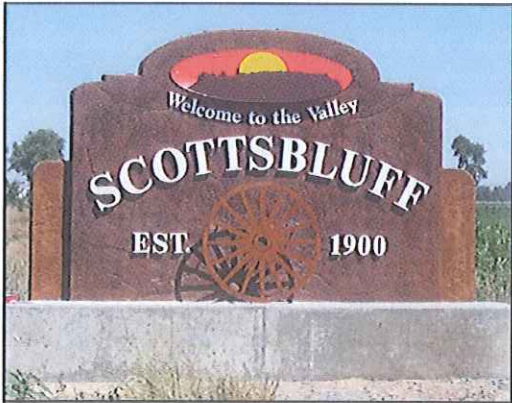


Business & Industry



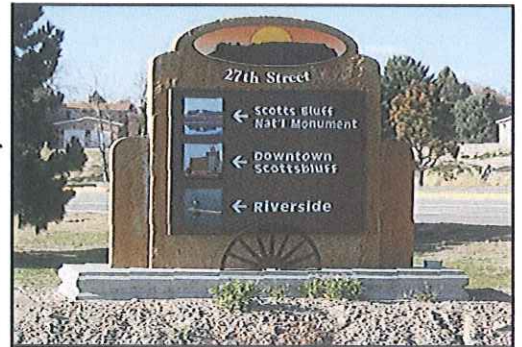
ing force of the economy, supplemented by retail and trade services, tourism and health care. Scotts Bluff County is enjoying gradual population and housing growth, diversified employment opportunities and measured business growth. Building activity, retail sales and production in the area have remained solid over the past few years.

RETAIL Facilities are plentiful in our cities. 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. 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. Gering's downtown district features shopping opportunities, a convention

The Scottsbluff/Gering area serves as an economic hub for Western Nebraska. Agriculture is the driv-

center and more great dining experiences. There are abundant businesses and a variety of eating establishments in convenient locations throughout the area including "restaurant row" in the 27th Street District, Beltline Highway, East Overland Drive, Terrytown, Scottsbluff/Gering Highway and Highway 26 corridor where the Monument Mall is located. The Mall was built in 1986 and has more than half a million shoppers each year.

Monument Mall has added thirteen new stores in the past year including a new restaurant, several national retail stores. There are a variety of specialty shops, eating establishments, a six



AREA INFORMATION



Plex theater and an arcade.

Quality **TRANSPORTATION** is a primary consideration with Scottsbluff/Gering serving as an economic hub for the Panhandle. 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 completed.

The Donald E. Overman Terminal at Western Nebraska Regional Airport had a \$4.3 million improvement completed a few years ago. It provides cutting edge technology and passenger convenience with a wonderful restaurant. There are car rental businesses that service the area. Denver Shuttle provides round-trip service to various destinations in Colorado and Wyoming from Western Nebraska.

Regional West Medical Center and Physicians Clinic 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.

The **ECONOMIC OUTLOOK** in the Panhandle is positive. Whereas we feel the recession, our towns continue to grow and prosper. 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 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.

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.

