



Elko — A great place to go shopping

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Retailers large and small should be getting the picture by now — there is money to be spent in Elko. Once again a new store opened in our mining community and sales were through the roof on its first weekend. Ross Dress For Less had its grand opening March 3 and shoppers had virtually cleared the shelves by the following day. This is the fifth store to open in the Elko Junction Shopping Center and each of them had wildly successful launches. Jo-Ann Fabrics and Crafts was the first to set up shop and garnered national attention for its opening in Elko being the largest in the company's history. Famous Footwear and Rue 21 followed, also setting records for their corporations. All three stores have continued to be in the top five of their respective companies following their grand openings. Maurices moved its store from the east side of town to the Elko Junction. Maurices has been in Elko for about 10 years and its grand opening was staged the same day as Ross Dress For Less. To find out how well both stores did, check out the weekend edition of the Free Press. Gary Pinkston, the owner of the Elko Junction Shopping Center and founder of Meridian Pacific Ltd, a real estate development company, told the Free Press the performance of these stores shines a light on Elko and should attract more retailers. Anxious shoppers hope he is right. What many corporations don't understand about our community is that more than just Elko residents shop here. Our stores attract people from all over northeastern Nevada — as far west as Winnemucca and as far south as Ely. Other developers are likely to draw a card from Pinkston's deck and work with corporations to build businesses here. If the demographics and sales figures aren't enough to convince them, the empty shelves should be a clue that businesses have no trouble thriving in Elko.

Members of the Elko Daily Free Press editorial board are John Pfeifer, Jeffry Mullins and Marianne Kobak McKown.