

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization: Heartland Bike Share (BikeLNK)

Contact Person: Jamie Granquist

Address/City/State/Zip: 206 S Antelope Valley Parkway Lincoln 68510

Telephone: 402-659-8351 **Email:** jamie@heartlandbikeshare.org

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

Applicant Government/organization Federal ID number 81-1307723

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

Provide a detailed description of your exhibit/attraction:

BikeLNK is a publicly available bike share program that services the downtown Lincoln and University of Nebraska-Lincoln campuses for trips around Lincoln and area attractions. At present the BikeLNK system has 19 individual self serve kiosk stations that users can walk up to using a credit or debit payment card, can purchase single ride passes for \$3 for a 30 minute or less trip. Longer access passes are also available via the BCycle app or on our website, BikeLNK.com, for unlimited 30 minutes or less trips in increments of 72 hours (Visiting Voyager) for \$10, Monthly for \$12, or Annually (Aluminum Access) for \$80. Experiencing Lincoln on two wheels at their own pace lends the visitor a unique, alternative and convenient method for transportation that's fun!

Number of attendees estimated: **Out of town** 3270 **Local** 4820

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.

BikeLNK launched in April 2018 with 19 bike share station kiosk sites mainly in Downtown Lincoln with a few other key locations at popular destinations on City, Innovation & East University of Nebraska-Lincoln campuses served by a fleet of 100 bicycles interspersed throughout. Visitors can check out, ride, and securely return bikes to the same kiosk location or any other kiosk station in the BikeLNK system.

Bike sharing is a tremendous amenity for visitors to our community and has already proven to be a staple of transportation for those who live, visit, work, and play in Downtown Lincoln. BikeLNK users took over 28,600 trips in just nine months and ridership is not showing signs of slowing down in 2019. Given the tremendous success we have seen in our first season of operation we would love for the Lancaster County Visitors Improvement Fund to fund one new station for the 2019 grant cycle.

Travelling by bike allows people to soak up everything Lincoln has to offer at their own pace and comfort level. Experience the sights of a June afternoon of baseball at Haymarket Park, the smells of an August Saturday Morning Farmers Market, or the coolness of the Capitol lawn at sunset in late July. Memories

made by bike harken back to the days of childhood and freedom. The full sensory immersion into the City that bike share offers is an experience that visitors crave. Not only do they not need to worry about where they can park their car or where they left it, they can drop off the bike at any station & know that they don't need to worry about that either. Visitors are able to see all Lincoln has to offer by bike, as they move casually by our numerous shops and restaurants. The prime placement of stations near visitor heavy areas make it easy to stop and explore at their leisure. Numerous studies have found that people who ride bikes are more likely to spend money at local businesses that they pass by than people riding in cars. Visitors who utilize bike share will spend more money in Lincoln's many wonderful downtown businesses than those speeding by those very businesses in a car.

In order to deliver even better bike sharing to our community, we strive to make an even denser network of bike share stations. Adding another station in the Haymarket near the 8th & R intersection delivers increased density in a critical portion of our system for visitors to Lincoln. We have seen placement of stations in the Haymarket to be extremely beneficial to visitors who wish to use bike share to explore Lincoln. The concentration of hotels in the Haymarket and Railyard area of downtown Lincoln make this geographical area the perfect hub for tourist activity in the Capital City. Our new BikeLNK kiosk station will not only serve numerous hotel patrons but it further improves the density of bike share stations in the Haymarket. With this addition riders can quickly and easily start riding east towards the downtown core or more readily make it to the other areas of the Haymarket as we have a station located right across from Hopcat & the other near Pinnacle Bank Arena. The addition of this new station will also help improve bike sharing for Nebraska football game days as on those days visitors and locals alike enjoy utilizing bike share to get to and from the Railyard, this station would give them another option making it that much easier to utilize the system.

We have reason to believe that this additional station will see lots of use and be helpful to visitors as a whole. We saw over 28,000 trips taken by a variety of users which include local residents, college students and their families, and visitors to the Capital City. With an expanding trail and bike lane infrastructure system that further enhances the downtown area, travel by bike is only growing. Visitors are especially beneficial of this service of bike sharing due to the very nature of arriving to town without a vehicle of their own, or if they do, not knowing the local road layout for driving or what is around their hotel. A person can explore our city much easier by bike, especially downtown.

Project Start Date: April 1st, 2019 **Completion Date:** May 31, 2019

Is this project part of a larger renovation project? No

If yes, please describe the entire project: n/a

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

Since this station will be an addition to our system, there won't be costs for ads or brochures specific to the individual station but we plan to work on our visitor engagement efforts in tandem with this expansion. There will be some cost for system related marketing materials as we will need to update the maps at our stations and our rack cards. We see our rack cards at the Lincoln Visitors Center as an essential part of our marketing plan towards visitors. We will ensure that hotels also have this rack cards for the front desk staff to give to visitors. We will also utilize some of the funds to buy social media ads to target visitors, these ads are fairly cheap with a budget of up to a \$1 per day to run the ad. We also hope to partner with the hotels in close proximity to the new station, along with the staff of the hotels near our existing stations, to train their people facing staff on how visitors can get the most out of using the bike

share system. In order to do this, we will host a luncheon training for front desk or people facing staff. The training will go over how to use the system, pricing, & different routes they can highlight for visitors. We will provide the hotel staff with rack cards along with a printed and PDF versions of a guide to BikeLNK. In terms of ad buy for magazine spots, we already have bought ads in the Nebraska MAP, Lincoln Today, and the UNL Visitors Guide for 2019 with promo codes for \$2 off (20%) our Visiting Voyager Pass. The Visiting Voyager pass type gives the user access to 72 hours to unlimited 30-minute trips. It's perfect for a long weekend of riding around town and the pass type that we will be promoting for visitors. Since we have already purchased these ads for this year, money from this grant would not go towards magazine ad buy, but the additional station would enhance the value of those ad buys.

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

BikeLNK & Heartland Bike Share are the Midwest region's option for active transportation using bike sharing. We believe that this need will only increase over the long term as cities become more walkable and rideable. We would enjoy an ongoing partnership between the Lancaster County Visitors Improvement Fund Grant Committee for the advancement of active transportation for visitors.

Total projected budget (attach detailed budget)

Total Revenue: \$62,342

Total Expense: \$49,640

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

Visitors to Lincoln infuse millions of dollars into the local economy annually; over \$3 Million in lodging taxes alone were collected in 2018 in Lancaster County. That economic impact is a result of people choosing to visit Lincoln. While most visitors do not choose locations to visit solely based on the presence of bike share (although, we do know a few people who might) people are increasingly focused on convenient and plentiful transportation options when they travel. As bike sharing options get more and more common throughout the country, they have become an increasingly important box for a metropolitan areas to check. Visitors expect high quality bike share as an option for their travels. Bike sharing is perfectly suited to be utilized by visitors in order to get around and experience everything Downtown Lincoln has to offer.

By enhancing BikeLNK we are enhancing the visitor experience. We offer a specific easily purchased, often reduced cost through plentiful promotion codes in visitor friendly publications or distributed via Hotelier Guest Reception, a 72 hour access pass called a "Visiting Voyager" aimed at the long weekend traveler and tourist. We sold 111 of these multi-day visitor friendly passes to BikeLNK in 2018. The fact that stations can be accessed twenty-four hours a day all year long allows riders to go explore at their own pace and comfort level. This puts the visitor in charge of their own schedule and control of their personal experience while in the Capital City. Studies show that people who ride bikes to get around, stop more often, spend more money while doing so, and have a greater positive sense of their travel experiences than those utilizing other modes of transport.

While our amenity doesn't directly attract visitors on its own or generate hotel nights it does help visitors choose Lincoln as their travel destination. The visitor experience provided by BikeLNK will in turn make them want to return for another stay in our great city.

Estimated annual visitors:

Local 6,411 **Outside of Lincoln** 4,349

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 Usage of BikeLNK bike share system as part of a whole connected system for transportation.# of hotel overnights utilized 0 x (* 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 Given that we are an amenity we do not generate hotel nights on our own.

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

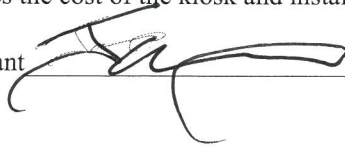
If yes, then list other grant requests

Grant amount requested from Visitors Promotion Committee

We are requesting a total amount of **\$49,640**

This amount includes the cost of the kiosk and installation as well as associated marketing expenses.

Signature of Applicant



Date 01/25/2019

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

Overall Budget		
Project Budget		
Category	Amount	Description
Station	\$32,878.00	10 docks single sided single frequency
Bikes	\$6,150.00	2.0 traditional no locks
Installation + Shipping	\$7,112.00	KIS shipping and installation
Electrical Work	\$2,000.00	Hook station up to electrical power
Marketing	\$1,500.00	Associated Marketing Expenses
Total Expenses:	\$49,640.00	
Estimated Revenue 2019:	\$62,341.68	

2019 BikeLNK Budget

	2019
Stations:	19
Docks:	211
Bikes:	100
Pay rate	\$10
Net Income:	3,205

Income	Amount	Descriptor	
Supplemental Rent			3,000
BCycle Revenue			<u>303,870</u>
Total:			306,870

Expenses	Amount	Descriptor	2019
Operations			
Cellular Data Monthly Fee	\$ 18	per station/month	\$ 4,172
Call Center	\$ 510	per month approx.	\$ 6,120
Truck Lease	\$ 420	per month	\$ 5,040
Auto Fuel	\$ 300	per month	\$ 3,600
Auto Repair	\$ 50	per month	\$ 600
Auto Registration	\$ 543	per year	\$ 543
Replacement Parts	\$ 50	per bike/year	\$ 5,000
Tools/Workshop	\$ 23	per bike/year	\$ 2,300
Station Parts	\$ 300	per station/year	\$ 5,700
Workshop Space	\$ 1,500	per month	\$ 18,600
Telecom Expenses	\$ 277	per month	\$ 3,324
Event Budget	\$ -	Per event	\$ -
Safety	\$ 1,000	per year	\$ 1,000
HBS Fee	0%	Extra	\$ -
Personnel			
Admin Payroll			90,288
Operations Payroll			79,988
Benefits			10,153
Payroll Taxes			13,949
Medical Insurance			6,023
Administration			
Cash to Savings			\$ -
Business Insurance			\$ 18,736
Office Supplies	\$ 150	per month	\$ 1,800
Mileage	\$ 75	per trip	\$ 4,950
Professional Fees	\$ 400	per month	\$ 4,800
Travel & Entertainment	\$ 2,000	per year	\$ 2,000
Dues & Subscriptions	\$ 2,655	per year	\$ 2,780
Equity Work	\$ -	per month	\$ -
Marketing Expense	\$ 600	per month	\$ 7,200
Printing Expense	\$ 15	per bike/year	\$ 1,500
Audit	\$ 3,500	one time	\$ 3,500
Total:			303,665

Marketing Budget		
Category	Amount	Description
Rack Card Production	800	Rack cards targeting visitors
Decals for Map Update	200	Pin drop decal to denote station
Front Desk Training Luncheon	400	Staff training
Social Media Ad Purchasing	100	Paid Social Media Spots
Marketing Budget Total	1500	



CONFIDENTIAL QUOTE

01/21/19

Lincoln, NE

Signature: _____

BCYCLE 2.0 BIKES	Unit Price	QTY	Total
Bikes	\$ 1,230	5	\$ 6,150
-OPTIONAL: Bike Branding/Decals	\$ 55	0	\$ -
-OPTIONAL: Secondary Lock	\$ 45	0	\$ -
		Bike Total:	\$ 6,150
BCYCLE 2.0 STATIONS	Unit Price	QTY	Total
-Kiosk w/ Standard Base	\$ 13,278	1	\$ 13,278
-Dock (Single Frequency)	\$ 1,164	10	\$ 11,640
-Bolted Base	\$ 796	10	\$ 7,960
		Station Total:	\$ 32,878
Equipment Total:			\$ 39,028

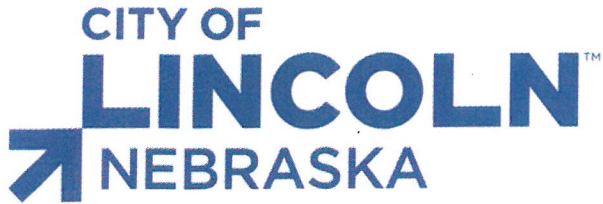
Additional Equipment and Fees	Unit Price	QTY	Total
SHIPPING AND HANDLING			
-2.0 Bike shipping (estimated)	\$ 230	1	\$ 230
-2.0 Station shipping (estimated)	\$ 3,959	1	\$ 3,959
INSTALLATION (per station)	\$ 1,800	1	\$ 1,800
INSTALLATION TRAVEL EXPENSES	\$ 1,123	1	\$ 1,123
Additional Equipment and Fees Total:			\$ 7,112
TOTAL LAUNCH COSTS:			\$ 46,140

- Due to the uncertainty of the current global market, B-cycle reserves the right to increase equipment costs based upon production, freight, duties, tariffs, or taxes.
- Quote valid for current configuration only.
- Shipping and travel charges estimated. Actual charges finalized upon delivery.
- 1 year parts and service warranty on station equipment, 1 year warranty on bike parts, 3 year warranty on bike frames.
- Bikes do not include a secondary lock on the bike.

HEARTLAND BIKE SHARE

We, the board of Heartland Bike Share, do hereby resolve to apply for a Lancaster County Visitor Improvement Fund Grant. We believe strongly in the viability of bike share in Lincoln and believe we should take any reasonable opportunity to increase the size of the BikeLNK system.

Resolution passed by unanimous consent, January 24th, 2019



LINCOLN-LANCASTER COUNTY
PLANNING DEPARTMENT
555 South 10th Street Suite 213 Lincoln, NE 68508
402-441-7491 fax: 402-441-6377 lincoln.ne.gov



January 22, 2019

Lincoln Convention and Visitors Bureau
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

RE: Lancaster County Visitors Improvement Fund Grant

Dear Sir or Ma'am:

The Lincoln/Lancaster County Planning Department wishes to express support for the Heartland Bike Share (BikeLNK) Lancaster County Visitors Improvement Fund project. The Planning Department has a strong, existing relationship with Heartland Bike Share as the system operator of Lincoln's bike share program, BikeLNK, and have worked together on a continual basis since the earliest days of implementing the program.

Heartland Bike Share, through the BikeLNK program, has supported ongoing city planning efforts to improve bike infrastructure in Lincoln through the Downtown Master Plan and Lincoln Bike Plan planning process. Heartland Bike Share has worked to promote biking and alternative forms of transportation in Lincoln with Bike to Work Week, Bike to School Day, and Bike to Vote events as well as being present at several local and special events to discuss the benefits of biking.

BikeLNK has found great success in its first calendar year of operations. With over 28,000 rides between system launch on April 20, 2018 through the end of 2018, the bike share system averages approximately 120 rides per day. BikeLNK was awarded "Most Rides Per Bike Per Day" for a system of 100 to 300 bikes by BCycle and received a Downtown Lincoln Association Impact Award in Community Leadership this fall.

It is for these reasons that we respectfully request approval of the Heartland Bike Share (BikeLNK) Lancaster County Visitors Improvement Fund project. Thank you for your thoughtful consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "David Cary".

David Cary, Planning Director
Lincoln/Lancaster County Planning Department



Hilton Garden Inn Lincoln Haymarket

January 24, 2019

801 R Street

Lincoln Ne 68508

402-474-9000

To Whom It May Concern,

Hilton Garden Inn Lincoln Haymarket whole heartedly lends it's support towards BikeLNK's application for the Lancaster County Visitors Fund Grant for 2019.

The Railyard and Haymarket area of downtown Lincoln has become a visitor & tourism hot spot on recent years, one The Hilton Garden Inn Lincoln Haymarket is proud to play an important part of. People come for the unique experiences that the Capital City has to offer such as Nebraska Cornhusker Football games, numerous Conventions, along with Pinnacle Bank Area events throughout the year. The Hilton Garden Inn Lincoln Haymarket enhances visitors with modern amenities, welcoming atmosphere, and convenient location with easy access to The Railyard & Haymarket areas of downtown.

Bike sharing is another great way for our guests and friends to experience Lincoln that enhances an already memorable stay with us.

For this reason, The Hilton Garden Inn Lincoln Haymarket supports the existing work BikeLNK does and enthusiastically offers this letter of support for the Lancaster County Visitors Fund Grant for 2019, with the intent of funding a 10 dock BikeLNK kiosk station and 5 bicycles to be placed in the Railyard/Haymarket area in spring 2019.

Thank you,

MELANIE THOMPSON

General Manager



801 R Street

Lincoln, NE 68508

+1 402 475 9000 Office

+1 402 475 9001 Fax

Melanie.Thompson@hilton.com

The Graduate Lincoln

January 24, 2019

141 N 9th Street

Lincoln Ne 68508

402-475-4011

To Whom It May Concern,

The Graduate Lincoln whole heartedly lends it's support towards BikeLNK's application for the Lancaster County Visitors Fund Grant for 2019.

The Railyard and Haymarket area of downtown Lincoln has become a visitor & tourism hot spot on recent years, one the Graduate Lincoln is proud to play an important part of. People come for the unique experiences that the Capital City has to offer such as Nebraska Cornhusker Football games, numerous Conventions, along with Pinnacle Bank Area events throughout the year. The Graduate Lincoln enhances these overnight stays with a boutique vibe, cozy atmosphere, and delicious food.

Bike sharing is another great way for our guests and friends to experience Lincoln that enhances an already memorable stay with us.

For this reason, The Graduate Lincoln supports the existing work BikeLNK does and enthusiastically offers this letter of support for the Lancaster County Visitors Fund Grant for 2019, with the intent of funding a 10 dock BikeLNK kiosk station and 5 bicycles to be placed in the Railyard/Haymarket area in spring 2019.

Troy Terwilliger

General Manager

Graduate Lincoln

tterwilliger@graduatelincoln.com

402-475-4012

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date:

JUL 12 2016

HEARTLAND BIKE SHARE
1516 CURNING ST
OMAHA, NE 68102-4409

Employer Identification Number:
81-1307723
DLN:
17053146314016
Contact Person:
JOAN C KISER ID# 31217
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
January 25, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

HEARTLAND BIKE SHARE

Sincerely,



Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements



**EMBASSY
SUITES**

by HILTON™

Lincoln

January 28, 2019

Lancaster County Visitor Promotion Committee

Dear Committee Members:

The Embassy Suites by Hilton Lincoln supports the application for Lancaster County Visitor Fund Grant for BikeLNK for 2019. The bike share program shows Lincoln tourists and conventions that Lincoln is serious about expanding tourism and people experiencing the city of Lincoln.

The Haymarket area and The Railyard in particular has become a tourist destination in recent years. Having worked at The Lincoln Marriott Cornhusker Hotel and Embassy Suites by Hilton Lincoln I have seen many people rent the bikes to travel around downtown with most either wanting to visit UNL campus or visit the Haymarket area. People don't stop very much on campus they just pedal through but when they go to the Haymarket they want to stop for a refreshment break, have dinner or even see a concert at Pinnacle Bank Arena. Most of these tourists are already paying to park their cars at their hotel so a bike share program is an excellent alternative for transportation and minimizes traffic congestion.

Both the Cornhusker Marriott and Embassy Suites were very pleased to be locations for the bike share program when it first started and I am sure the businesses around the Railyard would greatly benefit from a bike station in that area.

If you need any additional information, please don't hesitate to call or email me.

Sincerely,

B. Paul Tunakan

Embassy Suites by Hilton Lincoln
Director of Sales and Marketing
402.473.4791
paul.tunakan@atriumhospitality.com