
DAWSON AREA DEVELOPMENT

ANNUAL REPORT

2012-2013

All Roads Lead

To



DAWSON
COUNTY
NEBRASKA



DAD assists communities in business retention and attraction efforts, and is the point of contact for people seeking local assistance with site selection, marketing, demographic information, and business resources. DAD also manages local projects through grant writing and administration. The ABLE program under the DAD umbrella aims at reducing outmigration and retaining our locally educated students as part of our growing skilled labor force.



MISSION STATEMENT

To promote a spirit of unity and cooperation in order to plan, organize, and effect the future development of the Dawson County area. The Council shall endeavor to diversify the local economy, foster a favorable business climate, help existing businesses grow and expand, retain existing jobs, create new jobs and career opportunities, and develop the area's resources to their full potential.

STAFF

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BOARD

Susan Kloeppling, Chairman
Joe Peplitsch, Vice Chairman
Joyce Hudson, Secretary/Treasurer

John Fagot
Mike Bacon
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“Don’t go where the path may lead, go instead where there is no path...and leave a trail” -Ralph Waldo Emerson

It seems that each year the flurry of activities at the DAD office can be summed up with a common theme. Last year most of the projects and events involved breaking ground. This year the majority of our work involved preserving the history and landmarks that has made us what we are today. Every time we give tours for out of town visitors, we love to recant stories such as the “Battle of the Bridges”, or why Cozad is the home to Robert Henri, and how the Pony Express played a part in American history.

The best way to keep these stories alive is through the Dawson County Historical Museum. Deb Jensen has been working with the museum over the last year to make the parking lot and entrances handicap accessible. Additionally, through ABLE’s teacher internship program, the alternative education class and instructor helped to develop a new display for the 100 year anniversary of the Lincoln Highway. This gave students the opportunity to learn carpentry and mechanical skills in addition to learn more about the importance of the highway to the area.

Perhaps the best way to preserve our past is through the Downtown Revitalization program. The façade improvements and infrastructure improvements that have taken place in Lexington and Elwood this past year have been monumental. We were extremely excited to receive notice that both Gothenburg and Cozad will be given planning dollars to identify more restoration needs in their downtowns. We are very hopeful that additional grant funds will follow to implement the strategies identified.

One of the most gratifying projects we have been involved in has been the restoration of the historic Magestic Theatre. DAD was successful in obtaining a grant for improvements to the structure. The unique aspect of this project is that it is being spearheaded by students at Lexington High School. The students have been in charge of everything from fundraising to carpentry work. They have developed a business plan to own and operate the theatre once renovations are complete.

Thank You to all of our stakeholders that help our communities preserve our past and blaze new trails for the future!

GRANT ACTIVITIES

\$1,250,094, RECEIVED LAST YEAR
\$10,113,908 SINCE 2006



EVERY \$1 OF DUES
HAS RETURNED \$11
IN GRANT FUNDS

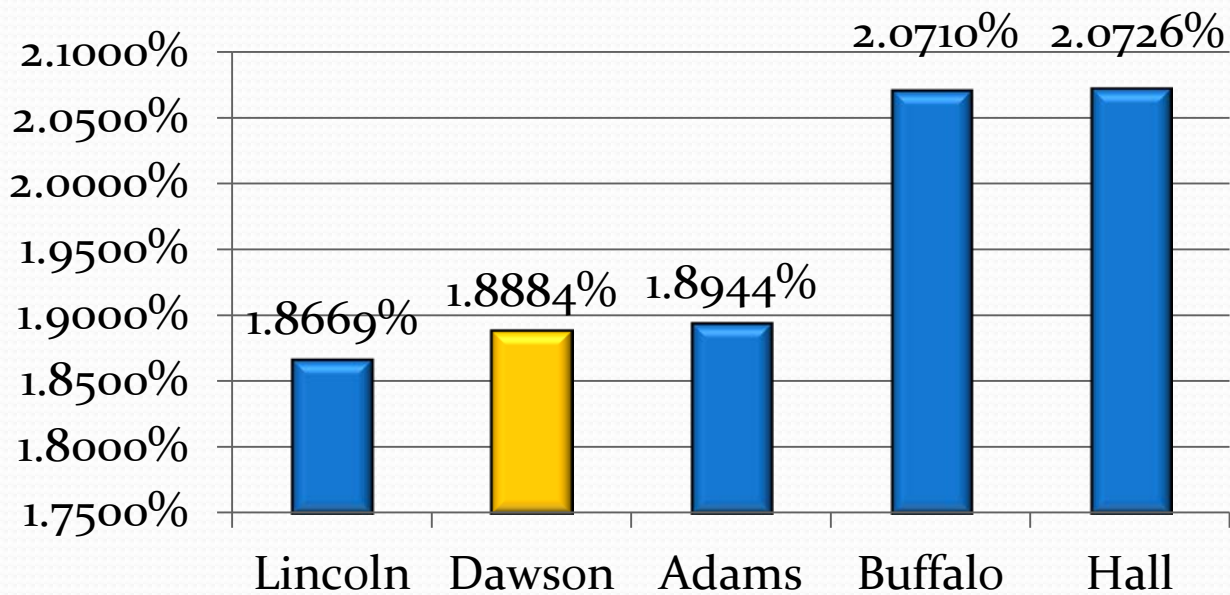
2012-2013 PROJECTS

Lexington Downtown Revitalization
Elwood Downtown Revitalization
Dawson County Historical Museum Project
Lexington Magestic Theatre Renovation
Lexington & Gothenburg Hospital RDLGs
Veteran's Memorial in Overton

PROPERTY TAX RATES

Dawson County had a decrease in average property tax rates for 2012. Dawson County is very competitive in terms of property taxes compared to neighboring counties.

2012 Average Property Tax Rate

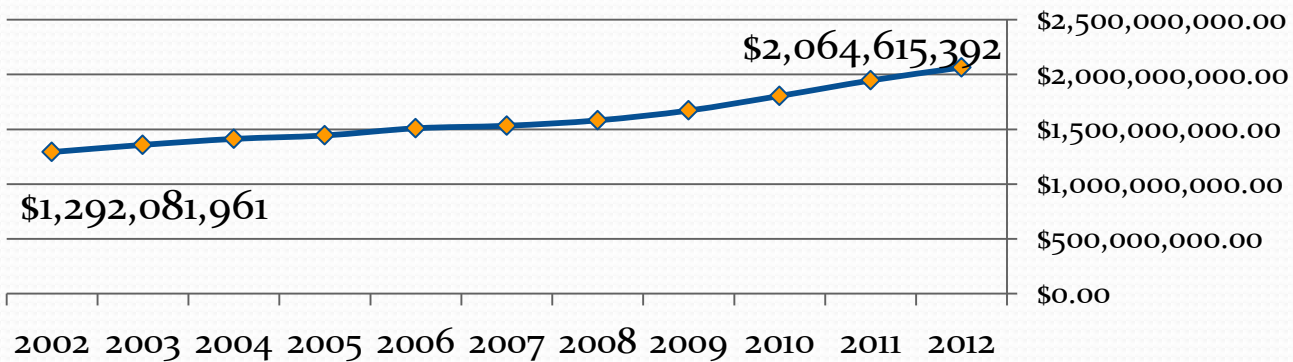


VALUATIONS

Dawson County total valuations have increased 60% in last ten years

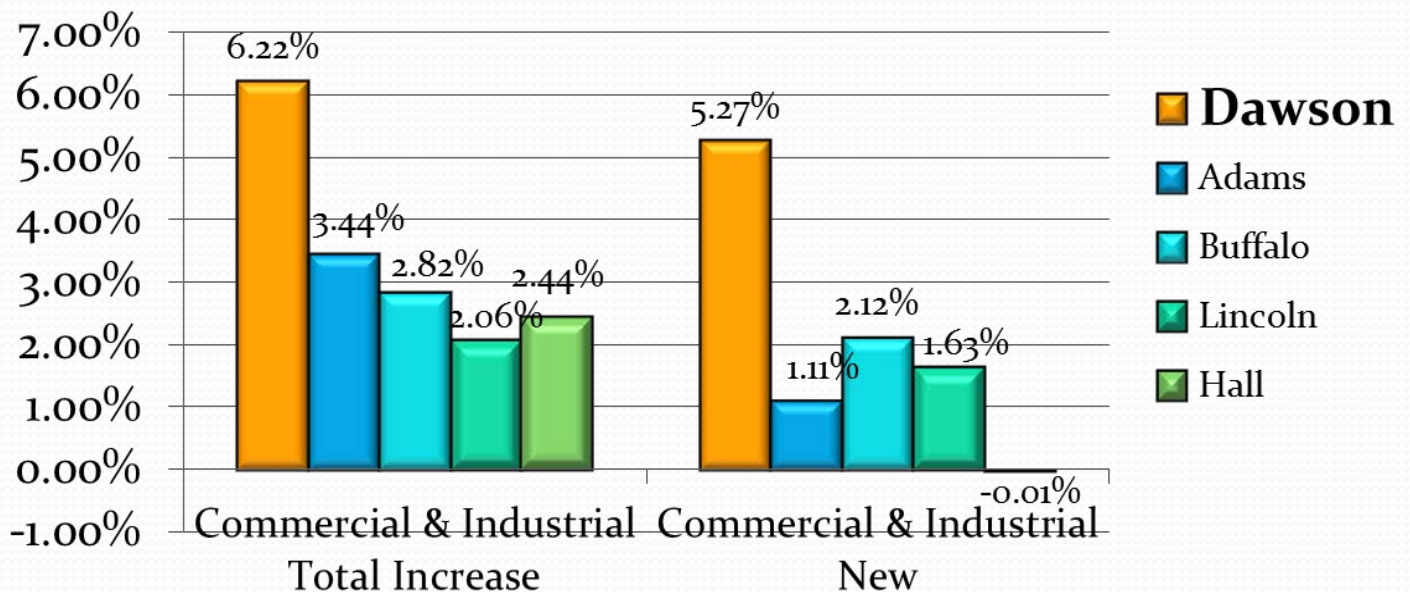


TOTAL DAWSON COUNTY VALUATION



COMMERCIAL/INDUSTRIAL VALUATIONS FROM 2011-2012

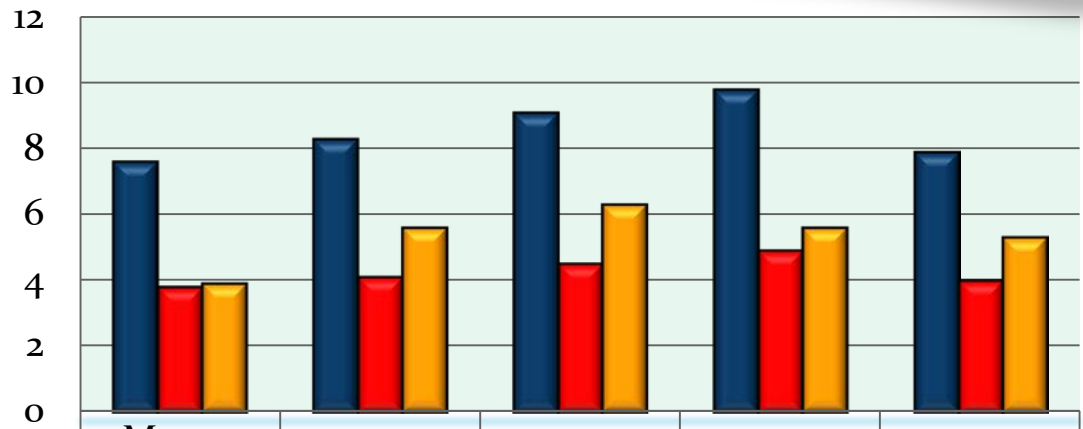
Dawson County has outpaced neighboring counties in growth of new and expanding businesses. Our total increase was 6.22% for last year.



Source: Nebraska Dept. of Revenue
Property Assessment Division

UNEMPLOYMENT RATES

Unemployment rates are as low as they have been in five years. Once again, we face the challenge of having more available jobs than people. Our ABL program will continue to develop the workforce for the future.



	May-13	2012	2011	2010	2009
■ USA	7.6	8.3	9.1	9.8	7.9
■ Nebraska	3.8	4.1	4.5	4.9	4
■ Dawson County	3.9	5.6	6.3	5.6	5.3

FOR YEAR END 2012

<u>Civilian Labor Force</u>	<u>Employment</u>	<u>Unemployment</u>
13,792	13,191	601

Source: NE Dept of Labor

Annual Not Seasonally Adjusted Labor Force, Employment and Unemployment data in Lexington, NE Micropolitan Statistical Area for 2012

HOUSING MARKET

Home appreciation the last year was 2.07%

(Compared to the rest of the country, Dawson County's cost of living is 16.50% Lower than the U.S. average.)

<u>Type</u>	<u>Issued</u>	<u>Construction Cost</u>
Residential, new construct	25	\$4,486,620

A new housing study has been commissioned to evaluate our needs and determine how many units and types of units the market will bear to try and attract more housing investment in the county.

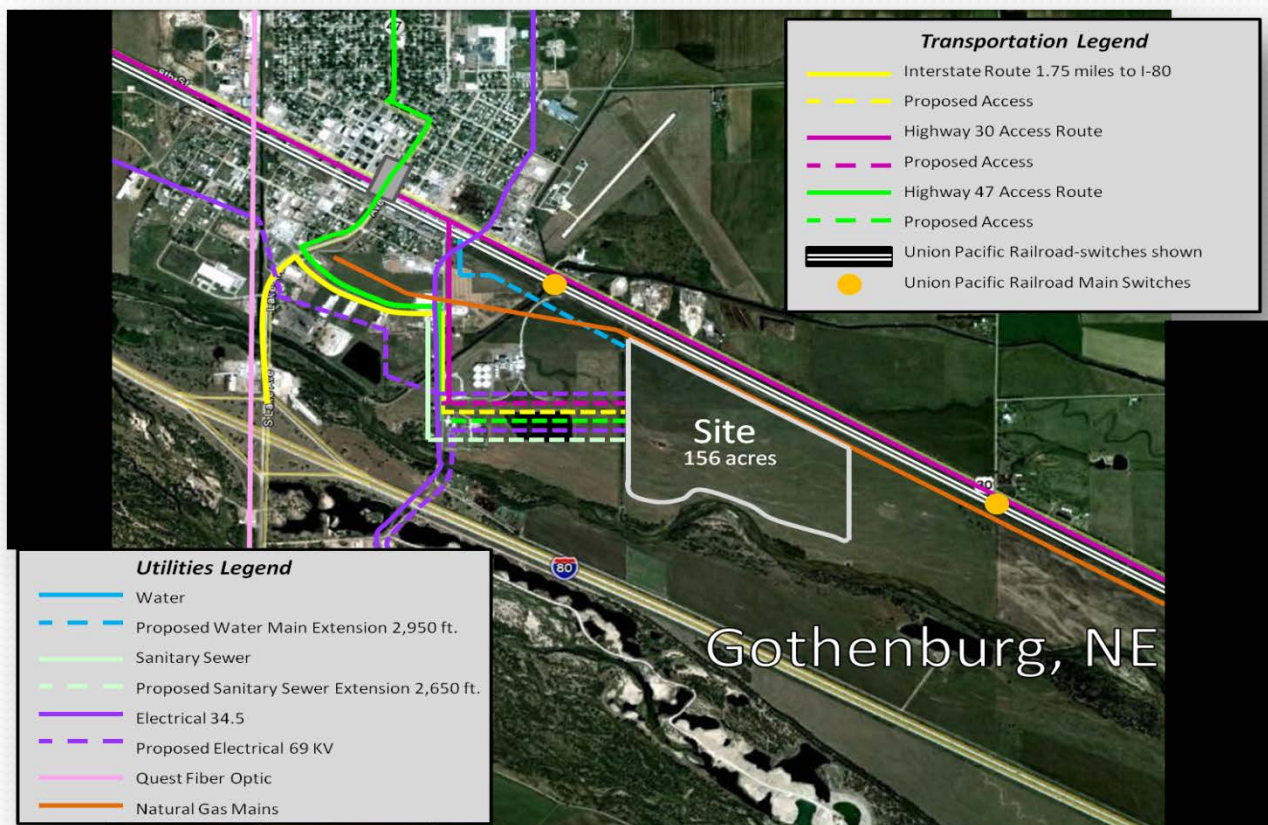


BUILDING & SITE DEVELOPMENT



DAD continues to assist in developing sites and buildings to bring new business and industry to the county. Check out all available sites and buildings at

dawsonareadevelopment.com



DAWSON COUNTY

Opportunities Everywhere

Exciting things are happening in our area. The development of the Gothenburg Industrial Site continues with infrastructure being extended this year. The Orthman Manufacturing expansion is underway and will leave an industrial building that will be marketed as a “speculative” building. Cozad’s business center is buzzing with activities including entrepreneurial trainings, a growing call center, and new businesses locating to the building.

Many new relationships are being formed within the state, nationally, and internationally to ensure continued success. We will continue to work at bringing new investment to the region. We want to make sure that no matter where you are,

ALL ROADS LEAD TO DAWSON COUNTY!



DAD PRIMARY OBJECTIVES

Encourage new investments of existing businesses by offering business development services and assistance

Generate new investment by revitalizing commercial areas through new local initiatives

Provide superior quality of life for Dawson County residents through new community development initiatives

Support ongoing improvements in workforce development and education to ensure Dawson County is a great place to live and work

Administer local programs such as downtown revitalization and revolving loans for businesses

Develop new practices that lead to long-term economic success



**Our goal is to
create the
best quality
of life for
residents of
Dawson
County!**

Working together every step of the way



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www.dawsonareadevelopment.com
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