

PCDC

INVITES YOU
TO ATTEND THE

2024 BUSINESS HALL OF FAME BANQUET

MONDAY, NOV. 4

6 PM — Reception

7 PM — Dinner & Program

KEYNOTE SPEAKER

Gov. Jim Pillen

BUSINESS HONOREES

South-Central Diesel, Inc.
Cross Diamond Cattle Co.
See stories on pages 4 & 5

LOCATION:

Holdrege Country Club

TICKETS:

Open to the Public
\$35 Advance/\$40 at Door
RSVP by calling PCDC
at (308) 995-4148



GROWING PHELPS

DG Fuels Announces \$5 Billion Phelps County Project

In early August, DG Fuels announced its selection of Phelps County as the location for a new \$5 billion plant that will produce low carbon airplane fuel out of corn stover to meet airline demand for low carbon fuel.

“This promises to be the largest single industrial project in Nebraska’s history, and it represents the beginning of a push to make our state the epicenter of the emerging bioeconomy,” PCDC Executive Director Ron Tillery said. “No other region in Nebraska is better positioned to lead this effort than we are in Phelps.”

PCDC collaborated with Gov. Jim Pillen and Julie Bushell, who leads the Nebraska BioEconomy, to bring the project to Phelps County.

“Relationships matter, especially in economic development,” Tillery said. “Over time, building a foundation of trust that’s underpinned by competence will open doors of opportunity. Understanding your market’s strengths and playing to those strengths makes a difference.”

Tillery said PCDC is grateful to Governor Pillen for his confidence in PCDC’s ability to support this groundbreaking project.

See Page 3 to learn about the new
Nebraska BioEconomy Initiative.

DG Fuels

DG Fuels is an emerging leader in low-emission aviation and diesel fuel. It was founded in 2010 and is based in Washington, DC. The company has offtake agreements with major aviation companies including Airbus, Delta Airlines and Air France/KLM. According to the DG Fuels website, the company is also establishing a nearly \$4 billion plant in St. James Parish, Louisiana, to turn sugar cane trash into sustainable aviation fuel (SAF).

Benefit to Farmers

The Phelps County project is in the very preliminary stages, and PCDC will be releasing more information as it’s known, Tillery said. PCDC will also soon begin working with area farmers to answer their questions

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PCDC Website Attracts International Recognition

PCDC received a 2024 Excellence in Economic Development Silver Award from the International Economic Development Council (IEDC.) The award specifically recognizes PCDC’s website in the populations of less than 25,000 category.

“PCDC is setting the standard of excellence for economic development with its website,” said Nathan Ohle, IEDC President and CEO. “This award highlights PCDC’s commitment to its community and demonstrates the transformative impact of economic development. It is with great pride that IEDC presents this award to PCDC, celebrating their leadership and innovation in the field of economic development.”

PCDC launched a revised website in August 2023 that features the faces of Phelps County people and the things that make Phelps County unique. PCDC hired a local photographer and videographer to capture the new images for the website.

One of the judges commented that “the site combined quality photography that shows both the quality of life with business investment opportunities while also providing updates on programs. Very impressive.”

Kevin Kramer, Chair of IEDC’s Excellence in Economic Development Awards Advisory Committee, said the exceptional projects that are receiving this year’s awards “showcase remarkable dedication and ingenuity within the field. PCDC’s contributions will leave a lasting



Visit the website at phelpscountyne.com.

impact and demonstrate its commitment to creating positive change for its residents.”

“PCDC is grateful to receive recognition from such a prestigious organization like IEDC,” PCDC Executive Director Ron Tillery said. “Our website is the first impression of Phelps County for many prospective businesses and new talent, so putting our best foot forward has always been a priority. Our partners at Golden Shovel help on so many levels to elevate our game.”

Holdrege Renews Status as Economic Development Certified Community

To stand out among other communities vying for economic development projects, the staff at PCDC worked during the summer of 2024 to renew the city’s status as an Economic Development Certified Community.

On October 1, the Department of Economic Development officially recognized Holdrege for its valued partnership over two decades and renewed its status as a certified community.

Holdrege is one of 41 communities in the statewide program, which is sponsored by the Nebraska Diplomats and administered by DED.

Nebraska leaders established the EDCC program in 2005 to recognize communities for preparedness to attract new industries and expand existing businesses. Qualifying communities must identify a well-defined

program that engages business leaders to support an environment for economic growth. This includes documenting available sites and buildings, developing online marketing efforts, and implementing strategic planning.

The City of Holdrege first attained EDCC status in 2006 and earned program recertifications in 2009, 2014, and 2019.

“PCDC is grateful for the partnership we’ve forged with DED, which delivers value to everything we do in Phelps County,” PCDC Executive Director Ron Tillery said. “Recertification gives each partner confidence in the other’s capabilities, while also testing our ability to respond quickly, accurately and completely to real-world situations.”

Phelps County at Center of Nebraska BioEconomy

Bioeconomy is a new buzzword in economic development, and Phelps County now stands at the epicenter of the movement with the recent announcement of the DG Fuels sustainable aviation fuel plant coming to the area.

“The Nebraska BioEconomy is simply about adding value to our agricultural products before they reach their end market,” said Julie Bushell,



Julie Bushell

leader of the Nebraska BioEconomy initiative and founder of Global Sustainability Developers, LLC. “It means creating additional revenue streams for farmers and rural communities through value-added agriculture. By making our crops and livestock more versatile, we’re giving Nebraska’s economy new opportunities to grow.”

Bushell, who also serves as Gov. Jim Pillen’s Senior Advisor for Water and Energy, was appointed in May to lead the new Nebraska BioEconomy initiative.

“Nebraska deserves to lead the new economy, and the governor and I are dedicated to making it happen,” Bushell said. “We’ve got everything we need right here—people, water, crops, livestock. We’re at the forefront of sustainable agriculture, and now it’s time to leverage that. Our state’s long-

standing leadership in water management and agricultural practices positions us to deliver what the global economy is demanding.”

Nebraska BioEconomy Initiative

The Nebraska BioEconomy Initiative officially launched at the Governor’s Ag and Economic Development Summit in August in Kearney.

“The Nebraska BioEconomy is the key to elevating Nebraska’s economic capability, revitalizing our rural communities, protecting our family farms and ranches, spurring investment in our rural infrastructure, and transforming the products, services, technologies and production our country is demanding for a fully resilient future,” Bushell said.

Bushell has worked in agriculture, technology, and policy for more than 20 years. She enjoyed learning about water management and center-pivot irrigation while leading the water segment at Paige Electric, a Columbus-Nebraska-based company that provides connectivity solutions for agriculture, utility companies and other entities.

“Some of my favorite customers are in Phelps County,” she said. “It’s amazing to see those customers (center pivot dealers) and the impact they have on this project.”

Bushell said she’s always believed that measurable societal advancements are born in rural America.

“My career has been dedicated to developing solutions that will ensure the United States leads in agriculture and water conservation,” she said.

Bushell sees the Nebraska BioEconomy initiative as a means to strengthen family farms, grow the state’s infrastructure, and increase gross domestic revenue by billions.

“We’re not just talking about agriculture,” she said. “We’re talking about powering the future. Nebraska will provide renewable biogas, consumer goods, and even sustainable aviation fuel that airlines will require. The bioeconomy will touch every aspect of our lives, from the food we eat to the fuel that powers our planes.”

A Local Success Story: Phelps County

The announcement of DG Fuel’s SAF plant in Phelps County represents one of the many initiatives that showcase the state’s leadership in this movement.

“Nebraska will fuel the planes traveling around the globe because we can deliver the SAF that the airlines are requiring,” Bushell said. “Nebraska will be the very solution for consumer packaged goods and pharmaceuticals made from our crops, renewable biogas and power generation produced from our livestock, and we will amplify our story of the sustainable practices and water management leadership that got us all here.”

Bushell said The Nebraska BioEconomy is America’s “secret weapon” for food security and energy independence.

“I hope Phelps County is proud of the role they are playing in building a stronger, more secure nation,” she said. “The leadership and partnership of PCDC has made it happen.”

DG Fuels Will Create 650 Jobs

continued from page 1

about the project and gauge their interest in contracting with DG Fuels. The Phelps County facility will turn corn stover, which is the part of the corn plant left behind in the field after harvest, into aviation fuel.

DG Fuels’ Phelps County facility would collect 1.2 million tons of corn stover annually from a 75-mile radius, Tillery said. The stover (biomass) will be transported to the facility by a combination of carriers including farmers, owner/operators and company-owned vehicles.

Benefit to Local Economy

The Phelps County plant is expected to cost \$5 billion and create 650 permanent jobs with 330 of those jobs being professional or technical.

The plant will generate new local and state taxes, which will support local infrastructure and schools.

The plant is expected to be operational by 2030. More than 2,000 construction workers will be employed over the four-year construction schedule. Those workers will boost local spending on food, fuel and lodging.

Tillery said DG Fuels will commit significant resources as part of its Community Benefit Plan that is designed to address current needs and new challenges that result from this project.

“In Phelps County, early discussions have focused on infrastructure, high school education support, training, internships and community services,” Tillery said.

PCDC will conduct a public outreach forum to give community members an opportunity to give input on the benefits plan.

The exact Phelps County location for the project has not yet been announced.

“The site of the plan will be released after geotechnical and environmental studies have been completed and purchase agreements are in place,” Tillery said.

Tillery said the plant will not emit noxious or offensive odors. Its atmospheric emissions will amount to less than a hospital or large retail store.

DG Fuels and PCDC will collaborate on community outreach efforts and information sharing programs in the coming months.

“A project of this importance to the region will generate significant interest so it’s a project priority to collaborate closely with elected officials, civic leaders and other stakeholders to ensure timely and transparent communication,” Tillery said.

Cross Diamond Cattle Ag Innovator of Year

Ford Production Sale Attracts Nearly 500 Buyers from 25 States

Each year on the second Monday in December, nearly 500 people from around the country travel to rural Bertrand's Cross Diamond Cattle Co. for its annual production sale.

But they don't come just for the sale. Cattle buyers enjoy the camaraderie of the friends they've met at the sale over the years, and they have grown to love Phelps County and local hot spots like The Speakeasy and Lost Way Brewery.

It's a tradition started by Scott and Kim Ford, co-owners and managers of Cross Diamond Cattle Co., 19 years ago. The sale is a highlight of the year for their operation, which is well known around the country for raising quality Red Angus bulls and heifers.

Cross Diamond Cattle serves the commercial cattle industry by providing Red Angus genetics and dedicated customer service after the sale. Their mission is "developing cattle, crops, and relationships through studied stewardship and faith in Christ."

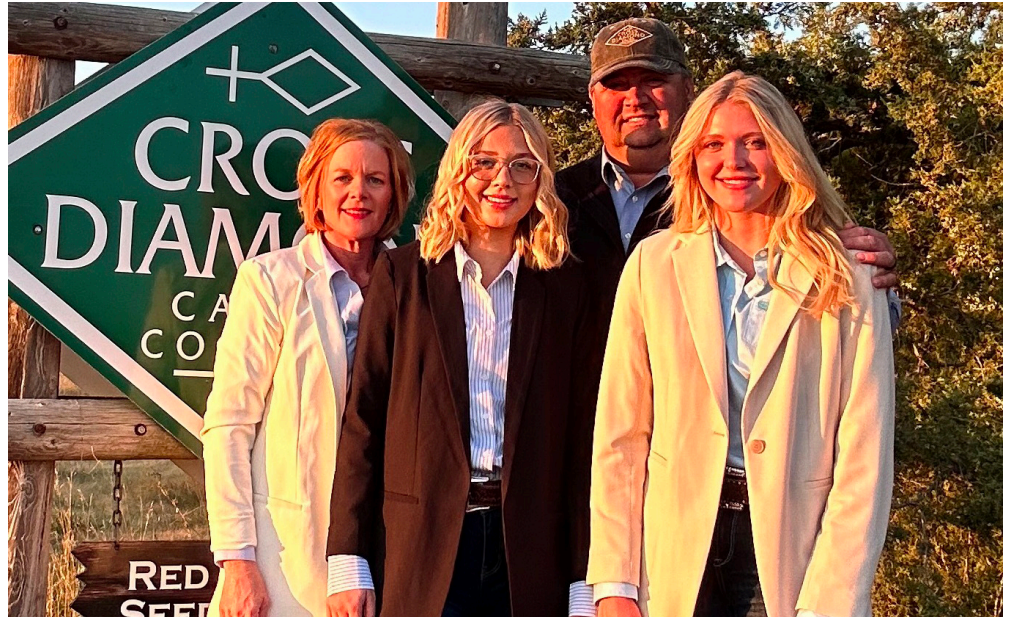
PCDC has selected Cross Diamond Cattle Co. as its Ag Innovator Business of the Year.

"The criteria used to make the selection include sustained and successful operations, leadership within the ag sector, innovative practices, capital investment, facility construction or improvements, community involvement, and impact on the community," PCDC President Shane Westcott wrote in the award letter. "Cross Diamond checks all of the boxes."

The operation, located 12 miles southeast of Bertrand, includes a few thousand acres of cover crops, corn and soybeans, 13,000 acres of grass, 1,200 commercial and registered Red Angus heifers (mother cows), and about 750 yearlings (young bulls). Scott and Kim are involved in the day-to-day operations along with five other full-time employees and several part-time employees. The company is owned by Scott (president of the company) and Kim, Gary and Marlene Dahlgren, Cal and Shana Dahlgren, and Bill and Martha Ford.

"Throughout the years we have been blessed with great partners and wonderful employees and customers," Scott said. "We are blessed and humbled to receive this award."

"It is very humbling to be recognized," Kim said. "This is a great agricultural community, and we are honored to be part of it."



Scott & Kim Ford and their daughters, Marie and Johanna. (Courtesy Photo)

A Young Start

Scott and Kim met while attending the University of Nebraska-Lincoln. Scott's family roots in Bertrand date back to the 1880s. Kim grew up near Lakeside, Neb., and from a young age worked with her family in their registered Red Angus operation, Panhandle Cattle Co.

Scott and Kim purchased their first cattle together in 1996, before they were married. After they married, they continued working with Kim's family in Lakeside, and Scott also sold seed corn.

In the fall of 2005, the Fords learned of an opportunity to buy a ranch in the Bertrand area and decided to make the move. They had already purchased the Cross Diamond Cattle brand, and they continued with that name in their new operation in Phelps County.

The Production Sale

The Fords planned their first production sale in December 2006. While most cattle production sales occur in January through March, the Fords decided on a December sale.

In December, the Christmas spirit fills the air. The Fords decorate their building with poinsettias, and one customer always sports a Santa hat over his cowboy hat.

Their goal was to make the sale a special event that people would want to return to each year, and they have succeeded.

"We have customers who never knew each

other until they came to the sale, and now they call each other twice a week," Scott said.

The sale has grown to attract customers from 25 states, including Texas, Michigan, South Carolina, and Oregon. The day before the sale, customers arrive at Cross Diamond to view the cattle. That evening, the Fords provide a meal and entertainment. The Fords often highlight Phelps County products at their event, such as Buzz Savories mustard. At this year's Dec. 9 sale, they will serve Lost Way Brewery craft beer.

Giving Back to the Community

Another reason that PCDC selected Cross Diamond Cattle for this award was for its "reputation for exemplary community service and volunteerism."

Three years ago, the Fords purchased the Bertrand grocery store to prevent it from closing.

"We just love Bertrand and Phelps County," Scott said. "There's a lot of things important to a town. But you have to have a Main Street and a grocery store."

SCAN the QR code to read the rest of the Cross Diamond Cattle story on the PCDC website.



South Central Diesel Legacy Business of Year

Business Started in 1971 Now Spans Three Generations

On a busy Tuesday morning at South Central Diesel in Holdrege, team members work diligently—answering phone calls, rebuilding diesel fuel pumps and injectors, and repairing engines.

Amid the activity, founder Jim Wiser still enjoys the familiar sounds and smells of the company he established 53 years ago. Now spanning three generations, the business is led by Jim's son, Mike, with Jim's grandson, Griffin, also part of the team, and granddaughter, Taylor, handling marketing while studying for a master's degree.

The company began in 1971 as Wiser Repair and was rebranded in 1981 as South Central Diesel, Inc., to reflect its specialized focus on diesel fuel systems, particularly through a partnership with Bosch.

"A lot of people don't realize what we do here," Mike Wiser remarked, reflecting on the company's regional impact. South Central Diesel serves independent repair shops and implement dealers across eight states, including Nebraska, Kansas, South Dakota, North Dakota, Colorado, Wyoming, Western Iowa and Western Missouri.

Their services include rebuilding diesel fuel pumps and injectors, selling and repairing turbochargers, cylinder head repairs, and drive in service repair. This broad scope and dedication to quality have earned South Central Diesel the recognition of PCDC as its 2024 Legacy Business of the Year.

PCDC President Shane Westcott said in his letter to the Wisers that PCDC board members noted the company's "continuous growth since establishing the business in 1971. The impressive reach and depth of your customer base is truly a testament to your dedication to excellence and customer service. South-Central Diesel is emblematic of the ideals that make Phelps County a leading economic powerhouse."

Mike expressed the family's gratitude for the honor, saying, "We are humbled and appreciative of the award."

Jim added that there are a lot of good people in Holdrege, and that's why he has enjoyed founding and operating a business here.



The South-Central Diesel team from front left: Lori Weir, Jim Wiser, Mike Wiser, Griffin Wiser, Randy Kaslon. Back from left: Kolby Klahn, Kolby Brown, Nick Fischer, Chris Crandall, Shelby Anen, Tim Schoeder. Not pictured: Cody Stout, Tony Housing, Ann Wiser, Taylor Wiser and Boyd Wehland.

Legacy of Hard Work & Family

Jim started the business in 1971 as Wiser Repair offering diesel fuel injection and turbo sales and service. After outgrowing his parent's garage, he moved to the business's current location at 115 S. East Ave. and pursued Bosch training, establishing South Central Diesel as one of the few Bosch-authorized service stations in the United States.

Mike joined the business in 1994 after earning an agribusiness degree from UNL. At the time, the team was small—just Jim, Mike, and longtime team member and a huge part of the business's success, Randy Kaslon, who remains with the company today. Over the years, as demand grew, the business expanded both in team members and physical space, including four additions to the building, the most recent being a new warehouse currently under construction.

Today, South-Central Diesel employs 16 team members and is looking to hire another salesperson, a machinist, diesel pump technician and a turbo technician.

Mike said he considers the whole team like family and works to help them succeed at work and outside of work.

The company's future goals include expanding the machine shop and turbo department and finding more diesel pump technicians to learn from the current skilled technicians.

A Commitment to Community

Jim served on the PCDC Board of Directors for 12 years, resigning in 2019. "That's the best board I've worked on in my life," Jim said in 2019. "Everybody worked together. People listen on that board. They get things done."

While on the board, he helped establish the 134-acre Iron Horse Business & Industry Park, which opens opportunities for new or expanding businesses in Holdrege.

Jim, with the help of Bob Sanders, launched the Great Plains Pheasants Forever Chapter more than 30 years ago.

A True Family Business

South Central Diesel truly embodies the spirit of a family business. Jim's wife, Ann, and daughter, Jodi, have also worked at the company over the years. Mike reflects on the challenges and joys of working with family. "A family business has its ups and downs, but the positive side is getting to see your family every day," he said.

Jim, proud of the family legacy, said, "My kids and grandkids work hard. I hope they learned it from me."

Both Jim and Mike agree that their success is built on trust—trust between the business and its customers. "It means a lot to the customer if they can trust us," Jim said. This dedication to quality service and building relationships has helped South Central Diesel thrive for over five decades.

Coal & Feed Set to Open in November With Fresh Look

New Owners Bring Exciting Changes to Local Coffee Shop with New Flavors

A mother and daughter have purchased 4th Avenue Coffee in downtown Holdrege and are remodeling and renaming the shop, extending the hours and adding new foods and flavors.

Coal & Feed Coffee and Vittle, a name that pays homage to the building's history, is set to reopen in November, just in time for pumpkin lattes.

Toni Wells and her mom, Peggy Billeter, purchased 4th Ave. Coffee at 612 4th Ave. from Brian and Elisha Steinbach and took ownership of the business on July 1. They closed for remodeling a few weeks later.

Peggy said she and Toni had previously discussed opening a boutique to sell beautiful old dishes and other treasures. However, they didn't think it would work without coffee or another niche. Since Holdrege already had several coffee shops, they put the idea aside..... until Toni saw a for sale sign on 4th Avenue Coffee.

That's when Toni approached her mom about partnering on purchasing the business.

"At first, I said no," Peggy said. "I am 63 years old. Then I slept on it. I prayed about it and thought, 'my daughter asked me to do this with her.' So, I said absolutely, I would do it."

Toni said she was a little shocked that her mom agreed to her "crazy" idea.

New Menu & Full-Time Baker

Coal & Feed will have an all-new menu featuring sweet treats created by their new full-time baker, Loomis native Adeline Larson. She will bake cakes, cookies, cupcakes, pies, cookie cakes, cheesecakes, and other delicious treats for sale in the store or for custom orders. Adeline is a 2023 Loomis High School graduate and has recently been working at Small Cakes in Kearney.

Hard-packed ice cream in eight flavors will also be on the menu and can be ordered in homemade

waffle cones made by Adeline.

Coal & Feed's hours will be 7 a.m.-9 p.m. Monday-Saturday. Lunch or supper options will include soups, light meals, salads, wraps, and sandwiches. Breakfast items will include baked goods, egg bites, bagels, and other options to enjoy with the new brand of coffee they will be serving.

Other new menu items will include real-fruit smoothies, smoothie bowls, teas, and a variety of specialty drinks. One of the new drinks, likely an iced Americano, will be named Hayden Street, which was the original name of Holdrege's main street now known as 4th Avenue.

History & New Style

The building's history will also be showcased on the coffee shop's interior through pictures dating back to Holdrege's horse and buggy days.

Toni and Peggy delved into the building's history before the remodel and are grateful to the staff at the Nebraska Prairie Museum and the Holdrege Genealogy Club for their help in the process and in finding old photographs. They discovered that the building, which was built in the early 1900s, was once a coal and feed store. They decided to rename and rebrand the business based on that history.

In addition to featuring the building's history, the interior space will have a new style that they describe as eclectic but clean and neat. This vintage-modern style will incorporate funky pieces both new and old.



Toni Wells and Peggy Billeter

PCDC is helping with several GO! BUSINESS grants, including a building integrity grant and a signs and murals grant.

"PCDC has been a fantastic resource throughout this process," Toni said. "They have provided us with some funding to offset the cost of all the brickwork that needs to be done plus other projects. We want to be sure everything is done right now so we don't have to make repairs later."

Employees

When fully staffed, Coal & Feed will employ 4-6 full-time staff and 6-8 part-time staff. They will pay above minimum wage and want to offer employees a chance to dream big along with them.

"Our dreams need to be big enough so that we allow others to dream along with us," Toni said.

Peggy said they want to create a work environment where the "employees will feel like they are part of our family."

They have some staff hired but are still seeking a few more full and part-time employees, including baristas.

For more information, reach out to Toni or Peggy on the Facebook page or stop in.



Bryce Philips & Logan Wood

WELCOME HOME

Scholarship Recipients Return for Agricultural Careers

Former high-demand jobs scholarship recipients Bryce Philips and Logan Wood recently graduated from college and have returned to Phelps County to work.

Bryce is a 2022 Bertrand High School graduate. In May 2024, he graduated from Northeast Community College in Norfolk with a degree in diversified agriculture. He now works at his family's farm, Philips Land & Cattle in rural Bertrand.

Logan is a 2021 Holdrege High School graduate and studied diesel technology at Southeast Community College in Milford through the John Deere Diesel Tech program. He now works as a diesel technician at Landmark in Holdrege.

Riteway Creates Rental in Historic Building

Downtown Holdrege is experiencing a revival, and soon visitors will be able to enjoy staying right in the action in a second-floor vacation rental thanks to a local business.

Riteway Milk, 815 4th Ave, started an upper-floor renovation of its historic building this summer.

James Stewart, Riteway Milk owner and vice president, said they originally wanted to create a downtown apartment but recently decided on a vacation rental instead.

"We figured with the apartment being downtown, more people would get to enjoy the downtown experience," Stewart said. "Multiple people would be able to stay there instead of just one resident or family."

The 1,500-square-foot, two-bedroom, one-bathroom apartment will accommodate six people. It features a full kitchen, a dining and living area, washer/dryer and tall ceilings. It will also include a reserved parking spot next to the building.

The upper-floor renovation includes demolition of the existing space, electrical and plumbing upgrades, tearing out the lath and plaster and replacing it with drywall, and replacing windows and fixtures. Local contractors on the job included



The new vacation rental in the Riteway Milk building will feature birds-eye views of downtown Holdrege.

Integrity Construction, Trent's Electric, Groothuis Plumbing, and Dwellings by Emily.

The Stewarts renovated the main floor office space when they purchased the historic building in 2019 from Dier, Osborn and Cox attorneys. The building was built in 1898 and was originally the Holdrege City Hall and Firehouse.

Riteway Milk specializes in dairy transportation services. The company currently serves six regional dairies by managing pick-up and delivery logistics to processing plants in Ft. Morgan, Colo.; Wichita, Kan.; Hutchison, Kan.; and Omaha. Riteway is a family-owned local business and has

12 full-time employees. It has been in business for more than 75 years. The Stewarts purchased the business from the Geer family.

PCDC is helping with the project through its GO! DREAM building integrity matching grant, a GO! HOME site improvement/demolition matching grant, and a GO! HOME code compliance grant.

"These renovations can be pretty expensive, so those grants really helped," Stewart said.

The Stewarts are hoping the renovations will be completed in time for visitors to rent the downtown living space by Christmas. Watch for rental opportunities on Airbnb and VRBO.

Wagener Launches Handyman Business

While attending Holdrege High School, Blade Wagener built an entire utility trailer in metal fabrication class and enjoyed working with his hands in

the woodworking class. After high school, Blade enrolled in the Advanced Manufacturing and Design Technology program and Central Community College in Hastings and

majored in Tool & Die. Recently, he enjoyed finding solutions to problems in his work at Eaton's, BD and Parker Hannifin.

Now, Blade is turning his attention to a different kind of problem-solving. On Jan. 1, 2024, he launched a handyman

business called Wagener's Solutions, LLC, so he can help customers find solutions to anything from landscaping problems to broken doors and drywall holes.

"I've always loved working with my hands," Blade said.

His recent projects have included landscaping; a bathroom remodel; framing, drywalling and insulating a basement; and building a deck and fence. He also removes snow in the winter. He does not do siding, roofing, gutters or concrete work at this time.

For now, Blade is a one-man business, but he is hoping to bring on at least one more employee in the near future.

PCDC helped Blade launch his business with an initial inventory grant and a grant to build a website. For more information about Wagener's Solutions LLC contact Blade at (308) 999-3253 or wagenerssolutionsllc@gmail.com.



Blade Wagener



New Dairy Queen Location

The new Holdrege Dairy Queen at 10th and Burlington was set to open in October. The former Dairy Queen location at 224 4th Ave. closed on Sept. 29.

PCDC provided consulting services to secure the new location and hosted a ground-breaking ceremony on June 7. PCDC also helped with a TIF application for the project and consulted with the owners (Kelly Morten and Stacey Johnson) on possible new tenants for the old location.

The new location has double the seating capacity in the dining room, an efficient drive-through and more parking.



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IRON HORSE FESTIVAL

The new Iron Horse Arts Festival attracted more than 1,000 people to downtown Holdrege on Sept. 14 for an artisan expo and concert featuring Logan Mize. For information about the new district, visit www.ironhorseartsdistrict.org. (Photos courtesy of the Iron Horse Arts District)