

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization Lancaster County Agricultural Society, Inc. DBA Lancaster Event Center

Contact Person Amy Dickerson, Managing Director

Address/City/State/Zip 4100 North 84th Street, Lincoln, NE 68307

Telephone Direct: 402-429-1950 Office: 402-441-1810 Email: adickerson@lancastereventcenter.org

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

Applicant Government/organization Federal ID number 47-0786365

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

Provide a detailed description of your exhibit/attraction:

Lancaster Event Center (LEC) is owned and operated by the Lancaster County Ag Society as a nonprofit 501(c)(3) organization dedicated to growing community through events headlined by the annual Lancaster County Super Fair—one of the largest county fairs in the country. In 2019, the LEC is celebrating its 18th anniversary and has grown to be the home for over 320 local/regional/national events annually including: the largest farm show and 2nd largest tractor pull west of the Mississippi, the national Barrel Bonus Race Finals, several regional trade shows such as the Home Builders Show, the UNL College Rodeo, the annual Sesostris Shrine Circus, a 10-state regional Car Swap Meet and several leading regional equine shows including the 8th largest Quarter Horse show in the country--all while maintaining access for over 200 youth, 4-H/FFA, charity and other local community events.

Lancaster Event Center is proud to drive local economic impact through nearly \$40 million dollars of revenue for hotels, attractions, restaurants, gas/convenience/grocery and other retailers as well as tax revenues for City, County and State governments while providing indirect employment for 531 FTE local citizens including direct FT/PT employment for ~200 people at LEC per year. Within this impact, LEC directly drives \$4.12M in hotel revenue alone with estimated 40,000 hotel room nights. LEC shows continue to grow and this impact will be updated annually. (Source: 2017 LEC Economic Impact Study by UNL Bureau of Business Research, Dr. Eric Thompson)

We are applying for this grant specifically to meet the facility requirements of the National High School Finals Rodeo (NHSFR) which will bring 1,650 contestants and their families from 43+ states, 5 Canadian provinces, Australia and now Mexico to the chosen host city for 10 days of competition. These high school boys and girls will compete in the classic rodeo events (Bucking Horses, Bulls, Barrel Racing, Team Roping, Etc.), as well as Cutting, Reined Cow Horse, and two shooting competitions (Light Rifle and Trap Shoot). Every state/province will bring 4 top students in each of the events to compete for both team and individual titles. Alongside this event will be a 330+ vendor, 120,000+ square foot trade show. All told NHSFR will bring an estimated \$16 million of economic impact per year (for comparison, a Husker Saturday is \$4M impact) to the City of Lincoln and Lancaster County, with added impact to the rest of the state of Nebraska as competitors and their families travel across the Country and Nebraska to Lincoln and do side trips to other parts of Nebraska between performances as well as spectators who make special trips to stay in Nebraska. (see letter from Dr. Eric Thompson—attachment 1)

In June 2016 to January 2017, the Lancaster Event Center and Lincoln Convention Visitor Bureau successfully bid together for the NHSFR to come to Lincoln and our facility in 2020 and 2021. This success was recently repeated in January 2019 when Lincoln was rewarded a 2nd rotation of the NHSFR in July 2026 and 2027 despite new competition from Kansas City, KS and Sedalia, MO backed by Governor-supported funding in both states. After we prove to the National High School Rodeo Association (NHSRA) that the NHSFR belongs long-term in Nebraska, the Association has expressed interest in the past in locking in three locations on a two out of every six year rotation. (The other two host cities currently have been Rock Spring, WY and Gillette, WY. As of January 2019, Kansas City, KS

was entered into the rotation but has performance clauses based on fact they are still in fundraising mode to start construction as soon as 2019.) Lincoln has now locked in four of the next eight years of the NHSFR. Over the longer-term, Lincoln has the potential to host the Finals a total of 8 times between the years 2020 and 2040.

A recruitment effort to secure presenting partners and sponsors began with the bid process in Spring of 2016 and is ongoing until 2020 to provide monetary value support. (See attachment 2)

Supporting organizations throughout the two NHSFR bid processes to date include:

- Lancaster County Ag Society which owns/operates LEC
- Lancaster Co Fairgrounds JPA with both Ag Society & County Board members
- Lancaster County Board with Commissioner Roma Amundson taking most active role to date
- Lancaster County Extension and Extension Board
- Lincoln City Council with councilwoman Cyndi Lamm taking most active role to date with LEC in her district & instrumental to securing funding to widen Havelock Ave. before the NHSFR
- City of Lincoln led by Mayor Chris Beutler whom found funding & committed to widen Havelock Ave. before the NHSFR arrival and participated in Fall 2018 NHSRA Executive Board visit
- University of Nebraska-Lincoln led by College of Agriculture & Natural Resources (CASNR) providing funding, facilities, logistics support
- Nebraska Sports Council led by Executive Director Dave Mlnarik providing recreational program support for 1700 contestants & their families
- Governor Pete Ricketts has been an active supporter from day one including helping “close the deal” on the first bid by joining a last-minute conference call with the NHSRA executive board when questions came up during final contract negotiations on various State of Nebraska laws that differ from other states.

Number of attendees estimated: Out of town 180,483 Local 285,684
(LEC baseline attendance before NHSFR)

LEC Baseline Attendees	Local Events	Super Fair	Regional & National Events	TOTAL
# events	213	1	99	313
# event days	236	10	222	468
event days/event	1.11	10.0	2.24	1.50
# attendees	31,601	130,723	303,843	466,167
% out of town attendees*	-	-	59.4%	
*Source: latest finalized LEC attendance numbers as reported in 2017 UNL LEC Economic Impact Study by Dr. Eric Thompson; n=499, 38% response rate with conservative assumption 0% out of county visitors for local events including Super Fair				

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.

The Lancaster Event Center is asking for a \$4.05 million grant for capital improvements required to finish contractual obligations for the NHSFR event by July 2020 (See attachment 3 for event layout & event contract specifications). LEC will use the 2022-27 grant to secure bridge financing backed by this grant to keep the construction and operational planning on schedule for a successful first NHSFR in July 2020. Funding or cost-savings will be sought to pay for this up to \$1.1M bridge financing cost as was done on the initial grant with last payment in January 2020.

Improvements include:

- Finishing improvements started with initial grant:
 - Finish individual campsite electric/water install and seeding of 1257-site campground, install fencing and 3500p grandstand/bleacher seating in newly expanded outdoor arena, finish gravel loop road between arena and campground (see attachment 4 for spend/construction progress and timeline to date)
 - These improvements did not fit into initial \$3M June 2016 grant that was based on a concept drawing, preliminary bids and preliminary input from construction approving bodies during the limited timeframe of the bid process from June 2016 to January 2017. E.g. A key estimate was \$1000/site for electrical with all 50 amp service with overhead electric assumed. While campsites were added from June 2016 to final Jan. 2017 bid, most of this cost difference was paid for by de-scoping other aspects of the project—arena concrete wall, new parking lot, expensive loop road portion W of Pavilion 3 and the construction team’s final estimate was \$3.8M for the project.
 - After the June 2016 grant monies were available upon getting a signed NHSFR contract in April 2017, then an engineered design was begun which allowed us to learn final City approval requirements for building a campground in flood plain.
 - While there were many learnings from the final engineering, approvals and bidding process with the NHSFR construction, the biggest driver of change to the budget was the requirements for the campground electrical and drainage which were more extensive than originally researched back in 2016 during the first NHSFR bid process. (see attachment 5 to see updated project budget & changes since June 2016 grant). E.g. Campsite electrical final contractor bid was \$2500/site with underground electric ultimately required, despite reducing to minimum allowable 40% 50 amp vs. less expensive 30 amp.
 - To save over \$2.5M on the final construction estimates, the LEC, with support of the Ag Society, took on self-performing a majority of the construction including campground site electric & water as well as seeding, rock spreading, fence install etc. This self-performance actually has occurred in the history of LEC several times to save costs, including the existing 200-site campground was built in this manner.
 - Remaining “soft” costs including construction manager, staking, design and financing costs
 - Completing remaining NHSFR contract requirements:
 - Basic grandstand concourse guest amenities for a 5000p outdoor arena not included in civil engineering design concept such as temp.-quality buildings for ticketing, snack shacks, security/first aid w/ needed electric/water and simple entrance landscaping
 - arena sound/lighting which are cheaper to purchase once than rent 4+ times for NHSFR and needed to attract other national events
 - arena announcer stand retrofitted from Conex boxes to meet needs of all events

- parking lot improvements as final City-approved grading plan required moving material from existing grass lots—drainage, seeding, some rock (no paving)
- fencing, barricade controls—property security
- purchase 320 used outdoor stalling as found to be 3-4x more expensive to retrofit existing LEC stalls as planned; also will allow existing shows over LEC stall capacity to grow now and post-Phase 3 still useful
- Arena footing initial setup (sand)
- Arena/livestock panels final payment not covered by sponsorship
- See attachment 6 for updated engineering drawing and project timeline

In addition to the NHSFR, these same improvements will attract other new regional/national events and visitors to Lancaster County as seen at other facilities where the NHSFR is hosted. In fact as we contacted two groups recently to get economic impact data for their events, they asked for immediate site visits to move forward on potentially booking their events at LEC. (see attachment 7 for list of other potential events & recent email site visit requests)

Project Start Date _____ June 2019 _____ **Completion Date** _____ July 2020 _____

Is this project part of a larger renovation project? __ Yes __

If yes, please describe the entire project:

The renovations that LEC is asking to be funded have been fully integrated and are fully compatible with the Phase 3 expansion plans of the LEC Master Plan. (attachment 8)

After the January 2017 NHSFR initial bid win, LEC did try to bring Phase 3 to the ballot in November 2018 which would have taken over completion of the NHSFR improvements instead of any remaining lodging tax grant funds per a contingency written into the first NHSFR VPC grant contract.

This attempt to take Phase 3 to public election was abandoned in May 2018 to allow for the City sales tax extension to support road improvements to be put on the Nov. 2018 ballot and to allow LEC more time to garner community leader support.

LEC’s Phase 3 expansion is currently being studied by a community leader ad hoc committee which will come out with a report by June 2019.

Should the Phase 3 bonds pass during this VPC grant period, it is suggested that this grant contract again be written to reflect that any remaining Visitors Improvement grant funds would be foregone as long as legally permissible with the Phase 3 financing structure.

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

Lancaster Event Center will promote attending the NHSFR & improvements made for the NHSFR to other shows in our annual marketing campaign with a \$71,000+ media investment. In addition, we will work with the Lincoln Convention and Visitor Bureau to create awareness of the new multipurpose outdoor arena complex and expanded/improved camping to attract other national events. (Attachment 9)

In addition to this local marketing, the Nebraska Department of Tourism has recently awarded LEC a Community Impact Grant in the amount of \$211,000 to support marketing efforts to maximize attendance and state-wide economic impact from out-of-state visitors from NHSFR contestants and fans. (Attachment 10)

Contestants. Historically, NHSFR contestants bring an average of 5.41 additional friends and family members to the rodeo host city. We are implementing a strategic marketing plan to increase the

number of visitors while also promoting extended stays and/or increased the number of side trips during the week throughout the county and state.

Spectators. We will also be working to attract regional spectators to maximize outside visitor revenue for local hotels, shopping, attractions, and food and beverage in Lancaster County as well as the state of Nebraska. The combined effect of these efforts will help us recruit sponsors, trade show vendors and volunteers who will also drive local and statewide economic impact.

New Events. Through this regional/national marketing campaign a key goal will also be to build credibility and excitement for the new improvements with national event promoters who are part of the NHSFR following. As they become aware of the LEC improvements and local area attractions enjoyed by the participants of the world's largest rodeo it will open doors for other new and larger events to come to Lincoln at LEC and other facilities.

The \$211,000 Nebraska Tourism Community Impact grant will be used to implement the NHSFR Lincoln Strategic Marketing Plan. (Attachment 11) The demographics for both the local and out-of-state marketing funds are outlined at the bottom of Attachment 9.

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

No, there are no other needs for capital improvement funding anticipated.

Since these improvements have to be complete by June 2020, LEC will be seeking other sources of funds and/or further cost savings to cover the potential up to \$1.1M in bridge financing costs associated with this \$4.05M grant request.

Total projected budget (attach detailed budget)

Total Revenue \$ 9,663,579 Total Expense \$ 9,663,579
(see cover letter summary)

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

Over the next 10 years (2020-29), LEC's total lodging tax impact with these new improvements will be \$2.3M with 92% collected by through hotel stays, including:

LEC's baseline events would drive a minimum of \$1.6M in lodging tax from hotel room nights between 2020-2029 with a conservative, no annual growth assumption to lodging nights nor increase in lodging prices assumed over the ten year period.

The new NHSFR event in 2020/2021 and in 2026/2027 would grow this impact by an estimated \$247K by 2027.

Other national events that LEC in 2022-2029 could conservatively attract with the same improvements could add an additional \$415K lodging tax impact. (see chart next page)

It should be noted that even greater impact on local taxes would be realized from these outside visitors paying City sales & occupation taxes, State sales & lodging taxes--all of which benefits local taxpayers.

**LEC Lodging Impact
Current & Estimated 2020-2029**

	# lodging nights		Lodging Gross Rev. Ave. \$100/hotel/nt \$22.27/campsite/nt or \$375/event for NHSFR		4% County Lodging Tax	
	per year	2020-2029	per year	2020-2029	per year	2020-2029

Lancaster Event Center Baseline (10 year impact)
(per 2017 UNL Economic Impact Study,
conservative est. with no growth, no hotel price increases assumed over 10 years)

Hotel Rooms	40,000	400,000	\$ 4,000,000	\$ 40,000,000	\$ 160,000	\$ 1,600,000
Camping (200 sites)	4,369	43,693.10	\$ 97,305	\$ 973,045.34	\$ 3,892	\$ 38,922
Baseline LEC Lodging Impact	44,369	443,693	\$ 4,097,305	\$ 40,973,045	\$ 163,892	\$ 1,638,922

NHSFR in 2020, 2021 & 2026, 2027 (4 of next 10 years)
(per impact studies in Des Moines & Gillette WY, no growth assumed)

Hotel Rooms	10,713	42,852	\$ 1,071,300	\$ 4,285,200	\$ 42,852	\$ 171,408
Camping (1256 sites)	10,199	40,795	\$ 471,000	\$ 1,884,000	\$ 18,840	\$ 75,360
NHSFR Lodging Impact	20,912	83,647	\$ 1,542,300	\$ 6,169,200	\$ 61,692	\$ 246,768
% growth over LEC baseline					38%	15%

Additional new events attracted to use same improvements (8 of next 10 years)
conservative est. multiple events/year that together equal size of one NHSFR each year starting 2022
(e.g. FMCA at \$12-20M impact in 2022/25/29, Little Britches 2022-24, 2028-30 have both expressed interest)
per experience of other facilities with NHSFR improvements

Hotel Rooms	10,713	85,704	\$ 1,071,300	\$ 8,570,400	\$ 42,852	\$ 342,816
Camping (280 year-round w/ water, 1256 sites for natl events)	10,199	81,590	\$ 227,125	\$ 1,817,004	\$ 9,085	\$ 72,680
Other New Event Lodging Impact	20,912	167,294	\$ 1,298,425	\$ 10,387,404	\$ 51,937	\$ 415,496
% added growth over LEC baseline					32%	25%

**TOTAL LEC LODGING IMPACT
with improvements**

(conservative est. with no change to hotel & camping prices and no LEC baseline growth)

Hotel Rooms	61,426	528,556	\$ 6,142,600	\$ 52,855,600	\$ 245,704	\$ 2,114,224
Camping (280 year-round w/ water, 1256 sites for natl events)	24,767	166,078	\$ 795,430	\$ 4,674,049	\$ 31,817	\$ 186,962
TOTAL LODGING IMPACT with improvements	86,193	694,634	\$ 6,938,030	\$ 57,529,649	\$ 277,521	\$ 2,301,186
% total growth over LEC baseline					69%	40%

Estimated annual visitors for NHSFR (& similar-size national events using these improvements):
 Local: 57,692 Outside of Lincoln: 12,128 staying for 94,390 visitor days Total: 152,082 visitor days
 (see chart)

NHSFR Lincoln Estimated Visitors	# Unique Visitors			Visitor Days		
	Local Visitors & Visitor Days (1 day / visitor)	Out of Town Households	# People per Out of Town Group	Total # Out of Town Visitors	Days Stayed	Total Out of Town Visitor Days
Contestants - Out of Town		1,700	5.41	9,197	8.12	74,680
Show Staff - Out of Town		333	1	333	10.5	3,497
Vendors - Out of Town		145	4.31	626	10.5	6,576
Volunteers - Local/Out of Town	500	75	2	150	5.00	750
Spectators -Local / Out of Town	57,692	628	2.9	1,821	4.88	8,887
subtotals	57,692	2,881		12,128		94,390
TOTAL VISITOR DAYS						152,082

Sources: NHSFR Economic Impact Studies: Des Moines JH Finals June 2014, Gillette WY HS Finals July 2016, extrapolation factor from Des Moines study provided by UNL Dr. Eric Thompson (see letter)

**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 basis for facility with NHSFR-size event using these improvements starting 2020

of hotel overnights utilized 50,713 x \$375 (* 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 GRANT FORMULA: \$19,017,375 annually
 with estimated impact of \$152,139,000 by 2027 final year of this grant and when the NHSFR completes its 2nd Lincoln rotation assuming the improvements are used annually by national events of similar size to the NHSFR starting in 2022.

Includes:
 (with actual economic impact study data noted based on on-site surveys noted in parentheses):

- 1. Lancaster Event Center annual baseline:** 40,000 hotel rooms x \$375 per night = \$15M/year (\$39.5M total LEC economic impact based on 2017 UNL Economic Impact Study by Dr. Eric Thompson)
- 2A. NHSFR Event annually in 4 of next 10 years:** 10,713 hotel rooms x \$375 per night = \$4M/year (\$16M annual NHSFR economic impact estimated by UNL Dr. Eric Thompson from JH Finals 2014 Des Moines study, \$64M total impact by 2027 to Lancaster County; Note: this \$16M impact does not include additional upside of 5,607 hotel rooms shown in 2016 Gillette WY HS finals impact study compared to 5,105 hotel rooms extrapolated from Des Moines study)
- 2B. Other New National Event annually in 8 of next 10 years after NHSFR:** 10,713 hotel rooms x \$375 per night = \$4M/year (Economic impact per other national event studies TBD --see 2 emails attached for upcoming site visits-- e.g. FMCA (Family Motor Coach Association) has studies that range from \$12-30M for event they are interested in starting at LEC.)

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

If yes, then list other grant requests N/A

Grant amount requested from Visitors Promotion Committee

\$ 4,050,000 (\$600K/year for 2022-24, \$750K/year for 2025-27)

Six year grant coincides with return of NHSFR in 2026/27 and based on availability of lodging tax funds (see NHSFR VPC Grant #2 Opportunity At-a-Glance attached to cover letter).

See other sources of NHSFR Event Support (attachment 2) to help cover other capital and operating expenses of bringing this event to Lancaster County that have been secured or still planned.

Signature of Applicant _____

Date _____

Return Application (s) to:

Lincoln Convention and Visitors Bureau
Attn: Jeff Maul, Executive Director
1135 M St. Suite 300
Lincoln, NE 68501

For more information:
(402) 434-5343
jmaul@lincoln.org

Attachments referenced in grant application:

1. NHSFR Lincoln Economic Impact Estimate—Dr. Eric Thompson, UNL
2. Other Sources of NHSFR Event Support
3. NHSFR Layout on LEC Grounds & NHSFR Contract Specifications
4. Progress to date with original \$3M grant—timeline & spend
5. Updated NHSFR Capital Improvements Budget
6. Final Engineering Improvements Site Plan & Updated Project Timeline
7. Other National Event Use of NHSFR Improvements
8. LEC Master Plan with NHSFR improvements integrated
9. NHSFR Local Marketing Budget – In State focus
10. NE Department of Tourism Marketing Grant
11. NHSFR Strategic Marketing Plan – Out of State focus
12. Letters of Support

Other required attachments per VPC grant guidelines:

- A. NHSRF Event Operating Budget
- B. LEC Annual Operating Budget
- C. Contractor Bids
- D. Proof of 501(c)(3) Status

Ms. Amy Dickerson
Managing Director
Lancaster Event Center
4100 N. 84th Street
Lincoln NE 68506

April 24, 2019

Dear Amy,

Per our conversation, the NJHFR Economic Impact Study in Des Moines from 2014 showing \$9.4 million economic impact, including 2,951 hotel room nights, was well done and they were careful not to count impact twice in their methodology.

In order to get a good estimate for the NHSFR in Lincoln, since this NJHFR event is smaller than the NHSRF, we should scale up this Des Moines study by a multiplier of 1.73, the ratio of expected attendance at the NHSFR event in Lincoln and the junior event in Des Moines. The ratio is the best estimate although there is obviously some uncertainty about whether the actual ratio would be somewhat higher or somewhat lower than 1.73. The room night estimate in Des Moines also appeared to be based on a survey of actual participants which is supportive of the estimates. I do think it is reasonable to scale up the hotel rooms given that the event is expected to have more contestant households than the Des Moines event.

In summary, to get to an estimate for NHSFR impact in Lincoln from this Des Moines study:

- 1700 contestants High School / 982 contestants Junior High = 1.73 multiplier
- \$9.4 million * 1.73 = \$16.2 million estimated impact for NHSRF
- 2,951 room nights * 1.73 = 5,105 room nights estimated for NHSRF

Best Regards,



Dr. Eric Thompson, Professor
Director, Bureau of Business Research

Other Sources of NHSFR Event Support

Lancaster Event Center/ Ag Society	
Self-perform construction savings vs contractor bids	\$ 2,500,000
21 people trips to for bid presentations and operational visits	\$ 26,089
Staff time spent on bids, contracts, operations, etc. - \$150k +	\$ 150,000
Rodeo Sponsorships	\$ 150,000
LEC Sponsorships to support rodeo needs	
e.g. Panel Sponsorship, Equipment Sponsorship	\$ 170,000
Master Planning Team - Clark Enersen Partners, REGA Engineering, Hampton Construction	
Update Master Plan, Bid concept design, bid budget	\$ 125,000
Kimmel Foundation	
Original Intern Grant 2016	\$ 5,000
Second Intern Grant 2016	\$ 4,000
Post-win Intern Grant 2018	\$ 8,000
UNL - College of Agricultural Sciences & Natural Resources	
Bid Support (Video, presentation production and resources)	\$ 10,000
Sponsorship of LEC staff position for NHSFR planning 2018-21)	\$ 40,000
Access to land N. of Havelock for event overflow	\$ 21,000
Campus facilities for Queen Pageant and other local activities	
Help secure volunteers for event	Volunteers
UNL Rodeo Association	Volunteers
Rodeo Education & Development Inc. - Nebraska non-profit	Volunteers
LES	
Shared transformer expense	\$ 70,000
Gana Trucking and Excavating	
Regrading as needed	\$ 100,000
Improve and repair west ditch line	\$ 25,000
Nebraska Department of Tourism - Out of State Marketing	
2019 Grant - granted	\$ 211,000
2020 Grant - up to	\$ 250,000
2021 Grant - up to	\$ 250,000
Lincoln Convention and Visitor Bureau	
2020 Bid fee	\$ 100,000
2021 Bid Fee	\$ 100,000
Volunteer Recruitment help	Volunteers
Nebraska Sports Council	
Organize Contestant Rec opportunities	Organizational
Equipment	TBD
Volunteer Recruitment help	Volunteers
Total Support	\$ 4,315,089



Lancaster
EVENT CENTER
let the good times grow

NATIONAL HIGH SCHOOL FINALS RODEO
EVENT LAYOUT
Updated 4-25-19



REGA
ENGINEERING
GROUP, INC.



HAMPTON
PROPERTIES & CONSTRUCTION

Attachment 3.1

LIST OF SPECIFICATIONS: ATTACHMENT A

Lancaster Event Center

For the 2020 and 2021 NHSFR, the Host agrees to provide the grounds, properties and facilities as shown on the attached plot plan. These grounds, properties and facilities will include, in addition to those provided for in the agreement, the following (provided without change by Host except as otherwise indicated) for both NHSFRs:

Housing	Host shall guarantee the availability of 1,250 full service camp sites having water, electricity and sewer hookups available at each camp site. Dry and Tent Camping will also be available. Additional housing will be guaranteed by the Lincoln CVB.
Stalls	700 – 10'x10' horse box-stalls of safe construction, 300 or more inside stalls and up to 400 outside stalls with covers.
Seating	5000 grandstand/bleacher seating (3400 seats covered, 1600 uncovered initially) for spectators at the timed event and rough stock arenas. 770 bleacher seating for spectators at the cutting arena. 330 bleacher seating for spectators at the reining cow horse arena. All grandstands/ arenas to have controlled access for ticket taking. Grandstands to be located in a manner approved by the NHSRA with VIP seating space.
Trade Show	117,000 square foot buildings with climate controlled space with a level and hard floor. Adequate outdoor exhibition space for overflow. Adequate utilities to conduct all trade show activities. Pipe and drape and tables and chairs will be provided for the Trade Show area.
Performance Arenas	<u>Rough Stock & Timed Events</u> – Timed Event Arena to be 125'-130' wide by 260'-265' long and to be positioned with main grandstand to meet current NHSRA approval. Both timed event chute boxes to be 10 feet. The barrel racing gate is to be in the exact center. Rough Stock Arena to be 120' wide by 250' long with 10 bucking chutes and four preparation chutes on each side for a total of 18 and to be positioned with main grandstand to meet current NHSRA approval. Both arenas set end to side with adequate livestock holding and staging pens all constructed of appropriate panels and/or fencing for the activities involved. The timed event arena will have roping equipment which will include a suitable chute with three lead up chutes, a herringbone sorting pen and two 10' wide by 16' deep boxes on each side of the chute. The barrel racing and pole bending entry gate(s) shall be in the exact center of the pattern as set out in the NHSRA rule book. Positioning, gating and suitability of all chutes, arenas and back

pens will be subject to NHSRA approval. The Timed Event and Rough Stock Arenas MUST be adjacent to each other and both arenas must allow for good viewing from the grandstand.

Cutting - One arena 125' wide by 300' long with warm up area 115' x 95' immediately adjacent such that contestants warming up can view cattle and cutting competition. All constructed of appropriate panels and/or fencing for the activities involved. Positioning, gating and suitability of all arenas and back pens will be subject to NHSRA approval.

Reining Cow Horse - One arena 115' wide by 150' long with adequate warm up area located such that contestants warming up can view competition. Appropriate panels and/or fencing for the activities involved. Positioning, gating and suitability of arena will be subject to NHSRA approval.

All performing arenas to have lights, sound systems and announcer stands with full view of the arenas adequate to house announcers, timers, secretaries and their equipment during the performances. All arenas have wireless capability. Outdoor main performance arena announcer stands are air conditioned and dust proof.

Livestock Holding

Adequate livestock holding facilities all constructed of appropriate panels and/or fencing for the activities involved to house bulls, bucking horses, calves, steers and goats for the duration of each NHSFR to provide for the timed events and rough stock arenas. Adequate livestock holding facilities all constructed of appropriate panels and/or fencing for the activities involved to house steers for the cutting arena. Adequate livestock holding facilities all constructed of appropriate panels and/or fencing for the activities involved to house steers and calves for the timed events practice pen and to house steers for the cutting practice pen. Livestock pens will be located at the Host Site in such a manner to efficiently handle all rodeo livestock for the production of the NHSFRs. Water will be readily accessible to the pens and livestock water tanks will be available for stock contractors to place in all pens. All livestock will be housed on grounds in sufficient amount of space for the numbers needed. The exact number and size of pens needed will be provided to Host by the 2020 NHSFR mid-winter meeting of the NHSRA.

Practice/Additional competition Arenas	2 timed event practice/additional competition pens, one to be approximately 100' x 200' and one to be 60' x 200', with suitable livestock management pens and chutes adequate for all activities. One cutting practice pen 100' x 125', and one RCH practice to be the same as the RCH performance arena. Practice and warm up to be in the same pen for all above arenas.
Shooting Sports	Safe shooting range(s) adequate to conduct a trap and light rifle competition with approximately 500 participants over a four day period. Ranges to be provided without charge.
Parking	Parking spaces at no cost to accommodate all spectators plus workers, staff and sponsors. Host to provide reserve parking spaces to NHSRA as specified in agreement. Host reserves right to create reserved parking spots for sponsors or to sell with reserved seating.
Information booth	1 - 10'x10'
Small meeting areas	1-14'x20' air conditioned rooms with tables and chairs adequate to accommodate at least 20 people.
Large meeting areas	1-14'x50' air conditioned rooms with tables and chairs adequate to accommodate at least 100 people.
NHSRA office	Air conditioned 30'x36' area with all required furniture for general reception, staff office area, 2 meeting areas - one capable of accommodating 20 people (<i>Executive Committee meeting room</i>) and one capable of accommodating 30-50 people (<i>the break-room</i>) and adjacent area to display standings. This area is lockable and has 4 telephone lines, internet connection, electricity, lighting and bathroom facilities.
Dance area	Dance area suitable to accommodate 1,600 with controlled access and adequate seating.
Food concessions	An area suitable for food concessions within easy access of contest viewing areas, rough stock, timed event, cutting and reining cow horse arenas and trade show.
Bathrooms and showers	Adequate bathrooms and showers available to service all camping spaces provided. Adequate bathroom facilities to service all spectator areas, trade show areas and office & meeting areas.
First aid	An area for a first aid station with all appropriate utilities for this activity.

Veterinarian	An available area for a veterinarian and the provision of services.
Grounds crews/Grounds equipment	An area to house equipment and personnel to address and service NHSFR needs such as operational, carpentry, welding, electrical, sound, plumbing and mechanical. Equipment included are tractors, skid loaders, other loaders, backhoes, ladders, high lifts, trucks, dump trucks, trailers, and various hand tools. Also at least three (3) tractors, (four (4) if one (1) cannot service both the rough stock and timed event arena) with arena grooming implements will be available as needed. An acceptable animal ambulance will be available as needed to convey injured animals from the arenas to the injured and sick animal area. It is a slide or very low clearance conveyance with cover.
Garbage removal	Adequate garbage containers with removal services throughout the duration of the NHSFR.
Waste removal	Adequate areas for the deposit of waste from stalls and trailers as trailers arrive.
Ice, bedding and feed	An area to house a Vendor(s) of ice, bedding and feed
Injured or sick animal	A covered holding area isolated from other animals and the public for sick and injured animals.
Press and media	An area sufficient to set up a media and press coverage headquarters with air conditioner, phone line and other required utilities.
Golf cart vending area	An area to vend and service a golf cart vendor with at least 750 golf carts.
Trailer parking	Adequate parking area for contestants and personnel to drop an average of approximately 150 trailers that are not used as living quarters during the 2020 and 2021 NHSFR.
Protesters	An area for protesters as required by Nebraska law.
Queen pageant/Talent show	An air conditioned auditorium with stage, sound, lights and adequate seating for a minimum of 650 spectators.
Crisis Basket	60'x100' air conditioned area for display of baskets and crisis basket administration.
Foundation Auction	An air conditioned area for display of auction items, auction administration and conducting of the auction with adequate seating for at least 100 people.

Horse/contestant Check-in	Host to staff and manage to NHSRA requirements. Contestant check in begins at 12:00 noon on the Thursday before the first performance and continues until 7:00 a.m. Sunday prior to the first performance. Check-in is open 24 hours and with the ability to form in at least 2 and up to four lanes as they arrive. Minimum of 3-10'x14' covered areas for 1) contestant check-in, 2) horse check-in and stalling and 3) camping check-in and services. These areas have electricity, lights, and ability to store cool refreshments and have restrooms and air conditioned space within a reasonable distance.
Sponsor Hospitality	An air conditioned area with viewing of the two main arenas for sponsor hospitality with facilities to allow catering of food and refreshments.
National Awards	30'x30' area for display and dispersal of national awards immediately following the final performance.
Pumping services	For campground, sewer pumping services shall be available if needed as well as water delivery shall be available if needed.
Recreation	Adequate facilities to conduct contestant volleyball tournament that will include a minimum of 4 regulation courts.
Access/tickets	Spectator viewing areas, dance and talent show areas have controlled access. All spectators excluding contestants and approved personnel are required to have a ticket and adequate ticket taking personnel and controls shall be available for each performance.
Electrical Connections	As needed.
Light Towers	Supplemental lighting for livestock and parking lots.

	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019
2020/21 Bid	LEC selected as finalist July 2016	LEC Awarded Bid Jan 2017	Contract signed 3/31/17									
VPC Grant	\$3M grant #1 approved	Grant Funds Available										
Phase 3 Pursuit					Campaign begins			May 2018 postpone election plans		Goal Nov. 2018 Election		
Engineering				Engineer Contract Signed 10/16/17		Engineer Design	65% Campg round	90% Campg round	90% Arena	99% Campg round	99% Arena	99% Electric
City MOU & Approvals				MOU process starts				MOU signed 7/18/18				
Contractor				Contract Draft includes Phase 3 CMAR				Contract signed 5/24/18 CM				
LEC Self Perform				LEC decides to self perform electric				LEC decides to self perform water		Self perform water begins	Self perform elec. begins	
Construction									Grading Starts			
2026/27 Bid										LEC wins bid Jan 2018		

LEC RODEO CONSTRUCTION SPEND TO DATE
as of April 30, 2019

Vendor	Date	Invoice #	Amount	Category Subtotal
GENERAL CONDITIONS				\$21,533.79
PERMITS				\$5,382.00
ELECTRICAL DESIGN				\$63,743.99
LEGAL SERVICES				\$28,841.68
CONSTRUCTION EQUIPMENT RENTAL				\$19,500.00
ROCK				\$31,831.15
CONST MGR SERVICES & CONTRACTOR WORK--GRADING, 4/6" WATER LINE, STORM SEWER, ELEC. PLATFORMS				\$1,290,243.34
CAMPGROUND ELECTRIC SUPPLIES				\$580,902.86
EMERGENCY EVACUATION PLAN				\$10,000.00
OUTDOOR STALLS AREA				\$54,651.33
CAMPGROUND SELF-PERFORM ELEC/WATER LABOR				\$100,633.05
CAMPGROUND WATER SUPPLIES				\$38,923.01
CAMPGROUND CONSTR. SUPPLIES				\$10,579.19
ENGINEERING DESIGN				\$225,336.67
TOTAL SPENT TO DATE				\$2,482,102.06
Final Payment from VPC Rodeo Grant #1-- available Jan. 2020				\$770,000.00

LEC has secured bridge financing to continue construction in 2019 and began to use in April 2019



HAMPTON
ENTERPRISES
PROPERTIES & CONSTRUCTION

To whom it may concern,

Hampton construction was hired to be the CMA for the rodeo project. We have had a long standing relationship with LEC and are excited to be a part of this project.

As previously discussed, the winter weather was extremely challenging and caused significant delay, in particular to the self-performed scopes of work. The other scopes were delayed as well, but not to the point of causing additional costs to recover the schedule. The water lines for the self-performed work went better than planned last year, so that should be able to be recovered except that crew will most likely need to assist with electrical to help recover time. The main water loop is complete and the grading is roughly 95% complete. The first phase of seeding is complete in multiple areas. Overall, it has been a good start to the spring and has been very productive as of late. We need to remain at this pace in order to ensure everything is completed in time for fall seeding.

For the past year and a half there have been multiple iterations of the budget. We have had several meetings with LEC and the design team to identify the scope, modify the budget as more information has become clear and make changes to the budget as the design was being completed. Where appropriate we had feedback from certain subcontractors on pricing to help verify the budget and scope. Through these budget updates it became clear to LEC that a worthwhile strategy to save significant money was to self-perform several scopes of work. This is certainly not typical, but LEC spent significant time finding connections with a Master Electrician to help budget as well as scope out the hours needed. They were able to do the same thing on the water line scopes by hiring a Master Plumber & crew. They researched multiple avenues for procuring materials and other than the weather delays, appear to be producing what is needed to complete these scopes and save significant money. To date, the materials have all been purchased for these scopes, roughly 25% of the water is complete and 20% of the electrical is complete. They will need to complete these scopes by the fall in order to allow for seeding of the grass and provide time for their other self-performed work. They currently have a plan to ensure that happens and we will continue to track their progress showing if they are on track.

We believe that the current budget has identified all of the scope needed to fulfill the requirements of the rodeo contract. As mentioned above there has been significant time spent by the complete team working through these budgets. We currently show a contingency in the budget and although we hope that this isn't needed, it would be ill-advised to remove this contingency from the budget. Typically a contingency is established at every level of a budget and can be reduced to a range of 3-5% on a final budget. The contingency established in this budget is in this range and should remain as a part of the project budget.

I have been asked to give my opinion on cutting scope to reduce costs. If this is done, it would require a discussion with the Rodeo in order to see if they are willing to modify the requirements of the contract. Currently, most of the infrastructure for the campground is in place or the materials have been

purchased. Since LEC is self-performing, they have reduced the labor cost associated with this work. There would be some cost savings by not completing the campground, but not significant compared to the overall budget. The most significant items that could be cut would be eliminating the City requirements for the emergency egress road which would save roughly \$180,000 and asking the Rodeo to eliminate the need for a new covered grandstand and reduce their seating needs 50% from 5000p by providing temporary bleachers in the current location with minor fencing and other modifications however the LEC doesn't have enough temp bleachers to fulfill even this reduction of seating. If the outdoor arena and grandstands were eliminated, this could save over 1 million dollars.

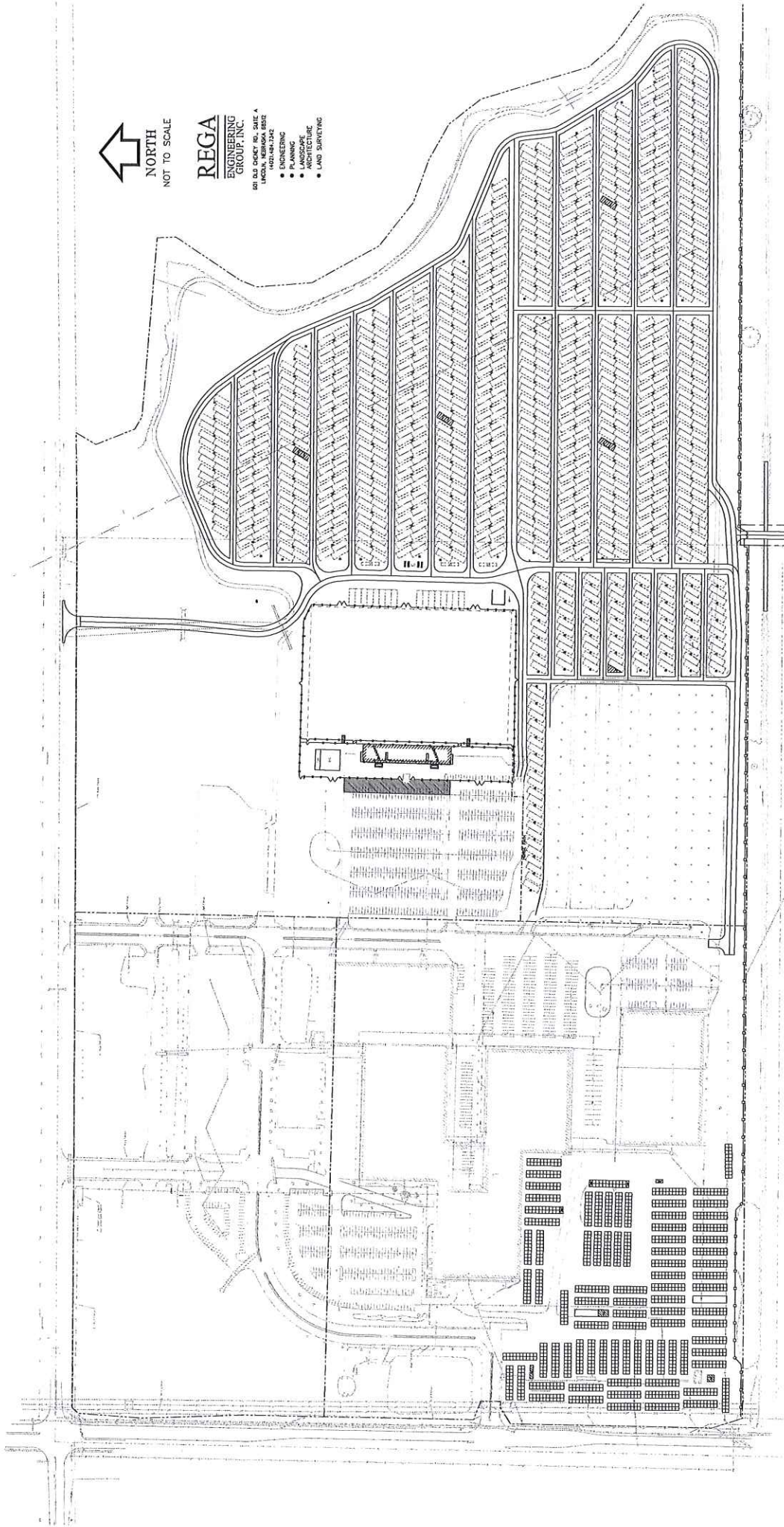
I hope this provides as a clear summary for the work that has been completed and the progress that has been made towards having a successful rodeo event next year.



Scott Lockard
President of Construction

NHSFR Capital Improvements Budget - April 8, 2019				
ORIGINAL GRANT -- June 2016	\$3,000,000			
RODEO CONSTRUCTION MAJOR CHANGES SINCE JUNE 2016	Budget updates after design, rodeo reqs. met	LEC self-perform savings	Flood plain changes after final City design/approvals	
Pre-bid win based on concept design, learning process on NHSFR reqs.				
Added 500 Campsites	\$500,000			at pre-design est. of \$1000/site, 100% 50 amp, overhead pole transformers per informal City input
Added water to all campsites (+950)	\$459,000			
Removed scope to pay for added sites	(\$400,000)			REMOVED SW loop road, arena concrete wall, new parking lot & arena move
LEC water self-perform savings		(\$186,349)		LEC saved \$200K vs. contractor
After bid win & Engr. Design / City approvals				
Camping Electric			\$1,675,000	flood plain design change; underground electric, raised elec. panel towers raised cost to \$2500/site;
LEC self perform electric		(\$1,313,012)		now back to ~\$1300/site w/ elec self-perform; REDUCED to 40% 50 amp/60% 30 amp
Grading/Seeding			\$372,640	flood plain change; no longer can use mining permit paid grading/seedling
Drainage			\$207,282	flood plain change
Camping Water Main	\$154,879			engineering design, maintain water pressure
Emergency Egress Road			\$132,500	flood plain change
Prof. Fees			\$430,988	due to flood plain changes
Horse stalling area electric	\$850,000			requirement for stalls electric understood upon March 2017 contract; this is contractor quote
LEC self perform electric horse stalls		(\$597,000)		LEC self-perform savings
Grandstand area	\$203,223			added concourse guest service needs after final design; added \$50K contingency for steel price increase
Misc. rodeo requirements from operational budget	\$734,800			as of Jan 2019 2nd bid win cheaper to buy vs. rent many items for 4 years & reduces risk on 1st year operational budget on meeting smaller NHSFR requirements like arena sound, 320 outdoor stalls
Misc. changes after final design, bidding	\$362,325			
SUBTOTAL MAJOR CHANGES	\$2,864,227	(\$2,096,361)	\$2,818,410	
TOTAL NET MAJOR CHANGES	\$3,586,276			
TOTAL REVISED BUDGET APRIL 2019	\$6,586,276			
Contingency 6.5%	\$428,108			
TOTAL FINAL BUDGET	\$7,014,384			
less rodeo grant #1	(\$3,000,000)			
GRANT #2 REQUEST	\$4,014,384			
plus bridge financing TBD	\$1,100,000			estimate for grant 2022-2027

LEC Rodeo Construction Site Plan 04/25/19



REGA
ENGINEERING
GROUP, INC.
1000 DICKER RD., SUITE A
TULSA, OKLAHOMA 74103
• ENGINEERING
• PLANNING
• ARCHITECTURE
• LAND SURVEYING

6.1

NHSFR PROJECT TIMELINE

as of May 1, 2019

Attachment 6.2

		2019			2020			
		May	Summer	Fall	Winter	Spring	July 2020	Oct. 2020
NHSRA Customer	26/27 Contract				Monthly Visits to Lincoln		Rodeo	list of requests to improve to keep 26/27 contract
NHSFR Trips			NHSFR Rock Springs--planning, LEC staff training, booth		Mid-Winter Meeting in Mississippi--final Lincoln plans, 2030-31 Bid RFP written			
Existing Funding	VPC Grant		Bridge Financing, Pay for financing	Naming Rights--new outdoor arena, campground, facility-wide Local Rodeo Sponsorships				
New Funding			State of NE new funding sources--talking with Governor compete vs. KS, MO Pursue LEC Ad hoc Committee Recommendations on ongoing funding, Phase 3 timing Ongoing to take place of lodging tax grant funds 2022-27 as much as possible					
Contractor Work					After Super Fair: Grandstand Grading, Arena Drainage After Nesting Season: Emergency Egress Road			
Self-Perform Construction Work	Final grading touches Campground Electric & Water Self-Perform			LES Pad, Transformer Grandstand Install, Fencing	Rock loop road	Signage, arena amenities		
Operational	Regional Volunteer Recruitment			Finalize Software/Check-in Process hosted by LEC		Setup details		
	Emergency Planning			Staff Scheduling/Training		2 weeks out--Stalls, campsites reserv. by state		
	Queen, Shooting facilities			Trade Show Registration/Plan		Briefings to be ready for crowds		
Community	City-Wide Event Planning--Welcome to Lincoln Day Local Volunteer Recruitment				Volunteer Training			
Marketing		Contestant Family Marketing begins		National Print Ads		National Online / Social Mktg.		
Sales			Market / Bid new spaces to other national events for 2022+					

Other Regional/National Events to use NHSFR improvements

Event	Event Length	Average Stay	Attendees per event	Economic Impact	# Events possible in Lincoln 2020-2029
RV Rallies					
Regional Convention	5	7	750		3-4
**International Convention	5	7	9,000	\$15-\$30 Million	2-3
PGI Fireworks	7	10	3,000	\$2-4 Million	1-2
**National Little Britches Rodeo	7	9	7,000	\$5-7 Million	6
LEC Horse Show Growth	2.5-3	3-4	400-2000		Multiple times/yr
Outdoor Festivals					
Motor Sports					

** Events are already scheduling visits to Lincoln and LEC by July 2019 -- See attached emails

Source: Research event calenders at NHSFR facilities in Gillette WY, Rock Springs WY, Perry GA

Hoyt Kraeger

From: Doug Uhlenbrock <duhlenbrock@fmca.com>
Sent: Friday, April 26, 2019 1:43 PM
To: Hoyt Kraeger
Subject: Possible FMCA convention site

Hey Hoyt,

Good talking to you this afternoon about the Lancaster Event Center. I'm interested to find out more about the facility and hopefully come and pay you a visit with several of the other decision-makers in FMCA. If you know of any "can't come" times this spring and summer, please let me know. I'll be having meetings with many of these folks in a week, so I'd like to talk to them now about figuring a good time for the visit.

Also, if you have any information about the facility that I can print off and provide them, it would certainly help.

If you have any additional questions of me, please feel free to send via email or by phone.

Have a terrific weekend.

Doug Uhlenbrock

Director of Events

FMCA.com

(800) 543-3622



Hoyt Kraeger

From: awalter@nlbra.com
Sent: Thursday, April 25, 2019 1:58 PM
To: Amy Dickerson; Chas Skillett; Hoyt Kraeger
Subject: National Little Britches Rodeo

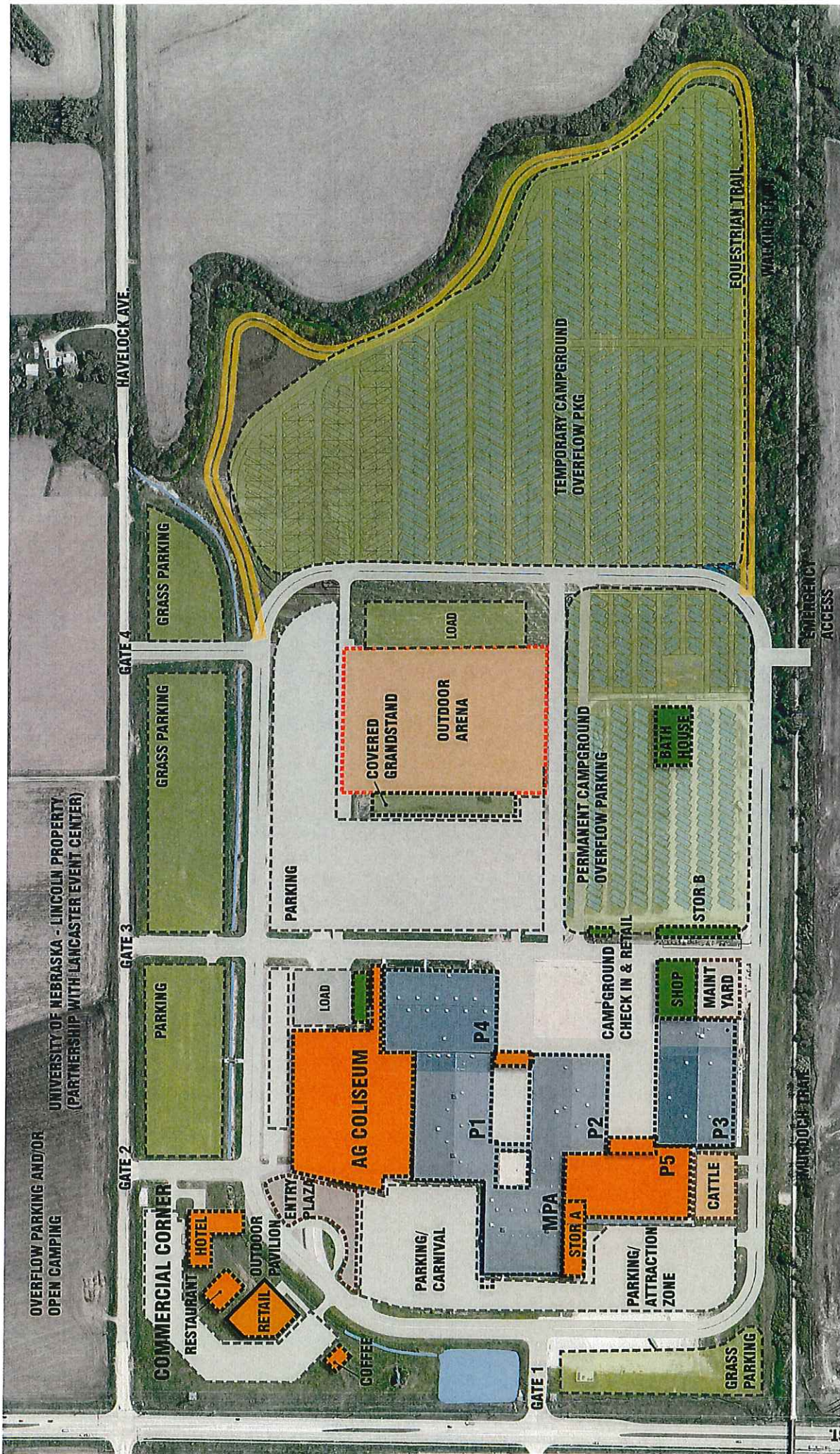
Hello Amy,

I was visiting with Sam today and he mentioned that someone from there tried to call him. I wanted to touch base with you and see if there would be a good time that we could begin to revisit seeing your facility. When we left off last fall there was a very short time frame between when you were taking things down for some indoor winter events. I apologize that we just couldn't make it work. Would you have some time that you could visit with me. You can call my cell phone, 435-830-9769 or here in the office 719-389-0333. I will be out of the office tomorrow but can be reached any time on my cell.

Annie

Annie Walter
Executive Director
National Little Britches
5050 Edison Ave #105
Colorado Springs, Colorado 80915
(P) 719-389-0333 (F) 719-578-1367

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LANCASTER EVENT CENTER: MASTER PLAN UP
PHASE III CONCEPT



Local Marketing Spend will be used to promote attending the NHSFR

LEC

	Year Round	Super Fair	Total
TV ads/promos		\$ 7,960	\$ 7,960
Radio ads/promos	\$ 5,063	\$ 6,188	\$ 11,250
Print advertising	\$ 20,503	\$ 1,099	\$ 30,602
Digital advertising		\$ 11,571	\$ 11,571
LEC-run Web/Social	\$ 7,002	\$ 3,449	\$ 10,450
Plus PR/Press Coverage			
Total	\$ 32,568	\$ 30,267	\$ 71,833

Demographic Highlights:

#1 Target Customer	Families with kids, Head of Household 25-55 with at least one child in home
#2 Target Customer	Young people 15-24, men & women for ticketed events included spectator shows including motorsports
#3 Target Customer	Middle to higher income (potential show promoters or trade show attendees)
Primary Geographic Focus	Lancaster County
Rural/Urban	Strive to maintain balance of reach throughout the County

NOTE: LEC show promoters also spend hundreds of thousands of \$\$ annually on marketing to attract visitors from around the region including TV, Radio, Billboards, Email, Social Media etc. which adds impact to LEC marketing spend to benefit NHSFR & all events



NHSFR Lincoln Marketing Demographics (across local & out-of-state spend)

Contestants	1650 HS age contestants and their families, average family size attending 5.41 per group (mom, dad, sibling, grandparents)
Vendors	25-64, mid to higher income, mix male/female, geography from around USA, potential show promoters/exhibitors/sponsors year round
Spectators	#1 Rodeo fans 18-65 within 100 mile radius, mix men/women
	#2 Locals interested in new entertainment option led by families with head of household 24-54
	#3 Regional Rodeo fans within day's drive interested in volunteering & seeing NHSRF

Attachment 10



February 1, 2019

TO: Hoyt Kraeger, Lancaster Event Center
RE: 2018-2019 Community Impact Grant, Contract # 19-91-1

CONGRATULATIONS. The Nebraska Tourism Commission is awarding **the Lancaster Event Center a 2018-2019 Community Impact Grant of \$211,620.00 for promotion of the 2020 National High School Finals Rodeo.** Grant requirements and procedures are covered in the attached grant agreement. The grant dollars will be reimbursed only for the item(s) checked on the attached budget worksheet (which you earlier submitted) and referred to as "Addendum A" to the agreement.

To demonstrate acceptance of your grant award, please complete and return the following by March 5, 2019:

- A signed copy of the grant agreement
- W-9 Form/ACH Enrollment Form
- The United States Citizen Attestation Form
- Proposal outlining opportunities for sponsorship involvement and event participation for the Nebraska Tourism Commission at no additional cost

Note: You will be contacted by Miles Partnership to confirm your participation in the Directed-Marketing opportunities, promotion timeline, and deadline for ad materials. You will be invoiced by Miles Partnership for the full cost of all directed-marketing promotions once they have been executed.

It is the responsibility of the grantee to meet all deadlines and initially pay all expenses to complete the project. In preparation for seeking reimbursement, know that you will only be reimbursed one (1) time upon completion of your project after all expenses are paid. Your reimbursement request must include the following items:

1. Completed Reimbursement Request Form.
2. Copies of original invoices and proof of payment showing the actual costs incurred, obligated and paid for both grant expenses and match.
3. Final Project Report that includes event attendance counts, how grant funds were used, and marketing impact information. Outline the following: a) How did the event attract out of state visitors? b) Details regarding the type of marketing carried out with grant funds. c) Methodologies used to track the impact of marketing efforts and the number of out-of-state visitors which attended the event. d) Details regarding the national and international press coverage that was generated by the event.

You are encouraged to submit your reimbursement request as soon as possible once your project is complete. The firm deadline to submit your reimbursement request is within 90 days after the completion date of the event, or no later than May 31, 2020. Because your event is taking place July 19-25, 2020 (after the May 31, 2020 deadline), you must have all funds expended (grant and match) and submit your expense reimbursement by May 31, 2020. In addition, you must provide Final Report items outlined in #3 above within 90 days of the completion of the event, or no later than October 25, 2020.

Sincerely, 
Heather Hogue, Grant Administrator heather.hogue@nebraska.gov 402-471-3774

Nebraska Tourism Commission • 301 Centennial Mall South • 1st Floor Nebraska State Office Building

PO Box 98907 • Lincoln, NE 68509-8907 • www.visitnebraska.com • 1.800.228.4307

Attachment 11
Strategic Marketing Plan -- Out of State
utilizing \$211K NE Dept. of Tourism Community Impact Marketing Grant

Marketing Objectives

1. Promote the 2020 National High School Finals Rodeo in a manner that builds excitement for qualifiers and encourages them to stay longer and bring their family and friends to stay with them in Nebraska while they are competing.
2. Encourage rodeo fans from nearby states to come to Nebraska to see the up and coming stars at the National High School Finals Rodeo. Focus will be placed on Kansas, Iowa, South Dakota, North Dakota, Minnesota, Missouri, Colorado and Wyoming.

Results Tracking

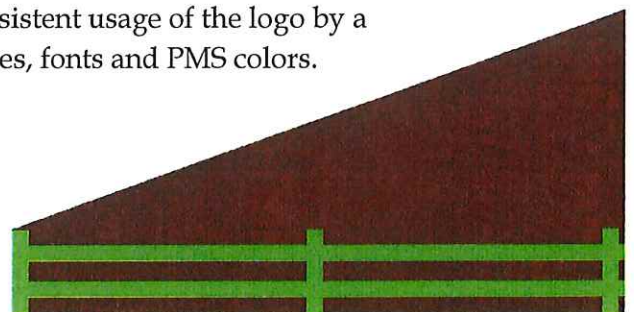
Lancaster Event Center is committed to tracking the success of this endeavor by measuring the following:

- Economic impact study to be completed by Dr. Eric Thompson, UNL associate professor of economics and director of the Bureau of Business Research.
- Social media impressions and engagement
- Digital advertising analytics
- Summary report of national media coverage
- Web traffic
- Campground sales
- Rodeo ticket sales

Marketing Strategies and Tactics

1. Event Branding

- a. Development of a Lincoln, Nebraska 2020 promotional logo that can be used to consistently market the event.
- b. Creation of graphic standards to ensure consistent usage of the logo by a variety of parties. Guide to include guidelines, fonts and PMS colors.



2. National Advertising – Print and Digital

- a. Develop print ads to run in national rodeo publications.
- b. Print ad placement in Rodeo News and National High School Rodeo Times.
- c. Develop digital ads to run in national rodeo websites (series of four in various sizes).
- d. Digital ad placement on Rodeo News and National High School Rodeo Times websites as well as other sites reaching potential qualifiers and rodeo fans.
- e. Dedicated landing page to share information with NHSFR qualifiers and fans.

3. National/International Public Relations

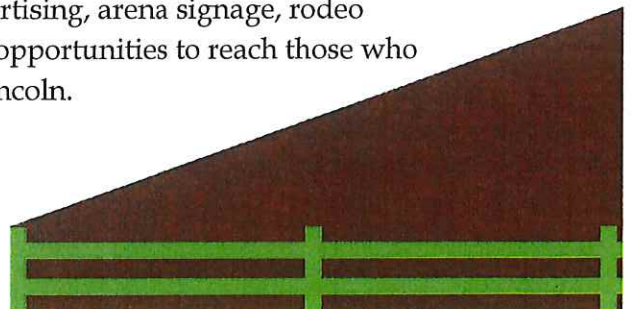
- a. Creation and execution of public relations campaign with various news media outlets including publications, online media, television and radio to generate ongoing national and international coverage prior to, during and following the rodeo. *Expressly does not include travel costs.*

4. National Social Media/Influencer Marketing

- a. Boosted social media, targeted to rodeo enthusiasts. Recommending 24 posts, each boosted with \$500. Cost includes boosting fees.
- b. Secure commitments from leading social media influencers to post about the NHSFR in Lincoln. Provide content, monitor and track reach and engagement of the posts.

5. Regional Rodeo Promotion

- a. Develop promotional ads for rodeo programs in contiguous states.
- b. Advertising at high school/amateur rodeos in ten states surrounding Nebraska which may include program advertising, arena signage, rodeo announcements and additional advertising opportunities to reach those who are highly likely to visit the 2020 event in Lincoln.



6. National/International Advertising at NHSFR 2019

- a. Design and build a booth at the 2019 National High School Finals Rodeo. Estimate includes creative development, purchase of a custom 10' x 10' booth with graphics. Also includes booth space fee in Rock Springs, Wyoming.
- b. Advertising at 2019 National High Schools Rodeo Finals in Rock Springs, Wyoming. This includes program advertising, event coverage sponsorship on arena Jumbotrons, pay-per-view television sponsorship and a booth in the grand stand to reach those who are highly likely to visit the 2020 event in Lincoln.

7. Promotional Video

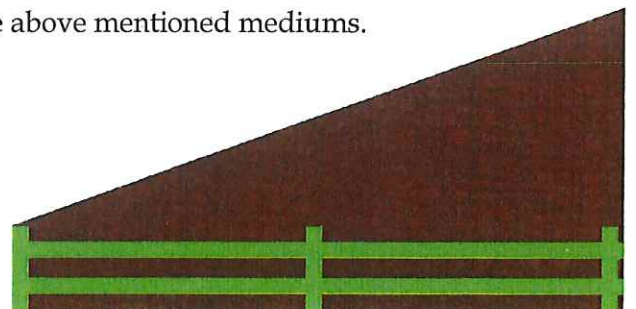
- a. Create a video for rodeo enthusiasts that highlights the event and introduces Lincoln and Nebraska as a great place to visit. Video would be used in the tradeshow booth and in online marketing.

8. Content Marketing for Web, Social & Email Campaign

- a. Strategy and creation of content such as copy, photos, videos and to keep digital assets up-to-date with the latest information related to the rodeo. This will include updates for the microsite, email campaign and social media.

9. Nebraska Tourism Opportunities

- a. Exclusive one-time promotion to the Nebraska Tourism Commission's 30,000+ e-newsletter subscribers prior to your event.
- b. Exclusive event advertising on the home page of VisitNebraska.com.
- c. Exclusive event advertising spread in the 2020 *Official Nebraska Travel Guide*.
- d. Creation and coordination of content for the above mentioned mediums.





Pete Ricketts
Governor

Attachment 12
STATE OF NEBRASKA

OFFICE OF THE GOVERNOR
P.O. Box 94848 • Lincoln, Nebraska 68509-4848
Phone: (402) 471-2244 • pete.ricketts@nebraska.gov

April 26, 2019

Lancaster County Visitors Promotion Committee
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

Dear Lancaster County Visitors Promotion Committee,

Thank you for taking the time to have this special meeting to review the grant request of the Lancaster Event Center. I ask you to strongly consider Lancaster Event Center's request for more capital dollars to finish the improvements for the 2020 and 2021 National High School Finals Rodeo (NHSFR).

The NHSFR is an excellent fit for Nebraska, from the statewide economic impact to the association's dedication to youth and their agricultural roots. I am also very pleased to hear about the second bid win for the 2026 & 2027 NHSFR.

The NHSFR's economic impact for Nebraska will be significant, 1,700 High School Contestants and their families traveling from 43 States, 5 Canadian Provinces, Australia, and Mexico, and staying in Nebraska for nearly 10 days. The estimated \$16 million per year financial impact to City of Lincoln and Lancaster County alone is just the beginning, the impact state-wide will be significant. Nebraska has a great rodeo tradition, from the University of Nebraska Rodeo Association, to the numerous rodeos held at county fairs throughout our state, including my favorite, Nebraska's Big Rodeo in Burwell.

Thank you for your consideration of the Lancaster Event Center's request. I understand the Lancaster Event Center improvements will help Nebraska stay competitive to attract many national events to come to Lincoln and our great state.

Thank you also for the time you have dedicated, as a Visitors Promotion Committee and for continuing to take such a leadership role in growing tourism in our state.

Best Wishes,

A handwritten signature in cursive script that reads "Pete Ricketts".

Pete Ricketts
Governor

April 29, 2019

Visitors Promotion Committee
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

Dear Visitors Promotion Committee,

The College of Agricultural Sciences and Natural Resources (CASNR) at the University of Nebraska–Lincoln (UNL) is excited for the National High School Rodeo Association Finals Rodeo (NHSFR).

The NHSFR is a tremendous event for Lincoln, from the 1,650+ students/youth having the opportunity to display their talents to the \$16 million annual economic impact for the community. CASNR has already committed time and resources into making this event a success and will continue to do so. I strongly encourage the VPC to make the same commitment by recommending the additional dollars to complete the improvements needed.

Because of our experience planning and hosting large events, such as the National Science Olympiad event (2015), our close proximity to the Lancaster Event Center, and our commitment to the Lincoln Community, CASNR and UNL have offered or made the following contributions:

- **Startup Costs** – CASNR will contribute startup costs of \$10,000 per year from 2017-2020 to pay one-third of a full-time entry level staff person to work as a UNL/Lancaster Event Center liaison and the overall lead organizing the event including securing sponsors and grants, setting up UNL's involvement, running the trade show, and planning event operations.
- **Rodeo Queen Contest Facilities** – Just a few minutes away, UNL's East campus, which is home to CASNR, is a perfect venue for the queen contest. Our campus has several auditoriums, meeting rooms, dining facilities, etc. We can host events for 100 -1,000 attendees.
- **Host Campus Activities** – As part of the UNL experience, our faculty and staff can provide STEM-related activities, campus tours, special lectures and other educational activities. UNL can host shuttles to/from the Lancaster Event Center and campus too. This will provide students with the opportunity to learn more about career opportunities, majors and tour the 25,000-student campus. We will also work with other colleges in the area so Nebraska as a community is well represented.
- **Land Usage** – An agreement is in place for land usage adjacent to the Lancaster Event Center for livestock holding, parking, camping, and other overflow needs.
- **Volunteers** – UNL can recruit numerous faculty, staff, students, and community members who will have an integral role in assisting with this event.

We look forward to this opportunity and being a key partner in bringing this event to Lincoln.

Sincerely,



Tiffany Heng-Moss
Dean
College of Agricultural Science and Natural Resources
University of Nebraska-Lincoln

Wolf Bros., Inc

Western Store
7001 Dodge
Omaha, NE 68132

April 26, 2019

Visitors Promotion Committee
1128 Lincoln Mall, Suite 100
Lincoln, NE 68508

Dear Visitors Promotion Committee,

As manager of multiple shows at the Lancaster Event Center (LEC) we are excited about the improvements being made in preparation for the NHSFR in 2020.

The improved campground with water will be a large positive for the contestants and trainers that camp or more often that uses the camper as a day retreat before returning to their hotels at night. The new outdoor arena will help us to be able to hold more classes and give us the much needed larger and improved area for warm ups. We have also been in need of more stalls. The outdoor stalls that have been purchased for the rodeo will be put to use immediately.

The Lancaster Event Center is an ideally located facility for the Quarter Horse industry and we are enlarging our shows every year. In the last three years we have tripled the size of our largest show, the Cornhusker Classic June show, and making it the 8th largest Quarter Horse show in the country. However we are at LEC's current capacity, our shows are full and unable to grow at the current rate. We know the rodeo improvements will gain us some time and allow us to continue to grow and even entice other regional and national shows to come to Lincoln because of the improvements.

For the LEC to reach its full potential in the horse show market, it will still need a coliseum type arena to host the largest of regional/national livestock and horse shows. That said the rodeo improvements are a step in that direction by improving the campground, adding/expanding arena and warm up space, and the much needed additional stalls.

We at Nebraska Quarter Horse are greatly appreciative of the Lancaster Event Center and all the positive changes and improvements they are making and encourage your committees support so we can attract even more visitors to Lancaster County.

Tom Kirshenbaum



National Director American Quarter Horse Association
& NE Quarter Horse Association Board Member



April, 2019

To Whom It May Concern,

I'm writing today in support of Amy Dickerson and the Lancaster Event Center.

In 2015, the Nebraska Sports Council hosted the State Games of America (SGA), but it was a community-wide effort. Lincoln's SGA broke participation and attendance records and generated an estimated \$25 million economic impact on Nebraska's economy.

Our hosting efforts began in 2011, and there was, rightfully, plenty of scrutiny, fear and risk. I know of at least a few people who thought I was insane...maybe still do...and may just be on to something. Anyway, we more than quadrupled our usual facility budget to ensure that the events could take place in the best possible facilities, including Pinnacle Bank Arena, Ralston Arena and Memorial Stadium. Fortunately, we didn't have to build facilities. Instead, we had to figure out how to pay for them.

The unusual scale, unfamiliar facilities (in the case of UNL anyway) and unprecedented circumstances were, at times, uncomfortable. Unbudgeted expenses popped up, and we while we all felt we had great research and a rock-solid plan, we had to figure some things out on the fly.

Thankfully, our organization and community leaders recognized that it was not acceptable to sacrifice the customer-experience or the community brand, and we worked our way through issues without lowering our standards. In the end, all agree that the reward, both in economic benefit and the boost nationally to our community brand, were worth the risk.

This is certainly a different animal, but I guess I see some similarities with the National High School Rodeo Finals in that, there are no guarantees. And, I respect Amy for having a big vision and a lot of courage. In our experience, that's what it takes to make big things happen. At the end of the day, people may look back and say it was or wasn't worth the investment, but there is really only one way to find out.

I can't speak to the specific project or the numbers for cost and/or estimated return, but I trust the Committee to be good stewards of community resources, even if it means a decline. I only know that Amy and I share the approach to think big and provide a first-class experience, and I wanted to share my perspective. Thank you, and best wishes.

-Dave Mlnarik

Nebraska Sports Council



Lancaster
EVENT CENTER

Attachment A

Operational Budget NHSFR	
Updated 4.29.2019	
DESCRIPTION	Totals
Overflow Grounds Rental	\$ (21,000.00)
Trade Show (P1, MPA. Outside)	\$ 384,536.00
Local/NE Rodeo Sponsors	\$ 150,000.00
Rodeo Ticketing	\$ 216,490.00
Food and Beverage	\$ 139,890.00
Parking Services	\$ (28,080.00)
Campground Revenues	\$ 446,900.00
Campground Costs	\$ (152,670.00)
Horse Stall Shavings & Area Cleaning	\$ 31,770.00
Arena & Livestock Pannels	\$ (205,210.00)
Offsite Events and Recreation Total	\$ (5,000.00)
Facility Operating Costs	\$ (394,949.33)
Other Vendor Fees Revenues	\$ 19,300.00
VIP Tent by Main Arena	\$ (15,000.00)
Volunteers	\$ (60,000.00)
Security/Medical	\$ (125,200.00)
In State Advertising	\$ (50,000.00)
Contingency 15% of all expenses	\$ (198,686.90)
TOTAL PROFIT POTENTIAL	\$ 2,489.77

Attachment B

Lancaster Event Center
 Profit & Loss
 December 2016 through November 2017

10:48 AM
 04/30/2019
 Accrual Basis
 Dec '16 - Nov 17

Ordinary Income/Expense	
Income	
Cafe Income	845,429.44
Rental Income	1,060,825.05
Campground Rental Income	82,848.51
Shavings/Bedding Income	169,416.18
3001 · Tax Receipts	1,066,762.67
3910 · Interest Income	2,697.54
3911 · Finance Charge Income	125.97
3970 · Credit Card Service Fee Income	1,723.32
3979 · LEC Vendor Income	8,658.50
3915 · Donation Income	5,018.05
3982 · Partner Income	5,832.00
3966 · Electronic Sign Advertising Inc	3,721.00
3995 · Print Shop Physical Sign Income	2,602.40
3984 · ATM Income	2,964.00
3921 · Mining Income	53,327.08
3957 · Christmas Fund Donations	2,161.39
Event Income	311,530.50
E-Tix Income	25,989.49
3989 · CVB Grant Income	52,593.65
3991 · NHSFR Internship Grant Income	4,000.00
LEC Sponsor Income	62,520.45
Fair Sponsor Income	68,001.11
Fair Income	285,152.35
Total Income	4,123,900.65
Cost of Goods Sold	
Cafe Expenses	323,047.47
4071B · Shavings/Bedding Cost	98,543.25
5001 · Hay Bales - Cost of Goods Sold	982.50
Fair COGS Expenses	167,075.46
Total COGS	589,648.68
Gross Profit	3,534,251.97
Expense	
9993 · Amoritzation Expense	18,870.00
Payroll Expenses	1,262,252.74
4017 · Payroll Taxes	98,505.14
5000 · Group Insurance	68,441.38
4016 · Benefits Simple IRA Match	20,962.22
4100 · Insurance Expense	91,403.00
Employee Expenses	24,896.65
Office Expenses	58,973.76
Professional Fees	114,266.50
Repairs & Maintenance Expense	111,152.60
Signage Expense	12,122.30
Rental Expense	99,439.93
Supplies Expense	33,424.81
Travel & Entertainment	19,793.78
Utilities Expense	204,514.00
Event Expenses	142,577.72
E-Tix Expenses	3,497.84
4025 · Advertising Expense	49,525.29
4138 · Marketing Expenses	4,408.22
4029 · Mining Expense	2,939.25
4030 · Printing & Publications	7,701.89
4035 · Dues/Subscriptions/Memb Expense	4,037.75
4139 · Community Relations (PR) Expens	676.98
4074 · Taxes/License/Permits Expense	3,044.85
4081 · Web Site Develop/Maint Expense	1,000.00
Fair Expenses	190,549.52
4156 · Capital Outlay Expense	0.00
4166 · CVB Rodeo Grant Expense	0.00
4164 · NHSFR General Expenses	360.57
4160 · Bank Fees Expense	1,319.25

	<u>Dec '16 - Nov 17</u>
4162 · Credit Card Fee Expense	15,610.09
4161 · County Treasurer Commission	19,752.53
4500 · Interest Expense	222,532.36
4503 · Bond Principal	0.00
4600 · Depreciation Expense	821,413.63
5100 · Bad Debt Expense	620.71
4200 · Misc Expense	-1,915.00
Total Expense	<u>3,728,672.26</u>
Net Ordinary Income	-194,420.29
Other Income/Expense	
Other Income	
3998 · Other Income	1,851.66
7001 · Profit/Loss from Sale of Eqpt	700.00
Total Other Income	<u>2,551.66</u>
Other Expense	
3999 · Transfers in from other funds	-228,119.61
4999 · Transfers Out to Other Funds	228,119.61
Total Other Expense	<u>0.00</u>
Net Other Income	<u>2,551.66</u>
Net Income	<u>-191,868.63</u>
Adjustment CVB Rodeo Grant Revenue	(52,593.65)
Adjustment CVB Rodeo Grant Expense	-
Adjustment for Capital Outlay Expenses to be Capitalize	-
Adjustment JPA Paid Expenses	83,336.00
Adjustment JPA Tax Receipt Income	(717,840.45)
Adjustment JPA Interest Income	(2,669.39)
Adjustment JPA Co Treasurer Commission Exp	13,279.95
Adjustment JPA Interest Expense	216,090.50
Adjustment JPA Bond Principal	-
Adjustment for Depreciation Expense	821,413.63
Adjustment for JPA Amortization Expense	18,870.00
Adjusted Net Income (Operating Basis View)	<u>188,017.96</u>

LEC Rodeo Construction
Summary of Contractor Bids Attached

Contractor Work approved to date & ~91% complete			
Order #	Date	Amount	Description
1	6/1/2018	\$ 20,913.81	Tree Removal
2	7/25/2018	\$ 492,037.35	Gana Earthwork
3	6/5/2018	\$ 57,750.00	REGA Construction Staking
4	6/6/2018	\$ 6,825.00	Olsson Geotechnical Engineering
5	6/21/2018	\$ 21,325.50	Olsson Materials Testing
6	7/2/2018	\$ 1,890.00	GE Sewer Capping
7	8/31/2018	\$ 3,990.00	Fence Pro Arena Fence Demo/Salvage
8	8/31/2018	\$ 945.00	Tree Relocation
9	8/31/2018	\$ 3,885.00	Fence Pro Remaining Fence Salvage
10	9/18/2018	\$ 427,959.00	GE 6"/4" Water lines
11	11/9/2018	\$ 139,636.35	Electrical Platforms Installation
12	10/29/2018	\$ 4,998.80	Electrical Foundation
13	11/26/2018	\$ 182,491.66	Storm Sewer Piping
14	12/7 /2018	\$ 22,789.58	South Ditch Outlet
15	1/29/2019	\$ 66,627.00	LES Pad Preparation
Subtotal		\$ 1,454,064	
	Remaining to bill	134,428	
Remaining Major Contractor Work \$50K or more			
		79,444.00	Grandstand grading
		152,000.00	Grandstand drainage & storm sewer
		109,924.00	Egress road construction (excluding rock on road)
		25,000.00	Water line relocation and water taps at 84t St ditch line
		13,500.00	Asphalt patch at grandstands
Subtotal		\$ 379,868	
Self-Perform spend where contractor/supplier bids applicable (\$50K or more)			
Quote	Spend to Date	Remaining	
\$ 908,740.76	\$ 758,276.46	\$ 150,464.30	Husker Electric--campground electric supplies
\$ 36,949.00	\$ 42,710.00	\$ (5,761.00)	Lincoln Winnelson--campground water supplies, added misc. supplies to original bid
\$ 242,000.00	\$ 225,336.67	\$ 16,663.33	REGA Engineering--civil engineering design
\$ 76,540.00	\$ 63,743.99	\$ 12,796.01	Clark Enersen Partners--electrical engineering design
\$ 120,000.00	\$ 65,000.00	\$ 55,000.00	Hampton Construction---construction mgt.
\$ 100,000.00	\$ 56,062.50	\$ 43,937.50	Supervision
\$ 886,000.00	\$ -	\$ 886,000.00	3,286 seat Covered Grandstand--\$836K quote w/ \$50K contingency for steel cost inflation possible until get contracted
\$ 36,500.00	\$ -	\$ 36,500.00	312 seats of Portable 10-row bleachers to complete NHSFR contracted seating in main arena with smaller grandstand
Subtotals	\$ 2,406,730	\$ 1,211,130	\$ 1,195,600

Attachment D

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

DEPARTMENT OF THE TREASURY

RECEIVED
MAR 18 2002

Date: **MAR 12 2002**

Employer Identification Number:
47-0786365

DLN:
17053054741042

Contact Person:
RYAN HIRSCH ID# 31245

Contact Telephone Number:
(877) 829-5500

Our Letter Dated:
August 1997

Addendum Applies:
No

LANCASTER COUNTY AGRICULTURAL
SOCIETY INC
PO BOX 29167
LINCOLN, NE 68529-0000

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)

LANCASTER COUNTY AGRICULTURAL

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Steven T. Miller
Director, Exempt Organizations