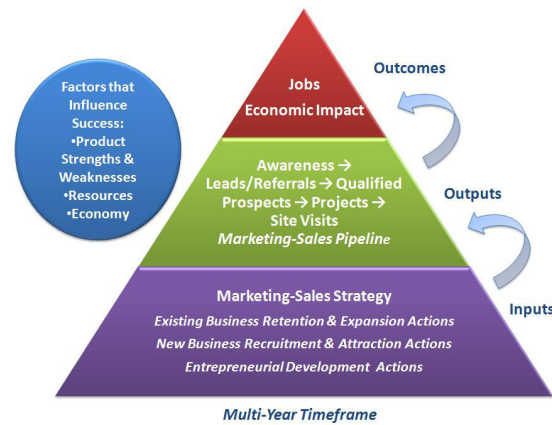


EDGE's mission is to encourage economic development and growth and improve the business conditions of the greater Falls City area.

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.

2011 Board of Directors

PRESIDENT

Bart Keller, Farm and City Supply

VP, MARKETING & SALES

Steve Kottich, Miller Monroe Co.

VP, PRODUCT DEVELOPMENT & PUBLIC POLICY

Dana Rathje, Falls City Pharmacy

VP, INVESTOR & COMMUNITY RELATIONS

Kevin Malone, First National Bank & Trust

PAST PRESIDENT

Beth Sickel

SECRETARY/TREASURER

Beckie Cromer, EDGE Executive Director

DIRECTORS

Brian Daake, Dorr & Clark Funeral Home

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

Edward & Sandra Hartman

Tim Heckenlively, Falls City Public Schools

Tim Hersh, Mayor, City of Falls City

Dennis Hullman, Hullman's Ford

Ray Joy, Southeast Nebraska Communications

Ryan Larsen, Community Medical Center

Marc Morehead, Richardson County Bank & Trust

Jerry Oliver, Councilman, City of Falls City

Charles Radatz, Tri-State Corridor Alliance

Kirby Robidoux, Councilman, City of Falls City

David Sickel, Richardson County Commissioners

Rodney Vandeberg, Vandeberg Family Foundation

EX-OFFICIO DIRECTORS

Gary Jom, City Administrator, City of Falls City

Rick Martin, Manager, Falls City Area Chamber

2011 Member Investors

PUBLIC INVESTORS

City of Falls City
(\$125,000)

Richardson County
(\$20,000)

PRIVATE INVESTORS

Visionary Investors
(\$5,000 and greater)

Community Medical Center
Dorr & Clark Funeral Home
Farm & City Supply
(Ace Hardware)
First National Bank & Trust
Halbert, Dunn & Halbert, L.L.C.
Hartman, Edward & Sandra
Richardson County Bank & Trust
Southeast Nebraska
Communications
Vandeberg Family Foundation/
Vandeberg, Rodney

Champion Investors

(\$2,500 - \$4,999)
Armbruster Motor Co.
Morehead, John & Amalia

Catalyst Investors

(\$1,000 - \$2,499)
Animal Health Center
Falls City Journal
Falls City Mercantile Co.
Falls City Pharmacy
Harris, Ed & Deb
Hullman's Ford
Jim Hill's
Martin, John & Kathy
Miller-Monroe Company
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
Check-In Motel
Falls City Area Chamber
Falls City Care Center
Falls City Family Practice
Grand Weaver Hotel
Habben, Dr. Jon & Kathy
James, Dr. Charles R. (DDS)
Jones Air Conditioning, Inc.
KLZA/Kanzaland Radio Group
Mary's Appliance
Neal Parsons Law Office
Physical & Respiratory
Therapy Services, LLC
Poppe Realty & Mgmt.
Radatz, Charles & Karen
Salem Grain Co., Inc.
Southeast Ready Mix/
Concrete Industries
Stripes & Signs
Time Warner Cable
True Value
Veigel, Merle & Sara
Vision Inn

Supporter Investors

(Individuals & Nonprofits — \$100-\$499)
Bauman, Julie & Matt
Bletscher, Phil
Boose, William R. III
Burenheide, Bernard & Trudy
Campbell, Don & Laverne
Castle, Mike & Jean
Catlin, Brad & Sandy
Chesnut, Bev
Deckinger, Fred & Gracie
Eickhoff, Ryan & Halbert, Andy

Falls City BPO Elks
Falls City Rotary Club
Finck, Ray & Ruth
Froeschl, Marty & Gail
Froeschl, Mary
Gerlt, Gail & Marlene
Gist, Martin & Mary Jane
Godemann, Ted & Mona
Goff, Lonnie & Kim
Heckenlively, Tim and Tracie
Hollens, Steve & Carol
Howard, Ben & Krystal
Jenkins, Bill & Becky
Johnson, Rick & Susan
Keller, Bart & Gayle
Kottich, Steve & Diana
Malone, Kevin & Janet
Marsh, Gale & Mildred
McPeak, Dr. Eric
Morehead, Marc & Marcia
Moses, Richard & Nancy
Niedfeldt, William (Bill)
Oliver, Jerry & Sharryll
Parrish, John & Barb
Prosser, Michael
Roh, Monsignor Robert
Romine, Alan & Freeda
St. Thomas Episcopal Church
Scheitel, Kevin & Gina
Sefried, Jim & Diane
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
Wolfe, David & Martha
Zoeller, Kenneth & Joan

FALLS CITY
NEBRASKA
Strategically Positioned. Building for the Future.



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

2011
Annual Report

Building on Progress
Falls City and Richardson County

JANUARY 2012

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



EDGE

CATALYST FOR PROGRESS

A MESSAGE FROM THE EDGE PRESIDENT

It is with great pleasure that we present the 2011 Annual Report of Falls City Economic Development and Growth Enterprise (EDGE). As you will see, it has been an exciting and productive year for us.

Since its inception in 2007, EDGE has been a catalyst for progress. From that day forward, we have acted proactively and decisively to put an aggressive economic development growth strategy into action. We have worked diligently to attract new business investments to the area, encourage existing business retention and growth, and stimulate entrepreneurial development—while still investing in the future.

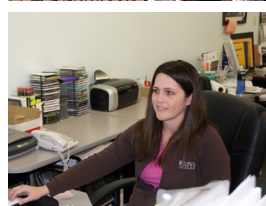
The energy, enthusiasm, and “can-do” spirit of our public-private economic development team has enabled Falls City/Richardson County to make significant economic development progress over the past five years, as evidenced by the Flat Water Wind Farm, Excel Development’s Wilderness Falls senior housing project, Highway 159 Missouri River Bridge at Rulo, Falls City Industrial Park expansion, and Southeast Nebraska Communications’ Fiber-to-the-Home Network. In 2011 we have continued to build on our progress and successes, reaching new milestones that make our area a better place to do business, work, and live.

I would like to thank our Executive Director, Beckie Cromer, and Administrative Assistant, Carla Rhodd, for their hard work and commitment to advancing EDGE’s goals and objectives, and our dedicated Board of Directors for their guidance and participation in all of our efforts. I would also like to thank our public partners—the City of Falls City and Richardson County, private and individual investors, as well as the community at large for your past and continuing support.

EDGE needs you, our partners, to continue to work together with us to create economic prosperity, a healthy tax base, and jobs in Falls City/Richardson County. Let’s continue to be a catalyst for progress.

BART KELLER, EDGE PRESIDENT

cat·a·lyst (kat’l ist) n. (1) Something that initiates or causes an important event to happen. (2) A person or thing that precipitates an event or change. (3) See also energy, momentum, trailblazer



Top 10 Milestones of 2011

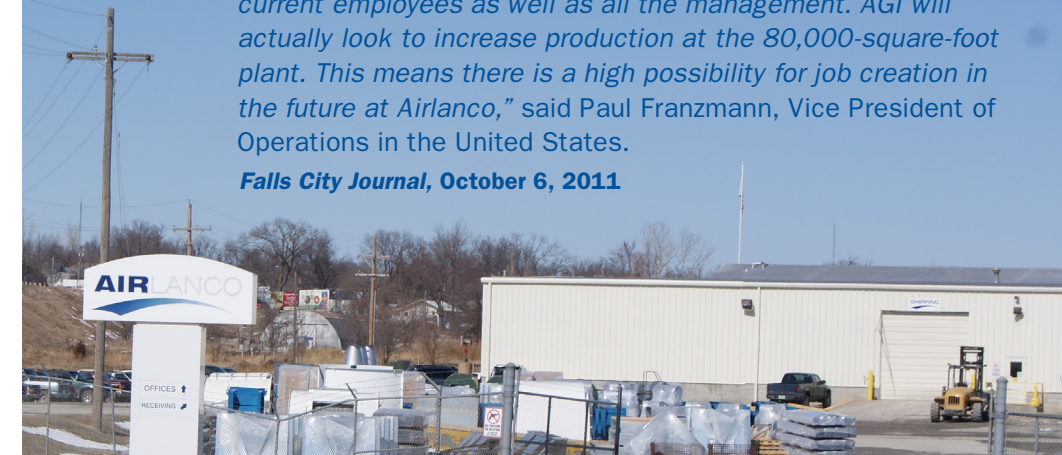
- 1 Welcomed Ag Growth International (AGI) to the Falls City business community. AGI acquired Airlanco in October and has since announced it will expand operations in Falls City with the purchase of the 17,770-square-foot building located in the Falls City Industrial Park. The expansion will create 15 new jobs that will generate over \$1 million dollars in new wages while adding approximately \$1 million dollars in new capital investment.
- 2 Celebrated Herzog’s multi-million dollar track expansion at its Falls City railcar repair facility.
- 3 Increased housing inventory in accordance with the 2010 Falls City Housing Study. A master plan for a 27-acre residential development site was completed, paving the way for future subdivision development. Excel Development began construction on the Wilderness Falls senior housing project in the development area, generating over \$400,000 dollars in bids awarded to local contractors.
- 4 Retained all existing manufacturers and encouraged job growth and expansion. The Falls City manufacturing sector increased employment by adding 70 new employees.
- 5 Addressed workforce needs of area businesses. Proactively recruited Staffing Services, Inc. to the community to meet area employers’ growing demand for local employment services. Assisted Watkins Aircraft Support Products (WASP) with obtaining a \$6,000 dollar Nebraska Worker Training grant that provided funding for performance and efficiency training for 40 employees.
- 6 Worked in collaboration with the City to expand incentive programs, including the Community Development Block Grant Reuse Loan. These incentive tools are now available to qualifying industrial, commercial, retail, and service businesses, as well as any businesses locating or expanding in Falls City’s 660-acre Redevelopment District.
- 7 Provided an array of assistance to stimulate small business development, including financial counseling, business plan development, succession planning, and site location assistance. As a result, Olberding Family Chiropractic and LaCarreta Mexican Restaurant opened new businesses and Wolfe’s Printing continued its local business operations, creating or retaining eight jobs.
- 8 Continued to make progress toward development of “shovel-ready” industrial sites, including completing the mass grading of a 10.1-acre site in the Falls City Industrial Park. To assist with funding of the 2012 infrastructure development phase, a Nebraska Site and Building Development Fund application totaling \$234,000 dollars has been submitted to the Nebraska Department of Economic Development.
- 9 Aggressively promoted Falls City/Richardson County as a preferred place to do business, pursue a career, and live. Participated in a sales trip to Chicago, which included attending the Process Expo Trade Show and site selector appointments; the Community Venture Network prospect presentations in Minneapolis; and the Governor’s Reverse Trade Mission events in Lincoln. Participated in three career fairs, including Falls City High School College Access Day, the Veterans Job Fair, and the Southeast Nebraska Career Fair.
- 10 Maintained support and investment levels as a result of focused efforts to inform, engage, and demonstrate accountability to investors and community stakeholders. Eight new member investors joined the EDGE economic development team.

Top News Stories of 2011

CANADIAN-BASED BUSINESS PURCHASES AIRLANCO

“Ag Growth International (AGI) is retaining all of Airlanco’s 65 current employees as well as all the management. AGI will actually look to increase production at the 80,000-square-foot plant. This means there is a high possibility for job creation in the future at Airlanco,” said Paul Franzmann, Vice President of Operations in the United States.

Falls City Journal, October 6, 2011



GROUND BREAKS AT 27-ACRE HOUSING DEVELOPMENT SITE

In accordance with the 2010 Falls City Housing Study, the master plan for a 27-acre residential development site has been completed by Lincoln-based engineering firm Olsson & Associates. Excel Development was the first developer to purchase land in the development area and broke ground in July on the \$3 million dollar Wilderness Falls senior housing project. “The project includes capital investment, infrastructure improvement, increased tax base, job creation, and quality of life improvements—all key components of economic development success,” said Beckie Cromer, EDGE Executive Director.

EDGE Newsletters, April and October, 2011



SMALL BUSINESSES OPEN IN FALLS CITY

Olberding Family Chiropractic “EDGE has been a remarkable help, and without you, none of this would be possible. I can say with all honesty, there is nowhere else I would rather be, and there is nothing like hometown hospitality,” said Dr. Misty Olberding.

EDGE Newsletter, October, 2011



Staffing Services, Inc. “We have enjoyed a very positive working relationship with EDGE,” said owner Steve Dworsky. “They worked closely with our company to address our business location needs. Falls City should be proud of the positive attitude of the community and proactive approach demonstrated by EDGE.”

EDGE Newsletter, April, 2011

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.