



# GROWING OPPORTUNITIES



**PCDC**  
PHELPS COUNTY  
DEVELOPMENT CORPORATION

# 2024

## YEAR-END REPORT

# REFLECTIONS ON 2024

It's safe to say that 2024 can be recorded as an eventful year, filled with checkmarks in the boxes of planned activities as well as some events of opportunity that we were able to capitalize on because of prior preparation. Relationships connect us to decision makers in the business world, and our reputation as a reliable partner helps attract investment that's right for Phelps County.

At the end of the year, as we're preparing for the next, it's helpful to review some of those milestones. We draw strength and inspiration from our success stories, and we redouble our efforts on those areas where it hasn't yet been attained. Every step of the way we're learning and adapting our work to make Phelps County the place of choice for businesses and families.

My top highlights for 2024 include:



## A BRIGHT FUTURE IN SUSTAINABLE ENERGY

In August, DG Fuels announced plans to build a \$5 billion sustainable aviation fuel plant in Phelps County. This groundbreaking project places our community at the forefront of renewable energy innovation and brings significant economic benefits including jobs, increased ag income, and infrastructure development. **Phelps County is positioned to become the epicenter of Nebraska's Bio Economy.**

## NEW HOUSING OPPORTUNITIES

The creation of the **Northern Meadows subdivision** marked a new chapter for housing in Phelps County. With streets paved and construction started on five new homes, we're excited to welcome new families to our growing community. Once finished, the new subdivision will include 30 single-family homes. A new five-unit apartment complex opened in Bertrand. This project was spurred by a forgivable loan from PCDC.

## CULINARY & COFFEE INNOVATIONS

This year brought exciting changes to our local dining scene. **Dairy Queen** relocated to a modern space on Burlington, while Fourth Avenue Coffee underwent a complete renovation, reopening as **Coal & Feed Coffee & Vittle**, a trendy gathering spot for locals and visitors alike. **Jimmy Johns** also opened its doors, offering new options for quick, fresh meals. More dining options has been emphasized by investors and is a perennial priority for PCDC.

## BOOSTING LOCAL WORKFORCE

PCDC awarded [High Demand Job Scholarships to 14 students this year](#). These young individuals will bring their talents and training back to Phelps County, strengthening our workforce and reinforcing our commitment to education and opportunity.

## THRIVING DOWNTOWN & ARTS DISTRICT

Downtown Holdrege achieved recognition as a certified creative arts district in early 2024. Through pop-up art galleries, a new mural, and the vibrant Iron Horse Arts Festival, our [downtown area has transformed into a cultural hub](#). Arts and cultural activities enrich our community and help attract and retain residents.

## INVESTMENTS IN AGRICULTURE & INDUSTRY

PCDC hosted a groundbreaking ceremony this summer for the new [Ag Service Associates](#) headquarters at 14th and Burlington. This investment showcases Phelps County's continued role as a leader in agricultural innovation and service. PCDC is actively working with two other ag related industrial projects that will strengthen and diversify our farm economy.

## SPORTS & RECREATION

After six years of development, Holdrege's [new youth baseball and softball complex](#) was completed this fall, giving young athletes a state-of-the-art facility to hone their skills and foster teamwork. PCDC has provided \$1.125 million to support construction of the state-of-the-art facility. Teams will begin to play at the new facility in 2025.

## INFLUX OF YOUNG FAMILIES

PCDC has featured many young people who chose Phelps County as their home. Some returned after moving away for career advancement, and others found us. Together, they add vitality and promise for our future prosperity. Welcome Home!

## HONORING SUCCESSFUL BUSINESSES

Phelps County is home to many dedicated, passionate and successful business owners. This year, PCDC recognized two of those businesses – [Cross Diamond Cattle of Bertrand](#) and [South Central Diesel of Holdrege](#) – by inducting them into the PCDC Business Hall of Fame. Homegrown businesses are the foundation of the Phelps County economy.

## NATIONAL RECOGNITION FOR WEBSITE

PCDC's website is designed to serve the needs of businesses and consultants that advise them regarding site selection. Presenting accurate information in a user-friendly manner can make a difference when decision makers are under the gun to select the best place to make investments. The International Economic Development Council, IEDC, awarded its [highest honor for communities under 25,000](#) population to PCDC's website, [www.phelpscountyne.com](http://www.phelpscountyne.com), at its convention this summer.

## THERE'S SO MUCH MORE TO COME

None of this would have been possible without the collaboration, hard work, and dedication of PCDC's board of directors, our community members, businesses, volunteers and other leaders. Together, we're building a brighter future for Phelps County, and we look forward to continuing this momentum in 2025.

#PhelpsHelps #Grow37 #GrowPhelps

PCDC Executive Director





## MAKING PROGRESS ON INVESTOR GOALS

Investor priorities outlined during the Grow37 Campaign:

### **MORE RESTAURANTS**

Jimmy John's opens, Dairy Queen builds in new location, Ra Ca's opens in Dale Residences, renovated Coal & Feed Coffee & Vittle

### **MORE CLOTHING OR APPAREL STORES AND OTHER RETAIL**

We're working hard but no news to report

### **MORE ECONOMIC DIVERSITY**

Plans announced for DG Fuels \$5 billion project to bring 640 new jobs to the area.

### **MORE VIBRANT DOWNTOWNS**

Midtown Sculpture Garden completed, Iron Horse Arts District begins, new Iron Horse Downtown Arts Festival, new downtown mural "The Mailbox," MomenTum Dance Studio relocates downtown

### **MORE AFFORDABLE HOUSING**

Five new homes under construction in Northern Meadows subdivision with asking price of less than \$300,000

### **EXPANDED CENTRAL COMMUNITY COLLEGE**

CCC continues evaluation of the opportunity to move to a downtown Holdrege location

### **MORE HOSPITALITY VENUES**

Renovated Holdrege Country Club

# PROJECT SUMMARIES



## GO HOME

15 Down Payment Assistance Grants in Holdrege

1 Down Payment Assistance Grant in Bertrand

2 Down Payment Assistance Grants to Public Employees in Loomis and Holdrege

2 Apartment Renovation Assistance Grants awarded

\$2,115,900 Total Real Estate Sales in Phelps County in 2024

\$20,692,673 Total Real Estate Sales in Phelps County since 2017, the start of the program



## GO DREAM

5 Downtown Holdrege facades improved

1 Downtown Bertrand facade improved

1 Downtown Holdrege Building Integrity improvement (structural improvements)

3 Residential Code Compliance Grants awarded (upper-level apartments created downtown)

4 Site Improvement/Demolition grants awarded



## GO WORK

14 High Demand Job Scholarships (\$36,000)

109 Total Scholarships awarded since the start of the program (\$303,500)

Sponsor of Janssen Automotive Dual Credit Technician Program

Sponsor of Phelps Memorial Health Center CNA Program



## GO BUSINESS DIGITAL MARKETING

19 Holdrege Businesses assisted

4 Bertrand Businesses assisted

1 Atlanta Business assisted



## GO BUSINESS & FRANCHISE DEVELOPMENT

14 Holdrege Businesses assisted

1 Loomis Business assisted

1 Bertrand Business assisted

# 2024 PROGRESS

## STRATEGIC PLANNING, MARKET RESEARCH & BUSINESS INTELLIGENCE MEETINGS

- ▶ Completed 14 official Business Intelligence calls, supplemented by two dozen informal meetings with business owners or CEOs. These calls help identify market trends, individual business challenges and opportunities, and make connections among local companies.
- ▶ PCDC continued its partnership with the national recruitment firm The Retail Coach. The company has provided valuable assistance in negotiations with Noddle Companies, owner of Holdrege Plaza, as well as with recruitment efforts to fill market voids.
- ▶ PCDC commissioned a Target Industry Analysis and Market Trend Report, both performed by economists at NPPD. The studies provide essential information for local businesses and professional consultants.



## TARGETED RECRUITMENT

- ▶ DG Fuels - \$5.5 billion capital investment, \$144 million new revenue to farmers, 640 new jobs

## OVERALL ACHIEVEMENT

- PCDC renewed its status as a Certified Economic Development Community

## BRANDING, MARKETING, PUBLICITY

- IEDC Best Website Award under 25,000 population
- Site Selection Magazine featured an article on Phelps County
- Business Xpansion Journal featured an article on Phelps County
- The PCDC Business Journal is distributed to all households and businesses in the county and several hundred out-of-county stakeholders.
- PCDC honored Holdrege resident Lamar Schmidt as the President's Priceless Pick
- PCDC inducted South Central Diesel and Cross Diamond Cattle into the PCDC Business Hall of Fame at the annual banquet. Gov. Jim Pillen gave the keynote address.

## BUSINESS RETENTION & EXPANSION

- Nebraskaland Aviation is set to launch a significant expansion, featuring a new dry fertilizer facility and a liquid manufacturing wing

## COMMUNITY PREPAREDNESS & QUALITY OF LIFE

- Served on Steering Committee for the Iron Horse Arts District. Provided \$10,000 investment for downtown lighting project
- Engaged future workers at a Career Fair
- Volunteer service on the Holdrege Veterans Memorial project
- Provided a \$10,000 investment for the Holdrege Area Early Childhood Partnership
- Construction started on 5 new homes in new Northern Meadows subdivision.

# A LOOK AHEAD 2025 GOALS

- Complete 5 single-family homes in Northern Meadows; start 10 more
- Complete two duplex townhomes in Crew Subdivision
- Plan for housing response to growth stimulated by DG Fuels
- Complete 25+ Business Intelligence Meetings
- Assist one or more existing local industrial business to expand
- Begin infrastructure construction at Iron Horse Business & Industry Park
- Finalize recruitment of one or more industrial businesses
- Add more retail businesses downtown and in other locations
- Support community improvements that add vibrancy and diversity





# THANK YOU 2024 PCDC INVESTORS!

3 W Farms LLC  
37 Cattle Company  
ACE Hardware  
Adam Seeds Co.  
Ag Service Associates  
AgWest Commodities  
Brad & Beth Allmand  
AP Roofing & Specialty Coatings  
BD Construction/Syberia Enterprises LLC  
Becton Dickinson-Holdrege  
Bergman Ag, Inc.  
Black Hills Energy  
Bosselman's Energy Division  
Bridal Isle  
Bruce Furniture  
Bruning Bank  
Central Community College-Holdrege  
Central Nebraska Public Power  
& Irrigation District  
Christian Homes Care Community  
City of Holdrege  
Convenience Plus  
Cross Diamond Cattle Company  
Dairy Queen  
Dannull Engine Service & Auto Sales  
Delores Diedrichsen

DeWald Deaver L'Heureux  
Law Firm PC LLO  
Jared & McKenzie Englebert  
Edward Jones Investments  
F. Johnson Building  
Family Medical Specialties  
Farm Bureau Financial Services  
First Interstate Bank  
First State Bank of Holdrege  
First State Bank of Loomis  
FirstTier Bank  
General Service Agency  
Glenwood Telecommunications  
Grant Hinze, DDS  
Heritage Agency  
Scott & Michele High  
High Brothers Partnership  
Hi-Line Ag  
Holdrege Area Chamber of Commerce  
Holdrege Equipment  
Holdrege Family Dental LLC  
Holdrege Family Vision  
Holdrege Irrigation  
Holdrege Memorial Homes  
Holdrege Pharmacy  
Holdrege Soft Water

Home Federal Bank  
InSPIRe Rehabilitation  
Integrity Construction LLC  
Janssen Auto Group  
K & D Motor & Electric  
Keith D. Samuelson Land Leveling Inc.  
Mark & Jessica Kraus  
KRJ Public Relations  
Legacy Purpose, LLC  
Lincoln Federal Savings Bank  
of Nebraska  
LIPS Printing Service  
Lundeen Isaacson Insurance  
Alex & Adrienne McClymont  
Reed & Sheryl McClymont  
Sherry McClymont  
Morpho Hotels & Resorts USA LLC  
My Fair Lady's Fashions and Frills  
NAS Realty  
Nebraska Public Power District  
Nebraskaland Aviation  
Olsson  
Phelps County  
Phelps County Community Foundation  
Phelps County Title Company  
Phelps Memorial Health Center

Pioneer Seed Company,  
Blake & Renee Johnson  
Principal Financial Group, Grant Ericksen  
Principal Financial Group, Dave Hunt  
Principal Financial Group, Joshua Murdoch  
Wayne & Jerrie Quincy  
Real Estate Connection  
ruralMED  
S & W Auto Parts  
South Central Diesel, Inc.  
Southern Public Power District  
Ty & Linda Swan  
The 308 Boutique  
The Cutting Room  
Ron Tillery  
Ted & Afton Titus  
Trent's Electric, Inc.  
Turner Technology  
Village of Atlanta  
Village of Bertrand  
Village of Funk  
Village of Loomis  
Diana Watson  
Jim & Ann Wiser  
Woods & Durham CPAs

## PCDC TEAM

### PCDC BOARD OF DIRECTORS — ABOVE:

Left to Right, Nate DeWald, Jeff Moon, Janet Boehler, Reed McClymont, Phil Hinrichs, Shane Westcott (president), Grant Ericksen, Jared Engelbert, Chris McQuillan, Allison Fritsche, Doug Stevenson and Grant Hinze. Not pictured: Tye Marquardt was appointed to the PCDC Board in November.

**PCDC STAFF — From left:** Stacy Pafford, Director of Administrative Services; Sally Sadd, Director of Business Services; Ron Tillery, Executive Director



**PHELPS COUNTY DEVELOPMENT CORPORATION**

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