

**October 11th
8 am - Noon**

2019



TRI-CITY AREA ECONOMIC FORUM

UNK
COLLEGE OF BUSINESS
& TECHNOLOGY


BUFFALO COUNTY
Economic Development
KEARNEY • NEBRASKA


HEDC
HASTINGS
Economic Development Corporation


Grand Island Area
Economic Development
Corporation

Research funded by:


rural futures
INSTITUTE
at the University of Nebraska

Promoting Engaged Communities



Schedule

8:00 – 8:30	Registration / Check In
8:30 – 8:45	Welcome & Meet UNK CBT Dean, Tim Jares, Ph.D.
8:45 – 9:45	Keynote Address - Promoting Engaged Communities Ron Drake of <i>Flip this Town</i>
9:45 – 9:55	BREAK
9:55 – 10:05	Crafting Compelling Narrative in Community Building Daniel Chaffin, Ph.D.
10:05 – 11:05	Nebraska Thriving Index Bree Dority, Ph.D. & Mitch Herian, Ph.D.
11:05 -11:15	Emerging Talent Survey Data - two-year study Lisa Tschauner, CERD Director
11:15 – 12:00	Recording of Live Podcast: Flip this Town Hosted by Ron Drake, with guests Amos Anson of Grand Island, Megan Arrington-Williams of Hastings and Patrick Moore of Kearney.

Presenters



Ron Drake
Flip this Town

Ron Drake is a downtown revitalization expert and community connector focused on restoring the heart of America, one downtown at a time. In his community of Siloam Springs, Arkansas, he purchased and sold over 45 homes, specializing in historic neighborhoods. Subsequently, Ron made the shift to the core downtown and restored 17 historic buildings, revitalizing over 75,000 square feet of downtown space and helped turn the unlively downtown of Siloam Springs, Arkansas into a vibrant cultural center, and was instrumental in their listing as Number 14 in Smithsonian Magazine's Best Small Towns in America. In 2014, Parade Magazine listed Siloam Springs as the Fourth Best Main Street in America.

Main Street Arkansas awarded Ron the Main Street Hero award, an extremely high honor. Other accolades include: Best Renovation Project for Buildings Over 5,000SF; Outstanding Personal Project for the restoration of the Connelly-Harrington House; Best Adaptive Re-use project for Oklahoma Main Street; Citation of Merit by Oklahoma State Historical Society; Chamber Business of the Year; Main Street Volunteer of the Year; and a past honoree of the 40 Under 40 by the Northwest Arkansas Business Journal. Ron's projects are visible in multiple news, TV and magazine stories, and he shares his practical approach to preservation on his Flip This Town National Podcast, available at iTunes or your favorite podcast location.

Ron shares his story in his book, *Flip This Town- Preservation Made Practical on Main Street USA*, giving inspiration to small towns all across America. Ron speaks, teaches and consults all across the country about how infusing lives into a downtown core attracts new life to a community, focusing on the overall quality of life. Teaching through his own experiences to inspire, equip and restore, Ron is uniquely qualified to guide any organization through the process of accomplishing their vision of having a vital, thriving downtown.

Ron believes that restoration is possible in every community, with a simple idea that the best way to bring life downtown is to bring lives downtown, and this belief has created a downtown renaissance in communities across the country.

Presenters



Tim Jares, Ph.D. - Dean of the College of Business and Technology, UNK

Tim Jares joined UNK in summer 2019 as dean of the College of Business and Technology. He was previously chair and a professor of finance at the University of Northern Colorado's Kenneth W. Monfort College of Business. Jares joined Northern Colorado in 2001 and progressed through the ranks in the Department of Finance in the Monfort College. He served as assistant, then associate dean in 2002-07, with budgetary oversight as a primary responsibility, and was the college's interim dean in 2007-08. Jares earned a Chartered Financial Analyst designation from the CFA Institute, Ph.D. and Master of Business Administration from UNL and Bachelor of Science in mathematics and computer science from the University of South Dakota.

Daniel Chaffin, Ph.D. - Asst. Professor of Management and Co-Founder of the Tri-City Area Economic Forum

Daniel Chaffin is a professor at UNK, leading students through their academic journey with innovative course work and applied practices in entrepreneurship. He earned his Ph.D. in Strategic Management at Michigan State University. He conducts research on strategy, education and technology. Professionally, he worked as a Strategic Marketing Manager for Pulte Homes in Colorado Springs and earned his MBA from the University of Colorado in Colorado Springs.



Lisa Tschauner, MSOM - Director of the Center for Entrepreneurship and Rural Development

Lisa leads the entrepreneurial activity of the center and also serves as an adjunct business instructor. For the past sixteen years, she has been a leader in entrepreneurship education and advocacy as an educator, consultant and community member. She is the owner and co-founder of Open for Business magazine. She holds a Master of Science Degree in Organizational Management with an emphasis on Entrepreneurship & Economic Development. Lisa started her career in entrepreneurial education at Central Community College. She is a certified NxLevel EDGE Instructor, Certified Community Development Block Grant Administrator, a licensed real estate agent and Certified Growth Wheel Coach. In 2011 she published a book on Customer Service and Business Relationships.

Presenters



**Bree Dority, Ph.D. - Associate Dean of the College of Business and Technology, UNK
Assistant Professor of Finance and Co-Founder of the Tri-City Area Economic Forum**

Dr. Dority has done extensive work on issues that directly affect the stakeholders of the University of Nebraska at Kearney and the people of Nebraska. She has conducted economic impact, labor availability, and community revitalization studies, and has presented and published research on school consolidation and tobacco free laws. Prior to joining the University of Nebraska at Kearney, she was an Associate at Analysis Group, an economic consulting firm in Denver, Colorado. There she worked on projects involving health outcomes and cost analysis, transfer pricing disputes, and valuation of economic damages. Dr. Dority received her Ph.D. in economics from the University of Nebraska–Lincoln in 2008. Her research interests are in the area of applied economics and policy at the local and regional levels. Her research has been published in *Energy Economics*, *Contemporary Economic Policy*, and the *Journal of Public Policy and Marketing*.

Mitch Herian, Ph.D. - Project Director, Bureau of Business Research, UNL

Dr. Mitchel Herian is the Project Director at the Bureau of Business Research. Dr. Herian also serves as a faculty fellow at the University of Nebraska Public Policy Center, and an adjunct professor in the Political Science department at UNL. Dr. Herian has conducted applied research for agencies such as the U.S. Army, the National Aeronautics and Space Administration (NASA), the Nebraska Supreme Court, the Nebraska Department of Education, and the Kansas Department of Corrections. His research has received support from agencies including the National Science Foundation and the National Institute of Justice. Dr. Herian's research has been published in a variety of peer reviewed journals including the *Journal of Public Administration Research and Theory*, *American Review of Public Administration*, *Policy Studies Journal*, *State and Local Government*.



Presenters



Amos Anson - Grand Island, NE

Amos Anson graduated from Grand Island Senior High in 2001 and entered into the Construction Program at SCC Milford. Upon graduating in 2003 with an Associates of Applied Science in Building Construction, he started his first business FAmos Construction Inc. After several years of constructing single family homes the opportunity to redevelop buildings in the historic downtown core arose and out of that was born Empire Development. Amos has become the go-to when it comes to renovating downtown properties and navigating the politics and financing involved with all aspects of renovations. Amos has served as the Construction Manager for Habitat for Humanity since 2005. He is an entrepreneur to his core and loves mentoring others who want to become entrepreneurs as well.

Megan Arrington - Williams, Hastings, NE

Megan has been deeply involved in her community since she moved to Hastings for college. She graduated from Hastings College with a degree in Mass Communications. Since then she has helped numerous small businesses get started, and started two of her own, Prairie Interactive and Open for Business Magazine. Today she finds herself in the role of Director of Operations and Marketing for First Street Brewing Company. She has served as the DTCA president, an alternate planning and zoning commissioner for the City of Hastings on the Hastings Arts Council where she currently serves as president, is involved with the *Do the Brew* Volunteer Team, and is the president of the Pink Boots Society. She was also one of the founders of Junk Street, a street-fair style event bringing hundreds of people to downtown Hastings each fall. Megan is a certified yoga instructor bringing value to her community through teaching classes on a regular basis in downtown Hastings.



Patrick Moore - Kearney, NE

Patrick is a Kearney-based architect and (re)developer who has been involved in transformative adaptive-reuse and urban infill projects in Omaha, Oklahoma City, Portland, Seattle and Los Angeles. He believes in preserving the contextual history of a place by prominently featuring areas of a building or neighborhood's pre-renewal entropic decay as a design element. After hours, Patrick leads Upstairs Downtown, an informal downtown building owners redevelopment interest group, serves on the board of directors for Kearney's historic World Theater, and attends Cub Scout events with his children.

Nebraska Thriving Index



Nebraska Thriving Index

Bree Dority

UNK, College of Business & Technology

Mitch Herian

UNL, Bureau of Business Research

Eric Thompson

UNL, Bureau of Business Research



Nebraska Thriving Index

Outline

Project Contributors & Context

A Tool for a Thriving Rural Future

Nebraska Regions & Comparison Regions

Regional Results – Advantages & Concerns

Results by Region

Summary and Website Info

ruralfutures.nebraska.edu

Nebraska Thriving Index

Project Contributors

(PI) Eric Thompson

Director of the Bureau of Business Research and Professor of Economics, College of Business, UNL

(Co-PI) Bree Dority

Associate Dean of the College of Business & Technology; Associate Professor of Finance, UNK

Mitchel Herian

Project Director, Bureau of Business Research, College of Business, UNL

Randy Cantrell

Community Development Specialist, Consultant, Nebraska Extension, UNL

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Associate Extension Educator, Nebraska Extension, UNL

Don Macke

CVI Program Leader, Nebraska Extension, UNL; Co-Director, Center for Rural Entrepreneurship

Kurt Mantonya

Associate Extension Educator, Nebraska Extension, UNL

L. J. McElravy

Assistant Professor and Graduate Chair, Agricultural Leadership, Education and Communication, Institute of Agriculture and Natural Resources, UNL

Jason Weigle

Associate Extension Educator, Nebraska Extension, UNL

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Aliese Hoffman

Assistant Director, Center for Entrepreneurship and Rural Development, UNK

Katelyn Ideus

Director of Communications and PR, Rural Futures Institute

Kim Peterson

Director of Competitive Awards and Finance, Rural Futures Institute

UNL Bureau Scholars (students)

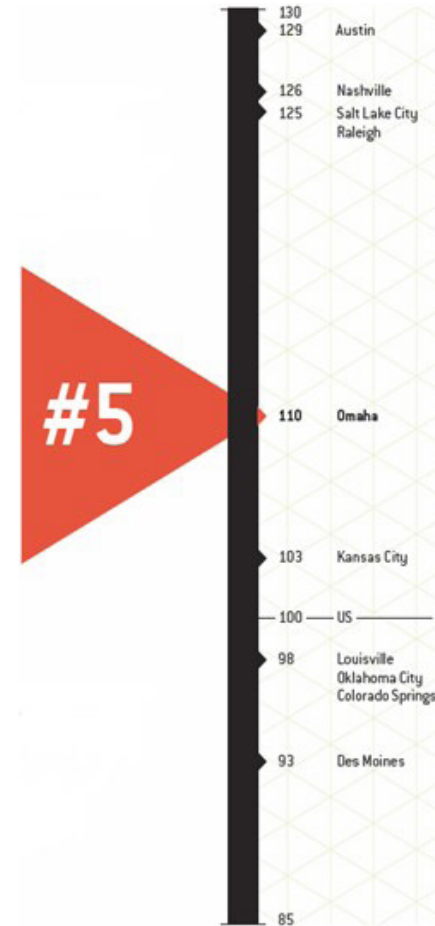
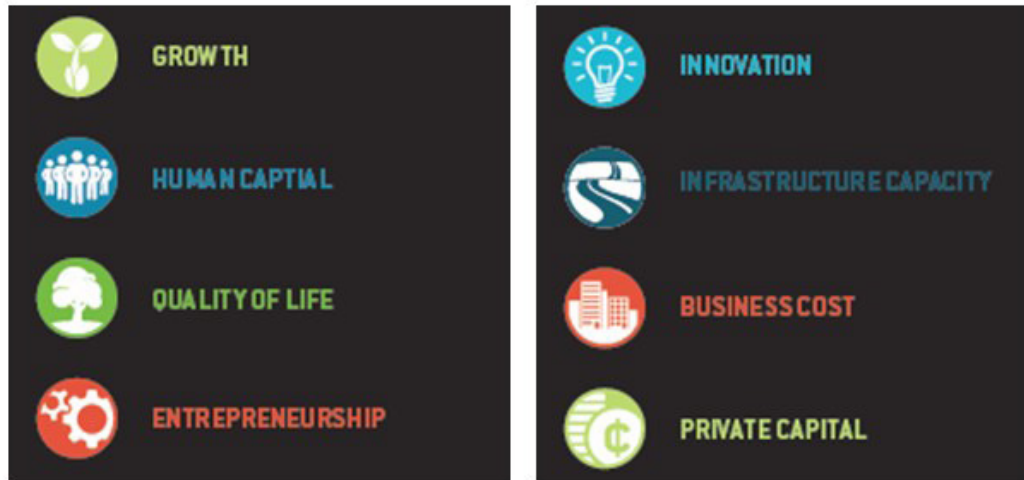
UNK research assistant

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Nebraska Thriving Index

Context: “The Barometer”

An economic scorecard of the Omaha region.
Gauges eight key economic and performance-related areas



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Nebraska Thriving Index

Nebraska Thriving Index

Purpose: Benchmarking tool for the non-metropolitan and small metropolitan regions of Nebraska

Eight Nebraska regions are compared on economic and quality of life indicators with peer regions located around the northern Plains

Value: Will help to identify areas of economic strength in Nebraska's regions and areas where Nebraska regions lag

Allows community and state leaders to develop future-focused strategies to build on regional advantages and address areas of concern

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Nebraska Thriving Index

Nebraska Thriving Index

Compared according to three indexes of **economic prosperity**.



Growth Index

Measures total employment growth, private employment, private wage growth, growth in households with children, and growth in dividend, interest and rent income.

(5 variables)



Economic Opportunity & Diversity Index

Measures entrepreneurial activity, industry diversity, occupation diversity and share of telecommuters.

(7 variables)



Other Prosperity Index

Measures non-farm proprietor personal income, total personal income stability, life span, percent in poverty and share of income from dividends, interest and rent.

(5 variables)

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Nebraska Thriving Index

Nebraska Thriving Index

Compared according to five indexes of **economic conditions**.



Demographic Growth & Renewal Index

Measures long-term population growth, dependency ratio, median age, millennial and Gen Z balance, and population diversity

(6 variables)



Quality of Life Index

Measures the appeal of living and working in a region including commute times, housing, relative wages, public safety, climate and recreational amenities, access to health care, day care, parks, and arts and cultural activity

(10 variables)



Education & Skill Index

Measures high school and college education attainment, labor force participation and employment in knowledge-based occupations

(4 variables)



Social Capital Index

Measures involvement with volunteer organizations, programs to build the community environment, and voter participation

(5 variables)



Infrastructure & Cost of Doing Business Index

Measures access to broadband, interstate highways and universities as well as wage rates, marginal tax rates and the presence of opportunity zones

(6 variables)

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Nebraska Thriving Index

Thriving Index Regions & Comparison Regions

Nebraska Thriving Index

Nebraska Regions

Selected in an iterative process which considered

Nebraska Extension's Community Vitality Initiative Accountability Regions

Nebraska Economic Development Regions

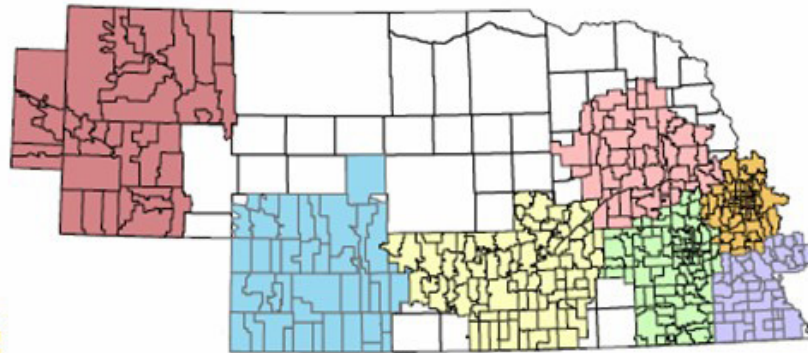
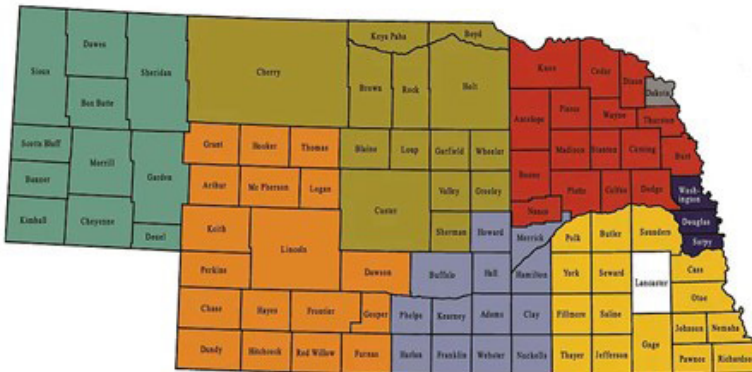
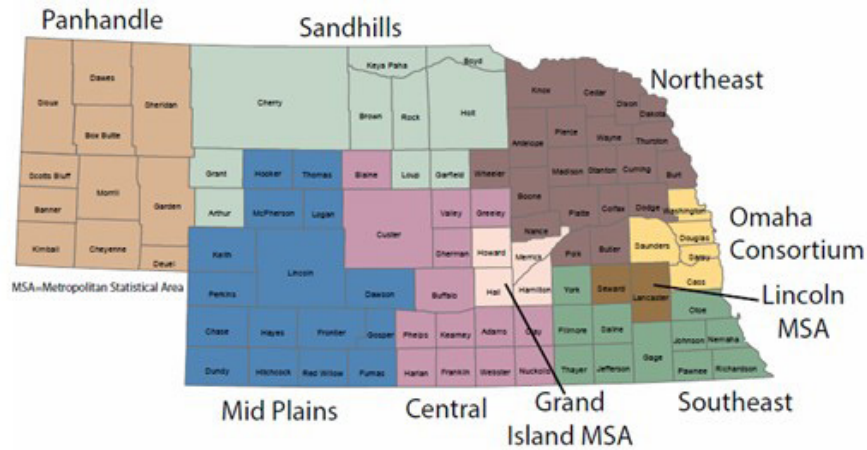
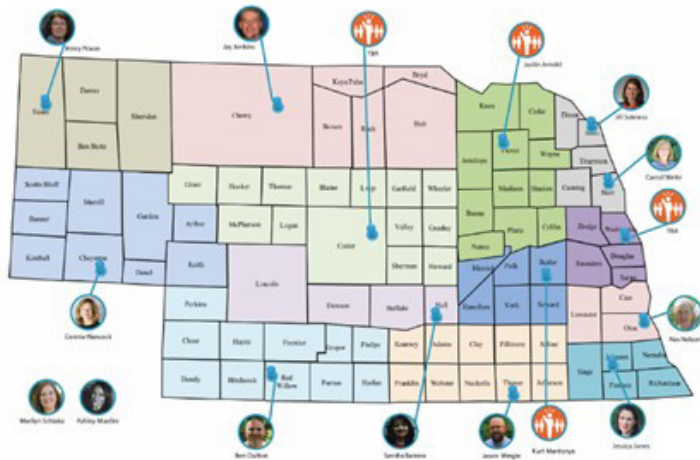
Nebraska Economic Development Districts

Information from the Nebraska Department of Labor

Expertise of project participants

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Nebraska Thriving Index



Nebraska Thriving Index

Nebraska Regions



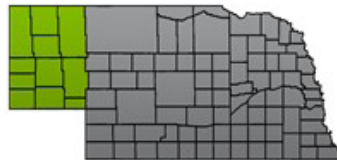
North 81

Madison, Pierce, Platte
and Stanton



Northeast

Antelope, Boone, Burt, Cedar,
Colfax, Cuming, Dodge, Knox,
Nance, Thurston and Wayne



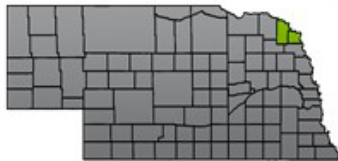
Panhandle

Banner, Box Butte, Cheyenne,
Dawes, Deuel, Garden, Kimball,
Morrill, Scottsbluff, Sheridan
and Sioux



Sandhills

Blaine, Boyd, Brown, Cherry,
Custer, Garfield, Grant, Greeley,
Holt, Hooker, Keya Paha, Loup,
Rock, Thomas, Valley and Wheeler



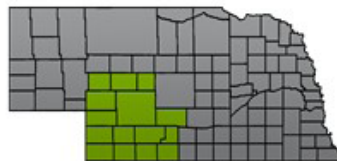
Siouxland

Dakota and Dixon



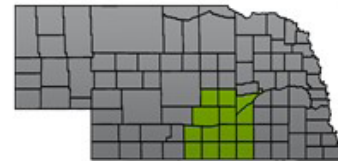
Southeast

Butler, Fillmore, Gage,
Jefferson, Johnson, Nemaha,
Otoe, Pawnee, Polk,
Richardson, Saline, Thayer
and York



Southwest

Arthur, Chase, Dawson, Dundy,
Frontier, Furnas, Gosper,
Hayes, Hitchcock, Keith,
Lincoln, Logan, McPherson,
Perkins and Red Willow



Tri-Cities

Adams, Buffalo, Clay, Franklin,
Hall, Hamilton, Harlan, Howard,
Kearney, Merrick, Nuckolls,
Phelps, Sherman and Webster

Note: Douglas, Sarpy, Cass, Saunders, Washington, Lancaster and Seward counties are not included in any of the eight regions

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Nebraska Thriving Index

Comparison Regions

Either other Nebraska regions or U.S. Economic Development Administration regions located in another northern Plains state:

Iowa, South Dakota, Kansas, Minnesota, (western) Illinois, (eastern) Colorado and (eastern) Wyoming

Used the Mahalanobis matching technique to identify comparison regions based on the fundamental economic characteristics of the region:

Total population

Economic structure: farming share of income, ranching share of income, and manufacturing share of employment

Urban orientation: percent of population in a micropolitan area, distance to a small MSA (population <250,000) and distance to a large MSA (population > 250,000)

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Nebraska Thriving Index

Nebraska Thriving Index: Value & Rank within Peer Group



Interpreting an Index Value

100 means that the Nebraska region is at the average value of its peers

0 means that a Nebraska region is one standard deviation behind its peers

200 means that a Nebraska region is one standard deviation ahead of its peers

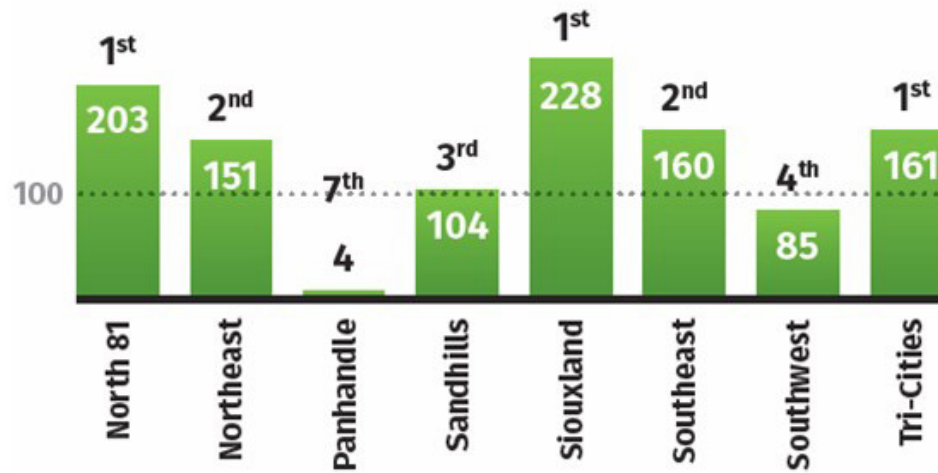
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Nebraska Thriving Index

Regional Patterns: Advantage #1

Economic Growth Index Rank by Region

Rank vs. Comparison Regions, Value



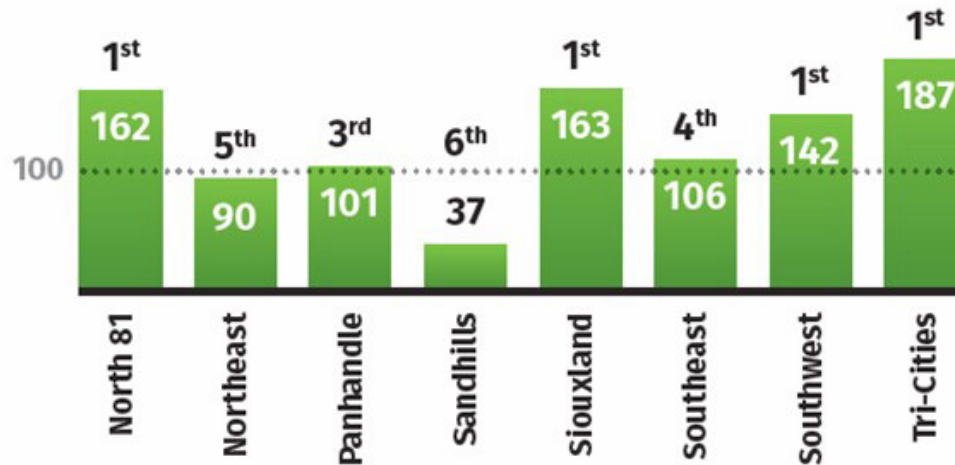
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Nebraska Thriving Index

Regional Patterns: Advantage #2

Quality of Life Index Rank by Region

Rank vs. Comparison Regions, Value



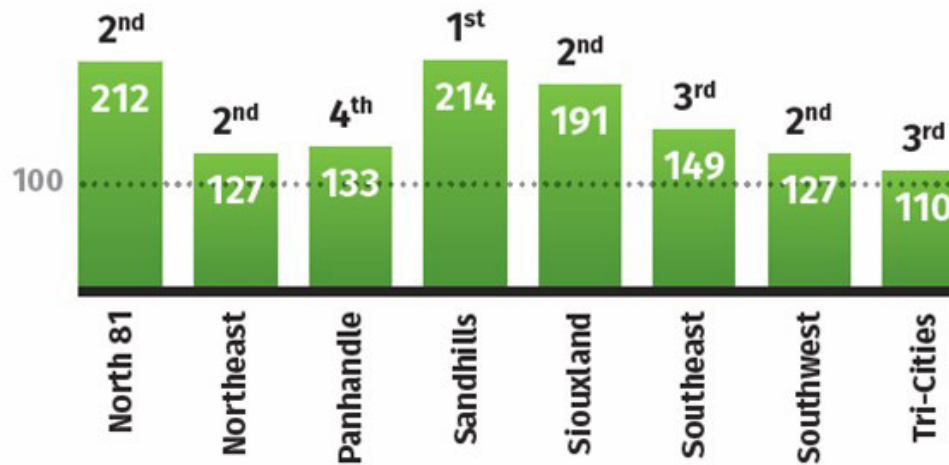
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Nebraska Thriving Index

Regional Patterns: Advantage #3

Social Capital Index Rank by Region

Rank vs. Comparison Regions, Value



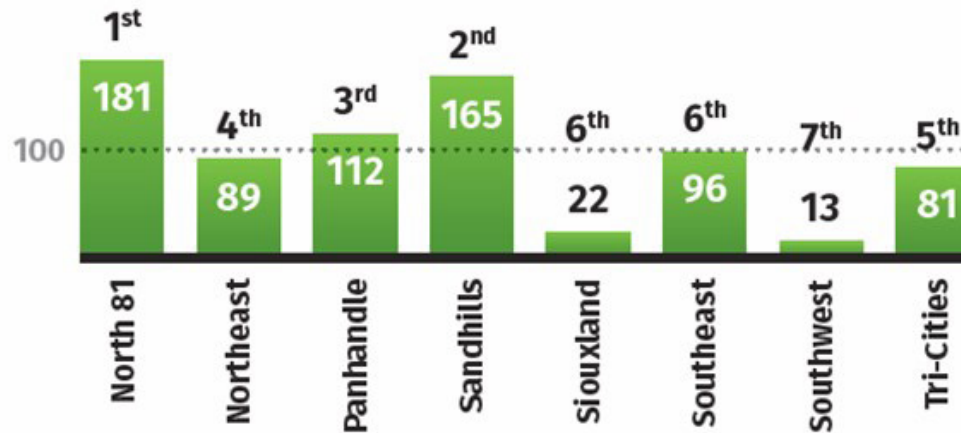
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Nebraska Thriving Index

Regional Patterns: Concern

Education & Skill Index Rank by Region

Rank vs. Comparison Regions, Value



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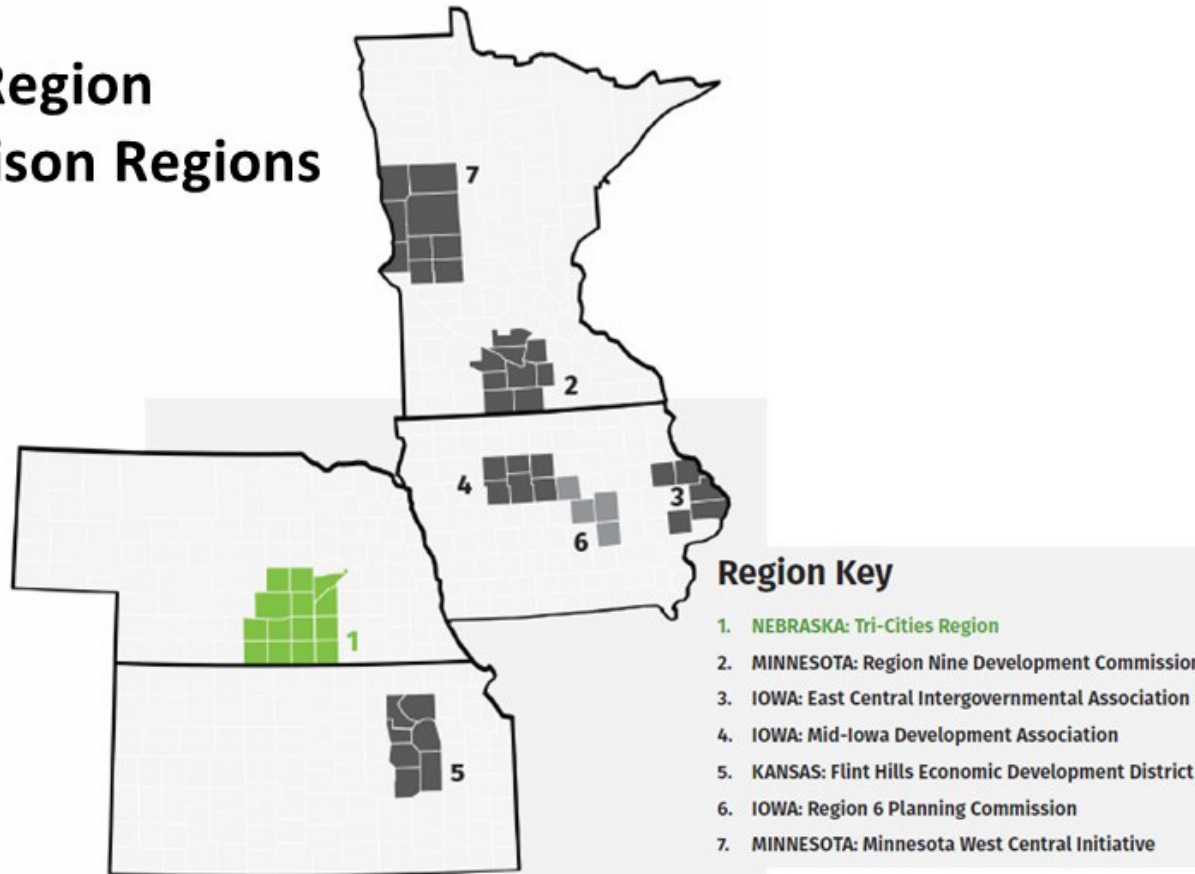


Nebraska Thriving Index

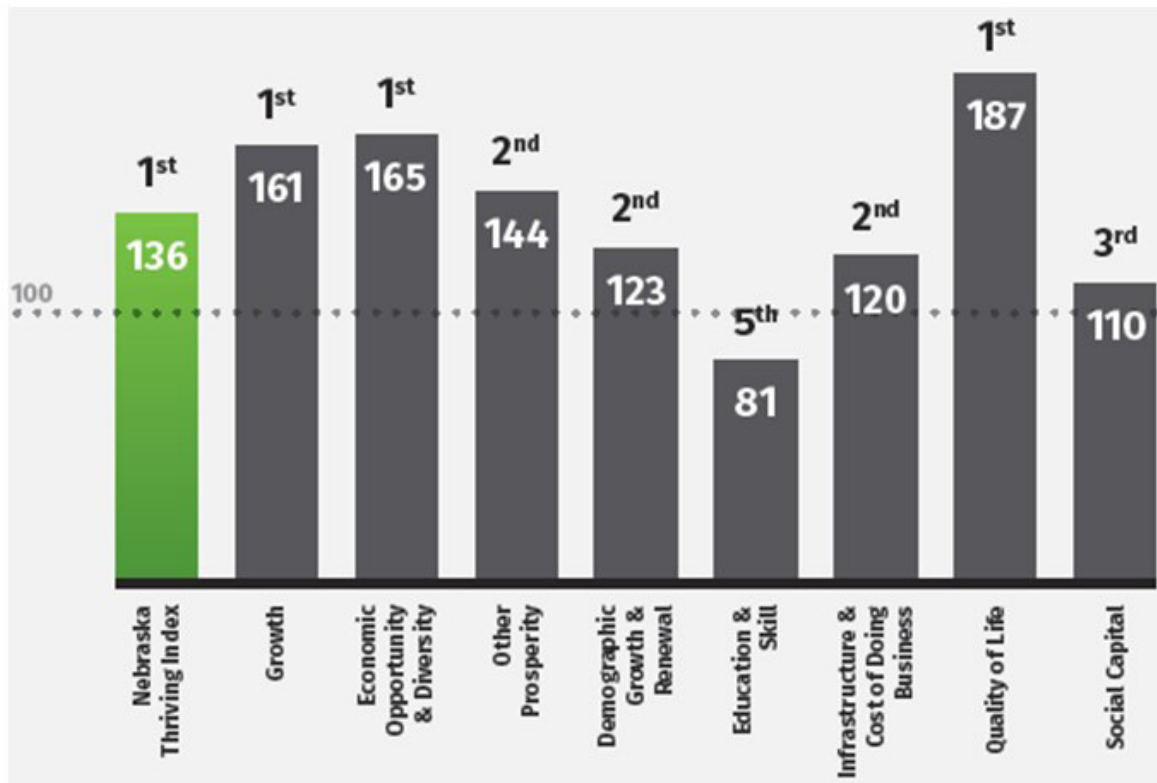
Results by Region: TRI-CITIES

Nebraska Thriving Index

Tri-Cities Region & Comparison Regions



Nebraska Thriving Index



**Neb. Thriving Index: 136
Ranks 1st Among Peers**

1st Growth
1st Economic Opportunity
& Diversity
1st Quality of Life

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Nebraska Thriving Index

Using the Results

Use the 1st place rankings and underlying variables to tell the region's story better

Address weakness by prioritizing workforce development initiatives such as:

Enhancing awareness about innovative recruitment and retention practices in non-metro and small metro areas

Facilitating collaboration among strategic partners to address education, training, and workforce development needs of the regional business community

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Nebraska Thriving Index

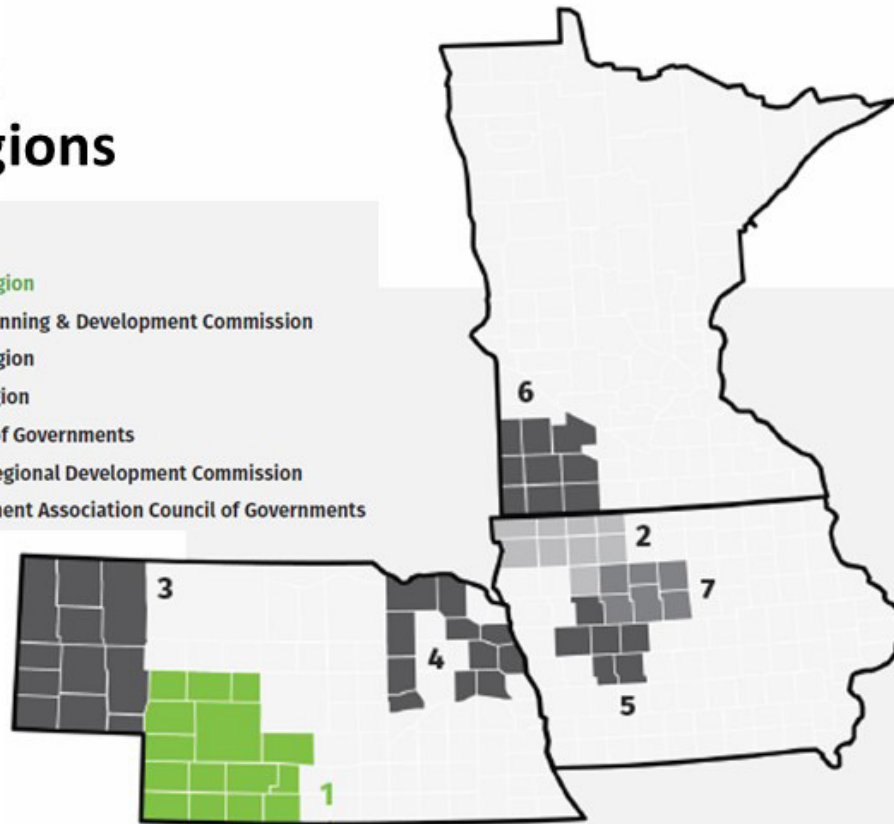
Results by Region: SOUTHWEST

Nebraska Thriving Index

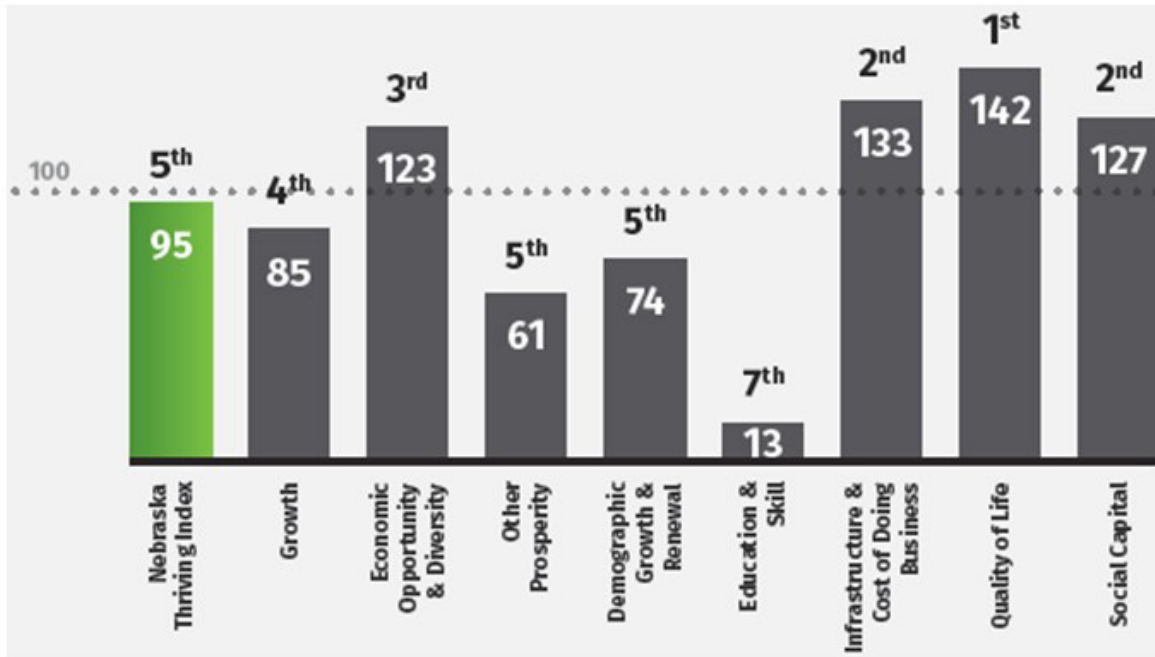
Southwest Region & Comparison Regions

Region Key

1. NEBRASKA: Southwest Region
2. IOWA: Northwest Iowa Planning & Development Commission
3. NEBRASKA: Panhandle Region
4. NEBRASKA: Northeast Region
5. IOWA: Region XII Council of Governments
6. MINNESOTA: Southwest Regional Development Commission
7. IOWA: Mid-Iowa Development Association Council of Governments



Nebraska Thriving Index



**Neb. Thriving Index: 95
Ranks 5th Among Peers**

1st Quality of Life
2nd Social Capital
2nd Infrastructure & Cost
of Doing Business

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Nebraska Thriving Index

Using the Results

Use the 1st place rankings and underlying variables to tell the region's story better

Address weakness by prioritizing workforce development initiatives such as:

Enhancing awareness about innovative recruitment and retention practices in non-metro and small metro areas

Facilitating collaboration among strategic partners to address education, training, and workforce development needs of the regional business community

Identifying and reducing barriers to full labor participation

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Nebraska Thriving Index

Summary



Nebraska Thriving Index

Uses

Benchmarking: To help identify strengths, weaknesses, opportunities, and threats of the region

Prioritization: To help identify areas that are important and urgent from those that are important but less urgent

Data/Evidence: To help motivate/justify current and/or sought after initiatives (e.g., targeted recruitment of tech workers)

Evaluation: Could be used as direct measures to evaluate the effectiveness of strategic goals/objectives

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Nebraska Thriving Index

Questions?

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Where you can find the Nebraska Thriving Index data for all regions

Share feedback with us and find our upcoming in-person presentations and webinars

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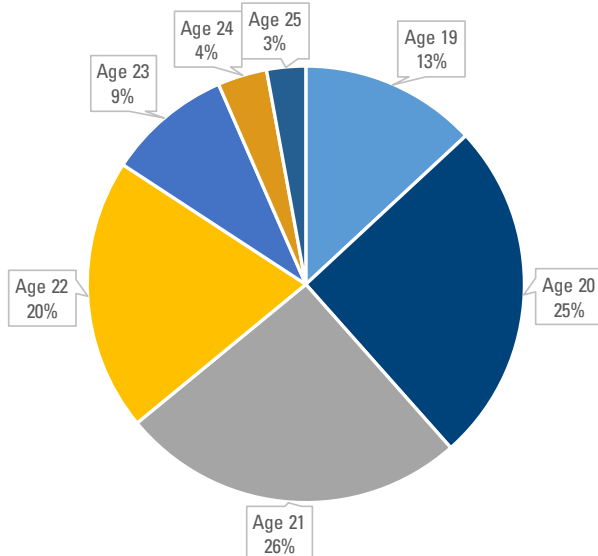
Emerging Talent Survey

The data collected through this survey is part of a longitudinal study of the UNK student population. The original purpose of the study was for the Kearney Downtown Improvement Board and initiated in the summer of 2017. The members of this group wanted to understand the housing preferences of Kearney area citizens ages 19-25. As the study developed, the Center for Entrepreneurship and Rural Development (CERD) worked with area stakeholders to identify other measures that would garner useful information about this population and result in valuable data that can be used for the purpose of economic development. The survey administered had specifically designed questions regarding the preferences of housing, employment, and community as emerging talent enters their professional lives after college. As of this date, the CERD has collected two years of data with results in the following pages.

2018 *n = 520*

♀ = 359 ♂ = 160 ♀♂ = 1 ⚡ = 0

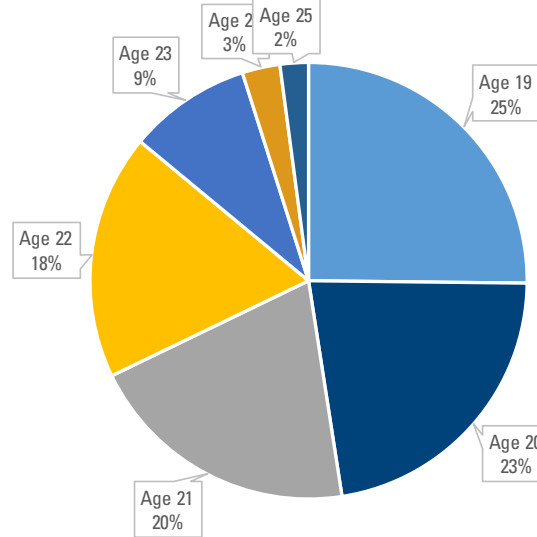
Age of Respondents



2019 *n = 143*

♀ = 107 ♂ = 34 ♀♂ = 0 ⚡ = 2

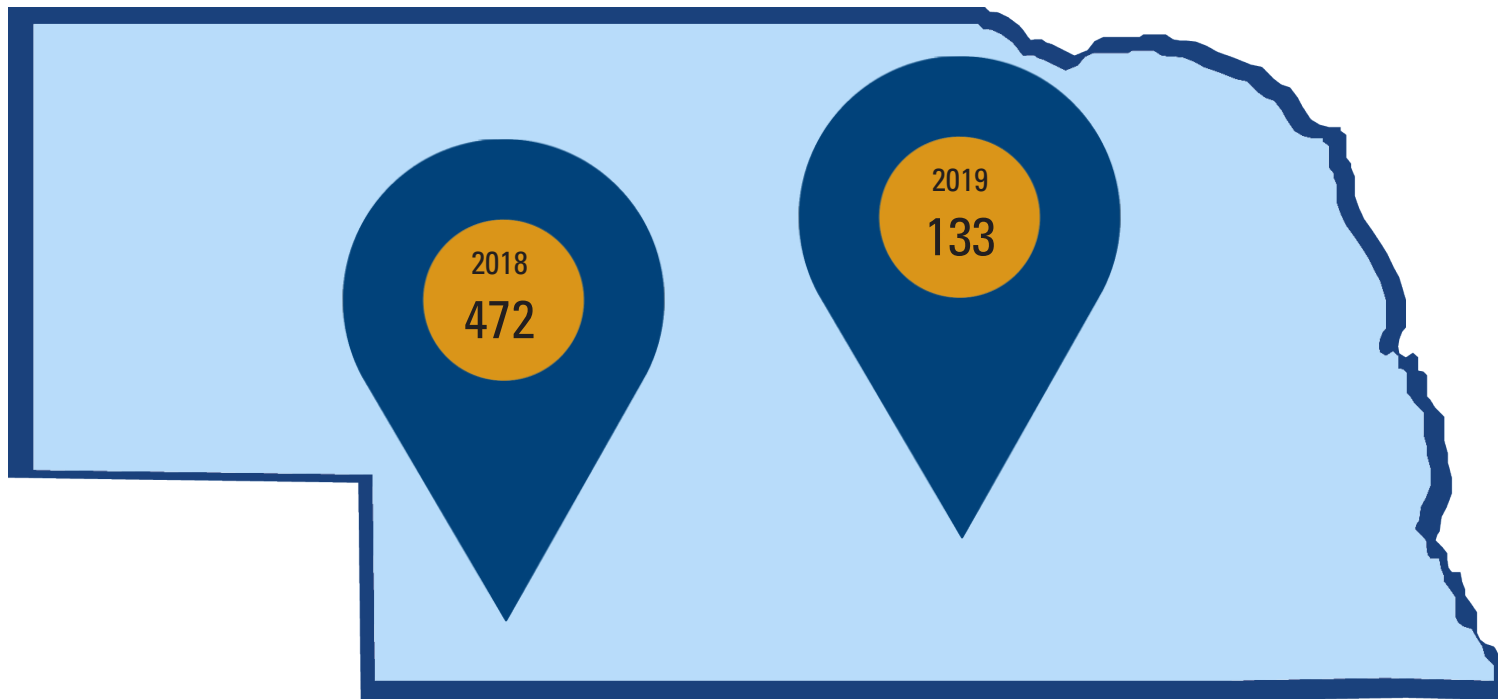
Age of Respondents



Emerging Talent Survey

LOCATION

Total responses for the two-year study = 664



2018

Michigan - 1
Iowa - 6
Wisconsin - 1
Minnesota - 1
South Dakota - 2
Texas - 3
Utah - 2
California - 1

Montana - 2
Illinois - 1
Missouri - 4
Kansas - 6
Oklahoma - 2
Colorado - 9
Arizona - 2
Hawaii - 1

2019

Iowa - 1
Illinois - 1
Kansas - 2
Colorado - 2
Arizona - 1
California - 1

Emerging Talent Survey



1 = Not important at all

2 = Not very important

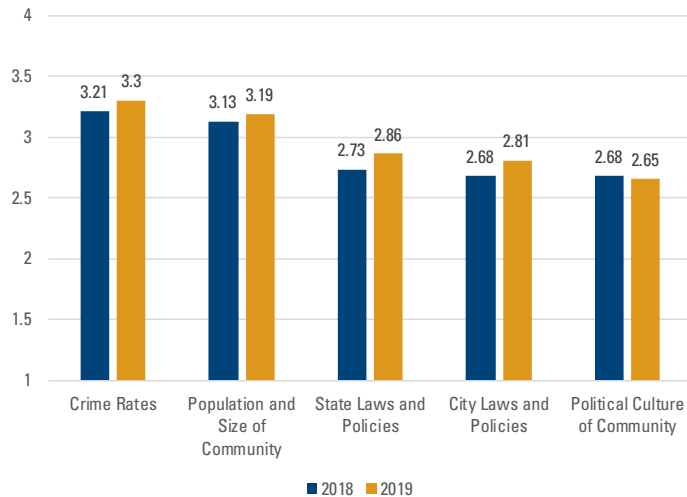
3 = Somewhat important

4 = Very important

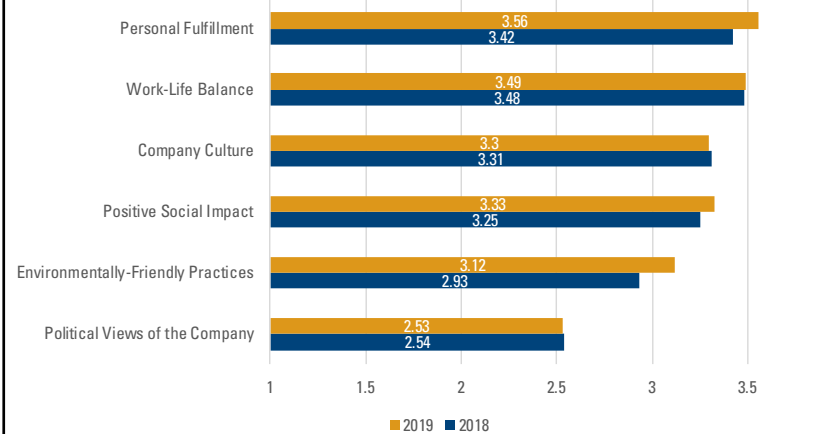
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Emerging Talent Survey

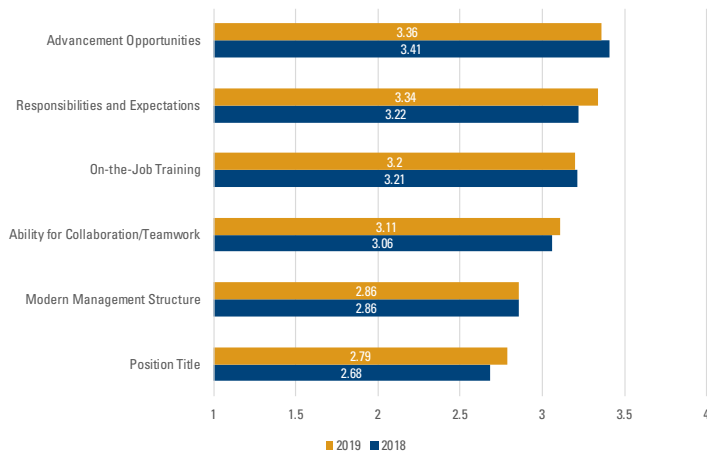
As you think about starting your professional career, please consider where you wish to live or where you have chosen to live based on the community.



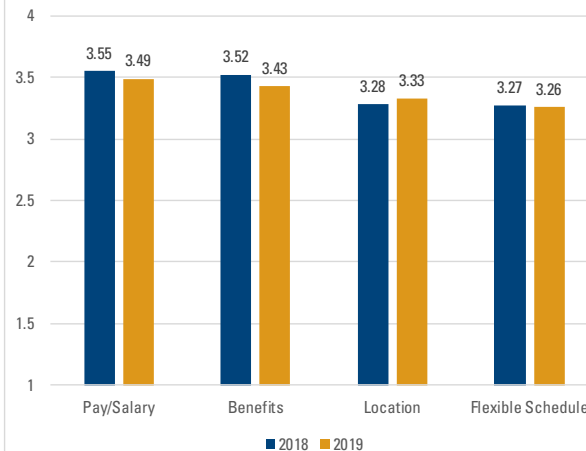
In order to attract a vibrant workforce, we want to know what elements are most important when choosing to apply for a job based on the company's mission.



In order to attract a vibrant workforce, we want to know what elements are most important when choosing to apply for a job based on workplace setting and opportunities.



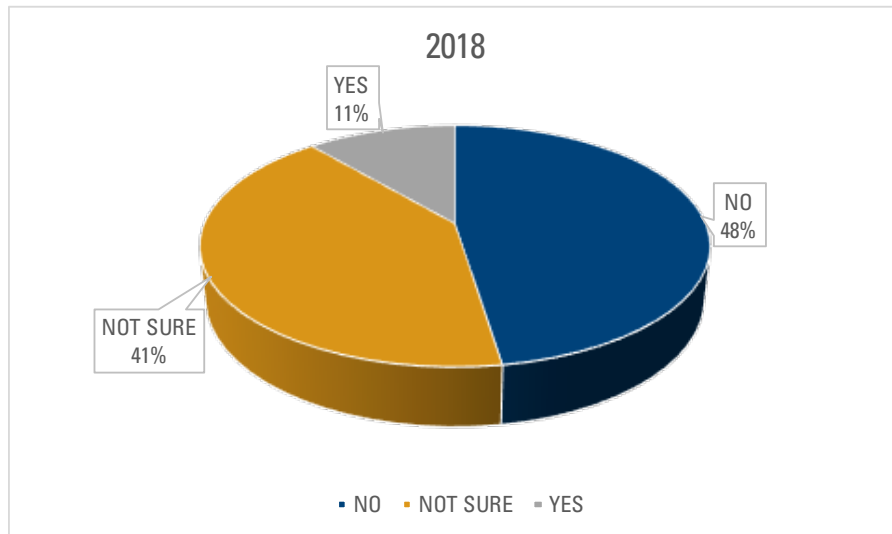
In order to attract a vibrant workforce, we want to know what elements are most important when choosing to apply for a job based on wages and benefits.



1 = Not important at all
2 = Not very important
3 = Somewhat important
4 = Very important

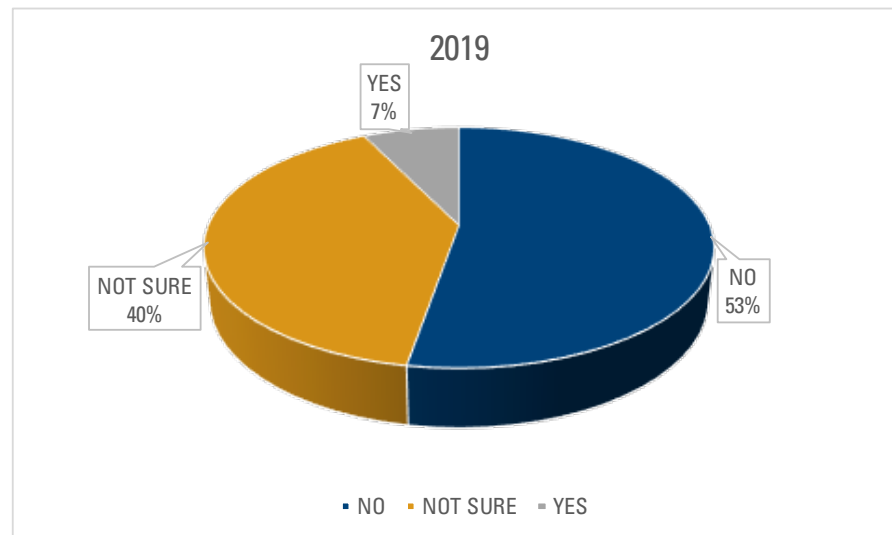
Emerging Talent Survey

Do you plan on living in Kearney after graduation?



Would you like to eventually return to the Kearney area to live and work?

YES - 5%
NO - 50%
MAYBE - 45%

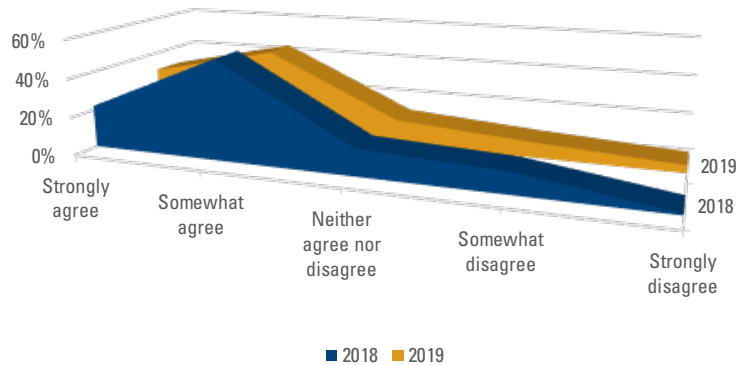


Would you like to eventually return to the Kearney area to live and work?

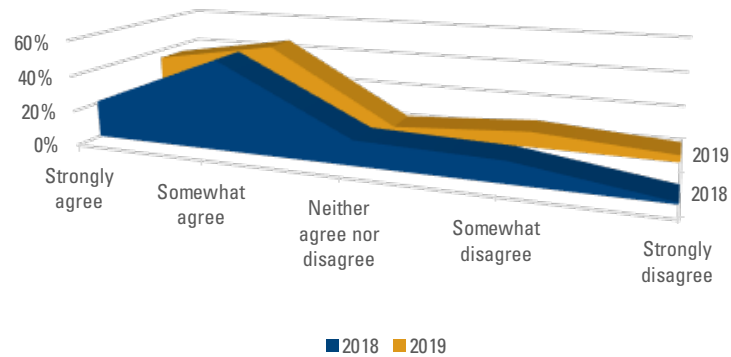
YES - 5%
NO - 44%
MAYBE - 51%

Emerging Talent Survey

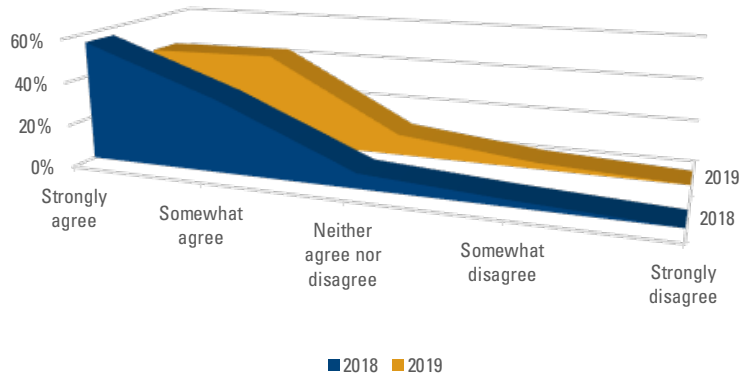
There is a lot of opportunity in Kearney for young professionals to connect with the community.



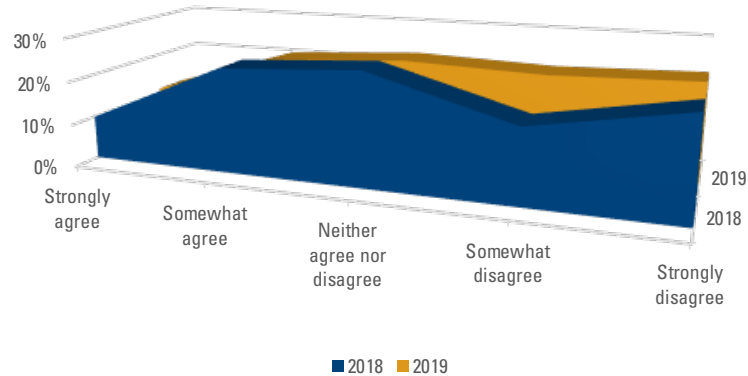
There is a lot of opportunity in Kearney for young professionals to meet friends and socialize.



Kearney is a safe community.

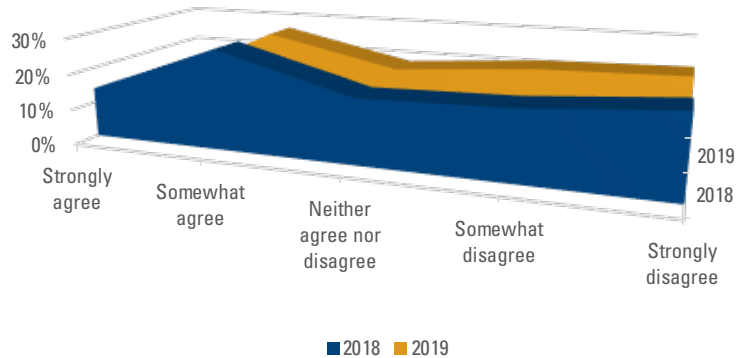


I want to live and work professionally in Kearney.

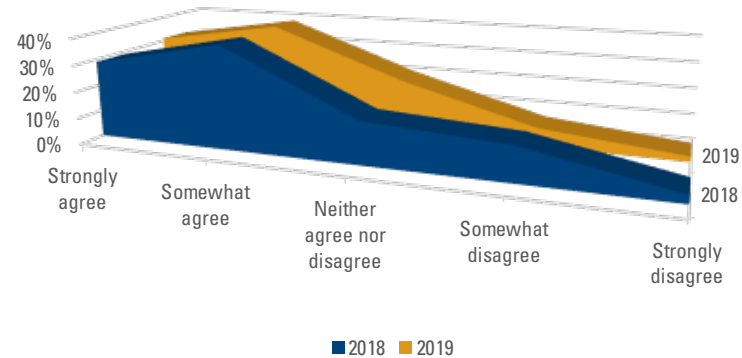


Emerging Talent Survey

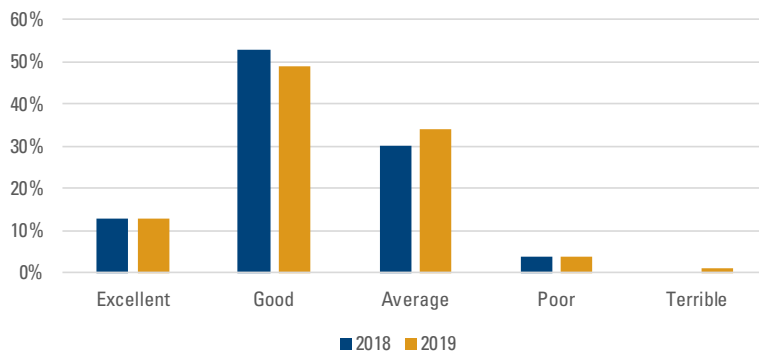
I have the desire to someday start or own a business.



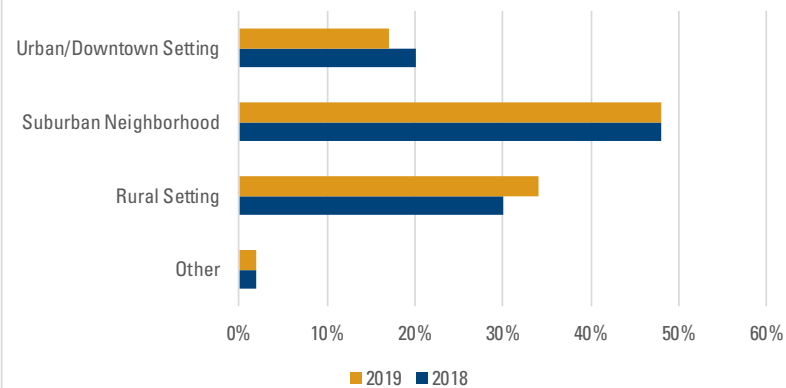
My college experience adequately introduced me to the Kearney community.



Which description best describes your perspective on the economy in Kearney.



What type of neighborhood do you want to live in?



Center for Entrepreneurship and Rural Development



College of Business & Technology

CENTER FOR ENTREPRENEURSHIP & RURAL DEVELOPMENT

The mission of the Center for Entrepreneurship and Rural Development is to promote strong and sustained business growth by fostering creative entrepreneurial initiatives in central Nebraska and to establish a competitive economic edge through applied academic research and community outreach.



EDUCATION

A primary focus for the Center is creating and supporting valuable educational experiences for UNK students, while also bringing educational opportunities to the business community and entrepreneurs. We serve as advisors for the UNK student entrepreneurship organization.

OUTREACH

Bringing engaging activities and relevant information to the public is a key step that allows our team to add value to the regional and rural ecosystem. The Center works to network community stakeholders, organizations and UNK students for successful opportunities.

RESEARCH

The Center works across campus to include all disciplines, and across the University of Nebraska system. Through these partnerships, CERD provides research supporting business development, reliable planning, and organizational strategy for both public and private entities.

Contact us today to schedule a consultation for your organization or community.
emailcerd@unk.edu | 308.865.8199

2019-2020 EVENTS

Tri-City Area Economic Forum
Oct. 11th, 8:00am-12:00pm
The Archway, Kearney

Nebraska Entrepreneurship
Best Practices Summit
Oct. 29th, 8:30am-4:30 pm
Holthus Center, York, NE

Central Nebraska
StartUp Week
Nov. 4th-8th

ProTalks Lunch Box
Nov. 4th, 11:30am-1:30pm
Kearney Public Library

Big Idea Kearney
Business Pitch Contest
Nov. 6th, 6:30pm-9:00pm
Cunningham's On The Lake, Kearney

New Venture Adventure
Nov. 11th, 8:30am-3:00pm
UNK Campus

Light It Up!
Apr. 15th, 6:00pm-8:00pm
UNK Alumni House, Kearney

For details on these events visit:
unk.edu/cerd

UNK
CENTER FOR ENTREPRENEURSHIP
AND RURAL DEVELOPMENT
College of Business & Technology