



DECEMBER 2016

Nebraska Ranks #3 on Forbes Best States for Business

Forbes has been measuring the Best States for Business for the last 11 years. These results are widely based on the best business climates and potential for future successes. “These top 5 states are thriving thanks to low business costs, educated workforces and pro-business regulation.”

In 2016, Nebraska found itself third on the list highly due in part to the fact that it has the lowest average unemployment rate in the country at 3.1% . Although Nebraska is one of the smaller populated states to make the top ten, business is still extremely productive with \$114 billion in gross state product.

Another key to Nebraska’s success is the ability to keep young graduates working in state. Currently, Nebraska has a college attainment rate of 30.2%, this number is a major attribute to maintaining an educated workforce.

It is no wonder why Nebraska landed so high on this list, as well as why businesses are looking to make Nebraska their home when the cost of doing business is 6.9% below the national average. For more information, <http://www.forbes.com/best-states-for-business/#5a34b1a718cc>

Scrap Tire Program Deadline

Reminder: Nebraska Department of Environmental Quality (DEQ) has funding available to remove old scrap tires, this includes fees to pay the hauler, project advertising, and limited staff time during collection.

If any municipality or county wants to apply for this funding, the application deadline is February 1, 2017. With this date in mind, applications will need to be approved at your January meeting in order to be filed on time.

Give CJ a call at 308-284-6077 and she will gladly assist you with the process of completing an application.



Clerk of the Month

Donna Tannahill - City of Arapahoe

Donna Tannahill is no stranger to the City of Arapahoe, as she is a proud alum of Arapahoe High School. Although, she did move away for several years, there is no place she would rather call home than rural America. It was not until 2016 that she began working for the city, but she was quick to dive right in and hit the ground running.

One of her favorite things about being a clerk is being actively involved in the projects that help promote the growth of the community. She acknowledges that she still has a lot to learn, but is very appreciative of everyone's patience and willingness to help her evolve and succeed. While her passion lies with numbers, she is intrigued by the daily tasks and challenges that occur on the clerk side of things.

When Donna is not busy working, you will most likely find her with her best friend and husband, Terry. They have two kids and four wonderful grandsons that truly are a joy to be around. To say that she is an animal rescuer, may be an understatement, Donna and her husband have seven dogs and four cats. There is just a part of her that loves being able to provide animals with a loving home.

Growing up on a farm has had a major impact on her life and that is why she takes so much pride in her garden, she figures it is the closest thing to farming that she can get. She loves having fresh produce on hand for any time that she finds a great new healthy recipe to try out.

Generate Online Business Activity with CTA's

Call To Actions (CTA) are a very valuable tool when it comes to successfully marketing your business. A well thought out CTA will help reel in potential customers and expand your overall Online presence.

By capturing the customers attention with a reason to click deeper into a website or to subscribe to monthly promotions, you are not only building a relationship with the customer, but also increasing the likelihood they will become a repeat customer.

Engaging the consumer can be done in a variety of ways, for more information about CTA tips, follow the link below.

<https://www.score.org/resource/10-steps-creating-ctas-really-work>



#whatshappeningWCNDD

What are you doing this fall? Send us your pictures to mburke@west-central-nebraska.com with the hashtag #whatshappeningWCNDD and we will share them on our Facebook page. Meanwhile, see if you can guess where this is ...

USDA Energy Efficient Loans and Grant Applications Still Available

Rural small businesses and agricultural producers are eligible to apply for loans and grants to support renewable energy and energy efficient projects. Contact Jeff Carpenter with USDA for more information: (402) 437-5554 or jeff.carpenter@ne.usda.gov

Energy efficient investments can not only cut small business costs, but also provide opportunities to expand operations. The application deadline for energy audit and renewable energy development assistance grants is Jan. 31, 2017.

Applications for renewable energy system and energy efficiency grants of \$20,000 or less are due by March 31, 2017, for the second funding cycle.

Applications for renewable energy system and energy efficiency grants of greater than \$20,000 and all combination grants and guaranteed loans are due by March 31, 2017. USDA will set aside 20 percent of the funds for grants of \$20,000 or less.

Important Deadlines:

Scrap Tire Application

February 1, 2017

CDBG Pre-App Annual Cycle

March 3, 2017