

**Courtney & Taylor Severyn
Section 33, Twn 21N, Rng 55W
190235 County Road U
Scotts Bluff County, Nebraska**

Consistent with the approval and to satisfy the requirement of Neb. Rev. Stat. § 23-114.01-(6), the Planning Commission “issue the following statement of factual findings arising from the record of proceedings that support the granting of the Conditional Use Permit”:

On March 27, 2026, Courtney & Taylor Severyn made application for a conditional use permit (CUP) to allow for the operation of a Event Facility (Class I), which requires a CUP approved by Scotts Bluff County. She submitted a business plan for the operation at this time ([pg 6-11](#)).

The property is described as: Part of the Northwest Quarter of Sec. 33, Township 21 N, Range 55 W, of the 6th P.M., Scotts Bluff County, Nebraska; Scotts Bluff County Parcel 010035516.

The Scotts Bluff County Planning Commission held a public hearing during its regularly scheduled meeting on April 14, 2026, where at its conclusion made a motion to recommend approval – along with conditions of approval ([pg 3-5](#)) - to the County Board for the CUP request, and passed the motion by a 6-1 vote.

Zoning Administrator Bill Mabin displayed: the location of the request; Section 5.102.20, showing that “Event Facility” has been adopted into a list of conditional uses (Section 5.102.20) which may be permitted in the “Agricultural” zoning district therefore deemed consistent and compliant with the comprehensive zoning plan; definitions of the “Event Facility” as implemented in the zoning regulations. He also pointed out that the planning commission is a “land use” committee and its primary function is to determine if the CUP request will create an adverse impact to the nearby area – specifically in regards to traffic, air quality, noise, and stormwater.

An email from County Highway Superintendent Steve Baird ([pg 19](#)) was presented, stating that he didn’t see any issues with the potential increase in traffic stemming from the proposed facility, and that they would continue routine maintenance of the road.

Mabin provided a list of proposed “conditions of approval” ([pg 3-5](#)) based upon previous approved CUP’s, and site specific requirements to mitigate the potential aforementioned impacts. Along with the conditions of approval, Mabin displayed the business envelope ([pg 5](#)) where activities for the facility shall be confined. Applicants agreed to the conditions of approval and business envelope as presented.

Below is a summary of testimony from the meeting:

Courtney Severyn, 190235 County Road U, Gering NE – Property owner and applicant. She sees an opportunity to offer something different from the existing venues – a carefully designed country and western setting. Thinks there is a desire for more variety (for these types of venues) and is looking to fill that gap with a unique, well managed space for weddings and other events and believes it will have a positive impact on the community and help bring visitors to local hotels, restaurants, shops, and other attractions, including nearby National Parks. Would also like to host events that will highlight and collaborate with other local businesses, helping to contribute to economic growth. The facility will operate year-round. Hours of operation will be Friday, Saturday & Sunday 8AM-11PM, figuring two to three weekends a month.

The venue will have acoustic sound paneling for noise reduction. Will be working with the State Patrol to minimize traffic issues.

Bill Mabin added that the maximum capacity of 228 occupants for the facility (quonset building) – at 3 people per vehicle - will result in an approximate increase of 76 vehicles per event. The current average daily traffic on County Road U is 100 vehicles per day.

As there were no more comments from public attendees at the meeting, Bill Wineman gave a short summary of two emails which were received prior to the meeting in opposition to the CUP request:

Brendan Rice, Holyoke, Snyder, Longoria & Rice Attorneys at Law – Sent an E-Mail ([pg 12-13](#)) on behalf on client, Goot RE LLC, to Bill Mabin re: Objection to issuance of the CUP. The three concerns were Noise, infrastructure, and concerns with potential water consumption and how it might impact the surrounding neighbors; **Amy (Dillman) Yeager, 180799 County Road 18, Scottsbluff NE**- Sent an E-Mail ([pg 14](#)) to Bill Mabin with Concerns of Noise and Road Traffic.

Jerry Thurman asked about the cooling system. Severyn stated they would address that situation down the road if approval is granted. Eric Wilcox inquired and affirmation was provided that Jason Ossian, council for Scotts Bluff County, had reviewed the conditions of approval. Vern Groskopf asked about kitchen and restroom facilities. Severyn said that all food will be catered, so there will be no cooking on-site. The restrooms are included in the building plan. Mabin mentioned that he had met with the local State Fire Marshal and Gering Rural Fire Chief at the facility in November to access the facility and everyone was on the same page as to the improvements which would be required to operate the facility.

-PROPOSED-

**Permitted Conditions of Approval for
Courtney & Taylor Severyn
Section 33, Twn 21N, Rng 55W
190235 County Road U
Scotts Bluff County, Nebraska**

1. Owner/Operator shall comply with all applicable federal, state, county, and local laws, regulations, licenses, and permit requirements. Failure to comply with these requirements or the conditions of approval of this permit may result in review, enforcement action, suspension, or revocation of this Conditional Use Permit by the County Board.
2. When in compliance with condition 1, such Conditional Use Permit shall run with the land set forth above and shall bind the current owner, operator, and all successors in interest, subject to the continued compliance with these conditions.
3. This Conditional Use Permit is granted for an Event Facility (Class I) and appurtenant structures and facilities. All of the business activities shall be contained to within the business envelope shown on page 3 of these conditions of approval.
4. Event Facility (Class I) shall be defined as: A public or privately owned structure and/or outdoor venue used commercially for weddings, receptions, parties, business events, or similar activities. Such use may include food service and alcohol when approved.
5. All parking shall be contained within the business envelope. In no instance shall there be any vehicles parked within the county road right-of-way or on any neighboring property. Parking areas shall be designated and designed as required by the Zoning Administrator.
6. All ingress/egress access points shall be clearly marked with signage to provide uniform traffic flow.

7. Pursuant to the submitted site / business plan, all amplified music, whether live, or recorded, shall be played or performed only inside the facility. An amplified public-address system for spoken-word announcements, introductions, ceremonies, or similar remarks may be used outdoors. Exception: Amplified music may be used solely as part of an outdoor ceremony no later than 8 p.m.
8. The approved use shall be operated substantially in accordance with the application materials, Business and/or site plan, and other materials submitted for approval, except as modified by these conditions.
9. Any expansion, intensification, or material change in the approved use shall require further county review and approval.
10. Nothing in this approval shall waive the obligation to obtain any other permit, license, or approval by law.



Sunset Hills Venue

Business Plan

Prepared by: Courtney Severyn

Location: Gering, Nebraska

Date: November 5, 2025

1. Executive Summary

Business Name: Sunset Hills Venue LLC

Location: Gering, Nebraska — nestled in the Nebraska countryside near the scenic Wildcat Hills

Business Structure: Limited Liability Company (LLC)

Owner: Courtney Severyn

Business Stage: Newly remodeled and preparing for final state inspection prior to full launch

Hours of operation:

Friday 8am-11pm

Saturday 8am-11pm

Sunday 8am-11pm

Mission Statement

Sunset Hills Event Venue provides a timeless, rustic-elegant setting for weddings, celebrations, and corporate gatherings in western Nebraska. Our mission is to create an exceptional, full-service event experience that highlights the natural beauty of the Wildcat Hills while offering modern amenities, comfort, and hospitality.

Vision Statement

To become the premier wedding and event destination in western Nebraska — known for its scenic views, refined rustic charm, and personalized service that transforms every event into a memorable experience.

Venue Overview

The venue features a 3,600-square-foot indoor reception space with a capacity of 250 guests, designed to accommodate weddings, receptions, private parties, and corporate events. The outdoor ceremony space offers sweeping views of the Wildcat Hills, providing couples with an unforgettable natural backdrop.

Key amenities include:

Full-service indoor event hall with modern lighting and portable temperature control

Outdoor ceremony area and photo spaces

Parking and easy highway access

Capability to host both private and corporate functions

Sunset Hills primarily serves:

Engaged couples seeking a rustic yet elegant wedding ceremony and reception experience

Families and schools planning events or milestone celebrations such as birthday parties, funeral family gatherings, high school graduation parties, and family reunions.

Businesses and organizations host meetings, retreats, or holiday parties.

Young adults hosting Quinceaneras.

Competitive Advantages:

Unique location near Wildcat Hills, offering unmatched scenery

Combination of rustic charm and polished interior design

Locally owned and community-oriented with a personal, detail-focused approach

Larger capacity than most nearby venues.

Indoor and outdoor options for ceremony.

2. Market Analysis

Industry Overview

The event venue and wedding-services industry continues to grow steadily. The global events market exceeded \$730 billion in 2021 and is projected to reach \$2.5 trillion by 2035 (CAGR ~6.8%). In Nebraska, the 2024 wedding market totaled approximately \$326 million across 10,700 weddings — showing strong local demand for quality venues.

Local Market Demand

Western Nebraska represents an underserved region for mid- to high-end wedding venues. While most large venues are concentrated in Omaha and Lincoln, rural and scenic venues offer couples a more affordable yet equally memorable setting.

The nearby Scottsbluff–Gering area has steady population growth and regional draw from Wyoming and Colorado border communities.

Target Market Segments

Weddings: Engaged couples aged 22–38 seeking rustic-elegant outdoor and indoor spaces.

Private Events: Families and schools hosting graduations, birthdays, or reunions.

Corporate Clients: Small to mid-sized businesses hosting retreats and parties.

Competitive Landscape

Local competitors include:

Weborg 21 Centre (Gering, NE): Modern industrial venue with strong branding.

Gering Civic Center: Large civic facility focused on public and corporate events.

Barn Anew (Scottsbluff, NE): Outdoor rustic space with smaller capacity (~100).

Our Heritage Guest Ranch (Crawford, NE): Ranch setting with limited amenities.

Papa Moon Winery (Scottsbluff NE) Medium outdoor space with very limited indoor space.

Sunset Hills differentiates itself through its capacity (250 guests), scenic hill views, and combination of indoor/outdoor flexibility.

SWOT Analysis	
Strengths	Weaknesses
Scenic location and rustic-elegant style	New entrant; limited brand awareness
Indoor/outdoor versatility	No permanent HVAC system
250-person capacity	Rural area may limit local reach
Lean financial model	Seasonal weather limitations
Underserved regional market	Established competitors (Weborg 21 Centre, Civic Center)
Expansion into corporate and graduation events	Economic downturns reducing event budgets
Vendor partnerships for marketing and referrals	Weather challenges affecting outdoor ceremonies

3. Marketing Strategy

Brand Positioning

Sunset Hills will be marketed as an affordable luxury venue that blends rustic beauty with elegant presentation — “a refined country experience.”

Core message: “Where rustic meets refined — your perfect day under the hills.”

Digital Marketing

Launch professional website with online booking form.

Optimize for search terms such as “Western Nebraska wedding venue” and “Wildcat Hills weddings.”

Social media strategy: Instagram, Facebook, and Pinterest for event visuals; TikTok for behind-the-scenes setup clips.

Local Marketing

Partner with local vendors (florists, photographers, caterers).

Attend bridal expos and local fairs.

Sponsor community events to build recognition.

4. Operations Plan

Overview

Sunset Hills Event Venue will operate year-round, with weddings primarily from April–October and corporate/community events during November–March.

Facility Details

Indoor: 3,600 sq. ft. space, 250-person capacity.

Outdoor: Ceremony area with panoramic views of Wildcat Hills.

Utilities: Portable heating and cooling (no fixed HVAC).

Parking: 100 spaces, including accessible parking.

Staffing

Role	Status	Responsibilities
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Director:	Full-time	
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Management, booking, finances, marketing		
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Event Coordinator:	Part-time	
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Planning assistance, client coordination		
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Event Staff:	Seasonal	
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Setup/teardown, on-site support		
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Groundskeeper:	Part-time	
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Landscaping, maintenance		
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Bookkeeper		
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Accounting

Preferred partners will include caterers, florists, photographers, and DJs, enabling clients to access full-service options without increasing fixed costs.

Safety & Maintenance

Regular inspections and groundskeeping

State inspection compliance prior to launch

Liability and property insurance

Portable heating/cooling managed by staff

5. Management & Organization

Owner: Courtney Severyn

Business Structure: Single-member LLC

Courtney oversees all daily operations, financial management, and client coordination. Her leadership ensures personal service and consistent quality.

End Of Business Plan



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April 14, 2026

Via Email Only
Scotts Bluff County Building & Zoning
Mr. William Mabin
Bill.Mabin@scottsbluffcountyne.gov

RE: Objection to issuance of Conditional Use Permit

Dear Mr. Mabin:

I am writing on behalf of my client, Goot RE, LLC, a Nebraska limited liability company, in connection with the proposed Conditional Use Permit ("CUP") for 190235 County Road U, Scotts Bluff County, Nebraska. I understand there is a public hearing tonight with the planning commission; however, I am uncertain as to whether I will be able to attend that hearing. I kindly ask that you please forward this letter to the planning commission if I am unable to be there myself.

My clients have three (3) concerns in connection with the requested CUP. Specifically, the concerns related to (i) noise, (ii) infrastructure, and (iii) the existing water situation.

To begin, my clients take issue with the use of amplified sound systems and the subsequent noise pollution that will occur. Even with speakers directed to the south, they anticipate substantial noise pollution on their property (directly north of the subject property). At the present, they report being able to hear vehicles from more than a mile away on the property. We have no expectation that directing speakers to the south will result in reduced noise pollution.

We further struggle to understand how we are to expect the existing county road to hold up to the expect vehicle traffic. The proposed business plan anticipates a permitted capacity of 250 guests. While we have no view to the future usage of the proposed venue, we certainly struggle with the idea that a narrow gravel and dirt county road will hold up to heavy traffic. Even if we assume that half of the guests will carpool, that still leaves more than 100 vehicles traveling down a limited road. Will the county be able to keep up with adequate maintenance on this?

Finally, we have a major concern about water usage. Presently, my clients have had to re-drill their well multiple times to gain additional depth because of the lack of water for irrigation purposes in the area. As I am sure you know, this is a substantial cost. How do the parties intend to satisfy the water needs for venue operation, which I suspect includes landscaping on top of the

Mr. William Mabin
Objection to CUP
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guest demands, with interfering with the already poor water supply for the adjacent farms?

In short Goot RE opposes the CUP issuance for the foregoing reasons and respectfully requests that the planning commission not issue a favorable recommendation.

Please feel free to contact me with any questions. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Brendan J. Rice".

Brendan J. Rice


BJR:yg
cc: Goot RE LLC



Amy Dillman <adillman_99@yahoo.com>
To: Bill Mabin



11:56 AM

 You forwarded this message on 4/14/2026 11:59 AM.

Hi Bill-

Here are the concerns that we currently have:

1. Noise: We live at the dead end of County Road 18, which is approximately 1.23 miles southwest from Severyn's property "as the crow flies". For the past two years, we have been able to hear the music from Five Rocks Amphitheatre in Gering during the Horizon Music Festival weekends. With this venue being miles closer, the music and noise coming from this venue is a huge concern. We moved to the country to get away from the noise, not to worry about it potentially being in our "backyard" every weekend. We did read that the ending hours of operation is 11pm with the music to end at 10pm. Our concern is who will "police" this and if it isn't followed what are the repercussions?
2. Road Traffic: County Road U is a very highly traveled dirt road between those that live out there & those that farm. During dry years like this one, it is very dusty and dangerous when meeting on coming vehicles or even following someone. Not to mention farm equipment, semis especially. In the 10+ years we have lived out here, we have experienced some wet years also and this road gets very "slimy" and rutted up once it dries. We understand the road crews can only maintain so much per day/week/month. However, adding additional traffic to an already highly traveled road will require more attention from a crew that doesn't have the extra capacity.

Thank you!

Other Evidence provided to the Planning Commission before and at the meeting







5.102 Conditional Uses: The following conditional uses may be permitted in the "A" District upon approval of a permit in accordance with the requirements and procedures set forth in Section 10.

20. Event Facility.

Event Facility (Class I). A public or privately owned structure and/or outdoor venue used commercially for weddings, receptions, parties, business events, or similar activities. Such use may include food service and alcohol when approved.

Event Facility (Class II). A public or privately owned structure and/or outdoor venue with a capacity of 300 occupants or more that is used commercially for a concert hall, convention center, sports complex, racetracks, casinos, or other similar social, recreational, or amusement purposes. Such facility shall include all uses listed in the Class I Event Facility definition. Such use may include food service and alcohol when approved.

The use has been adopted into a list of conditional uses which may be permitted in the "Agricultural" zoning district, therefore deemed consistent and compliant with the comprehensive zoning plan.

The purpose of this hearing is to determine if the request is suitable at its proposed location and to provide requirements to mitigate any possible impacts to the surrounding area using the following criteria:

TRAFFIC
AIR QUALITY
NOISE
STORM WATER



Steve Baird
To Bill Mabin



Fri 4/3/2026 11:29 AM

Follow up. Start by Thursday, April 9, 2026. Due by Thursday, April 9, 2026.

Start your reply all with:

Thank you!

Sounds good, thank you.

Good to hear. Thanks.

Feedback

Hey Bill,

I see no issues with this, we will continue to maintenance the road as normal. We have no big improvement projects in the works for this road or area.

Thanks

Steve



The April 14, 2026, Planning Commission minutes and/or a copy of these materials can be obtained by contacting:

Bill Mabin
Scotts Bluff County
Building & Zoning
bmabin@scottsbluffcounty.org
(308) 436-6700
785 Rundell Road
Gering, NE 69341