

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization - Lincoln Pro Baseball, Inc. d/b/a Lincoln Saltdogs

Contact Person Charles D. Meyer

Address/City/State/Zip 403 Line Drive Circle, Ste A, Lincoln, NE 68508

Telephone 402-434-1758 Fax 402-474-2254 Email charliem@saltdogs.com

Organization Status: Non-Profit Association Civic Group Other - Corp
(If other, please attach explanation)

Applicant Government/organization Federal ID number 47-0833046

If tax exempt organization, designate IRS classification: 501(c)3 501(c)6

Provide a detailed description of your exhibit/attraction: Haymarket Park the home of the University of Nebraska Huskers and the Lincoln Saltdogs baseball teams as well as many other outside events hosted at the ballpark annually. This multi-purpose facility hosts the Nebraska State High School Baseball Tournament, numerous Fund Raisers and Walks and various college and high school baseball tournaments as well as football parking for University of Nebraska Football games. (See attached Haymarket Park Quick Facts) In 2017 we also hosted on August 21st the Eclipse Game at the ballpark with an actual Eclipse Delay and in early October we hosted the Sesquicentennial Hearts Auction. Attendance to the various events at Haymarket Park reach over 400,000 annually for all events.

Number of attendees estimated: Out of town 120,000 Local 280,000

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.
 New Construction

Please describe project as indicated above.

Looking to add a message center on Sun Valley Boulevard and Line Drive Circle to bring awareness to fans of the various events happening at Haymarket Park.

Project Start Date Spring/Summer of 2018 Completion Date Summer/2018

Is this project part of a larger renovation project? N/A

If yes, please describe the entire project:

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

Do you anticipate submitting future applications for projects relating to this project? N/A

Total projected budget (attach detailed budget) - Total Annual Revenue \$1,000 - Total Annual Expense \$11,420 - Total Capital Budget \$76,441.37

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

Attendance at the various baseball events and outside events that we host at Haymarket Park on an annual basis. The visiting teams generate over 1,100 room nights at the local hotels on an annual basis.

Estimated annual visitors: Local 280,000 Outside of Lincoln 120,000

Estimated 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 overnights utilized 1,100 x 350 (* Multiplier - see below *)

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

* State event - \$350 per night

* Local event (no overnight stays expected) - \$245 per night

TOTAL ECONOMIC IMPACT BASED ON FORMULA \$385,000.00

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

If yes, then list other grant requests

Grant amount requested from Visitors Promotion Committee

\$ 76,548.61

Signature of Applicant



Date 1-31-18

Return your completed Application to:

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

For more information:

(402) 434-5343

jmaul@lincoln.org



Haymarket Park - Quick Facts



Haymarket Park is a \$35 million baseball & softball complex that first opened on June 1, 2001; which includes a pedestrian bridge connecting Haymarket Park to the UNL Campus and Downtown Lincoln.

- **Total Baseball Attendance for 2017: 299,524** Avg. of 4,047 (74 games)
 - **Total Baseball Attendance for 2016: 310,757** Avg. of 4,257 (73 games)
 - **Total Baseball Attendance for 2015: 277,011** Avg. of 3,598 (77 games)
 - **Total Baseball Attendance for 2014: 255,578** Avg. of 3,550 (72 games)
 - **Total Baseball Attendance for 2013: 227,600** Avg. of 3,397 (67 games)
 - **Total Baseball Attendance for 2012: 272,412** Avg. of 3,492 (78 games)
 - **Total Baseball Attendance for 2011: 229,477** Avg. of 2,868 (80 games)
 - **Total Baseball Attendance for 2010: 236,082** Avg. of 3,190 (74 games)
 - **Total Baseball Attendance for 2009: 257,396** Avg. of 3,300 (78 games)
 - **Total Baseball Attendance for 2008: 328,495** Avg. of 4,056 (81 games)
 - **Total Baseball Attendance for 2007: 297,396** Avg. of 4,019 (74 games)
 - **Total Baseball Attendance for 2006: 330,051** Avg. of 4,286 (77 games)
 - **Total Baseball Attendance for 2005: 402,730** Avg. of 4,576 (88 games)
 - **Total Baseball Attendance for 2004: 311,854** Avg. of 4,331 (72 games)
 - **Total Baseball Attendance for 2003: 378,638** Avg. of 4,561 (83 games)
 - **Total Baseball Attendance for 2002: 399,031** Avg. of 4,433 (90 games)
 - **Total Baseball Attendance for 2001: 240,022*** Avg. of 5,334 (45 games)
- Total Baseball Attendance numbers include both Huskers & Saltdogs games.
* Only includes Saltdogs baseball games for 2001 season.
- **Total Attendance for 17 seasons: 5,054,054.** Average of 3,939 fans per game (1,283 total games).
 - Northern League & American Association "*Organization of the Year*" for the 2001, 2006 & 2007 seasons.
 - Northern League & American Association "*Field of the Year*" for the 2001-2017 seasons.
 - STMA (Sports Turf Managers Assoc.) "*Field of the Year*" award in 2003 & 2007.
 - Played host to the 2003 Northern League All-Star game, where Lincoln broke the all-time All-Star attendance record with 8,610 fans in attendance. This two-day All-Star event drew over 13,000 fans.



Haymarket Park - Outside Events



Haymarket Park is home to numerous events throughout the year. It is a multi-purpose complex that provides businesses, charities, and private citizens a place to meet, organize and celebrate. Listed below are some of the events the facility has hosted since 2001, with an annual total attendance for outside events exceeding 50,000 visitors each year.

- *American Cancer Society Relay for Life*
- *American Heart Association Heart Walk*
- *Ameritas Customer Appreciation Event*
- *Autism Speaks Walk*
- *Bob Dylan & Willie Nelson Concert*
- *Bob Dylan & John Mellencamp Concert*
- *Bryan Adams & Def Leppard Concert*
- *Bryan Health Employee Day*
- *Capital Humane Society Tails 'n Trails Pet Walk*
- *Cornhusker State Games Bicycle Race*
- *Cornhusker State Games Footstock Race*
- *GPAC Baseball Tournament*
- *Husker Football Saturday Parking & Private Parties*
- *180 Collar Series Softball Game*
- *Junior College Baseball Tournaments*
- *Junior Saltdogs League Player Clinic & Photo Day*
- *Juvenile Diabetes Research Foundation Walk*
- *Kawasaki Employee Day*
- *Latsch's Vendor/Customer Appreciation Event*
- *Legion Baseball Games*
- *Lightbulb Heart Auction*
- *Lighthouse Rock the Block Party*
- *Lincoln Adult Baseball League All-Star Game*
- *Lincoln Chamber of Commerce Business After Hours*
- *Leukemia & Lymphoma Society "Light the Night" walk*
- *March of Dimes Walk*
- *MS of Nebraska Walk*
- *Nebraska Book Company Corporate Retreat*
- *Nebraska State High School Baseball Tournament*
- *Omaha Royals AAA baseball games*
- *People's City Mission Walk*
- *St. Elizabeth's Employee Day*
- *Stars of Tomorrow Baseball Camp*
- *Tour de Lincoln Auction*
- *Trail Trek Event*
- *United Way Kick-Off Event*
- *Wedding Receptions*
- *Windstream Customer Appreciation Event*



Haymarket Park - Demographics



Haymarket Park compares very favorably to other sporting venues in Lincoln and in the state of Nebraska. With Haymarket Park's great baseball attendance along with the many guests who visit for the numerous outside events we host throughout the year, the facility gets utilized on a year round basis.

Attendance Comparison

- *Memorial Stadium* 628,583 (2017 Huskers Football Season)
- *Haymarket Park* 299,524 (2017 Huskers & Saltdogs Season)
- *Pinnacle Bank Arena* 246,832 (2016-17 UNL Men's Basketball Season)
- *Bob Devaney Center* 123,116 (2017 UNL Women's Volleyball Season)
- *The Ice Box* 77,742 (2016-17 Lincoln Stars Hockey Season)

Lincoln Saltdogs Internet Survey Results (Conducted by an Outside Group):

Sample Size: The sample size is large enough to provide a strong representative sample of Lincoln residents. And with the large sample size, the results are at $\pm 4\%$ margin of error with a 95% confidence interval.

- Completed surveys totaled 2,175
- 54% of respondents were female, 46% were male
- Nearly 9 in 10 respondents (89%) were casual fans (non-season ticket holders), while 11% were season ticket holders.
- 47% of respondents have an annual household income of more than \$70,000.
- 55% of respondents have a household size of three or more people; 35% have a household size of two people.
- 54% of respondents were between the ages of 25 and 44; while 22% of the respondents were between the ages of 45 and 54.
- 54% of all respondents have children living at home.
- 80% of casual fans attend 1-6 games per season, and 16% attend 7-15 games per season.

Haymarket Park Marquee Entry Sign		
Estimated Budgets	Monthly Costs	Annual Costs

Operating Budget		
Electrical	\$ 125.00	\$ 1,500.00
Marketing Staff	\$ 216.67	\$ 2,600.00
Annual Maintenance Contract	\$ 210.00	\$ 2,520.00

Marketing Budget		
Annual Event Campaign	\$ 100.00	\$ 1,200.00
Radio Event Campaign	\$ 100.00	\$ 1,200.00
Social Media Event Campaign	\$ 100.00	\$ 1,200.00
Other	\$ 100.00	\$ 1,200.00
Total Annual Budget	\$ 951.67	\$ 11,420.00

Capital Project Budget - See Attached Proposal #12502	
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Free Standing Sign	\$ 64,859.00
Electrical	\$ 6,415.00
Sub-total	\$ 71,274.00
Sales Tax	\$ 5,167.37
Total Project Costs	\$ 76,441.37

Project Funding Sources	
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VPC Grant	\$ 76,441.37
UNL	\$ -
Lincoln Pro Baseball, Inc.	\$ -
Total	\$ 76,441.37



1140 North 21st Street FAX (402) 476-3461
 Lincoln, Nebraska 68503 Ph. (402) 476-6563
 www.nebraskasign.com

PROPOSAL

Proposal #: 12502

Proposal Date: 01/31/18
 Customer #: 10924
 Page: 1 of 2

SOLD TO:	JOB LOCATION:
SALTDogs BASEBALL 403 LINE DR. CIRCLE LINCOLN NE 68508	SALTDogs BASEBALL 403 LINE DR. CIRCLE LINCOLN NE 68508

NEBRASKA SIGN COMPANY (HEREINAFTER CALLED THE "COMPANY") HEREBY PROPOSES TO FURNISH ALL THE MATERIALS AND PERFORM ALL THE LABOR NECESSARY FOR THE COMPLETION OF:

QTY	DESCRIPTION	UNIT PRICE	TOTAL PRICE
1	QUOTE #4203 FREESTANDING ENTRY SIGN Fabricate and install (1) freestanding sign with Watchfire message center at entry to Haymarket Park. Design to include message center with 5' x 10' active area. Preliminary designs as shown in drawings RS4203-1 and RS4203-2. Final design, illumination and placement to be determined.	\$64,859.00	\$64,859.00
1	QUOTE #4204 ELECTRICAL SERVICE Electrical service for new sign location.	\$6,515.00	\$6,515.00

All pricing is budgetary until final design and location are determined.

DESIGN(S) PROVIDED WITH THIS PROPOSAL IS (ARE) THE PROPERTY OF NEBRASKA SIGN COMPANY. RIGHTS ARE TRANSFERRED UPON ACCEPTANCE OF THIS PROPOSAL.

All materials used are of the highest quality. All work to be completed according to standard practices. Any alteration from specifications must be upon written order and charges adjusted. All agreements are contingent upon strikes, delays or accidents beyond our control. Our workmen are fully covered by workmen's compensation insurance. Customer assumes responsibility for any damage to unmarked underground utilities, underground sprinklers or when additional costs are incurred during excavations where underground obstructions (including rock) are encountered.

TOTAL PROPOSAL AMOUNT: \$71,374.00

TERMS: 65.0% DOWN, BALANCE DUE ON COMPLETION
 INTEREST OF 1.5% MONTH WILL BE ADDED TO PAST DUE ACCOUNTS.

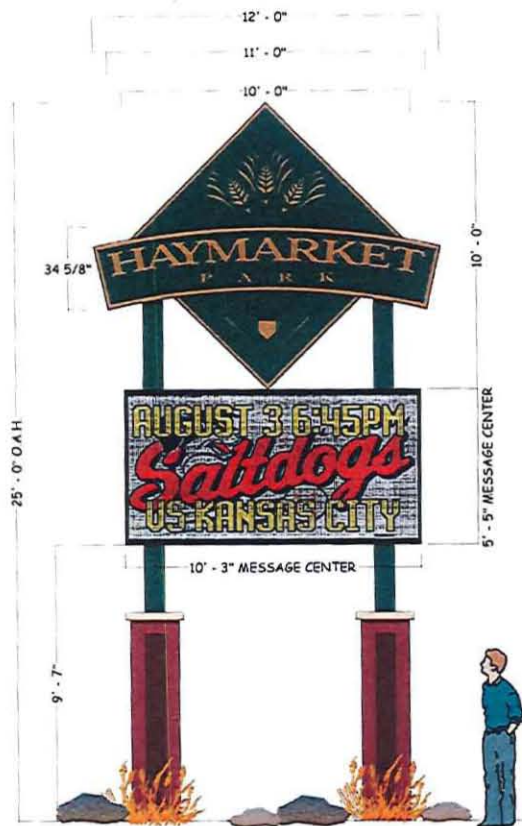
SALES TAX
 Total \$5,174.61
 \$76,548.61

THIS PRICE DOES NOT INCLUDE ELECTRICAL HOOKUP, PERMITS, ENGINEERING OR TAX UNLESS SPECIFICALLY STATED.

NOTE: THIS PROPOSAL MAY BE WITHDRAWN IF NOT ACCEPTED WITHIN 30 DAYS. WORK WILL NOT BEGIN UNTIL DOWN PAYMENT AND WRITTEN ACCEPTANCE IS RECEIVED. AN ADDITIONAL 3% TRANSACTION FEE FOR CREDIT CARD PAYMENTS IS REQUIRED.

COMPANY INITIALS _____

CUSTOMER INITIALS _____



ELEVATION _____ NO SCALE

CLIENT INFO

CUSTOMER: HAYMARKET PARK
 ADDRESS: 403 LINE DRIVE CIRCLE #A
 CITY/STATE: LINCOLN, NE
 DWG #: RS4203-1 JOB #:
 SALES REP: GRAHAM
 DESIGNER: SCHOENECK

SCALE: 1/4" = 1'-0"
 DATE: 7/28/17
 PAGE: 1 OF 1
 REVISED: 1/16/17
 ALL GRAPHIC REPRODUCTIONS ARE SUBJECT TO APPROVAL BY AUTHORIZED CLIENT. ALL OF APPROVAL BY THE SIGN-MANUFACTURER SHALL BE MADE TO ANY MANUFACTURER OF PRODUCT. THE SIGN-MANUFACTURER SHALL COMPANY SHALL ALL AGREEMENTS THEREAFTER TO CLIENT APPROVAL
 CUSTOMER:
 DATE:

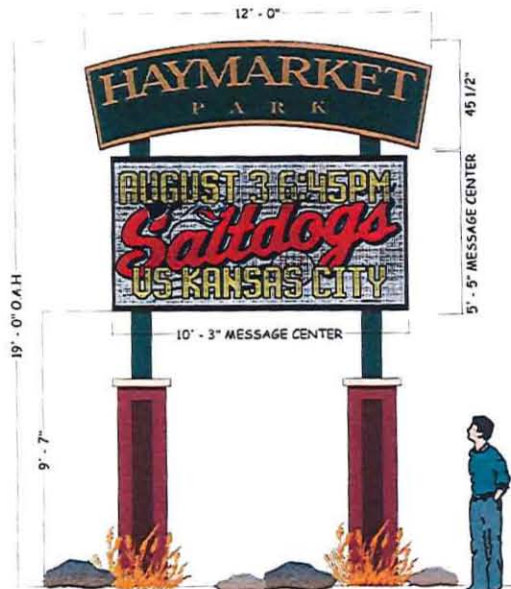
- DESIGN TYPE
- INTERIOR
 - NEON DISPLAYS
 - NON-ILLUM SIGNAGE
 - SINGLE-FACED
 - POLE SIGN
 - CHANGEABLE READER BOARD/ ELEC. MSG. BRDS.
 - ILLUM AWNING
 - EXTERIOR
 - CHANNEL LETTERS
 - BACK LIT FRONT LIT
 - THREE-SIDED
 - DIRECTIONAL
 - FACE CHANGE

NOTE: COMPUTER GENERATED DRAWING IS INTENDED TO BE AN APPROXIMATE REPRESENTATION OF ACTUAL COLORS AND IMAGES
 This proposed advertising display has been created from a survey and analysis by our qualified representatives and designers. It is an original drawing created by Nebraska Neon Sign Company. All persons are advised that this design is the exclusive property of Nebraska Neon Sign Company and that any use of the same without written permission is strictly forbidden.



NEBRASKASIGN

1140 North 2nd Street FAX (402) 476-1481
 Lincoln, Nebraska 68503 Ph (402) 476-6569
www.nebraskasign.com



ELEVATION _____ NO SCALE

CLIENT INFO	CUSTOMER: HAYMARKET PARK	SCALE: 1/4" = 7' - 0"	PAGE: 1 OF 1
	ADDRESS: 403 LINE DRIVE CIRCLE #A	DATE: 7/28/17	REVISED: 1/16/18
	CITY/STATE: LINCOLN, NE	ALL GRAPHIC REPRESENTATIONS ARE SUBJECT TO APPROVAL OR REVISION BY CLIENT. ALL USE APPROVED BY THE ENGINEER AND SIGNED PRIOR TO ANY FABRICATION OR INSTALLATION. NEBRASKA SIGN COMPANY HOLDS ALL AGREEMENTS FINAL AND TO CLIENT APPROVAL.	
	DWG. #: RS4203-2	JOB #:	
	SALES REP: GRAHAM	CUSTOMER:	
DESIGNER: SCHOENECK	DATE:		

DESIGN TYPE	<input type="checkbox"/> INTERIOR	<input checked="" type="checkbox"/> EXTERIOR
	<input type="checkbox"/> NEON DISPLAYS	<input type="checkbox"/> CHANNEL LETTERS
	<input type="checkbox"/> NON-ILLUM SIGNAGE	<input type="checkbox"/> BACK LIT <input type="checkbox"/> FRONT LIT
	<input type="checkbox"/> SINGLE-FACED	<input type="checkbox"/> THREE-SIDED
	<input checked="" type="checkbox"/> POLE SIGN	<input type="checkbox"/> DIRECTIONAL
	<input checked="" type="checkbox"/> CHANGEABLE READER BOARD/ ELEC. MSG. BRDS.	
	<input type="checkbox"/> ILLUM AWNING	<input type="checkbox"/> FACE CHANGE

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