

**THE NEBRASKA GATEWAY
VISITORS CENTER
&
PIONEER HERITAGE PARK**

**Located at
Historic Florence On Interstate 680.....
*The Gateway To The West***

J. Greg Smith Inc.
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Wouldn't It Be Great If....

**The Nebraska Gateway Visitor Center
and Pioneer Heritage Park would
cause an Economic Ripple that would
Impact Communities and Create
More Jobs Across Nebraska....**

**A State-Of-The Art Visitor Complex
That Will:**

- Attract More Visitors**
- Who Will See More**
- Stay Longer**
- And Spend More**

Consider This....

It takes most en route travelers a day to drive across Nebraska.

If travelers entering Nebraska at Florence stop at the Gateway Visitor Complex and be guided to local attractions, they'll stay at least a day longer in Nebraska. That means they'll have to stay overnight somewhere in Nebraska.

If visitors also receive information and be provided with self-guided auto tours and packaged Motorcoach tours, they could even stay longer, even three to four days.

In 2003, the average non-resident party was 2.4 persons who stayed 2.2 nights and spent \$380 in Nebraska.

Consider what the impact could be if the Gateway Visitor Complex attracted the 44,000+ people traveling I-680 daily and the 43,000+ people traveling nearby I-29 daily.

Consider also the potential impact from the 800,000 residents who live within a 20-minute drive of the Visitor Center who traditionally are looking for fun things to do.....in Greater Omaha. In Nebraska.

Consider the Impact on just one Nebraska Community...

In 2004, 61,990 people visited the Mormon Trail Center in Florence, one of Omaha's Top 10 attractions.

In 2003, 93,000 visited the Center.

If half of the 2004 visitors were from out-of-state, they could have generated

\$7 million in the Florence Economy.

If half of the 2003 visitors were from out-of-state, they could have generated

\$11 million in the Florence Economy

How many more visitors would visit the Center if the Gateway Visitor Center Complex is established?

How many more visitors would visit more Greater Omaha and en route attractions in communities across the state if the Gateway Visitors Center Complex is established?

