

MINUTES
LANCASTER COUNTY BOARD OF COMMISSIONERS
& LANCASTER COUNTY AGRICULTURAL SOCIETY
LANCASTER EVENT CENTER, LANCASTER ROOM, 4100 N. 84TH STREET
THURSDAY, NOVEMBER 15, 2018
7:00 P.M.

Advance public notice of the Board of Commissioners and Agricultural Society meeting was posted on the County-City Building bulletin board and the Lancaster County, Nebraska, web site and emailed to the media on November 9, 2018.

Commissioners present: Jennifer Brinkman, Vice Chair; Roma Amundson, Bill Avery

Commissioners absent: Todd Wiltgen, Chair and Deb Schorr

Agricultural Society Board Members present: Kendra Ronnau, Vice-President; Karen Rutt, Treasurer; Jamie Bauman, Secretary, John Cooper, Jim Swanson, Ron Suing, Tom Messick and Jennifer Rawlinson

Agricultural Society Board Members absent: Ron Dowding, President

Others present: Monét McCullen, County Clerk's Office; Lancaster County Event Center Staff - Amy Dickerson, Managing Director; Hoyt Kraeger, Business Development; Jason Rief, Design Manager; Stephanie Schrodtr, Coordinator; Tammy Samuel, Marketing and Ticket Manager; and Bruce Gubser, Finance and Budget Manager

1) Call the meeting to order

Commissioner Brinkman called the meeting to order at 7:02 p.m.

2) Proof of due notice of public meeting and location of Nebraska Open Meeting Act

3) Roll call for Ag Society Board & County Board

Roll was called for both Boards.

4) Approval of Minutes from last year's meeting

MOTION: Rutt moved and Suing seconded approval of the minutes. Cooper, Swanson, Suing, Ronnau, Rutt and Bauman voted yes. Dowding, Rawlinson and Messick were absent. Motion carried 6-0.

NOTE: The Lancaster County Board of Commissioners approved the minutes from last year's meeting on November 21, 2017.

5) Lancaster Co. Super Fair Report - Jamie Bauman, Ag Society Secretary

Ag Society Members Rawlinson and Messick arrived at 7:06 p.m.

Bauman provided a presentation on the Lancaster County 2018 Super Fair (Exhibit A). She said over ten days they had 118,000 attendees. Attendance was up 45% over the first four days with Saturday being the biggest day in fair history. There was a 10% overall drop due to the storm that forced them to shut down one of the days. Bauman discussed finances and noted the shorter fair helped with selling out vendors and the profit of renting out the rest of Lancaster Event Center. They did see a decline in exhibitors, but the exhibit total was only down 5%. The open static and dressage numbers were still strong. The improvements for 2019 include interest in open livestock shows and trying to have those shows more self-sufficient. More improvements include making it clear that individuals can attend the carnival for the full ten days with the first four days being overly crowded and the remaining six days not being busy. Bauman explained Lancaster Event Center staff has put together an early marketing draft to cover the ten-day period.

Amy Dickerson, Lancaster Event Center Managing Director, said they do put a detailed schedule on their website, but they are beginning to realize people do not read it. They want to take a more visual approach.

Ronnau thanked the Lancaster County Board for their continued support.

6) Lancaster Event Center Report - Amy Dickerson, Managing Director

Dickerson noted there are a number of displays located in the room regarding certain events at the Event Center and displays about future planning. She provided a PowerPoint overview of the Lancaster Event Center (LEC) and National High School Finals Rodeo (NHSFR) (Exhibit B). She said the LEC continues to promote agricultural education and engagement. She discussed customer experience, local impact and the number of current partnerships. Dickerson said LEC continues to move towards a "solid footing" and work together as one team throughout their operations.

Dickerson said the focus of LEC is to continue to provide the current 322 different shows and work on implementing new events, continue their construction to prepare for the NHSFR and research and plan for Phase 3. She discussed operational finances such as lighting, HVAC systems and pumps that will need repaired. She noted they currently do not have a maintenance fund for these types of repairs. Spectator shows are growing which is important because they are able to generate more revenue with the sale of alcohol and food at those events. Net income before adjustments is negative due to grants and JPA funds that are paying for non-operational improvements. Operational finances are currently up about \$22,000 from 2017. In an attempt to help assist with maintenance costs, there is a new user fee for individuals who have a booth and sell merchandise.

7) NHSFR Preparations Update - Amy Dickerson, Managing Director

Dickerson continued her PowerPoint presentation and said the main thing they are improving for NHSFR is the outside area. They are adding 1,000 campsites and expanding the eastern side of the fairgrounds. They are grading, installing water and electric in the campground, and improving their arena.

Commissioner Avery asked if the individuals involved in the horse races have discussed using the facility. Dickerson said around 2012-2013 there was discussion about doing events across the street and possibly partnering with University of Nebraska-Lincoln, but the University did not want to be associated with gambling.

Dickerson explained they have begun to widen Havelock Avenue, with a completion date of July, 2019, as the goal. She said during the construction period there might be some inconvenience to the public, but they are working with the City and County to provide signs and detours.

Ronnau asked if the County planned to help with eliminating dust while detours are required. Dickerson said Pam Dingman, County Engineer, was going to look into that issue.

Dickerson talked further about partnerships, bidding to continue to host shows, finishing construction and operational final planning.

LEC Master Plan & Phase 3 Expansion Planning

Dickerson said they have integrated the rodeo improvements, the campgrounds and an update on the commercial corner. They will release a request for proposal (RFP) next week to add a hotel. They used a consultant who advised the traffic would grow 25%-35% with the expansion. She said they will continue their planning, research, economic impact and financial impact.

LEC Phase 3 Finance Model Update

Marc Chauche, LEC phase 3 Financial Model Consultant, gave a brief background of his professional career and work experiences.

8) New LEC Economic Impact Report (Executive Summary) - Dr. Eric Thompson, Director of UNL Bureau of Business Research

Dr. Eric Thompson, Director of UNL Bureau of Business Research, provided a presentation of the Economic Impact (Exhibit C). Dr. Thompson talked about the sources of impact, total impact and tax revenue impact. The sources of impact include spectators, competitors, event vendors, LEC operations and LEC capital expenditures. The total tax revenue for 2017 was \$1,285,000.

9) LEC Master Plan & Phase 3 Expansion Planning Update - Amy Dickerson, Managing Director

Item was moved forward on the agenda

10) LEC Phase 3 Finance Model Update - Marc Chauche

Item was moved forward on the agenda

11) Comments from the public

Karen Wobig, UNL Lancaster County Extension, said she appreciates working with the Ag Society and the LEC staff and thanked the Commissioners for their continued support.

12) Adjournment

MOTION: Avery moved and Amundson seconded to adjourn the Annual Joint Meeting at 8:02 p.m. Cooper, Swanson, Suing, Ronnau, Rutt, Bauman, Rawlinson, Messick, Amundson, Avery and Brinkman voted yes. Wiltgen, Schorr and Dowding were absent. Motion carried 11-0.



2018 Report



2018 highlights



ATTENDANCE

1st four days of fair attendance way up—folks don't want to miss out!

- Good weather except Monday (-5.5K attendees)
- Saturday biggest day ever in fair history (28,746)
- Total Attendance: 118K over 10 days

Up 45% first four days

Down 10% overall (1/2 drop due to closed Mon for storm)

FINANCIALS

- Shorter fair helped us sell out vendors inside & out--vendors happy
- Gained \$12K profit on renting out rest of LEC 1st year (can grow this)
- Fair accounts saved approx. \$60K to help pay for use of LEC during fair

EXHIBITORS

- 4-H: 4953 entries, 641 exhibitors
 - 9% less exhibitors but each bringing more exhibits as only down 5%
- Open Static & Dressage: 3307 entries, 393 exhibitors



Improvements for 2019



- Interest in some Open Livestock shows persists
 - Looking for Open Show organizers to take these on, raise sponsor monies & run shows instead of Ag Society
 - Offering Pavilion 1 at low cost if use existing 4-H livestock setup
- Confusion on carnival still in town 10 days
 - Carnival lines too long 1st four days
 - Ag Society carnival income down—this is our largest annual fundraiser
 - Gates hard to manage Fri/Sat. (safety, attendee experience, staff stress)

2019 marketing draft



LANCASTER COUNTY
Super Fair

August 1-10

August 1-4

August 5-6

August 7-10



FFA & 4H



CARNIVAL



ANIMALS



FREE SHOWS



FAIR FOOD



CARNIVAL



FAIR FOOD



CARNIVAL



HORSES



FREE SHOWS



FAIR FOOD

MOTOR MANIA



August 2, 3 and 10

EXHIBIT

tables

B



Annual Joint Meeting

Ag Society Board + County Board

November 15, 2018

Amy Dickerson, Managing Director

Cell: 402.429.1950

Email: adickerson@LancasterEventCenter.org

2018 Update


Lancaster
EVENT CENTER



Annual Regional Car Swap Meet in March

Our vision

A **public, non-profit** event center seen as **leading venue** for variety of events not just in Nebraska, but regionally and nationally...

- Professional
- “Profitable”
- Friendly
- Fun

...all while celebrating the **unique agricultural & natural nature of Lancaster County** and being a key contributor to the county’s youth, culture and economy headlined by being the home of **one of the largest, most well-respected 4-H county fairs** in the USA.

Strategy at a glance

Draft for input

Ag Education & Engagement

Headlined by:



Ag relevant to all—"because eating matters"

Educating & engaging all County residents year-round in agriculture which is vital to a thriving Lancaster County for generations to come

For:

- Youth with a focus on 4-H, FFA
- Broad community of all ages & interests

Led by:

Lancaster County Ag Society
working with Lancaster Co Extension

Customer Experience

One Friendly Face of LEC

Consistently delivering a great, ever-improving experience to all LEC guests at a great value

For:

- Event organizers & show promoters
- Exhibitors
- Attendees

Local Impact

One National Destination

Positively impacting our community by drawing in regional & national visitors

For:

- Local economy
- Local workforce
- Local businesses
- Local tax base

Powerful Partnerships

One Lancaster County

Working together to support development of LEC, Lincoln and Lancaster County

With:

- LEC supporters—donors, advertisers
- Regional promoters (e.g., Lincoln CVB, et al.)
- City/County event venues & attractions
- Local non-profits & governmental entities
- Local educational institutions

A Solid Footing: One Team expert in Event Operations + Business Development + Financial Sustainability + Best Place to Work
PROFESSIONAL - FUN - FRIENDLY - PROFITABLE NON-PROFIT

Final strategy planning session with board—December 11, 2018

2018 LEC team focuses

- Current shows
 - great experience, continued growth
- New events
 - Re-launch, NHSFR driving new RFPs
- NHSFR prep
 - construction well underway
- Phase 3
 - research/planning, telling impact story

Re-launch appreciated by our guests

Culture of friendly, constant improvement in place

"Even though it was last minute, everything flowed as though it had been set for months"
Good Life Halfsy

"This is the only venue that works for us"
Common Ground

"Beautiful bright space"
Lunar New Year,
Lincoln Room

"Keep your current staff on lifetime employment contracts!" Dressage Show

"The show was awesome;
your staff was awesome;
the food was awesome"
NE Roping Horse

"enjoy the space and the food...
great customer service...
your operations team rocks!"
LES Picnic

"staff is very pleasant, easy
to work with and helpful"
Gun Show

"GREAT positive, helpful attitudes...
often going above and beyond"
Horse Show

"Every year is better"
Husker Toy & Buckle Show

"Your staff has great
communication"
Dressage Show

"You guys rock!"
ARRL Ham
Radio Trade
Show

"Your staff before and during the event was top notch!"
Nitro Arena Cross National Finals

Growing pains...

Turning down folks that want to visit Lancaster County

FY17 Lost business report

Show Request (partial list)	Reason request not fulfilled
American Shetland Pony Club Nationals	Same dates as annual Lanc Co Super Fair
Four Weddings/Quinceaneras	No available weekends
Three Antique Shows	No available weekends
Derby Girls Roller Derby practices / competitions	Not enough consistent openings for season
Dare to Share Youth Seminar	Chose Omaha venue—one specific national date
CVB-referred Wrestling event	No space in calendar in March (LEC trade show season sold out)
Palomino Nationals	Need space 3-5 years—conflicts with NHSFR
Multiple 5K Runs	No space in calendar—requires entire facility
NE Power Farming Show (#2 Indoor Farm Show in USA)	Current show can't grow. 100 exhibitors on wait list without any added marketing; Show reports demand for 100K square feet 1 st year expand.
Cornhusker Classic Tractor Pull (#2 Indoor Tractor Pull in USA)	Current show at Fire Marshall spectator capacity of approx. 3000
American Shetland Sheep Dog	Needs better lighting in concrete floor building like P1 (in Phase 3 plan)
Select World Show (Amarillo, TX)	Needs more space to fit—need 1,000 stalls (vs. existing 700 available) and Coliseum-style arena for nationals feel & safer town
National Ranch Rodeo Finals (Amarillo, TX)	Required 6000 seat ag coliseum (currently at 4500 capacity facility); Wanted to be in less saturated rodeo market, more central location
National Versatility Ranch Horse and Mounted Shooting Newly-Combined National Finals	Need 1000 stalls and ag-style coliseum
UNL Rodeo	Would like to switch dates to grow rodeo attendance (no availability)
Local Youth Archery Competition	Outgrew MPA, no other buildings available in timing they need
AGR Cattle	Chose Grand Island venue w/ existing cattle show setup
Tabitha Banquet	Same as pool tourney dates, no other people space large enough

Source: reported in FY17 LCAS Audit

Current show comments

“lighting and sound could be more flexible onsite”
Cornhusker Classic

“Lighting” NCEES
& Pool Tourney

“Lighting and climate control could be better”
Gun Show

Will not move from current, cramped location to larger, adequate location due to lighting
City Library Sale

“problems getting workable dates”
“inefficient current heating system”
Cabin Fever Antique Show

Growth in existing, new national livestock shows-- many requesting more stall, arena space

Current national show example:

Cornhusker Classic QH Show

(top 4 in USA, 3x size 4 years ago, now at 700 stall capacity)

- LEC trying to acquire 65 more stalls for inside nooks & crannies
- Show trying to rent 100 more stalls outside with cover
- Need outdoor arena b/w P2 & P3

Newly booked national shows:

National Reining: October 2019+

- Sold by our reining promoter to natl. association!
- 350 stalls, currently in MN

National Versatility Ranch Horse: Sept 2019

- 80 stalls

National Dexter Cattle Show: June 2019

- 100 stalls, 250p banquets

New national/world show proposals pending:

- National Little Britches Rodeo: July 2022-25
 - 1800 stalls, 800 camping
 - 2/3's size of NHSFR
 - Currently in Guthrie, OK
 - Want cooler, more central, better service & more time to move in
- WDDA World Championship: Sept 2019
 - 200 stalls, currently in OK
- WPRA: Oct. 2020
 - 700 stalls, currently in Waco, TX
- AQHA Ranch Horse Versatility World Show
 - 1500 stalls, currently in Guthrie, OK

Spectator shows growing

- Bull ride moved to Dec.
- Indoor arena cross returning Jan., growing to P4
 - Sold out first show Nov 2017 in P3
- Indoor demo derby March
- MMW wrestling, 4 show request

Operational finances continue to strengthen

	Dec 1, '17 - Oct 31, '18	Dec 1, '16 - Oct 31, '17	\$ Change	% Change	Comments
Net Income	-937,403.85	-561,297.37	-376,106.48	-67.01%	
Adjustment CVB Rodeo Grant Revenue	-746,934.24	-31,831.15	-715,103.09	-2,246.55%	
Adjustment NHSFR Internship Grant Revenue	-18,000.00	-4,000.00	-14,000.00	-350.0%	
Adjustment CVB Rodeo Grant Expense	893,067.51	58,986.80	834,080.71	1,414.01%	
Adjustment for JPA Paid Capital Outlay Expense	69,652.24	83,942.39	-14,290.15	-17.02%	
Adjustment for JPA Paid Expenses (except Capital Outlays)	136,622.75	93,274.95	43,347.80	46.47%	
Adjustment for Depreciation Expense	873,420.48	609,058.56	264,361.92	43.41%	
Adjusted Net Income	270,424.89	248,134.18	22,290.71	9%	Increased maintenance/repair costs covered by show growth. Ops labor increase due to show growth offset by lower café & office labor.

Source: LCAS P&L for current month of Oct. 2018, 11 months into FY18
Adjustments made to show operational Net Income

- Net income up 9% YTD
- Running ~\$250K net income on operating basis with no operational subsidies beyond \$330K for fair (lowest per capita in State of NE, approx. \$2.50/hshld)
- Show growth so far helping cover increased maintenance costs as LEC reaches 18th year
- New facility user fee (vendors, spectators) implemented in FY19 to help build maintenance fund



Lancaster

EVENT CENTER

A nonprofit managed by your
Lancaster County Ag Society

Groundbreaking Ceremony

April 10, 2018



Visitors Improvement Project



July 19-25, 2020
July 18-24, 2021



NHSFR Layout



Step 1--grading

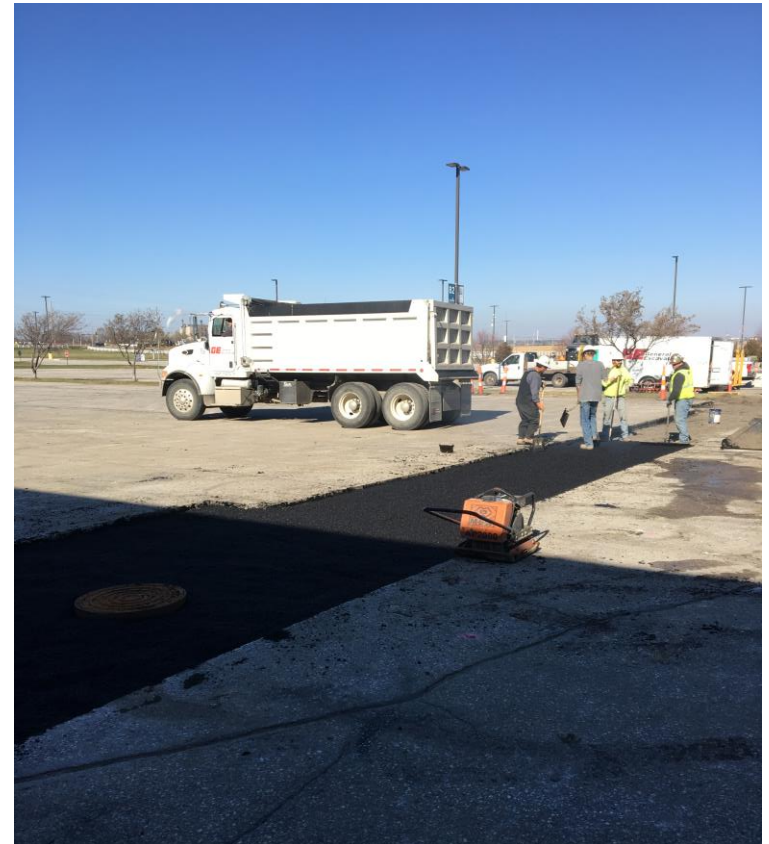


Since mid-August:
Grading of campground, expanded outdoor arena on eastern side of fairgrounds
By: Contractor

Step 2-water, electric install



September/October: 200 water spigots added to existing campground + 30 new out of 1265; existing 200 sites will have water by spring horse shows
Electric install started 2 weeks ago—1735' trenched, 445' wire in ground
By: LEC self-perform



November: Start of 6" water line loop for campground from existing Pavilion 1 water; goal to complete by early winter
By: Contractor

Havelock widening starting- complete by July 2019 is goal

Fall 2018: utility pre-work in progress

November: west Havelock started

Dec 10th after Farm Show:

east Havelock closed

- no entrance/exit to LEC from west (no Gate 2)
- Detours will be posted to exit LEC Gate 3 via 98th Street or to use 98th coming from I-80 Waverly exit
- Temp traffic light to be added to LEC Gate 1 on 84th Street
- LPD will have to be added to manage exit at Gate 1 during Jan-March trade show season

Next Step by July 2019:

- Get LEC Gate 2 access back
- Gate 3 closed to finish eastern portion of Havelock



Since October: Utility pre-work
Photo as of today, Nov. 15, 2018

NHSFR Executive Board & Staff visit

October 12, 2018

10 of 11 visitors first-time to LEC and most new to Lincoln

Agenda

- LEC Tour
- Construction plans
- Operational plans
- Dinner, tour of Lincoln



Lancaster
EVENT CENTER

YESTERDAY

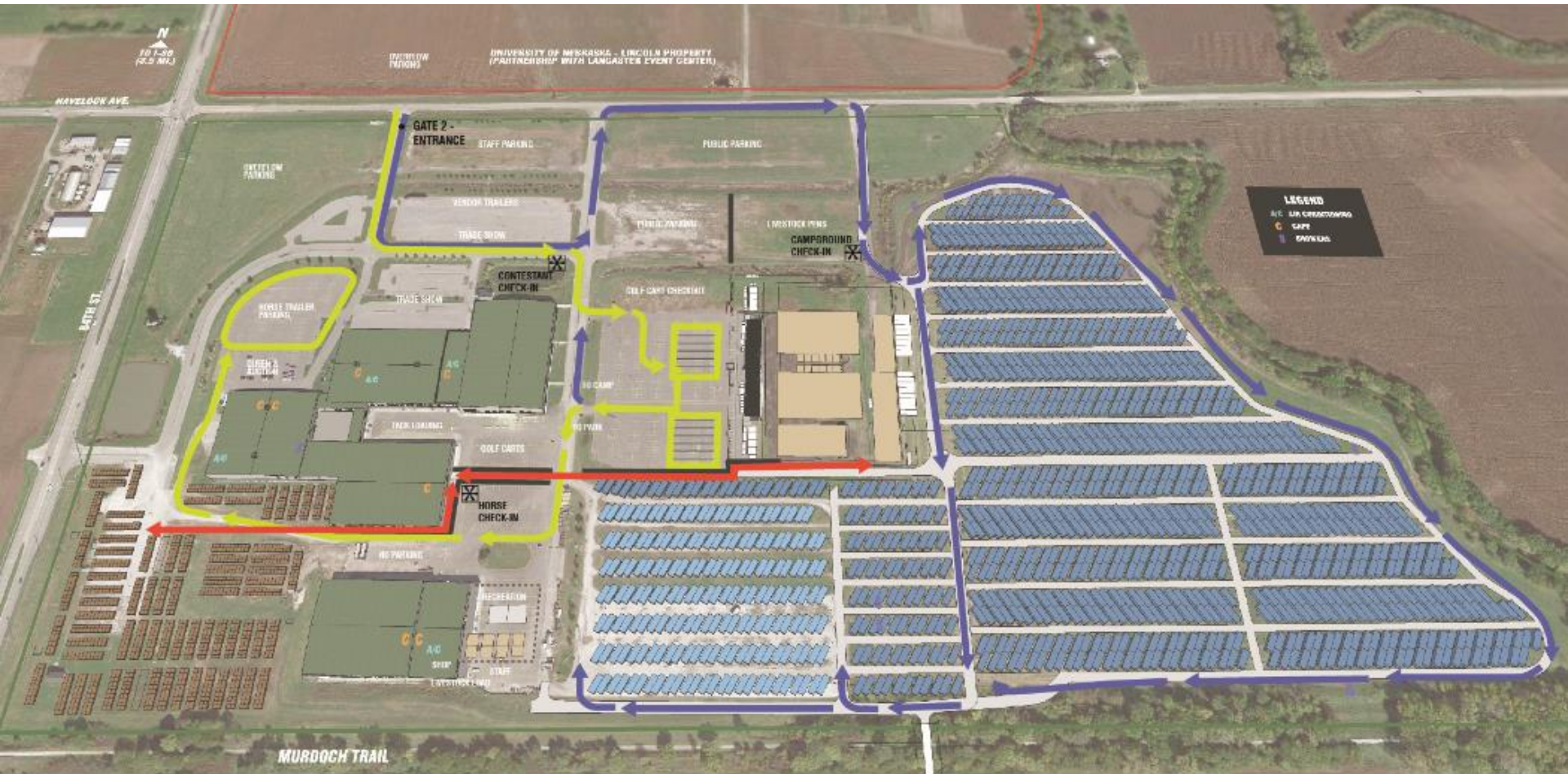
Business Center

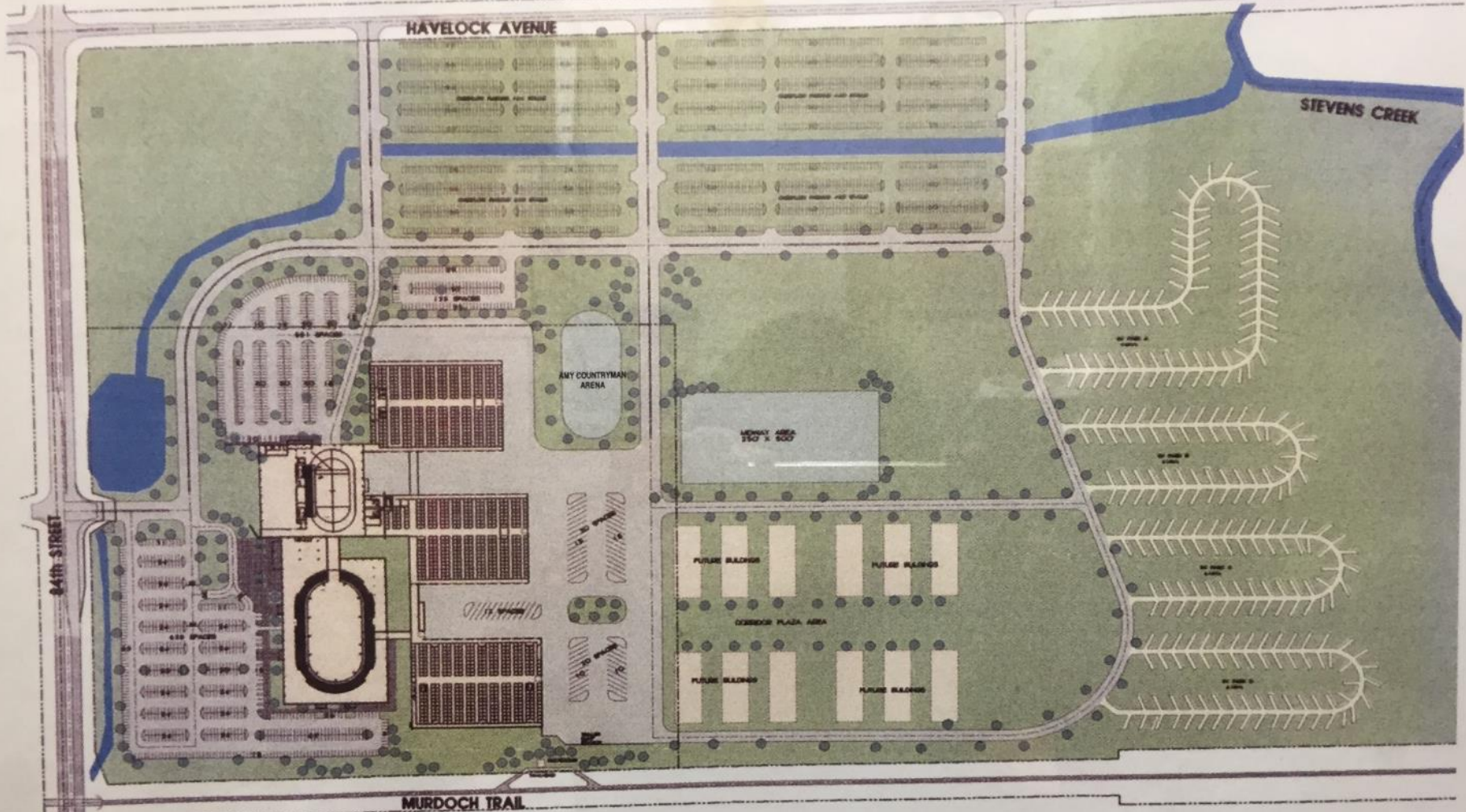



NHSTR next steps

- Bid due for 2026/2027 by end of Nov.
- Present bid at Jan. Salt Lake City 50p board meeting
- By spring 2020: Finish construction
- 2019: Operational final planning
 - Sponsorships sold, Online registration setup, Check-in staffing/process, Volunteer recruited, Welcome to Lincoln events, college tours, hotel bureau, community communications e.g. retailers, restaurants etc.

2019: final NHRFR operational planning

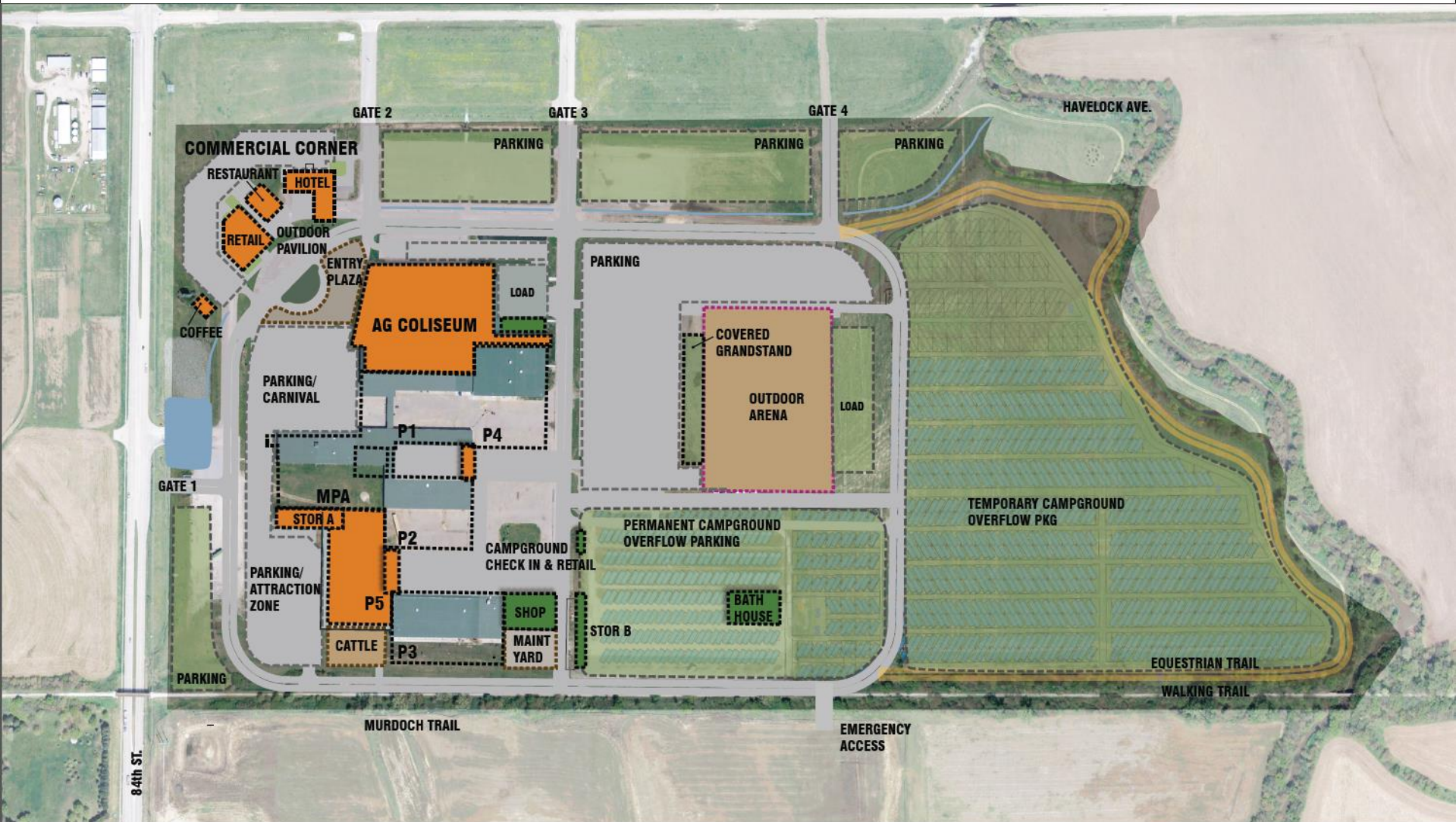




LANCASTER EVENT CENTER - MASTER PLAN 
SCALE 1"=100'

**OPENING
FEBRUARY 1, 2001**

Phase 3 fairgrounds expansion



Phase 3 planning/research continues

DONE BY DECEMBER

- Economic Impact Report by UNL Bureau of Business Research
- Financial Pro-Forma by Crossroads Consulting
- Naming opportunities valuation by APEX
- Strategic Plan

IN PROCESS

- High-level Financial Model with Marc Chauche
- Naming, Long-term Advertising Sales with support from APEX
- Commercial Corner—hotel RFP to start

EARLY 2019

- Community Advisory Committee

LEC in the news

Manager digs in to grow event center

More projects planned ahead of high school reboots

Amy Dickerson, who led the Lancaster Event Center since its opening in 2014, is looking to expand the center's reach and impact on the local community.



The Lancaster Event Center is looking to expand its reach and impact on the local community. Amy Dickerson, who led the center since its opening in 2014, is looking to expand the center's reach and impact on the local community.



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February 2018—annual Directions LJS newspaper mag

DESTINATION SPOTLIGHT / LINCOLN, NEBRASKA



Lincoln Boosts its Sports Presence

BY MICHAEL PORKE

LINCOLN, NEBRASKA, TOOK ANOTHER MAJOR STEP forward in its evolution as a sports destination in April, 2017, when the popular Speedway Village multi-purpose sports complex opened its third phase—an 80,000-square-foot indoor facility housing eight hardwood basketball courts for 12 volleyball courts.

The new facility is part of a \$180-million expansion of the complex, which includes a new 100,000-square-foot arena and a new 100,000-square-foot arena. The new facility is part of a \$180-million expansion of the complex, which includes a new 100,000-square-foot arena and a new 100,000-square-foot arena.



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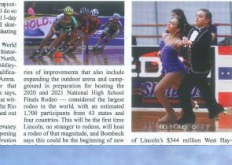


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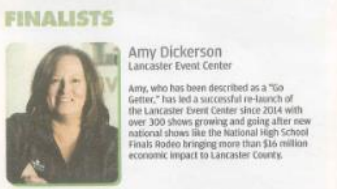


June 2018—Nat'l. Sports magazine (Lincoln Chamber media influence)



October 2018—State of NE AgTourism or Ecotourism Entity

August 2018—Chamber Tourism Development Award



September 2018

Thanks for County's support!



backup

Lincoln new rotating home for NHSFR starting 2020/2021



- Year-long bid process vs. 3 proposals from IL, WY
- 1650 HS contestants (world's largest rodeo)
- 10-day event, 13 performances
- \$16M economic impact each year with 50K visitors
- Partnerships key to winning bid:
 - Governor
 - County Commissioners
 - Mayor
 - Lincoln CVB & Visitors Promotion Committee
 - UNL
- \$3M in grounds improvements funded by lodging tax VPC grant:
 - Outdoor covered grandstand
 - Loop road
 - Camping upgrades

NHSTR update—on track for July 2020

2017

2018

2019

2020

2021

July 19-25

July 18-24

VPC
grant:

\$450K

\$250K

\$770K

\$770K

\$770K

- April 1—signed event contract
- Construction contracts
- Design
- City/other plan approvals
- Budget/value engineer

- Upgrade/add to existing campground
- Sponsors
- Naming opportunities (campground, outdoor arena)

- Finish new campground
- Havelock construction
- Operational plans & staffing
- Recruit volunteers, vendors

- Install new grandstand—**move to 2019?**
- Finish loop road
- Train volunteers & staff
- Reservations & Check-in

EXHIBIT

tabbles®

C



Bureau of Business Research

Economic Impact Presentation | November 2018

The 2017 Annual Economic Impact of the
Lancaster Event Center

Presented by

Eric Thompson, Director of the Bureau of Business Research



UNIVERSITY OF
Nebraska
Lincoln



Outline

- Sources of Impact
- Multiplier Impact and Total Impact
- Tax Revenue Impact

Sources of Impact

- Excluding Super Fair, LEC had 339,068 spectator, competitor or vendor days at its 2017 events
 - 239,732 spectator days
 - 51,960 competitor days
 - 47,376 vendor days
- Super Fair had attendance of 130,723



Sources of Impact

- Of 239,732 spectator days,
 - 31,601 at 213 local events
 - 207,378 at 99 regional/national events
 - 40.6% from Lancaster county
 - 59.4% from other states/counties (\$99.85/day)



Sources of Impact

- Spectator, Competitor, Vendor Survey – 860 completed surveys at Lancaster Event Center events
- Lancaster Event Center budget
- Lancaster Event Center average annual capital expenditure



Sources of Impact

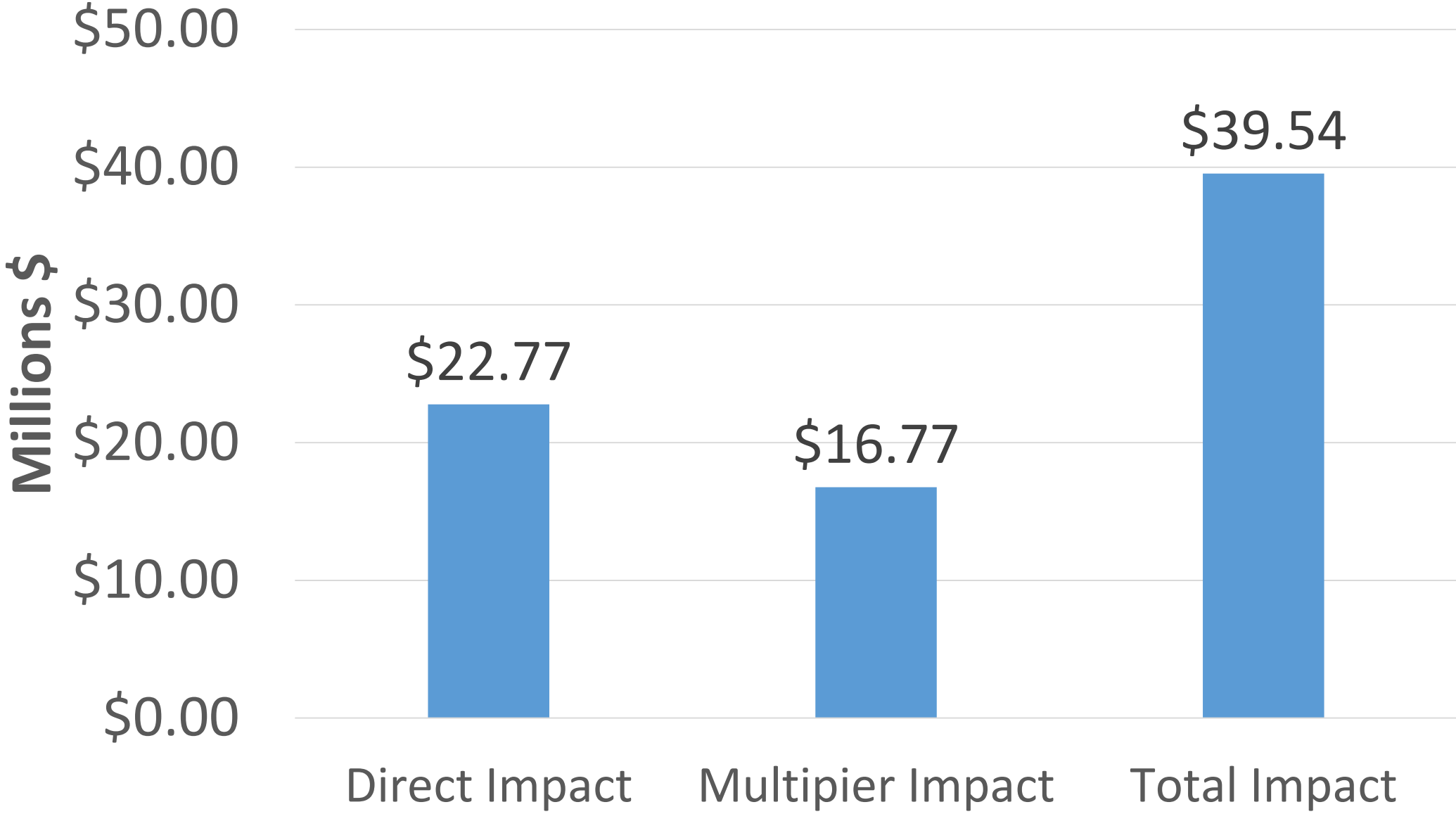
- Direct Impact of Spending (approx. 40,000 room nights)
 - Spectators - \$7.97 million
 - Competitors - \$5.42 million
 - Event Vendors - \$6.57
 - LEC Operations (external support) - \$1.95 million
 - LEC Capital Expenditure - \$0.88 million

Multiplier and Total Impact

- Direct impact leads to multiplier impact
 - Purchases from business suppliers
 - Purchases from other businesses as employees spend their paychecks
- Direct Impact + Multiplier Impact = Total Impact



Bureau of Business Research
2017 Annual Economic Impact





Bureau of Business Research
2017 Annual Economic Impact

**Annual Economic
Impact (Millions \$)**

\$39.54

**Annual Labor Income
Impact (Millions \$)**

\$12.73

**Employment
Impact (Jobs)**

531



Estimated Tax Revenue Impact 2017

- Direct Sales Tax Revenue = \$526,600
- Direct Occupation Tax Revenue = \$141,300
- Direct Lodging Tax Revenue = \$164,800
- Sales Tax Revenue (labor income) = \$78,000
- Property Tax Revenue (labor income) = \$374,300

- Total Tax Revenue = \$1,285,000



THANK YOU!

Any Questions?