

# Valley County Economic Development Board

Quarterly Report: Q2 2024 (April-June)

6/24/24

## Sales Tax Financials:

<b>Sales Tax for Economic Development</b>	
<b>Fund Status</b>	
<b>6/24/24</b>	
<b>Funds Available in Savings Acct.</b>	<b>\$452,578</b>
<b>Re-Use Funds Available:</b>	<b>\$743,726</b>
<b>TOTAL FUNDS AVAILABLE</b>	<b>\$1,196,304</b>
<b>Funds Committed</b>	
Housing Development Fund	\$0
Property Demo & Redevelopment	\$100,000
Buildings, Sites & Recruitment	\$100,000
Housing Infill Rebate Program	\$300,000
Marketing	\$10,000
Tourism Development	\$50,000
Workforce Dev. for Existing Businesses	\$50,000
Childcare Capacity	\$10,000
Sales Tax Loan #2023-05	\$338,000
Sales Tax Loan #2024-02	\$70,500
<b>TOTAL FUNDS COMMITTED</b>	<b>\$1,028,500</b>
<b>FUNDS AVAILABLE FOR USE</b>	<b>\$167,804</b>

<b>Ord City Sales Tax Receipts</b>				
<b>1 Percent for Economic Development</b>				
Month	1% 20-21 FY	1% 21-22FY	1% 22-23FY	1% 23-24FY
<b>October</b>	\$41,433.97	39,153.64	36,493.46	46,660.33
<b>November</b>	\$36,902.80	37,858.05	46,093.67	47,586.13
<b>December</b>	\$41,995.48	45,755.56	51,957.72	47,387.78
<b>January</b>	\$37,859.07	36,617.13	43,084.18	39,021.75
<b>February</b>	\$38,618.26	35,652.45	37,550.15	33,417.58
<b>March</b>	\$40,898.58	47,523.41	51,870.34	50,983.77
<b>April</b>	\$45,664.50	47,347.46	43,700.80	
<b>May</b>	\$45,278.11	46,414.41	48,297.55	
<b>June</b>	\$45,954.99	54,300.09	53,941.89	
<b>July</b>	\$42,101.05	47,226.79	50,810.04	
<b>August</b>	\$19,945.00	45,622.68	46,668.04	
<b>September</b>	\$65,822.90	50,063.68	52,966.11	
<b>TOTALS</b>	<b>\$502,474.71</b>	<b>\$533,535.35</b>	<b>\$563,433.95</b>	<b>\$265,057.34</b>

## **Business Development:**

- LB840 & Economic Development Incentive Outcomes:
  - Two sales tax loans **approved** by Ord city council in the amount of \$1.21M, leveraging \$2.42M in investment.
  - Three downtown redevelopment rebates **approved** in the amount of \$29,493.80, leveraging \$58,987.60 in investment.
  - One downtown redevelopment rebate **pending** approval in the amount of \$7,237.65, leveraging \$14,475.30 in potential investment.
  - Three housing infill redevelopment rebate requests **approved** in the amount of \$75,000, leveraging \$146,917.78 in housing infill investment.
  - Four housing infill redevelopment rebates **pending** in the amount of \$100,000, leveraging \$276,825.50 in potential housing infill investment.
  - GROW Nebraska Small Business Assistance Act grants were awarded to three clients, totaling \$75,000.
- Property Redevelopment Outcomes:
  - Valley County Downtown Redevelopment Rebate: three applications have been approved by the VCED board for improvements at three downtown Ord commercial properties. One downtown rebate is pending approval at the June meeting.
  - City of Ord Infill Housing Redevelopment Rebate: Three applications approved for infill housing redevelopment, with four pending applications.
  - CDA-owned commercial properties:
    - Rosies: The City of Ord **approved** a redevelopment agreement for the Old Rosie's building for a new tenant, totaling \$201,000 in new investment for the facility.
  - Rural Community Recovery Program: VCED submitted a letter of intent on behalf of the City of Ord to Nebraska Department of Economic Development for grant funds totaling \$500,000. Funds are intended for community redevelopment projects with priority given to housing redevelopment. Grant awards will be announced in October 2024.
- Building, Sites and Recruitment Outcomes:
  - North Loup Agribusiness Project Breaks Ground: Popcorn County USA recently broke ground on a \$6.9M replacement popcorn processing facility in North Loup. The project was supported by VCED with use of tax increment financing in the amount of \$671,000, along with \$100,000 from the Building and Site Development Fund from Nebraska Department of Economic Development.

- Economic Development Certified Community Recertification: VCED is leading the effort to recertify the City of Ord as a Certified Economic Development Community. The designation was first awarded in 2007 and is the recognized seal of excellence for Nebraska communities that showcase high level economic development outcomes. If successful, this would be Ord's third designation since 2007.
- Organizational Capacity Outcomes:
  - Valley County Business Coach: Business Coach job description is completed, and funding secured from partners that include the City of Ord, Valley County Community Foundation Fund, Valley County, VCED, and Central Community College. A memorandum of understanding (MOU) has been signed by VCED & CCC and VCED will move to hire for the position starting in July 2024.
  - 501c3 Filing: VCED completed paperwork to file for 501c3 status on June 18. It will take approximately 6-8 weeks to receive approval of the newly created Valley County Economic Development, Inc.

### **Placemaking:**

- Housing Activity Outcomes:
  - Workforce Housing Grant Update: The GLVA housing committee is accepting proposals to purchase duplexes at one of the three sites being developed in Ord. Three duplexes are currently being constructed, with up to six total units available for purchase starting in the fall of 2024. Details can be found here: [New Duplexes Being Constructed to Combat Housing Shortage in Ord - Ord Nebraska.](#)
  - CDA-owned housing: Marketing of properties and sites has begun. Metal "For Sale" signage for properties has been deployed within the city of Ord at CDA held residential locations.

### **Workforce:**

- NCF Internship Opportunity: Vickie FERENCE has begun working at VCED. She will be supporting the expansion of the business visitation program, the economic development certified community recertification process, and Loup Valley Childhood Initiative efforts related to workforce retention and recruitment.
- BREW: The business, retention, expansion, and workforce committee, jointly comprised of VCED & Ord Area Chamber board members, have been meeting monthly to review and brainstorm solutions to two major issues affecting Valley County businesses: childcare and workforce. The committee met with a job placement recruiter and is exploring options to bring workforce recruitment services to Ord Area Chamber members and area businesses.

## **Ord Area Chamber of Commerce**

### **MEMBERSHIP**

Total Members: 184 Members

New Members in 2024: 15 New Members

### **EVENTS**

*Golf Tournament:* Planning for the second annual Chamber Golf Tournament will begin this spring. The event is scheduled to take place on Friday, July 26, 2024, at Ord Golf Course. Funds will be used to support the Ord Area Chamber programming. As of 6/18/24 there are 12 teams registered.

*Sidewalk Sales:* After speaking with several downtown business owners and due to the proximity to Maker's Market, Summer Sidewalk Sales will not take place in 2024. Businesses have expressed interest in a Spring Sidewalk Sales instead, which the Events Committee will discuss for further planning.

*Maker's Market:* The Ord Area Chamber Board will be supporting the Maker's Market event by covering the cost of porta-potties. Many event attendees are expected, and this will lessen the burden on downtown businesses who have facilities.

*Chamber After Hours/Coffee Connections:* To create consistency, a network gathering will be held once a month, alternating Chamber After Hours and Coffee Connections. Coffee Connections will be held in July.

### **PROMOTION**

The Ord Area Chamber has purchased several outdoor promotional use items, including sandwich boards and a large portable marquee, for members to utilize at no cost to promote events.

### **BREW**

*CHILDCARE:* The BREW Committee will be assisting Loup Valley Childhood Initiative in gathering data on infant care needs in Valley County. Infants refers to children under 18 months, which is the classification by DHHS Childcare Licensing Standards. Both groups will compile a list of parents who currently have infants, have had an infant within the last year, or are currently expecting. This information will be gathered through direct outreach, using a short questionnaire. Aggregate data will be collected and shared with

VCED and other community partners. All answers will remain anonymous and identifying information removed. Aggregate data from the questionnaires will be shared with VCED and other partners in July.

*110% FUNDS:* Designation for 110% funds include statewide marketing of job opportunities and local event promotion. Initial interest was to place ads on Indeed for overall Job Opportunities in Ord, however, Indeed only accepts paid ads for specific job listings. Also investigated LinkedIn paid advertising, which is best utilized for specific job or industry opportunities.

*PROGRAM MARKETING:* Following suggestions from the Committee, VCED will utilize sales tax funds designated for marketing to promote area programs and properties. This marketing will be done through signage on vacant properties owned by the CDA/VCED, as well as paid advertising through Ord Quiz on available rebate programs.

*WORKFORCE RECRUITMENT:* The BREW Committee met with Central NE based recruiter Carrie from Connecting Resources. Carrie shared information on her recruitment efforts and statistics on her successes. Will look at brining Carrie in for a Lunch & Learn to present on industry and state employment standards (such as current pay rates/benefits/etc.) and offer her recruitment services.

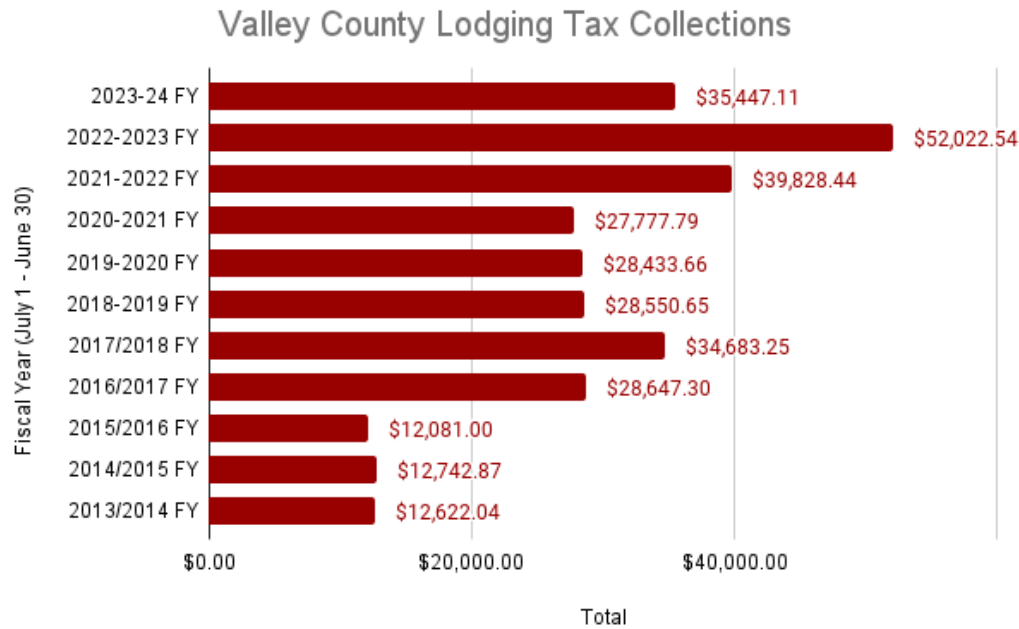
## Valley County Tourism

### LODGING TAX UPDATE

Lodging Tax Collections		
Taxed Month	FY 2022-2023	FY 2023-2024
July	\$5,620.78	\$6,841.54
August	\$4,812.73	\$5,482.85
September	\$5,682.96	\$5,508.91
October	\$4,715.80	\$3,662.97
November	\$3,535.59	\$3,232.93
December	\$2,489.35	\$2,899.53
January	\$3,582.83	\$2,037.19

February	\$2,260.38	\$2,666.63
March	\$2,605.81	\$3,114.56
April	\$4,591.08	
May	\$947.32	
June	\$11,398.73	
<b>TOTAL</b>	<b>\$52,243.36</b>	<b>\$35,447.11</b>

**\*as of June 18, 2024**



In the 2023 calendar year, Valley County saw an increase in lodging tax collection of approximately \$12,000 from the previous year. At the May County Supervisors Meeting, approval was given to increase the Chamber/County Contract payment to assist with funding the Business Coach position. This payment to the Chamber will be reflected in the staffing agreement with VCED. Approval of the

2024-25 Budget was also received at the May Supervisors meeting. Priorities for the 2024-25 Budget will be increasing grant program funding, increasing online and print promotion, continued travel show participation, increased travel guide distribution, external signage for tourism destinations, and more.

### **VENTURE TO VALLEY COUNTY TRAVEL GUIDE**

Quiz Graphic Arts has concluded ad sales for the 2024 Venture to Valley County Travel Guide. Layout has begun and content creation sessions will follow. Publication date is set for September 1, 2024. At this time, four pages will be dedicated to a Quality of Life section. The new edition of the travel guide will also feature a passport program. Advertisers and popular destinations will be listed as stops on the passport. A photographer will be hired to complete the photography needs for the Travel Guide. A reimbursement grant from Nebraska Tourism will assist in funding this expense.

### **TRAVEL SHOWS**

Valley County Tourism will have a visitors booth set up at the Maker's Market on July 6, 2024.

### **PROMOTION**

The Valley County Tourism Committee has designated Promotion Funds to assist organizations with paid advertising for events. Priorities were given to events that regularly attract statewide and out of state visitors for overnight stays.

Valley County is currently, or will be, featured in several printed publications through paid ads. These include Nebraskaland Magazine, Nebraska Life Magazine, and the 2025 Nebraska Travel Guide.

The 2023 Nebraska Tourism Grant, received by the Ord Area Chamber, used to Valley County Tourism will be closed out May 2024. This grant included \$9,000 for hiring a videographer and utilizing Nebraska Tourism's Leads Program. Through the yearlong leads program, approximately 1,200 emails were added to the Valley County Tourism email list.

### **GRANTS**

In January, the Valley County Tourism Committee awarded Valley Rods Unlimited a Traveler Attraction Grant. This reimbursement grant will total \$1,250 and assist in marketing the Father's Day Rod Run to communities outside a 50-mile radius of Valley County. Thanks in part to the increased advertising efforts, the 2024 Father's Day Rod Run had a record number of 204 entries.

In February, the Ord Area Chamber was awarded a \$5,750 reimbursement grant from Nebraska Tourism for marketing and promotions. These funds will be used for photography for the Venture to Valley County Travel Guide, ad in the Nebraska Travel Guide, and participation in Nebraska Tourism's Leads Program.

As of June 2024, Valley County Tourism has awarded \$50,689 in grants to nonprofits and public entities for tourism development and promotion.

A new eligible activity was added to the Destination Development Fund Grant, which is currently available to Valley County nonprofit and public entities that operate tourism attractions for improvement projects. To assist these entities in increasing visitor attraction to public events, funds can now be utilized to assist with entertainment costs. This can include live music, carnivals, performers, etc. This grant can cover up to 50% of costs, with a maximum award of \$3,000.

At the June meeting, the Valley County Tourism Committee awarded Loup Valley Ag Society a \$2,000 Traveler Attraction Grant. This reimbursement grant will be utilized for radio ads at three regional stations to advertise the 2024 Valley County Fair.