



**Jerry Cole**

Rally Director

“Getting Your Rally On”



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**Welcome Sturgis Riders  
to Broken Bow, NE**

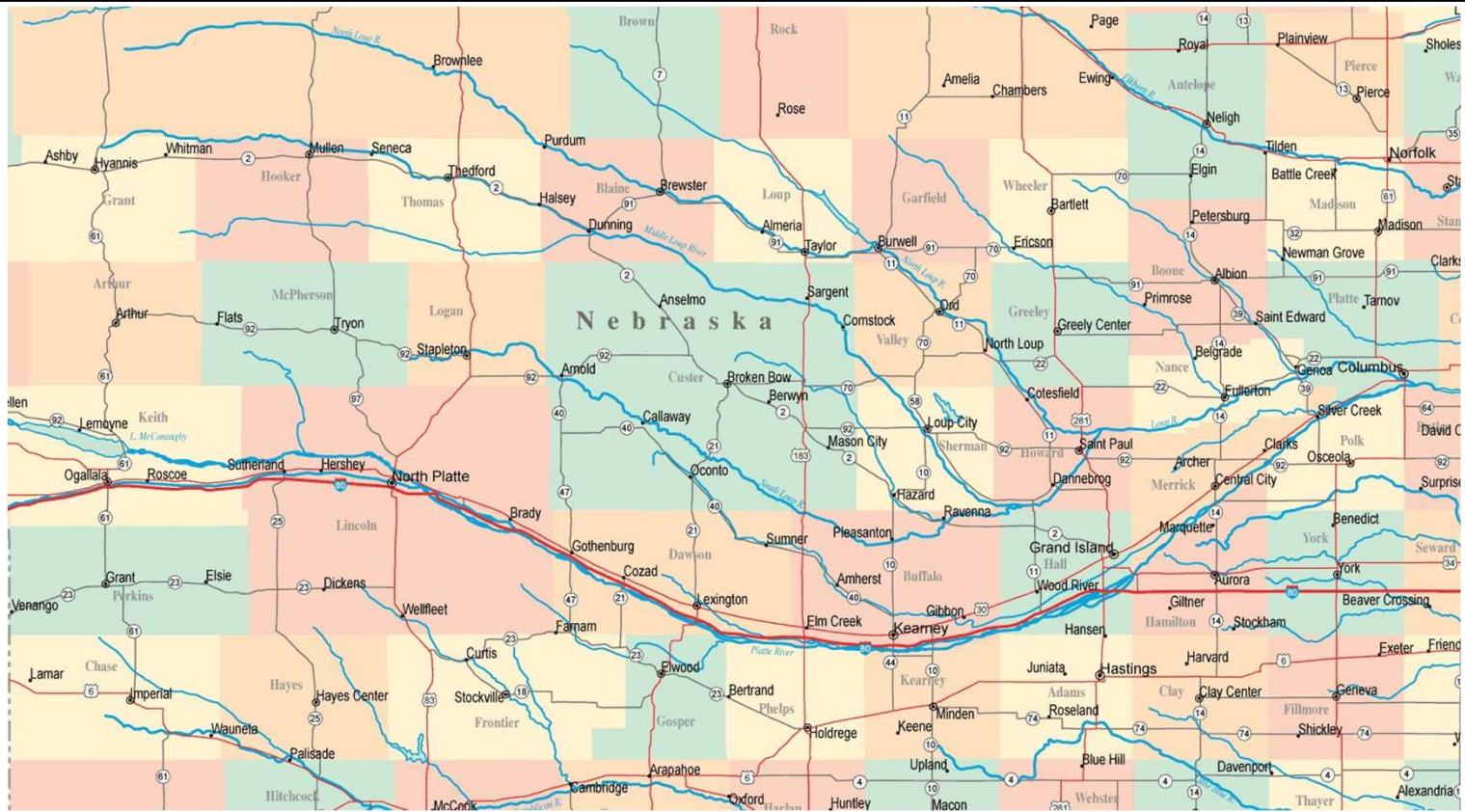


**2018 Promotion**

**A Collaboration between the Broken Bow Chamber  
of Commerce and Custer Economic Development  
Corporation**

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## **Welcome Sturgis Riders to Broken Bow, NE**

The Broken Bow Chamber of Commerce and Custer Economic Development Corporation were proud to collaborate with Rural Futures Institute Serviceship Interns Leanne Gammet and Jessica Weeder on a promotion welcoming Sturgis Riders to our community.

Prior to their arrival, a group of our community organizations saw an opportunity to better accommodate the Sturgis Riders. We tasked Leanne and Jessica with encouraging them to consider stopping in Broken Bow on their way to and from the Rally. They began cultivating partnerships with banner sponsors of the event to brand Broken Bow as a participating stopping point and provide continuity with the Sturgis Rally. These materials will be used for many years to come as we hope to build upon this years' success.

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**BROKEN ► BOW**

CHAMBER OF COMMERCE

Rooted. But Not Standing Still.

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**CUSTER ► COUNTY**

ECONOMIC DEVELOPMENT CORP.

Rooted. But Not Standing Still.

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## Let us tell you a little about Custer County & Broken Bow, Nebraska

Custer County is the 2<sup>nd</sup> largest county in Nebraska covering 2,576 square miles. Custer County has 6 Nebraska Highway systems that wind through the county including Hwys 2, 21, 40, 47, 70, 92 as well as US Highway 183.

Broken Bow is the County Seat of Broken Bow and the largest community but there is definitely a sense of pride that is found in each community you might visit in Custer County.

Whether you are in Broken Bow, Ansley, Merna, Anselmo, Callaway, Sargent, Westerville, Berwyn, Mason City or anywhere in between you will find friendly face to welcome you!

The community of Broken Bow is approximately 4,000 people. We have several major highways that intersect directly through our area – NE Hwys 2, 21, 70 & 92. One of our crowning attractions is our downtown square. It features a recently restored bandstand with playground equipment that is used year round as well as hosting a Market through the summer and concerts in the square.



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We have 32 active businesses around our downtown square. You can literally find just about anything walking around our downtown business community including clothing boutiques, specialty stores, shoe store, furniture store, pharmacy, gift shops, flower shop, CPAs, a museum, investments, eye doctor and banks. Our off the square businesses are also flourishing and travelers can find a wide array of restaurants, convenience stores, grocery stores, hotels, etc in our community. Taking pride in our community and working together to bring progress has been key to keeping us thriving!

To say we are proud of our community would be an understatement and we love welcoming travelers to stop, shop and relax in our homey and cozy area.





PO Box 2  
Broken Bow, NE 68822  
ECONOMIC DEVELOPMENT CORP.  
Rooted. But Not Standing Still.

424 South 8th Ave., Suite 4  
Broken Bow, NE 68822  
308-872-5691  
CHAMBER OF COMMERCE  
Rooted. But Not Standing Still.

## Welcome to Broken Bow, NE



Driving Distance from Sturgis | Approx 6 hours

### One Time Discounts Good 7/20/2018 – 9/20/2018

- **Arrow Hotel** | 15% off one night stay  
509 South 9<sup>th</sup> Ave | 308-872-6662
- **Bonfire Grill** | 20% off 1 regular price menu item  
509 South 9<sup>th</sup> Ave | 308-872-3363
- **Bow Boaterie** | 20% off 1 regular priced item  
440 South 8<sup>th</sup> Ave | 308-872-5621
- **Broken Bow Legends Neighborhood Grill** | 25% off appetizer with purchase of beverage  
845 South D Street | 308-767-2066
- **City Café** | FREE Pancake with purchase of breakfast OR FREE Fries with purchase of lunch  
423 South 9<sup>th</sup> Ave | 308-872-2779
- **Cobblestone Hotel and Boarders Inn** | Reserve your room at 308-767-2060  
2750 S 27<sup>th</sup> Ave (Cobblestone)  
215 East South E Street (Boarders)
- **Dairy Queen** | Medium size sundae with purchase of combo 1-9  
2716 Thomas Road | 308-767-2067
- **GearedSports** | 15% off 1 regular priced item  
427 South 9<sup>th</sup> Ave | 308-872-3096
- **Holcomb Pharmacy** | 20% off 1 regular priced gift item or over the counter item (excludes prescriptions)  
540 South 8<sup>th</sup> Ave | 308-872-5231
- **McDonald's** | FREE medium French Fry with any sandwich purchase (excludes \$123 Sandwiches)  
709 East South E Street | 308-872-3800
- **Quilting Shack** | 25% off any one item (excluding machines). Stop to pick up your FREE Row by Row pattern.  
518 East South E | 308-872-6221
- **Runza** | Free original Runza or 1/4 lb Hamburger with purchase of the same  
709 East South E Street | 308-872-3800
- **Smoke Shack** | 20% off any one item (excluding tobacco) and a FREE bottle of water  
518 East South E | 308-872-6091
- **Sylvester's Bar & Lounge** | First drink Happy Hour Price  
723 East South E Street | 308-872-6204
- **Taco John's** | FREE Dessert with purchase of any EZ combo  
2990 South E Street | 308-767-2060
- **Trotter's Whoo & Go** | FREE 32 oz drink with \$10 purchase | High Octane Fuel at Downtown Location  
2990 South E Street | 308-872-6802  
608 South E Street | 308-872-3441
- **Verizon** | \$10 off entire purchase of \$15.00 or more (some exclusions apply – Broken Bow Store Only)  
429 South 9<sup>th</sup> Ave | 402-454-7655
- **Whiskey Barrel** | FREE Bag of Ice with purchase  
128 East South E Street | 308-872-6655

With our location on Hwy 2 and about 6 hours from Sturgis, we reached out to our local businesses and asked for them to participate and received plenty of support. This support led to developing a tri-fold coupon cards that offered discounts and deals at our local businesses to encourage the riders to discover what Broken Bow has to offer. These businesses included restaurants, lodging, shopping and specialty shops.

These cards were distributed locally to lodging facilities, restaurants, the Sandhills Journey Scenic Byway Visitor Center (The Barn) and given to the Christian Motorcycle Association (who set up a water stand each year to give riders a chance to stretch their legs).

Leanne & Jessica also worked with Pete Torino at KNKL Radio in Sturgis to distribute at the Festival. The cards were displayed at KNKL and The Knuckle Saloon. A key to our successful promotion!



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Through communication with Anheuser-Busch we were able to secure "Welcome Sturgis Bikers – Enjoy Broken Bow Banners" (as seen in the background of the photo) that were displayed at locations such as convenience stores and bars.

Banners from Coca-Cola were also displayed in our downtown area as well as a local grocery store.

A custom sign (in the photo) was designed and printed locally. This sign was displayed at the Sandhills Journey Scenic Byway Visitor Center (The Barn) East of Broken Bow. It was our hope that as the Riders were coming down Hwy 2 headed to Sturgis they would feel welcomed and at home in our community.

The banners and signs have been placed in storage to use for many years to welcome the Sturgis crowd to our community.

We are proud of our community and the way we pull together to welcome those traveling through.





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The steps that Leanne and Jessica took this summer have built relationships and ideas to build upon in the future. The Chamber of Commerce and Custer Economic Development Corporation are proud to have been part of this project with Leanne and Jessica. We look forward to serving the needs of the Biker Community – both our local community and the Sturgis Rally Crowd.

Deb Kennedy, Broken Bow Chamber of Commerce Executive Director and Andrew Ambriz, Director of Custer Economic Development Corp (CEDC) look forward to building this promotion in future years. Although we were unable to attend the After-Rally Summit please know our intentions are to help promote the 2019 Sturgis Rally and continue the tradition of welcoming Riders as they travel through our community!

We are looking to plan a quick trip, hopefully in November so we can meet with Rally planners/promoters to determine how we can be of assistance and build on this promotion!

If you have questions please don't hesitate to contact either Deb or Andrew.

Deb Kennedy | Broken Bow Chamber of Commerce | 308-872-5691 | [execdirector@brokenbow-ne.com](mailto:execdirector@brokenbow-ne.com)

Andrew Ambriz | CEDC | 402-922-0774 | [custerdevelopment@gmail.com](mailto:custerdevelopment@gmail.com)

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# Wall Crawl

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# 35TH & TAYLOR LIVE

*Featuring "Loose Change"*

**LIVE MUSIC**

**HOT FOOD**

**COLD DRINKS**

*August 4th, 2018 - Wall, SD*

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# WALL CRAWL POKER RUN

11 am | August 4th | Wasta Bar

**FREE WILL DONATION TO BENEFIT THE  
CRESCENT MASONIC LODGE #210**













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# Ham & Jam





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20,000  
People





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What do you do?

What is your great  
idea?

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