



Welcome

to the

ASHLAND

AREA ECONOMIC
DEVELOPMENT CORP.

2024 Annual Summit

NEBRASKA

Special Guest Speaker: Attorney
General Mike Hilgers



Agenda

- **Organization updates**
- **Partnerships & Diplomacy**
- **Grants and Business Assistance**
- **Quality of Life Initiatives**
- **Communities for Kids**
- **Creative District**



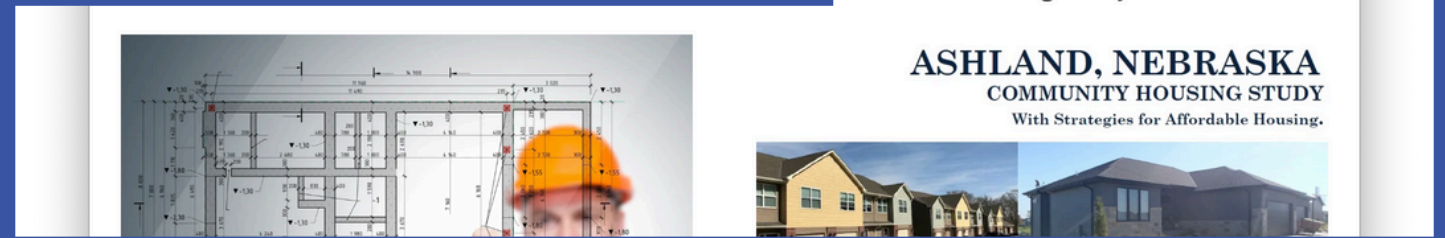
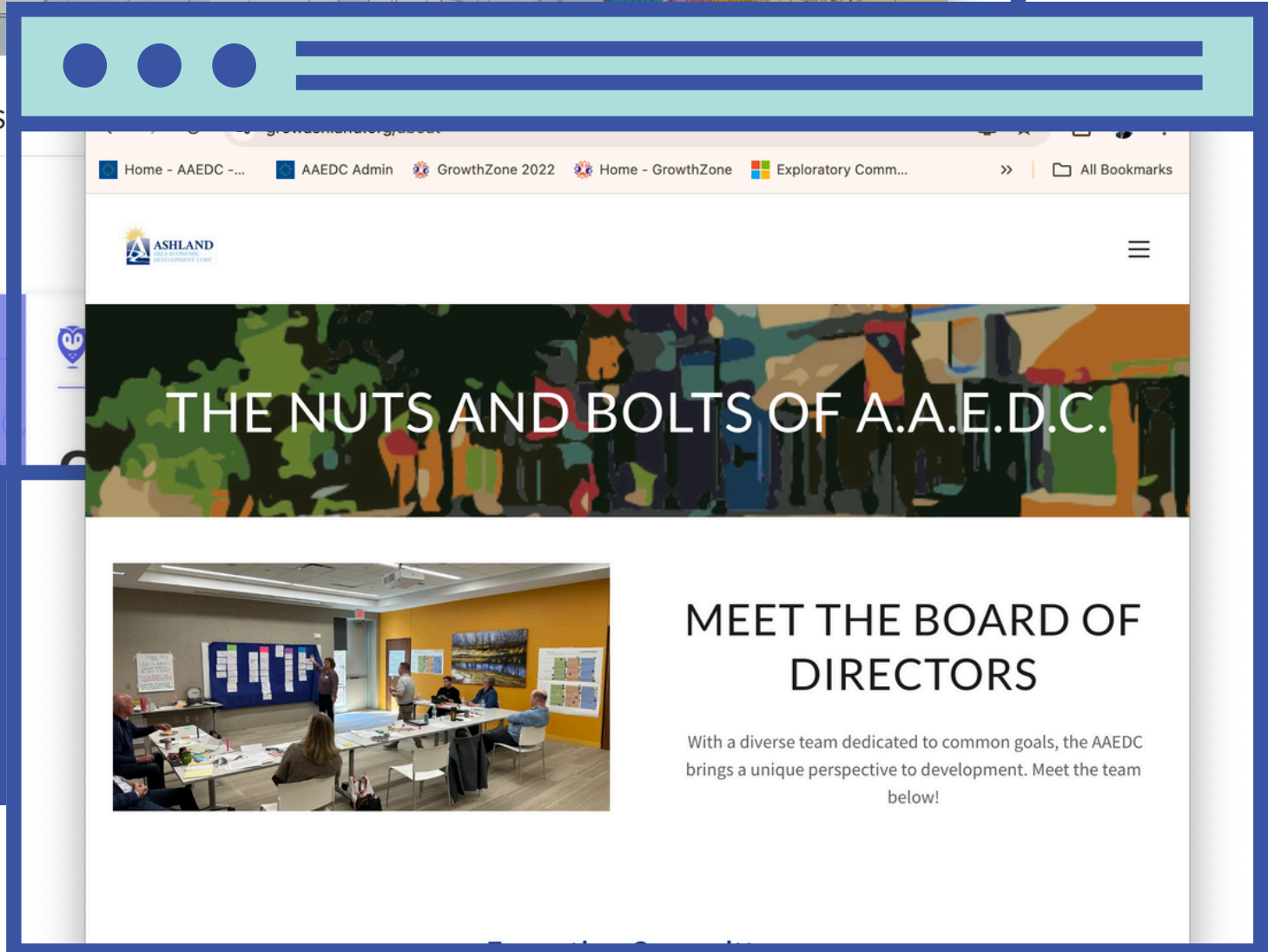
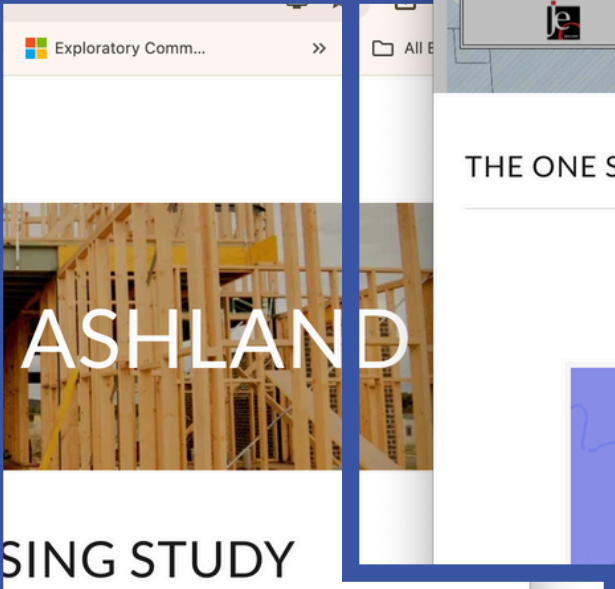
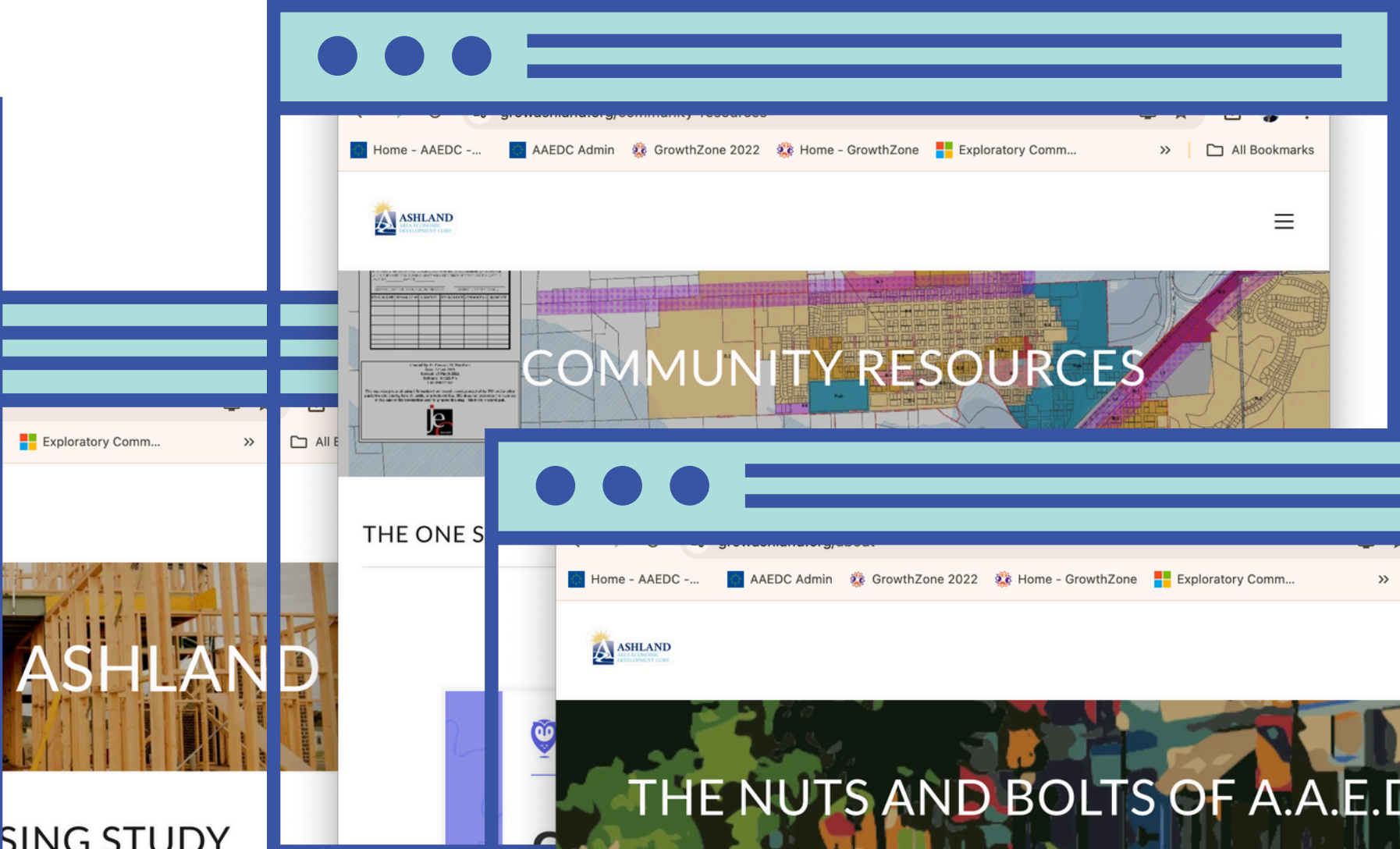
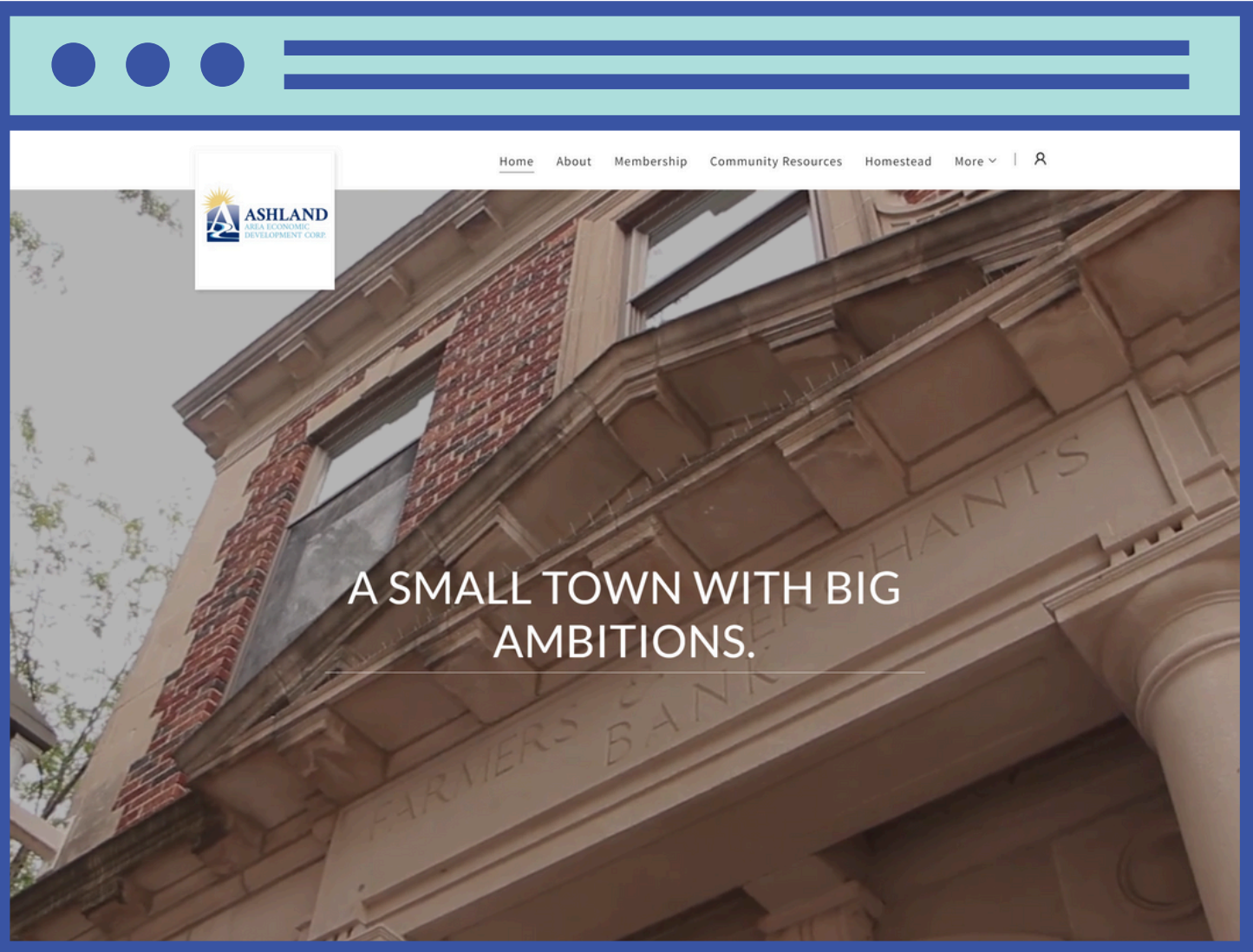
Organizational Updates

The 24-27 Plan

- Partnerships for Progress
- Positioning for the Future
- Increasing Quality of Life
- Marketing and Advocacy
- Catalyzing Community Change



New Website!

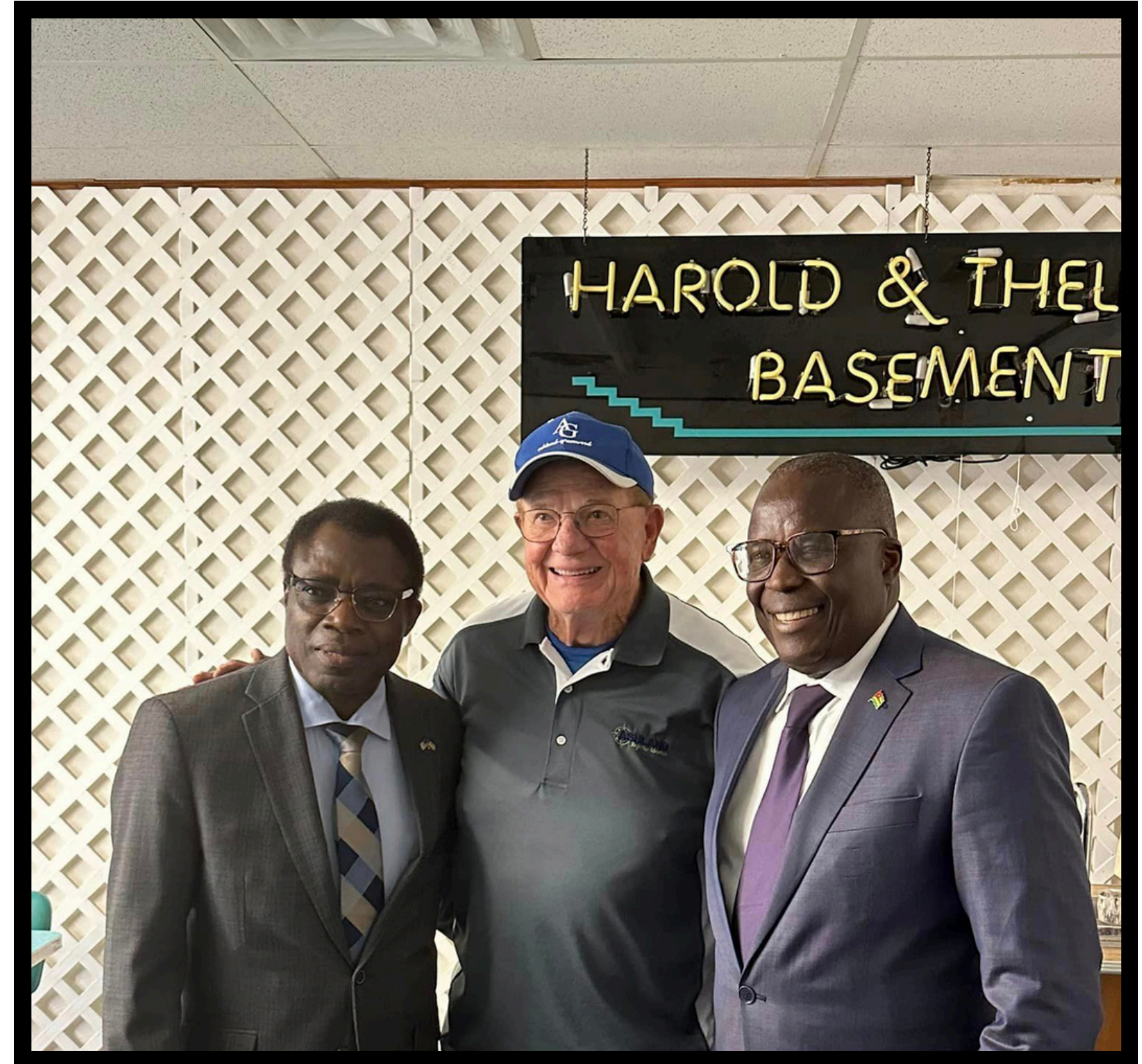




Partnerships & Diplomacy

Diplomatic Visits

- Czech Republic
- Rwanda
- United Kingdom
- Republic of Togo



NEARNG Community Partnership Program





Sister City Program

What is a Sister City?

A sister city, also known as a twin town, is a form of legal or social agreement between two geographically and politically distinct localities to promote cultural and commercial ties.

Purpose:

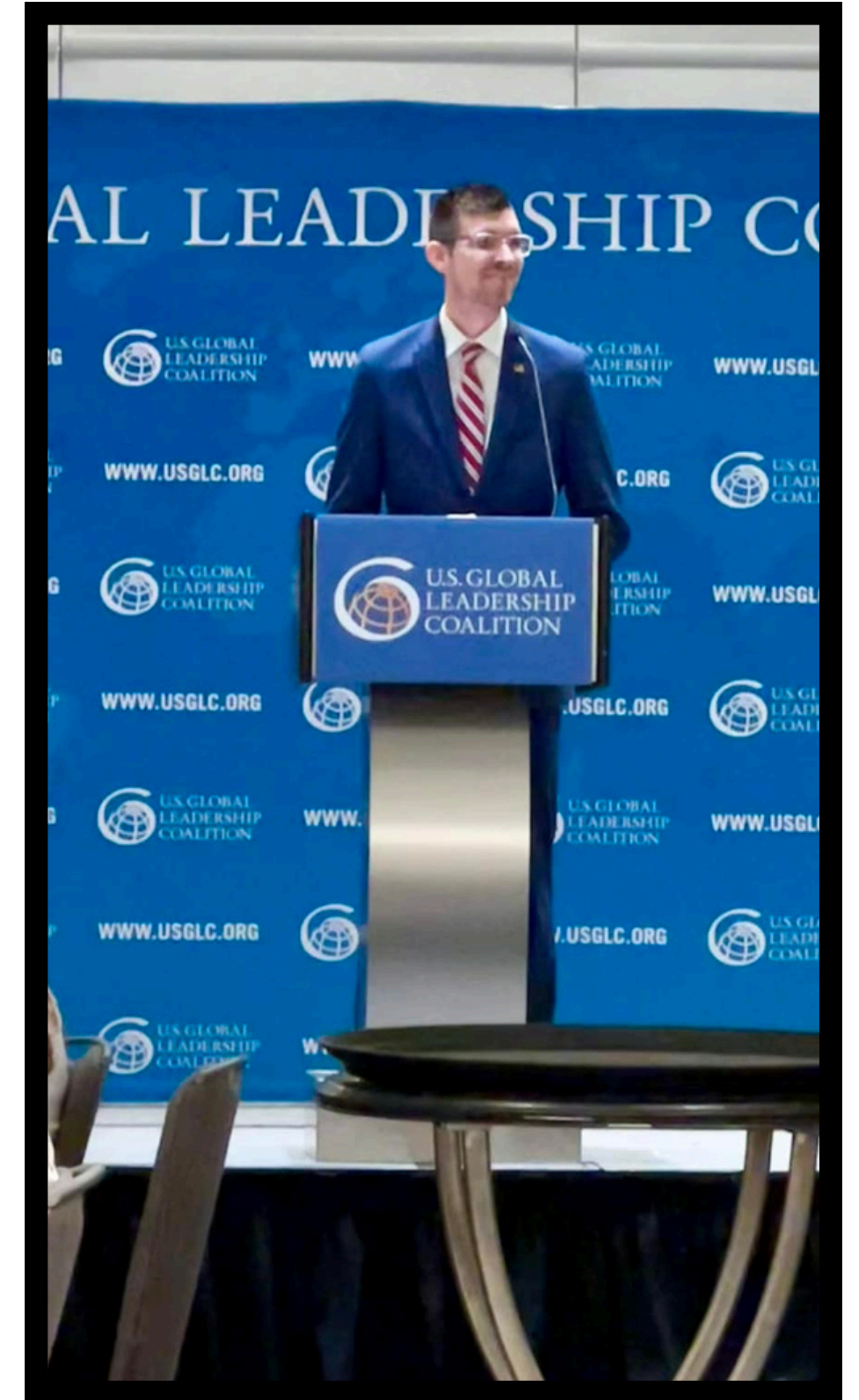
- Cultural Exchange
- Economic Benefits
- Educational Opportunities
- Community Engagement



Global Leadership Coalition

Mission:

- Promote diplomacy
- Strengthen national security
- Promote economic growth





Grants & Business Assistance

Saunders County Grant

Purpose:

- Support economic development within the county and accurate grant reporting

Key Components:

- AAEDC asked for \$15,000
 - Placer.ai mobile analytics
 - Support tourism

The Flora District

Jul 1, 2023 - Jun 30, 2024

Visitation data for The Flora District is adjusted to exclude restricted locations. For additional info, please visit <https://www.placer.ai/company/privacy-faq>



Metrics

The Flora District Ashland, NE

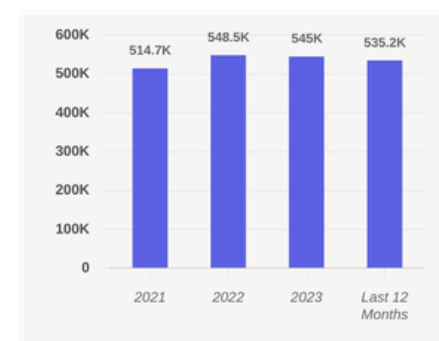
Visits	535.2K	Panel Visits	38.5K
Visitors	154.9K	Visits YoY	-3.2%
Visit Frequency	3.48	Visits Yo2Y	+1.8%
Avg. Dwell Time	110 min	Visits Yo3Y	+8.8%

Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

The Flora District Ashland, NE



Weekly | Visits | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)





C.O.P.S. Grant

Purpose:

- Support Law Enforcement
- Enhance Public Safety
- Community Engagement

Key Components:

- Hiring Grants
- Training and Technical Assistance
- Equipment and Technology

Business Planning

Due Diligence Demolition

- Veteran Owned and Operated Demolition Company
 - Residential Demolition & Removal
 - Commercial Demolition & Removal
- Seeking business grant through Nebraska Dept of Economic Development
 - Small business assistance act (SBAA)
- Needed updates to business plan
 - Contacted AAEDC to help with service





Quality of Life Initiatives

City Updates

- Mayoral updates
- Building permits
- City sign project update
- Tunnel project update
- Other projects



Exploratory Timeline

- Interest in forming a committee
- \$120,000 in funds given to the AAEDC for project planning
- Committee of 30 formed
 - Tasked with mission and visioning
 - Meetings with JEO to send out survey to the community
- Large committee met to look at survey data
 - Committee appointed a working executive committee of 9
- Executive Committee renegotiated contract with JEO
- JEO presented concept mapping to Executive committee
- Executive committee wanted a second opinion
 - Met with MCL
 - Executive committee appointed Caleb and Jake as the co-chairs of the project



The background is a vibrant, stylized illustration of a park. It features various trees with green, yellow, and orange foliage, suggesting a seasonal setting. A path winds through the scene, and a playground structure with slides and climbing elements is visible on the right side. The overall style is bright and cheerful, with a soft, painterly texture.

Communities for Kids

Mission Statement

The Mission of Ashland-Greenwood Area Communities for Kids (AGA-C4K) is to *support, promote and expand* **quality early care and education** in our community so that children, families, providers and businesses can thrive, work and play.

Context

- Early childhood
 - Quality, consistent education and care lead to school readiness
 - Employed parents need childcare
 - Childcare essential for economic development
- Ashland is growing rapidly. Childcare gap of 100-200, 0-5.

The Crossroads

- 3 years of Nebraska Children and Families Foundation (NCFF) grant funding is at an end.
- We enter into a period of community self sufficiency, with NCFF support.
- Carry over support for 2024-2025 school year.
- Strategies for 2025 and beyond
 - AAEDC incorporate AGA C4K in 2025 or stay with AGPS Foundation or become 501c(3)?
 - Form “Friends of AGA C4K” for funding and to formalize support activities for early childhood and childcare. Please join at whatever level is best for you.
 - Lean into (even more) grants and tax benefits for business (both childcare and supporters).

Goals and Needs

- Continue to hire coordinator.
- Build pipeline for staffing early childhood programs.
- Support for expanding licensed childcare.
 - Capacity: 50 more childcare slots by 2025
 - Capacity: 75 more childcare slots by 2030
- Continue to grow POPS.
- Support for current providers—training, financial.
- Formalize Quality efforts: 100% of new licensed providers in Step Up To Quality (SUTQ). Enroll current providers in SUTQ

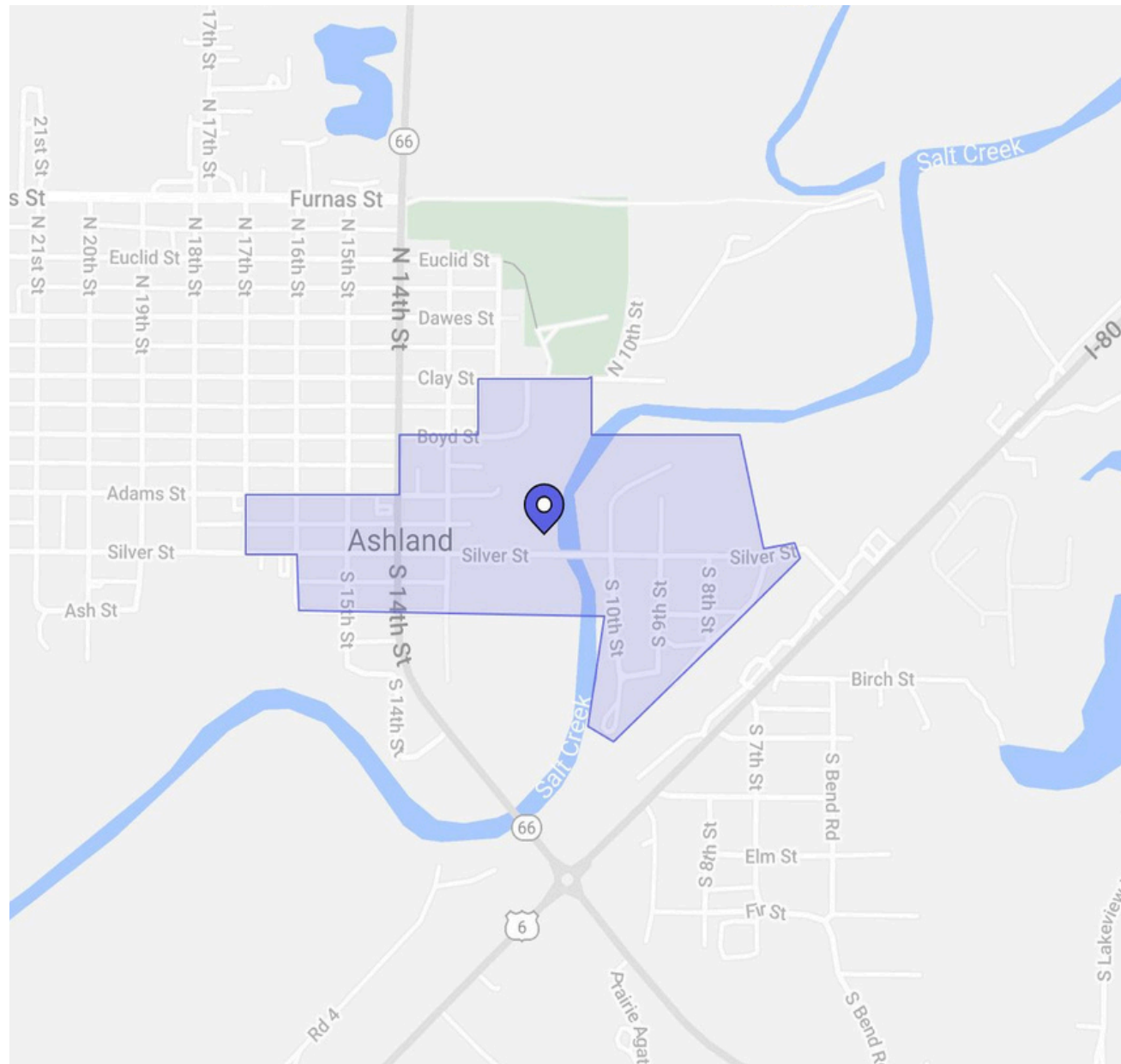
Thank You.





Creative District

Metrics



Metrics

The Flora District Ashland, NE

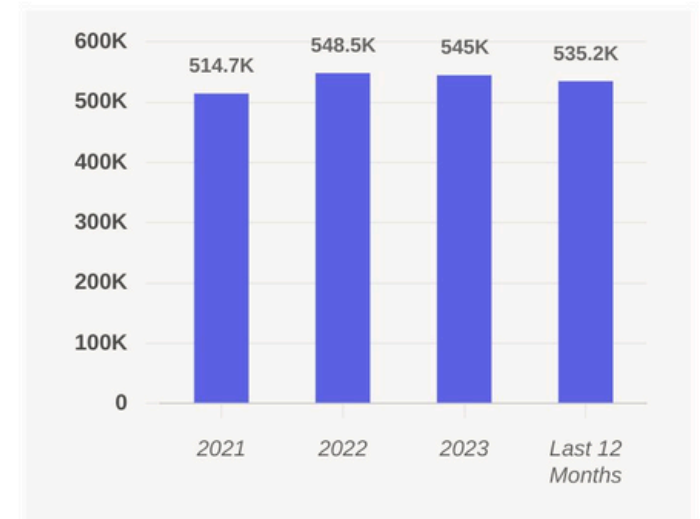
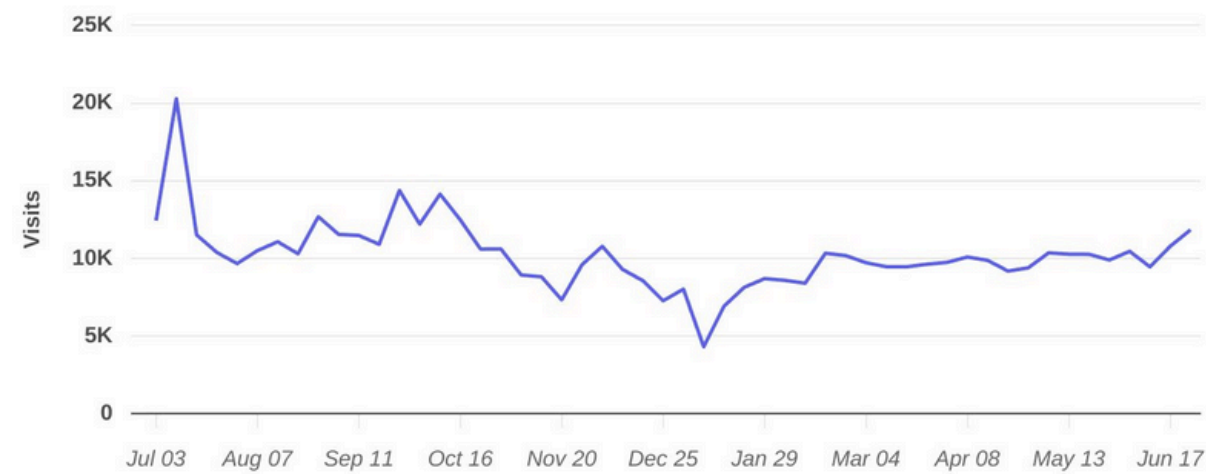
Visits	535.2K	Panel Visits	38.5K
Visitors	154.9K	Visits YoY	-3.2%
Visit Frequency	3.48	Visits Yo2Y	+1.8%
Avg. Dwell Time	110 min	Visits Yo3Y	+8.8%

Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

The Flora District Ashland, NE



Weekly | Visits | Jul 1st, 2023 - Jun 30th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Projects

- Towers of History
- Mural Projects
 - Silver St. Underpass
 - Site inventory
- Grants awarded to:
 - Salt Creek Song Festival
 - Ashland Arts Council - Fiber Arts Festival
- floradistrict.com

\$305,034 awarded to date





Golden Shovel Awards



Membership Update: Bylaws



Elections

Candidates

- Deb Portz
- Tim O'Brien
- Joanie Swanson
- Jim Pinkman



ASHLAND
AREA ECONOMIC
DEVELOPMENT CORP.

Thank You.