

## Kerry P. Eagan

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**From:** Jeff Maul <jmaul@lincoln.org>  
**Sent:** Friday, November 16, 2018 3:33 PM  
**To:** Kerry P. Eagan; Ireland, Lynne  
**Subject:** Portion of Minutes for Childrens Museum request

For Discussion on November 29<sup>th</sup>, here is the portion of the minutes for the Childrens Museum grant request:

### Lincoln Children's Museum Grant Request:

Prior to hearing the grant request, Eagan gave an update of the improvement fund balance and said there are plenty of funds to support a \$10,000 grant to the Museum. Being no questions, Ireland welcomed the presenters.

Tara Knuth and Maggi Thorne presented to the group their model of a kid's version of the American Ninja Warrior interactive course they want to be constructed in their Discovery Gallery exhibit at the Museum. Lincoln Children's Museum, in collaboration with Thorne and other community partners, are hoping to have this exhibit built and open by March 2019. They would run with this until September 2019, when they plan to rotate to other fitness ideas, including Husker themed sports activities. The \$10,000 would include planning, designing and construction, Knuth said. She said they have talked to Clark Enerson, Haussman Construction and are also planning on doing some of the work in-house. Knuth said they have been doing some recruiting with the Girl Scouts to get people talking about this and excited to come give it a try. This is the only one of its kind in the area, they said and Thorne, a Ninja Warrior participant herself, has become involved to give access to other participants, which will help market the exhibit and get notoriety.

Ireland opened the floor to questions by the VPC members. Fleck-Tooze asked if they had looked into insurance. Knuth said they had been checking on that and it would be similar to the insurance they have on the rest of the exhibits. Stitt asked for a breakdown of the plans for the project. Knuth said Clark Enerson won't need to do everything, some of the items and materials needed are already there and everything fits in well. Dickerson asked what it would be used for after the nine months are up. The presenters said that some items will be integrated into the Husker sports exhibit including items with a fitness focus. Madsen then asked how many kids can use the exhibit at a time. They said 100 could go through in one hour's time. They can keep the flow moving because there are so many different things they can be doing, including the warped wall, hanging bar challenge, button at the end and the display allowing kids to pretend they are the announcer. Madsen had them do a walk-through on their model and show the committee the different parts. Dickerson was wondering if it turned out to be a big hit if they would ever bring it back through their rotation in the Discovery Center. They said, yes, they would consider that. Dickerson questioned a loss on their profit/loss statement submitted as part of the grant. Knuth noted that the number is question was depreciated assets and not an operational loss.

There being no further questions the presenters were excused, and further discussion ensued. Perrett said she supported the project. Waite questioned that the \$10,000 was being used for design services and not construction. Ireland asked for Eagan's opinion on this to which he responded that planning and developing of an exhibit is allowed. Madsen made the motion to approve the grant request of \$10,000 to the Lincoln Children's Museum. Perrett seconded the motion. With no further discussion, Ireland called for a vote. Perrett, Madsen, Stitt, Dickerson and Ireland voted yes. Cunningham and Morgan were absent. Motion carried.

**JEFF MAUL** | VICE PRESIDENT-EXECUTIVE DIRECTOR

**LINCOLN CONVENTION & VISITORS BUREAU**

3 Landmark Centre, 1128 Lincoln Mall, Suite 100 | Lincoln, NE 68508

P: 402.434.5343 | [JMAUL@LINCOLN.ORG](mailto:JMAUL@LINCOLN.ORG) | [WWW.LINCOLN.ORG](http://WWW.LINCOLN.ORG)

LANCASTER COUNTY VISITORS IMPROVEMENT FUND  
GRANT REQUEST

Name of Organization \_\_\_\_\_

Contact Person Lindsay Bartlett

Address/City/State/Zip 1420 P Street, Lincoln, NE 68508

Telephone 402-477-4000 ext.112 Fax 402-477-2004 Email lbartlett@lincolnchildrensmuseum.org

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

Applicant Government/organization Federal ID number 47-0716636  
If tax exempt organization, designate IRS classification:  501(c)3  501(c)6.

Provide a detailed description of your exhibit/attraction: Lincoln Children's Museum is a hands-on interactive learning environment for children from birth to age 10. Serving families across Nebraska and the country for 30 years, the Museum continues to invite children to create, discover and learn through the power of play through innovative exhibits, exciting special events and age-appropriate educational programming that engages children in active learning all year long.

Number of attendees estimated: Out of town 39,307 Local 111,876

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.

Lincoln Children's Museum, in collaboration Maggi Thorne and other community partners, will be opening an exhibit in the style of American Ninja Warrior in our Discovery Gallery area in March of 2019. This exhibit, designed by Maggi Thorne, a participant on American Ninja Warrior, will include several of the most recognizable elements from the extremely popular television show, including the warped wall, hanging bar challenge, and the button at the end. The exhibit will also include a display that allows kids to imagine themselves as announcers on the show, and a portion where kids are able to design their own obstacle ideas for future use.

The collaboration with Maggi gives us access to other participants on the show, which will help immensely in the opening of the exhibit and overall marketing. She has been very willing to volunteer her time to help get sponsors for the exhibit and even designed the look of it for our space. Her participation and connections will be integral in the marketing of the space when it opens.

Keeping children active is one of the main goals of play. The Museum incorporates several gross motor skill exhibits and has large spaces for kids to move and express themselves in. This new addition would be a way to engage children in a whole new form of active play that is challenging, engaging and entertaining. It will push them to new limits and help them explore new experiences.

Due to the popularity of the television show, and now the addition of an American Ninja Warrior Junior, we know that this exhibit will draw lots of attention and be of great interest to many families across the state. This exhibit will generate a huge amount of interest in Lincoln and the Museum itself next spring and summer and be a tremendous boost to attendance numbers and hotel stays due to the huge draw of the exhibit.

Project Start Date 1/1/19 (for construction) \_\_\_\_\_ Completion Date 9/1/19 (for removal of exhibit) \_\_\_\_\_

Is this project part of a larger renovation project? No \_\_\_\_\_

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? \_\_\_\_\_ No \_\_\_\_\_

Total projected budget (attach detailed budget)

Total Revenue \$ 23,750 Total Expense \$ 23,700 \_\_\_\_\_

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

Due to the potential national market for this exhibit, the possibility of increased lodging tax revenue is incredibly high. We anticipate that this exhibit could potentially bring in 15,000 more visitors from outside of Lincoln for the 2019 year.

Estimated annual visitors: Local 115,000 \_\_\_\_\_ Outside of Lincoln 55,000 \_\_\_\_\_

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 \_\_\_\_\_

# of hotel overnights utilized 8250 \_\_\_\_\_ x 245 \_\_\_\_\_ (\* 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 \$2,021,250 \_\_\_\_\_

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 \_\_\_\_\_

Signature of Applicant \_\_\_\_\_

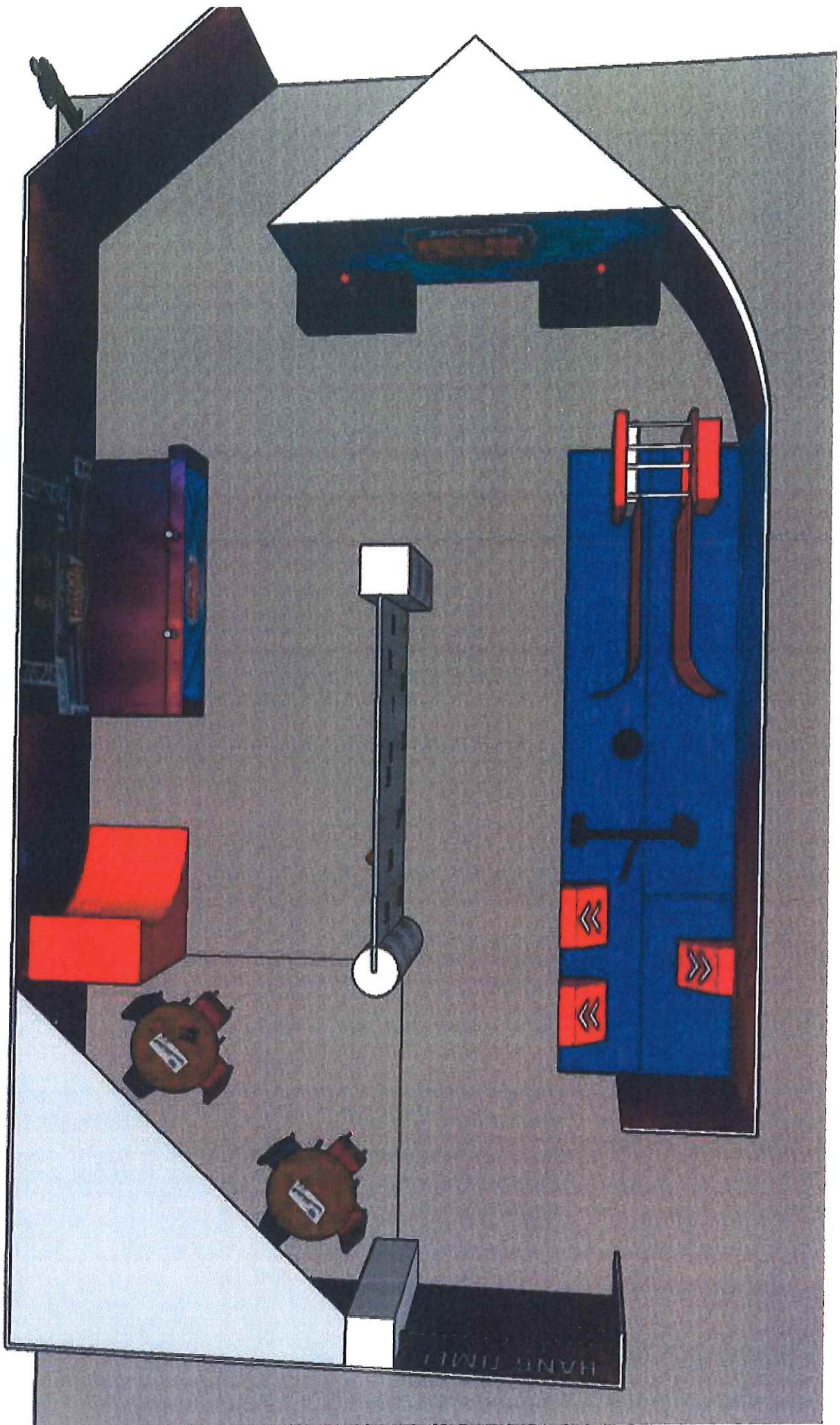
Date 10/31/18 \_\_\_\_\_

**Return your completed Application to:**

Lincoln Convention and Visitors Bureau

Attn: Jeff Maul, Executive Director

1128 Lincoln Mall, Suite 100



Ninja Exhibit Budget	
Expenses	
Design services (see bid)	\$10,000.00
Finish Buttons with SFX	\$400.00
Overhead climbing bar	\$200.00
Walking Walls	\$100.00
Warped wall	\$300.00
Rope swing	\$200.00
Wedge walk	\$400.00
Climbing wall	\$500.00
Monkey bars	\$300.00
Springboard for climbing wall	\$50.00
Gym mats	\$250.00
Wall Graphics	\$10,000.00
Contingency	\$1,000.00
	\$23,700.00

Revenue	
In kind labor	\$5,000.00
Approach Climbing Gym donation	\$500.00
Pioneer Gymnastics donation	\$250.00
Girl Scouts sponsorship	\$5,000.00
CVB Grant funding	\$10,000.00
Blue Cross Blue Shield grant	\$3,000.00
	\$23,750.00

Budget notes
<p>Our estimates have incorporated doing the work in house and we have been working to keep costs low with community partners as well. Confirmed includes the rock wall in the center of the exhibit that will be provided by Approach Climbing Gym and the mats needed in the space donated from Pioneer Gymnastics. We are also anticipating support coming from Girl Scouts Spirit of Nebraska, the ability to build some elements in house, and lowering the cost of needed graphics.</p>

**Lincoln Children's Museum**  
**Profit & Loss Budget Overview**  
 January through December 2018

	<b>TOTAL</b>
	<b>Jan - Dec 18</b>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
<b>4000 · Admission Fees</b>	
4005 · Group Admission	40,000.00
4000 · Admission Fees - Other	390,000.00
<b>Total 4000 · Admission Fees</b>	430,000.00
<b>4045 · Membership Dues</b>	
4050 · Dual Memberships	291,000.00
4125 · HAH Memberships	3,000.00
4045 · Membership Dues - Other	187,000.00
<b>Total 4045 · Membership Dues</b>	481,000.00
<b>4059 · Museum Store</b>	
4060 · Museum Store Sales	80,000.00
5000 · Cost of Goods Sold	-39,000.00
5010 · Damaged/Lost Goods	-750.00
<b>Total 4059 · Museum Store</b>	40,250.00
<b>4105 · Other Operating Revenues</b>	
4171 · Party Room Rental	55,000.00
4176 · Facility Rental	19,500.00
4183 · Museum Floor Upsells	0.00
4189 · Online Transaction Fee	6,600.00
4190 · Vending - Non-taxable	2,000.00
7040 · Credit Card Cash Rewards	2,500.00
7085 · Sales Tax Collection Fee	900.00
<b>Total 4105 · Other Operating Revenues</b>	86,500.00
<b>4180 · Program Fees</b>	
4172 · Camp	103,000.00
4173 · Make Believe Midnight	11,240.00
4174 · Candy House	7,000.00
4175 · Education non specified	7,500.00
4186 · Tractors, Trucks, Trains, Plane	15,500.00
4188 · Friday Family Night	4,700.00
4192 · Super Hero Day	5,500.00
4199 · Other Events Non Specified	9,000.00
<b>Total 4180 · Program Fees</b>	163,440.00
<b>4600 · Development</b>	
<b>4300 · Other Support Income</b>	
4312 · Friends of LCM	60,000.00
<b>Total 4300 · Other Support Income</b>	60,000.00
4620 · Fundraising Events	16,000.00
4621 · In Kind Donations	10,000.00
4622 · Restricted Development	25,000.00
4623 · Unrestricted Development	122,000.00
4624 · Unsolicited Donations	8,000.00

**Lincoln Children's Museum**  
**Profit & Loss Budget Overview**  
 January through December 2018

	<u>TOTAL</u>
	<u>Jan - Dec 18</u>
6260 · Postage & Delivery	2,200.00
6265 · Professional Fees	
6267 · Accounting/Audit	48,800.00
6270 · Computer Support	15,600.00
6271 · Consulting	20,000.00
6272 · Software Lease	<u>21,000.00</u>
Total 6265 · Professional Fees	105,400.00
6280 · Staff Development & Training	
6282 · Conferences & Travel	9,700.00
6284 · Dues & Subscriptions	4,000.00
6290 · New Hire	1,200.00
6293 · Staff Appreciation	2,500.00
6296 · Volunteer Recognition	<u>100.00</u>
Total 6280 · Staff Development & Training	17,500.00
6350 · Marketing Expense	
Marketing Admission/General	16,000.00
Marketing Camp	5,395.00
Marketing Events	3,500.00
Marketing Group Sales	2,000.00
Marketing Memberships	17,555.00
Marketing Rentals/Parties	2,000.00
Marketing Store	2,950.00
6385 · Newsletter	9,500.00
6400 · Website	<u>1,100.00</u>
Total 6350 · Marketing Expense	60,000.00
6430 · Insurance	
6432 · Commercial	23,769.00
6440 · Umbrella	7,787.00
6535 · D & O Insurance	<u>1,609.00</u>
Total 6430 · Insurance	33,165.00
8050 · Finance Charges	<u>1,000.00</u>
Total 6200 · Operating Expenses	386,675.00
6300 · Development Expenses	
6230 · Fundraising Expense	
6230 · Fundraising Expense - Other	<u>10,000.00</u>
Total 6230 · Fundraising Expense	10,000.00
6320 · Fundraising Events	3,400.00
6330 · Membership Expenses	<u>2,500.00</u>
Total 6300 · Development Expenses	15,900.00
6500 · Exhibit Expense	
6520 · Exhibit Maintenance	8,000.00
6540 · Exhibit Supplies	<u>8,000.00</u>
Total 6500 · Exhibit Expense	16,000.00
6800 · Occupancy Expense	



October 26, 2018

Lindsay Bartlett, Director of Community & Learning  
Lincoln Children's Museum  
1420 P St  
Lincoln, NE 68508

RE: Fee Proposal - Lincoln Children's Museum, American Ninja Warrior Exhibit

Dear Lindsay,

On behalf of The Clark Enersen Partners, I am pleased to submit a fee proposal to provide design services for the Lincoln Children's Museum, American Ninja Warrior Exhibit.

**Scope of Services**

1. Meet with owner, contractor, code officials, and others as necessary to gain input regarding project.
2. Perform site verification as necessary to examine and photograph various items within and on the facility.
3. Design and documentation of architecture, structure and electrical engineering systems for the project. Documentation will include necessary plans and specifications for the plan check review, permitting, and construction phases.
4. Construction administration services, including providing responses/revisions to code authorities, responses/addenda during bidding, preparation of necessary change documents during construction, submittal review, and project observation.
5. Coordinate with other design partners and construction partners as necessary.

**Assumptions**

Architect and Structural Engineer's company names / logos will be included in any "special thank you to" signage.

**Proposed Fee:**

For the services listed above, we propose a lump sum fee of \$10,000.00. We propose to bill monthly based on percentage of completion.

Thank you for considering The Clark Enersen Partners for this project. I am hopeful this fee proposal is responsive to your needs.

If you have any questions, please feel free to contact me at your convenience.

Sincerely,

Blake Thomas, Principal

Architecture + Landscape Architecture + Engineering + Interiors

1010 Lincoln Mall, Suite 200  
Lincoln, NE 68508-2883 402 477.9291 Fax 402 477.6542

www.clarkenersen.com  
Lincoln, Nebraska • Kansas City, Missouri  
Fairway, Kansas • Portland, Oregon



OCCUPATIONAL THERAPY DEPT.  
Tracy Bender, OTD, OTR/L, CLT, CMF  
201 S 68th St Pl | Lincoln, NE 68510  
p 402.420.7000 | f 402.420.6969



PHYSICIANS

Cary Peterson, MD • Nathan B. Green, DO  
Alan R. Berg, MD • Stacey K. Knox, MD  
Steven G. Dunder, MD • Scott A. McHam, DO  
Joseph Kam Chiu, MD

LEADINGCANCERCARE.COM

Dear Visitor Promotions Committee,

October 30, 2018

My name is Dr. Tracy Bender and I am endorsing Lincoln Children's Museum's application for the American Ninja Warrior exhibit. I am a member of the Lincoln community, medical community and trainee for the TV Program American Ninja Warrior. I am a specialist in cancer rehabilitation and Lymphedema care. In this field of practice we are really encouraging increased activity level as a prevention method for cancer. Seeing our youth start this practice early in life is vital! Ninja warrior activity is an excellent way to get kids active in a visually stimulating and challenging environment. We are competing with a technology filled world, and my children look at ninja warrior as a real life video game of sorts. These obstacle not only get kids physically active, but challenge kids mentally with problem solving, building self-confidence, and giving them a sense of hard work and achievement.

I have been training for the sport myself for approximately a year and a half, and have been fortunate to train with Maggi Thorne. My journey has been incredible, but it has been even more so for my children. This sports gets the entire family active. Children are very resilient, and motivated to achieve. The Children's museum is such a unique offering of real life applications for kids. Kids need to explore what they want to be when they grow up, but they also need to learn how to be healthy and balance their life in our ever changing and fast paced society. The sooner we promote healthy living habits, the better!

I have witnessed a strong interest in our community in the sport of ninja from activities such as Ninja November training held last year by Maggi, and through a partnership that she has created with the Girl Scouts. I assisted Maggi this year in the first ever Ninja competition in the Nebraska State games. We had over a thousand kids come to the train and play events that were open to the community, and over 100 competitors in the competitions itself. This was one of the largest ninja competitions in the country, and was the first of its kind in Nebraska. There is no doubt in my mind that this exhibit would attract many to our city and our state! I would love to see this exhibit feature Maggi as well, because she brings so much positivity, and is a true role model to children and adults in our state. Thank you so much for your consideration of this exhibit, and please feel free to contact me with any further questions.

Sincerely,

*Tracy L. Bender, OTD, OTR/L, CLT, CMF*

Dr. Tracy L. Bender, OTD, OTR/L, CLT, CMF

Director of Rehabilitation, Occupational Therapist

Southeast Nebraska Cancer Center

402-420-7000

[tracyb@leadingcancercare.com](mailto:tracyb@leadingcancercare.com)

Maggi Thorne  
4701 S 43<sup>rd</sup> Street  
Lincoln, NE 68516

Dear Visitor Promotions Committee,


My name is Maggi Thorne and I am endorsing Lincoln Children's Museum's application for the American Ninja Warrior exhibit. As a member of the Lincoln community and veteran participant on the nationally televised Emmy nominated TV Program American Ninja Warrior, I have been involved from the beginning stages of this project. This kind of exhibit will challenge children mentally and physically in addition to being hugely popular among families in the Lincoln area and beyond.

I have been working with local companies through the process to get items donated and sponsored for this project. I truly believe it will be a tremendous addition to the Museum to have this kind of active exhibit that encourages physical exertion and concentration. The Ninja Warrior model is perfect to motivate children to exercise and practice challenging activities, and with the addition of American Ninja Warrior Junior on NBC, this exhibit will really allow kids to see themselves as heroes on and off an obstacle course.

I have been a professional athlete on Television Programs for nearly a decade, and am a mother of 3 active children. I fully support Lincoln Children's Museum undertaking this project and pushing Lincoln to the forefront of the national obsession with this program. This exhibit will be a huge boon for the tourism in Lincoln and I will recruit other top American Ninja Warrior participants to help promote it as well. I can't wait to cut the ribbon and be the first to hit the button on this exhibit!

Sincerely,

Maggi Thorne

 **IRS** Department of the Treasury  
Internal Revenue Service  
P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248667147  
July 29, 2010 LTR 4168C E0  
47-0716636 000000 00  
00021475  
BODC: TE

LINCOLN CHILDRENS MUSEUM  
1420 P ST  
LINCOLN NE 68508-1635



035608

Employer Identification Number: 47-0716636  
Person to Contact: Ms. Wittwer  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 20, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in November 1988.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

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