



Annual Report

2022

A Year of Challenges, Change, Growth

Momentum...

In the first full year after becoming an independent non-profit in 2021, this was a year of both major obstacles to overcome as well as momentous growth and success! The staff and board of directors of the Lindsborg Old Mill & Swedish Heritage Museum believe that these achievements have made the nonprofit well-positioned for continued improvement in 2023 and beyond.

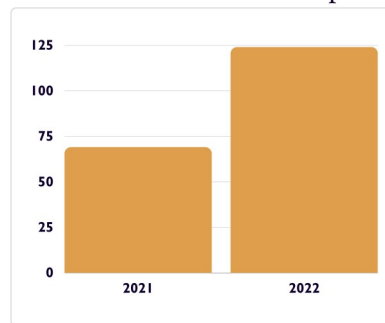
New Leadership & Staff

- With four decades of experience at the museum, the board named Lenora Lynam as Executive Director in April 2022.
- In August 2022, the board hired Caroline de Filippis as Community Development Director and Adam Pracht as Marketing and Communications Director. Both are Lindsborg residents with decades of professional work in their fields.

Revitalized Membership

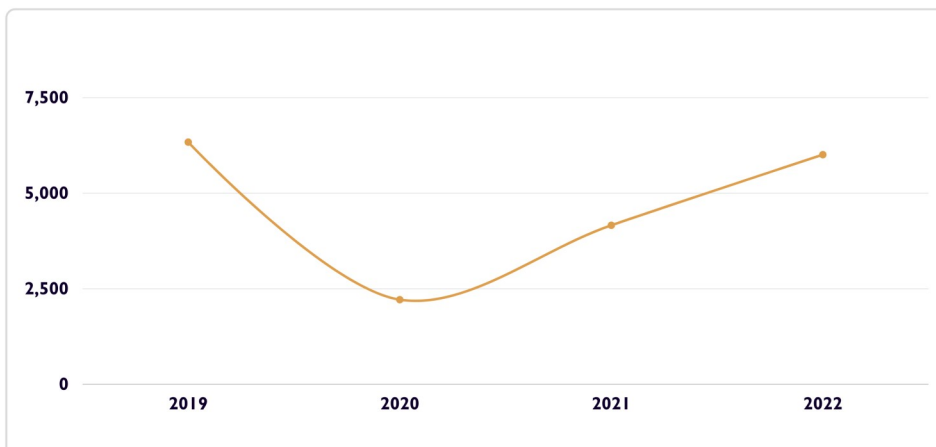
A revamped museum membership program, with expanded member benefits, and a year-end Match Challenge campaign

Museum Membership



that emphasized membership raised member numbers to 124 in 2022, up from 69 in 2021.

Annual Visitors



Visitors Returning

We welcomed **6,008 visitors in 2022**, just shy of our 6,336 visitors pre-pandemic in 2019.

By the Numbers...

Millfest Returns

After cancellation in 2020 and 2021, Millfest for Kids returned May 6, and Millfest was May 7. Attendance was lower than 2019, but shows promise of continued popularity and returning growth.

Millfest for Kids

719 (2019) to 620 (2022)

Millfest

531 (2019: two days) to
356 (2022: one day)

Heritage Christmas

300+ visitors
during the annual
holiday celebration

Total 2022 Fundraising

Now operating as an independent nonprofit, robust fundraising efforts have become a top priority for the museum staff and board to ensure long-term stability. Total fundraising in 2022 (donations and memberships) hit **\$120,008.11** — more than **three times** the fundraising of

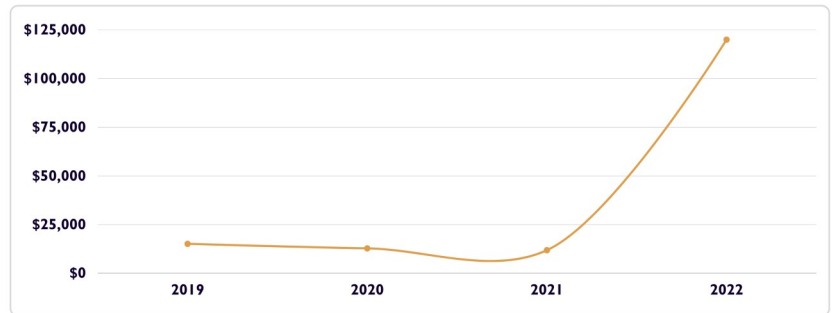
Received Grants

Museum staff secured a total of **\$40,500** in grants from the Community Fund, the David J. Nutt for Lindsborg Fund (both administered by the McPherson County Community Foundation), the Kansas Museums Association, and the Barbro Osher Pro Suecia Foundation. These are helping to provide critical repairs and improvements to museum buildings and infrastructure.

Volunteers

37 volunteers at first
Volunteer Day in October
10 Provide lobby coverage
5 Help with scanning and
data entry

Annual Fundraising



Exciting Additions...

In 2022, staff worked on many new ways to experience and interact with the museum. These included:

- A new online museum gift shop and expanded product lineup.
- A free “retro” audio tour (using original 1990s tour audio) of the Old Mill.
- Ability to take payments by Paypal and Venmo.
- New fall “Music by the Mill” live performance event.
- Revamped, redesigned, and expanded website content (and continuing to improve).
- Improved benefits under revamped museum membership program.
- Admission discount coupons for community organizations and businesses to carry.

The Path Ahead...

We marked a major milestone in 2022 - the 60th anniversary of the museum - and 2023 brings another huge milestone: **125 years** since the Old Mill was built in 1898! We're planning multiple ways to mark the occasion, including **commemorative items** and a coffee table book and **featured celebrations** at Millfest and Hyllningsfest. A newly formed **125th Committee** is advising on more detailed plans. In this milestone year, **strategic planning** is essential to ensure the museum's future. An initial two-year plan for 2023-2024 will allow the most flexibility, followed by later development of a five-year (2025-2030) and "Objective 2050" vision. Following two studies, five major areas were identified for the museum's strategic goals: Community, Buildings, Cultural Heritage, Programming, and Organizational Stability. In the initial two-year plan, benchmarks to achieve by 2025 under these categories include: increasing **annual visitors to 14,000**, growing **museum membership to 200**, increasing the current \$61,000 of **active income by 63%**, increasing recurring **events to 11 per year**, developing up to **eight new temporary exhibitions** and updating up to **four permanent exhibitions**, and completing **six critical maintenance projects** to the Old Mill and Swedish Pavilion. Finally, there will need to be major changes in **fundraising to grow the endowment** to maintain the museum's annual \$274,000 average budget. As the museum continues to adjust as an independent nonprofit, funding sources may change. To give the museum a strong and reliable financial foundation, we have our most ambitious - but also most important - strategic goal: **\$1 million for the museum endowment by 2025!**



*Thank you to our
major donors*

Ambassador

- One anonymous

Sustainer

- Dean Coughenour Trust
- Roy & Donice Applequist
- First Bank Kansas

Benefactor

- One anonymous
- Mike & Rose Wallen
- Cathy Ahlstedt
- Jim Prugh
- Eileen Stroh
- Jim Gallagher

From the Director's Desk...

Dear Friends,

The Lindsborg Old Mill & Swedish Heritage Museum - under a different name - is the first place I worked in my career in the 1980s. When the board offered me the Executive Director position four decades later, in April 2022, I took the job for a simple reason: I love the treasure we have here.

Since April, the year has flown by in a blur - from the first Millfest post-pandemic, to hiring my new staff in August, to the amazing gift of a \$50,000 Match Challenge in December. Through it all, I've been driven by a singular goal - bringing supporters together to ensure this jewel on the Smoky Hill River has a bright future.

As you see in this report, 2022 proved we have a strong foundation in the community. We have amazing momentum going into 2023 and the 125th anniversary of Smoky Valley Roller Mills, but it will take more than a single strong year to keep the museum standing for a century or more to come.

The mill and pavilion stand today because of the work and vision of generations before. Now it's our turn. I hope you join us on the path. It's going to be an amazing journey.

-Lenora Lynam, Executive Director

The Match Challenge...

An anonymous donor and Smoky Valley resident approached museum staff to present a special challenge in December, encouraging new memberships and end-of-year giving. Up to \$50,000, they offered a two to one match to all one-time gifts made before the end of 2022 and a three to one match to new and renewing individual and family annual 2023 memberships. After the initial challenge was met - **nine days early on December 22!** - the donor put up another challenge matching one to one individual and family memberships purchased after the initial challenge was met!



Celebrate the Mill's
125th Year
\$50,000
Match
Challenge!

Overall Results

122 Individuals, families, and organizations gave in challenges

\$39,170.61 One-time donations

\$1,160 In individual memberships

\$55,000 Total match challenge funds

\$3,420 In family memberships

Total from Challenges

\$98,750.61!

Telling Our Story...



With new staff members having extensive social media experience, the museum had a larger social media presence, adding a Twitter account and an Instagram account (both under user name "LindsborgMill"). Both these and the existing Facebook page (OldMillMuseumLindsborg) grew through the end of 2022. In addition, journalist contacts led to quality coverage - including radio, TV, and print.

By the Numbers

9 News releases (August-Dec.)

30+ Pieces on the museum

4,690 Website visitors
(Fourth Quarter 2022)

Key Coverage: KWCH TV, Ad Astra Radio, KSAL Radio, Lindsborg News-Record, Salina Post, McPherson Sentinel.

Growth in Facebook Reach

