



Holdrege Irrigation Founder Selected As Priceless Pick

PCDC Board President Shane Westcott selected Holdrege Irrigation Founder Lamar Schmidt as the 2024 President's Priceless Pick. The award is dedicated to people whose volunteer efforts have made a significant impact on local economic development efforts.

"I'm pleased to recognize someone who doesn't seek out the spotlight but who has helped shape this organization and our market's viability through his personal investment and leadership," Westcott said.

Lamar was an early investor in PCDC, in particular Prosperity Project 1. He's also been an influential counselor to several generations of board members.

"Of course, it doesn't go unnoticed that he and his family have built a major regional business, Holdrege Irrigation," Westcott said.

The company was founded in 1991 and employs nearly 80 people. It has locations in Alda, Lexington, Ravenna, and Gothenberg. It also has several spin off companies - Holdrege Well Service, Holdrege Electric, and Holdrege Trailer sales.



Shane Westcott & Lamar Schmidt

PCDC ANNUAL MEETING

Partnerships Key to Growing Phelps

Continued strong partnerships are the key to economic growth in Phelps County. That was a central message of the PCDC annual meeting on Tuesday, March 26.

PCDC Executive Director Ron Tillery opened the meeting by touting the growing popularity of small communities like Phelps County.

"Across the nation, technology is reinforcing an important message: America wants and needs small towns like ours more than ever," Tillery said. "Our challenge is to become a preferred choice. To stand out among the rest, we must be scrappy, determined, and show up every single day."

He thanked PCDC investors for helping to strengthen local economic development efforts.

PCDC Board President Shane Westcott reflected on the positive economic activity in the past year and the importance of partnerships in making that growth happen.

"As our logo symbolizes, it's a partnership between all of us. And with that partnership, we will accomplish great things," Westcott said.

Westcott shared some of PCDC's 2023 accomplishments:

- Securing a \$600,000 Rural Workforce Housing grant to support Northern Meadows and three new houses in Bertrand (in partnership with Bertrand Community Builders, the City of Holdrege, and the Nebraska Department of Economic Development).

- Awarding \$70,000 in GO



Nebraska Department of Economic Development Director KC Belitz gave the keynote address at the PCDC Annual Meeting on March 26 in downtown Holdrege. More than 70 people attended.

DREAM grants to renovate downtown Holdrege businesses, resulting in \$3.8 million of private investment.

- Investing \$50,000 in GO HOME down payment assistance that generated \$2.24 million in housing sales and attracted 36 new residents.

Westcott said that LB840 sales taxes grew to \$692,000 in 2023. With that revenue, PCDC funds GO programs, loans, and community improvement programs in the entire county. In 2023, those funds helped with ballfield construction, downtown façade renovations, business startup assistance, home down payment assistance, and workforce development initiatives.

Westcott introduced keynote speaker KC Belitz, who is the new director of the Nebraska Department of Economic Development.

Belitz praised the economic work being done in Phelps County, including the support from local investors.

"Without the resources on front end, you won't have resources on the back end to make things happen," Belitz said.

He told attendees that in this new era of economic development, workers are choosing where they want to live equally to where they want to work.

Belitz said when Nebraska students were asked what is most important in considering where they want to live in the future, they cited safety, good schools, and strong family connections.

"This is good for towns like Holdrege," Belitz said. "You hit the trifecta. Those things matter when you talk about the future of the

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Dairy Queen Plans Move to New Holdrege Location

Construction is expected to begin in April on a new Holdrege Dairy Queen.

The new location on Burlington Street will create a better traffic flow, a more modern look, and will double the seating capacity.

"We've had consistent growth since we purchased the business four years ago," co-owner Stacey Johnson said. "It's increased with the support of the community and surrounding area."

Johnson and Kelly Morten own the Holdrege Dairy Queen doing business as SCN Enterprises.

Morten said they purchased the northern most lot north of the Cobblestone Inn & Suites in July 2022 and have been planning for construction since then. He said the design of the current location at 224 4th Ave. doesn't fit today's market.

"The barn style of the current restaurant is a thing of the past," Morten said. "We want to take the business to the next level."

The Holdrege Dairy Queen was recognized for Outstanding Sales Achievement in 2022 by Dairy Queen corporate. The current location doesn't allow for physical expansion, and the owners want to continue to grow the business.

The new modern-looking Dairy Queen will have improved curb appeal featuring a stucco exterior, attractive landscaping and Grill and Chill signage. It will be an 1,800-square-foot building with double



the seating capacity in the dining room (up to 60 people) and a larger outdoor seating area. It will also allow for a more efficient drive-through, improve the workflow for employees, and offer more parking.

The current building will be offered for sale.

An Arkansas builder who specializes in Dairy Queen construction will lead the new project. In late March, the builder released a call for bids to local subcontractors to help with heating and air, electrical, and concrete work for the new store.

Morten said construction could be complete as early as late August but may be closer to October depending on potential material shortages, contractor schedules and weather.

Currently, Dairy Queen employs 24 staff members with six of those being full-time. They predict a need to likely double the number of employees with the new location.

PCDC Annual Meeting

Continued from page 1

workforce."

Another positive sign for Nebraska is that its workforce has grown in the past few years, including in Phelps County.

Belitz said Nebraska has the third highest percentage of people 18 and younger of any state, and it has the sixth highest birth rate.

"We have more students coming to Nebraska for their first year of college than we have Nebraska students going somewhere else for their first year," he said.

Belitz said placemaking will be important to keep those youth in Nebraska and small towns.

"Downtown amenities, and the work you've done in that space is a great model of the kind of things that are going to make a difference," Belitz said. "If you are trying to attract a family to come here to take a job, they have other options. So why are they going to choose Holdrege and

Phelps County over some other options?"

Belitz said the NDED will continue to focus on housing and childcare solutions across the state as there is a shortage of both in nearly every town and city.

He also sees tremendous opportunities in the bioeconomy.

"The number of companies and businesses who are coming to us with an idea of something else to do with corn, or do with ethanol, or do what we've never dreamed of before are absolutely extraordinary," Belitz said.

Those types of businesses are a natural growth opportunity for rural areas.

"By its nature, those things are going to happen in rural Nebraska, not the metros," Belitz said. "That dynamic is going to shift pretty dramatically in the next 10 years. And those places that are ready to take advantage of that are going to have the opportunity for extraordinary wins."

Allmand Inc. Sees Record Sales & Production

One day each month, the Allmand Inc. leadership team cooks burgers and brats for employees on both the first and second shifts.

If the local manufacturing facility meets its quarterly sales goals, leaders prepare a steak dinner instead.

David Dooley, Senior Vice President and President of Allmand Inc., recently sat down next to a new employee during a steak dinner.

“I can’t believe we’re getting steak and it’s being served by managers,” Dooley said the new employee stated in disbelief.

This is just one of the ways Dooley and his team have created a positive, welcoming and hard-working culture at Allmand Inc. in the past three years. The company, which manufactures towable light towers, heaters and generators, has stabilized its workforce with an average of 210-220 employees and is seeing record sales volume and production.

In a competitive labor market, Allmand set itself apart with a new English as a Second Language workforce development program. The company added Spanish translators to its leadership team, translated all of its documents and signs into Spanish, and offers daily huddle and weekly all-employee meetings with Spanish translation available through headphones. About 15-20 percent of its workforce is Spanish speaking only.

With a stable workforce, Allmand is preparing to launch production of a new hybrid light tower.

“In 2023, we worked on strengthening our product portfolio with many customer meetings to establish what products to develop next,” Dooley said. “From this, we developed the CM1.5 light tower, MP8XR generator, and our latest development, the hybrid light tower.”

Dooley said Allmand will have the only hybrid light tower with a vertically integrated lithium battery pack. It can achieve 9,000 hours of light



Allmand has stabilized its workforce with about 220 average employees. In this picture, employees who are military veterans are wearing white. (Courtesy photo)

and produces less greenhouse gas emissions. Advance orders for the new light tower are already coming in.

Operations Director Roy Fanning said Allmand is celebrating multiple wins in the past year, including record sales and record average build volume per day.

“Allmand has a unique product portfolio from the other businesses within Briggs & Stratton,” Fanning said. “While Allmand overall is one of the smaller businesses within the Briggs & Stratton portfolio, over the last couple of years, we have been one of the best-performing companies within the group. This stellar performance was recognized in the last couple of Briggs & Stratton all-employee meetings by the CFO and CEO.”

Allmand was started by Walt and Les Allmand in 1938 in a garage in Huntley with the electric

welder that became popular with area farmers. The Allmand family sold the company to Briggs & Stratton in 2014.

Dooley welcomes members of the Allmand family into the facility several times a year, and he meets with Roger Allmand regularly to draw on his experience and expertise in the business.

Fanning noted several Allmand employees who worked at the company when it was family owned have noticed the positive culture and have returned to work there.

With a stable and connected workforce and the addition of new sales staff to cover an international market, Allmand is poised for success.

“With the launch of new products and our increased market share, we are positioned well to continue our success in the upcoming years,” Dooley said.

Batter Up! New Ballfields Scheduled for Completion in 2024

Holdrege’s new city baseball complex should be ready for play by late summer 2024 if Mother Nature cooperates. This is welcome news to baseball fans who have been waiting on intermittent construction on the fields for six years.

In 2023, work began on the sprinkler system and more grading was completed. This spring, crews will finish the pumping station for the sprinklers, seed the outfields, install fences, pour concrete and build dugouts.

Holdrege City Administrator Chris Rector said Benjamin’s Landscaping of Holdrege is doing

the sprinkler installation and seeding, Carcoski Construction of Loup City is installing the fencing and some of the concrete, and city crews will do the remainder of the concrete work. The only part of the project that won’t be completed this year is the batting cages.

Construction on the complex in northwest Holdrege between 18th and 14th avenues started in 2018. Most of the funds for the complex are coming from the city’s park and recreation budget.

In 2021, the City established a City of Holdrege Parks & Recreation Fund at the Phelps County

Community Foundation to encourage charitable giving toward the project. In addition, PCCF donated \$250,000 toward the complex. PCCF’s give2Grow day has helped raise another \$35,000 toward the project.

The Phelps County Development Corporation (PCDC) has pledged \$75,000 per year over 15 years (\$1.125 million) to the project.

The new complex’s four fields will accommodate baseball and softball games and will include batting cages and dugouts. Infields will be covered with red dirt for better drainage and playability.

Program Elevates Arts as Economic Driver

A new program aims to boost the local economy through elevating the arts.

In January, the Nebraska Arts Council certified downtown Holdrege as an official creative arts district. The area will soon be enhanced with art displays, murals, events, and improved communications. In paying tribute to the town's railroad beginning and its resiliency and strength, the area is being branded as the Iron Horse District. It includes downtown Holdrege from the railroad to Sixth Avenue and Garfield to Grant streets.

"We see the creative district as a community enhancement that helps attract people into the marketplace," PCDC Executive Director Ron Tillery said. "We need to build a community where people want to live. We are competing with other communities to attract the best people."

PCDC was part of the original steering committee along with the Holdrege Area Chamber of Commerce, the Phelps County Visitors Committee, Holdrege Public Library and the City of Holdrege, that started the process of becoming a certified creative district. Last fall, the group expanded to include more than 20 community volunteers who formed a strategic plan. The NAC approved that plan and awarded the new district a \$10,000 grant, which will be used for branding and events.

"It is a proven fact that elevating the arts enhances an area's overall livability," PCDC Executive Director Ron Tillery said. "We are hoping to make downtown Holdrege more vibrant and alive to better support business growth and employee recruitment and retention."

The mission of the Iron Horse District is to "create a vibrant and attractive destination for residents and visitors and celebrate the entrepreneurial spirit and artistic roots of the community."

Strategic plans for the district include:

- Physical enhancements such as lights, murals and painted crosswalks



Some members of the Creative District Strategic Planning Committee are pictured here. Front from left, Kristine Jacobson, Vickie Klein and Lori Larson. Middle from left, Jaimee Anderson, Connie Jacobson, Chelsea Feusner, Allisha Melroy, Sierra Burrows. Back from from left, Ryan Ehrenberg, Mike Burris, Micah Huyser, Adam Hernandez, Cassie Ehrenberg, Luke Mills, Mona Peterson and Sherry McClymont.

- Temporary pop-up art displays and later a permanent art center/gallery
- Public art displays and contests
- A signature art and music festival each fall with the first event scheduled for Sat., Sept. 14.

Downtown Holdrege is already thriving with arts and creativity. Beautiful floral arrangements at Holdrege Floral Expressions, author talks and craft events at the Holdrege Public Library, painting events at the Lost Way Brewery and Holdrege Sun Theater & Event Venue, and live music at JB's Sports Bar & Grill are just a few of the regular creative activities already happening in downtown Holdrege. Visitors can enjoy several bronze sculptures in downtown Holdrege, and the new Midtown Sculpture Garden is scheduled to be completed in the fall of 2024.

This new certification will open funding opportunities to enhance the area even further and bring new life to downtown Holdrege, which has already seen momentum from recent new businesses and investments.

Since 2018, PCDC has invested more than \$400,000 in 28 projects in downtown Holdrege through grants and loans. Those investments have added vibrancy to the downtown area. The creative district program will add to those efforts.

In addition to local, state and potential federal grants, the arts district will be funded with proceeds from events and sponsorships. PCDC is considering significant financial support for the project as well.

Holdrege is one of 28 Nebraska communities to become a certified creative district community.



Cassie Ehrenberg

Arts District Contracts with Inkton for Project Management

The Iron Horse District has contracted with Inkton Solutions of Holdrege (Cassie Ehrenberg) for project management services.

Ehrenberg has worked in project management for more than a decade with companies such as Warner Bros. and Gusto. She has a bachelor's degree in Communications and an Executive Master of Business Administration degree.

Ehrenberg moved to Holdrege from the Los Angeles area in April 2023. She and her husband, Ryan, have both been actively involved in the Iron Horse District strategic

planning process, and she has already donated countless hours to the project. She recently launched a new business, Inkton Solutions, which helps organizations with project management, websites and writing.

"I am excited about the chance to lead innovative art projects in Phelps County through the Iron Horse District," Ehrenberg said. "This community is brimming with creativity, and I am eager to collaborate to highlight and honor it."

The initial project management funding was made possible through a Phelps Memorial Hospital Foundation grant.

INDUSTRY SPOTLIGHT

Mills Brings Music Industry to Holdrege

Instead of Nashville, the next big-name country musician may get his or her start from a studio in the middle of “flyover country” in Holdrege.

Holdrege resident and musician Luke Mills partnered with a long-time friend in the music industry to launch an artist development company called FiJack Entertainment Coalition in early 2023. Together, along with partners in Nashville and other areas, they help musicians record quality music and coach them on everything from improving stage presence to marketing and song writing.

“We are trying to help musicians get to the next level,” Mills said. “We have a process to give a new artist the best advantage toward a career in the music industry. What a lot of artists think the industry is, and what it really is, are two different things.”

FiJack aims to help independent musicians boost their careers outside of Nashville. Mills said it’s expensive for musicians to travel to Nashville, pay for lodging and pay production studios to record their music with high quality.

“Without quality production, you get lost,” Mills said. “There’s a definite difference between the work that gets done in Nashville and what your buddy does in his garage. We wanted to bring that quality to the Midwest to give musicians a better opportunity to have quality production for their music.”

Production is just part of FiJack’s services. Mills and his team of professionals help artists write or rewrite songs and coach them on vocal and live performances, social media marketing, dressing for concerts, working with quality sound and light engineers, and how to successfully launch a new single. They also connect artists with professional designers to help with websites, photography, videos, and merchandise sales and design.

In addition to helping artists navigate the music industry, Mills’ larger vision is to call attention to the abundance of musical talent in the flyover country.

“Luke wanted to shine a spotlight on this area,” said CR Pendleton, one of Mills’ partners in the business. “He said there’s so many great artists out there, and he’s right. Luke’s got a hotbed of things going on out there. We’ve been so blown away by the caliber of talent that probably



Luke Mills, left, of Holdrege, and CR Pendleton of Columbus, Ohio, have launched an artist development and entertainment company partially based in Holdrege. (Courtesy Photo)

Iron Horse Festival — September 14

Flyover country artists will be featured at the Iron Horse Festival in downtown Holdrege on Saturday, Sept. 14. Musicians will perform throughout the day, and the event will culminate with an outdoor concert featuring Mills, Logan Mize and Savanna Chestnut. Purchase tickets by scanning the QR code.



wouldn’t typically be getting attention.”

Pendleton lives in Columbus, Ohio, and has an extensive career in the music industry, including working for a label in Nashville with Christian music and working as a musical director on tours, where he first met Mills 20 years ago. Pendleton has flown to Holdrege several times to work with artists in Mills’ studio.

Mills has spent nearly 30 years in the music industry, starting in high school with his Christian rock band After the Order, and for the past 12 years in country music. He has opened for big-name artists like Walker Hayes, Sara Evans and Lee Brice. In 2023, Mills was inducted into the Nebraska Country Music Hall of Fame.

In the past year and a half, since FiJack

started, nearly 30 musicians from across the Midwest have traveled to Holdrege to record in Mills’ professional studio, which is located in a former church. Mills and his wife, Jennifer, have renovated the church into a studio and their home since they purchased it in 2015.

Mills also volunteers with the new Iron Horse Creative District and is helping to plan a major music and art festival this fall in downtown Holdrege that will also highlight some of the flyover country artists.

Mills said Holdrege is in an ideal location for his business because it’s “ smack dab in the middle of the United States.” He enjoys bringing musicians to the area and is excited about the future of Holdrege, which he says is “becoming a cool little vibey town.”

Hernandez Joins Team at HACC

Adam Hernandez is the new Communications and Events Coordinator at the Holdrege Area Chamber of Commerce. He started in February and will be coordinating events and marketing, managing social media, and other duties as needed.



Adam Hernandez

Hernandez is an entrepreneur and has operated a few businesses related to music and DJing over the last 10 years.

He was born in Ogallala and lived in Texas as a child, but spent most of his childhood and adult life in Kearney until moving to Holdrege a few years ago.

He is excited about his new role because it gives him the chance to be involved in the community that he lives in and loves.

“I am looking forward to bringing more ‘cool stuff’ to Holdrege as well as getting more involved with the community,” he said.

He is currently involved as a volunteer with the Iron Horse Creative Arts District.

He and his wife, Shelly, are parents to four children: Jordan, 10; Everleigh, 9; Jayce, 3; and Kai, 1.

HACC Hires Administrative Assistant

Barbi Jenson is the new administrative assistant at the Holdrege Area Chamber of Commerce. Jenson began at the end of January and welcomes guests, callers and members and assists in daily administrative duties.



Barbi Jenson

She previously worked as a trainer of trainers for AVEDA cosmetics in Boulder and Denver. She is originally from Boulder. She has extensive cosmetology training and certifications. While obtaining her license, she also attended classes at CU Boulder for Hospitality Management.

She is looking forward to building long-term relationships through hard work and a focus on HACC’s mission statement.

“I am impressed with the way Lori Larson (HACC director) relates to members,” Jenson said. “Her attention to detail is undeniable. Her forward-thinking and inclusive way of honoring business associates is an attribute I instantly

Sidel Named embecta Plant Manager

Former BD Plant Manager Jason Sidel has been named the new Plant Manager for embecta.



Jason Sidel

“I am most excited about working with the people from the area,” Sidel said. “There are a lot of folks who were here in my first stint that I enjoyed working with. I am also excited about meeting the new ones.”

Sidel hails from St. Paul, Neb., and has a bachelor’s degree in individual psychology from the U.S. Military Academy at West Point, NY, and an MBA from Lindenwood University in St. Charles, Mo. His previous work experience

includes 20 years with BD, including time at the Holdrege plant (2003-2010), Sandy, UT (2010-2019), Broken Bow (2019-2021) and back at Holdrege as the plant manager (2021-2024).

Sidel’s community involvements include serving on the American Legion State of Nebraska Athletic Committee and the board of directors for the Nebraska One Box Pheasant Hunt. He previously served on the Holdrege Area Chamber of Commerce board of directors. His hobbies include golfing, hunting, fishing, outdoor activities and concerts.

He is married to Kelli, a Wilcox native, and they have two children: Emma, who is a UNL graduate working at BD in Broken Bow as a microbiologist; and Dane, who graduated from Broken Bow High School in December and started college at Highland Community College in Highland, Kan., on an eSports scholarship.

wanted to be part of.”

Her previous community involvements include being the Head Start Policy Council Chair in Boulder; Pink Tie Auction Chair, Denver; Lions Club Woodland Park, Colo.; and serving as the Boulder Center for Contemporary Art Exotica Erotica Ball Artistic Director for 3 years.

Her hobbies include spending time with her sons and grandson, singing the blues, working with pit bulls and training humans to understand them, and any activity involving kids or strengthening youth.

She has two sons, Braxton, 6; and Xale, 26; and a 2-year-old grandson.

the emergency medicine team.

“I had great mentors working in the ER,” Boutwell said. “I got to a point where I knew what to expect the providers to do, but I didn’t understand why. So I went back to school to get a better understanding and went through the PA program because I thought it would be a good balance with my previous background in nursing.”

“I look forward to providing care in Holdrege and having a personal relationship with patients,” Boutwell said. “That’s the good part of being in a small-town community, where you’re not just taking care of a number but an individual that you see at the grocery store or out around town.”

Boutwell Returns to PMHC

Phelps Memorial Health Center is excited to welcome Justin Boutwell, PA-C, to the emergency medicine team. Boutwell completed his training in physician assistant studies at Union College in Lincoln in 2019. He has worked for the past four years providing healthcare services in Broken Bow.



Justin Boutwell

“Rural health has always been appealing to me because you get to do a little bit of everything,” Boutwell said. He previously

worked as a nurse at PMHC and decided to go back to school for further training after working with

Culver is New Shelter Ins. Agent

Stephanie Culver is the new Shelter Insurance agent in Holdrege. She is originally from Milford and moved to Oxford.



Stephanie Culver

She most recently worked at Nutrien Ag Solutions.

She is excited about being able to help customers understand their home, life and auto insurance.

When she’s not working, she enjoys farming, ATV riding and spending time with her son, Steven. She

is married to Joe Culver, and they live north of Stamford.

Holdrege Jimmy John's Opening Soon

The building that once served Taco Bravos and Potato Olés will soon be serving Freaky Fast sandwiches.

The transformation of the Taco John's building at 225 W. 4th Ave. in Holdrege began in early February. It is being remodeled into a Jimmy John's with an expected opening in mid-April.

Holdrege residents Phil Hinrichs and Ryan Wells purchased the former Taco John's building in March 2023 with the intent to open a local Jimmy John's franchise. They also own Jimmy John's locations in Colorado and McCook.

"The Holdrege location was chosen due to its prime location, ample parking, and existing drive-thru," Hinrichs said. "Purchasing an existing building also expedites our timeframe for completion."

The project will include a complete interior and exterior remodel. The Holdrege Jimmy John's restaurant will have a newly designed interior with fresh counters and updated lighting. The new kitchen will include a walk-in refrigerator, new ovens, and pantry storage. Seating for 12 will be available, alongside wall logo signage and a self-service drink station.

The exterior of the building will showcase



The former Taco John's at 225 W. 4th Ave. in Holdrege is being transformed into a new Jimmy John's restaurant. It is expected to open in mid-April.

the trademark Jimmy John's design with white siding, gray trim, and red and black signage. The restaurant will maintain its drive-thru with new signage and a speaker system.

The primary contractor for the project is ACT Construction, based in Lewisville, Texas. ACT serves as the leading general contracting organization for Jimmy John's locations. They will

collaborate with local subcontractors for electrical, plumbing, and concrete work.

A general manager, Syd Lorendau, is already on board for the store, and recruitment and hiring of employees has begun.

PCDC is assisting the project with Business and Franchise grants.

PCDC Supports Duster Auto Spa

A Holdrege car wash that has been closed for several years will be reopened just in time for spring cleaning. The Duster Auto Spa, 405 Maberly St., will feature a new extra-long automatic wash bay and two manual bays. A vacuum stand will also be added.

The car wash will give Holdrege residents another car-wash option on the southwest side of town.

Chris McQuillan, one of the project's investors, said an investment group purchased the building in 2021. Remodeling began in mid-February. It will have a fresh look with new red and white paint and an extended automatic wash bay that will fit the longest 4-door long-box trucks manufactured today.

A new Mark VII Softwash XT auto wash system will be installed in the automatic bay, and customers will have the option to dry their vehicle when exiting. New wash equipment will be installed in the manual bays.

Car wash memberships will also be available.

If construction goes as planned, the car wash is expected to open in April.

PCDC is supporting the Duster Auto Spa with Business and Franchise grants.



Duster Auto Spa

Three Businesses Moving Into Former Stephanie's Location

Longtime Phelps County business Pampered Soles Tanning and Spa is relocating.

Pampered Soles owner Kris Shaver said she has outgrown her current location at 609 4th Ave. with additional services and service providers added over the past several years. She will move into the building formerly occupied by Stephanie's at 309 West Ave. in May after renovations are complete on the building, which was purchased by Trent and Dawn Fuecker. Stephanie's has transitioned to an online store.

Pampered Soles celebrated its 20th anniversary in business in 2023.

PCDC is supporting this project with initial inventory grants.

"The new location will give us almost three times the space of our current location," Shaver said.

Shaver offers esthetic services including microneedling, microdermabrasion, chemical peels, lash lifts and tints, body waxing, ear piercing, body wraps, permanent jewelry, manicures and pedicures, spray tans and two tanning beds with 24-hour access.

Moving along with her are massage therapists Grace (Monthey) Goodwin (Graceful Massage) and Brooke McNeil.

Other businesses moving into the new building are Tina's Toes and More owned by Tina Seyler, and Hair by Emily, owned by Emily Keith.



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GO NEWS

TAKE A LOOK INSIDE

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NORTHERN MEADOWS

Construction began on the new Northern Meadows subdivision in March. PCDC is partnering with the City of Holdrege on this project. PCDC helped secure \$400,000 in workforce development housing grants and contributed \$200,000 in matching funds to the project. The goal for 2024 is to complete 10 new homes in the subdivision.

