



FALL 2023



MID-AMERICA RAIL CAMPUS

MID-AMERICA RAIL CAMPUS STRATEGIC PLAN

BIOFUEL RESOURCES & TRANSPORTATION ASSETS OF SOUTHEAST NEBRASKA



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MID-AMERICA RAIL CAMPUS STRATEGIC PLAN

PLAN OVERVIEW

Practice:	Name
Name of Campaign:	Land, Rail & River for Biofuel Logistics
Strategic Plan Author:	Lucas Froeschl, Director@FallsCityEDGE.com cell: 402-245-8435
Stakeholder Partnership:	Falls City EDGE, City of Falls City, Richardson County, & Omaha Public Power District

OBJECTIVE

Combining assets and leadership in far-Southeast Nebraska to reduce carbon emissions and create regional prosperity for our communities.

TARGET MARKET

PRODUCT DEMOGRAPHICS

Falls City's [Mid-America Rail Campus](#) in Rural Southeast Nebraska is located on 1,017 acres and [equidistant](#) between Omaha and Kansas City. A Union Pacific mainline runs through and US Hwy 73 provides the western border. The Kansas state line abuts the site's southern border, the navigable Missouri River is 10 miles east, and Interstate 29 is 25 miles east.

TARGET CONTACT DEMOGRAPHICS

Emerging markets in biofuels are designed to assist federal carbon emission reduction targets. Rural Southeast Nebraska provides feedstock, logistic infrastructure, and affordable land to meet corporate revenue and social environmental Biodiesel & Sustainable Aviation Fuel (SAF) goals.

CALL TO ACTION

WHAT IS THE DESIRED OUTCOME?

To secure commitments from investors, producers, and partners for a mutually beneficial and financially equitable carbon emission-reducing project that creates jobs and prosperity for the region.

WHAT IS THE PULL-THROUGH OFFER?

Connect with professionals in the energy and agriculture sector to develop the Falls City Rail Site.

MESSAGE SUMMARY

1. Falls City EDGE owns two landowner options at \$25,000/acre for 1,017 acres.
 - a. 148 acres through March 10, 2025 (owner willing to extend)
 - b. 869 acres through March 24, 2025 with one 3-year extension for \$10,000.
2. The site is located 2.5 miles south of Falls City, NE city limits.
 - a. Drone footage and ariel images available [at this link](#).
 - b. City of Falls City willing to explore opportunities for power generation to meet needs.
 - c. A path to annexation has been devised to utilize Tax Increment Financing (TIF) options.
3. 1,017 contiguous acres separated by county road.
 - a. 700 usable acres on site.
 - b. 187 wetland acres [designated for solar](#).
 - c. 50 more developable acres available by friendly landowner northwest of site.
 - d. 380 [wetland acres](#) north of site along Nemaha River available by friendly landowner.
4. [Buildable Plots](#) (acres): 305, 250, 68, 32, 21, 11, and 8.
5. Identified 1,500 one-owner acreage of low-value pastureland west of site for solar.
6. US Hwy 73 road is [elevated](#) 90 feet above track over 1.17-mile stretch.
7. Electrical Infrastructure Investment
 - a. Nebraska Legislature [allotted \\$15m](#) to expand electrical system capabilities in April 2022.
 - b. The following year, [language was updated](#) so only Falls City may access the funds.

PROCESS

LIST DEVELOPMENT

Airlines, petroleum industry, overseas freight, ground logistics, biofuels, and agriculture processing.

PROSPECTING MECHANISM

Consulting groups, marketing firms, print/digital media, tradeshow, conferences, and expositions that lead to one-on-one executive and investor connections.

PRE-EVENT FOLLOW-UP

Concisely written email with site infographics and link to one-minute rail park layout video.

POST-EVENT FOLLOW-UP

Invitation for site visit and verification to meet prospect site requirements.

OPPORTUNITY QUALIFICATION PROCESS AND CRITERIA

Assess the difference between leads and opportunities. Engage with opportunities and evaluate if leads have potential to become opportunities.

More info available on our website: <https://www.fallscityedge.com/mid-america-rail-campus>