

Strategic Plan

2015-2020



Ord
Township
Library

Approved:

August 18, 2015

Board of Trustees Regular Meeting

TABLE OF CONTENTS

| | |
|--|------------|
| Mission Statement | 1 |
| Community Profile..... | 1 |
| Location..... | 1 |
| Population..... | 1 |
| Education..... | 1 |
| Income..... | 1 |
| Housing..... | 1 |
| Local Economy..... | 2 |
| Educational Facilities..... | 2 |
| Cultural, Recreation and Civic Opportunities..... | 2 |
| Communication..... | 2 |
| Strategic Planning Team and Time Line..... | 2 |
| Community Needs Based on Survey Results..... | 3 |
| Strengths and Weaknesses | 4 |
| Peer Library Comparison | 4 |
| Internal Environment | 5 |
| Opportunities and Threats Outside the Library | 5 |
| Goals and Objectives of the Library Based on Community Needs | 6 |
| Community Need Number One | 6 |
| Community Need Number Two | 6 |
| Community Need Number Three | 7 |
| Community Need Number Four | 7 |
| Evaluation Plan | 8 |
| Summary | 8 |
| Bibliography | 9 |
| Community Needs Survey – Ord | Appendix A |
| Community Needs Survey Results Ord | Appendix B |

MISSION STATEMENT

We welcome and support all people in their enjoyment of reading and pursuit of lifelong learning. Working together, we strive to provide equal access to cultural, intellectual, and informational resources.

COMMUNITY PROFILE

Location

Ord is the county seat of Valley County and is in the center of Nebraska. Highway 11 and Highway 70 meet in the middle of the community and the North Loup River flows directly north of town.

Population

The population of Ord during the 2010 census stands at 2112. Estimates show a very slight decline in the 2014 population of 2084. Median age of the population is 50.4. Ord's population is 96 percent white while the remaining population is either of Hispanic or other nationality. Statistics show that 94 percent of the homes are English speaking only.

Education

Current data shows that there are 579 students enrolled in school and in 2010, 91.5 percent of the population has a high school degree or higher education.

Income

Median household yearly income is \$36,449 while the average income is \$48,784. Although only 3.9 percent of the population is considered unemployed, 16.6 percent of residents are living below poverty level. Within the district's school system, 40 percent of children receive free or reduced lunches. Dual income earners represent 96 percent of parents with children under the age of six. Commuting to work averages 10.9 minutes.

Housing

Owner occupied housing units equal 70 percent of all housing units while the median price of a home is 75,100 dollars. This leaves 30 percent as renter occupied. Of the renter occupied units 48 percent are paying more than 30 percent of their household income in rent. Median rent price is 429 dollars.

Local Economy ⁽¹⁾

Ord is an established agricultural community and many of our businesses are based on this economy. In addition, there are four manufacturing businesses, various retail businesses, thirteen restaurants, fast food establishments and bars, a hotel and two bed and breakfasts. Four banks, six insurance offices, a newly built hospital with clinic and traveling service providers, retirement

- (1) Business and industry statistics are not available for Ord through the American FactFinder and information is outdated on the NPPD's community Fast Facts. Information gathered from A 2015 Ord Comprehensive Plan Update by the City of Ord via J.E.O., and the Valley County Economic Development office provided the remaining information.

1.

facility and nursing home exist in Ord. The major employers for Ord include the hospital and the medical profession, city and county government and those opportunities created through agriculture. The closing of Alco discount stores across the nation affected Ord in February of 2015 with the closing of our local store.

Educational Facilities

Ord has three preschools, one elementary, one junior/senior high school and one private parochial school serving kindergarten through sixth grade. Central Community College established a satellite branch to serve our surrounding area in 2010. The libraries within the schools are adequate to meet the needs of our students. Library school staff work well with the Ord Township Library's staff to communicate needs of the students. The satellite college branch also has a computer lab for its students. The Ord Township Library's computer lab serves as a secondary source for those students when the college lab is not available.

Cultural, Recreation and Civic Opportunities

Recreational opportunities include three parks, a walking trail, city pool and a nine hole golf course. Within 30 miles are three state lake recreational areas. The bowling alley burned down in 2008 and has not been rebuilt. The movie theater was closed in 2011 and was reconstructed into a short-lived restaurant. This building was recently purchased in the summer of 2015 by a local group, Valley Performing Arts Theater. There is a current fund raising campaign for the construction of a new city pool. This project may look at bonding or a sales tax levy in the future. There are eight churches, Chamber of Commerce, Valley County Economic Development and the Valley County Philanthropic Partners that gather together over 25 philanthropic organizations in our county to network our ideas and promote our individual projects. The volunteer fire and rescue department is well supported and the hunting and fishing enthusiasts have many club outlets such as Karp and Krow and Pheasants Forever. The common goal of these organizations is to make our community a better place to live, work and play.

Communication

Communication is readily available via our local weekly Ord Quiz newspaper, KNLV radio station and various social media options such as Facebook and Instagram. Public notice boards are available throughout the community.

STRATEGIC PLANNING TEAM AND TIME LINE

The strategic planning process began in the March of 2015 with the outlining of the process with the library staff at monthly staff meetings held on the first Thursday of every month and board of trustees meetings held on the third Tuesday of every month. A survey questionnaire was created in May and distributed inside the library in June and early July and the same questions were used in an interview style survey on the streets and in businesses of our community (Appendix A). The results of the survey were tabulated (Appendix B) and shared with staff and the trustees at our July monthly meetings and then shared with key stakeholders in our community in late July and early August. Those stakeholders added constructive information regarding the survey and plans that are already underway for our community. The trustees and staff director worked

2.

through our strengths and weaknesses and opportunities and threats at our July meeting. Using the survey results, strength/weaknesses, opportunity/threats information, the planning team determined which community needs the library has the ability and resources to respond to at the August meeting. From that point, the library director created the rough draft of the strategic plan and sent an electronic copy to the board of trustees and personally discussed with staff. The Ord Township Library Board of Trustees approved the final copy of the strategic plan on August 18th, 2015.

Planning Team:

Staff:

Kristi Hagstrom – Director Ord Township Library
Diane Breitreutz – Librarian
Corky Michalski – Children's Librarian
Penny Beran – Library Aide

Board of Trustees:

Shawna Lansman – Kindergarten Teacher - OPS
Julie Klimek – Surgery Nurse - Valley County Health Systems
Kay Fanning – Retired Colorado Librarian
Kiley White – Owner – Ord Grocery Kart
John Felton – Manager – Trotter's Fertilizer

Key Stakeholders:

Kristina Foth – Ord Area Chamber of Commerce, Assistant Director
Trevor Lee – Valley County Economic Development, Executive Director
Doug Smith – Ord Elementary Principal
Janie Zadina – VPAT Member (group purchasing old theater)
Dahn Hagge – Home Town Competitiveness, Director/Valley County Philanthropic
Partners, Organizer/Valley County Community Foundation Fund, Director
City Offices and City Council

COMMUNITY NEEDS BASED ON SURVEY RESULTS

Overall, Ord residents are satisfied with living in the community, giving an average satisfaction of an 8.1 on a 10 point scale. When asked what they like most about living in Ord, residents consistently said it was “the people” and they liked the “friendly. small town community”.

Asked Ord residents what is the most critical issue facing Ord today, top concerns are as follows:

1. Jobs/Economy
2. Retail/Restaurant options
3. Nothing for our youth to do
4. Housing/Rental property options

Asked what resources you would like to have available to you in Ord that are not currently available, top answers are as follows:

1. Discount department store
2. Movie theater
3. More places for kids
4. All seasons recreation facility, pool, bowling alley
5. Quality child care

3.

Asked if there are additional facilities or activities that you would like to have available, top answers are as follows:

1. Movie Theater
2. Rec Center
3. Bowling
4. Retail

5. Nice Restaurant

Asked what is this community's greatest need, top answers are as follows:

1. Theater
2. Keep kids out of trouble/Things for our kids to do
3. Shopping/Retail discount store
4. Day Care

The results of this survey were turned into a Google Doc spreadsheet and shared with the community stakeholders listed as part of the planning team, and also shared with many others, so these individuals could share the information with their respective organizations and entities. The survey information is valuable to many organizations, not just to the library.

STRENGTHS AND WEAKNESSES OF ORD TOWNSHIP LIBRARY

Peer Library Comparison ⁽¹⁾

Compared to our Nebraska peer libraries, the Ord Township Library ranks consistently in the middle of our peers. Ord Township Library's strengths are that the library ranks first in public internet usage and second in annual library visits, total circulation, children's programs and total number of library programs. Weaknesses fall in the categories of offering health insurance, life insurance, retirement plan and unemployment compensation to full time staff. A weakness shows that the library is low in total government revenue but the library makes up for it in a first place ranking in finding other sources of revenue to compensate for the difference in local government funding.

Internal Environment

The strengths and weaknesses of the library's internal environment was reviewed with the board of trustees at the July 2015 meeting.

Strengths:

- ⤴ The facilities are in good working order

(1) At the time the strategic plan was written, the option to compare the Ord Township Library to our peer libraries on the Institute for Museum and Library Services website only allowed for limited access for data from 2012. In addition, the data services link from the Nebraska Library Commission for the U.S. Census is offline due to an IT security investigation on the federal level. Although our peer group contains seven Iowa libraries, this comparison could only use seven peer Nebraska libraries from the 2013-2014 public library statistical data files.

4.

- ⤴ New handicapped-accessible doors were installed in 2013, new sidewalks in 2014 and handicapped-accessible bathrooms in 2015
- ⤴ Hours open were adjusted in 2014 to make opening time consistent. The library now opens seven days a week at noon
- ⤴ All public access computers are three years old or newer
- ⤴ Internet is still using a cable based connection but it is still faster than many home and business systems in our community
- ⤴ The collection is well maintained and weeded each year before our annual book sale that begins the last week of September
- ⤴ The library excels in their programming for children
- ⤴ The library provides fax and copy machine access as well as inter-library loan services

- ⤴ The current staff and volunteers work and complement each other well
- ⤴ Because the staff has worked together for so long and the established policies are solid, the operations side of the library is a strength
- ⤴ The checks and balances of the library are in place with a committed board of trustees and township board
- ⤴ The library is also fortunate with an active foundation board that supplements our programming/services and special needs budget

Weaknesses:

- ⤴ The basement of the library is not handicap accessible
- ⤴ The next step in our technology plan would be to replace staff computers as they are more than five years old
- ⤴ There is room to grow with young adult and adult populations in programming
- ⤴ As a whole the staff tends to take on more and more responsibility without adding to the number of hours that are worked
- ⤴ This multitasking frame of mind makes us prioritize and stay busy but the items at the bottom of the priority list might not always get done in a timely manner

OPPORTUNITIES AND THREATS OUTSIDE OF THE LIBRARY

Our funding should be stable for the next four to five years due to a levy override that took effect in 2013. The excess of that override could carry the library at our current level through 2020. The downside of our funding is that, although the level is consistent, it leaves no room for growth in programming, staffing or offering more resources. The library's technology access is an opportunity with eight public access computers and 24-hour wi-fi connection. We provide e-book technology to our patrons with Nebraska OverDrive. However, the ease of purchasing books for e-readers and internet access on smart phones and home internet access can be a threat to our library by eventually decreasing our computer and wi-fi usage. The social climate threat is that our community is known for being very divisive in many local and large scale issues. Our library has the opportunity to be a neutral base in that turmoil, where thoughts and ideas can come together. The Library represents itself well in our community relations and the partnerships we have built. These partnerships give us the platform and opportunity to have a voice in the

5. decisions our community makes in its progress.

Threats to our community relations could potentially be society's overall perception that libraries are no longer relevant to our world today.

GOALS AND OBJECTIVES OF THE LIBRARY BASED ON COMMUNITY NEEDS

Community Need Number One

Movie Theater

The previous movie theater was converted into a restaurant and was purchased by an organization called Valley Performing Arts Theater (VPAT) in July of 2015. The long term plan for the theater has yet to be determined. Community meetings have been set up regarding the project but the purchasing

group is leaning toward more of a live production scenario with opportunity for the public to rent out the facility for private events. The organization is considering hosting movie events like DVD showings similar to what the library does.

The results of the survey of a movie theater being the top priority of our community has been shared with the group who purchased the building. The library director will attend the community information sessions regarding this project and has voiced willingness to partner with the purchasing group to assist in any needs they may have. To help meet the needs of our community until the plans are finalized, the library will continue with their current programming plan.

Objective:

The library will continue to meet the community needs, in a limited capacity of showing DVD released movies, until another solution is reached through the VPAT organization.

Continued Goals:

- a. show movies for children on early-out days throughout the school year
- b. show movies for adults as part of our Thursday night movie club
- c. show movie matinees on Sunday afternoons during the winter months
- d. show movies to children during the summer "Movie Mondays"

Attendance of movies will be recorded for reference. The library director will re-evaluate this plan as the development plan of the VPAT organization occurs. The library director will meet with VPAT stakeholders and decisions regarding our programming opportunities will be set in our monthly board of trustees meetings with staff input.

Community Need Number Two

Keeping Kids out of Trouble/Things for Our Kids To Do

Ord currently does not have an after school program. After discussions held with key stakeholders in our community, it has been determined that although it would not be feasible to

6. host an

after school program in the library due to lack of space and handicapped accessibility, the director of the library, in partnership with the elementary principal, will form a committee that will look for curriculum, staffing opportunities, hosting options, and cost associated with the program.

Objective:

An after school program will be organized and operational for at least two days a week by the fall semester 2016.

Goals:

- a. A committee will be organized and hold its first meeting in the fall of 2015 and continue the planning process
- b. A proposed plan will be presented to the Ord Board of Education in March of 2016
- c. First after school program will be held at the beginning of the fall semester 2016
- d. Secure funding for handicapped-accessible basement access for future use

The library director will play a role in the development of this project. While being a part of this committee, the director will consistently communicate progress with library staff and board of trustees. This plan of action will be re-evaluated at the library board of trustees meeting in August 2016 to determine progress and what role the library will play in an off-site after school program. This plan will continue to be evaluated yearly at library board of trustee meetings.

Community Need Number Three

Shopping/Retail Discount Store

When the strategic planning process started for the library, the Ord community was concerned with the recent closing of the local Alco store. Recently it has been announced by the Ord Area Economic Development Office that a Hometown Shopko will open in 2016. Although retail retention is always a concern in small communities, this specific community need is already being addressed. Other than remaining knowledgeable and staying connected with our community partners, there will be no further action necessary to meet this community need as the goal and objective of this community need will be met.

Community Need Number Four

Day Care

Being proactive, The Valley County Economic Development Board made quality day care a priority issue at their annual meeting in 2015. Meeting with the economic development director to discuss community needs, the director thought that the library could play a partnering role in solving this issue. All elementary parents in the school district were contacted by letter asking them to attend a informational meeting in August to discuss this important issue. By meeting with parents, the goal of the economic development board is to learn what the day care needs are in our community.

7.

Objective:

To increase the number of licensed day care facilities in our community.

Goals:

- a. Using the library's extensive parent email list, for story time children ages zero to five, the library forwarded the letter to the story time parent population regarding the community day care meeting.
- b. The director will attend this open forum parent meeting, the upcoming dare care provider meeting and then the combined parent and day care provider meeting.
- c. The library director will partner with the economic development staff for future committee meetings to work towards more quality licensed day care availability for our community.

With the economic development director and other “to be determined” key stakeholders, the director will evaluate the progress of this committee and will consistently inform the staff and trustees of the progress.

EVALUATION

The Strategic Plan for the Library runs from 2015-2020 knowing that the library will be funded at a consistent level during this time frame based on its current levy override. In August of each year, the Ord Township Library staff and board of trustees will review the strategic plan of the library at our regularly scheduled meetings. Goals and objectives will be adjusted based on:

1. Changes in the Ord 's community needs
2. Changes in library funding
3. Changes in library staffing

SUMMARY

Basing the Ord Township Library's strategic plan on community needs verses library needs requires working together with other community entities to define and meet our goals and objectives. Ord Township Library is a willing partner in our community's progress. However, partnering in these goals also means that the library cannot solely determine the time line of meeting these goals or the final plan of action. Flexibility will be necessary.

8.

BIBLIOGRAPHY

Ord Township Library. (2015). Community Needs Survey. Ord, Nebraska.

Valley County Economic Development Corporation. (2015). Annual Strategic Planning Session. Ord, Nebraska.

J.E.O. (2015). Ord Comprehensive Plan Update. Envision Ord Public Meetings. Kevin Andersen and Tonya Carlson, Planners.

Nebraska Library Commission. (2014). Nebraska public library survey 2013-2014 data statistical files download. Retrieved from:
<http://nlc.nebraska.gov/stats/Downloads/20132014stats/index20132014.aspx>

U.S. Census Bureau. (2010, estimates, 2014). American FactFinder: Community Facts Profile. Ord, Nebraska. Retrieved from:
http://factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml#none

Appendix A: Community Needs Survey Questions

COMMUNITY NEEDS SURVEY

Ord, Nebraska

Summer 2015

This survey is being conducted by the Ord Township Library as part of the Strategic Planning Process required for Library Accreditation by the Nebraska Library Commission. Individual answers will remain anonymous.

1. How satisfied are you with living in Ord?

| | Dissatisfied | | | | | | | Very |
|-----------|--------------|---|---|---|---|---|---|------|
| Satisfied | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | | | | | | | |

2. What do you like most about living in Ord?

3. What do you like least about living in Ord?

4. Over the last 5 years, do you believe Ord's quality of life has improved?

5. Would you recommend Ord to your family or friends as a good place to live?

a. If “Yes,” what would be the one major reason?

b. If “No,” what would be the one major reason?

6. What would you say is the most critical issue facing Ord today?

7. Are there any resources that you would like to have available to you in Ord that are not currently available?

8. What facilities and activities do you utilize in Ord that are most satisfying to you?

9. Are there additional facilities or activities that you would like to have available to you?

10. What is this community's greatest need? Be specific.

Are You Male or Female:

**Age Range: 0-20 21-30 31-40 41-50 51-60 61-70 71-
80 81- 100**

**Please return surveys to:
The Ord Township Library
PO Box 206
1718 M Street
Ord, NE 68862
or email: director@ordlibrary.org**

Appendix B: Community Needs Survey Responses

Ord Community Needs Survey

1. How Satisfied are you with living in Ord?

| | | |
|----|----|-----------------------|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | 6 | |
| 6 | 8 | |
| 7 | 17 | Average is 8.1 |
| 8 | 37 | |
| 9 | 19 | |
| 10 | 16 | |

2. What do you like most about living in Ord?

Quiet, friendly people

Everyone knows each other

caring people

rural atmosphere

still close to towns like Kearney and GI

The people

smallness

hometown feeling

the community

caring people

close enough to bigger towns

hub of the area

hospital available

young families moving in

People

Friendly

It doesn't take long to get to the grocery store/any store. I can walk to the library. I love the view from the highway and being a reasonable distance from rec bodies of water

Small town values, safety, friendliness

The people

The community is inclusive

small town friendliness

Close community

It's the People

Safe

Active and supportive small town community. Many opportunities to volunteer if desired.

Opportunities to shop local businesses Good place to raise kids

The nice people and great community

Big enough to have most services – small enough kids can go to the park, etc. on their own

Small town to raise my family and grandchildren

We are one of the top schools in Nebraska

Friendly people

Top Results:

16 Friendly, small town community

11 The People

Small Town
 Good schools, good health care, good library
 Small Town atmosphere
 Beautiful community and parks
 The people
 Health Care availability
 Quality of Life
 That we have an emergency room
 Location to water recreation
 Organic groceries, walking distance, walking trail, friendly folks in city, county, and state government.
 Dollar General
 More access to stores here than surrounding areas
 Safe
 Safe atmosphere, low crime rate
 Agricultural Community
 Camaraderie
 Individual care in a small community
 No traffic or stress
 Great place for youth
 Sense of community
 Small
 People are trustworthy
 Friendliness

3. What do you like least about living in Ord?

Being able to shop for clothes, sheets, etc.
 Not many shopping opportunities
 When we first moved back, it was very difficult to find contractors, plumbers, electricians getting contractors
 not enough hands on workers/handyman
 people following through with their commitments
 Nothing to do
 nothing for kids after school
 good pool
 not utilizing our river for rec enough
 a few making the decisions for all
 can't go bowling – why can Burwell keep a theater and a bowling alley and we can't – ridiculous movies!
 no theater
 not enough to do, especially in winter when people come to visit
 No good restaurants. No theater. No bowling alley
 Not much of a bike trail. Not enough art. Have to travel to see some medical specialists.
 Lack of employees for businesses
 The city does not enforce city ordinances unless someone complains. A lot of sidewalks need replacing
 Lack of entertainment and shopping, lack of rentals
 Not having enough stores. Clothing, shoes, etc. An Alco type store is needed
 Crazyness at the hospital – why can't they get their acts together?
 Have to go out of town to enjoy a nice meal outside of fast food. Medical facility doesn't deliver babies, not comfortable with some decisions doctors make.
 Limited quality day cares. Feels like everyone knows your business

Top Results:
13 Shopping/Retail
13 Nothing to Do
5 Theater
3 Bowling
3 Contractors
1 Day Care

Sometimes there is a problem with people who have issues with running the town in a negative way
 Most everything-there isn't much to do- the weather is bad.
 Still an hour to bigger shopping, not much for kids to do
 No retail
 Nothing to do
 Lack of young people things
 Snobby people
 Politics
 Limited to no opportunities
 Close Community
 Inconveniences of Grocery store and no Alco shopping
 Drive long distances for everything
 No retail, nothing for young people to do.
 Traffic
 Less development progress, the same people are doing everything.
 No mountains, evergreens and the ocean
 Can't buy things you need. Have to go out of town.
 The people of Ord not taking pride in their residences and the city council not following ordinance, building fences 2' from their lot line and metal buildings
 Nothing to do for the kids
 Good ol' boys making all the decisions – in secret
 Theater gone
 bowling alley gone
 No YMCA type facility/access to those type of programs
 Too far from shopping and concerts
 Nothing to do
 No Movies or bowling
 Only a few making decisions for us all
 Robberies – not safe to leave our doors open anymore
 Hospital Drama – revolving door of C.E.O.'s – maybe we need to look locally for a replacement?
 not many food options
 High prices, limited services, snobby attitudes, bug spraying by the city, “needing” new everything: i.e.: pool, fire department, school hospital
 hard to get young people satisfied
 lack of different jobs for teens and young adults
 politics/favoritism
 not many things to do
 Noisiness

4. Over the last 5 years do you Believe Ord's Quality of Life has improved?

| | |
|------|----|
| Yes | 57 |
| No | 28 |
| Same | 8 |

For the most part
 NO! Just as many businesses leave as come in
 No – we can't keep our retail
 For us, yes!
 No-movie theater is gone
 Yes, if there are more college offerings in the area.

Yes – new businesses trying to make a go. Entrepreneurs willing to take more risks

Theater was destroyed

Bowling alley burned down and not replaced

No – we've lost the theater, bowling alley and Alco

No – look at everything closing down

Yes! Entrepreneurism at it's finest

No – Alco :(

5. Would you recommend Ord to your family or friends as a good place to live?

If yes What would be the reason?

Small town values, safety, friendliness

Small quiet community

Friendly town

Community investment

People

Schools

Beautiful downtown

hometown USA

quality of life

water rec

Agricultural Community

Family oriented

No gangs, less crime

Not sure

Small town values still in effect.

Peace and quiet

Family oriented small town support

People care here, and that is nice to have in a small town.

Small, good community that is easy to get along with

Yes!

Yes

Friendly

Because family is here

Cost of Living

Quiet

Good homes

Great opportunities with school

safe town with good schools for children

Friendly – golf, swimming, rafting, tubing, church family and library

Community

Small and safer

All basic services are here: health care and a good standard of living

family atmosphere

low cost of living

Small Town atmosphere

People are nice/low crime rate

Nice, small community

Yes – good quality of life – clean air, food, water, good accessibility to goods/services for adults but lacking for teenagers/kids

You know everybody

Yes

People-financially feasible place to live. Close enough to the city without city prices.

If no – What would be the reason?

you would think we were a dictatorship
no voice in what goes on
declining in number of people
couldn't handle not having all the options that are not available
everything is closing
not taking care of our properties and admin doesn't do anything about it
It depends on the person and their interests
lack of rentals, shopping, entertainment
Less job opportunities
Lacking basic things and entertainment
No
Small town politics
No opportunities/ very little opportunities
entering town from the south is ugly!
Not a lot to do
Nothing to do
no jobs
Nothing for young adults to do.
Keeping young families and businesses in town
No-nothing to do
Not much for kids to do – concerts too far away
nothing for our kids and families to do
no recreation unless we leave town
no good paying jobs for young adults
Not easy to find jobs available for a permanent life here
Jobs that I can support a family on...
lack of local investment in and by the citizenry of both time and money

6. What would you say is the most critical issue facing Ord today?

No issues
staying vibrant and finding people to continue to help and support the great foundation laid by prior volunteers
Burwell is kicking our butt
jobs
Economy

can't support my family on my wages
self centered youth
none
too much of a division of the haves and have nots
youth engagement
Offering amenities that will attract people to the area
NEED MORE RETAIL
Limited number of activities for youth.
Less jobs
Nothing for our kids afterschool
Drug use in young adults
Economy
e cigarettes
Keeping children in the area
Teens do not have much to do, so they turn to drugs and alcohol
Surviving
Lack of shopping and job opportunities other than fast food

Top

Results:

13 Jobs/Economy

10 Retail/Restaurant

8 Nothing to do for our Youth

4 Housing/Rental Property availability

Employees for businesses
need more jobs. Young people have to go to larger communities to get good jobs
Lack of businesses to shop at
The problems with the recent things going on with the law. It's putting a bad look on Ord.
Quality rental properties
need something for kids to do
need a department store – have to go to GI for most things
Getting new businesses to come to Ord
All season rec facility
High land resale prices
City officials making decisions as individuals for self benefit, not following city ordinances, not treating citizens the same/favoring!
No retail, nothing for young people to do.
Terrible job market
Getting a new pool
Nothing to do
More people are coming and we need more things to do
Nobody wants to move back/ lack of jobs
Hospital drama
Hospital issues are taking a toll on the community
Nothing family related
Declining stores and services
housing
renting a place to live
Lack of tax base
Economy
dying population – no one moving in
Lack of development
No retail
Nothing for youth
Declining population
Housing – no starter homes
Budget
Outsourcing services-construction, maintenance,service,etc.
Economic advancement. We need more jobs.

7. Resources that you would like to have available to you in Ord that are not currently available?

Movie theater, department store, more places for kids

Department store
A place like Alco
place to live
good hotel

business community working together
discount store
place to buy stuff

When I was younger I wanted more college courses, but I think they are being offered now?

Yes-Shopko-Discount Department Store

shopping and entertainment

Community Theater

decent pool

Top

Results:

20 Discount Department Store

10 Movie Theater

8 More Places for Kids

**pool, bowling alley, All seasons
rec facility, child care**

relevant classes at our college

SHOPPING

a good family restaurant

More things for kids

SHOPPING

Movie Theater, bowling, department store, conference center/hotel

Shopping places

More to do for all social groups of teens

Better shopping-miss Alco!

good family restaurant, Shopko or something similar

Another store to replace Alco

Theater

More things for teens

Retail

Livestock Barn

Movie Theater

after school programming

More unity with outside community: i.e. outside town people pay for library cards

All season rec facility

latch key kids

Stores, clothing, appliances

unsupervised children roaming the streets

Housing – no starter homes at a reasonable price

Current Movies

Mall

Indoor pool or recreation center

Movie Theater

Licensed Daycare

More activities

More Retail

Nothing for kids – bowling or theater

Department store - Shopko would like to see it come in

Can't buy shoes or clothes in Ord or gifts for kids

New community child care facility

No

No

Bakery

Movie theater and bowling alley

Ice Cream Shop

Yes, a list of folks and their talents to hire when I have a job in need of completion.

Discount department store

8. What facilities and activities do you utilize in Ord that are most satisfying to you?

pool, school

Library

schools, library, summer programs, our parks, trail, Aubels

pharmacy

hair care

library, school, hospital
nursing care for my love ones
McDonald's
pool
The Library is doing a good job with limited funding and space. Auble pond and Bussell park are nice.
The bike trail, even though it is short
pool, library
library, doctors, hospital
The restaurants
Grocery Store, Hospital, Schools
Library and school
School, fire dept, library, golf course, park
Restaurants and library
Library, banks, and grocery stores
Bank-schools
Grocery Store
School, gym, places to eat
Pool, hospital, library. Food
Grocery stores, churches, Dollar General, banks, hospital
School, gas stations, pharmacy, library, golf course
Aubles Pond
Park and bars
Retail that we do have
So thankful that Dollar General is Here!
Scratchtown
Catholic church/ school/gym
Fairgrounds
Town in general
Pool for Kids and the library with the reading program
Pool, park school events, library
sporting events, swimming pool, golfing, church
library, brewery, coffee shop
Golf – city council needs to take more of an interest in golf course – they don't realize how many out of town players use the facility and spend money in Ord.
Library, school events, parks
Parks, Arcade
Scratchtown
Library
Love our grocery stores!
Nearby Lakes
The River!
Fast food and gas stations
NO ACTIVITIES, walking trail, city streets, electrical grid, police department, library, grocery store, post office
Library, Good Life, Vets Club

9. Are there additional facilities or activities that you would like to have available to you?

movie theater, activity center
Movie Theater

activity center of some sort

place to hold a larger meeting

hotel

a GOOD restaurant open in the evenings

more shopping downtown

Rec Center

A longer bike trail, theater, restaurant with consistently good food. A new pool

Bowling, movie theater

movie theater

new licensed day care facility

Theaters and more things to do

Target

Bowling alley and movie theater

More business after hours

Clothing store

Rec Center and indoor pool

Rec Center, bowling, movie theater, steak house

No

Nice sit down restaurant

Shopping center

More open door shopping

Movie Theater

Department Store, theater, bowling

24 Hour restaurant or gas station

More sit down restaurants

RETAIL RETAIL RETAIL

Movie Theater

New golf club house

new swimming pool

All season rec facility

Theater

Movie Theater

bowling alley

event center for meetings, anniversaries and celebrations

hotel

Movie Theater

current movies

Rec for kids

Theater

New pool

YMCA center

Indoor basketball court

Community center

Middle age sports leagues

Theater

bowling alley

rec center for the winter

Top

Results:

19 Movie Theater

12 Rec Center

8 Bowling Alley

6 Retail

5 Nice Restaurant

Movie Theater

Bowling facility

Movies

Bowling

Rec Center

community bulletin board, tourist info building on highway, table tents with monthly info

historic building route, tree planting week/month, renewable energy infrastructure

our new pool

Indoor swimming

Greater diversity of lodging

Bowling alley and theater-for all ages

10. What is this community's greatest need? Be specific.

department store

conference center of some sort

hotel

Movie Theater 10

Movie Theater

Movie Theater

Movie Theater

Bowling

Bowling alley

a voice for all the people – don't let one assume the voice of all

Movie Theater

Strong Mayor/city manager that enforces ordinances and pushes for changes (I know it isn't easy)

Fix the sidewalks.

health care we can trust

day care

Cut the weeds along the highways coming into town. Make the town attractive to active and contributing people.

shopping and entertainment

Offer as much education as possible.

More workforce

Stores for shopping so one doesn't have to go to GI or Kearney for everything

Places for young adults to go to stay out of trouble

Unity – with a small town it's nice to have majority on board with decisions rather than several small groups against each other

Day Care! Quality, accredited Day Cares!

More for teenagers to do, so that they do not party or drink.

More Kids things!

kid entertainment

Entertainment

More people

another place to shop – Dollar Store doesn't offer everything

Attractions to keep young people here

RETAIL RETAIL RETAIL

entertainment for all ages

Discount department store

All season rec facility

Industry

Stores – clothing and department
 Stuff for kids
 Improved places for children
 Not a swimming pool-movie theater, bowling alley
 More things for teens and young adults to return to Ord for (jobs, opportunities, nice facilities)
 Theater
 Somewhere to shop for clothes, shoes, toys, etc.
 Cut down spending on upgrading a building that doesn't need it. Use on roads to beautify the town
 A list of citizens and their talents to be hired when services are needed.
 Jobs! With jobs come people.

Are you Male/Female

| | |
|--------|----|
| Male | 43 |
| Female | 61 |
| ? | 1 |

Age Range

| | |
|--------|----|
| 0-20 | 12 |
| 21-30 | 17 |
| 31-40 | 15 |
| 41-50 | 22 |
| 51-60 | 19 |
| 61-70 | 11 |
| 71-80 | 3 |
| 81-100 | 1 |
| NOYB | 2 |

Average age group was 41-50