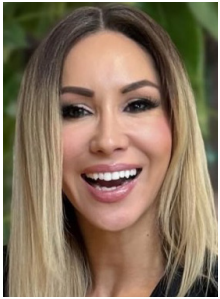


Ninja Warrior Keynote Speaker at HOF Banquet

PCDC's 2026 Hall of Fame banquet will be a night of inspiration and celebration.

Former UNL athlete and Ninja Warrior Maggi Thorne of Omaha will give the keynote address



Maggi Thorne

She travels the nation inspiring women, youth and community leaders to live with purpose, resilience and a "Never Give Up" spirit.

The Hall of Fame Banquet is set for Thursday, Oct. 29, at the Holdrege Country Club.

Thorne competed on the UNL track team in sprints, hurdles and relays. After college, she worked for the Nebraska Athletic Department as the assistant director of capital planning and construction. After a decade of leading, designing and managing more than \$340 million in construction projects for UNL, Maggie shifted her career from building buildings to building people.

continued on page 2



#GONEWS
#GROW37

BUSINESS HALL OF FAME — OCT. 29 Axios — Friend of Phelps County

AXIOS Workforce & Talent Development has been selected as the 2025 Friend of Phelps County Award, Business of the Year.

The organization will be honored at PCDC's Hall of Fame Banquet on Thursday, October 29, at the Holdrege Country Club.

AXIOS is a non-profit organization founded by Alex Mahundi of Holdrege. Its goal is to invest in the next-generation workforce by equipping them to discover their purpose in life and learn how to use their gifts to impact their community positively. Axios reaches students through classes at area schools, one-on-one tutoring and mentoring.

"I was surprised, grateful, and humbled," Mahundi said when he was notified of the award. "This recognition means a great deal to me because AXIOS began with a desire to help young people discover their strengths and see a future for themselves here. I see this honor as a reflection of the people who believed in that mission and helped bring it to life."

AXIOS recently celebrated its fifth anniversary and the milestone of reaching more than 1,000 students.

Mahundi said his organization's success comes



Alex Mahundi has a passion for helping students find their talents.

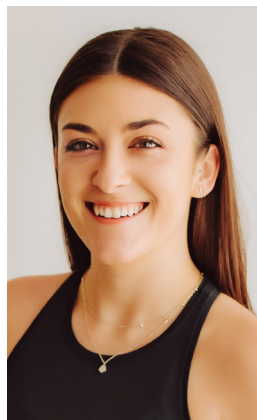
from relationships.

"Schools, families, businesses, churches, donors, volunteers, and staff have all invested in our young people," he said. "We've listened to what students need and built programs that help them grow in confidence, explore careers, and connect with opportunities. The community has made that possible."

Mahundi said he is thankful for everyone who has supported AXIOS, including the Phelps County Community Foundation and Phelps Memorial Health Center.

continued on page 2

MomenTum — Entrepreneurial Spirit



Madeline Schany

PCDC has selected MomenTum Dance Academy for the 2025 Entrepreneurial Spirit Award, Business of the Year.

The business will be honored at PCDC's Hall of Fame Banquet on Thursday, October 29.

"It means a lot to me to have the work we're doing recognized in this way," Schany said. "I'm just incredibly thankful for this community and all of the opportunities that a small town has to offer. I honestly don't know if I would have had the courage to do this in a bigger city."

Madeline Schany opened MomenTum

Dance Academy in Holdrege in the fall of 2021. She was a professional dancer in Kansas City before moving to Holdrege. In 2024, she invested in a larger downtown location at 702 4th Ave.

Shany said that since moving to the new location, she has hired six teachers and can have multiple classes happening at the same time. It has given other teachers in the community a chance to share their love of dance with a younger generation. And the new downtown location has been positive.

"Our location on a main corner in

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Phelps County Business Journal

Published quarterly and distributed to all businesses and residential addresses in Phelps County plus decision makers and leaders throughout the state and nation.

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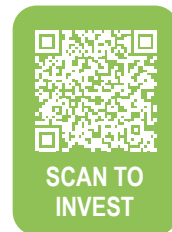
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Invest in Future of Phelps County by Giving to GROW37 Campaign

The GROW37 Partnership Campaign is gaining momentum as businesses and individuals are committing funds to PCDC's work for the next five years. PCDC is seeking five-year investor pledges to the campaign by Dec. 31, 2026.



Funds raised through the GROW37 Partnership cover PCDC's general operating expenses (2027-2031), allowing LB840 dollars to be used for maximum community impact. LB840 funds are generated through Holdrege's voter-approved half-cent sales tax.

By securing private investment, PCDC can



direct more funds to programs such as GO! HOME down payment assistance grants, GO! DREAM business renovation and expansion grants, GO! WORK scholarships, and other quality-of-life projects across the county, such as Holdrege's new baseball/softball complex.

The goal of the GROW37 campaign is \$1.2 million. To read about investors who have already pledged to the campaign and to make an investment, scan the QR code.

Axios Receives Award.....

continued from page 1

In the past year, AXIOS has expanded its services outside of the classroom to offer professional counseling.

The services provided by AXIOS help both students and Phelps County employers, as AXIOS matches Phelps County graduates with meaningful careers in their hometowns.

AXIOS also recently launched a gap-year mentoring program aimed at high school graduates who are unsure about their next steps. It will help young people gain real-world experience before committing to a career path.

In selecting AXIOS, PCDC board members noted the unwavering commitment to making a positive difference with youth across the Phelps County

community and beyond.

"AXIOS Workforce & Talent Development is a deserving recipient of the Friend of Phelps County Award for its consistent dedication to investing in the future of our community through student development, encouraging youth education, and leadership training that elevates our youth," PCDC President Jared Engelbert said. "By creating opportunities for young people to learn, grow, and discover their potential. AXIOS Workforce & Talent Development has become a powerful source of inspiration for students throughout Phelps County. Its commitment to fostering leadership skills, character development, and personal responsibility equips youth with the confidence and tools needed to make a positive impact in their schools, workplaces, and communities."

Maggie Thorne.....

continued from page 1

She is now the Chief Strategy Officer for CareerPathway.com, where she leads national initiatives focused on building unified workforce ecosystems that connect education, industry and community partners. She has a passion for workforce innovation, economic mobility and helping bridge the gap between young talent and

top industries.

Hall of Fame Banquet tickets are \$50 if purchased by Oct. 20 and \$60 after Oct. 20. Tables of eight may be reserved for \$375 by Oct. 20 and \$450 after Oct. 20. RSVP and purchase tickets by calling PCDC at (308) 995-4148.

Social time starts at 6 p.m. with the meal by HA Catering at 7 p.m. The keynote speaker and program will follow.

THRIVING WHERE THEY STARTED SERIES

Gray Finds Opportunity in Hometown

Attracting young professionals to return home to Phelps County can have a big impact on the community.

Zach Gray is a great example. He returned home after college and law school to launch his own business, serve his community and raise a family. He is one of many Phelps County residents who are thriving where they started.

Growing up in Holdrege, Gray participated in football, basketball, wrestling, track, baseball, 4-H, FFA and Summer Honors.

"I always appreciated that you were able to be involved in things that were completely unrelated due to being in a small town," Gray said. "You don't just have to be one thing."

His experiences with 4-H and FFA were particularly influential, giving him opportunities to develop leadership skills while connecting what he was learning to real-world industries and the community. He remembers FFA advisor Mr. Jeff Moore as someone who had a positive impact on him.

The Bethel Lutheran Church was another important source of support growing up.

After graduating from Holdrege High School in 2013, Gray attended the University of Nebraska-Lincoln, where he earned a degree in agronomy with an agribusiness minor. He then earned a law degree

from the University of Nebraska College of Law in May 2020.

Gray received \$6,000 in PCDC high-demand jobs scholarships to help with his education.

"It was a great help to get started, as well as knowing I had support in moving back home for a career potentially," Gray said of the scholarships.

Gray moved back to Phelps County after law school and started his law career. In July 2022, he opened Gray Law Firm, located in the Iron Horse Station at 700 Railroad St., Suite 112. He specializes in estate, trust and business planning and administration as a member of WealthCounsel™, as well as real estate and agricultural law.

His wife, Meghan, who is from Seward, teaches 7th grade English in Minden. They have a two-year-old son, Merrick, with another son on the way in January.

Gray said he always knew he would eventually move back to a small town, and he hoped it was Phelps County.

"I wanted to raise a family in a small town and luckily was able to come home and be close to family and friends," he said.

Gray said he enjoys small-town living because he can drive anywhere in town in 5 minutes.

"Phelps County has done a good



Meghan and Zach Gray

job retaining the small-town and rural identity, while also providing the necessary services for people to come back and live, while not needing to leave town for every little thing," he said.

Gray believes in giving back to the community and provides financial sponsorships for many community activities while also giving his time.

He is involved in Holdrege FFA Alumni, the Holdrege Citizens Advisory Review Committee, and Bethel Lutheran Church, where he serves as the Parish Council President.

"I enjoy helping with FFA

and church to give back to two important things I was involved in growing up," Gray said. "I enjoy the watchdog committee as it's an opportunity to be involved in the community in a unique way, and one that gives a unique insight into how the City and PCDC function together."

Gray said he encourages other young professionals to consider returning to Phelps County for future careers.

"Opportunities are out there, either for employment or self-employment," he said. "You just need to make yourself available to new opportunities."

MomenTum Dance Academy.....

continued from page 1

downtown Holdrege has also been great exposure for the studio and brings families downtown," she said.

She teaches more than 130 dancers, and her students travel from as far away as Elwood, Alma, Minden, and towns in between.

"When parents have 45 minutes to an hour while their child is in class, they have an opportunity

to shop, grab a coffee, or run an errand locally," she said. "I love that the studio can play a small part in helping support the other businesses around us."

She offers dance classes for children ages 2-18, including ballet, tap, jazz, hip hop, clogging and lyrical. She teaches a competition team that travels to Omaha and Kansas City in the spring. In addition to a spring dance recital, Schany's

students perform The Nutcracker in December at The Tassel.

PCDC board members noted MomenTum Dance Academy's growth, innovation, and unwavering commitment to making a positive difference in Holdrege.

"What began as a business venture has grown into an inspiring organization that empowers young people to discover their talents, build confidence, and pursue excellence

both on and off the stage," PCDC Board President Jared Engelbert said. "Through dedicated instruction, encouragement, and mentorship, MomenTum Dance Studio inspires its students to believe in themselves, embrace challenges, and develop skills that will serve them throughout their lives. This commitment to nurturing the next generation reflects the very essence of entrepreneurial leadership."

BROS IN THE ROWS

Young Farmers Launch New Podcast

Between combines and cornfields during the 2025 harvest, Cooper Lindstrom and Landry Joyce tossed around the idea of starting a farming podcast. This summer, their idea became a reality when they launched Bros in the Rows with with four other friends.

Their new podcast is giving the next generation of farmers a place to talk about agriculture, share what they are learning and have fun along the way.

The podcast's first episode was released July 2 on Spotify. By early September, the group had recorded eight episodes and accumulated 1,585 Spotify downloads.

The podcast is now available on both Spotify and YouTube, with the group also building an audience on Instagram and TikTok.

Their main audience is 75 percent male, and more than 50 percent are younger than 27. Most listeners are from the United States, but the podcast has attracted listeners from Germany, Australia, Canada and Norway.

The podcast covers a range of farming topics including what farmers do all year, custom harvesting, fertilizer costs, corn prices, Chevy vs. Ford, combines, power units and best farming practices. They've featured special

guests including their friend Sunder Schemper, who works with his family's custom harvest crew; Chase Herter, a 17-year-old who farms 2,000 acres for his neighbor; and staff at Nebraskaland Aviation, who is sponsoring the podcast.

Tye Marquardt, owner of Nebraskaland Aviation, said the young men who started the podcast grew up with his youngest children, Derrek and Taya.

"It has been fun to see them take on this podcast and start stepping into adulthood," Marquardt said. "That's a big reason Nebraskaland Aviation decided to sponsor the show. This is home for us. Our family business is here, and our kids go to school here. In a lot of cases, we've worked with those farms for three to four generations. Supporting a platform where the next generation can learn from each other, without it turning into an ad, feels natural to us."

Bros in the Rows includes:

- Cooper Lindstrom, a 2026 Holdrege High School graduate, who has already started his farming career in Phelps County.
- Roman Urbom, a 2026 HHS graduate, who plans to return to Phelps County to farm after



From left: Grady Ganser, Roman Urbom, Jett Johnson, Lane Hinrichsen, Landry Joyce & Cooper Lindstrom launched Bros in the Rows podcast this summer. Nebraskaland Aviation has sponsored the podcast. Pictured from Nebraskaland are Parker Hamling and Mike Ratigan. (Courtesy Photo)

studying automotive technology at SCC in Milford.

- Grady Ganser, a 2026 HHS grad, who is studying automotive technology at CCC in Hastings. He is a 2026 Phelps County High-Demand Jobs Scholarship recipient.
- Jett Johnson, also a 2026 HHS grad, who is studying Precision Ag at Northeast Community College in Norfolk and is planning a future career in production agriculture in Phelps County. He is also a 2026 Phelps County High-Demand Jobs Scholarship recipient.
- Lane Hinrichsen, Elm Creek High School student and future farmer.
- Landry Joyce of Heartwell, who attends Minden High School, and farms with his family.

The Future of Agriculture

All of the young men have an interest in agriculture.

Lindstrom, who grew up helping his family raise cattle and crops, has skipped further traditional education to get a jump start on his farming career.

"I wanted to get started farming right away so I wasn't at school missing out on work," he said.

He enjoys the changing pace of farming, where it's something different every day.

The podcast is a way to stay engaged with other young farmers and learn from each other.

Johnson said farming is "one of the most rewarding industries you can be in but also one of the most defeating."

That's why having a supportive group of friends

in the same career path is important.

The young men said that Phelps County, with its fertile soil and plentiful water, is the perfect location for launching their ag careers.

"The community is really good," Urbom said. "Everyone helps each other out."

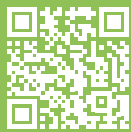
Despite the challenges ahead, the young men are excited about the future of ag. They are excited to tackle all the changes in modern farming, including drone technology, guidance systems, tractors with computers and monitors, and artificial intelligence. They include social media and this podcast as part of their strategy to tell the ag story and learn from others.

Marquardt said the young men behind Bros in the Rows make him feel good about the future of farming in central Nebraska.

"The work has always depended on people who stay with it," he said. "Our family business plans to stay with it too, serving the generations that built these farms, the ones running them now, and the ones still coming up. Seeing young guys already in the field, already thinking, already willing to learn from one another, tells me the next chapter is in good hands."

Marquardt said agriculture isn't just about this year's crop.

"It's about whether the next operator has a place to start, people to learn from, and a reason to stay," he said. "A show like this helps with that. Serving agriculture is not seasonal for us. These communities are home, and we're grateful to be part of them."



LINK TO
PODCAST

BUSINESS UPDATES

Renovation Brings New Life to My Fair Lady

What started as a broken window has resulted in a remodeled storefront and an improved shopping experience at My Fair Lady's Fashions and Frills.

Owner Margaret Kring said she arrived at the store in late 2025 to find a cracked window. After researching repair options, she decided it was time for an overall store facelift. With some help from a PCDC GO! DREAM grant, Kring has transformed her business with a beautiful new storefront and some interior updates.

Kring has owned My Fair Lady's Fashions, 410 West Ave., for 27 years. She joined the store when it was Americana Plus in 1996, and she began My Fair Lady's Fashions in 1998. In 2018, Kring asked Linda Wells to take over the accessories part of the store, and she named her business Frills, hence the combined name. The store occupies one of Holdrege's oldest buildings, dating back to the early 1900s.

She welcomes a community of women and helps them find clothes, jewelry, and other accessories for everyday life and special occasions.

Regular customers from Phelps County and hundreds of miles away make the trip to her boutique, drawn by its unique selection of trendy clothes for women of all ages, and the fact that there are few, if any, similar stores in the region. Kring said customers appreciate the personal service that she and her staff provide to help women find outfits and coordinating accessories.

"We strive to have the latest styles and fashions to keep gals looking young and young at heart," she said.

The boutique's selection includes a popular collection of Husker apparel.

Hometown Builders of Holdrege was the general contractor for the project, which included a new front door and windows, a new storefront and awning, and a new ADA-compliant ramp inside the



A PCDC GO! DREAM grant helped with recent renovations at My Fair Lady's Fashions & Frills owned by Margaret Kring.

front door. She also gave the entry area a fresh coat of paint and plans to add comfortable chairs where shoppers, or their husbands who tag along, can relax while they browse. Construction started in July and wrapped up at the end of September.

Kring said she is grateful to PCDC

for the GO! DREAM First Impression/ Exterior Improvement Grant she received for the project.

"It's nice to have someone encourage and help you improve your business to make it more accessible and vibrant for the community," she said.

PCDC Grant Helps Turn Vacant Building into Business Opportunity

For years, the building next to Pizza Hut on Holdrege's Fourth Avenue sat boarded up behind plywood.

But now the building has a new owner and a fresh look with some help from PCDC's GO! DREAM grant program.

Andrew Anderson, owner of A Squared Heating and Air, purchased the building at 412 4th Ave. and is remodeling the exterior and interior to house his new business.

Anderson officially launched A Squared full-time in January 2026. He had worked in the heating and air business for the past decade for another local company. He has one full-time employee.



Andrew Anderson

A Squared is currently located at 414 Fourth Ave. Once remodeling is complete, he will move his business next door to the 412 location more than doubling his space with the 2,530-square-foot building.

The new location will house offices, a showroom for the Daikin products he sells, and space to stock inventory.

The PCDC grant helped Anderson spruce up the building's exterior with new windows, doors and metal siding. The exterior is complete, and contractors are now working on the interior, including adding new walls and insulation and other renovations to the more than 100-year-old building.

Anderson said it means a lot to him to have PCDC invest in his business.

"I can get a lot more done now than I had planned to originally," he said.

NEW DOWNTOWN STORE



Denise Swanson, owner of The Drawer, recently opened Encore at 615 4th Ave. It features unique furniture, home decor and vintage finds.

Former Teacher Opens Sew With Dani Jo

A former Holdrege High School geometry teacher has traded lesson plans for fabric bolts with the opening of a new quilt fabric store in downtown Holdrege.

Dani Steinshouer opened Sew with Dani Jo, 802 4th Ave., this summer.

"Sew With Dani Jo is a place where creators can come together," Dani said. "Whether you make quilts, clothing, tote bags, or other textile art, Sew With Dani Jo is a place to gather together, show off our creations, ask for advice, or just be around other creative minds."

PCDC assisted the new business with a GO! BUSINESS, Business &

Franchise Development Grant.

Sew With Dani Jo supplies fabric and sewing notions, along with miscellaneous gift items such as greeting cards, puzzles, and candles. Most of the fabrics she sells are exclusive to fabric stores.

Before opening the store, she taught high school math, mostly geometry, for the last 19 years.

"I needed a change of pace and have always been passionate about quilting/sewing," Dani said. "Opening this store is a great way to combine my passion and career."

As her business grows, she would also like to expand into teaching quilting classes, online sales, yarn,



Dani Steinshouer opened Sew With Dani Jo at 802 4th Ave. in Holdrege.

and Longarm services.

Sew with Dani Jo is open

Tuesdays-Fridays 10 a.m.-6 p.m.

and Saturdays, 10 a.m.-3 p.m.

New Business Offers Event Rental Service

Planning a wedding, graduation party, business gathering or community event just got a little easier thanks to a new Holdrege business.

Gather & Company Event Rentals, owned by Kelsey and Brennen Williams, provides tables, chairs and other essentials needed to bring gatherings together.



Kelsey Williams

The business offers the following rental items:

- 6 ft Round Tables (Seating 8-10 guests)
- 5 ft Round Tables (Seating 6-8 guests)
- 8 ft Rectangle Tables (Seating 6-8 guests)
- Cocktail Tables &

Spandex Coverings

- White Resin Chairs

They offer delivery service, or customers may pick up items from their building west of Holdrege.

Kelsey has Hospitality, Restaurant, and Tourism Management degree from UNL plus nearly a decade of experience in the hospitality industry. With that experience, she also helps clients with set-up ideas.

For more information, message Kelsey through social media or call 308-830-3357 or email GatherandCompanyRentals@gmail.com.

Holdrege Fitness Co. Builds On Success with PCDC Support

A PCDC grant helped a downtown fitness center expand.

Adam Jantzi, owner of Holdrege Fitness Co., 311 East Ave., added 25 percent more space to his 24-hour gym plus new equipment and expanded personal training.

"The PCDC grant helped us get to the point where the ROI on the project was attractive enough to pull the trigger," Jantzi said. "We had been talking about doing this project for a long time, and when we found out there were grants available for us, it was a no-brainer."

PCDC provided a GO! BUSINESS grant for renovations and inventory, a GO! DREAM first impression grant for exterior improvements, and a GO! DREAM building integrity grant for this project.

This project included expanding and renovating the back two rooms of the gym, which started in November 2023. One room was previously storage, and one housed hydraulic lifting equipment.

"This project will allow us to add more usable space to the gym and give us enough room to add personal and group training services, which have already started in a small way and will ramp up quite a bit once the project is complete," Jantzi said.

He has 12 pieces of equipment that will move into the new space and is looking for



Adam Jantzi

two or three more pieces to finish the space.

The extra room will expand the gym from 3,300 square feet to 4,000 square feet.

The local contractor for the project was Melroy Construction.

Members will enjoy a larger layout with more space to spread out, Jantzi said. Overall, it will create a more comfortable experience for everyone, especially during busy times.

Jantzi said his is looking forward to building up his personal training clients with this expansion. He has a waiting list of clients interested in personal training, so he may also hire another trainer in a year or two.

For more information about Holdrege Fitness Co., visit Holdrege Fitness Co. on Facebook or gymmasteronline.com.

Holdrege Homes Hires New Administrator

Brittany Murphy, LNHA, is the new administrator at Holdrege Memorial Homes. Murphy brings 13 years of long-term care experience and a passion for servant leadership, resident-centered care, and community engagement.



Brittany Murphy

Murphy is originally from Bladen and now lives in Hastings. She earned her education in Elementary Education and Long-Term Care Administration. Throughout her career, she has held leadership positions with Good Samaritan Society and Adept Nursing and Rehab of Grand Island,

where she developed a reputation for fostering strong teams and delivering compassionate, high-quality care.

Murphy said she was drawn to Holdrege Memorial Homes because of its welcoming, small-town atmosphere and the organization's commitment to being actively involved in the community.

Pierce Native Begins Role at Holdrege's Lincoln Federal

Tiffany Bolz is the new Customer Service Supervisor at Lincoln Federal Savings Bank in Holdrege.

Bolz is originally from Pierce, Neb., and worked at the Elkhorn Valley Bank in Norfolk before starting her Holdrege position.

"I am excited for the opportunity to grow as a leader while becoming more connected to the Holdrege community," Bolz said. "Lincoln Federal has been an amazing organization to work with, and I am incredibly grateful for the support and encouragement they have given me."



Tiffany Bolz

Bolz is already highly involved in the community, including serving on the Phelps County Ambassadors, CASA Board of Directors, Family Friendly Workplace-37 committee, and Teammates.

Cast, Parrish Join PMHC as Hospitalists

Two new health care providers have joined Phelps Memorial Health Center to help launch a new daytime Hospitalist Program.

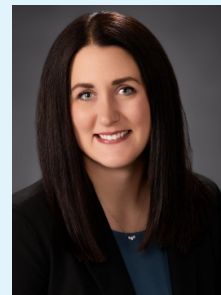
Brooke Cast, PA-C, has more than 20 years of experience as a physician assistant, including more than 12 years as a hospitalist.

She earned a bachelor's degree from Doane College before completing the Physician Assistant program at Union College in Lincoln.

Holdrege native Michaela (Gray) Parrish, PA-C, graduated from Holdrege High School in 2011, completed undergraduate studies at the University of Nebraska-Lincoln and earned a Master of Physician Assistant degree from UNMC in 2018.



Brooke Cast



Michaela Parrish

The hospitalist program will strengthen inpatient care coordination, improve communication among providers and support a smooth transition from hospital to home.

Bergstrom Returns to Area as FSB Financial Advisor

Wilcox native Chad Bergstrom is a new Financial Advisor with the First State Bank Investment Center in Holdrege.

Bergstrom graduated from Wilcox-Hildreth High School and then earned a degree in education from UNL. He began his career as a teacher in Lincoln Public Schools and then found his passion for financial services. Before coming to Holdrege, he worked as a financial advisor at Northwestern Mutual for more than five years.



Chad Bergstrom

"I've always had a passion for teaching, and today I get to use those same skills to help clients better understand their finances, make informed decisions, and develop a financial plan they can confidently follow," Bergstrom said.

In Lincoln, Bergstrom was involved in Alex's Lemonade Stand and Habitat for Humanity. When he's not working, he enjoys hiking, playing guitar, longboarding and art.

Bergstrom lives in Minden with his wife, Samantha, and their three children.

Bergstrom joins Ben Loberg in the First State Bank Investment Center, which recently moved to a new location within the bank at 401 East Ave.

New Owners Bring Fresh Flavors to Holdrege's Gourmet House

Jiang Tao and Anna Huang purchased the Gourmet House restaurant, 1503 Burlington, in July. Tao and Anna take pride in providing meals with the freshest of ingredients. Everything is prepared and served fresh each day with no leftovers.



Jiang Tao



Anna Huang

Their new menu includes many customer favorites with some new items, including Honey Shrimp With Pineapple, Orange Chicken, Hong Kong Beef (spicy), Spicy Wonton appetizer and cooked sushi.

Anna brings 32 years of experience in the food industry, while her nephew, Tao, has spent the past 10 years working in restaurants in San Francisco and Boston, including the upscale Karma Asian Fusion.

The pair originally knew the former Gourmet House owner, which is how they found their way to Holdrege. They say they've been grateful for the warm welcome they've received and appreciate the peace and tranquility of small-town living.



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Sparkle Grants Help Businesses Shine

PCDC is spreading holiday cheer again this year with the GO! SPARKLE grant program.

Downtown businesses in any Phelps County community can apply to receive up to a \$250 matching grant to enhance or expand exterior holiday lighting for Christmas or other holidays.

This is the second year that PCDC has offered the grants.

The program supports a growing national trend: holiday décor matters to shoppers. Studies show that festive lighting influences store choice, encourages customers to spend more, and boosts the emotional connection with a brand.

The grants may also be applied toward permanent year-round exterior lighting.

To apply for a GO! SPARKLE grant, scan the QR code or contact Sally Sadd at sally@phelpscountyne.com for more information.

