

City of Scottsbluff, Nebraska

Monday, March 15, 2021

Regular Meeting

Item Reports2

Council to approve the letter for recertification in the State of Nebraska Economic Development Certified Community Program and authorize the Mayor to sign the letter.

Staff Contact: Starr Lehl, Economic Development Director



308-632-4136
2525 Circle Drive
Scottsbluff, NE 69361

March 15, 2021

Ashley Rice-Gerlach
Nebraska Department of Economic Development
301 Centennial Mall South
P. O. Box 94666
Lincoln, NE 69509-4666

Dear Ashley,

The City of Scottsbluff hired Starr Lehl as Economic Development Director in 2017 and currently have a Memorandum of Understanding with Twin Cities Development for the city to work jointly with them in the area of economic development. Starr will be the primary contact for the Economic Development Certified Community recertification.

The City of Scottsbluff worked with Thomas P. Miller and Associates in 2014 on how to strengthen regional economic development in western Nebraska and how to collaborate efforts related to business attraction and retention, entrepreneurship, workforce, housing and tourism.

The plan "United We Grow" was completed in 2015 and has been used as a guiding principal for economic development since its inception.

In July of 2017, the Mayor and City Council made the decision to hire an in-house Economic Development Director, severing ties with Twin Cities Development. This decision has been a successful one for the City of Scottsbluff, with the growth of many existing companies and attraction of several new ones.

Western Nebraska continues to have countless opportunities for economic growth and vitality because of the strong leadership, history of business success and an extraordinary education system.

Recertification in the State of Nebraska Economic Development Certified Community Program will assist by allowing us to continue to showcase the strengths and abilities of the region. Please give our recertification application your consideration.

Sincerely,

Jeanne McKerrigan, Mayor
City of Scottsbluff