

Main Street Falls City Up and Running

Nebraska Lt. Governor Rick Sheehy and State Senator LaVon Heidemann unveiled the Heritage Nebraska Main Street Community sign that officially welcomed Falls City to the Heritage Nebraska Main Street program on January 15. Since that time Main Street Falls City has been hard at work. A new director, Cassey Whalen, was hired; a board was put in place led by President Adam Morris; and a Downtown Revitalization Grant has been applied for. The next step is to get funding in place. Main Street Falls City is a public-private partnership requiring self-help and funding to create a Four Point Approach®. This is a unique economic development tool and the foundation for every local Main Street program's revitalization effort. This comprehensive strategy, developed by the National Trust's Main Street Center, fosters incremental improvements.

1) Organization provides a structure for local efforts through community-based, volunteer driven, non-profit entities that empower public and private entities to collaborate for a comprehensive and sustainable commercial district.

2) Economic Restructuring redefines the district's niche in the marketplace and sharpens the competitiveness of existing businesses, while nurturing new enterprises that respond to today's consumer needs.

3) Design targets infrastructure and building improvements that lay the groundwork for a physical transformation that is functional and attractive.

4) Promotion focuses on authentic community assets, with high quality image development campaigns and events that attract shoppers, visitors, and residents.

A healthy downtown is the very core of any vibrant community. Not only does it represent the quality of life, but helps foster economic growth. A community's Main Street program helps: protect the existing tax base; downtown serve as an incubator for new and developing businesses; attract new business and industry, create jobs, and strengthen service and retail markets; provide a focus on community pride and positive self-image; provide economic stability necessary for economic growth; preserve the historic fabric of the community and protects the environment by reusing existing assets instead of tearing down and building new.

For Main Street Falls City to be successful a commitment of time and funding is critical. We are asking anyone in the community who is interested in seeing a revitalization of Falls City's downtown to contribute to one of the following patronage levels: Platinum-\$2,500 and up; Gold-\$2,499 - \$1,000; Silver-\$999 - \$500; Bronze-\$499 - \$25. Any contribution to Main Street Falls City is tax deductible. To contribute to Main Street Falls City, please call the Main Street office at 402.245.4228 or stop by 1705 Stone Street for more information.