

Dickey's Barbecue still working on site location, but coming to Gering in future



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Get your napkins ready, because barbecue is coming back to Gering.

Dickey's Barbecue Pit, the world's largest barbecue chain with more than 550 stores in 43 states, will be opening up a new franchise location in Gering.

Twin Cities Development Community Development Director Sean Overeynder started talking to franchise owner, Guy New, back in December, he said. Dickey's Barbecue Restaurants Inc., is based out of Dallas, Texas. New currently owns a Dallas, Texas, location and he is opening a new location here and another location in Texas.

"This isn't a small time player that we're bringing in," Overeynder said.

Founded by Travis Dickey in 1941, Dickey's is known for its authentic slow smoked barbecue. To this day, this family-run business still slow smokes all of their meats on site at each location, according to its website.

Overeynder said the time frame is dependent upon site location and what the City of Gering can do for the business in providing economic development (LB 840) funds. A location has not been decided upon yet.

"We're still working on wrapping up sites," Overeynder said.

The new restaurant will certainly bring in more revenue to the city of Gering and will create anywhere from 11-13 jobs.

"This company, when they strategically look at moving into a location, they look at a lot of things," Overeynder said. "They like partnering with the community and giving back to the community. This particular franchise owner, when the tornadoes hit Dallas, they opened their doors for three days and fed people for free. They're really big on community engagement and community partnerships."

"My goal has been finding companies that are going to fit well in the community and benefit the community as much as the community will benefit them," Overeynder said.

Overeynder also wanted to compliment the businesses already in the community.

"I look at where can we really enhance restaurants that are already here and existing," he said. "How can we enhance that experience and bring that entertainment factor back?"

The last few years, Scottsbluff and Gering have been growing and changing.

"We've got to keep the momentum going," Overeynder said. "We want people to look at this community and say, not only is this a place I want to raise my family, but we've also got a lot of the aspects of what we look for in a bigger city, just in a smaller setting with lower commute times, lower cost of living and a lower health index."

"It's a win-win for everybody that way," he added.

Dickey's menu is a mouth-watering assortment of smoked meats: beef brisket, pulled pork, ribs, polish sausage, turkey and chicken, according to its website. Dickey's is also family friendly, offering free kid's meals every Sunday.

For more information about the franchise, visit www.dickeys.com.