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CITY OF KEARNEY **PRESS RELEASE** ***For Immediate Release***

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City of Kearney Awarded Nebraska's Fifth and Final Good Life District

The City of Kearney proudly announces its designation as Nebraska's fifth and final Good Life District, marking a significant milestone in economic development and community growth. Over the next 30 years, this initiative will drive tourism, support business growth, and enhance the overall quality of life for both Kearney residents and visitors.

The Kearney Good Life District will be located on 200 acres of vacant land surrounding the City's SportsPlex and will include retail, restaurant, and destination attractions developed by a private developer. Sales taxes generated within the Kearney Good Life District are rebated back to the City to assist in funding of the development. The rebated sales taxes will be fifty percent (50%) of the current State sales tax rate (5.5%). Eligible expenses are detailed in State law and encompass public infrastructure such as water, sewer, paving, parking facilities, greenspaces, landscaping, and other elements permitted under State law that may be incorporated into the Kearney Good Life District Economic Development Plan. Leveraging these sales tax dollars allows our community to attract large-scale development projects that will boost economic activity enhancing the many qualities that make Kearney so unique.

The Good Life Transformational Projects Act and the Good Life Economic Development Act, which authorizes the establishment of a Good Life District, was created by the Nebraska Unicameral in 2023 and amended in the 2024 and 2025 Legislative Sessions. The legislation is designed to advance the general and economic welfare of Nebraska and its communities by supporting distinctive projects that attract new industries, generate employment, and strengthen the state's retail, entertainment, and tourism sectors. Good Life Districts are developed by rebating 50% of State sales tax revenues for a period of up to 30 years.

Mayor Nikkila, on behalf of the City Council, expressed enthusiasm about the announcement: "Kearney has long been a hub of progress and opportunity, and receiving this final Good Life District designation reinforces our community's role as a leader in Nebraska's future. We look forward to leveraging these resources to drive growth, create jobs, and enhance the vibrant quality of life that makes Kearney unique."

The City will work closely with state officials, local stakeholders, and business leaders to maximize the impact of this designation, ensuring that the benefits extend to all residents and contribute to long-term prosperity for the Kearney community and State of Nebraska.

For more information about Kearney's Good Life District designation and upcoming initiatives, please visit www.cityofkearney.org/goodlifedistrict.