



Project Data

Key Scope Items:

- Incentive Legislation Development
- Economic Development

HSP Professionals Involved in Project: Rob Hunden, Rob Smitherman

Time of Service: 2009 – 2010

Nebraska Tourism Development Legislation

State of Nebraska

The United Cities of Sarpy County, Nebraska, which include Bellevue, Papillion, La Vista, Gretna and Springfield, retained Hunden Strategic Partners (HSP) to assist in the development of state legislation that would provide tax incentives to induce economic development projects.

HSP drafted the concepts for the legislation, known as LB 1018, the Nebraska Advantage Transformational Tourism and Redevelopment Act. Passed in 2010, the bill allows communities to rebate new development or redevelopment projects with the local sales taxes that they produce to offset development costs.

In its analysis, HSP reviewed incentive packages that are currently offered by other states and municipalities. Nebraska had previously not emphasized tourism or real estate redevelopment as a major draw of visitors to the state. Upon review of other policies, it was revealed that when communities offered incentives to destination projects, the return on investment was often a net positive for the state's economy.

Upon passage of the legislation, several communities around the state have voted to provide incentives to new developments via LB 1018.