



Western Nebraska Community College  
**FOUNDATION**

**Success starts with  
a strong foundation.**

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Scotts Bluff County Commissioners  
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Gering, NE 69341

Scotts Bluff County Commissioners,

I wanted to write this letter in support of the work that Scotts Bluff Area Visitors Bureau is doing to increase tourism in Scotts Bluff County. As the Race Director of the Platte Valley Companies Monument Marathon, I've experienced this firsthand. SBAVB was an early supporter of the Monument Marathon and gave this event a chance to gain momentum toward the premier event it has become. SBAVB funding has also helped us continue to grow our reach in attracting runners and their families and friends to Scotts Bluff County. Since most of our runners have a goal to run one marathon (or half marathon) in each of the 50 states, we must replace 65-70% of our runners each year. Runners choose the Monument Marathon as their Nebraska race because of the unique beauty and history of the area. Why run on the streets of Lincoln or Omaha when you can run along the Oregon Trail? While the runners are here, they visit Legacy of the Plains Museum, Scotts Bluff National Monument, local breweries and restaurants, and stay in our hotels and campgrounds. We even hear from some of those runners who were only going to run one Nebraska race that they have come back again because of the beauty, history, and friendliness of Scotts Bluff County.

I am excited about the recommendation to expand sports tourism that Huddle Up Group developed based on their 2023 survey and visit to Scotts Bluff County. Home grown events like the Monument Marathon, Robidoux Rendezvous, Horizon Music Festival, OT Days, and more will be enhanced when we attract more people into the County for sports tournaments. Adding a sports tourism focus to what is already working well in tourism will make our community shine even brighter, and I applaud these efforts.

Sports and leisure tourism are a way for us to show off how special and welcoming Scotts Bluff County is, and because of that, those of us who live and work here benefit as well. Thanks to the attraction of tourists for the Monument Marathon, \$636,207.93 in profit has gone directly to help WNCC students succeed. That profit is multiplied in many ways as those students complete their training and step into the workforce that will continue to be the engine of progress for Scotts Bluff County.

Sincerely,

Jennifer Reisig  
WNCC Foundation Executive Director