

Why Millennials Are Choosing York County

BUSINESS · COMMUNITY · OPPORTUNITY

YCDC

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York County Development Corporation

COMING TOGETHER TO GROW

Why York County Nebraska

Why York County, Nebraska?

York County is home to a growing population of millennials – people who have chosen to grow their career and build a life in a county that is full of limitless opportunities.

In York County…

- Opportunities are everywhere.
- Millennials can advance their careers quickly and grow into management roles.
- High paying jobs are the norm.
- The cost of living is low, leaving more money for travel and fun.
- Millennials are leading, contributing and making a difference.
- It’s easy to advance your education at York College and Southeast Community College York Learning Center.
- Entrepreneurs are succeeding here.



Millennials are Choosing to Grow their Careers in York County

York County is full of talented millennials who have chosen to grow their careers in a place where there is abundant opportunities and less competition for managerial positions. Kelsey Bergen, the Executive Director of the Henderson Chamber of Commerce, is one of them. She was recently featured in a Why York County video.

Raised in York County, Kelsey moved to Kansas for college, earned a Bachelor of Arts Degree in Communications and returned to the area to launch her career. Upon graduating, she knew she wanted a career where she could make a difference and an impact. This can be challenging in larger metropolitan areas, where recent college graduates may work for decades before entering leadership positions. In York County, Kelsey was able to demonstrate her skills as well as her enthusiasm and drive, earning the position of Executive Director for the Henderson Chamber of Commerce as a junior in college. With an energy that is contagious, she has led the Chamber forward, working with local business owners and the community to tackle challenges and create opportunities. Opening a non-profit daycare to serve new and existing residents is just one example of how she is building coalitions and getting things done. “We were able to launch a daycare in just eighteen months and that daycare has made it easier for more than twenty-five families to work in our community - I am one of them,” she said.

> *“I love that I can make a difference in my immediate community and the larger community that will affect the future of our area in positive ways,” said Kelsey Bergen.*

Emily Lutz first came to York in the fall of 2010 as an 18-year-old college freshmen, looking for a place where she could not only learn as a student but also have opportunities to grow outside of the classroom.

She excelled in school and quickly began an internship with the York Parks and Recreation department, furthering her education through the hands-on mentorship she received from Cheree Folts, the Parks and Recreation Director.

"The two years I spent learning at the right hand of Cheree Folts, now Parks and Recreation Director, helped to mold me into who I am as a leader and reinforced the importance of living in a collaborative community, something I didn't get to witness first hand, growing up in a large city like Omaha. I've chosen to stay in York because it's not only been a great place to work, but a fun place to live, and an even better place to grow," said Emily Lutz.

In addition, York has been a safe and comforting place for Emily to live, while being away from family. "York has been a safe environment for me to learn how to be an adult, living on my own. As I've become more connected to the local community over time, I've established trustworthy relationships with everyone from my dentist to my auto mechanic. It's not unusual to run into a business owner while grabbing coffee at the local coffee shop. I always enjoy catching up with them about all that's happened since we last worked together," said Emily.

Emily has plenty of opportunities to meet new people and deepen her connections within the business community because she lives in downtown York. "Living downtown gives me immediate access to restaurants and shopping, not to mention a front row seat to events like the Farmer's Market and the annual Yorkfest Parade," said Emily.

York County Offers Opportunity for Career Advancement

These stories are not unique. York County businesses offer young families the chance to use their skills and drive to advance their careers quickly. There is no need to wait for decades to climb the corporate or manufacturing ladder. In York, everyone who is willing to work hard can advance and reach their career goals. This is true within our city and county governments, community organizations as well as local companies like Collins Aerospace, Corteva Agriscience, Cyclonaire Corporation, York Cold Storage, and York General – many of which have a national and international footprint. These companies will typically provide ongoing training and advancement opportunities, making the sky the limit for millennials.



York County Employers Are Hiring for All Positions

The major employers in York County tend to cluster around manufacturing, agriculture and healthcare. These industries create in-demand jobs that allow for a good quality of life, but they are not the only types of jobs available in York County. Major employers like York General, for example, also need to hire people in marketing, IT, maintenance, human resources, finance, legal, training, etc. As a result, it is possible to find an incredible job in York County – regardless of a person's skillset. There are many opportunities for those who want to grow in their career. York County

has a higher retirement risk according to Emsi Q 2019 Dada Set. The national average for an area this size is 3,936 people 55 or older, while there are 4,681 here. If you are interested in expanding your horizons, this provides career paths!

In York County, millennials can take a leadership role and make an impact

Achieving career goals is important, but it is only one aspect of a full life. For many millennials, the choice to move to York County has come down to the opportunities they had to lead and create positive change on the community as a whole. In York County, organizations are open to new ideas and giving future leaders the opportunity to lead.

"Each Day I have a front row seat in watching the community develop and enjoy what York has to offer professionally as well as volunteer for local organizations', like Teammates, Millennials, Girls on the Run, and United Way. All of which enhance quality of life in the community. You feel the love, excitement, and community support at so many of the city's events; we are in it together to make York the best." Cheree Folts, York Parks & Rec's Director.



Why Millennials are Making Their Life in York County

Life is about more than having a good job and career opportunities. The best part of life often happens after five and on the weekends. This is when living really happens and in York County, there is a lot of living to do. Here, there is something for everyone from fishing, to golfing to dining at delicious restaurants, to listening to music and more.

Best of all – in York County, there is always someone to enjoy life with.

York County has a strong sense of community. Millennials who move here comment on how quickly they felt at home, developed a sense of belonging and found a group of friends to belong to. People are open, warm, welcoming and friendly in York, so it does not take long to make friends for life.



One such way new comers become involved is through the Millennials Organization. The YP's are dedicated to cultivating a young, vibrant, professional community in the York area by providing networking, educational and volunteer opportunities. Membership is open to those 21 through 40, but anyone who views themselves as "young" is welcome to join. According to the York

Millennials, a “professional” is one who makes a living in a professional capacity. The organization considers professional one who works in any field, working to move their career forward. This organization includes networking events, volunteering, socials, lunch and learns, Tuesday Talks with local leaders, and many other activities.

“It takes a village to raise a family…My village includes friends and family, but also people who work at the school, grocery store and even local business owners. You just don’t get that in a larger city,” said Kelsey Bergen.





York County is attracting people in their 20s-30s across a cross sector of fields. One attractive component is the connections you make and your support network that is built. This type of support network is also helping young professionals to build their practices and their businesses, young professionals like Dr. Brady and Dr. Jillian Fickensher.

"Seeing my patients at the store, at the grocery store, these are the kids who are going to grow up with my kids, and I want to do right by them." Brady A. Fickensher, MD.

Hear from Dr. Brady & Dr. Jillian Fickensher on why they chose York County, Nebraska



You don't have to be a doctor or someone building a professional practice to enjoy York County as a millennial. People with all interests are enjoying building a life in York because the community offers something for everyone.

Lisa Hurley, YCDC Executive Director, said, "I was recently told by our intern, that she wants three things in a community and York has them all! She enjoys York's …

1. *3 golf courses*
2. *1 indoor and 2 outdoor pools*
3. *The ability to make a difference & form life-long connections!"*



There is so Much Going on in York County!

In York County, Nebraska residents enjoy life to the fullest by enjoying a wide range of parks & recreational activities. Whatever it is you are looking to do, York County has it, including festivals like Henderson's Community Days, Spirit of Christmas, weekly Farmer's Markets, Home Shows, YorkFest, and other community events. You can find community events at http://www.yorkdevco.com/news-&-media/one-county-one-calendar.

The following Virtual Reality Video gives a glance of the tourism activities around York County, Nebraska.



Popular activities include:

- Bird Watching: Witness the annual duck and geese migration at Kirkpatrick Wildlife Basin.
- Boutiques/Shopping
- Bowling: Throw a strike on one of the 16 lanes at Sunset Bowl in York. Open year round, Sunset Bowl offers youth, women's and men's leagues and cosmic bowling on Fridays and Saturdays.
- Campgrounds: Choose from over five different campgrounds in Henderson, McCool Junction, Waco and York. All offer various amenities.
- Children's Museum
- Clayton Museum of Ancient History
- Disc Golf: Try your skills on the 6-hole course at Mincks Park in York.
- Fishing: Spend time on the water fishing for bluegill, largemouth bass and catfish at Recharge Lake or set your sites on channel catfish, white bass, bluegill and rainbow trout at Lakeview Park. There are also numerous other lakes in driving distance if you want a day-cation.



- Golf: Improve your handicap at one of York County's three grass green golf courses – Henderson Golf Association (9 holes) in Henderson, Sandy Meadows (9 holes) near Waco or York Country Club (18 holes) in York.
- Henderson Mennonite Heritage Park: Located just north of Henderson, and one mile south of I80, was built to teach the Mennonite history. It includes a replica building of the original Immigrant House built by the Burlington Railroad that housed the first Mennonite settlers in the area, a Country Mennonite Church modeled after a church that both branches of the Mennonites built in rural Henderson in the late 1800′s. The park also features a turn of the century farmhouse, summer kitchen, granary, outdoor oven, windmill, water tower, outhouses, chicken house, a general store and fully restored barn built in 1911. Nestled in the back corner of the park is a metal machine shed, housing large pieces of equipment and a shop.
- Hiking/Biking: Take in the scenic hiking and biking trails along Beaver Creek Park in York or around the lake at Henderson's Lakeview Park.
- Horseshoes: Practice your throws at any of the many horseshoe pits in the municipal parks throughout York County.
- Hunting: Take aim at deer, duck, pheasant, quail, geese, grouse, dove, squirrel and rabbit during the open Fall and Winter seasons. Hunt DC offers professionally guided bird hunts from September 1st through March 31st.
- Junction Motor Speedway: Catch the excitement of stock car racing in McCool Junction. Cheer on your favorite driver every Saturday night from April to October.

- Kilgore Memorial Library: Children's story hours, reading programs, internet access, historical resources and various trainings.
- Movie Theater: Come see the latest blockbuster hit at the Sun Theatre in York on one of three theater screens. You can even catch a great deal with $5 movies on Tuesdays, affordable concessions, and $1 Wednesday matinee movies for children in the summer.
- Parks & Playgrounds: With over 10 municipal parks in York County feel free to relax, have a picnic, take in the arboretum, stay fit by utilizing the numerous sports courts or trails and let the kids play on safe and imaginative playground equipment. You can also enjoy visiting and meeting others while taking your dog to the dog park.
- Racquetball Court: A court is located inside of the York Community Center for all enthusiasts.
- Skating: Roller skate…do it now! Roller skate…York Skating Rink will show you how! Otherwise head over to the York Skate Park in Harrison Park with your board!
- Sledding Hills: Those who say Nebraska is flat haven't been to York County to experience the numerous hills to sled down during the winter season.
- Swimming: Three municipal pools, including, 2 aquatic centers and 1 indoor facility for year-round swimming, will exceed your swimming expectations and provide hours of excitement. To take a dip visit York or Henderson.
- Tennis: Perfect your forehand at one of many courts in Benedict, Gresham, Henderson, McCool Junction, Waco & York.



- Wessels Living History Farm: Located just south of York, Nebraska. For travelers, the farm is just one mile south of Interstate 80 (Exit 353) and Highway 81. The 145-acre farm now features a early 1900's home, a red, timber frame barn, corn crib, machine shed, garage, chicken coop and a large windmill typical of the 1920's. These structures were chosen to begin the "living history farm" experience. To the south, there is a modern tractor display building with many tractors, stationary engines and combine. Surrounding the buildings is a modern farm operation that is still producing crops. Offered at the farm are many educational opportunities.



- York Parks & Rec offers many activities for both youth and adults.
- Yorkshire Playhouse: Come laugh, cry and figure out “whodunit” at the Yorkshire Playhouse, a community theater that has provided excellent live productions for over 30 years.
- York College: York College Art’s Department is sure to entertain with music and theater. Also, with 15 different athletic teams, it’s easy to catch a game.





With so many activities to choose from, it’s easy to live a full and vibrant life – enjoying every moment with friends and family!

Housing is Affordable in York County

Millennials in York have the added advantage of living somewhere with a low cost of living and affordable housing prices. This means that York County residents aren't "house poor" – a common problem for people living in major urban areas. Instead, working and living in York means being able to afford to purchase a home, have fun, travel and simply enjoy life.

The average home costs only $171,156 in York County!

Compare that to the average home price in Los Angeles and Washington DC - well over $500,000! Here's the exciting news – even though home prices are less, workers in York County are still paid good wages. In other words, you can make the same or similar to what you would in an urban area, while spending less each month on housing and living expenses.

Now that's a good deal!

York County Housing Options Give Buyers & Renters Choices

There are several new housing developments in progress in York County so now is an excellent time to purchase a new home! There are also two rental development projects underway, expanding the rental options in York County.



For those who prefer a historic craftsman style home, cottage or newly constructed home – these homes are available in York County as well. Finding a charming farm-style home with a porch swing to rock away the afternoon is not only possible, but entirely affordable.

Houses go for as little as $120,000 in towns like McCool Junction or Henderson too. Of course, there are also large executive homes available in the area for those who need a little more space and prefer modern design details.

"It's not every day that a 22 year old can buy a house but because of people who work really hard in this community, grants are provided to people and I was able to take part in a grant that helped me buy a house, and do some maintenance to the house that would not have been possible for me without that opportunity," said Bre Goben, Marketing Coordinator, Central Valley Ag.

Purchasing a home as a millennial is easy when living and working in York County. For Bre Goben, she was able to purchase a home at 22 years old – something that is unheard of in most major metropolitan areas. In fact, in some areas of the country, it is difficult for people ten or twenty years her senior to purchase a home. In York, the home prices are affordable and there are programs in place to make purchasing easier. This eliminates the traditional barriers to entry that millennials have when entering the housing market. As a result, other York transplants like Maddie Elder, have also been able to purchase a home after recently graduating college.

Maddie came to York after graduating from Doane University in 2018. A professor told her to apply for a job opening at the York News Times – a job that has proven to be truly fulfilling. Maddie has planted roots in York and the community has allowed her to grow in her career, embrace new opportunities, and even buy her first home at the age of 23! This helped her realize that a successful and fulfilling life does not need to have the backdrop of a large metropolitan area. You can listen to Maddie's story here https://youtu.be/dquaOPsA3Vw



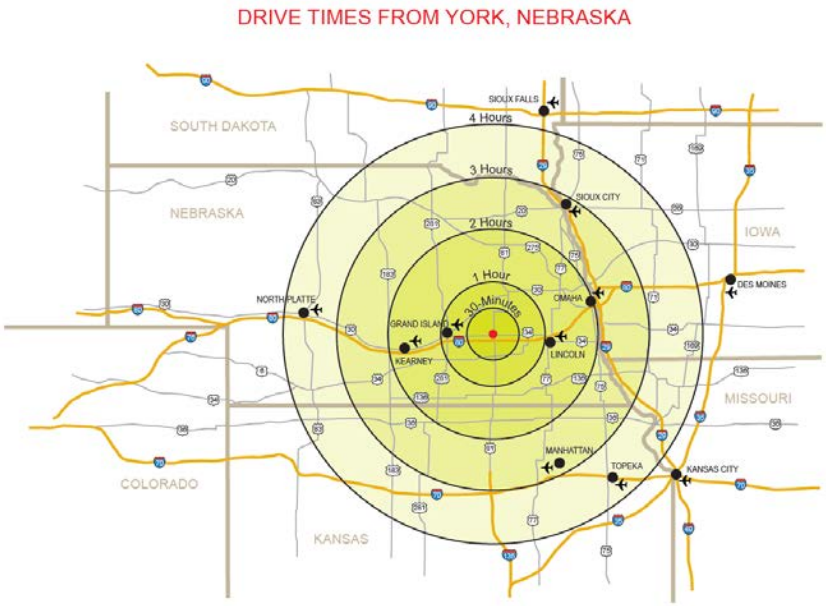
Millennials Love that York County's Location Offers the Best of Both Worlds

York County is a rural county with charming towns, a vibrant downtown area, large employers and abundant recreational opportunities. There is a growing retail sector, and one can find anything you need in York County. If that wasn't enough, the county is also only 45-minutes to the Lincoln metro area.

Reach a Husker football game in just 45-minutes!

Those who have season tickets to football games or want to spend the weekend watching a large concert or musical, or having a larger shopping trip, will enjoy the ability to access large metropolitans to the east and west of York – just 45-minutes and 1.5 hours away!

On a daily basis, living in York means saving money, having no traffic, knowing your neighbors and being part of something incredible. This also creates the freedom to branch out and enjoy big city amenities and entertainment as desired.



York County Provides Exceptional Education Opportunities

For some millennials, having close access to universities is important, giving the need to advance their education and careers. In this situation, York County is the perfect place to call home. York College provides educational opportunities close to home. For example, they offer a master's degree in Organizational Leadership – ideal for anyone looking to enter a managerial role.

York College has been ranked highly by the Best Value Colleges and Universities, noting that York College is an "affordable college in Nebraska that puts students first." York College is also the most affordable private college option in Nebraska.



The review goes on to say, "A 12:1 student to faculty ratio makes meaningful relationships with faculty members inevitable, and academic success all but guaranteed. Plus, York makes their already competitive tuition even more accessible with a wide range of academic, need-based, and performance scholarships that range from the $1,500 Blue and White Award for above-average students to a substantial “Sibling Scholarship” for families with a legacy of commitment to their alma mater."

York College has also been listed as a top school for veterans, a top online university, and having one of the most beautiful campuses in the United States!

The Southeast Community College Learning Center in York has been a leader in educational opportunities for the last three years. As part of an initiative of SCC, six learning centers were established and designed to offer credit, leisure and workforce development classes to rural communities across the 15-county area the College serves.



The Learning Center at York has been working closely with businesses, partners and individuals to provide quality classes geared to meet the needs of the growing communities. With an emphasis on workforce development, the Center continually develops and offers workforce development classes to target an array of skills providing the most for businesses across York County and surrounding counties. These classes are taught by local experts in their fields who strive to offer the most for our communities. SCC continues to offer leisure classes for students of all ages and interests, as well as access to credit classes right in the York area. And the Center continually grows in each area. In close proximity to Milford, students have access to additional credit classes promoting partnership among SCC facilities, local partners and our community members.

York County Has a Great School System for Young Families As Well

Those with children will appreciate York County's award-winning school system. York County has many early pre-k Childhood Opportunities. From pre-schools and centers, to in-home daycares, there are several options. According to Nebraska Health & Human Services, there are 29 licensed facilities, giving families choice.



There are three public school districts in the county and parents can select the district they want to send their children to, regardless of where they live. In addition, there is a Catholic and Lutheran K -8, along with a K-12 Lutheran boarding school in York County.

York County schools are known for their good fine arts department, athletic programs, music department, and holistic approach to education and lifelong learning.

From a career perspective, school districts in York County are committed to following the Career Pathway mode where careers are organized in six career fields. The six fields include the 16 Career Clusters, which group careers that involve similar work. Each school district has developed Career Academies to provides education along a chosen career pathway. All schools also participate in the Regional Career Day exposing students to business panels and businesses from across the region as well. This has created an ecosystem that promotes connections between students and local businesses.

Students can go from pre-school through their master's degree in York County, and once graduated they will find a good job waiting for them.

Now that's a reason to choose York County!







Safety

Who doesn't want to live in a community where you can safely go for a run? Where parents feel secure giving their children more independence. There's a comfort level to living in a small community where people watch out for each other. York County, NE has a 0.22 violent crimes per 1,000 people compared to a national rate of 3.75. Property crime is also low with a 14.12 per 1,000 people compared to 24.21 nationally. Now there is some data that shows Why York County!

Healthcare

Healthcare may not be the top of the list when looking for a new community for a healthy person who has no kids. You can be assured that if needed, York County has many award-winning options. Starting with Henderson Healthcare and York General, both hospitals focus on providing quality care from birth to death. There are medical clinics, and an Urgent care facility, eye care providers and chiropractors, along with dozens of specialists who come to York County. For preventative care, there are five options if you like to join a fitness facility, trails and even places to take a kayak out on the water.



Why Entrepreneurs Are Choosing to Start or Grow a Business in York County

York County has an entrepreneurial ecosystem that is strong, vibrant and growing!

Entrepreneurs are choosing to start or grow a business in York County for several reasons –

#1 It's affordable here

The cost of doing business in York County is lower than it is in many parts of the country, including nearby metropolitan areas. Low tax rates, affordable commercial real estate prices, low energy rates and easy transportation all contribute to it costing less to start a business in York.

#2 Talent is everywhere

Students graduating from York College provide a steady pool of talent for entrepreneurs hiring interns or recent graduates to help round out their team.

#3 There are opportunities to support major industries

Many small businesses are helping to support York County's major business sectors. There are abundant and diverse opportunities to provide products and services to companies in the agriculture, science, manufacturing and healthcare industries.

#4 The community is supportive

Entrepreneurs will find a supportive and encouraging community of people who will help them to succeed. Whether signing up as a customer or providing general support, community members are quick to get behind local businesses.

#5 York County is a retail hub for the area

York County has twice the state average for retail sales. York is a popular regional destination for shopping and dining, while also benefiting from 50,000 cars a day driving

by on the interstate. With so much retail activity, there is an incredible amount of opportunity for entrepreneurs looking to launch a retail store, restaurant or service-based business.

#6 York County's location

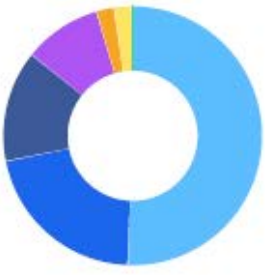
Regardless of the direction, you will find routes that are easily accessible with Interstate 80 (runs East/West), U.S. Highway 81 (runs North/South) and rail services provided by Burlington Northern Santa Fe. York, Nebraska's right-in-the-middle-of-it-all location is key to conducting business, along with the state's low traffic congestion, lower costs, pro-business climate, low labor costs, and the absence of inventory taxes.

Summary

The following chart shows the 85% of York County businesses have fewer than 20 employees. These statistics shows that small businesses are welcomed and supported in York County.

Business Characteristics - Cont.

Business Size



	Percentage	Business Count
1 to 4 employees	50.6%	505
5 to 9 employees	21.2%	212
10 to 19 employees	13.9%	139
20 to 49 employees	9.7%	97
50 to 99 employees	2.2%	22
100 to 249 employees	2.2%	22
250 to 499 employees	0.2%	2

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Featured Business: Striv.tv

York County may be known for retail, agriculture, manufacturing and healthcare, but it is also an increasingly popular destination for unique and tech startups.

Striv.tv started in York County as a way to livestream sporting events taking place at York College, at area high schools, etc. Taylor Siebert started Striv, Inc. in 2012 and it has grown into a thriving business that includes an educational platform for schools wishing to share their story or lessons online. The Striv story has been shared in many medians, and here is one article: https://striv.tv/npsa-a-feature-story/?fbclid=IwAR0qBd4R1br6lrU_3d3ozo_-xoebpdlg2G3jKqPaBFSzHtUDok20j9tzZ1g

Taylor and his wife Jessica met at Doane College and have three children. They moved back to Henderson in 2010 to start a family and start a business. Growing up he wanted to be a teacher and coach, but knew he had a love for business. Starting Striv has been a blessing to bring those two passions together to form a business that helps schools share their story online. The York County schools and community have been incredibly supportive, helping to propel Strivs' success.



York County Millennials are Building Connections to Span a Lifetime

York County is more than a place to build a career, receive an education or buy a home. It is a place to build connections that last a lifetime and create the foundation for a beautiful life. Ultimately, the millennials moving to York County know that they want a meaningful life, one that is rich in opportunity, experiences and relationships.

> *"I knew from day one that I wanted to meet new people, get involved and create a sense of community. I got a great job at the paper, joined a co-ed softball team, graduated from Leadership York, have volunteered in the community and participated in the Young Professionals Group. York has offered everything I wanted and more," said Maddie Elder.*

We invite you to explore and discover Why York County, Nebraska.

For more information or to schedule a tour, contact:

402.362.3333

lhurley@yorkdevco.com

Visit www.YorkDevCo.com

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