

**LANCASTER COUNTY VISITORS IMPROVEMENT FUND  
GRANT REQUEST**

Name of Organization: Lincoln Parks Foundation. The mission of this 501(c)(3) organization is to inspire and nurture a philanthropic legacy for parks and recreation in our community.

Contact Person: Maggie Stuckey, Executive Director

Address/City/State/Zip: 3131 "O" Street, Suite 301, Lincoln, Nebraska 68510

Telephone: 402-441-8258 Email: Director@LincolnParks.org

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

Applicant Government/organization Federal ID number 36-3853746

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

Provide a detailed description of your exhibit/attraction: As envisioned by Capitol Architect Bertram Goodhue in 1922, Nebraska's Centennial Mall is the primary grand entrance to the Nebraska State Capitol. Dedicated in 1967 during the Nebraska Centennial and renovated in 2016, the seven-block public Mall serves as a scenic connection between the Capitol and the University of Nebraska campus in downtown Lincoln. The Mall provides flexible gathering spaces for visitors who want to learn more about the history of Nebraska and a place for future stories to be told.

Nebraska's Centennial Mall is owned by the City of Lincoln and managed by the Lincoln Parks and Recreation Department. Nearly 100,000 visitors and a variety of tours each year including an estimated 40,000 school children and teachers from across the state visit the State Capitol each year. Visitors to the State Capitol are encouraged to enjoy Nebraska's Centennial Mall as part of their visit.

Number of attendees estimated: Out of town 20,000 Local 10,000

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

Please describe project as indicated above.

Since renovating Nebraska's Centennial Mall in 2016, there has been very little promotion to encourage visitors to enjoy this beautiful statewide treasure. This \$3,956.15 grant would be used to design and publish a full-color brochure to inspire people to visit the Mall. The brochure contains information, photographs and images about the Mall's built-in educational features such as the iconic 10-foot Chief Standing Bear statue, Native American design elements, and the Spirit of Nebraska Pathway that honors Nebraska Hall of Fame members and recognizes other Nebraskans, organizations, places, businesses and events. The 9" x 16" brochure includes a centerfold map which shows where these features are located, as well as links to the Nebraska Capitol, State History Museum, Lincoln Convention and Visitors Bureau, Downtown Lincoln, Lincoln Haymarket, Nebraska Education on Location and the University of Nebraska State Museum at Morrill Hall websites. Brochures fold down to 4" wide to easily fit tourist racks and will be available to all visitors at the Nebraska Capitol, Lincoln Visitors Center, Lincoln Parks and Recreation office, the University of Nebraska's Andersen Hall, Lincoln Children's Museum, Nebraska Commission of Indian Affairs, nearby hotels and other appropriate locations. The brochure will also be available for

viewing online at Lincoln Parks Foundation, Lincoln Parks and Recreation, State Capitol, Lincoln Convention and Visitors Bureau and the Nebraska Commission of Indian Affairs websites.

The Lincoln Parks Foundation provided funds for the development of this brochure. Part of request includes \$957.65 in design costs to help us determine printing costs. Once we receive this grant, the 31,000 brochures can immediately be printed and available to the public by early June 2019.

Project Start Date: Printed late May, 2019 once grant is approved. Completion Date: Early June, 2019.

Is this project part of a larger renovation project? No

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.

Cost for printing 31,000 number of brochures:

The brochures will be offered to all Capitol visitors, our primary target audience. Capitol staff will also send a brochure to all schools planning an upcoming visit and to all others who show an interest. A marketing plan and budget is attached.

Targeted demographics: Visitors to the Capitol, educators, school children, visitors to Lincoln including those from other countries, all ages and nationalities.

Do you anticipate submitting future applications for projects relating to this project? A future application may be considered for reprinting/updating the brochure in several years and/or additional promotional plans for the Mall.

Total projected budget:

Design: \$957.65

Printing: \$2,998.50

Total Expense: \$3,956.15 (.13/each brochure)

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

The brochure about Nebraska's Centennial Mall is designed to inspire more visitors to come to Lincoln to see the Mall, in addition to all the other amenities our community provides.

Estimated annual visitors: Local 10,000 Outside of Lincoln 20,000

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? Since Nebraska's Centennial Mall is free and open to the public, documenting number of visitors is not possible. Estimates are based on 33% of the annual number of visitors to the State Capitol which we hope to inspire to visit the Mall.

# of hotel overnights utilized 10,000 estimated x 350/state event = \$3.5 million  
(\* 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: \$3.5 million

Is this grant request in addition to other project related grant requests? No.

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**Grant amount requested from Visitors Promotion Committee: \$3,956.15**

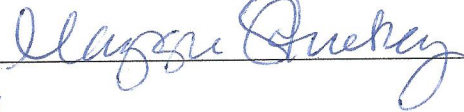
**Attachments/Letters of Support:**

1. Lynn Johnson, Director of Lincoln Parks and Recreation
2. Judi gaiashkibos, Executive Director, Nebraska Commission on Indian Affairs
3. Robert Ripley, Capitol Administrator

**Additional Attachments:**

1. Marketing Plan
2. Invoice for Design Work from Reynold Peterson
3. Quote for Printing 31,000 brochures from Eagle Printing and Sign
4. Lincoln Parks Foundation Proof of 501 (c) 3 status

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



Date 4-22-2019

**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](mailto:jmaul@lincoln.org)



LINCOLN PARKS & RECREATION DEPARTMENT  
3131 "O" Street, Suite 300, Lincoln, NE 68510-1514  
402-441-7847 fax: 402-441-9249 lincoln.ne.gov

April 1, 2019

Jeff Maul, Executive Director  
Lincoln Convention and Visitors Bureau  
3 Landmark Centre  
1128 Lincoln, Mall, Suite 100  
Lincoln, NE 68508

RE: Visitor Promotion Fund Grant Request for Nebraska's Centennial Mall Brochures

Dear Mr. Maul;

The purpose of this letter is to support the grant request from the Lincoln Parks Foundation for design and printing of a visitor brochure for Nebraska's Centennial Mall.

Nebraska's Centennial Mall underwent a major renovation ahead of the Nebraska State Sesquicentennial Celebration in 2017. Themes of the renovation project include:

- telling stories of people, places and organizations of Nebraska,
- recognition and celebration of Nebraska's Native American heritage, and
- design references to Nebraska's iconic State Capitol

An informative website, "Nebraska Education on Lincoln", is linked to many of the interpretive panels by QR codes providing opportunities to delve deeper into stories of Nebraska.

We have received many requests for a brochure that highlights and explains the rich detailing of the renovated Mall. We plan to partner with organizations including the State Capitol, the Lincoln CVB Visitors Center, and the Nebraska History Museum to make brochures available to people visiting Lincoln so that they can learn more about Nebraska by taking a walking tour of Nebraska's Centennial Mall during their visit.

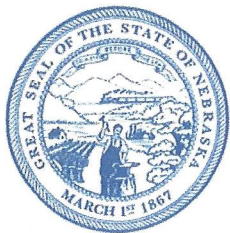
We appreciate consideration of the grant request to develop a high quality brochure introducing visitors to Nebraska's Centennial Mall. We have great stories to share!

Sincerely,

A handwritten signature in blue ink that reads "Lynn Johnson".

Lynn Johnson  
Parks and Recreation Director





**Pete Ricketts**  
Governor

## STATE OF NEBRASKA

**COMMISSION ON INDIAN AFFAIRS**  
**Judi M. gaiashkibos, Executive Director**  
State Capitol, 6th Floor, P.O. Box 94981  
Lincoln, Nebraska (USA) 68509-4981  
Telephone: (402) 471-3475  
Facsimile: (402) 471-3392  
E-mail: [judi.gaiashkibos@nebraska.gov](mailto:judi.gaiashkibos@nebraska.gov)  
Website: [www.indianaffairs.state.ne.us](http://www.indianaffairs.state.ne.us)

April 10, 2019

Visitors Promotion Committee  
Lincoln Convention and Visitors Bureau  
Attn: Jeff Maul, Executive Director  
1128 Lincoln Mall, Suite 100  
Lincoln, NE 68508

Dear Mr. Maul and members of the Visitors Promotion Committee,

The Nebraska Commission on Indian Affairs is very supportive of the effort by the Lincoln Parks Foundation to publish a brochure that promotes the educational features along Nebraska's Centennial Mall.

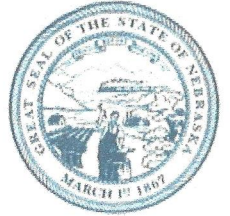
The significant influence of Native Americans is expressed throughout the Mall's design. The 10-foot bronze statue of Ponca Chief Standing Bear located between P and Q Streets on the Mall is a highlight. This iconic sculpture by world-renowned sculptor Benjamin Victor was commissioned by Lincoln native Donald M. Campbell to memorialize the legacy of Chief Standing Bear.

Since the renovation in 2016, we have had nothing to give to people who ask about these features on Nebraska's Centennial Mall. This brochure is exactly what we need to promote the outstanding educational amenities along the Mall and to encourage visitors to spend additional time in Lincoln so they can visit this incredible attraction and learn more about Nebraska and our people.

We encourage you to support this request for funding. Thank you for your consideration.

Sincerely,

Judi M. gaiashkibos  
Executive Director  
Nebraska Commission on Indian Affairs



March 27, 2019

Lincoln Convention and Visitors Bureau  
Attn: Jeff Maul, Executive Director  
1128 Lincoln Mall Suite 100  
Lincoln, NE 68508


Dear Mr. Maul,

Now that the work to transform Centennial Mall into a visitor friendly link between the Nebraska State Capitol and the University of Nebraska is complete, we need to promote the unique features of the Mall that tell Nebraska's story. Visitor's from across the state and nation come to the Capitol to get a feel for Nebraska, and to visit the 14<sup>th</sup> floor observation deck. Stretching north to Campus, they see Centennial Mall. With the Capitol and University at either end, Centennial Mall is like the National Mall in Washington, D. C., a link between museums and attractions, and a promenade for pedestrians.

The beauty of living within a grid is the ability to take many routes to get around town. By promoting Centennial Mall as a destination, we can move visitors through downtown via a beautiful and educational link, with stops at restaurants and museums. The Centennial Mall brochure will benefit out of town visitors and local residents as they learn the amenities of downtown. The brochure, including the list of significant Nebraskans, will remind Nebraskans of our strengths. Lincoln is becoming a weekend get-a-way for larger cities in the region. As they look for relaxing ways to spend their time, Centennial Mall provides a safe place to stroll after dinner. With the brochure in hand, visitors will learn to appreciate Nebraska history and the beauty of our prairie culture. Teachers using the brochure as a guide can reinforce what the fourth graders on field trips learn in a fun and memorable walk. Football widows and widowers spending time downtown waiting for a Husker victory can use the brochure to guide them as they stroll on a pleasant fall day.

The Office of the Capitol Commission fully supports the Lincoln Parks Foundation application for a Lancaster County Visitors Promotion Grant and looks forward to using the Centennial Mall Brochure to promote Lincoln and Nebraska.

Sincerely,

  
Robert C. Ripley, FAIA  
Capitol Administrator



## Nebraska's Centennial Mall Brochure Marketing Plan and Budget

1. Copies of this beautiful brochure will be available to visitors at Nebraska Capitol, Lincoln Visitors Center, Lincoln Parks office, the University of Nebraska's Andersen Hall, Lincoln Children's Museum, Nebraska Commission of Indian Affairs, nearby hotels and other appropriate locations.
2. The brochure also will be available for viewing online at Lincoln Parks Foundation, Lincoln Parks and Recreation, the Spirit of Nebraska Pathway, State Capitol, Lincoln Convention and Visitors Bureau and the Nebraska Commission of Indian Affairs websites.
3. A social media campaign with information about and links to the new Nebraska's Centennial Mall brochure will be implemented by the Lincoln Parks Foundation and shared with the Lincoln Parks and Recreation Department, the Lincoln Convention and Visitors Bureau and the City of Lincoln.
4. Lincoln Parks and Recreation will include information about the brochure and Nebraska's Centennial Mall in an upcoming program guide. A total of 40,500 program guides are published quarterly. 35,000 are distributed via Lincoln Journal Star inserts, 2,000 distributed to City facilities, 500 additional for handouts and remaining distributed to 15 local newspaper pickup locations throughout Lincoln.
5. Pitch feature articles to Lincoln Journal Star, Omaha World-Herald, Midwest Living, Nebraska Life and other publications.

**BUDGET:** \$3,956.15 total cost for design and production of the brochure. Breakdown is: \$957.65/design and \$2,998.50/printing which is .13 cost for each brochure. All other plans to be implemented by Lincoln Parks Foundation and Lincoln Parks and Recreation Department staff.

INVOICE 2165

rpetersondesign

4/1/19

760 West Washington Street  
Lincoln, NE 68522  
402.560.4716  
rpetersondesign@gmail.com

**Design Centennial Mall Brochure / Lincoln Parks Foundation**

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Concept Development	\$ 80.00
Layout & Design	240.00
Electronic Design	360.00
Art Direction	80.00
Account Service	80.00
Production	40.00
File Transfers	15.00
<b>Total</b>	<b>\$ 895.00</b>
<b>Sales Tax</b>	<b>62.65</b>
<b>Grand Total</b>	<b>\$ 957.65</b>

*Prompt payment is greatly appreciated. Thank you.*





1340 "N" Street | P: 402.476.8156  
 Lincoln, NE 68508 | F: 402.476.8876

*EaglePrintingAndSign.com*

Susan Larson Rodenburg  
 SLR Communications  
 3155 Tihen Circle  
 Lincoln NE 68502  
 Phone: 402-440-3227  
 Fax: 421-1463  
 E-Mail Susan@SLRCommunications.com

**Estimate**

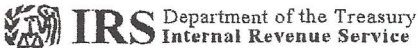
No: 31315

Date: 4/16/19

Customer PO:

Quantity	Description	Amount
27,000	Centennial Mall Brochures, 16 x 9; 4 color process 2 sides; on 80# White Dull Text trim; score and double parallel reverse fold to 4 x 9	\$ 2,658.80
31,000	Centennial Mall Brochures, 16 x 9; 4 color process 2 sides; on 80# White Dull Text trim; score and double parallel reverse fold to 4 x 9	\$ 2,998.50





Department of the Treasury  
Internal Revenue Service

P.O. Box 2508  
Cincinnati OH 45201

In reply refer to: 0248667580  
Aug. 05, 2010 LTR 4168C EO  
36-3853746 000000 00  
00017279  
BODC: TE

LINCOLN PARKS & RECREATION FNDN  
% BILL WOITO  
2740 A ST  
LINCOLN NE 68502-3113

Employer Identification Number: 36-3853746  
Person to Contact: Mr. Lockhart  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 29, 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 December 1992.

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.

0248667580  
Aug. 05, 2010 LTR 4168C E0  
36-3853746 000000 00  
00017280

LINCOLN PARKS & RECREATION FNDN  
% BILL WOITO  
2740 A ST  
LINCOLN NE 68502-3113

Sincerely yours,

*Michele M. Sullivan*

Michele M. Sullivan, Oper. Mgr.  
Accounts Management Operations I



**The Legacy of Chief Standing Bear**

From his birth on the banks of the Niobrara River in Nebraska until his death in 1903, Chief Standing Bear spent his life in a constant struggle to gain equality and justice for our nation's Native Americans. In 1877, the federal government forced Chief Standing Bear and the Ponca Tribe from their homeland to a reservation in Oklahoma. To honor his son's dying wish to be buried in his homeland, Chief Standing Bear attempted to return to Nebraska and was arrested. In a historic 1879 court decision, he was found to be a "person under the law" and freed.

To memorialize this civil rights story, Lincoln native Donald M. Campbell commissioned world-renowned sculptor Benjamin Victor to create a 10-foot bronze statue commemorating the historic 1879 Omaha courtroom scene where Chief Standing Bear so eloquently stated "I Am a Man." The statue was installed on Nebraska's Centennial Mall in 2017.

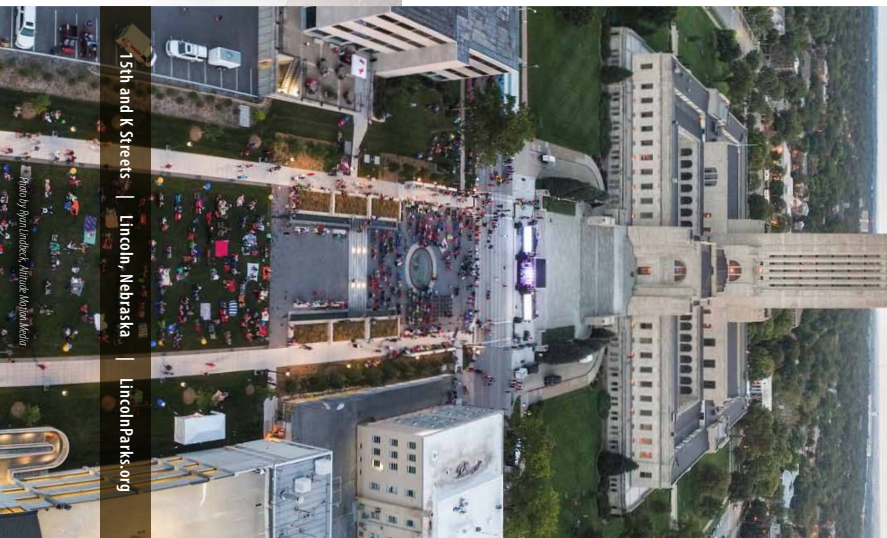


**For more about Nebraska's Centennial Mall, contact the Lincoln Parks Foundation: [LincolnParks.org](http://LincolnParks.org) or 402-441-8258**

**Nearby Places to Visit:**

- Nebraska Capitol: <http://capitol.nebraska.gov>
- Nebraska State History Museum: <https://history.nebraska.gov>
- University of Nebraska State Museum at Morrell Hall: <http://museum.unl.edu>
- Dining, shopping and entertainment in Lincoln: <http://www.lincoln.org>
- Downtown Lincoln: <https://downtownlincoln.org>
- Lincoln Haymarket: <https://lincolnhaymarket.org>

## Nebraska's Centennial Mall A Tribute to All Nebraskans



15th and K Streets | Lincoln, Nebraska

LincolnParks.org

Photo by Ryan Jones & Denise Kojan-Akron



Photo by Mark Gandy

**WELCOME TO NEBRASKA'S CENTENNIAL MALL!**  
As envisioned by Capitol Architect Bertram Goodhue in 1922, Nebraska's Centennial Mall is the primary grand entrance to the Nebraska Capitol. Dedicated in 1967 during the Nebraska Centennial and renovated in 2016, the seven-block public Mall serves as a scenic connection between the Capitol and the University of Nebraska campus. The Mall provides flexible gathering spaces and opportunities for visitors who want to learn more about the history of Nebraska and a place for future stories to be told. Nebraska's Centennial Mall is located on 15th Street between K and R Streets in Downtown Lincoln, Nebraska.

### Spirit of Nebraska Pathway

The Spirit of Nebraska Pathway is a series of granite and bronze tiles along the twin walkways of Nebraska's Centennial Mall. The pathway program recognizes people, places, organizations, businesses and events of Nebraska. All members of the Nebraska Hall of Fame are recognized along the Spirit of Nebraska Pathway. The bronze tiles have interactive QR codes which link to a website with photos and stories of those featured: [SpiritofNebraskaPathway.org](http://SpiritofNebraskaPathway.org).

These are available for sponsorship. To find out more, please visit [LincolnParks.org](http://LincolnParks.org) or call the Lincoln Parks Foundation at 402-441-8258.



NEBRASKA'S CENTENNIAL MALL

### Native American Recognition

The significant influence of Native Americans is expressed throughout the Mall's design. A light circle that recognizes 27 tribes associated with Nebraska history is part of a native landscape garden located north of the fountain between P and O Streets.

Native American words, symbols and design patterns are incorporated into features throughout the Mall. A Pow Wow gathering circle at the north end provides a celebration and gathering space for all Mall visitors, with special appreciation for Native Americans in the Nebraska region.



Photo by Jess Anne

### Features along Nebraska's Centennial Mall

- ~ Capitol Fountain depicting the Great Seal of the State of Nebraska
- ~ Missouri River Fountain and Plaza
- ~ Chief Standing Bear statue with the State of Nebraska map depicting eco-regions, rivers, the Union Pacific transcontinental railroad route, Chief Standing Bears Porca Trail of Tears and county seats
- ~ Innovation to Imagination Fountain and Plaza
- ~ Native American recognition
- ~ Native American patterns stenciled along band at the crosswalks
- ~ Pathway tiles with stories of Nebraska
- ~ Pizza gathering areas
- ~ Tree-lined vistas of the State Capitol and the University of Nebraska
- ~ Large grassy lawns for events
- ~ Native landscapes
- ~ Sustainable features
- ~ Educational and interpretive features
- ~ Design motifs from the State Capitol



Photo courtesy of Dreamscape, Inc.

## Missouri River Fountain and Nebraska Heritage Plaza

L to M Streets: *Our Home Nebraska*

### FEATURES

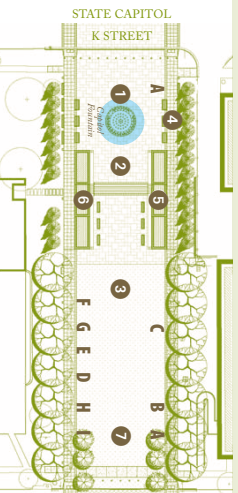
- Colored pavers represent ecological regions with tallgrass prairie in the east, short grass prairie in the west
- State of Nebraska map shows rivers, county seats, Union Pacific transcontinental railroad route, and Chief Standing Bear's Ponca Tribe Trail
- Sculpture "Wind Spirit" by Sculptor Paul Lindard
- Granite tiles depicting Nebraska's 93 counties border the plaza
- Seating areas on the west side of the block are tributes to the Platte River and Ogallala Aquifer, Nebraska's primary water resources
- Native grasses and wildflowers bordering the plaza
- Native American Recognition:
  - Limestone walls near the State of Nebraska map feature the names of the four current Nebraska tribes: Ponca, Santee Sioux, Winnebago, Omaha.
  - Prairie border patterns representative of tribal beadwork patterns.
  - Chief Standing Bear's Ponca tribe trail from their home in Nebraska to Oklahoma is symbolically shown on the map with medallions that mark camp locations.
  - Missouri River Fountain, located on the east side of the plaza, this recognizes Nebraska's eastern border.
  - Spirit of Nebraska Pathway tiles: Pawnee tile, Santee Sioux tile of Nebraska, Oge Missouria, Winnebago tribe of Nebraska, Omaha tribe of Nebraska, Standing Bear trail and Orin Ponca.

## Capitol Fountain and Plaza

K to L Streets: *We the People*

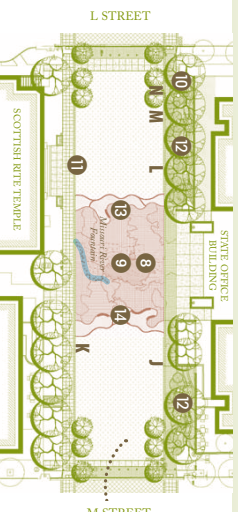
### FEATURES

- Capitol Fountain and the Great Seal of the State of Nebraska
- Plaza gathering area
- Flexible greenspace for events
- Spirit of Nebraska Pathway
- Limestone planters reflect the north entrance of the Capitol
- Native grasses in the planters
- Agriculture recognition



### Spirit of Nebraska Pathway Notable Tiles:

- |                                    |                             |
|------------------------------------|-----------------------------|
| <b>A</b> President Abraham Lincoln | <b>F</b> George Norris      |
| <b>B</b> William Jennings Bryan    | <b>G</b> Gilbert Hitchcock  |
| <b>C</b> Red Cloud                 | <b>H</b> J. Sterling Morton |
| <b>D</b> Grace Abbott              | <b>I</b> John J. Pershing   |
| <b>E</b> Glenn Koff                |                             |



### Spirit of Nebraska Pathway Notable Tiles:

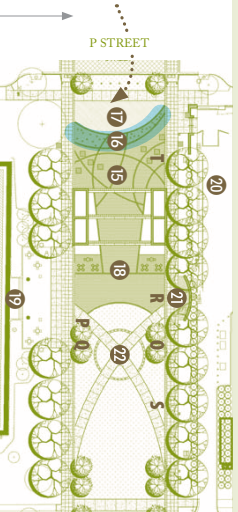
- |                           |                       |
|---------------------------|-----------------------|
| <b>J</b> Ogallala Aquifer | <b>K</b> Platte River |
| <b>L</b> Union Pacific    | <b>M</b> Chimney Rock |
| <b>N</b> Loren Eiseley    |                       |

### M to P Streets: Community Mosaic of Nebraskans

*Celebration of social and commerce activities*

### FEATURES

- Vibrant urban environment
- Festival space
- Tree-lined vista to the Capitol
- Rain gardens at intersections
- Nebraska History Museum

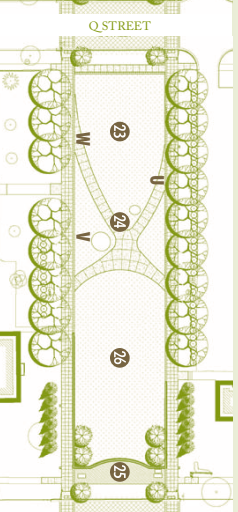


### Spirit of Nebraska Pathway Notable Tiles:

- Feature individuals, businesses and organizations who have contributed to the success of the State in everyday life.

### Spirit of Nebraska Pathway Notable Tiles:

- |                                     |                              |
|-------------------------------------|------------------------------|
| <b>O</b> Bess Streeter Aldrich      | <b>P</b> Willa Cather        |
| <b>Q</b> John G. Neihardt           | <b>R</b> Chief Standing Bear |
| <b>S</b> Susette La Flesche Tibbles | <b>T</b> Glenn Koff          |



### Spirit of Nebraska Pathway Notable Tiles:

- |                                 |                      |
|---------------------------------|----------------------|
| <b>U</b> Charles-Bessy          | <b>V</b> Nathan Rice |
| <b>W</b> Hartley Burr Alexander |                      |

## Imagination to Innovation Fountain and Plaza

P to Q Streets: *Sparking the Good Life*

### FEATURES

- Imagination to Innovation Fountain and plaza
- Fountain with "jumping jets" of water represent playfulness and creativity
- Prairie landscape at the south end of the block
- Seating areas
- University of Nebraska's Anderson Hall
- Lincoln Children's Museum
- "Standing Bear, Chief of the Ponca" portrait sculpture by Benjamin Victor
- Native American Recognition:
  - Spirit of Nebraska Pathway tiles: Chief Standing Bear and Susette La Flesche Tibbles.
  - Limestone seating blocks north of fountain represent children's building blocks and are engraved with letters from the alphabet and symbols from Native American tribes: deer, spirit, wind, sky, star, and buffalo, rain cloud and sky.
  - Limestone-tiled walls north of the fountain are engraved with words formed from the letters and symbols seen on the seating blocks.
  - Light Circle: A light circle recognizes the 27 Native American tribes with Nebraska ties. This area includes plants used in traditional native life for paints, medicines, healing and everyday use.

## Imagination to Innovation Fountain and Plaza

O to R Streets: *Sparking the Good Life*

### FEATURES

- Flexible greenspace
- Iron and Prah sculptures by Jene Highstein
- Reflection Plaza featuring the evolution of the Mall
- Interpretive panels tell the story of the Capitol City, the State Capitol and Nebraska's Centennial Mall.
- Native American recognition:
  - Gandfather Rocks: Iron and Prah art sculptures by Jene Highstein are symbolic of Lincoln's "Gandfather Rocks" which hold/represent the history of Lincoln.
  - Gathering Circle: A 70' diameter circular gathering area is available for pow wows, performance arts, bands and events. North of the circle, a grassy natural amphitheater provides seating.



Photo by Matt Conroy