



Year in Review | FY 2018-2019



Making History from History

What makes Nebraska's Main Street and Network communities successful? The hard work they put in to learning how to create a stronger sense of place while providing the resources businesses and entrepreneurs need to succeed. Communities look to the Nebraska Main Street Network to provide the opportunities for guidance and education that help them to help their downtowns.



Board Goals

Outlined in the September 2018 Board Retreat

- Growth—budget, staff, programming, income streams, and support
- Define the benefits of Main Street
- Increase awareness of the Main Street program
- Continue to help communities reach their goals
- Build a stronger dialogue about Main Street and downtown revitalization

Measurable Outcomes of These Goals

Nebraska is known for its great downtowns
Expanded membership, staffing, & sustainable funding
Stability of finances, board, staff, communities
Increased impact

What We Do

We support and guide communities in revitalization & downtown management

- Organization and capacity building
- Training—Specialized local, educational webinars, Meetings on Main
- Visioning , market positioning & strategy development and work planning
- Downtown and organizational assessments
- Design assistance
- Networking and sharing best practices
- Resource library
- Special projects assistance
- Access to a nationwide network of experts in the field





Participating Communities

Designated Main Street Communities

- ▶ Beatrice
- ▶ Falls City
- ▶ Fremont
- ▶ Grand Island
- ▶ Plattsmouth
- ▶ Wayne

Network & Rural Network Members

- ▶ Atkinson
- ▶ Bassett
- ▶ Cozad
- ▶ Dorchester
- ▶ Grant
- ▶ Hastings
- ▶ Kearney
- ▶ Lexington
- ▶ Minden
- ▶ Neligh
- ▶ North Platte
- ▶ Schuyler
- ▶ Tekamah
- ▶ Weeping Water
- ▶ York



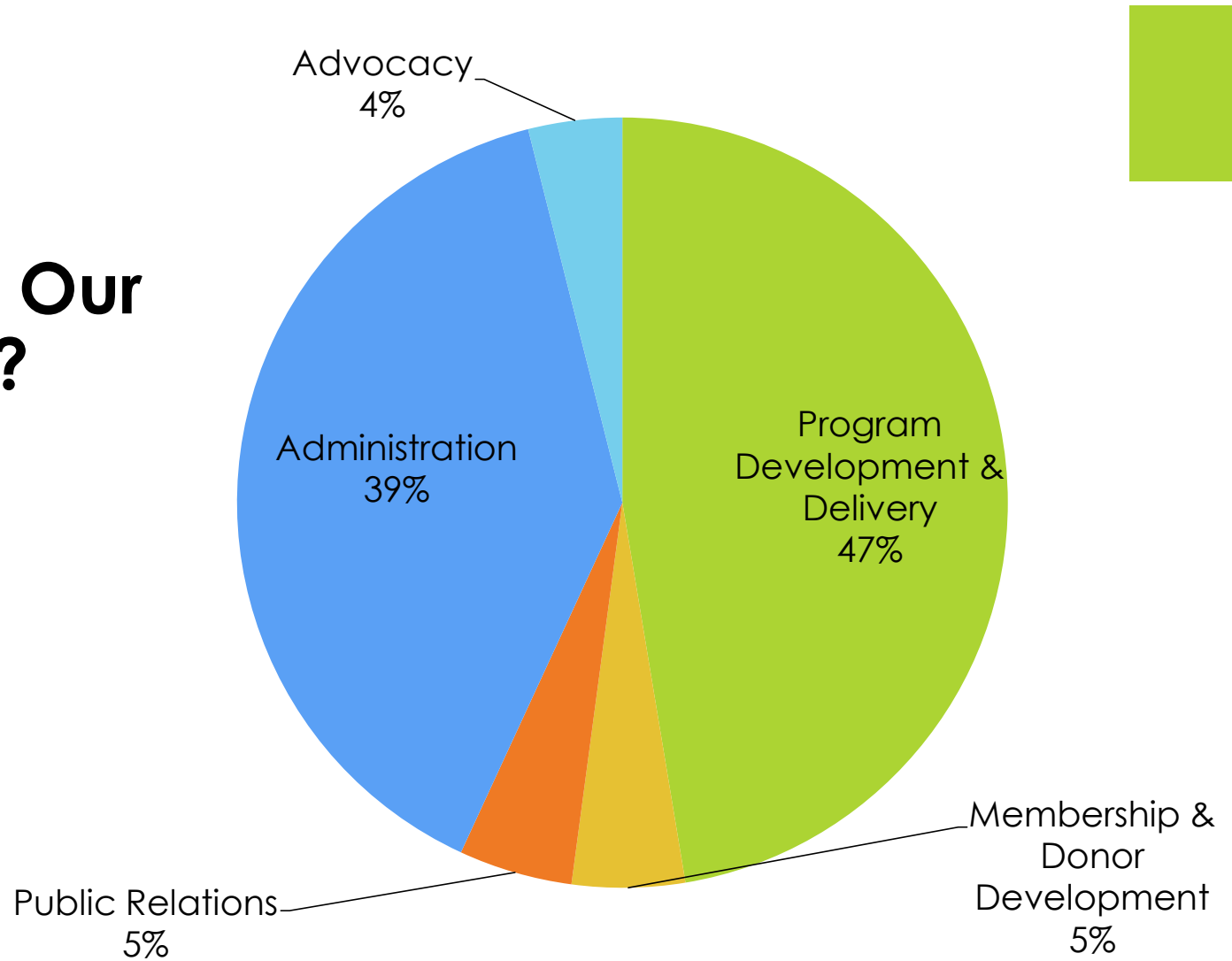
Communities
With Interest in
Becoming
Network
Members

Albion
Auburn
Axtell
Ogallala
Omaha
Papillion
Red Cloud
Sutton

Economic Impact of Main Street

	1994-2013	2013-14	2014-15	2015-16	2016-17	2017-2018	2018-19	Total
Façade & Building Rehab Projects	1,716	82	59	48	28	52	38	2,023
Investment	\$49,329,136	\$9,794,885	\$2,199,449	\$5,552,924	\$1,243,132	\$1,958,400	\$2,120,338	\$72,198,264
New Construction	79	3	1	1	0	1	4	89
Investment	\$30,820,319	\$14,800	\$1,200	\$54,579	\$0	\$25,000	\$280,000	\$31,195,898
Public Improvements	231	14	9	7	6	14	20	301
Investment	\$29,910,657	\$3,456,150	\$1,064,160	\$3,122,953	\$409,100	\$3,773,559	\$995,075	\$42,731,654
Net Business Gain	670	19	15	30	17	25	23	799
Net Job Gain	1,891.5	212.0	27.5	48.0	63.0	47.0	71.0	2,360
Volunteer Hours	276,544	12,836	8,776	9,949	8,552	9,053	8,894	334,604
Local Program Expenditures	\$7,144,756	\$660,407	\$405,022	\$639,462	\$478,977	\$515,246	\$452,869	\$10,296,739
Total Downtown Reinvestment	\$117,600,000	\$14,700,000	\$3,480,000	\$8,900,000	\$1,894,842	\$6,011,257	\$3,732,760	\$156,318,859
Reinvestment Ratio :\$1	\$15.18							

Where Was Our Time Spent?





NEBRASKA
**MAIN
STREET**
COMMUNITY

Main Street's Highway Signs Up!

Website Updates



- Created an online portal for the state board and member communities that includes resources and other information for communities
- Designed a downloadable information slide deck for interested communities
- Re-designed our new manager handbook
- Continuing to add new resources over time as well as update images and content



Facebook
@nebraskamainstreetnetwork



Twitter
@NEmainstDIR



YouTube
Nebraska Main Street Network



Instagram
@nebraskamainstreet

Atkinson

Downtown Visioning and Assessment City Hall Setting the Example

The community has taken steps forward toward improving their downtown based on the visioning workshop and recommendations following the visual assessment visit in September of 2018. The improvements started on City Hall have created excitement and buzz with other building owners and city officials. The economic development director said city council has taken to heart everything that came from the workshop and recommendations in the assessment report.





Beatrice

SOME OF THE PROJECTS WE
HAVE BEEN INVOLVED WITH

Downtown Projects & Improvements

WORKING FOR A
STRONGER BEATRICE



Changing attitudes and working together

- Downtown is now home to over 170 businesses.
- 2018 saw more than \$3 million in investment!
- 27 building projects were completed in 2018.
- Property values increasing in downtown and within Beatrice.
- Downtown is listed in the National Register of Historic Places.
- Since January 2016 there has been a net gain of 19 businesses and around 100 new jobs downtown, 4 new additions are expected soon.
- 2018 3rd Congressional District Excellence in Economic Development Award to Main Street Beatrice.
- Since 2016 there has been a significant increase in new housing constructed in Beatrice and a renewed interest in downtown housing development
- Beatrice's population has grown to 12,669, 3rd highest peak in our history.
- Beatrice named top micropolitan community in Nebraska by Site Selection Magazine and number 14 in the nation for major investment projects.
- 2018 Southeast Nebraska Diplomats' Community of the Year.

Falls City

Incremental improvements over time

- Completion of Phase 2 Streetscape
- Downtown promotions including 2nd Falls City Shop Small Passport, Dessert Crawl and Fall Sunday Fun Day
- John Falter Museum featured on the 2019 Nebraska Passport
- Completed 10 façade improvements through CDBG
- Several new downtown businesses
- Renovation of apartments in Historic Grand Weaver Hotel



DOWNTOWN FALLS CITY

SIDEWALKS ARE OPEN SALE!

FRIDAY, AUGUST 9TH
SATURDAY, AUGUST 10TH

Come check out the gorgeous new streetscape, grab a bite to eat at one of our delicious restaurants and shop for some hot deals at participating stores!

Thank you for your patience during the construction.

Falls City
CHAMBER & MAIN STREET



Fremont

Working to change attitudes

- Market Study giving the downtown new direction
- New director started a weekly social media campaign “Minute on Main” where each business gets 1 minute to talk about their business on video. Working hard to overcome the negative attitudes and difficulties that plagued the former director in relationships with downtown business owners.
- Possible new life and future for the 505 Building

Grand Island

Bigger, better and stronger community asset

- Nebraska's largest Main Street community
- Production of a new video/TV ad and Nebraska Life Magazine feature
- The Hedde Building rehab is generating buzz and interest in the community
- Hear Grand Island continues to grow
- Several other building rehab projects have taken place or are taking place, increasing the overall valuation downtown
- Railside's community partnerships continue to grow
- Downtown's employment base is growing, too, with more than 2,700 workers located in the district.





Minden

Improving infrastructure, improving outlook

In the final stages of their DTR revitalization grant project, which included 1 block of new sidewalks with ADA entrances on the square with decorative lights to come.

Neligh

New Life for the New Moon

- Pitzer Digital and Neligh Dental kicked off improvements downtown with the help of the Nebraska Main Street Network and Greg Munn who provided design assistance for these two projects.
- ESU 8 underwent a \$4.38 million dollar renovation and have become a cornerstone of the Old Mill District. They could have built a brand new building and left the district but had the foresight to invest in the district. The building is absolutely stunning!
- Pinnacle Bank is just starting a similar major improvement project.
- The New Moon Community Theater is next on the list!



North Platte



The importance of perseverance and not giving up!

- With our guidance and help with advocacy efforts, the Chamber of Commerce was finally able to secure ownership of the abandoned and derelict former Pawnee Hotel.
- The energy for downtown revitalization has continued to build following the removal of the overhead concrete canopies and façade rehab projects. People are paying attention to downtown again!
- A downtown landscape plan is in the works thanks to a generous donor.

Wayne

Letting people know what we have

- Developed a guide to help local citizens find the products and services they need so they don't leave town. This was created as an outcome of losing their Shopko Hometown store.
- They are currently working on a downtown mural project in honor of a long-time downtown businesswoman who died in the spring.
- Wayne held a historic masonry workshop (hands-on) at courthouse and the spring NEDA meeting.

DOWNTOWN Wayne HISTORIC DISTRICT VISITORS GUIDE

1	10
3	11
4	12
28	29
27	2
3	13
3	15
3	16
4	32

SHOPPING

- 2 **Nano's This and That** (402) 835-1370 M-F 10-5:30, Sa 12-4
- 3 **CopyWrite** (402) 375-3728 M-F 8:30-5, Sa 9-12
- 4 **Jason Sears Flooring** (402) 835-1784 M-Th 9-5, F 9-4
- 5 **Sears for Men** (402) 375-1511 F-F 10-6, Sa 10-4
- 6 **AquaPop** (402) 241-9008 F-Th 10-6, Sa 10-4
- 7 **Discount Furniture** (402) 375-1885 M-Th-F 9-5, Th 9-8
- 10 **Wayne 15 Salvage Co.** (402) 369-2623 F-F 10-5, Su 9-5
- 12 **Carline Design** (402) 835-1729 M-TH-F 9-5, Sa 12-2
- 13 **The Flower Cellar** (402) 375-2747 M-F 9-6, Sa 9-2
- 16 **IKT Boutique** (402) 835-1123 M-TW 10-6, Th 10-7, Sa 10-4
- 18 **Rustic Treasures** (402) 835-1800 M-Sa 9-6, Su 12-4
- 19 **Sewin Apparel** (402) 375-1531 M-Th 9-5, F 9-4
- 20 **Thrift Warehouse** (402) 835-1800 M-Sa 10-6, Su 12-4
- 23 **Carhart Lumber** (402) 375-2190 M-F 7:30-5:30, Sa 8-12
- 26 **The Market at Geno's** (402) 835-1800 M-F 7:30-5:30, Sa 8-12
- 30 **1912 Emporium** (402) 835-1952 M-Sa 9-6, Su 12-4
- 34 **Select Appliance** (402) 835-1681 M-F 9-5, Sa 8-12
- 35 **Rustic at Warehouse** (402) 835-1800 M-Sa 9-6, Su 12-4

DINING

- 1 **Blue Cat Gallery**
- 2 **Builders Resource**
- 3 **Carhart Lumber**
- 4 **Dollar General**
- 5 **Flower Cellar**
- 6 **Hwy 15 Salvage Co.**
- 7 **Just Sew**
- 8 **Keepsake Custom Framing**
- 9 **Quilt Shop (Warehouse)**
- 10 **Rustic Treasures**
- 11 **Wayne Greenhouse**
- 12 **WSC Bookstore**

Where can I find...

Wayne Area
Economic Development
Chamber • Main Street

<p>WE</p> <p>SMALL BUSINESSES</p> <p>Appliances</p> <p>Bomgaars Rustic Treasures Select Appliance</p> <p>Arts, Crafts & Hobby</p> <p>Blue Cat Gallery Builders Resource Carhart Lumber Dollar General Flower Cellar Hwy 15 Salvage Co. Just Sew Keepsake Custom Framing Quilt Shop (Warehouse) Rustic Treasures Wayne Greenhouse WSC Bookstore</p> <p>Automotive Supplies & Services</p> <p>Arnold's Ford Auto Anatomy Alternatives Bomgaars Dollar General Exhaust Pro's Heales Automotive Frederick Oil Lift Oil & Service Main Street Garage Northeast Tire O'Reilly Auto Parts Rainbow Windshield Resurrected Rod & Kustom Tom's Body's Plant (Unlocking Services) Wayne Auto Parts Winning Finish Wreck-Amended Towing</p> <p>Banking & Insurance</p> <p>Bank First Copy Write - Western Union Elkhorn Agency Elkhorn Valley Bank F & M Bank Farm Bureau Financial Services Northeast Nebraska Insurance Agency State Farm Insurance State National Insurance Tom's Nebraska Bank</p> <p>Cleaning Supplies</p> <p>Bomgaars Dollar General Pac N Save Quality Foods</p>	<p>Clothing/Accessories Shoes/Gifts</p> <p>1912 Emporium AquaPop Dollar General Hwy 15 Salvage Co. (Mary & Martha) IKT Boutique Mama's Closet Swans Apparel Swans for Men Thrift Warehouse Wayne Greenhouse WSC Bookstore</p> <p>Communication Services</p> <p>American Broadband Century Link Huskerland Communications Verizon Wireless Vero Wireless</p> <p>Dental Care (Warehouse)</p> <p>Burrows Family Dentistry Bright Smiles Daniel L. Kaier DDS DeNayer Dental Practice Family 1st Dental</p> <p>Eye Care</p> <p>Dollar General Magnuson Hopkins Eyecare Providence Community Pharmacy U-Save Pharmacy Wayne Eye Care</p> <p>Fitness</p> <p>City Walking Trails Community Activity Center Providence Wellness Center Wayne Aquatic Center WSC Rec Center</p> <p>Floral</p> <p>Flower Cellar Fresh Flowers by Lauren Wayne Greenhouse</p> <p>Gaming/Entertainment/ Recreation</p> <p>Baumont (Event & Concert Hall) Bomgaars Bicycle Tubes & Locks via Special Order Rustic Martial Arts Dollar General (Movie Rentals) Flower Cellar Majestic Theatre Quality Foods (Movie Rentals) Rustic Treasures Twin Rivers Tablewando Wayne Country Club Wayne Dance Company Wildcat Lanes</p>	<p>Grocery/Specialty Foods</p> <p>527 Brewhouse AquaPop Dollar General Eveko Blends Johanna Byrd Brewing Jug Store Luna's Mexican Restaurant Pac N Save Quality Foods Rain Treasures Wayne Farmers Market (Seasonal)</p> <p>Hardware/Building Supplies</p> <p>Bomgaars Builders Resource Carhart Lumber</p> <p>Health & Beauty (via Special Order)</p> <p>Dollar General Pac N Save Providence Community Pharmacy Quality Foods Wayne Farmers Market (Seasonal) WSC Bookstore</p> <p>Home Goods</p> <p>1912 Emporium Discount Furniture & Annex Dollar General Flower Cellar Hwy 15 Salvage Co. Jason Sears Flooring Rustic Treasures Thrift Warehouse Wayne Greenhouse</p> <p>Kitchen Goods</p> <p>Bomgaars Dollar General Quality Foods Pac N Save Rustic Treasures Thrift Warehouse</p> <p>Large Furniture</p> <p>Discount Furniture & Annex Hwy 15 Salvage Co. Rustic Treasures Thrift Warehouse WSC Bookstore</p> <p>Message</p> <p>Back In Touch Hands with Heart Herman Chiropractic PMG Physical Therapy Serenity School of Massage Therapy Wayne Sport & Spine</p>	<p>News Services</p> <p>KTCH/KTCY Radio Wayne Herald Morning Shopper</p> <p>Office Supplies</p> <p>Copy Write Dollar General Pac N Save Wayne Farmers Market (Seasonal) WSC Bookstore</p> <p>Pet Care</p> <p>Bomgaars Carnie Design City Park Park Dollar General Pac N Save Wayne Veterinary Clinic</p> <p>Photo Printing</p> <p>Kent's Photo Lab</p> <p>Salon Services</p> <p>Absolute Salon Bally's Hair & Nails Hair Envy Infinity Salon Marcy's Hair Altar Mid City Salon Nailed It Royal Nails Tangles Undercut</p> <p>Shipping</p> <p>Copy Write (FedEx & UPS)</p> <p>Small Electronics & Accessories</p> <p>Dollar General Huskerland Communications Rustic Treasures Verizon Wireless Wayne Wireless WSC Bookstore (Laptops, Accessories & Apple)</p> <p>Utilities</p> <p>Black Hills Energy City of Wayne Northwest Power</p>
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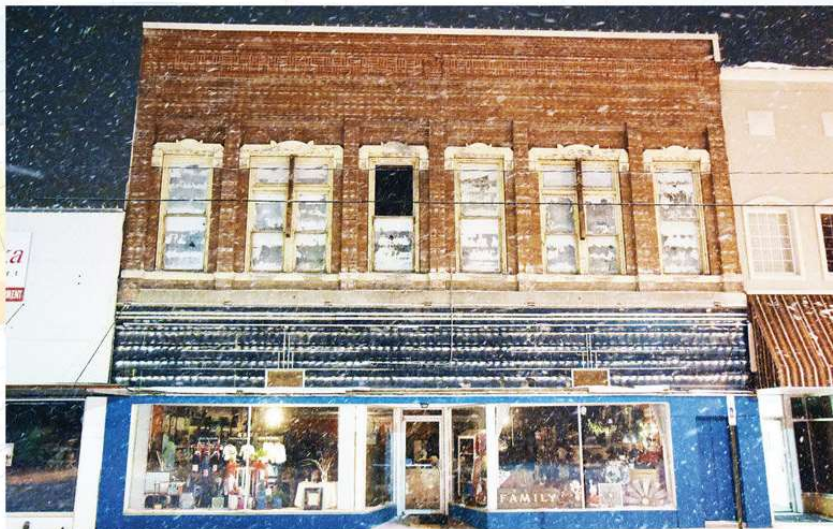
DOWNTOWN PG. 7C

building), "A lot of inside code enforcement work has been done. Owner is waiting for warmer weather before taking the tin off the roof."

Marla's Choice Contracting (old Wagner's building) is complete. Mr. Dukes Mercantile is underway. Mogul of Mr. Dukes Mercantile is in the building formerly occupied by Old Harvest Health. Patty's Blumark or NPPD "deciding on what you frented."

As for Harlow Homes the former Nebraska and Glass building, she said, "The roof has been removed and I do believe they are waiting for warmer weather to do the brick and awnings." At the America Vision Center "To my knowledge they haven't started their project yet."

Work will begin soon on Eakes Office Solutions. York County Title Company's work is done on its store front and adjacent one to the north, Gene's Barber Shop.



Demolition is complete at Mr. Dukes Mercantile, former Harvest Health on the north side of the downtown square. Replacement is awaiting more favorable weather, which seems a good plan given the heavy snow in the photo.

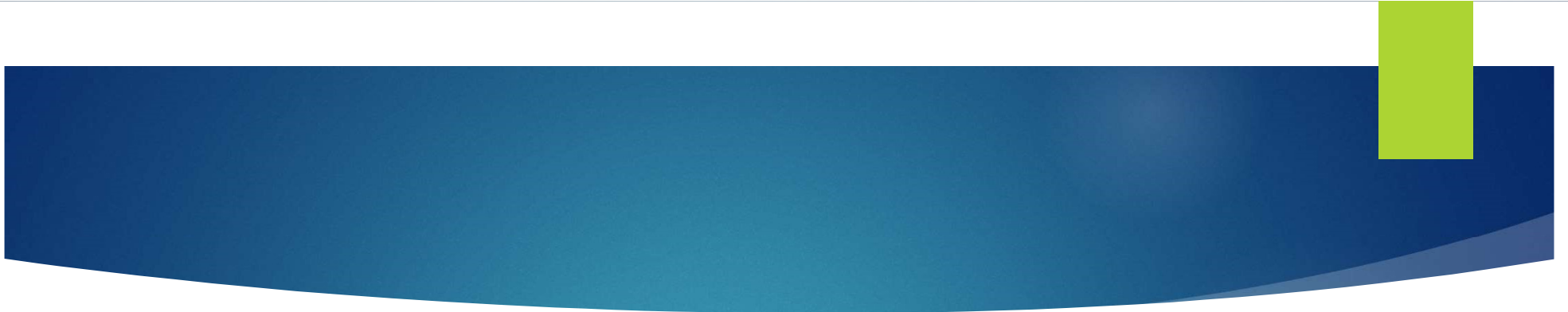


Above: Construction is underway at Mr. Dukes Mercantile. At left: A panoramic photo creates the optical illusion of a curve where isn't one on the brand-new store front that welcomes customers to Gene's Barber Shop and York County Title Co.

York

Facelifts improve downtown's image

- York is completing their DTR this fall.
 - 10 Façade Improvement projects
 - \$443,007 total cost of projects
 - \$307,000 DTR Grant Funds
 - \$136,007 Privately invested in project



What's Ahead for Main Street?

25th Anniversary

What will we do to
celebrate?



Become a Nebraska Main Street Network Partner

Those with an interest in historic preservation to maintain, conserve and protect Nebraska's downtown environments; those with a downtown retail, commercial or other business enterprise; and those with interest investing in the economic vitality of Nebraska downtown business districts are welcome to join.



Jeff Ray, CEO Consulting,
Nebraska Main Street
Network Board of Directors

"By joining our community of Nebraskans who have an interest in downtown development, revitalization and historic preservation, you will have an important role in helping Nebraska communities make their downtowns sources of civic pride and economic vitality. Your involvement in the Nebraska Main Street Network will be a great asset and we look forward to getting to know you."

Friend of Main Street

\$35.00/year

- Membership for one individual
- Listing in membership directory
- Event announcements
- Registration discount on Nebraska Main Street Network sponsored events

* Student memberships are available for free and include all the above benefits.

Silver Partner

\$150/year

- Membership for up to three individuals from the same organization or institution
- Organizations and institutions shall include academic, non-profit agencies, government agencies
- Organization or Institution Listing in the membership directory
- Plain text recognition of the organization or institution on Network website
- Event announcements
- Registration discount on Network sponsored events

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All membership terms are one calendar year from date of received payment. The Nebraska Main Street Network works hard to foster a supportive environment for successful and diverse business districts across the state. Your investment will help us continue that success.

Gold Partner

\$350/year

- Membership for a maximum of five individuals from the same business or organization with the option to add additional individual members at \$35 each
- Listing in the membership directory
- Logo and plaintext recognition of the business or organization on the Network website
- Event announcements Our partners receive invitations to networking opportunities, tours and workshops that are fun and educational.
- Registration discount on Network sponsored events.

Scarlet Partner

\$1,500/year

- Membership for a maximum of ten individuals from the same business or organization with the option to add additional individual members at \$35 each
- Listing in the membership directory
- Logo and website link for the business or organization on the Network website
- Logo on the weekly tip newsletter and on the semi-regular e-newsletter
- Logo on event materials and acknowledgement of the business or organization at events
- Event announcements
- Registration discount on Network sponsored events.

Roll Out of Our New Membership Level

What will we do to gain investors who support our mission and work, how will we do it, and who will do it?

#WeAreMainStreet

How will we take advantage of this nationwide publicity effort for Main Street's 40th Anniversary and use it to our advantage?

