

Rural Prosperity Nebraska



2020 Impact At-A-Glance

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“Nebraska Extension helped me create my own business, in my own language, easily and at no cost. Thank you for supporting dreamers like me!” Rodelsy Mirabal - Owner of Day & Rod Transportation LLC.

The pandemic forced many people to seek new sources of income to survive. This was the case for Rodelsy Mirabal, originally from Cuba, who came five years ago looking for a better life. He was previously a commercial truck driver so it was easy for him to see himself owning his own trucking business. Rodelsy contacted Nebraska Extension and started attending their informal “Coffee Table” discussions. Nebraska Extension helped him form an LLC and assisted him in building a business plan and applying for a loan. With help from the Nebraska Trucking Association, he is now an independent business owner.

“The Nebraska Extension Latino Small Business Program reaches out to welcome, network, and support Latino businesses and potential entrepreneurs. Working together we create prosperous communities.”

- Sandra Barrera Fuentes

60 STARTUPS

were created 2020 with the help and support of Nebraska Extension. 6 hours of technical training for each of the 60 businesses.

185 HOURS

of training connected with 156 Latino businesses.

1000+ MEMBERS

connect together through the Nebraska Latino Small Business Facebook group

Rural Prosperity Nebraska



Vibrant rural communities are essential to the economic health of the entire state. Through Extension, rural communities find ways to engage citizens of every age, interest and background in reimagining the trajectory of the place they call home. Nebraska Extension links people across our state with University resources and research. Encouraging diversity, entrepreneurship, innovation and investment. Helping communities discover their strengths and transforming them into vitality and prosperity. Nebraska Extension convenes community stakeholders and facilitates discussions as they envision the future of their hometown—and turn that vision into reality.

\$420,000

Is the estimated annual economic impact identified by ONE community that formed a cooperative grocery store. Extension through the Nebraska Cooperative Development Center has assisted over 32 communities in grocery store transition resulting in many having a local grocery store.

Extension Led Program Helps Plainview Thrive

Started in 2018, the Entrepreneurial Community Activation Process (ECAP) program helped Plainview jumpstart their community toward action. In just two years, 12 new businesses filled downtown, a new 12-lot housing subdivision with five new homes, and a new community

center is being planned that will create a gathering place for all residents to enjoy.

- \$3.1M secured investments in 2 years for community projects in 5 communities
- 3 continuing communities in 2020



Urban Agriculture Farm Supports Local Community

The Urban Agriculture Program organized shared farm space at Omaha Home for Boy's Cooper Farm as a response to food access needs due to COVID-19. Produce served at least 500 families in diverse neighborhoods of Omaha. Partners are working to make it a permanent food systems education center starting in 2021.



10,191 LBS

of produce was grown and donated or sold at "pay what you can" markets in communities of need; served at least 500 families in Omaha.