



City of Grand Island

Tuesday, February 18, 2020

Study Session

Item -1

Presentation by Grow Grand Island

Staff Contact: Jerry Janulewicz

City Council Study Session

February 18, 2020



Intro video...

Mission:

To cultivate bold ideas that create business and quality of life opportunities in our region through **planning, partnering and doing.**



Food & Beverage Ballot

The citizens of Grand Island approved the following ballot question...

“shall the City of Grand Island impose an occupation tax of one and one half percent (1 ½%) on the sale of all food and beverages presently subject to sales tax in commercial establishments in the City of Grand Island. The ballot provides that the revenue derived from the Food and Beverages Tax shall be designated for use in the following order:

- (i) To make the City’s quarterly payments to the Nebraska State Fair Support and Improvement Fund as required by Neb Rev. Stat. §§2-108-110;
- (ii) Promote entertainment, agricultural and livestock shows, trade shows and similar events that will **attract visitors** to Grand Island;
- (iii) Ongoing enhancement and development of recreation and athletic facilities such as hike, bike and recreational trails, ball fields and other community activity needs; and
- (iv) Invest in **community development projects** and activities that stimulate progress and growth for Grand Island.

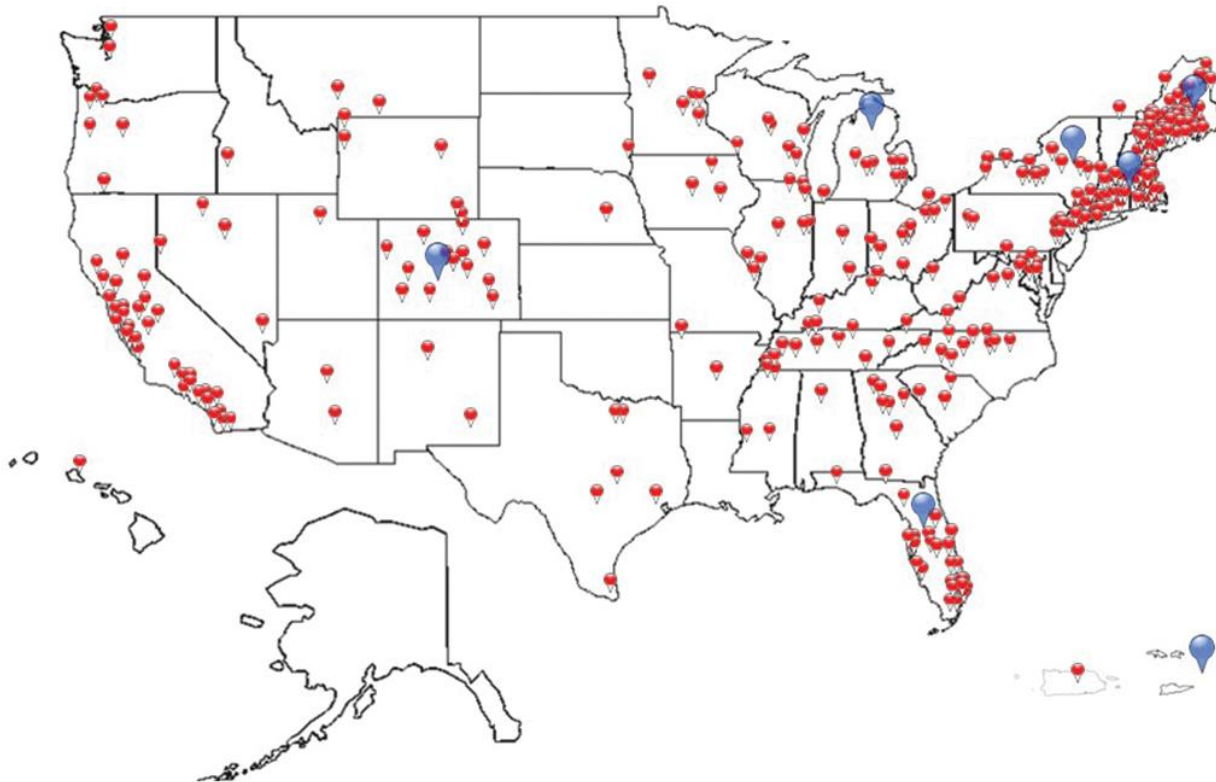
Agreement By And Between The City of Grand Island And Grow Grand Island, Inc. For Community Enhancement Programs

- “Nebraska Revised Statute Section 13-315 authorizes cities to expend up to four-tenths of one percent of the taxable valuation of the city for the purpose of **encouraging immigration, new industries**, and investment and to conduct and carry on a **publicity** campaign...”
- “City desires to contract with a **community based, private nonprofit corporation to assist and partner** with the City for the development of programs, projects, and events specifically designed to promote...attract visitors...community development projects and activities that stimulate progress and growth for Grand Island...”
- “Grow Grand Island...was organized and established through the effort of **community minded individuals and organizations** for the purpose of promoting, encouraging, and developing projects and programs...through private contributions, grants, gifts...”
- “such a joint public-private effort enhances efficiency, promotes cost savings and **increases the effectiveness...**”

Thriving Community

- Business growth
- Skilled & sustainable workforce
- Quality of life for residents
- Progressive and welcoming community image
- Desired community assets
- Collaborative, cooperative and effective partnerships

Livable Community Network



Current Board Members

- **Tonja Brown**, Chair
- **Cindy Johnson**, Grand Island Area Chamber of Commerce
- **Dave Taylor**, Grand Island Area Economic Development Corp.
- **Brad Mellema**, Grand Island Convention & Visitors Bureau
- **Chris Kotulak**, Fonner Park
- **Pam Lancaster**, Hall County Board (non-voting)
- **Jane Richardson**, Hall County Board (non-voting)
- **Jeff Palik**, Olsson (Chamber Board)
- **Will Armstrong**, Edward Jones (EDC Board)
- **Nathan DeLaet**, Mainstay Suites (CVB Board)
- **Mike Jakubowski**, Dinsdale Automotive (Fonner Board)
- **Ed Hannon**, CHI Health St. Francis
- **Heidi Isley**, Associated Staffing
- **Dennis Placke**, Northwestern Energy

Grant Committee

- **Tammy Slater**, Goodwill Industries, Chair
- **Tim Wojcik**, Five Points Bank
- **Barb Engberg**, Live Well Physical Therapy
- **Chad Hudnall**, Family Eyecare Center
- **Ray O'Connor**, O'Connor Enterprises
- **Kurt Haecker**, Home Federal (non-voting)

Current Advisory Committee

- **Bill Hunter**, Aurora Coop
- **Jay Gnuse**, Chief Industries
- **Jennifer Worthington**, GIPS
- **Karen Rathke**, Heartland United Way
- **K.C. Hehnke**, Jerry's Sheet Metal
- **Kurt Haecker**, Home Federal Bank
- **Lori Cox**, Nebraska State Fair
- **Marci Kemnitz**, Central Community College
- **Mary Berlie**, GIAEDC
- **Melissa DeLaet**, GI Community Foundation
- **Ray O'Connor**, O'Connor Enterprises
- **Tawana Grover**, GIPS
- **Tim Wojcik**, Five Points Bank

Financially Speaking

	Food & Beverage Tax	Increase	GGI	% of Total
2013-14	\$1,495,391			
2014-15	\$1,608,807	7.05%		
2015-16	\$1,948,977	17.45%		
2016-17	\$2,227,758	12.51%	\$500,000	22.44%
2017-18	\$2,329,914	4.38%	\$500,000	21.46%
2018-19	\$2,416,975	3.60%	\$500,000	20.69%
2019-20			\$500,000	
	\$12,027,822		\$2,000,000	

Current Financial Picture

See Handout...

\$940,370.37 Cash in Bank

- **\$303,425.60** Committed for Approved Grants

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\$636,944.77 Available for Future Grants

- **\$685,000.00** Projects in the Pipeline

=====

- \$ 48,055.22

\$500,000.00 Disbursement from City for 2019-20

=====

\$451,944.77 For the next big things!

Outside of F&B Funds...

Grants, investments/pledges, in-kind services to date:

\$260,750

Leveraged in Completed Projects to date:

\$1,403,230

Cash in Bank to date:

\$87,065

Annual Operating Expenses:

\$5,000

Grow Grand Island has no staff.

Chair and committee members are volunteers.

Partner organizations freely dedicate their time & expertise.

Completed Projects

PROJECT	GGI GRANT	OTHER	LEVERAGED
Imagination Takes Flight	\$15,000	\$101,140	87.08%
Railside Bike Racks	\$8,000	\$5,000	50.00%
Railside Public Art	\$7,500	\$88,300	92.17%
Workforce Analytics Software	\$12,000	\$12,000	50.00%
Olympic Bunker Trap*	\$150,000	\$581,790	79.50%
Equine Stalls*	\$300,000	\$600,000	66.67%
GI Promo OTT 2019 Campaign*	\$10,000	\$15,000	60.00%
	\$502,500	\$1,403,230	

*** Denotes GGI Grant using Food & Beverage Funds**

Approved Projects Underway

Targeted Talent Attraction

Lead Partner: Chamber, Cindy Johnson

Future Builders

Lead Partner: GIAEDC, Dave Taylor

Event Incentive Fund

Lead Partner: CVB, Brad Mellema

New talent attraction video...

Approved Projects Underway

Targeted Talent Attraction

Lead Partner: Chamber, Cindy Johnson

Future Builders

Lead Partner: GIAEDC, Dave Taylor

Event Incentive Fund

Lead Partner: CVB, Brad Mellema

Grand Island Area
FUTURE BUILDERS
CHALLENGE

Future Builders Challenge
March 2020

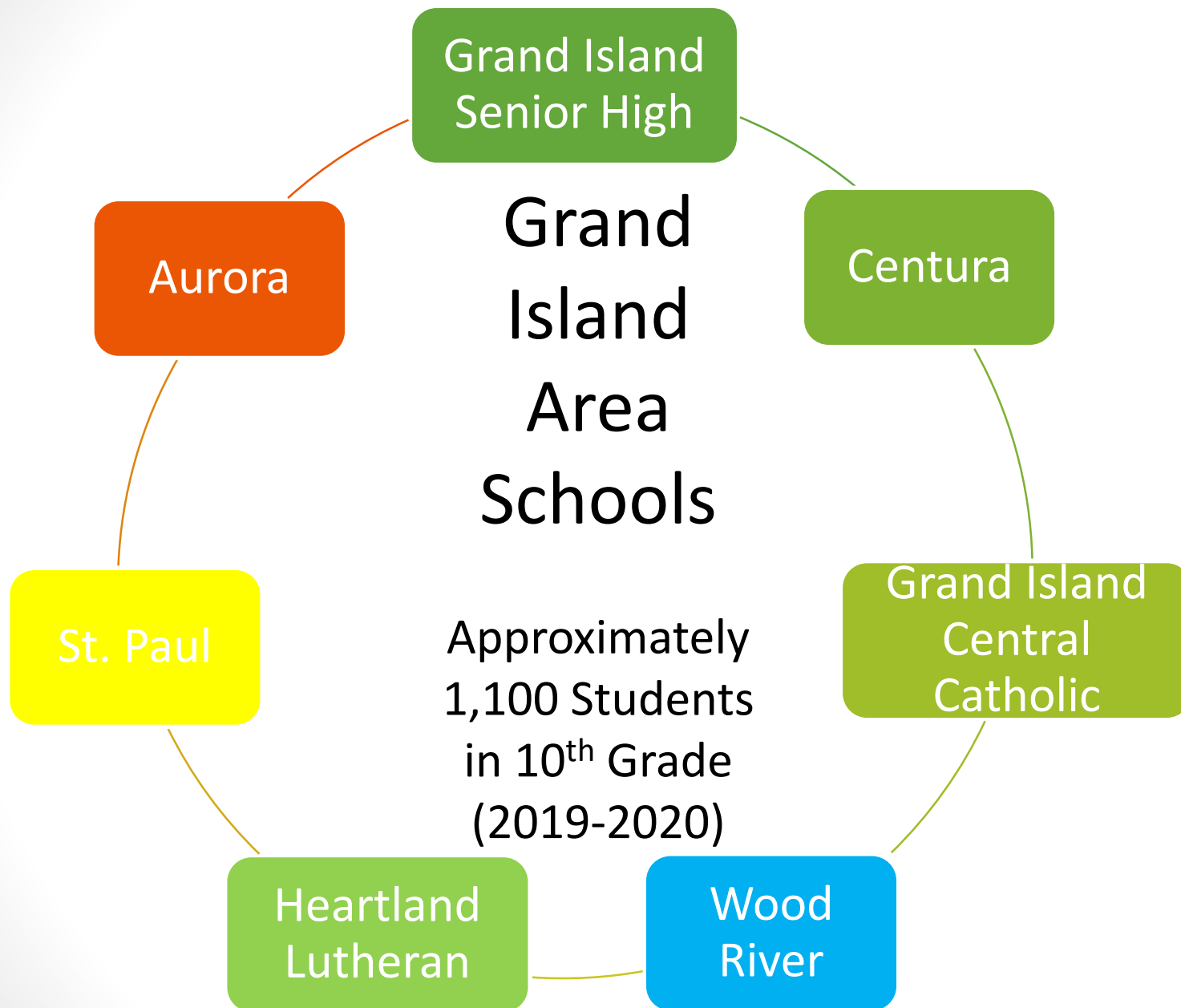


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The program is a regional partnership that encourages growth in entrepreneurial and business-minded high school students. This is an opportunity for students to tap into their full potential and become tomorrow's entrepreneurs, intrapreneurs, innovators and builders.





Future Builders
Challenge
Four Steps

1. Builder Profile 10

- Given to all sophomores during the week of January 13-17, 2020

2. Inspiration Rally

- Top 13% invited from each school
- Hear from successful people in business & community February 20, 2020

3. Builder Boot Camp

- Full day event
- Explore strengths
- Identify initiatives/gaps in the economy/community March 20, 2020

4. Builder Pitch Challenge

- Work with community mentors
- Team pitch business ideas focused on improving our community March 23, 2020



Approved Projects Underway

Targeted Talent Attraction

Lead Partner: Chamber, Cindy Johnson

Future Builders

Lead Partner: GIAEDC, Dave Taylor

Event Incentive Fund

Lead Partner: CVB, Brad Mellema

Projects in the Pipeline

Workforce: EDGE (Upskilling) & Internships

Cindy Johnson

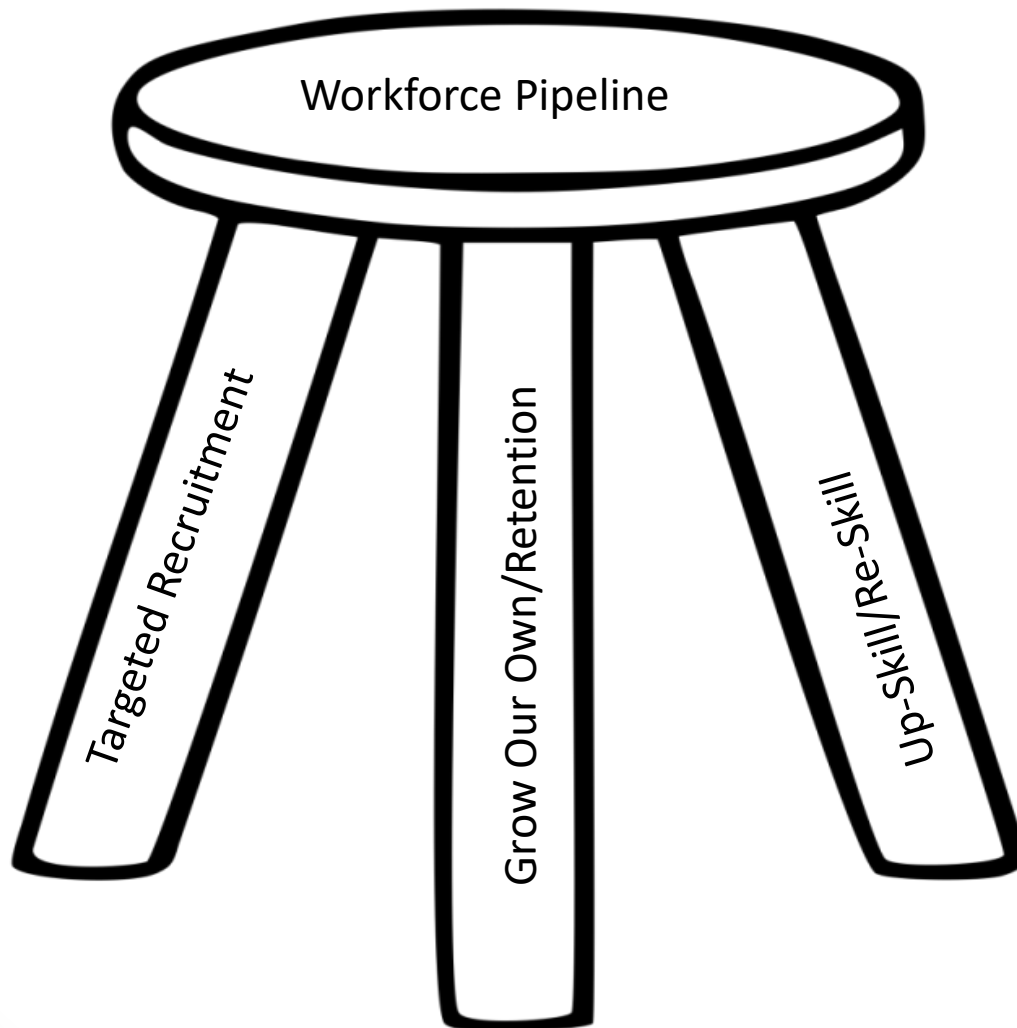
Grow Local

Tonja Brown

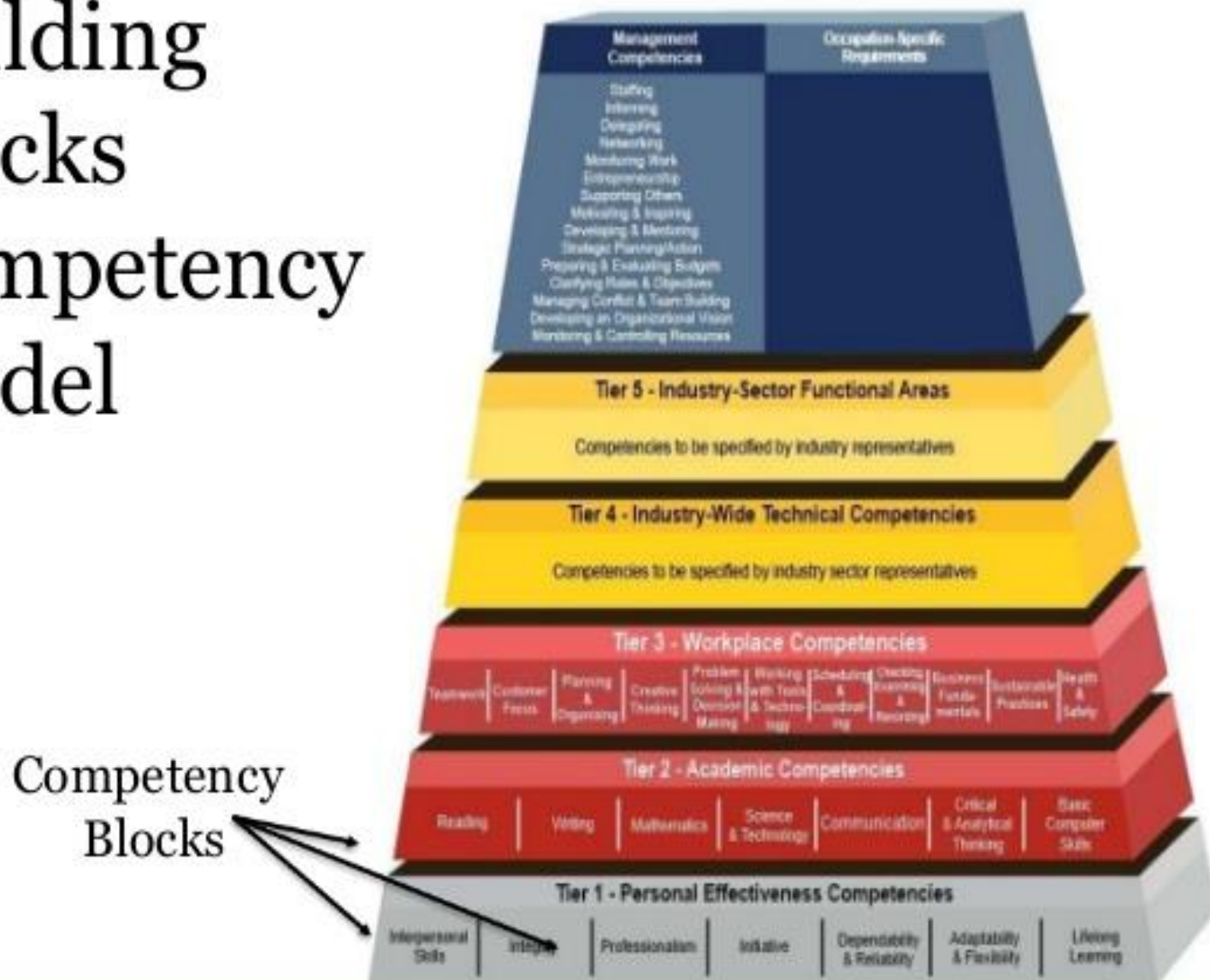
Entryway Signage

Brad Mellema

Workforce Sustainability Plan



Building Blocks Competency Model



Projects in the Pipeline

Workforce: EDGE (Upskilling) & Internships

Cindy Johnson

Grow Local

Tonja Brown

Entryway Signage

Brad Mellema

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Workforce: EDGE (Upskilling) & Internships

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Brad Mellema

Our Hopes for the Horizon

- ☐ Renew our agreement with the City of Grand Island.
- ☐ Determine an effective way to engage/inform City Council.
- ☐ Continue to impact Grand Island with the program of work.
- ☐ Continue to be good stewards of funds entrusted for our work.



Questions



Grow Grand Island - F&B for City 2-Yr Agreement 2018-19 & 2019-20

Note: Disbursements are reported quarterly to the F&B Oversight Committee

\$450,282.14	Available at GICF as of 10/31/2018
\$500,000.00	11/1/2018 deposit
\$2,273.80	GICF Earned Interest (11/1/2018-2/28/2019)
<u>- \$3,851.94</u>	GICF Admin Fees (11/1/2018-2/28/2019)
\$948,704.00	Ending GICF Balance

Beginning March 2019:

\$948,704.00	Balance Transfer from GICF to Home Federal
\$0.00	Admin Disbursements Accumulative Total
\$0.00	Project Disbursements Accumulative Total
\$15,240.77	Home Federal Money Market - Interest Earned
<u>\$963,944.77</u>	Cash in Bank
<u>- \$303,425.60</u>	Committed for Approved Grants
\$660,519.17	Available for Future Grants

Committed for Approved Grants

\$0.00	2019 Promo OTT Campaign (\$10,000)
\$61,154.51	Talent Attraction (\$65,000)
\$42,271.09	Future Builders (\$52,000)
<u>\$200,000.00</u>	Event Incentive Fund (\$200,000 yr 1)
\$303,425.60	

Projects in the Pipeline

\$225,000.00	Workforce-Internship/Co-op (3-yr)
\$50,000.00	Local First Program (3-yr)
\$200,000.00	Entryway Signage
\$200,000.00	Event Incentive Fund (yr 2)
\$10,000.00	2020 Promo OTT Campaign (continue)
	Workforce-EDGE Upskilling
	Memorial Stadium - Visitor/Handicap Accessibility
	Friends of GI Parks - Stolley
	Intercity/Intracity Bus
<u>\$685,000.00</u>	