

PROGRESS IN RED CLOUD

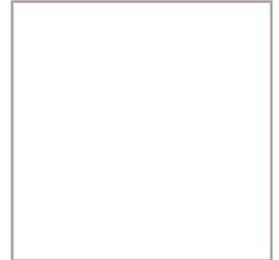
THE HOTEL GARBER



Red Cloud's Next Step Forward



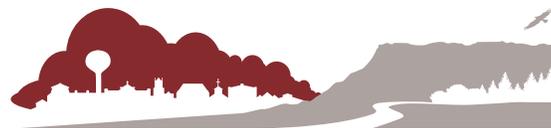
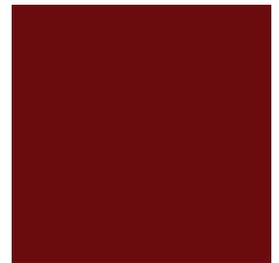
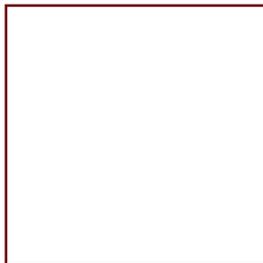
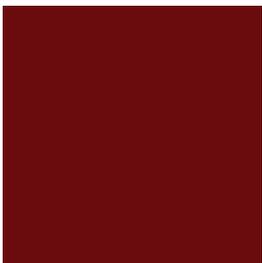
Red Cloud's rich history and its deep connection to Willa Cather are invaluable assets to our community.



Turn the page to learn more about Red Cloud's Heritage Tourism achievements and other exciting projects on the horizon, including The Hotel Garber, a unique downtown boutique hotel and the next logical step in Red Cloud's path forward.



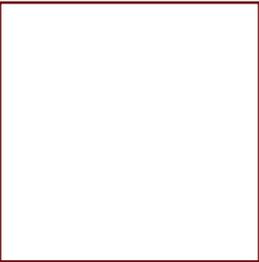
Join us as we continue to embrace Red Cloud's past to build the future of south central Nebraska!



RED CLOUD COMMUNITY FUND
Investing in Our Hometown



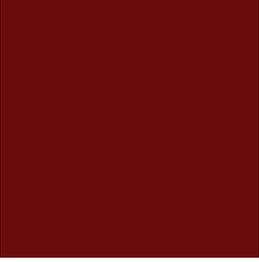
OPPORTUNITIES IN HERITAGE TOURISM



Red Cloud possesses a world-class cultural asset: the childhood home of Pulitzer Prize-winning author Willa Cather and the nation's largest collection of historic sites that are dedicated to a single American author. About 10,000 tourists visit the attractions each year. What if 10 percent of these visitors spent a weekend instead of a day?



The Red Cloud Community Fund financed a study that pointed to Heritage Tourism as a significant economic development strategy. The study found that tourism could have a \$3.5 million economic impact if steps were taken to greatly expand visitor attraction and services.



The first step called for the hiring of a Heritage Tourism Development Director, and in 2015

the Willa Cather Foundation recruited native son, Jarrod McCartney, who returned to his hometown to fill the role.

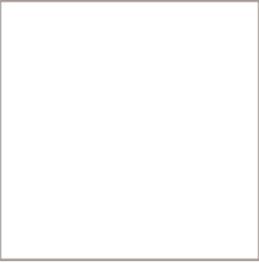
At that time, we started to focus on what needed to be done to provide our visitors better options for lodging, dining, shopping, and on-demand experiences (such as ordering a "picnic on the prairie"—a full picnic basket and a blanket being delivered to your door on a couple of hours' notice).

Currently, many visitors to Red Cloud must look to neighboring communities for overnight accommodations. Our efforts around Heritage Tourism are aimed to get many more of Red Cloud's annual visitors to stay overnight, shop, eat, and to do things that support our local economy.

THE HOTEL GARBER



Our feasibility study showed that with Cather visitors and other events drawing folks to town, Red Cloud could support a hotel with up to 29 rooms. Using market projections based on current tourism numbers, the hotel would cash flow at 30% occupancy, however it is expected to reach 42% occupancy in year one.



The Hotel Garber will be an extension of the unique and unforgettable experiences

available only in Red Cloud. This one-of-a-kind boutique hotel will be located in the heart of downtown, and just a short walk, bike, or car ride away from immersing yourself in Red Cloud's arts, culture, history, and recreational pursuits.

Contact Ashley Olson or Jarrod McCartney at 402.746.2653 to learn how you can donate to or invest in this hotel project.

THE OPENING OF THE HOTEL GARBER IS PROJECTED TO CREATE:



10

NEW FULL-TIME JOBS

\$365,000

IN NEW LOCAL SALES & LODGING TAXES
During its first decade of operation



\$3.5
MILLION

ANNUALLY IN NEW VISITOR SPENDING

\$6 MILLION
PER YEAR

IN TOTAL ECONOMIC IMPACT

MARKERS OF SUCCESS

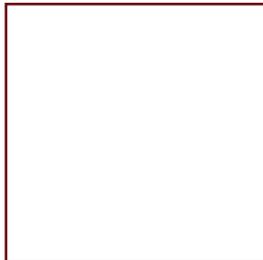
Here are just a few points of pride in Red Cloud's progress:

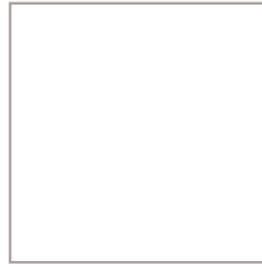
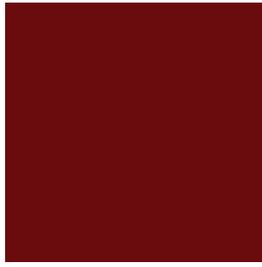
- The Red Cloud Community Fund now has nearly \$800,000 in endowed funds that will be used perpetually to better the community and to help create a vibrant business district. In addition, a private Donor-Advised Fund is in place devoted solely to historic preservation in Red Cloud.
 - Preliminary work is underway to apply for a Community Development Block Grant focused on downtown revitalization.
 - Plans are underway for Phase 1 of a system of recreation/walking trails that will eventually encircle the town.
 - The average per-class size in the lower grades is larger than that of the upper grades, which demonstrates that younger families are moving to Red Cloud.
 - The Willa Cather Foundation's \$6.5 million **Campaign for the Future** capital campaign is now 92% complete. Not only will \$2 million of this \$6.5 million be used as the Cather Foundation's investment in The Hotel Garber, but another \$2 million of it is already funding major restorations on six Cather-related properties
- to ensure that these buildings will happily be hosting visitors for the next 130 years.
- With the old McFarland Hotel now in the hands of a local non-profit, preliminary roof repairs have been completed. Plans are being considered for a revitalized restaurant space (that initially could be used as a pop-up restaurant during busy times of the year), and, eventually, a second hotel or more downtown apartments.
 - With the guidance of an RCHS alumna who works in the hotel industry, a centralized hospitality management company is to be formed to ensure a high standard of cleanliness and details for the various lodging options that Red Cloud is growing: The Hotel Garber, the Cather Second Home Guest House, several historic Cather-related buildings already containing apartments, B&Bs, tourist bungalows, as well as future plans for caboose lodging by the Depot, and "glamping" (glamour camping) tents out on the prairie. The booking of all of these lodgings will be available on a single website.

PRESERVING OUR HISTORY

In addition to building The Hotel Garber, historic restoration work is being done at several downtown buildings—many of which are being partially funded by Red Cloud's Historic Preservation Commission and private donations. Restorations/renovations include:

- The old barbershop storefront in the Newhouse Building three doors south of Hometown Market
 - The Peterson Building on the northeast corner of the main intersection. It's being turned into a single loft residence upstairs and a retail bay on the ground floor
- The Garber Bank building's sandstone façade and a new museum space being created in its basement
 - The Cramer Shoe Store/H&R Block building's façade two doors southwest of the main intersection
 - The old Stock Aid Liquors/Standard Oil service station at the northwest corner of Cedar and Fourth—it's to be an office and a honey operation
 - The Nebraska Department of Transportation has provided options to replace our downtown brick streets with new brick, therefore ensuring the quaint feel of the Downtown Historic District





MORE COMMUNITY ENHANCEMENTS

Other community enhancements are making Red Cloud an even better place to live, work, raise a family, start a business, or visit:

- The citywide laying of 1-gig fiber optic cable that will come online in spring 2021
- Riverwood Bakery opened in winter 2021
- The success of The Corner Nook coffee and gift shop on the southwest corner of the main intersection that opened in 2020
- The renovation of three new residential apartments above The Corner Nook
- The multi-million-dollar replacement and expansion of the airport's runway in 2020
- The opening of the M Guest House B&B in 2019
- The 2018 upgrading of the Hometown Market
- The ongoing success of the On the Brix wine bar that opened in 2017
- The 2017 opening of the \$6.9 million National Willa Cather Center with its state-of-the-art archives, an expanded bookstore/shop, a new museum space, and three retail bays
- The three new loft apartments above the National Willa Cather Center
- The new South Central State Bank branch built in 2017—the first time in decades that Red Cloud has had more than one full-service bank
- The Valley Child Development Center is attracting families to relocate to Red Cloud. This \$2 million state-of-the-art facility opened in 2018 and is a model high-quality early care and education center for 70 children, ages 6 weeks to 12 years. It also boasts the only small town in Nebraska in the "Edible Schoolyard" program and it has its own greenhouse.
- The \$1.1 million renovation and expansion of the Auld Public Library in 2016

RED CLOUD COMMUNITY FUND

Founded in 1995, Red Cloud Community Fund has spent over 25 years investing in our hometown. As an affiliated fund of Nebraska Community Foundation, the RCCF makes investments in community betterment projects from our prudently managed endowment funds. We help local organizations purchase equipment; boost the local tourism industry; fund historic preservation efforts; provide scholarships to high school and non-traditional students; improve infrastructure for youth recreation, care, and education; and much more. During the last few years, RCCF has been integral in establishing the Heritage Tourism Development Office and The Valley Child Development Center.

SUPPORT PROGRESS IN RED CLOUD

Contributions to our Heritage Tourism Development Account and Legacy Endowment Account directly support our efforts to help Red Cloud thrive. Please join us.

Donate online: www.nebcommfound.org/give/red-cloud-community-fund

Or by mail: Red Cloud Community Fund
P.O. Box 263 | Red Cloud, NE 68970

And thank you!

CONTACT US

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