

# Business and Industry

The Scottsbluff/Gering area serves as an economic hub for Western Nebraska. Agriculture is the driving force of the economy, supplemented by retail and trade services, tourism and health care. Scotts Bluff County is enjoying gradual population and housing growth, diversified employment opportunities and measured business growth. Building activity, retail sales and production in the area have remained solid over the past few years.



## RETAIL

Scottsbluff/Gering enjoys multiple retail areas. These inviting shopping districts are located in various neighborhoods, showcasing unique downtown venues and mall shopping experiences. All of your shopping needs can be met.

Be sure to visit the heart of our community in downtown Scottsbluff. Downtown Scottsbluff has been renovated to exhibit small specialty shops and restaurants. It has also maintained some of the larger retail stores and family-owned eateries.



The Gering district features shopping opportunities, a convention center and more great dining experiences. **Prairie Pines Quilt Shop** and **Main Street Appliance**, along with other unique shopping experiences, make the Gering district one to visit.

**Wal-Mart Supercenter** is located in the Avenue I business district. This district also includes **Viaero Wireless**, diverse restaurants, a locally owned **Sears**, a home improvement store plus many more well-known and locally owned businesses.

There are abundant businesses, a variety of eating establishments and retail facilities in convenient locations throughout the area. Other retail shopping districts include 27th Street, Beltline



Highway, the Scottsbluff/Gering Highway, Terrytown, East Overland and the Highway 26 corridor where **Monument Mall** is located.

The Mall was built in 1986 and has more than half a million shoppers each year. **Monument Mall** features specialty shops, national retailers, two department stores, food vendors and a six-plex movie theater.

## TRANSPORTATION

With Scottsbluff/Gering serving as an economic hub for the Panhandle, quality transportation is a primary consideration. The John McLellan Jr. Expressway is part of the Great Plains Trade Corridor, a major international trade corridor stretching from Mexico to Canada.



The Expressway opened in 2005, and the connection via Kimball to Interstate 80 is scheduled to be complete in 2012.

The Donald E. Overman Terminal at **Western Nebraska Regional Airport** was a \$4.3 million improvement completed in 2006. It is the only new terminal to be built in Nebraska in several

decades and provides cutting edge technology and passenger convenience.

In addition, there is a Handy-bus, a taxicab service and three car rental businesses that service the area.



## MAJOR EMPLOYERS

Education, healthcare, financial institutions and agricultural producers are all major employers for the cities of Scottsbluff, Gering and Terrytown. The public school systems, **Western Nebraska Community College, University of Nebraska Panhandle Research and Extension Center** and **UNMC College of Nursing** all require and promote an educated labor force.

**Regional West Medical Center** is the core of the region's largest medical services facility. This hospital, along with numerous complimentary businesses, provides the goods and services expected in a comprehensive source of quality health care.

Many of the large employers are locally-owned companies. **Western Sugar** is a grower-owned cooperative employing nearly 500 full and part-time people. **Kelley Bean Company, Strong's Country Store, Tallmon's, NTC** and **B & C Steel** are examples of

established family-owned enterprises. The various agri-chemical, equipment, livestock and other production companies that serve the area combine with medical, professional and financial businesses to provide comprehensive services for agriculture, businesses and the individual citizen.

## ECONOMIC OUTLOOK

Western Nebraska's primary trade area, which includes 75,000 potential shoppers, has historically shown stable economic activity and spending patterns. Much of that spending takes place in the Scottsbluff/Gering area, leading to steady, predictable growth. This pattern of growth has allowed the area's infrastructure, amenities and quality of life to keep pace, providing residents with opportunities not normally associated with a rural community.



A region's future success can be predicted by the attitudes of its residents. There is a strong desire to enhance job opportunities and business development. The infrastructure is established. Residents want to improve marketing assistance and work toward developing value added agricultural products. Attracting youth with better paying jobs and providing new business opportunities were



also high on the list of priorities. Environmental quality, beautification, education, transportation and affordable housing are also high on their list of priorities.

This attitude of looking ahead, investing in the future and preserving what is good in the community will serve its citizens well in the years ahead. While an emphasis is placed on improving what is already here, others are finding advantage in relocating from areas that have not taken a wise approach to growth and development.

Whether it's an attraction to our quality of life or business opportunity, all are welcome and invited to share in the quality and prosperity that the Scottsbluff and Gering area has to offer.

