



Our mission is to encourage economic development and growth and improve the business conditions of the Falls City area.

# edge

## FALLS CITY ECONOMIC DEVELOPMENT & GROWTH ENTERPRISE VOLUME IV ■ 2011

### Congressman Smith Visits Falls City



*“We’ve got a lot going in Washington and some think it is important to stay in Washington, but I’m one that thinks it is important to get back and see what is going on in my district... see how jobs are created and how people really live.”*

*-Congressman Adrian Smith*

Congressman Adrian Smith (R) represents Nebraska’s 3rd District, which due to recent redistricting by the Nebraska Legislature, now includes Richardson County/Falls City. At the invitation of EDGE, Congressman Smith visited Falls City in August providing an opportunity for community leaders to hear from Smith on a number of important issues currently being debated in Washington.

As a member of the House Ways and Means Committee, Smith is in the front lines in the debate on how to create jobs, open new markets for American products, promote economic growth and directly impact our nation’s tax policy. The Congressman told a group gathered at the EDGE office that the priority in Washington needs to be on growing the economy—better tax policy and better spending policy.

Smith said the United States has the highest corporate tax rates in the world,

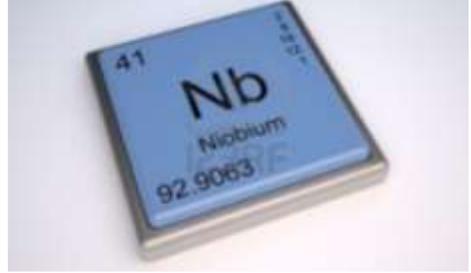
prompting too many U.S. corporations to take jobs overseas. “Our tax policy has encouraged U.S. companies to keep their profits there,” said Smith.

The Congressman supports a more competitive tax policy—flattening the income tax, taking out some of the loopholes and reducing the corporate tax rate. “In the long-term that will grow revenues,” Smith said, “because those reforms could be a means of growing the economy and helping create jobs.”

EDGE President Bart Keller thanked the Congressman for visiting Falls City. *(Keller is pictured above with Congressman Smith.)* “We appreciate the opportunity to visit with you personally and discuss the issues of importance to our nation, state and community. Thank you for listening to our concerns and our ideas,” said Keller.

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# Economic Impact of Wilderness Falls Housing Development *Ripples* through Local Economy

Local economies benefit directly from funds spent on materials, labor and the like during the construction of a housing development. If the builder purchases windows and doors from a local supplier, the supplier may spend money locally on materials to complete the order—an example of indirect effects. The construction workers, glass cutters and landscapers are likely to spend a portion of their wages at the local grocery store or downtown shopping district, which illustrates induced effects. Taken together, the indirect and induced impacts of housing construction on the local economy are often called “*ripple*” or “*multiplier*” effects. This effect is happening with the Wilderness Falls project positively impacting the local economy.

EDGE has been working with Wilderness Falls housing developer, [Excel Development](#), to match local subcontractors with construction opportunities. To date, approximately \$400,000 dollars has been awarded in bids to local contractors/businesses such as Jones Air Conditioning and Plumbing, Chaney Furniture, and Johansen Drainage & Tile.



“The Wilderness Falls project has provided us with construction opportunities that we do not often have in a town the size of Falls City. It takes a lot of planning, work, and commitment from a lot of people, from EDGE, the Wilderness Falls owners, the City, architects, general contractors, subcontractors and employees. We are happy to provide the plumbing and HVAC,” said Gary Jones, Jones Air Conditioning.

Breaking ground in July at the future site of Wilderness Falls Development was Community Medical Center CEO Ryan Larsen, State Senator Lavon Heidemann, Lieutenant Governor Rick Sheehy, Falls City Mayor Tim Hersh, EXCEL Director of Development Paula Rhian, Horzion Bank President Pat Latimer, EDGE Executive Director Beckie Cromer, former mayor Rod Vandenberg, Lydia Wiles with the Nebraska Department of Economic Development and Tammy Ward for Senator Ben Nelson.

The \$3 million dollar Wilderness Falls project will include eight duplexes, fourteen of which will be two-bedroom and the other two will be three-bedroom units. The finished duplexes will be available for income-qualified seniors age 55 and older. The units will be available to rent by July of 2012. [For more information or to obtain a pre-application for Wilderness Falls, please contact the EDGE office »](#)

## Upcoming EDGE Events

- **October 26<sup>th</sup>:** EDGE will be hosting an Open House with Main Street Falls City and the Falls City Area Chamber of Commerce, please join us for drinks and hors d'oeuvres from 4:30 to 6:00 p.m. at the EDGE office.
- **January 4<sup>th</sup>:** EDGE Annual Banquet.



# Pamida Celebrates Re-Grand Opening

A ribbon-cutting event was held on July 9<sup>th</sup> for Pamida's Re-Grand Opening which unveiled its newly -remodeled store at 1300 Stone Street in Falls City.

According to Barb Sailors, Manager of the Pamida Falls City store, the renovation process started in the fall of 2010 with replacing the metal on the front of the building, painting the building exterior and lighting the sign. In 2011 several repairs and upgrades were made to the interior and exterior of the store, including a grand new entrance and retail counter stations. "Overall the improvements make the Falls City store more customer-friendly and more efficient enabling us to better serve our customers," said Sailors. "The total project cost exceeded \$250,000 dollars." The Falls City Pamida store was one of only three, out of 200 plus stores in the United States, to receive the upgrade."



In conjunction with the event, the Pamida Foundation announced \$500 dollar donations to each of the following Falls City organizations: Richardson County Cancer Fund, Falls City Library and the St. Paul Lutheran Church Summer Lunch program. "We are very excited to be a part of the Falls City community and to partner with these deserving organizations," said Jessica Strohm, Executive Director of the Pamida Foundation.

Pamida carries a wide variety of general merchandise, including apparel, home and electronics, seasonal items, toys, housewares and an expanded grocery department, in addition to operating a pharmacy.

## EDGE Updating Labor Basin Study

The Docking Institute of Public Affairs, Fort Hayes State University, Hays, Kansas, will be updating the [2008 Richardson County Labor Basin](#) study. The study will provide a comprehensive up-to-date analysis of the available labor pool, including education, occupational experiences and skills, desired wage and benefits ... and more. Researchers will begin the study in early November by collecting data via a telephone survey. This study is scheduled to be completed by January of 2012.

## Nebraska Life Magazine to Feature Falls City



Falls City will be featured in the upcoming November/December issue of *Nebraska Life Magazine*. Published six times a year, *Nebraska Life* is the #1 lifestyle magazine in the state with over 164,500 subscribers across Nebraska and in each of the 49 other states and more than a dozen foreign countries.

EDGE, the Chamber and Main Street are working together to utilize the publication to promote Falls City's business, tourism and quality of living assets, including [available industrial and commercial buildings and sites](#).

In August a representative of the publication spent a day in Falls City meeting with various community organizations, including EDGE, and touring the area. Among the stops on the tour were: Community Medical Center, Falls City Public Library and Arts Center, Falls City Public Schools, Richardson County Historical Museum and other historical sites, Main Street businesses and the Falls City Industrial Park.

[To learn more about Nebraska Life Magazine and for subscription information, please go to the publication's website »](#)

# On the Road Selling Falls City Area Location Opportunities

In collaboration with the Lincoln Area Development Partnership (LADP), EDGE's Executive Director Beckie Cromer will participate in a sales trip to the Chicago area in November to promote the region and Falls City area as a prime location for business and industry. Sales calls will be arranged with targeted businesses, including advanced manufacturers, life sciences, food and agriculture, business services and information technology companies, as well as site location consultants. LADP has contracted with Development Counsellors International (DCI), a New York City-based place marketing firm that focuses on economic development and travel marketing, and investment lead generation services. DCI's Prospect Development/Qualification (PDQ) Division specializes in identifying companies that are in an expansion mode and arranging meetings with the appropriate decision-makers. Working with LADP, DCI has created a prospect profile in order to identify the "best bet" companies for the region and will utilize the profile to develop a targeted prospect list for the Chicago sales trip.



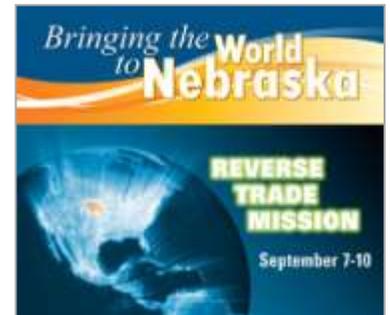
In tandem with the sales trip, the regional group will be working Process Expo—the largest trade show in the Americas dedicated exclusively to the food and beverage industry. The show attracts over 350 exhibitors and 10,000 plus attendees. LADP's booth number is 2955.

[Visit the EDGE website to learn more about the profitable advantages of expanding your business in Falls City/Richardson County »](#)

## EDGE Participates in Governor's Reverse Trade Mission

The second Governor's Reverse Trade Mission was held September 7-10 in conjunction with the Nebraska Diplomats Passport to Nebraska Weekend.

The theme for the event was "*Bringing the World to Nebraska*" and offered trade representatives and international business leaders the opportunity to see firsthand the benefits of doing business in Nebraska. Representatives from 15 countries, including Argentina, Canada, Chile, China, Czech republic, Germany, Japan, Korea, Mexico, Russia, South Africa, Spain, united Arab Emirate sand Vietnam were among those participating.



A main feature of the Reverse Trade Mission was the benefits of the Nebraska Advantage. This legislation was designed to help create a business climate that makes Nebraska the preferred destination for starting, growing or relocating an existing business in communities throughout our state. The Nebraska Advantage has been successful at promoting the growth of existing companies through job retention, expansion and new capital investments; increasing the number of successful new business ventures in the state; and fostering the development of new products and ideas, while recognizing the varying needs of Nebraska's diverse industries. As a result of the Nebraska Advantage, more than 260 businesses will invest approximately \$5.8 billion dollars in our economy and create more than 19,200 jobs over the next few years.

EDGE Executive Director Beckie Cromer participated in the Lincoln Area Development Partnership (LADP)-sponsored breakfast meeting held on September 9<sup>th</sup>. "It was great to be part of the economic development team welcoming international business leaders to Nebraska and extending an invitation to learn more about business investment opportunities in the state and the LADP area, including Falls City/Richardson County," said Cromer.

# Falls City Native Opens New Chiropractic Office

Dr. Misty Olberding recently opened Olberding Family Chiropractic located at 216 E. 16<sup>th</sup> Street in Falls City. Dr. Olberding and her husband grew up in Falls City then relocated to Kansas City in order for Misty to complete her doctor of chiropractic degree. The couple always had the goal of returning home to start Dr. Olberding's family practice.

“EDGE has been a remarkable help, and without you, none of this would be possible! I can say with all honesty, there is nowhere else I would rather be, and there is nothing like hometown hospitality,” said Dr. Olberding.

Retaining, attracting and growing healthcare services in Falls City/Richardson County is important to attracting and retaining businesses and workers. “EDGE is pleased to provide assistance to Dr. Olberding in locating her new clinic in Falls City,” said EDGE Executive Beckie Cromer. “We are also available to assist existing small business owners with finding the resources they need to grow and expand, as well as to develop a succession plan to insure the area retains critical services and jobs.”



*Dr. Misty Olberding and family outside her newly-opened Olberding Family Chiropractic.*

A ribbon-cutting ceremony for the new office is scheduled for October 14<sup>th</sup>.

## EDGE Promotes Area Career Opportunities

In September EDGE participated in two events to promote career opportunities in the Falls City/Richardson County area.

### *Falls City High School College Access Day 2011*

On September 21<sup>st</sup>, EDGE took part in College Access Day 2011 sponsored by Falls City High School. The event provided students with opportunities to learn more about what colleges, as well as employers, expect of them in terms of knowledge, skills and abilities. Falls City High School Guidance Counselor Sara Barker said, “The goal of College Access Day is to reinforce the importance of planning a successful high school career in order to be able to reach the next step—whether that be going on to a college/university or entering the workforce directly from high school. We want them to learn what career opportunities are available to them, what they need to learn while in high school, and what skills they will need and where to obtain the training/education.”

Students had the opportunity to attend 5 general sessions from a list of 14 options—including information on careers that focus on software development, electrical and electronic systems technology, energy generation operations, and healthcare. EDGE Executive Director Beckie Cromer, who participated in the day's event, also arranged for the plant and operations managers from Watkins Aircraft Support Products (WASP), Flat Water Wind Farm and AIRLANCO to participate in the *Local Careers in Industry and Manufacturing* session.



*Alison Kerl, AIRLANCO HR Manager, visits with students about career opportunities.*

“Students who can connect their education with employment opportunities are more likely to find careers that suit them. The *Local Careers in Industry and Manufacturing* session was a creative way to engage students in exploring careers with local employers,” said Cromer.

### *Veteran's Job Fair*

EDGE, in partnership with the [Southeast Nebraska Partners for Progress](#) regional economic development group, participated in the Nebraska Department of Labor's job fair for veterans on September 27<sup>th</sup> at Southeast Community College. The regional group created a brochure promoting job opportunities in the region. Falls City's major employers from manufacturing, healthcare services and the renewable energy sector were featured in the brochure.

# Southeast Partners Regional Group Working on Plan to Capitalize on Niobium Mine

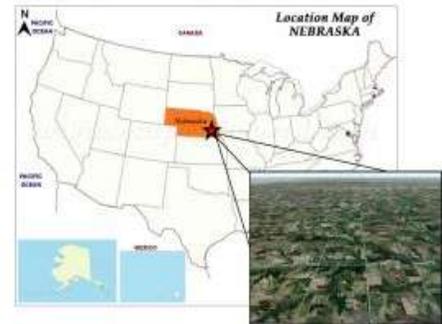
[Quantum Rare Earth Development](#) is an exploration company with a focus on identification and acquisition of potentially vast deposits of [niobium](#) and rare earth elements in North America and elsewhere in the world.

Quantum's premier project, which is considered more advanced due to development in the 1970s and 1980s by Molycorp, is in southeast Nebraska near Elk Creek. According to Quantum officials, core samples from five exploratory probes as long as 3,000 feet are promising in both quantity and quality.

The U.S. currently imports nearly all the niobium used in this country, with 84 percent of the world's supply coming from Brazil. The underground carbonatite formation near Elk Creek has the potential to become one of the largest global resources of niobium and other rare earth elements which are used in cell phones, wind turbines, hybrid car batteries and other applications, according to the U.S. Geological Survey.

## Elk Creek Carbonatite

Elk Creek, Nebraska



If the Elk Creek deposit lives up to projections and a mine is built, the niobium could be a strategic resource for the United States and Nebraska would benefit economically. An underground niobium mine could employ as many as 400 to 500 people, but a project of this magnitude would likely cost between \$300 million to \$400 million dollars to get started.

"This deposit could be a game changer," said Matt Joeckel, Geologist with the University of NE-Lincoln.

"While it could take as long as three to five years for Quantum to decide whether to go to full production mode, the five-county [Southeast Nebraska Partners for Progress](#) regional economic development group, including Richardson County/Falls City EDGE, is developing a plan of action to capitalize on the potential economic impact of the mine—both short-term and long-term," said EDGE Executive Director Beckie Cromer.

## Nebraska Tops 2011 State Rankings

- #2 [Happiest States in America, Main Street.com](#)
- #4 [America's Top 10 Pro-Business States, Pollina Corporate Real Estate](#)
- #4 [Top 10 States for Wellbeing, Gallup](#)
- #9 [Top 10 States for Growth & Innovation, U.S. Chamber of Commerce Report](#)
- #10 [Least Indebted States, MoneyWatch](#)
- #10 [Top 10 States for Economic Growth Potential, Business Facilities Magazine](#)
- #10 [America's Top States for Business, CNBC](#)

**Top  
10**

# Ball Field Improvement Plan Moves Forward

Dallas Jones Memorial Park has long been the home of Falls City softball and baseball through the City’s outstanding summer recreational programs. Realizing the fields are in need of renovation, a steering committee comprised of Brian Poppe, Kevin Malone, Cindy Scott, Kory Huppert, Rod Vandenberg, Rebecca Blakley and Marlen Luff was created to formulate a plan to renovate the baseball fields. The plan developed by Turf Solutions Group of Peoria, Illinois, was unveiled at a public meeting and to the City Council on September 19<sup>th</sup>. The Council unanimously endorsed the Ballpark Improvement Steering Committee’s efforts.

Turf Solutions has worked in 40 states and has vast experience in designing ballparks. Jason Payne, President of Turf Solutions, said the new design would create opportunities for Falls City to host baseball and softball tournaments for a variety of competition levels.

The proposal comes with an estimated price tag of \$1.9 million dollars. Former Mayor Rod Vandenberg, who is heading the fundraising effort, describes the baseball/softball complex as “key and very important city assets.” Better facilities, he said, would translate into more visiting teams, more tournaments and thus more business for local merchants. The committee is asking the City of Falls City for both in-kind and monetary support with the public fundraising campaign currently underway.

If the fundraising effort by the committee is successful, the plans are to start work following the 2012 Falls City recreation program and have the fields ready to play in the spring of 2013.

Download the “Going to Bat for Our Youth” campaign brochure at [www.fallscityedge.com/dallasjonesmemorialparkballfieldplan.aspx](http://www.fallscityedge.com/dallasjonesmemorialparkballfieldplan.aspx) »

**GIVING OPPORTUNITIES**

You may wish to consider the following giving opportunities.

**Yes! I want to be part of the “Going To Bat For Our Youth” campaign!**

<input type="checkbox"/> My (our) gift is	\$ _____
<input type="checkbox"/> \$1,000	\$ _____
<input type="checkbox"/> \$5,000	\$ _____
<input type="checkbox"/> \$10,000	\$ _____
<input type="checkbox"/> \$25,000	\$ _____
<input type="checkbox"/> \$50,000	\$ _____
<input type="checkbox"/> \$75,000	\$ _____

FOLLOWING GIFTS WILL ALLOW COMPLEX AND FIELD NAMING RIGHTS

<input type="checkbox"/> \$100,000 <i>Ball Facilities at Grandview Park</i>	\$ _____
<input type="checkbox"/> \$150,000 <i>Fields “B” &amp; “C”</i>	\$ _____
<input type="checkbox"/> \$200,000 <i>Fields “A” &amp; “D”</i>	\$ _____
<input type="checkbox"/> \$400,000 <i>Whole Complex</i>	\$ _____

NAMING RIGHTS WILL BE FOR BALL FACILITIES ONLY; PARK NAMES REMAIN THE SAME.

## DALLAS JONES MEMORIAL PARK

### BALL FIELD IMPROVEMENT PLAN



[Click to enlarge photo »](#)

## A Message from EDGE Director Beckie Cromer

The role of an economic developer is to be a change agent in their communities. It's easy for the public to identify with the "big splash" success stories like new industries, housing developments, bridges, and wind farms but I'd like to focus on those small successes that are equally important in growing a community. This quarter's newsletter is filled with examples of "behind the scenes" work that goes into creating a successful economic development program. Here are a few examples:

- It's important to ***build relationships*** with our political representatives to promote our community and our plans for the future with regards to economic growth and public policy.
- Economic Development produces indirect and induced impacts on local businesses creating a financial "***ripple effect***" that benefits our entire area.
- Plan, plan, plan ... to be competitive, communities must invest in ***data*** that supports growth therefore labor studies, comprehensive plans, housing studies and redevelopment plans are crucial documents to keep updated when marketing our area.
- Economic gardening ... assisting small business owners with finding the ***resources*** they need to locate or grow their business in Falls City/Richardson County.
- Engaging our area youth early by ***connecting*** them to employment and business opportunities so when they begin to think about their future they think about coming home!

When you are perusing through our community take the time to think about all that goes into each success story, big or small. For example, I was recently approached by my friend and former neighbor, Joann Peck, who was so "thankful" to whoever was responsible for the removal of the vacant and dilapidated home in her neighborhood. This Neighborhood Stabilization Program, led by volunteers of the Falls City Housing Board, was made possible because of a grant as well as ***local donations*** and is part of the improvements necessary for our community to remain competitive and successful.

Always remember ... community economic growth is something in which everyone should be invested and informed. Take the time to appreciate all the work that goes in to each success no matter how big or how small and take the time to thank the many donors and volunteers that make this a great place to live!

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