

RURAL PLACEMAKING INNOVATION CHALLENGE



"Rise Our Region"

WHY? BECAUSE WE CARE

Pierce County is a special place. We're progressive, yet we are focused on families. As we grow, countless organizations together with resident advocates are striving to make the communities within our borders stronger for future generations.



HOW? MINDSET SHIFT

As a Community of Leaders and Entrepreneurs, we will listen to the voices of our residents and pave the way for future generations. We will deliver on what they are asking for to make their small town a way of life that's healthy and rewarding.

HOW?

BALANCING THE PROCESS

QUALITATIVE DATA

- Individual Interviews
- Focus Group Conversations
- Community Survey



QUANTITATIVE DATA

- Land Use Inventory
- Population Growth Patterns
- Economic Trends



What's Been Accomplished

- Completed on-site land use inventory, documenting: use, condition, and status of every property in the Plainview zoning jurisdiction.
- Completed baseline assessment of all streets and sidewalks in the city limits of Plainview.
- Collected economic and demographic data that will provide clues to the potential future growth and community needs.





What's Been Accomplished

- Plainview Completed the ECAP process on June 26, 2018
- Of the Eight ECAP Themes the Plainview Community decided to focus on four of them:
 - Community Vision
 - Culture of Change
 - Leadership
 - Entrepreneurial Culture





What's Been Accomplished

Under **COMMUNITY VISION** and **CULTURE OF CHANGE**, the following community **ECAP** goals were identified under Economic Development:

- Empty buildings occupied
- More businesses downtown
- More local jobs created
- Downtown revitalization
- Industry attraction





What's Been Accomplished

MORE BUSINESS DOWNTOWN:

- Eighteen new businesses have opened
- Four have transitioned to new owners
- Two have expanded in the downtown main street area
- Bringing 22 new business owners to Plainview



What's Been Accomplished

Outcomes from November 2017 – October 2021

Empty Buildings Occupied – 12 Downtown Buildings have been sold between 2018-2021 for new businesses

These include:

108 S. Main

406 W. Locust

409 W. Locust

118 S. Main

1103 S. Main

702 E. Park Ave

101 N. 6th

512 W. Locust

410 W. Locust

104 S. Main

108 S. West

410 N. 2nd



What's Been Accomplished

LOCAL JOBS:

- **Full-time jobs created: 17**
- **Part-time Jobs created: 32**
- **Jobs Retained: 11**



What's Been Accomplished

INDUSTRY:

BLACK HILLS ENERGY—

- After a 3-month selection process, Plainview was chosen by Black Hills Energy in 2019 as the location of their new regional service center.
- Five acres of land was purchased on the East side of Plainview.
- A 3,000 square foot service center was constructed and houses four permanent office staff.
- An average of 20 service technicians from across Northeast Nebraska utilize the facility on a weekly basis.



What's Been Accomplished

INDUSTRY:

GAZELLE A.I. –

- Plainview Economic Development and Pierce County Economic Development partnered with Norfolk Economic Development, Neligh Economic Development and Boone County Economic Development to utilize Gazelle A.I.
- This company provides lead generation for businesses looking to expand in the Midwest.



What's Been Accomplished

DOWNTOWN REVITALIZATION:

Plainview Economic Development and the City of Plainview applied for two grant programs from USDA Rural Business Development in 2019 to create local revolving funds.





What's Been Accomplished

DOWNTOWN REVITALIZATION:

Rural Economic Development Loan & Grant Program (RBDG) – Plainview was awarded an \$80,000 grant that was matched with \$25,000 from LB840 funds in May 2019 to create a \$105,000 revolving loan fund. To date \$77,000 in RBDG funds have been expended for new businesses.





What's Been Accomplished

DOWNTOWN REVITALIZATION:

INTERMEDIARY REVOLVING LOAN FUND (IRP) – Plainview was awarded a \$400,000 Intermediary Revolving loan fund that was matched with \$100,000 from LB840 funds to create a \$500,000 revolving loan fund. To date: \$68,000 in IRP funds have been expended for new businesses.





What's Been Accomplished

LB840: \$132,250 in Local Option Sales Tax has been utilized in the form of low interest loans between Nov. 2017 and October 2021 for new businesses.

- 2019- \$5000 in LB840 funds utilized for architect services for Plainview Community Building.
- 2020- \$10,000 in LB840 Funds used as match funds for a \$50,000 Downtown Revitalization CDBG Grant.
- 2020- \$35,000 in matching funds pledged to Nebraska Housing Trust Fund grant application for the four townhome project. A \$452,000 NAHTF housing grant was awarded to the City in August 2020 for the construction of four new townhomes.





What's Happening Now

DOWNTOWN REVITALIZATION GRANT:

In August of 2020, the City of Plainview was awarded \$435,000 CDBG Grant for building façade and downtown revitalization activities. These construction activities (new windows, roofs, doors, brick, awnings and signage) are occurring now.



What's Been Accomplished

COMMUNITY ECAP GOAL: EDUCATION "Thriving School"





What's Been Accomplished

COMMUNITY ECAP GOAL: HOUSING

- Low to Moderate income available plots
- Neighborhoods redeveloped to be cleaner and more appealing
- New housing, 12 plus new homes built per year





What's Been Accomplished

HOUSING

- Plainview LB840 purchased land for \$25,000 and created a subdivision north of Plainview.
- Three lots are required for each home (sold for \$1,000/lot) .
- Homes must be 1,500 square foot with a value of at least \$150,000.
- Two homes (approximate value \$280-400k) have been built in the subdivision.
- There is room for two more, for a total of four new homes.





What's Been Accomplished

HOUSING

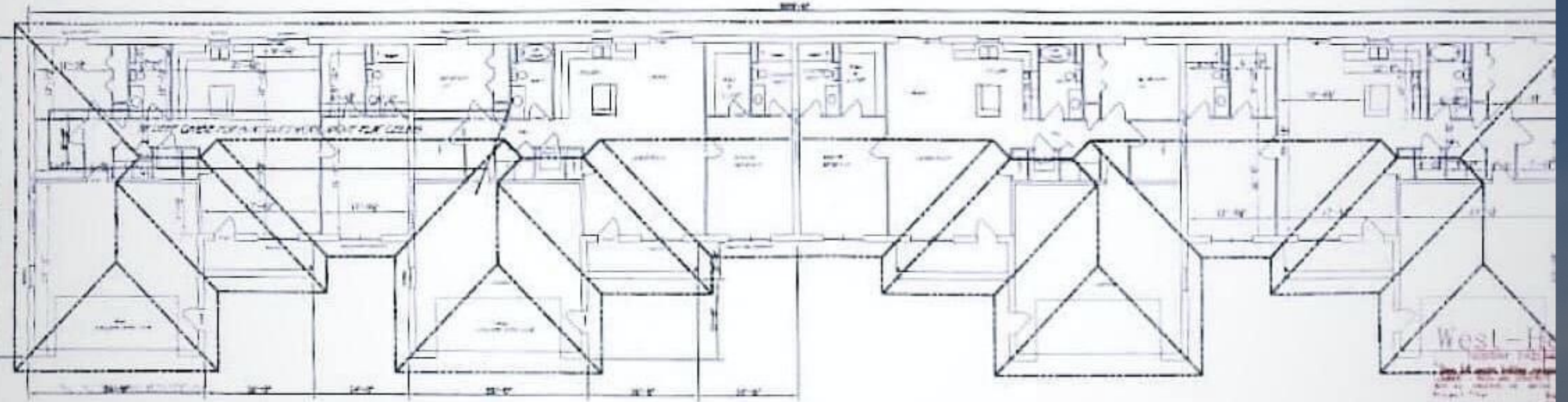
- In the last four years, six new homes have been built.
- 2020- City of Plainview awarded \$452,000 NAHTF Workforce Housing Grant to construct four townhomes
- 2021- Two apartment complexes in Plainview have been transitioned to a new owner. The new owner remodeled all units. Rents are \$650-700 each.



West-Ho
Lumber Supply
1000 1st Ave. S.W.
Seattle, WA 98104
Tel: 206-461-1111
Fax: 206-461-1112
www.west-ho.com

PARKVIEW TOWNHOME N

STANDARD PLAN 1000 SQ. FT. 1.5 BATH



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1000 1st Ave. S.W.
Seattle, WA 98104
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Fax: 206-461-1112
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What's Been Accomplished

COMMUNITY ECAP GOAL: SERVICES

Maintain existing services and increase day care options.





What's Been Accomplished

MEDICAL SERVICES

- CHI Health (hospital and clinic) has maintained its current facilities and introduced a new rural mental health program.
- 2020-The Plainview Pharmacy Transitioned to a new owner- retaining pharmacy services for the community and locally owned nursing home.
- 2020-Tranquil Spaces Counseling opened an office in Plainview bringing mental health services to the community.
- 2018- Priority Family Medicine opened in Plainview, adding another medical clinic to the community.
- 2018- Family 1st Dental opened in Plainview, allowing the community to retain dental services when the previous dental clinic closed.



What's Been Accomplished

DAYCARE SERVICES

- 2021- Hayly's Happy Hearts Daycare opened. Alleviating some of the pressure from the existing three home-based daycare providers in the community.
- 2019-2021- The Plainview Community Building steering committee included an Early Childhood Education Center for up to 70 children in the building plans.
- The capital campaign for the Community Building kicked off in October 2021.



What's Been Accomplished

COMMUNITY ECAP GOAL: AMMENITIES

- Continue to have the park be an attraction.
- Walking trails and Community Center Available.
- Churches - maintained so the community has options.





What's Been Accomplished

AMMENITIES: CHILVERS PARK

- 2018 - The Chilvers Park project for new playground equipment was a \$165,000 project.
- Plainview Economic Development worked with the City of Plainview and the Plainview Park Board to fundraise \$30,000 for the community which was used as a match for a \$30,000 grant from Peter Kiewitt Foundation, a \$4,500 grant from the Cooper Foundation and a \$22,500 grant from the Lower Elkhorn NRD.
- The City of Plainview paid for the remainder of the project.



What's Been Accomplished

AMMENITIES: CHILVERS PARK PLAYGROUND

The playground project consists of a new structure for ages 5-12 and a toddler playground for ages 2-5, new flooring was also installed in addition to a new water fountain and park benches.

The City then paid to re-roof the picnic shelters and bathroom in Chilvers Park.

CHILVERS PARK PLAYGROUND - Option 1





What's Been Accomplished

AMMENITIES: BAND SHELL PARK

2019 - Utilizing some of the LERND grant funds, two new SAND volleyball courts were added, including new trees, lighting, and benches. The City then paid to have the Band Shell structure repainted

Band Shell Park Updates





What's Been Accomplished

AMMENITIES: PLAINVIEW POOL

2019- The city pool board admired the shade sails used on the Chilvers playground equipment. They collected bids and set aside funding in their 2019 budget to purchase three shades for the city pool.

PLAINVIEW SWIMMING POOL





What's Happening Now

AMMENITIES: PLAINVIEW COMMUNITY BUILDING

A proposed community center had been discussed for a year in Plainview. The timing of the community ECAP survey allowed Plainview Economic Development and the City of Plainview to include a section in the community, alumni and high school youth survey dedicated to the community building project.



What's Happening Now

AMMENITIES: PLAINVIEW COMMUNITY BUILDING

The survey asked:

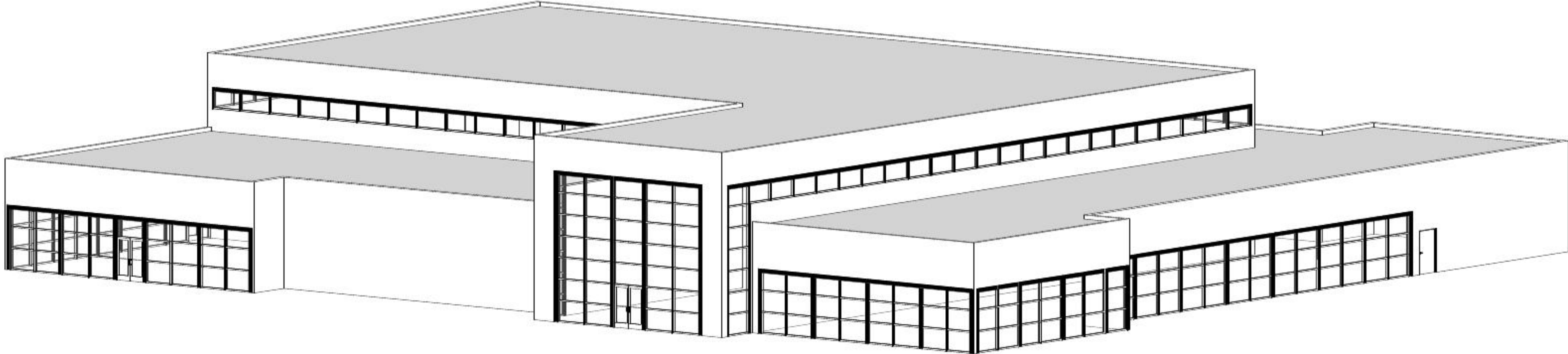
- Which amenities they would like to see in the building
- To rate the priority of this project.

Results reported 75% of survey respondents placed the building at a high to moderate priority.

A steering committee was assembled for the project and began working with the City Engineer and architect to draft renderings of the building.

AMMENITIES: PLAINVIEW COMMUNITY BUILDING RENDERING

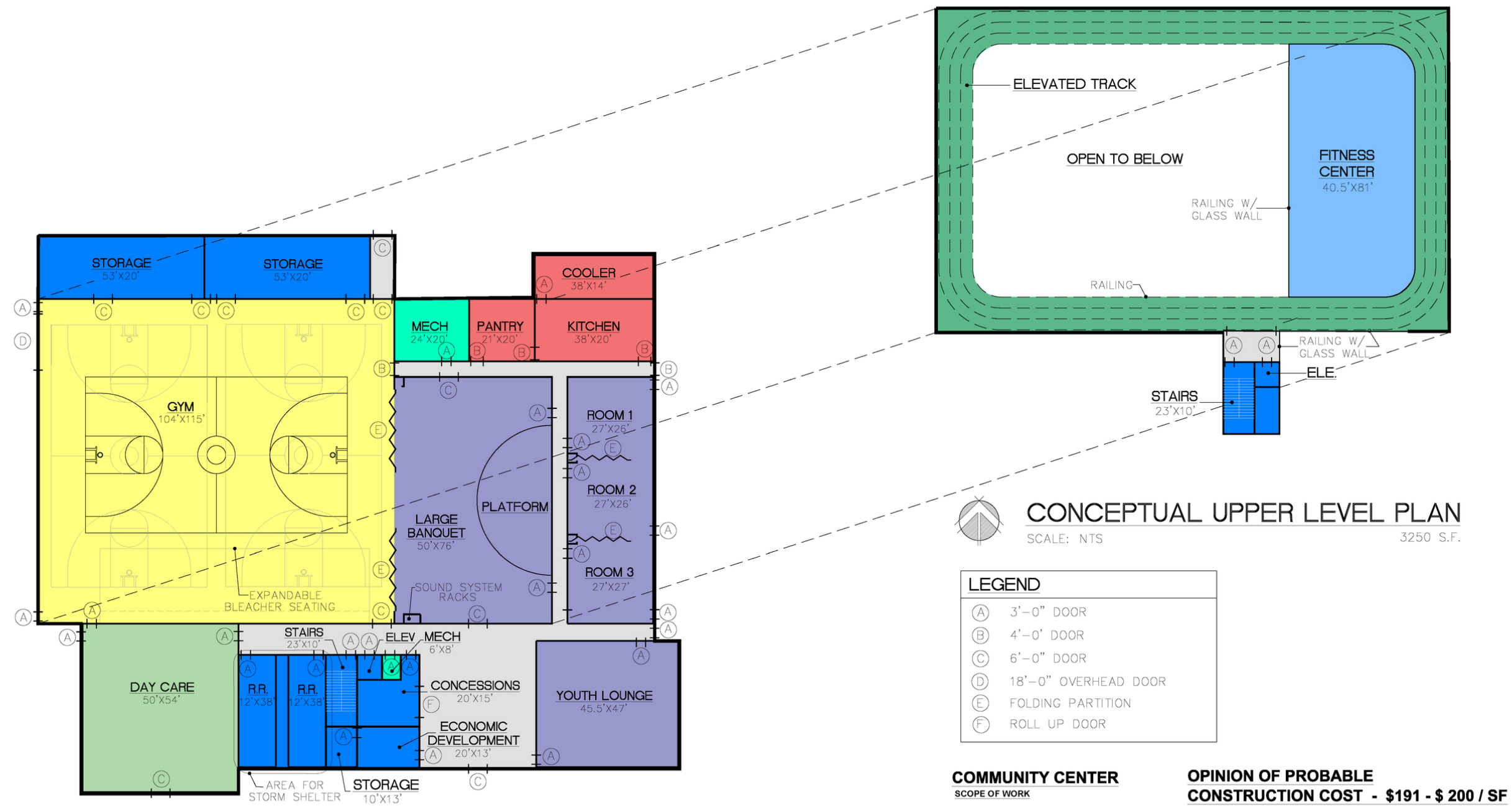
Based on the top 7 amenities requested by the community, alumni and youth the following rendering was developed.



CONCEPTUAL EXTERIOR PERSPECTIVE

AMMENITIES: PLAINVIEW COMMUNITY BUILDING FLOOR PLAN

Based on the top 7 amenities requested by the community, alumni and youth the following floor was developed.



CONCEPTUAL FLOOR PLAN
SCALE: NTS 32,748 S.F.

PLAINVIEW COMMUNITY CENTER PLAINVIEW, NE



What's Happening Now

AMMENITIES: PLAINVIEW COMMUNITY BUILDING

The components of this project are important to Plainview and Pierce County's long-term success.

We will increase early childhood education options, add a new indoor track (unique in the county), expand available event and conference spaces, offer a new full-sized basketball court, tennis courts, and a 24-hour fitness facility.



What's Happening Now

COMMUNITY ECAP GOAL: TRANSPORTATION

- Maintain Class 1 rail system and airport
- Maintain highway presence.





What's Happening Now

TRANSPORTATION: RAIL

- Plainview is still well positioned in the middle of all three of these transportation lines.
- Pierce County Economic Development is exploring options to create a rail complex between Plainview and Osmond to further their industry attraction goals.



What's Happening Now

COMMUNITY ECAP GOAL: GROWTH

Increase community population by 25%

- According to the 2021 Census the population of Plainview has grown from 1,246 in 2010 to 1,300 in 2021.
- Plainview Public Schools also reports the highest student population in four years with an increase of 50 students.
- Our community is getting younger: median age was 46.7 in 2010 and was 40.1 in 2019.





What's Been Accomplished

COMMUNITY ECAP GOAL: VISION

Create a vision statement, logo and slogan for the Community of Plainview. This statement incorporates qualities we already have such as: agriculture, transportation, location and letting people know you can do business here.





What's Been Accomplished

VISION

- A committee was formed in 2018 to explore this idea.
- The Plainview News for this project to keep things local.
- Two public meetings were held where slogans, logos and ideas were shared in order to allow the community to participate in the process of crafting the logo and slogan.
- October 2018 - The community was invited to vote on their favorite design and slogan.

VISION: PLAINVIEW LOGO AND SLOGAN - The winning design received 67 votes.





What's Been Accomplished

SLOGAN

Plainview as the “Middle of Everywhere” encompasses not only the community’s geographical location in the Midwest, but the community’s identity to get anyone where they want to be, all from here.



What's Been Accomplished

COMMUNITY ECAP GOAL: LEADERSHIP

2018 Emerging Leaders- At the conclusion of the ECAP Process, 18 new and emerging leaders participated in BP10 Gallup Strengths Based Training to further their leadership skills and innate strengths.





What's Been Accomplished

LEADERSHIP

- Twelve of these individuals served on the Plainview Community Building Steering Committee.
- Five others are serving on the CDA (Community Development Authority), LB840 Economic Board, and DTR (Downtown Revitalization Committee).
- The LB840 Board and DTR Committee have had a large impact on the Plainview business and housing community.



What's Been Accomplished

YOUTH LEADERSHIP & ENTREPRENEURSHIP

- In 2021, Plainview and PCED created a Youth Leadership & Entrepreneurship Course.
- ECAP youth surveys indicated that more than 70% of the youth in Pierce County at Plainview, Osmond and Pierce High Schools stated they had a high interest in participating in leadership and entrepreneurship courses if they were available.
- PCED plans to roll this program out in Summer 2022.



What's Been Accomplished

COMMUNITY ECAP GOAL: ENTREPRENEURIAL CULTURE

In the area of ENTREPRENEURSHIP, the Communities are:

- Recruit new businesses and identify incentives/opportunities to help develop companies (incubators)
- Housing (make more affordable)
- Business coaching, and developing entrepreneurs





What's Been Accomplished

ENTREPRENURIAL CULTURE

In 2018 - Plainview Economic Development has partnered with the Center for Rural Affairs, SCORE, USDA Rural Business Development, and the Nebraska Business Development Center (NBDC) to offer free technical services to new and emerging businesses including social media marketing, Quickbooks training, business counseling, and more. Plainview Economic.

In 2020 - Plainview Economic Development partnered with Pierce County Economic Development to create an online e-marketplace website, **piercecountryshopwhereilive.com**, that hosts up to 200 local businesses.

ENTREPRENURIAL CULTURE

Plainview Economic Development expanded its services to offer:

- Connections and referrals to local resource providers
- Incentives
- Workforce
- Low Interest Loans
- Non-Traditional Financing
- Consultation on business incentives
- Information on available sites and buildings
- Government agency and private sector service provider liaison
- Export and import assistance
- Customized Business information
- Business Plan Writing and Pro Forma
- Economic profiles and trends
- Demographic profiles and data
- Labor force data
- Major Employer listings
- Finding Employees through local and state resources
- Quality of life information including educational, recreational and cultural amenities
- Technical assistance to all new, emerging and existing businesses
- Low Interest Loans and financial services



What's Happening Now

ENTREPRENURIAL CULTURE

Plainview Economic Development has been working to create an incubator for businesses utilizing a 35x35 community center building the city owns, located in the downtown business district. The city vacated the building in 2019. A plan to utilize the vacant building was pitched several times to the City Council between 2019 and 2021 but has not advanced at this time.



What's Been Accomplished

ENTREPRENEURIAL CULTURE

2017-2021- With the addition of 23 new business owners, the availability of low interest revolving loan funds, and services provided by Plainview Economic Development, PCED, and our collaborative partners, including the Plainview Chamber of Commerce, an entrepreneurial eco system has been created in Plainview. This has brought new members to the chamber of commerce, along with new ideas and events promoting the community and main street.



What's Been Accomplished

ENTREPRENEURIAL CULTURE: HOUSING

2018- Plainview Economic Development began advertising and promoting home ownership programs available through the USDA, NIFA, Neighborworks, and NENDD. These programs provide down payment assistance, low interest rates, and rehab funds.



What's Been Accomplished

ENTREPRENEURIAL CULTURE: HOUSING

2020- Plainview Economic Development and the City of Plainview applied for a \$452,000 NAHTF grant fund to construct new, modern, low maintenance, workforce housing. The grant was awarded August 2020.

ENTREPRENEURIAL COLLABORATION

SMART PLANNING

Acting on recommendations in the Comprehensive Plan based on the proposed Future Land Use Map.

RURAL PLACEMAKING

Implementing ongoing projects between Plainview City Council and local citizen-led groups.

Emphasis in these areas: resident retention, sustainable and affordable housing, and economic development.



PIERCE COUNTY Community Stakeholders & Advocates

Susan Norris, PCEDNE, Project Sponsor

Lowell Schroeder, FIVE RULE-Lead Planner

Marilyn Schlake, ECAP Lead Facilitator