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Minden Economic Development Update January 2011 PO Box 239, Minden, NE 68959 308-830-3206

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With the release of more 2010 US Census numbers this last month, we now know that the population count of America as of April 2010 was 308,745,538 people. The census being required under the US Constitution is a contributing factor to our work in economic development. The count determines our representation in both the State Unicameral and the U.S. House of Representatives. The census report also notes that Nebraska's population increased by 6.7% which in turn also means that Nebraska will retain its three congressional seats. Our state ranking in population remains at 38 as it was in the Census of 2000 even though Nebraska's population increased by 115,078 to 1,826,341 in 2010.



Because many economic development projects rely on populations and incomes, I am anxious to see the release of the counts in March for Minden and Kearney County. We also need to keep in mind that since families have gotten smaller at 2.3 people each that means in order for Minden to retain or grow its population, we need more homes in Minden encourage families to live here.

On that note, I am thrilled to say that it should be very soon when 16 families or individuals can begin moving into the new duplexes at Minden West Estates, thus hopefully freeing up some houses that will perhaps come on the market or be for rent. What a positive thing for Minden. It will be interesting to watch our tax base as Minden continues to grow.

Lisa Karnatz

Local News



20 to 30 Year Olds Move Back to Minden

The heart of a community keeps beating, at least most rural communities in Nebraska hope so. But for those of us who do live in rural communities, we are well aware that some of our best and brightest leave town for college and never return. We know that if our communities are to have any hope of a thriving, successful future, we need to attract our young people and encourage those that have left to return.

There are many advantages to living in a rural community, whether it is for family, cost of living, or for a job. Minden offers a slower pace of life, a safer place to live and a caring community. To read some interviews of individuals who have moved back, please go online to www.MindenNebraska.org under the category "[Living in Minden/Move Back to Your Roots.](#)"

Reversing the trend: Nebraska's "Brain Gain"

(Omaha World-Herald) -- Omaha.com this morning reports, "Thanks in large part to its status as a haven amid the nation's economic turmoil, Nebraska last year was able to put a plug in its longtime 'brain drain.'" The story notes that "after decades of watching its best and brightest leave the state," the U.S. Census Bureau says "Nebraska in 2009 posted a net gain of college graduates through migration," with about 1,600 more college grads moving into the state instead of moving out. "The numbers bode well for Nebraska's economic future, too, said J.B. Milliken, president of the University of Nebraska system." Overall, "some 10,000 more people moved into Nebraska than moved out during 2009, also reversing the historical trend." <http://omaha.com/article/20101029/NEWS01/710299892/1009#nebraska-s-brain-gain>

Youth Like Idea of Owning a Business

More than 40% of junior and senior high school students in four Nebraska communities say they are interested in owning their own business in the future. The surveys were taken in Garden County, Columbus, McCook and Cambridge as part of Home Town Competitiveness assessment activities designed to indicate how youth feel about their future. In Garden County, nearly 20% say they own a business right now. Fifty percent or more of the students surveyed in the four communities also said they preferred to stay in or return to the area, and 65% or more rated their community average or above "as a place to live as a young person." More than 700 young people were surveyed. The February 2009 HTC newsletter is on-line at <http://www.htccommunity.org/Pillars>.

News at the Waterhole



Studio 220 in Minden, Now Open for Business

Studio 220 is now open for business. Located at 220 E. 6th St, the new full service salon features the latest in haircuts, complete nail service, waxing, wig styling, facials and more. Stylist and owner Ann Marie Schwenke says, "The studio will provide clients with top quality hair products and salon services while providing customers with a unique "big city" atmosphere featuring local artist's painting as décor and vibe.

Schwenke utilized the Kearney County Economic Development's available loan funds to help support getting her new business off the ground. She can be reached at 308-832-1959 or 308-233-1631.

Central Community College Looking for Minden Instructor

Central Community College has had a request to offer GED classes in Minden. With funding being reduced each year, the college is not able to fund a teaching position. However, the GED program runs in many communities through the efforts of volunteer instructors.

If you know someone who may be interested in being a potential volunteer instructor for up to three hours a week, please give Diana Watson a call at 308-995-6102 or email her at dwatson@cccneb.edu. The qualifications and responsibilities are listed below.

Qualifications: Prefer individual(s) to have a Bachelor's degree and one year related occupational experience. Must be proficient in high school level Reading, Science, Social Studies, Math and Writing. Must be able to work as part of a team. Must be able to work comfortably with people of any age, race, socio-economic or educational background. Must possess excellent communication and problem-solving skills as well as a genuine interest in adult learners. Must have basic computer skills.

Responsibilities: Seeking individual or individuals to teach groups of adults 16 and older in GED (General Educational Development) preparation. Individuals(s) will perform new student intake, administer placement tests, develop study plans and instruct students.

Kearney County Voters to Eye Hospital Expansion Proposal

(HastingsTribune.com) Voters in Kearney County will decide March 15 whether to approve a \$10 million bond issue for additions and renovations to the hospital here. Proposed additions to the [Kearney County Health Services hospital](#), which was constructed in 1954, would include 10 in-patient rooms; a cardiac rehabilitation area; and a new entrance on the southwest side of the hospital.

KCHS Chief Executive Officer Fred Meis said the largest part of the proposal includes renovating the current in-patient facilities into outpatient facilities. "Like most hospitals our size, a great part of our service has gone to the outpatient side as opposed to the in-patient side," he said. Renovations also would be made to expand the emergency room from one bay to two bays.



Minden Highlighted in NPPD's Energy Insight

Minden has been recognized as the Christmas City for many decades now. This year Minden was featured in several newspapers including the Nov./Dec. issue of NPPD's Energy Insight. Check it out online at www.nppd.com/EnergyInsight.

City News Available at Your Fingertips

Stay informed to what is happening in your community. Follow Minden on Facebook and Twitter and visit [the City of Minden's website](#) regularly. Be sure to sign up for updates from the various city departments. You can actually get the city council's agenda delivered directly to your phone to make staying informed convenient and easy.

******If you know of a new business in town, please let me know. Email lkarnatz@mindennebraska.org.***

If you want to open a business, check out these local Minden businesses for sale:

- Red River Steak House Business & Building
- Watson's Steak House Building
- Kimple's Gas Station
- Grace Elizabeth's Bed and Breakfast
- Willie's Liquor Store
- Large Building with store frontage on Square
- Car Wash

Workshops, Conferences, Meetings & Webinars

January Webinar Will Share How to Create Valuable Content for Your Website

Mark your calendars! The eXtension Entrepreneurship webinar series airs monthly on the second Thursday at 1:00 pm (CT); 12:00 pm (MT). Webinar access at <http://connect.extension.iastate.edu/ecop>

All webinars are recorded for your convenience and will be posted after the live presentation - http://www.extension.org/pages/ETC_Webinar_Archive

January 13, 2011

Creating Valuable Content That Converts

Just creating a website and filling it with content (usually from our brochures) is simply not enough anymore. It's important that you create content that is valuable to your audience and will lead them through a conversion process which will take them from just being a site visitor to someone who has a business relationship with you. This webinar will talk about content creation, frequency and how social media plays a part.

Scott Wild, WildInspire, Bismarck ND has been working in the computer industry for the past 15 years with experience ranging from software programming, corporate training, and internet marketing and consulting. He is passionate about the role that the Internet plays in marketing for profits and non-profits. He is a big believer in networking and generating ideas in a group setting. <http://www.wildinspire.com/>

No pre-registration is required and there is no fee to participate. About 10 minutes prior to the start time simply go the Adobe Connect Pro meeting room at connect.extension.iastate.edu/ecop. You will be presented with a login screen that has an "Enter as Guest" option. Enter your full name then click "Enter Room" to join the conference. You will be able to hear the audio directly from your computer's speakers.

Future Webinars:

February 10, 2011

Getting Down to Business with Social Media Marketing

March 10, 2011

You Are Here! Maps for Business

Don't miss the 2011 Agri/Eco-Tourism Workshop

The 2011 Governor's Agri/Eco-Tourism Workshop will be held Feb. 1-2 at the Ramada Inn & Conference Center in Kearney. One of the highlights of the workshop will be keynote speaker Stan Meador, general manager of the recreational division for his family's five-generation ranch near Eldorado, Texas. In just 12 years, Meador grew an enterprise that started with two houses into a business consisting of regular customers, recurring special events, seven cabins, a lodge, RV and tent campground, and special event areas. Meador will also offer a breakout session on marketing and facilitate a new session called "What Flew and What Flopped" that will allow participants to share insights

from successful and unsuccessful programs. For more information on the 2011 Governor's Agri/Eco-Tourism Workshop, keep an eye on www.VisitNebraska.gov/industry. Details and registration information will be posted as they become available.

Nebraska MarketPlace 2011

The fifth annual Nebraska MarketPlace is coming to the Ramada Inn Convention Center in Kearney, Nebraska on Tuesday February 22 and Wednesday February 23, 2011. This event is presented by the Center for Rural Affairs and their many sponsors.

Marketplace Agenda(s) at a Glance!

[Tuesday, Feb. 22, 2011 Agenda - opens pdf](#)

[Wednesday, Feb. 23, 2011 Agenda - opens pdf](#)

Register Today! Early Bird Registration ends Feb. 11, 2011

[Register Online](#) (pay with credit card or check)

[Download the Registration Form](#) (pay by check)

5th Nebraska Summit on Entrepreneurship

SAVE THE DATE: February 25, 2011

Save the date for the 5th Nebraska Summit on Entrepreneurship on February 25, 2011. Watch for details at <http://www.nebraskaentrepreneur.com/2011-summit/> in early 2011 or contact Shelly Beachler at 402-472-2129 or at sbeachler@nebraska.edu.

Central Community College Present Leaders Summit

SAVE THE DATE: March 10, 2011

Save the date for the Leaders Summit and learn how the Kalamazoo Promise is helping shape the area's future workforce and impacting the area's economic growth and sustainability! This interactive summit will be facilitated by Dr. Marty Mahler, Nebraska's P-16 Coordinator—you'll also hear from Nebraska leaders in business, education and government. The Summit will be held at the Central Community College in Columbus on Thursday, March 10 from 8:00 AM to 3:30 PM. Keynote speaker is Dr. Janice Brown, Executive Director with the Kalamazoo Promise. For more information on the summit, please go online to <http://www.cccneb.edu/leadersummit> or contact Sue Baer at 402-5621425 or sbaer@cccneb.edu.

Local Housing Information

Senior Housing Development

Minden West Estates LLC: Minden West Estates LLC is a housing development for seniors. Applicants must meet current area median income (AMI) qualifications with a minimum of at least one individual per household who is 55 or older. The housing units feature two- and three-bedroom duplexes. Read the [Minden West Estates LLC Brochure](#) and return your [Minden West Estates LLC Pre-Application Form](#) to Arlen Osterbuhr, Chairman of the [Community Redevelopment Authority](#) if you are interested in living in the development. Seven of the duplexes have been framed out with one more on the way. This will make for 16 available units to which there have been several applicants. Anticipated move in date is early spring.

Available Minden Housing

[Find a listing of homes for sell in Minden](#) that are listed with a real estate agent.

Legislative News



LB 1109 Creates "Innovation and Entrepreneurship Task Force"

LB 1109 creates The Innovation and Entrepreneurship Task Force whose purpose is to develop a statewide strategic plan to cultivate a climate of entrepreneurship that results in innovation and high wage employment. The task force, made up of six to ten legislators appointed by the Executive Board, shall develop a plan which includes an inventory of current state and locally sponsored programs and resources targeted to small businesses, microenterprises and entrepreneurial endeavors in Nebraska. The plan shall also provide an overview of best practices from other states, including an examination of economic gardening and angel investor programs and provide policy options.

The Task Force's report: "Nebraska's Innovation & Entrepreneurial Ecosystem" is available online at: http://nebraskalegislature.gov/pdf/reports/committee/select_special/innovation_entrepreneurial2010.pdf.

Nebraska Senators: State Needs to Help Business Grow

(Associated Press/Bloomberg.com) -- The AP reports that a Nebraska task force comprised of state senators says the state "needs to do more to help its small businesses grow, and the 146 existing economic development programs should try harder to work together." According to the AP, "the report outlines 17 recommendations to improve business in Nebraska by copying programs that have been successful elsewhere." State Sen. Danielle Conrad of Lincoln, who led the task force, "expects at least five bills to be introduced in January based on some of the report's recommendations." See the story at <<http://www.bloomberg.com/news/2010-12-08/neb-senators-state-needs-to-help-business-grow.html>>. See the task force's report at <http://www.nebraskalegislature.gov/pdf/reports/committee/select_special/innovation_entrepreneurial2010.pdf>

Available Financial Help

City and County Reuse Loans

The City of Minden and Kearney County's Revolving Loan Funds (RLF) are available to assist businesses and developers by providing low interest loans for business start-ups, business expansion, building rehabilitation and other designated uses. The Reuse Loan program carries the same requirements that current Community Development Block Grant (CDBG) loans have on them. Interest, length, etc. is variable with each loan. One stipulation on these two loans is that, financially, only fifty percent of the applicant's total estimated project costs can be loaned to the business from the Reuse funds. To access an application for a low-interest City or County Reuse loan for your business [click here](#). Funds are available NOW!

KCEDA Small Business Loans

This funding source is available to anyone with a business or beginning a business in Kearney County. Funds can be used for a variety of options...business start-up, building improvements, façade remodeling, equipment, expansion, and other items needed for your business. Call KCEDA at 308-830-2440 or email thorell.kceda@gtmc.net if you are interested in finding out how to apply for a low-interest loan for your business.

New Façade Improvement Funds Available

The Kearney County Economic Development Agency (KCEDA) is proud to offer as a benefit to Kearney County businesses, its Façade Improvement Fund (FIFund). The FIFund is a 0% interest repayable micro-loan designed to help Kearney County businesses restore and upgrade exterior aesthetics to storefront commercial buildings and to improve exterior business signage. Eligible applicants may qualify for up to \$3,000 maximum for facades, storefronts and awnings with a 20% matching dollar expenditure by the owner/tenant. It is KCEDA's hope that by offering this fund, the communities in Kearney County will benefit by

seeing aesthetic improvements within their downtowns and on their commercial buildings. If you are interested in finding out more about the FIFund or filling out an application, please call Laurel Thorell at 308-830-2440 or email thorell.kceda@gtmc.net.



Workforce Information

Record U.S. Exports Reflect Midwest Boom'

(Bloomberg News) -- Bloomberg.com reports, "North Dakota and Nebraska will help lead the nation in job creation next year, according to Moody's." The article notes that "the agricultural Midwest -- particularly North and South Dakota, Kansas and Nebraska -- has been leading the U.S. economic recovery as its banks, businesses and households avoided the worst of the housing bubble's collapse and the financial crisis that followed." Now, according to the story, "the region is getting a further boost from record exports of commodities, driven by demand in China and Russia and a declining dollar," and is driving "sales of products, including agricultural equipment, financial services and fertilizer." Also, "consumers in farming areas are in the best shape ... with the most favorable conditions in the third quarter (in) North Dakota, South Dakota, Nebraska and Wyoming." <<http://www.bloomberg.com/news/2010-11-22/record-u-s-exports-from-farms-reflect-midwest-boom-with-3-7-unemployment.html>>.

Nebraska Unemployment Rate Improves to 4.6% in November

(AP/Bloomberg.com) — The AP reports, "Nebraska's unemployment rate improved slightly to 4.6% in November and remained the third-lowest rate in the nation," trailing only North Dakota (3.8%) and South Dakota (4.5%). The story notes that "three Nebraska private-industry sectors added jobs" -- transportation and utilities; education and health services; and professional and business services. Beatrice claims the state's highest jobless rate at 5.0%, while Kearney claims the lowest at 2.8%. <<http://www.bloomberg.com/news/2010-12-17/neb-unemployment-rate-improves-a-bit-in-november.html>>

Officials Say Unemployment Numbers More Level in Nebraska



(HastingsTribune.com) The Great Recession has left many Americans with whiplash as they have watched the country's unemployment numbers take a roller coaster ride over the last few years. As jobs have come and gone and factories have closed their doors, the jobless rate has gone from bad to worse in some areas of the country, leaving many in a dire situation.

In Nebraska, factories also closed and people were left without work. The state's agricultural base was able to absorb much of the blow, however, and leave the economy here much more stable than other areas of the country. Tom Bartell, local office manager for Workforce Development in Hastings, said Nebraska is fortunate in that it typically has a rather flat economy compared to other states. "We don't necessarily get real extremes of high economic activity or job growth, but we also don't experience the real depths of depression or recession," he said. Bartell attributes some of that to Midwesterners typically being more conservative and having more restraint when it comes to fiscal management. Click here for an interactive map: <http://2010.census.gov/2010census/data/>.

State Unemployment Rate at 3.3

<u>Kearney County</u>	<u>Sept, 2010</u>	<u>Oct., 2010</u>	<u>Nov., 2010</u>
Civilian Labor Force	3,645	3,650	3,662
Employment	3,523	3,533	3,558
Unemployment	122	117	104
Unemployment Rate	3.3	3.2	2.8

Source: Nebraska Workforce Development/Department of Labor
For more workforce information, click on this link
<http://www.dol.nebraska.gov/nwd/infolink/infolinkanimated.html>

Local Government

[Kearney County Government](#) | [City of Minden](#) | [Minden Chamber of Commerce](#) | [State of Nebraska](#)

Economic Development Resources

[Kearney County Economic Development Agency](#) | [South Central Economic Development District](#)
[USDA Rural Development](#) | [Nebraska Public Power District](#) | [Nebraska Department of Economic Development](#)
[PK Partnership](#) | [Rural Enterprises Assistance Project](#) | [UNK Center for Rural Research & Development](#)
[Nebraska Business Development Center](#)

Employment

[KearneyAreaJobs.com](#) | [MindenJobs on Facebook](#) | [SnagAJob.com](#) | [Careerlink.com](#)

Tourism Sites

[Visit Kearney County](#) | [Central Nebraska Adventures](#) | [Visit Nebraska](#)

School

[Minden Public Schools](#)

Library

[Jensen Memorial Library](#)

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NEW YEAR
2011



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