

October 5, 2023

3302 Verbena Pl
Scottsbluff, NE 69361

Scottsbluff Planning Commission
Scottsbluff City Council
2525 Circle Drive
Scottsbluff, NE 69361

Dear Planning Commission/City Council Members:

My name is Deidra Bruner. I am writing to inform you and ask for your support in a project that was birthed after the tragic loss of my three loved ones; Matt, Noah and Sydnee.

November 21, 2021 - The plane crashed taking their lives. In that moment, I found myself standing in a pile of remnants. A moment where time stood still. Many of you are aware of that day and the waves it created. Many of you knew Matt, Noah and/or Sydnee personally. Each play an important role in this project. For purposes of time and place, I want to focus on our patriarch. Maybe you knew him personally or as Dr. Bruner, who addressed the city council during the covid outbreak. Through that time, he researched, problem-solved and was a light in uncharted territory. His passion for medicine and the need to care for his family, friends, patients, community, and surrounding communities led to numerous conversations on the state and national levels. He was highly respected, knowledgeable, and accredited. He genuinely cared deeply about and for those around him. His life goal was to assist, exemplify what it takes and eventually achieve the goal of becoming a "center of excellence" for Regional West Medical Center. I dare say, he did 2 or the 3 to the best of his ability and was on the right road towards his 3rd goal. I can't walk into the hospital and stand in the gap to fulfill his professional goal or fill the enormous hole left that day.

November 20, 1995 – A moment on the college basketball court that changed my life and our story began. A forty-five-minute challenge lead to a first date, a proposal, wedding, 5 kids and 24 years of marriage. A moment I would not change if I knew then what I know now. The moment, about 2 years ago, that left me in shambles was also a moment that reenforced the very person I became because of my relationship to my husband. Perspective is vital. There are ashes. There is beauty. It's a choice. After months of planning, researching, meetings and yes, tears...let me introduce you to the Bruner project: Element Sports Summit and Event Center.

Project Definition and Mission

- A multifunctional space containing 2 full, wooden basketball courts (Junior college regulations) and space for 2 additional courts with the ability to use for multiple events and activities
- Bleacher space to accommodate community and regional events and activities
- 2 restaurants and/or beverage restaurants with drive-thru option; build to suit
- 3 spaces (approx. 1000 sqft) for small businesses, entrepreneurs, clubs, etc; build to suit
- Sports lounge with interior and exterior games retrieval from community events, college and professionals events

- Banquet room/meeting/work space for receptions, birthdays, workshops, gatherings, etc
- Land to expand and grow

Mission: Bringing people together to create life-changing moments through sports and events that challenge us to be better, care genuinely and love unconditionally in the knowledge that we were created in a unique way, the dreams and aspirations of each individual are just as vast. Building and investing in relationships come with no expiration dates or age requirements, just 'be brave enough to do the right thing'. (Quote by Matt Bruner)

Unique facility environment

- Endless opportunities to pursue individual aspirations for all generations with a heavy emphasis on character building, strong relationships, and high respect and regard for people
- Draw people in who share values and see the importance of teaching, coaching, refereeing, etc
- Exemplifies values and character traits; both on and off the court, field, etc
- Encourage each other on in the pursuit to be better today than we were yesterday
- Support local schools and implement character traits as we connect, support, and grow together
- Show in our words and actions that we care about people who walk in the door. We want to take that mindset and take it up a notch by not only care about people but care for people
- Provide opportunities for all ages. We are never too old to pursue what we love, impact others, and invest in opportunities that help better ourselves, those around us and our community as a whole. When our efforts are combined not only will this be a community that people want to be a part of and come back to, but Scottsbluff and surrounding communities will be a place that stirs people of all ages to dream, aspire and make an impact for generations to come.

Community benefits

- Community minded, support and to build unity with people and businesses
- Will create limitless economic and cultural opportunities through additional tourism, travel, hotel, restaurants, etc
- Provide a "home" opportunity for community members who travel for events and activities
- Provide an environment that promotes personal, social, economic, business growth, health, and incentives
- Aid in social and economic stability through a timeless value system emphasizing the importance of relationships. It's investing and pursuing positive
- Hosting events that bring out-of-town guests that will need accommodations, food establishments and shopping experiences
- Advertising opportunities for different events varying in size and audience
- The very definition of community-be apart of a group of people that sees the value in relationships and genuinely connecting with others
- Opportunity to be a living example of what it means to truly caring about and for the people- the very threads of a community. Creates a magnetic draw and why people want to live here place that stirs people of all ages to dream, aspire and make an impact for generations to come.

Community amenities & future plans

- Planting trees, memory plates and giving back as part of sponsorship package
- Advertising and involvement opportunities

- “Park and walk” to your destination on or around the surrounding area
- Create a park and/or outdoor activities and spaces to bring people together
- Walking, cycling, connecting to pathway
- Concert, sport and venue for small and large events
- Support and encourage entrepreneurship
- Support and promote community effort in progressing forward with project and land usage while being sensitive to the needs of the community and surrounding area

I am in the process of securing land with a closing date of mid-November. I am asking for your support in rezoning, approving, and proceeding with the plans of building, opening and operating Element Sports Summit and Event Center, as a center of excellence and sharing the message of “being brave enough to do the right thing” on and off the court.

In closing, it started with a need that Matt and I had a personal investment in. Then tragedy hit. A community that sat in the trenches, stood beside our family and continues to walk with us are the building blocks that started this project. People who have become family by showing up, filling needs and showing that they genuinely care and believe in the vision only fuels my fire to give back to my community, my family, in a special way. It has unexpectedly brought of comfort, hope and peace.

A gym is where my story began and many moments throughout the 24 years that Matt and I celebrated together. That moment standing in ashes, I saw beauty. I choose purpose, drive and passion for the people around me knowing there’s hundreds of little people that my husband had a hand in delivering as they drew their first breath. As he took his last, the aspiration and need to show how much we care- about and for- those around us grew exponentially. Because- only thing we get to take with us, in the end, is our relationships. The most valuable thing on earth. It’s what brought us together on the college basketball court- changed the course and enriched my life deeply. Through our years as parents, so many relationships formed, life changing moments and lessons learn. No matter the level of athleticism, it’s a place that brings people together, where learning never ends, growing is infinite and love goes beyond a game or competitive sport.

November 20, 1996- our first date

November 20, 2021- the last day together

Twenty- five years together. Exactly.

Started with a moment that took my breath away, now serves as a lifetime memory.

Ended in a moment that took Matt’s breath away, now serves as the purpose to survive life itself.

Bringing people together with purpose, creating and capturing life-changing moments.

Being kind, caring, and brave; just trying to do the right thing; for my kids, my family, my community.

I’m in my ELEMENT, doing what I love, for those I love.

I want to thank you for your time, service, and all you do for our community!

Sincerely,

Deidra K. Bruner