

# **CITIZENS ADVISORY REVIEW COMMITTEE**

**P.O. Box 1968  
Grand Island, NE 68802-1968  
Phone: (308) 385-5444, ext. 111  
Fax: (308) 385-5486**

## **AGENDA**

**Thursday, December 2, 2021**

**Noon**

**Council Chambers  
Grand Island City Hall**

1. Call to Order ..... David Koubek
2. Roll Call ..... RaNae Edwards
3. Approval of September 2, 2021 Minutes ..... David Koubek
4. Election of Officers ..... David Koubek
5. Grand Island Area Economic Development Annual Report ..... Dave Taylor
6. Review of GI Area Economic Development Corp. Funding Application ..... Dave Taylor
7. Adjournment ..... David Koubek

## OFFICIAL PROCEEDINGS

### CITY OF GRAND ISLAND, NEBRASKA

#### MINUTES OF CITIZENS ADVISORY REVIEW COMMITTEE

September 2, 2021

Pursuant to due call and notice thereof, a Regular Meeting of the Citizens Advisory Review Committee (CARC) of Grand Island, Nebraska was in the Council Chambers at City Hall, 100 East 1<sup>st</sup> Street on September 2, 2021. Notice of the meeting was given in *The Grand Island Independent* on August 25, 2021.

Vice Chairman Matthew Armstrong called the meeting to order at 12:00 p.m. The following board members were present: Jack Sheard, Tom O'Neill, Mike Kneale, Jason Morledge, and Matthew Armstrong. David Koubek and Jason Roe were absent. City Officials present were City Administrator Jerry Janulewicz, City Clerk RaNae Edwards, and Finance Director Patrick Brown.

APPROVAL OF MINUTES. Motion by Tom O'Neill, second by Jason Morledge to approve the minutes of the June 3, 2021 meeting. Upon roll call vote, all voted aye. Motion adopted.

GRAND ISLAND AREA ECONOMIC DEVELOPMENT UPDATE. GIAEDC Executive Director Dave Taylor presented the Third Quarter Update. Presented was an update on the eligible business activities. The following LB840 Projects were active:

- GIX Logistics (2019) – 12 new jobs
- Zabuni Specialty Coffee Auction – 10 new jobs
- Amur Equipment Finance – 15 new jobs
- Dramco Tool Company – 7 new jobs
- GIX Logistics (2021) – 15 new jobs

Current LB840 Balance as of May 24, 2021 was \$1,492,377. The following LB840 projects were active:

- Amur Equipment Finance - \$20,000
- Zabuni Specialty Coffee Auction - \$51,666
- GIX Logistics (2019) - \$93,334
- Dramco Tool Company - \$17,142
- GIX Logistics (2021) - \$289,167
- EDC Operating Funds - \$87,500

Ending LB840 balance was \$933,566.

LB840 funds invested were \$6,304,100. There were 1, 063 jobs created with annual wages of \$34,756,696 at an average wage from 2015-2021 of \$20.06 per hour.

Mentioned were twelve business recruitment projects for 2021 that were being worked on.

Reviewed was Build Grand Island with \$2 million for rural workforce housing. Mr. Taylor explained the eligible activities for these funds. They were also working with “Call Grand Island Home” through social media. For brand exposure they had been working with HEAR Grand Island supplying cozies’ to concert goers. They will also be involved with Husker Harvest Days.

REVIEW OF LB840 APPLICATION (Hornady Manufacturing). Executive Director Dave Taylor presented the application for Hornady Manufacturing. This was for an expansion of their current business located at 3625 Old Potash Highway to add 51 employees at an hourly rate of \$19.33. They were requesting \$80,000 in job training assistance, \$306,000 in job creation incentives, and \$39,000 in infrastructure funds for a total of \$425,000.00 in LB840 funds. This would be disbursed incrementally through 2024 after completion of workforce audits.

Motion by Tom O’Neill, second by Mike Kneale to approve the LB840 application for Hornady Manufacturing. Upon roll call vote, all voted aye. Motion adopted.

The next meeting will be held on December 2, 2021 at noon.

ADJOURNMENT: 12:20 p.m.

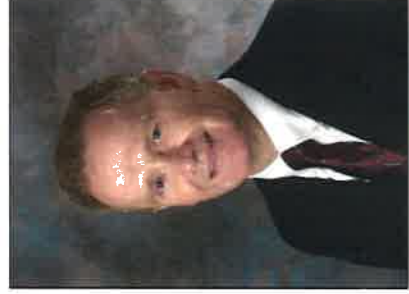
RaNae Edwards  
City Clerk



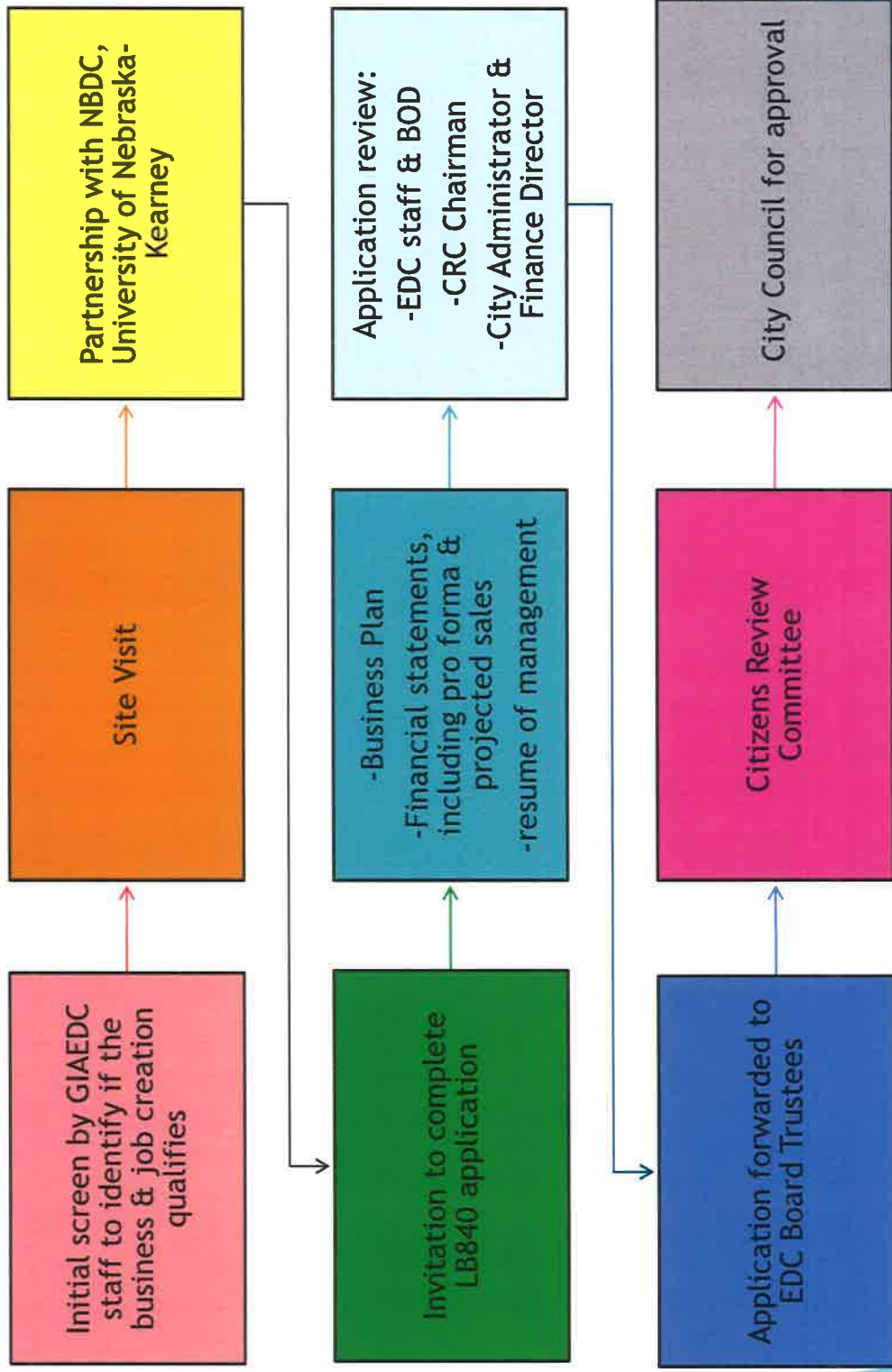
Annual Review



# Board of Trustees



# LB840 Process

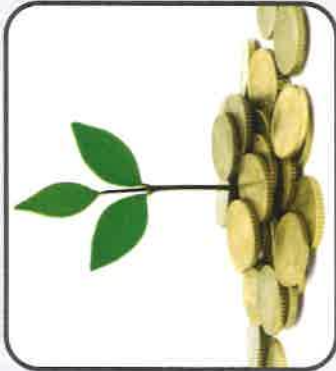


## Eligible Business Activities:

1. The manufacturer of articles of commerce
2. The conduct of research and development
3. The processing, storage, transport, or sale of goods or commodities which are sold or traded in interstate commerce
4. The sale of services in interstate commerce
5. Headquarter facilities relating to eligible activities as listed in this section
6. Telecommunication activities
7. End destination tourism-related activities

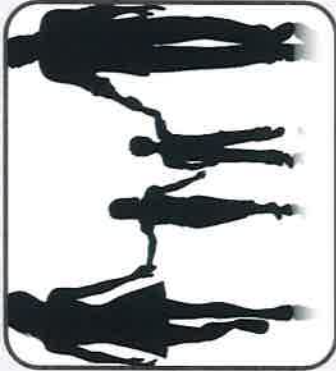






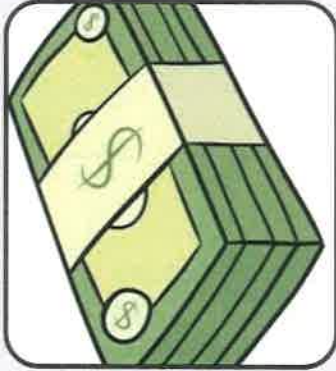
LB840 Funds  
Invested:

\$6,729,100



Jobs Created:

1114



Annual Wages  
Created:

\$36,807,222



2015-2019  
Average Wage:

\$19.88



# LB840 Projects

## Active:

- ▶ GIX Logistics (2019)
  - ▶ 12 new jobs
- ▶ Zabuni Specialty Coffee Auction
  - ▶ 10 new jobs
- ▶ Amur Equipment Finance
  - ▶ 15 new jobs
- ▶ Dramco Tool Company
  - ▶ 7 new jobs
- ▶ GIX Logistics (2021)
  - ▶ 15 new jobs
- ▶ Hornady Manufacturing
  - ▶ 50 new jobs



# Renewal: 2022



<b>LB840 Balance as of 11/16/2021</b>	<b>\$1,379,059</b>
<b>Amur Equipment Finance</b>	<b>(\$20,000)</b>
<b>Zabuni Specialty Coffee</b>	<b>(\$51,666)</b>
<b>GIX Logistics (2019)</b>	<b>(\$193,334)</b>
<b>GIX Logistics (2021)</b>	<b>(\$289,167)</b>
<b>Dramco Tool</b>	<b>(\$95,714)</b>
<b>Hornady Manufacturing</b>	<b>(\$398,334)</b>
<b>City Admin Fee</b>	<b>(\$22,500)</b>
<b>Ending LB840 Balance</b>	<b>\$486,914</b>

# 2021 Project Pipeline

## Business Recruitment Projects:

- ▶ Stern
  - ▶ Singularity
  - ▶ Scale
  - ▶ Rex
  - ▶ Pike
  - ▶ Koponi
- ▶ Green Thumb
  - ▶ Seed
  - ▶ Green



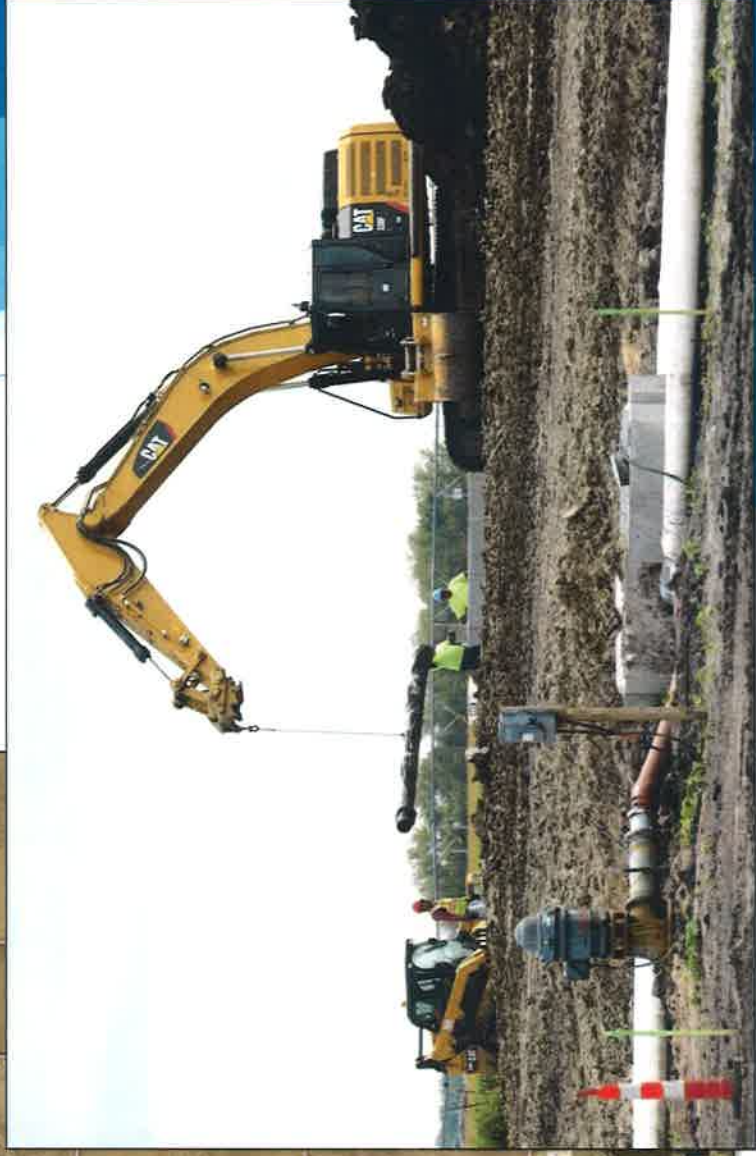




## Platte Valley- East



# FedEx Ground Distribution Center





# Platte Valley Industrial Park- West

## Drainage Improvement District







# **BUILD**

**GRAND**  **ISLAND**

**AN ECONOMIC DEVELOPMENT CORPORATION PROGRAM**



# **BUILD**

**GRAND ISLAND**  
AN ECONOMIC DEVELOPMENT CORPORATION PROGRAM

- ▶ \$2 Million in Build Grand Island Rural Workforce Housing Fund
- Eligible Activities:**
- ▶ New construction of owner-occupied spec housing- max \$285,000;
- ▶ New construction of rental housing- max \$200,000;
  - ▶ If student or intern housing, applicant must submit a letter of commitment and partnership from educational institutions and employers participating in student or intern housing program
- ▶ Substantial repair or rehabilitation of dilapidated housing stock, for which the cost to rehabilitate cannot exceed fifty percent (50%) of the unit's assessed value; and
- ▶ Upper story housing development in Grand Island's Railside Improvement District.





Call **Grand Island Home**



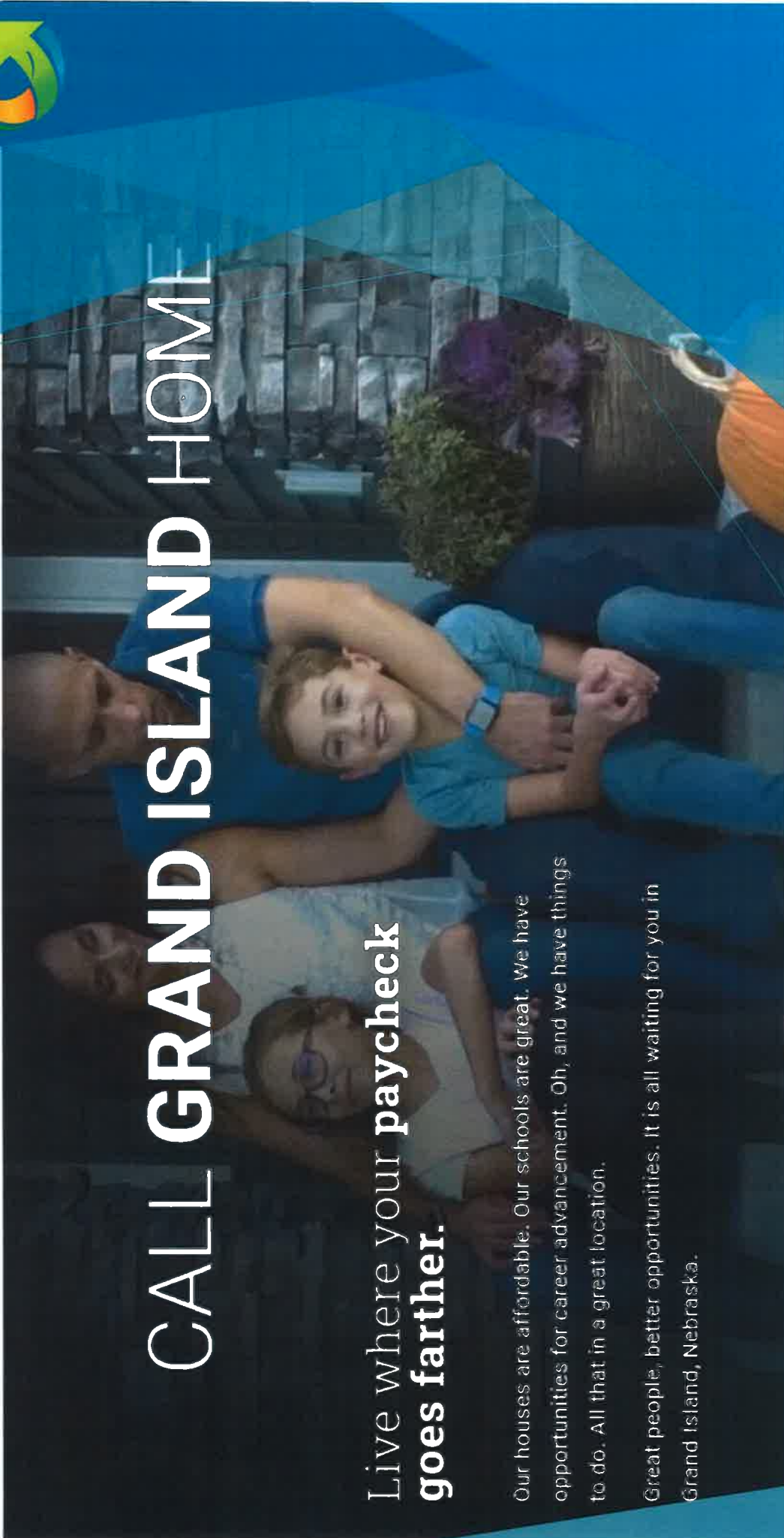
HOME HOUSING ENTERTAINMENT BUSINESS CLIMATE

# CALL GRAND ISLAND HOME

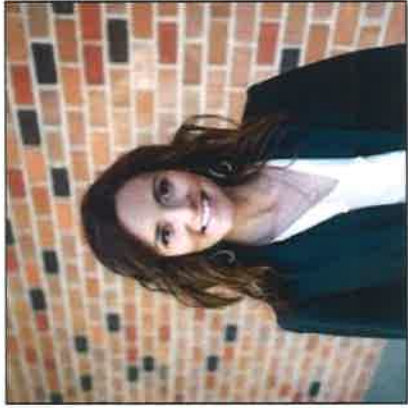
Live where your **paycheck goes farther.**

Our houses are affordable. Our schools are great. We have opportunities for career advancement. Oh, and we have things to do. All that in a great location.

Great people, better opportunities. It is all waiting for you in Grand Island, Nebraska.



Don't believe us, ask them.



[Dr. Lynda Conner](#)



[Sonepset Manivog](#)



[Sierra Thyfault](#)



[Michael Rivera](#)



# MovetoGrandIsland.com



## Website Visitor Age



## Website Visitor Gender



## Website Visitor Locations

CITY	SESSIONS
1. Denver	31 <span>24%</span>
2. Kansas City	16 <span>24%</span>
3. Grand Island	7 <span>17%</span>
4. Aurora	5 <span>17%</span>
5. Dublin	5 <span>17%</span>
6. Forest City	4 <span>17%</span>

## Web Traffic - Source / Medium

SOURCE	SESSIONS
1. facebook / cpc	136 <span>98%</span>
2. grandisland.org ...	12
3. (direct) / (none)	8 <span>7%</span>
4. facebook.com / r...	4 <span>3%</span>
5. baidu / organic	1 <span>1%</span>
6. google / organic	1

## Top Website Pages - Views

PAGE	UNIQUE PAGE/IEWS
1. /	21 <span>75%</span>
2. /housing.html	12 <span>29%</span>
3. /business.html	11 <span>10%</span>
4. /?fbclid=IwAR3mUwjfUshZ0W...	6
5. /?fbclid=IwAR3HIMChUENJEX...	4

## Conversions - Form Submission

0 CONVERSIONS

## Facebook Ads

\$878.51 COST

36,216 IMPRESSIONS

392 CLICKS

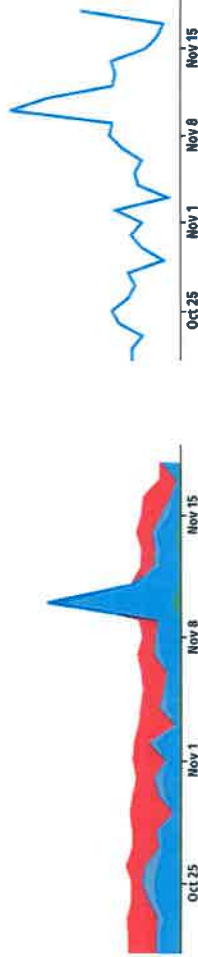
17,133 ACTIONS



## Facebook Page


20,188 REACH 63% 61 VIEWS 154% 482 ENGAGED 87% 557 CLICKS 86% 10 LIKES 4-100%

2.19% ENGAGEMENT RATE



## FB Ad Set Performance

AD SET	IMPRESSIONS	CLICKS	CTR	CPC	COST	ACTS.	ACT. RATE	COST/ACT.
Interest - NE - Telecommute - KC & Denver	34,942	385	1.1%	\$2.07	\$797.05	16,463	47.12%	\$0.05
Interest - NE - Telecommute - Minn. & Austin	1,274	7	0.55%	\$11.64	\$81.46	670	52.59%	\$0.12



TAKE THE PLEDGE  
TO **SHOP LOCAL**

[GIAEDC Pledge to Shop Local](#)



# HEAR Grand Island Proud to call Grand Island Home



**GROW**  
GRAND ISLAND  
*Area Partnership*

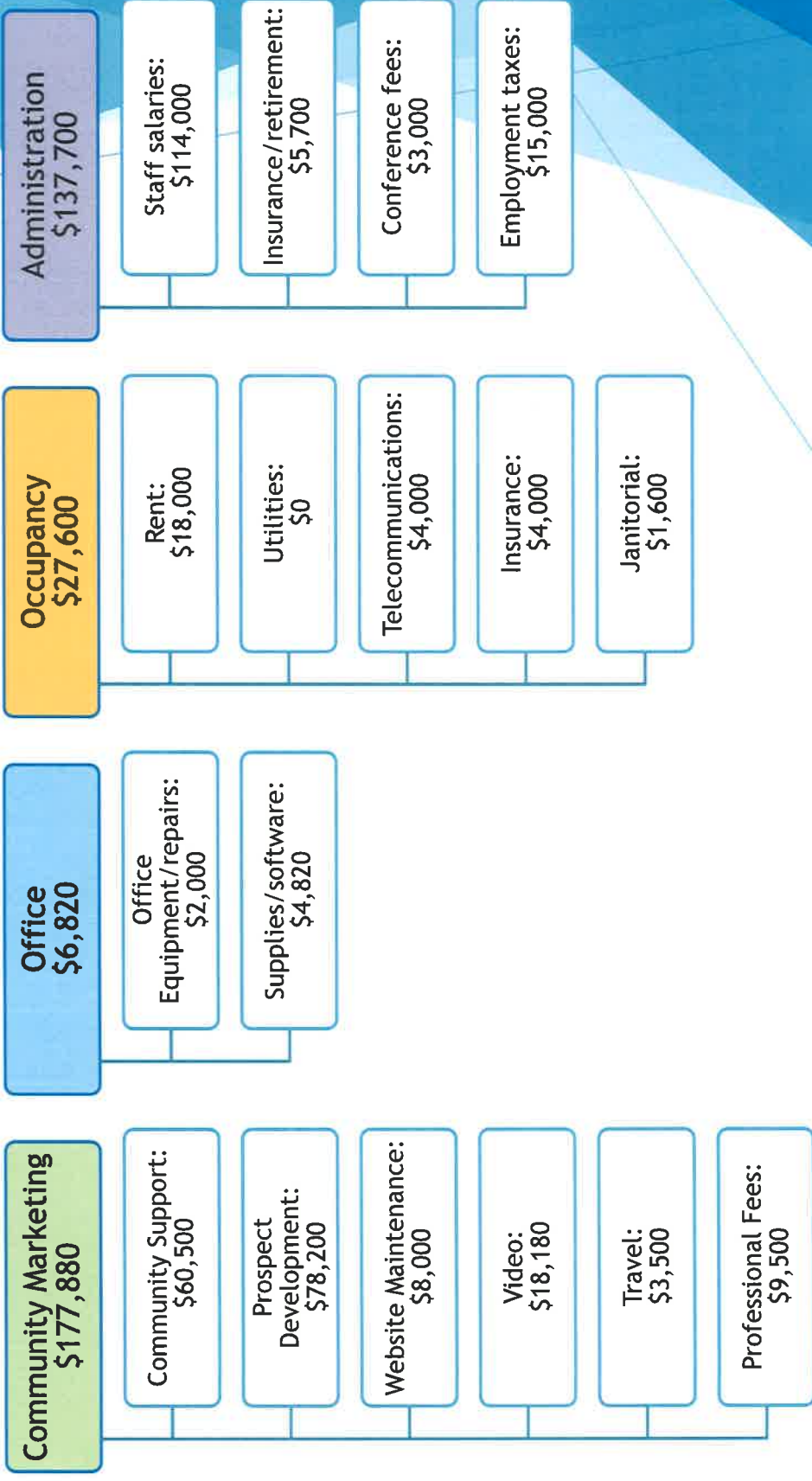


- ▶ Welcome sign
- ▶ Wayne State Intern Program
- ▶ CoFound GI





# EDC Operating Budget



# Thank You

For your dedication to Grand Island.



Date Application Submitted: November 17, 2021



## Grand Island Area Economic Development Corporation LB-840 Application

The Grand Island Area Economic Development Corporation's mission is to facilitate the creation of jobs and economic opportunities for the regional trade area.

### Part I. GENERAL INFORMATION

#### *APPLICANT IDENTIFICATION*

Company Name: Grand Island Area Economic Development Corporation

Mailing Address: 123 North Locust Street, Suite 201B

City: Grand Island                      State: NE                      Zip Code: 68802

Phone: 308-381-7500

Applicant Website: grandisland.org

Business Classification (select all that apply):

- |   |   |  |                                |
|---|---|--|--------------------------------|
| <input type="checkbox"/> New Business           | <input type="checkbox"/> Expansion of Existing Business | <input type="checkbox"/> Spec Building | <input type="checkbox"/> Other |
| <input checked="" type="checkbox"/> Corporation | <input type="checkbox"/> Partnership                    | <input type="checkbox"/> Proprietor    | <input type="checkbox"/> Other |

#### *MAIN CONTACT INFORMATION*

Name: Dave Taylor    Connection to Business: President

Mailing Address: 123 North Locust Street, Suite 201B

City: Grand Island                      State: NE                      Zip Code: 68802

Email Address: dtaylor@grandisland.org                      Phone Number: 308-381-7500

#### *FUNDING REQUESTED:*

The Grand Island Area Economic Development Corporation is requesting Three Hundred Fifty Thousand and no/100 (\$350,000), as authorized by State Statute 13-315 and 18-2710 (LB840). Funding will be used for community inbound and outbound marketing and business recruitment initiatives.

Company Name: Grand Island Area Economic Development Corporation

I hereby represent, this application and supporting information is accurate, and may be relied upon by representatives of the Grand Island Area Economic

*Danzon*