

**Annual Marketing Budget:** Medium Community CVB budget (\$20,000 - \$100,000)

**Submission Category:** Print Material

**Organization:** Lindsborg Convention and Visitors Bureau

**Contributors to the Project:** Lindsborg CVB staff

**Was it handled internally or externally:** internally

**Integrated Components or Type:** magazine article

**Project Description:** Lindsborg was featured as one of six Great Places to Live in the US in the Dec. 2023- Jan2024 national issue of AARP magazine, the #1 read magazine in America.

**Project Results/Entry Analytics:** As we all are aware, CVB's are the gateway to economic development and community growth. A visit is just the start of long-term relationships that increase our community size, benefit economic health, ensure our schools, businesses, colleges, medical facilities, and more, continue to thrive. This article has already benefited the community in new residents that sought out Lindsborg after seeing this article, all from states that are multiple states away. This is Love, Kansas in action.

**Web Link:** <https://www.visitlindsborg.com/media/PDF/AARP%20article.pdf>

**Summary:** This project was accomplished as the result of several years of managing our small budget to include travel writers' visits, constant pitches to major publications through both personal connections and HARO leads. Our office also worked with local business owners, asking them to pitch with us on topics that they were the experts. Kansas Tourism leads, media event follow ups, and partnerships to host media in Lindsborg, and the surrounding area, have also provided the extensive online content that we continue to work to cultivate, making Lindsborg easy to find and learn more about.

**Key Performance Indicators:** AARP Magazine is the largest-circulation publication in the United States with over 38 million readers and its AARP Bulletin reigns supreme with almost 33 million in readership. AARP readership saw a new all-time high last year, up 3.2% – more than 1.2 million new readers – from six months prior (MRI-Simmons spring and fall 2022 data). That's the highest six-month gain in the magazine's history.

Again, this has already attracted new residents to Lindsborg, many of them purchasing homes in our new housing development, encouraging developers to want to continue to grow their investment by adding additional housing. Since the last census, Lindsborg grew 8.3%, no small feat for a community of, now, 3,801!

Two new Lindsborg businesses have been purchased (1) or started up (1) by young couples that wanted to find a place to make home from their expensive Colorado and New York places of birth. (Not typical for AARP content, possibly, but...we all have parents that have reading material and we are rolling with the knowledge that people talk and share helpful information!)

**Comments:** This project was accomplished as the result of several years of managing our small budget to include travel writers' visits, constant pitches to major publications through both personal connections and HARO leads, and working with local business owners, asking them to pitch with us on topics on which they were the experts. Kansas Tourism leads, media event follow ups, and partnerships to host media in Lindsborg, and the surrounding area, have also provided the extensive online content that we continue to work to cultivate, making Lindsborg easy to find and learn more about. With no economic development staff and no formal Chamber of Commerce, the Lindsborg CVB wears many hats, all of which elevate the community when we work our little \$20,000 annual marketing budget!!!

**Additional:**