

LANCASTER COUNTY VISITORS IMPROVEMENT FUND
GRANT REQUEST

Name of Organization: Lincoln Children's Museum

Contact Person: Lindsay Bartlett

Address/City/State/Zip: 1420 P Street, Lincoln, NE 68508

Telephone: 402-477-4000 Fax: 402-477-2004 Email: lbartlett@lincolnchildrensmuseum.org

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

Applicant Government/organization Federal ID number: 47-0716636

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

Provide a detailed description of your exhibit/attraction:

Lincoln Children's Museum is a hands-on interactive learning environment for children from birth to age 10. Serving families across Nebraska and the country for 30 years, the Museum continues to invite children to create, discover and learn through the power of play through innovative exhibits, exciting special events and age-appropriate educational programming that engages children in active learning all year long.

Number of attendees estimated: Out of town 39,307 Local 111,876

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.

Lincoln Children's Museum requests funding in the amount of \$15,000 to support an exhibit focusing on literacy called "Once Upon a Time" including region-wide marketing of this new exhibit.

This exhibit, developed by The Magic House, St. Louis Children's Museum, is described as:

A unique and educational exhibit focusing on the power and significance of fairy tales throughout history and from around the world. From an African jungle to a giant's castle, visitors explore larger-than-life pages of seven favorite fairy tales. Visitors enter via a magical portal into a fabulous storybook kingdom where they'll learn the meaning and history of tales they've known all their lives and others that may be new to them.

This would be a temporary exhibit, located in our rotating exhibit space, the Marilyn R. Gorham Discovery Gallery, from May – November 2020. During the summer months, we see 50% of our annual attendance come through, and we expect a temporary exhibit like this to increase those numbers by 12-20%. We would keep the exhibit during the fall months, when every Lincoln Public Schools kindergarten student would experience the exhibit through our annual field trip through the district, approximately 3,100 children.

Project Start Date: May, 2020 Completion Date: November, 2020

Is this project part of a larger renovation project? No

If yes, please describe the entire project: N/A

As it pertains to the grant related project, provide breakdowns of radio and television advertising, showing individual costs, call letters and cities 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.

See attached

Do you anticipate submitting future applications for projects relating to this project? No

Total projected budget (attach detailed budget)

Total Revenue \$110,000 Total Expense \$110,000

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

With the planned marketing campaign, and the return we expect from a temporary exhibit tied to a statewide initiative around early childhood literacy, we anticipate this exhibit to bring in an increase of 15-20% what we would normally see during this time period, with approximately half of this from outside Lincoln.

Estimated annual visitors: Local 125,050 Outside of Lincoln 59,950

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

of hotel overnights utilized 8250 x 245 (* 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 2,021,250

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

If yes, then list other grant requests _____

Grant amount requested from Visitors Promotion Committee

\$ 15,000 _____

Signature of Applicant _____

Date _____

Return your completed Application to:

Lincoln Convention and Visitors Bureau

Attn: Jeff Maul, Executive Director

1128 Lincoln Mall, Suite 100

Lincoln, NE 68508
