

KEITH COUNTY AREA DEVELOPMENT

ANNUAL REPORT • 2017



YOUR PARTNER IN PROGRESS

2017 Successes: Projects, Programs, Partnerships, Accomplishments

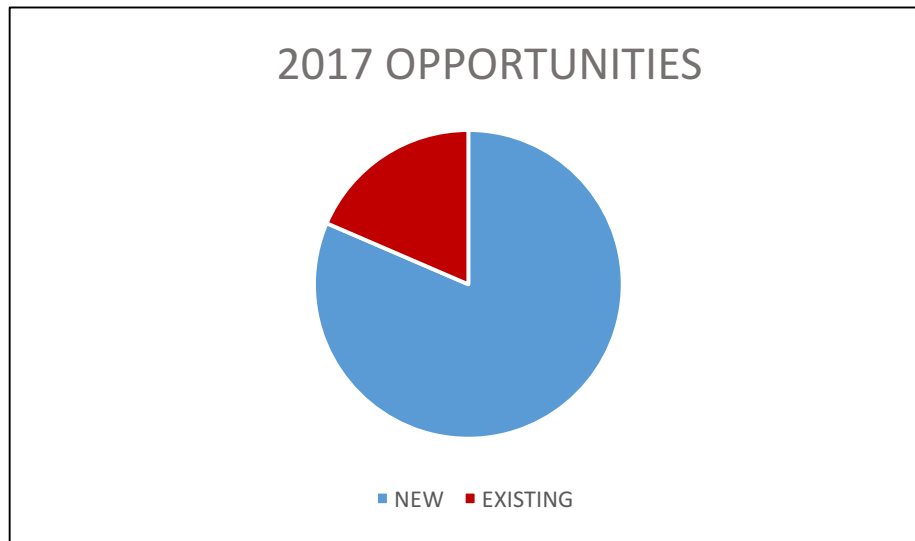
KCAD has focused closely on establishing strong partnerships with other organizations, including but not limited to: Mid-Plains Community College, the Ogallala – Keith County Chamber of Commerce, Nebraska Public Power District, the Nebraska Department of Economic Development, the City of Ogallala, Keith County and West Central Nebraska Development District.

Below, please find a list containing all KCAD's 2017 efforts. Project inquiries are on the next page.

- Half-Cents Sales Tax efforts – November 2016-Present
- Dairy Pamphlet development for use by NPPD
- Housing Study collaboration with Keith County Housing Development Corporation
- LocationOne Information System updates – continuous
<https://app.locationone.com/buildings?organization=59eaba35bec80e09b4bbfb15>
- NPPD site flyer updates – continuous
- EXCEL Tour development – Spring & Fall of 2017
- InternNE grant received – summer KCAD intern
- Revolving Loan Fund introduced – guide created & two loans granted thus far
- CRA project assistance – application assistance, information provider, etc.
- 39 Business Retention & Expansion visits completed (information attached)
- Partner with Keith County Visitor's Committee on video production -
<https://youtu.be/6f0EMOiJXKc>
- Request For Information (RFI) template development
- UNL Capstone Project participation in partnership with the Chamber
- Heartland Economic Development Course – April 2017
- Office organization
- NPPD Community Guide completion -
<http://econdetools.nppd.com/aedc/CommunityGuide/OgallalaCG.pdf>
- KCAD Investment Campaign 2017-2018
- Progressive Business Group development – two workshops held thus far
- Business Succession Program connections
- Business transition assistance
- Lieutenant Governor Foley visit
- Requested updated studies from NPPD: Target Industry Analysis, Labor Study, Trend Study
- Do It Local “revival” with KCN
- Doc Middleton film visit assistance
- Community Strengths Survey participant – 2017-2018
- Library grant assistance – 2017-2018
- Data collection
- DED Director – Dave Rippe visit
- Quarterly action plan development – 2017-2018
- NEW KCAD website – www.kcad.org
- Newsletter launch - <http://myemail.constantcontact.com/Keith-County-Area-Development---Focus-on-our-strengths---.html?soid=1128444764061&aid=PwxmuCqtpR8>
- Site Selector Conference attendee
- Have worked closely with elected officials to strategically plan for the future
- Tuition Reimbursement Program promotion (restructure to come in 2018)
- Job fair coordination with DOL

2017 ECONOMIC DEVELOPMENT DATA

PROJECT PIPELINE: KCAD assisted with approximately 27 various development opportunities in 2017. Of those 27, FIVE are currently on-going efforts. Specific inquiries are listed below with those on-going in bold.



--dairy, new hotel project, pipe manufacturing, secondary education, housing (4), fast food, brewery, grocery store, Veteran assistance, stover by-product manufacturing, water bottling facility, youth recreation space (2), car wash (2), storage units (2), tourism project, aquatics farm, food processing, camper sales & service, berry farm, aviation manufacturing, new business relocation assistance

BUSINESS RETENTION & EXPANSION VISITS

BRE Visits: 39	BRE Visit Goal: 30	Required Visits: 15
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The Department of Economic Development's Business Retention and Expansion (BRE) Program allows discussion with existing businesses in Nebraska through personal interviews that provide important information on the local and state business climate. At the State level, data on investments, technology, jobs, markets, and workforce is used to shape economic development policy and program alignment.

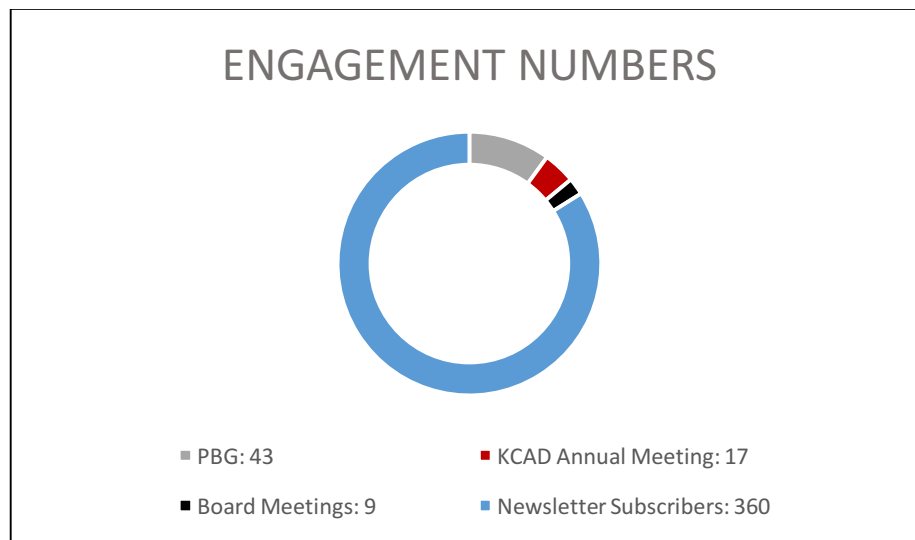
The Program's Three-fold Purpose:

- Identify key advantages and challenges to growth for existing businesses.
- Recommends improvement strategies for businesses, educators, and economic development professionals.
- Promote a platform for economic development professionals to record perceptions of business executives about the business climate.

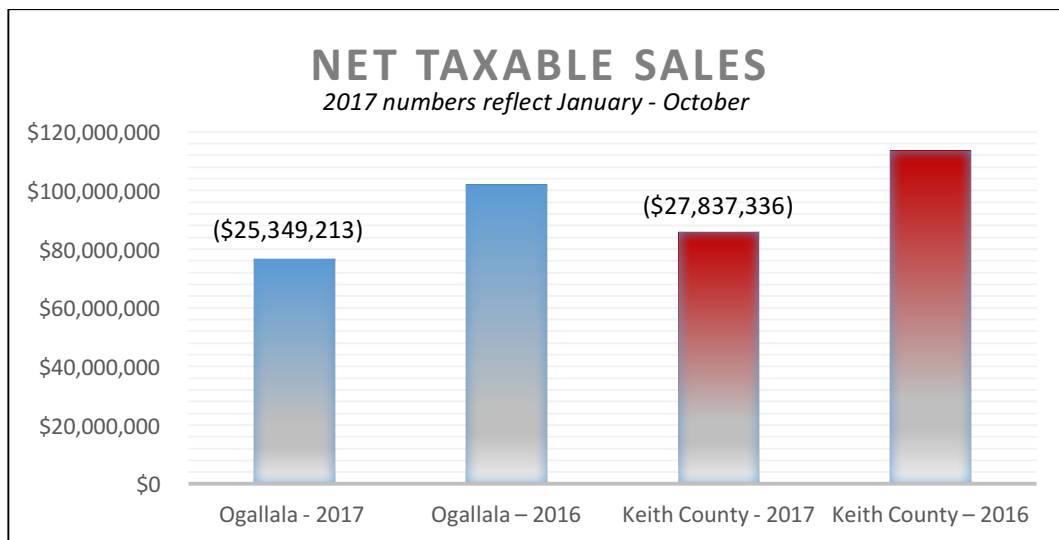
Overall, the program assists with long-term planning, including identifying common issues and trends, strategic planning, and policy articulation. Economic developers use the data to enhance supply chains, evaluate current legislation, and actively gauge communities' current status and levels of competitiveness.

In order to continue the City of Ogallala's Economic Development Certified Community certification, 15 BRE visits must be completed annually. **In 2017, KCAD completed 39 total visits, of which 35 were used to generate the attached BRE report.**

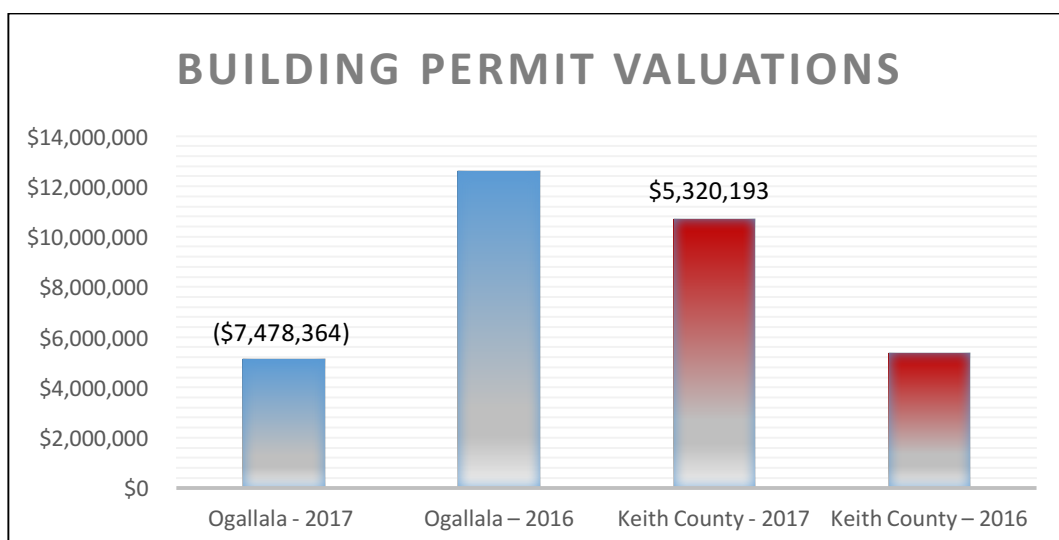
BUSINESS & COMMUNITY ENGAGEMENT



NET TAXABLE SALES



BUILDING PERMIT VALUATIONS



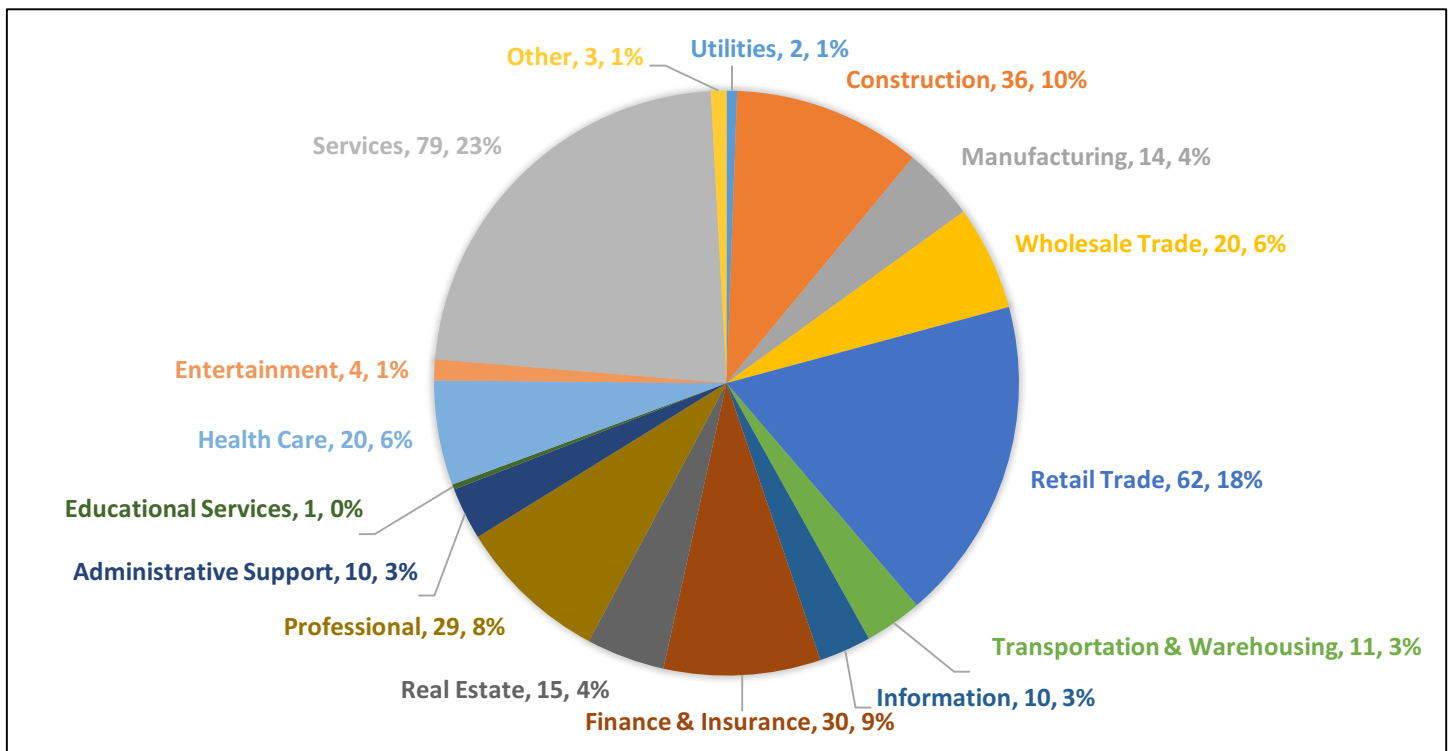
KEITH COUNTY BUSINESS STATISTICS

346 Business Establishments

2,643 Paid Employees

\$79,889,000 Annual Payroll

Source: U.S. Census 2015 American Fact Finder



15 NEW businesses in 2017

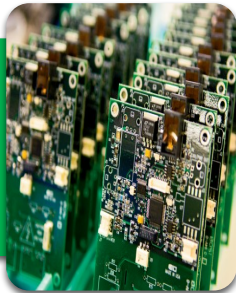
Assisted with two business transitions

RLF - two loans dispersed = \$40,193

2017 HOUSING STUDY FINDINGS

	Number of Units	Estimated Target Budget
Keith County Owner Occupied	202	\$69.6 million
Keith County Rental	54	
Ogallala – Owner Occupied	46	\$19.4 million
Ogallala – Rental	44	
Paxton – Owner Occupied	4	\$1.9 million
Paxton – Rental	6	
Brule – Owner Occupied	4	\$1.7 million
Brule – Rental	4	
REHAB & DEMOLITION DEMANDS		
Keith County	701 / 361	\$22.4 million
Ogallala	588/276	\$18.8 million
*Up to 701 units could be targeted candidates for rehab in Keith County.		

TARGET INDUSTRIES



Information Technology

- Computer & Electronic Manufacturing
- Small Data Center



Transportation & Warehousing

- located on I-80
- centrally located in the United States



Food Processing Facility

- available resources - agriculture byproducts
- location

2018 PROJECT PIPELINE

QUARTER 1

- CCCFF Grant
- CDBG Tourism Grant
- Workforce Housing Grant
- Workshop partnership – Chamber & MPCC
- North Business Park Housing Project
- Half – Cent Sales Tax Efforts
- Building Site Flyers

QUARTER 2

- EXCEL Tour – Spring
- First Impression Project
- Community Planning
- KCAD Funding Renewal
- Housing Projects
- Workforce Recruitment/Talent Development Initiative

QUARTER 3

- First Impression Project
- Housing Projects

QUARTER 4

- EXCEL Tour – Fall
- Housing Projects

OTHER FOCUSES

- Business Retention & Expansion
- CDBG Certification
- CRA Project Assistance
- North Business Park “Revision”
- Increased marketing efforts

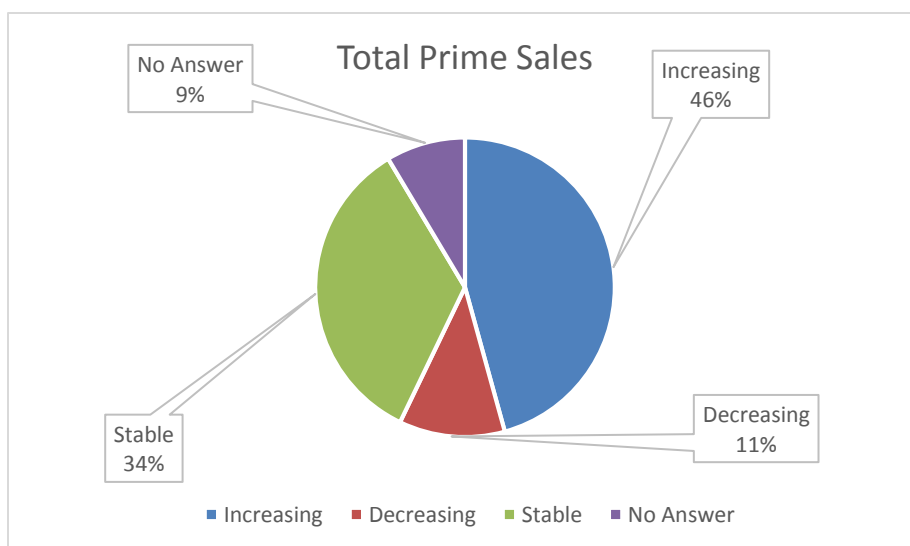
Overview

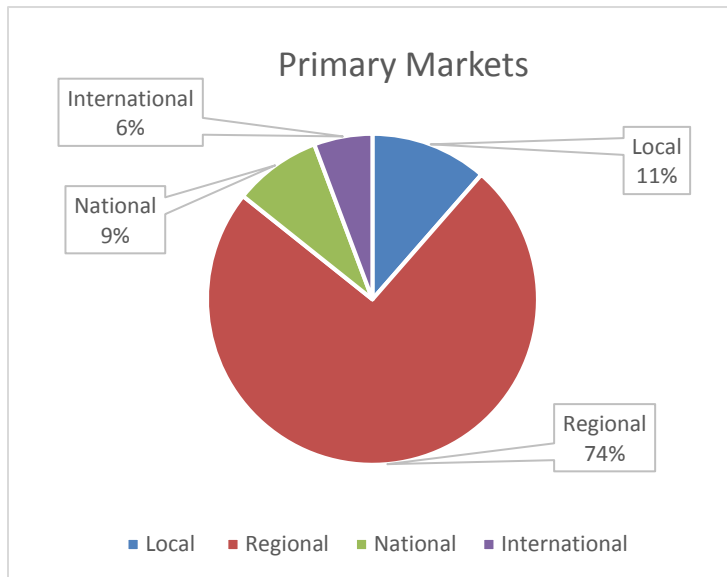
Thirty-five businesses from the Keith County participated in the Nebraska Business Visitation Program. All of the businesses surveyed were categorized as Prime. Prime businesses generally have multi-state, national, or international sales.

Business Environment

Business Sector	Percentage
Durable Goods Producer	2.86%
Consumer Goods Producer	11.43%
Energy & Energy Utilities	2.86%
Finance, Insurance, & Real Estate (F.I.R.E.)	11.43%
Health Care & Pharmaceuticals	5.71%
Industrial Goods	5.71%
Retail Related Operations	5.71%
Convention/Tourism	2.86%
Communications	8.57%
High End Business Service	2.86%
Consumer Services	5.71%
Telecommunications	2.86%
Building & Construction	2.86%
Advanced Manufacturing	2.86%
No Answer/Other	25.71%

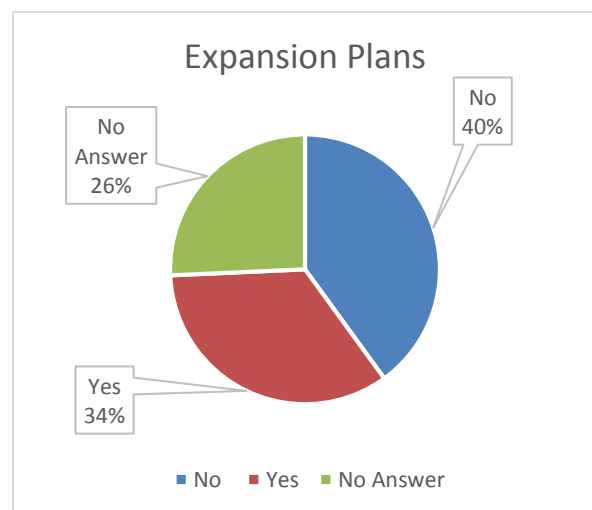
Prime businesses surveyed in Keith County were quite diverse regarding business sectors. The largest percentage of businesses is split between Consumer Goods Producers and Financial oriented businesses. **80%** of businesses in surveyed in Keith County are either increasing or stable in total sales showing that business in Keith County is doing very well. Only a few businesses indicated decreasing sales and the remaining did not mention their trend in sales.





4 businesses surveyed in Keith County focused on doing their business locally. **26** of the businesses, a vast majority, indicated that their primary market was regional, meaning they were doing business within a certain or preferred radius of Keith County. **3** businesses indicated that their market was primarily national, and that they would do business anywhere within the United States. **2** of the business confirmed that they were doing business primarily at an international level.

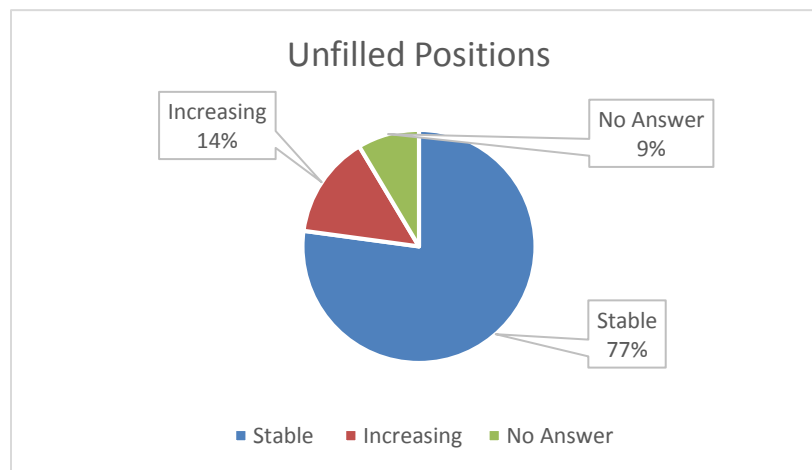
14 business say they do not plan to expand within the next **3** years while **12** of the businesses in Keith County plan on expanding in the near future. **77%** of the businesses surveyed have introduced new products within the past **5** years while the remaining businesses have either remained consistent with products offered or dropped products. **77%** of businesses are planning to introduce a product within the next two years while **26%** of the businesses plan to remain consistent with the products they currently offer. The remaining businesses did not comment on a future product introductions.



Workforce

None of the Prime businesses commented on their employment needs. When it comes to employee training and investing in it, **37%** of the businesses have increased their investment in employee training while **46%** remain stable. The remaining **17%** either did not invest in training or did not comment on it.

Businesses were asked to rate the area's workforce on a scale from 1 to 7 in two categories, availability of the workforce and quality of the workforce, with 7 as the best ranking and 1 as the lowest. The average ranking for availability of workforce was **3.44** and the average ranking for quality of the workforce was **3.74**. **3** businesses were not included in those averages.



Community Attributes

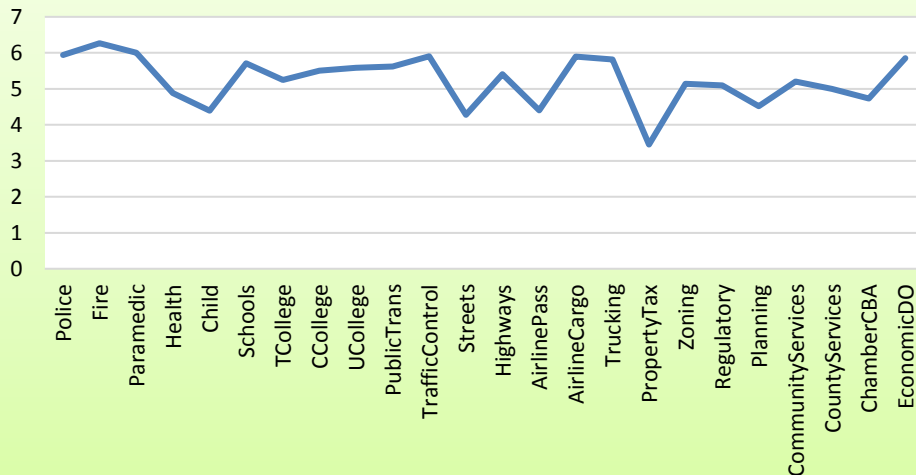
The 35 businesses surveyed located in Keith County are overall satisfied with attributes of their county. Of the 35 businesses surveyed, **ALL** stated that their technology infrastructure was adequate. None of the businesses mentioned the utilization of new technology going into the future.

Public services and utilities in the community have been rated on a scale from 1 to 7, with 1 as the lowest ranking (poor) and 7 as the highest (excellent).

Keith County

Business Survey Results

Prime Services



The Thirty-five Prime businesses in Ogallala were overall very happy with community services. Property tax is the only service that deviates from the rest and is below the average rating of 4. Although the rating doesn't signify any dramatic issue, Property Taxes are something to be looked at going forward as they could be a deciding factor in whether a business wants to locate in Keith County or not.

The ratings of utilities for the 35 businesses surveyed in Keith County were all above average with an average of approximately 6 for each Utility, indicating that the businesses were fairly happy with their utilities. Businesses seemed to be most satisfied with their Natural Gas service while the tech side of Utilities lags behind, but only by a miniscule amount.

Utilities

