

EDGE's mission is to encourage economic development and growth and improve the business conditions of the greater Falls City area.

### Strategic Business Objectives

- 1 Aggressively brand, market and sell Falls City area business location opportunities to retain/expand existing business investments, generate new business investments and stimulate entrepreneurial development.
- 2 Enhance the competitiveness of the business location product to compete more frequently and effectively for business investments and decrease the number of missed business opportunities.
- 3 Maintain private and public investments and continue to gain internal investor and community stakeholder support by demonstrating accountability and return on investment, garnering sufficient resources to effectively implement the economic development strategic plan/growth strategy.

### EDGE Performance Pyramid



Results are reported over a multi-year timeframe since individual retention, expansion and recruitment decisions often take more than one year.

The EDGE *Performance Pyramid* illustrates the connection between key components of the economic development process:

- Internal and external factors influencing success, including product strengths/weaknesses, resources and the economy.
- Strategic actions that fill the Marketing-Sales Pipeline with leads/referrals, qualified prospects, projects and site visits.
- The goal — creation of quality jobs and positive economic impact.

### 2010 Board of Directors

#### PRESIDENT

**Beth Sickel**, Southeast NE Communications

#### VP, MARKETING & SALES

**Steve Kottich**, Miller Monroe Co.

#### VP, PRODUCT DEVELOPMENT & PUBLIC POLICY

**Dana Rathje**, Falls City Pharmacy

#### VP, INVESTOR & COMMUNITY RELATIONS

**Bart Keller**, Farm and City Supply

#### SECRETARY/TREASURER

**Beckie Cromer**, EDGE Executive Director

#### DIRECTORS

**Brad Campbell**, Councilman, City of Falls City

**Brian Daake**, Dorr and Clark Funeral Home

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

**Edward & Sandra Hartman**

**Tim Heckenlively**, Falls City Public Schools

**Dennis Hullman**, Hullman's Ford

**Ryan Larsen**, Community Medical Center, Inc.

**Kevin Malone**, First National Bank & Trust

**Marc Morehead**, Richardson Co. Bank & Trust

**Jerry Oliver**

**Charles Radatz**, Tri-State Corridor Alliance

**James Sefried**, Richardson Co. Commissioner

**Rodney Vandenberg**, Mayor, City of Falls City

#### EX-OFFICIO DIRECTORS

**Gary Jom**, City Administrator, City of Falls City

**Cassey Whalen**, Manager, Falls City Chamber



### 2010 Member Investors

#### PUBLIC INVESTORS

**City of Falls City**  
(\$122,500)

**Richardson County**  
(\$25,000)

#### PRIVATE INVESTORS

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

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

**Catalyst Investors (\$1,000 – \$2,499)**  
Animal Health Center  
Falls City Pharmacy  
Falls City Mercantile Co.  
Grand Weaver Hotel  
Harris, Ed & Deb  
Jim Hill's  
Hullman's Ford  
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  
Careage Estates  
Falls City Area Chamber  
Falls City Care Center  
Falls City Family Practice, P.C.  
Great Western Bank  
Habben, Dr. Jon & Kathy  
James, Dr. Charles R. (DDS)  
Jones Heating & Air Conditioning  
KLZA/Kanzaland Radio Group  
Mary's Appliance  
McPeak, Dr. Eric  
Nachtigal, David & Laurie  
Neal Parsons Law Office  
Poppe Realty & Management  
Radatz, Charles & Karen  
Stripes & Signs  
Time Warner Cable  
True Value  
Veigel, Merle & Sara  
Vision Inn Motel

#### Supporter Investors (Individuals & Nonprofits — \$100 – \$499)

Bartek, Dr. Tom & Kathy  
Bauman, Julie & Matt  
Bletscher, Phil  
Catlin, Brad & Sandy  
Campbell, Don & Laverne  
Castle, Mike & Jean  
Chesnut, Bev  
Chittick, Jack  
Deckinger, Fred & Gracie  
Eickhoff, Ryan & Halbert, Andy  
Falls City BPO Elks  
Falls City Rotary Club  
Finck, Ray & Ruth  
Froeschl, Mary

Froeschl, Marty & Gail  
Gerlt, Gail and Marlene  
Gist, Martin & Mary Jane  
Godemann, Ted & Mona  
Goff, Lonnie & Kim  
Heckenlively, Tim and Tracie  
Hollens, Steve & Carol  
Jenkins, Bill & Becky  
Johnson, Rick & Susan  
Keller, Bart & Gayle  
Kottich, Steve & Diana  
Malone, Kevin & Janet  
Marsh, Gale & Mildred  
Morehead, Marc & Marcia  
Moses, Richard & Nancy  
Niedfeldt, William (Bill)  
Oliver, Jerry & Sharryll  
Parrish, John & Barb  
Prosser, Michael  
Roh, Monsignor Robert  
St. Thomas Episcopal Church  
Scheitel, Kevin & Gina  
Sickel, David & Alyce  
Sickel, Randy & Beth  
Simpson, Kenny & Tami  
Sipple, William & Susan  
Stalder, R. Merle  
Steinman, John & Pat  
Weaver, Paul & Letha  
Weinert, Paul & Mary Jane  
Whalen, Michael & Clarissa  
Wilhelm, Leon & Madaline  
Wittwer, Dan & Janet  
Wolfe, David & Martha  
Zoeller, Kenneth & Joan

## Falls City Economic Development & Growth Enterprise, Inc. (EDGE)

# 2010 Annual Report

*Making a Difference in Falls City and Richardson County*

**Falls City Economic Development & Growth Enterprise, Inc. (EDGE)**

1705 Stone Street, PO Box 574, Falls City, NE 68355

Phone: 402.245.2105 ■ Email: director@fallscityedge.com ■ Web: www.fallscityedge.com

Beckie Cromer, Executive Director ■ Carla Rhodd, Administrative Assistant

JANUARY 2011





# EDGE

## THE DIFFERENCE MAKER.

### A MESSAGE FROM THE EDGE PRESIDENT

Falls City EDGE is a true public-private partnership. By acting as a positive connection between the City and County governments, private businesses and community stakeholders, EDGE plays a unique role in providing and leveraging the necessary knowledge, experience and funds required to drive a more aggressive economic development strategy in the Falls City/Richardson County area. This partnership is making a real difference in the lives of Falls City residents.

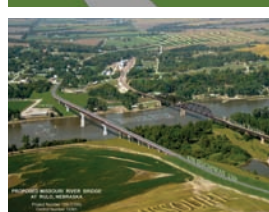
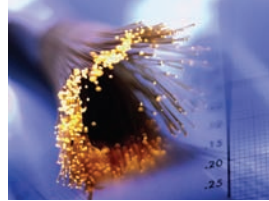
We are witnessing an economy starting to rebound. EDGE is working closely with its existing businesses to encourage growth and expansion while aggressively pursuing new job and development opportunities with success in mind. We also realize we must continue to enhance our strengths and address weaknesses to remain competitive in a highly competitive economic development marketplace.

We have come a long way on the economic development road to success in a relatively short period of time, thanks in large part to the support and direction from our Board members and most importantly our investing partners.

I would also like to take this opportunity to thank our Executive Director Beckie Cromer for her hard work and dedication. She is a tremendous asset to the organization.

I am encouraged by the opportunities unfolding for the Falls City area and look forward to continued success.

BETH SICKEL, PRESIDENT



## Top 10 Milestones of 2010

- 1 Southeast Nebraska Communications' (SNC) Fiber-to-the-Home Network project is nearing completion in Falls City and design work is commencing in rural areas of the County. The state-of-the-art network will connect virtually all households and businesses to fiber optic cable. The project received a total of \$23.3 million dollars in funding from USDA Rural Development. Throughout the year, EDGE promoted the benefits this next generation bandwidth creates for doing business, working or living here on its website, in its quarterly newsletter and in a direct mailing to over 3,000 alumni of Falls City and Sacred Heart schools.
- 2 Construction of the \$145 million dollar Flat Water Wind Farm was completed and is now supplying power. Eight to ten high-tech jobs have been created. During the construction phase, the project employed over 140 temporary workers and injected an estimated \$100,000 per day in the local economy and tax base.
- 3 All existing manufacturers experienced job growth. According to the NE Dept. of Labor (Quarterly Census of Employment and Wages), Richardson County's manufacturing employment increased 32 percent from 2009 to the third quarter of 2010.
- 4 Vision Inn development—the City's first Tax Increment Financing (TIF) project—was completed. Attracted a new Mexican restaurant to the downtown district and a new medical facility that is creating three new jobs.
- 5 Worked with the City to complete the Falls City Housing Study. Recruited Excel Development that plans to invest more than \$3 million dollars in building 16 affordable duplexes and 6 market-rate duplexes.
- 6 Continued efforts to increase inventory of marketable sites and buildings. Completed design work on 10.1 acre site in the Falls City Industrial Park, including design of 40,000 to 80,000 sq. ft. expandable building. Remodeled former medical clinic utilizing HUD-EDI funds, adding 6,700 sq. ft. of office space to inventory. Garnered support for an additional 80- to 200-acre site with rail access and was a finalist for a state grant that would have provided assistance to develop a dual rail-served site.
- 7 Work began on the new \$32 million dollar Highway 159 bridge over the Missouri River at Rulo. During the construction phase the area will reap many economic development benefits, utilizing local workers as well as hotels, restaurants and entire retail district. Scheduled for completion in 2012, the new transportation corridor will attract industry and jobs and also boost tourism by providing easier access to interstates and other major highways.
- 8 Continued to aggressively market and sell Falls City location opportunities. Attended Windpower 2010 and Solar Power 2010 international trade shows, promoting location opportunities in Nebraska and the Falls City area. Revamped and upgraded the EDGE website and was awarded a 2010 Website for Growth Award by the Nebraska Department of Economic Development.
- 9 Continued to support the work of the Falls City Chamber/Main Street in the redevelopment of the downtown district by investing \$10,000 in the Main Street Program and co-locating with the Chamber to enhance synergies.
- 10 Maintained support and investment levels as a result of diligently working to inform, engage and demonstrate accountability to investors and community stakeholders.

## Top News Stories of 2010



### RIDE THE WIND

*"Years of planning are finally coming to fruition at the Flat Water Wind Farm west of Falls City. With 40 turbines, the Flat Water Wind Farm will be one of the largest in the state of Nebraska. . . . Mr. Mooney (Flat Water Wind LLC) was very thankful for the warm reception he and his co-workers have received in Richardson County and Falls City in particular. 'Falls City has been very welcoming. One of the best projects I've been a part of,' he commented."*

*Falls City Journal, September 30, 2010*

### GROUND BREAKS ON NEW BRIDGE

*"Several themes threaded the Sunday afternoon (September 19) groundbreaking ceremony marking the beginning of construction of the new Highway 159 Bridge over the Missouri River at Rulo. Economic development. Safety. The regional aspect. Daring to be the squeaky wheel. The groundswell of letters from citizens throughout this area. Add all the positives and the words of developer Mitch Glaeser ring true: 'A defining moment in our history.'"*

*Falls City Journal, September 23, 2010*



### FALLS CITY HOPES TO HIT HOME RUN WITH FIBER OPTIC NETWORK

*"Falls City is not building a baseball park on the edge of a cornfield to attract people to the southeast corner of Nebraska. . . . It's working on something more futuristic: a fiber optic network that will connect to 2,366 homes and businesses — basically the entire town. When completed, the system will put Falls City light years ahead of most cities and towns in Nebraska. The community of 4,671 will not only have faster Internet service, it will be able to handle digital data—such as huge streaming video and Netflix movie files—as easily as Shoeless Joe Jackson snagged a fly ball."*

*Lincoln Journal Star, March 13, 2010*



Stay up-to-date on all the economic development news in the Falls City/Richardson County area. Sign-up to receive the EDGE quarterly e-newsletter at [www.fallscityedge.com/eNews.aspx](http://www.fallscityedge.com/eNews.aspx).