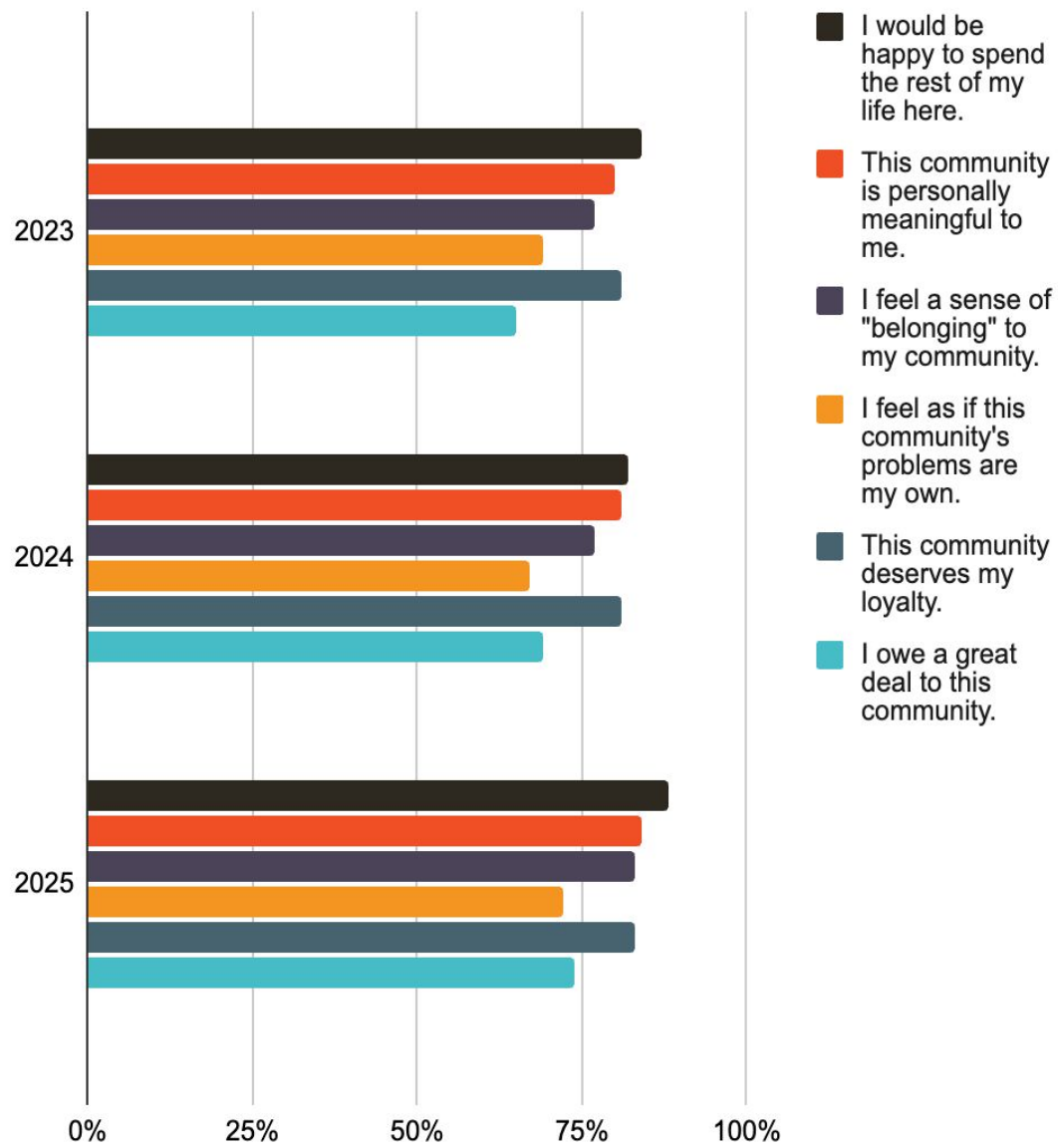


- What influences stronger Execution compared to Strategy and Planning?
- What root causes limit resident understanding under Strategy?
- How can Planning be leveraged to set clear community direction?

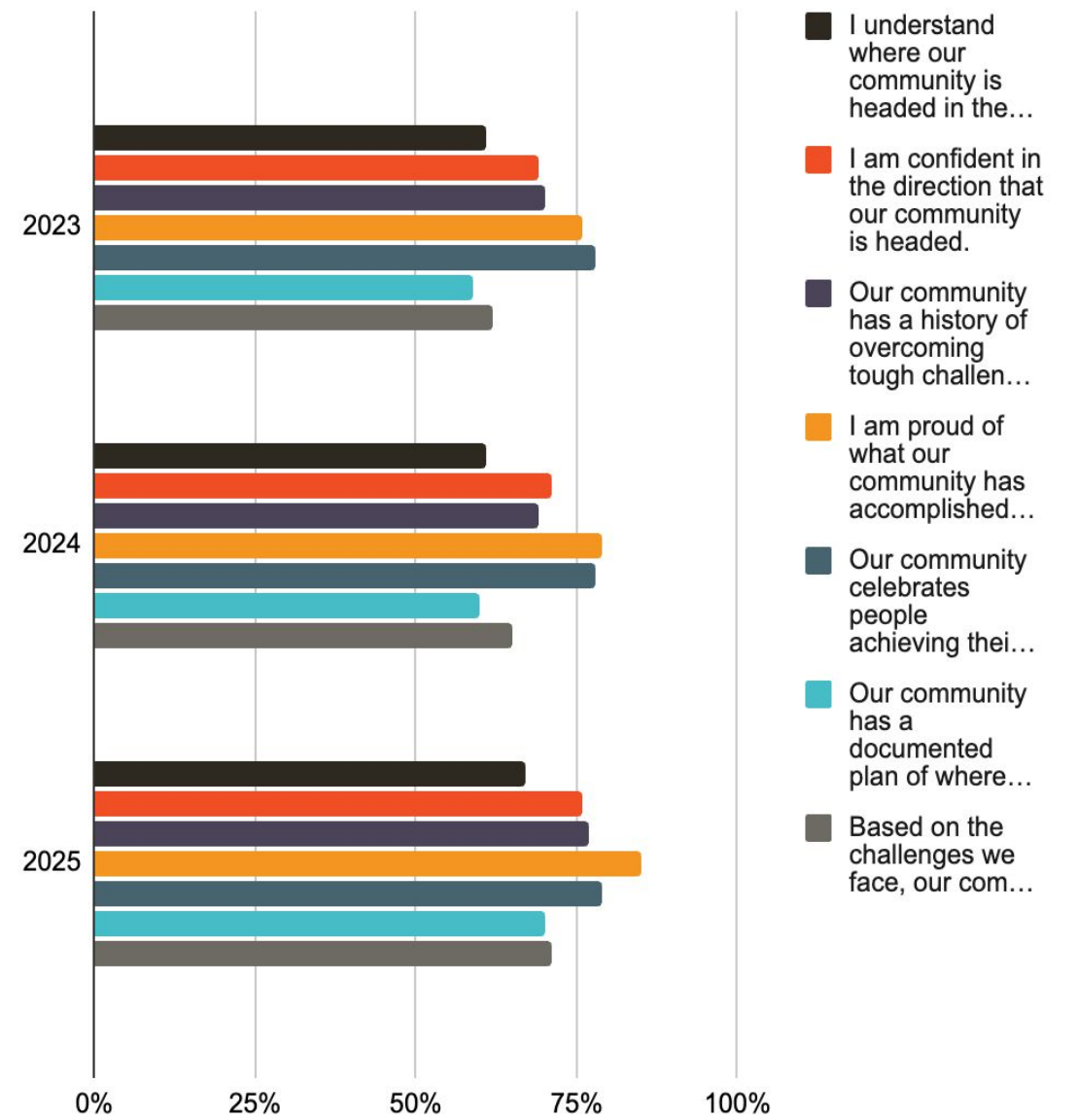
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

Confidence In Our Local Community

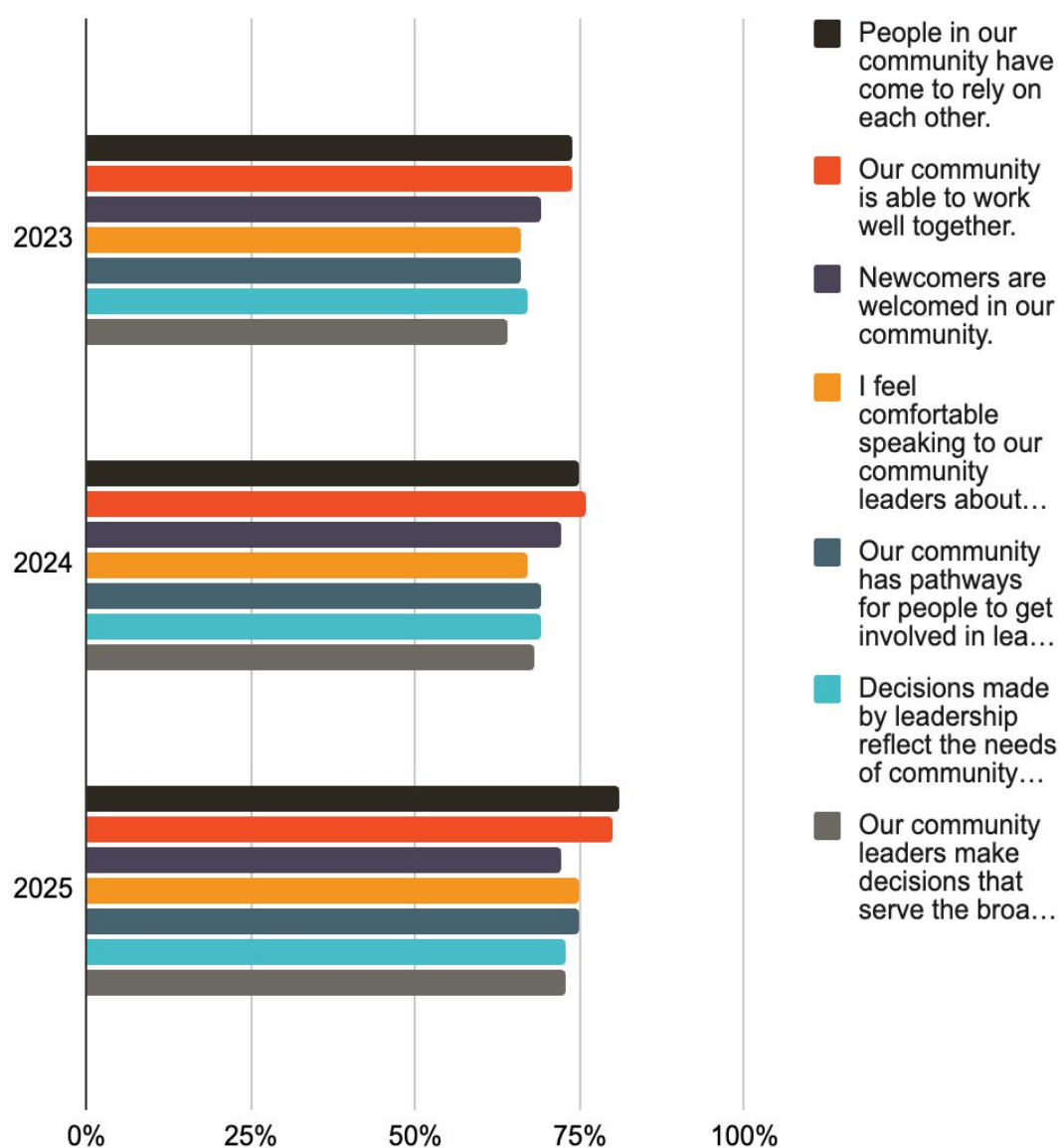
Commitment



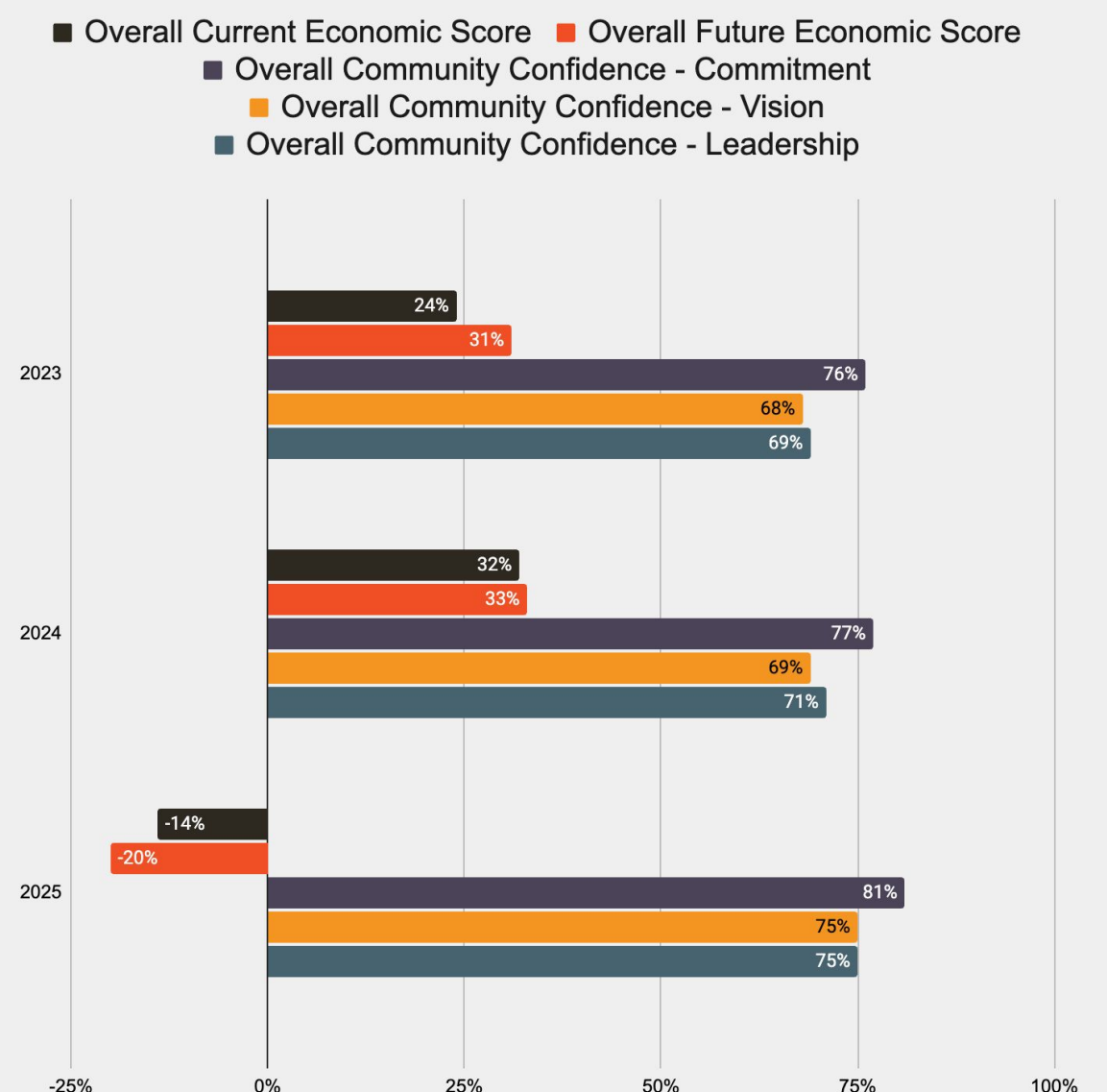
Vision



Leadership



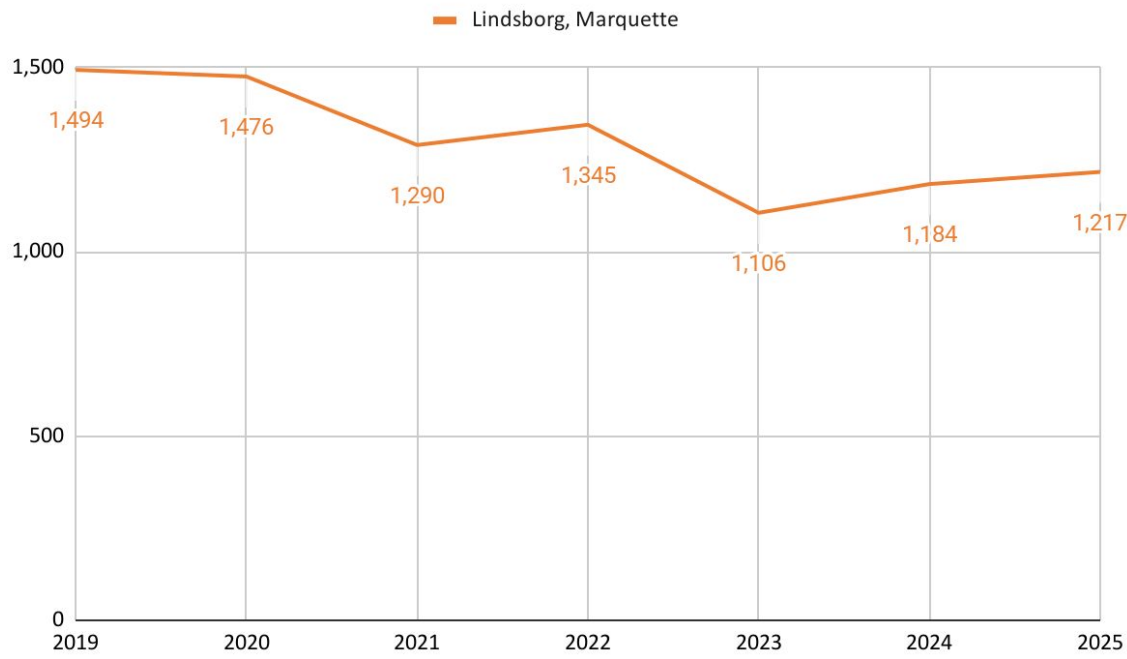
Economic vs. Community Confidence



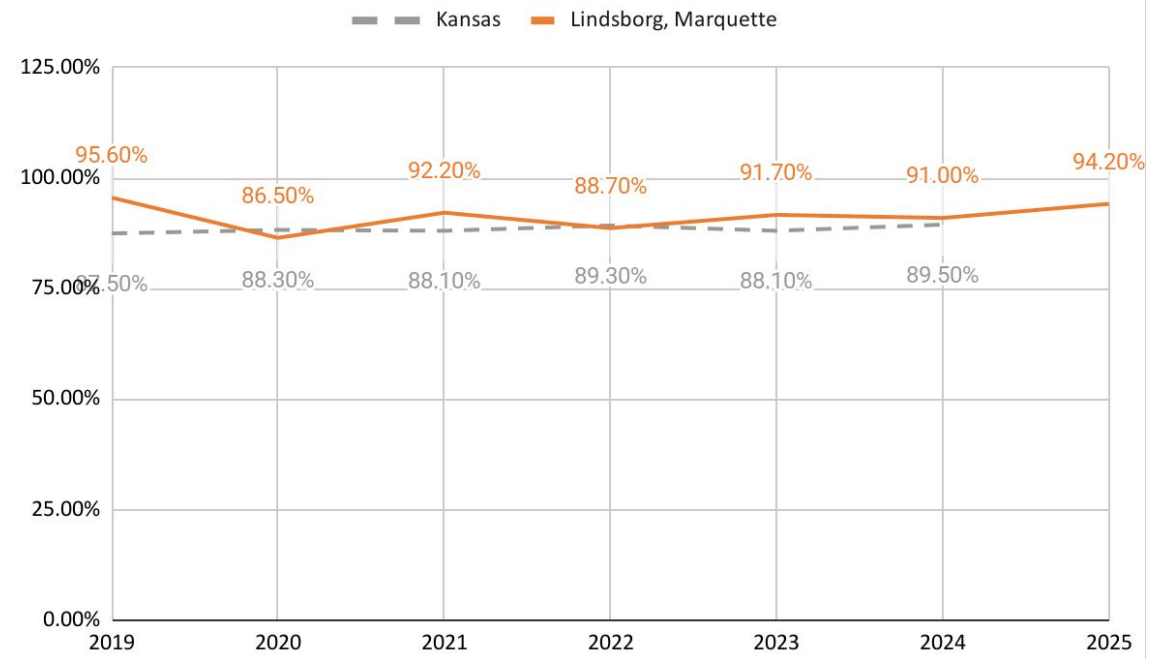
Portion of the community that is highly confident on the listed community dimensions (Rating range: 0-7)

Local Community Indicators

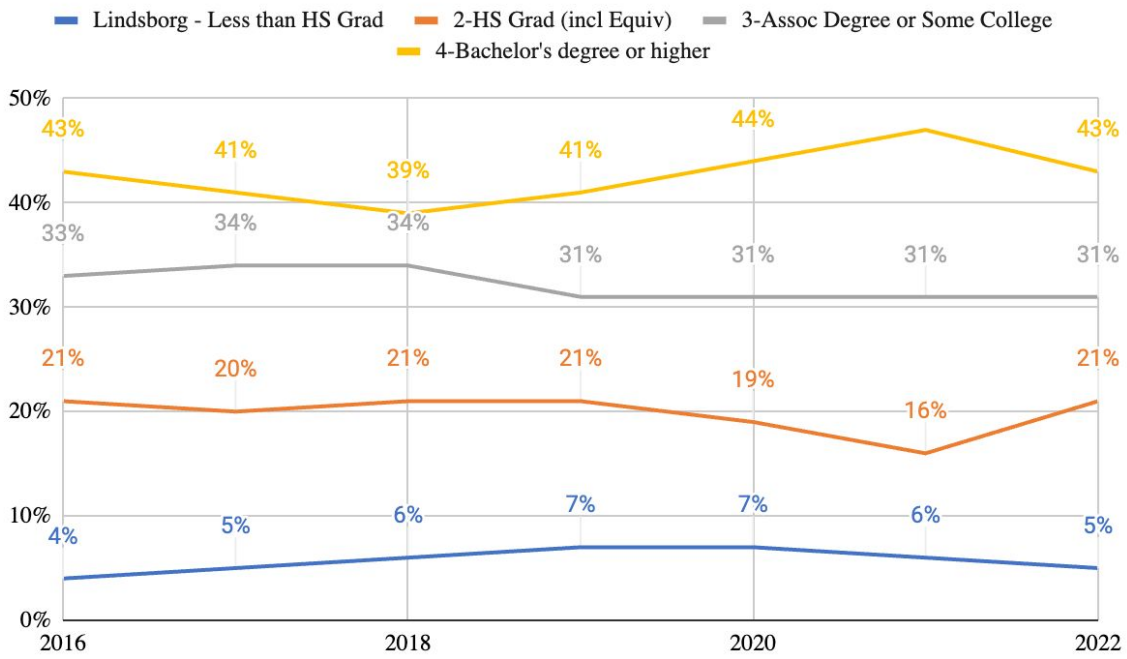
Local School Enrollment



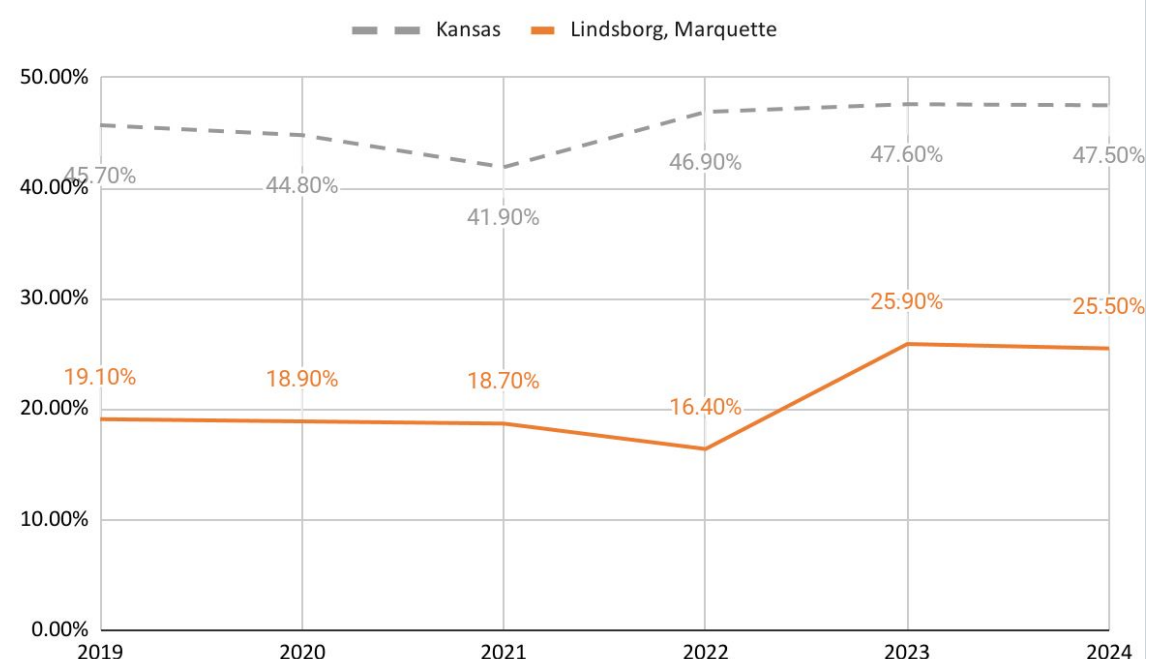
High School 4 Year Graduation Rate



Local Educational Level

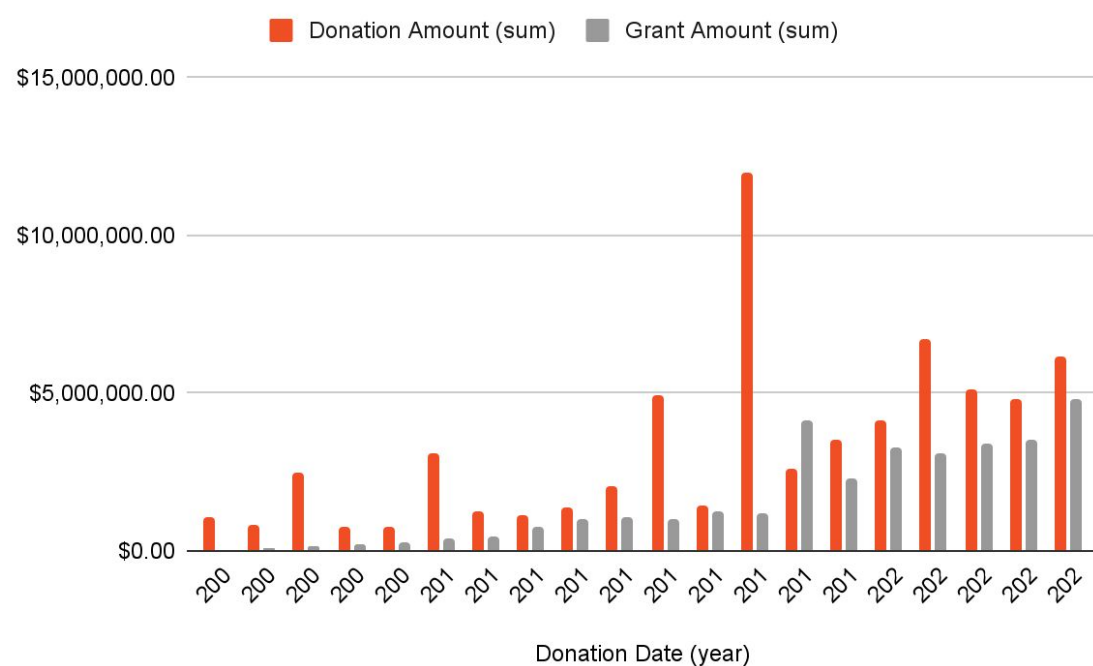


School % Free/Reduced Price Lunch

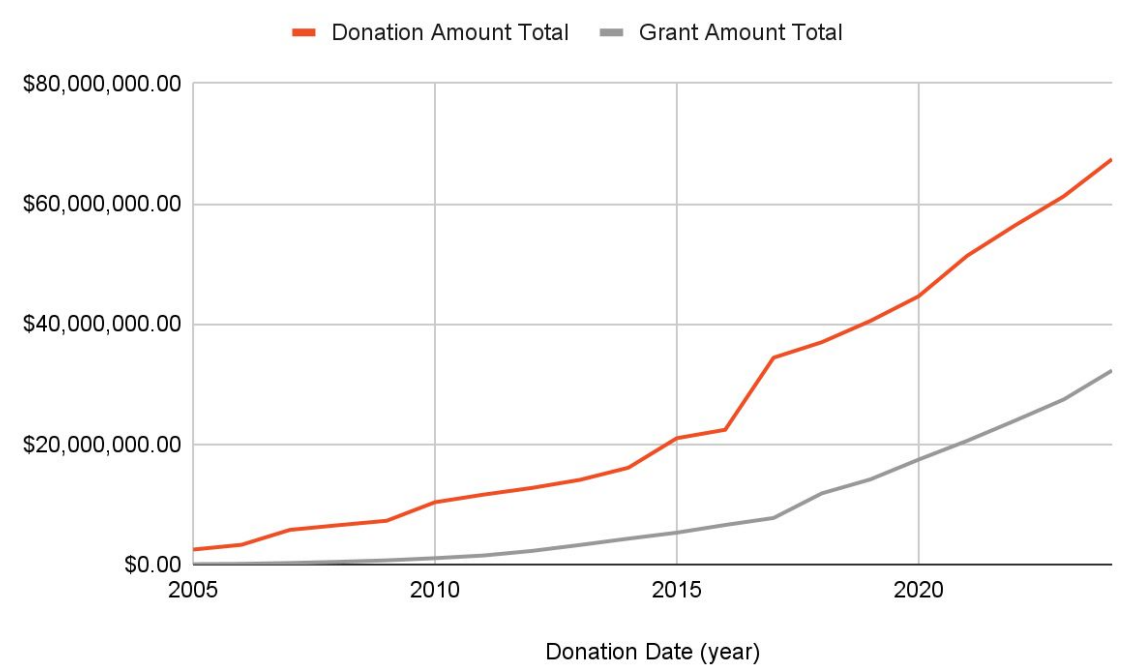


Source for all education graphs: Kansas State Dept of Education, Data Central

McPherson Community Foundation: Annual Dollars Raised & Invested



McPherson Community Foundation: Compound Dollars Raised & Invested

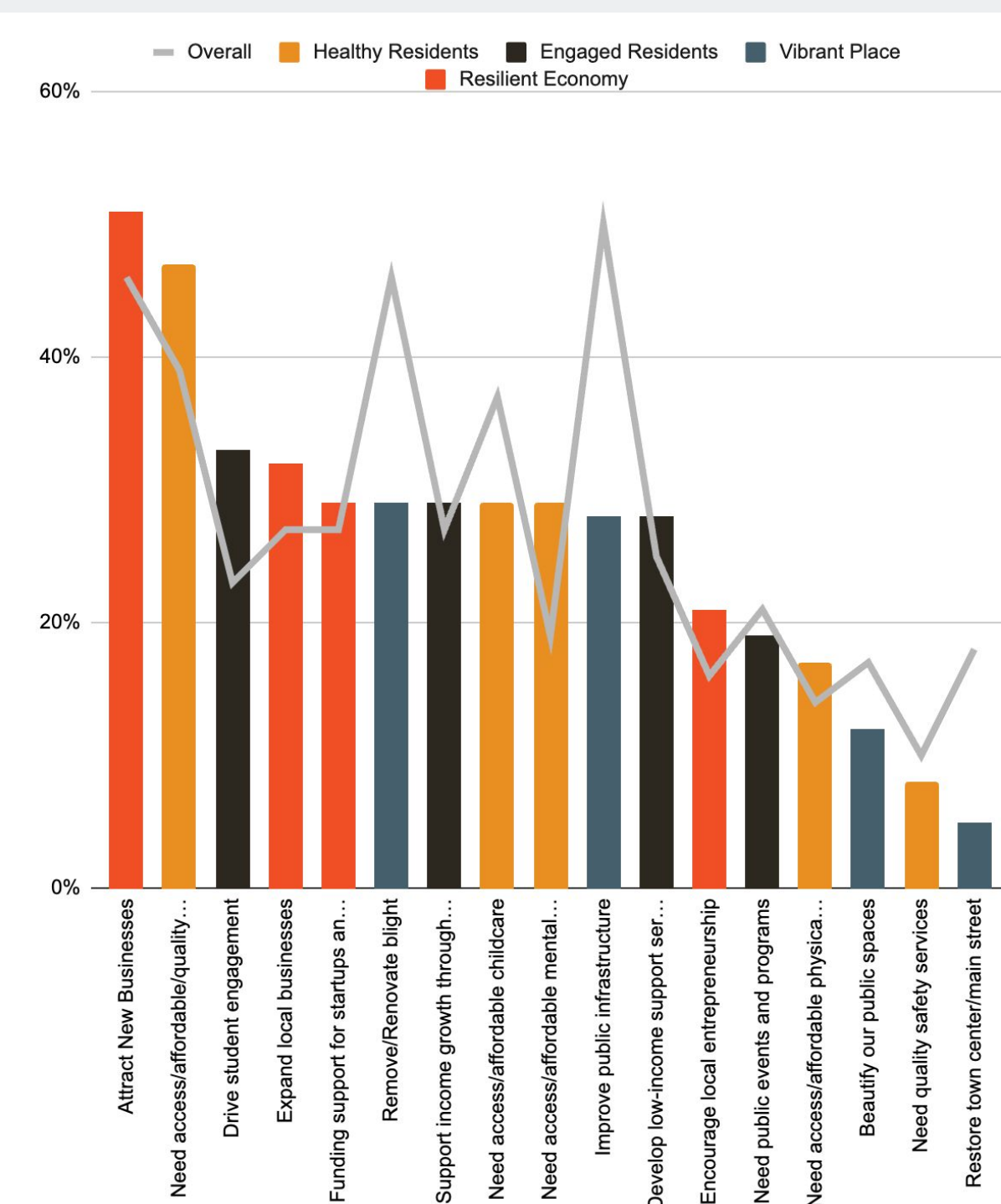


Community Program Priorities

Priorities Summary:

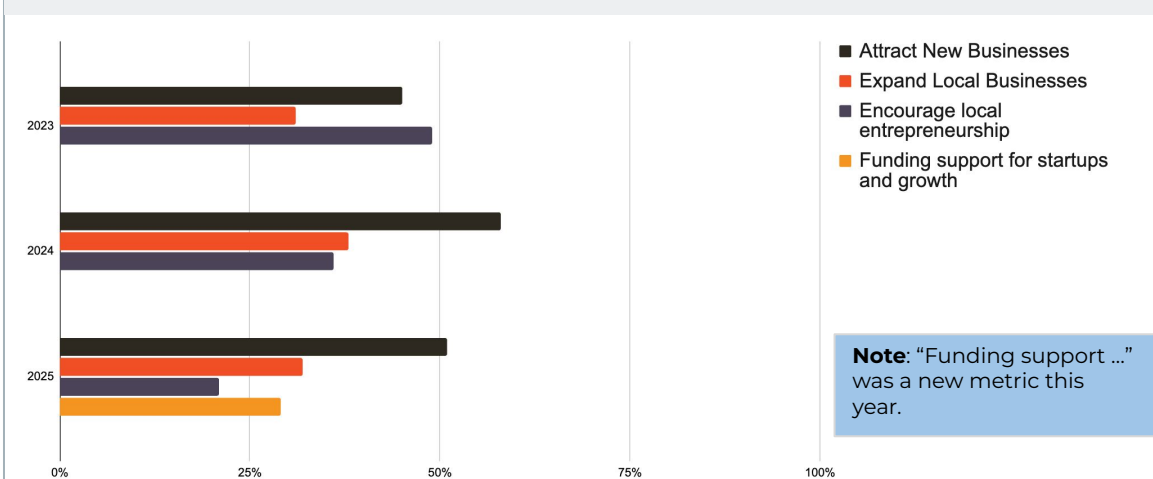
When asked what programs deserve focus, launching new businesses (51%) and securing affordable housing (47%) tower above the rest, reflecting a hunger for sustainable jobs and stable homes. Needs for blight remediation surged by 10%, yet placemaking and downtown revival rank lower here than regionally, suggesting a pragmatic tilt toward foundational services over aesthetic enhancements. Across Resilient Economy, Vibrant Place, Engaged Residents, and Healthy Residents categories, Lindsborg's demand for mental health support, childcare access, and income-building training underscores a holistic appetite for growth. Broad-based interest in nine additional initiatives—each within a few points of one another—reveals a community eager to advance on multiple fronts.

Program Priorities

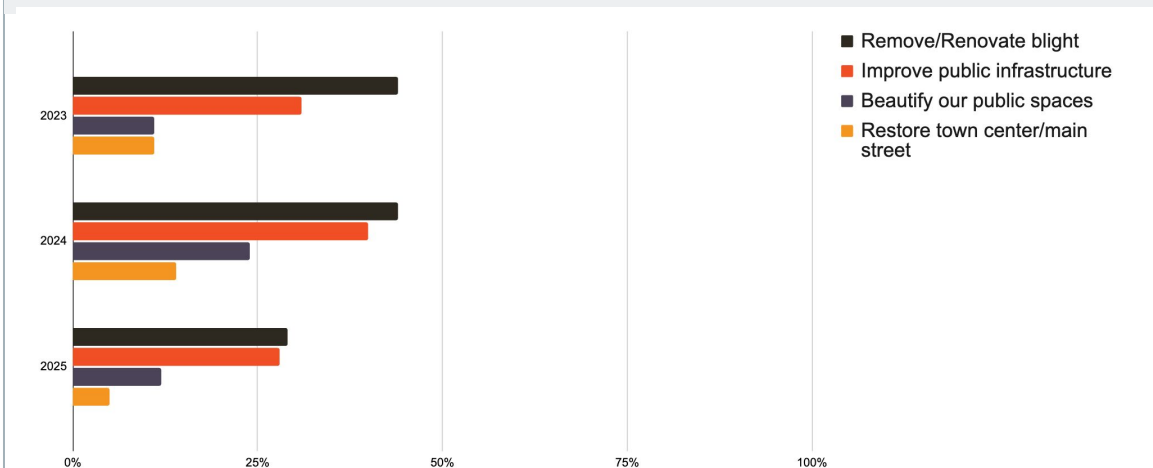


- How can Lindsborg capitalize on its top Priority Program, Attract New Businesses, to improve the Metric Priority of # of new businesses launched and expand the local tax base?
- What joint initiatives could link Access/affordable/quality housing (Priority Program) with Average household income (Metric Priority) to strengthen the Resilient Economy?
- In response to a rise in blight needs, how should Remove/Renovate blight (Priority Program) and Number of buildings in an acute state of blight (Metric Priority) guide Vibrant Place investments?

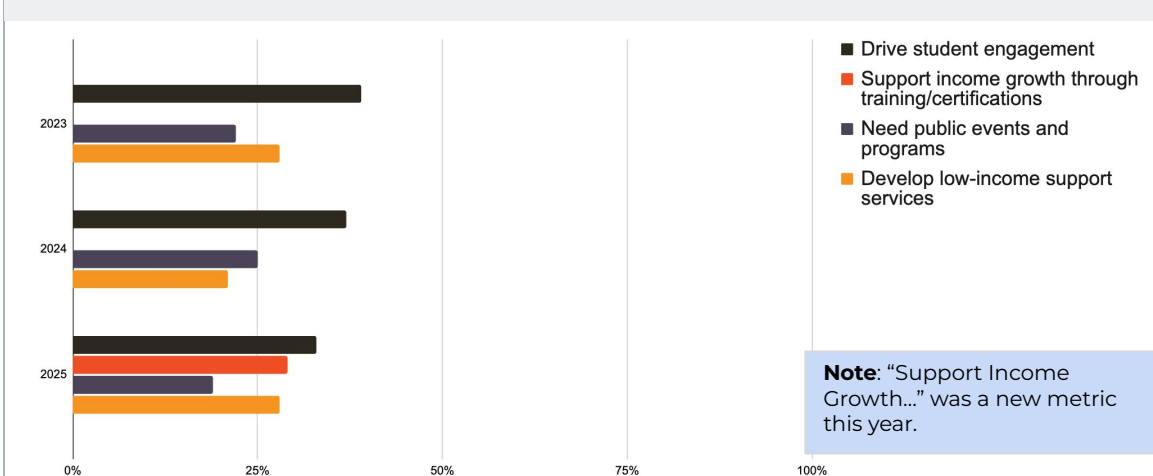
Resilient Economy



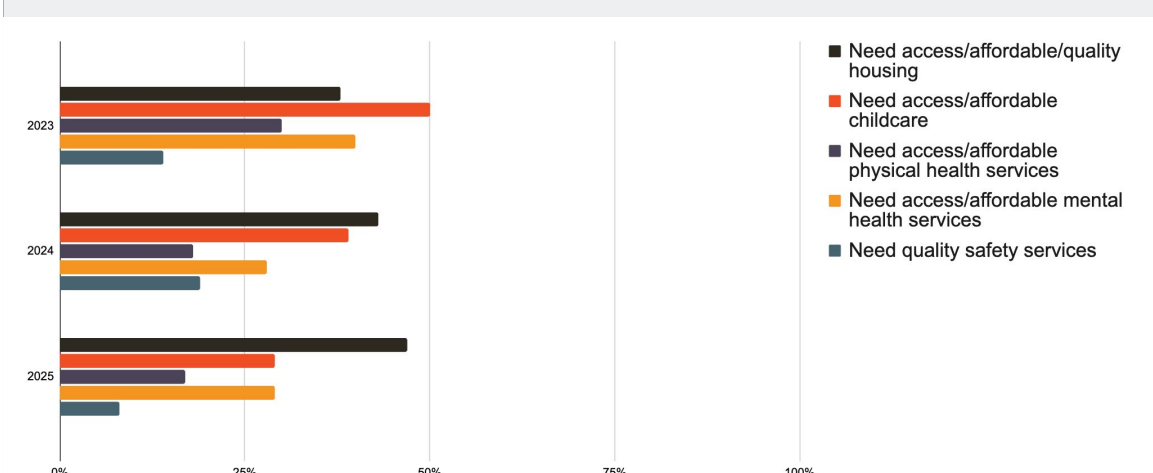
Vibrant Place



Engaged Residents

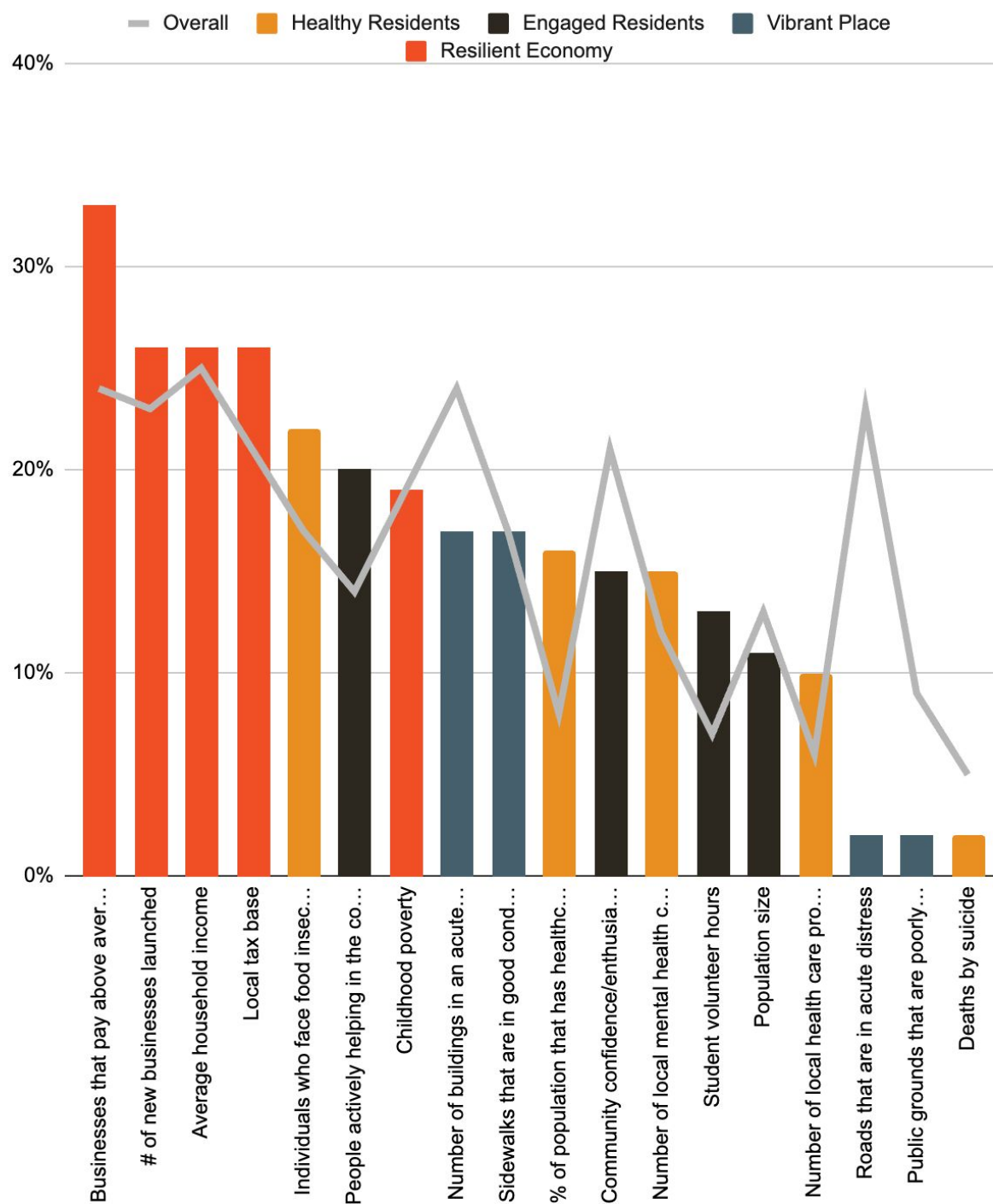


Healthy Residents

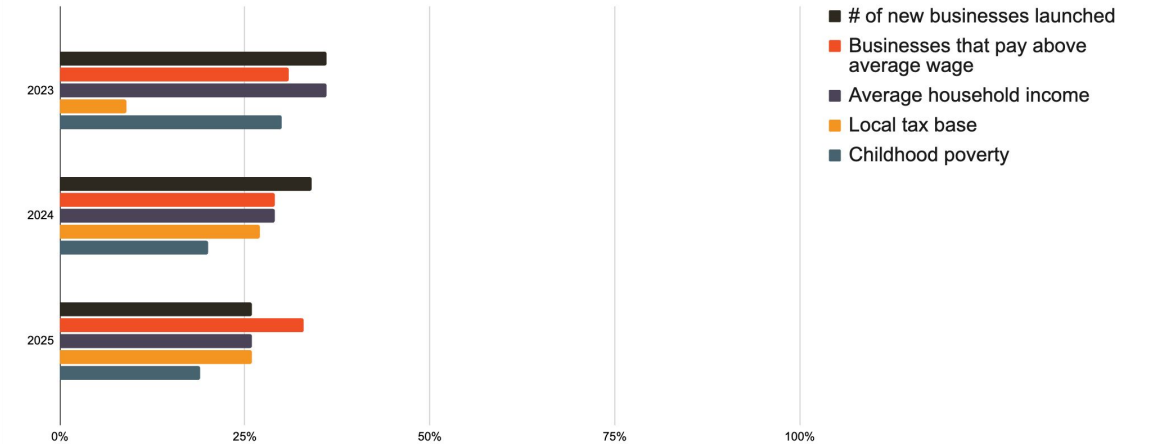


Community Priority Metrics

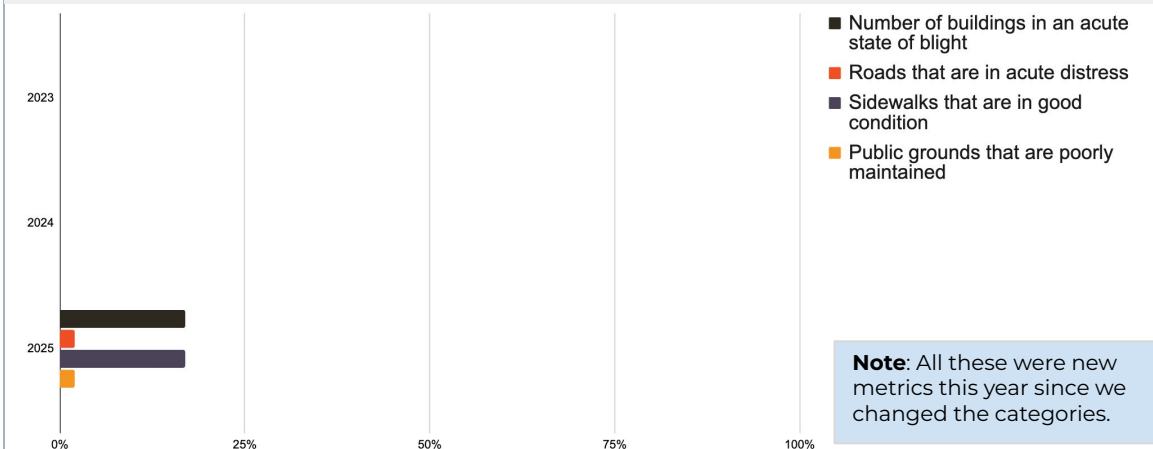
Priority Metrics



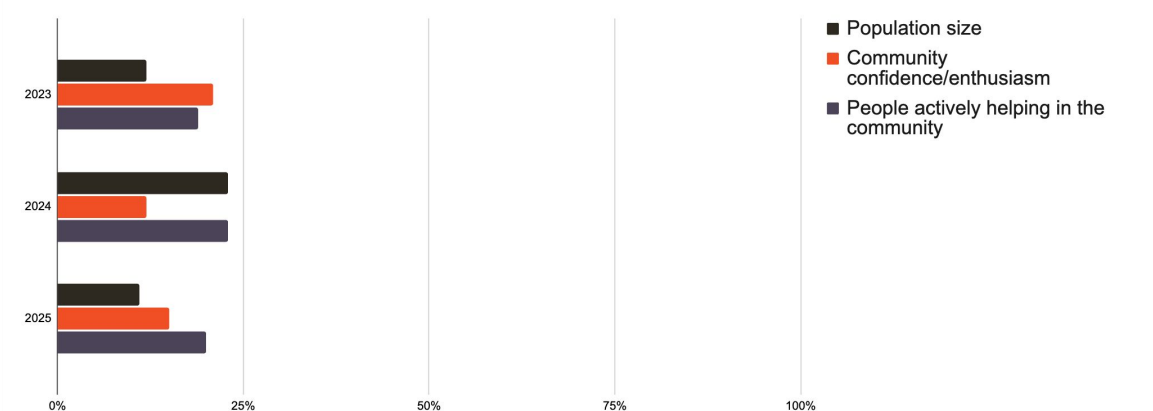
Resilient Economy



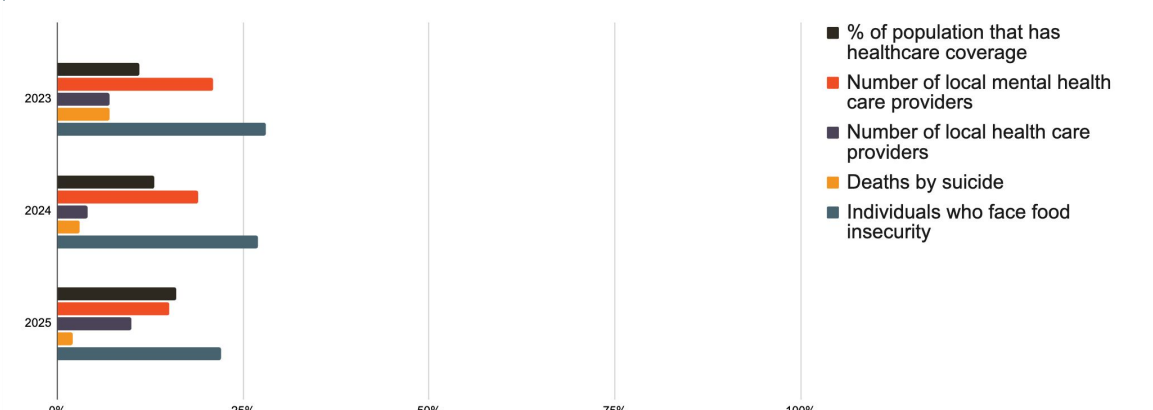
Vibrant Place



Engaged Residents



Healthy Residents



- What strategies best address Need access/affordable mental health services alongside high Individuals who face food insecurity (Metric Priority)?
- Which program designs could align Support income growth through training/certifications with Businesses that pay above average wage to reduce childhood poverty?
- In what ways can expanding healthcare coverage and Number of local mental health care providers support the Healthy Residents program priorities?
- Which cross-category metrics present the greatest opportunity for synergistic program investments?



Investing In Local Priorities

What project should be undertaken locally if money, time, or skills were not a constraint? What outcome would this create in the next 2-3 years?

- Multi-use Community Recreation Center—An all-ages facility with gyms, indoor pool, splash pad, and sports fields to boost health and youth engagement.
- Affordable Housing Development—New low- and middle-income homes, senior one-level living, and workforce rentals.
- Industrial & High-Wage Job Attraction—Incentives to recruit manufacturing, tech, and professional employers, creating local careers and economic growth.
- Pedestrian Infrastructure & Sidewalk Improvements—Expanded sidewalks, ADA ramps, crosswalks, and bike-friendly streets to enhance safety and connectivity.

If we could only invest \$15k in a program each year for the next 3 years, what project should we work on? What outcome would this create in the next 2-3 years?

- Infrastructure improvements—Better sidewalks, trails, and ADA ramps to enhance mobility, safety, and community connectivity.
- Business development & job attraction—Seed incentives and master planning to recruit employers and support small businesses, creating new local jobs.
- Affordable housing solutions—Micro-grants and partnerships for low-income rentals and home renovations, stabilizing families and boosting school enrollments.
- Youth & childcare programs—Subsidized after-school and childcare scholarships, providing safe spaces, skill-building, and support for working families.

Serving your community!

How do you serve your community today?

- Board/Commission Service—Serving on TACOL, Library Friends, CVB, Rec, Cemetery, and City boards.
- Arts & Festival Volunteering—Organizing and staffing Svensk Hyllningsfest, gallery shows, and cultural events.
- Church & Faith-Based Service—Leading Sunday school, women's groups, Dala Food Bank, and ministry programs.
- Library Service—Volunteering at the public library, bookstore, and community literacy initiatives.
- Youth & Education Support—Coaching sports, counseling in schools, para-educating, and mentoring students.

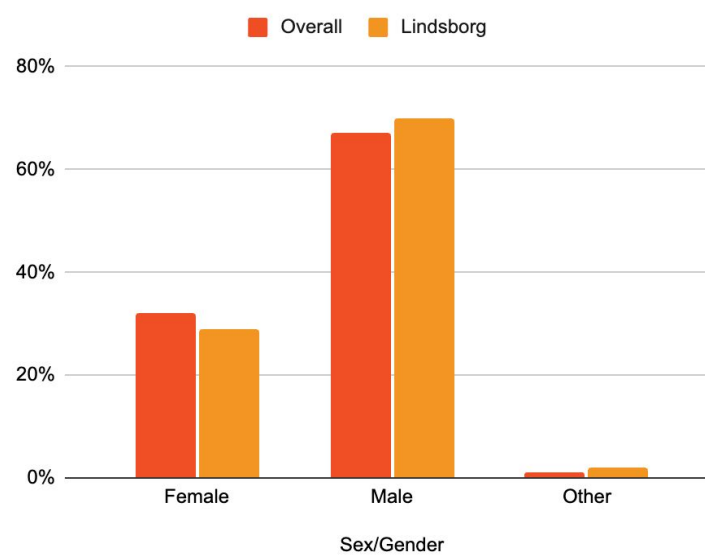
How would you like to serve your community in the future?

- Sustained Volunteerism – Continue current volunteering across events, boards, and community needs.
- Board Commission Service – Join TACOL, Dala Pantry, Kiwanis, or City Council to guide local decision-making.
- Library Literacy Programs – Lead reading mentor initiatives and expand library services for community literacy.
- Arts Culture Support – Organize public art projects, Hyllningsfest events, and other cultural activities.
- Youth Older Adult Engagement – Develop youth mentoring programs and promote activities for older adults.

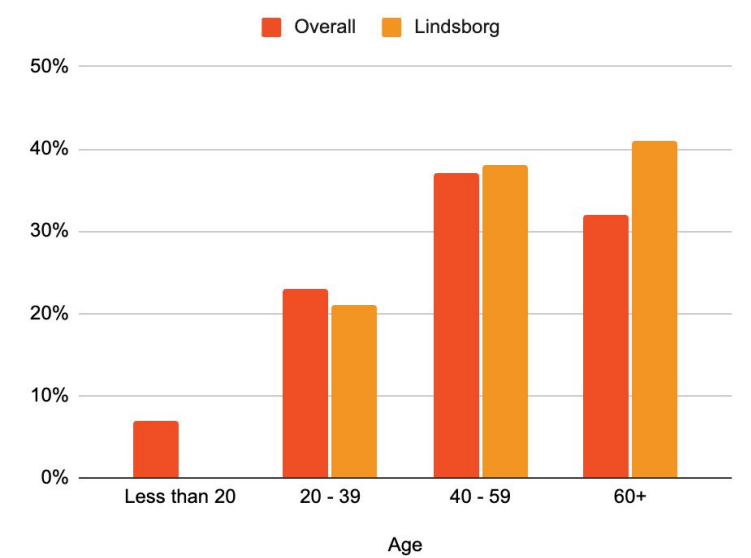
Survey Respondents

133
Total Responses

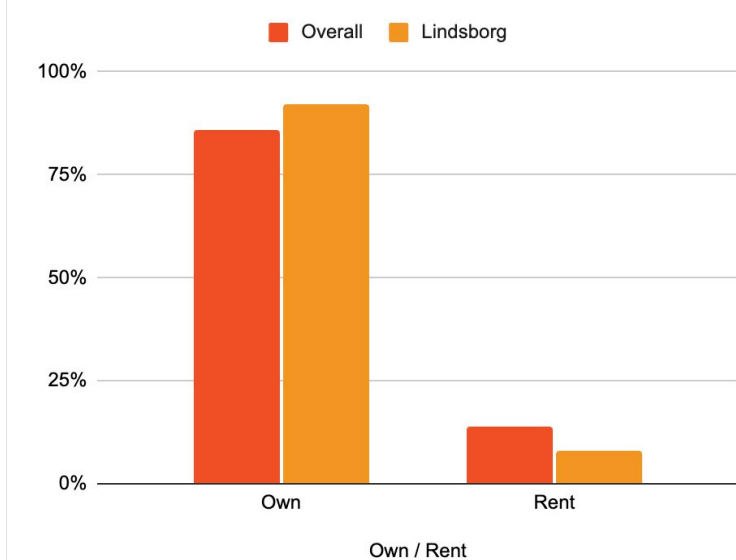
Gender



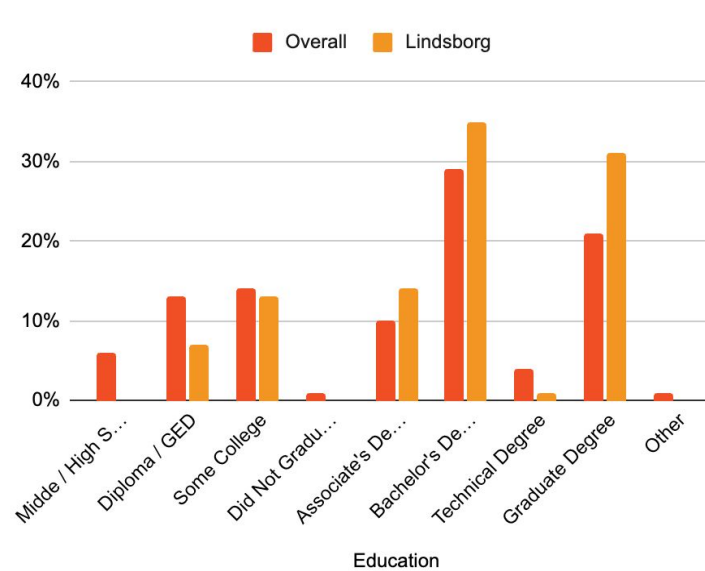
Age Profile



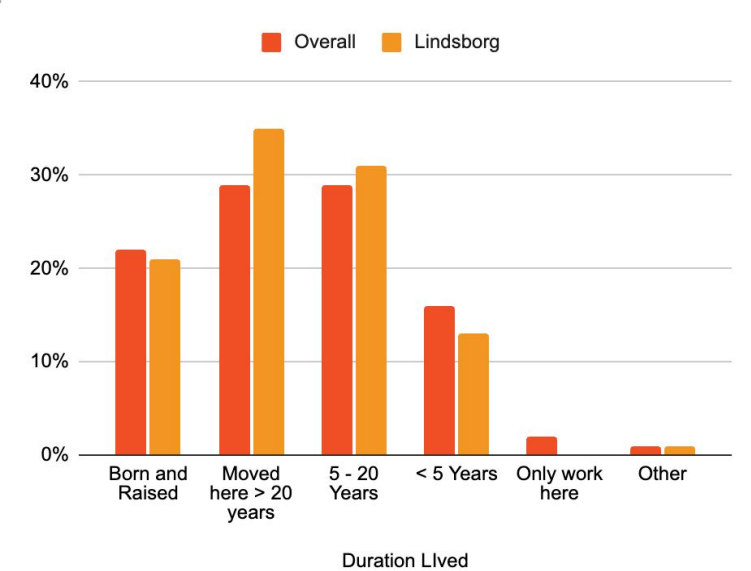
Residential Status



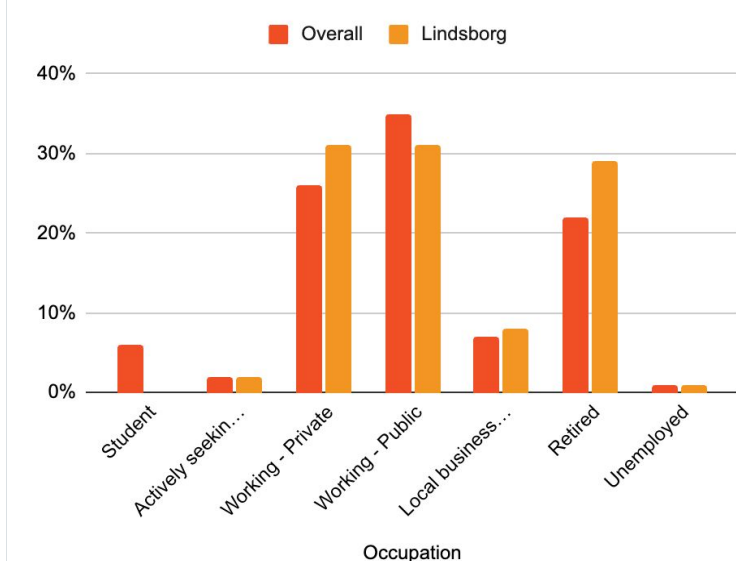
Education Level



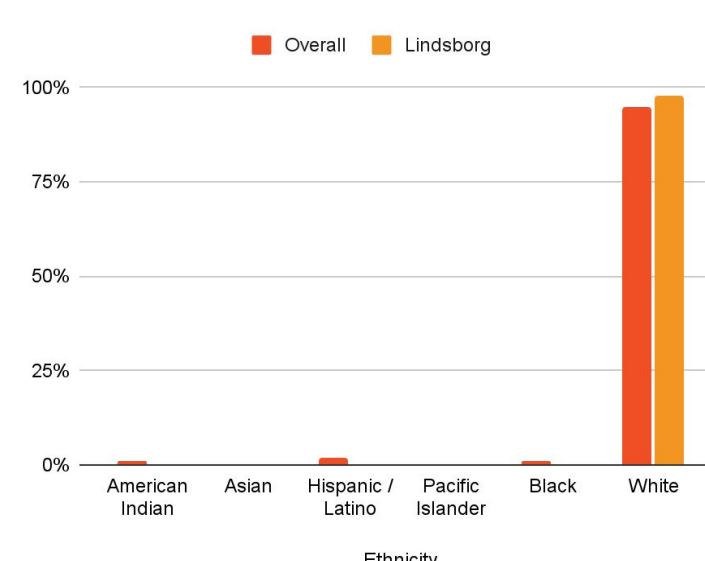
Years lived in location



Occupation



Ethnicity



- Residents with some college education show a 47% likelihood of investing, whereas those with an associate's degree report 0%.
- Individuals with some college rate leadership decisions reflecting community needs at an average of 5.65, compared to 4.37 among associate's degree holders.
- Associate's degree holders report a 42% need for affordable physical health services, markedly higher than the 6% among those with some college.
- Residents living in the area less than five years perceive a 35% availability of local mental health care providers, versus only 7% reported by those here over twenty years.

Town Score
Average Community Score

42

Number of people who expressed an interest in volunteering to better the community
42 of 133 (32%)