

Scotts Bluff Area Visitors Bureau  
Directors Report  
Brenda Leisy  
December 9, 2024- January 6, 2025



**General Information:**

- Attended the Sports Nebraska Monthly meeting via Zoom
- Attended the monthly tourism meeting/Christmas celebration
- Identified new tourism board member after interviews
- Attended monthly coffee with tourism stakeholders
- Attended the TCD meeting to hear the Tracier ie presentation
- Attended NACO in Kearney and set up a booth representing tourism
- Cleaned out the storage unit and moved in new supplies
- Turned in a nomination for Friend of Tourism Award---Growing Small Town Nebraska
- Visited with Dakota Hurley about the Cattleman's ball and helped her with incentives for her board.
- Met with Dave Wolf and Jeff McManus from National Stagecoach and Freight Wagon Convention to meet in Gering in July
- Signed up for the National Western Stock Show and secured hotel rooms
- Attended a meeting with The Flyover Brewing Company to start planning Restaurant Week
- Attended the Monument Marathon Race Crew Meeting to start marketing the 2025 race
- Attended the Commissioner meeting to get approval for new tourism committee member

**Calls/Visitor Requests:**

- **Christmas Card from Visit Omaha**
- **Christmas Card from Visit Gering**
- **Christmas Card from WNCC Foundation**
- **Christmas Card from Western Nebraska Pioneers**

**Sports Panel Discussion at the Unity Conference in Lincoln---coordinated by Huddle Up Group.**

- **Scoring with Sports Tourism-** Derek Bombeck, Lisa Burke, Brenda Leisy, Cole McKeel

*Arbor 2*

Sports tourism continues to be a hot topic for the Nebraska tourism industry and not just for DMOs. Hotels and attractions also want in on this important market. This session will provide an overview of the market, current trends, and practical advice to local stakeholders on accessing and serving the sports tourism market.



**Colorado Springs Sports Nebraska Trip:**

Brenda will be visiting the following:

- USA Ultimate
- USA Basketball
- USA Table Tennis
- USA Weightlifting
- USA Judo
- USA Boxing
- USA Rugby---Friday in Denver



Sports Nebraska will host an NGB reception at Top Golf from 3pm-6pm MST. To continue building relationships with the teams we met throughout the day and look at RFP's.

USA Boxing offers scholarships, and I see this as a great opportunity for our area.