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NEBRASKA



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Paxton Receives Land and Water Conservation Fund Grant

The Village of Paxton Nebraska was awarded a Land and Water Conservation Fund (LWCF) grant in the amount of \$10,908.50 by the Nebraska Game and Parks Commission in late January.

The Village requested funds to improve the quality of life for the residents in the community by improving aspects of their outdoor recreation facilities and by providing handicap accessibility to areas that are currently under served. With the assistance of WCNDD, this application was awarded with the intent of replacing the ballpark foul line and outfield fencing, as well as pouring concrete slabs for handicap accessible parking and seating near the park bleachers. The needs identified by this project will help strengthen the health and vitality of the community in the Southwest region of Nebraska.

The LWCF is a federal grant program that was established in 1965 through the National Parks Service within the Department of the Interior.

The LWCF stateside assistance grant program has provided funding for community outdoor recreation projects across Nebraska for nearly 40 years. Many ballfields, swimming pools, playgrounds, picnic shelters and natural areas have been assisted by the LWCF program. To date, more than 365 political subdivisions within the state of Nebraska have benefited from the LWCF program. Contact WCNDD, to see how your community could benefit from this grant program.

More information about Land Water Conservation Funds, <http://outdoornebraska.gov/lwcf/> or <http://magazine.outdoornebraska.gov/2017/01/commission-adopts-changes-boating-regulations/>

WCNDD - Job Opening Community & Economic Development Specialist

If you have initiative, work well with others, and have problem solving skills with attention to detail and are organized we would like to have you on our team.

Demonstrated abilities in written, oral communication and working without supervision. Performs professional level work providing technical assistance to rural communities and economic development organizations. Travel and night meetings will be required.

Requires degree in planning, economics, political science or related field or any equivalent combination of education and/or experience. Competitive wage with benefits.

The position is in the Ogallala office and will be open until filled. Submit resume to: Karl Elmshaeuser, Executive Director, West Central Nebraska Development District, P.O. Box 599, Ogallala, NE 69153 or email to karl@west-central-nebraska.com. EOE



Make Your Product Stand Out

Everyone is looking for the same answer, what can I do to make my product great and stand out above all other products. In fact, “some of the most successful products on the market are hardly all that new or original. It’s important to be innovative and flexible, but there’s no need to reinvent the wheel to succeed.” There are a few key aspects to keep in mind when developing a viable/successful product that are often overlooked.

In today’s digital world, it can be easy to forget the value that comes from establishing strong personnel relationships with your clients. Rewarding loyalty not only helps you build a connection with your clients and your product, but also reminds your clients of the value of being a repeat customer. Establishing this connection helps consumers know exactly who they are supporting when they buy from you and increases the likelihood of them returning in the future.

Another key to successful product marketing is to build on your strengths. By figuring out what is and is not working for your business creates an opportunity for you to focus your efforts on areas that are going to help your product stand out.

More information is available at <https://www.score.org/blog/how-make-your-product-stand-out>



#whatshappeningWCNDD

What are you doing this winter? 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 ...

Civic and Community Center Financing Fund Program

Annually, the Department of Economic Development accepts applications from Nebraska municipalities for grants to support the development of civic, community, and recreation centers under the Civic and Community Center Financing Fund program.

The fund may be used for new construction of or the renovation and/or expansion to existing civic, community, and recreation centers, which may include the conversion, rehabilitation, or reuse of historic buildings. The fund may also be used for preliminary planning related to the development or rehabilitation of eligible projects. The definitions of eligible projects are:

- Civic Center- a facility that is primarily used to host conventions, meetings, and cultural events and/or a library. A civic center therefore includes space for conventions, meetings, and cultural events and/or a library.
- Community Center- the traditional center of a community, typically comprised of a cohesive core of residential, civic, religious, and commercial buildings, arranged around a main street and intersecting streets. A community center is therefore an area of multiple buildings with both internal and external elements. A civic center may or may not be in a community center.
- Recreation Center- a facility used for athletics, fitness, sport activities, or recreation that is owned by a municipality and is available for use by the general public with or without charge. A recreation center does not include any facility that requires a person to purchase a membership to utilize such facility.
- Planning- engineering and technical studies directly related to eligible projects.

The program operates on a two-part application process. Previous years included a pre-application component and required invitation to submit a full application. Beginning in 2017, a municipality seeking a grant will submit a letter of intent to apply and complete a full application online using <https://neded.fluidreview.com>. The letter of intent shall be signed by the applicant municipality's

chief elected official and received by the Department by April 1 of the current program year.

To see if your project is eligible to apply, please review all of the program fund guidelines, <http://www.neded.org/community/grants/applications/ccff> or contact Jenny Mason with DED for more information: 402-471-6280 or jenny.mason@nebraska.gov

Important Deadlines:

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| Housing Trust Fund Pre-App Annual Cycle | March 3, 2017 |
| Board Boot Camp Registration | March 28, 2017 |
| Civic and Community Center Financing Fund | April 1, 2017 |
| CDBG Planning | April 1, 2017 |
| CDBG Tourism | May Open Cycle |
| CDBG Pre-App Public Works | May 8, 2017 (Pending) |
| CDBG Downtown Revitalization | May 31, 2017 |
| CDBG Pre-App Housing | August 4, 2017 (Pending) |
| CDBG Water & Waste Water | Open Cycle |