

2020-2021 Annual Report

**KEITH
COUNTY
AREA
DEVELOPMENT**





ABOUT KCAD



ECONOMIC INDICATORS



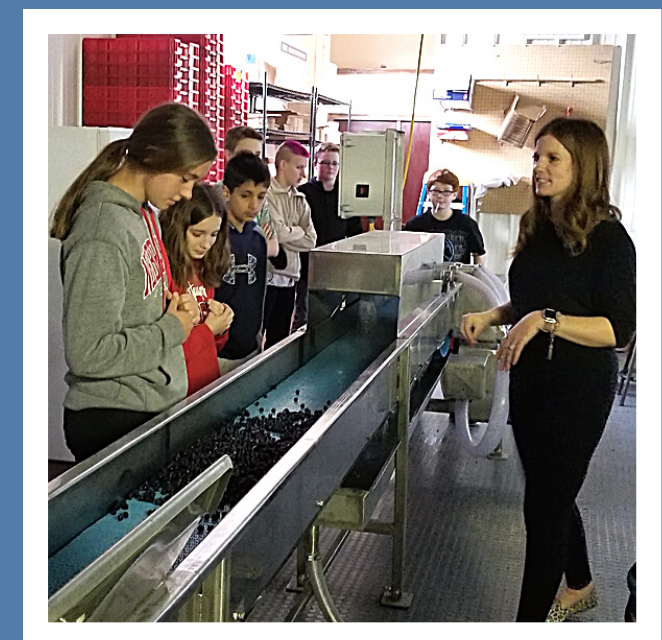
NOTABLE PROJECTS



COMMUNITY VISION PLANNING



INCENTIVE TOOLKIT



ACTIVITIES & PROGRAMS

KEITH COUNTY AREA DEVELOPMENT

Your Partner in Progress

COMMUNITY CLIMATE

- State-of-the-art technology infrastructure
- Diverse economy grounded in:
 - agriculture,
 - tourism,
 - transportation corridor services, and
 - healthcare
- Quality education
- Progressive community culture
- Economic Development Certified Community



Banner Health - Ogallala Community Hospital



Historic Front Street - Ogallala



Prairie View Elementary & Middle School

KEITH COUNTY AREA DEVELOPMENT

Your Partner in Progress

KEITH COUNTY, NEBRASKA — you truly can go anywhere from here.

LOCATION, LOCATION, LOCATION

Keith County has one of the best locations in Nebraska, right on Interstate 80, just minutes from the Interstate 76 junction and with major crossroads Highways 61, 26, and 30.

COMMUNITY CLIMATE

With an abundance of local resources including state-of-the-art technology infrastructure, second-to-none healthcare, quality education, and a progressive community culture, you are sure to see success in Keith County, NE.

SITES AVAILABLE

We have the place for your plans: shovel-ready lots at a 67-acre mixed-use business park, sites up to 175 acres near the I-80 interchange, and aggressive incentives.



For information contact:
Lisa Kraus
lisa.kraus@kcad.org
308-284-6623
www.kcad.org



KEITH COUNTY AREA DEVELOPMENT

Funding Partners

GALLALA



NEBRASKA



KEITH COUNTY
NEBRASKA

KEITH COUNTY AREA DEVELOPMENT

Grant and Contract Funding



KCAD INVESTORS

KCAD Investors choose to invest in the future of Keith County by supporting the behind-the-scene efforts of KCAD that are necessary to create a positive economic impact.

COMMUNITY ARCHITECTS



FOUNDATION CLUB



Dr. Bart & Angela Kolste
Spurgin, Inc.

BUILDERS' CLUB



Shelter Insurance Agency, Bud Morrell



Hardin Insurance Agency

Ken & Deb Schilz

FRAMEWORK MEMBERS

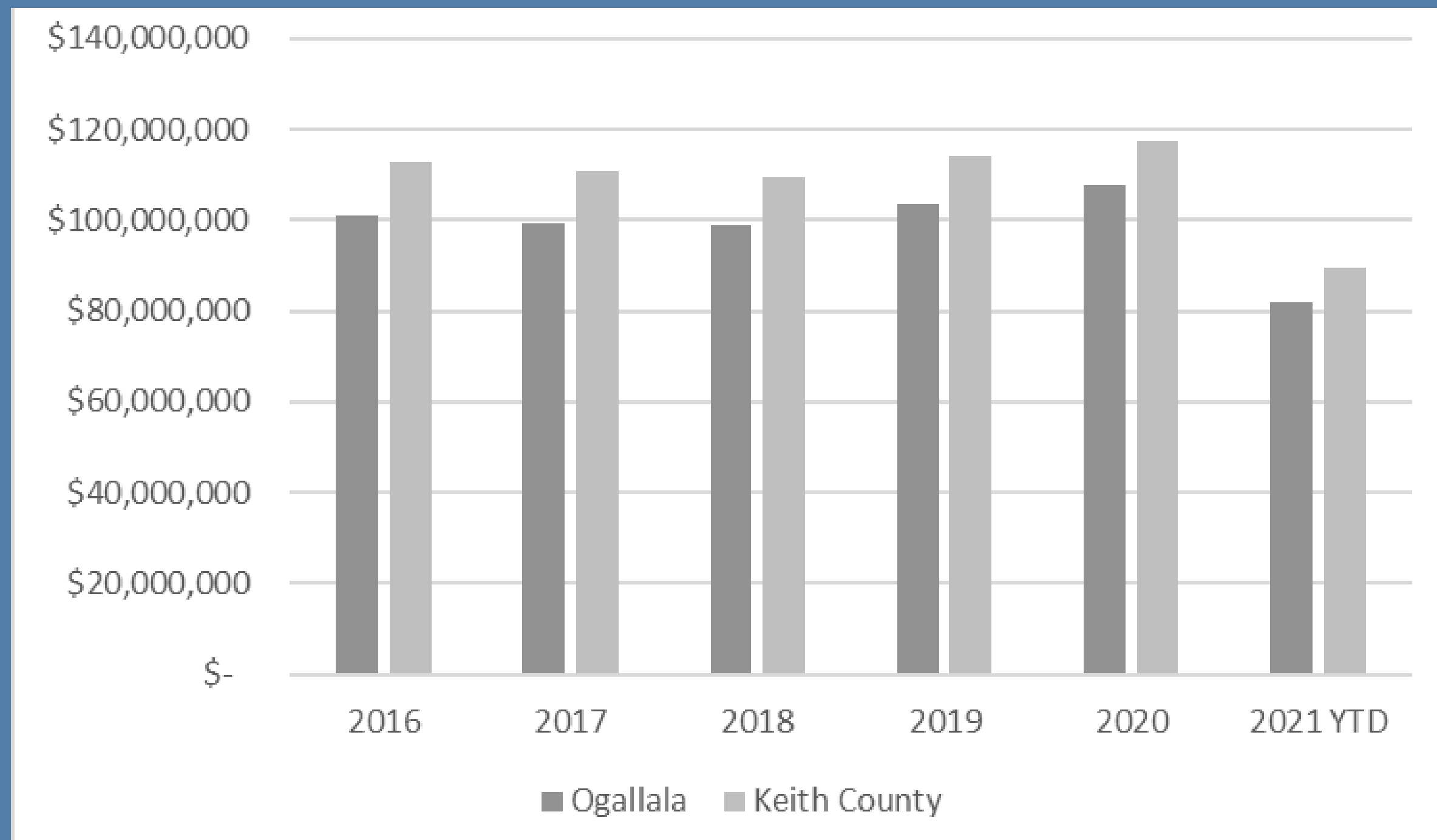
Michael & Pam Abbott
Andersen Sign Company
Doug & Marie Davis
Buenz Gifts
Fuller & Associates Realty
Tim & Deb Holzfaster
Keith County News
Kelley Bean Company
McQuillan & Wendell, PC, LLO
Nebraska PrintWorks
O'Donnell & Holmstedt, PC, LLO
Office Service, Inc.
Ogallala Eyecare
PAKS Developmental Service
Western Nebraska Bank

KCAD Mission Statement

“ To lead activities and partner with community members to broaden and strengthen employment and commerce in Keith County. We provide forums for strategic planning, creative thinking, and collaboration. We recruit community stakeholders that have a passion for Keith County and want to assist in its progress. We strive to make our communities more attractive by promoting our strengths and confronting areas of needed improvement. ”

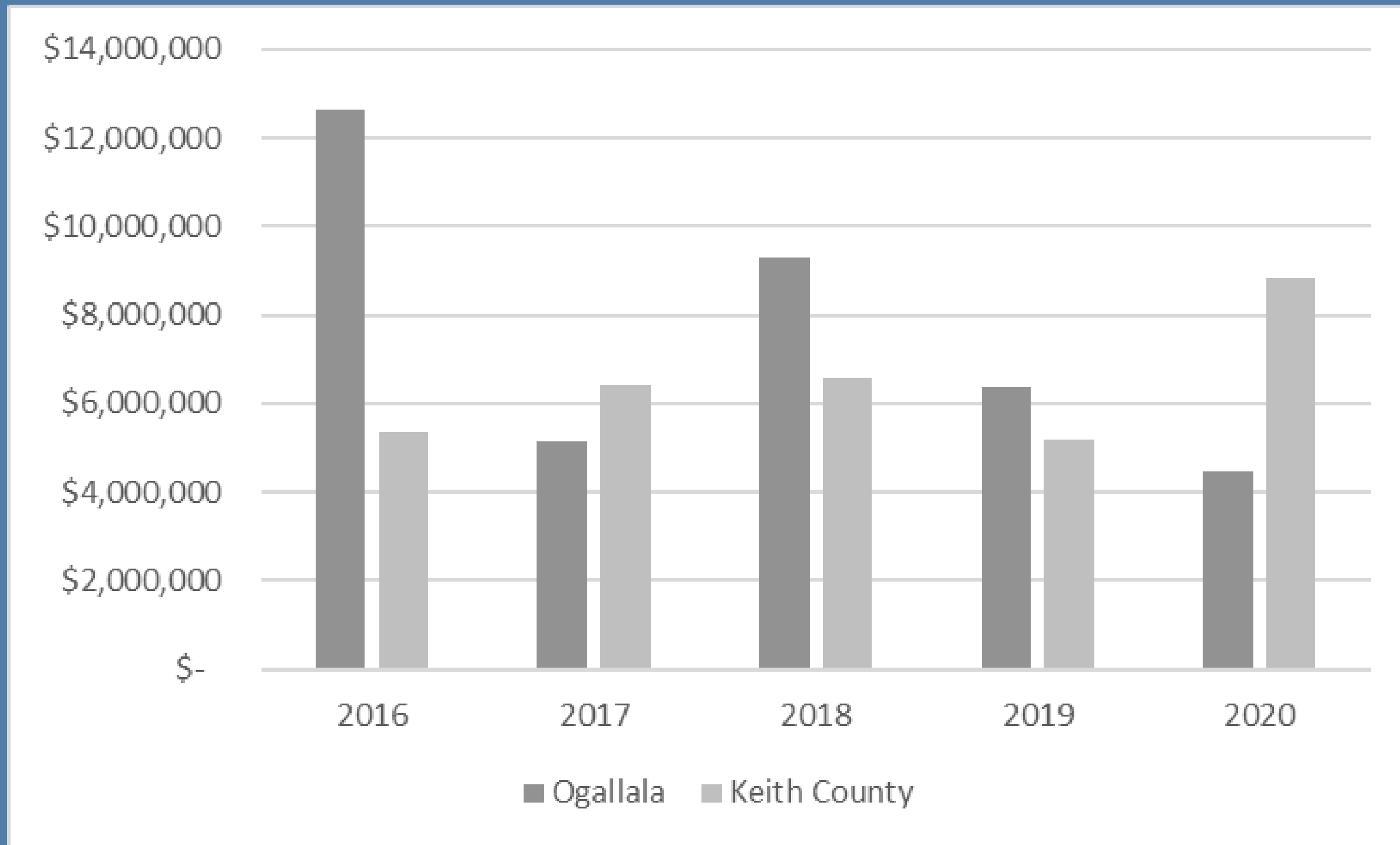
Ogallala / Keith County Net Taxable Sales

2016-2020



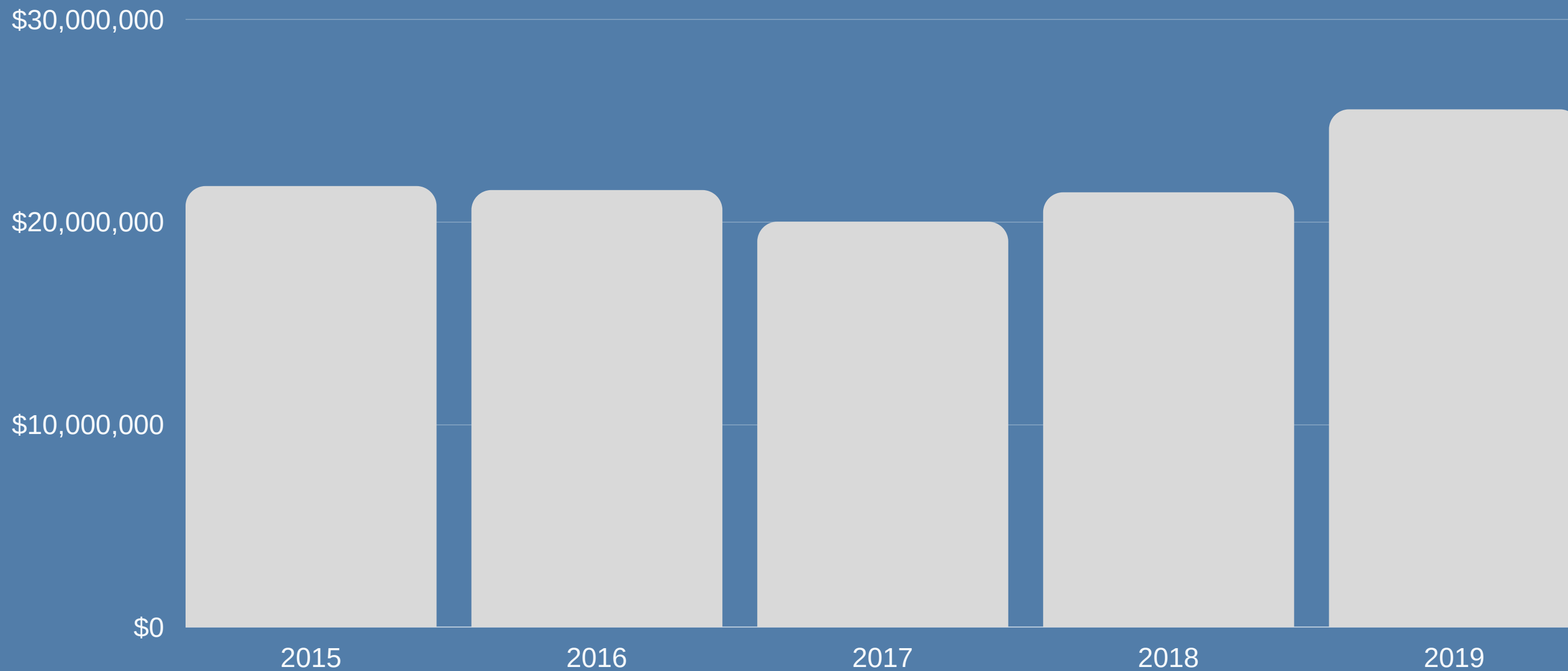
Ogallala / Keith County Building Permits

2016-2020

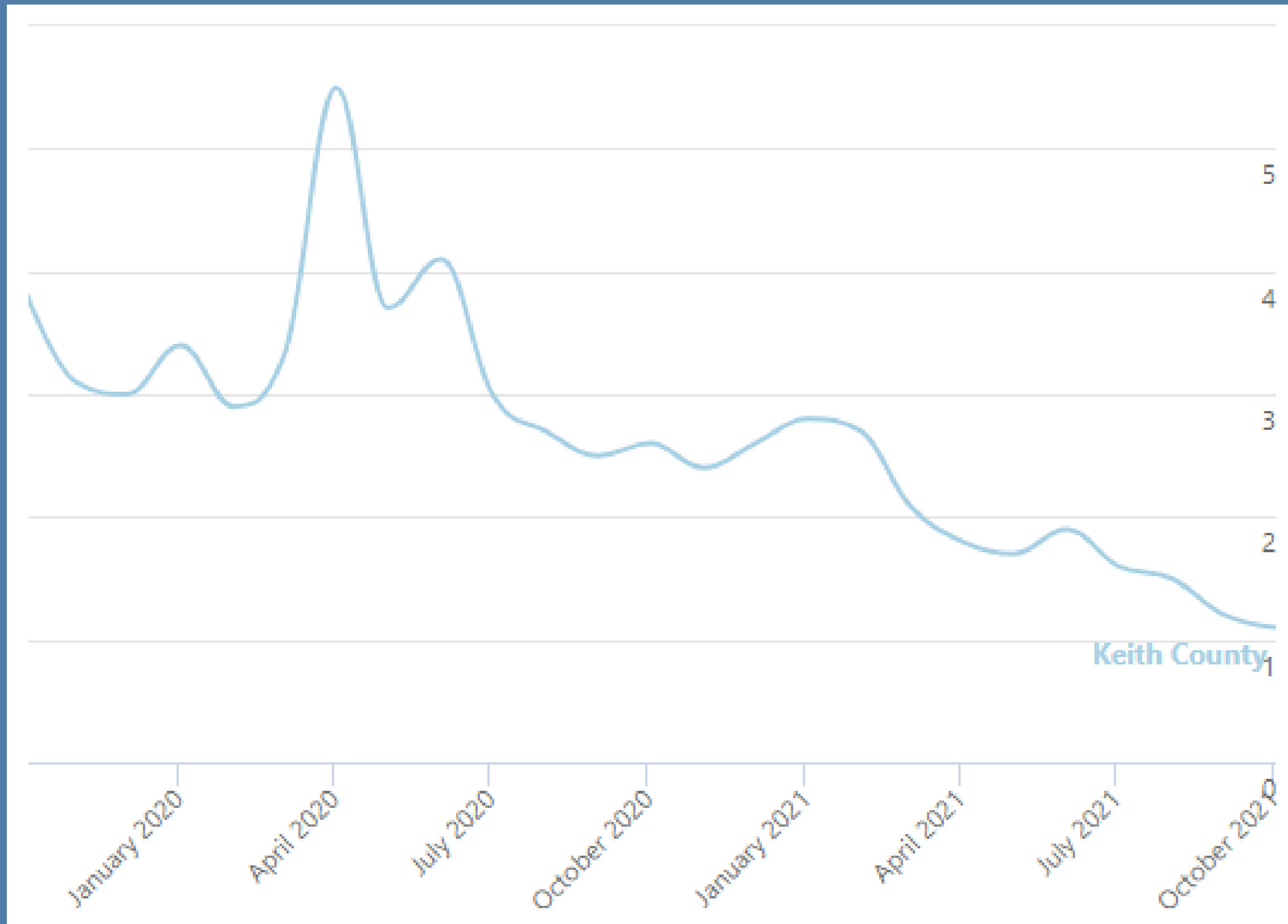


Keith County Vehicle Sales

2015-2019



Keith Co. Unemployment



Current
Unemployment

1.1%

(Keith Co.,
October 2021)

KEITH COUNTY AREA DEVELOPMENT

Your Partner in Progress

RETURN ON INVESTMENT

CITY OF OGALLALA: \$16.76

KEITH COUNTY: \$32.03

ECONOMIC DEVELOPMENT ENGAGEMENTS

2020-2021

KCAD assisted with approximately 140 development opportunities.

16

New businesses
launched or
expanded

25

New business
development or
expansion projects
are ongoing

6

KCAD-assisted grant
applications for
housing, etc.

5

KCAD-facilitated TIF
Applications for the
Ogallala CRA

21

housing inquiries
logged

KEITH COUNTY AREA DEVELOPMENT

2020-2021 Notable Projects



Located in the former Bomgaars retail store, VK Design leveraged \$300,000 in local LB840 funds to apply for \$150,000 in Nebraska Dept. of Economic Development Site and Building Development Funds. The building is under renovation and they hope to begin manufacturing at this facility in early 2022.



KEITH COUNTY AREA DEVELOPMENT

2020-2021 Notable Projects

SECOND CHAPTER BREWING

Currently under renovation in the former Goodall City Library, This new craft brewery is anticipated to open in 2022.



CANTERBURY PARK

Proposed development of a \$100M horserace track, casino, restaurant and hotel.



BUSINESS DEVELOPMENT ASSISTANCE

KCAD received **37** inquiries related to **NEW business development projects (2020-2021)**.



MID PLAINS COMMUNITY COLLEGE

Ogallala Community Campus



Project Partner:

- Progressive Business Group Workshops
- Business Resiliency Courses
- KC Launch Entrepreneurship Program
- EXCEL Tours
- Workforce Development
- Job Fairs
- Youth Entrepreneurship

PROGRESSIVE BUSINESS GROUP

Strong Leaders = Strong Businesses

Richard "Rick" Dupin's professional experiences have led him to believe that learning and growth occurs when collaborative communications are embraced.

He views leadership as a lifestyle, not a title.

Join us for a series of discussions on leadership held on Friday mornings this fall at MPCC in Ogallala.



Rick Dupin
Vice President of Operations
American ShiZuki (ASC) Ogallala

Servant Leadership

September 17
9:00-10:30 a.m.

Where did servant leadership come from? What are 10 principals and how can they help YOU in your business?

51 Percent

October 15
9:00-10:30 a.m.

While skills are important in some roles, the right attitude is always important for teamwork and customer service.

Connect the Dots

November 19
9:00-10:30 a.m.

Successful relationships are based on our ability to collect and connect the dots. Those connections can lead to better understanding.

Free Sessions!

Coffee and Refreshments Provided

Mid Plains Community College

512 East B St. South, Ogallala



Please register! (308) 284-6623 lisa.kraus@kcad.org
Limited seating! (308) 284-9830 piercem@mpcc.edu

Funding provided to KCAD from West Central Nebraska Development District CARES Act: Pandemic Preparedness and Business Resiliency grant.

PROGRESSIVE BUSINESS GROUP

Supporting Local Businesses

Local business leaders and residents can learn new skills and network with each other through the Progressive Business Group workshop series in Fall 2021 focused on leadership skills.



EXCEL & JR. EXCEL

Building our Local Workforce

Coming again in Spring 2022 in partnership with our local schools junior and senior high schools and Mid Plains Community College..



A person's hands are clasped together on a wooden desk. In the background, there is a calculator, a notebook, and a pen. The scene is brightly lit, suggesting an office or business environment.

REVOLVING LOAN FUND

Supporting Local Businesses

A total of six loans have provided local businesses nearly \$150,000 towards Gap Financing, Business Expansion, Renovations, and Start-Up Costs since 2017. One loan was successfully repaid in full in 2020.

Five remain in good standing.

LB840

Local Option Municipal Economic Development Act

Ogallala is now authorized to collect and appropriate local tax dollars for economic development purposes. Funding collected since program inception has been used for projects such as:

- 2020 Gift Card Match programs
- Caring Friends In-Home Care - new Ogallala location
- KCHDC Housing Incentive Growth Fund
- VK Design - relocation to Ogallala





E3

Energizing Entrepreneurial Ecosystems

Keith County is one of six Nebraska communities selected to participate in this program. KCAD is helping KCFF coordinate the local cohort.

LAKE MCCONAUGHY

- Nebraska's Largest Reservoir and Park System
- Owned by Central Nebraska Public Power & Irrigation District
- Leased to Nebraska Game & Parks
- Economic Development Opportunities

- Lake Mac Advisory Committee
- Nebraska Strategies partnership
- New Legislation:
 - LB336
 - LB406



LAKE MCCONAUGHY

LB 336

- Nebraska Strategies advocated to increase the fee for non-resident vehicle permits for access to Nebraska State Parks and Recreational Areas like Lake McConaughy.
- The bill is estimated to bring Game and Parks an additional \$400,000-\$500,000 annually. Game and Parks has pledged to reinvest much of those funds in Lake McConaughy, given the number of non-resident permits sold in and around Keith County.

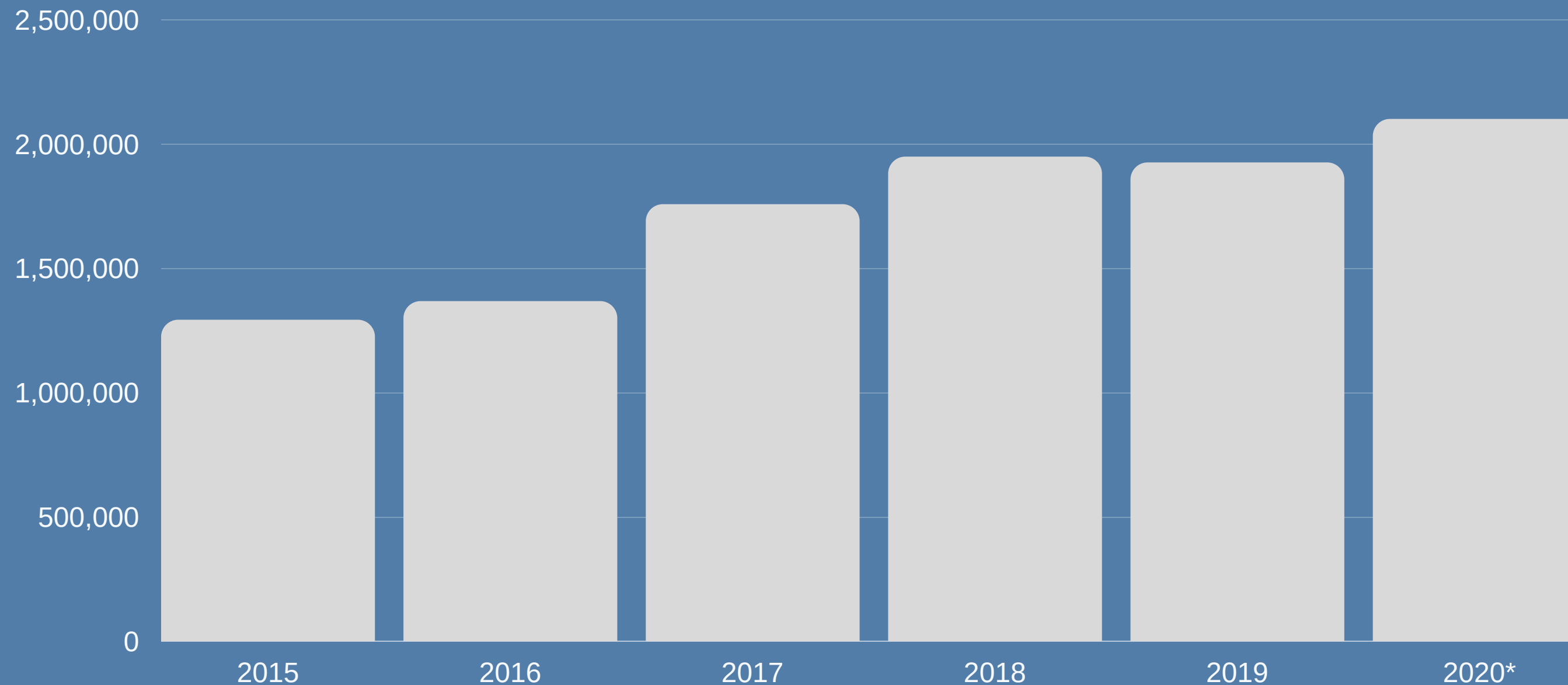
LAKE MCCONAUGHY

LB406 and the Statewide Tourism and Recreational Water Access and Resource Sustainability (“STAR WARS”) Special Committee:

- Nebraska Strategies worked closely with State Senators to pass LB406, which established a special legislative committee to study opportunities to develop water recreation in three parts of Nebraska, including Lake McConaughy.
- Nebraska Strategies has been active in the study, working with local interests and HDR to advocate for the development needs at Lake McConaughy. The special committee will be working with the Governor’s office to propose appropriate millions of dollars in project funding in the coming weeks.

LAKE MCCONAUGHY

2015-2020* VISITOR COUNTS



A top tourist destination in Nebraska

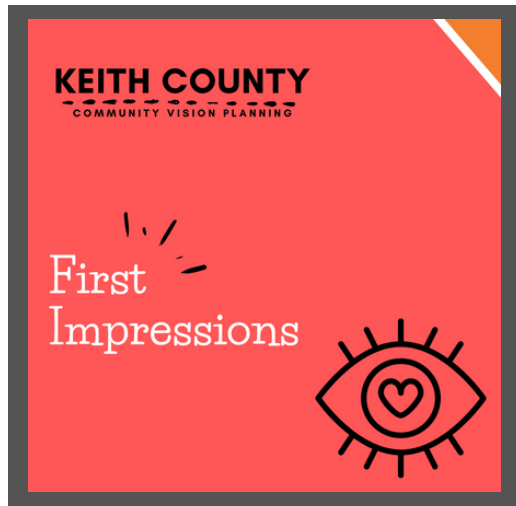
Approximately 2 million annual visitors

COMMUNITY VISION PLANNING



- 2020 sessions identified top priorities:
 - **Early Childhood Development**
 - **Housing Development**
 - **First Impressions**
- Focus groups and committees
- **Comprehensive and informed vision**
- Communication
- Planning and Implementation
- **KCFF Big Give**





FIRST IMPRESSIONS



GREEN SPACES

Imagining pocket parks, hanging baskets, and landscaping



MURAL DEVELOPMENT

Facilitating public mural art that can engage, challenge, and inspire the community



WAYFINDING

Enhancing navigation and promoting our area's distinctiveness

KCAD BIG GIVE DONORS

The following donors contributed to the inaugural Keith County Big Give.

With matching funds from the Keith County Foundation Fund and the generosity of the following groups, KCAD raised over \$10,000 to kick start our First Impressions projects. A \$50,000 grant from KCFF will continue these community-wide efforts

\$1000+



**Doublenine Land &
Cattle LLC
Becky Plate**

\$500+



**Mick & Davanne Moul
Jessop & Caitlin Adams**

\$150+

Doug & Jean Haverman
Barb Jeffres
Richard Gibson & Lisa Kraus
Andrew Krab & Shawna
Knudsen
Karen Knudsen
Pete & Jonnie Peterson
Susan Schilz
Easton Tuttle
Dr. Chris Wong
Anonymous

\$1-149

Michael & Pam Abbott
Scott & Ellen Allen
Loree Cain
Pam & Bob Collins
Eric Duhachek
Linda Fuller
Gene & Lore Holscher
Amanda Hoover
Gerard & Shari Kraus
Arden Krugerud
Gene & Barb Meismer
Anonymous



EARLY CHILDHOOD DEVELOPMENT



UNITY PARK

Accessible Splash Pad will be installed this summer thanks to local donations



C4K

A new coordinator position is conducting market research and supporting childcare providers and families



KATHLEEN LUTE PUBLIC LIBRARY

New city library opened in 2020



of Keith County

DOLLY PARTON'S IMAGINATION LIBRARY

Now available in Keith County for all children under the age of five.



KEITH COUNTY HOUSING





HOUSING DEVELOPMENT



KEITH COUNTY HOUSING
DEVELOPMENT
CORPORATION

A 2017 study revealed the need for **over 250 new homes** in Keith County by 2022, and **over 700 homes needing repairs or rehabilitation.**



HOUSING DEVELOPMENT



**Keith County Housing
Development Corporation**

WE DID IT! THANK YOU KEITH COUNTY!

**Rural Workforce Housing Fund
for Keith County:**

\$1,091,950

Local pledges: \$441,950

NIFA award: \$250,000

RWHF award: \$400,000



HOUSING DEVELOPMENT

INCENTIVE TOOLKIT



RURAL WORKFORCE HOUSING FUND

Revolving \$1.1M for low interest loans and incentives for developers



HOUSING INCENTIVE GROWTH FUND

Grant incentives for housing developers - up to \$8,000 per workforce housing unit



COMMUNITY REDEVELOPMENT AUTHORITY

Tax-increment financing to support infrastructure costs



HOUSING DEVELOPMENT

INCENTIVE TOOLKIT

HOUSING INCENTIVE GROWTH FUND

9 CLOSED CONTRACTS
(2 IN PROGRESS)

\$717,680 VALUATION
INCREASE

TECHNICAL ASSISTANCE FUNDING

\$40,000 GRANT TO
INCREASE HOUSING
PROGRAM KNOWLEDGE
AND FACILITATE HOUSING
DEVELOPMENT

PARTNERSHIP WITH KCFF

OVER \$225,000
PROVIDED TO SUPPORT
HOUSING DEVELOPMENT



WEST 30TH STREET

FOUR NEW HOMES
SINCE 2019 -
ONE IN PROGRESS



PAXTON DEVELOPMENT

SUPPORT OF HOUSING
DEVELOPMENT WITH HIGF
& RWHF



FREED PROPERTY

FORECLOSURE =
NEW OWNERSHIP

NOTABLE KEITH COUNTY HOUSING PROJECTS

HOUSING PIPELINE

2022 HOUSING PROJECTS

RWHF PROGRAM TO WORK:
OGALLALA PROPERTY PURCHASED
PAXTON APPLICATION
OGALLALA APPLICATION

LARGE SCALE DEVELOPER RECRUITMENT

UPDATES TO HOUSING STUDY



STAY IN TOUCH!



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THANK YOU!

