

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization Lincoln Community Foundation, Inc.

Name of Agency: Lincoln Partners for Public Art Development – a fund of the Lincoln Community Foundation

Contact Person Lori Thomas, Director of LPPAD; Barbara Bartle, President of LCF

Address/City/State/Zip 215 Centennial Mall South, Suite 100, Lincoln, NE 68508

Telephone: (402)770-3642 **Fax:** (402)476-8523 **Email:** lppaddirector@gmail.com

Organization Status: Non-Profit Association Civic Group Other

Applicant Government/organization Federal ID number 47-0508128

If tax exempt organization, designate IRS classification: 501©3 501©6

Provide a detailed description of your exhibit/attraction:

The mission of Lincoln Partners for Public Art Development (“LPPAD”) is to develop a public art collection of national prominence in Lincoln, Nebraska, which will enrich the quality of life for Lincoln’s residents, complement the City’s exceptional educational and cultural amenities and support a positive economic environment in the community. This program serves to unify the community, to encourage creativity, and to reflect the diverse cultural heritage of Lincoln residents. The quality of the collection, programming, and projects attract visitors, enhance their experience, and bring national recognition and prestige to the City of Lincoln.

Between the City of Lincoln and the Sheldon Museum of Art, Lincoln is home to more than 150 public art pieces. Of these, 7 major pieces of art have been added in the last 3 years. 7 more pieces will be added permanently or temporarily in 2017. Beginning in July of 2017 The Cube will display digital art acquired from ongoing international juried competitions with entries from all over the world. As our collection and commitment to public art continues to grow, we are seeking ways to engage the public, and promote Lincoln as an arts destination and a prestigious public art venue.

According to the most current Art & Economic ProsperityIV report, arts and cultural events yield 1.3 million attendees annually in the city of Lincoln. Because public art is unique in that it can be viewed multiple times a day, in 150 locations throughout the city, 24 hours a day, from a car or by walking, it’s likely that public art has at least 1.3 million attendees (viewers) annually in Lincoln. See attached summary of Art & Economic ProsperityIV (FY2010) report for Lincoln, NE.

Numbers of attendees estimate: Out of town 278,575 Local 1,029,289

Check all that apply:

- Expanding and improving any existing visitor attraction
- Planning or developing such expansion improvements, exhibits or additions
- Acquiring or expanding exhibits for existing visitor attractions
- Promotion and advertising costs associated with such exhibits.

Please describe project as indicated above.

The Public Art Engagement Project would provide a smart phone application named Otocast which will serve as a tour guide for 50 pieces of public art selected from the City of Lincoln’s collection and the Sheldon Museum’s collection. Otocast provides a platform for mobile audio guides. These guides facilitate discovery of recommended “points of interest” in any geography and encourage exploration of the surrounding area, which in turn increases engagement and benefits local businesses and economy, as visitors spend more time in the area.

This App provides a means to identify, locate, and navigate public art in proximity to the user. Through the use of images, videos, and audio recordings, App users would experience public art in Lincoln, while listening to the artist speak, watching a video of the artist at work, or reading about the historical significance of the sculpture. Users will be immediately immersed in an engaging and contextually significant experience with Lincoln’s public art collection.

The App will showcase 50 of the best pieces of Lincoln’s public art, while more broadly drawing attention to the entire rapidly growing collection. Because Otocast allows various guides to exist within a single application, people using Otocast anywhere in the world will be made aware of Lincoln’s public art collection.

The Public Art Engagement Project covers the expense of gathering the data to be used in the Otocast guide, creating the Lincoln public art guide within the Otocast app, updates to the software, and ongoing technical support throughout the development period up until the app goes live, plus 3 years. The Public Art Engagement Project would also purchase brochures and flyers to be distributed at LNK airport, The Visitors Center, hotels, The Sheldon Museum of Art, The Lincoln Arts Festival etc. and fund social media ads to get the word out.

Project Start Date: Summer 2017 **Completion Date:** April 2018

Is this project part of a larger renovation project? NO

As it pertains to the grant related project, provide breakdowns of radio and television advertising, showing individual costs, call letters and cities of origin. Also give breakdowns of magazine advertising by individual publications and costs. Similarly, separate the costs for brochures, travel shows by location, billboard advertising, etc. Include target market demographics.

(See attached marketing budget)

Do you anticipate submitting future applications for projects relating to this project? NO

Total projected budget (attach detailed budget)

Total Revenue: \$ 0.00

Total Expense: \$ 10,000

How will your project impact new visitor recruitment and lodging tax revenues?

Acquiring a public art app is an initial step to promote interaction with public art and to highlight the vibrant and growing public art scene in Lincoln, NE. With the app, the city of Lincoln will be aligned with other major cities in the US with great public art collections and will help put Lincoln “on the map” as a nationally recognized art venue. Otocast currently provides 104 guides for cities throughout the U.S. with 2,023 points of interest within those guides. Lincoln will be in good company.

Public Art is a unique animal. Unlike its museum and arts festival cousins, public art is free to view and accessible by everyone, and nearly impossible to track its viewers. Because we are unable to accurately predict the number of overnight stays this app will generate, we've looked at three different ways to quantify the value of a public art app: 1) Predict the number of App users based on comparison with other cities who have the app; 2) Estimate the number of app users based on the number of visitors to the Sheldon Museum of Art and the Sheldon Sculpture Garden and use economic impact research for arts organizations in Lincoln, NE to determine local vs. out of town users. 3) Share partnerships and planned future events we intend to host using the public art app. In conclusion, we used the most logical of these three estimates and tried to conservatively guess the number of overnight stays the app will generate.

1) **COMPARISON CITY USING THE APP:** According to Otocast, the city of Columbia, Missouri's public art guide went live in October of 2014 and highlights 39 pieces of public art. These pieces of art have been selected 4,521 times. Audio clips have been played 567 times. With Lincoln's population more than twice the size of Columbia, **we can anticipate the app being accessed approximately 9000 times with audio clips being played nearly 1100 times.**

2) **SHELDON MUSEUM STATISTICS:** We are in a rare position of being able to make an app that incorporates both the world class Sheldon sculpture collection and the city of Lincoln's collection. Most other cities utilizing the Otocast app do not have this kind of collaboration, or 'point of contact' with potential public art viewers. It is only reasonable that our app will be put into the hands of more interested parties because we have a built in audience with the Sheldon visitors. The Sheldon Museum of Art has 50,000 visitors annually. This includes approximately 3,100 6th grade LPS students who tour the sculpture garden and bus loads of elementary students from all over the state. Additionally 20,000 visitors annually attend Jazz in June in the Sheldon Sculpture Garden and 1000 guests attend weddings in the Sheldon Sculpture Garden. While the Sheldon's webpage currently has 46,669 users, 60% of those users are from outside of Lincoln – we know that the Sheldon draws visitors from all over the world.

According to Arts and Economic Prosperity IV, 21.3% of all arts attendees come from outside of the city of Lincoln. Applying the 21.3% to the **71,000 annual visitors of the Sheldon gallery and sculpture garden would predict that 16,400 visitors interested in public art come from outside of the City of Lincoln.** It is reasonable to assume that many Sheldon visitors will utilize the app, though predicting how many will become overnight guests is anyone's guess.

3) **PROJECTED FUTURE EVENTS:** Working with partner organizations such as the Sheldon Museum of Art, Lincoln Parks and Rec, Lincoln Public Schools and Art Reach, we will utilize the app to develop an Amazing Art Race and/or Public Art Hunt to span several months in 2018. The partnership will be geared toward children and families and encourage public art as a form of play, a wellness activity, and an art appreciation learning project. This program will also extend to schools outside of the city of Lincoln. We intend to roll-out the App and public art hunt at two separate events: International Sculpture Day, April 24, 2018 and 'Party in the Parks' in May of 2018. Previous 'Party in the Parks' have had several hundred participants.

A similar public art hunt conducted in Boston, MA using Otocast yielded more than 1800 users over a short three month "hunt". Such use of the App will significantly increase the reach of our project, and introduce more people to Lincoln's public art.

LPPAD will also work with non-art organizations to promote public art and the app on their materials, e.g. Great Plains Trails Network on their widely distributed Trails map and Lets Move Lincoln! on their 'Healthy Community Resources 54321 Go!' map. We will also partner with the Lincoln Arts Council and promote the app through the Lincoln Arts Festival which has a regional draw.

The app will be a major component of future public art programs and events and provide a means to track activity surrounding public art. It will enhance the experience of those already visiting our city, and encourage new visitors to make the trek to Lincoln. Additionally, visitors coming for other events, such as football games, college visits and business travel, will have easy access to Lincoln's public art experience and another reason to bring their family along and stay an extra day.

Estimated annual visitors: Local 53,600 **Outside of Lincoln** 16,400 (Based on Sheldon visitors)

Estimate Annual Economic impact of your facility and/or project based on lodging tax use
(Use multipliers listed below)

Is this based on annual use of the facility or for a specific event/exhibition? Annual use

#of hotel rooms utilized: 1,640 (10% of outside of Lincoln visitors) X \$245

*National/Regional event Multiplier - \$375 per night

*State event - \$350 per night

*Local event - \$245 per night

TOTAL ECONOMIC IMPACT BASED ON FORMULA: \$401,800

Is this grant request in addition to other project related grant requests?

NO

If yes, then list other grant requests: _____

Grant amount requested from Visitors Promotion Committee

\$10,000.00

Signature of Applicant:

Barbara M. Baitle President, Lincoln Community Foundation, Inc.

W. Thomas Director, Lincoln Partners for Public Art Development

Date: 4/20/2017

Return Application (s) to:

Lincoln Convention and Visitors Bureau

Attn: Jeff Maul, Executive Director

1135 M St. Suite 300

Lincoln, NE 68501

For more information:

(402)434-5343

jmaul@lincoln.org

ATTACHED:

Completed application with project description & project budget

Operating budget

Marketing plan

Contractors' bid(s)

Support letters and or entity board approval

Proof of 501 (c)3 or 6 status

15 copies of the application, stapled

Public Art Engagement Project – LPPAD

PROJECT BUDGET

1) OTOCAST Public Art App for Lincoln, NE	\$9000.00
2) Brochures (1000)	\$350.00
3) 8.5 x 11 Flyer (500)	\$175.00
4) Outdoor signage (10)	\$325.00
5) social media purchased advertising	<u>\$150.00</u>

TOTAL PROJECT BUDGET: \$10,000.00

Public Art Engagement Project – LPPAD

2017 LPPAD OPERATION BUDGET

Beginning Balance	28,175.40
Income Statement	
Revenues	
*Donations- cash	10,000.00
*Transfer In-Gifts	
*Corporate Sponsorships	25,000.00
*Partner Agency Expense Reimbursement	5,000.00
Total Revenues	\$40,000.00
Expenses	
Distributions – Grants	
Supplies- Office	100.00
Program Related Expenses	650.00
Contractual – Consultant	30,000.00
Total Expenses	\$30,750.00
Net Surplus/Deficit	\$9,250.00
Ending Balance	\$37,425.40

*Projections

Lincoln Community Foundation 2017 Operating Budget

	<u>Nine Months Ended September 30, 2016</u>			<u>Year Ended December 31, 2016</u>			<u>Year Ended December 31, 2017</u>		
	Notes	Actual	Budget	Variance	Dec 31 2016	2016 Budget	Variance	Budget to	
					Projection			Actual Pct	
							Change		
<u>REVENUE</u>									
Donations- cash		6,632	-	6,632	12,000	12,000	-	18,000	
Investment income		30,977	27,000	3,977	41,300	36,000	5,300	42,000	
Other revenue		9,501	3,000	6,501	9,501	4,000	5,501	10,000	
LCF Professional Fees	1	909,619	927,049	(17,430)	1,221,619	1,241,654	(20,035)	1,251,549	
Transfer In-Endowed funds	1	397,670	390,577	7,093	534,639	525,182	9,457	536,586	
				-					
Loan interest from Building Fund		90,000	90,000	-	120,000	120,000	-	120,000	
Total Revenue		<u>1,444,399</u>	<u>1,437,626</u>	<u>6,773</u>	<u>1,939,059</u>	<u>1,938,836</u>	<u>223</u>	<u>1,978,135</u>	2%
<u>LCF OPERATING EXPENSES</u>									
Personnel and benefits									
Wages	2	810,221	844,426	34,205	1,095,683	1,125,901	30,218	1,185,841	
Temporary Employment			375	375	-	500	500		
FICA Expense-Employer		60,186	60,366	180	79,200	80,488	1,288	85,166	
Workers Comp. Expense		4,587	2,950	(1,637)	4,587	3,933	(654)	4,750	
Health Insurance Expense	3	45,668	54,063	8,395	63,668	72,084	8,416	68,332	
L.T.Disability Ins. Expense		6,558	6,893	335	8,853	9,191	338	9,115	
S.T. Disability Ins. Expense		4,898	5,030	132	6,605	6,707	102	6,772	
Life Insurance Expense		5,058	5,452	394	6,990	7,270	280	7,091	
Dental Insurance Expense		3,950	4,951	1,001	5,554	6,600	1,046	5,250	
Retirement Expense		23,619	23,645	26	31,350	31,527	177	35,095	
HSA Deposit Expense		14,710	16,828	2,118	19,711	22,438	2,727	20,713	
Parking		8,217	8,250	33	11,100	11,000	(100)	12,000	
Total Personnel and benefits		<u>987,672</u>	<u>1,033,229</u>	<u>45,557</u>	<u>1,333,301</u>	<u>1,377,639</u>	<u>44,338</u>	<u>1,440,125</u>	8%

Lincoln Community Foundation 2017 Operating Budget

	<u>Nine Months Ended September 30, 2016</u>			<u>Year Ended December 31, 2016</u>			<u>Year Ended December 31, 2017</u>		
	<u>Notes</u>	<u>Actual</u>	<u>Budget</u>	<u>Variance</u>	<u>Dec 31 2016</u>	<u>2016 Budget</u>	<u>Variance</u>	<u>Budget to</u>	
					<u>Projection</u>			<u>Actual Pct</u>	
							<u>Change</u>		
Other Operating Expenses									
Investment expense		54,683	56,263	1,580	75,000	75,684	684	76,000	
Supplies- Office		8,170	9,000	830	12,000	12,000	-	12,000	
Postage/Freight		5,850	6,000	150	8,000	8,000	-	9,000	
Printing		4,616	3,000	(1,616)	5,800	4,000	(1,800)	6,000	
Memberships	4	40,564	36,750	(3,814)	42,500	37,000	(5,500)	43,000	
Publications & Subscriptions		843	500	(343)	1,000	1,000	-	1,000	
Telephone		8,464	11,250	2,786	12,500	15,000	2,500	12,500	
Repairs & Maint.-Equipment		1,013	1,125	112	1,200	1,500	300	1,500	
Maintenance Agreements	5	51,661	45,750	(5,911)	62,796	52,000	(10,796)	68,500	
Contractual - Audit/Acctng		34,239	38,000	3,761	38,000	38,000	-	36,000	
Mission investing consultation			12,500	12,500	-	25,000	25,000	-	
Legal Services Expense		3,900	3,600	(300)	3,900	3,600	(300)	3,900	
Marketing		65,776	83,750	17,974	98,376	107,000	8,624	105,000	
Give to Lincoln Day- Marketing	6	41,189	30,000	(11,189)	51,189	30,000	(21,189)	40,000	
Donor Relations		2,030	3,750	1,720	3,600	5,000	1,400	5,500	
Board and Committee Expense		3,148	3,000	(148)	4,250	4,000	(250)	4,250	
Local meetings		4,441	1,875	(2,566)	5,000	2,500	(2,500)	4,000	
Emp Ed & Seminars		19,857	17,656	(2,201)	22,500	20,000	(2,500)	22,500	
Insurance-Liability		4,768	4,000	(768)	5,500	4,000	(1,500)	5,500	
Total Other Operating Expenses		355,212	367,769	12,557	453,111	445,284	(7,827)	456,150	1%
Transfers									
Transfer Out-LCF Office rent		49,973	49,973	-	66,631	66,631	-	66,631	
Transfer Out- LCF storage rent		2,395	2,395	-	3,193	3,193	(0)	3,193	
Total Transfers		52,368	52,368	-	69,824	69,824	(0)	69,824	
Total LCF Operating Expenses		1,395,252	1,453,366	58,114	1,856,236	1,892,747	36,511	1,966,099	6%
NET SURPLUS/(DEFICIT)		49,147	(15,740)	64,887	82,823	46,089	36,734	12,036	
2016 Strategic Initiative:									
Website overhaul					40,000	40,000			

Notes:

1. No changes in fee structure or fund payout percentages for 2017.
2. New development officer didn't start until June 2016. No staffing changes for 2017. All staff receive 3.5% increase effective January 1.
3. Rate increase of 9% assuming we stay on same plan (HDHP- \$4,000 deductible)
4. COF and LPED dues increased in 2016 but were unknown at time of budget preparation. No increase for 2017.
5. Blackbaud costs have increased significantly as we have gone to cloud based hosting.
6. 2016 expense includes a \$10,000 contract payment for 2017 services.

Public Art Engagement Project – LPPAD

MARKETING BUDGET & PLAN

(Costs are estimates rounded to the nearest dollar)

1) 1000 Brochures, points of distribution	\$350.00
a. Sheldon Museum of Art	
b. Lincoln Arts Festival	
c. Party in the Parks	
d. Visitor’s Center	
e. LNK airport	
f. other	
2) 500 Flyers, points of distribution*	\$175.00
a. Lincoln Parks and Rec Facilities	
b. College Campuses	
c. Coffee Houses	
d. Lincoln Public Schools	
e. Bicycle/Trail Organizations	
f. Other	
3) 10 all -weather Signs*	\$325.00
a. Displayed near key pieces of public art	
4) Social Media Ads	\$150.00
a. Facebook	
b. Twitter	
c. Instagram	
5) News Print	\$0.00
a. Neighborhood Extra “Art in Your City” column	
b. “L” Magazine Feature	
c. Lincoln Journal Star Coverage	
d. Lincoln Today Magazine	
6) Cross-Promotional Media Opportunities	\$0.00
a. Sheldon Museum of Art	
b. Lincoln Parks and Rec	
c. Channel 5 City of Lincoln TV	
d. LPS	
e. Great Plains Trails Network Map	
f. Let’s Move Lincoln 54321 Go! Map	

Total Marketing Expense: \$1,000

*Attached bids from Firespring indicate these budget numbers are in line with market prices, though these bids do not match exactly in quantity with the budget plan. Minor variations in material, & sizes can be made to stay within budget.



Public Art - Lincoln, NE

Mobile Audio Guide Proposal

April 2017

Prepared for:

Lori Thomas, Director
Lincoln Partners for Public Art Development

lppaddirector@gmail.com

Prepared by:

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(914) 923-4626

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1 Introduction

Otocast provides a mobile app platform for audio guides. These guides facilitate discovery of recommended “points of interest” in any geography and encourage exploration of the surrounding area, which in turn increases engagement and benefits local businesses and economy. The initial version of the app, entitled “Ossining in 3D”, was created for a public art exhibition held in honor of the bicentennial celebration in Ossining, NY.

Subsequent to the Ossining implementation, a “platform” version of the app was developed, to allow various tours from multiple locations to co-exist in a single application. This approach provides substantial benefits to both tour contributors (a single platform reduces overall maintenance and support efforts) and end-user customers, who no longer have to search for a new app for every location they visit, for every personal interest.

As of this writing, the app provides access to over 90 guides and 1,800 points of interest, for people across North America and beyond.

In brief, the app allows visitors to:

- Choose a desired tour.
- See a list of stops (‘points of interest’) in a tour, both as a list and on an interactive map.
- Follow a prescribed path through the tour, or access points of interest in an order that best suits their interests.
- Read about a point of interest, see photos, get directions and hear an audio narrative.
- Share information about a point of interest via social networks (i.e., Facebook, Twitter, and Instagram) or email.
- Easily access web-based information about the tour, artists or other relevant information.

In addition, analytics are included to gain an understanding of how people use and interact with the app. Some examples of available data include duration of sessions, listening times, and total access counts for each tour and point of interest. Pending specific needs, additional variables and reporting can be provided.

To better illustrate the functionality available, whether for public art, landmark buildings, historical sites and/or other themes that could benefit from guided/narrated commentary, we have created a sample utilizing content gathered from the Lincoln Public Art website as well as Google maps.

Unless otherwise noted, the images on the following pages are taken from the most recent release of the app, available in the iTunes App Store at the following location:

<https://itunes.apple.com/app/otocast/id880987065?ls=1&mt=8>

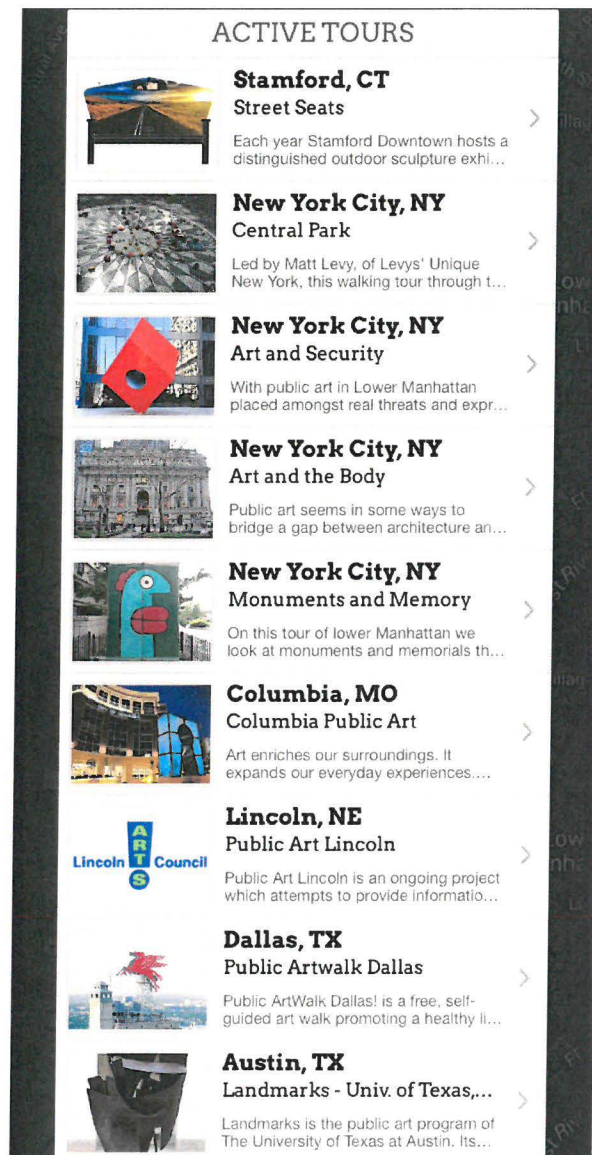
And in the Google Play store at the following location:

<https://play.google.com/store/apps/details?id=com.otocast.app>

2 Sample Screens

2.1 Main screen

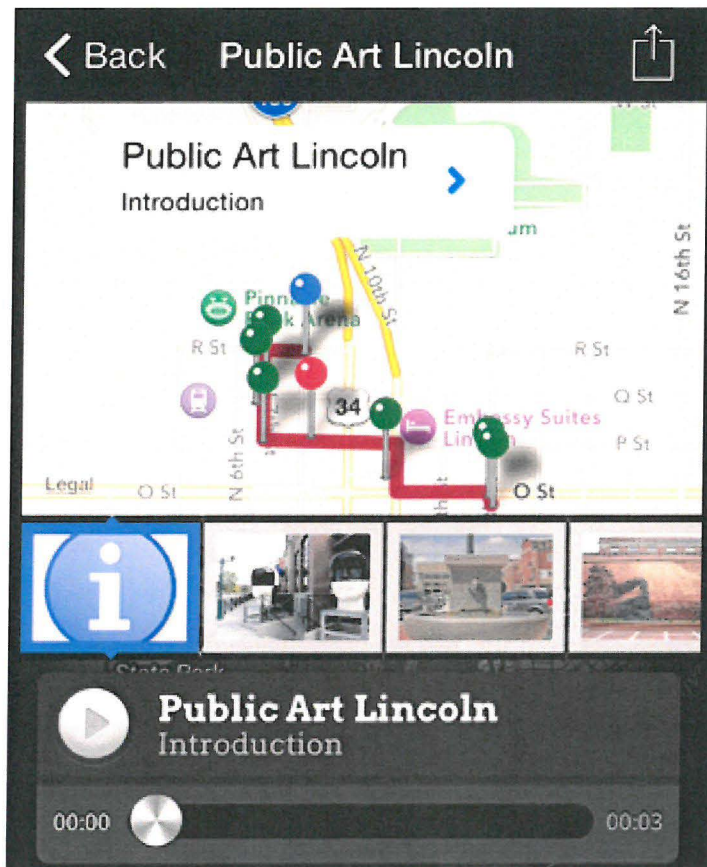
When the app starts, a list of currently available content is presented in a scrolling, vertical list. The city, title and brief description of the tour are displayed, along with a selected image from the tour. Using the mobile device GPS functionality, the app will order the guides according to what is geographically closest to the current location. For users in the Lincoln area for example, they will initially see guides for Lincoln, followed by other themed tours in and around the area.



2.2 Tour Information

Selecting a tour brings the user to an overview of the available “points of interest”, which are displayed in two ways:

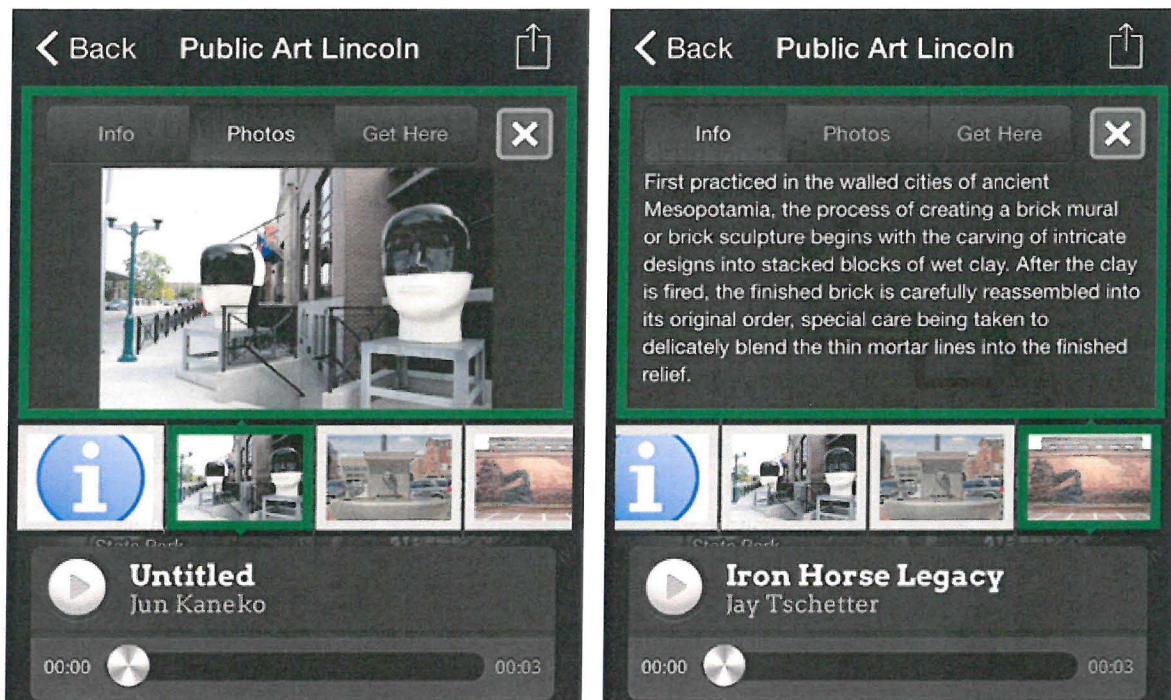
- An interactive map, showing the user’s location as well as pushpins for points of interest from the tour.
 - The map may be panned and zoomed to better orient the user to their location, as well as the locations of the tour points of interest. The map may also be rotated to help orient the user as they explore the area.
 - The map can appear as a satellite view, a standard ‘sketch’ view, or a hybrid.
 - The color of each pushpin is independently configured to allow various subjects to be represented on a single map. In the example below, green represents a destination spot on the tour, while the red represents a local advertiser, and other colors could be used for general information about the tour and the Riverwalk.
- A horizontal, scrolling thumbnail list, located under the map. Touching a thumbnail image will highlight the corresponding pushpin, and vice versa.



2.3 Tour Details

In addition to displaying the name of the tour point, the information box provides access to three additional pieces of information:

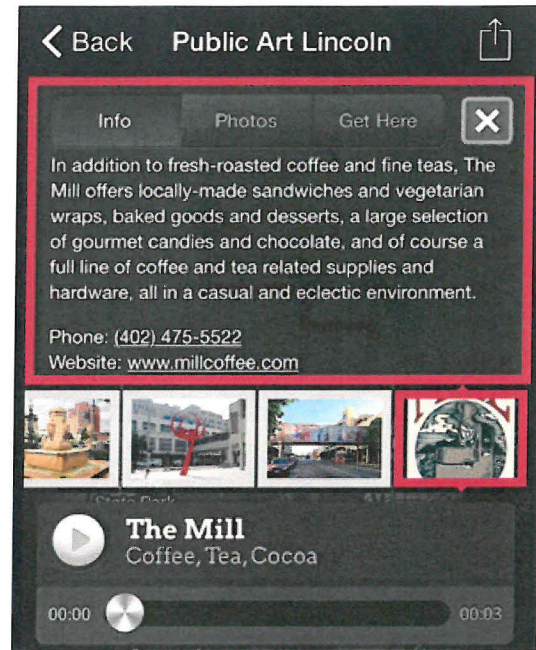
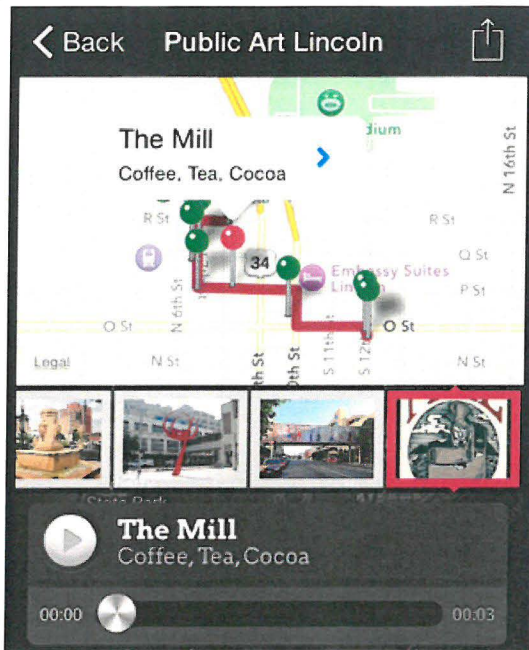
1. A text description about the point of interest, which can include active links to websites, schedules or phone numbers. It can even be used to link to voting or other applications.
2. Photos of the point of interest.
3. Directions to the point of interest from your current location



The audio player (located under the images) plays a recording associated with the tour point and remains available for listening to the associated recording, even as users browse the detail information.

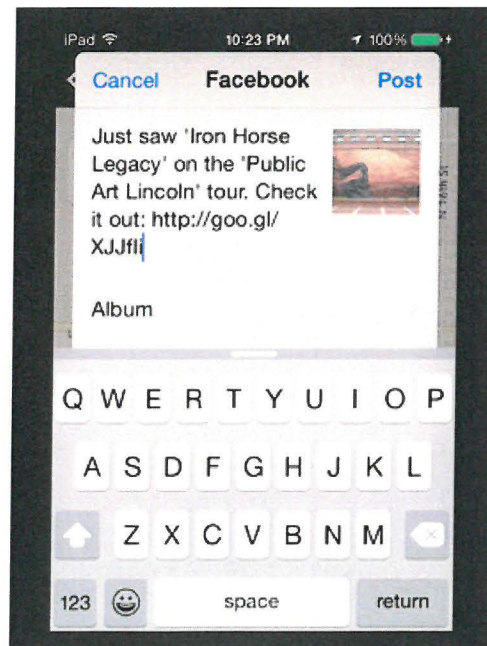
2.4 Non-tour locations

In addition to points of interest associated with the tour's theme, city or sponsor locations may be included in the guide. Their entries are offset from the primary points by a number of attributes, such as color, but they receive the same functionality as a primary point-of-interest (i.e., text, audio, photos, directions).



2.5 Social Media Engagement

To encourage sharing from within the app, and to allow users to comment on their experiences, the app supports integration with Facebook and Twitter, Instagram and email. From within the detail pages of a tour, users have the ability to share the currently viewed photo and some commentary to one of the social networks. This feature is dependent on the user having accounts on the destination services.



2.6 Tour Content

2.6.1 Types

Tours/guides can be created for any theme, and for any duration, whether major venues, temporary exhibits, historic landmarks, nature trails, general points of interest, etc.

2.6.2 Data Gathering

In summary, each stop on the tour requires the following pieces of information:

- Location
 - As the app is GPS-based, we need the longitude / latitude for a given location, typically obtained from Google maps or similar utilities.
- Name/Title
 - An optional sub-title may also be provided.
- Text description
 - In addition to general descriptions, this can contain active HTML links, images and embedded video.
- Photos
 - Up to 5, though there must be at least one.
- Audio
 - Generally less than 3 minutes, but this is not a hard/fast rule. If someone has more to say – great. The gist of the audio is not to repeat what is in print, but to create a deeper engagement with the audience.

Otocast understands that resources are always an issue, and we try to minimize any additional effort needed from you or your team. To facilitate the creation of the guide, there is no new software or systems that you need to learn. All you need to do is provide, in any format that is easiest (e.g., spreadsheet, Dropbox, Google Drive, email) the content mentioned above:

- Name of the piece / Artist name (with Contact information)
- Expected location (could be an address, or GPS location)
- Brief description (which can come from the artists submission, or, if not available, something we can extract from the artist website). If the pieces are for sale, please include pricing, contact information, etc. to facilitate promotion and sale of the artwork)
- At least 1 photo (which can come from the artists submission, or from your official registry)

We take it from there and reach out to the artists to add audio commentary and create the guides, asking you to review it for approval.

We can also provide QR codes for inclusion in press releases, brochures and maps to direct visitors to the proper app store to get the custom guide.

3 Otocast products / services

3.1 General features

The following summarizes the various features included with the Otocast application and are available to any tour/guide in the platform.

- **iOS / Android platform support:** allows the app to be run on iPhone, iPad and a variety of Android-based smartphones.
- **Themed tour(s):** provides a focused content offering catered to a unique tour with many available tour stops.
- **Multiple Points of Interest:** provides a variety of tour stops to engage visitors. These stops can be associated with a single category (e.g., stone, steel, ancient, etc.) and can also be combined with other points of interest related to a different genre or tour sponsor. Color-coding the route markers and info panels provides immediate identification to the app user.
- **Audio Commentary:** for each point of interest provides insight to the elements of the tour, deepens the engagement and fosters a longer experience with the tour point of interest and its surroundings. For art pieces, we work with the artists to get a first-person narrative.
- **Info Panel:** for each point of interest, the app provides associated photos, descriptive, rich text and mapped directions from the user's current location.
- **Self-guided:** tours are available due to the point-to-point mapping feature. An app user can decide to follow the tour route as presented, or selectively visit particular points of interest.
- **Custom content:** in the 'info' module of the tour can incorporate active links that facilitate access to the city, Public Art Committee, exhibition, or other website, initiate a call, or generate the beginnings of an email for customer feedback.
- **Social media integration:** allows users to create a Twitter "tweet" or post information about a point of interest to a Facebook page or upload an image to Instagram.
- **Embedded advertising:** allows non-tour points (e.g., local advertisers or sponsors) to be included in the tour(s) –differentiated from points of interest by color and by keeping these points disconnected from any prescribed path. Otocast offers this feature as a revenue sharing opportunity with the hosting organization (i.e., the tour owner).
- **Google Analytics:** provides access to a variety of usage statistics including number of times the app was accessed, time of day, which screens were the most popular, the time spent in the app, time spent in each audio file, and listings of most popular tour stops.
- **Content updates:** The architecture of the app facilitates updating content in your guides. Any changes sent to Otocast (e.g., new sites, updated text, photos or audio) will typically appear in the app within 24 hours. Similarly, new guides, such as ones that might be created for temporary exhibitions will also appear within 24 hours (assuming all required content is made available).

3.2 Tour Creation and Training

Gathering information about the tour will be a collaborative effort between Public Art Committee personnel and Otocast. Audio recordings may be done remotely, through various utilities on smartphones or computers, and emailed to Otocast. All content will be reviewed by appropriate Public Art Committee and/or associated town personnel for accuracy and any desired modifications. Once content has been gathered, the guide will appear in the Otocast app within 1 business day.

3.2.1 Fees

3.2.1.1 Setup and Configuration

An initial fee of \$125 per “point of interest” (for 1 - 49 points) is associated with creation and implementation of guides in the Otocast platform. The fee is irrespective of the number of distinct tours, i.e., the points may be divided into as many tours as desired, without incurring additional fees. For implementations with 50 or more points of interest, the fee is reduced to \$100 per point (for points 50+).

We also recommend an “introduction” entry for each guide – this has no additional fee.

Throughout the first year, you may make as many changes and updates as needed, whether it is updating text, audio, photos, temporarily removing a piece, or adding some new ones. Modifications to an existing guide are generally available within the same business day.

3.2.1.2 Ongoing Maintenance

A maximum annual fee of \$60 per “point of interest” (\$50 for implementations with more than 50 locations) is due one year after the guides are published to the platform. The fee is considered “maximum” because it can be reduced by fees obtained from embedded sponsors (see following section).

3.2.1.3 Sponsorship / Advertising

The Otocast app accommodates options for non-themed tour locations, such as for sponsorship.

- Embedded in the app – sponsors appear in the interactive map (not connected to the tour, and with different color pushpins to identify their “non-theme” status).
- Sponsors receive the same set of features (audio, photos, etc.) as any “themed” point of interest.

Sponsors may be acquired by Otocast or the Public Art Committee. We recommend maintaining a high ratio of themed points to sponsors, to avoid the guide having too many non-themed locations (e.g., one sponsor for every six or seven points of interest).

- 50% of the sponsorship money will be credited against any recurring fees. If a sponsor is associated with the initial launch of the guide, then the credit will apply to the initial setup and configuration fees.

3.2.1.4 Marketing

Otocast would like marketing support from the Public Art Committee to inform visitors about the availability of the guides. This includes, but is not limited to, listing Otocast on associated websites,

issuing a press release, and creating announcements on social media. Otocast will create similar announcements.

3.3 Technology advancements

Technology changes very rapidly, particularly in the area of mobile computing. Just 2 years ago, for example, mobile apps were barely a consideration for large scale events like the Olympics, let alone smaller implementations. In the most recent Sochi Games however, millions of people accessed information through their mobile devices, using them in ways barely imagined a few years ago.

Over the next few years, we again expect additional, major advances to be made. With that in mind, we plan to “keep with the times” and enhance the app accordingly, implementing new services as customer expectations change and these technologies prove themselves stable.

Since the time of our initial launch, the Otocast app has had a number of updates to accommodate specific customer requests, as well as implement planned features and improvements.

4 Appendix

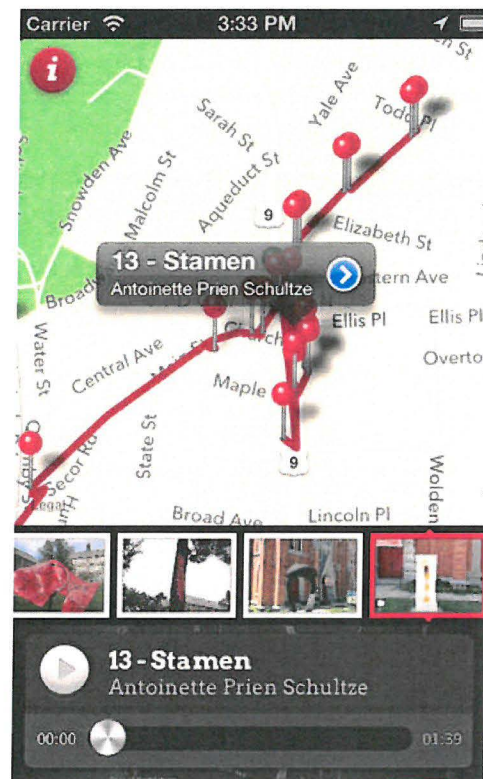
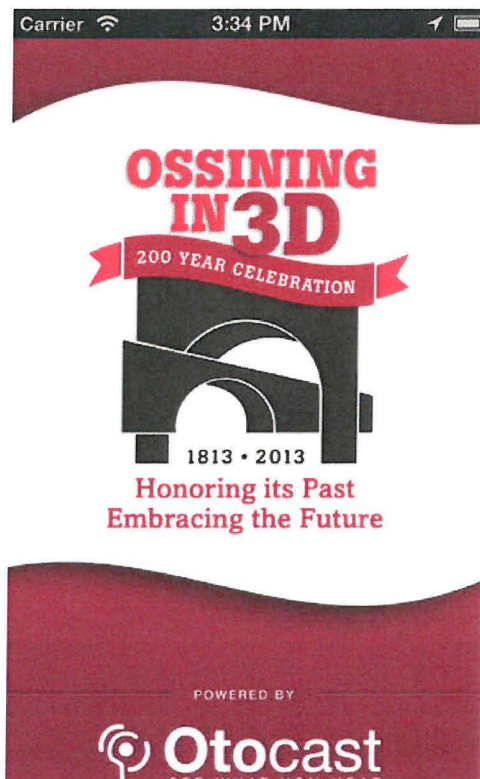
4.1 “Ossining-in-3D”

In 2013, the village of Ossining, NY hosted a juried sculpture exhibition as part of its bicentennial celebration. The 26 selected art pieces were displayed along a 1.5 mile path throughout the village. Otocast created a complementary walking tour app to enhance the exhibition experience. The app included audio commentary by the artists, the village mayor and the show’s curator. In addition to the art pieces, tour stops were created for 3 local sponsors (2 restaurants and a nature preserve). App statistics show that these sponsor’s tour stops were among the most frequently played audio.

The tour in the app is laid out along the same path as that seen on maps printed by the village, the majority of users created their own tour, visiting their favorite pieces in the order that they wished. The app has over 60% repeat use, with the longest listeners staying in the app for over 90 minutes.

A town-issued press release about the app can be seen here:

<http://www.prweb.com/releases/2013/10/prweb11168631.htm>.



4.2 Content partners

Otocast works with a variety of organizations to promote local attractions. The following map illustrates locations of our guides to date.



A partial list of specific partner entities includes:

4.2.1 Local Government

Colorado

- Colorado Springs

Connecticut

- Stratford
- Stamford
- New Haven
- Norwalk

Indiana

- Michigan City

New York

- Cortlandt
- Ossining
- Yonkers

Ohio

- Columbus
- Fairfield
- Hamilton

Michigan

- Hastings

Missouri

- Columbia

4.2.2 Economic Development / BIDs

- Boston
- Chicago
- Dallas
- Indianapolis
- New York
- White Plains, NY

4.2.3 Tourism / Destination Marketing

- Decatur, GA
- Roswell, GA
- Palm Desert, CA
- Howard County, MD
- Boston Harbor Association
- Historic Hudson River Towns, NY
- Chicago Sculpture Exhibition
- New Haven Garden Club, CT
- Museum of Art, DeLand, FL
- Pyramid Hill Sculpture Park, OH
- True/False Film Festival, Columbia, MO
- Landmarks, UT Austin
- Kingsbrae Garden, St. Andrews, NB
- Indulge New Brunswick Festival
- Frisco Arts Walk, Frisco, TX
- Napa ArtWalk, Napa, CA
- Art on the River, Dubuque, IA
- Art in the Streets, Colorado Springs, CO
- Art Encounters, Highlands Ranch, CO

4.2.4 Historic Preservation

- Preservation Austin, TX
- Encinitas Historical Society, CA

More information about the partners, as well as links to news articles and a promotional video can be seen at our website: www.otocast.com.

4.3 Local marketing

To encourage usage of the app, various efforts are undertaken to promote its availability. This is done through Instagram, on websites, in printed brochures and maps, and on signage. Some examples are:

Colorado Springs - brochure

THANK YOU TO OUR DONORS

ART ON THE STREETS

The Art on the Streets program relies solely on tax-deductible contributions from individuals, businesses, and foundations. Thank you to all our Art on Streets donors. All donors will be recognized in our Downtown Partnership annual report.

Special gratitude goes out to the following individuals who contributed to Art on the Streets under the Bob Hayes Memorial Purchase Fund at a level of \$1,000 or greater. Each of these donors also recognized their support on a plaque accompanying a piece in this year's exhibit.

Neil Ross
Ahmed W. Metzger & Esther Boynton
Susan Bergquist
Dwight R. Jorgensen Fischer
Lynn & Barbara Gladis
Sam & Kathy Guadagnoli
Lydia Hill
Duffy & Katherine LLC Foundation
Gary A. Jones Local
David Lord
Tom & Ann Neaghton
Ed & Mary Osborne
Melis D. Kiro in memory of Lucy D. Ross
Wayne & Betty Shupe

Art happens because of YOU
Art on the Streets is made possible only through the support of sponsors, foundation grants and individual donors. To contribute to Art on the Streets, make checks payable to Downtown Ventures and send to 111 S. Tejon St., Ste. 400, Colorado Springs, CO 80901. Downtown Ventures is a public, non-profit, and your contributions are tax-deductible. Downtown Ventures is designated as a project of the El Paso County Enterprise Zone. Contact us at 719.435.6808 or you would like to donate through the Enterprise Zone.

Culture in the Core of the City
Downtown Colorado Springs is a certified Creative District of the State of Colorado. With museums, galleries, theaters, music venues, arts and special events, culture thrives in the heart of our city.

New this year! Phone enabled walking tours
Take your own guided tour of Art on the Streets through the free downloadable Otocast app. Hear artists discuss their work in their own words and tour at your own pace. More info: DowntownCS.com/METS

Core Culture Tours
Experience the art and history of Downtown Colorado Springs with hour-long guided walking tours. Topics rotate monthly and pre-registration is required. Dates and details at DowntownCS.com/CCT

First Fridays Downtown
The first Friday of each month from 5-8 p.m. more than a dozen independent galleries host openings and receptions, entertainment, and special activities. Monthly map and info: DowntownCS.com/FirstFriday

For more information to contribute to Art on the Streets, contact Downtown Partnership at 719.435.6808 or visit DowntownCS.com.

SUMMER 2015 • SPRING 2017

napaARTwalk

HEAR ARTISTS TALK ABOUT THEIR WORK BY THE ARTISTS ON THE OTOCAST APP

AUDIO TOUR

SEARCH APP OR SCAN HERE

THE 2015-2017 PEOPLE'S CHOICE AWARDS ANNOUNCED APRIL 2017

VOTE!
VOTE ONLINE FOR YOUR FAVORITE AT NAPAARTWALK.ORG

INSTAGRAM CONTEST

#NAPAARTWALK

OUTDOOR SCULPTURE EXHIBITION THROUGHOUT DOWNTOWN NAPA

Napa Art Walk - brochure

SCULPTURE FIELDS

Mark diSuvero
American, 1933

"Swizzle" 2005
23'H x 15'4"L x 14'7"W
Fabricated Steel

Otocast
SEE WHAT YOU HEAR

Open the Otocast App to hear about this piece

Sculpture Fields (Chattanooga) – plaque

"Uplift"

Terrence Karpowicz

Sponsor
Newgard Development

15th Annual Sculpture Exhibit

This is one of 42 large-scale sculptures on display as part of the Chicago Sculpture Exhibit (CSE) throughout numerous neighborhood. CSE is an exciting, 50 (1-800) not-for-profit public art program funded by private donations.

All sculptures in the exhibit are available for purchase at the conclusion of the show in the Spring of 2017.

For more information on any of the sculptures or the program, visit ChicagoSculptureExhibit.com or call 312.772.2872

Facebook: Chicago Sculpture Exhibit
Twitter: CSEsculpture
Otocast: Download the free audio tour app and listen to each artist talk about their sculpture.

ADMISSION IS FREE

Chicago Sculpture Exhibit – plaque

MEMORANDUM OF AGREEMENT

This **Memorandum of Agreement** (“**MOA**”), dated **April 28, 2017** is entered into by and between the between **Lincoln Partners for Public Art Development**, having its principal place of business at 215 Centennial Mall South Lincoln, NE 68508, (hereinafter referred to as “**CUSTOMER**”) and Otocast, LLC, having its principal place of business at 72 Underhill Road, Ossining, NY 10562 (hereinafter referred to as “**Otocast**”).

(“**Otocast** and **CUSTOMER** may each be referred to individually as “**Party**” and collectively as the “**Parties**”)

I. STATEMENT OF PURPOSE

CUSTOMER and **Otocast** have reached the following preliminary business arrangement with respect to implementation of mobile services associated with interactive audio guides for **CUSTOMER** related to approximately 50 locations throughout Lincoln, NE, in association with the City of Lincoln public art collection.

The Parties acknowledge that, while the description of the Arrangement set out herein and the MOA are binding, the transaction and activities contemplated in this MOA may require the negotiation and execution of a more detailed agreement (“**Detailed Agreement**”) setting out the terms and conditions of this MOA and such other terms and conditions which are customary for a transaction of this nature. In this regard, the Parties agree to use commercially reasonable efforts to negotiate and finalize such a Detailed Agreement by no later than May 30, 2017, or such other date as agreed to by the Parties (the “**Target Date**”).

II. SCOPE OF UNDERSTANDING

CUSTOMER and Otocast have reached the following agreement, recognizing that same is broadly drafted and that the potential reflection of such agreement into the Detailed Agreement will require more specific and detailed terms and conditions:

- Otocast will create an audio guide(s) in the existing Otocast app for specified **CUSTOMER** locations, estimated at an initial 50 “points of interest”. In addition, **CUSTOMER** will create a “Welcome” entry for each guide, which will be used as an introduction to the guide’s contents.
- **CUSTOMER** and **Otocast** will collaborate to produce the content required for the guide. Content for each of the locations, as well as the additional “Introduction”, includes:
 - Name for each site
 - Specific location (longitude/latitude or address) for each of the designated locations
 - Photos (at least 1, up to 5, per location)
 - Informational text, including associated websites, if any
 - Audio commentary - by ‘voices of authority’, or **CUSTOMER** assigned personnel
- **CUSTOMER** and **Otocast** will collaborate to determine the best presentation for the collection (e.g., number of guides, suggested path, push-pin color, etc.)
- **Otocast** will host and manage the server-side data used to provide content to the mobile app.
- The term of the agreement is 36months, beginning upon the designated “**RELEASE DATE**”, and terminates at the end of the designated period. The agreement may be extended beyond the term pursuant to a revised or amended agreement between **CUSTOMER** and **Otocast**.

III. DELIVERABLES AND ASSOCIATED FEES

An initial fee of \$100 per “point of interest” is associated with creation and implementation of **CUSTOMER** guide(s) in the Otocast platform. The fee is irrespective of the number of distinct tours, i.e., the points may be divided into as many tours as desired, without incurring additional fees.

A recurring annual maintenance fee of \$50 per point-of-interest is associated with the ongoing support of the guide(s).

Based on the 50 points-of-interest, the total fee for the 36-month period is \$10,000, as follows:

Year 1: \$5,000
Year 2: \$2,500
Year 3: \$2,500

A discount of 10% will be provided to **CUSTOMER** in exchange for a single, initial payment to cover all fees for the duration of this agreement, resulting in a **total fee of \$9,000**.

Throughout the term of this agreement, **CUSTOMER** may make as many changes and updates as needed, whether updating text, audio, photos, temporarily removing a piece, or adding some new ones. Modifications to an existing guide are generally available within the same business day.

CUSTOMER and **Otocast** have reached the following agreement, recognizing that same is broadly drafted and that the potential reflection of such agreement into the Detailed Agreement will require more specific and detailed terms and conditions:

Deliverable	Projected Delivery Date	Price	Comments
Signed MOA	MONTH DAY, 2017	\$ 0	
CUSTOMER guide(s) publicly available in Otocast app. Setup and configuration	MONTH DAY, 2017	\$ 9,000	Target “RELEASE DATE”
	MONTH DAY, 2020	\$ 0	End of initial term

IV. GENERAL

- A. *Confidentiality.* The terms and provisions of this MOA, the existence or substance of any discussions with regard to the subject matter herein and any information which a Party hereto provided or may provide to the other Party shall be deemed confidential information of the disclosing Party and shall be kept confidential by the receiving Party with at least the same degree of care with which it protects its own confidential information and, at a minimum, in accordance with reasonably prudent standards.
- B. *Payment.* The Parties acknowledge and agree that upon execution of this MOA Otocast will commence work on the deliverables described in Section II. In the event that the Parties fail to enter into and execute the Detailed Agreement by the Target Date, and no extension to this MOA is agreed, the pricing and payment provisions listed in Section III will become final. All fees will be invoiced on the dates set out in section III above and shall be paid within 30 days of receipt of invoice.

C. *Law and Jurisdiction.* This MOA shall be governed by and interpreted in accordance with the laws of New York. The Courts of New York shall have exclusive jurisdiction to settle any dispute that may arise out of, under or in connection with this MOA.

CUSTOMER

Otocast, LLC

By: _____

By: _____

Name: _____

Name: Eric S. Feinstein

Title: _____

Title: CEO

Date: _____

Date: _____

Authorized Signatory

Authorized Signatory



Print
Creative
Websites
IT



ESTIMATE

1201 Infinity Ct • Lincoln, NE 68512
888.388.5778 toll-free • 402-437-0000
firespring.com

Invoice #:
Date #: 4/19/2017
Account #: 2563

ESTIMATE FOR

Lincoln Partners for Public Art Development
215 Centennial Mall South
Suite 100
Lincoln, NE 68508
Lori Thomas
402.770.3642

QTY	DESCRIPTION		TOTAL PRICE
500	Public Art App Brochure Size: 4 X 11 # Of 2 Sided Color: 1	Bleed: No Stock : Firespring Digital Gloss Cover Color: White BWT: 100 Thickness: .0092	\$269.10
500	8.5 x 11 Flyer Size: 8.5 X 11 # Of 1 Sided Color: 1	Bleed: No Stock : Firespring Digital Gloss Text Color: White BWT: 100 Thickness: .0048	\$266.04
25	Outdoor Signage Size: 24 X 36 Front Colors: 1 Back Colors: 0 Bleed: No	Stock: 10mm Corrugated Plastic Color: White BWT: 0 Thickness: .3940	\$811.94

- Costs assume all electronic data and artwork files are complete and will output correctly. If Job requirements change when an order is placed we will provide you with an updated price and delivery time.
- The above prices are based on present material cost and are valid 30 days from the date of the estimate.
- Printing industry standards allow for a 10% plus or minus variance from total quantity ordered.
- Any author's alterations in original copy after proofing are charged at current hourly rates in addition to the above prices.

SUBTOTAL	\$1,347.08
DISCOUNT	\$0.00
SHIPPING & HANDLING	\$0.00
POSTAGE	\$0.00
SALES TAX	\$94.30
PREPAYMENT	
TOTAL DUE	\$1,441.38

ESTIMATE RECEIVED AND ACCEPTED BY (please sign)

DATE



Print
Creative
Websites
IT



ESTIMATE

1201 Infinity Ct • Lincoln, NE 68512
888.388.5778 toll-free • 402-437-0000
firespring.com

Invoice #:
Date #: 4/19/2017
Account #: 2563

ESTIMATE FOR
Lincoln Partners for Public Art Development 215 Centennial Mall South Suite 100 Lincoln, NE 68508 Lori Thomas 402.770.3642

QTY	DESCRIPTION	TOTAL PRICE
1,000	Public Art App Brochure	\$353.89
1,000	8.5 x 11 Flyer	\$349.85

- Costs assume all electronic data and artwork files are complete and will output correctly. If Job requirements change when an order is placed we will provide you with an updated price and delivery time.
- The above prices are based on present material cost and are valid 30 days from the date of the estimate.
- Printing industry standards allow for a 10% plus or minus variance from total quantity ordered.
- Any author's alterations in original copy after proofing are charged at current hourly rates in addition to the above prices.

SUBTOTAL	\$703.74
DISCOUNT	\$0.00
SHIPPING & HANDLING	\$0.00
POSTAGE	\$0.00
SALES TAX	\$49.26
PREPAYMENT	
TOTAL DUE	\$753.00

ESTIMATE RECEIVED AND ACCEPTED BY (please sign)

DATE

firespring.com



A Fund of the Lincoln Community Foundation 215 Centennial Mall South Suite 100
Lincoln, NE 68508 402-770-3642, FAX 402-476-8532, www.lincolnpublicart.org

Lori Thomas, Director

Public Members

Christie Dionisopoulos, Co Chair
Robert Duncan, Co Chair
Lynne Boyer
Santiago Cal
Douglas Campbell
Orville Jones
Buck Kiechel
Kathy LeBaron
George Neubert
Vicki Northrup
Michael Penn
Jane Rohman
Lisa Smith
Donna Woods
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Permanent Members

Barbara Bartle,
Lincoln Community Foundation
Annie Crimmins,
Sheldon Art Association
Miki Esposito,
Public Works and Utilities
Lynn Johnson,
Parks and Recreation
Dave Landis,
Urban Development
Greg Jensen,
University of Nebraska Foundation
Wally Mason,
Sheldon Museum of Art
Joe Ruffo,
Lincoln Arts Council
Ed Zimmer,
Planning

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1135 M St. Suite 300
Lincoln, NE 68501

RE: Public Art Engagement Project Grant Application submitted by LPPAD

Dear Mr. Maul:

Please accept this letter of support for the grant application for a public art app submitted by Lincoln Partners for Public Art Development ("LPPAD").

Through multiple meetings and strategic planning sessions, the LPPAD board identified "Engagement with Public Art" as one seven key priorities for our organization. Acquiring a public art app is the top priority of our organization for increasing engagement with public art.

Though our board has not formally voted on the app, we have had multiple meetings to discuss the need for the app, conversed frequently with Otocast founder, Eric Feinstein, and took a virtual tour of the Octocast app during an hour long presentation with Feinstein. We are wholly in support of acquiring the public art app.

Engaging our residents and visitors through a public art app will provide context for public art in Lincoln, enhancing the experience of viewing public art, and put Lincoln "on the map" as a prestigious collector of public art and an arts destination.

On behalf of LPPAD, please consider the Public Art Engagement Project grant application favorably.

Sincerely,

A handwritten signature in blue ink that reads 'Christie Dionisopoulos'. The signature is fluid and cursive, with the first name 'Christie' being particularly prominent.

Christie Dionisopoulos

Co-Chair of LPPAD



LINCOLN PARKS & RECREATION DEPARTMENT

3140 N Street, Suite 300
Lincoln, NE 68510
402-441-7847 parks.lincoln.ne.gov

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1135 M St. Suite 300
Lincoln, NE 68501

RE: Public Art Engagement Project Grant Application submitted by LPPAD

Dear Mr. Maul:

I am writing today in support of the Public Art App grant application submitted by Lincoln Partners for Public Art Development ("LPPAD"). As the Director of the City of Lincoln Parks and Recreation Department, I serve as permanent board member to LPPAD. The mission of LPPAD to grow, preserve, and increase awareness for public art is closely tied and intermingled with the mission of Parks and Recreation – both entities seek to bring engagement to public art most of which is located within the parks system.

The Public Art App is a new and engaging way to draw the public into the public art collection and consequently into our parks. Public art is made better by having a context for which to experience it in – the Public Art App does just that by providing a personal tour guide. We are proud to be the home of a public art collection which is rapidly becoming a collection of national significance, and the app will showcase this prominence.

Because of the multiple partnership opportunities between Parks and Recreation and LPPAD, we envision using the app as a springboard for future events such as a public art hunt in conjunction with Party in the Parks. Additional ideas include bike tours of public art using the guide as a source of locating, navigating, and learning about the public art pieces along the path.

In addition to LPPAD's marketing plans for the app, Parks and Recreation intends to use social media to cross promote the app and the public art collection highlighted within it.

On behalf of the City of Lincoln Parks and Recreation Department, we are strongly supportive of the project and respectfully urge you to consider this application favorably.

Sincerely,

A handwritten signature in blue ink that reads "Lynn Johnson".

Lynn Johnson
Director of Parks & Recreation



Internal Revenue Service

Date: April 29, 2005

LINCOLN COMMUNITY FOUNDATION INC
215 CENTENNIAL MALL S
LINCOLN NE 68508-1895 6-3

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:

Ms. Benson #31-07273
Customer Service Representative

Toll Free Telephone Number:

8:30 a.m. to 5:30 p.m. ET
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

47-0458128

Dear Sir or Madam:

This is in response to your request dated February 17, 2005, regarding your organization's name change. We have updated our records to reflect the change as indicated above.

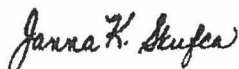
In November 1959 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code. 6-4 6-1

Our records indicate that your organization is also classified as a public charity under sections 509(a)(1) and 170(b)(1)(A)(vi) of the Internal Revenue Code. 6-2

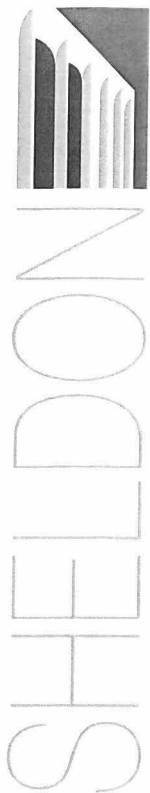
Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,



Janna K. Skufca, Director, TE/GE
Customer Account Services



April 20, 2017

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1135 M St. Suite 300
Lincoln, NE 68501

Dear Mr. Maul and Visitor Promotion Committee:

The Sheldon Museum of Art writes this letter in support of the grant proposal for the Public Art Engagement Project submitted by the Lincoln Partners for Public Art Development (LPPAD), a fund of the Lincoln Community Foundation.

For several years, the Sheldon has been investigating options for making its outdoor sculpture collection accessible online. The Otocast product is a premier product. However, it is only through partnership with LPPAD that implementing it will be feasible for the museum. We are pleased to be able to partner with them to showcase the wealth of public sculpture in Lincoln.

The Sheldon Museum of Art sculpture garden is a national treasure. Initiated in 1963 and dedicated in 1970, Sheldon's sculpture garden was the nation's third such garden—the other two being at the Museum of Modern Art in New York and the Franklin D. Murphy Sculpture Garden in Los Angeles. The sculpture garden is a principal component of the 624-acre UNL Botanical Garden and Arboretum that extends across both City and East campuses. The collection of monumental works provide a historical representation of sculpture from the early 20th century to the present. Artists represented include Gaston Lachaise, Juan Hamilton, Claes Oldenburg and Coosje van Bruggen, Mark di Suvero, Michael Heizer, Richard Serra, Jesus Moroles, Yinka Shonibare, and Roxy Paine.

Many special events are planned in the proximity of the sculpture including the annual Jazz in June concert series each Tuesday in June, weddings in the Sculpture Garden, and activities of the International Thespian Festival each summer, just to name a few. Busloads of students from across the state tour the sculpture garden each spring, in addition to the curriculum-based tours of the sculpture that every sixth grader in Lincoln Public Schools receive annually.

This project will further solidify Lincoln as an art city for visitors and families. We encourage your support for this grant proposal. Thank you for your consideration.

Sincerely,

Wally Mason
Director and Chief Curator

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Lincoln, NE (Fiscal Year 2010)

Direct Economic Activity	Arts and Culture Organizations	+	Arts and Culture Audiences	=	Total Industry Expenditures
Total Industry Expenditures	\$33,489,188		\$19,565,607		\$53,054,795

Spending by Arts and Culture Organizations and Their Audiences Supports Jobs and Generates Government Revenue

Total Economic Impact of Expenditures (Direct & Indirect Impacts Combined)	Economic Impact of Organizations	+	Economic Impact of Audiences	=	Total Economic Impact
Full-Time Equivalent (FTE) Jobs Supported	895		655		1,550
Household Income Paid to Residents	\$26,801,000		\$12,680,000		\$39,481,000
Revenue Generated to <u>Local</u> Government	\$1,196,000		\$1,208,000		\$2,404,000
Revenue Generated to <u>State</u> Government	\$1,432,000		\$1,138,000		\$2,570,000

Event-Related Spending by Arts and Culture Audiences Totaled \$19.6 million (excluding the cost of admission)

Attendance to Arts and Culture Events	Resident* Attendees	+	Non-Resident* Attendees	=	All Cultural Audiences
Total Attendance to Arts and Culture Events	1,029,289		278,575		1,307,864
Percentage of Total Attendance	78.7%		21.3%		100%
Average Event-Related Spending Per Person	\$10.34		\$32.03		\$14.97
Total Event-Related Expenditures	\$10,642,849		\$8,922,758		\$19,565,607

Nonprofit Arts and Culture Event Attendees Spend an Average of \$14.97 Per Person (excluding the cost of admission)

Category of Event-Related Expenditure	Resident* Attendees	Non-Resident* Attendees	All Cultural Audiences
Meals and Refreshments	\$7.07	\$13.50	\$8.44
Souvenirs and Gifts	\$0.96	\$2.49	\$1.29
Ground Transportation	\$1.00	\$3.83	\$1.60
Overnight Lodging (one night only)	\$0.27	\$7.15	\$1.74
Other/Miscellaneous	\$1.04	\$5.06	\$1.90
Average Event-Related Spending Per Person	\$10.34	\$32.03	\$14.97

* For the purpose of this study, residents are attendees who live within Lancaster County; non-residents live outside that area.

Source: *Arts & Economic Prosperity IV: The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Lincoln*. For more information about this study or about other cultural initiatives in the City of Lincoln, visit the Lincoln Arts Council's web site at www.ArtScene.org.

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About This Study

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-city or multi-county regions, and ten states, and two individual arts districts)—representing all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to more than 3 million) and type (rural to urban). The project economists, from the Georgia Institute of Technology, customized input-output analysis models for each participating study region to provide specific and reliable economic impact data about their nonprofit arts and culture industry—specifically (1) full-time equivalent jobs, (2) household income, and (3) local and (4) state government revenue.

Surveys of Nonprofit Arts and Culture ORGANIZATIONS

Each of the 182 study regions attempted to identify its comprehensive universe of nonprofit arts and culture organizations using the Urban Institute's National Taxonomy of Exempt Entity (NTEE) coding system, a definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. In addition, the study partners were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. *For-profit businesses (e.g., Broadway and motion picture theaters) and individual artists were excluded from this study.*

Nationally, detailed information was collected from 9,721 eligible organizations about their fiscal year 2010 expenditures in more than 40 expenditure categories (e.g., labor, local and non-local artists, operations, materials, facilities, and asset acquisition), as well as about their event attendance. Response rates for the 182 communities averaged 43.2 percent and ranged from 5.3 percent to 100 percent. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

In the City of Lincoln, 41 of the approximately 122 total eligible nonprofit arts and culture organizations identified by the Lincoln Arts Council participated in this study—an overall participation rate of 34 percent. The organizations that participated are listed below:

Abe Lincoln Celebration; Abendmusik; Angels Theatre Company; Capital Jazz Society, Inc.; El Centro de las Americas; Flatwater Shakespeare Company; Friends of the Lied; Great Plains Art Museum; Haymarket Theatre; Hildegard Center for the Arts; International Quilt Study Center and Museum; Johnny Carson School of Theatre and Film/Nebraska Repertory Theatre; Kokyo Taiko Japanese Drummers; Lied Center for Performing Arts; Lincoln Arts Council; Lincoln Association for Traditional Arts; Lincoln Children's Museum; Lincoln Children's Zoo and Botanical Gardens; Lincoln Community Playhouse; Lincoln Lutheran Choir; Lincoln Midwest Ballet Company; Lincoln Municipal Band; Lincoln Orchestra Association; Lux Center for the Arts; Mary Riepma Ross Media Arts Center; Meadowlark Music Festival; Nebraska Brass; Nebraska Humanities Council; Nebraska Jazz Orchestra; Nebraska State Historical Society; NET Foundation for Radio; NET Foundation for Television; Northeast Family Center Academy of Rock; Pinewood Bowl; Robert Hillestad Textiles Gallery; Sunrise Communications/KZUM Radio; The 815; Third Chair Chamber Players; University of Nebraska School of Music; Witherbee Neighborhood Association; and Workspace Gallery.

Surveys of Nonprofit Arts and Culture AUDIENCES

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 of the study regions to measure event-related spending by nonprofit arts and culture audiences. Patrons were asked to complete a short survey while attending an event. Nationally, a total of 151,802 valid and usable attendees completed the survey for an average of 834 surveys per study region. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data were collected throughout 2011 (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a weekend children's theater production or a free community music festival, for example). The survey respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these data actually represent the spending patterns of more than 408,000 attendees, significantly increasing the reliability of the data.

In the City of Lincoln, a total of 1,882 valid and usable audience-intercept surveys were collected from attendees to nonprofit arts and culture performances, events, and exhibitions during 2011.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. They trace how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each study region. To complete the analysis for the City of Lincoln, project economists customized an input-output model based on the local dollar flow between 533 finely detailed industries within the economy of Lancaster County. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce (County Business Patterns, the Regional Economic Information System, and the Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.