

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization History Nebraska, Nebraska History Museum

Contact Person Chris Goforth, Marketing Director

Address/City/State/Zip 1500 R Street, Lincoln, NE 68508

Telephone 402-471-3262 Fax 402-471-3100 Email chris.goforth@nebraska.gov

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

Applicant Government/organization Federal ID number 47-0491233
If tax exempt organization, designate IRS classification: 501(c)3 501(c)6.

Provide a detailed description of your exhibit/attraction:



Votes for Women! Nebraska's Battle for the Ballot

2020 marks the centennial of women's suffrage in the United States. Nebraska ratified the 19th amendment in 1919, so this exhibit will open August 15, 2019, the centennial of suffragists' victory in the state. The exhibition and a wide variety of public programming will through December 2020. Coinciding with an election year, this effort will address the 60+ year "battle for the ballot." The exhibit will place Nebraska's suffrage movement within the national context, and tell Nebraska's unique stories, starting with the Territorial period and continuing beyond ratification. Because we believe history connects the past to the present in ways that enable us to build a better future, the exhibit will also explore Contemporary movements and struggles for equality.

Deep Dive topics will allow visitors to explore:

- *Who else was excluded from voting in Nebraska?*
- *Why was there opposition?*
- *What were the connections between suffrage and prohibition?*
- *Was there racism and bias in the suffrage movement? What was the experience of African Americans in Nebraska?*
- *What issues of equality and disenfranchisement existed after ratification?*
- *Who were some of the women who broke barriers in Nebraska politics?*

This exhibition will give us the opportunity to join the many other museums and historical organizations around the country that will be marking the 100th anniversary of the 19th amendment with exhibitions and programming. We will go beyond simply commemorating and celebrating suffrage, and broaden the

conversation. We will make the story more inclusive, and ask tough questions about bias. We will continue the story past ratification and up to the present. We will explore contemporary issues such as recent women's marches, and the impact women make today by using their right to vote.

Visitors will experience authentic historical materials firsthand and enjoy

- Artifacts, photographs, and documents showing History Nebraska's rich collections
- An immersive 1910s living room where you can attend a suffrage meeting, sit on furniture from our Education & Use Collection, and listen to suffrage songs
- An interactive suffrage parade float
- A voting booth activity
- A *Design a Slogan* activity
- Video clips with commentary by contemporary Nebraska women discussing suffrage, service, and voting today



The exhibit will highlight the contributions of women from many Nebraska communities and will draw visitors from across the state and region to experience the suffrage struggle and commemorate this centennial. Public programs, films, family fun days and more will draw audiences throughout the year to consider one of our most important rights.

Number of attendees estimated: Out of town 13,750 Local 17,000

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

History Nebraska uses a variety of marketing messages and channels to reach its audiences. On-going presence on NET Radio statewide and monthly segments on KOLN/KGIN's "Pure Nebraska" will feature specific content focused on Votes for Women! Nebraska History Moments, the History Nebraska e-newsletter, and other electronic communications will invite visitors, especially women's groups, to come to Lincoln to experience the exhibit and programming.

VIF support will underwrite marketing costs to attract visitors from across the state and region to visit this one-hundred-years-in-the-making exhibition and programming. Our recent experience with the state's sesquicentennial suggests commemorations do in fact heighten visitor interest and participation.

Print Media: Nebraska Life AAA Living	6 issues 6 issues	\$3,360 \$3,018
Targeted Digital Ads	Facebook followers & website users	\$1,100
BOTT Radio statewide network	spots throughout exhibit run	\$2,500
TOTAL		\$9,978

Additional project costs NOT requested from VIF include:

Project Start Date August 15, 2019 Completion Date December 2020

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 \$ 53,628 (museum operation budget & grant sources)

Total Expense \$ 53,628

Budget Item	Amount
Printing and Mounting	\$ 4,000
Exhibit Build	\$ 4,300
Sound and Video Components	\$ 600
Interactives	\$ 1,500
Graphic Design	\$ 2,250
Marketing	\$ 10,978
Sub Total	\$ 23,628
Staff Time 1,000 hours	\$ 30,000
Total	\$ 53,628

How will your project impact new visitor recruitment and lodging tax revenues?
Visitor research suggests that women a key drivers in decision making regarding family leisure time. Women also frequently organize group visits to cultural activities and overnight get-aways with other women. We believe this exhibition will capitalize on both these typical female behaviors and the energy associated with women and politics currently evident.

We will promote the exhibit with women's organizations across the state and region, and expect partnerships with the League of Women Voters, Federated Women's Clubs, and more. Just as the suffrage movement recruited and welcomed men, we will emphasize family participation in events and exhibit visits. We will expand the story to include many individuals, cultures, and age groups, as we fulfill our mission to open to all the histories we share.

Estimated annual visitors: Local 17,000 Outside of Lincoln 13,750

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 3,000 x \$350/night (* 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 \$1,035,000

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

If yes, then list other grant requests: Humanities Nebraska, Nebraska State Historical Society Foundation funds will help support public program costs

Grant amount requested from Visitors Promotion Committee

\$ 9,978

Signature of Applicant 
Lynne Ireland, Deputy Director, History Nebraska

Date 4-30-19

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
