

Cabela's Inc. announces plan for retail store in Springfield

By [James Mayer, The Oregonian](#)

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Cabelas Store in Wheeling, West Virginia. [Cabela's Inc.](#), one of the nations' largest outdoor retailers, has taken aim at Oregon.

Cabela's Inc., one of the nations' largest outdoor retailers, has taken aim at Oregon. Cabela's announced plans Tuesday to build a megastore in Allen, Texas, [and open a smaller retail outlet in Springfield](#). Both are expected to open next spring.

"Oregonians have a rich tradition of enjoying the outdoors," Cabela's chief executive Tommy Millner said in a statement. "Fishing, hunting and wildlife viewing activities are a way of life for folks who live along the I-5 corridor and throughout the state. We're thrilled Springfield will be the location of Cabela's first store in Oregon."

The Oregon store will employ 150 to 200 people, and will occupy about 58,000 square feet in [Springfield's Gateway Mall](#). It will go into a space previously occupied by Ashley Furniture.

The largest Cabela's store is in Hamburg, Penn., with more than 250,000 square feet of floor space. The [company's existing Northwest locations](#), in Lacey, Wash., Post Falls, Idaho, and Boise, average 147,000 square feet.

The new store's exterior will reflect Cabela's traditional store model, with logs and stone work, while the inside will highlight the company's next-generation layout, which includes an aquarium, conservation-themed wildlife displays and trophy animal mounts, according to a company news release.

Cabela's Inc.

Headquarters: Sidney, Nebraska

Founded: 1961

History: Started as a kitchen-table mail-order business, and has grown and the world's largest direct marketer of hunting, fishing, camping and related outdoor merchandise.

Retail locations: 30 in the United States, 1 in Canada and five more, including Springfield, in development.

Earnings news: On Tuesday, the company said its first quarter net income increased to \$8.1 million, from \$5.1 million in the same period a year ago.

The store will also have a Gun Library, Fly Fishing Shop, General Store and Bargain Cave.

The company touts their stores as destinations, noting that the Kansas City store, for example, had over 4 million visitors in one year.

Nebraska-based Cabela's is the world's largest direct marketer, of hunting, fishing, camping and related outdoor merchandise. Since the company's founding in 1961, Cabela's has grown to become one of the most well-known outdoor recreation brands.

The company produces nearly 100 different catalogs per year, including specialty books focusing on such outdoor pursuits as archery, fly fishing and boating, as well as massive spring and fall master catalogs.

John Tamulonis, economic development manager for the city of Springfield, said it's not quite on the scale of Wal-Mart coming to town, but the Cabela's announcement is "still something we love to see in our little area."

Tamulonis said the city had talked to the company about finding a larger site. Cabela's had hoped to build one of their 150,000-square foot megastores. "But we didn't have a large parcel of land kicking around and available," he said.

But the city is happy to have the scaled-down model.

"We're glad to have another regional draw. It's good to have along I-5," he said.

The city did not offer the company any incentives to come to town, Tamulonis said.

It's certainly good news for anglers, according to Liz Hamilton, executive director of the [Northwest Sportfishing Industry Association](#).

"Given the loss of Joe's, it's been a real blow to anglers who were used to shopping in their own neighborhoods. That becomes another barrier to sportfishing."

It's also good news for local manufacturers of fishing gear, who will have a local sales outlet, Hamilton said.

"If there's room for more stores, the resource is healthy, and that's good for the industry as a whole," Hamilton said.

"We definitely tailor our stores for the region," said Cabela's spokesman Joe Arterburn. "It's not a cookie-cutter operation by any means, and the product selection reflects that."

-- [James Mayer](#)