

# HERITAGE TOURISM = ECONOMIC DEVELOPMENT



Hotel Garber is projected to generate \$6 million in economic impact per year and generate nearly \$800K in tax revenue over a 10 year period.

## THE HOTEL GARBER

- Red Cloud Heritage Tourism Development (RCHTD) has secured \$6.2 million in funding for a 27 room boutique hotel in the heart of downtown Red Cloud
- Heritage Tourism Development Director is the President of the Red Cloud Hotel, LLC Board
- Spearheaded efforts to save a downtown building for the project
- Organizes meetings, consults with architects, manages board members
- The hotel will feature a catering kitchen and modern meeting space and provide ADA accessibility to the adjoining Farmers & Merchants Bank

## ECONOMIC IMPACT SINCE 2015

- \$13.1 million in revenue generated since 2015 (\$8.8 million directly; \$2.7 indirectly, and \$1.6 million pending as of August 10, 2022)
- 40 new businesses; 19 downtown building and tourism projects
- City and Community Fund have each invested \$105K in Heritage Tourism and have seen \$110 to \$1 return



Heritage Tourism Development is a collaboration between the Red Cloud Community Fund, the City of Red Cloud, the Red Cloud Area Chamber of Commerce, and the Willa Cather Foundation.

# \$6.2 million

FUNDING SECURED FOR  
HOTEL GARBER PROJECT

# 19

DOWNTOWN BUILDING  
AND TOURISM  
IMPROVEMENT PROJECTS

# \$110 : \$1

RETURN ON INVESTMENT  
FROM HERITAGE TOURISM  
INITIATIVES

# \$11.5 million

ESTIMATED HERITAGE  
TOURISM REVENUE

*"Our relationship with RCHTD has been vital not only to the successful opening of our new business, but its continued success as well. Owning and running a business can be very busy and overwhelming and having someone in the community that can guide us towards opportunities we may have missed to improve our business is much appreciated."*

-NICOLE MACKIN  
Co-owner of The Corner Nook

*"Heritage tourism is a great asset to our community. It brings people into Red Cloud who may have otherwise never visited our great town. As a business owner, this is very important to the health of our business district!"*

-DANNY BERGE  
Co-owner of Hometown Market



RCHTD started Red Cloud’s social media presence, maintains and updates the website, regularly appears on regional media, writes newspaper columns and a monthly newsletter, and is responsible for the creation of print ads, brochures, and visitor guides.

**COMMUNITY DEVELOPMENT**

RCHTD Director has written or collaborated on \$5 million+ of grant and tax credit applications and provides a level of economic development expertise that would otherwise not exist in the community.

**NETWORKING**

RCHTD has served as President of the Nebraska Travel Association and regularly communicates with state officials and legislators, offering the community the sort of accessibility to Nebraska’s professional network that would not otherwise exist. Without Heritage Tourism, Red Cloud would have less visibility and influence with decision makers around the state.



**RED CLOUD COMMUNITY FUND**

*Investing in Our Hometown*

**COMMUNITY FOUNDATION**

RCHTD Director has been on the Red Cloud Community Foundation Fund Advisory Committee since 2015 and has raised \$650K, facilitated another \$12.5K for recreation trail project, and has served as chair since 2021. Fundraising for Heritage Tourism has been identified as the Foundation Fund’s priority initiative the next few years as RCHTD is integral to the success of the community. RCHTD has pushed the City of Red Cloud to pursue Downtown Revitalization funding and helped it achieve Leadership Certification with the State of Nebraska and receive the Nebraska Showcase Community Award in 2018. RCHTD Director is also the Community Lead for the recently launched “E3” initiative. RCHTD established the annual September Month of Giving campaign which has raised \$65K for local causes since 2020.

**CONNECT**

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**Donate online:** [www.nebcommfound.org/give/red-cloud-community-fund](http://www.nebcommfound.org/give/red-cloud-community-fund)

**Or by mail:** Red Cloud Community Fund  
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