

Brandon

KELLIHER

MAYOR

The
Playbook

www.bkmayor.com

PROLOGUE

The content of this booklet is a Playbook for a thriving community destined to take its place as one of the most successful mid-sized cities in Nebraska. Let us capitalize on its geographic potential and rich volunteer history of a collective citizenship who pitches in to ensure our greatest potential while we continue to foster and grow our giving culture and love of North Platte.

The words on the pages of this Playbook were not compiled by me alone. While I am certainly passionate about each of the issues prioritized here, the strategies were not created solely by my own thoughts and ideas. Rather, they are the culmination of hours of interviews with many residents of North Platte from all walks of life.



North Platte needs our help. The path to a better future for our beloved city is one that is inclusive of all of residents' thoughts and ideas. It takes discipline to create a strategy, measure it and clearly define successful outcomes. Together, we can do this. With my background in leadership, I am ready to step up to the plate as your next Mayor, leading the way to a better future for the next generation of North Platte residents.

This Playbook outlines the issues from which we will together create a scorecard that will help us clearly define what success looks like and create a path to help our community get there. The key objectives to a successful community are:

- Housing
- Infrastructure, strong neighborhoods, and recreation
- Responsible spending
- Jobs
- Economic development

You see, I am not your average politician. I believe if you promise something, you have to do it. Most candidates will offer general concepts and pie-in-the-sky ideas. Using the many interviews I have collected over the past year, I am committed to taking good ideas one step further – to execution. It starts with this Playbook, which sets the stage for further discussion, the development of a strategic plan, and a scorecard that will hold the Mayor, City Council and city staff accountable to progress.

Your vote for Kelliher as Mayor is the first step toward helping North Platte live up to its potential. As a life-long resident, a former small business owner and a person with a passion to create a community our children want to return to, I am confident that, together, we can build a better North Platte.

Brandon Kelliher

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HOUSING

An essential part of every community is having a stable and safe place for individuals and families to live and thrive. Although North Platte has a fair amount of adequate housing, there is always room for improvement. My vision, as the next mayor of North Platte, is not only to continue to build new homes, but to improve on existing homes in the older, historical neighborhoods of our great city.

Home is not only a physical space, but an idea which represents comfort and security. In order for homes in the community to offer all they can to the residents of North Platte, it is essential to update and modernize older homes. In order to do this, North Platte needs to focus on code enforcement in connection with health inspection. Many older homes have not had access to fundamental services in a number of years. Not only is this unsafe to ourselves, but to our families as well. I believe that in order for North Platte to be the dependable and snug community that it strives to be, we must start at the most basic level: safety in our homes.

As a member of the humble community of North Platte, I realize that oftentimes the disheveled state of older homes directly corresponds with the cost of renovations. Fear not - I have a plan for this as well. I propose implementing a revolving fund which would allocate dollars to be put toward necessary renovations. In addition, I would like to maximize the use of funds from the Community Development Block Grant (CDBG). By using the funds from such grants, and by hiring local contractors, the improvements on homes in the city of North Platte would become possible and affordable.

Brandon Kelliher's **RECOMMENDED STRATEGIES**

Create a build-friendly, consumer-driven city that sparks an increase in housing stock at all price points.

- Expedite project approval processes with simultaneous actions.
- Update building codes to more current versions.

Develop a Mayor's initiative to work with local resources to help homeowners upgrade homes at a reasonable cost.

- Establish a home owners awareness program.
- Create a local home improvement resource website.

Create a grant program to assist homeowners in historic neighborhoods to complete needed upgrades to improve safety and livability.

- Explore grants and partnerships to improve homes.
- Provide code enforcement operations.

In the late 1800s, during the boom of the railroad, North Platte was a thriving city, complete with the modern infrastructure to match. Unfortunately, the city has strayed a bit from its early days. North Platte is in need of modernized roads, bicycle paths, and walking trails.

North Platte has a collection of parks, a recreation center and trails that we as a community should be proud of. At the same time, the current funding sources the city has identified do not match the needs for repairs and upgrade.

I aim to revamp the crumbling infrastructure through the use of Federal and State funds. By doing so, North Platte will be a safer and more aesthetically pleasing city for all of its citizens.



Brandon Kelliher's **RECOMMENDED STRATEGIES**

Create a funded infrastructure improvement plan that addresses all neighborhoods in need of repair over time.

- Provide community map with projected timeline for improvements.
- Prioritize thoroughfare improvements for longevity.

Enhance parks and recreation amenities.

- Repair or replace deficient playground equipment.
- Create plan for North Platte Recreation Complex enhancement.

Create an emphasis on city planning that maximizes current infrastructure, land, and building opportunities.

- Place infrastructure improvement measures on city scorecard.
- Establish regular planning meetings for developers, city department heads, and interested third parties.

RESPONSIBLE SPENDING



In order for any community to run smoothly, there must be accountability within the city budgeting process. Currently, the North Platte budget can only be waded through by those with advanced knowledge of accounting and finance. I believe this to be unfair to the citizens of North Platte. I recommend a more readable and understandable budget - not only for those with inside knowledge of budgeting, but for the everyday citizen of North Platte - the taxpayers who fund it.

Additionally, the spending of the city budget should benefit the citizens of North Platte. I believe the spending of city funds should directly correlate with the results that can be seen within our city.

For example, if funds were to be allocated toward entrepreneurial advancement, more businesses would thrive in North Platte, causing a boom in jobs and wages, which, in turn, would promote the creation of more businesses. If used in the right way, the city's budget would bolster a self-sustaining cycle of growth.

Research indicates Iron Eagle Golf Course can thrive as an independent private amenity. Funds could be redistributed to enhance the city in other ways.

Brandon Kelliher's **RECOMMENDED STRATEGIES**

Explore best practices for incremental development and prioritize spending accordingly.

- Establish long-term financial analysis for projects using tax funds.
- Install value-added enhancements on approved projects.

Lower the cost of services.

- Create efficiencies in city processes.
- Move Iron Eagle golf course to private ownership.

Create a city budget that clearly defines where revenue goes and expenses are allocated.

- Provide budget goals in line with city department goals.
- Direct city administration to create budget documents consistent with best practices for budget readability.

Economic development is a crucial part of any bustling community. I wish to encourage entrepreneurship within North Platte. In order to do so, I suggest implementing programs through Mid-Plains Community College that promote success in small and local business endeavors.

I would encourage the citizens of the city to visualize the types of businesses needed in North Platte. Through dreams, imagination, and a bit of seed-money funding, the community can become a haven for local business.

New businesses are not the only establishments that make up the economic development of North Platte. The heart of the city lies within the businesses that have been around for generations. I, along with many others, would like these places to continue for generations to come. Unfortunately, many of these establishments are currently being run by folks with retirement close in mind. I would like to establish a committee to help with the longevity of such businesses, including fostering the sale and/or transfer of existing businesses within the community.

Businesses in North Platte do not only rely on the patronage from local residents, but also from revenue generated from those visiting and passing through the city. I wish to promote North Platte on a state level. My goal is for North Platte to become a destination for those from all over Nebraska, and all over the world.

JOB S

Brandon Kelliher's **RECOMMENDED STRATEGIES**

Identify key priority growth areas in industries such as transportation and value-added agriculture and focus economic development efforts in those key areas.

- Exercise local and statewide contacts to increase business growth.
- Organize local businesses in transition assistance group.

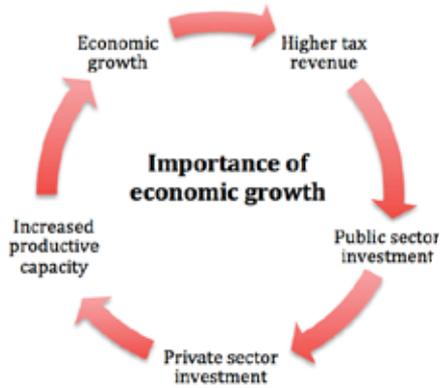
Develop our local workforce through private partnerships and a more defined outcome-driven relationship with trade programs and higher education.

- Align local job training programs for the jobs of the future.
- Provide local skillset development plan.

Take the current “Big Idea Program” and enhance it to include an entrepreneurship program that provides mentoring, funding, and training to start or grow local business..

- Create local fund to increase entrepreneurship opportunities.
- Provide local incentives for entrepreneurs.

ECONOMIC DEVELOPMENT



Economic development is by no means a stand-alone issue. Many factors add to the economic development (or lack thereof) within a city. In order for a community to draw in businesses that add to the development of the city, the city needs to have a certain attraction. Bustling communities attract bustling businesses. Not only will new businesses add to the available services in North Platte, but they will also bring in jobs with higher wages.

More attractive businesses will only thrive in North Platte with the support of our local government. By supporting programs such as the downtown Canteen District project, North Platte will draw in more businesses, and, in turn, more jobs.

Brandon Kelliher's **RECOMMENDED STRATEGIES**

Create a proactive, zone-friendly environment that spurs responsible growth.

- Identify needs in each business zone.
- Enhance North Platte's community spaces.

Start with the downtown. Vibrant communities are built with a prosperous downtown as a central gathering point.

- Upgrade downtown housing opportunities.
- Support and expand the Canteen District project.

Capitalize on our existing workforce.

- Retain and retrain workforce members.
- Combine entrepreneur ideas with existing business operations to develop new businesses.

Would you like to get involved with Brandon Kelliher's campaign?

It takes each of us to make a difference for all of us. I would be honored to have your involvement and support, as I truly cannot do this on my own. There are many ways you can get involved and invest in the future of North Platte this election season.

- 1 Register to vote.**
- 2 Connect with me on social media.**
- 3 Tell a friend.**
- 4 Attend an event.**
- 5 Offer your feedback.**
- 6 Request a yard sign to show your support.**
- 7 Make a donation.**
- 8 Get out and vote!**



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About Brandon Kelliher, Candidate for Mayor

Brandon Kelliher is running for Mayor because, like you, he is concerned about the current state and future of North Platte, and is ready to do something about it.

Brandon is a lifelong resident of North Platte, born at St. Mary's Hospital. He attended Washington Elementary, Adams Junior High, and graduated from North Platte High School in 1987. North Platte is Brandon's home. As such, he has a passion to ensure that North Platte continues to be a community that our children want to come home to. It must be a place where local businesses can survive and thrive, where the quality of life for residents is strong and attractive, where residents feel they have value and adequate return for the amount of taxes they are paying and where people feel safe.

Brandon is not afraid of hard work and knows that is what it will take to be a successful Mayor. During high school, Brandon worked at the Sports Shoppe. He worked his way through college and during the summer, came home to North Platte to help his Dad at TC Engineering with paving projects throughout the North Platte region.

From a very young age, Brandon has had entrepreneurial spirit that has driven him to embrace critical questioning, innovation, service and continuous improvement. It is this entrepreneurial spirit that led him to open the first Internet business in North Platte, NetQuest. What started out as a small business, grew quickly under his leadership to a strong regional presence that serviced many communities throughout Western Nebraska.

In 2000, Brandon took his leadership skills and information technology expertise to Great Plains Health where he began as the director of information services and grew into his current position as Chief Information Officer.

Despite a challenging professional career, Brandon has always made time to serve his community, a life-long passion. In addition to thousands of community volunteer hours for many different non-profit organizations, Brandon has served in leadership positions for the following:

- North Platte Noon Rotary (President 2015-16, Board Member 8 years)
- Toastmasters (Founding Member, President 2014)
- Platte River Fitness Series (Technical Advisor 8 years)
- Mid-Nebraska Community Foundation Board Member (2018-current)
- Nebraska Information Technology Commission
- Nebraska Statewide Telehealth Network

Brandon's parents are the late Bill Kelliher and Milette and the late Steve Ramm. He married Terri Burchell in 2014 and received the blessing of an instant family in his new daughter, Samantha, and son, Justin.

EDUCATION

- University of Nebraska Lincoln, Bachelor of Arts in Political Science
- University of Phoenix, Master of Business Administration
- John Maxwell Leadership Certification

KEY STRENGTHS

- Building and leading teams to do great things
- Effective strategic planning that leads to successful execution and proven results
- Developing and managing budgets, both large and small, that meet objectives and provide value
- Strong negotiation skills with a proven track record of saving millions of dollars in contract negotiations and major purchases
- A belief in North Platte and a passion to do what's right for its future

City of North Platte Current Scorecard 12/31/2019

HOUSING STARTS Q4

50 ↑

HOUSING SALES

107 ↑

ECONOMIC DEVELOPMENT
PROJECTS IN PROGRESS

4 ↓

POPULATION

24K ↓

NEW BUSINESS START-UPS - 2019

15 ↓

HIGH SCHOOL GRADUATION RATE

92% ↓

ADDITIONAL TAX DOLLARS
CREATED FROM TIFF

\$27M ↑

NEW JOBS CREATED

101 ↑

UNEMPLOYMENT RATE

3.2 ↓

8TH GRADE READING

90% ↑

CITY SERVICES COST PER
CAPITA

\$5K ↓

VIOLENT CRIME RATE

0.30% ↓

SALES TAX REVENUE

8M ↑

VOTER PARTICIPATION

51% ↓

FEET OF NEW INFRASTRUCTURE
IMPROVED

7.2K ↑

POVERTY RATE

15.3% ↓

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Paid for by the Brandon Kelliher for Mayor Committee.