

**LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST**

Name of Organization	<u>Lincoln Arts Council</u>
Contact Person	<u>Troy Gagner</u>
Address/City/State/Zip	<u>211 N 14th St. Lincoln, NE 68508</u>
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Email	<u>troy@artscene.org</u>
Organization Status	<u>Non-Profit</u>
Federal ID Number	<u>47-6046691</u>
IRS Classification	<u>501(c)3</u>

Provide a detailed description of your exhibit/attraction:

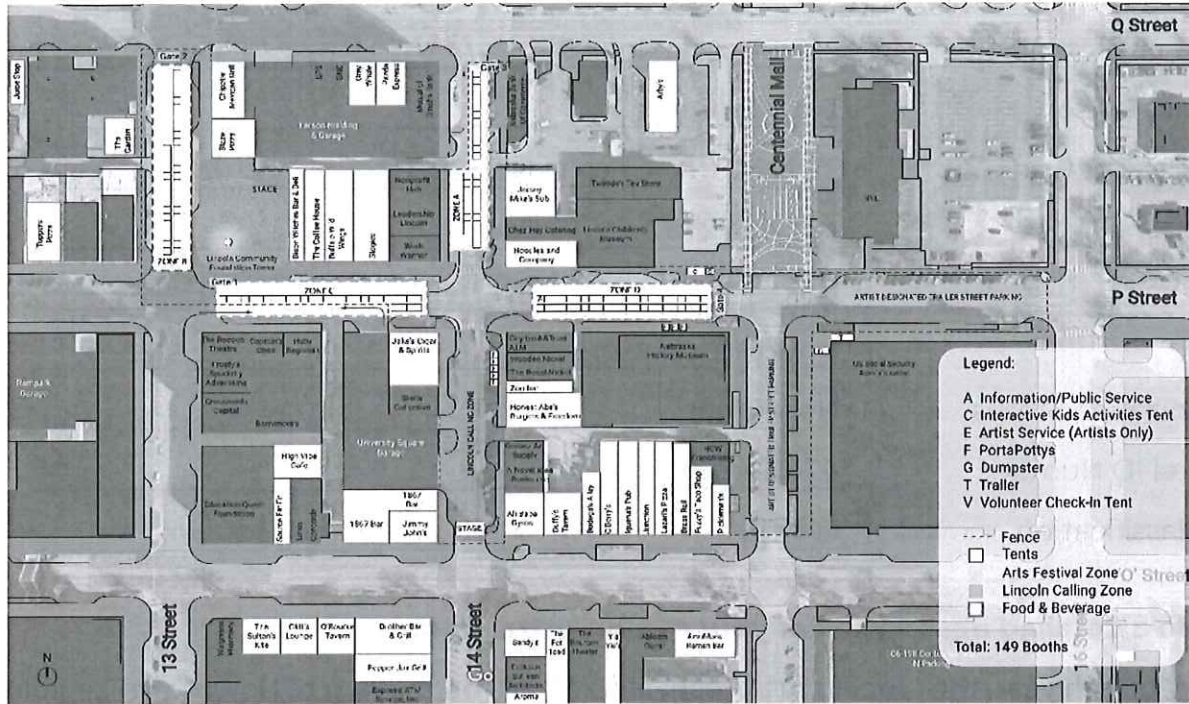
Now in its 19th year, the Lincoln Arts Festival (LAF) will be moving to downtown Lincoln! We are excited for the change of venue as Downtown Lincoln has always been the heart of Lincoln's vibrant art scene. The 2019 Festival will be held in conjunction with *Lincoln Calling* – Lincoln's largest music festival. The Festival will be located adjacent to Lincoln Calling in the area around 14th & P Streets between Union Plaza and Centennial Mall (see map).

Previously located at Southpointe Pavilions, the Festival has grown steadily throughout its first 18 years. Last year's Festival drew 106 artists from across the country and was attended by more than 7,000 art lovers from throughout Nebraska and surrounding states. The move to downtown Lincoln will allow us to increase the number of artists by 50% and should push attendance numbers beyond 10,000.

We have tremendous local and regional support for the project including:

- City of Lincoln – assisting with in-kind logistical services
- Downtown Lincoln Association – providing cash for marketing assistance, gift cards and parking vouchers for artists and volunteers.
- Lincoln Calling – the 16th Annual event occurs on the same weekend and is adjacent to the Festival site
- The Foundry
- Nebraska Arts Council and American Arts Alliance
- Local arts councils in Nebraska who are part of the targeted marketing area
- Sheldon Museum of Art, Lied Center for Performing Arts, UNL Theatre, Nebraska History Museum, Ross Media Arts, Chapin Studio, Gomez Art Supply, Lincoln Children's Museum, Downtown hotels and restaurants

2019 Lincoln Arts Festival Site Map



Lincoln Calling and Arts festival | SITE PLAN - BOOTHS AND FOOD LOCATIONS

Number of attendees estimate: 10,000 (attendees) plus 150 (artists)

Out of town: 2,100 (attendees) plus 90 (artists)

Local: 7,900 (attendees) plus 60 (artists)

(These numbers do not include the estimated 8,000-10,000 estimated visitors to the adjacent Lincoln Calling Music Festival)

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 associate with such exhibits
- New Construction

Please describe the project as indicated above:

The Lincoln Arts Council is proposing an extensive marketing campaign for the 19th annual Lincoln Arts Festival (LAF) to be held on September 21 and 22, 2019. In past years LAF featured just over 100 artists from around the country, free entertainment, and limited hands-on art activities due to limitations of the previous site. Held at SouthPointe Pavilions for the past 18 years, the Festival footprint has become too small as we've expanded the number of artists and scope of activities over the past five years. The recent downtown master plan also includes moving LAF to Downtown Lincoln as a priority.

Marketing messaging will focus on:

- The vibrancy of the arts in Lincoln
- Coming to a well-established event with art from across the country
- Making it an ARTS weekend, with Lincoln Calling and other arts events happening at the same time, and
- Checking out the new location – Downtown is Lincoln’s event space and home to Lincoln’s vibrant art scene

According to gate counts, LAF attracted approximately 7,000 people to SouthPointe in 2018. With the move to Downtown Lincoln we have opportunities to attract an expanded demographic, create a fresh new look and feel, and to develop strong partnerships with the *Lincoln Calling*, Downtown Lincoln Association, and Downtown restaurants and retail. We feel now is the time to implement a more comprehensive marketing strategy.

Zip codes were collected from attendees at the 2018 Festival. Our goal as we move forward in our Downtown location is to better identify audiences that we can track as a target for subsequent LAF marketing campaigns.

2018 Lincoln Arts Festival Non-local Attendee Zip Codes	
Area	%
Southeast Nebraska	8.76%
Southeast Nebraska	8.76%
Omaha Metro	2.64%
Northeast Nebraska	1.81%
Central Nebraska	1.53%
Northeast Kansas/Northwest Missouri	0.87%
Western Nebraska	0.80%
Western Iowa	0.76%
Southeast South Dakota	0.21%
	17.38%

Based on our zip code study, we will target channels that reach Kansas, Missouri, Iowa, South Dakota and Nebraska. The campaign strategy will include: Broadcast, Network Television, Radio, Social Media, Print, LAC website (artscene.org), and VisitNebraska.com banner advertising from August-September.

In 2015, the Lincoln Arts Council was the Nebraska partner of Americans for the Arts in collecting data about arts audiences – both Lincoln resident and non-resident. That study showed that 21% of attendees at Lincoln events were non-residents and that they spend three times the amount on arts related spending such as lodging, restaurants, transportation, and retail merchandise.

Our goal for 2019 is to increase non-resident attendance by a modest 3.62% while growing overall attendance resulting in higher event related spending and sales tax revenue.

2018 – SouthPointe Pavilions				
Event-Related Spending				
	Attendees	Percent	Average*	Total
Non-local	1,216	17.38%	\$42.96	\$52,239
Local	5,784	82.62%	\$15.06	\$87,107
Total	7,000	100.00%	\$20.86	\$146,020
Event Spending (Artist Sales)				
	Artists		Avg Sales	Total Sales
	105		\$2,000	\$210,000
Total Audience Spending 2018				\$356,020
<i>Est. Sales Tax Revenue 2018</i>				<i>\$25,811</i>
2019 - Downtown				
Event-Related Spending				
	Attendees	Percent	Average*	Total
Non-local	2,100	21.00%	\$42.96	\$90,216
Local	7,900	79.00%	\$15.06	\$118,974
Total	10,000	100.00%	\$20.86	\$208,600
Event Spending (Artist Sales)				
	Artists		Avg Sales	Total Sales
	150		\$2,200	\$330,000
Total Audience Spending 2019				\$538,600
<i>Est. Sales Tax Revenue 2019</i>				<i>\$40,395</i>

* Average spending estimates used above are based on the Arts and Economic Prosperity 5 study conducted by the Lincoln Arts Council and Americans for the Arts

Attendee Demographics

The demographic breakdown of previous years' attendees is not available. But we do know that nationally:

- More than 55 million U.S. adults attended at least one arts-and-crafts fair or festival in the past year
- Festivals attract more unique audiences each year than other arts events
- Festival audiences, on average, are more diverse than those for other types of live art events
- Festival audiences seem to more closely resemble the general population than do other groups of art-goers
- There are shifting expectations among live audiences, particularly young adults:
 - they crave a new level of interactivity
 - they value personal creation and performances, and
 - prefer those activities in informal settings
- Festival audiences derive special satisfaction from encounters with artists and art forms in an open space that reinforces choice, experimentation, and free movement

Who Attends Festival

	% of Festival Audiences	% of US Population
Female	45%	45%
Male	55%	55%
Hispanic	15%	16%
Non-Hispanic	85%	84%
White	73%	80%
Black/African American	16%	13%
Asian	6%	5%
American Indian/Alaskan Native	4%	1%
Hawaiian/Pacific Islander	2%	<1%
Other	n/a	2%

Diversity of Age

- 33% of attendees are 50+
- 27% of attendees are ages 35-49
- 30% of attendees are ages 22-34
- 10% of attendees are under 21

Marital Status

- 47% of attendees are married
- 46% of attendees are single
- 7% of attendees answered "other"

Employment

- 61% of attendees are employed full time
- 12% of attendees are employed part time
- 12% of attendees are students
- 11% of attendees answered "other"
- 4% of attendees are freelance

Education

- 38% of attendees have a graduate degree
- 33% of attendees have an undergraduate degree
- 21% of attendees have some college education
- 6% of attendees have some high school education
- 2% of attendees answered "other"

Annual Income

- 1% of attendees earn \$400,000+
- 7% of attendees earn \$200,000-\$400,000
- 21% of attendees earn \$100,000-\$200,000
- 34% of attendees earn \$50,000-\$100,000
- 37% of attendees earn less than \$50,000

Project Start Date: July 1, 2019 *(for marketing)*

Completion Date: September 22, 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 or 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.

See Attached Budget

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

Yes. As this is an annual event, we foresee submitting similar requests for assistance for subsequent years, particularly as the Festival grows.

Total projected budget: See attached budget for LAF marketing efforts
 Total Revenue: \$65,865 (LAF Marketing Efforts Only)
 Total Expenses: \$65,865 (LAF Marketing Efforts Only)

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

Estimated annual visitors: 10,000 (*Lincoln Arts Festival event only*)
Local: 7,900 (*Lincoln Arts Festival event only*)
Outside of Lincoln: 2,100 (*Lincoln Arts Festival event only*)

Estimated Annual economic impact of your facility and/or project based on lodging tax use.

Multiplier-Blended Rate			
State Event (\$350/night)	Attendees	Multiplier	Impact
75 of 150 Artists (x 2 nights)	75	\$700	\$52,500
210 Attendees (10% of Non-Local)	210	\$350	\$73,500
			\$126,000
Local Event (\$245/night)	Attendees	Multiplier	Impact
75 of 150 Artists (x 2 nights)	75	\$490	\$36,750
7,900 Local + 1,890 (90%) Non-local Attendees	9,790	\$245	\$2,398,550
			\$2,435,300
Total Economic Impact Based on Formula:			\$2,561,300

Is this based on annual use of the facility or for a specific event/exhibition?

Specific event. Lincoln Arts Festival is held annual for two days each year in September.

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

If yes, then list other grant requests.

State of Nebraska Tourism Grant: \$2,500 (*funded*)

Grant amount requested from Visitor Promotion Committee: \$10,000

Signature of Applicant



Troy Gagner, Development Director /LAF Event Planner

Date April 30, 2019

2019 Lincoln Arts Festival Marketing Budget

Prepared with assistance from our marketing partner Firespring

Source of Funds	Cash	In-Kind
Lincoln Arts Council	\$11,385	
Downtown Lincoln Association	\$3,000	
Convention & Visitors Bureau	\$1,000	
Lancaster County Visitor Improvement Fund	\$10,000	
Nebraska Dept. of Tourism	\$2,500	
Firespring		\$2,000
KZUM		\$3,000
KLKN		\$4,000
Lincoln Journal Star		\$10,055
Broadcast House		\$18,925
	\$27,885	\$37,980

Use of Funds	Cash	In-Kind
Nebraska Tourism Social Media Blitz 3 days - Sept. 2019	\$2,000	
visitnebraska.com ads July-Sept. 2019	\$500	
Network Television	\$6,000	\$4,000
KLKN (ABC) Lincoln Station IDs On Air Interviews Lincoln Sponsorships/Added Value Facebook Fan of the Day (Sept)		
Sponsorships/Added Value Traffic/Weather/Sports In-Kind Web ads, Social Media, On-Air PSAs 20-30 airings, Production Costs, News stories, Live weather broadcast from Festival site		
KGHI (ABC) Grand Island Short Form TV Spots		
Other Stations - TBD On Air Interviews		
Radio	\$5,000	\$21,925
Broadcast House Stations		
KBBK - B107.3 (Lincoln) - :30 Ads Sept.		
KFOR/KGIN (Lincoln) - :30 Ads Sept.		

Broadcast House In-Kind: 375 Recorded commercials, Live promotional mentions, Website, Calendar exposure, Office of the Day, On-air Interview. Live Broadcast

NET Radio Network Statewide (except Omaha) - :30 underwriting spots

KIOS/KVNO (Omaha Public Radio) - :30 underwriting spots

KLIR FM (Columbus) - :30 ads Sept.

KZUM underwriting spots and promotion

Print Advertising	\$2,885	\$10,055
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NE Press Advertising Service

Northeast, Central & Southeast NE (circulation 140,000)

Southwest Iowa (circulation 277,000)

Western Missouri (circulation 378,000)

Eastern Kansas (circulation 427,608)

Lincoln Journal-Star (Sept)

Campaign Development	\$7,500	\$2,000
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Firespring - Content/Design, Production of TV/Web/Radio, Media Buys

Paid Social Media	\$4,000	
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Facebook & Instagram posts 2-3 weeks prior to event - Specific Radius beyond Lincoln TBD

Total	\$27,885	\$37,980
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