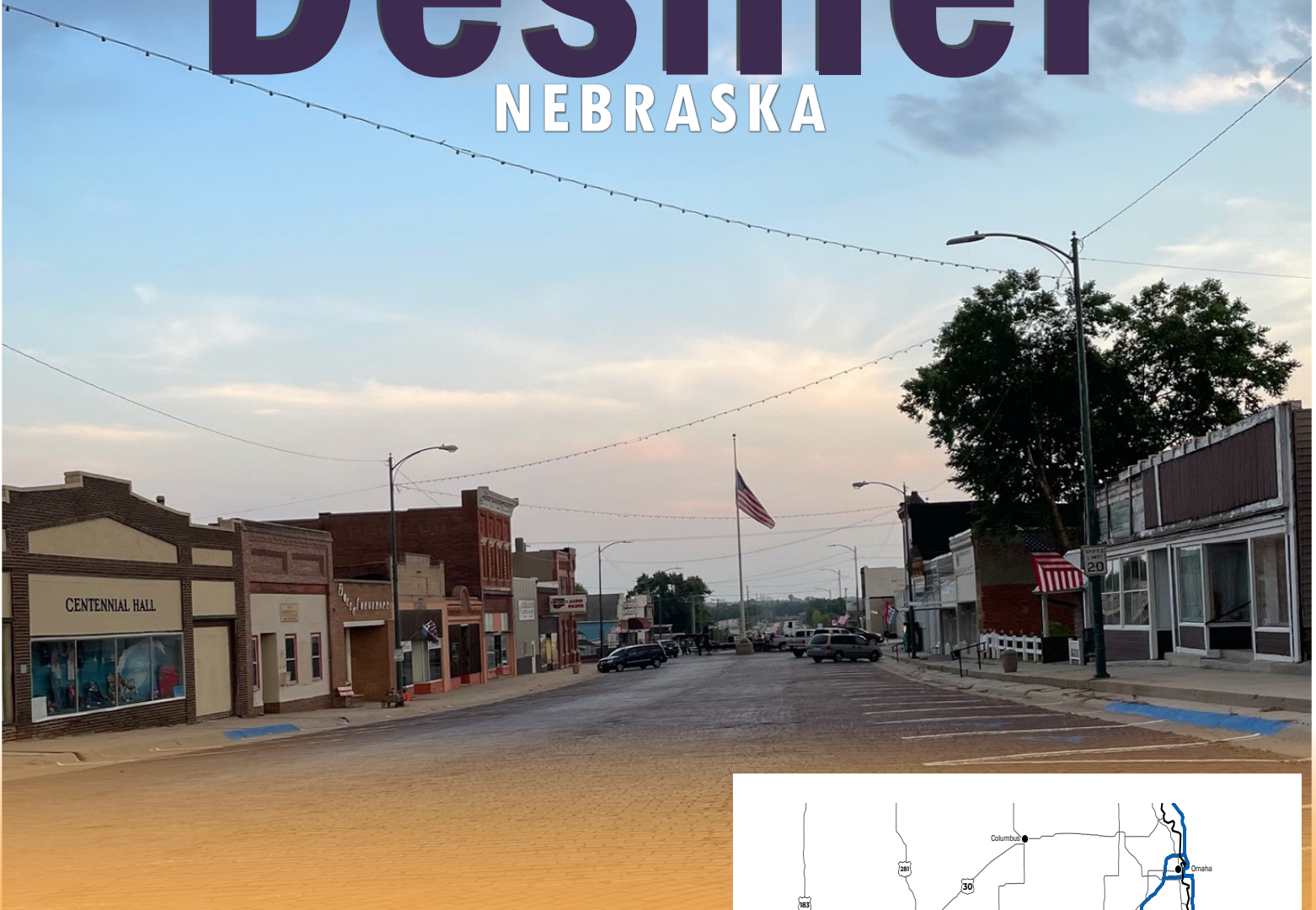


OFFICIAL COMMUNITY GUIDE

Deshler

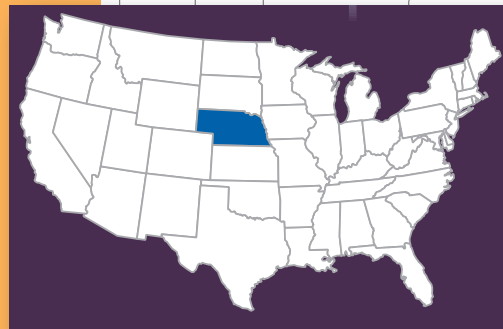
NEBRASKA



MY KIND OF TOWN!

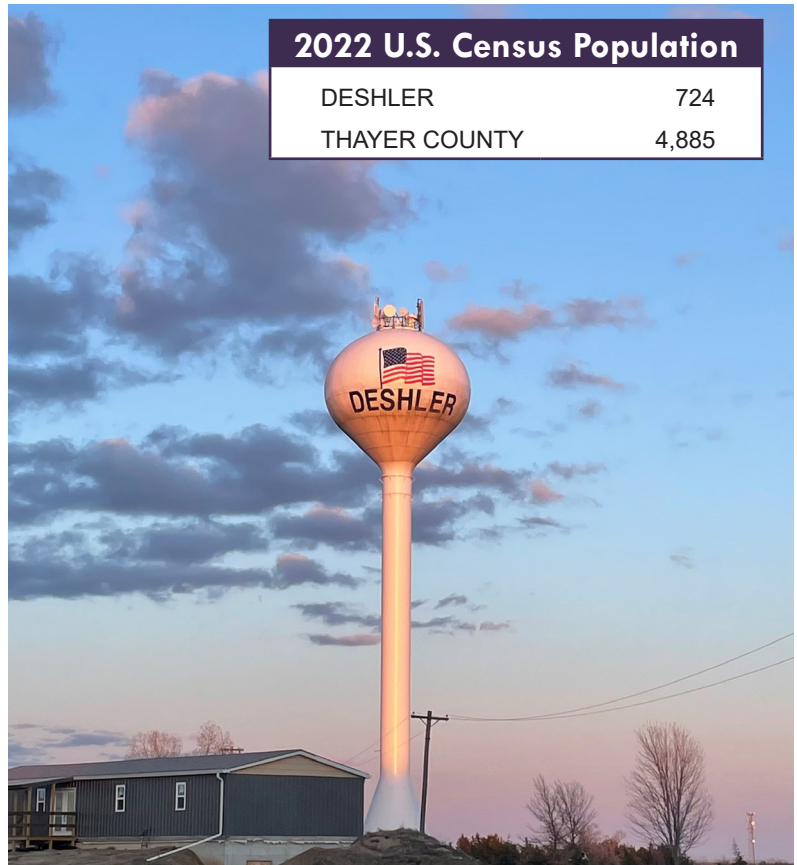


Visit DESHLERNEBRASKA.COM



▶▶ Inside the guide

- 3** Transportation
- 4** Economic Development
- 5** Labor
- 7** Communications
- 8** Local Government
- 8** Utilities
- 9** Tax Structure
- 10** Education
- 11** Quality Of Life
- 13** Events Calendar
- 14** Agriculture
- 15** Climate



2022 U.S. Census Population

DESHLER	724
THAYER COUNTY	4,885

The following pages contain basic information about Deshler, Nebraska. This information was compiled by Thayer County Economic Development Alliance, the Village of Deshler, and Nebraska Public Power District in order to promote community development and quality of life.

CONTACTS & WEBSITES

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 Thayer County Economic Development Alliance
 Hebron, NE
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 Email: director.tceda@gmail.com

Julie Deepe

City of Deshler Mayor
 Midwest Bank
 Deshler, NE
 Office: 402-768-8112
 Email: julie.deepe@midwestbank.com

Julie Buescher

Village Clerk
 305 East Bryson Avenue
 Deshler, NE
 Office: 402-365-4260
 Email: citydesh@gpcom.net
 Website: deshlernebraska.com

Nicole Sedlacek, CEcD

Economic Development Manager
 Nebraska Public Power District
 Office: 402-563-5534
 Cell: 402-340-0190
 Email: njsedla@nppd.com
 Website: sites.nppd.com

deshlernebraska.com

Transportation

Location/Highways

Deshler, NE is located in western Thayer County, 9 miles west of the county seat Hebron. Highway 136 runs north of town. Deshler is 90 miles southeast of Grand Island, 103 miles southwest of Lincoln, and 158 miles southwest of Omaha.

Air

The Hebron Airport is located one mile south of Hebron on Highway 136. The airport has a 3,660 foot concrete runway that has pilot control lighting and a 2,513 foot by 150 foot grass runway.

Nearest Commercial Air Service:

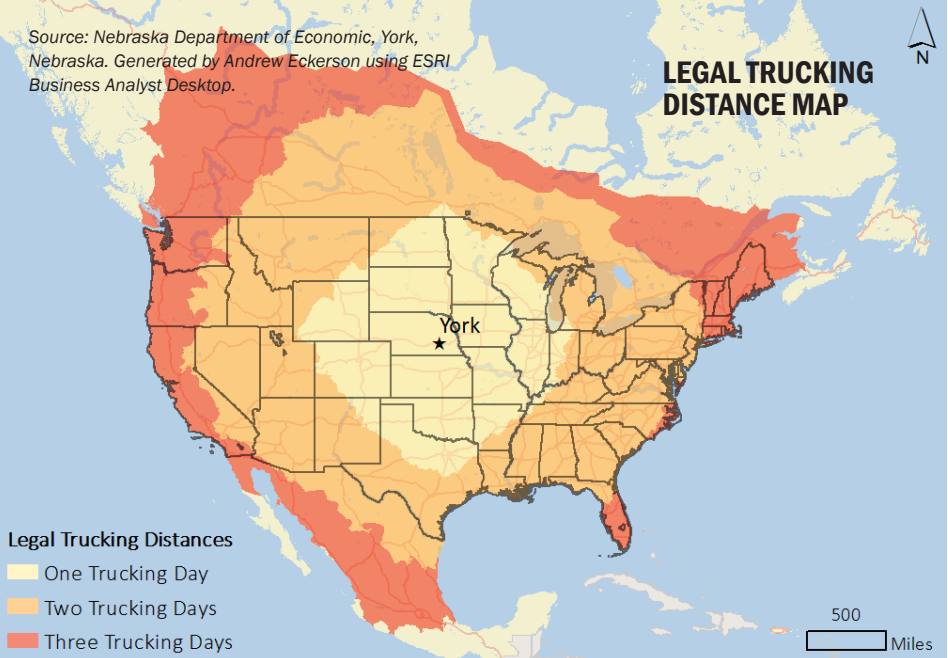
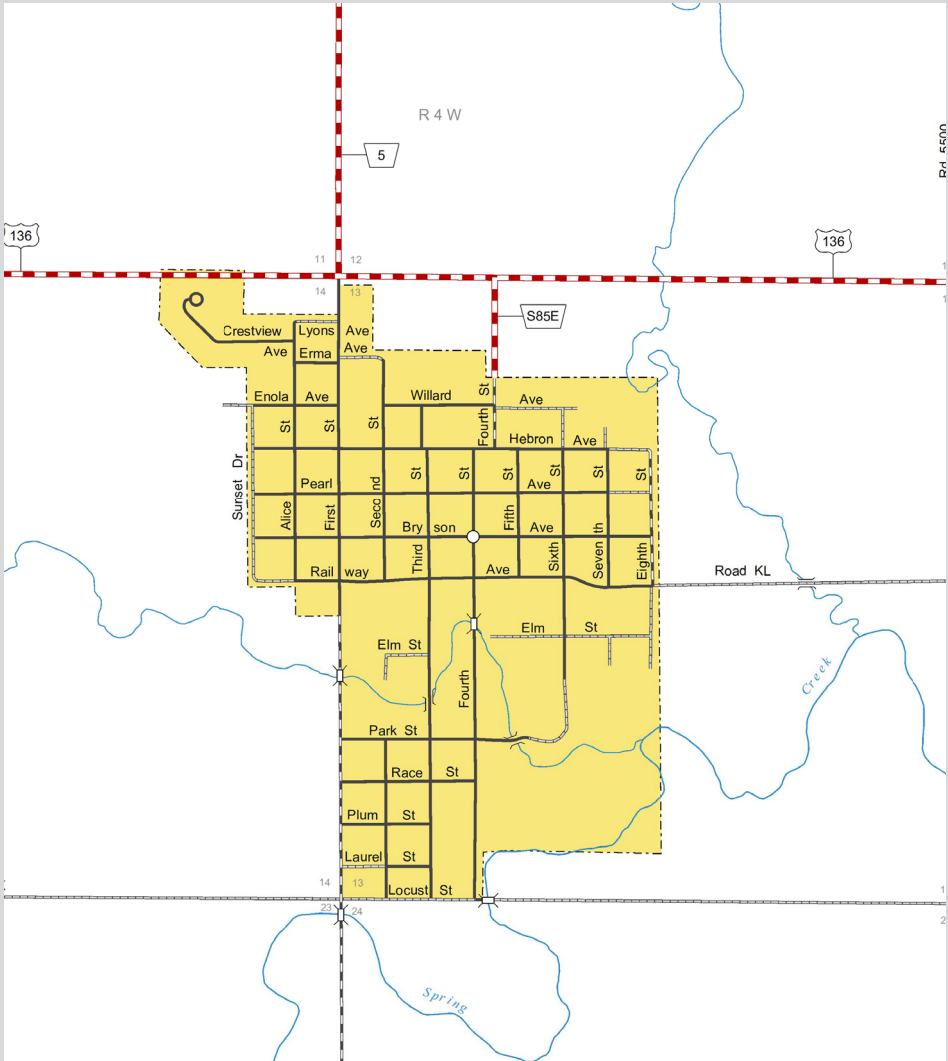
- Central Nebraska Regional Airport, Grand Island, Nebraska, 90 miles, 97 minutes.
- Lincoln Regional Airport, Lincoln Nebraska, 94 miles, 83 minutes
- Eppley Airfield, Omaha, Nebraska, 156 miles, 139 minutes

Trucklines

More than 13,500 licensed motor carriers with worldwide connections are based in Nebraska and serve businesses throughout North America. The following trucking map is based on York, Nebraska.

Rail

The nearest rail service, BNSF Railway Company, is located in Belvidere, Nebraska, 17 miles northeast of Deshler.



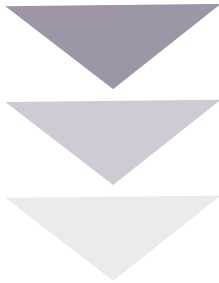


Parkview Haven Nursing Home



Deshler Public Schools football field

Economic Development



The Village of Deshler is a member of the Thayer County Economic Development Alliance (TCEDA). Priority areas of TCEDA include: business retention, expansion, recruitment, and succession; housing and community development; and tourism. Visit sites.nppd.com for more information on available sites and buildings.

Firms with retail sales tax permits in Deshler reported 2022 net taxable retail sales of \$3,638,357, while Thayer County reported retail sales of \$38,760,191.

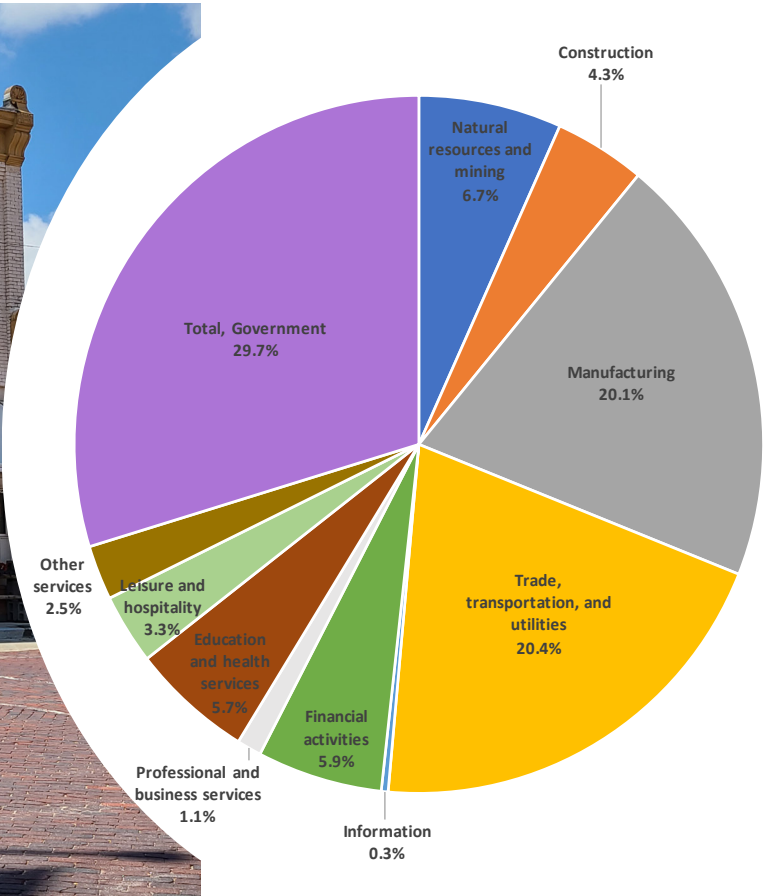
From once being the world's largest broom factory to now home to a world leader in irrigation systems, internationally known model train store, and many more amazing businesses, Deshler has been "my kind of town" since 1887.

DESHLER'S LEADING EMPLOYERS		
EMPLOYERS	PRODUCT OR SERVICE	EMPLOYEES
Reinke Manufacturing	Agriculture Manufacturiung - Pivots	327
Parkview Haven/ Meadowlark Heights	Care Home and Assisted Living	60
Deshler Public Schools	Education	50
C&M Supply	Gas/Quick Shop	20
Arends Family Food	Grocery	15
Deshler Lutheran School	Education	12
Deshler Municipal Utilities	Utilities	12
Spring Creek Model Trains	Niche market - collectibles	10
Midwest Bank	Financial	10
South Central Irrigation	Agriculture equipment servicing	8

Thayer County Labor Force



Arends Family Foods



Midwest Bank

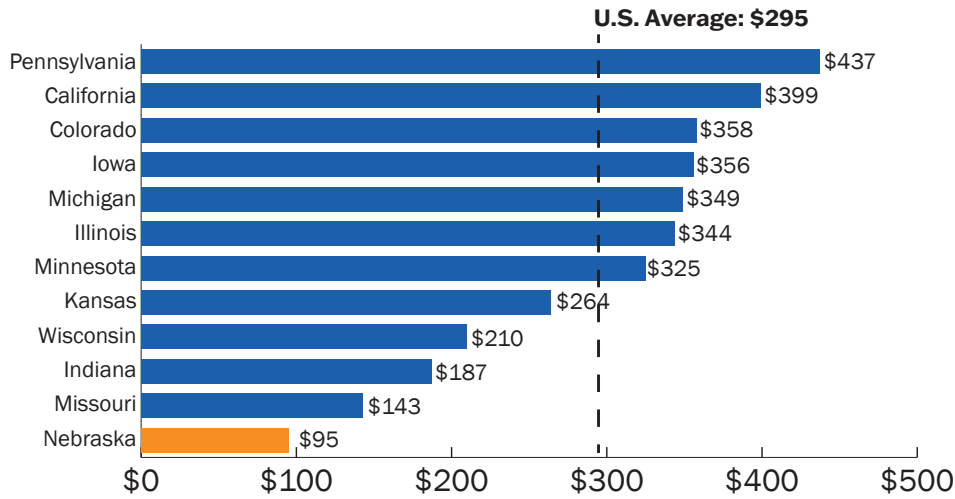
Workforce

The Nebraska Department of Labor serves employers and job seekers across Nebraska through its “One Stop Career Centers” located across the state. Services for employers include employee recruitment and screening, posting job openings, tax credit information, and labor market and labor law information. Job seekers can find a full array of employment and training related services including on site services provided by a network of mandatory Workforce Investment Act partners. Visit networks.nebraska.gov to learn more about these and other services.

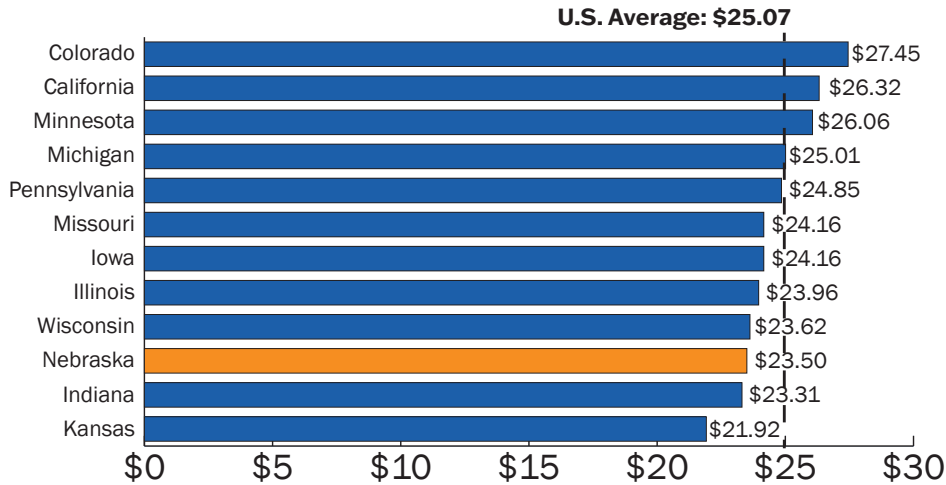
Unionization

Nebraska has a right to work provision in its constitution.

Average Annual Unemployment Insurance Contribution per Employee, 2021



Average Hourly Earnings for Production Workers, 2022



Source: U.S. Bureau of Labor Statistics, 2023

WAGE SAMPLING

JOB TITLE	ENTRY LEVEL	MEDIAN	EXPERIENCED
Accountants and Auditors	\$22.76	\$29.81	\$39.71
Computer and Information System Managers	\$37.35	\$50.24	\$59.75
Customer Service Representatives	\$14.16	\$16.65	\$19.52
Electricians	\$18.51	\$23.40	\$30.61
Heavy and Tractor-Trailer Truck Drivers	\$17.21	\$22.50	\$27.47
Laborers and Freight, Stock, and Material Movers, Hand	\$15.49	\$19.18	\$20.61
Machinists	\$15.68	\$19.58	\$24.47
Miscellaneous Assemblers and Fabricators	\$29.04	\$37.46	\$41.04
Office Clerks, General	\$12.70	\$16.82	\$19.50
Registered Nurses	\$29.65	\$33.65	\$39.08
Retail Salespersons	\$11.76	\$14.35	\$18.97
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	\$14.96	\$18.90	\$21.97
Tool and Die Makers	\$25.10	\$27.70	\$29.29
Welders, Cutters, Solderers, and Brazers	\$18.90	\$22.34	\$25.14

Source: Nebraska Workforce Development, Occupational Employment, Program, Second Quarter 2023

Communications

Telecommunications & Internet Providers

Great Plains
Phone/Internet
gpcom.net

Verizon
Phone
verizon.com

Viaero
Phone
viaero.com

U.S. Cellular
Phone
uscellular.com

Windstream
Internet
windstream.net

Zito Media
Internet
zitomedia.net

Superior Inet
Internet
superiorinet.net

Post Office & Package Delivery Service

The U.S. Postal Service in Deshler has one mail receipt and one dispatch daily.

Federal Express, United Parcel Service, Spee Dee Delivery Service and the U.S. Postal Service provide package delivery services in the Deshler area.

ANNUAL AVERAGE 2022 LABOR SUPPLY

**Contiguous Nebraska counties include Nuckolls, Clay, Fillmore, Saline & Jefferson*

	THAYER COUNTY & CONTIGUOUS*	THAYER COUNTY
NON-FARM WAGE & SALARY WORKERS	56,261	2,176
TOTAL EMPLOYMENT	66,685	2,675
LABOR FORCE POPULATION	68,096	2,727
ADDITIONAL POTENTIAL LABOR SUPPLY		
COMMUTING OUT OF COUNTY (2019)		0
UNEMPLOYED		52
TOTAL		52

NOTE: Does not include estimated number of homemakers, seasonal and part-time workers, and workers who would shift from low-paying jobs who could be expected to work for industry.

UNEMPLOYMENT RATE 2022

	PERCENT
THAYER COUNTY	1.9%
NEBRASKA	2.3%
UNITED STATES	3.6%

Source: U.S. Bureau of Labor Statistics



Jennifer Reinke Library

Local Government

Deshler is governed by a mayor-council form of government.

Thayer County has four precincts and 11 townships. The county is governed by three county commissioners.

Streets

Deshler has 29.31 miles of streets; 93 percent of the streets are hard-surfaced; 85 percent are concrete, 7 percent are gravel. Visit deshlerchamber.org for more information.

Fire Protection

The Deshler Volunteer Fire Department provides fire protection to the village with a 32 member volunteer fire department. Deshler has one fire station.

Law Enforcement

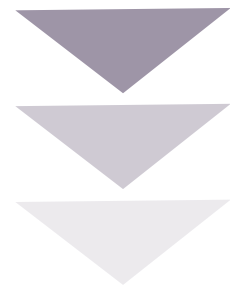
The Village of Deshler contracts with the Thayer County Sheriff's Department to provide law enforcement in the community.

The Thayer County Sheriff's Department has 22 sworn officers.

Visit deshlerchamber.org, for more information on Deshler's local government.



Deshler Volunteer Fire Station



Utilities

Nebraska Highlights

Energy costs are often a considerable part of any business' operational budget. These costs can vary greatly between states, but in Nebraska (the only state in the nation where all electric utilities are publicly owned) electric costs are passed to consumers at low, cost-of-service rates. As a result, the state offers industrial rates well below the national average. Nebraska electric utilities achieve low rates, in part, because they draw from a balanced and efficient "mix" of generation resources.

Electricity

Electric service is provided by Norris Public Power District (NPPD), a wholesale customer of Nebraska Public Power District (NPPD), and the City of Deshler provides retail electric service to Deshler.

For electric rates and services contact Nebraska Public Power District at (877) 275-6773 or visit nppd.com/accounts-billing/your-rates.

Natural Gas

Black Hills Energy is a retail supplier of natural gas in Deshler. For more information, visit blackhillsenergy.com.

Water & Sewerage

The municipal water system in Deshler is supplied by two wells. The system, serving the entire village, has a combined pumping capacity of 700 gallons per minute and an overhead storage capacity of 200,000 gallons. Deshler has a lagoon sewerage system. The aeration treatment plant has a daily capacity of 100,000 gallons.

For more information regarding water and sewerage, visit deshlerchamber.org/city-of-deshler.com.

NPPD ENERGY GENERATION RESOURCES FOR NEBRASKA CUSTOMERS
2021-2022 Rolling Two-Year Average



Resource	Percentage
Solar	0.2%
Gas/Oil	3.3%
Hydro	6.4%
Wind	7.4%
Purchases	10.3%
Coal	30.1%
Nuclear	42.3%

Tax Structure

Nebraska Tax Incentives

Nebraska's performance-based tax incentive programs demonstrate the state's commitment to creating a favorable business environment for your business expansion or location. Known collectively as the "ImagiNE Nebraska,"

this multi tiered program provides investment credits, wage credits, sales tax refunds based on investment and job creation in Nebraska.

Qualified companies, large and small can take advantage of these benefits.

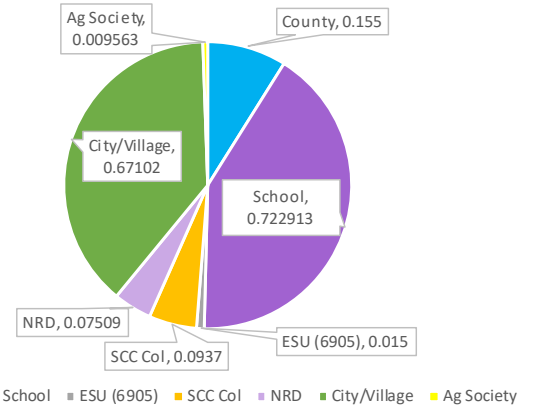
Visit opportunity.nebraska.gov, for more information on the qualifications and potential benefits available to your company, contact the Nebraska Department of Economic Development (800) 426 6505.

2023 ACTUAL VALUATION DESHLER



TOTAL
\$32,700,420

2023 TAX RATES DESHLER



TOTAL
\$1.380787
dollars and cents
per \$100 of actual value



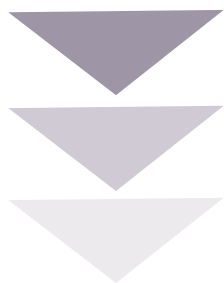
Deshler Pool

Education



Deshler Elementary

2023 ACT SCORES	
	COMPOSITE
DESHLER HIGH SCHOOL	19.2
NEBRASKA	18.7
NATIONAL	20.6



Deshler School District

Deshler Public Schools is located in Deshler and serves families in Thayer and Nuckolls Counties. It covers approximately 160 square miles. In 2023/2024 actual valuation of \$562,092,478 with an actual valuation per student of \$2,361,733. The school operating expenses for 2022-23 were \$4,990,000, with an average cost per pupil of \$22,871.

Bus services are provided between the communities. This Class C school is accredited by the Nebraska Department of Education. For more information, visit deshlerpublicschools.org.

Deshler Lutheran School is located in Deshler. It is offered to K-8th grade, and serves 48 students.

Educational Service Unit

Educational Service Unit #5 (ESU), headquartered in Beatrice, serves

three counties including Gage, Jefferson and Thayer Counties. For more information regarding services, visit esu5.org.

Higher Education

Southeast Community College-Beatrice is 54 miles east of Deshler, Southeast Community College-Milford is 80 miles northeast of Deshler, York College is 60 mile north of Deshler, Hastings College is 66 miles northwest of Deshler, and Central Community College-Hastings is 63 miles northwest of Deshler.

An abundance of public colleges and universities are available in Nebraska. There are also a number of community colleges as well as private colleges and trade schools. A large number of degree programs are available and some institutions offer courses and workshops specially tailored to meet specific training needs of industry, education, and business.

DESHLER PUBLIC SCHOOLS

	STUDENTS	TEACHER/PUPIL RATIO
ELEMENTARY (PRE-K-6), DESHLER	102	1:12
JR./SR. HIGH SCHOOL (7-12), DESHLER	125	1:12



Deshler Event Center

Quality of Life

Clinic

Thayer County Health Services- Deshler Medical Center is located in Deshler. Emergency or after hours care is provided at the main hospital in Hebron, Nebraska. For more information, visit thayercountyhealth.com/locations.

Rescue Squad

The Deshler Rescue Squad has two ambulances and eight emergency medical technicians and 42 first responders.

Nursing Homes

Parkview Haven Nursing Home is located in Deshler.

Independent/ Assisted Living

Meadowlark Heights - Assisted Living is located in Deshler.

Low Cost/Retirement Housing

Deshler Housing Authority is an apartment style housing unit.

Churches (Denomination)

There are three Lutheran churches located in Deshler.

Recreation

There is one park in Deshler covering 13 acres. Deshler City Park is equipped with two baseball fields, swimming pool, sand volleyball court, horseshoe pits, and coming soon a pickleball court. The Deshler Park has playground equipment and a picnic shelter.

Financial Institutions

Midwest Bank is located in Deshler.

Housing

One new home was constructed in the past three years and it is estimated at least two will be built by 2026. The cost of new home construction averages \$250-\$500 per square foot depending on the design and material price.

Library

The Jennifer Reinke Library has all the basic services available without charge to all residents of the municipality. It serves the educational, cultural and recreational needs of all the members of our community. There are numerous programs for all age groups offered there as well as a photo kiosk to print pictures. Open Monday through Friday 3:00 pm-6:00 pm; Saturday 9:00 am-12:00 pm; Sunday closed.



Meadowlark Heights



Deshler Post Office



Jennifer Reinke Library



Deshler Days Volleyball Tournament



Thayer County Fair Parade

EVENTS

Easter Egg Hunt • Easter Weekend

Date to be determined

Car Races • Spring-Fall

Deshler Dayz • Father's Day weekend

Fun-filled weekend including animal scavenger hunts, 5k, fishing contest, vendor fair. Visit the website for the latest event schedule and updates, deshlerchamber.org/deshler-daze

Thayer County Fair •

July/ August

Harvest Fest • September

Fall festival - pumpkins, meal, hayrack rides, vendors

Trunk or Treat • October

Deshler Express • 2nd Saturday in December

Santa, hayrack ride with Christmas cookies, vendors



Overview of the the Thayer County Fair

Nebraska's Rank Among States

- 1ST** Commercial Cattle Slaughter, 2023
 Great Northern Bean Production, 2023
 Cash receipts per capita, 2022
 Harvested cropland acres, irrigated, 2022
 Beef and Veal exports, 2023

- 2ND** All cattle on feed, Jan. 1, 2024
 All cattle and calves, Jan. 1, 2024
 Commercial red meat production, 2021
 Popcorn production - 2022
 Ethanol production - 2023
 Commercial red meat production - 2023
 No-till cropland acres - 2022
 Pinto bean production, 2023
 Proso millet production, 2023
 Bison, 2022

- 3RD** Corn Exports, 2022
 Cash Receipts from All Farm Commodities, 2022
 Corn for grain production - 2023

- 4TH** Beef Cows, Jan. 1, 2024
 Cash receipts from all livestock and products - 2022
 Cash receipts from all crops, 2022
 Total animal products exports, 2022
 All dry edible bean production - 2022
 Light red kidney bean production - 2023
 All hay production - 2023
 Cover crop acres - 2022
 Dry edible pea production, 2023
 Land in Farms and Ranches, 2023

- 5TH** Soybean Exports, 2022
 Agricultural exports, 2022
 Sunflower production, 2023
 Alfalfa hay production - 2023
 Sugarbeet production - 2023
 Harvested Acres of Principal Crops, 2021
 Grain sorghum production, 2023

- 6TH** Commercial hog slaughter, 2023
 All hogs and pigs on farms, Dec. 1, 2023
 Soybean production, 2023
 Harvest cropland acres - 2022
 Sugar beet production, 2022

Source: Nebraska Department of Agriculture - USDA, NASS, NFO, and NBA



Agriculture

In 2021, Nebraska ranked first among all states in commercial cattle slaughter, Great Northern bean production, and popcorn production. Food processing is the state's largest manufacturing sector and foreign markets are important for many of the state's manufacturers. Food processing is the state's largest manufacturing sector and foreign markets are important for many of the state's manufacturers.

Sources: Nebraska Agriculture Rankings - USDA ERS, USDA, NASS; Food Processing Status - Bureau of Labor Statistics, Quarterly Census of Employment and Wages

The **Ogallala Aquifer** underlies 174,000 square miles in parts of eight states. The Ogallala Aquifer within Nebraska contains approximately 65 percent of the water storage in the entire aquifer. With the implementation of more efficient irrigation systems and other water management measures the Ogallala Aquifer will remain a valuable resource in Nebraska.

Nebraska's Natural Resource Districts (NRDs) have responsibility for managing groundwater resources. The Nebraska Department of Natural Resources maintains responsibility for administration of surface water rights. In locations where groundwater and surface water



are connected, the responsibility is shared among the NRDs and the state for achieving a sustainable balance between water supplies and water use.

Groundwater

One of Nebraska's most vital natural resources is its massive supply of groundwater. The High Plains Aquifer, also commonly referred to as the Ogallala Aquifer, stretches through parts of eight states, but its most abundant groundwater availability has been essential to the success of agriculture in the state.

Center pivot irrigation is the most common method of providing water to row crops in the state, and as a result, four of the largest manufacturers of center pivot systems in the world are located in Nebraska. Nebraska has more than 100,000 registered irrigation wells.

With the implementation of more efficient irrigation systems and other water management measures, the Ogallala Aquifer will remain a valuable resource in Nebraska.

An accessible water supply also is vital to Nebraska's livestock and dairy production.

Source: National Agricultural Statistics Service



AGRICULTURAL STATISTICS

	THAYER COUNTY	NEBRASKA
NUMBER OF FARMS	437	44,479
LAND IN FARMS acres	322,662	43,975,693
AVERAGE SIZE OF FARMS acres	738	989
MARKET VALUE per year	\$4,458,750	\$3,397,806
MARKET VALUE OF AGRICULTURAL PRODUCTS SOLD	\$336,648	\$29,413,398
TOTAL ACRES IRRIGATED	119,140	7,965,938
PERCENT OF FARMLAND IRRIGATED	36.9%	18.1%

PRODUCTION OF LEADING CROPS

5 year average - 2019-2023

	THAYER COUNTY	NEBRASKA
CORN FOR GRAIN bushels	28,731,600	1,719,112,000
SOYBEANS bushels	5,688,600	295,390,000

Source: 2022 Census of Agriculture

AVERAGE LIVESTOCK POPULATION

5 year average - 2018-2022

	THAYER COUNTY	NEBRASKA
ALL CATTLE	45,400	5,707,358,000

Source: National Agricultural Statistics Service

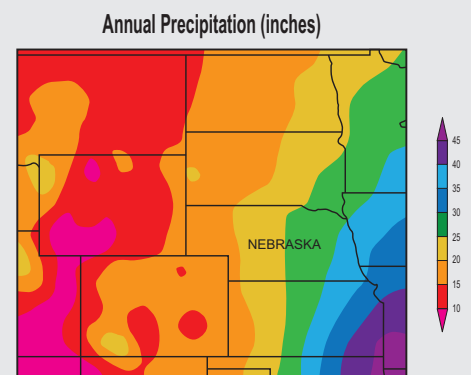
Climate

Nebraska has a continental climate, with hot summers and cold winters. Temperatures are highly variable from season to season and year to year.

Precipitation is also variable and ranges from an annual average of 15–20 inches in the west to 30–35 inches in southeast Nebraska.

The growing season in Nebraska fluctuates in length, but on average it ranges from 120 days in the extreme northwest to 170 days in the southeast.

For more information regarding Nebraska's climate, visit High Plains Climate Center, University of Nebraska-Lincoln at www.hpcc.unl.edu.



DESHLER, NEBRASKA

* ESTABLISHED 1887 *



Nebraska Public Power District (NPPD), Nebraska's largest electric utility, assists in economic development for the areas it serves. For more information on NPPD's economic development assistance, contact Economic Development Department, 1414 15th Street, PO Box 499, Columbus, Nebraska 68602-0499, (877) 275-6773, Ext. 5534, email: econdev@nppd.com, or visit our website at sites.nppd.com.

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