

## Comfort Suites motel coming to Gothenburg

Written by Elizabeth Barrett  
Wednesday, 07 October 2009 22:04 -

---



### Developers hope motel ready for business by May 1.

Scottsbluff couple Terry Jessen and Diana Unterseher are building a Comfort Suites motel in Gothenburg.

Gothenburg City Council members were expected to approve a redevelopment plan for the 74-unit motel at their meeting Tuesday night.

Jessen described Comfort Suites as a “top-of-the-line” motel in the Choice Hotels International line.

“And there aren’t very many of them in Nebraska,” he said, pointing to only two locations in the state—in Omaha and Lincoln.

Once open, Jessen said the motel will employ 12 full-time workers.

Jessen and Unterseher and their crew have been readying the site since the first of July which was immediately after the council declared the 63-acre site—west of the Super 8 Motel—as blighted and substandard.

The developer said he hopes the new subdivision—known as Terry’s Business Park—will attract other development such as a restaurant.

## Comfort Suites motel coming to Gothenburg

Written by Elizabeth Barrett

Wednesday, 07 October 2009 22:04 -

---

“We’re open to dis



cussion about further development,” he said, noting that a separate conference center is under consideration.

Another building for the construction office will be erected in the next couple of weeks.

After the motel is finished, Jessen said it will be a storage building.

Passersby on Interstate 80 may have also noticed storage containers on the site which will be used during construction and later be available for rent.

Jessen said the 8x10-foot containers were originally used to ship products overseas.

Already, a gas line and electricity have been installed at the site with water and sewer extensions expected to be in within 45 days.

Fill dirt is being added to the motel site this week, he said, with foundation work scheduled to start in a couple of weeks.

The couple plans to subcontract for paving, installation of water and sewer and for the building of the motel.

Although they are from Scottsbluff, Jessen said he and Unterseher have bought a home and are living in Gothenburg about half the time.

## Comfort Suites motel coming to Gothenburg

Written by Elizabeth Barrett

Wednesday, 07 October 2009 22:04 -

---

In Scottsbluff, Jessen—who's an accountant—owns Tax Express and four motels in the area.

“But this is the first one I've built,” he said.

Jessen and Unterseher said they were invited by the Gothenburg Improvement Company to locate a motel in Gothenburg.

“Initially there was some nervousness about the investment but I'm feeling comfortable about it now,” Jessen said. “The community has been very supportive and that's what it takes—we'll succeed because of community support.”

The project will receive tax-increment financing. TIF supports a project by allowing the tax revenue it generates by the property improvements to help pay for its development.

Jessen declined to comment on the cost of the project.

[ebarrett@gothenburgtimes.com](mailto:ebarrett@gothenburgtimes.com) 308-537-3636

**GROUND BREAKING**  
The public is invited to a groundbreaking for the Comfort Suites Hotel on Thursday, Oct. 29, at 5:30 p.m. A ceremony will take place at the building site west of the Super 8 Motel on West Platte River Drive.