

2 stores on Tejon Street leaving

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Owner moving to Nebraska, will go online with products

By JIM BAINBRIDGE THE GAZETTE

After 15 years of operating her gift-and-home decor store downtown, Tracy Holthus is closing the doors to Wild at Heart and converting it to an online store by early next year.

"I've been thinking about this for a long time," Holthus said, "and the time just seemed right."

Holthus will move her business from Colorado Springs to Scottsbluff, Neb., where she grew up and where her parents and siblings still live.

She'll alter her product line somewhat when she goes online, concentrating more on high-end, one-of-a-kind items that will appeal to a specialized audience.

She is planning a visit to Philadelphia Buyer's Market next spring to find handmade jewelry, sculpture, tapestry and furniture pieces.

"The Internet business will be a real plus in that we will be able to reach a broader market," Holthus said. "There's a huge potential for this. I'm very excited."

The company's first Web site (www.wildatheartltd.com) has been registered, and Holthus is evaluating candidates to build the site for her.

It is due to go online in January.

Wild at Heart had only recently moved from a 5,000-square-foot space at 117 N. Tejon St. to across the street at 130 N. Tejon St., where Holthus said she cut overhead by paying rent on 2,000 square feet.

Property manager Mark Kemper has begun the search for a new tenant at the 130 N. Tejon St. property owned by Jolanthe Saks.

Preliminary talks with renters began Thursday.

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DAVID BITTON, THE GAZETTE - Tracy Holthus, owner of Wild at Heart, said "the time just seemed right" to change her business to an online store early next year when she moves to Scottsbluff, Neb