

Minette M. Genuchi

Subject: FW: Here's the grant discussion minutes from the VPC meeting (will be used this Thursday when Lynne and I visit the County)

Importance: High

From: Jeff Maul <jmaul@lincoln.org>

Sent: Monday, May 20, 2019 2:51 PM

To: Kerry P. Eagan <KEagan@lancaster.ne.gov>; Ireland Lynne (lynne.ireland@nebraska.gov) <lynne.ireland@nebraska.gov>

Cc: Jeff Maul <jmaul@lincoln.org>

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History Nebraska Grant Request:

Chris Goforth began his request by thanking everyone for this opportunity and passed around a special issue of History Nebraska's magazine telling the story of women empowerment since the ratification of the 19th amendment. 2020 is the centennial of when Nebraska ratified the 19th amendment and this Votes for Women! exhibit will open August 15, 2019. The exhibit will highlight women and social justice by telling the story of various past and current powerful, successful women; Helen Boosalis, Virginia Smith and Deb Fischer to name a few. It will tell how they have helped impact our community and pave the way for other women to make their own impact. Goforth told the committee he has funds to get this started and get the message out now but is requesting \$9,978 to help them next year and to keep the ball rolling. They need momentum, he said, and help with promotion and advertising costs associated with such exhibits. He is estimating the number of attendees to be 30,750, with 13,750 of those from out of town resulting in 3,000 hotel nights. The economic impact, Goforth felt, could be as high as \$1.03M. Ireland opened the floor to questions. One was the timeframe and Goforth said it would be August 2019 to August 2020. Jeff Maul asked if the money would be for marketing or the exhibit itself; marketing was the answer. Amundson noted that Kay Orr was the first woman, Republican governor of Nebraska and that women were not allowed in the Nebraska National Guard until 1972. Maul said that mothers often make the vacation plans and this could possibly be something drawing women to Lincoln for the family vacation. Stitt wanted to verify that the presented statistics were for a 12-month period – yes, they were. Being no further questions, Goforth left the room. During discussion Waite asked for clarification that the VPC can give grant money specifically for marketing. Maul said yes, it is okay and similar requests are typical in these less than \$10 grant requests. Stitt said maybe he didn't give enough information of how the hotel room night number was figured and Jeff Cunningham thought when a family comes to Lincoln for this exhibit they will certainly do more while in town. Cunningham made a motion to grant \$9,978 to the History Nebraska, Nebraska History Museum for promotion of their exhibit. Dickerson seconded the motion. With no further discussion, Perrett called for a vote. Cunningham, Dickerson, Madsen, Perrett and Stitt voted yes. Ireland abstained. Morgan was absent. Motion carried. Following the vote, Ireland rejoined the meeting.

Lincoln Arts Council Grant Request:

Troy Gagner made a grant request to the committee for \$10,000. He said the 2019 Lincoln Arts Festival usually held at SouthPointe Pavilion, has outgrown that venue and will be moving to downtown Lincoln this year. Gagner is excited about this move and said it will be held in conjunction with Lincoln Calling – Lincoln's largest music festival on September 21 and 22, 2019. They will be located adjacent to 14th & P Streets. The Arts Festival will be able to add artists and activities working with others to add festival flair. They are expecting about 20,000 people that weekend and hoping they get the out-of-town guests' percentage to 21%, some coming from eastern Nebraska, western Iowa, southern South Dakota and northern Kansas and Missouri. Gagner talked about how they are going to utilize the city's buses, trolley system and bikes to allow the attendees to get around to the various presenters, performers and artists. He also is hoping for marketing from local media, maybe even having

the local news broadcasting live from the festival that weekend. He would utilize the money granted for an extensive marketing campaign showing the vibrancy of the arts, pulling in artists from across the country, making it an ARTS weekend with Lincoln Calling and other arts events partnering together and finally showcasing downtown Lincoln as the new art scene in Lincoln. Ireland opened the floor to questions. Cunningham asked what the hours would be. Lincoln Calling will be Friday night, the Arts Festival will be Saturday 9-8 and Sunday 9-5. Maul applauded Troy for his collaboration with the others in this arts weekend. Gagner was asked why he feels this is the best fit for his festival and he replied because of the combination of music and arts. He thought the art would really reach the audience listening to the music from Lincoln Calling. Stitt asked what advertising they planned to purchase and Troy said TV, radio and a little newspaper. He also brought up the on-site TV spot that weekend. Gagner was excused and the committee began discussions. Susan Madsen said this would be an additional thing to do downtown, which is always a good thing. It was noted the weekend matches up with a Husker football away game, which is ideal. Fleck-Tooze said this has been a great event in the past with a really good set-up. Stitt made a motion to grant the \$10,000 request to the Lincoln Arts Council. Madsen seconded the motion. With no further discussion, Ireland called for a vote. Cunningham, Dickerson, Madsen, Perrett, Stitt and Ireland voted yes. Morgan was absent. Motion carried.

Lincoln Parks Foundation Grant Request:

Maggie Stuckey and Susan Larson Rodenburg addressed the committee to request a grant of \$3,956.15. Since the Nebraska Centennial Mall was renovated in 2016 there has been very little done to promote it across the city and state to bring in visitors. The Mall is the connection between the University and the Capitol. It is seven blocks long and serves as a scenic connection. There are an estimated 100,000 visitors and a variety of tours each year, including school children from across the state, visiting the State Capitol. Rodenburg said they would like to expand and improve the existing attraction and promote and advertise such exhibits and that is what they would use the funding for. They are printing 31,000 brochures to distribute to people and organizations around downtown. Ireland asked for questions. Cunningham asked if these were new brochures or a re-print. Larsen Rodenburg said brand new. Perrett asked how long 31,000 would last and they said two years. Ireland said since the purpose of the Improvement Grants is trying to get people overnight, she asked how the grant would help doing that. Larsen Rodenburg answered that Centennial Mall will be another attraction for people to visit while in Lincoln. They said they are marketing online and through other outlets. Maul said the CVB will add the brochures to their packets they distribute to help and encouraged them to reach out to services such as Certified Folder that put brochures in hotels throughout the state for additional distribution. Wiltgen asked if there was a technology side and Larsen Rodenburg said it will be on two websites. Waite suggested they put the brochures in other venues including the University's visitor's center. The two guests left the room and the committee discussed. Dickerson said there is a need to get the word out about the Mall, and this would help. Derek Feyerherm added that the CVB is often asked about attractions for the Native American culture and this would help with sales efforts when recruiting conferences. Madsen noted several downtown tours and asked if there was a way to bring awareness to all of these tours. Maul said a page could be set up about walking tours on the CVB website and include them. Perrett made a motion to grant them the \$3,956.15 for the brochures. Madsen seconded the motion. With no further discussion, Ireland called for a vote. Cunningham, Dickerson, Madsen, Perrett, Stitt and Ireland voted yes. Morgan was absent. Motion carried.

Susan Madsen excused herself from the meeting. The meeting was ahead of schedule and Dan Lesoing hadn't arrived yet, so the committee went on to the approval of minutes and financials.

Lincoln Sports Foundation Grant Request:

Dan Lesoing spoke next to the group requesting a grant of \$10,000 to replace all the signage and improve the Lincoln Sports Foundation (LSF) MX track. He began his presentation letting everyone know since his request three months ago they have a settlement signed and the lawsuit has been dropped. Lincoln Sports Foundation (LSF) owns the complex now, he said. Lesoing feels there has been a lot of wait and see and now they want to change the signage to let everyone know Abbott has been rebranded with LSF. This along with the track enhancements will require an estimated \$26,900 and he is requesting \$10,000. Lesoing asked for questions. Maul started with what signage has already been replaced. LED lighting has been installed. The entry sign is new as well as some indoor signs. LSF has approval from a benefactor to go ahead with the signs, saying the funding will

be there to offset the remaining expenses not covered by the grant. It has been promised to him. Dickerson asked how fast the track could be improved. End of May, Lesoing replied. Fleck-Tooze asked how the teams will hear about them; what are his plans for outreach. Lesoing said several organizations have reached to LSF about utilizing space. Lesoing believes the rent will be less than some of the other properties in town and that should bring in some users. Fleck-Tooze asked where they are at on Phase 1. Lesoing let the group know they have an anonymous donor and are partnering with Clark Enersen to develop the design so they can send it out for bid. Stitt asked what events, if any, they are having there now. He said Capital Soccer Association (CSA) is using five soccer fields, they have some basketball games scheduled there in June and a Mud Run coming up this summer. Stitt asked how their relationships were with previous users. Lesoing told him CSA had left, but now were back and VCN is wanting to come back with some of their club. He thinks once everything is repaired more clubs and teams will want to return to using the facility. Dickerson asked which item would be best to make the money ask for, the track or the signs. Lesoing was willing to ask for one or the other, but maybe the track because it can be advertised for better. Cunningham said we need to know which item he is asking the money for because we need receipts to show it was used for a certain thing. You need to say exactly what you are requesting for, Cunningham said. Wiltgen posed the question if the track is improved, can you attract more users. Lesoing said he thinks so. Fleck-Tooze asked if they lease the center and Lesoing said they own all of it, with no mortgage. They must pay said the mortgage for ten years but the legal settlement provides that Abbott Foundation pays these costs. After ten years, it'll be theirs. Lesoing was excused from the meeting and the discussion began. Ireland told everyone it was certainly more positive than his previous request. Eagan was asked how many grants the facility has received over the years and he said they have received several with the last one about four years ago, he thought. Feyerherm brought up the fact that LSF are planning a circuit for the MX track in 2020. Maul mentioned the motocross phenomenon, Diesel Thomas, a local top national rider, who is bringing a lot of attention to the Lincoln track. Dickerson said the committee would be able to get receipts for the signage, if we went that route with the grant request. Stitt asked what events are there now that the signage would help with. Feyerherm pointed out the motocross, soccer and volleyball are available for use already at this point. Perrett made a motion to approve the \$10,000 grant request for the track at the Lincoln Sports Foundation Complex. Stitt seconded the motion. With no further discussion, Ireland called for a vote. Cunningham, Dickerson, Perrett, Stitt and Ireland voted yes. Madsen and Morgan were absent. Motion carried

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