



November 29, 2011, Andrea Glover, Staff Writer, *Elko Daily Free Press*

## All Eyes On Elko

# Elko retail success draws national attention

ELKO — The old adage that all good things come in threes has proven true for the Elko Junction Shopping Center.

Famous Footwear is the third store to open in the shopping center and the latest to report a record grand opening.

Famous Footwear's Nov. 19 grand opening was the largest grand opening in the history of the company, which has more than 950 stores nationwide, according to their website.

The store joined the ranks of Rue21 and Jo-Ann Fabrics and Crafts, both of which reported Elko's grand opening was the largest in the history of their respective companies.

"It literally blew the doors off," said Gary Pinkston of the grand opening of Famous Footwear. Pinkston is the owner of the Elko Junction Shopping Center and founder of Meridian Pacific Ltd, a real estate development company.

The store was so busy during the grand opening an additional cash register was needed to keep up with the flow of customers, Pinkston said.

The success of the Elko locations provides a sharp contrast to other openings nationwide, which Pinkston said "have been lackluster at best."

"This really points the finger at Elko and it will make it easier to attract additional retailers as we move forward," Pinkston said.

As other nationwide stores have heard of the success found at the shopping center, Pinkston said the phones have begun "ringing off the hook for additional space in Elko."

All three stores have continued to be in the top five of their respective companies following their grand openings, Pinkston said.

"We couldn't be more pleased with the reception we've had," said Pinkston. "The customers in the shopping center have just been elated at having this opportunity to shop in the Elko market."

The stores have seen a number of shoppers from the surrounding region, Pinkston said, including Winnemucca and Wells.



“People that would rather come here than maybe go to the larger cities,” he said.

“We appreciate the business,” Pinkston said, and thanked the city and community for their shopping habits.

Next to open in the Elko Junction Shopping Center will be Ross Dress For Less. As of Monday, Pinkston had no date set.

Maurices will move to the shopping center from their current location at the East End Shopping Center early next year, with a tentative opening date of February.

Construction of Jack in the Box is also slated to begin early next year, Pinkston said. He is also in the process of working with tenants to lease the building formerly housing Round Table.