

July 2008

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A Quarterly Publication of the South Central Economic Development District - (308) 995-3190

REGIONAL REVITALIZATION THROUGH COMMUNITY DEVELOPMENT

Wednesday - July 16, 2008
Central City Community Room
1515 17th Street
Central City, Nebraska

Registration: \$15.00 - includes dinner & all materials
Pre-register by July 12 to:
South Central Economic Development District
308-995-3190 or *sharonh@scedd.us*

Program

5:30 pm - Registration & Dinner

**6:00 pm - Untapped Opportunities for Community
Revitalization - *Lindsay Papenhausen,*
*Nebraska Department of Economic Development***

6:45 pm - Myth Busting about Ethanol

John Hay - University of Nebraska - Lincoln

8:00 pm - Regional Successes through Collaboration

PK Partnership & Garfield/Valley County Tourism

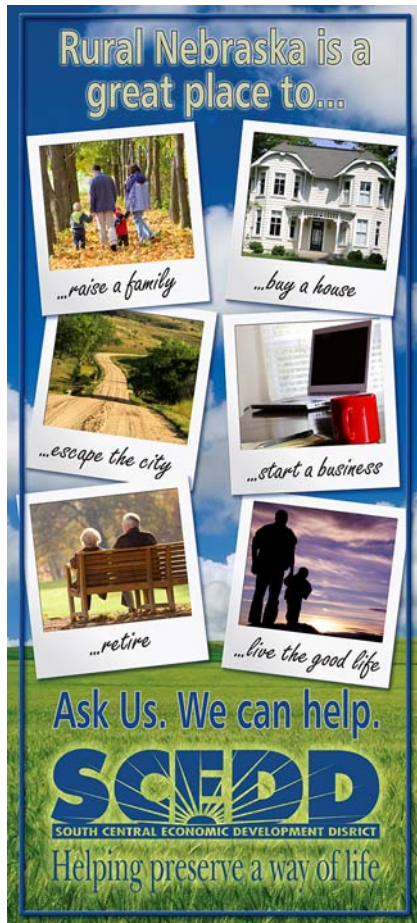
Workshop Sponsored by:
City of Central City

Nebraska Development Network
Central Region



BUILDING ENTREPRENEURIAL COMMUNITIES ACT (BECA) GRANT EXPANDS TO INCLUDE THE NEBRASKA RECRUITMENT PROMOTION ACT

The South Central Economic Development District exists to develop and promote a positive economic climate, which supports regional growth.



Nebraska Recruitment Promotion Act, or LB 609, will assist rural communities in obtaining grant funding to recruit new residents from outside the State of Nebraska. The purpose of LB609 is to encourage population growth in more rural locales by recruiting citizens with portable jobs who might wish to relocate and enjoy The Good Life in Nebraska. LB609, sponsored by Sen. Tom Carlson, introduced some modifications and changes in the existing Building Entrepreneurial Communities Act (BECA). Under the measure, communities with no significant population growth over the last decade could receive funding. Activities eligible for funding through BECA follow with the new section which resulted from LB609 in **bold type**:

- Provide Education and technical assistance to energize small business development and entrepreneurship;
- Provide technical assistance to facilitate small business transfer;
- Build community business capacity and leadership programs;
- Generate opportunities that will attract and retain young people and families;
- Provide education about philanthropy and intergenerational transfer of wealth;
- Build community endowments to support these activities;
- Establish community initiatives to attract new residents; and
- **Provide marketing assistance to communities to attract new residents from outside the state of Nebraska. Marketing assistance may include the creation of new web sites, the improvement of existing web sites; creation and distribution of printed or electronic marketing materials, and programs which promote the community to new residents.**

LB609 is a great tool to help rural Nebraska promote its communities. Senator Carlson talks about the benefit of a single family moving to rural Nebraska and bringing their jobs with them. Carlson stated, "If that family generated an \$80,000 income, that would annually generate about \$8,500 in local property tax and state income and sales tax, he said. And, that family would buy groceries, pay utilities and medical bills, and participate in the community."

The next deadline for the Building Entrepreneurial Communities grant program will be noon on **Friday, August 15, 2008**. Due to changes in the program, a new application has been developed and must be used to apply for funding in this cycle. The application is available on the Rural Development Commission website www.ruralnebraska.info. There is also a link to a short instructional power point that discusses the program and the expanded uses.

EDGE CLASS STARTING SOON

PK Partnership will be holding an EDGE (Enhancing, Developing and Growing Entrepreneurs) Class in Holdrege beginning Aug 19. EDGE is for businesses that are starting, expanding, struggling, or just wanting to improve management skills. Class size is limited and pre-registration is required. For additional information or to register contact PK EDGE Program Manager, Sharon Hueftle, sharonh@scedd.us, 308-995-3190 or visit the website at <http://nebraskaedge.unl.edu/phelps-kearneyco.html>.

News from the District

ORLEANS PLANS FOR THE FUTURE

The Village of Orleans took action to set the course for the future of their community by holding a Town Hall meeting the evening of June 2. Sharon Hueftle and Kim Herrick of the South Central Economic Development District and Linda Black of the Nebraska Department of Economic Development assisted 45 local participants in developing a vision and plan for the future of Orleans. The evening was sponsored by the Village of Orleans, the Orleans Chamber of Commerce and the Furnas-Harlan Partnership.



During the Town Hall meeting past successes in Orleans were identified and the lessons learned from these successes were recognized to help propel the community into the future. Participants were led through a process of developing priorities, implementing plans, building consensus and collaboration and increasing visibility of community projects. After Orleans residents spent time reviewing the community's success stories and thinking about what they wanted to see in 20-25 years, they established four priority goals to act on now:

- 1) Clean up buildings
- 2) Lot clean up and removal of junk
- 3) Recreation and family involvement
- 4) Website development and community promotion

Community involvement provides residents the means to set the sail to direct the future of their community. Residents of the Village of Orleans are not only aware of this, they are taking action!



Participants were engaged in the Town Hall Meeting at Orleans

SCEDD HOLDS STRATEGIC PLANNING SESSION

The South Central Economic Development District (SCEDD) held a Strategic Planning Meeting at Minden on June 26. The meeting was facilitated by Rick Nelsen and Mary Kwapnioski from Nebraska Public Power District, attendees included SCEDD Board Members, members of the SCEDD Comprehensive Economic Development Strategy Committee, SCEDD staff, and economic development professions.

The meeting kicked off with a discussion of the SCEDD accomplishments. Participants shared that SCEDD staff, the SCEDD website, getting all 12 counties to participate, revitalization of community leaders, assistance to small communities, and providing connections to resources were accomplishments to be recognized. A discussion of challenges and obstacles followed, with items such as loss of population, aging infrastructure, communicating successes and return on investment to funders, and the need to educate funders regarding the impact of economic development being listed.

The evening was concluded by prioritizing the areas in which SCEDD provides assistance. Participants voted to prioritize as follows:

1. Business
2. Communities
3. Tourism
4. Regionalism
5. Housing
6. Workforce Development
7. Information Dissemination

The information gathered from this session will be used to update the SCEDD Comprehensive Economic Development Strategy and 5 year Action Plan.

South Platte United Chambers to Produce Travel Magazine

Hastings, NE., July 1, 2008 – The South Platte United Chambers of Commerce is partnering with Nebraska Life Magazine to produce a free, annual travel magazine for the region. “Voyage to South Platte” will be printed for the 2009 travel season and will be available across the state.

The full-color, glossy magazine will feature high-quality photography and travel information to help travelers plan vacations in south central and southwest Nebraska. “Voyage” will cover an area of Nebraska bordered by the Colorado line on the west, the Platte River on the north, the Kansas line on the south, and east to an approximate line between Superior and Hampton.

“The idea is to entice travelers to the region, then to give them the specific information they need to actually plan a trip,” said David Bristow, Nebraska Life Magazine’s managing editor. “It’s also an opportunity for local travel-oriented businesses to promote themselves to visitors.”

The South Platte United Chambers of Commerce area offers many opportunities for visitors, from Willa Cather’s childhood home in Red Cloud to viewing one of the most spectacular migrations of birds, ducks, geese, cranes, as well as many other species, in the spring of the year. You can experience the birthplace of Kool-Aid in Hastings, visit one of the largest corvette dealerships in the US in Imperial, or enjoy some of the best hunting, fishing and wildlife watching in the world. These are just a few of the many tourism opportunities you can experience in the SPUCC region. Tourism is the third largest source of revenue in Nebraska, when we bring tourists to the region; it benefits both the community and the region. The South Platte United Chambers of Commerce would appreciate your help in promoting our region.

South Platte United Chambers of Commerce tourism officials will use the magazine to market the SPUCC region at travel shows, visitor rest areas, and Midwest attractions and travel stops in conjunction with other travel groups and visitor bureaus in Nebraska. For more information, contact:

Tom Hastings, President
 South Platte United Chambers of Commerce
 (402) 461-8400

Nebraska Life Magazine is a statewide, bimonthly magazine with more than 25,000 subscribers. In addition, the Norfolk-based magazine partners with several tourism groups around the state to produce free annual travel guides. One of their travel magazines, “ESCAPE to Calamus and Scenic Loup Valley Nebraska,” was named Best Travel Publication at the 2007 Nebraska Travel Industry Awards.

Businesses interested in advertising in the magazine should contact Nebraska Life directly at 1-800-777-6159.

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We’re on the Web!

See us at:

www.scedd.us

