

City of Scottsbluff, Nebraska

Monday, December 6, 2021

Regular Meeting

Item Reports5

Council to discuss and consider action on sending a letter of intent to the Nebraska Arts Council to receive Creative District Designation in the City of Scottsbluff and authorize the Mayor to sign the letter.

Staff Contact: Starr Lehl, Economic Development Director



308-632-4136
2525 Circle Drive
Scottsbluff, NE 69361

December 6, 2021

Nebraska Arts Council
1004 Farnam Street, Plaza Level
Omaha, NE 68102

RE: Creative District Designation Scottsbluff

The City of Scottsbluff has a long-standing history and cultural heritage with its proximity to the Oregon Trail, Scotts Bluff National Monument and Chimney Rock among other historically significant sites. It is also home to sizeable Hispanic and Native American communities who offer cultural diversity to our area.

Economic impact of the Creative District designation will be felt by the local community as well as the surrounding communities. It will add immensely to the quality of life by providing events and opportunities for residents and visitors of all ages and ethnic backgrounds. Because we are in a geographically isolated area of the Nebraska Panhandle, we provide an essential link to the arts for many of the surrounding communities.

Scottsbluff would be an excellent candidate for the Creative District Program because of the many assets already in the designated area. A short listing would include the 18th Street Plaza, West Nebraska Arts Center, Historic Midwest Theater, Guadalupe Center, Legacy of the Plains and Western Nebraska Community College among others.

Scottsbluff is in the process of creating benches for our city transportation system and many of them are/would be located in our proposed Creative District. We would like to use a portion of our Creative District Certification Grant to add an artistic element to each of them in order to make the project immediately visible to the public. The remainder of the grant would be used to embrace our diverse cultural heritage in the form of support for our Cinco de Mayo celebration, Celtic Gathering and Oktoberfest and to draw in audiences that are beyond local.

The Scottsbluff community is excited for the opportunity to receive Creative District Designation. We look forward to working with the Nebraska Arts Council for many years to come.

Sincerely,

Jeanne McKerrigan
Mayor