



## HOMETOWN COMPETITIVENESS

A Come-Back/Give-Back Approach to Rural Community Building

### Fact Sheet

page 1 of 3

**W.K. Kellogg Foundation Rural Entrepreneurship Development System Grant  
Recipient - HomeTown Competitiveness**

---

**Core Partners:** Nebraska Community Foundation; Heartland Center for Leadership Development; RUPRI Center for Rural Entrepreneurship; Center for Rural Affairs

**Primary Contact:** Jeff Yost, President and CEO of the Nebraska Community Foundation at (402)-323-7332 (e-mail: [jeffyost@nebcommfound.org](mailto:jeffyost@nebcommfound.org).)

**Purpose:** HomeTown Competitiveness provides a framework for rural communities to help them identify reachable goals and strategies focused on the four pillars of reversing rural decline, including building leadership and community capacity, engaging young people, fostering local philanthropy and supporting entrepreneurship.

**Partners:** Collaborative partners are colleges and programs at the University of Nebraska; the Nebraska Microenterprise Partnership Fund; Northeast Community College at Norfolk; Northern Great Plains, Inc. of Fargo, ND; the Nebraska Lied Main Street Program and the Rural Enterprise Assistance Project; and Consolidated Telephone Company and Great Plains Communications, Inc., who serve the rural HTC communities.

**HTC Communities:** There are currently seven communities or counties participating in the HTC initiative in Nebraska: Valley County; Stuart and Atkinson; Mullen; Chase and Perkins Counties; Knox County; David City; and O'Neill. The grant will allow the initiative to expand to as many as 15 sites in Nebraska, including Ho-Chunk Community Development Corporation on the Winnebago Indian reservation and other tribal entities over a three year period. Contact information for the current sites:

- Valley County: Bethanne Kunz; Valley County Economic Development; 1514 K Street, Ord, NE 68862; Phone: (308) 728-7875; (e-mail: [valleycountyed@frontiernet.net](mailto:valleycountyed@frontiernet.net))
- Stuart and Atkinson: Laurie Hansen; City of Atkinson; 104 S Maine, PO Box 825, Atkinson, NE 68713; Phone: (402) 925-5313; (e-mail: [laurie@elkhorn.net](mailto:laurie@elkhorn.net))
- Mullen: Kirk Jacobs, Consolidated Telephone Company, PO Box 427, Mullen NE 69152; Phone: (308) 546-2221; (e-mail: [kjacobscii@nebnet.net](mailto:kjacobscci@nebnet.net))
- Chase and Perkins Counties: Kevin Poppe, Great Plains Communications, Inc., PO Box 127, Grant, NE 69140; Phone: (308) 352-9010; (e-mail: [kpoppe@gpcom.com](mailto:kpoppe@gpcom.com))

## Fact Sheet

page 2 of 3

### W.K. Kellogg Foundation Rural Entrepreneurship Development System Grant Recipient - HomeTown Competitiveness

---

- Knox County: Terry Johnson, Knox County Development Agency, PO Box 165, Center, NE 68724; Phone: (402) 288-5619 or (402) 586-2601; (e-mail: [knoxcodevelopment@gpcom.net](mailto:knoxcodevelopment@gpcom.net))
- David City: Gina Barlean, HomeTown Competitiveness facilitator; PO Box 91, David City, NE 68632; Phone: (402) 367-4260; (e-mail: [ginab@dtnspeed.net](mailto:ginab@dtnspeed.net))
- O'Neill: Nicole Sedlacek; 251 N Jefferson St., O'Neill, NE 68763; Phone: (402) 336-1612; (e-mail: [nicole@kbrx.com](mailto:nicole@kbrx.com))

**Core Partner Information:** All four of the HTC core partners are non-profit organizations.

**The Nebraska Community Foundation** provides financial management, strategic development and education/training services to communities, organizations and donors throughout Nebraska. It accepted its first affiliated funds in 1994 and now has more than 165 affiliated funds, including 71 community-based funds that are working to build permanent endowments. Those communities have now raised nearly \$25 million in assets and expectancies for their endowments. Visit NCF's website at [www.nebcommfound.org](http://www.nebcommfound.org).

**The Heartland Center for Leadership Development** builds the capacity of local leadership to respond to the challenges of the future. The Heartland Center's activities focus on training, strategic planning and community development programs nationwide. Each year the Center serves approximately 2,500 leaders from 300 communities in the United States, Canada and Australia. Visit its website at [www.heartlandcenter.info](http://www.heartlandcenter.info) or contact Milan Wall, co-director, at (800)-927-1115 (e-mail: [mwall@heartlandcenter.info](mailto:mwall@heartlandcenter.info)).

**The Center for Rural Entrepreneurship** is a Rural Policy Research Institute (RUPRI) National Research and Policy Center with major support from the Ewing Marion Kauffman Foundation of Kansas City. The primary goal of the Center is to be the focal point for efforts to stimulate and support private and public entrepreneurship development in communities throughout Rural America. Visit its website at [www.ruraleship.org](http://www.ruraleship.org) or contact Don Macke, co director, at (402)-323-7339 (e-mail: [don@ruraleship.org](mailto:don@ruraleship.org)).

**The Center for Rural Affairs** is working to strengthen small businesses, family farms and ranches and rural communities while nurturing social and economic justice, environmental stewardship and genuine opportunity for all. It advances state and federal policy reform through analysis, organizing and advocacy. The Center supports local initiative through strategic services. Its Rural Enterprise Assistance Program (REAP) provides small business training, technical assistance and loans across rural Nebraska. Visit [www.cfra.org](http://www.cfra.org) or contact Chuck Hassebrook, Executive Director, at (402)-687-2100 (e-mail: [chuckh@cfra.org](mailto:chuckh@cfra.org)). Contact REAP at (402)-656 3091 (e-mail: [jeffr@alltel.net](mailto:jeffr@alltel.net)).

## **About the W.K. Kellogg Foundation:**

The W.K. Kellogg Foundation was established in 1930. The funding for the Rural Entrepreneurship Development Systems (EDS) grants is part of a special initiative to commemorate the Kellogg Foundation's 75th Anniversary. Grants made during the 75th celebration year support the Foundation's traditional areas of emphasis – health, food systems and rural development, youth and education, philanthropy and volunteerism – as well as new opportunities that build on the Foundation's current programming. Each of these efforts broadly reflects the Foundation's historical commitment to "help people help themselves." Through their innovation and potential impact on society, they show special promise for continuing the Foundation's legacy. For more information about the Foundation and its programs visit its Web site at [www.wkkf.org](http://www.wkkf.org).

## **Other Entrepreneurship Development Systems Grant Recipients from the W.K. Kellogg Foundation:**

- **Northern New Mexico Entrepreneurship Development System**, serving Northern New Mexico counties, pueblos, and tribes.
- **Connecting Oregon for Rural Entrepreneurship Collaborative**, serving Lake County, Lincoln County, Northeast, Southwest, and North Central Oregon.
- **Oweesta Collaborative**, serving Pine Ridge and Cheyenne River reservations of South Dakota (Lakota Sioux), and the Wind River Reservation in Wyoming (Eastern Shoshone and Northern Arapahoe).
- **Advantage Valley Entrepreneurship Development System Collaborative**, serving eight counties in West Virginia, Boyd and Greenup counties in Kentucky, and Lawrence county in Ohio.
- **North Carolina's Rural Outreach Collaborative**, serving 85 rural counties of North Carolina, including seven rural Indian Tribes.