

Scotts Bluff Area Visitors Bureau  
Directors Report  
Brenda Leisy  
January 7, 2025-February 18, 2025



**General Information:**

- Communicated with Marvin about open board position
- Met with Melissa to gather sports names and start onboarding---BOARD TRAINING
- Sent out press release seeking restaurant owners to participate in Restaurant Week 21
- Sent in multiple corrections and additions for the website
- Attended the Sports Nebraska meeting via Zoom
- Provided sports figures to Sports Nebraska for strategic plan
- Set-up USA Rugby meeting in Denver
- Took a Curricula training for Bytes
- Attended the first Legislative meeting and sent out report to the board
- Attended the monthly coffee collaborative
- Attended the monthly county wellness meeting
- Attended the Scotts Bluff County Commissioners Meeting
- Set-up sports meeting and sent invites
- Attended the National Western Stock Show in Denver and worked two shifts that are reimbursed
- ~~Started helping with the preparations for the State Golf Appreciation Dinner~~---Canceled
- Started ad skins and send welcome letter for restaurant week
- Attended all weekly NETA Legislative sessions
- Made contact with Jamie Weingart about a new strategic plan
- Made 10 Senator packets for the Lincoln Unity Trip
- Followed up with a stock show exit report
- Participated in the Old West Balloon Fest meeting via Zoom
- Discussed February Agenda with Charlie
- Collected menus from participating Restaurant 21 establishments.
- Attended the Unity Tourism Conference in Lincoln
  - a. Visited Senators at the Capital Building
  - b. Attended the Directors Dinner
  - c. Spoke during one session on unique sports tourism
  - d. Attended awards dinner

## Restaurant Week 21---March 4-9

- a. The Flyover Brewing Co.
- b. The Mixing Bowl

- c. Papa Moon
- d. Fireside in Lyman
- e. Melt Fondue
- f. Sam & Louie's
- g. Pineapples

**Calls/Visitor Requests:**

- Mary Beams from Omaha, NE/Monument Marathon
- Clint Russell from Eagle, ID
- Thomas Gropp from Apache Junction, AZ
- Derek Budish from Pierre, SD
- Cathy Saxby from Flower Mound, TX

**Correspondence:**

- Thank you letter from Legacy of the Plains Museum for our contribution to the capital campaign.
- Invitation to Scholarship luncheon for the WNCC Foundation.

## Visit Nebraska Announces 2025 Grant Recipients

Nebraska Tourism today announced grant awards totaling \$749,077.32 in the combined application cycle of the Community Impact and Visit Nebraska Marketing Grant programs. The Commission received a total of 88 applications this grant cycle requesting \$2,075,475.57 in funding.

- **Scotts Bluff Area Visitors Bureau** - Cell Phone Card Mailer & Marketing: \$2,591.02

**The following information was handed out to 7 Senators during our visit to the capital.**

- A facts sheet with tourism facts for Scotts Bluff County
- A Destination Western Nebraska
- The Scotts Bluff County Inspiration Guide
- Business card

**Senators Included:**

- **Robert Clements**
- **Mike Jacobson**
- **Tanya Storer**



- **Paul Strommen**
- **Brian Hardin**
- **Teresa Ibach**

**Others:**

- **Rembolt Ludtke Law**

## Facts Sheet for Scotts Bluff County

**Basic travel stats:**

- Total number of hotel rooms in Scotts Bluff County: 1,057
- Total Number of Restaurants: 119
- Closest Airports and Mileage:
  - Western Nebraska Regional Airport (BFF) Located in Scottsbluff – 6.6 Miles
  - Cheyenne Regional Airport (CYS) Located in Cheyenne, WY – 96.0 Miles
  - Denver International Airport (DEN) Located in Denver, CO – 193.0 Miles

**Average Statistics for a two-day event in Scotts Bluff County**

- 67% of attendees travel from outside the area of Scotts Bluff County generating a minimum of one-two overnight stays in the county.
- Hotel occupancy is 96% for three of our major events. While lodging tax receipts increase about 20% for the months of June-September.
- Estimated average daily expenditure per out-of-town guests is \$191.40; representing cost of lodging, meals and fuel expenditures.
- A total of approximately \$50,000 extra is collected in local taxes for most two-day events, and the total economic impact for a three days event in Scotts Bluff County is approximately \$409,773.00

**Unique Sports Quick Facts:**

- Oregon Trail Ballpark in Gering is the home field of the Western Nebraska Pioneers; the 2018 & 2022 Independence League Baseball Champions
- The Monument Marathon course, a Boston Marathon qualifying race, start-finish runs on the Oregon Trail around Scotts Bluff National Monument
- Gering and Scotts Bluff County hosted the BFA U.S. National Hot Air Balloon Championships in 2019-2022
- The Robidoux Rendezvous gravel race started with 74 participants and has grown to 570.
- Gering hosted the inaugural USA National Gravel Championship in 2023-2024
- Gering and Scottsbluff are home to the NSAA Girls and Boys Class B Golf Championship.

#### Major Events:

- Robidoux Rendezvous---Gravel bike race
- Rock and Roll Father's Day Classic---Car Show
- Oregon Trail Days---Gering Town Celebration
- Horizon Music Festival---Christian music
- Monument Marathon
- Western Nebraska Pioneers---Collegiate baseball
- Old West Balloon Fest---Hot air balloon festival
- Scotts Bluff County Fair
- NSAA Girls State Class B Golf Tournament
- NSAA Boys Class B Golf State Tournament
- Legacy of the Plains Harvest Festival

#### Attractions:

- Fort Mitchell
- Riverside Discovery Center
- Horse Creek Treaty Marker
- West Nebraska Arts Center
- Wildcat Hills State Recreation Area and Nature Center
- Legacy of the Plains Museum
- The Japanese Hall at the Legacy of the Plains
- Scotts Bluff National Monument---218,000 annual visitation
- The Midwest Theater
- Wildcat Hills Shooting Complex
- Chimney Rock Historic Site and Museum---Morrill County
- Hi-way 26 Raceway Park
- Lake Minatare State Recreation Area