



# City of Grand Island

Tuesday, December 14, 2021

Council Session

## Item E-5

### **Public Hearing on the Annual Report by Grand Island Area Economic Development Corp./Citizens Advisory Review Committee on the EDC Program Plan**

*Council action will take place under Resolutions item I-1.*

Staff Contact: Dave Taylor - EDC President

# **Council Agenda Memo**

**From:** Jerry Janulewicz, City Administrator

**Meeting:** December 14, 2021

**Subject:** Public Hearing Concerning the Annual Report by the Citizen Advisory Review Committee on the Economic Development Program Plan

**Presenter(s):** Dave Taylor, EDC President

## **Background**

The voters of the City of Grand Island approved an economic development plan at the November 6, 2012 election. Subsequent to the election, the city has adopted an ordinance that establishes the economic development plan and a Citizen Advisory Review Committee to oversee the process of approving applications for economic development incentives. The Citizen Advisory Review Committee is required by State Statute and the Grand Island City Code to make an annual report to the City Council.

## **Discussion**

The Citizen Advisory Review Committee has been conducting regular meetings during the last six months as required by the City Code and the Nebraska Statutes. The committee looks forward to receiving and reviewing meritorious applications for consideration in the future. The committee received the annual report from the Economic Development Corporation at its meeting of December 2, 2021 and voted to forward it on to the City Council for its review and acceptance.

## **Alternatives**

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Accept the annual report of the Citizen Advisory Review Committee.
2. Do not accept the annual report of the Citizen Advisory Review Committee.

## **Recommendation**

City Administration recommends that the Council accept the annual report of the Citizen Advisory Review Committee.

## **Sample Motion**

Move to accept the annual report of the Grand Island Area Economic Development Corporation/Citizen Advisory Review Committee.

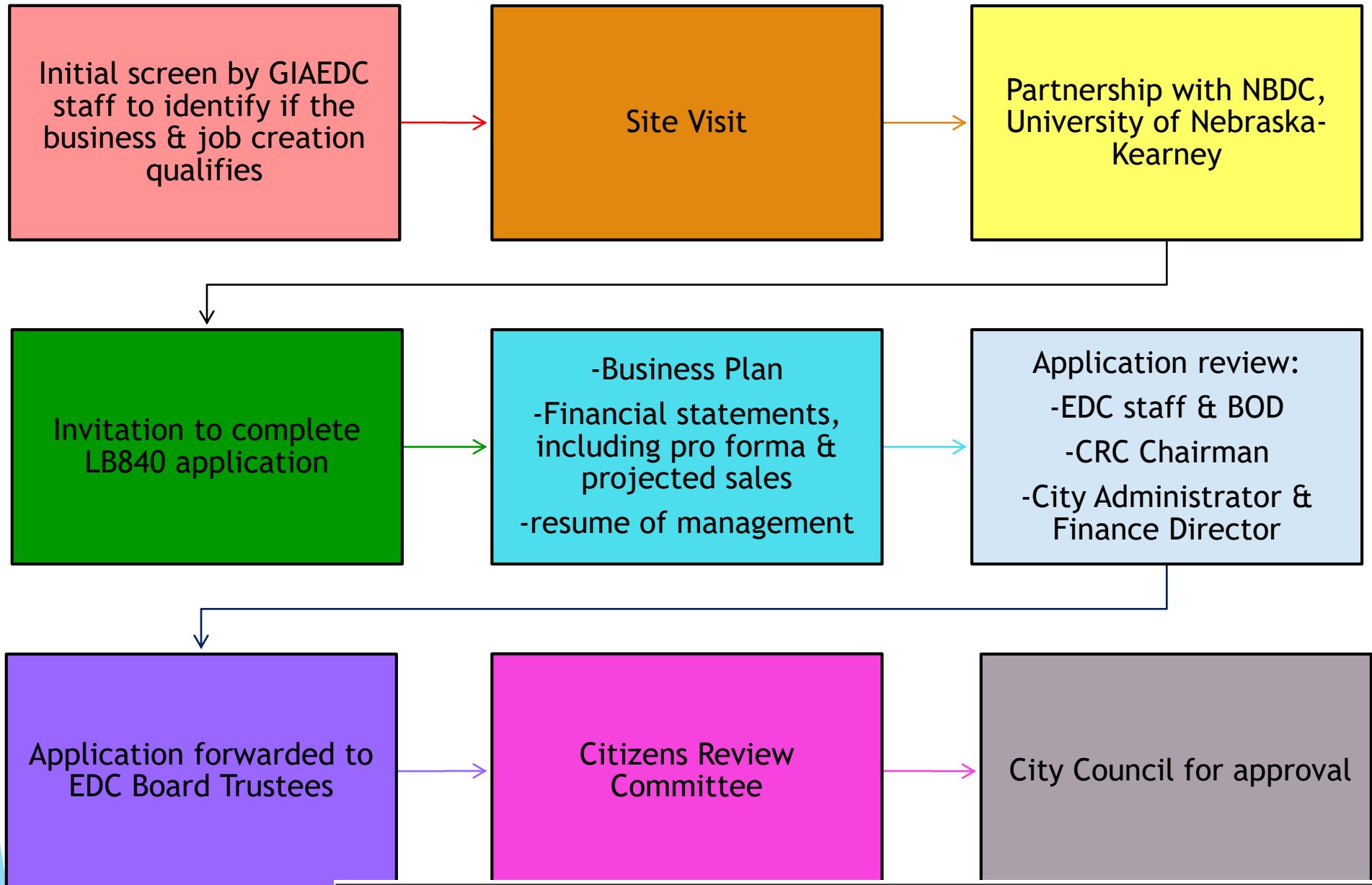


## Annual Review

# Board of Trustees



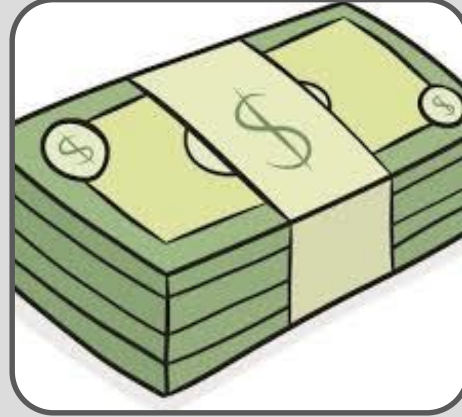
# LB840 Process





# 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>
Amur Equipment Finance	(\$20,000)
Zabuni Specialty Coffee	(\$51,666)
GIX Logistics (2019)	(\$193,334)
GIX Logistics (2021)	(\$289,167)
Dramco Tool	(\$95,714)
Hornady Manufacturing	(\$398,334)
City Admin Fee	(\$22,500)
<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

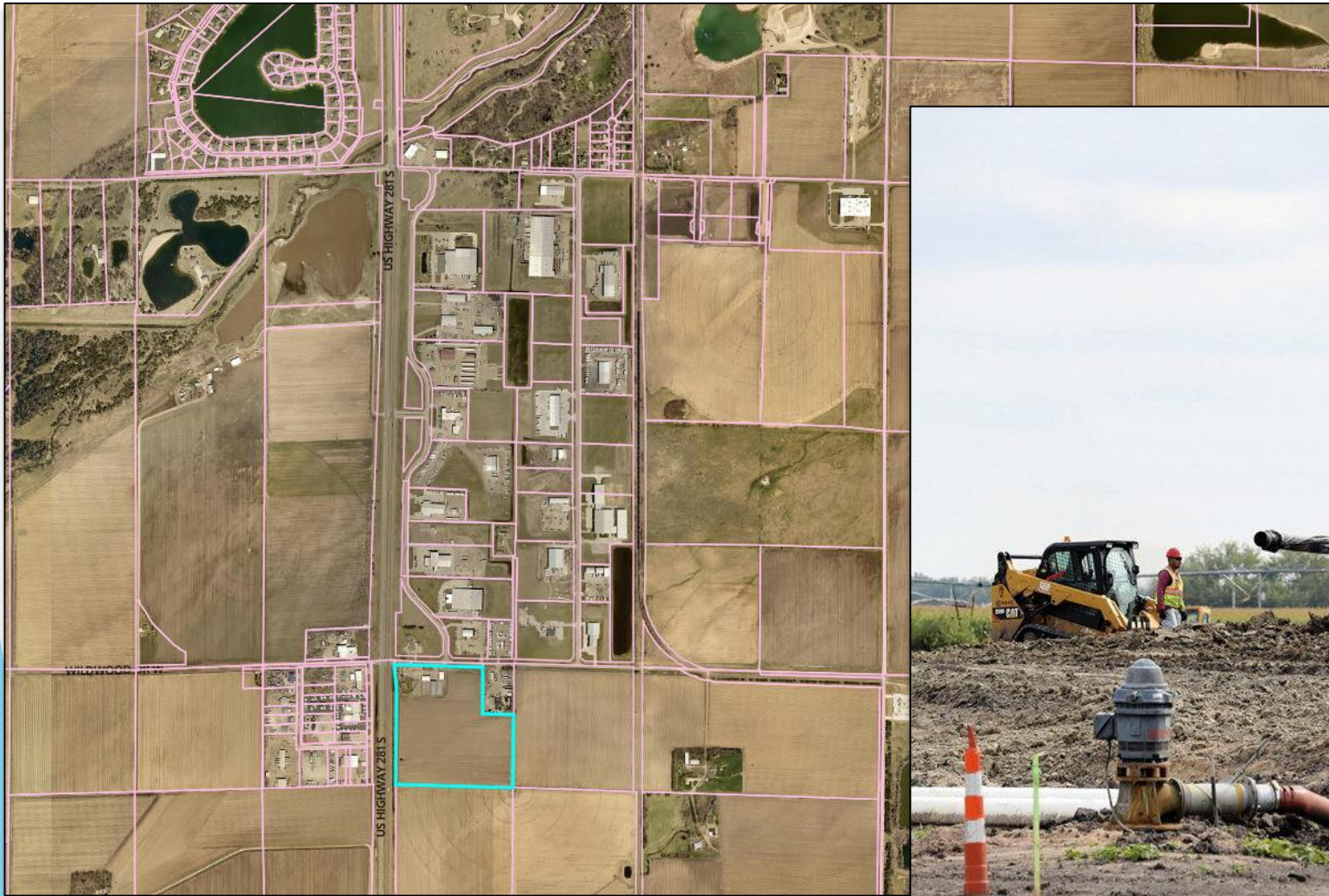


# Platte Valley- East





# 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

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](#)



[Sonephet Manivog](#)



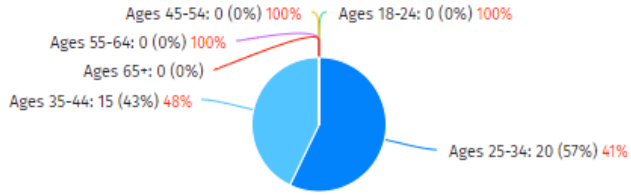
[Sierra Thyfault](#)



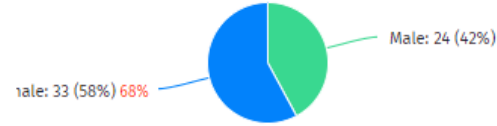
[Michael Rivera](#)



## Website Visitor Age



## Website Visitor Gender



## Website Visitor Locations

CITY	SESSIONS
1. Denver	31 (24%)
2. Kansas City	16 (24%)
3. Grand Island	7
4. Aurora	5 (17%)
5. Dublin	5
6. Forest City	4

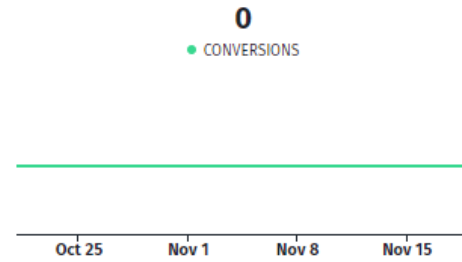
## Web Traffic - Source/Medium

SOURCE	SESSIONS
1. facebook / cpc	136 (96%)
2. grandisland.org ...	12
3. (direct) / (none)	8 (27%)
4. facebook.com / r...	4 (43%)
5. baidu / organic	1 (75%)
6. google / organic	1

## Top Website Pages - Views

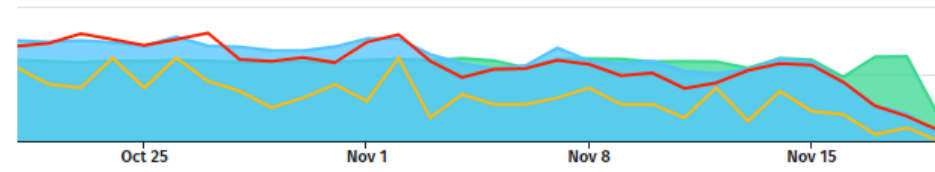
PAGE	UNIQUE PAGEVIEWS
1. /	21 (75%)
2. /housing.html	12 (29%)
3. /business.html	11 (10%)
4. /?fbclid=IwAR3mUwjfUsHZ0w...	6
5. /?fbclid=IwAR3HIMChuENUEx...	4

## Conversions - Form Submission



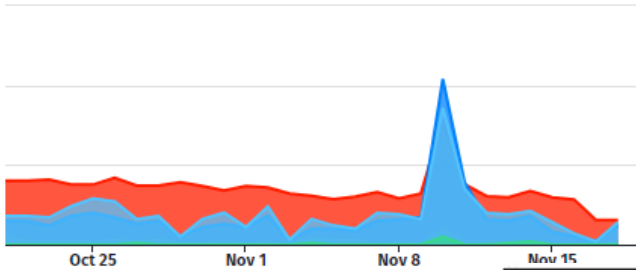
## Facebook Ads

**\$878.51** (COST)    
 **36,216** (IMPRESSIONS)    
 **392** (CLICKS)    
 **17,133** (ACTIONS)



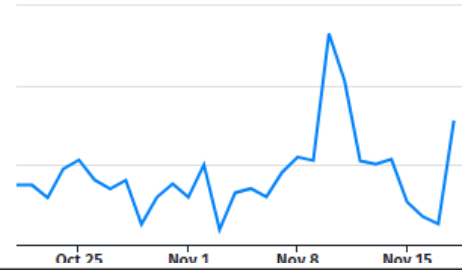
## Facebook Page

**20,188** (REACH)    
 **61** (VIEWS)    
 **482** (ENGAGED)    
 **557** (CLICKS)    
 **10** (LIKES)



## FP Page - Engagement Rate

**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



[GIAEDC Pledge to Shop Local](#)



# HEAR Grand Island Proud to call Grand Island Home



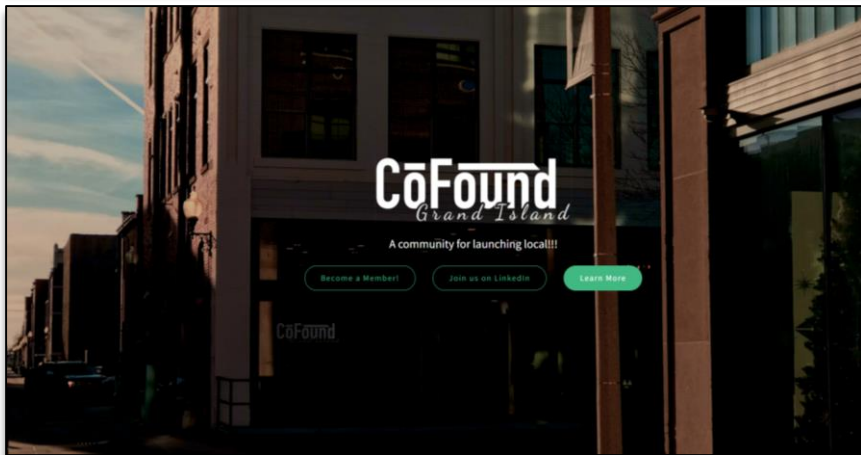


# GROW

GRAND ISLAND  
*Area Partnership*

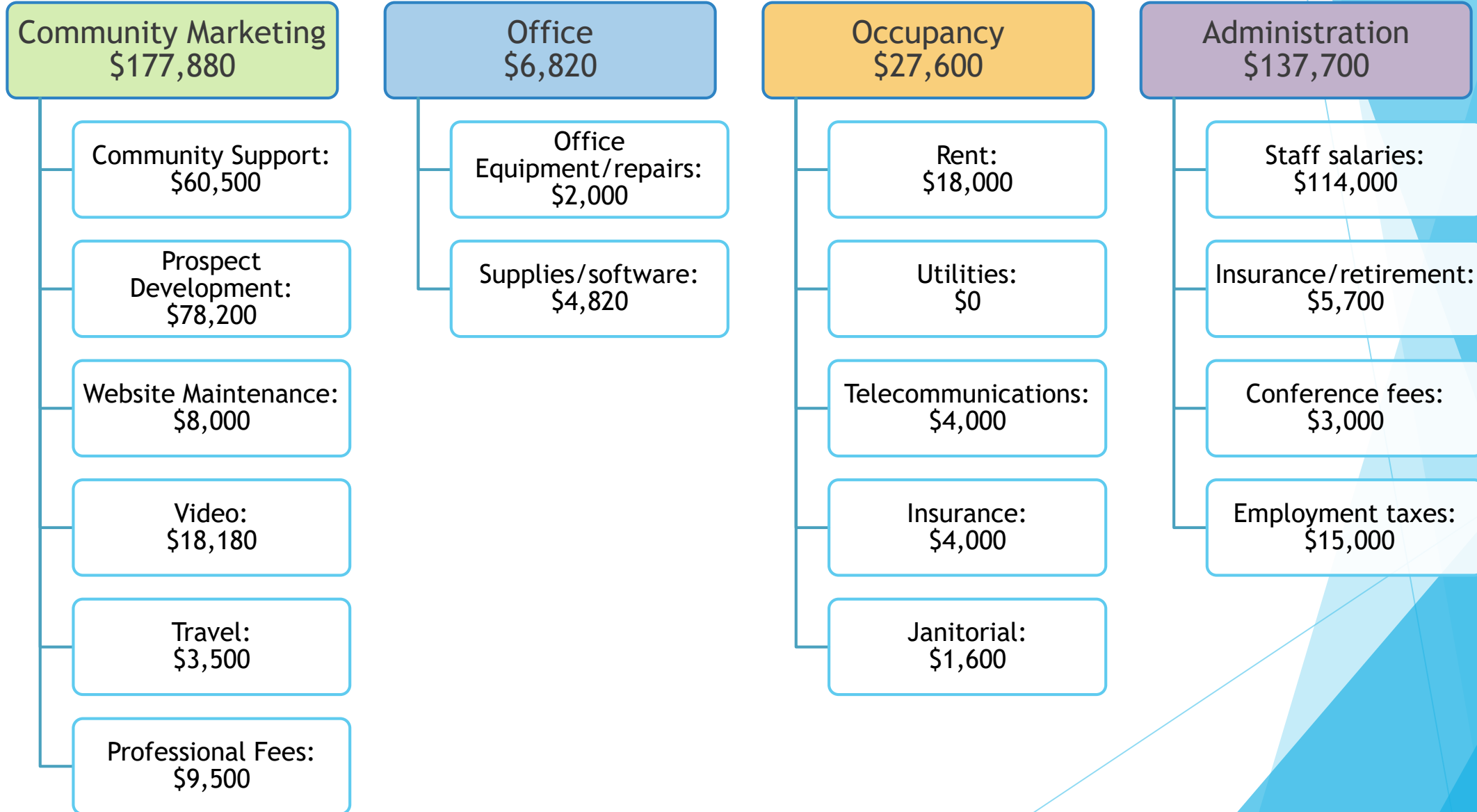


- ▶ Welcome sign
- ▶ Wayne State Intern Program
- ▶ CoFound GI





# EDC Operating Budget



# Thank You

For your dedication to Grand Island.