

Wanda and Gregory Backus just completed the expansion of their business, J's Place, at 323 E. Main St. in Pierce. J's Place offers a wide variety of high-quality burger and appetizer selections. J's Place offers ice cream with a huge selection of additional toppings. They are well known for its "Pierce Pounder." Is your picture on the wall? <https://piercejplace.com/pierce-pounder>



The expansion included the construction of a 33' x 15' shelter attached to the front of the building, a new front door, reconfiguring the kitchen/storage area, including adding a 20' storage container and insulating & walls for additional office space and storage, updating refrigerator, new freezer, and updating the A/C & heater. Rather than add more indoor seating, they felt it necessary to utilize outdoor seating. The business is located at Main Street, one block from the baseball diamond and only two blocks from the swimming pool.

Northeast Nebraska Economic Development District (NENEDD) provided technical assistance. NENEDD and the Backus' partnered Loren Kucera, Director of the Nebraska Business Development Center, for business plan assistance. The project maintained five jobs.

**Hours of Operation:**

Open Daily

School season hours: 11 a.m. – 9 p.m.

Summer: 11 a.m. – 10 p.m.

Phone: 402-329-6797

Website: <https://piercejplace.com/>

Email: [jsplace@ptcnet.net](mailto:jsplace@ptcnet.net)

Facebook:

<https://www.facebook.com/piercejplace>

**J's can now be found in the App Store**

