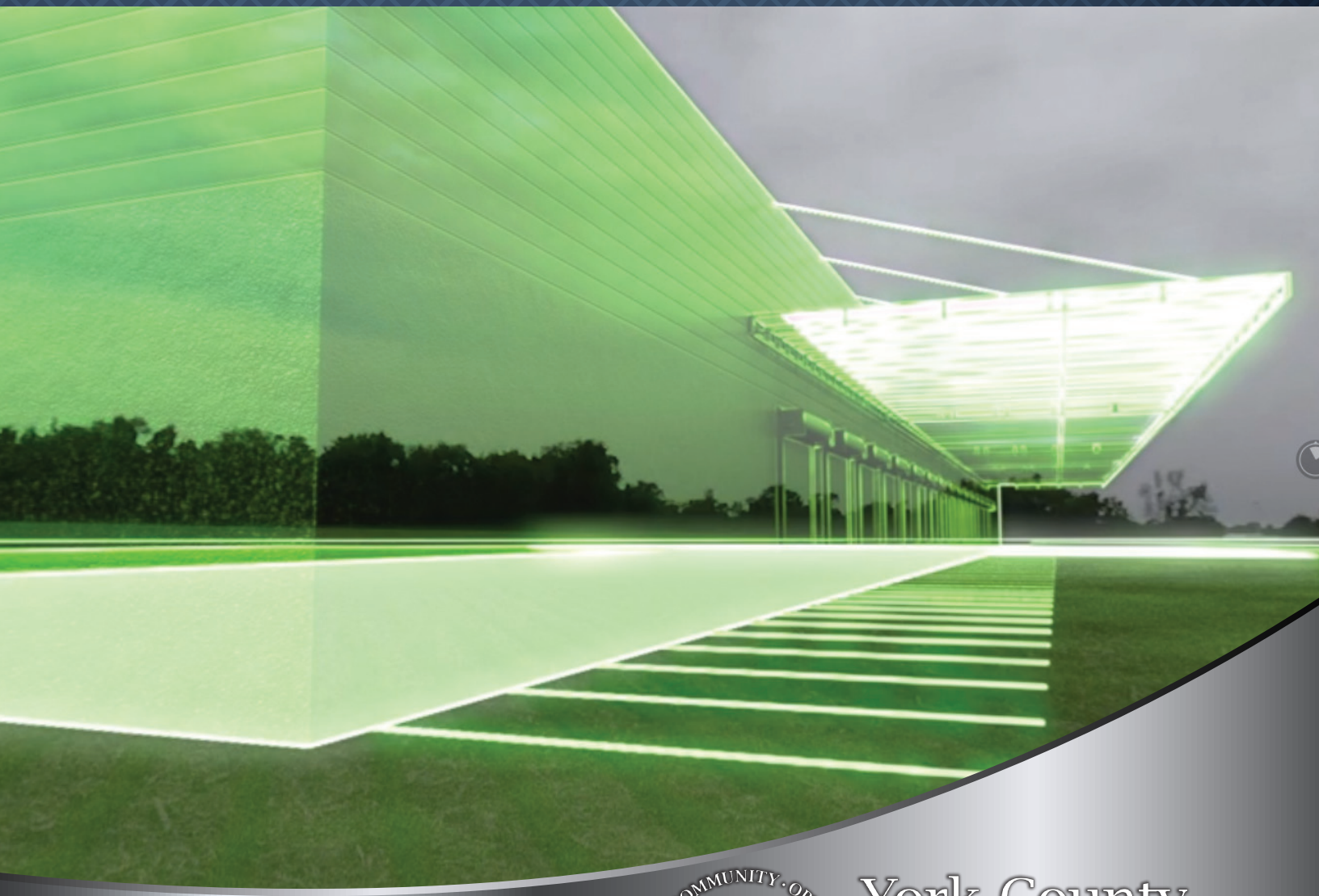
2021 INVESTMENT DRIVE



BUSINESS · COMMUNITY · OPPORTUNITY

YCDC

York County Development Corporation

COMING TOGETHER TO GROW

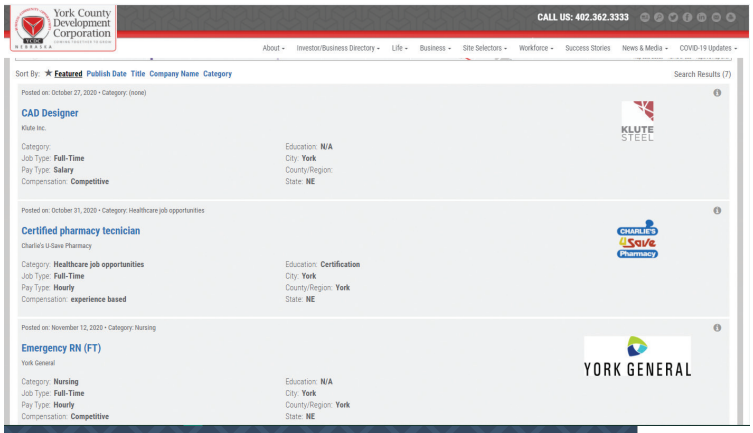
2021

As a YCDC member you are investing in the future growth of our county for the benefit of all residents and businesses.

YCDC members share a continued interest of economic growth of York County by retaining, expanding, attracting, creating, and enhancing the economic vitality of York County, Nebraska.

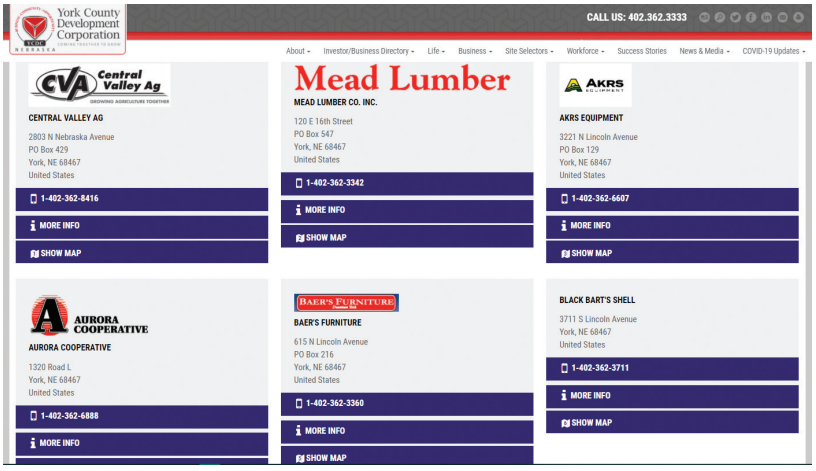
Focused on business growth, housing, talent recruitment/retention and development, membership training, technical assistance, and quality of life initiatives.

YCDC Members Investment = DIFFERENCE



Kelly Geweke (NDED) and Matt Spanjers (York Cold Storage) during a YCDC Business Retention & Expansion Visit

Investors receive a listing in the ***Investor Business Directory*** on www.yorkdevco.com by business category. Investors also are able to advertise job openings on our website



Leadership comments

A Note from Lisa:

As my family prepares to enjoy the holidays and enter 2021, I want to thank each of you for your continuing support of the York County Development Corporation (YCDC) mission. This year has shown the importance of having a strong team, and I would be lost without Deb Heskett, Derek Dauel and our intern, Matias Castano. I also want to thank the YCDC Executive Committee and our Board of Directors. We all value their support and guidance. I am very grateful for the insights of our communities, members, committees, and businesses. Without your support, these efforts would not be possible. The trust you place in YCDC's staff year after year to help create a more competitive business climate, and grow our economy, continues to humble me.

What a year 2020 has been! With COVID driving so many decisions, the philosophy of one business, one job, one individual at a time, has proven true when it comes to economic development. Despite this new challenge, partners around York County, the region and the State, have come together in many ways. We continue to make progress to improve the economic vitality of our county.

It should be no surprise that YCDC has been heavily involved in York County's COVID-19 Response. We have released information to the communities and businesses. This has included state/federal programs, directed businesses to resources, and established a COVID information page on www.yorkdevco.com. YCDC provided technical assistance to many businesses to pivot during COVID, analyzing marketing and new targets, and worked to promote businesses through sponsoring things such as the Buy Local platform. We worked with the York Chamber to hold a meeting for Four Corners Health Department (FCHD) the first week of March for employers to discuss the likelihood of an upcoming pandemic, and to share response plans. YCDC has facilitated York County Community Sector Briefings and acted as part of the communication chain for FCHD information. We also worked with DED, SENDD and the City of York to gain approval to turn the City of York's ED Reuse funds to COVID Response Funds then worked on the marketing of the program and helping businesses apply. This netted 10 small businesses that could show retention of at least one full-time employee, with $20,000 in funds awarded to each business. We also researched funding options for County-wide response.

When it comes to economic development, projects are often multi-year. In December, we will be announcing a $4+ million manufacturing expansion. McLean Inc. Meat Locker, another $3+ million, has been announced, and will be opening in 2021. YCDC was selected by the Environmental Protection Agency (EPA) for a technical assistance grant for Local Foods Local Places, which has identified four goals centering on connecting locally grown food to local buyers and providing actions steps on identified needs. A project I'm asked about often, is Jimmy John's, opening by the end of the year!

We've seen the completion of Creekside Apartments, a $500,000 Nebraska Affordable Housing Trust Funds grant awarded to York County creating an Owner-Occupied Rehabilitation program, and other housing projects develop. This has led YCDC to update the York County housing study. We hope to have that completed soon.

We continue working on the retention, development, and recruitment of talent. The roll out of a 17-County Podcast in 2020 has been a success with listeners in 7 states hearing stories about Why York County. We also have partnered with Seward County to do an on-line talent marketing initiative, which has had the highest results in Indiana, New York and California. In 2021, we will see the launch of the 17 County Leadership Program, targeting personal development and management skills. We're very excited to be able to offer this program, which our businesses had identified as a need.

Thank you for the opportunity to serve as your Executive Director, and for your investment, partnership, and collaboration, as we continue to work to build a more prosperous future for our county.

Jim Ulrich, YCDC President

My family and I have only been in York for a little over 4 years, but during that time I have seen a lot happen in a very positive way regarding economic development. Just a few months after moving to York and starting as the CEO of York General Healthcare Services, I was asked and agreed to begin serving on the Executive Committee of the York County Development Corporation (YCDC). Prior to moving to York, my family and I lived in McCook, Nebraska for just over 16 years. During those years, I served in the same professional position for the Hospital and also on the McCook Economic Development Corporation board for more than a decade, including two terms as the Board President. I guess I have a passion for economic development and helping to make communities great places to live, work, and play. Because of my previous experience, I can definitely see tremendous potential for economic development in York County, not only because of the close community culture in York County and the talent and compassion of our YCDC staff, but also due to being centrally located between Grand Island and Lincoln, right at the intersection of a major highway and Interstate 80 as well. This is a competitive advantage that the YCDC has realized in development over the years as well as today. It is great to have potential for development, but it is even better when you continually see accomplishments toward this potential within our County.

The YCDC staff and Executive Committee have begun to work on refreshing our Strategic Plan for the YCDC for the years ahead. Our current plan from 2018 – 2020 has 3 main goals with the first to increase the number of quality housing units in York County. To that end, the Creekside Apartments, 48 market-rate family, apartment units were created. This project started in late 2017 and is culminating in 2020. The Vitas @ Meadow Grove Community (started in 2017 – 2020) consists of 24 duplex buildings (48 units). Throughout the County the YCDC has provided assistance to the City of Henderson on the next housing development and the Village of Bradshaw's Marketing Hometown America group with their focus on housing over the last few year.

The second Strategic Goal is to support business growth/retention in York County. There are literally dozens of accomplishment under this goal since 2018 including responding to 57 business requests for a site or building location in York County. They also include work on the Waco SWB Building Renovation, the City of York Industrial site, and the Business Retention and Expansion Program. Over most of this year the YCDC has been involved in efforts to help businesses stay informed, persevere, and staff safe through the COVID-19 pandemic. The YCDC currently hosts along with the York Chamber an every other week community sector briefing Zoom meeting to help keep us all informed on the pandemic.

The third Strategic Goal is to make York County the place one wants to live and work. Strengthen education programs and opportunities to fill the skills gap. Once again there are a lot of accomplishments toward this goal consisting of the Manufacturing Coalition and two rounds of school visits with manufacturers in York County and the surrounding areas, the development of the 17 County Leadership class that will kick off its first session in early 2021, the continuation of the Adult Involvement Fair, 17 County Podcasts that consists of 33 episodes and 2,500+ lifetime listeners across seven states. What a good way to advertise your families that have chosen York County to live, raise their families, grow themselves, and thrive in. Like so many other things this year, COVID-19 made accomplishments in this area a lot more challenging.

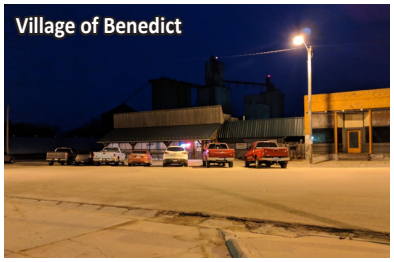
These are just some of the many examples of YCDC accomplishments toward the achievement of our Strategic Goals. With so many accomplishments and so much potential in York County, I encourage for you to become members of the YCDC and join this ever growing number. My family and I are excited to call York County our home and look forward to the continued housing, economic, and talent growth in the years ahead. Wishing you and your families a wonderful holiday season. Stay safe and stay well!

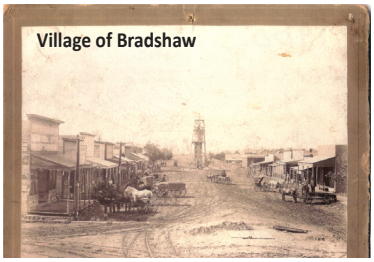
YCDC Staff *(from left):*
Business Manager Deb Heskett,
Development Coordinator Derek Dauel, and
Executive Director Lisa Hurley

YCDC

2021

Communities Coming Together to Grow by Investing in YCDC in 2020





2020 York County Development Corporation Investors

Municipalities

City of Henderson
City of York - Holthus Convention Center
City of York
Village of Benedict
Village of Bradshaw
Village of McCool Junction
Village of Waco
York County

Titanium

Cornerstone Bank

Diamond ($2,500 - $4,999)

Central Valley Ag
Henderson State Bank
Mead Lumber Company, Inc.
Nebraska Public Power District
York General
York State Bank

Plantinum ($1,500 - $2,499)

104.9 Max Country/KOOL 103.5
Black Hills Energy
Chuck & Karen Harris - Private Investor
Collins Aerospace
Community Title Company
Corteva Agriscience
Green Realty & Auction
JLC Incorporated/Jensen Lumber
Kopsa Otte + Associates
Midwest Bank
Overland Ready Mixed Company
Perennial Public Power District
Southeast Community College
Union Bank & Trust Company
York Cold Storage, L.L.C.
York College
York Medical Clinic, P.C.
York News-Times

Gold ($1,000 - $1,499)

A+ Construction
Ayars & Ayars, Inc.
Chances "R" Restaurant & Lounge
Cornerstone Building Brands
Crossroads GPS, Inc.
Cyclonaire Corporation
Edward Jones - Eric Montgomery
EyeCare Associates, L.L.C.
Hamilton Telecommunications
Heritage Realtors, Inc.
Kinetic by Windstream
Kopcho's Sanitation, Inc.
Lichti Oil
Mogul's Transmission & Towing
Olsson
PTUSA - York
Patina Studios
Richard & Winnie Callahan - Private Investor
Wal-Mart #350
York Area Chamber of Commerce
York County Visitors Bureau
York Printing Company, L.L.C.

INVESTMENT DRIVE

Silver+ ($500 - $999)

Aurora Cooperative
CTEC AG
Cornerstone Insurance Group
Klute Inc.
Mid-America Vision Center
Midwest PMS, LLC / Biegert Feeds
Pieper's Inc.
Scott-Hourigan Co.
Southwest Building, Inc.
Striv, Inc.
York County Child Care Alliance
York Equipment, Inc.

York County Business & Health Meeting

Silver ($250 - $499)

AKRS Equipment
Advance Services, Inc.
Agri-Products, Inc.
Ameriprise Financial Services, Inc.
Jones Insurance Agency, Inc.
Angle, Murphy & Campbell, P.C., L.L.O.
Bohemian Original, Inc.
Burnham Appraisal Company
C. Naber + Associates
Champion Home Builders, Inc.
Chief Construction
Conner Roofing Company Inc.
Critel Enterprises, L.L.C.
Crystal Lake Foods, Inc.
Dan's Construction, Inc.
Donald & Therese Swanson - Private Investor
Extreme Automotive
Farmers Cooperative
Gale's Welding Inc.
Grand Central Foods, Inc.
Harlow Homes L.L.C.
Hitz Towing, Inc.
I 80/81 Storage, Inc.
J & R Heating and Air Conditioning
JW's Catering
Jean & Jack Vincent - Private Investor
Kerry's Restaurant & Catering, Inc.
Kroy Industries, Inc.
Lockridge Angus
McCormick's Heating & Air Conditioning
McDonald's
Mesner Development Company
Noddle Companies
Northwestern Mutual
Nutrition Services, Inc.
Penner's Tire & Auto, Inc.
Progressive Chiropractic & Rehab Clinic
Runza Restaurant
Sampson Construction
Schoch Concrete Construction, Inc.
Self Storage of York
Skip's Automotive & Towing
Svehla Law Offices, P.C.
The Jewelers Vault LLC
Tractor Supply Company
Truck Center Companies
Unite Private Networks
Urgent Care & Family Medicine of York
Wagner Decorating/Isaiah's Toy Box
Wendy's
Western Edge
York Country Club
York County Title Co.
York Dental Associates
York Farm Supply, L.L.C.
York Heating & Air Conditioning, Inc.
York Rotary Club

Bronze ($100 - $249)

Advanced Agri-Direct (USA) Inc.
Aflac - Jim Bellows
Alpha Media
Baer's Furniture
Beaver Creek Products, L.L.C.
Beins Storage, L.L.C.
Blue Beacon Truck Wash
Charlie's U-Save Pharmacy
Coldwell Banker - NHS Real Estate
Crossroads Awards & Gifts
Dalyn Enterprises L.L.C.
Eakes Office Solutions
Edward Jones - Walter Byrne
Epworth Village, Inc.
Faller Landscape & Nursery
Fillman Insurance Agency
Fillman Law Office
Flood Communications
Gana Trucking & Excavating Inc.
Ginny's Hallmark
H & R Block
Hampton Inn
Heiss Electric, Inc.
Henderson Chamber of Commerce
Henderson Health Care Services, Inc.
House Stars Cleaning Services
Jackson Services, Inc.
Janssen Ford of York
K-9 Kennel LLC
K-Creek Farms, Inc.
KVK Jewelry Design
Kirby's School of Dance
Kirtsey's Clothing & Gift Boutique
Kroeker & Kroeker Insurance & Real Estate Agency
Lichti's Inc. Sales & Service
Life Unpredictable Photography
McCarthy Holthus LLP
McLean Beef Inc.
Metz Mortuary, Inc.
Mierau & Co., P.C.
Miller Seed & Supply Company, Inc.
Moore-Built, Inc.
Naber's Locksmith Service
Nebraska Department of Labor
Neville Construction, L.L.C.
Patriot Energy Solutions LLC
Peterson's Petal Company
R & R Delivery
Rasmussen Auto Supply, Inc.
Rasmussenville Apartments
Region V Services
Roberta (Bobbi) Janda - Private Investor
Stone Creek Event Center
Talley Ho Vending
The Quilt Basket
Two More Ventures, Inc.
Waddell & Reed
Wallingford Sign Co., Inc.
York Ace Hardware
York Animal Clinic
York Boot N Repair Inc
York Chiropractic Center
York County Corn Growers
York Creekside Apartments
York Family Dentistry
York Sunrise Sertoma

Why York County
NEBRASKA

YCDC

2021

WHAT IS ECONOMIC DEVELOPMENT?

Historically, economic development has been . . .

- Jobs Creation
- Recruiting large industries
- Sprawling out communities

YCDC IS NOT A TRADITIONAL ECONOMIC DEVELOPMENT ORGANIZATION

In today's world, you're not doing Economic Development correctly if you're not involved in . . .

- Business development, retention, expansions and recruitment
- Encouraging innovation and technology upgrades and entrepreneurial development
- Marketing the whole county - business and talent
- Involved regionally
- Housing development
- Workforce development, retention and recruitment
- Community development
- Collaboration
- Legislative work
- Site Development
- Technical assistance

WHAT DO WE BRING TO THE TABLE?

- Data
- Website
- Training
- Marketing
- Connections
- Relationships
- Vision
- Grant Knowledge

Lisa Hurley and Janet May (Perks Café) YCDC Business Retention & Expansion Visit

17-County

A York County Development Corporation Podcast Series

What makes the Good Life the Good Life? Utilizing the 17 County Podcast series, YCDC has been sharing the hidden gems of rural life, the growing entrepreneurial opportunities, and sharing some of the most interesting stories in our county. Starting in 2020, YCDC released 33 podcast episodes which have reached listeners in seven states. This is part of our talent strategy.

A portion of the Nebraska Team stopped for a photo during the 2020 International Processing and Production Expo. Represented is YCDC, Phelps County Development Corporation and Nebraska Public Power District.

York County Development Corporation

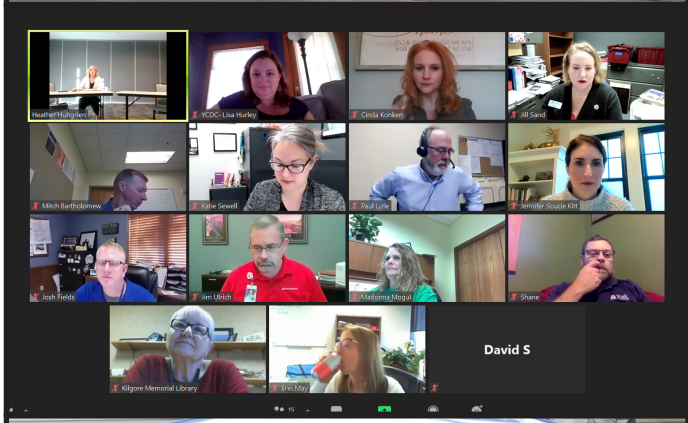
COMING TOGETHER TO GROW

Why Should You Join Or Increase Your Investment?

We are working with partners on developing, retaining and recruiting workforce for our businesses while preparing for the future. Part of this is continuing to plan for additional housing projects.

We've identified three strategies that need additional funding.

- Continuation of new "Why York County" talent and storytelling initiative
- An aggressive on-line out-of-state talent recruitment marketing
- Expanded financial project assistance, such as property options, additional due diligence, gap, seed funding for new programs and businesses



2018 3-year Strategic Plan

Goal: **Increase number of quality housing units in York County.** Why? According to the 2016 York County Housing Study, York County needs 588 units by 2025 county wide assuming a 1% growth rate per year. Half of those units need to be rental units, and range all income brackets.

Goal: Support quality business growth in York County. Why? We want to diversify the business and tax base in York County through a targeted business approach.

Goal: Make York County the place one wants to live and work in. Strengthen educational programs and opportunities to fill the skills gap. Why? York County has business growth opportunity that will be difficult to meet without growing our population and having the skills matched up to the jobs.

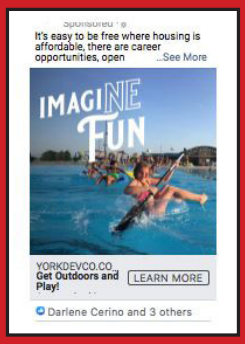
YCDC at Work in 2020

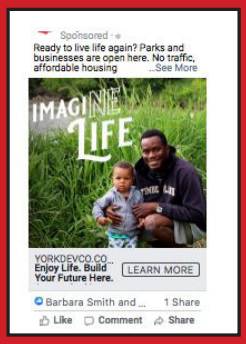
Governor Pete Ricketts toured the new facility.

Utilizing Rural Workforce Housing Funds and donations from 26 businesses and individuals, YCDC was able to secure a developer for Creekside Apartments in 2019. This 2 building complex has 48 market-rate units which are now open.

During the COVID year, YCDC celebrated with the developers, funders and community by hosting a ribbon cutting ceremony.

York County Development Corporation launched a social media ad campaign to highlight fun, jobs and life in York County.





York County Community Briefing

YCDC facilitated Community Sector Briefings throughout the year online via Zoom and Facebook to provide information to the community.

BUSINESS · COMMUNITY · OPPORTUNITY

YCDC

York County Development Corporation

COMING TOGETHER TO GROW

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