

FALLS CITY NEBRASKA

Strategically Positioned. Building for the Future.

*2006-09 Milestones
Marking Our Journey
on the Economic Development
Road to Success*

*Falls City Economic Development & Growth Enterprise
(EDGE)*

June, 2009



A letter from the EDGE president

Dear Friends:

It seems not so long ago public and private community leaders joined together to reach consensus on a comprehensive economic development strategy . . . creating the Falls City Area Economic Development Roadmap to Success. To lead implementation of the strategy, leaders recommended the establishment of a public-private economic development corporation, and in February of 2006 Falls City Economic Development and Growth Enterprise (EDGE) was established with the support and funding of the City of Falls City, Richardson County, businesses and individuals.

Reflecting back on the past three years or so, the road to success can be best summed up in the title and words of the Beatles' song, "The Long and Winding Road." Our travels have been marked by many accomplishments and successes which will be outlined in this report, as well as challenges, such as an unprecedented downturn in the national economy.

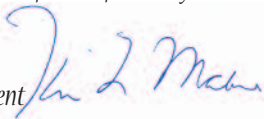
Throughout the journey, we have remained focused on our mission to encourage economic development and growth and improve business and quality of life conditions in our efforts to create a healthy and prosperous economy and job market for Falls City and Richardson County. As a public-private team we have worked diligently to:

- Brand, position and market the greater Falls City area as a preferred business location, filling the sales pipeline with new business investment leads.
- Recruit new industrial development, facilitate growth and expansion of our existing manufacturers and leading employers, and encourage growth in all sectors of the economy.
- Enhance the competitiveness of the area through proactive product development and public policy advocacy actions.
- Collaborate with our many partners including the Chamber, City, County, and other groups to enhance the area as a quality place to live, work and play, providing support for Main Street redevelopment, the new Community Medical Center, and other community development projects.

We realize our work could not be accomplished without the support and funding of our member investors, and on behalf of the Board of Directors, I want to thank all of you for your commitment. I also want to give special thanks to our past staff as well as our current Executive Director, Beckie Cromer, and Administrative Assistant, Cassey Whalen, for their dedication and hard work.

It has been said that success is more of a journey than a destination. We hope you will agree that we have come a long way on the road to success and many of the accomplishments presented in this report are pivotal milestones. It has been my privilege to serve as President of EDGE as this organization and it's dedicated volunteers have played an active role in shaping the future of Falls City. The work is not done, nor however, have we reached our destination; therefore, I hope you will join us as we continue the journey.

Kevin Malone, President



2009 EDGE Staff

As Executive Director, Beckie Cromer is responsible for the administration of the Falls City Economic Development & Growth Enterprises operations. This includes the successful implementation of our strategic plan and business retention and expansion projects. Beckie is also the principal liaison between EDGE and the State of Nebraska on issues relating to economic development incentive programs.

As President, Kevin Malone encourages economic development and growth to improve the business conditions of the greater Falls City area. By collaborating with the private and public sectors and Falls City's partners in economic development including county, utilities, the region and state, Kevin ensures that EDGE works towards the goals set in the strategic plan.

Vice-President of Investor & Community Relations, Bart Keller, is the primary contact for internal support for EDGE. Bart helps maintain private and public investments by demonstrating accountability and "return on investment". This garners the sufficient resources to effectively implement the economic development growth strategy.

Beth Sickel, Vice-President of Product Development & Public Policy, is in charge of enhancing the greater Falls City area to compete more frequently and effectively for business investments and to decrease the number of missed business location/expansion opportunities. This includes helping to create a positive image of the Falls City area, marketing and selling the community as a preferred business location, generating new wealth and growth through the retention and expansion of existing businesses and attracting of new business investment opportunities.

Vice-President of Marketing & Sales, Steve Kottich's objective is to aggressively brand, market and sell Falls City business location opportunities. His primary responsibility is to execute our marketing strategy by building relationships through site visits and conferences in order to attract new business to the greater Falls City area. The goal of this committee is to attract high-value, high-growth business investment opportunities resulting in quality employment opportunities.

As Administrative Assistant, Cassey Whalen manages the daily operations of EDGE, including accounts payable, maintenance of electronic and paper filing systems and coordinating and scheduling conferences and meetings. She provides support and assistance to Beckie Cromer and the EDGE Board.

*Quote from
EDGE Investor...*

"I believe EDGE has put Falls City on the economic development map.

It takes a while to get all the ducks in order, but EDGE has made great strides. Those strides have already paid great dividends for Falls City and will continue to.

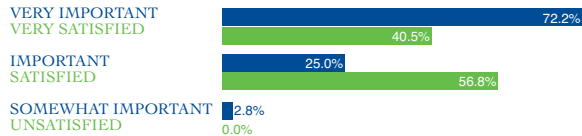
Excellent staff at the office; super people on the board."

What EDGE Investors think....

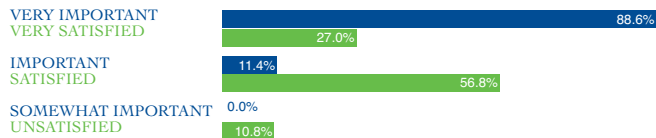
We've come a long way together on the road to success as a commUNITY. How is the journey going? A survey of EDGE member investors conducted in May (2009) provides valuable insights as well as guidance on the future direction to assure continued progress and success.

How important do you feel the following objectives are in developing a new 2009-2012 three-year economic development strategic plan?
How satisfied are you with the progress EDGE has made in accomplishing its strategic objectives?

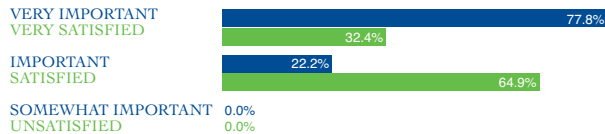
Branding and marketing the greater Falls City area to create increased awareness and position the greater Falls City area as a strategic business location.



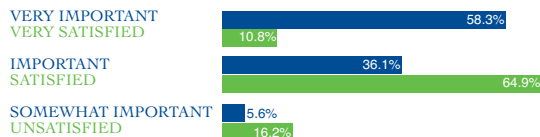
Encouraging and facilitating the retention and expansion of existing businesses and jobs.



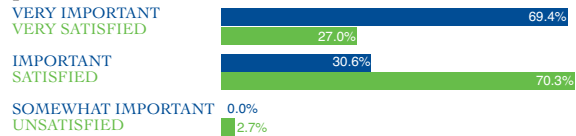
Attracting new business investments and quality employment opportunities.



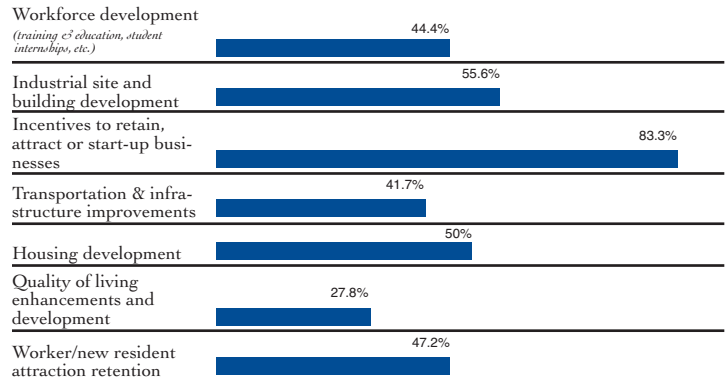
Stimulating entrepreneurial growth and development.



Strengthening the competitiveness of the greater Falls City area business location product.



From your perspective, what are the top "economic development" issues that need to be addressed in the next three years?



2006-09 Project Locations and Expansions:



Ames True Temper added production and more than doubled its workforce from 10 to 22.



MVS Enterprises, a group of local entrepreneurs, opened a Runza Restaurant.



Historic Stephenson Hotel sold to Florida real estate developer and entrepreneur. The downtown landmark building is being transformed into a modern 48-room hotel and conference/ convention center.



Iowa-based Vantec, Inc. located a \$4.4 million custom plastics molding operation in the industrial spec building, creating quality new jobs.

2009 EDGE Board of Directors

President

Kevin Malone
First National Bank & Trust

V.P. of Marketing & Sales

Steve Kottich
Miller Monroe Co.

V.P. of Product Development & Public Policy

Beth Sickel,
Southeast Nebraska Communications

V.P. of Investor & Community Relations

Bart Keller
Farm and City Supply

Secretary/Treasurer

Beckie Cromer

Ex-Officio Directors

Gary Jorn, City Clerk/Treasurer, City of Falls City
Becky Fischer, Manager, Falls City Chamber of Commerce

Staff

Beckie Cromer, Executive Director
Cassey Whalen, Administrative Assistant

Brad Campbell
Councilman, City of Falls City

Brian Daake
Dorr & Clark Funeral Home

Dr. Jon Habben
Superintendent, Falls City Public Schools

Chris Halbert
Halbert, Dunn & Halbert, L.L.C.

Edward & Sandra Hartman

Dan Hill
Jim Hill's Paint & Glass

Ryan Larsen
Community Medical Center

Marc Morehead
Richardson County Bank & Trust

Dana Rathje
Falls City Pharmacy

Charles Radatz
Tri-State Corridor Alliance

James Sefried
Richardson County Board of Commissioners

Jerry Oliver

The Honorable Rodney Vandeberg
Mayor of Falls City



In May of 2009, Falls City was awarded Nebraska Economic Development Certified Community designation, joining an elite group of only 23 Nebraska communities to earn the certification.



Product Development and Public Policy

Supported development, ongoing programming and promotion of Falls City Welder Training Program to address workforce training needs of local manufacturers.

Worked diligently to secure local delivery of NE Workforce Development employment services, resulting in Falls City being chosen as a pilot community for delivery of itinerate workforce services.

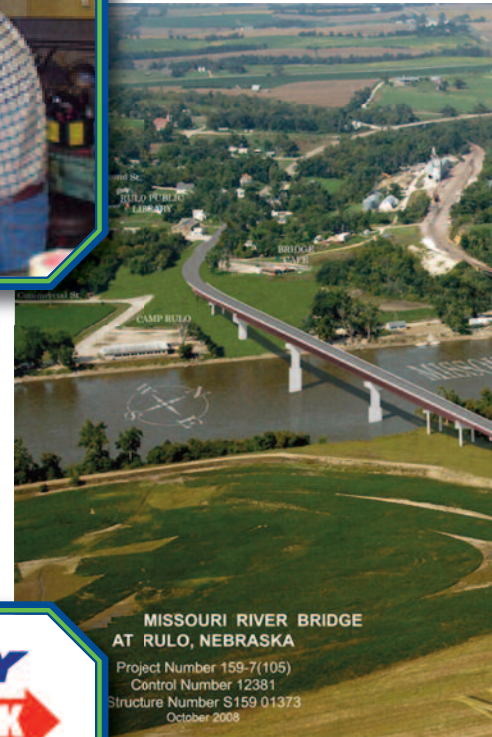
Successfully advocated for federal and state funding to build a new \$32 million Missouri River Bridge at Rulo. Also advocated for improvements to Highways 73 and 159 and the Falls City Airport Road.

Acquiring an additional 10.1 acres to expand the Falls City Industrial Park to accommodate future business growth and development.

Secured \$12,000 matching grant from Nebraska Investment Finance Authority to fund an enhanced local housing and redevelopment plan.

Advocated for local and regional programming and consultative assistance for entrepreneurs/small business owners, including the Rural Enterprise Assistance Project and the Southeast Nebraska Club for Investors, Inventors and Entrepreneurs.

Provided support for new developments that enhance the area as a quality place to live, work and play, including the new Community Medical Center.



*Coming Soon....
Industrial Park Sign*



Quote from EL
"In my opinion, Falls City is located close to a population of 2 million people our size that can boast about these amenities. Our location will become more attractive to people in the larger cities, but shipping costs by being centrally located."

Marketing and Sales

Products Unlimited Before....



Developed quality print and online materials to effectively brand and market Falls City business expansion opportunities. The EDGE website (www.fallscityedge.com) serves as the cornerstone of the strategy and has received over 327,000 hits, 80,000 page views and 24,000 unique visitors.

Commissioned the Richardson County Labor Basin Study by The Docking Institute of Public Affairs. The study serves a valuable tool in documenting the availability and quality of the workforce.

Conducted formal sales calls on all local manufacturers and other leading employers on at least an annual basis. Also visited the headquarters of WASP and Vantec.

Launched the first-ever Sell Falls City direct marketing campaign. The series of quarterly mailings will reach over 1,500 target businesses within a 100-mile radius of Richardson County in Missouri, Iowa and Kansas.

Products Unlimited After...



Developed solid business relationships with Falls City's marketing allies, including the NE Department of Economic Development, regional development groups and area utility service providers. Participated in state and regional marketing events, including the Governor's First Reverse Trade Mission, Pack Expo in Chicago, and LAD Summit.

Aggressively pursued business development leads, traveling to meet with prospects throughout the Midwest.



EDGE Investor...
ed in a unique geographical area.
people. There are not many cities
kinds of numbers. I feel our lo-
to businesses who want to mar-
at the same time hold down
located."

Investors who made success achievable

We would like to take this opportunity to thank all of the business leaders and individuals who invested financially in our last campaign. We thank you for your dedication to this community and the future of our economic success. We also hope to have the opportunity to work with you in the future on the Economic Development Road to Success.

Public Investors

City of Falls City
(Three-year commitment - \$120,000 in 2009;
\$122,500 in 2010 and \$125,000 in 2011)
Richardson County
(FY 2009 commitment - \$25,000)

Private Investors

Visionary Investors

(\$5,000 and greater)
Community Medical Center
Dorr & Clark Funeral Home
Farm & City Supply
First National Bank & Trust
Halbert, Dunn & Halbert, L.L.C.
Hartman, Edward & Sandra
Richardson County Bank & Trust
Southeast Nebraska Communications

Champion Investors

(\$2,500-\$4,999)
Armbruster Motor Co.
Falls City Journal
Martin, John & Kathy
Morehead, John & Amalia
Vandeberg, Rodney

Catalyst Investors

(\$1,000-\$2,499)
Animal Health Center
Bachman, Merle & Trula
Careage Estates
Falls City Pharmacy

Catalyst Investors continued

Falls City Lions Club
Falls City Mercantile Co.
Grand Weaver Hotel
Hullman's Ford
Jim Hills
Miller-Monroe Company, Inc.
Parkside Dental Clinic
Sun Mart Foods
Weaver & Merz

Advocate Investors

(\$500-\$999)
Aitken, Robert W. (CPA)
American National Bank
Brott Law Office
Falls City Care Center
Habben, Dr. Jon & Kathy
Harris, Ed & Deb
James, Dr. Charles R. (DDS)
Jones Heating & Air Conditioning
KLZA/Kanzaland Radio Group - Sunny 101.3
Mary's Appliance
McPeak, Dr. Eric
Neal Parsons Law Office
Poppe Realty & Management
Radatz, Charles & Karen
Solid Rock Anesthesia
Stripes & Signs
Tier One Bank
Time Warner Cable
Walnut Creek Cabinets

Supporter

(Individual & Non-Profit) Investors
(\$100-\$499)
Bartek, Dr. Tom & Kathy
Bletscher, Phil
Campbell, Don & Laverne
Castle, Mike & Jean
Chesnut, Bev
DeBusk, Larry & Carole
Eickhoff, Ryan & Halbert, Andy
Falls City BPO Elks
Falls City Rotary Club
Finck, Ray & Ruth
Froeschl, Mary
Gentry, Charlotte
Gerlt, Gail R. & Marlene
Gist, Martin & Mary Jane
Godemann, Ted & Mona
Jenkins, Bill & Becky
Johnson, Rick & Susan
Keller, Bart & Gayle
Kottich, Steve & Diana
Malone, Kevin & Janet
McKim, Jerry & Nancy
Morehead, Marc & Marcia
Oliver, Jerry & Sharryll
Parrish, John & Barb
St. Thomas Episcopal Church
Sailors, Chuck
Schock, Bill
Scheitel, Kevin & Gina
Sickel, David & Alyce

Supporter - continued

Sickel, Randy & Beth
Simpson, Kenny & Tami
Sikora, Fred & Pam
Stalder, R. Merle
Veigel, Merle & Sara
Vision Inn
Vrtiska, Kim & Kris
Weaver, Paul & Letha
Weinert, Paul
Wilhelm, Leon & Madaline
Wolfe, David & Martha

*"A positive trend of job
creation and growth in Nebraska is re-
flected in Falls City."*

*Richard Baier, Director, Nebraska Department
of Economic Development*

If you would like to sign up to receive
the quarterly EDGE newsletter,
please let us know.

E-mail cassey@fallscityedge.com or
call 402-245-2105. Thank you.