

EDGE Newsletter

2023 | Quarter 1

January, February & March

Lucas Froeschl,
Executive Director

Board of Directors

Executive Board

Kevin Malone, *President*

Ray Joy, *VP*

Bart Keller, *VP*

Steve Kottich, *VP*

Rod Rowland, *VP*

Directors

Brian Daake

Chris Halbert

Ed Hartman

Mark Harkendorff, *Mayor*

Tim Heckenlively

Ryan Larsen

Derrick Leyden

Debra Lewis

Mitch Merz

Marc Morehead

Adam Morris

Joe Rector

Steve Severin

David Sickel

Ex-Officios

Amber Holle

Anthony Nussbaum

Rail Site Ideal for Solar

Flood Plain May Provide Recruiting Advantage

Economic development efforts are ramping up across the nation to capture emerging markets for net-zero carbon emission objectives. Although Falls City will likely target agriculture, shipping logistics, or manufacturing over battery storage, EV vehicles, and semiconductors, nearly all mega and super site developers are tasked with offering onsite renewable energy sources. Once viewed as a detriment to development, the flood plain at Falls City's speculative rail park provides



site selectors the recognizable visual for renewable energy buildouts and the electrical load capacity necessary to meet carbon emission expectations for their massive operations. Prospects are also motivated to leverage federal funding for renewable energy and available space for ground solar buildouts are increasingly harder to make available in metro areas.

Product Development & Public Policy Committee, along with City Officials, play key role in identifying current utility capacities for rail park buildout.

President and Directors Elected

Two New Members Appointed to Committees

At EDGE's Annual Board Meeting in January, Kevin Malone was elected President and Deb Lewis re-elected as Director. At the Annual Banquet, Adam Morris and Mitch Merz were elected as Directors. The following week, Kelly Bletscher was appointed to the Marketing & Sales Committee and Samantha Scheitel to the Product Development & Public Policy Committee.



[Article Link](#) 

Committees

Investor & Community Relations

Marc Morehead, *Chair*

Denise Daake

Bart Keller

Sarah Morris

Joleen Stoller

Marketing & Sales

Mitch Merz, *Chair*

Kelly Bletscher

Brian Daake

Jerry Duerfeldt

Don Ferguson

Steve Kottich

Kevin Malone

Steve Severin

Product Development & Public Policy

Ray Joy, *Chair*

John Caverzagie

Chris Halbert

Tim Heckenlively

Ryan Larsen

Samantha Scheitel

Beth Sickel

Merle Veigel

Contact Us

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EDGE Partnering with CRA to Advertise Highway Development

Efforts Coordinated with Local Agents

The Marketing & Sales Committee and Community Redevelopment Authority (CRA), owner of nearly 12 acres south of newly-constructed 33rd Street, are in discussions about how to best-advertise the site to attract developers that will maximize buildout potential. Local and regional prospects have shown interest in the development and conversations about representation have evolved with regional agents willing to coordinate efforts with local EDGE-member agents.

Wilderness Falls 3 Plans Being Finalized

Excel Development is working to finalize layout plans for the construction of 8 senior-living duplexes at Champions Crossing. Excel was shorted over \$1m in funding, but adjustments to the original plans are close to approval.

Investment Invitations Mailed to Locals

In an effort often categorized as recruitment, the Investor & Community Relations Committee assisted in mailing 50+ invitations to area businesses and couples to join EDGE as a member-investor.

Retail as Catalyst for Economic Development

We recently completed the *Retail as a Catalyst for Economic Development* class through the National League of Cities and Retail Strategies which educates communities on how to recruit for commercial development.

Annual Banquet Awards ([Article Link](#))

Wall of Fame: Ken Kunce 

Wall of Fame: Charlie Radatz 

Investor of the Year: Pump & Pantry 