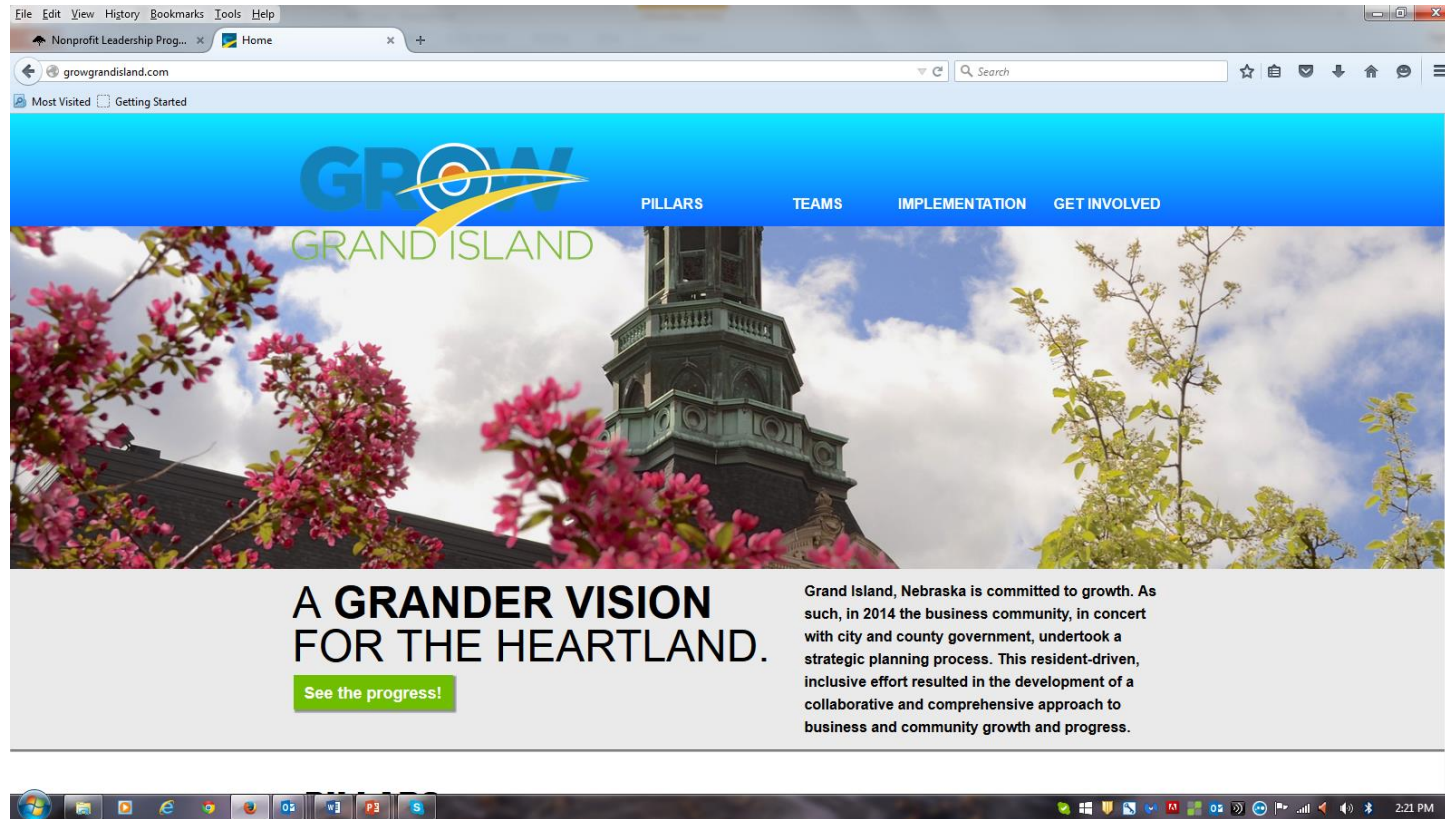




www.GrowGrandIsland.com



Facebook:
Grow Grand Island

Heartland Vision (1997): Accomplishments

Beautification

- ▶ Developed South Locust Business Improvement District
- ▶ Signage at City Entrances

Children

- ▶ Established TeamMates Mentoring Program
- ▶ Developed Youth Leadership Tomorrow
- ▶ ‘Adopt a School’ Program
- ▶ Children’s Festival
- ▶ CASA

Culture & Diversity

- ▶ Moonshell Arts & Humanities Council
- ▶ Chautauqua
- ▶ International Visitors Growth
- ▶ Library Expansion
- ▶ Developed Events Center Campaign (w/2004 groundbreaking)
- ▶ New Hispanic Business Development
- ▶ Nebraska State Fair

Economic Growth & Employment

- ▶ Develop Industrial Park
- ▶ Development of the Downtown Business District
- ▶ **LB840 Local Municipal Economic Development Program**

Education

- ▶ Lutheran High School Established
- ▶ Bellevue College at Central Community College
- ▶ Junior Achievement
- ▶ Expansion at GISH and GICC
- ▶ **GIPS - Career Pathways Institute**

Environment

- ▶ Crane Meadows Nature Center Expansion
- ▶ Children’s Groundwater Festival
- ▶ Clean Community Systems
- ▶ **Improvements at the City of Grand Island Wastewater Treatment Plant & JBS (air quality)**

Heartland Vision (1997) Accomplishments cont.

Government

- ▶ Community Youth Council Established
- ▶ City's Web Site Expanded
- ▶ GIS Information Available Online
- ▶ 2000 City Survey Completed

Health Care

- ▶ Third City Clinic
- ▶ Surgery Center
- ▶ Student Wellness Center @ GISH
- ▶ Cardiac Center Developed

Heartland Values

- ▶ Purple Hands Pledge in Local Schools
- ▶ Charter Counts Programs in Local Schools
- ▶ AOK Ladies

Housing

- ▶ Habitat for Humanity
- ▶ Community Redevelopment Authority

Recreation

- ▶ Hike & Bike Trail Expanded
- ▶ Fonner Park Soccer & Softball Fields Developed
- ▶ New Golf Course in Cairo
- ▶ Expanded Island Oasis
- ▶ **Community Fieldhouse**
- ▶ **Heartland Public Shooting Park**

Safety

- ▶ Safe Kids Coalition
- ▶ Dive Rescue Team
- ▶ School Resource Officers
- ▶ **New, Shared Law Enforcement Center**

Transportation & Infrastructure

- ▶ Widening of South Locust, w/**Landscaping & Lighting**
- ▶ **South Locust /I-80 Interchange**
- ▶ Wood River Flood Control Project
- ▶ Airport Runway Renovation
- ▶ **Increased Deplanements at the Central Nebraska Regional Airport**

Top 10 Reasons to support the Arts

- ▶ 1. Arts promote true prosperity.
 - ▶ 2. Arts improve academic performance.
 - ▶ 3. Arts strengthen the economy.
 - ▶ 4. Arts are good for local merchants.
 - ▶ 5. Arts drive tourism.
 - ▶ 6. Arts are an export industry.
 - ▶ 7. Arts spark creativity and innovation.
 - ▶ 8. Arts have social impact.
 - ▶ 9. Arts improve healthcare.
 - ▶ 10. Arts mean business.
- ▶ *Taken from Americans for the Arts

Grow Grand Island Pillars



5.12 Arts & Entertainment (1-10 years)

Support the development of arts and humanities countywide and develop entertainment strategies for all of the communities

- ▶ • Outline future **local theater opportunities** (including children's theater)
- ▶ • Arts and humanities includes a wide variety of activities in Hall County, ranging from formal classes to **acoustic performances in local venues**.
- ▶ • Outline **public art strategies** for all of the communities
- ▶ • Develop **family-oriented opportunities** that **capitalize upon and expand the existing recreational and aquatic facilities** in a way that allows them to serve children, adults, and senior citizens
- ▶ • Encourage the development of both **indoor and outdoor recreational/entertainment options** that are oriented to youth, young adults, and/or families.
- ▶ • **Encourage prospective recreation/entertainment providers to meet with local representatives** of their target markets before they begin development or construction to ensure that the activities they plan to offer meet the needs of and are successful with local customers.
- ▶ • Ensure that the interior and exterior spaces associated with recreation/entertainment venues are easily accessible and **employ ADA best management practices** so all users may enjoy them.
- ▶ • Ensure that major event spaces that draw users from around the region and beyond **include accommodations for vendors and users alike**, such as WIFI and hospitality services or suites.
- ▶ • Change the perception that recreational/entertainment options are limited in the region by **strategically and continually marketing existing and newly arriving activities** to the community members who will most likely be interested in them.
- ▶ • **Create a regional calendar of activities** to keep community members informed of scheduled activities; encourage local governments and community groups to link to the calendar via their websites and provide them with an easy method of adding content to the calendar
- ▶ • **Create a community "app"** for Android and iOS smartphones that includes info on community activities, entertainment, dining and more based on the geographic location of the user

Asset Map

	Entertainment		Events		Youth	Art	Music & Dance	Parks & Rec.	Historical Art	Education	Performing Arts	Culture
Batting Cages	Good Living Tour	Singing Christmas Tree	Art in the Park	Nebraska State Fair	CCC	Art Galleries	Churches with art and choirs	Crane Trust Nature & Visitors Center	Hall County Historical Society	College Park/Community College	Grand Island Little Theatre	Ethnic Restaurants downtown
Bowling	Grand Theatre	Skate Island	Cairo Corn Stock Festival	Nonprofit events	Extension	Bartenbach Gallery	City Singers	Heartland Park	Burlington/Plum Street Station	Extended Learning Classes	GISH Theatre	Ethnic Festival
Chocolate Bar	Hall County Fair	Third City Archers	Cairo Roots	Progressive Ag Safety Day	GI Library Programs	Hospital art display	Concert Assn	Downtown Plaza	Stuhr Museum	Library Programs	Wood River Performing Arts Center	Multicultural Coalition Day of the Dead
Conestoga Mall	Happy Brush	Vineyards	Doniphan Fall Festival		GILT	Men & Women of the Year Group	LaCamerata Madrigal Singers	Heartland Public Shooting Park	Hall County Genealogy Society			
Danger Football	Island Oasis	YWCA	Follow the Rails Art Trail		Grand Theatre	Moonshell Arts & Humanities (Munch-Learn)	Private music teachers	Pavilions and other spaces for concerts				
Downtown Christmas	Nathan Detroit's Open Mic Night		Harvest of Harmony		High school programs	Pawnee Art Center	Private dance theatres					
Fonner Park	Pier Park Skate Park		Husker Harvest Days		Prairie Winds	Space to develop art, create a destination						
Glass Bar	Platt Duetsche Club & Reception Hall		Junk Jaunt		Stuhr	UNDR-ground						
Golf Courses	Roller Vixens		Livestock shows		YWCA							

Hall County Arts & Entertainment Assets

Grand Island Research: Recreational Amenities

RECREATIONAL AMENITIES COMPARISON TABLE	HALL COUNTY, NE	ST JOSEPH, MO	SIOUX CITY, IA	SALINA, KS	MANHATTAN, KS	RAPID CITY, SD	AMES, IA	IOWA CITY, IA
Population	60,669	76,780	82,684	47,707	52,281	67,956	58,965	67,862
Skating Rinks	1	3	1	2	0	1	1	0
Golf Courses	6	4	7	3	4	7	3	10
Public swimming pools	4	3	5	2	3	8	3	5
Movie theater screens	7	12	30	10	12	17	17	12
Bowling alleys	3	3	3	1	1	2	2	1
Shooting ranges	1	0	7	0	2	3	5	2
County / state fairs	2	1	1	0	1	2	1	1
Museums	1	12	6	3	1	6	3	7
Nature centers	1	1	1	1	3	1	0	0
Conference centers / event facilities	6	4	2	4	5	1	2	3

Source: Design Workshop research

Grand Island Research: Park Space

CITY	POPULATION	TOTAL ACRES OF PARKS	PARK ACREAGE / 1,000 RESIDENTS
Grand Island, NE	49,989	437 ac	13 ac
Hastings, NE	25,058	300 ac	10 ac
Kearney, NE	30,787	445 ac	17 ac
Omaha, NE	421,570	10,391 ac	25 ac

Source: Design Workshop research

Obstacles

- ▶ Communication/ central location to share information
- ▶ Perception of “nothing to do here” and how much entertainment is needed to override that mentality - What does enough to do mean?
- ▶ Money/sponsorship
- ▶ How to prioritize, find people, businesses to fund
- ▶ Events are fragmented, consolidate events when appropriate, collaborate
- ▶ Consensus in criteria/How to prioritize
- ▶ Demand
- ▶ Partner & support each other
- ▶ Mentality of doing what has always been done
- ▶ Lack of venues
- ▶ Name brand entertainment at an affordable rate
- ▶ Competition from Lincoln and Omaha
- ▶ Creating entertainment districts. Ex: Hay Market, Old Market
- ▶ Perception “local is not as good”

Other Notes

- ▶ If there is entertainment we can't offer here, we could offer transportation to and from events (i.e. opera)
- ▶ Community beautification, create destinations, make art a part of everyday life, walking tours, cultural tourism
- ▶ Grand Island needs to work on being a destination and developing an experience
- ▶ Any initiative could be derailed, we need to support through partnerships under the umbrella of Grow Grand Island
- ▶ Need to piggyback events together to make them larger, with a bigger draw.
- ▶ Have a night with art and fine dining, something like "First Fridays"
- ▶ Our group should support the development of arts & humanities. Need to define action steps & goals for our group.
- ▶ We should consider our demographic and what kinds of entertainment would be attractive to our community
- ▶ Grand Island sesquicentennial in 2022
- ▶ Need a central location for information (website? Mobile app?)

Opportunities for Hall County

- ▶ Brainstorm

- ▶ What is your dream and vision for the future of Hall County

Next Steps

- ▶ Homework: Research one of the goals and gather information from other cities (Examples, pictures, etc.)
- ▶ Next Meeting:
 - ▶ Review the dreams/vision/goals list and begin ranking by priority
 - ▶ Identify the top 3 priorities and who should work on each priority
 - ▶ Discuss action steps and next steps

Next Meeting

- ▶ Next Meeting: Thursday, August 12th
- ▶ 12:00 - 1:30 p.m.
- ▶ Tom Dinsdale Auto

Thank you for being a part of this initiative!