

IMPACT CENTER

INVESTING IN WHAT MATTERS

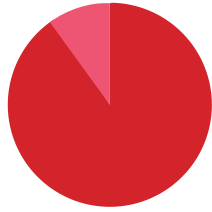
GOTHENBURG, NEBRASKA



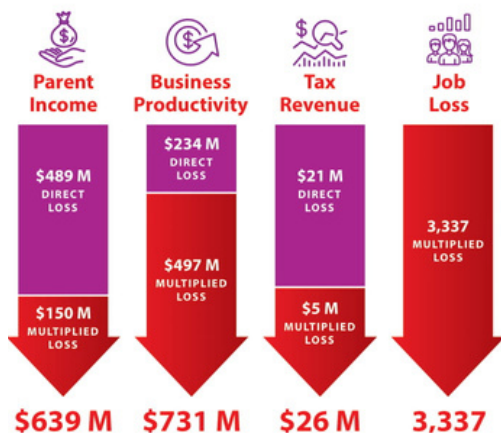
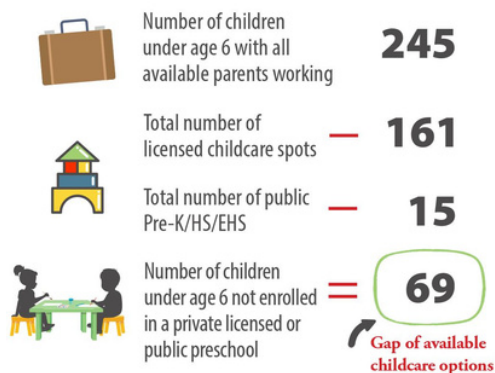
The Impact Center will be an integrated facility that addresses community-wide challenges impacting children and their families by investing time, effort, and resources into things that truly matter.



The Cost of Keeping Things the Same



Gothenburg Public School data shows 90% of kindergartners who did not attend preschool entered school in the bottom 1/3 of their class



Gothenburg, NE (population 3,500) is located on I-80 and Highway 30 in the center of Nebraska. With a long history of innovators and forward-thinkers, Gothenburg stands out among the surrounding communities as a place where people get things done. In fact, “**The Gothenburg Way**” has come to mean members of the community coming together for the benefit and progress of all, especially to overcome a challenge.

Today, Gothenburg gratefully stands on the foundation laid by the progressive actions of the past. However, there is a cost to being content with staying where we are. As the needs of the families, the workforce, and the employers in the community have continued to change, it has put a strain on the systems that once well-supported the community.

It is time once again to think beyond today and to create opportunities that will address immediate challenges while creating a strong foundation that will serve future generations and create a strong community for years to come.

Currently, there are no open spots for infants with Gothenburg’s licensed child care providers, and the waiting list is more than a year long. That means, by the time the parents find out they are expecting, it is already too late to find a spot for that baby. Overall, there are simply not enough licensed child care spots for all of the young children in Gothenburg, and parents are unable to join the workforce or continue working because of this.

A 2020 study shows the State of Nebraska loses nearly **\$745 million** a year as a result of this lack of stable, reliable child care. Local employers can attest to the struggles they face in hiring or retaining employees because of the lack of child care, which in the end affects productivity, profits, and local tax revenue.

Young families don’t settle in a community that can’t care for their children, depriving the community of high-quality candidates for local jobs. Making high-quality early childhood care and education accessible to all families will have a positive impact for all members of the community.

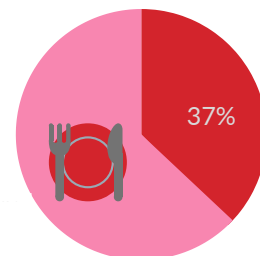


Nobel-prize winning economist James Heckman finds up to a 13% return on investment for communities that invest in comprehensive, high-quality, birth-to-five-year-old early education. This means that for every dollar a community spends on providing care and education to its youngest citizens, it can save up to \$13 on special education services, correctional services, social services, behavioral health services, and health care services - most of which are funded by tax dollars. Investing in early childhood education will decrease these expenses and give children a strong foundation for all future learning and interacting. *When students arrive in kindergarten ready to learn, it benefits all of the community's children by reducing disruptions and increasing classroom time spent learning.*

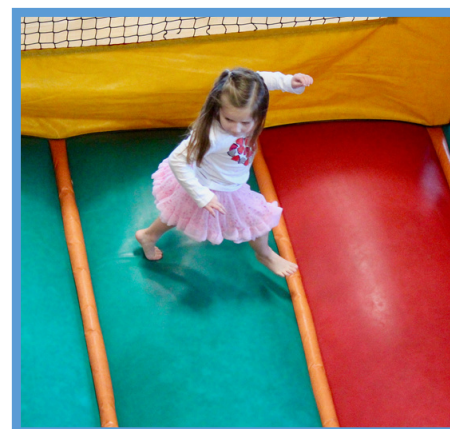
Childhood experiences in the family home are even more important than time spent in child care. Families in Gothenburg are dealing with the realities of food scarcity, rising costs, limited budgets, and other economic hardships that overshadow the benefits of providing early childhood education, putting these children at a disadvantage among their peers when they begin school.

Providing quality child care during the workday is a start, but parents need resources and support. Providing for basic needs and supporting positive parenting practices invests in local families, showing immediate benefits while laying the foundation for long-term rewards in creating a cycle of positive parenting that will last in the community for generations.

The community is lacking an adequate venue for hosting wedding receptions, large conferences, and family reunions. There are enough hotel rooms in town to provide ample housing for visitors, but there is not a location large enough or consistently available in which they can gather. This lack of meeting space results in lost revenue to local businesses such as caterers, florists, hotels, and restaurants, as well as lost tax revenue for the city. Keeping special events local keeps the revenue associated with them in town as well.



Thirty-seven percent of Gothenburg's elementary students qualify for free or reduced lunches





The Vision



Gothenburg has always been a community that sets itself apart by the way it takes on a challenge. The best way to take on the challenges of today is with a facility and operation plan designed to have the biggest impact for every member of the community.

The **Impact Center** will be an integrated facility that addresses community-wide challenges impacting children and their families by investing time, effort, and resources into things that truly matter. This center will support local growth in population and economy, creating a lasting beneficial impact on the quality of life for families in the community.

The **Impact Center** will include four components that will help Gothenburg invest in the well-being and future of the community.



- The **Early Learning Center** will allow 250+ children access to quality early childhood education and full-time care, an investment that science says is the best way to build a strong foundation for all future learning and growth.
- An adjoining **Healthy Families Center** will invest in positive childhood experiences outside of child care by providing for the physical, emotional, and social well-being of families in town.
- Access to the indoor **Sports Training Center** will allow community sports teams and organizations the opportunity to invest in their well-being and develop their skills.
- A 400-person **Event Center** will give the community a much-needed place to hold special events and meetings, investing in the relationships that make Gothenburg the strong community it is.





The **Impact Center** will include:

- 22,000 square foot Early Learning Center for 17 classrooms
- Separate and secure entrances for the Healthy Families Center, Sports Training Center, and Event Center
- Indoor multi-purpose Sports Training Center
- Event Center with 6,000 square feet of meeting space that can be divided into smaller rooms

The **Impact Center** will be located at the intersection of Avenue I and 12th Street, on the green space across from the school and adjacent to the baseball and softball fields, taking advantage of existing parking and making it easily accessible for school age children and athletes.



FUTURE ADDITION



**Early Learning Center
Main Entrance
(southwest corner)**



**East Entrance to
Healthy Families
Center, Event Center
and Sports Center**

**Northeast Corner with
Sports Center entrance
and event patio**





Why Now? The Benefits of The Impact Center



The **Impact Center** is the result of years of conversations that have taken place across Gothenburg.

The urgent need for reliable, high-quality early childhood care has been felt by numerous families for years and is still a crisis in the community. Child care is not a luxury, but a necessity for local households AND employers, and the **Early Learning Center** will address this need.

Babysitting and early childhood education are not the same thing. An **Early Learning Center** provides a loving, caring environment for children from age six weeks to 13 years old. Beyond that foundation, however, it emphasizes experiential learning from a very early age, lessening the exposure to TVs and “screens.”

Children will be better prepared educationally when they enter our school system, making them better classroom citizens and increasing the foundational learning that will take place by them and all of their classmates. When learning, speech, or physical disabilities are identified by trained child care center staff at a young age, interventions will be offered by professionals who will have office space on-site, radically improving the course of that child’s future.

The **Early Learning Center** will employ a rich preschool curriculum in consultation with Gothenburg Public Schools, giving every child the opportunity to be prepared to start school. Starting at age 3, children who attend the **Early Learning Center** full-time will be part of the preschool program. There will also be options for children who do not need full-time care to join the other children for preschool each day.

Teachers will include current local providers and center staff who have agreed to close their doors and come together in the new **Early Learning Center**. This center will continue to partner with local private providers, supporting the important work they do for children and families in the community.



Gothenburg Public School data shows that children who attend preschool prior to kindergarten enter school at a higher academic level and are more academically successful than their peers who do not. Recent data shows that preschool makes a difference for the children of Gothenburg, and the **Early Learning Center** will invest in this opportunity for every child in the community.

Providing child care during the day is only one part of the solution. Families in the community also need a place where they can get support and resources beyond child care.

The **Healthy Families Center** will be open to everyone in the community and will invest in the overall well-being of the community's families by providing support for basic needs such as food, clothing, and emergency assistance, while walking alongside parents to encourage ongoing positive parenting practices. Placing this resource for families at the **Early Learning Center** makes it easily accessible for all.

Children of all ages need space to run and play, and high-quality programs include space for this to take place even when the weather doesn't allow children to play outside. As plans were being drawn up for the **Early Learning Center**, conversations were taking place in the community about building an indoor **Sports Training Center** to allow the town's young athletes to invest in developing their skills year-round. With the location of the **Impact Center** adjacent to the town's baseball and softball fields, its proximity to the school, and the need to incorporate a large play space in the **Early Learning Center**, the idea formed to create a space for community use, increasing efficiencies.

The **Early Learning Center** children will be able to run and play in the open space during weekdays when the weather is bad. Local sports teams and organizations will have space available on evenings and weekends for their practices. **Impact Center** staff will manage and clean the **Sports Training Center**, helping to reduce operational costs.





Another community conversation has involved the construction of an **Event Center** in Gothenburg, giving local families and businesses a place to hold wedding receptions, graduations, banquets, conferences, and meetings. In 2019, the City of Gothenburg worked to develop a feasibility study for a community center, which indicated the community could support and would utilize such a center. The concern, however, was the cost to operate a stand-alone event center, and the conversation was put on hold.

Including a first-class **Event Center** at the **Impact Center** allows oversight and management of the building during regular business hours by staff already on site, reducing additional staff expense and increasing efficiencies in use and management. It also gives **Early Learning Center** staff and community providers a place for trainings that help maintain and improve the quality of care offered, as well as space to host holiday programs and preschool graduations or other special events.

Each of the components of the **Impact Center** is needed in Gothenburg, and each one works with the others to better invest in things that make a lasting difference for the community's children and families.

Gothenburg has always been a community that sets itself apart by the way it takes on a challenge. The best way to take on these challenges is with a facility and operation plan that is designed to have the biggest impact for every member of the community.

“When we work together and collaborate, it's amazing what we can accomplish together.”

**Nate Wyatt - President,
Gothenburg Improvement Company**



Access for Every Family

The cost of quality child care is expensive, and even two-income families can struggle with the cost. The proposed **Impact Center** operating budget includes accepting state subsidy payments for child care and offering tuition assistance for low-to-moderate income families that earn more than the income threshold for state assistance but still struggle to shoulder the full cost of child care. Current budget estimates indicate that one-third of the center's students could pay 50% tuition. This assistance will be offered to families through an application process and internally applied tuition assistance, ensuring every child in town will have access to high-quality early childhood care and education regardless of the parents' ability to pay.

“Our ultimate goal is to have people come to Gothenburg and have easier access to child care. I think that would just finish the puzzle.”

Mick Brant - CEO, Gothenburg Health





The Plan for Financial Sustainability

Great care and much time has been taken to create an **Impact Center** operating budget to ensure that the not-for-profit center can be self-sufficient and provide quality services to the community for years to come. The operational efficiencies created through shared space and staff allow the **Impact Center** to be self-sustaining from year one. The forecasted operating budget was created using actual numbers from the community and rates in line with current local providers.

Operating Profit & Loss Projection (3 Years and Capacity)

	2024-2025	2025-2026	2026-2027	Capacity
Program Revenue	\$ 1,356,385	\$ 1,637,275	\$ 1,886,845	\$ 2,071,841
Public Support	402,350	404,850	404,850	357,350
Total Revenue	<u>\$ 1,758,735</u>	<u>\$ 2,042,125</u>	<u>\$ 2,291,695</u>	<u>\$ 2,429,191</u>
Operating Expenses				
Salary/Wage Expenses	\$ 1,143,100	\$ 1,316,860	\$ 1,506,530	\$ 1,573,610
Payroll Expenses	191,321	220,861	253,105	264,508
Operations	226,402	262,423	279,701	298,245
Facilities/Equipment	106,550	141,600	141,600	141,650
Insurance	67,185	67,770	68,055	68,340
Debt/Financing	24,000	20,000	20,000	17,000
Total Expenses	<u>\$ 1,758,558</u>	<u>\$ 2,029,514</u>	<u>\$ 2,268,991</u>	<u>\$ 2,363,353</u>
Net Operating Income	\$177	\$12,611	\$22,704	\$65,838



Usage Estimates

	Current Use	Year 1	Year 2	Year 3	Full Capacity
Infant	16	16	24	24	32
Toddler 1	20	20	30	30	30
Toddler 2	18	18	24	24	36
3-4 PS	24	30	30	45	45
3-4 PS (PT)	22	20	20	16	15
4-5 PS	31	36	36	51	51
4-5 PS (PT)	28	24	24	17	17
School Age	45	45	60	60	60
TOTAL	204	209	248	267	286



The Cost: Project Budget

The estimated cost to build all four components of the **Impact Center** is \$13.5 million. This figure is based on collaboration with the following consultants:

- The Lund Company, Inc., which has been engaged by GECLC for strategic advisory and project management services since March 2020;
- Hausmann Construction;
- and BCDM Architects.

This figure includes:

- construction costs;
- architecture, engineering and design services;
- project administration fees;
- furnishings, fixtures and equipment, including outdoor play area equipment;
- permitting and fees;
- financing and interest;
- additional allocation for contingencies, and
- additional start-up costs.

Building the **Impact Center** as one project will create efficiencies in construction and operational costs. It also reduces the need to include large activity and meeting spaces in the **Early Learning Center**.

Anticipated funding is a combination of local public dollars, state grants, private local donations, and private foundation grants. The interlocal partners include Gothenburg Public Schools and the City of Gothenburg. State funds include Civic and Community Center Financing Fund, Community Development Block Grant funds, and American Rescue Plan Act funds.

Foundations/Grants:	\$4,000,000
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State Funds:	\$1,050,000
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Local Private Donations:	\$5,250,000
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Interlocal Partners:	\$3,200,000
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A Community Looking Ahead

Community leaders have seen the importance of the **Impact Center** and local visionary donors have stepped forward to support this project through generous pledges. Local public entities understand the efficiencies created by constructing the elements of the **Impact Center** together and have committed resources to the project. Private foundations recognize the **Impact Center** as unique solution to a problem facing many Nebraska communities and they have pledged funds to help Gothenburg be an example to others across the state.

To date, more than **\$9.5 million** has already been committed to this project:

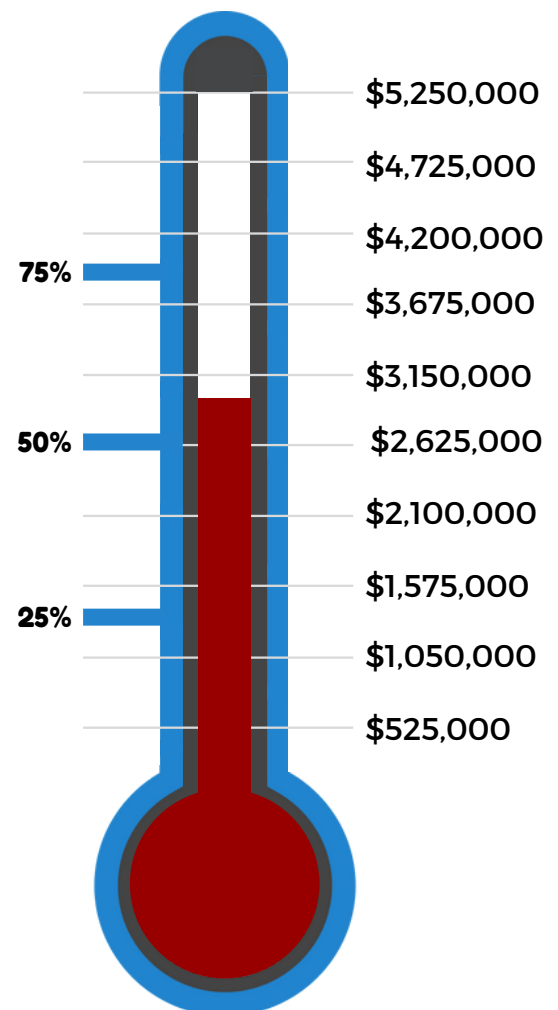
- **Local Private Donors** have given or committed more than \$2.9 million.
- **Interlocal Partners** have committed another \$3 million.
- **Foundations** have awarded \$3.77 million toward construction.
- **State Fund** applications open later in the year.

The Impact Center will be a benefit to the entire community, and community support will be essential to getting it built. Now is the time for community members to consider how they can be part of the Impact Center and the solutions it offers for Gothenburg's families.

Building the Impact Center is Financially Responsible!

- Building all four components together at the same time will save millions of dollars in construction costs.
- Each of these components would lose money annually if it operated independently, but by sharing staff and overhead costs, the **Impact Center** will operate efficiently from year one.
- The support by the City and School for on-going operations is less than the amount it would cost each of them to operate one component independently.
- Teachers in the Early Learning Center will be paid a living wage and working parents will be offered tuition assistance to help with the cost of full-time child care.

Local Donor Target



*** as of July 11, 2022**



Your Gift Will Have an IMPACT

What IMPACT do you want to make on the Gothenburg community? An impact is always the result of an action, and your partnership in this project is an act that will have far-reaching and positive effects for generations to come.

As an impact partner, you are investing in the future of the community's children and families and helping to take this project from a dream to reality! Your support and generosity are deeply appreciated.

- **SEVEN-YEAR PLEDGE TERM FOR GIFTS \$75,000 OR GREATER**, and five-year pledges for gifts of any size with our flexible gifting schedule.
- Donations of \$1,000 or greater will be recognized on the public donor wall
- Gifts of \$50,000 or greater may consider a naming opportunity at the Impact Center
- Credit card gifts may be made online at www.GothenburgImpactCenter.com

Naming Opportunities include:

\$250,000*	Event rooms, playground, classroom neighborhood
\$100,000*	Outdoor patio
\$75,000*	Kitchen, staff room, conference room or offices
\$50,000	Mother's room, nurse's room, or counselor's office

* Eligible for seven-year pledge term

Donor Wall Recognition:

Champion	\$25,000 to \$49,999
Partner	\$10,000 to \$24,999
Advocate	\$5,000 to \$9,999
Encourager	\$2,500 to \$4,999
Supporter	\$1,000 to \$2,400

I wish to support the **IMPACT CENTER** campaign with a total gift of \$_____

☐ I'm interested in a naming opportunity; please contact me to tell me more

Please check one of the following:

☐ A check for my total gift is enclosed (please make payable to GECLC)
OR

☐ I would like to make payments over: 1 yr 2 yrs 3 yrs 4 yrs 5 yrs **6 yrs 7 yrs (for gifts of \$75,000 or greater)**
circle one

I would like to make payments of \$_____ as follows: Monthly Quarterly Annually starting on _____
circle one month/year

☐ I would like payments automatically withdrawn from my bank account ☐ I would like to be mailed an invoice

My first payment of \$_____ is included (optional)

Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email Address _____

Name for donor recognition _____ ☐ Keep my gift anonymous

Gifts are deductible to the full extent of federal and state tax laws. The Gothenburg Early Childhood Learning Coalition is a 501c3 non-profit organization, Tax ID: 83-2516306, qualified by the IRS to receive contributions, gifts and bequests which are deductible for federal income tax purposes.



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Nichole Hetz | Community Coordinator
Gothenburg Early Childhood Learning Coalition
1001 Lake Avenue | Gothenburg, NE 69138
308-529-8784 | GECLC.coordinator@gmail.com
www.GothenburgImpactCenter.com



Leadership and Partners

The Impact Center Steering Committee

Helen Cool
Verlin Janssen
Gary Mroczek
Will Rahjes
Karl Randecker
Kressy Ristine
Lynnette Stevens
Robin Stevens
Colten Venteicher

The Impact Center Project Committee

Mick Brant
Devin Brundage
Jackie Erb
Gary Greer
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Jana Jobman
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Allison Jonas
Carol Keiser
Antonia Mendez

Campaign Coordinators

Nichole Hetz
Colten Venteicher



**The Impact Center will help children achieve their potential,
families realize their dreams, and the community prosper.**

www.GothenburgImpactCenter.com