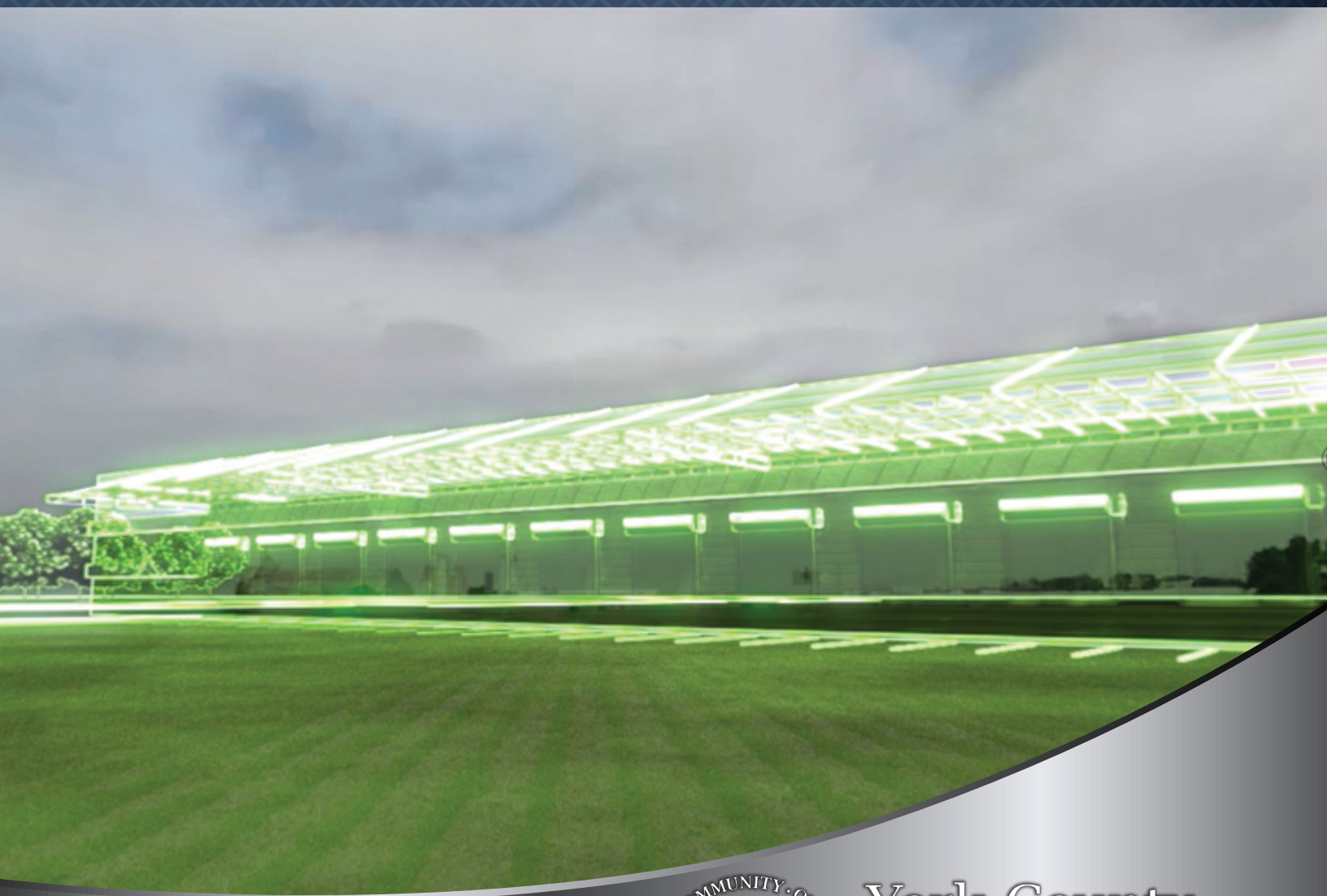


# 2022

## INVESTMENT DRIVE



York County  
Development  
Corporation

COMING TOGETHER TO GROW

## 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

Industry	ABOUT	INVESTOR/BUSINESS DIRECTORY	LIFE	BUSINESS	SITE SELECTORS	WORKFORCE	NEWS & MEDIA
<b>Job Type:</b> Full-Time							
<b>Supervisor of Foster Care Services</b> Renewed Horizon <b>Job Type:</b> Full-Time		<b>Licensed Practical Nurse (LPN)</b> York Medical Clinic Industry: LPN <b>Job Type:</b> Full-Time					
<b>Electrical Technician</b> Cyclonaire Corporation <b>Job Type:</b> Full-Time		<b>Engineering Administrative Assistant</b> Cyclonaire Corporation <b>Job Type:</b> Full-Time					
<b>Nursing Director</b> York Medical Clinic <b>Job Type:</b> Full-Time		<b>Valentino's Specialist</b> Valentino's To Go Industry: Fast Food Restaurant <b>Job Type:</b> Part-Time					
<b>Service Technician</b> McCormick's Heating and Air Conditioning Inc		<b>Welder &amp; Fabricator</b> Gale's Welding Inc Industry: Welder & 					



Klute cutline

Investors receive a listing in the **Investor Business Directory** on [www.yorkdevco.com](http://www.yorkdevco.com) by business category. Investors also are able to advertise job openings on our website.

ABOUT	INVESTOR/BUSINESS DIRECTORY	LIFE	BUSINESS	SITE SELECTORS	WORKFORCE	NEWS & MEDIA
 <b>CENTRAL VALLEY AG</b> 2803 N Nebraska Avenue PO Box 429 York, NE 68467 1-402-362-8416	 <b>CHIEF CONSTRUCTION</b> 2107 S North Road PO Box 2078 Grand Island, NE 68802 1-308-389-7222	 <b>CORTEVA AGRISCIENCE</b> 1117 Recharge Road York, NE 68467 1-402-362-3349	 <b>CROSSROADS GPS INC</b> 2711 Enterprise Avenue York, NE 68467	 <b>CTEC AG</b> 1928 S Lincoln Avenue, Ste 100 York, NE 68467	 <b>FARMERS COOPERATIVE</b> 1120 S Lincoln Avenue	





## Leadership comments

### A Note from Lisa:

As my family and I prepare to enjoy the holidays and enter 2022, I want to thank each of you for your continuing support of the York County Development Corporation's (YCDC) mission. This year has shown the importance of having a strong team, and I would be lost without Deb Heskett and Derek Dael. 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 2021 has been! As the uncertainty of 2020 continued forward, we found ourselves exploring new ways to deepen our service to York County businesses and residents. I have continued to operate with the philosophy of one business, one job, one individual at a time, while at the same time embracing more technology. These steps have allowed us to continue to make progress to improve the economic vitality of our county. Adding technology to serve our business community is something that is only possible with our membership investment.

When it comes to economic development, projects are often multi-year. YCDC projects resulted in more than \$58,000,000 in investment from 2016-2020 between business and housing projects. I would like to highlight three large business projects this year: McLean Beef, Preferred Popcorn and York Cold Storage's expansion. York County Development Corporation won a Silver Rank for its York NE Industrial 34 Acre Site Specific, a project in the category of Multimedia/Video Promotion from the International Economic Development Council (IEDC).

In a move that would not be allowed without our members investment, YCDC is empowering our local aspiring entrepreneurs through an innovative online service called SizeUp|York County NE. The service is available for free to all local entrepreneurs on the YCDC website at [www.yorkdevco.com](http://www.yorkdevco.com). SizeUp|York County NE provides powerful market research and business intelligence that is both industry specific and hyperlocal. It includes the same and similar data that is used by huge corporations, but which has been historically inaccessible to small businesses because of the cost and expertise required to analyze data. SizeUp|York County NE helps to level the business playing field by empowering our local entrepreneurs and small businesses with these data insights, at no cost to them, so that they can make data-driven decisions just like the biggest companies.

We continue working on the retention, development, and recruitment of talent. The 17-County Podcast continues to be well received. In 2021, we saw the launch of the 17 County Leadership Program, targeting personal development and managerial skills. We are currently running two different national on-line ads directed at bringing talent to our area.

Collaboration in York County Day Care Alliance, York County Heath Coalition, Southeast Nebraska Development District, York County educators, Nebraska Economic Developers Association (and Legislative Committee), Nebraska Housing Developers Association, National Rural Economic Developers Association & others.

These programs and projects are only possible with our members!

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. Enjoy your holidays and new year!

### Jim Ulrich, YCDC President

My family and I have been in York for a little over five years now, and we are certainly proud to call our town and county our home. As I mentioned last year, 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). These past two years, I have had the privilege to serve as the President of the YCDC Board. The closer that I have worked with the YCDC team, the more I am impressed with their talent, passion for economic development, and the numerous relationships that they have formed both locally, state-wide, and nationally as well. I was able to travel to Nashville for a day and night to attend the International Economic Development conference with Lisa Hurley. It was very evident to me that Lisa has tremendous respect among her colleagues, has many contacts and relationships, and we are very lucky to have her in York County!! I continue to be very passionate about Economic Development, and the five years that I have been here in York has only made that stronger. I am excited about the potential for York County's future, and the goals that we have in place at YCDC will help us to continue to move towards that potential.

Here are the Strategic Goals for the YCDC for this year.

**People:** Continue to develop, retain, and recruit talent to help meet York County businesses workforce needs. During this year, we have continued to meet as a talent committee, produce podcasts, promote community tours, hold job fairs, and move forward on other efforts as well.

**Business:** (a) Ensure there is always controlled industrial land for expansion and recruitment possibilities; (b) Market available sites and buildings; (c) Continue providing technical assistance to York County entrepreneurs, start-ups, expanding and transitioning businesses. Lisa Hurley has plenty of examples of accomplishments under this goal to share in her message. I will point out a few...Preferred Popcorn's move to Waco, McLean Beef opening their new location on Highway 81 near the Interstate, and the recent introduction of Size-Up, which will be a fantastic tool for existing business owners and entrepreneurs. We are the first community in Nebraska to implement this tool for our communities in York County and the surrounding area.

**Housing:** Continue momentum in reaching housing goals as it relates to the housing study. This is another goal that the YCDC team has worked on from many angles. Lisa is currently working with a number of potential developers to continue to increase our housing starts throughout York County.

**Organizational:** YCDC is known as a high performing economic development organization making a positive long-term impact for the county. Through the efforts mentioned earlier, and the respect for the YCDC, we continue to make positive strides, and thus positive long-term impact.

**Infrastructure:** Support large scale infrastructure projects within York County or those that impact York County. This is where partnership with the County and Cities can be so key. To note for this past year is our continued growth in our relationships with the City of York and throughout York County overall. I see this as nothing but great news for our future of economic development, when our partner relationships are strong and full of respect.

I hope that it is evident by the goals and accomplishments over this past year, the few that I noted of many, is why I am proud of York County and excited

about its potential in the years ahead. Remember that the strength of our communities can help us to persevere and become even stronger through these interesting times. 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 Dael, and  
Executive Director Lisa Hurley

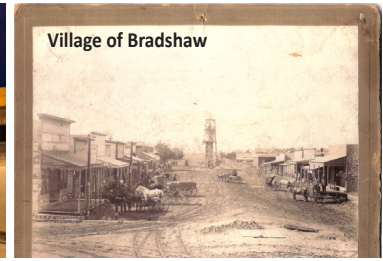
## Communities Coming Together to Grow by Investing in YCDC in 2021



York County



Village of Benedict



Village of Bradshaw



Village of McCool Junction



Village of Waco



City of York



City of Henderson

## 2021 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

### Platinum (\$1,500 - \$2,499)

104.9 Max Country/KOOL 103.5  
Black Hills Energy  
Collins Aerospace  
Community Title Company  
Corteva Agriscience  
Green Realty & Auction

JLC Incorporated/Jensen Lumber  
Kopsa Otte  
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.  
Richard & Winnie Callahan - *Private Investor*  
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.  
Chuck Harris - *Private Investor*  
Kinetic by Windstream  
Kopcho's Sanitation, Inc.  
KRS Properties L.L.C. - Karen Harris  
Licht Oil  
Mogul's Transmission & Towing  
North Printing & Office Supply

Olsson  
Patina Studios  
Pieper's Inc.  
PTUSA  
Renewed Horizons  
Wal-Mart #350  
York Area Chamber of Commerce  
York Co. Health Coalition/Child Care Alliance  
York County Visitors Bureau



# INVESTMENT DRIVE



## Silver+ (\$500 - \$999)

Aurora Cooperative  
Best Western Plus York Hotel & Conference Center  
Cornerstone Insurance Group  
CTEC AG  
Farmers Cooperative  
Grand Central Foods, Inc.  
Klute Inc.  
Senator Mark Kolterman - *Private Investor*

Mid-America Vision Center  
Midwest PMS, LLC / Biegert Feeds  
Sapp Bros Petroleum  
Scott-Hourigan Co.  
Southwest Building, Inc.  
Striv, Inc.  
Svehla Law Offices, P.C.  
York Dental Associates  
York Equipment, Inc.



17-County Leadership Class

## Silver (\$250 - \$499)

16th Street Car Wash  
Advance Services, Inc.  
Agri-Products, Inc.  
AKRS Equipment  
Ameriprise Financial Services, Inc.  
Angle, Murphy & Campbell, P.C., L.L.O.  
B & B on Sixth  
Baer's Furniture  
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.  
Downtown Wellness  
Extreme Automotive  
Gale's Welding Inc.  
Ginger Johnson L.L.C.  
Harlow Homes L.L.C.  
Henderson Chamber of Commerce

Hitz Towing, Inc.  
I 80/81 Storage, Inc.  
J & R Heating and Air Conditioning  
Jones Insurance Agency, Inc.  
JW's Catering  
Kerry's Restaurant & Catering, Inc.  
Kings Glass  
Kroy Industries, Inc.  
Lockridge Angus  
Mainstay Communications  
McCormick's Heating & Air Conditioning  
McDonald's  
Mesner Development Company  
Mierau & Co., P.C.  
Moore-Built, Inc.  
Noddle Companies  
Northwestern Mutual  
Nutrition Services, Inc.  
Paint Monkeys  
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  
Donald & Therese Swanson - *Private Investor*  
The HairBenders Salon  
The Jewelers Vault L.L.C.  
Tractor Supply Company  
Truck Center Companies  
Unite Private Networks  
Urgent Care & Family Medicine of York  
Jean & Jack Vincent - *Private Investor*  
Wagner Decorating/Isaiah's Toy Box  
Wendy's  
Western Edge  
York Animal Clinic  
York Country Club  
York County Title Co.  
York Farm Supply, L.L.C.  
York Heating & Air Conditioning, Inc.  
York Rotary Club

## Bronze (\$100 - \$249)

Aflac - Jim Bellows  
Alpha Media  
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  
Fitness Society  
Flood Communications  
Gana Trucking & Excavating Inc.  
Ginny's Hallmark  
GoodyPop  
H & R Block  
Hampton Inn

Henderson Health Care Services, Inc.  
House Stars Cleaning Services  
Jackson Services, Inc.  
Roberta (Bobbi) Janda - *Private Investor*  
Janssen Ford of York  
Jimmy John's  
K-9 Kennel LLC  
K-Creek Farms, Inc.  
Kirby's School of Dance  
Kirtsey's Clothing & Gift Boutique  
Kroeker & Kroeker Insurance & Real Estate Agency  
La Cocina  
Lichti's Inc. Sales & Service  
Lincoln Creek Electric, L.L.C.  
McCarthy Holthus L.L.P.  
McLean Beef Inc.  
Metz Mortuary, Inc.  
Miller Seed & Supply Company, Inc.  
NJN Financial Group  
Nebraska Department of Labor  
Nebraska Extension York County

Neville Construction, L.L.C.  
Peterson's Petal Company  
R & R Delivery  
Rasmussen Rentals  
Region V Services  
Stone Creek Event Center  
The Quilt Basket  
Tonniges Motors  
Two More Ventures, Inc.  
Uptown Storage  
Wallingford Sign Co., Inc.  
Wessels Living History Farm  
York Ace Hardware  
York Boot N Repair Inc  
York Chiropractic Center  
York Community Foundation  
York Cosmetics  
York County Corn Growers  
York Creekside Apartments  
York Family Dentistry  
York Sunrise Sertoma  
York Surgical Associates

## 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

## 17-County

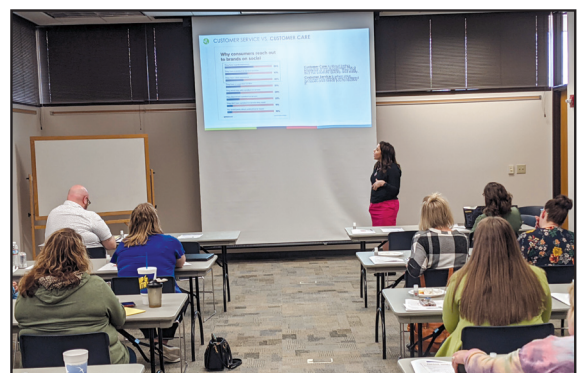
A York County Development Corporation Podcast Series

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.



Economic Development Week Training

Online training continues with out of state speakers





York County  
Development  
Corporation  
COMING TOGETHER TO GROW

Why Should You  
Join Or Increase  
Your Investment?

Our first priority is to retain and strengthen our existing businesses. This includes providing technical assistance, making connections to resources, actively working on housing, workforce, and daycare concerns.

We have several goals and strategies we want to expand on.

- Continuation and Expansion of “Why York County” talent and storytelling initiatives
- An aggressive on-line, out-of-state talent recruitment marketing campaign
- Expanded financial project assistance, such as property options or business/housing assistance, additional due diligence
- Continue to add technology to benefit our business community

## 2021 5-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.

**Talent:** Continue to develop, retain, and recruit talent to help meet York County businesses workforce needs (relates to talent strategies), and support quality of place initiatives

### Business

- Ensure there is always controlled industrial land for expansion and recruitment possibilities
- Market available sites and buildings
- Continue providing technical assistance to York County businesses; which includes entrepreneurs, start-ups, expanding and transitioning businesses

**Housing:** Continue momentum in reaching housing goals as it relates to the housing study

**Organizational:** Known as a high performing economic development organization making positive long-term impact

**Infrastructure:** Support large scale infrastructure projects that benefit York County Support County

## Of Special Note

- YCDC Projects resulted in more than \$60,000,000 in investment over the past 6 years.
- Large Business Projects this year: McLean Beef, Preferred Popcorn, & York Cold Storage Expansion
- Collaboration in York County Day Care Alliance, York County Heath Coalition, Southeast Nebraska Development District, York County educators, Nebraska Economic Developers Association (and Legislative Committee), Nebraska Housing Developers Association, National Rural Economic Developers Association & others.
- YCDC has received 3 International Economic Development Council Awards since 2015 including 2021 Multi-Media Video Promotion
- 48 new rental housing units, 7 purchase/rehab/resale units and now working on an owner-occupied rehab project that will do up to \$25,000 for around 20 units.
- Size Up | York County, a market analysis tool which is free to users of [www.yorkdevco.com](http://www.yorkdevco.com)
- These programs and projects are only possible with our members!



## YCDC at Work in 2021



Lisa receives Nebraska Economic Developer of the Year Award

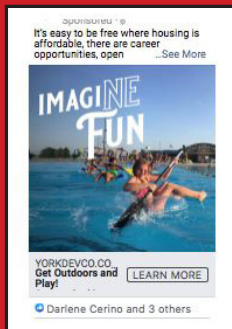


YCDC received Multi-Media/Video Promotion Award from International Economic Development Council



York Cold Storage's expansion included updated equipment

York County Development Corporation continues an online 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.



York County Development Corporation  
COMING TOGETHER TO GROW

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www.YorkDevCo.com / YCDC YouTube Channel  
<https://twitter.com/YorkNEDevCo>