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Ring in the New Year - What will 2013 bring?

I hope you all had a very Merry Christmas and a Happy New Year! 2012 was an extremely busy year for the entire community, and we hope that 2013 will bring additional success stories to the Wayne Area.

I bring up the same comment I made at last year's annual banquet. "2011 was a year of ground-breakings, and 2012 will be of ribbon-cuttings." How true did that statement hold! These ribbon cuttings ranged from million dollar investments to small retail startups. No matter the size, all of these new and expanding businesses are the backbone of a diversified economy, one of which Wayne can be very proud!

To note a couple of projects very near and dear to Wayne Area Economic Development in 2012 (but in no way diminishes the many other projects in the community) include Cobblestone

Hotel and Williams Form Engineering. Success takes time; 2007 set the stage for both of these projects.

The Cobblestone project started with Wayne Area Economic Development commissioning and funding a hotel feasibility study. The study's results were similar to what we thought, but with the credibility of the consultant, developers began talking to the Wayne Community. This is where Northeast Nebraska Investors (NNI) took the ball and ran with it! With countless hours by this group (NNI), investors in the project, Lou Benscoter's foresight in buying the "old Scotty Thompson property", the City of Wayne, and many others...Cobblestone Hotel opened its doors in May 2012.

In 2007, the City of Wayne, Wayne Area Economic Development, the local banks, and the

State of Nebraska took a chance with constructing a speculative building in the Wayne Business Park, coined the "Opportunity Building". After three plus years of marketing the building, Williams Form Engineering found the property online and started having conversations with the community. After purchasing the building (and the 6.5 acres of land) and 1.5 acres adjacent to the property, Williams form finished the building and started production in June 2012.

Today, the office knows of 3 other projects which might be announced as soon as next month. We all hope the momentum of 2011 and 2012 carries over to 2013 and beyond! Thank you all for making 2012 what it was in Wayne.

Wayne Works
Quality • Availability • Reliability

2013 Membership Investment Drive

The membership investment drive for 2013 is off to a fantastic start. The 2013 budget has an \$85,000 cash goal for investment. This investment makes up approximately 30% of our annual budget (with the remainder coming from the City of Wayne and program income...Chicken Show, Vendor Golf, Annual Banquet, etc). Thank you to all of the members who have already made your membership investments for

2013. For other renewing or new members, please make every effort to make your commitment by February 28 so that your member benefits do not lapse. Also, at that time a membership directory will be published with a listing of all members to date. If you would like to know more about member benefits or simply more about what the economic development organization does, don't hesitate

to contact the office or one of the Board members.

No major changes were made to the investment levels or member benefits for 2013. As an entire organization, Wayne Area Economic Development | Chamber | Main Street is very proud that it has had no increases to its business investment levels since the organization's inception (now 7 years strong!).

Tomorrow
is the first blank
page of a 365 page
book.
Write a good one.

— Brad Paisley

**MAJESTIC
THEATRE**

Showtimes at
www.majesticonmain.org
Or call (402) 833-1833

Government Affairs is sponsoring a table at the Nebraska State Chamber Legislative Caucus, Annual Meeting, and Hall of Fame Banquet on February 7 in Lincoln. Contact Wes to reserve your seat.

Working to improve the community of Wayne and its surrounding area through affordable housing development.

**Wayne Community Housing
Development Corporation**
108 W 3rd Street
Wayne NE 68787
wchdc@waynetworks.org
A non-profit equal housing opportunity partner

2012 Wayne Housing Study Available

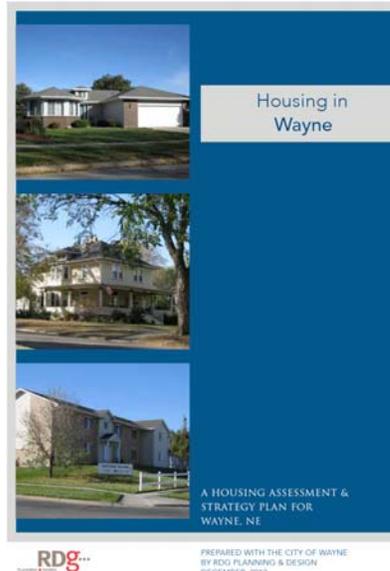
By: Kari Wren

The City of Wayne and Wayne Community Housing Development Corporation, through a partnership, have obtained an updated housing study for Wayne and the surrounding area. The study was made possible by a grant that was applied for and received by the Wayne Community Housing Development Corporation, and obtained through the Nebraska Investment Finance Authority (NIFA). NIFA's support has been a critical financial component in our ability to obtain a current housing study.

Amy Haase from RDG Planning and Design, which is a company based out of Omaha, has been working for the last several months collecting data, photographs and statistical information to create a comprehensive study on what types of housing are available or needed in Wayne, as well as assisting with projections for our housing needs over the next ten years.

The community was involved in the process by attending focus group meetings, as well as completing community attitude surveys. I would like to take this

opportunity to personally thank everyone involved in this process and extend my gratitude to the community members including business people, lenders, developers, students, employers, landlords, real estate professionals, and senior citizens that took time out of their schedules to provide input. A



special thank you goes to Nancy Braden and the City of Wayne for their expertise and support.

The study in its entirety is located as a link on the City of Wayne's website. You may access the study by visiting www.cityofwayne.org and clicking on the Quick Link on the right hand side of the home page named 2012 Wayne Housing Study. I also invite you to attend the January 15, 2013 City Council meeting at 5:30 p.m. to listen to Ms. Haase report on the study findings. All interested community members are invited and encouraged to attend.

The housing study will be a valuable tool in guiding our leadership toward the areas the community may want to focus on in the housing arena. Housing is a topic that affects many aspects of our City and its growth. It is a prevalent part of Wayne's ability to continue to grow and thrive, in attracting new business and retaining our current employers and workforce. The new housing study is a key factor and an integral part in our ability to plan for the continued prosperous future of Wayne.

2nd Quarter Congeniality Winner



Jason Claussen, Ambassador President, presented Kristy Otte with the Ambassadors 2nd Quarter Congeniality Award at Chamber Coffee hosted by State National Bank. Kristy works at the State National Bank Drive-Through. Kristy's nomination stated that she "is always polite and positive with everyone in the Drive-Through and outside of work. Kristy goes out of her way for others and deserves the Congeniality Award for everything she does and puts into the Wayne Community."

Nominations are being accepted for the First Quarter 2013 Congeniality Award until the next meeting of the Ambassadors on January 23.

Up and Down Main Street

By: Tony Kochenash

As we enter a new year it is noteworthy that we take some time to reflect on the past year. First of all, I think the Holiday Promotions were terrific starting with Christmas on Main in late November. The Parade of Lights and Fantasy Forest with its totally new format were highly successful. I loved the luminaries during the parade and the various musicians who entertained on the sidewalks after the parade. The weather gave us a welcomed assist and did help us get overflowing crowds in our downtown area. The participation in the decorating of trees was up as was the participation in the weekly Stamp Card Drawings for the Chamber Bucks that were part of our retail promotion in town. Many more people participated in decorating their houses and yards and we had some festive winners.

The State National Bank was overflowing for Chamber Coffee on December 21 and for the final stamp card drawing and the announcement of outdoor decorating winners. Two names were drawn for the final Stamp Card Drawing. Winning \$250 of Chamber Bucks each were Betty Walton and Larry Skokan. They join lucky \$50 weekly winners Jason Racely, Mable Tietgen, Jamie Stewart, Dean Milander, and Judy Kramer. Office staff are still counting how many cards were deposited in the hopper by 24 participating businesses since November 9. Each stamp card represents \$100 spent at local businesses.

Winners of the Outdoor Lighting contest, 2012 Front Yard Fantasies and Back Yard Beauties, were announced at Chamber Coffee on Friday, December 21. Five winners representing four quadrants of the city and rural mailing addresses of Wayne each received \$50 Chamber Bucks for their efforts. Dave and Terri Headley, 114 Douglas St.; Jim and Connie Granquist, 221 South Windom; Elaine and Roger Saul, 1001 Lilac Lane; Frank and Linda Teach, 607 Fairacres; prizes sponsored by Wayne Area Economic

Development/Chamber/Main Street and Carol Bauermeister, rural Wayne; prize sponsored by Northeast Nebraska Public Power.

As an added incentive, gifts donated by Bailey's Hair and Nails, Rustic Treasures, Final Touch, and Bomgaars were randomly awarded to those who nominated entries for the contest. Winning admirers were Kathy Johnson, Donella Johnson, Mary Ellen Maxey, and Heidi Armstrong. Special thanks to the out of town anonymous judges and coordinators Fauneil Bennett and Nancy Jo Powers.

The volunteers who participated in the Promotions Committee of Revitalize Wayne did a great job in planning and accomplishing all these activities and deserve our community's praise and congratulations.

Throughout the year much building and change took place all around town. To mention a few, and hopefully I will not miss any, we added a new locally owned motel, a major church addition, two major additions to our hospital, a new dental office, a change in identity of a major retailer and a new building for a longtime retailer. We have had lots of activity in what most of us used to refer to as the "Spec Building," with a new manufacturer hiring nearly 20 employees. I think Wayne has been the crown jewel in Nebraska's economic development and we have a great crew at the WAED office to thank for a lot of the progress we are beginning to see.

So where do we go from here? We need to continue to work and make progress. We need for 100% membership from our business community in Wayne Area Economic Development/Chamber/Main Street and we need to see greater active participation from our business community. By working together, we can achieve much more and grow the economic climate of our city to

become more healthy and more successful.

For the Revitalize Wayne/Main Street Wayne, I personally would like to see every retailer become active in our committee. We need your ideas, your thoughts, and your opinions so that we can work for a viable and healthy shopping environment that is attractive to not only our citizens, but to all people who live in northeast Nebraska. We should be the shopping center for all who live here. In unity there is strength and then perhaps, we can tackle all the challenges that we face.

What else would I like to see happen for us business owners in Wayne? From time to time I run into people who come to Wayne to shop, but find the store they wanted is closed while other stores are open. I believe we need to consider unified open days and hours. The week before Christmas, I met a couple that came to Wayne from Hartington to shop one of our stores, but it was closed. What kind of image did we leave with these people? I don't believe this is what we want. I think we want a better image. Another thing I would like to see is for the bars and restaurants to work together with the retailers. There are numerous opportunities for us to work together and to make Wayne more appealing. How nice it would be for several ladies from neighboring town shopping right before lunch to receive a discount coupon from a restaurant in town? Very nice, and we can get there if we talk to each other and join the Revitalize Wayne/Main Street meetings on the second and fourth Tuesday of each month at 8 a.m. in the South Meeting Room (SMR) of the Wayne city auditorium.

Happy New Year.

2013 Revitalize Wayne Committee

Matt Ley
Chair

Kari Wren
Vice Chair

Diane Vovos*
Co-Secretary

Lois Shelton
Co-Secretary

Heidi Claussen

Lowell Heggemeyer

Lowell Johnson

Mark Kanitz

Mick Kemp*

Lynette Krie

Tony Kochenash

Matt Ley

Marie Mohr

Jeff Morlok

Nana Peterson

Kurt Schrant

Reggie Yates

The National Trust Main Street Center's mission is to empower people, organizations, and communities to achieve ongoing downtown and neighborhood district revitalization based upon the principles of self-determination, resource conservation, and incremental transformation represented through the comprehensive

Main Street Four-Point Approach™.

2013
Business & Industry
Committee

Kevin Peterson*
Chair

Kevin Hoffart
Chair-elect

Jill Sweetland
Secretary

Corby Schweers
Past Chair

Jason Barelman

Gary Boehle

Ken Chamberlain

Adam Endicott

Curt Frye

Lowell Johnson

Dick Kiedel

Ken Kwapnioski*

David Ley

Ken Liska

Todd Luedeke

Ray Nelson

Dave Olson

Adam Severson

Lois Shelton

Sarah Surber

BJ Woehler

Kelvin Wurdeman

Annual Banquet Scheduled for January 27

Make plans to attend the Wayne Area Economic Development Annual Banquet on Sunday, January 27 at the Wayne State College Student Center Frey Conference Suite. Valet Parking will be available at the East entrance to the WSC Student Center. The Banquet will start at 6 p.m. with a cash bar. The program will begin at 6:30 p.m. prior to the meal catered by Chartwells. Tickets will be sold

individually for \$20 each and in tables of six for \$150. Businesses purchasing tables will receive complimentary drink tickets and reserved seating for the banquet. All tickets must be purchased by Friday, January 18. Tickets will not be available after that date.

The Special Events Committee is seeking items for the Annual Silent Auction held in conjunction with the banquet. Money raised by the auction funds a

WSC Scholarship awarded at Band Day each year.

The program will be punctuated with the announcement of several prestigious community awards. Recipients of the Nebraska Main Street Awards will also be recognized by Lt. Governor Rick Sheehy.

The Special Events Committee has more fun up their sleeves following the success of the *Minute to Win It* games at last year's banquet.

Ag Outlook Seminar and Appreciation Lunch

Nearly 80 area farmers participated in the Agriculture Outlook Seminar and Appreciation Lunch on December 7 at the Wayne Fire Hall.

Three speakers informed and educated the group throughout the morning. Alliance for the Future of Agriculture in Nebraska (AFAN) Director Willow Holoubek shared the work of her organization and goals for the future. Holoubek highlighted the extreme success agriculture has had the last few years and also discussed some of the exciting opportunities Nebraska has to expand its existing agricultural economy.

Nebraska State Climatologist

Al Dutcher reviewed the recent weather and its patterns from the last 12 months as well as informed the group of what he expects for weather for the upcoming growing season. Dutcher was not very optimistic on significant moisture for the area for 2013. However, he was still hopeful that some winter moisture could help the existing conditions and replenish some of the "upstream" reservoirs.

Nebraska Farm Bureau National Affairs Coordinator, Jordan Dux informed the group on status of the 2013 Farm Bill and how it will affect future operations. Much of his information included what constitutes the

proposed Farm Bill and some of its components being scrutinized and debated in Washington.

A hearty lunch was catered by Vel's Bakery, compliments of 27 local sponsors! Some of these sponsors also provided door prizes for the attendees. Lunch entertainment was provided by Dave Amick, Program Director and Morning Show Host for US92 Radio.

The Ag Task Force meets on the 4th Thursday of each month at 7:45 am at Tacos & More. The next planned event for the group is the annual recognition of Food Check Out Week and National Ag Day.



Update on Organizational Bylaws

Due to inclement weather, the Wayne Area Economic Development did not meet officially on December 20 to approve proposed changes to the organizational bylaws. This item will be presented to the Board at its January 17 meeting.

Per the current bylaws, notice of any approved changes must be given to the general membership within 10 days after they are approved. If these changes are approved on January 17, we plan to notify the general membership via email (as the following news-

letter will not meet the 10 day requirement).

If you have any questions regarding the proposed changes to the current bylaws (explained in the December newsletter), contact the office.

Chamber Coffee

Dates are open for upcoming Chamber Coffees in January, February, and March. Please contact the office if you are interested in hosting this opportunity to showcase your business at the weekly Chamber Coffee. The WAED organization provides

the coffee and coffee pot, cups and napkins. The host need only provide a location and cookies, donuts, or other snack.

Chamber Coffees are a great time to recognize achievement in your business or among your employees, introduce new prod-

ucts or services, show off building improvements, or promote an upcoming event. Contact the office to schedule your 2013 Chamber Coffee.

33rd Annual Chicken Show July 12, 13, & 14



The Chicken Show committee continues to meet on the second Monday of each month at 5:30 pm in the South Meeting Room of the Wayne City Auditorium. Anyone with ideas or wishing to help with any facets of the event are encouraged to attend.

At this time the committee is soliciting art for the design of the 2013 t-shirt based on the theme *I got fried at the chicken show*. The committee is looking for artwork that represents the family fun festival that Wayne is known for. Artwork should be submitted to the WAED office for consideration prior to the

January 14 meeting of the Chicken Show committee.

Committee co-chairs, Nancy Johnson and Ashley Mulhair, are leading the committee in auditioning entertainment for several stage shows that take place during the three-day event.

New events for 2013 include an opportunity to recognize the 15th Anniversary of Wayne County Relay for Life and raise funds for cancer research.

Now is the time for business and organizations to consider an opportunity to raise funds for your program by providing childrens activities on Main Street Friday night and in Bressler Park on Saturday. There is also opportunity to expand the events on Sunday afternoon. The small committee of volunteers is unable to take on more responsibility

for the three days of activities, but is anxious to work with others to grow this popular festival.

Thanks to a grant from LB840 funds, the Chicken Show committee continued to implement the new logo design on banners and signage for the 2012 Chicken Show. The billboard west of town was also updated and an added benefit is the ability to make annual date changes. The next phase of the Chicken Show Marketing project is to rework the ChickenShow.com website to allow staff to make timely updates and add pertinent information as it becomes available.

Committee chairs Nancy and Ashley urge community members to contact the committee on how you can step up to volunteer.

2013 Marketing Committee

Melissa Urbanec*
Chair

Heather Reinhardt
Secretary

Nancy Braden

Heidi Claussen

Mick Kemp

Jane O'Brien

Lukas Rix*

Jennifer Sievers

2013 Organization Committee

Mike Varley
Chair

Jason Barelman*

Nancy Braden

Jason Claussen

Chadd Frideres

Josh Hopkins

Jeryl Nelson*



City Officials

Mayor:

Ken Chamberlain

Council President:

Doug Sturm (W 1)

Council Members:

Dale Alexander (W 2)

Kathy Berry (W 2)

Jill Brodersen (W 4)

Brian Frevert (W 3)

Jon Haase (W 4)

Kaki Ley (W 3)

Jim Van Delden (W 1)

City Administrator:

Lowell Johnson



County Officials

Commissioners:

Dean Burbach (D 2)

Jim Rabe (D 3)

Kelvin Wurdeman (D 1)

Where Do We Go From Here?

By: Mayor Ken Chamberlain

The Wayne City Council is complete again! With the swearing in of the newest Council member, Nick Muir, the Council is once again complete. I am absolutely confident that Nick, along with new additions Cale Giese and Jennifer Sievers, has the intelligence and ability to move our community forward in a positive manner.

2012 brought us a little bit of everything we could hope for, we added a hotel, some industry, some retail, and housing. This year, we've also seen additions to our hospital and schools completed, as well as upgrades to current businesses. Oh, and don't look now, but I believe we just may be starting to see a more vibrant downtown. That's right, all of our

downtown shop owners, new and old alike, have been working hard to make downtown Wayne a destination. It appears that hard work may be paying off, not to mention we have one of the more beautiful downtowns in the state.



With all of the ribbon cutting and welcoming that we did in 2012, the question is "Where do we go from here?" The answer lies in the hands of all of us. We need

to continue the hard work and dedication that we are seeing the benefit of, so that we don't see a fall off in 2013. It has been exciting to watch everyone's contribution to our successes. Without numbers or proof, I am comfortable saying that each and every citizen in Wayne has been contributing to this success. Businesses don't grow or expand without an increase in customers; they also do not locate to a town where there is not a strong work ethic and support from local government.

We have all been a part of the success of Wayne. Our hard work began to pay off in 2013. Let's continue that and see how successful we can be in 2013!

Dr. Martin Luther King, Jr. Day Celebrations



The Dr. Martin Luther King, Jr. Day Unity Walk is a community-wide event focused on celebrating the beauty of diversity and most importantly, honoring the life and legacy of Dr. Martin Luther King, Jr.

The Wayne State College Office of Multicultural Affairs, invites the public to participate in the Unity Walk on Monday, January 21, at 10 a.m.

Participants are asked to meet at 9:30a.m. at Miss Molly's, 203 Main Street, downtown Wayne, NE. The group will leave promptly at 10 a.m. and walk North to the Wayne State College Student Center Atrium. Upon arrival, refreshments will be served and reflection on the life and Legacy of Dr. Martin Luther King, Jr. will commence. If anyone is unable to make the walk, you are invited to meet the group at the Student Center Atrium at 10:45 a.m.

A Dr. Martin Luther King, Jr. Celebration will take place that evening, January 21 from 6 p.m. to 8 p.m. on the WSC Campus in the Frey Conference Suite. The Key-note speaker at the event will be Dr. Nikitah Okembe-RA Imani, Professor and Chair of Department of Black Studies at the University of Nebraska at Omaha. The Gospel Choir from Zion Baptist Church in Omaha will also perform during the celebration.

St. Mary's Elementary school will also host a Dr. Martin Luther King, Jr. event organized by Wayne State College students, faculty, and staff.

WAYNE WORKS EXCHANGE

January 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Office Closed 	2	3	4 10am Chamber Coffee @ OPEN	5
6	7	8 8am Revitalize Wayne @ SMR 8am Organization @ WAED Office 9am-3pm Leadership Wayne @ Majestic	9 11:30 am Marketing Committee @ Tacos & More	10 7:30am WAED Exec @ WAED Office 12 noon B&I Meeting @ The Max	11 10am Chamber Coffee @ Miss Molly's Coffee Company, downtown	12
13	14 5:30 pm Chicken Show @ SMR	15	16	17 7am WAED Board Meeting @ SMR	18 10am Chamber Coffee @ OPEN	19
20	21 10am Unity Walk from Downtown to WSC 	22	23 Newsletter Articles Due	24 8am-3:45pm LifeServe Blood Drive @ Fire Hall	28 10am Chamber Coffee @ OPEN	26
27  6pm Annual Banquet @ WSC Student Center	28	29	30	31	1	2
					Feb 2013	



Economic Development
Chamber • Main Street

108 West 3rd Street
P.O. Box 275
Wayne, NE 68787

Our mission is to provide a focused and integrated economic development effort for the greater community on behalf of all of its residents.

www.wayneworks.org

WE NEED MORE RIBBON!



**WAYNE AREA
ECONOMIC DEVELOPMENT
CHAMBER/MAIN STREET
ANNUAL BANQUET**

**SUNDAY
JANUARY 27, 2013
WAYNE STATE COLLEGE
FREY CONFERENCE SUITE**

VALET PARKING, CASH BAR, SILENT AUCTION, SPECIAL ENTERTAINMENT, AWARDS
TICKETS MUST BE PURCHASED BY JANUARY 18

Baked Potato Bar

Sunday, January 20
10:30 a.m.-2 p.m.
Wayne Fire Hall
510 Tomar Drive

Sponsored by
Wayne Bark Park



Free Will Donation
Baked treats and
goodies included!

Toppings: Diced ham, taco meat, shredded cheese, nacho cheese, broccoli, chives, sour cream, butter, bacon bits, and chili!

