



IMPERIAL DISCOVERY TOOL OPEN ENDED RESPONSES

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Version 1



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About this document:

There were nine open-ended responses included in the Imperial Discovery Tool. The quotes were compiled from 127 responses to the Imperial survey. The responses have been grouped by similar themes/categories. Some respondents shared more than one theme/category in their response. The following is an illustration of using more than one theme/category: *“Location between metros, great attractions in the area, good schools, adequate parks, beautiful area of NE, friendly people, adequate business opportunities, beautiful downtown.”* This quote would be represented under location, schools, people, and historic downtown.

If a quote identifies a specific name of a person in a negative or attacking manner, the name or phrase has been edited with a “...”

Q2. What makes your community a great place to live?

Of the 82 respondents, who answered this open ended question, the people, safety, investment in community were the top responses.

Quotes that highlight these particular themes include:

Several Business owners that have invested in our community and not out of town i.e. stock markets or out of town investments.

We are a very unique community. Very proactive and prideful

This community is progressive and creative and cares about youth!

For the most part- it is a low crime area.

It for now has a low crime rate and is a safe place to live.

Imperial is a safe Small town values, family emphasis

The people are also the best part about it, very kind and generous citizens

It is a nice calm place. It's a small town where everybody knows each other and cares for each other.

Small, relaxing, silent at night and no major crimes

The following chart provides a breakdown of the responses shared by the categories/similar themes.

Themes/Categories for Grouping - 82 responded	Number	Percent
Friendly, small town -people	53	64.63%
Safe	23	28.05%
Invest in Community	20	24.39%
Education	9	10.98%
Many activities/businesses	9	10.98%
Location	8	9.76%
Core Values	6	7.32%
Other	2	2.44%

Q2 Invest in Community

Several Business owners that have invested in our community and not out of town i.e. stock markets or out of town investments.

We are a very unique community. Very proactive and prideful

This community is progressive and creative and cares about youth!

Small town with progressive future - planning young people.

Trying to keep up with modern times, peaceful
Good amount of young people returning to area because they want to.
Community pride and a progressive attitude
Progressive
Progressive community. We get a lot done for a community this size
Positive attitudes of its members.
Its home. Opportunities are there for new ventures.
Good opportunities for employment
There are job opportunities
Has many job opportunities for residents
Work opportunities
For me, I want my family nearby and they are all here. I feel a lot of people are working hard to move
our community forward.
It's a dynamic town
Imperial has been progressive, and has been able to thrive while other small towns struggle.
It's also a progressive community, continuing to try to maintain and build, with dedicated leaders always
searching for ways to keep and grow the young population and business opportunities.
Chase Co is a progressive minded group of people willing to work with young business owners.

Q2. Core Values

Core values of honesty, hard-working and support for religious faith
Supportive of religion and living with a purpose
In ownership
We have a strong church community.
Christian community
My church

Q2. Education

Education is outstanding to get a good start into the future.
Education
Good school
Good school, affordable theater, junior college
And if your child is an athlete, a good school.
Good schools
School
Good school system
Good school system, community college.

Q2. Safe

Good healthcare system
Low crime rate
Low crime rate
For the most part- it is a low crime area.
It for now has a low crime rate and is a safe place to live.
Imperial is a safe
Is a safe place
Security
Safe

No major crimes
Safe environment
Security,
Safety and security,
Safe,
Safe, no worries about horrible crimes.
The fact that it is a safe community is a draw.
It is a safe community to live in.
I don't have to feel a great concern for my safety when walking after dark.
Know they are safe and that should anything happen they can go to any house around the park and ask for help.
Safe environment
Safe
The fact that it is a safe community is a draw.
Chase County is a safe place to live.

Q2. Other

Leadership, size
Resident support of local businesses

Q2. Many activities/businesses

For a small town, there are plenty of things to do between restaurants, Movie Theater, library, community events, etc.
Affordable theater
We have 2 good grocery stores, a good drug store, several other stores that offer goods and services needed in the community.
Moderate shopping
Schools, hospital, nursing home, clean community
Community, pride, involvement, school activities, and sporting events, and increasing activity to support unique music and bands
The parks
Wide streets. Active downtown businesses and Chamber. Popular county fair.
Variety of churches; good parks, library, etc.

Q2. Location

It's relatively close to larger cities so when we want to get away it's as simple as packing up and going for a weekend.
How nice it is in Imperial, everything you need is right here.
It's also got lots of natural beauty and activities to enjoy the outdoors.
It is not a large urban area with hustle and bustle. I don't have to feel a great concern for my safety when walking after dark.
There is not a lot of traffic and you can get to where ever you need to go quickly.
It's a peaceful place
Most services are available;
Don't have to travel far to get something you may need. Not a ton of traffic...

Q2. Friendly, small town - people

I like the fact you know your neighbors and others with-in the community.

Small town atmosphere-safety-what we know-good people.

The people

SMALL PLACE TO LIVE

Safe, honest hard-working people mostly. Friendly

I feel that the people of imperial make this a great place to live. Everyone is very inviting and welcoming to new faces. Moving here has been a wonderful thing for myself and my family.

Not large and very friendly. Like it just the way it is. If you want big city ways and lots of people, move or travel a lot.

Small town mentality. People are friendly and willing to pitch in and help in all aspects.

It's small enough that my kids can go out and play at the park and I don't worry about constantly having to watch over them. I know they are safe and that should anything happen they can go to any house around the park and ask for help.

Small town values, family emphasis

The people are also the best part about it, very kind and generous citizens

It is a nice calm place. It's a small town where everybody knows each other and cares for each other.

Small, relaxing, silent at night and no major crimes

How nice everyone appears to be

Caring people, safe environment

Very friendly

People know each other. They are always willing to help

The people who live here

The people and the small town atmosphere

The people and opportunities

The people

It has a great sense of home. It's always a welcoming and comfortable, happy place to be

Nice people, safe

Small and safe, no worries about horrible crimes.

The people are a big contribution to the town; we have great people in our community who want to see people succeed. Of course there are always bad apples but overall, people are great. If someone is wanting to get something done, there are people who will back them up and help them accomplish their goals.

Family oriented atmosphere.

The people. People here are friendly, and care about their neighbors. Young people are moving back.

Imperial has been progressive, and has been able to thrive while other small towns struggle. The fact that it is a safe community is a draw.

It is a great place to raise a family and it is a safe community to live in.

Everyone is friendly.

Friendly people

Friendly people

Nice neighborhoods - wide sheets - friendly people

Friendly

It's small enough that everyone is able to get to know most of the people living in the town. Everyone's connected.

Lots of commitment and activity. Small town feel, people who put lots of work in.
We are a close knit community that has many attributes that bring our youth back, friendly, home
The people
The people
Friendly
The people are incredible. I am proud and so happy that we have so many young people and families
wanting to live here.
Community support by many
Helpful people and a true feeling of community
The people
The people
The people of the community!
Great people.
Caring people
Small town life
Is quiet
The people
The people of the community come together in times of need.
The connection and support that people have for one another.
Being a small, close-knit community where the people are kind, friendly and look out for one another

Q3. How does your community encourage economic growth?

While efforts to encourage economic growth are not visible to some of the 61 respondents that replied as they may have shared “they don’t or I don’t know.” Many gave examples of how the community is progressive and tries to help businesses. Examples of comments include:

Programs for startup businesses, housing assistance, progressive mentality

Forward thinking by diversifying beyond just agile

People are proactive for new business, for instance the new restaurant. Many folks would contribute to things that will make the community better, whether it's help to start up, or continued support as long as the business is good and has quality service/products.

Being supportive to agriculture was also identified. For example -

*Ag community strong work ethic
Strong agricultural community.
Agriculture*

Challenges were also identified such as:

The problem is there are too many organizations trying to do numerous events and sometimes they don't talk before planning.

I feel like in years past we've had great economic growth encouragement. Now I feel like the upper class or people who are on boards have separated themselves a little from the regular community

The following chart provides a breakdown of the responses shared by the categories/similar themes.

Themes/Categories for Grouping - 61 responded	Number	Percent
Progressive - Examples...try	43	70.49%
They don't or I don't know	11	18.03%
Ag Supportive	8	13.11%
Challenges	7	11.48%
Education	3	4.92%
Support Activities	1	1.64%

Q3. Education

COLLEGE ON LINE CLASSES

Education opportunities are available via the community college for businesses to get some training. College classes, LEAD program, Chamber events

Q3. They don't or I don't no

They don't really
 I don't see that they do. There is no housing available
 They don't
 They don't.
 Not sure, it seems impossible, business start but go out of business shortly after starting.
 Not sure
 Not too sure
 Somewhat
 Honestly, I don't know specifics about this, but I know there are grants and loans available.
 They don't!! Any commercial business has to be down town or in new addition on east side of town.
 I don't know that they do! As a business man in Imperial the city government has been less that inviting.
 Most of our business is done in the county.

Q3. Ag supportive

If its Ag related its encouraged by most of the community.
 The Ag environment has many businesses in its sector.
 Limited by Ag
 Ag community strong work ethic
 Strong agricultural community.
 Agriculture
 Ag based businesses and leaders
 Agriculture

Q3. Challenges

The problem is there are too many organizations trying to do numerous events and sometimes they don't talk before planning.

I feel like in years past we've had great economic growth encouragement. Now I feel like the upper class or people who are on boards have separated themselves a little from the regular community

Houses cost too much.

To various degrees but it does not address entrepreneurs, alums and make tangible connections with minorities, pluralities and the range of demographics

Retail is lacking even with the Chamber's buy local encouragement.

I have never understood why some industry has not come into this community to set up business. We are centrally located in all directions, why wouldn't this be a perfect spot. (I was told it had to do with water issues, but not all industry depends on water.) Artistic Woodworking is a perfect example of a small industry that has grown over the years and been successful.

Housing is slowly improving for the low income, but not much available for medium income residents.

Q3. Support Activities

One of the great thing is the summer time. The Chamber does a great job of promoting and hosting local events along with the Chase County Fair.

Q3. Progressive - try

They try hard to have serves for everyone so you do not have to travel too many miles. This is the beginning of new stores and involvement in the town of Imperial.

TIFF financing, local sales tax.

Compared to other small towns, out store fronts are mostly filled. Many feel happy shopping locally and there are opportunities to build new buildings/businesses in the community.

Provides some Tax payer funded grants and loans to high risk individuals.

I think the city has tried to pull in additional industries over the years to help diversify the community's reliance on agriculture. While we won't be a non-ag driven community anytime soon (I hope) it is good to know that we're trying to think outside the box

Generally, people are supportive of local businesses and services.

It goes in spurts. A lot of businesses that open (new) close.

Expansion of job opportunities

Changing things for prosperity

Programs for startup businesses, housing assistance, progressive mentality

Forward thinking by diversifying beyond just agile

People are proactive for new business, for instance the new restaurant. Many folks would contribute to things that will make the community better, whether it's help to start up, or continued support as long as the business is good and has quality service/products.

While we are a heavily agriculture town, there are still people who want to be able to do other things so we welcome new opportunities with open arms. People want the restaurants in town to succeed so people eat out often to support those small restaurants, especially the locally owned ones. We know that if we have a good quality of life for people, it will bring new residents to our town and new businesses and then we can grow not only in size but also economically.

I know there are grants and funds available for new businesses, as well as tax incentives, and the cornerstone development has some land available for business. I don't know many details about

those programs. I'd like to see them offer such things to existing businesses as well as working on attracting new business.

New businesses seem to keep coming to town every year.

Economic development

They have an economic development director.

New businesses are supported. Cornerstone property and housing completed and in progress.

Open to new business coming in

There are grants available to those who wish to go through the process.

Economic development property

The Chamber is very supportive. The town responds well to new businesses.

We encourage business opportunity of expansion of new products and services

We're getting a skate park!

There are groups that meet and grants/funds that are there to help

Reaches out to all ages

Helps interested business owners with plans to get funding

Support new ideas

LB840\$ and related projects - i.e. community

By getting new places like the skate park we might get

EDC, Chamber of Commerce

Cornerstone property, supports people when they have a goal of development

Through the Chamber.

Good chamber group.

Money is available thru loans. Some mentoring if you know where to find it.

Create new businesses

Create more jobs and businesses

Cornerstone property; economic development funds; Ag friendly.

Advertising

The offer grants to and land to build on. Attempt to recruit businesses into the town.

Looks for businesses

We have a chamber.

Imperial is very progressive and active in trying to develop new business opportunities, especially in this technological age. Imperial is the home of Allo, that has helped pioneer and modernize communications in Nebraska communities, and also is home to a large and growing Corvette dealer. The City has used its Cornerstone properties to encourage new businesses to move to Imperial, especially retail businesses.

Q4. What do you see as your community's strengths and assets?

The sense of community and place are recognized as strengths in Imperial. Sense of community/place for can be seen by comments re the people, sense of community, safe and location. Examples of comments include;

The people here, both the kindness of the average resident as well as the dedication and motivation of the leaders in the community.

Takes pride in the way it looks, donates

Youth and community support

Support, community involvement in many things, growth that we have seen over the past years & kids coming back to the community

Others described the community as progressive and innovative. As described by these comments:

We have leaders in place that stay pro-active and look to the future to keep us up with the times. Want to improve, financial base, far enough away from the main economic centers whereby persons have to support the main street businesses.

The work ethic of the community as a whole, being rural many people are used to having to work for what they have and not taking handouts. That mentality and get it done attitude does a lot for the community.

Comments were also shared around the activities, education and job opportunities.

*We have a good school system
Education (school & college classes)
Tie INS with the school and local community college*

The following chart provides a breakdown of the responses shared by the categories/similar themes.

Themes/Categories for Grouping - 72 responded	Number	Percent
People	28	38.89%
Innovative	21	29.17%
Sense of Community	16	22.22%
Activities	14	19.44%
Education	9	12.50%
Challenges	5	6.94%
Location	5	6.94%
Ag Community	3	4.17%
Job Opportunities	3	4.17%
Safe	2	2.78%

Q4. Activities

Community events, shopping available, entertainment and restaurants, clean and attractive downtown and great place to raise kids.

We have an interesting variety of businesses that understands our areas cost of living and economic capabilities the new housing projects and bringing in some new businesses has been a real Plus Downtown, library

the beauty, the variety of stores, entertainment (there always seems to be a concert or event going on which really keeps the town alive and gets people out and about, giving them something to do)

School, nice parks and roads, clean and tidy, community college and opportunities for people of all ages, churches and active downtown!

Strengths- the churches and to a certain extent the school. What I am most proud of in this community are the EMS & the fire department, both are top notch.

Wide variety of businesses, parks, swimming pool, recreation programs
Fair
Lots of buildings and parks, lake and other.
Most downtown building occupied.
Various community groups - Lions, Rotary, Jaycee's, FFVF, 4-H program etc.
County Seat
Variety
Number of churches with varied religious beliefs

Q4. Ag Community

Ag community that has decades of progressive advancements and practices.

FARMING COMMUNITY

The Ag sector is important, and provides many jobs. Hopefully the farm economy will improve soon.

Q4. Education

Education

SCHOOL

We have a good school system

Education (school & college classes)

Tie INS with the school and local community college

School, college

The school has been strong. The community college is great.

Good school system.

Chase Co. Schools

Q4. Innovative

I feel everyone in Imperial wants the town to grow

We have leaders in place that stay pro-active and look to the future to keep us up with the times.

Want to improve, financial base, far enough away from the main economic centers whereby persons have to support the main street businesses.

The work ethic of the community as a whole, being rural many people are used to having to work for what they have and not taking handouts. That mentality and get it done attitude does a lot for the community.

Progressive nature

People here have good ideas and will work to promote common interests.

Tightly bound community, work well together, wealthy community members

There are a lot of young families living here. Imperial seems like it continues to grow.

Growing progressive community

Proactive

To many possibilities

We are a lot of people who are willing to work hard to accomplish what we want.

People with commitment wants to improve

We can brainstorm well. We care what others think and feel. We are typically polite and good listeners.

Progressive attitude

Forward looking

A desire to continue to grow

Progressive;

Our community's biggest strength is being self-sustaining and not having to rely on outside communities for things needed every day.

The people and business owners trying to give their best.

The people here, both the kindness of the average resident as well as the dedication and motivation of the leaders in the community.

Q4. People

Folks who live there will to be involved.

Caring and welcoming

People who are proud to live here and want to be here

Lots of young ambitious families.

PEOPLE

The people are the biggest strength and assets.

Generosity and commitment if something needs done or great community support at local events and fundraisers

Wealth of the residents, the people who live here

Young couples

The people

People and community feel

The people are hard working

The people

People.

Again, the people

Young people

Good people,

Help each other

Young people to continue to move here

Youth and community support

People

People. Hard working, engaged people that care about our community.

Its people

The people

The youth

The people

The people here, both the kindness of the average resident as well as the dedication and motivation of the leaders in the community.

The young people moving back to the County.

Q4. Challenges

Like it just the way it is. If you want big city ways and lots of people, move or travel a lot.

Concerns--lack of quality healthcare, affordable housing, an educational system that is traditional and does not foster ties with K-21 needs as much as it could, need for a range of community leaders to est. sustainable programs and more fully utilize the sales tax \$.

The hospital is great, but we need doctors... We are missing out in that regard. Grant is thriving in the medical arena. We are struggling there.

There's housing for low income people, but housing is expensive for young people and families that don't qualify for subsidized housing. We need to attract business that will bring high paying jobs, and have housing for young professionals that is affordable.

Imperial has a wonder full baseline of assets to serve the community. (Parks, hospital, businesses) but fall short in maintaining and up keep of parks, the hospital's customer service is poor on the best days.

Q4. Job Opportunities

Job opportunities
Good jobs
Businesses that have attracted young adults back

Q4. Location

Size
Geographic location
Size for area, business related to that size are strong, location
Infrastructure
proximity to interstate access, adequate health care’s services with larger hospitals near if necessary, larger cities within a 3-4 drive, fishing, hunting, golf courses, growing schools, growing populations with a rural splash.

Q4. Safe

Low crime rate
The community has an amazing volunteer fire department that keeps up on training.

Q4. Sense of Community

Since of community.
People support local businesses.
Not large and very friendly.
It is a good place to raise children with its low crime rate
People and community feel
As above, small, safe.
The support the town offers,
Family friendly environment
Usually friendly
Helping people and making sure they are happy.
Lots of community pride by the white population.
Takes pride in the way it looks, donates
Youth and community support
Support, community involvement in many things, growth that we have seen over the past years & kids coming back to the community
Hometown atmosphere. Support from community.
Pride of the community.

Q6. How often do you shop at the following locations? Other responses:

<i>Ogallala</i>	<i>16 mentions</i>	
Ogallala 1/mo.		1
Ogallala		4
Ogallala twice a month		1

Ogallala - every very few months	1
Ogallala - Once a Month	1
Ogallala 1-2 x week	1
Ogallala 2-3 times a month	1
Ogallala about once a week	1
Ogallala every few months	1
Ogallala Ne Walmart & Safeway twice a month	1
Ogallala Walmart	1
Ogallala, NE	1
Grand Island, internet, Ogallala	1
<i>Shop online</i>	<i>5 mentions</i>
online	2
I buy a lot online	1
Online	1
online 2-3x month	1
<i>Other communities</i>	<i>3 mentions</i>
Holyoke, Co	1
Omaha	1
Grand Island, internet, Ogallala	1

Q9. Name two types of business you would most like to see come to Imperial.

Variety/discount store	49 mentions
A business like Shopko	1
A replacement for the Alco we lost	1
A variety store similar to Alco that has some clothing, and shoes.	1
Alco	1
an affordable store more like Walmart, ShopKo, or a target	1
An Alco Type Store	1
Department store	1
Department Store Something like Alco	1
Department store (I.e. Shopko)	1
department store such as Shopko	1
Discount and clothing store	1
DOLLAR GENERAL	1
General merchandise - clothes, shoes for kids - office supplies, etc.	1
general retail (like ShopKo)	1

Retail store /ShopKo	1
ShopKo	3
Shopko	5
SHOPKO	1
ShopKo -retailer	1
Shopko or a store that is similar	1
Shopko or similar store	1
Shopko, Walmart, Pamida	1
something like a ShopKo(clothing store and more) for all ages	1
Something like a Wal-Mart	1
Something like Alco	1
something that compares to our former Alco variety store	1
Variety Store	1
Variety store with clothing, household items,,,ShopKo	1
Walmart	1
a store like Walmart	1
Alco/Walmart/Shopko type store/clothing store	1
all purpose - like Shopko	1
Cleaner ""dollar store	1
discount store/ShopKo, reasonably priced floral	1
Discount, other than Dollar General	1
general goods store - Alco	1
Shop co, or a retail store that sells clothing	1
Shopko	1
Target, Shopko or something similar	1
Wal-Mart or something similar	1
Walmart	2
<i>Restaurant</i>	<i>25 mentions</i>
Another restaurant	1
another restaurant	1
Fast food chain	1
Fast food chain (McDonald's type of place)	1
McDonalds	1
Restaurant	1
Restaurant	1
Restaurants	1
Sit down restaurant (that actually has good food)	1
somewhere to get a sandwich in evening	1
A good restaurant	1

	Another cafe- at one time Imperial had 5-6, at present time the cafes are too high priced for most people, a simple Cheeseburger and fries with medium drink is close to \$`10.00 at that price, it is not often that a family goes out to eat.	1
	Better places to eat	1
	Sit down Restaurant	1
	Nice, sit down restaurant - We have a new one, but have had struggles keeping it going.	1
	Fast food	1
	Fast food place	1
	full line restaurant	1
	Italian restaurant	1
	keep the new restaurant we have	1
	Restaurant - sit down restaurant. Have one but it's struggled to stay open.	1
	RESTRAUNT- QUIZNO	1
	unique one of a kind places to eat	1
	Wendy's	1
	Work hard to keep our restaurant	1
<i>Clothing store</i>		<i>20 mentions</i>
	Bigger clothes store	1
	Clothing	2
	Clothing and shoes	1
	clothing store	1
	Clothing store	5
	Clothing Stores	1
	Family clothing	1
	Family Clothing	1
	Men's Clothing	1
	Clothing	2
	clothing store	1
	Men's clothing	1
	men's retail clothing	1
	good quality affordable clothing and shoes	1
<i>Others</i>		
	Affordable car service	1
	Any with good paying jobs.	1
	Bar	1
	Bar/Brewery	1
	Building Inspector (without conflict of interest)	1
	Bullet manufacturing industry	1
	Children's like dance etc.	1
	computer services	1

daycare	1
Daycare that takes infants	1
dry cleaners	1
economic/entrepreneurial support center; stronger ties with the school to have a combined library, educational training system for non-trad. sts.	1
Fitness Club	1
furniture	1
Furniture/carpet	1
Large department store	1
Home furnishings	1
housing	1
I would like to keep all of the businesses that are here to stay and continue running	1
Indoor recreation center with pool	1
Internet that isn't \$100 for 15MB	1
legal services	1
manufacturing	1
Mexican store	1
Mexican store/ butcher shop	1
None ag related - a store with non-grocery items	1
Pediatrician	1
Pet Store	1
Retail business	1
retail sporting goods store	1
Sporting goods- athletic gear	1
Workout facility for men/women with more realistic pricing structure	1
A non-grocery, household items store	1
Another internet/TV provider	1
another pharmacy	1
Any company or industry that would bring GOOD PAYING jobs	1
Anything Retail	1
Anything that will fill voids on Main Street.	1
BOMGAARS	1
Casey's General Store	1
Club	1

construction trade/we have so much of this coming from elsewhere i.e. Grant, Madrid areas	1
daycare facility	1
Dentist	1
dry cleaners	1
Durable medical equipment	1
electronics store	1
Furniture Store	1
Harbor freight	1
Hospital	1
I don't know	1
Industrial	1
improved clinic/hospital	1
jewelry store	1
Kids Zone	1
Manufacture who can employ more people and provide a higher wage.	1
maybe a kitchen store or more decor stores	1
Nonag related employer	1
Office supplies	1
Office supply	1
One stop shop	1
Pharmacy	1
Plastic molding company	1
Plumbers	1
Research center with UNL tied to water and production agri. so positive jobs and data are developed.	1
Shoe store	1
Shoes	2
Sport Store	1
Variety store	1
we don't really need any more businesses	1
We need more child care	1

Q12. How often do you go to each of the following communities for primary health care or medical services?

Other responses:

Benkelman

4 mentions

Benkelman

2

	Benkelman always	1
	Benkelman for dentist and eye care	1
<i>Others</i>		
	eye dr. & dentist out of town always	1
	For minor illnesses, stay in Imperial. For complicated medical situations seek out of town care.	1
	Fort Collins Colorado, orthopedic and spine center of the Rockies	1
	Julesburg, Holyoke	1
	Kearney - monthly	1
	Kearney, NE	1
	Lincoln	1
	none	1
	only go to North Platte, Denver, Kearney	1
	Thankfully I've not had a reason to visit the hospital in the recent past.	1
	too far; better options elsewhere	1
	We regularly see specialists in the other towns listed above.	1
	Wray co	1
	Wray CO	1

Q13. Name three types of community amenities would you most like to see come to Imperial.

<i>Health/Fitness</i>	<i>14 mentions</i>	
	A health / wellness center, with a therapy pool.	1
	Affordable men's health club	1
	Covered swimming pool	1
	Gym for men	1
	indoor pool	1
	Indoor pool	2
	INDOOR SWIMMING POOL	1
	indoor swimming pool (year around swimming)	1
	Recreation Center	1
	Therapy pool, paved walking trail that circles the town	
	someway	1
	Indoor pool	1
	Indoor play center	1
	Indoor sporting and entertainment arena	1

Trails *16 mentions*

A walking trail	1
bike/walking trail connecting parks	1
Biking - hiking trail	1
Hike/bike trail	1
Walking and bike trail / more parks	1
walking trail	1
Walking trails	2
walking/biking trail	1
Walking/biking trail	1
A hike / bike trail	1
Walk/bike path for keeping people off the street and safe.	1
walking/bike path	1
biking, walking paths	1
bike path on streets or better patrolling of vehicles on the streets	1
Biking trails	1

Medical services

27 mentions

A hospital with good care	1
Acupuncturist	1
better 24 hour doctors	1
Better doctors	1
Better health care	1
Better Health Care options	1
better health care options for dentist, vision, medical counseling for mental health	1
Family planning clinic	1
good doctors	1
Good medical	1
More Doctors	1
More Medical Services	1
more physicians	1
new hospital	1
Speech Therapy	1
Dentist	1
More Dental Services	1
new doctor clinic	1
Orthodontist so we don't have to travel out of town	1

Health clinic	1
Home health care providers to help elders stay in their own homes as long as possible.	1
More medical specialists(visiting) physicians from CO rather than NE	1
Doctors who are friendly and want to know patients	1
SURGEON	1
new doctors	1
More reduced professionals who stay practicing here	1

Outdoor/youth activities

24 mentions

park	1
Would love to see the skate park built	1
kids activities	1
mini golf - a lot of golfers in the area	1
Outdoor opportunities	1
putt putt golf	2
Separate tennis courts	1
skate park	2
skate park	1
Skating rink	1
soccer fields	1
water park	1
A city center, indoor/outdoor - a gathering place for concerts and activities, wedding receptions, etc. Perhaps a splash pad for kids.	1
baseball/soccer complex	1
Better swimming pool	2
mini golf course	1
skate park	1
splash park	1
Youth Activities	1
Youth Center	1
fun center	1

Retail

23 mentions

Affordable shoe store	1
Clothing	1

clothing store	1
Clothing and shoes	1
Shopko-type store	1
shopping	1
affordable clothing store	1
Alco type store	1
Big mall	1
Clothing and shoe store	1
Clothing stores	1
FURNITURE	1
Larger Retail	1
Mall	1
shoes	1
ShopKo	1
Business office supply store	1
Cabela's	1
More Shopping in General	1
shoe store	1
ShopKo	1
sports shop	1
Larger and better equipped second hand store like salvation army etc.	1

Restaurants

12 mentions

Arby's	1
full service quality restaurant	1
Restaurants	1
Restaurant	1
Restaurant	1
restraints	1
Wendy's	1
Restaurants with better hours and flavor in their food.	1
Bakery	1
Donut	1
Fast food restaurants	1
fine dining	1

Community center/entertainment

10 mentions

Community center, let's all be honest, the current community center is senior centered	1
community room	1
community room -200 people	1
Dog Park	1
Entertainment	1
Place to dance	1
Community center, not the senior center we have	1
Movie theater open afternoons	1
small concert venue	1
movie theater	1

Education

4 mentions

Another school option that isn't federally funded	1
I would like to see the college expand. There are a number of technical jobs, and service jobs requiring more than high school education, but not a 4-year college, Imperial would do well with that kind of program, and possibly utilize some of the high schools class rooms to do it. It worked for Curtis, Nebraska, why not Imperial.	1
technology training for production agri., big-data and general consumers	1
better education	1

Other

Better internet services	1
Cleared up trailer parks	1
Faster more reliable internet service.	1
Nicer hotel	1
none	1
Not sure	1
Organic food	1
Some kind of industry that could employ more people.	1
Spa	2
A city square	1
BETTER RESTRUCTURED OLD FOLKS HOME	1
craftsmen such as plumbers, builders, etc.	1
dance studio	1

more affordable housing for sale and rent	1
More kid classes	1
something for middle-class singles	1
teamwork/planning	1
A more beautiful and aesthetically pleasing main street (Broadway)	1
Amazon-type drop-off/delivery and resource center	1
art center	1
Better automotive repair facilities	1

Q20. What has encouraged you to be involved in the community or what would encourage you to be involved?

The 70 people that responded to what encouraged you to be involved are passionate about Imperial. They want to be a part of the community, give back and create a future. Following is a sampling of the comments that were shared:

Meeting new people, benefiting others

I care about the success of Imperial and am willing to be involved to help in whatever way I can. When I retire, I anticipate that I will be more involved in different areas than I am now, but for the time being, I am tapped out.

Love of people & what our town stands for

Wanting to help others

Desire to affect our community's future in a positive and progressive way

MY KIDS, GRANDKIDS

We need to invest in our children in our community and strive to look to the future in order for our younger kids to come back here to raise a family.

Others identified specific organizations/business such as 4-H, being a business owners or school.

And, some shared that they are no longer or involved or hope to be involved after life changes (i.e., children graduate or health). And, some gave ideas of how they could be involved. For example:

I would love to be on the theater board or the cemetery board but you have to live in the city limits and I live in the country.

The following chart provides a breakdown of the responses shared by the categories/similar themes.

Themes/Categories for Grouping - 70 responded	Number	Percent
To be a Part of the Community	25	35.71%
For the Future	14	20.00%
Asked	11	15.71%
To give back, help	11	15.71%
Other	6	8.57%
Not Involved	4	5.71%
To be more welcoming new people	1	1.43%

Q20 – Asked or involved specific organization

Asked to participate

FFA and organizations at school

A central place is needed to sign up to volunteer with a listing of all openings

Suggestions from community members.

School

Wanted to see the project completed.

Help do stuff for kids

4-H

My business

Small business owner

I feel a small community like ours needs people to volunteer. It always feels good to be asked to help.

Q20 - For the Future

Community betterment

Desire to affect our community's future in a positive and progressive way

MY KIDS, GRANDKIDS

We need to invest in our children in our community and strive to look to the future in order for our younger kids to come back here to raise a family.

I put "no" on #19 because I'm already involved in four different boards in the community. I feel it's important to work to keep our quality of life and try to continually improve our community. If we're not moving forward, we stagnate and start slipping backward.

Great community to be a part of and want to see it keep going

I love this place and want it to thrive.

To build a better Imperial

It behooves each generation to keep the groundwork going for the next generation

Home town, grew up here would love to see the community grow

See the community grow

Like to see Imperial succeed

The desire to help with growth

To make the town I live in a better place for myself and those that live, work, or visit here.

Q20 - No longer Involved

Because of health issues, I can no longer volunteer or participate in community activities. Did all of it when younger.

Living closer which is not going to happen soon

I would love to be more involved if I wasn't on my way out of the community already.

I will become more involved as my children leave home and open up scheduling.

Q20 - other

If there were more organizations

I would love to be on the theater board or the cemetery board but you have to live in the city limits and I live in the country.

Businesses need to be involved with the Chamber

I would like to see a detox center put in in Imperial. The detox center can keep those folks who are intoxicated out of the jail, which would eliminate the problems like the current bill at the hospital, create jobs, and most importantly get those with an alcohol problem off the street and hopeful help them get into rehabilitation. Right now folks of the town just turn the other way. The churches turn the other way. We do not have a place for low/no income to get off the streets in the severe cold. We need some kind of shelter for those folks.

To see a better place to live not controlled by the rich or one not open to change

I am tired of my tax dollars being wasted

Q20 - To be a part of Community

I've always been a part of the communities I've lived in. No reason to live in a community and not be a part of it.

Outstanding place to live

I enjoy volunteering and helping people in my spare time.

Mentors, self-growth, belief in the greater good

My kids mostly, helping to make sure the community has the services that I feel they need to grow up in a safe fun environment and ensuring the school is preparing them for whatever may lay ahead.

Meeting new people, benefiting others

I care about the success of Imperial and am willing to be involved to help in whatever way I can. When I retire, I anticipate that I will be more involved in different areas than I am now, but for the time being, I am tapped out.

Love of people & what our town stands for

Wanting to help others

Wanted to be involved

Make this the community I want to live in

Becoming an adult has made this a desire of mine. As I prepare to move home I would enjoy giving back to the place that has molded me.

My children and the place I work for.

Friendliness of people in the community and wanting to participate.

You can't just sit back and complain if you don't do something about it.

I like to be involved because I care about this community, the people and my grandchildren who are growing up here!

Something I really believed in.

Community pride and business exposure

My work - I love Imperial

My love for Imperial
Need, lack of others participating, want good stuff for community
To feel like I am integrated into the community.
I've lived here my entire life...good place to grow up and a good place to raise my family. Involvement is "paying it forward".
The people mainly
I have experience in working in city government and see a lot of things that I believe could be improved upon.

Q20 - To be more welcoming new people

Be more open to new people in the community

Q20 - To give back, help

Wanting to give back to community
Helping the community
Being able to help people
Just wanting to be helpful within the community. I would be more encouraged if people would leave their own personal agendas out of the way of community involvement.
To help fill a need to ease the burden off of the city.
Christ, kids, past experiences
To give back to my community
Giving back serving my community
Feeling I can make a difference.
Being of service
The people in the community and the need!

Q26. Any additional comments you would like to make.

Challenges that include the hospital, housing, internet and other broad topics received the most comments of the 25 individuals that shared additional thoughts. Examples of challenges shared include:

*The cost to live in this community is unfortunately rising but our job opportunities and wages aren't rising. I believe we are going to experience people leaving in search of a more affordable means to be able to survive.
Definitely Involve Public in rebuilding Hospital.
Internet is also expensive for the quality, so it would be nice if there were other options.
We really need to have more support from the local people to local merchants recognizing if that doesn't occur, we will lose MORE local businesses.*

Respondents also encouraged wider involvement. For example –

This is a good program and idea. Concern that the activity is truly involving the non-attendees and gauging the necessary opinion. See no opportunity for feedback from alums.

This community needs to accept that the Hispanic population is equal to the white population instead of tolerating them. This community needs to realize that if they don't welcome new stores b/c they fear the competition, eventually their little community will die.

As well as thanks for doing. For example – *Thank you for this opportunity to be heard.*

The following chart provides a breakdown of the responses shared by the categories/similar themes.

Themes/Categories for Grouping - 25 responded	Number	Percent
Challenges	8	32.00%
Would Like to see/Thank you	6	24.00%
Hospital	5	20.00%
Cost of Living - Housing	5	20.00%
Internet	4	16.00%
Program - engage others	2	8.00%

Q26 - Challenges

Our community’s economic growth and businesses has been negatively affected because Imperial does not have a building inspector that does not have a conflict of interest. The contractors and community businesses are negatively affected by our community allowing this conflict of interest. Our city website needs to have updated information. City of Imperial website data is very old and outdated!!! It would benefit the community to have more transparency on meeting dates, agendas and meeting minutes. City of Imperial needs to use the street sweeper in the downtown area on a more regular basis. Often there will be 2-3" of sand and dirt in curb which winds blow onto sidewalks. Lots of above freezing weather and little curb cleaning

We really need to have more support from the local people to local merchants recognizing if that doesn't occur, we will lose MORE local businesses.

It frustrates me that when surveys ask about education, there is not a choice for; attended technical college such as business, mechanics, cosmetology, etc. Received a degree... Also, I've owned and operated a successful main street business for 23 years and had to search out any entrepreneurial advice, the best I received was from the Nebraska business development corporation in North Plate and west central in Ogallala. Luckily, Imperial was a member so I could receive their loan services.

Imperial has terrible auto repair services that require vehicles to be taken out of town because of repeat repairs due to terrible services that are undertrained and overpriced

The city government is looking to build new. They are making a big push at the Cornerstone Project located on the east side of town. They already have the basic open spaces in town with the various parks and ball fields along with public restrooms but fall short when it comes to maintenance of the existing infrastructure. When it comes to taking care of the playground equipment, cleaning the public restrooms, and working on the streets and sidewalks they are a reactive in maintenance not proactive. They wait until it becomes a major problem to fix it instead of keeping it up through preventive maintenance. The city has one Public Works director who is expected to oversee the whole city work crew and the only thing that relates everything together is that it is part of the city. It looks good on paper and when giving a report to the community but in reality hurts the quality of

the work. The City of Imperial needs to eliminate the Public Works Director position and bring back the separate departments of Grounds, Utilities, and Streets and Sanitation, NOT have them lumped into one and separate only on paper.

It isn't necessarily the leadership in our community, but the teamwork within the community. We don't work well together and we don't model teamwork to our youth therefore our youth come back and do their own thing. And/or youth that come back hit the generational wall and get discouraged.

Community supports youth services just aren't there to really truly meet their needs in any level.

Would like to see a change in the County Attorney office! At present, there is no fairness in that office.

We need someone who has no family ties, or history in this community and can be fair, and just. We need someone who can see an issue and make a decision based on logic, and reasonable

understanding rather than religious, or social understanding, or family connections. At present, our County Attorney will not pursue charges on certain people while he strives to destroy others. His assistant needs to go, she tells too much, and is not trustworthy. There are certain people in Chase County that brag that they will never be charged with anything by the county attorney, and it has over the years proven to be true. We also need new law enforcement officers, not ones who have

lost previous jobs in law enforcement due to their inability to do their job correctly. There are at present two sheriff's deputies who have either been fired from surrounding counties (Perkins), or have been fired from Chase County and rehired, I ask why? Isn't there a better pool to choose from?

Our current local law enforcement has no qualms about targeting certain people while allowing others to slip by, if not actually supporting some criminal behavior. I would not call the local sheriff department for any reason. I would call the State Patrol first. I am baffled by the closure of the

Alternative Classroom. When there is a certain percentage of kids who need the extra help to achieve success and graduate from high school, why would that opportunity be taken from them?

Why aren't we seeking to uplift ALL the children of this community? I was told that it had to do with budgets, but there is money for the sports program! There are certain students that are not

sports minded, why aren't their needs important? How many of the students in high school sports will go on to make a certain sport a lifelong pursuit? However, an education; a diploma, can create success for a Chase County high school student. Is athletics more important than scholastic

achievement? We have a problem with bullying in our schools and it is addressed only in the most minimal ways. A child should not be fearful to go to school, or be afraid to ride on the school buses. For some students the school transportation is the only reasonable way for them to get to school, but when a student is abused on the ride to and from school, it makes the experience miserable.

Neither the bus driver, nor the school will take matters into their hands, and consequently there are certain children who are allowed to bully others, and this is widespread on the buses, on the playground, and in the classroom. Teachers either ignore it or do little to correct it, and a parent who complains is seen as a troublemaker. I for one am not in favor of the new skate park. I see it

as a gathering place for bullies and drug use. Yes, there is drug use in Chase County and it is widespread. A park like this with no supervision is an open invitation to those wishing to sell drugs and make a profit from kids let loose on their own. If this 'park' is to be successful, it needs to have

supervision and certain hours for use by different age groups. I also see a liability problem for the city and county if there is an injury. I am still baffled why the swimming pool was not enclosed so it could be used in the winter as well, but that train has already left the station. Why is a new

hospital necessary? Who makes that decision? When I go into the hospital the beds are never fully utilized, so why add on? Why make a structure bigger when what we have is not being used? Is that good economic sense? We struggle to keep the doctors we have and as I see it the ones we have are

coming here to finish out their careers, not begin new ones. If the goal is to attract new doctors, will a building be the answer to that? With the farm economy the way it is at present, is this a wise thing to burden the tax payers with? Of course economic planners and construction companies are going

to encourage bigger, better, finer structures; that is their business, but they are not the ones who will have to pay for it, Even the hospital administration is not going to be responsible for paying for it, even though they promote it. It is only going to raise the price of medical care and isn't that high enough? I ask again, who made this decision? There seems to be a core group who promote certain things that will benefit that group and the opinions of the rest of the community is left to hang or maybe better said, they are left to pay for this groups brilliant ideas. We are not cosmopolitan, we are rural Nebraska. We can and should have a lovely central town in this county, but some of the ideas that come from an elite group are not reasonable. If those people want urban amenities, then they should move to a city. The economy in this region is not in the kind of shape that supports some of the more elaborate ideas, and yet those who are expected to pay for these things are seen as backward thinking, and old fashioned. It is not old fashioned to live within your means, and keep your personal economy stable. Since I have been so negative, I will say this in support of Chase County; after choosing to live my whole adult life here, I can say that the majority of people are good solid citizens and a generous lot. I do 90% of my shopping in Imperial, only going out of town or shopping on line for clothes. While the surrounding towns have a shabby look to them, Imperial is well kept and looks to be progressive. There is a pride in coming from Imperial, and I hope that pride will continue. We need clear heads with a sound business mind to lead the community forward, I hope those in leadership positions will listen to all the people, and do the right things for this community.

*** needs to pay back our tax money!

Q26 - cost of living - housing

The cost to live in this community is unfortunately rising but our job opportunities and wages aren't rising. I believe we are going to experience people leaving in search of a more affordable means to be able to survive. I hope I'm wrong but I am already seeing people selling land and looking for new beginnings.

Ag economy is hitting us all hard right now. Some of my business friends call 2017 a "survival year". We can't have another year or two like this going forward or we're going to feel some terrible issues as a community - school - hospital etc. Amazon - is a threat to brick and mortar in our small communities. At least Amazon is now collecting sales tax in Nebraska now.

Lack of affordable housing has cost our company a lot of qualified candidates. The new housing units on the east side of town are horribly managed, and way overpriced for being low-income. Please don't let that company build more rentals. Why did school build new gym and locker rooms when they are running out of classroom space?

We are being taxed out of and priced out of our county. There are so many good things about Imperial and it has been a great community to raise our family but we have a lot of uncertainty about how long we will stay here with the cost of living, taxes, etc.

Housing is very expensive for the quality available.

Q26 - Hospital

We need more doctors and I'm not sure building a new hospital will bring them. We have lost some great doctors-why? Our hospital is becoming outdated but can we afford the taxes it would take to build one? A second pharmacy included in some type of Alco/Shopko type store would be wonderful.

DEFINITELY INVOLVE PUBLIC IN REBUILDING HOSPITAL

We need to build a new hospital and have the public support it. Everyone says that we need to shop local but they don't include the hospital in this. The only way that the hospital is going to survive is to build a new building and attract new physicians in coming here.

Why not look into combining nursing home and hospital/clinic and build new facility.

It's a concern to me that there is a lack of speech services available and quality of medical care that I would feel comfortable with is a huge concern.

Q26 - Internet

The internet access in this town is dismal anymore. With the shutting down of Chase3000 there is only 1 choice which is Great Plains. Their pricing for internet services is very high vs the national average and speeds aren't very good. I quite often will work from home and while their download speeds are okay, their upload speeds make working from home not always work as I cannot have high quality video conferencing calls. While I appreciate all the hard working employees they have in this town, it's time for Great Plains to step up or get out of the way. Just out of curiosity I looked at Allo's website and can get their 1 GB symmetrical service and TV for about the same price that Great Plains charges for just 50 Mbps down and 3 Mbps up. They make plenty of money off of this community and it's time to start investing back into the community. Communities such as Wauneta and Benkelman have access to fiber optic networks to their home yet we don't.

About the Internet service, everywhere else they have Allo and they charge \$50 a month for 100mbps. It's absolutely ridiculous that Great Plains can charge this crazy amount of money for something that's almost obsolete. It just completely baffles me. I can't practice school stuff at home because I can't afford Internet service.

Our internet options I'm imperial are awful. Great Plains internet pricing is outrageous for the price and while I appreciate the people they employ they could do so much more for the amount of money they are extracting from this community. I pay over 100 for 30/1 mb internet service and it's nowhere near where it should be. Communities as small as Wauneta have fiber to the home along with numerous other communities around the US. We need to push Great Plains to do the same here or replace them.

Internet is also expensive for the quality, so it would be nice if there were other options.

Q26 - Program - engage others

This is a good program and idea. Concern that the activity is truly involving the non-attendees and gauging the necessary opinion. See no opportunity for feedback from alums. Need evidence of focus groups...going to persons' homes and having conversations. It means well but "data is only data" unless mixed methodology approaches are taken. I.e., is this conversation being held at the Sr. Center, Assisted Living Center, Churches, at the Coop, etc. with the key entities? Share all results publicly and on the web so persons know that their voice is heard.

I can say that the majority of people are good solid citizens and a generous lot. I do 90% of my shopping in Imperial, only going out of town or shopping on line for clothes. While the surrounding towns have a shabby look to them, Imperial is well kept and looks to be progressive. There is a pride in coming from Imperial, and I hope that pride will continue. We need clear heads with a sound business mind to lead the community forward, I hope those in leadership positions will listen to all the people, and do the right things for this community.

Q26 - would like to see

It would be awesome to have a walking/bike track around our town. We have ALOT of people who exercise in our community and would help prevent the people walking in the streets. This is great, and I'm glad you're doing this. It's good to focus on the positive, but there were no questions about what needs to be improved. We have some areas of concern, and it is important to address those as well as build on the positive.

Imperial needs to be more open to change, supporting the efforts of those trying to improve life here. This community needs to accept that the Hispanic population is equal to the white population instead of tolerating them. This community needs to realize that if they don't welcome new stores b/c they fear the competition, eventually their little community will die.

Thank you for this opportunity to be heard.
Thank you so much!
Thanks for doing this! Makes us feel involved!