

O'Neill to Participate in Nebraska "Community Strengths" Project

O'Neill, NE – December 23, 2018

The O'Neill Area Chamber of Commerce agreed this week to participate in a statewide initiative designed to measure how well Nebraska communities measure up in nine categories known to be important to individuals seeking out new communities.

Researchers at the University of Nebraska at Kearney are working with Hollman Media, LLC of Kearney to lead the project. O'Neill is one of 26 participating Nebraska Communities.

The project agreement does not require funding from O'Neill. Instead, the community is required to solicit a minimum number of survey responses from residents and visitors. Data from O'Neill will then be compared to aggregate from all participating communities across the state.

"This isn't a contest," said Travis Hollman, president of Hollman Media. "Knowing what our community is doing well and not so well is valuable to the community's strategic planning process. This survey instrument is unique in that it is based on solid research that found that people wanted nine things in *any* community. Some of those nine things surprised us, but they make up the nine things being measured in the participating communities."

O'Neill is asking residents and visitors to help meet its required quota by taking the survey online at <https://goo.gl/kpdRbM>. Survey takers can click on the "Community Strengths Survey" link to start the survey.

The survey requires fewer than 10 minutes to complete. It does not collect personally identifiable information.