

## THE TEAM THAT MAKES IT HAPPEN

### Board of Directors

President: Kevin Malone, First National Bank & Trust  
 V.P. of Marketing & Sales: Steve Kottich, Miller Monroe Company, Inc.  
 V.P. of Product Development & Public Policy:  
 Beth Sickel, Southeast Nebraska Communications  
 V.P. of Investor & Community Relations: Bart Keller, Farm & City Supply  
 Dana Rathje, Falls City Pharmacy  
 Secretary/Treasurer: Beckie Cromer, EDGE Executive Director

### City of Falls City Directors

The Honorable Rodney Vandenberg:  
 Mayor of Falls City and District 1 Commissioner, Nebraska Highway Commission  
 Brad Campbell: Councilman, City of Falls City

### Richardson County Director

James Sefried: Board of Commissioners

### Visionary Investor Directors

Brian Daake: Dorr & Clark Funeral Home  
 Edward & Sandra Hartman  
 Chris Halbert: Halbert, Dunn & Halbert, L.L.C.  
 Bart Keller: Farm & City Supply  
 Ryan Larsen: Community Medical Center  
 Kevin Malone: First National Bank & Trust  
 Marc Morehead: Richardson County Bank & Trust  
 Beth Sickel: Southeast Nebraska Communications

### At-Large Directors

Dennis Hullman: Hullman's Ford  
 Steve Kottich: Miller Monroe Company, Inc.

### General Directors

Charles Radatz: Tri-State Corridor Alliance  
 Dr. Jon Habben: Superintendent, Falls City Public Schools  
 Jerry Oliver

### Ex-Officio Directors

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

### Investor & Community Relations Committee

Bart Keller • Debbie Witt • Becky Fischer  
 Marc Morehead • Mary Whitehouse • Sarah Morris

### Marketing & Sales Committee

Kevin Malone • Steve Kottich • Barb Vice  
 Brian Daake • Lori Gottula • Rodney Vandenberg

### Product Development and Public Policy Committee

Beth Sickel • Adam Morris • Charlie Radatz  
 Chris Halbert • Dana Rathje • Diana Orton • Jim Sefried • Jon Habben  
 Ryan Larsen • Jerry Oliver • David Sickel • Merle Veigel

## MEMBER INVESTORS

### 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  
 Vandenberg, Rodney

**Champion Investors**  
*(\$2,500-\$4,999)*  
 Armbruster Motor Company  
 Falls City Journal  
 Morehead, John & Amalia

**Catalyst Investors**  
*(\$1,000-\$2,499)*  
 Animal Health Center  
 Bachman, Merle & Trula  
 Careage Estates  
 Falls City Pharmacy  
 Falls City Lions Club  
 Falls City Mercantile  
 Grand Weaver Hotel  
 Hullman's Ford  
 Jim Hill's  
 Martin, John & Kathy  
 Miller-Monroe Company, Inc.  
 Parkside Dental Clinic  
 Schuetz, Charlene  
 Sun Mart Foods  
 Weaver & Merz

**Advocate Investors**  
*(\$500-\$999)*  
 A & G Restaurant  
 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  
 Mary's Appliance  
 McPeak, Dr. Eric  
 Neal Parsons Law Office  
 Poppe Realty & Management  
 Radatz, Charles & Karen  
 Stripes & Signs  
 Tier One Bank  
 Time Warner Cable  
 True Value  
 Vision Inn  
 Walnut Creek Cabinets

**Supporter**  
*(Individual & Non-Profit)*  
*(\$100 - \$499)*  
 Bartek, Dr. Tom & Kathy  
 Bauman, Matt & Julie  
 Bletscher, Phil  
 Campbell, Don & Laverne  
 Castle, Mike & Jean  
 Chesnut, Bev  
 Chittick, Jack  
 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  
 Goff, Lonnie & Kim  
 Hollens, Steve & Carol  
 Jenkins, Bill & Becky  
 Johnson, Rick & Susan  
 Keller, Bart & Gayle  
 Kottich, Steve & Diana  
 Malone, Kevin & Janet  
 Marsh, Gale & Mildred  
 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  
 Sickel, Randy & Beth  
 Simpson, Kenny & Tami  
 Sikora, Fred & Pam  
 Stalder, R. Merle  
 Veigel, Merle & Sara  
 Weaver, Paul & Leatha  
 Weinert, Paul & Mary Jane  
 Whalen, Michael & Clarissa  
 Wilhelm, Leon & Madaline  
 Wolfe, David & Martha

### Falls City EDGE

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# FALLS CITY NEBRASKA

Strategically Positioned. Building for the Future.



## 2009 EDGE ANNUAL REPORT



Falls City Economic Development & Growth Enterprise  
 (EDGE)

January 2010

## MARKETING & SALES

### Proactive Marketing

- Vantec & WASP Headquarter visits; April 2009
- Project Deck Visit; May 2009
- AirLanco Headquarter visit; August 2009
- Ames Headquarter visit; October 2009
- LADP Call Trip Dallas, Texas; October 2009
- Herzog Headquarter visit; December 2009
- 7,283 miles traveled in 2009
- Over 350 marketing calls made in 2009

### Networking Events

- Lincoln Area Development Partnership (LADP) Roundtable; June 2009
- Brent Christensen Luncheon; June 2009 (Gainesville Area Chamber of Commerce);
- Lincoln Partnership for Economic Development Luncheon; July 2009
- DED Site Visit; July 2009
- LADP Targeted Industry Roundtable Beatrice & Nebraska City; July 2009
- Senator Johanns visit; August 2009
- DED FAM Tour; November 2009

### Professional Development

- Heartland Economic Development Course; April 2009
- NEDA Conference; October 2009

### Regional Collaboration

- Lincoln Area Development Partnership (LADP)
- Partners for Progress (P4P)
- Rural Enterprise Assistance Project (REAP)
- Nebraska Business Development Center
- New Ventures Program with Invest Nebraska
- UNL Extension Office - Mindy Young
- Nebraska Department of Economic Development (NDED)

### Alumni Mailings

- Over 4,000 letters mailed to Falls City High School Alumni
- Over 1,000 letters mailed to Sacred Heart Alumni
- 128 letters mailed to Richardson County 2009 High School Graduates
- Approximately 200 requests, to be added to the EDGE mailing list

### Marketing Success

- 5 Prospect visits
- Herzog Investment - 3 additional miles of track
- Vantec added a new machine to the Falls City Plant
- JWPW developing a new wind farm in Richardson County (located south of Humboldt)

During 2009, the Falls City Economic Development and Growth Enterprise undertook an aggressive networking effort that included the following:

*"I can see how Falls City, through EDGE and other initiatives, has positioned itself to be Community of the Year. I think you are on the right track with actively promoting Falls City and all it has to offer."*

- Dane Anderson,  
COO, WASP Inc.

## THE PRODUCT DEVELOPMENT TEAM INTRODUCES THE NEW IMPROVED FALLS CITY INDUSTRIAL PARK!

### Products Unlimited Building

HUD-EDI funding was used to renovate the 17,700 building this spring. The mid-year event in June was kicked off at the remodeled 17,700 building in order to give everyone a chance to see all the work that had been done.



### Industrial Park Signage

In September, the new Industrial Park sign was placed at the corner of Highway 159 and Business Parkway.



### Land Acquisition

EDGE acquired 10.1 acres of Industrial Park land in October. This land is located adjacent to the Vantec building and is a great addition to the park! The Comprehensive Expansion team is working with the City of Falls City to locate the best engineer to extend utilities to the site. EDGE is also working with an engineering firm to decide the best way to develop this acreage from the infrastructure to a spec building.



### Housing Developments

The Falls City Housing Board and EDGE have been working closely to identify housing needs. EDGE Director, Beckie Cromer, Board Chairman, Adam Morris and City Clerk, Gary Jorn were able to secure a \$100,000 grant through the Neighborhood Stabilization Program and they also received \$20,000 in site clearance funding. Nebraska Investment Finance Authority (NIFA) awarded EDGE a \$12,000 housing study grant. These funds are being used for studies to stimulate ideas for comprehensive development plans encompassing housing, community and economic development opportunities in Falls City. As a result of this study, Falls City has the ability to utilize Tax Increment Financing as a financial tool to spur development.

### Grant Funds Awarded

In 2009, HUD-EDI grant funds were awarded to two projects. The first project will be an investment of \$200,000 for the first floor renovation of the Grand Weaver Hotel. This project will help spur downtown development by providing space for two start-up businesses. The \$200,000 loan will be repaid over 10 years and funds will be placed into a re-use pool that can be used for future Main Street projects which will help boost economic activity in our downtown district.

The second project concept, which will receive a \$150,000 grant, is to re-configure the entrance of the old Family Medicine clinic which entails some demolition of the old hospital, building a new entrance and completion of a new brick facade on the west wall of the medical clinic building. Should there be enough funds, the project could also include some interior remodeling of the space. Once complete, this project will result in the addition of a marketable building for Falls City EDGE. Potential uses include back office operations or a call center.

## 2009 BROUGHT GOOD NEWS FOR FALLS CITY

*The Investor and Community Relations team would like to welcome our new investors for 2010:*

Charlene Schuetz • A & G Restaurant • True Value • Matt & Julie Bauman  
Jack Chittick • Lonnie & Kim Goff • Steve & Carol Hollens  
Gale & Mildred Marsh • Michael & Clarissa Whalen

### 2009 Lunch & Learns & Media Spotlights:

New Community Medical Center • Technology in Education • Stripes & Signs  
Mid-Year Event • Falls City Mercantile • Agricultural Spotlight  
Open House featuring US Senator Mike Johanns • Community of the Year Reception

*Our next Lunch & Learn featuring the Richardson County Wind Farm will be January 29, 2010*

### Falls City Earns Economic Development Certified Community Designation

*In making the announcement, state officials highlighted EDGE's development program including:*

- Local business recognition program that acknowledges various business, public, educational and industrial communities.
- Priority action plan focused on analysis and identification of new industrial sites, development of shovel-ready industrial sites and a spec building.
- Website deemed "one of the best community ED websites" by outside review teams impressed with its design and content.

"Falls City's progressive and future forward attitude toward economic development makes it a natural for other mid- and small-sized cities in Nebraska to emulate," said Mary Gerdes, Nebraska Diplomats President. "Falls City has made great strides in seizing and growing new, exciting economic and community development opportunities."

### 2009 Nebraska Community of the Year

The City of Falls City received special recognition during the annual Nebraska Diplomats banquet, September 11, 2009 at The Cornhusker Marriott Hotel in Lincoln. Governor Dave Heineman presented the prestigious 2009 Community of the Year Award to Mayor Rodney Vandenberg and a 21-member Falls City delegation attending the awards ceremony. The evening was highlighted with a professional video featuring Falls City's recent accomplishments. The video, which highlighted Falls City's location assets, was shown to a worldwide audience.

### Heritage Nebraska Announces Falls City: New Main Street Community

The Falls City Area Chamber of Commerce was pleased to announce the Heritage Nebraska Board of Directors formally accepted Falls City as the newest Nebraska Main Street Community at their meeting on September 16, 2009, in Omaha.

The program's purpose is to assist and support Nebraska communities in revitalizing their traditional commercial business district through education and technical assistance. Falls City EDGE looks forward to partnering with Main Street as we grow the new and progressive Falls City.

*"Little did I know that when I fell in love with my husband, I would also fall for the people of Falls City. I've lived in several major cities in the U.S., but none share the community of a city like Falls City. It's comforting to know that we are raising our children in a city of forward thinkers where every one together, sets goals and makes them happen to better the community."*

Jackie Knobbe, Senior Vice President  
Head of Comedy Touring  
APA

