



MCPHERSON COUNTY  
**Community  
Foundation**

# 2024 Community Benchmark Report City of Lindsborg, KS

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[www.mcphersonfoundation.org](http://www.mcphersonfoundation.org)



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## What Makes Our Community Special?

"The amount of community members willing to volunteer and join in with the many festivals and fun events."

**Roxie**

"Our unique cultural identity and community events along with our close relationship with Bethany College."

**Alan English**

"We have committed residents who care and many also volunteer."

**Andrew Smith**

"The small town atmosphere and how the community really is so tight-knit. I love our small businesses and wish nothing but for them to grow and continue to thrive."

**Emmy Pratt**

"The people are always willing to pitch in and help."

**Lysa Palmer**

"Community pride, history and Swedish heritage celebrated, connection to music and the arts, excellent schools, vibrant downtown, well-kept neighborhoods, great parks and trail system, lots to do, sustainable growth."

"The closeness of it and knowing there's always someone there for you."

**Kenzlie Crain**

"Everything. We are lucky enough to live in the best square mile on earth. The fact that we can put on so many free festivals is honestly amazing."

**Jenell Hulse**

"The way everyone always comes together to help someone in need or having a hard time."

"Local businesses and the pride they take to keep it special and inviting. Also, the events and festivals Lindsborg creates!"

**Esther Clark**

## The Leaders That Make Our Community Special





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# Executive Summary:

Lindsborg community members highlight the town's unique cultural identity, strong volunteerism, and supportive local leadership. Economic confidence is generally positive, with optimism about future business conditions. Residents prioritize attracting new businesses, improving public infrastructure, and expanding access to affordable housing and health services. Community engagement is strong, with many feeling a sense of belonging and loyalty. However, challenges include employment opportunities and clear community vision.

pg **4, 5**

## Economic Confidence

The economic perceptions indicate general optimism about business conditions and future employment opportunities. Most respondents believe conditions will improve, with a focus on attracting new businesses and expanding local entrepreneurship.

pg **6, 7, 8**

## Community Engagement Confidence

Residents feel a strong sense of belonging and loyalty, with many willing to spend their lives in the community. Local leadership is perceived positively, with effective collaboration and a welcoming attitude toward newcomers. However, there's room for improvement in documenting and communicating the community's long-term vision.

pg **9**

## Critical Community Priorities

Top priorities include attracting new businesses, removing run-down properties, improving public infrastructure, and expanding access to affordable housing and health services. Residents also emphasize the need for better mental health services and community pride through events and programming.

pg **10**

## Survey Respondent Profile

Respondents are primarily long-term residents, aged 40-59, with a high level of education, predominantly bachelor's degrees. Most own their homes and work in the public sector. The community is ethnically homogenous, with most identifying as White (non-Hispanic).

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.**







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# Confidence In Our Local Economy

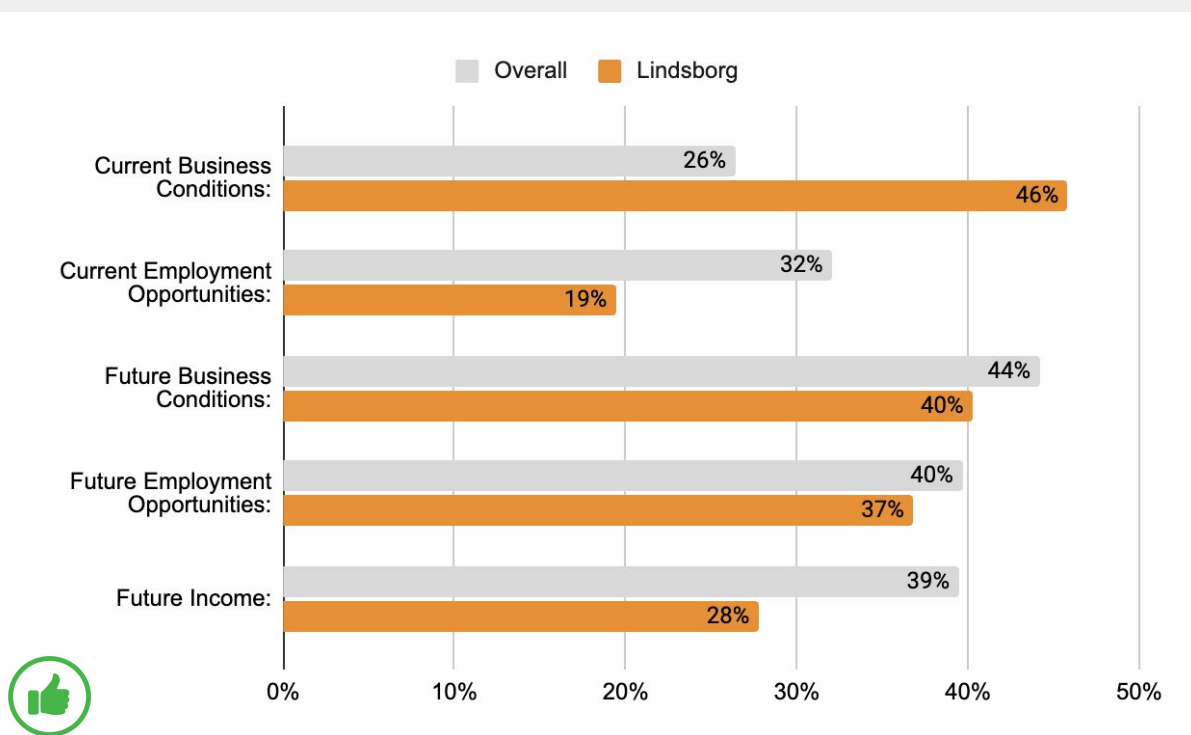
## Economic Summary:

The economic outlook in Lindsborg is cautiously optimistic. Current business conditions are perceived as good, with future conditions expected to hopefully stay the same. Employment opportunities are seen as limited but improving. Many respondents report stable incomes, with some expecting increases. Priorities for economic development include attracting new businesses, supporting local entrepreneurship, and improving public infrastructure. Moving forward, efforts should focus on diversifying job opportunities, fostering local business growth, and addressing infrastructure needs to support sustainable economic development.

## Businesses Needed In Our Town:

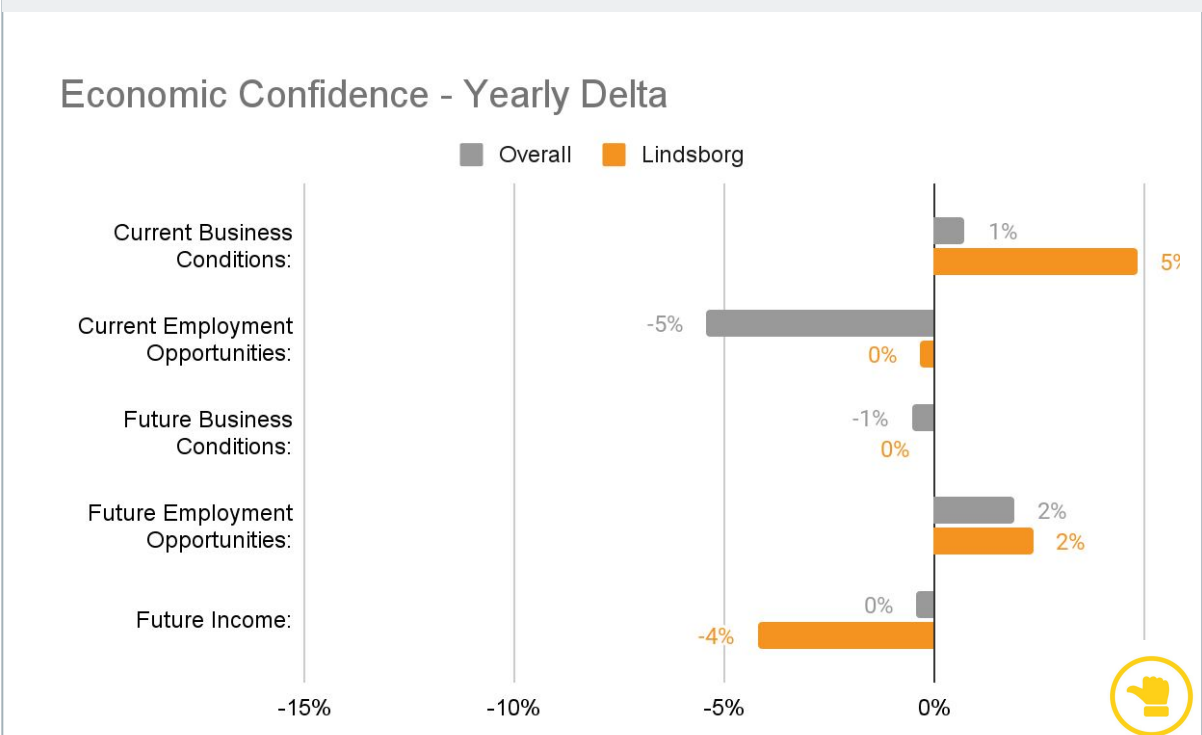
- Affordable Housing** - Repeated calls for affordable housing for low- and middle-income families to support community growth and prevent school enrollment decline.
- Fitness Centers and Gyms** - Multiple requests for fitness centers, gyms, and a community rec center to promote health and wellness.
- Restaurants and Fast Food** - Desires for more diverse food options, including fast food restaurants like Sonic or McDonald's, sit-down pizza places, and breakfast/lunch spots.
- Hardware Stores** - Strong demand for well-stocked hardware and farm supply stores to support local needs.
- Recreation Centers** - Interest in community recreation centers with amenities like indoor pools, bowling alleys, movie theaters, and spaces for youth programming.
- Community Gathering Spaces** - Requests for community gathering spaces such as hubs, cafes, and art and craft supply stores with interactive opportunities.
- Industry and Job Creation** - Need for increased industry and manufacturing to expand the tax base and provide job opportunities, reducing reliance on tourism.

## Our Economic Perceptions



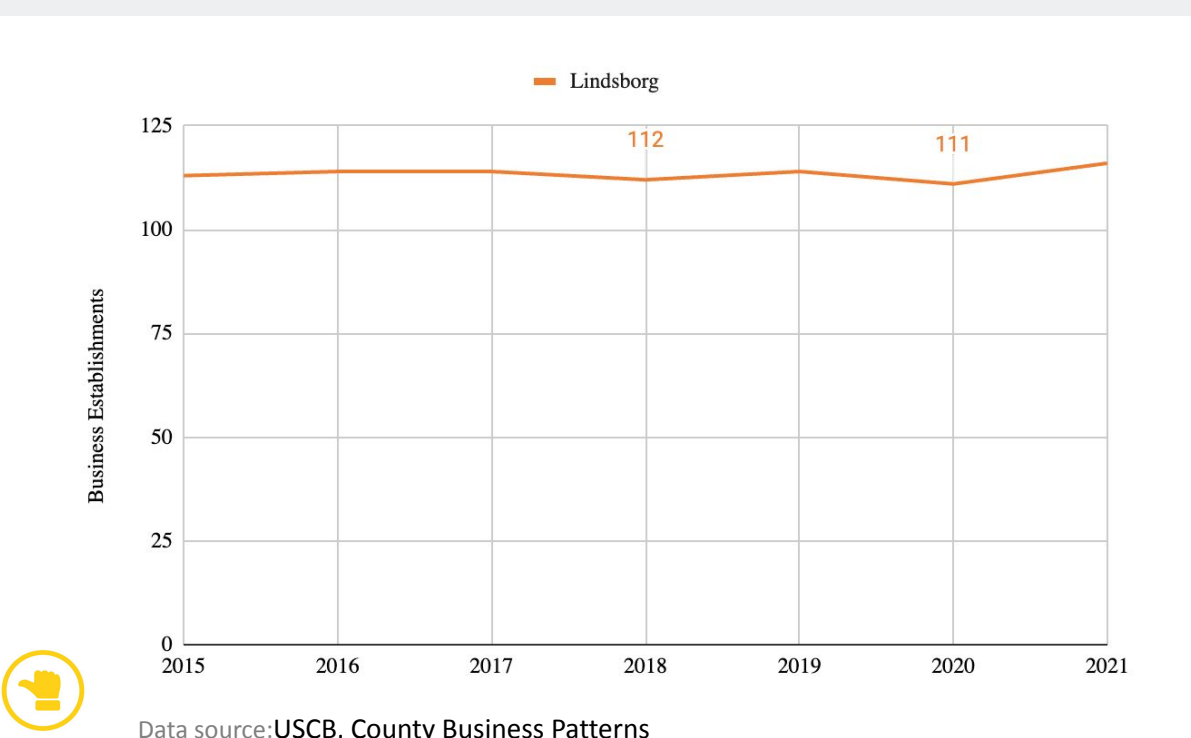
Business conditions are perceived well but possibly not as much in the future.

## Year Over Year Change (2023 vs 2024)



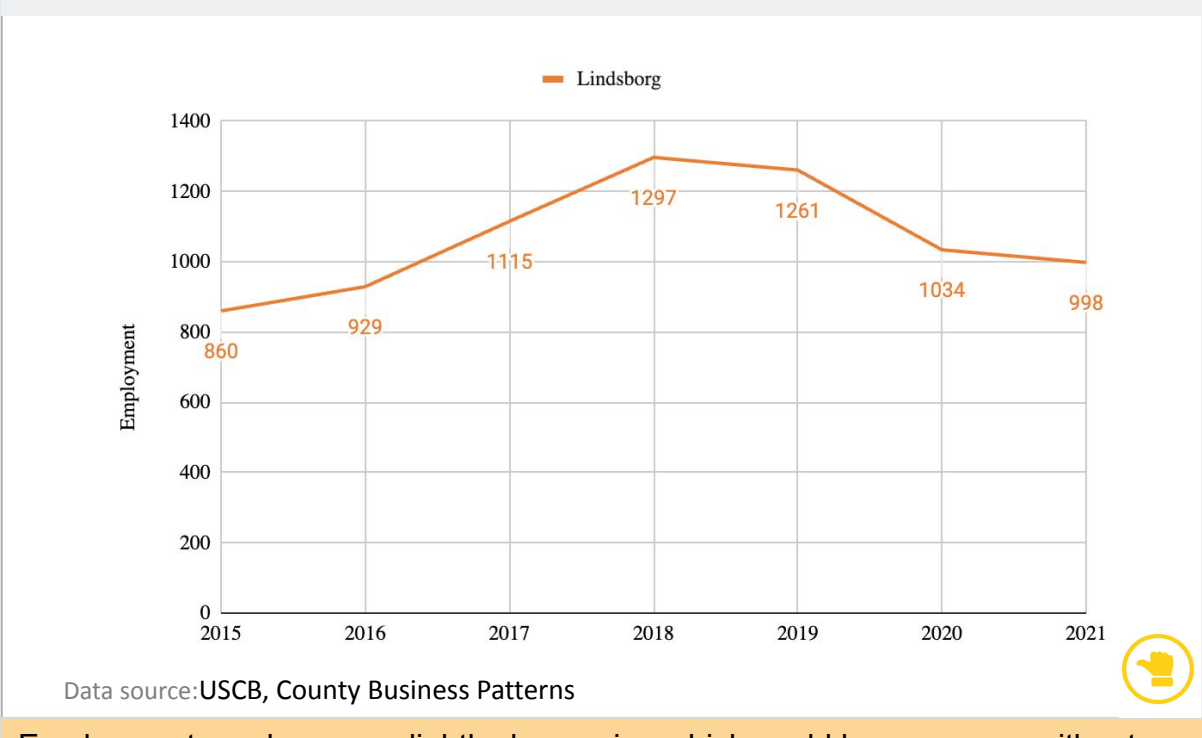
Business conditions perception increased from last year with a drop in future income.

## Businesses in Our Town



The number of businesses stayed relatively the same.

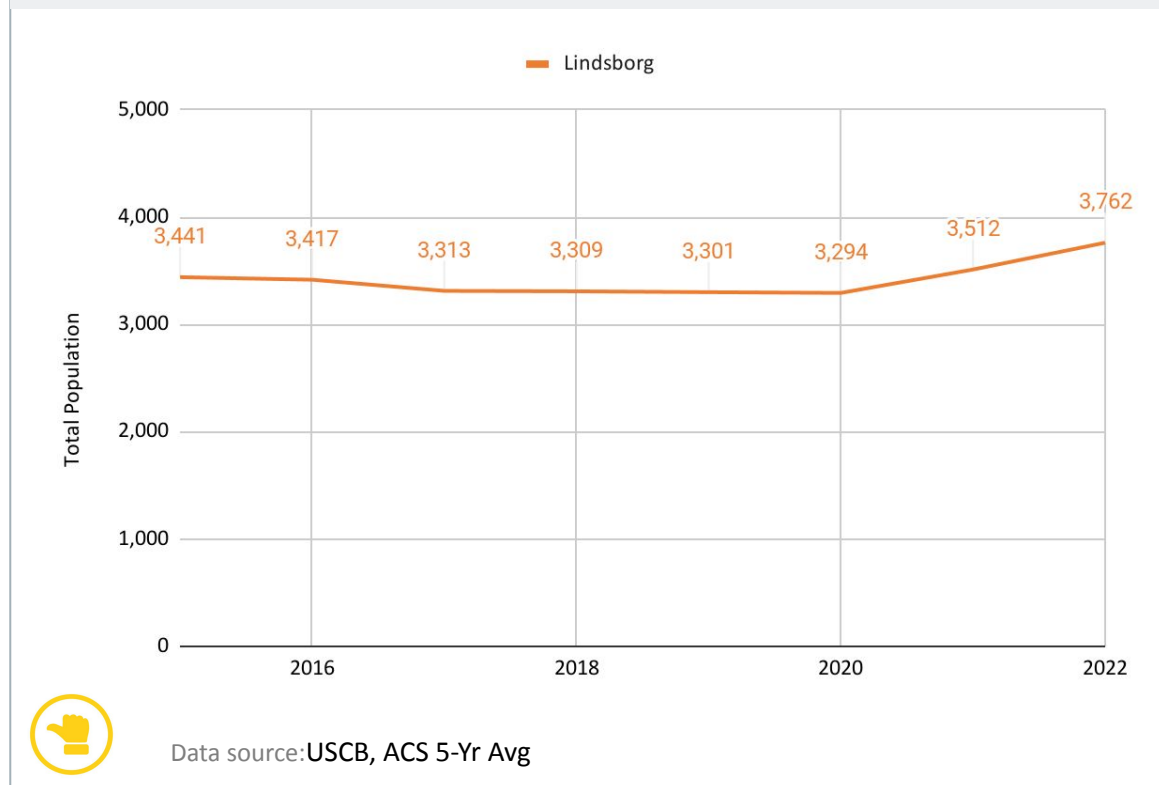
## 10 Year Shift in Local Jobs



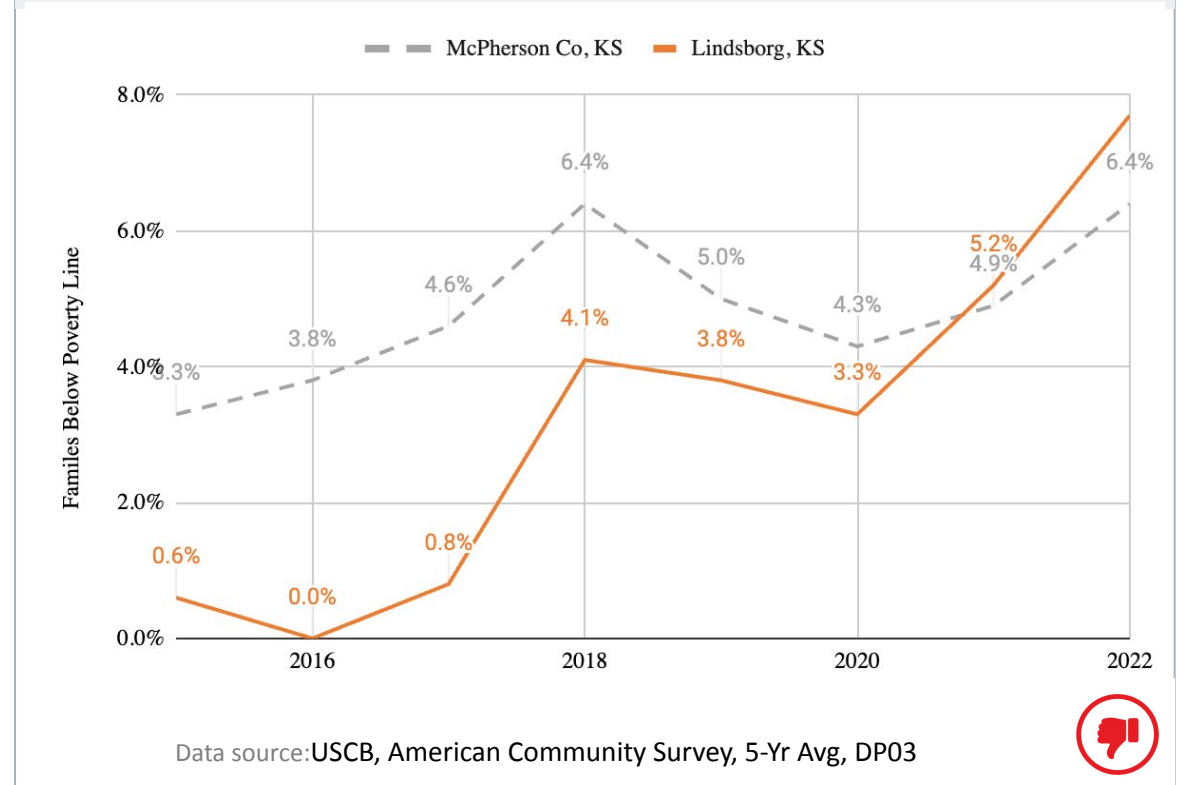
Employment numbers are slightly decreasing which could be a concern without a plan

# Local Economic Indicators

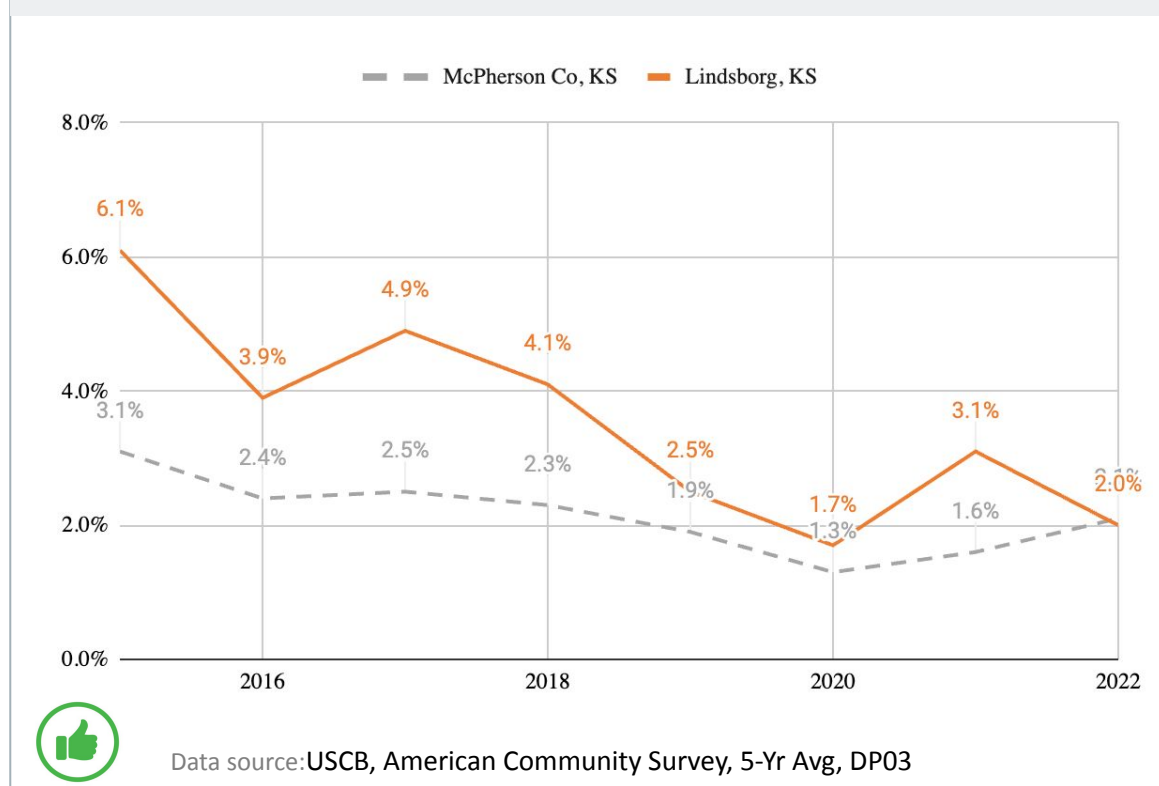
## Overall Population Trend



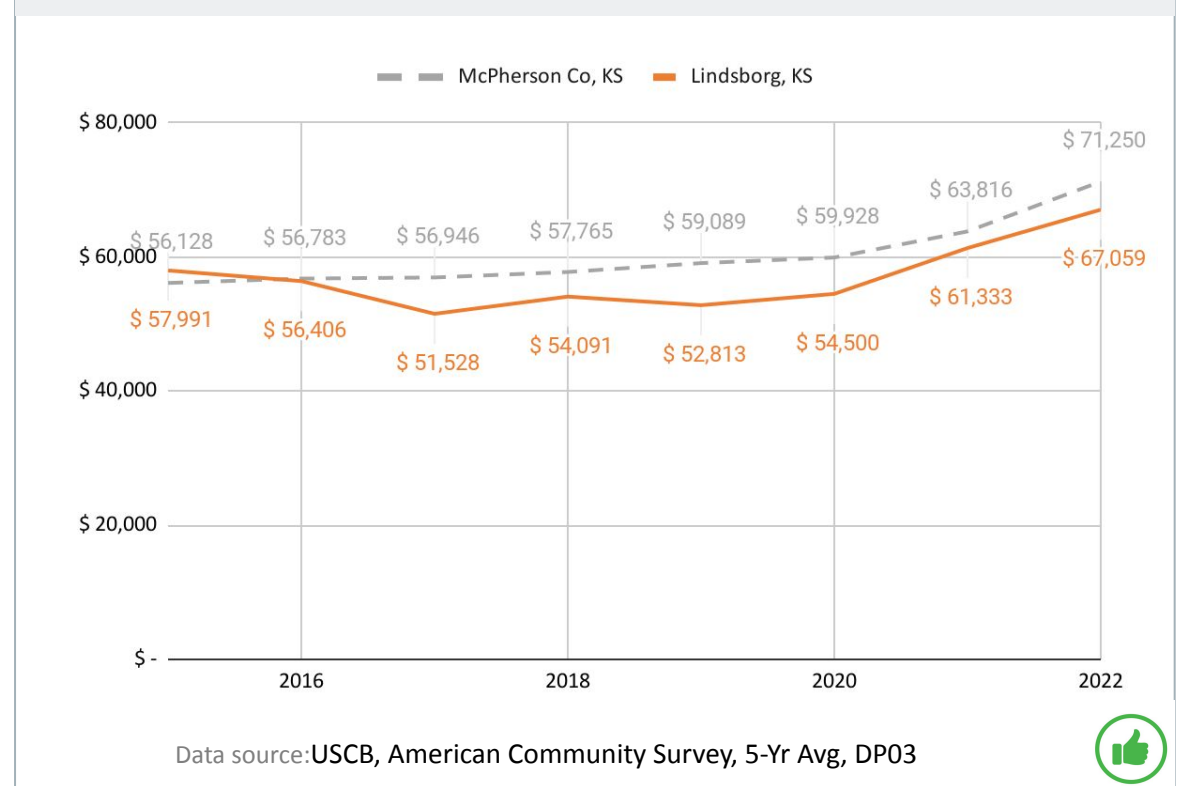
## Local Poverty Rate



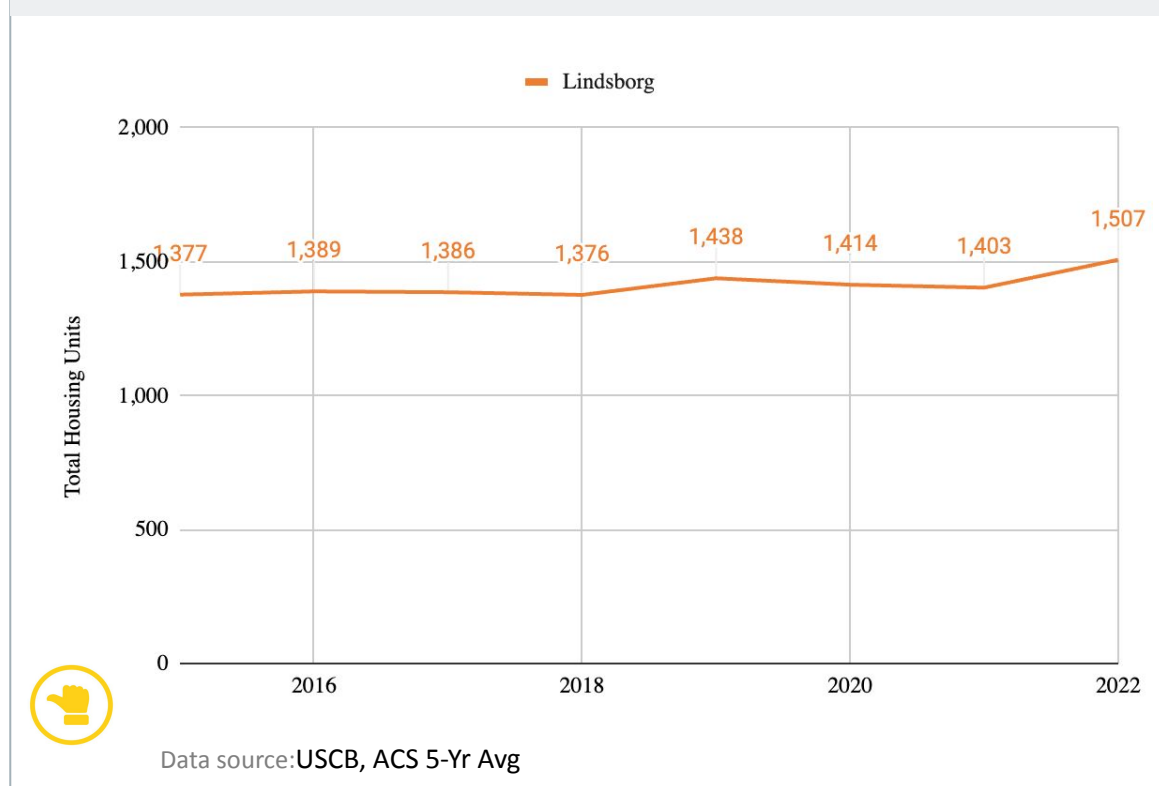
## Local Unemployment Rate



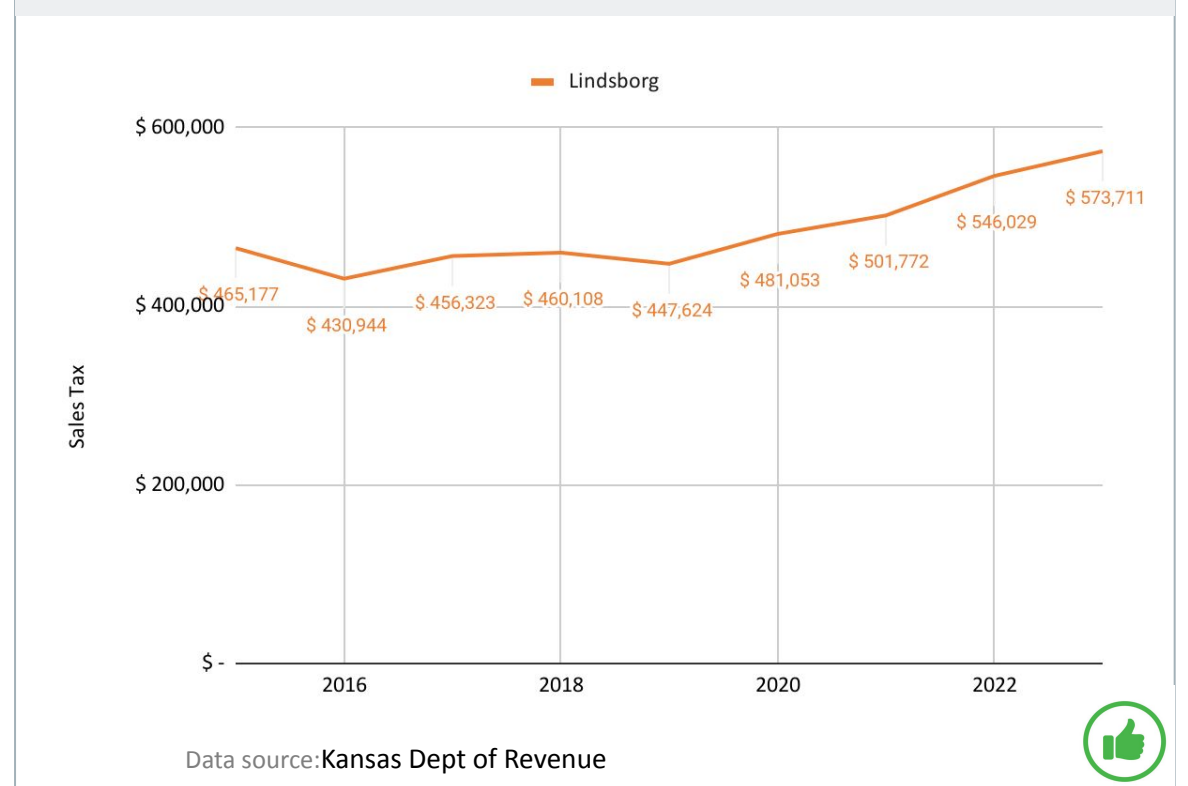
## Median Household Income



## Total Housing Units



## Annual Sales Tax Collection







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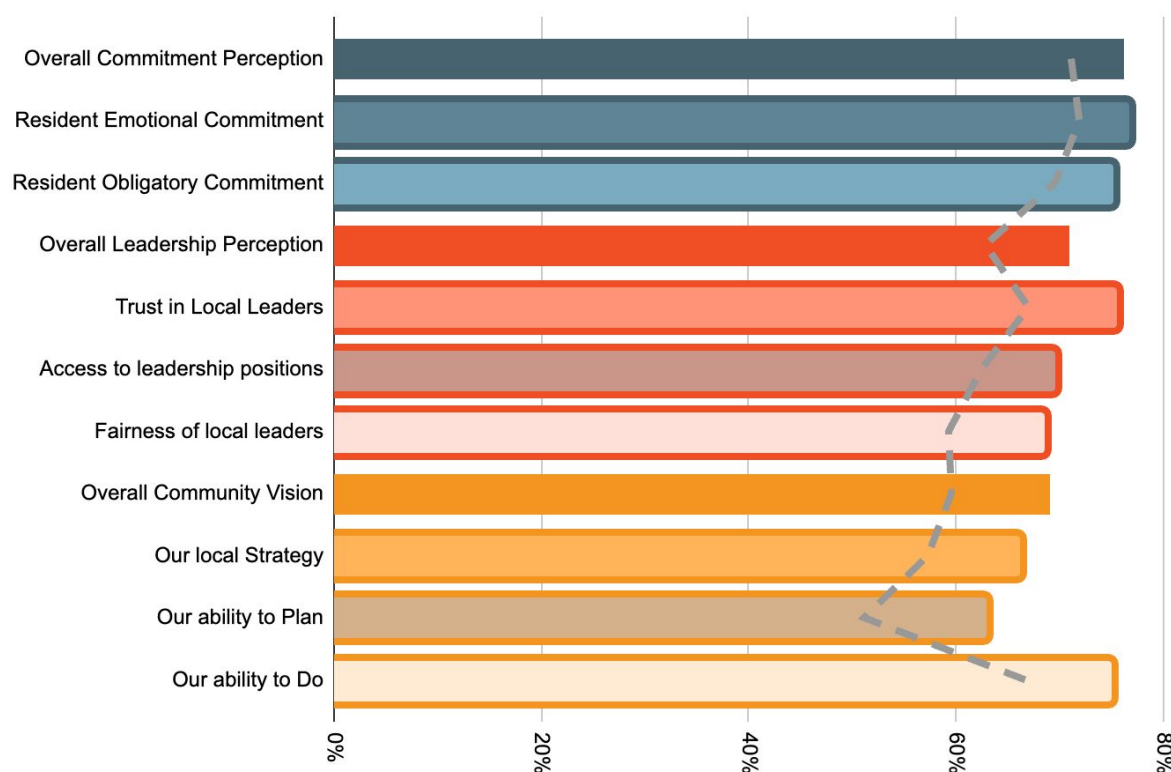
# Confidence In Our Local Community

## Engagement Summary:

Residents express strong community engagement and confidence in local leadership. They feel a sense of belonging and are proud of community accomplishments. Leadership is seen as responsive to residents' needs, and newcomers feel welcomed. To further strengthen engagement, it is essential to improve communication about the community's vision and create more opportunities for residents to participate in leadership roles. Enhancing transparency in decision-making and celebrating community achievements can also foster a stronger sense of unity and commitment.



## How do our residents view our community?

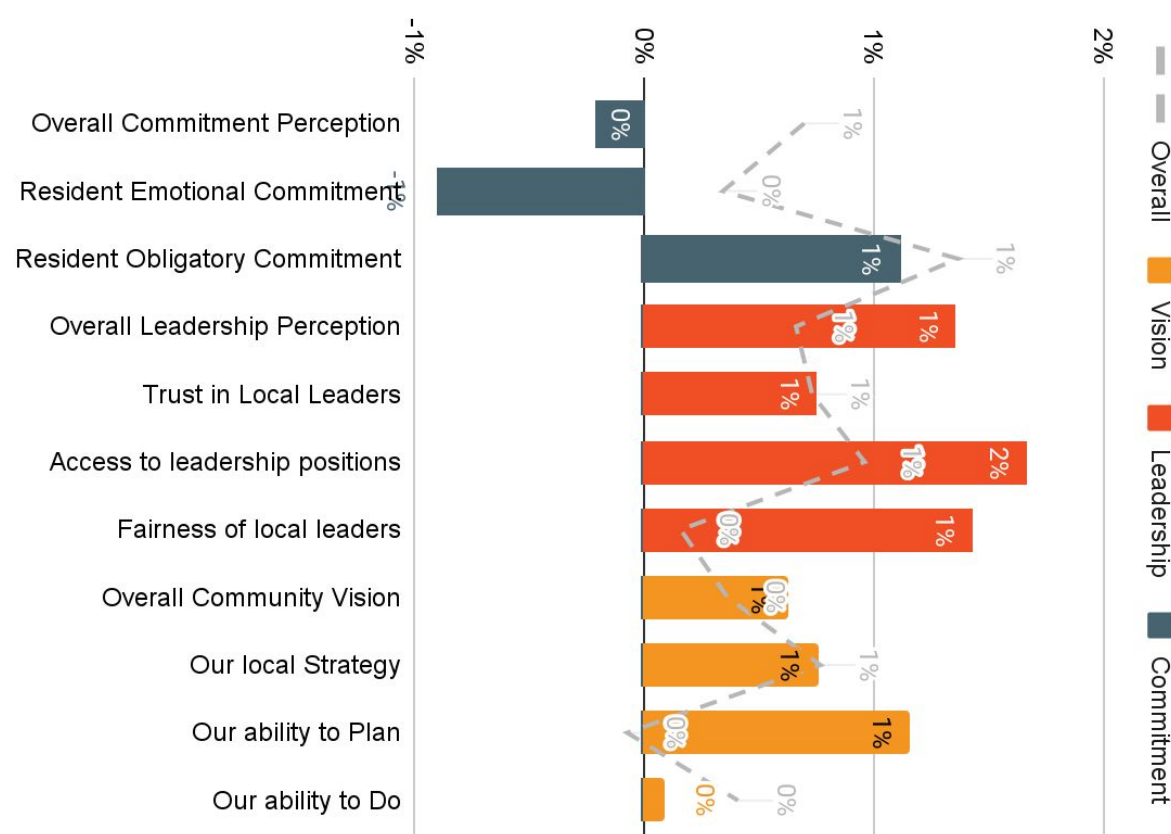


The biggest challenge is the lack of clear, documented long-term vision and effective communication about future plans. The biggest opportunity for growth lies in leveraging strong local leadership and community spirit to develop and execute comprehensive community development plans that address infrastructure and economic needs.

### Questions:

- Why are Lindsborg's residents view so much better in all categories than the overall perception?
- What makes Lindsborg and its residents so special?
- What plans can be made to capitalize on that?

## Year Over Year Change (2023 vs. 2024)



Three of the four questions in the Leadership category are the top three of three in this survey. Great job Lindsborg leaders!!! While that is a win, something to be cautious of is the emotional commitment of Lindsborg residents.

### Questions:

- How can leadership inspire emotions and emotional commitment to Lindsborg residents?
- While vision responses increased, it's important to recognize the role that vision plays between leadership and commitment. What kind of vision can leaders give to increase commitment over time?



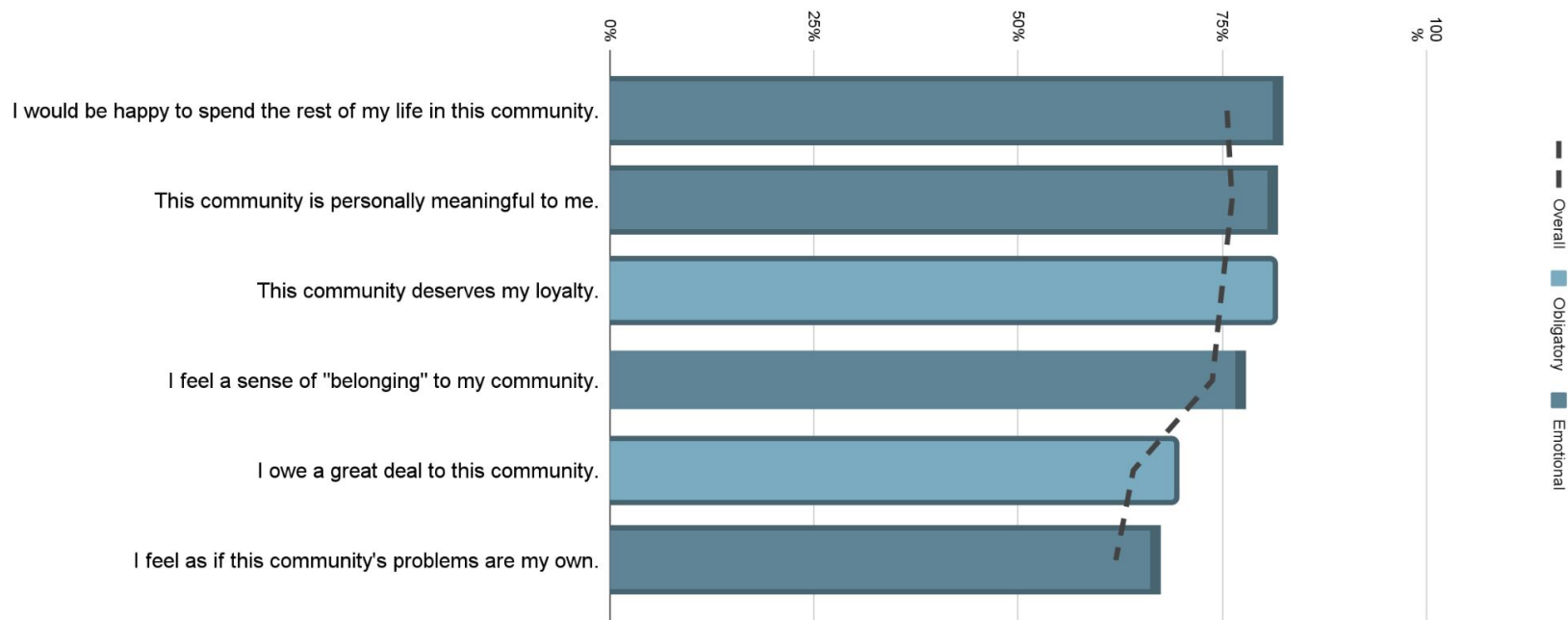
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# Confidence In Our Local Community

## Community Confidence: Personal Commitment

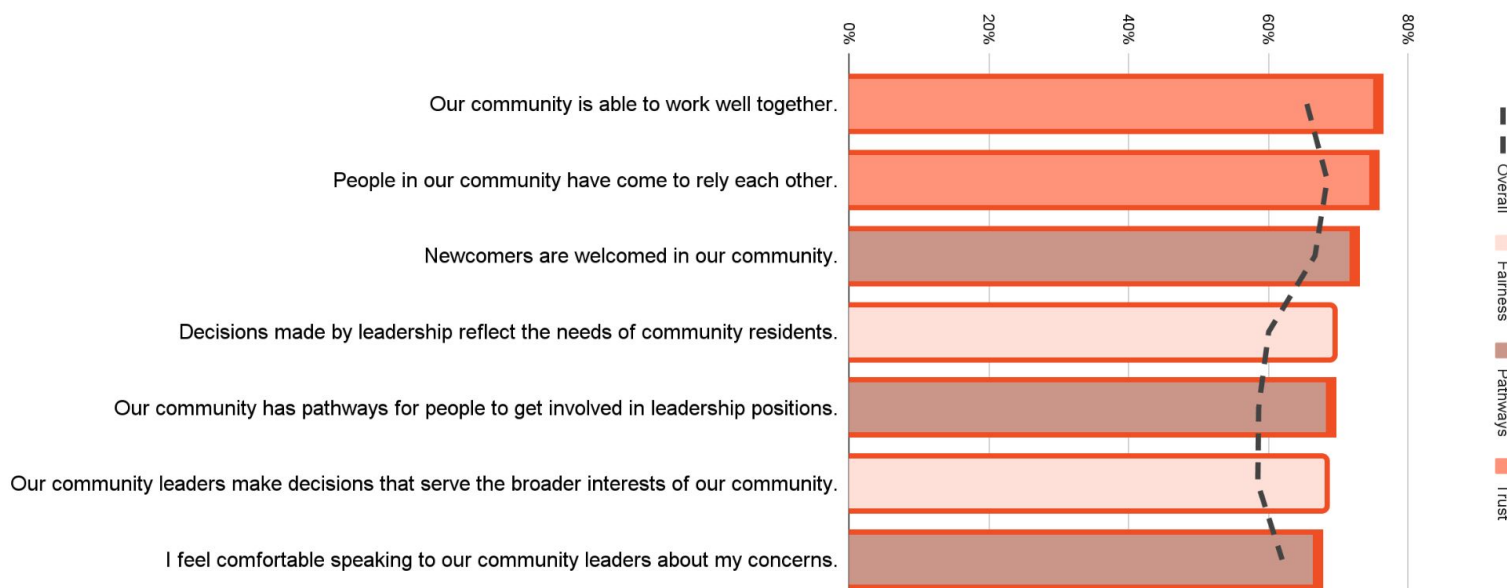


The biggest challenge is a sense of identifying with the community and belonging for some residents. The opportunity for growth is increasing engagement and personal investment in community activities and decision-making processes.

### Discussion Questions:

- Does Lindsborg deserve loyalty? Why?
- What strengths have happened in the past and how can those be used for tomorrow?

## Community Confidence: Local Leadership

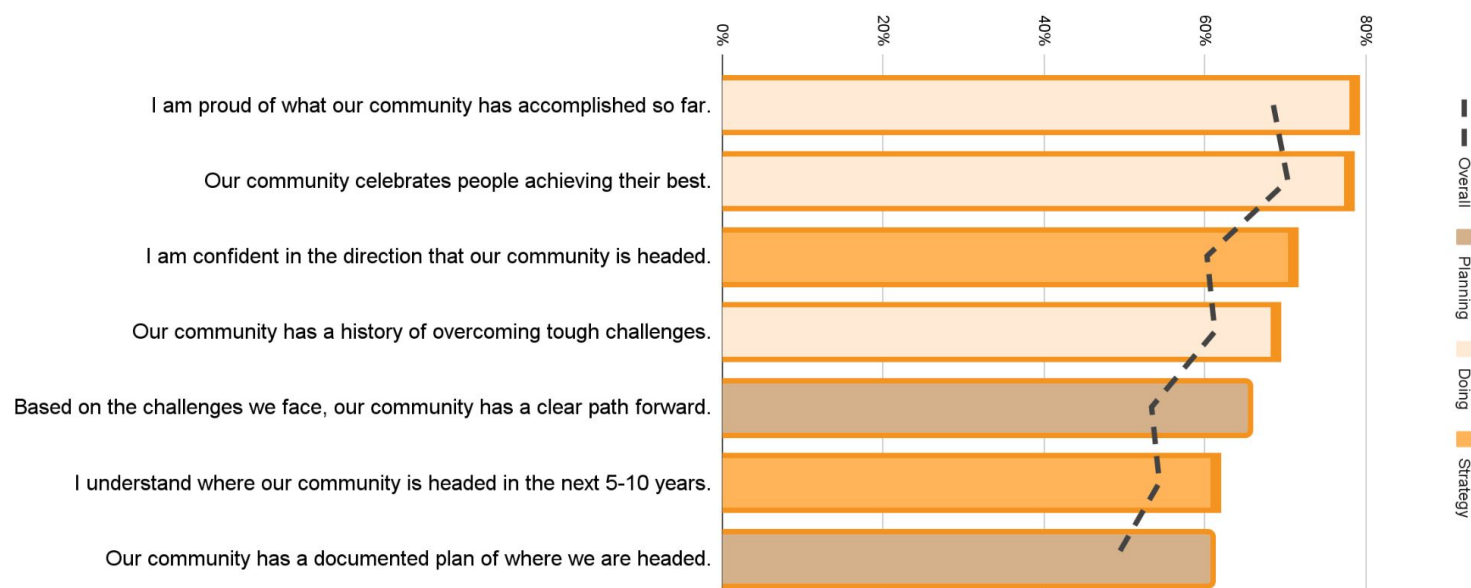


The biggest challenge is ensuring leadership decisions reflect broader community interests. The opportunity for growth lies in creating more pathways for community involvement in leadership and decision-making.

### Discussion Questions:

- Trust perceptions are #1. How can you use that to your advantage and engage residents to be involved?

## Community Confidence: Vision



The biggest challenge is a clear, communicated vision for the future. The opportunity for growth is developing and publicizing a documented plan that aligns with community aspirations and addresses current challenges.

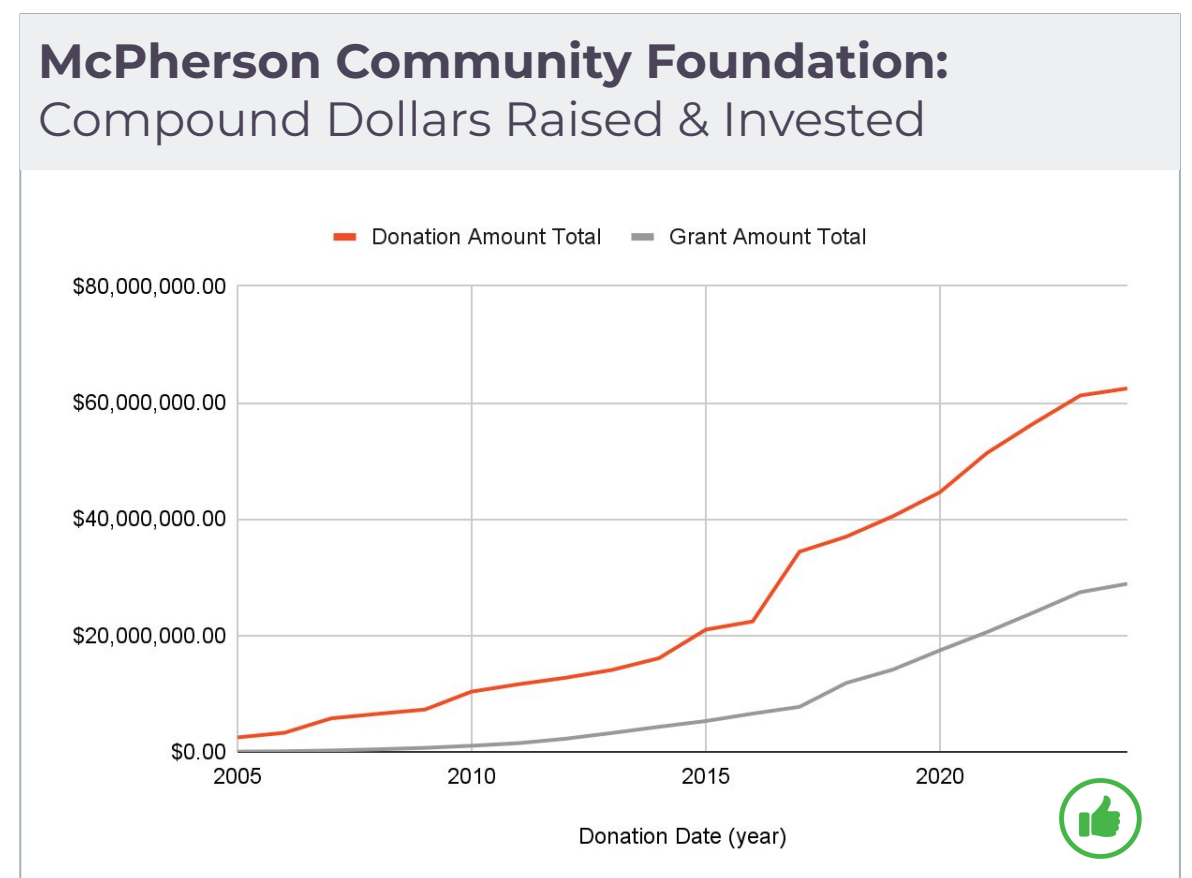
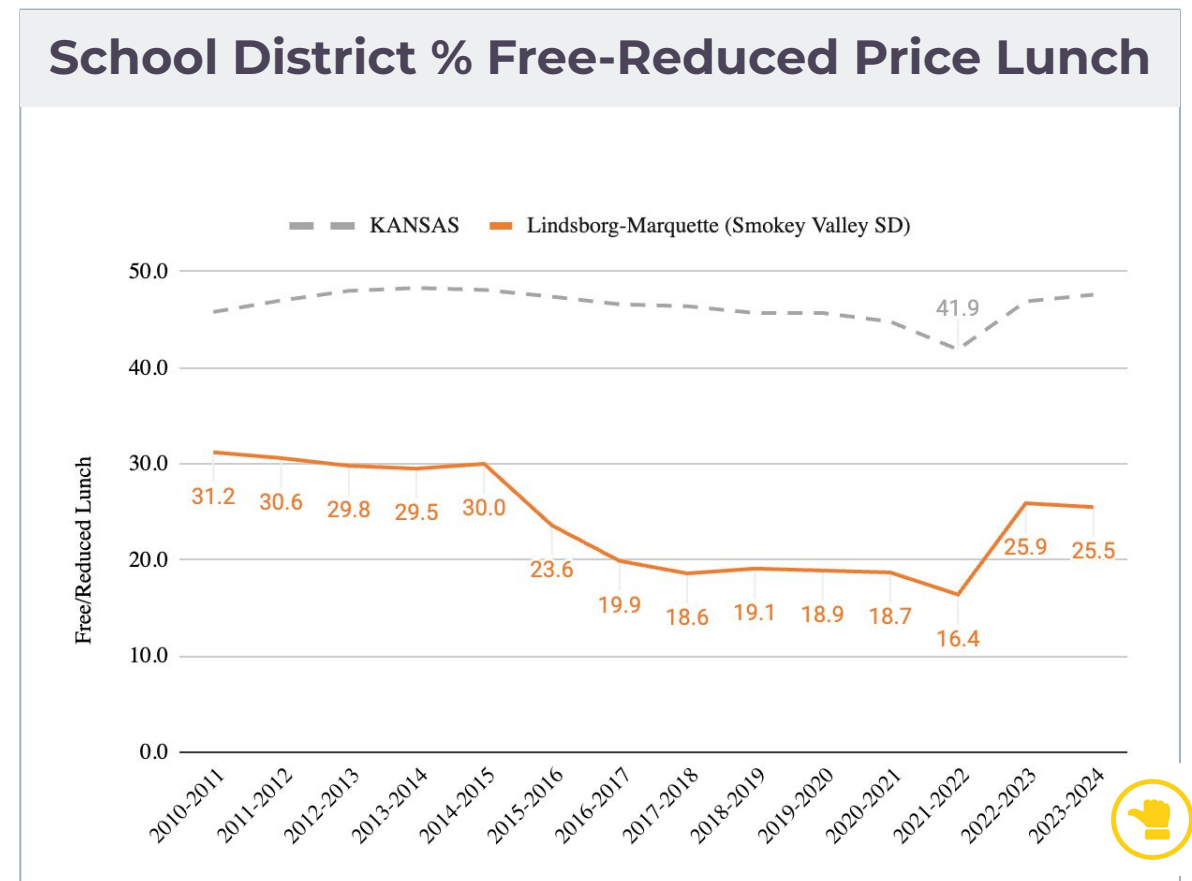
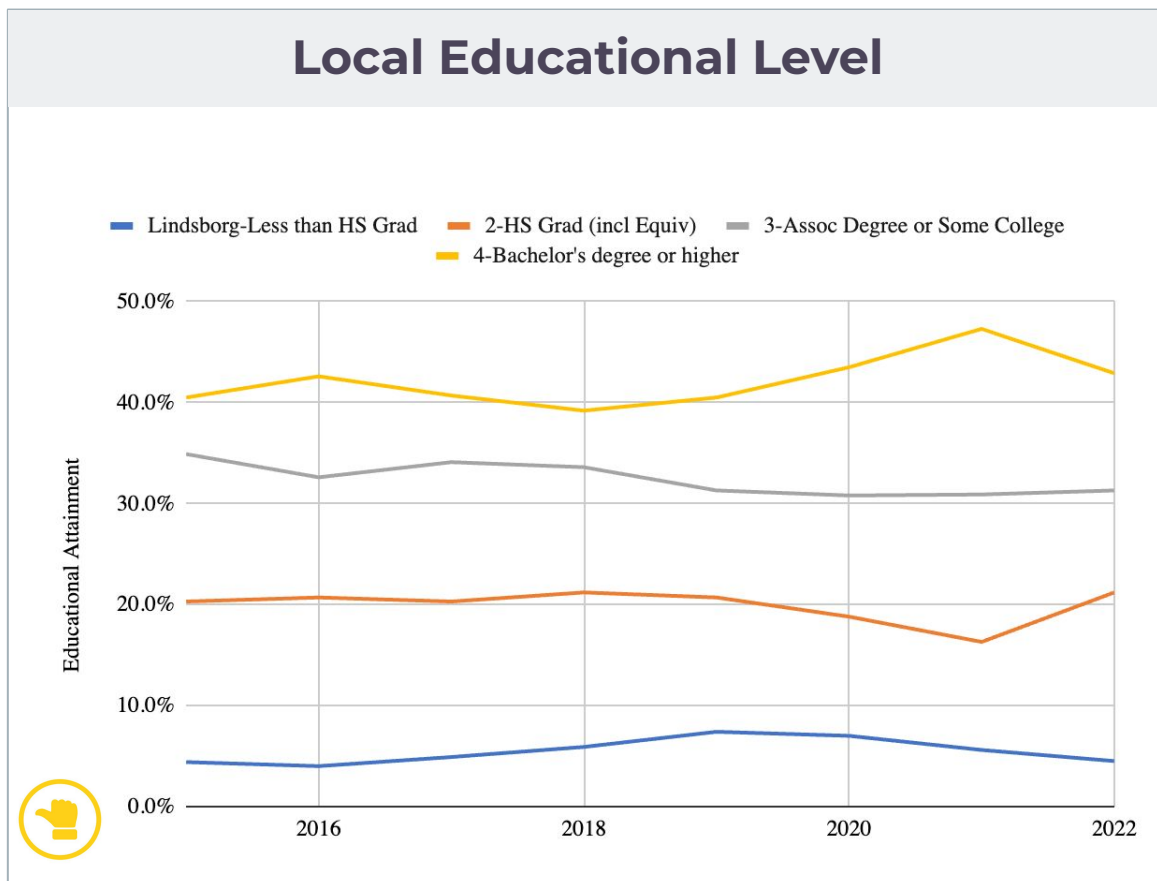
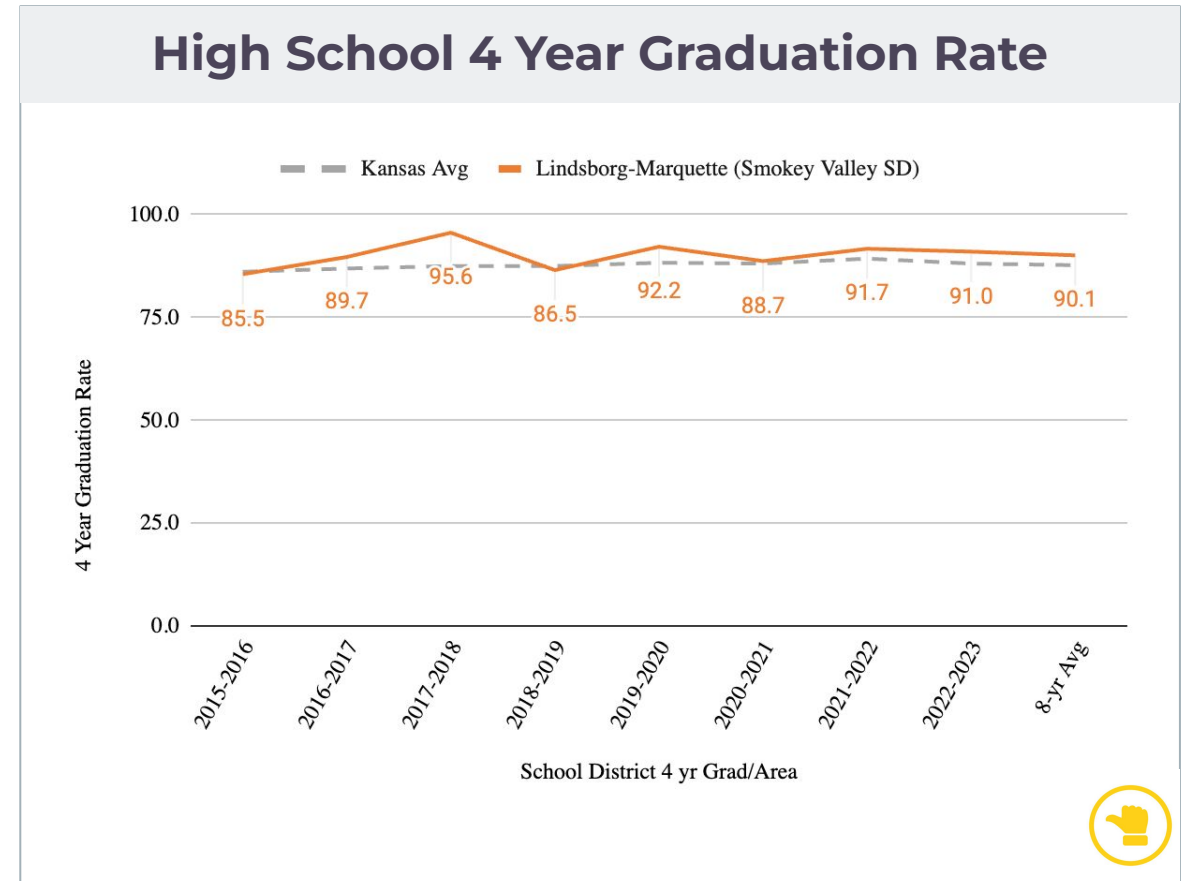
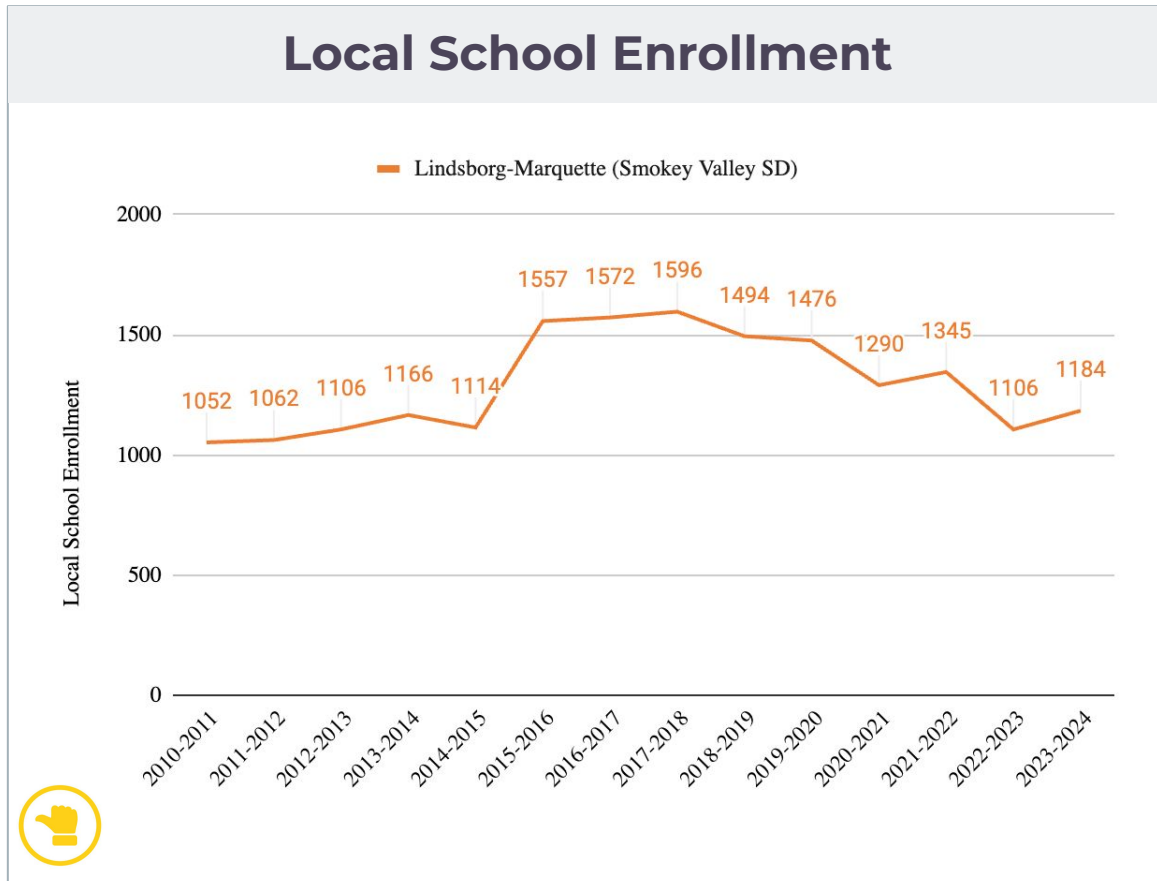
### Discussion Questions:

- Is there a documented plan?
- Has it been distributed?
- Does it include objectives as well as time frames?

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



# Local Community Indicators







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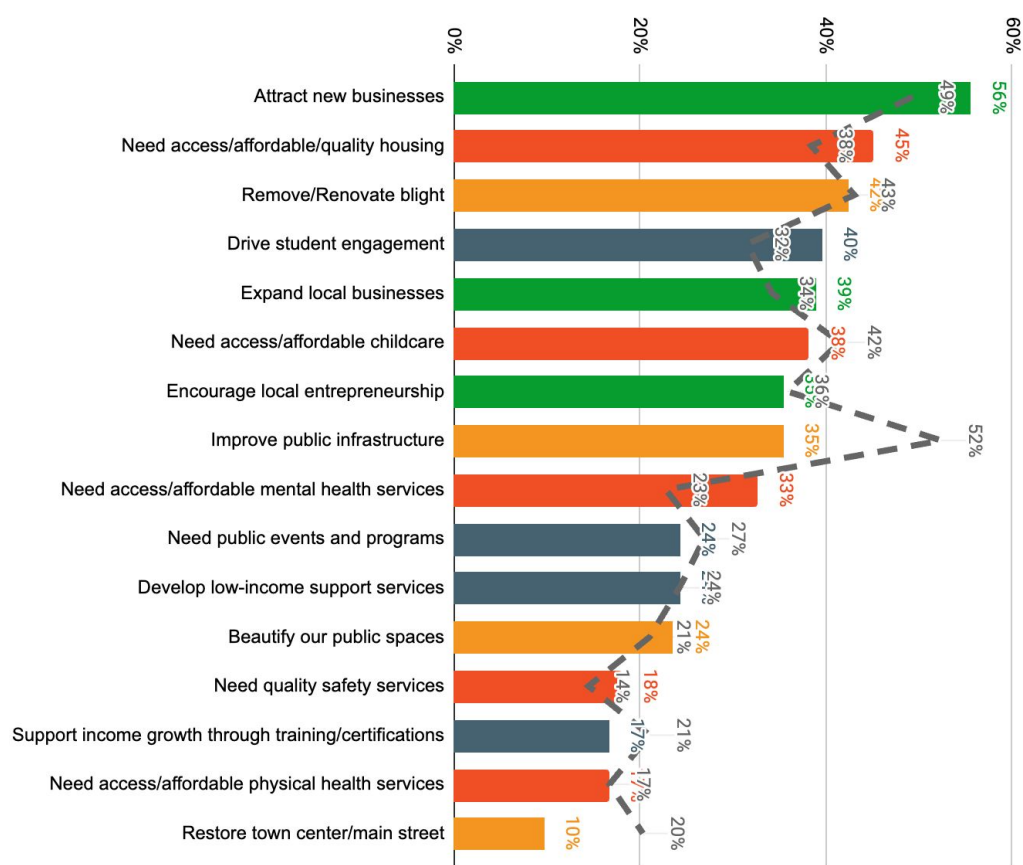
# Community Priorities

## Priorities Summary:

Residents prioritize attracting new businesses, improving public infrastructure, and expanding access to affordable housing and health services. Enhancing mental health services and developing community pride through events and programming are also critical. Addressing these priorities involves a coordinated approach that includes stakeholder engagement, resource allocation, and strategic planning to ensure sustainable growth and improved quality of life for residents.

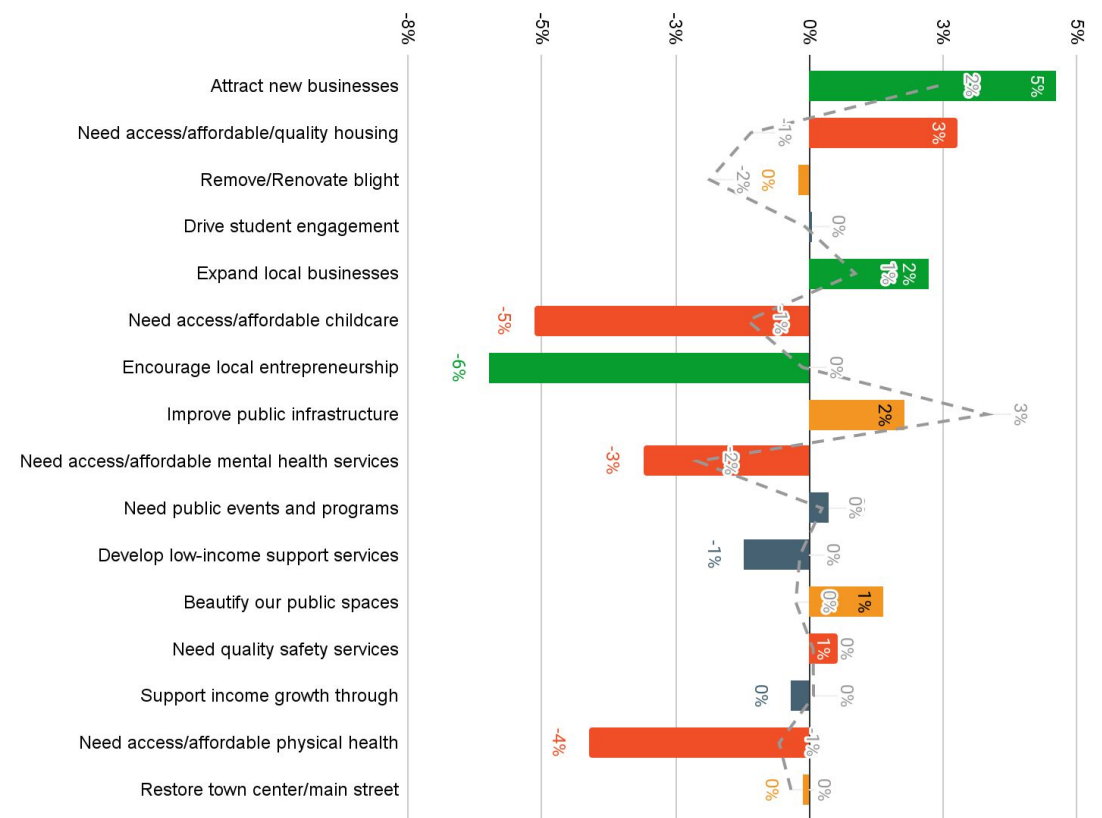
Health Placemaking Economy People Average McPherson Score

### 2024 Program Priorities



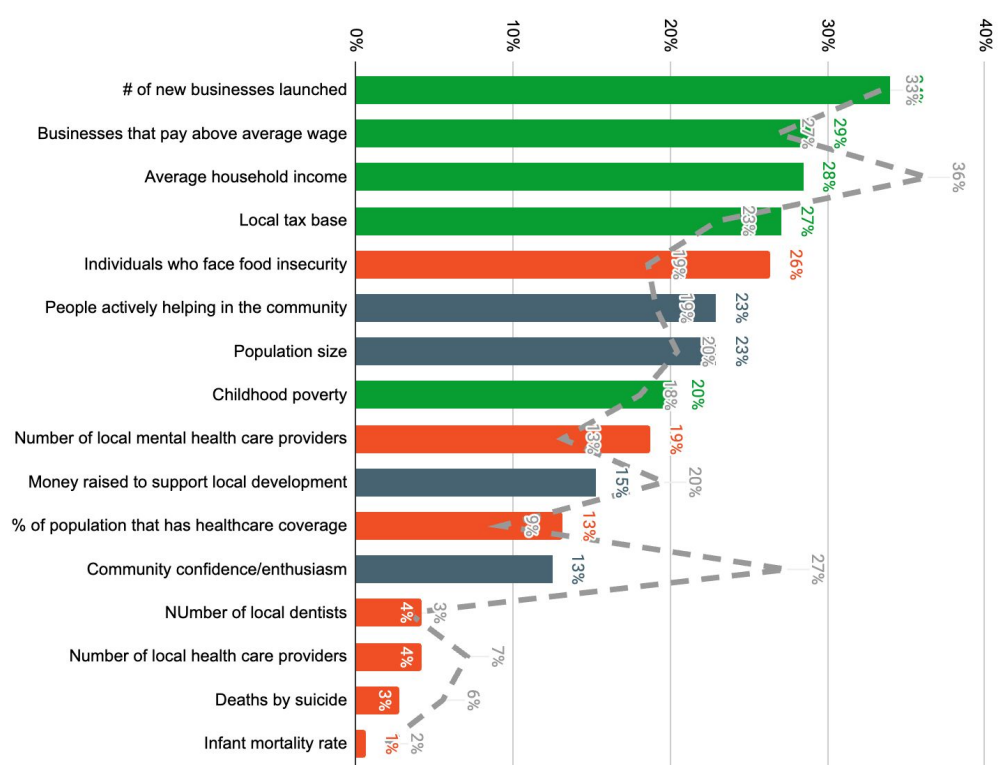
Focusing on economic priorities seems to have more weight.

### Priority Shift (2023 vs 2024)



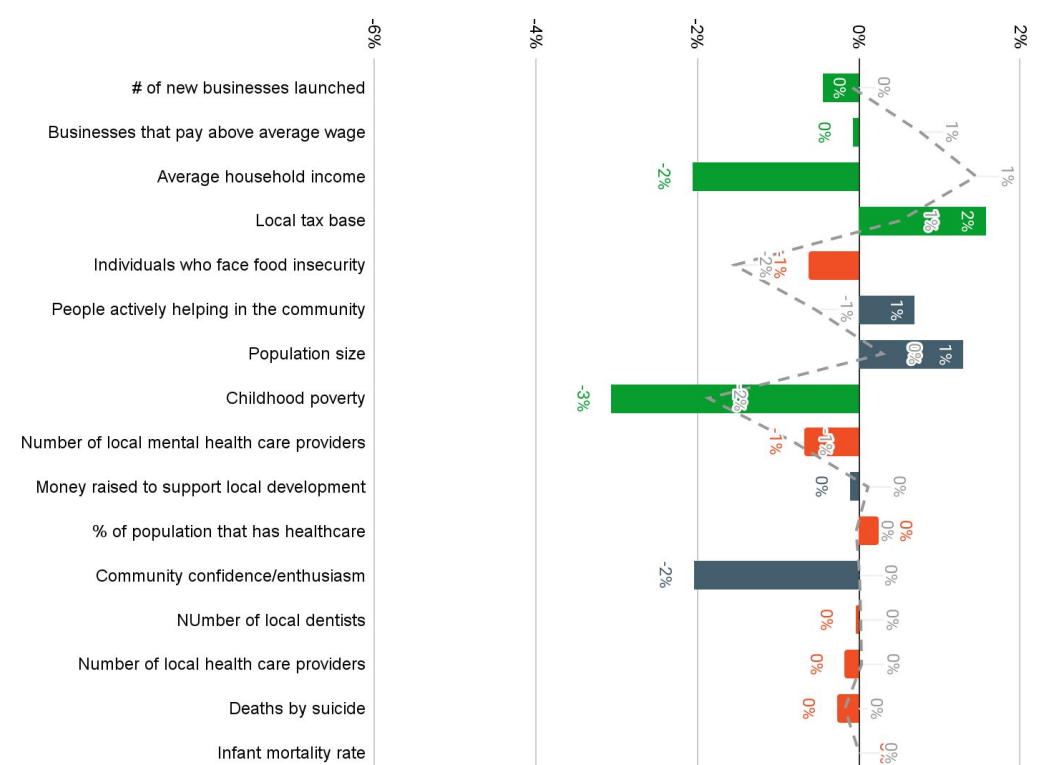
Why would attracting new businesses not include entrepreneurship?

### 2024 Priority Metrics



Again, economic metrics are a huge priority to Lindsborg residents.

### Priority Metrics Shift (2023 vs 2024)



Although two of the biggest decreases were in the economy, it still remains the most important metric

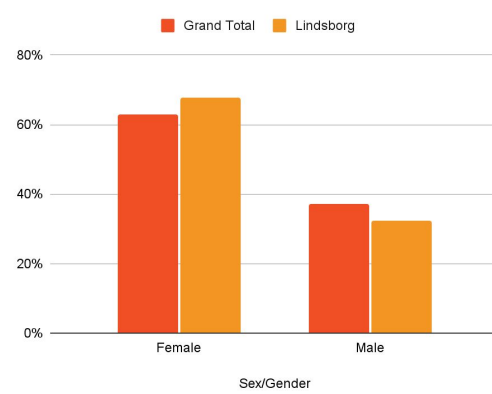
# Survey Respondents

## Number of Participants



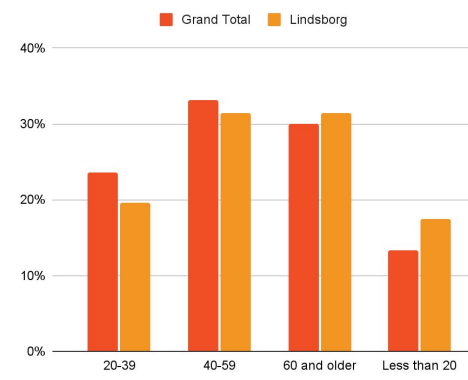
The largest demographic group in the survey consists of long-term residents aged 40-59, predominantly with bachelor's degrees, and most owning their homes.

## Gender



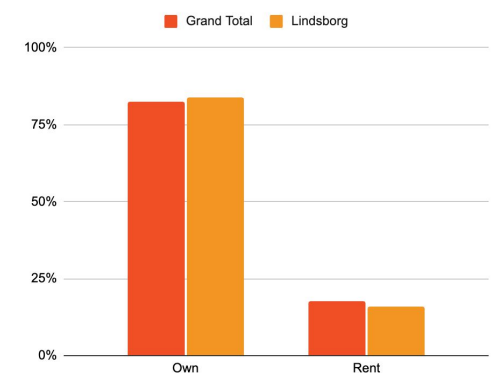
Male and female respondents share similar concerns, but females emphasize community engagement and leadership transparency more strongly.

## Age Profile



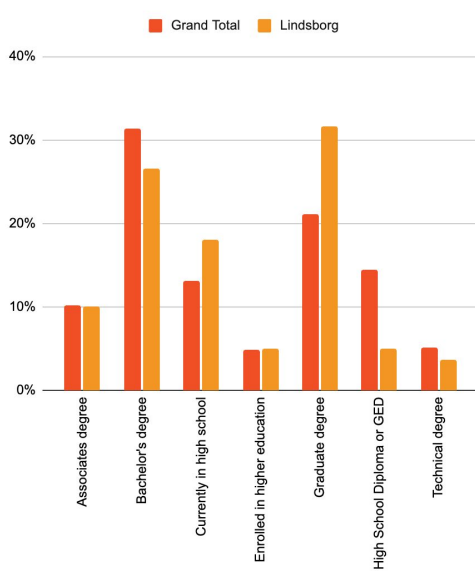
Respondents aged 40-59 are most active in community engagement and leadership, while younger residents prioritize employment opportunities and housing affordability.

## Residential Status



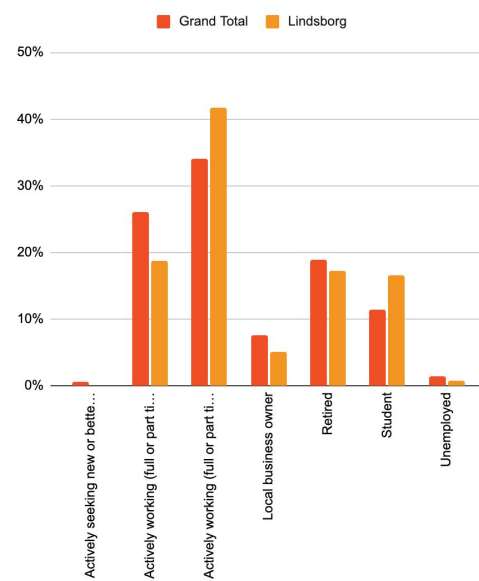
Homeowners feel a stronger sense of community belonging and commitment compared to renters, who focus more on housing affordability and job opportunities.

## Education Level



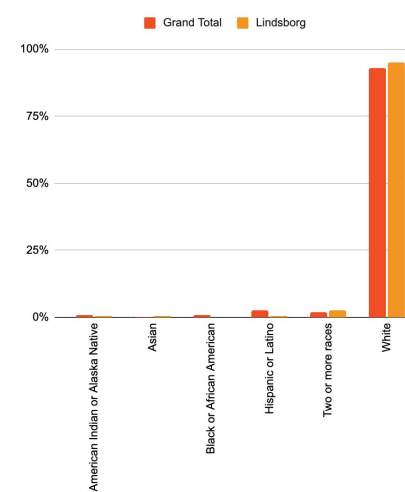
Highly educated respondents prioritize leadership and strategic planning, while those with lower education levels focus on immediate economic opportunities and basic services.

## Employment Status



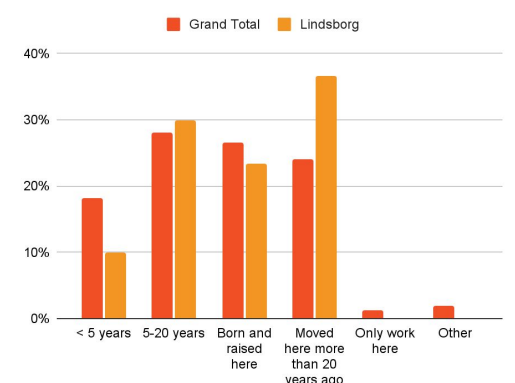
Public sector employees emphasize community services and infrastructure, while private sector employees prioritize economic development and job creation.

## Ethnicity



*Not enough data to analyze.*

## Years lived in location



Long-term residents (20+ years) have a deeper sense of community pride and commitment, whereas newer residents focus on improving local amenities and services.

■ Town Score

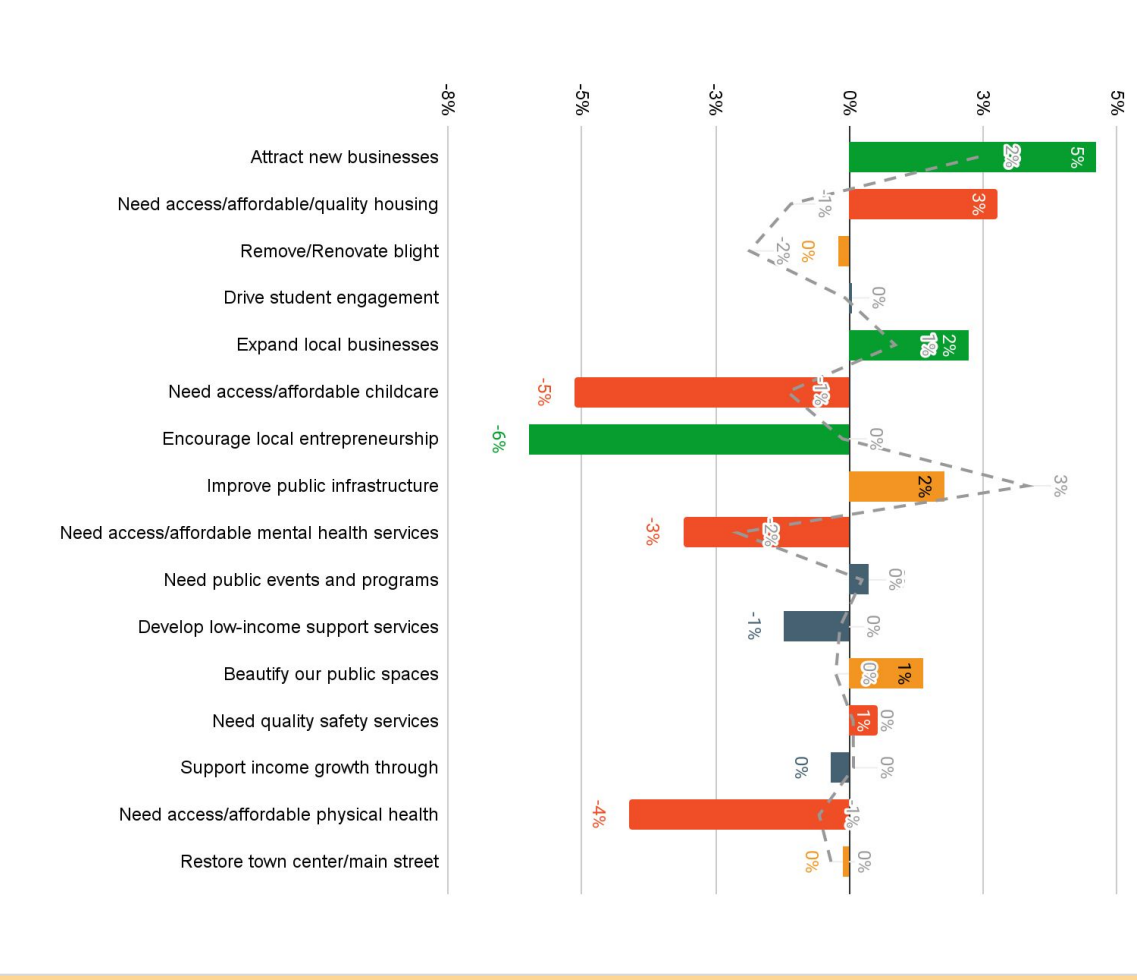
■ Average McPherson County Score

**42**

Number of people who expressed an interest in volunteering to better the community  
42 of 144 (29%)

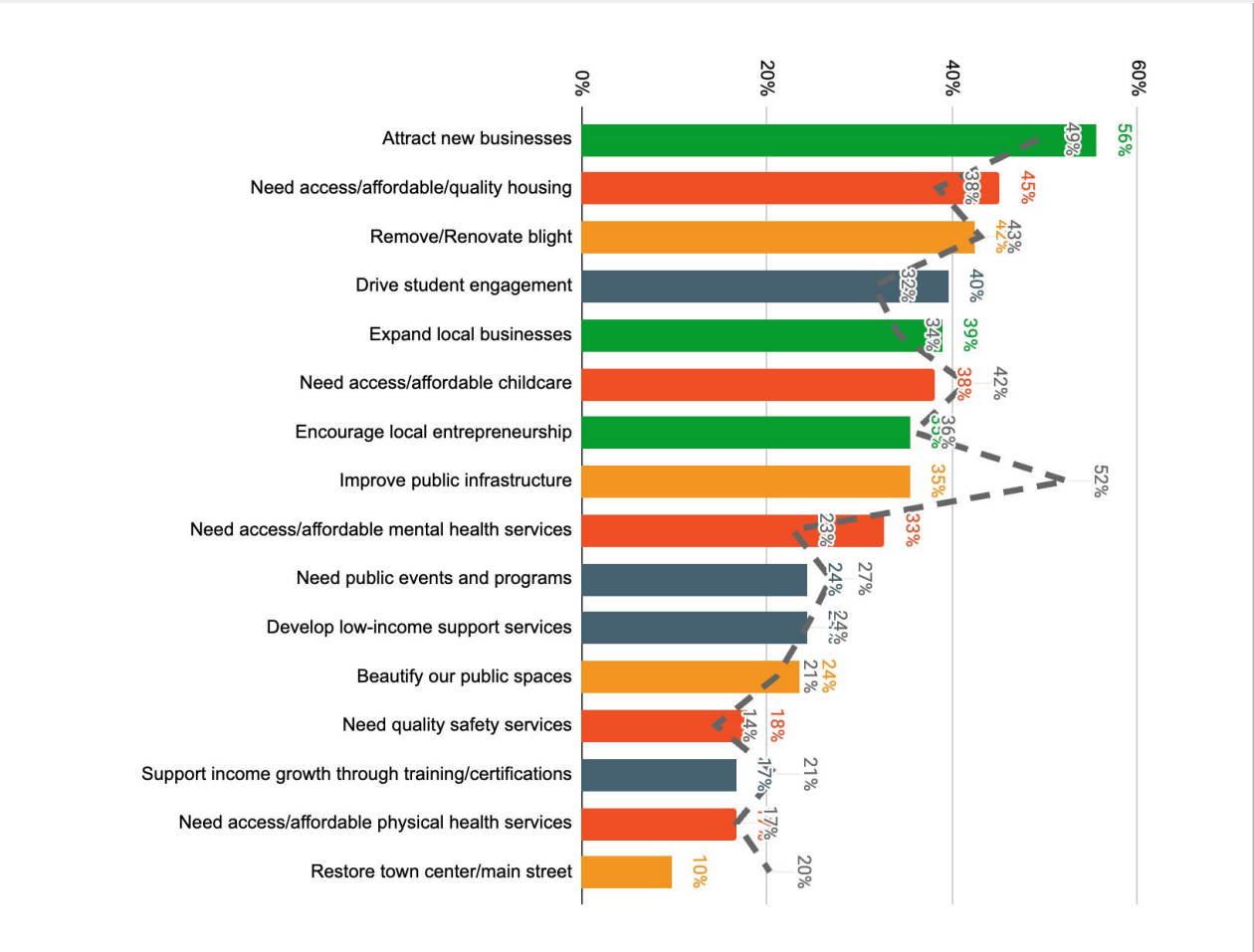


### Priority Shift (2023 vs 2024)



Why would attracting new businesses not include entrepreneurship?

### 2024 Program Priorities



Focusing on economic priorities seems to have more weight.





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# Year One

## How did we get here?

- XXX
- XXX
- XXX







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# Our Local Assets

## Asset Summary:

XXX

### Community's Best Assets: PHYSIOLOGICAL NEEDS:

- XXX
- XXX

**Asset Rating (1-10)**  
Local Rating: \_\_  
County Average: \_\_

### Community's Best Assets: SAFETY NEEDS:

- XXX
- XXX

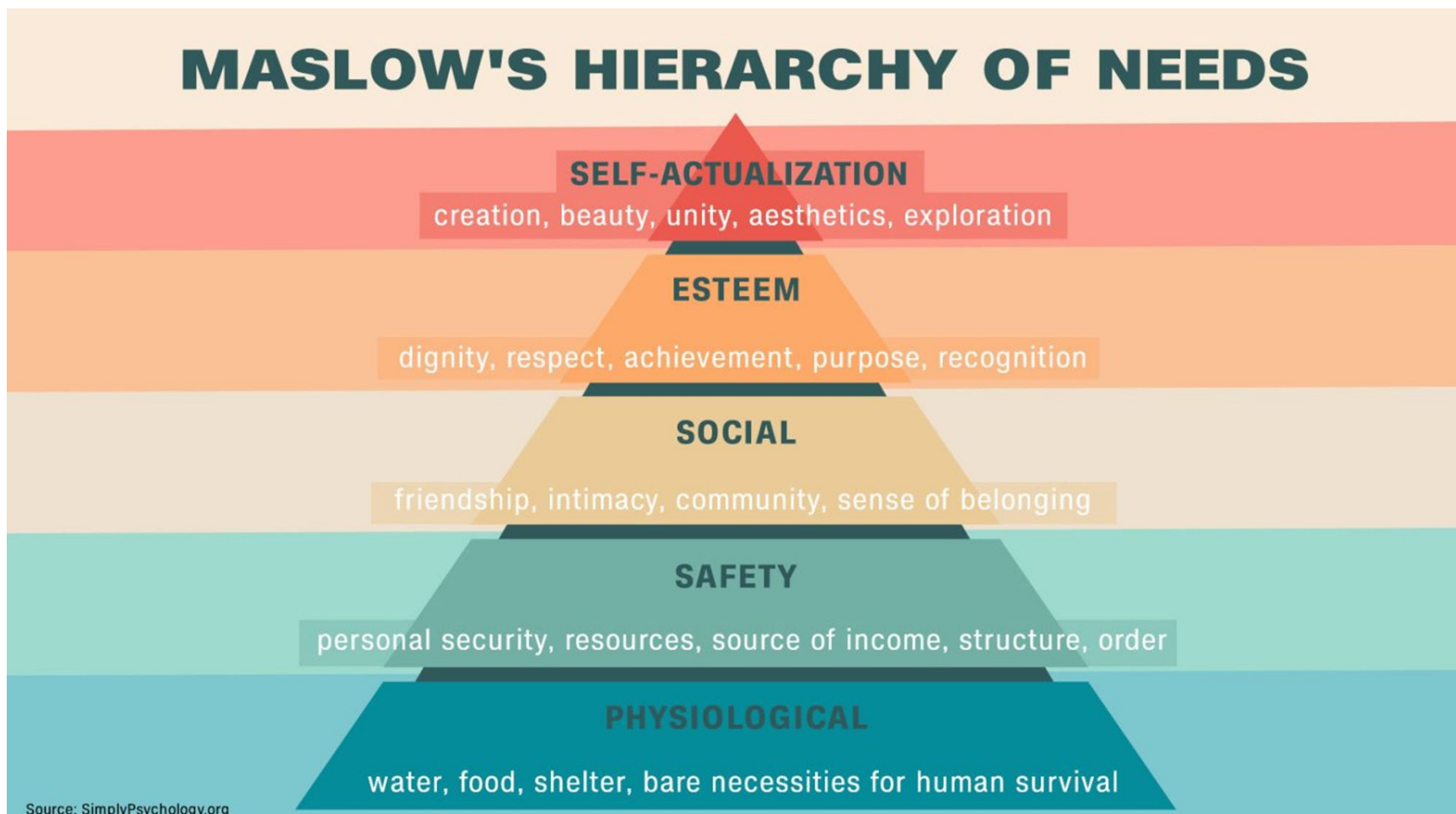
**Asset Rating (1-10)**  
Local Rating: \_\_  
County Average: \_\_

### Community's Best Assets: SOCIAL, SELF & ESTEEM NEEDS:

- XXX
- XXX

**Asset Rating (1-10)**  
Local Rating: \_\_  
County Average: \_\_

## MASLOW'S HIERARCHY OF NEEDS



Source: SimplyPsychology.org