

## EDGE Newsletter

2022 | Quarter 3

July, August & September

Lucas Froeschl,  
Executive Director

## Board of Directors

### Executive Board

Rod Rowland, President

Ray Joy, Vice-President

Bart Keller

Steve Kottich

Kevin Malone

Dana Rathje

### Directors

Mayor Shawna Bindle

Brian Daake

Mitch Merz

Adam Morris

Chris Halbert

Edward & Sandra Hartman

Tim Heckenlively

Ryan Larsen

Debra Lewis

Marc Morehead

Joe Rector

Steve Severin

David Sickel

*Ex-Officio Director*

Anthony Nussbaum

# 33<sup>rd</sup> Street Paves Way for Commercial Development

## Provides Connector Road to Hospital

After 2-1/2 years of planning, construction of 33<sup>rd</sup> Street began at the end of August by Rulo Transportation, LLC. The new street will connect Community Medical Center to Hwy 73 and provide an entrance to the new commercial development east of the highway.

[Link: City of Falls City 33rd Street Facebook Pictures](#)

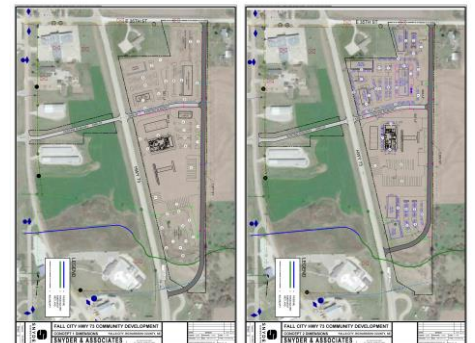


*33<sup>rd</sup> Street looking West from Hwy 73 towards Community Medical Center*

# North Commercial Corridor

## Master Plan Provides Marketing & Sales Tool

EDGE has established relationships with corporate partners interested in development at the site. Investment opportunities for retail, medical, convenience, service, real estate, franchising, and hospitality are available to silent and general partners. Those interested or even curious about starting a business, purchasing land, recruiting a franchise, leasing or building a space are encouraged to [email EDGE](#). The master plan will detail utility, street, lighting, landscape, and other costs for interested parties. Local investors are encouraged to consider a discussion with EDGE.



*Proposed Layouts for 33rd St. & Hwy 73*

## Committees

### Investor & Community Relations

Denise Daake

Bart Keller

Marc Morehead

Sarah Morris

Carla Rhodd

Joleen Stoller

### Marketing & Sales

Brian Daake

Jerry Duerfeldt

Don Ferguson

Steve Kottich

Kevin Malone

Mitch Merz

Steve Severin

### Product Development & Public Policy

John Caverzagie

Chris Halbert

Tim Heckenlively

Ray Joy

Ryan Larsen

Charles Radatz

Dana Rathje

Beth Sickel

Merle Veigel

## Contact Us

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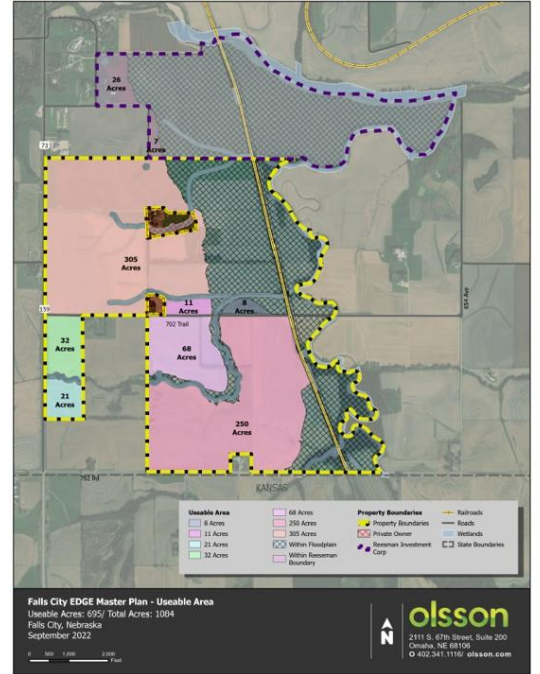
www.FallsCityEDGE.com

# Rail Super Site Plans Refined

## Falls City Prepares Case for State's LB977 Funding

EDGE, OPPD, and Olsson continue to refine plans for a speculative rail park development south of Falls City. The \$15,000,000 in funding passed this last legislative session is designed for a city of the second class, that partners with public power, access to more redundant and resilient power.

*Development on Union Pacific Rail Line South of Falls City*  
[Read the Bill Here](#)



# Director Attends Leadership Nebraska Conference

Program Sponsored by Nebraska Chamber Foundation

EDGE Director, Lucas Froeschl, was accepted to the Nebraska Chamber's 14<sup>th</sup> Leadership Nebraska class, a 9-month program founded in 2006 to identify current and emerging leaders throughout the state, enhance their leadership skills and deepen their knowledge of the challenges and opportunities facing Nebraska.

[Leadership Nebraska Class XIV Press Release](#)



Leadership Nebraska's 14<sup>th</sup> Class tours Bailey Yard in North Platte.