



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

edge

SCC Building Design Unveiled

BCDM Architects unveiled the Falls City Learning Center schematic design last month and the concept truly aligns the educational vision outlined by stakeholders in this region. The project consists of construction of a manufacturing and healthcare based post-secondary education center which includes 9,700 square feet in a single story design. The building will include healthcare simulation patient hospital rooms, four classrooms, a manufacturing lab and study area along with an office and reception area.

building will give us the space and equipment we need to meet the skills training our business and industry require to stay competitive. It was worth the wait!”

SCC is currently working to secure a construction manager at risk to oversee the project. Mitch Merz, of Merz Farm Equipment, will assist in the selection process. In addition, Southeast Community College and area industries recently collaborated on equipment needs for the Manufacturing Lab at the Falls City Learning Center. Area industries including The Ames Companies, Wilde Tool, FAST Global Solutions, Falls City Foods, Airlanco, Merz Farm Equipment, Inc. and Vantec

“Southeast Community College and the stakeholders in this region have worked for years to get to this point.” said Mayor Jerry Oliver, “This newly constructed

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Collaboration is a key compenet in the success of the Falls City Learning Center

FRONT ENTRY PERSPECTIVE



Congratulations Falls City Wellness Center!

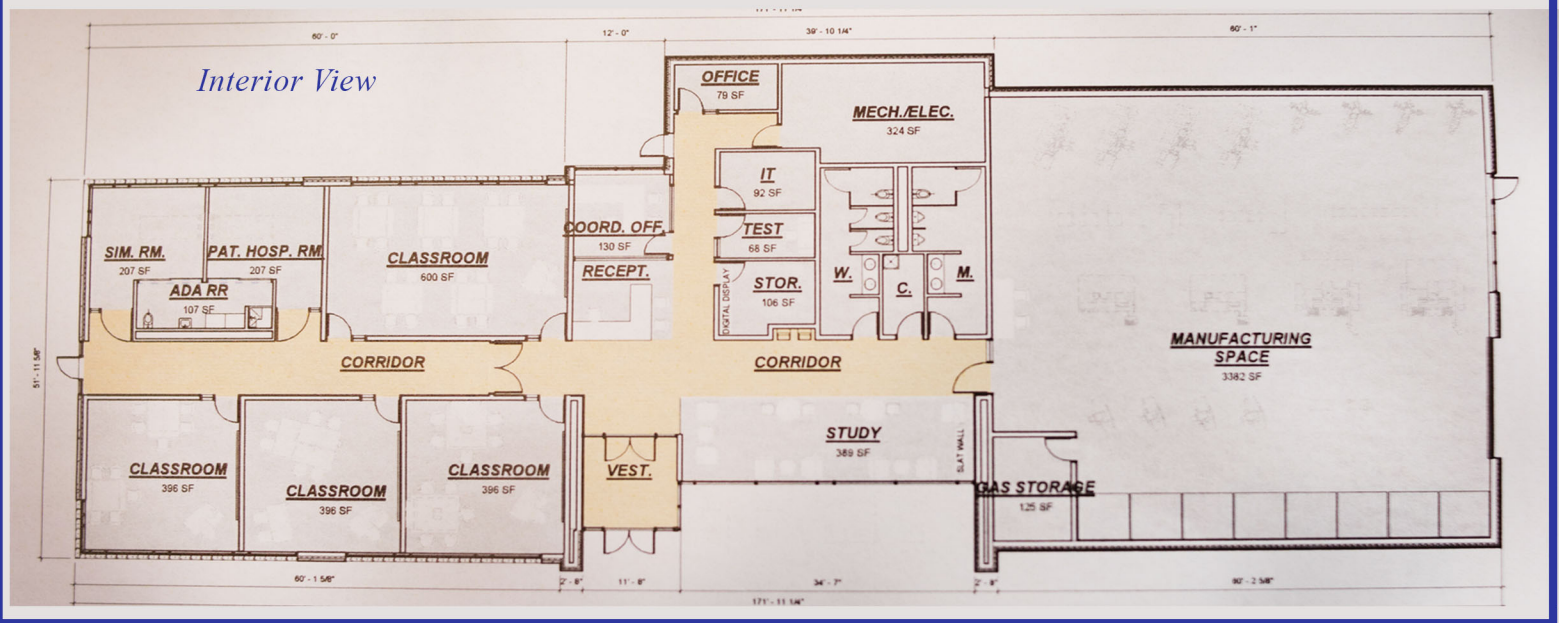
The Falls City Wellness Center opened in February and has brought new life to the former City Hall building located at 1820 Towle St. Owners, Chris Clow and Jessica Strecker, worked tirelessly throughout December and January so they could open at their new, expanded location. Chris and Jessica have invested \$10,000 plus a lot of sweat equity and they are excited about this new opportunity. The center is open 24/7 and offers a vast array of health and wellness services including corporate wellness programs, personal and group training and martial arts. They hope to continue growing their business and add additional opportunities which include daycare, a nutrition store and a rock climbing wall. Congratulations Chris and Jessica!



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contributed to the discussions so that SCC can tailor the equipment needs in the lab to the skills they desire in an employee.

SCC provided an updated time-frame which extended the opening from fall of 2018 to a new goal of February 2019. Stay tuned for more information as we expect to see a ground breaking announcement coming soon! Here is a peek at the inside of the new learning center.



QUOTE OF THE QUARTER

'Falls City is a great place to raise a family. We have wonderful schools, a new ball complex, and an updated aquatic center and library.

A lot of of big town things in a small town.' -Adam & Sarah Morris

The Den Celebrates Grand Opening!

Mitch Glaeser has completed another downtown improvement project and Falls City EDGE helped him celebrate his latest accomplishment with a grand opening and ribbon cutting at the Den. This new business venture is located in the Grand Weaver Hotel and is an upscale bar and lounge offering beer, wine, craft cocktails and fresh tapas. The Den's completion is the first of three major projects in this phase of business expansion and investment at the hotel. Glaeser is currently completing the remodel of another first floor business, The Front Porch, as well as renovating the 3rd floor into 5 beautiful hotel rooms and 5 luxury apartments. We look forward to celebrating again as these next two projects near completion. One only needs to visit The Grand Weaver Hotel on Facebook to assume the project completion date may be getting close, "We have a few secrets up our sleeves! Stayed tuned in for our BIG community celebration announcement! We can't give you too much info just yet, however we think marking off May 18th in your calendar might be a wise decision." One thing is for sure, once these next two projects are complete, it will be something to celebrate.



Pictured (L to R): Linda Santo, Don Ferguson, Jim Kelsay, Mitch Glaeser, Jim Langan, Diana Orton, Cynthia Cavaness and Dina Sells

Welcome to our new investors!

Mike Hall
&
The Grand Weaver Hotel

Investment levels range from \$5,000 for Visionary to \$100 for Supporters

To learn more about EDGE's program of work and how you can join us in shaping the future of Falls City, visit the EDGE website or contact Beckie Cromer, Executive Director, at 402.245.2105 or email director@fallscityedge.com.

CLICK.LIKE.SHARE

Falls City EDGE invested in the creation of two videos that went viral with more than 26,500 Facebook views combined! Our social media success can be attributed to Falls City being a community loved by many and our goal was to encourage others to consider choosing Falls City when they make decisions about choosing a home or a career. The videos gave viewers first-hand knowledge about the quality of life, schools and careers available right here in our special corner of the state!



**FIND FALLS CITY EDGE
ON YOUTUBE!**

Uploads [PLAY ALL](#)



Workforce in Falls City, NE



Life in Falls City, NE

SCC RECEIVES GRANT

Lincoln, NE (Feb. 5, 2018) – Southeast Community College’s learning centers in Falls City, Hebron and Plattsmouth will receive more than \$240,000 this spring to expand the distance learning capabilities in those regions. Half of the money is from a federal grant from the United States Department of Agriculture, while SCC will provide the rest in matching funds.

“It will provide more access to education in the rural communities,” said Dr. Denise Schlake-Ideus, Dean of Community Services and Extended Learning. “There will now be more opportunities for the campus to connect to these locations.” Schlake-Ideus says this is the first grant SCC has received from the USDA. Three of the six SCC learning centers were chosen for their potential of growth in a rural setting.

As part of the grant, SCC will purchase equipment to create distance-learning classrooms in the three communities, as well as robots and simulation mannequins, to make the experience more lifelike. “Everyone can stay in their communities, saving time, money and travel and yet still have a connection,” said Jill Sand, Dean of Health Sciences. “People will be able to improve their skills and add to their marketability and stay in their community.”

The learning centers are part of a strategic plan created by the College to serve the educational needs of the communities within the 15-county service area. Each learning center offers credit and non-credit courses, as well as business and industry training. In addition to Hebron, Plattsmouth and Falls City, there are centers in York, Wahoo and Nebraska City.



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Congratulations to our 2018 Graduates!



Area graduates of the Class of 2018, congratulations on your accomplishments! Falls City EDGE invites you to stay connected with your home town. We hope your community has played a significant role in your development and that you think of Falls City/Richardson County as your home. As you know, Falls City is a great place to live and work. There are also rewarding opportunities to participate in civic and community organizations—giving you the opportunity to make a difference. I hope you will think of Falls City when you are ready to start your career because you are a key component of our future! We think you’ll find that Falls City is more progressive and building for the future so please consider helping us continue to build our passionate, proven & prosperous community. Best of Luck!

2017 Wall of Fame Inductees

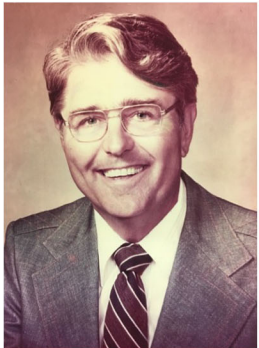
The Falls City EDGE Business Wall of Fame awards were awarded to individuals who dedicate themselves to excellence and help make Falls City/Richardson County a vibrant place to do business, work and live.

Wall of Fame candidates must have made significant contributions in Falls City/Richardson County in the areas of volunteerism, leadership and philanthropic activity. These deserving individuals have been role models for citizens and were instrumental in making Falls City the passionate, proven, and prosperous community we enjoy today.



Paul Weinert, a dedicated teacher, public servant and pastor, has given freely of his time and talents throughout his life. He began his teaching career in Verdon, which then consolidated with Dawson, followed by a dedicated 25 year tenure with Falls City Public Schools. He retired from Falls City in 1988. He was a member of the Nebraska State Education Association, serving on the Board of Directors, and attended numerous delegate assemblies and national conventions. He also faithfully served on the Falls City Education Association and Retired Teachers Association both of which he held the position of President.

Mr. Weinert also served 2 terms on the Falls City City Council, during the 1970's, followed by holding the title of Mayor for a total of six years, spanning 1 ½ terms, in the 1980's. He further served the public by participating on the Board of Public Works and Civil Service Boards. Paul is also an active contributor to the Rotary Club and Richardson County Historical Society. His legacy spans generations and we appreciate everything he has done for our community. He has definitely made Falls City a better place to live, work and play and we thank him for that.



The late Marlin Armbruster was a prominent Falls City businessman and community leader who purchased Armbruster Motor Company in 1951. He continued to invest in and add to his business faithfully during his first two decades in business. That forward-thinking vision and business savvy mindset created the full service, one stop shop that offers sales, service and auto body repair. In 1973, he earned the Time Magazine Quality Dealer Award for Nebraska and in 1988 he served as president of the Nebraska New Car Dealers Association.

M.O. Armbruster also found time to give back to his community. He served as Mayor of Falls City from 1968 to 1974 and served as President of many local organizations including the Falls

City Country Club, Community Hospital Board, Downtown Modernization, Chamber of Commerce, Jaycees and the Falls City Industrial Development Corporation. While Mayor, he led several projects that laid the groundwork for Falls City to be positioned as a progressive community. These include eliminating the storm drainage path that dissected the city, purchase of the land for Grand View Park, adding a new generator to the power plant and installing of the water line from Rulo to Falls City. All of these were valuable infrastructure and quality of life improvements we still enjoy today. His business savvy, personable demeanor and philanthropic attitude is big part of the many successes we share in today. Congrats Paul & M.O.!



Congratulations Nebraska and Governor Pete Ricketts!!

Nebraska retains their status as a top performer in Site Selection's annual economic development race!

BACK TO BACK CHAMPS!

For more information visit www.siteselection.com

2017 EDGE INVESTOR OF THE YEAR

The EDGE Annual Meeting and Banquet was held on Wednesday, January 10th with approximately 125 member-investors attending the event. Beckie Cromer, EDGE Executive Director, served as Master of Ceremonies. The banquet is an annual event that brings together so many volunteers who do so much for the community. EDGE's top accomplishments for 2017 were showcased in the Annual Report that was distributed to investors at the meeting. The most notable success stories of 2017 included welcoming two new tenants, Falls City Foods and Kearney Welding, to the industrial park plus completed upgrades at Armbruster Motor Company, the Grand Weaver Hotel and The Ames Companies. EDGE President, Ray Joy, summarized the evening's event by saying, "Our efforts are producing strong results in a variety of areas including recruitment, retention, job creation and capital investment."

Each year, the Investor and Community Relations committee chooses to honor their most valuable asset, their Investors, by presenting the prestigious EDGE Investor of the Year award. Their dedicated Investors are the main reason EDGE has been so successful.

Armbruster Motor Company has been in business in Falls City since 1951. Marlin Armbruster started small, initially owning only ½ of the building located at the current 307 West 17th St site, with the Dodge and Plymouth franchises. M.O. used his entrepreneurial spirit which led him to grow and diversify his company throughout his first two decades in business. He added auto body repair in the late 1950's and completed 2 major service expansions. His business savvy then led him to the purchase of the Chrysler-Plymouth dealership from HJ Prichard and sons in 1966.

Today, Armbruster Motor Company is still going strong with its second and third generations at the helm. David and Andy Armbruster modernized and expanded Armbruster Motor Company in 2017 by investing in an expanded footprint which includes new offices, a larger showroom plus 10 new service bays and lifts. This project enhanced their auto body retail, maintenance and repair areas and gave them a 21st century take on the automotive business. They have 17 loyal employees many of which have been with the company for 20-30 years! We thank all of them for their investment of time, talents and resources because they are a big part of what makes Falls City a great place to live, work and play!



Generations of the Armbruster family, as well as current and former employees, accept the 2017 EDGE Investor of the Year award.



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FALLS CITY TIF SCORECARD

The Nebraska Economic Developers Association collaborated with rural communities throughout the state to commission an independent study about the contributions Tax Increment Financing (TIF) has garnered in greater Nebraska. The study was published in March of 2018 and provides a comprehensive outline of the statewide benefits as well as individual community score cards. Goss and Associates Economic Solutions produced the study using input-output multipliers and the study furnishes sales, earnings and job impacts in addition to estimating the impact of TIF projects on yearly state and local tax collections, paying special attention to property taxes.

Community aggregate impact:	2016 TIF projects, duration of three years or more		
Project count:	4 commercial and industrial		
City:	Falls City		
County:	Richardson		
Community impact in 2017 dollars			
	Total	15 year TIF period	Construction
Sales (output)	\$460,277,871	\$431,322,079	\$28,955,792
Wage and salary income	\$105,516,356	\$95,829,742	\$9,686,613
Self-employment income	\$73,605,736	\$64,347,887	\$9,257,849
Average annual employment		152.7	266.4
	Net benefit (cost)	Total taxes collected	Public costs
15 years	\$5,048,770	\$9,867,578	\$4,818,808
20 years	\$9,703,870	\$16,445,147	\$6,741,277
25 years	\$14,954,842	\$23,868,861	\$8,914,019
30 years	\$20,438,305	\$31,807,919	\$11,369,615
	Initial year base property tax at project	Year 16 total property tax at project	Change in tax revenue
Impact on property tax			
Falls City	\$15,304	\$601,618	\$586,314
	With TIF	Without TIF	Change in tax revenue
20 year impact on property tax			
City share of property tax	\$309,367	\$10,024	\$299,342
School district share of property tax	\$4,809,753	\$155,849	\$4,653,904
Goss and Associates estimates from IMPLAN model system			

UPCOMING EVENTS:

Falls City EDGE collaborates with many partners throughout the year and hosts many community events. Here are some upcoming events:

- May 5th - City Wide Garage Sale
- May 7th-11th - National Economic Development Week
- May 25th - Falls City Foods Corporate Visit
- June 22nd & 23rd - Lemonade Days
- August 23rd-26th - Cobblestone Festival, Downtown Falls City

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