



Superior to Participate in Nebraska “Community Strengths” Project Community Asks Residents, Visitors to Complete Short Survey Online

Superior, NE — December 15, 2017 — Officials from the City of Superior and the Superior Development Corporation will be participating 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. Superior is one of 26 participating Nebraska communities.

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

“This isn’t a contest,” said Travis Hollman, president of Hollman Media. “Knowing what your 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.”

Survey takers can start the survey at <https://goo.gl/H2Mynu>.

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