

BRAN boosts economy

Written by Elizabeth Barrett
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Bikers spend night in Gothenburg.

After spending the night of June 4 in Gothenburg and riding off in the rain the next morning, Gothenburg Chamber of Commerce director Anne Anderson said she thinks Bike Ride Across Nebraska cyclists enjoyed their stay.

“Many commented on how pretty they thought Gothenburg was,” Anderson said.

Three shuttles, from a campsite on the Gothenburg High School practice field, provided transportation to and from restaurants, the golf course, the Sun Theatre for a matinee and evening show and other places in and around Gothenburg.

As participants pedaled into town, Chamber officials greeted them from a booth next to the practice field where they were given maps detailing where food was served, entertainment offered and other information.

Riders had three nearby food options, at two local churches and inside the school, as well as restaurants and bars in town.

Anderson said many also stayed in local motels and hotels.

Pancakes and sausage and biscuits and gravy and oatmeal were available inside the school and local restaurants for breakfast.

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“Several riders told us how affordable our prices were,” she said.



In addition to 550 registered riders, plus non-registered cyclists, Anderson said there were 150 support people and about 50 volunteers involved in hosting BRAN riders.

“It was an opportunity to showcase our community and show the services we have to offer,” Anderson said.

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