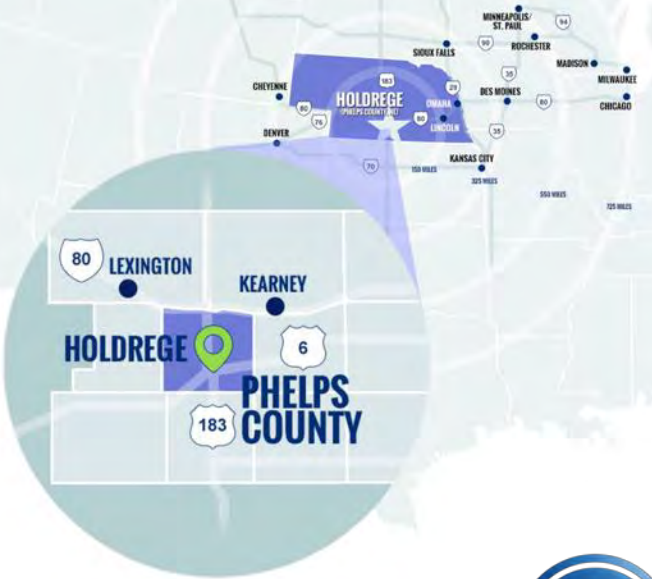
Holdrege, Nebraska

RECERTIFICATION APPLICATION

Nebraska Economic Development Certified Community Program

SUBMITTED July 31, 2024



NEBRASKA
ECONOMIC DEVELOPMENT CERTIFIED COMMUNITY

PCDC
PHELPSCOUNTY
DEVELOPMENTCORPORATION

MISSION

Working together to grow a vibrant economy.

VISION

Phelps County is the place where free enterprise and families flourish.

VALUES

We are responsive

We operate with honesty and integrity

We are of service to our communities

We think and act strategically

We conduct ourselves professionally

Phelps County Development Corporation

Phelps

TABLE OF CONTENTS

Part I:	Letter from Applicant Municipality	4
	Letter from County Government	4
Part II:	Website	5
Part III:	Location One Information System	7
Part IV:	Controlled Site - Building Information	8
Part V:	Target Industries or Markets	9
Part VI:	Business Retention & Expansion	11
Part VII:	Strategic Plan	16
Part VIII:	Marketing Materials	17
Part IX:	Economic Development Budget	19
Part X:	Labor Market & Workforce	20
Part XI:	Housing Initiatives	21
Part XII:	Nebraska Diplomats	22
Part XIII:	Broadband Initiatives	23
Part XIV:	Economic Development Evaluation	24
Attachments Index:		29
A.	Iron Horse B&I Proof of Ownership	30
B.	Controlled Site Utilities (B1, B2)	31-33
C.	Controlled Site Transportation	34
D.	Community Profile	35
	GO! DREAM Flyer	36
	GO! HOME Flyer	37
	Marketing Examples	38
Exhibits:		
1.	Economic Vitality Report	39
2.	Placemaking Initiative	40
3.	Activity & Events Gallery	41

PCDC
PHELPSCOUNTY
DEVELOPMENTCORPORATION

PCDC has been designated by the City of Holdrege and Phelps County as their official economic development representative. A letter from each jurisdiction is included.

City of Holdrege Nebraska

PO Box 436
502 East Avenue
Holdrege, Nebraska 68949-0436
(P)308.995.8681 - (F)308.995.5486

May 17, 2024

Ashley Rice-Gerlach
Business Development Consultant
Nebraska Department of Economic Development
P.O. Box 131
Cambridge, NE 69022

Dear Ms. Rice-Gerlach:

The City of Holdrege is applying for recertification as a Nebraska Economic Development Certified Community. Maintaining the Certified Community status will position the City of Holdrege to accomplish its economic development goals more effectively and efficiently.

The Phelps County Development Corporation (PCDC) is the agency responsible for carrying out the economic development efforts for the City of Holdrege. Contact information for PCDC is as follows.

Ron Tillery, Executive Director
Phelps County Development Corporation
502 East Avenue, STE 201
Holdrege, NE 68949

308-995-4148

Sincerely,

Christopher King Rector CPM
City Administrator
Holdrege Nebraska

PHELPS COUNTY
Courthouse • 715 5th Ave. • P.O. Box 404
Holdrege, Nebraska 68949-0404
(308) 995-4469

July 8, 2024

Ashley Rice-Gerlach
Business Development Consultant
Nebraska Department of Economic Development
PO Box 331
Cambridge, NE 69022

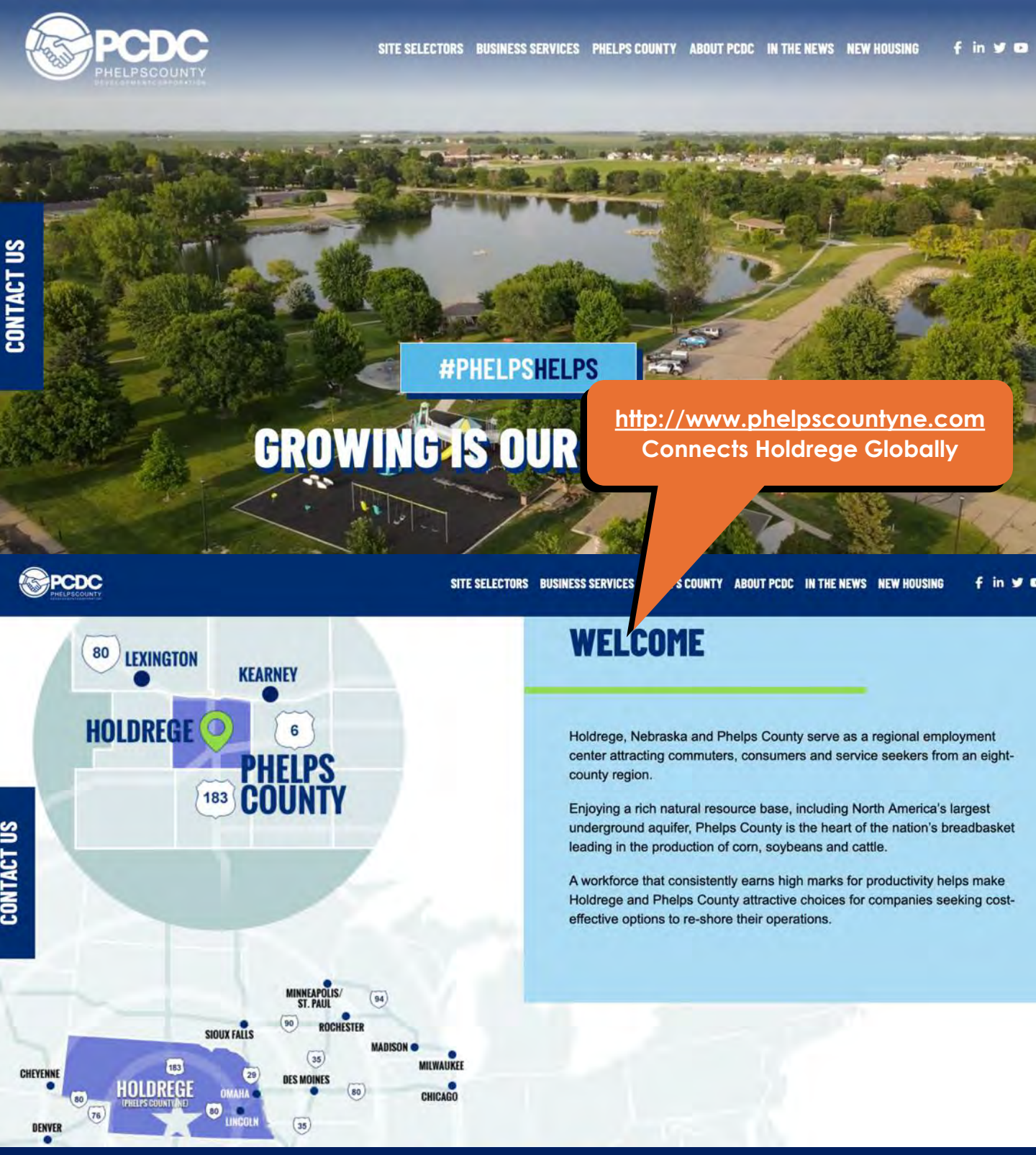
The County of Phelps County, Nebraska is an advocate of Phelps County Dev
Phelps County is very supportive of the initiative to improve the availability
in Phelps County. We provide this letter of support for Phelps County Devel
lead economic development agency.

Sincerely,

Theresa Puls
Phelps County Board Chairman

PCDC pursues a regional development strategy; activity in one community adds value to neighboring areas. Though Holdrege serves as the primary retail, services, and employment center for our region, all cities and villages are intertwined economically and culturally.

PCDC PHELPS COUNTY DEVELOPMENT CORPORATION


PCDC
PHELPSCOUNTY
SITE SELECTORS
BUSINESS SERVICES
PHELPS COUNTY
ABOUT PCDC
IN THE NEWS
NEW HOUSING
CONTACT US
#PHELPSHELPS
GROWING IS OUR
http://www.phelpscountyne.com
Connects Holdrege Globally
WELCOME
Holdrege, Nebraska and Phelps County serve as a regional employment center attracting commuters, consumers and service seekers from an eight-county region.
Enjoying a rich natural resource base, including North America's largest underground aquifer, Phelps County is the heart of the nation's breadbasket leading in the production of corn, soybeans and cattle.
A workforce that consistently earns high marks for productivity helps make Holdrege and Phelps County attractive choices for companies seeking cost-effective options to re-shore their operations.
80
LEXINGTON
KEARNEY
HOLDREGE
6
183
PHELPS COUNTY
MINNEAPOLIS/ ST. PAUL
94
90
ROCHESTER
SIOUX FALLS
MADISON
35
MILWAUKEE
CHEYENNE
183
29
DES MOINES
HOLDREGE
(PHELPS COUNTY, NE)
80
OMAHA
80
CHICAGO
80
76
LINCOLN
DENVER
35

HOME / NEW HOUSING

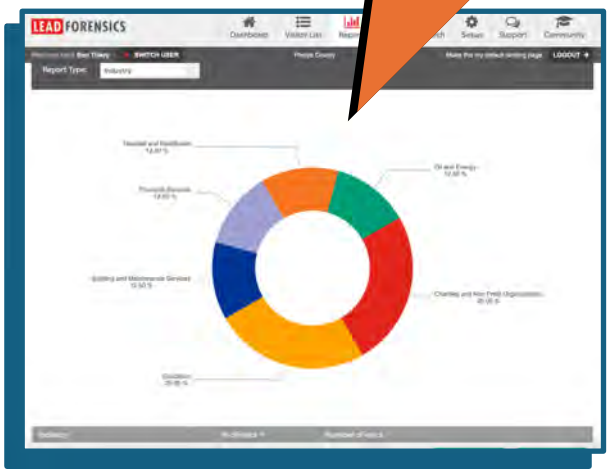
New Housing Page From www.phelpscountyne.com

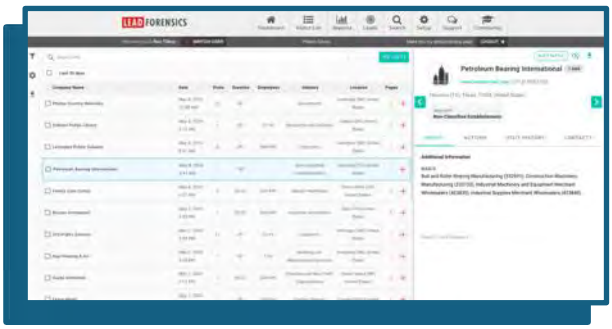
NEW HOUSING

Call Phelps County Home

Phelps County, Nebraska, is a vibrant and livable place where neighbors know you
rural communities struggled, Phelps County earned a "Top Rural County 2020" rank
economic development success.

PCDC uses LEAD FORENSICS visitor tracking software to monitor visitors to www.phelpscountyne.com and conduct targeted communications strategies.





www.PhelpsCountyNE.com

PCDC enjoys high visibility online reaching global audiences on a regular basis. Using its partners at Golden Shovel for cutting edge communication solutions, Holdrege is gaining top-of-mind awareness among business decision makers across the network.

Content is developed to meet the information demands of site selectors and developers as well as the needs of community members.

PCDC subscribes to Lead Forensics, a tracking software that records the identity of visitors, the pages visited, time on site, and the referral source among other things.

The website is in a state of continuous review and improvement. Staff consults with Golden Shovel multiple times per month to brainstorm and identify publicity opportunities.

PCDC uses Twitter, Facebook, and LinkedIn as well as traditional media to deliver its messaging to diverse audiences.

Phelps County Development Corporation
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Available Properties Page
https://www.phelpscountyne.com/site-selectors/available-properties

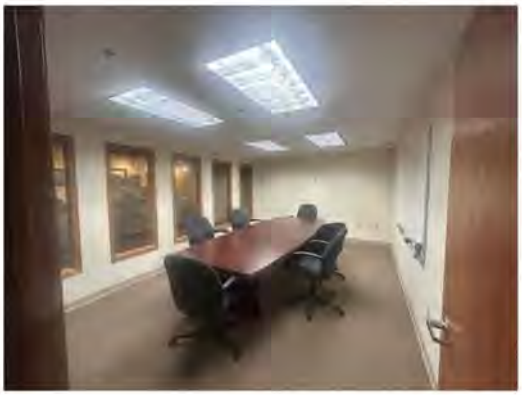
AVAILABLE PROPERTIES

Building Details Printable Form

Site Details Printable Form

Holdrege 2231 sqft

701 4th Ave, Suite B1 | Holdrege, NE | US | Phelps County
Available SF: 2,331



Available SF:	2,331
Total SF:	2,331
Within City Limits:	Yes
Last Updated:	Apr 8, 2024

Economic Development Contact

Ron Tillery
PCDC
502 East Ave Suite 201
Holdrege, NE 68949
(308) 995-4148 | ron@phelpscountyne.com

Realtor/Owner Contact

Robert McCormick
Robert McCormick
308-995-5020

Property and Area Description

YOU HAVE TO SEE IT TO BELIEVE IT! This multi-room business suite is located in the historic F.Johnson Building in Holdrege, Nebraska. This 2,231 sq foot rental is move-in ready and features private offices and open cubicles. Businesses in the F.Johnson Building enjoy high visibility on the well trafficked corner of West Avenue and Highway 4, at the door parking, handicap accessibility, high speed internet, walking distance to post office, courthouse, restaurants/coffee shops, outdoor signage, a congenial community of fellow businesses, and onsite management to meet your every need. For more information or to arrange a tour, call Robert at (308) 995 5020.

Population

10 Mile Radius	20 Mile Radius	30 Mile Radius
7,563	14,506	68,328

Source: ESRI®, 2024

Households

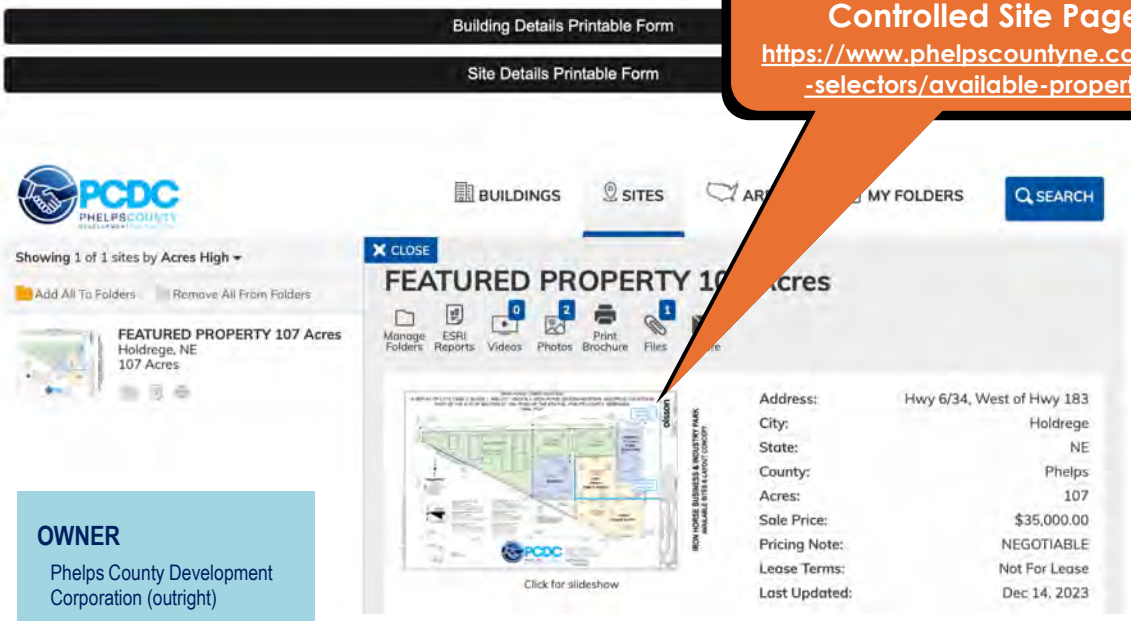
10 Mile Radius	20 Mile Radius	30 Mile Radius
3,189	5,993	27,463

Source: ESRI®, 2024

Phelps County Development Corporation Phelps

AVAILABLE PROPERTIES

Featured Properties Controlled Site Page
https://www.phelpscountyne.com/site-selectors/available-properties



OWNER

Phelps County Development Corporation (outright)

CONTACT

Ron Tillery
Phelps County Dev Corp
502 East Avenue, Suite 201
PO Box 522
Holdrege, NE 68949
308-995-4148 office
970-261-5151 mobile
www.phelpscountyne.com
pcdc@phelpscountyne.com

DESCRIPTION

40°26'41.7"N 99°24'29.0"W

Zoning: Industrial
Current Use: Agricultural
Envrnmtl: Phase 1(10/2020)
Topography: Level

Power: Redundant 115-KVA transmission substation feeds West Holdrege sub from 13,800-volt line with up to 7MW immediately available.

Water, Sewer: City of Holdrege

Gas: Black Hills Energy

Telecom: Robust fiber optic services available on premise, CenturyLink, ILEC; Glenwood Telecommunications, CLEC; Spectrum, CLEC; Multiple mobile providers are available.

PCDC owns Iron Horse Business & Industry Park, which has approximately 107 total acres and approximately 80 uncommitted acres immediately available. The property can be sub-divided to accommodate project specific requirements.

Design, engineering, and environmental studies for all infrastructure has been completed and approved by state authorities. Construction can be accomplished concurrent with project timelines.

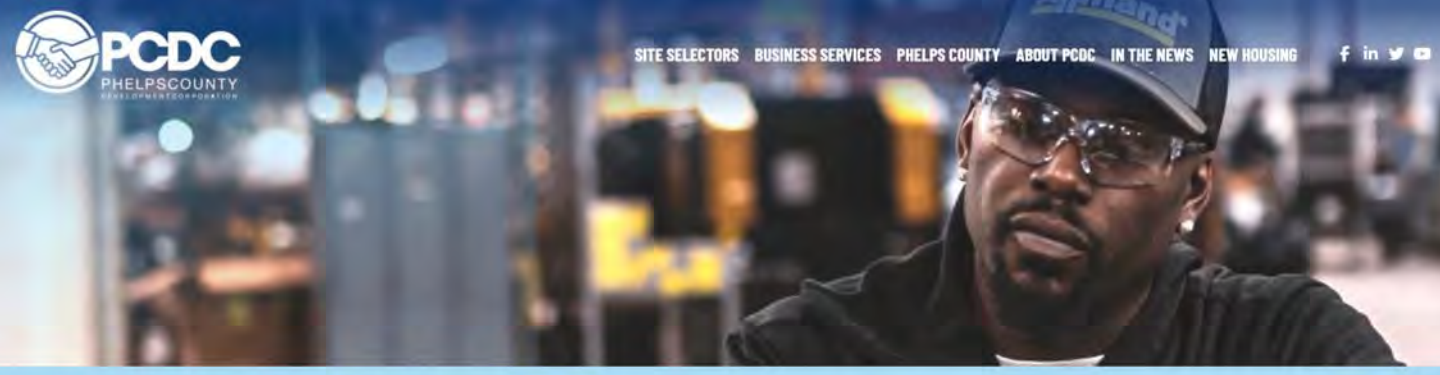
OmniTrax operates a short line railroad that runs along the southern boundary of the property. Rail design and engineering is under way to provide service to tenants of the property.

Additional on-site improvements may be eligible for assistance through Tax Increment Financing since the parcel is within an existing Redevelopment Area.

Locally, LB840 (Local Option Sales Tax Funding) is available to provide multi-layered assistance to projects, including job creation incentives, training assistance, employee relocation assistance, and support in other areas that may be identified.

See Attachments A, B, C: Ownership, Utilities, Transportation

Phelps County Development Corporation Phelps



TARGET INDUSTRIES

Phelps County is an attractive location for a wide array of business segments according to a 2019 Target Industry Review by economists at Nebraska Public Power District. Our region is particularly well suited to support six 2-digit NAICS industry segments.

1. NAICS 11 Agriculture, Forestry, Fishing and Hunting
2. NAICS 31 Manufacturing
3. NAICS 48 Transportation and Warehousing
4. NAICS 52 Finance and Insurance
5. NAICS 54 Professional, Scientific, and Technical Services
6. NAICS 62 Health Care and Social Assistance

Phelps County Development Corporation
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RECENT TRADESHOW / RECRUITMENT ACTIVITY

- IPPE: 2019, 2021, 2022, 2023
- ICSC: 2019, 2021, 2022, 2023, 2024
- Community Venture Network: 2019, 2020, 2021, 2022, 2023, 2024
- Targeted Regional Manufacturing Outreach: 2023, 2024

Phelps County enjoys regional advantages and resources that naturally support businesses in certain segments of the economy. PCDC leverages the strengths of its market to attract and retain businesses that are a good fit. PCDC doesn't work as a gatekeeper but focuses its energy on business sectors that will flourish and gain quick acceptance in the community.

A Target Industry/Labor Market Study was commissioned in 2024 that updates prior reports from 2019 and 2016. NPPD economist Melissa Trueblood, PhD produced the comprehensive report that guides development and marketing programs for the region.

The target sectors that were identified relate directly to existing market strengths and resources that influence investment decisions. Holdrege is a manufacturing center and a leader in crop and animal agriculture.

PCDC collaborates with a range of partners to identify target companies that fit profiles described in the report. PCDC regularly attends tradeshows as well as making direct calls to site selection or development professionals.

Marketing and earned media exposure drives traffic to www.PhelpsCountyNE.com or PCDC's social media platforms where a wide array of information is available.

The organization seeks to establish a regional and national profile through advertisements in trade magazines and business journals. This exposure underscores or reinforces the viability of our market to the professional site selection community.

RETAIL OPPORTUNITIES

Phelps County Development Corporation
Phelps

PCDC vigorously pursues development of retail, services and hospitality businesses, which not only add choices for consumers but also contribute a richer living experience for residents. Working with its partners at The Retail Coach, a leading national retail consulting firm, PCDC assists existing businesses to grow while actively inviting new businesses to establish operations in Phelps County.

The Retail Coach provides PCDC an advantage in attracting businesses. Its mission is to provide the real estate expertise, tools and personalized consulting services that helps position Holdrege to attract new retail businesses as well as assist existing businesses to grow.

Retail360 Profile

Primary Retail Trade Area • Retail Market Profile

DESCRIPTION	DATA	%
2023 Est. Civ. Employed Pop 16+ by Occupation	**2,701**	
Architect/Engineer	50	1.85%
Arts/Entertainment/Sports	24	0.89%
Building Grounds Maintenance	176	6.52%
Business/Financial Operations	113	4.18%
Community/Social Services	94	3.48%
Computer/Mathematical	0	0.00%
Construction/Extraction	155	5.74%
Education/Training/Library	189	7.00%
Farming/Fishing/Forestry	46	1.70%
Food Prep/Serving	66	2.44%
Health Practitioner/Technician	151	5.59%
Healthcare Support	143	5.29%
Maintenance Repair	166	6.15%
Legal	0	0.00%
Life/Physical/Social Science	26	0.96%
Management	236	8.74%
Office/Admin. Support	205	7.59%
Production	196	7.26%
Protective Services	60	2.22%
Sales/Related	252	9.33%
Personal Care/Service	35	1.30%
Transportation/Moving	318	11.77%
2023 Est. Pop 16+ by Occupation Classification	**2,701**	
White Collar	1,340	49.61%
Blue Collar	835	30.91%
Service and Farm	526	19.47%
2023 Est. Workers Age 16+ by Transp. to Work	**2,653**	
Drove Alone	2,273	85.68%
Car Pooled	291	10.97%
Public Transportation	0	0.00%
Walked	43	1.62%
Bicycle	0	0.00%
Other Means	0	0.00%
Worked at Home	46	1.73%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,954	
15 - 29 Minutes	161	
30 - 44 Minutes	260	
45 - 59 Minutes	137	
60 or more Minutes	105	
2023 Est. Avg Travel Time to Work in Minutes		16
2023 Est. Occupied Housing Units by Tenure	2,271	
Owner Occupied	1,549	68.21%
Renter Occupied	722	31.79%
2023 Owner Occ. HUs: Avg. Length of Residence		17.70[1]
2023 Renter Occ. HUs: Avg. Length of Residence		6.80[1]

RETAIL DEVELOPMENT & RECRUITMENT

PCDC broadened its focus to include retail in its business development portfolio after hearing repeated mentions of its importance by company owners and other decision makers.

Retail businesses and service providers are key contributors to our community's quality of life and heavily influence residency decisions by employers and employees alike.

As a regional center for medical and professional services, we see significant growth potential by providing more diversity of retail shopping choices, which imports revenue to the community.

PCDC contracts with The Retail Coach, a national consulting firm that assists to identify, recruit, and develop retail opportunities.

Demographic and market data generated by TRC is valuable in other marketing initiatives undertaken by PCDC.

BUSINESS HALL OF FAME

2023 Inductees: Nebraskaland Aviation and Pretty & Fabulous

BUSINESS RETENTION & EXPANSION PROGRAM

PCDC staff, board, and volunteers engage with existing businesses routinely, aiming to ensure every business is aware of and has access to the tools necessary for their success. Dialogue with local businesses extends beyond the scheduled interview process. PCDC connects in multiple platforms to establish strong, interactive relationships that provide early signals regarding market needs, health, and vitality.

Often, business contacts are scheduled at the target company location, but PCDC also engages informally and in venues that are convenient to businesses. According to the U.S. Census, Holdrege is home to 222 businesses. Our goal is to conduct a minimum of 25 Business Intelligence interviews per year. In reality, informal contacts with business leaders occur more often. All industries in Holdrege and Phelps County are included as interview targets.

Over the previous two years, PCDC has contacted more than 50 individual businesses - several multiple times - for its Business Intelligence interviews. Typically, a two-person team is involved in the call, one conducting the interview and one taking notes. In 2021 PCDC completed its GROW37 Partnership investor pledge campaign where 26 businesses were interviewed.

PCDC's Business Intelligence interviews are scheduled according to a mix of criteria that influence timing: 1) request by the business, 2) changes at the business, 3) referrals from another source, 4) perceived or reported opportunity, 5) investor outreach, 6) or annually.

PCDC often takes advantage of its strong partnerships with NPPD, NDED, and others to make connections with new and existing businesses at trade shows or other venues. PCDC always calls on Nebraska based businesses at trade shows.

Action items or opportunities identified from the meetings are assigned to staff members for follow up and progress is reviewed in staff meetings. The executive director supplies summarized weekly reports to PCDC's board of directors on development activity. PCDC's outreach to existing businesses is also reported twice annually in its "Watchdog Report" to the Holdrege Citizen's Advisory Review Committee.

BUSINESS HALL OF FAME

2023 Inductees: Nebraskaland Aviation and Pretty & Fabulous

BUSINESS RETENTION & EXPANSION PROGRAM

PCDC established the Business Hall of Fame in 2017 at its Annual Meeting where two businesses were inducted. Subsequently, ten more businesses have been recognized for contributions to the Holdrege area economy. A special display of the honorees has been established in the foyer of PCDC's offices at Holdrege City Hall.

- Roger Allmand
- Becton Dickinson
- Breinig Diesel
- Bridal Isle
- Glion Electric Scooters
- LandMark Implement
- Lost Way Brewery
- Nebraskaland Aviation
- Phelps Memorial Health Center
- Phelps County Community Foundation
- Planter Worx
- Pretty & Fabulous Boutique

PCDC acts on an array of issues, opportunities or constrictions to economic growth that have been identified through its Business Intelligence calls or other communication channels with business and civic leaders:

- Workforce readiness and availability is a perennial market challenge. In response, PCDC launched the High Demand Jobs Scholarship Program, which has awarded more than $270,000 to students since its inception 11 years ago.
  - Additionally, PCDC partnered with Central Community College to support the Janssen Auto Group auto mechanics dual credit program that has educated 21 students in three years.
  - A similar program was established this school year in collaboration with Phelps Memorial Health Center to educate eight nursing students.
  - PCDC presents a career workshop annually with ESU 11 that focuses on career paths and leadership skills.
  - PCDC co-sponsored a portable STEM laboratory with ESU 11 that introduced middle school students to various disciplines in that field. The portable lab visited each of the 13 schools in its district for two to three weeks.

BUSINESS HALL OF FAME

2023 Inductees: Nebraskaland Aviation and Pretty & Fabulous

BUSINESS RETENTION & EXPANSION PROGRAM

- Phelps County is a net importer of labor. PCDC led a coalition in 2022 to fund a county-wide Housing Study that provides a guide for planners and housing developers. In PCDC's Business Intelligence interviews, many employers sought help to address the issue which led to prioritization of recruiting of commuting employees using down payment assistance and renter relocation matching grants. Our GO! HOME programs have helped attract more than 360 new residents since their inception leading to a total investment of nearly $18 million of housing sales. The GO! DREAM programs stimulated creation of at least 29 downtown apartments.
    - PCDC is a recipient of $600,000 in RWHF grant funds to support its housing initiatives. Holdrege has been allocated $400,000 for construction of infrastructure to support up to 30 new affordable single-family homes. In Bertrand, $200,000 will be used in a revolving fund to build three affordable homes.
- Expansion of Holdrege Equipment was assisted by PCDC's low interest Gap Loan financing assistance, which was identified during a Business Intelligence meeting.
- The transition of ownership of a 100+ year old legacy retail business was supported after consultation with a longtime PCDC investor.
- PCDC assisted an existing craft brewery to expand to include food services.
- Community Venture Network is PCDC's business recruitment and lead generation service, which has helped identify multiple projects that have selected or are considering Central Nebraska.
- PCDC is working with GenPro Solar to develop a 2.5 MW facility at Iron Horse Business & Industry Park. An application for funding from the USDA PACE program will help pay for development and construction costs. Net revenues from the sale of energy will supplement PCDC's development efforts in Phelps County and provide sustainable energy for area businesses.

BUSINESS HALL OF FAME

2023 Inductees: Nebraskaland Aviation and Pretty & Fabulous

PCDC's BUSINESS RETENTION & EXPANSION PROGRAM

Requests From Businesses During BR&E / Business Intelligence Calls:

MORE RESTAURANTS: PCDC assisted Mammoth Burger to open, provided grants and loan to new Wayward Pizza at Lost Way Brewery, helped Country Cookin' transition to new ownership, provided grants to Jimmy John's, and assisted Ra Ca's Food Truck

MORE CLOTHING OR APPAREL STORES AND OTHER RETAIL — Assisted new Blessed Trio store to open, assisted Crossroads Mission to open

MORE ECONOMIC DIVERSITY — Hy-Vee Opens, Tractor Supply Co. transitions ownership, PCDC contracts with The Retail Coach

MORE VIBRANT DOWNTOWNS — PCDC assisted The Drive Golf & Lounge, U & Me Nails, MomenTum Dance Academy, and The Sun Theater & Event Venue

MORE AFFORDABLE HOUSING — PCDC acquired property for Rural Workforce TIF subdivision and recruited a developer to build 30 homes in Northern Meadows Subdivision; using RWHF grant funds to build infrastructure, PCDC developed Crew Subdivision that will have 58 living units when complete. PCDC assisted King Investments to install 20 modern mobile homes for rent in Eastside Plaza mobile home park.

EXPANDED CENTRAL COMMUNITY COLLEGE – PCDC is assisting CCC and a private development group to establish a new, expanded facility in downtown Holdrege.

MORE HOSPITALITY & RECREATION VENUES — PCDC is a founding partner to create the Iron Horse Arts District, blending arts, culture and economic development. PCDC's GO! DREAM program supports development of a Midtown Sculpture Garden, The Drive Golf & Lounge, The Sun Theater & Event Venue, and a Competition Ball Field Complex.

SUMMARY OF BUSINESSES ASSISTANCE PROGRAMS 2020 - 2024

- **GO! Business & Franchise:** 17 projects, 11 start-ups, 5 expansions, 1 transition
- **GO! DREAM Program** (downtown renovation): 54 projects, $471.5k invested by PCDC, $3.5m private investment
- **GO! HOME Program**, **Down Payment Assistance**: 277 New residents to Phelps County, $277.5k invested by PCDC $17.7m housing sales
- **GO! HOME Program**, **Renter Relocation Assistance**: 99 New residents to Phelps County, $35,500 invested
- **Digital Development & Online Marketing Grant Program**: 85 projects, $55.4k invested

BUSINESS HALL OF FAME

2023 Inductees: Nebraskaland Aviation and Pretty & Fabulous

PCDC's BUSINESS RETENTION & EXPANSION PROGRAM

2023-2024 BR&E / PCDC Business Intelligence Calls:

1. Planter Worx – July 2023
2. Bruce Furniture – July 2023
3. BD – Aug 2023
4. Rodeway Inn – Aug 2023
5. Bricks & Co. – Jan 2024
6. BD – Jan 2024
7. Phelps Memorial Health Center – Jan 2024
8. Titan Machinery – Jan 2024
9. Nebraskaland Aviation – Feb 2024
10. NAS Realty – Feb 2024
11. Bertrand Community Builders – Feb 2024
12. Allmand, Inc. – Mar 2024
13. Central Community College – Apr 2024
14. CHS – Apr 2024
15. South Central Area Recovery – Apr 2024
16. Alarado Enterprises – Apr 2024
17. Southpaw Dog Academy & Boarding – May 2024
18. CNPPID – Jun 2024
19. embecta – May 2024
20. Nebraska Star Beef – May 2024
21. Real Estate Connection – May 2024
22. ruralMED – May 2024
23. City of Holdrege – Jun 2024
24. Turner Technology – Jun 2024
25. Heritage Homes – Jun 2024
26. Riteway Milk – Jun 2024

PROGRESS

SUMMARY OF MILESTONES 2019 – 2024

HOUSING

- RWH 2020 Development: Crew Subdivision adding 6 townhomes, 6 single family homes, 11 lots ready for development
- RWH 2023-24 Development: Northern Meadows Subdivision, 30 lots ready for development in Holdrege, 1 house under construction in Bertrand
- Dale Residences Renovation
- Iron Horse Flats Renovation
- Eastside Plaza Renovation

TALENT DEVELOPMENT & RECRUITMENT

- High Demand Job Scholarships
  - $303,500 Awarded to 109 students
  - Dual Credit Courses
  - Auto Tech – 22 students
  - CNA Nursing – 8 students
- GO! HOME Down Payment Assistance
  - 366 New residents to Phelps County
  - $17.5 million home purchases

BUSINESS RECRUITMENT & RETENTION

- Allmand Expansion
- Planter Worx Expansion
- Holdrege Equipment Expansion
- Nebraskaland Aviation Expansion
- Abramson Appliance Ownership Transition
- Sim's Shop EZ Recruitment
- Digital Marketing Assistance
- Retail Development
  - Jimmy John's
  - Dairy Queen
  - Car Wash
  - Mammoth Tex Mex

COMMUNITY IMPROVEMENT

- Downtown Façade Renovation
- Downtown Apartment Development
- Ballfield Construction
- Iron Horse District

STRATEGIC PLAN

PCDC updated and revised its strategic plan in May 2024, building on the vision that originated as part of Prosperity Project II, PP2, in mid 2016.

PP2's successor, GROW37 Partnership, leveraged progress from previous 5-year cycles to build a new, vigorous plan of work through 2026. The plan is funded by a diverse group of more than 100 community investors that share PCDC's growth agenda. More than $1 million was raised to support administrative operations for the current 5-year cycle.

The Strategic Plan addresses growth through four separate but coordinated initiatives:

1) Help Employers Invest & Grow
2) Recruit Targeted Industries
3) Improve Community Preparedness & Quality of Life
4) Create a Strong Brand & Community Consensus

Funding for the plan is derived from two primary sources: investors provide "Action Funding" to support the team that makes things happen, and LB840 provides "Program Funding" for loans, grants, and development activities.

PCDC is the administrator for the LB840 program, which was approved by voters in 2015 by an 83% favorable margin. The plan is effective for 15 years (2017 – 2032).

In May 2024, PCDC's Board of Directors reviewed and updated the strategic plan, which addresses the evolving needs of the market, including retention, expansion, and recruitment opportunities for the future.

PCDC's 2024 STRATEGIC PLAN

PCDC's 2024 Plan of Work

Marketing, Publicity, Recognition, Awards

NREDA Organization of Excellence 2020

Nebraska Diplomats
Community of the Year 2022

In addition to traditional marketing efforts, PCDC utilizes a variety of media platforms and aggressively pursues earned media exposure. Earned media often more readily penetrates resistance barriers erected by consumers and other decision makers.

PCDC publishes a quarterly Business Journal that reaches every address in Phelps County and several hundred others, including site selectors and elected officials nationwide.

Through this multi-faceted approach, we seek to achieve "top of mind" awareness by business leaders and potential new residents. A steady stream of carefully crafted messaging is designed to build a sense of momentum that produces an environment of "economic gravity." In this environment, investment and growth become more organic by building confidence in Holdrege market conditions.

PCDC utilizes the following platforms for communication:

- In-House Publications: Phelps County Business Journal, E-Newsletter, press releases
- Social Media, Website, e-marketing
- Traditional Media: TV, Newspaper, Radio, Magazines

HONORS:

NREDA Organization of Excellence, 2020
Nebraska Diplomats Community of the Year, 2022
NEDA Professional of the Year, 2023 (Ron Tillery)
IEDC Silver Award, General Purpose Website <25.000, 2024

Holdrege Community Profile, Attachment D1
GO! DREAM Marketing Flyer, Attachment D2
GO! HOME Marketing Flyer, Attachment D3
Marketing Examples, Attachment D4

UME 20 | NUMBER 2 | SPRING 2024

GROWING OPPORTUNITIES

GO NEWS

PHELPS COUNTY BUSINESS JOURNAL

Holdrege Irrigation Founder Selected As Priceless Pick

PCDC Board President Shane Westcott selected Holdrege Irrigation Founder Lamar Schmidt as the 2024 President's Priceless Pick. The award is dedicated to people whose volunteer efforts have made a significant impact on local economic development efforts.

"I'm pleased to recognize someone who doesn't seek out the spotlight but who has helped shape this organization and our market's viability through his personal investment and leadership," Westcott said.

Lamar was an early investor in PCDC, in particular Prosperity Project 1. He's also been an influential counselor to several generations of board members.

"Of course, it doesn't go unnoticed that he and his family have built a major regional business, Holdrege Irrigation," Westcott said.

The company was founded in 1991 and employs nearly 80 people. It has locations in Alda, Lexington, Ravenna, and Gothenberg. It also has several spin off companies - Holdrege Well Service, Holdrege Electric, and Holdrege Trailer sales.

Shane Westcott & Lamar Schmidt

PCDC
PHELPSCOUNTY

PCDC ANNUAL MEETING

Partnerships Key to Growing Phelps

Continued strong partnerships are the key to economic growth in Phelps County. That was a central message of the PCDC annual meeting on Tuesday, March 26.

PCDC Executive Director Ron Tillery opened the meeting by touting the growing popularity of small communities like Phelps County.

"Across the nation, technology is reinforcing an important message: America wants and needs small towns like ours more than ever," Tillery said. "Our challenge is to become a preferred ch... To stand out among th... be scrappy, determi... up every single day

He thanked PCD... for helping to stren... economic develop...

PCDC Board Pr... Westcott reflected ... economic activity ... and the importanc... in making that gro...

"As our logo sy... a partnership bet... And with that par... accomplish great... said.

Westcott shar... 2023 accomplish...

- Securing a $... Workforce Hous... Northern Meade... houses in Bertr... with Bertrand C... the City of Holc... Nebraska Dep... Development)...
- Awarding $70,000 in GO ... Development...

Nebraska Department of Economic Development Director KC Belitz gave the keynote address at the PCDC Annual Meeting on March 26 in downtown Holdrege. More than 70 people attended.

FOLLOW US / LIKE US

PhelpsCountyNE.com facebook.com/PhelpsCountyDevel...

Marketing & Publicity Materials

PHELPS COUNTY BUSINESS JOURNAL:
https://www.phelpscountyne.com/in-the-news/business-journal-archive

PCDC E-NEWSLETTER:
https://www.phelpscountyne.com/in-the-news/enewsletter-archive/?cat=Newsletters

PCDC VIDEO GALLERY:
https://www.phelpscountyne.com/in-the-news/video-gallery

PCDC FACEBOOK PAGE:
https://www.facebook.com/PhelpsCountyDevelopmentCorporation?ref=hl

NEBRASKA ECONOMIC DEVELOPMENT CERTIFIED COMMUNITY

Economic Development Budget

PCDC relies primarily on two sources of funding to accomplish its plan of work, revenue from private investors and proceeds from a sales tax capture authorized by voters under the LB840 program. Combined, the two revenue streams provide a stable, predictable source of funding to accomplish the economic development goals of the corporation and its constituents.

The **GROW37 Partnership** initiative is a concerted fundraising campaign that was completed in December 2021. Leading up to the campaign, PCDC staff and board members conducted extensive meetings with key businesses and civic leaders to receive feedback on priorities, market opportunities, and market challenges. The campaign used extensive volunteer resources guided by PCDC staff and a contracted professional. More than 100 investors committed over $1,000,000 of private capital to support administrative operations of the corporation.

Consequently, more than 90% of LB840 revenues are directed to programs and business development activities instead of administrative purposes. Investors were presented with a detailed strategic plan as well as future uses of their funding, which will support economic development activities through December 2026. A similar approach to funding the organization's next five-year period will begin earlier that year.

PCDC's "General Account" has liquid assets more than $220,000 and $650,000 of total assets. Annual pledge revenues amount to approximately $200,000 and are billed according to the investors' directions.

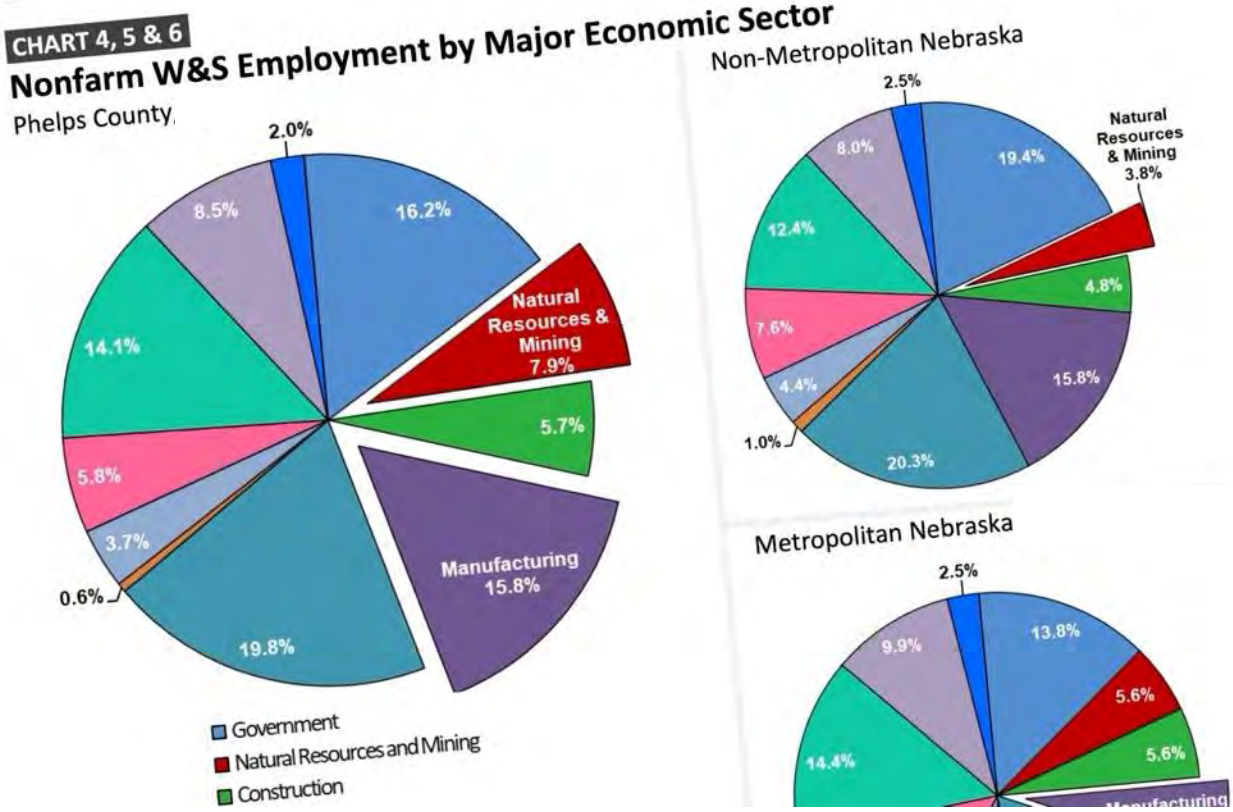
PCDC's LB840 Account has approximately $1.47 million in current assets with about $230,000 cash, $372,000 in receivables. More than $484,000 is invested in CD's. Property owned by PCDC and projected TIF receipts amount to $2.77 million. PCDC maintains a conservative approach to its budgeting and management of its resources. Accounts are audited annually and reviewed by the PCDC Executive Committee, the PCDC board, the Citizen's Advisory Review Committee, and City of Holdrege.

2024 BUDGET SUMMARY: General Account

$254,581	Investor and Municipal Contributions
$ 76,601	LB840 Administrative Transfer
$311,182	Total Revenue
$299,459	Total Expense

2024 BUDGET SUMMARY: LB840 Account

$743,194	Total Income
$490,272	Total Expense
$232,922	Net Income



LABOR MARKET INFORMATION & WORKFORCE DEVELOPMENT

PCDC recognizes the challenges associated with extremely low unemployment and the need for more skilled workers in our market. We have collaborated with numerous partners to address workforce development barriers using a variety of tactics. Some work in concert with other PCDC programs to build additional capacity in the market.

PCDC provides High Demand Job Scholarships to area students who agree to return to Phelps County for their careers. To date, at least 59 scholarships have been awarded by PCDC, and 14 graduates have already returned to join Phelps County's workforce. Some students have started their own businesses.

PCDC has partnered with ESU 11 to create a mobile STEM laboratory that introduces middle school students to career paths and concepts that support local workforce needs. In addition to Job Fairs and outreach to area high schools, PCDC partners with the Holdrege Area Chamber of Commerce, Central Community College, and UNL Extension to address workforce and education needs.

LINKS TO LABOR MARKET REPORTS & PROGRAMS

- 2021 Local Competitive Wage Data
- 2024 Market Trend Report
- 2023 Labor Availability Study
- High Demand Jobs Scholarship Program

BERTRAND RWHF PROJECT
The first of three homes to be completed. Visited by Governor Jim Pillen on May 23rd.

HOUSING INITIATIVES

Development of housing has been an integral part of PCDC's overall growth strategy since 2016. Ensuring that buyers have choices in the marketplace helps attract and retain talent for employers as well as buoying construction and services segments of the economy.

GO! HOME is a multi-dimensional program that provides matching down-payment assistance to employees of participating employers. To date, the incentive has led more than 300 commuters to relocate to Phelps County.

Other GO! HOME programs have assisted home-owners and landlords to improve existing properties and the GO! DREAM program has supported renovations of upper-level space and creation of more than 50 new rental units in downtown Holdrege.

PCDC first commissioned county-wide housing studies in 2017 and then again in 2022. Over the intervening years, the organization has partnered to win funding through the Rural Workforce Housing Fund initiatives from NDED in 2020 and in 2024. Funds awarded have been pivotal in the creation of 36 completed homes with another 31 under construction or in development.

Crew Subdivision, owned by PCDC, has seven undeveloped lots remaining. Developers are being sought to add more rental and/or owner-occupied units as quickly as possible.

SUMMARY:

GO! HOME Down Payment Asst.	**277 people**	**$277,500 invested**	**$17.7m sales generated**
GO! HOME Renter Assistance	**99 people**	**$35,500 invested**	
GO! DREAM	**54 buildings**	**$472k PCDC invested**	**$3.5m private invested**

Nebraska Diplomats
Community of the Year 2022

NEBRASKA DIPLOMATS, INC.

Holdrege has four members in Nebraska Diplomats with two currently serving on the PCDC Board of Directors and one a former board member.

Each Diplomat regularly attends functions including the Governor's Ag and Economic Development Summit in Kearney.

Holdrege was selected by the Diplomats as Community of the Year in 2022. Several PCDC board members attended as well as the mayor, city administrator, and others.

- Ron Tillery, PCDC, Executive Director
- Shane Westcott, 3W Farms, PCDC President
- Jared Engelbert, First State Bank of Holdrege, PCDC Vice President
- Robert McCormick, Attorney at Law, Owner of Glion Electric Scooters

Shane Westcott

Jared Engelbert

Robert McCormick

Ron Tillery

Phelps County Development Corporation
Phelps

BROADBAND INITIATIVES

PCDC works closely with Glenwood Telecommunications, headquartered in Blue Hill, to proactively address high-speed broadband improvements.

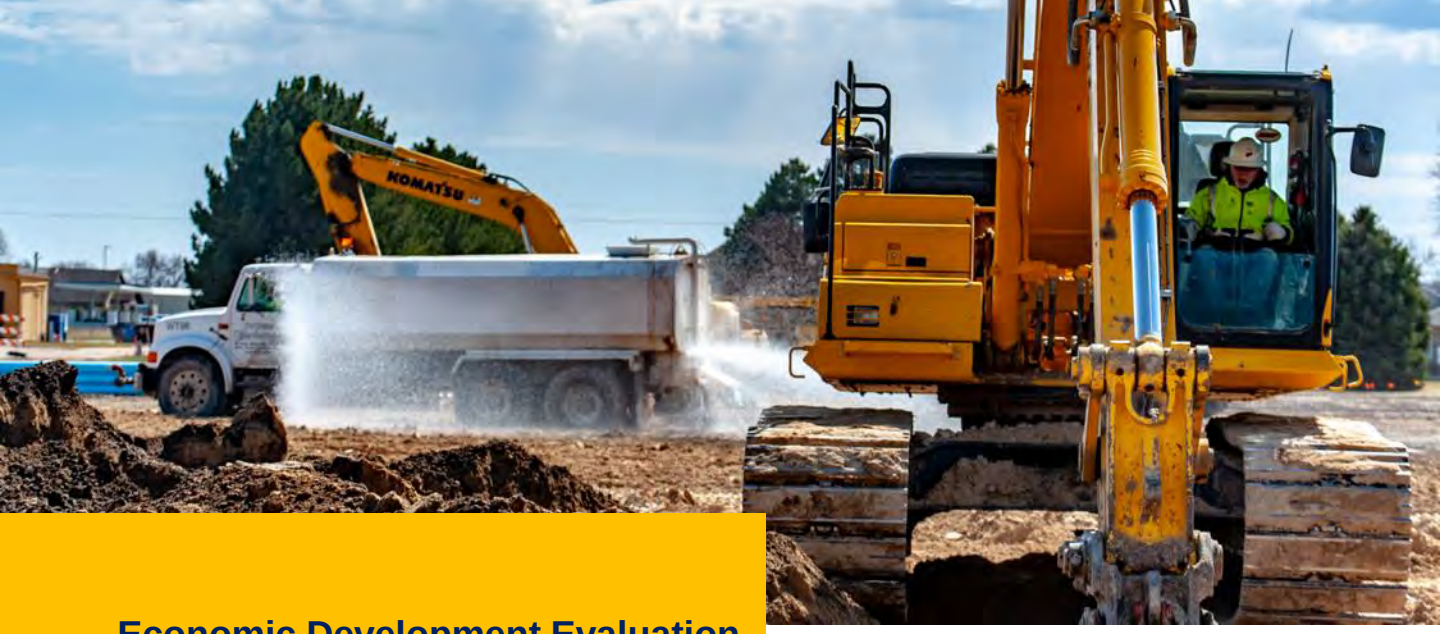
Glenwood's fiber and broadband projects in Phelps County are revolutionizing internet connectivity by providing ultra-fast, reliable, and affordable high-speed internet to both residential and commercial customers. Their efforts are closing the digital gap, boosting local economic growth, and improving access to online education, healthcare, and entertainment.

Glenwood first laid fiber optic cables in eastern Phelps County in 2008, transitioning from its traditional copper networks. In 2022, the fiber network was expanded into rural zones around Holdrege utilizing grant funding in partnership with Phelps County Commissioners. In 2023, Glenwood began extending its fiber network throughout the entire Holdrege community, to include every residence.

Having laid more than 250 miles of fiber optic cable so far, Glenwood intends to push its fiber service into all rural areas of Phelps County, leveraging its industry knowledge to construct technologically advanced yet economically affordable service for residents.

Glenwood is one of 28 rural Nebraska telecommunication companies to receive funding through the Capital Project Fund Program, facilitated by the Nebraska Public Service Commission's Broadband Bridge Program. Glenwood was awarded funding for three of its four grant applications, totaling $2,787,270. This funding will bring fiber service to 189 eligible locations, including rural Phelps County.

Holdrege is also served by telecommunications providers Spectrum and CenturyLink as well as mobile services from Verizon and Viaero.



Economic Development Evaluation

Uncertainty in the economy and higher interest rates have affected decision making surrounding new projects. Activity in the first half of 2024 slowed compared to a booming economy at the beginning of this five-year cycle. Nevertheless, our region has enjoyed strong economic performance over the same period.

Business expansions and start ups have bolstered a strong retail sector to buoy our regional economy. Small businesses, along with production agriculture, underpin our small-town economy. PCDC's strategy leverages the region's strengths to support both entrepreneurs and established companies.

Solutions for housing, talent development and recruitment, retail development and support services join traditional economic development resources in our toolkit today. PCDC works collaboratively with local and regional organizations to improve quality of life. What's good for our neighbors is good for Phelps County.

Though we're always looking for more, we celebrate wins for our market including new retailers and restaurants in addition to significant expansions at existing businesses.

- Planter Worx, a homegrown manufacturer of ag implements, built new production facilities and quickly followed with an expansion, which are valued together at more than $2 million. The company now employs 9 FTE's.
- Allmand, a division of Briggs & Stratton, made additional improvements to their facility and invested more than $2 million in new manufacturing equipment including a second laser cutter, which led to unprecedented employment growth to more than 260 people from 120 in 2020, post COVID.
- Downtown revitalization efforts yielded satisfying results in three Phelps County communities. In Holdrege, at least 49 building exteriors were improved using LB840 funds invested through PCDC's GO! DREAM program. Three projects have been completed in Bertrand and two in Loomis. Nearly $3.5 million of private investment was stimulated by PCDC's contributions of $471,567.

Phelps County Development Corporation
Phelps

Economic Development Evaluation

Four new restaurants opened and remain active in Holdrege using varying degrees of assistance through the GO! BUSINESS & FRANCHISE DEVELOPMENT program. PCDC helped 12 start-up or expanding retail businesses and provided grant funding to 85 retailers to improve their presence online or for marketing through the Digital Marketing Support program.

Other Milestones Include:

- $3.3 million expansion of Nebraskaland Aviation
- $20 million invested by Phelps Memorial Health Center in three separate expansions
- $15.6 million invested by BD in new buildings and $20 million in equipment before making the decision to discontinue manufacturing operations
- Six new single-family homes in Crew Subdivision were added
- Iron Horse Flats converted vacant space into 18 new downtown living units, $715k investment
- Sixth Avenue Flats invested $102k to renovate 18 existing apartments in downtown Holdrege
- Edgren Automotive, a former High Demand Job Scholarship winner, launched a new business
- Cobblestone Inn & Suites constructed a 45-room hotel, investing $4.5m.
- The Dale Residences invested more than $1 million to create 25 downtown apartments
- The Drive Golf & Lounge renovated a vacant building into a popular downtown nightclub
- The 308 Boutique expanded in Holdrege
- Four new 2nd level apartments were created with PCDC support in downtown Holdrege
- The Bridal Isle expanded in Loomis
- $650,000 expansion at Central Valley Ag
- PCDC assisted the Bertrand Housing Authority to construct five new rental units

Economic Development Evaluation

Milestones, continued

- PCDC provided gap loans and grant funds to start Southpaw Dog Academy & Boarding in Holdrege.
- PCDC provided grant funds to start K9 Pawsitivity in Atlanta.
- PCDC provided grant funds and assisted Sim's Shop EZ to qualify for TIF to renovate and open a new $1.8 million travel center in Loomis.
- PCDC won funding through a RWHF program to build 30 houses in Holdrege and three houses in Bertrand. The Holdrege project will utilize RWH TIF in order to keep housing sale prices in check.
- PCDC is partnering with GenPro to build a 2.25MW solar farm using USDA RUS PACE funding.
- PCDC assisted MomenTum Dance Academy to acquire and renovate a new downtown studio.
- PCDC assisted King Investments to improve sites for installation of 20 new mobile homes.
- PCDC has partnered with the Holdrege Area Chamber of Commerce and Phelps County Visitors Committee to establish the Iron Horse Arts District, a cultural contributor to economic development.
- PCDC assists and hosts the website for Holdrege Veterans Memorial.
- Holdrege was recognized as 2022 Diplomats Community of the Year.
- Ron Tillery, executive director, was recognized by NEDA as 2023 Professional of the Year.
- Holdrege experienced population growth in the 2020 census, a first in several decades.

New Primary Businesses Located in the Community (refer to Nebraska Advantage eligible businesses for listing of primary companies).	Identify Businesses: embecta Planter Worx
Direct New Jobs Created from New Primary Businesses Located in the Community.	559
New Capital Investment from New Primary Business Located in the Community.	Identify New Capital Investment: embecta – unknown Planter Worx - $2,000,000
New Non-Primary Businesses Located in the Community (i.e. Service and Retail).	Identify Businesses: 607 Studio, Bertrand Banister's Leadership Academy Blacksmith Builders Blessed Trio Boutique Braxton's BBQ Catrina's Clear View Realty Crossroads Mission Avenue Thrift Store Edgren Automotive Fijack Entertainment Flag Creek Farms Fuesner Land Surveying Graceful Exposure Gray Law Firm Green Honey Grey's Twisted Manor Holdrege Day Spa Holdrege Physical Therapy & Sports Rehab HomeTown Builders Hy-Vee Inkton Solutions Jimmy John's K-9 Pawsitivity Legacy Christian School Levander's Body Shop Mammoth Tex Mex MCK Radon Mitigation MomenTum Dance Academy Ra Ca's Authentic Cajun & Mexi Food Rudy's Tires Sim's Shop EZ, Loomis South Central Area Recovery Southpaw Dog Academy & Boarding Stanteiski Junk & Waste Removal Studio 3:4 The Drive Golf & Lounge The Good Wash The Guest List Wayward Pizza

Direct New Jobs Created from New Non-Primary Businesses Located in the Community.	Identify Number of Jobs: 183
New Capital Investment Created from New Non-Primary Businesses Located in the Community.	Identify New Capital Investment: $9,470,000
Business Expansion Projects Located in the Community.	Identify Businesses: Ag Service Associates - $4,600,000 Allmand, Inc. - $2,000,000 BD - $35,565,000 Holdrege Equipment - $800,000 Phelps Memorial Health Center - $20,000,000 Planter Worx - $1,000,000 Riteway Milk - $530,000 Turner Technology - $250,000
Direct New Jobs Created from Business Expansion Projects Located in the Community.	Identify Number of Jobs: 139
Estimated Jobs Retained from Community's Economic Development Efforts.	Identify Number of Jobs: 71
Businesses Closed.	Identify Businesses: BD Medical (manufacturing division) Blue Vine East Avenue Pub El Agave Grey House Haunts Hilsabeck's Sporting Goods Holdrege Marketplace Mammoth Tex Mex Sail Inn Lounge Shopko
Direct Jobs Lost Due to Business Closures.	Identify Number of Jobs: 657
Industrial Sites Developed.	Identify Industrial Sites: Engineering and construction documents were completed for Iron Horse Business & Industry Park
Volunteers Working on Economic Development for the Community.	Identify Number of Volunteers: 71 Board of Directors – 12 + 6 ex officio Committees – 53 Investors - 110

INDEX FOR ATTACHMENTS

ATTACHMENTS

A. Proof of Ownership
B. Controlled Site Utilities
C. Controlled Site Transportation
D. Marketing & Publicity Examples
   1. Community Profile
   2. GO! DREAM Flyer
   3. GO! HOME Flyer
   4. Marketing Examples

EXHIBITS

1. Economic Vitality Report
2. Placemaking Initiative
3. Activity & Events Gallery

Return to:
Phelps County Title Company
311 West Ave.
Holdrege, NE 68949

CORRECTIVE CORPORATION WARRANTY DEED

Person Farms, Inc., a Corporation organized and existing under the laws of Nebraska, GRANTOR, in consideration of one dollar and other good and valuable consideration, receipt of which is hereby acknowledged, conveys to **Phelps County Development Corporation**, GRANTEE, whether one or more the following described real estate (as defined in Neb. Rev. Stat. 76-201) in Phelps County, Nebraska, To-wit:
To correct the legal description in Deed Book 89, Page 245

SEE ATTACHED EXHIBIT A

GRANTOR covenants (jointly and severally, if more than one) with GRANTEE that GRANTOR:

(1) is lawfully seised of such real estate and that it is free from encumbrances subject to easements, reservations, covenants, and restrictions of record;

(2) has legal power and lawful authority to convey the same;

(3) warrants and will defend title to the real estate against the lawful claims of all persons.

GRANTEE for itself, its successors and assigns, hereby covenants with GRANTOR, its successors and assigns as follows:

a. There shall not be erected on any part of the real estate herein conveyed any building in which shall be carried on any business offensive, noxious, or detrimental to the use of the land in the vicinity of the conveyed real estate for private residences and health care facilities, nor shall the conveyed real estate be used for any purpose that, as a matter of common experience, tend to create a nuisance. Activities prohibited hereunder include, but are not limited to the following: maintenance of any slaughterhouse, cannery, paper mill, tannery and animal feedlot operation; and

b. No building or other structure shall be erected on the conveyed real estate until the plans and specifications with the proposed site therefore have been submitted via registered or certified mail, return receipt requested, to and approved by Grantor as to outward appearance, design, and compatibility with Grantor's residential community and a written permit issued therefor by the Grantor; provided, however, that if Grantor fails to approve or disapprove such plans and specifications within sixty (60) days after same have been submitted, they shall be deemed approved. Provided, further, however, that if Grantee commences erection of a building or other structure on the conveyed real estate without a

573

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mit issued by Grantor therefore and not suit to enjoin the erection of
ng or structure has been commenced by Grantor prior to the date that is
r after the completion thereof; thence the written permission required
agraph (b) shall be deemed waiver by the Grantor.

15, 2018

Person Farms, Inc.

BY: _____
Kent E. Person, President

STATE OF ~~NEBRASKA~~ TEXAS)
)SS.
COUNTY OF ~~PHELPS~~ Cameron)

The foregoing instrument was acknowledged before me on February 15, 2018, by Kent E. Person, President of Person Farms, Inc., a Nebraska Corporation, on behalf of the Corporation.

Notary Public

My commission expires 10-8-2018

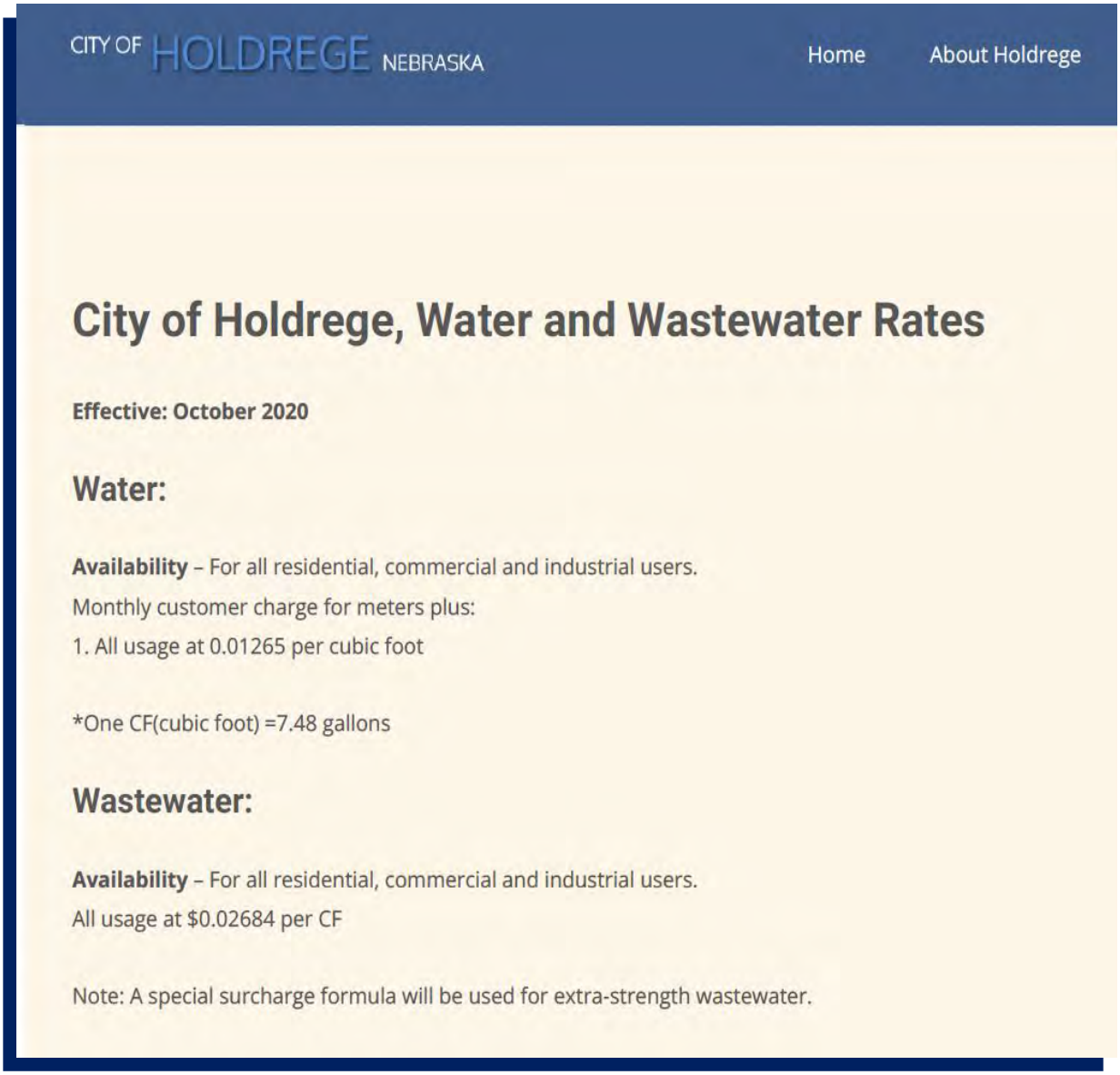
Electricity		
Distribution Supplier	City of Holdrege	
Primary Voltage-kV	115 KVA	
Phase (Check One)	Single	✓ Three
Current Capacity on Site	up to 7MW	
Natural Gas		
Distribution Supplier	Black Hills Energy	
Pressure-psi	470 lbs	
Service Line (Inches)	2”	
Telecommunications Service		
Local Exchange Carrier	YES, CLEC & ILEC: CenturyLink and Glenwood	
Services Provided	Fiber, phone and managed Wi-Fi	
Location	Holdrege and Funk	
Nearest Central Office (C.O.) or POP	Holdrege	
Current Size and Capacity	1gbps available to customer 100gbps network capacity	
Fiber Available (Yes or No)	Yes	
Points of Presence (POPs)	3	
List All Major Long Distance Carriers	Century Link, Glenwood, Spectrum	

Cost to Build to Site	Fiber is contiguous to the property		
Points of Presence (POPs)	3		
List All Major Long Distance Carriers	CenturyLink, Glenwood, Spectrum		
Location of Closest Major Carrier POP/Hotel	Omaha (Kansas City and Denver for redundancy)		
Distance in Miles	189 miles		
Water			
Supplier	City of Holdrege		
On Site (Check One)	Yes		No x
If Not On Site, Distance To Site Water Main (Inches)	New lines to be constructed to connect with city system that is one mile distant. Engineering complete. 10 inches		
Service Line (Inches)	10" design		
Pressure-psi	TBD		
Average Daily Consumption at Plant (GDP)	2.5 mgpd		
Peak Capacity at Plant (GDP)	6.5 mgpd		
Excess Capacity? Amount?	4 mgpd		
What is the rate structure for a potential user within the community's targeted industry? (Can include as an attachment)	rate structure on following page		
Estimated cost and and schedule to extend an average use of water to the site for this type of development.	6 to 9 months construction schedule. $797,202 for total project to connect to city services.		
Sanitary Sewer			
Supplier	City of Holdrege		
On Site (Check One)	Yes	No x	Unknown
If Not On Site, Distance To Site	New lines to be constructed to connect with city system that is one mile distant. Engineering complete.		
Sewer Main (Inches)	TBD		
Sewer Line (Inches)	TBD		
Nearest Service	One mile		
Current Maximum Capacity at Site/Line	NA		
Peak Capacity at Plant (Gallons Per Day)	850,000 gpd		
Excess Capacity? Amount?	365,000 gpd		
Average Daily/Peak Treatment Rate	485,000 gpd		
Estimated cost and and schedule to extend an average use of water to the site for proposed target industry.	6 to 9 months construction schedule to connect with city system that's one mile distant. $544,834.		
Septic Tank (Check One)	Yes	No X	Unknown
Notes about sewer system Intake (Are There Issues With Certain Items Or BOD Levels?)	Normal limits		

Additional Utility Comments
Please include additional comments below.

Temporary use of septic is permitted. Process water available through on-site irrigation well.

All utility infrastructure has been designed and engineered, ready for construction upon a green light from a project.



CITY OF HOLDREGE NEBRASKA

Home About Holdrege

City of Holdrege, Water and Wastewater Rates

Effective: October 2020

Water:

Availability – For all residential, commercial and industrial users.
Monthly customer charge for meters plus:
1. All usage at 0.01265 per cubic foot

*One CF(cubic foot) =7.48 gallons

Wastewater:

Availability – For all residential, commercial and industrial users.
All usage at $0.02684 per CF

Note: A special surcharge formula will be used for extra-strength wastewater.

Highways			
Nearest Interstate (Include Distance in Miles)	I-80 18 miles north on US Highway 183		
Nearest 4-Lane Highway (Include Distance in Miles)	1-80 18 miles north on US Highway 183		
Define Access Points	Industrial park entrance off of Gustin St. at 11th Avenue to NE 23 connecting to US Highway 6/34		
Other Highways	US Hwys 183, 6/34; NE Hwy 23		
NDOT Requirements	Minimum Standards		
Road Access			
Functional Access Points On/Off Site (Check One)	Yes X	No	
Identify the department of roads engineer for the site.	Kurt Vosburg		
Identify if there are any load restrictions. (Check One)	Yes X	No	
Are any major/minor system improvements underway/imminent? Or do entitlements to develop property depend on highway or street system improvements? If so, explain.	Entire infrastructure package, including roads, has been designed and engineered with construction drawings prepared. Roads will be paved in conjunction with new project construction.		
Airport			
Nearest General Aviation Airport (Include Distance in Miles)	Holdrege, Brewster Field		
	Length of Runway?	4,701'	
Nearest Commercial Airport (Include Distance in Miles)	Kearney, NE (EAR) 34 miles		
Is this property located in a flight path? (Check One)	Yes	No x	
Rail			
Rail Served? (Check One)	Yes x	No	
Rail Spur On-Site? (Check One)	Yes	No x	
If no, is there a plan to develop the necessary rail spur and connections to serve the building? (Check One)	Yes x	No	
Service Type (Check One)	Unknown	Short Line x	None
	Main Line	Branch	
Railroad Service Provided By:	OmniTrax (NKCR)		
Details of rail service, including service and capacity available at the building.	Design and engineering are in progress for a project intended to be in service spring 2026		

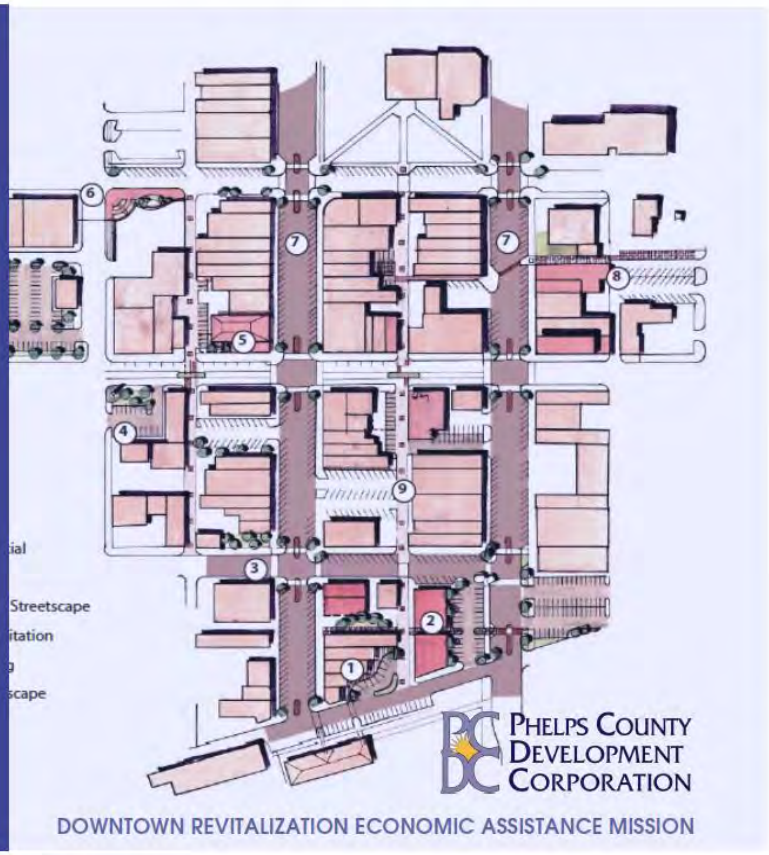
Transportation Comments
Please include additional comments below.

Target Industries for this site include: Manufacturing, Transportation & Warehousing
Phase 1 Environment Report, completed October 2020 [click here to download]. The report indicates a clean review of the property with no findings requiring remediation.

https://www.phelpscountyne.com/site-selectors/community-guide/p/item/7074

Downtown is the heart of our community. To thrive, it must provide amenities, services & activities that both residents and visitors want.

#Grow37



GO!DREAM

FIRST IMPRESSION GRANT

- Up to $10,000 Matching Grant for building facades
- Up to $2,500 Matching Grant for signs and exterior lighting
- May be combined with Flex Loan program
- Funds available on a reimbursement basis
- Applications must be approved before work begins
- Funds dependent upon availability
- Other conditions apply to all DREAM programs

CODE COMPLIANCE GRANT

- Up to $10,000 per new living unit created in downtown
- Intended to address updates necessary to modernize deficient structures
- Fire & safety, electrical, plumbing, structural and other related work to make outdated buildings habitable
- May be combined with Flex Loan program

FLEX LOAN MAJOR RENOVATIONS

- For interior or exterior major renovations costing more than $10,000
- Low interest loans may be paired with PCDC grant programs
- Must be paired with bank financing and not exceed 50% of total financing package
- Repayment terms may be flexible to meet project needs
- Grants do not count toward total financing package

Phelps County Development Corporation
Phelps

GO HOME 2.0

2024 PROGRAMS, REVISED

NEW HOUSE CONSTRUCTION DOWN PAYMENT ASSISTANCE PROGRAM

Down Payment Assistance Reimbursement Grant to Employer ($2 for $1 match)	$5,000	PCDC max match
Public Employee / Self Employed Down Payment Assistance Grant	$5,000	No employer match
Mobile Home Down Payment Assistance Grant to Employer ($2 for $1 match)	$2,500	PCDC max match

EXISTING HOUSE DOWN PAYMENT ASSISTANCE PROGRAM

Down Payment Assistance Reimbursement Grant to Employer ($1 for $1 match)	$2,500	PCDC max match
Public Employee/Self Employed Down Payment Assistance Grant	$2,500	No employer match

RENTERS ASSISTANCE

Renter Relocation Assistance Grant for new residents to Phelps County only	$500	maximum

CODE COMPLIANCE / RISK MITIGATION PROGRAMS FOR DEVELOPERS

Renovation Reimbursement, Grant for contractors-developers upgrading existing rental properties (per unit)	$1,500	max match
Site Improvement, Demolition or Landfill Fees Reimbursement Grant – Housing Only	$2,500	
Residential Code Compliance Grant – address deficiencies presented by outdated spaces to create new rental units in existing down town buildings	$2,500	

APPROVAL PROCESS FOR HOMEOWNERS & CONTRACTORS INCENTIVES

1. Completed application that conforms to its specific guidelines must be turned in prior to closing
2. Internal Review to determine eligibility (typically 1 to 3 days after completed application)
3. Approval notification via phone or email with written confirmation to follow
4. Complete description of requirements included in the applications

NOTE:

- Site Improvement Reimbursement Grant may be combined with any other programs.
- Applicants must comply with detailed guidelines in the application.
- Award of financial assistance from PCDC is not guaranteed and the award is dependent upon availability of funds.
- PCDC may make changes at any time during the life of the programs.

Phelps County Development Corporation
April 6 ·

Phelps County farmers produce $578 billion in corn, soybeans, and cattle yearly. Like many Phelps farmers, Shane Westcott uses high-tech equipment to manage his operations. Check out our latest article to see why agriculture is thriving. https://www.phelpscountyne.com/.../phelps-leads-the-way...

Market awareness and content driven publicity for National Ag Week.

Topical ad to promote an available building.

Q1 2024 Economic Vitality Report

HOLDREGE & PHELPS COUNTY

Published March 31, 2024

POPULATION		2021	2022	Variance
Phelps County Population	estimates	8,968	8,937	-0.3%
Holdrege Population	estimates	5,515	5,491	-0.4%

BUILDING PERMITS		JAN-MAR 2023			JAN-MAR 2024		
Single Family		7	$2,325,000		0	$0	-100.0%
Multi-Family (permits / units)	0	0	$0	0	0	$0	0.0%
Commercial / Industrial		0	$0		0	$0	0.0%
Com/Ind Additions & Remodel		0	$0		0	$0	0.0%
Permit Total $ Value			$2,325,000			$0	-100.0%

PROPERTY VALUATION	2022	2023	
Holdrege	$348,234,457	$411,991,405	18.3%
Phelps County	$2,331,064,332	$2,465,745,924	5.8%

WORKFORCE	FEB 2023	FEB 2024	
Labor Force - Phelps County	5,092	5,047	-0.9%
Employed - Phelps County	5,007	4,930	-1.5%
Unemployed - Phelps County	85	117	37.6%
Unemployment Rate - Phelps County	1.7%	2.3%	35.3%

TAXABLE RETAIL SALES	JAN-DEC 2022	DEC 2022	JAN-DEC 2023	DEC 2023	
Phelps County	$88,958,716	$8,532,623	$88,815,085	$8,379,461	-1.8%
Holdrege	$82,328,593	$7,611,247	$81,843,069	$7,608,329	0.0%
Nebraska	$43,119,929,710	$4,240,496,426	$43,748,680,529	$4,145,681,803	-2.2%
Non-resident	$12,288,549,703	$1,328,878,447	$12,086,765,408	$1,271,047,805	-4.4%
Motor Vehicle Sales - Phelps County	$40,742,321	$4,194,396	$45,554,457	$3,574,811	-14.8%

HOSPITALITY SALES	JAN-DEC 2022	JAN-DEC 2023	
County Lodging Tax	$63,925	$75,852	18.7%
City Occupation Tax (NEW: Sep 2020)	$75,905	$83,128	9.5%

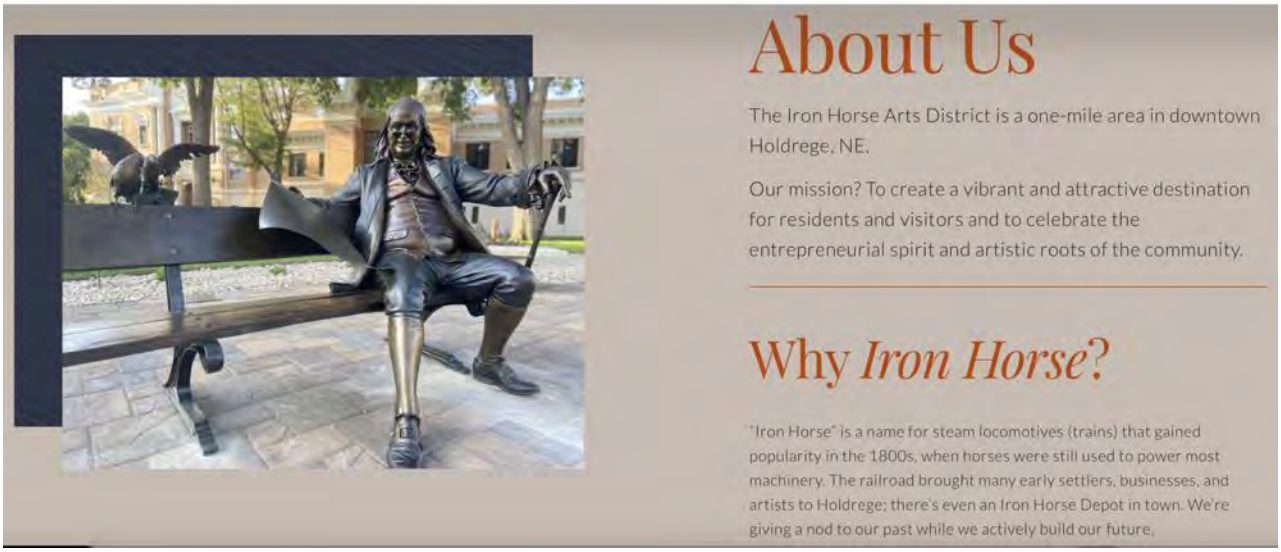
QUICK FACTS	Holdrege	Nebraska
Total market population (1 hour drive time)	33,570	
Population, Census, July 1, 2021	5,491	1,963,554
Population, Census, April 1, 2020	5,515	1,961,489
Population, percent change - April 1, 2020 to July 1, 2021	-0.400%	0.1%
Labor Force Participation Rate	65.60%	68.90%
Median value of owner-occupied housing units, 2017-2021	$135,100	$174,100
High school graduate or higher, % of persons age 25+, 2017-2021	90.1%	91.7%
Bachelor's degree or higher, % of persons age 25+, 2017-2021	28.6%	32.9
Total retail sales per capita, 2017	$24,209	$16,283
Per capita income (2023)	$36,961	$35,189
Average Household Income (2023)	$85,988	
Phelps County Households	5,975	
Average Age, Primary Retail Trade Area	42.8	
Total market (1 hour drive time) retail sales demand	$583.6m	
Total online / electronic shopping / mail order shopping	$86.4m	

PCDC
PHELPS COUNTY DEVELOPMENT CORPORATION

#Phelps Helps

IRON HORSE
ARTS DISTRICT

PCDC is a founding member of the officially sanctioned Iron Horse Arts District. Building on its heritage as the home of world-renowned sculptors George and Mark Lundeen, Holdrege intends to become known as a center for visual and performing arts.



The Iron Horse Arts District guides creation of diverse community activities that engages residents in the uniqueness of Holdrege.

From the outset, Iron Horse has been driven by citizen volunteers that are passionate about shaping a vibrant future for Holdrege.

Investments made by PCDC to renovate and improve downtown buildings are being supplemented by the district's "placemaking" activities such as wayfinding, public art, work-shops, festoon lighting, maker's markets, and special events.

The Holdrege Veterans Memorial and Midtown Sculpture Garden, now under construction, are examples.

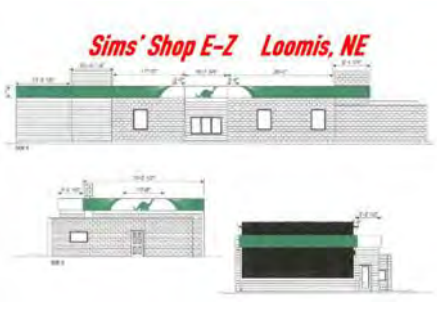
Phelps County Development Corporation
Phelps

Groundbreaking for Ag Service Associates, attended by Governor Jim Pillen.

Ribbon Cutting of Two Bertrand Housing Projects, attended by Governor Jim Pillen.

Groundbreaking for New Dairy Queen, Holdrege

Groundbreaking, Southpaw Dog Academy, Holdrege



New $1.8 million Travel Center in Loomis

Allmand Inc. Celebrates Record Sales and Employment, Holdrege