VII
D-1

AGENDA ITEM
REQUEST/JUSTIFICATION FORM

(To be completed by requesting Department)
Forward all requests to Sharon Bourke, LC2 Civic Center
DEADLINE SUBMITTAL IS 3:00 P.M. WEDNESDAY BEFORE THE TUESDAY MEETING

Agenda item: **Community Services Committee**
(i.e. Consent/Recognition-Proclamation/Presentation/Public Hearing/Committee, etc.)
Date to be on agenda: **June 17, 2014**

Exact wording to be used for the agenda:
Discussion/action on the 2014-15 Visitor Improvement Fund allocation recommendations submitted by the Visitor Promotion Council.

Action requested: **Approval**

Amount requested: **$2,800,000** Object Code: _____

Is item in current year's budget? Yes **X** No _____

Does this item commit funds in future years? Yes _____ No **X**

If yes, explain: _____

If an agreement or contract, has the County Attorney reviewed and approved? Yes No

Previous action taken on this item, if any: _____

Recommendations and rationale or action: _____

Will anyone speak on behalf of this item, if so who? **Michael Leahy, Chair, Visitor Promotion Council**

If this is a rush agenda item, please explain why: _____

Submitted by (Name & Dept.:) **Catherine Hall, Administration** Ext. **6416**
Date submitted: **6/11/14**
List Attachments: **Resolution, Letter, Recommendations, Comparative Overview, Requests**
(Attach resolution and all pertinent documentation; i.e. contract, agreement, memorandums, etc.)

Certified resolutions can be obtained at the County Clerk's website:
http://www.douglascountyclerk.org/county-board-records/search-for-resolutions

Completed by receiving office
Received in Administrative Office: Date/Time 6/11/14

agenda request form effective 1-26-2010

Revised 1-26-2010

BOARD OF COUNTY COMMISSIONERS
DOUGLAS COUNTY, NEBRASKA

WHEREAS, the Nebraska Visitors Development Act permits Douglas County to impose a sales tax upon the total consideration charged for the occupancy of any hotel space to create a County Visitor Improvement Fund; and

WHEREAS, such sales tax proceeds of the County Visitor Improvement Fund shall be used to improve the visitor attractions and facilities in the county; and

WHEREAS, the Douglas County Visitor Promotion Council initiated the 2014-2015 Douglas County Visitor Improvement Fund grant application process and completed a review of each grant submitted; and

WHEREAS, the Douglas County Visitor Promotion Council reviewed application requests to improve the visitor attractions and facilities in the county and recommends distribution of the amounts in categories A, B, and C as evidenced and incorporated hereunto in the attached Exhibit A; and

WHEREAS, the Visitor Promotion Council then found that the visitor attractions in the county were adequate and reviewed application requests to promote, encourage, and attract visitors to the county to use the county's travel and tourism facilities and recommends distribution of the amounts in category D as evidenced in Exhibit A; and

WHEREAS, the Douglas County Visitor Promotion Council recommends the distribution of the 2014-2015 Visitor Improvement Funds to each named entity not to exceed the amounts as evidenced in the attached Exhibit A.

NOW THEREFORE, BE IT RESOLVED BY THIS BOARD OF COUNTY COMMISSIONERS, DOUGLAS COUNTY, NEBRASKA, THAT this Board hereby approves the findings and recommendations of the Douglas County Visitor Promotion Council for distribution of monies in FY 2014-2015 from the Douglas County Visitor Improvement Fund as evidenced and incorporated hereby in Exhibit A.

DATED this 17th day of June 2014.

Douglas County
Visitor Promotion Council

June 10, 2014

Dear Douglas County Commissioners:

This year, the Visitors Promotion Council (VPC) is recommending an allocation of $2,800,000 of LB 262 Visitor Improvement Funds to 53 grant applicants.

The VPC reviewed each application and set individual funding recommendations for each in compliance with statutory requirements set forth by LB 215 (2014) and policies developed by the County Board. In reviewing applications, the VPC prioritized requests in Categories A, B, and C. Upon making a determination of the adequacy of visitor attractions in the county, allocations were then granted in Category D to promote, encourage, and attract visitors.

Just over $4,391,000 was requested from 56 timely applicants. There were roughly eight new applicants, with requested funding of almost $350,000. The VPC recommends funding five of the new applicants for a total aggregate value of $58,000.

In most years, there are several allocations to special, non-recurring projects. That was the case again this year. The VPC plans to continue to recommend funding for special, non-recurring projects that are submitted next year with minimum reduction to the recurring projects.

The VPC was presented with a wide variety of excellent projects this year, and the Council worked to balance our recommendations with efforts to balance the budget, assist in one-time special projects, and help establish new events. We are thankful for the guidance provided by both the County Attorney's office and the Commissioners' staff, both of whom were engaged throughout the VPC application process.

Attached please find narrative descriptions of applicant requests and recommendations, a list of recommended award amounts as compared to last year's recommended award amounts, and an overview of the allocations based on the four funding categories.

On behalf of the VPC, I forward these recommendations to the Douglas County Board of Commissioners for review and consideration.

Yours very truly,

Michael J. Leahy
Chairman

Exhibit A

VISITOR PROMOTION COUNCIL RECOMMENDATIONS FOR VISITOR IMPROVEMENT FUNDS 2014-2015

Ak-Sar-Ben's River City Rodeo & Stock Show recommend
(A) $22,000 to purchase additional electrical equipment, increase in prizes and awards, and to pay the CenturyLink Center fee for increased space for the *ARCR State Barbeque Championship* ($10,000); to support travel and lodging for national officials, transportation of livestock, and promotion of the *Ak-Sar-Ben 4-H Livestock Judging Contest* ($5,000); to pay for judges' fees, prizes, awards and staging for the bands for the *High School Marching Band Competition* ($3,000); to pay for judges' fees, prizes, awards, equipment, official's travel, CenturyLink Center expenses and general promotion of the *Ak-Sar-Ben 4-H Robotics Competition* as well as high resolution competition mats ($4,000).
(C) $71,500 to support television trucks, facility fees, and rodeo production costs; to assist in the rental of extra city parking lots, CenturyLink Center building expenses and production expenses for the *High School Scholarship Rodeo*; to assist in the CenturyLink Center building expenses, speaker and conference costs for the *High School Rodeo Conference*; to pay for the construction and completion of transportation crates and carriers for the *Once Upon A Farm* exhibit.
TOTAL: $93,500

Ballet Nebraska recommend
(A) $6,000 in support of its fifth annual production of *The Nutcracker* in Douglas County.
TOTAL: $6,000

Bemis Center for Contemporary Arts recommend
(A) $12,500 for improvements to the Bemis Center facility, including a build-out of alcove studios, installation of air conditioning, and installation of public bathroom;
(C) $6,000 to support annual exhibition needs.
TOTAL: $18,500

Blue Barn Theatre recommend
(B) $7,500 for a sound and audio/visual package.
TOTAL: $7,500

Cathedral Arts Project recommend
(D) $3,500 to expand promotion and advertising of annual *Cathedral Flower Festival*.
TOTAL: $3,500

College World Series of Omaha, Inc. recommend
(A) $87,000 to support the Opening Ceremonies.
TOTAL: $87,000

Deer Park Neighborhood Association recommend
(A) $3,500 to support expenses for the *Vinton Street Creativity Festival 2014*.
TOTAL: $3,500

Douglas County Historical Society recommend
(A) $8,000 to renovate the outdoor exhibition space located at Heartland of America Park, remove the current exhibit, and develop a new exhibit;
(B) $3,500 for planning, development and installation of prohibition era exhibit;
(C) $17,000 for performances by Gerald Charles Dickens, descendent of Charles Dickens, and for a Standing Bear event.
TOTAL: $28,500

Downtown Omaha Inc. recommend
(A) $33,500 for the *Holiday Lights Festival* display in Gene Leahy Mall.
TOTAL: $33,500

Durham Museum recommend
(C) $110,000 to support 2014 and 2015 exhibitions: *Identity: An Exhibition of You*, *Katharine Hepburn: Dressed for Stage and Screen*; *Lost Egypt: Ancient Secrets, Modern Science*. The requested funding will be used to help offset rental, shipping, and construction costs, as well as corresponding marketing, educational programming and membership and community event costs.
TOTAL: $110,000

El Museo Latino recommend
(B) $34,000 for the planning, developing and presentation of the special exhibition *Maiz-Maguey*.
TOTAL: $34,000

Father Flanagan's Boys' Home (Boys Town) recommend
(B) $9,096 for continued improvement to the *Hall of History*, including audio-visual equipment.
TOTAL: $9,096

Film Streams, Inc. recommend
(C) $23,000 to support and expand the *First-Run Program*.
TOTAL: $23,000

Great Plains Black History Museum recommend
(B) $28,500 for program support, including exhibition costs, mountings and displays.
TOTAL: $28,500

Greater Omaha Sports Committee, Inc. recommend
(C) $17,500 to support contract costs necessary to host the *Outland Trophy Award Dinner*;
TOTAL: $17,500

Joslyn Art Museum recommend
(B) $185,000 to support development and implementation of the Museum's exhibitions in 2014 and 2015, including exhibition "rental" fees, shipping and handling expenses, insurance, installation costs, interpretive materials such as signage, labels for the works of art, and gallery guides, and educational programming.
TOTAL: $185,000

Joslyn Castle Trust recommend
(A) $17,500 to add directional signs and way finding aides at the Castle to better and more easily guide visitors.
TOTAL: $17,500

Lauritzen Gardens recommend
(C) $60,000 to support the fee to procure *LEGO® Nature Connects II* exhibit;
(D) $6,500 for a marketing campaign to promote out-of-state awareness of the exhibit and ensure broad outreach.
TOTAL: $66,500

Maha Music Festival recommend
(A) $17,500 to secure the festival's headlining act, Death Cab for Cutie.
TOTAL: $17,500

Malcolm X Memorial Foundation recommend
(A) $40,000 to support civil site layout and grading and site plumbing of the plaza area;
TOTAL: $40,000

Metropolitan Community College Foundation recommend
(A) $6,000 for costs to support the *Fort Omaha Intertribal Powwow*;
(D) $1,000 for marketing efforts for the *Fort Omaha Intertribal Powwow*.
TOTAL: $7,000

Midlands Latino Community Development Corporation recommend
(C) $24,500 to support costs of *Omaha Heritage Festival*.
TOTAL: $24,500

Midwest Basketball Group recommend
(A) $22,750 to expand and improve *Midwest Basketball Showcase* at the CenturyLink Center by adding a rental hall to increase the number of basketball courts;
(C) $22,750 for a contract to provide basketball flooring for courts and portable basketball hoops.
TOTAL: $45,500

Millard South Wrestling Club recommend
(A) $32,000 for facility and equipment expenses associated with *AAU Winter Nationals* tournament;
(B) $21,500 for committee and game officials for the *AAU Winter Nationals*;
Contingent upon securing an event facility in Douglas County.
TOTAL: $53,500

Mimran Event Management (USA Triathlon) recommend
(A) $11,500 to offset expenses associated with the *Omaha Triathlon* and *Omaha Women's Triathlon* including securing traffic control from Omaha Police, securing permits, renting equipment, tents, barricades, power supply, emergency services and support, tents, and all related event setup needs;
TOTAL: $11,500

Nebraska Elite Volleyball recommend
(A) $80,000 for rent and facility expense of CenturyLink Omaha convention center for national volleyball tournament;
(B) $33,500 for rent and facility expense for additional sites for event;
Contingent upon securing event sites in Douglas County.
TOTAL: $113,500

Nebraska Shakespeare Festival, Inc. recommend
(A) $30,000 to contract professional artists outside of Omaha for *Shakespeare on the Green*;
(C) $2,000 to augment the survey and assessment process;
TOTAL: $32,000

Nebraska State Soccer Association recommend
(A) $8,000 to support costs for field expenses and referees for *Fall Recreational Cup* tournament;
(B) $10,000 to support field, referee and equipment costs for *Kohl's American Cup* tournament.
TOTAL: $18,000

Nebraska StoryArts recommend
(C) $3,200 to pay David Novak for his services as a professional storyteller and instructor for *In Our Own Voice* storytelling camp;
(D) $700 for the cost of printing and distributing advertisements, maintaining the website for the concert, workshop and camp.
TOTAL: $3,900

North Omaha Foundation recommend
(C) $30,000 for musical groups to perform for outdoor concert open to public in North Omaha;
(D) $4,500 for promotion and advertising of a signature event.
TOTAL: $34,500

Omaha Children's Museum recommend
(A) $68,000 to replace and update the *Imagination Playground* area;
(B) $20,000 for critical repair to facility exterior;
(C) $26,000 for costs associated with presenting *Dinos...The Big Dig* exhibit;
TOTAL: $114,000

Omaha Community Playhouse recommend
(C) $91,800 for costs of rights and royalties for three Hawks Mainstage Musicals in 2014-15 season;
(D) $1,200 for marketing and advertising expenses for Mainstage Musicals
TOTAL: $93,000

Omaha Convention and Visitors Bureau recommend
(A) $51,000 to remodel the Visitors Center and add interactive components, including a map identifying VIF-funded organizations;
TOTAL: $51,000

Omaha Creative Institute recommend
(B) $27,500 for new *Come Create It* workshops open to the public;
TOTAL: $27,500

Omaha Equestrian Foundation recommend
(A) $34,500 to make improvements to *The International Omaha 2015*, including support of partnership with Quail Run Horse Center, guest experience improvements, and improvements to stabling elements.
TOTAL: $34,500

Omaha Film Festival recommend
(A) $7,000 for support with venue costs for special screenings and performances;
(C) $15,000 for travel expenses and hotel accommodations for event special guests and for production costs for tribute performance;
(D) $3,000 for advertising expenses to include, video series, new website, new posters, postcards, T-shirts, programs and large-scale displays.
TOTAL: $25,000

Omaha Hockey Club recommend
(C) $17,000 to provide extra amenities for the *Omaha Hockey Spring Joust Youth Tournament*, including costs of ice, and publishing tournament programs and promotional and ice rental expenses related to hosting the *2014 Omaha High School Hockey Fall Classic*.
TOTAL: $17,000

Omaha Minority Community Development Fund recommend
(B) $3,840 for additional tents, larger stage, new performance stage and more sound equipment for *2014 Love of Art and Music* festival;
(C) $7,458 to acquire two new performance bands and one main featured artist for the festival;
(D) $1,702 for marketing and advertising.
TOTAL: $13,000

Omaha Performing Arts Society recommend
(C) $132,000 for the 2014-15 OPA *Presents* Series.
TOTAL: $132,000

Omaha Public Schools recommend
(C) $18,000 for payment of drivers and shuttle services for *Nebraska State Track Meet* ($12,000) and for rental costs of Creighton University for *State Soccer Tournament* ($6,000).
TOTAL: $18,000

Omaha Sister Cities Association recommend
(B) $20,000 for expansion of the Sunpu Castle Gate and Mt. Fuji replica area at Lauritzen Gardens;
(D) $3,000 for promotion and advertising costs to promote upcoming projects, exhibits and performances.
TOTAL: $23,000

Omaha Sports Commission recommend
(D) $97,000 for promotion and advertising campaign for the *FIVB World Grand Prix Final for 2015* (Women's Volleyball).
TOTAL: $97,000

Omaha Summer Arts Festival, Inc. recommend
(A) $68,500 to enhance arts programming, including expansion and enhancement of *Omaha Summer Arts Festival*, expansion of the new *ARTsarben Art Fair* at Aksarben Village, and improved signage and festival décor.
TOTAL: $68,500

Omaha Symphony Association recommend
(A) $181,500 for guest artist expenses associated with performances by Bernadette Peters, Garrick Ohlsson, Broadway performers in *The Fabulous 50's* and *One Singular Sensation*, and Windborne's Music of Queen.
TOTAL: $181,500

Omaha Theater Company (The Rose) recommend
(A) $33,000 for improvements to facility, including Hitchcock Theater sound proofing, microphones for Main Stage, HVAC control system, Lobby and Mezzanine ceiling repainting and new lighting;
(C) $33,000 for the touring production of *A Very Hungry Caterpillar and other Eric Carle Favorites*.
TOTAL: $66,000

Omaha Zoological Society recommend
(B) $341,000 to support exhibit construction and program development of the African Grasslands project;
TOTAL: $341,000

Opera Omaha, Inc. recommend
(B) $77,000 to support the production of three main stage operas to be performed at the Orpheum Theater and a free outdoor concert to be performed in Turner Park at Midtown Crossing;
TOTAL: $77,000

Playing with Fire, Inc. recommend
(C) $24,000 to secure selected performers for the 2015 *Playing with Fire*;
(D) $3,500 for promotion initiatives for *Playing with Fire*.
TOTAL: $27,500

Rodgers Youth Foundation recommend
(C) $15,000 for operational expenses at Ralston Arena for the *Return Specialist Award* event.
TOTAL: $15,000

Septemberfest - Salute to Labor recommend
(C) $93,500 for *Septemberfest* activities;
TOTAL: $93,500

South Omaha Business Association recommend
(A) $15,000 to identify, recruit and schedule performance artists who have attained regional celebrity, particularly the headline performer for 2015 *Cinco De Mayo Festival*;
(B) $5,000 for activities to support "Education" theme of festival;
(D) $3,004 for promotion and advertising activities
TOTAL: $23,004

Special Olympics Nebraska recommend
(A) $71,000 to enhance the opening ceremonies of the *2015 Summer Games* with live entertainment;
TOTAL: $71,000

Taste of Omaha, Inc. recommend
(A) $10,000 to enhance *Taste of Omaha* festival site with improved signage, décor and facilities as well as expansion of culinary art programming;
(B) $7,000 to enhance World Tour Pavilion;
TOTAL: $17,000

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262	2014-15 Requests	2014-15 Recommendations	2013-14 Requests	2013-14 Recommendations
Organization- ALPHA Order				
Ak-Sar-Ben's River City Rodeo & Stock Show	$ 153,500	$ 93,500	$ 178,500	$ 82,000
Ballet Nebraska	$ 25,000	$ 6,000	$ 25,000	$ 5,000
Bemis Center for Contemporary Arts	$ 30,000	$ 18,500	$ 55,165	$ 16,000
Blue Barn Theatre	$ 35,000	$ 7,500	$ 13,700	$ 6,500
Cathedral Arts Project	$ 5,000	$ 3,500		
College World Series of Omaha, Inc.	$ 87,000	$ 87,000	$ 86,500	$ 82,000
Daughters of the Nile	$ -	$ -	$ 87,500	$ -
Deer Park Neighborhood Association	$ 15,000	$ 3,500		
Douglas County Historical Society	$ 31,500	$ 28,500	$ 32,000	$ 25,000
Downtown Omaha Inc. (Holiday Lights Festival)	$ 35,000	$ 33,500	$ 35,000	$ 29,000
Durham Museum	$ 150,000	$ 110,000	$ 150,000	$ 96,000
El Museo Latino	$ 35,000	$ 34,000	$ 35,000	$ 30,000
Father Flanagan's Boys' Home (Boys Town)	$ 9,096	$ 9,096	$ 10,000	$ 10,000
Film Streams, Inc.	$ 40,000	$ 23,000	$ 40,000	$ 20,000
Great Plains Black History Museum	$ 72,166	$ 28,500	$ 200,000	$ -
Greater Omaha Sports Committee, Inc.	$ 45,000	$ 17,500	$ 35,000	$ 24,000
International Gay Bowling Organization	$ 3,500	$ -		
Joslyn Art Museum	$ 185,000	$ 185,000	$ 185,000	$ 163,500
Joslyn Castle Trust	$ 20,127	$ 17,500	$ 22,798	$ 15,000
Kaneko			$ 23,000	$ 13,000
Lauritzen Gardens	$ 150,000	$ 66,500	$ 150,000	$ 58,000
Love's Jazz and Art Center	$ 135,000	$ -	$ 70,000	$ 40,000
Maha Music Festival	$ 35,000	$ 17,500	$ 25,000	$ 15,000
Malcolm X Memorial Foundation	$ 98,000	$ 40,000	$ 90,000	$ 35,000
Metropolitan Community College Foundation	$ 11,000	$ 7,000	$ 12,000	$ 10,000
Midlands Latino Community Development Corpo	$ 45,000	$ 24,500	$ 45,000	$ 21,500
Midwest Basketball Group	$ 88,122	$ 45,500	$ 78,401	$ 40,000
Millard South Wrestling Club	$ 110,577	$ 53,500	$ 85,777	$ 47,000
Mimran Event Management (USA Triathlon)	$ 45,000	$ 11,500	$ 50,000	$ 10,000
Native Omahans Club			$ 28,550	$ 9,000
Nebraska Elite Volleyball	$ 155,000	$ 113,500	$ 150,000	$ 75,000
Nebraska Golf Foundation			$ 200,000	$ 180,000
Nebraska Shakespeare Festival, Inc.	$ 71,000	$ 32,000	$ 50,000	$ 28,000
Nebraska State Soccer Association	$ 18,000	$ 18,000	$ 27,000	$ 25,000
Nebraska StoryArts	$ 3,900	$ 3,900	$ 4,000	$ 4,000
Nebraska USA Wrestling			$ 10,000	$ 10,000
North Omaha Foundation	$ 70,000	$ 34,500	$ 42,000	$ 42,000
Omaha Children's Museum	$ 232,000	$ 114,000	$ 255,000	$ 80,000
Omaha Community Playhouse	$ 176,864	$ 93,000	$ 131,082	$ 90,000
Omaha Community Service Foundation (Cox Classic)			$ 40,000	$ 29,000
Omaha Convention and Visitors Bureau	$ 93,710	$ 51,000	$ 14,725	$ 14,500
Omaha Creative Institute (Hot Shops)	$ 50,000	$ 27,500	$ 48,000	$ 24,000
Omaha Equestrian Foundation	$ 45,000	$ 34,500	$ 42,000	$ 20,000
Omaha Film Festival	$ 57,000	$ 25,000	$ 71,700	$ 29,000
Omaha Hockey Club	$ 17,000	$ 17,000	$ 75,000	$ 20,000
Omaha Minority Community Development Fund	$ 19,984	$ 13,000		
Omaha Multi-Sport Complex	$ 97,500	$ -		
Omaha Performing Arts Society	$ 150,000	$ 132,000	$ 200,000	$ 115,500
Omaha Public Schools	$ 18,000	$ 18,000	$ 18,000	$ 15,000
Omaha Sister Cities Association	$ 25,000	$ 23,000		
Omaha Sports Commission	$ 100,000	$ 97,000	$ 85,000	$ 85,000
Omaha Summer Arts Festival, Inc.	$ 105,000	$ 68,500	$ 100,000	$ 60,000
Omaha Symphony Association	$ 200,000	$ 181,500	$ 200,000	$ 160,000
Omaha Theater Company (The Rose)	$ 96,000	$ 66,000	$ 63,000	$ 58,000
Omaha Zoological Society	$ 500,000	$ 341,000	$ 250,000	$ 250,000
Opera Omaha, Inc.	$ 115,000	$ 77,000	$ 100,000	$ 67,500
Playing with Fire, Inc.	$ 30,000	$ 27,500	$ 30,000	$ 24,000
Rodgers Youth Foundation	$ 15,000	$ 15,000		
Ronald McDonald House Charities	$ 33,135	$ -		
Septemberfest - Salute to Labor	$ 128,000	$ 93,500	$ 128,000	$ 82,000
South Omaha Business Association	$ 29,500	$ 23,004	$ 34,800	$ 20,000
Special Olympics Nebraska	$ 150,000	$ 71,000	$ 150,000	$ 62,500
Taste of Omaha, Inc.	$ 30,000	$ 17,000	$ 30,000	$ 15,000
UNO Board of Regents - Latin	$ -	$ -	$ 7,900	$ -
UNO Board of Regents - Athletics			$ 25,000	$ 24,000

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262	2014-15 Requests	2014-15 Recommendations	2013-14 Requests	2013-14 Recommendations
Organization- ALPHA Order				
TOTAL	$ 4,526,181	$ 2,800,000	$ 4,431,098	$ 2,611,500

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262
2014-2015 VPC Analysis
Category Order

	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
	Countywide Signature Lifestyle and Arts Attra	**$2,413,332**	**$1,320,500**	**$1,609,996**	**22%**
	A				
	B				
	C				
	D	**$5,000**		**$3,500**	
1	**CATHEDRAL ARTS PROJECT**	**$5,000**	**$0**	**$3,500**	#DIV/0!
	A				
	B		**$13,000**		
	C				
	D				
2	**KANEKO**	**$0**	**$13,000**	**$0**	-100%
	A	$60,000	$29,000	$33,000	
	B				
	C	$36,000		$33,000	
	D		$29,000		
3	**OM THEATER/YOUNG PEOPLE "ROSE"**	**$96,000**	**$58,000**	**$66,000**	14%
	A	$0			
	B				
	C	$91,864	$60,000	$91,800	
	D	$85,000	$30,000	$1,200	
4	**OMAHA COMM. PLAYHOUSE**	**$176,864**	**$90,000**	**$93,000**	3%
	A	$7,000		$7,000	
	B		$0		
	C	$15,000	$4,000	$15,000	
	D	$35,000	$25,000	$3,000	
5	**OMAHA FILM FESTIVAL**	**$57,000**	**$29,000**	**$25,000**	-14%
	A		$115,500		
	B				
	C	$150,000		$132,000	
	D				
6	**OMAHA PERFORMING ARTS**	**$150,000**	**$115,500**	**$132,000**	14%
	A	$200,000	$160,000	$181,500	
	B				
	C				
	D				
7	**OMAHA SYMPHONY**	**$200,000**	**$160,000**	**$181,500**	13%
	A				
	B	$115,000	$67,500	$77,000	
	C				
	D				
8	**OPERA OMAHA**	**$115,000**	**$67,500**	**$77,000**	14%
	A				
	B				
	C	$3,200	$3,100	$3,200	
	D	$700	$900	$700	
9	***NE STORYARTS***	**$3,900**	**$4,000**	**$3,900**	-3%
	A	$25,000	$5,000	$6,000	
	B				
	C				
	D				
10	***BALLLET NEBRASKA***	**$25,000**	**$5,000**	**$6,000**	20%
	Performing Arts	**$828,764**	**$542,000**	**$587,900**	8%
	A	$20,000	$6,000	$12,500	
	B		$5,000		
	C	$10,000	$5,000	$6,000	
	D				
11	**BEMIS CENTER**	**$30,000**	**$16,000**	**$18,500**	16%
	A				
	B	$30,000	$3,500	$7,500	
	C				
	D	$5,000	$3,000		

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262
2014-2015 VPC Analysis
Category Order

	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
12	**BLUE BARN THEATRE**	**$35,000**	**$6,500**	**$7,500**	15%
	A				
	B	$185,000	$163,500	$185,000	
	C				
	D				
13	**JOSLYN ART MUSEUM**	**$185,000**	**$163,500**	**$185,000**	13%
	A	**$20,127**	**$15,000**	**$17,500**	
	B				
	C				
	D				
14	**JOSLYN CASTLE TRUST**	**$20,127**	**$15,000**	**$17,500**	17%
	Arts	**$270,127**	**$201,000**	**$228,500**	14%
	A	$8,000		$8,000	
	B	$3,500	$3,000	$3,500	
	C	$20,000	$17,000	$17,000	
	D		$5,000		
15	**DO. CO. HISTORICAL SOCIETY**	**$31,500**	**$25,000**	**$28,500**	14%
	A				
	B				
	C	$150,000	$96,000	$110,000	
	D				
16	**DURHAM WESTERN HERITAGE**	**$150,000**	**$96,000**	**$110,000**	15%
	A				
	B				
	C	$40,000	$20,000	$23,000	
	D				
17	**FILMSTREAMS**	**$40,000**	**$20,000**	**$23,000**	15%
	A	$0	$0	$0	
	B				
	C				
	D	$0	$0	$0	
18	***FLORENCE HISTORICAL FNDTN***	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B	$500,000		$341,000	
	C		$250,000		
	D				
19	**OMAHA ZOO- HENRY DOORLY ZOO**	**$500,000**	**$250,000**	**$341,000**	36%
	A		$58,000		
	B				
	C	$60,000		$60,000	
	D	$90,000		$6,500	
20	**LAURITZEN GARDENS**	**$150,000**	**$58,000**	**$66,500**	15%
	A	$102,000	$60,000	$68,000	
	B	$20,000		$20,000	
	C	$63,000	$10,000	$26,000	
	D	$47,000	$10,000		
21	**OMAHA CHILDRENS MUSEUM**	**$232,000**	**$80,000**	**$114,000**	43%
	A	$93,710	$14,500	$51,000	
	B				
	C				
	D				
22	**OMAHA CONVENTION & VISITORS BUREAU**	**$93,710**	**$14,500**	**$51,000**	252%
	A				
	B	$45,000	$19,000	$27,500	
	C				
	D	$5,000	$5,000		
23	**OMAHA CREATIVE INSTITUTE- HOT SHOPS**	**$50,000**	**$24,000**	**$27,500**	15%
	A				
	B	$20,000		$20,000	
	C				
	D	$5,000		$3,000	

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262
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Category Order

	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
24	**OMAHA SISTER CITIES ASSOC**	**$25,000**	**$0**	**$23,000**	#DIV/0!
	A				
	B				
	C				
	D	$33,135		$0	
24	**RONALD MCDONALD HOUSE CHAR**	**$33,135**	**$0**	**$0**	
	A		$10,000		
	B	$9,096		$9,096	
	C				
	D		$0	$0	
25	**FR. FLANAGAN'S BOYS HOME**	**$9,096**	**$10,000**	**$9,096**	
	General Purpose	**$1,314,441**	**$577,500**	**$793,596**	37%
	Multiple Day Festival	**$602,500**	**$335,000**	**$386,500**	**15%**
	A	$22,000		$22,000	
	B				
	C	$115,500		$71,500	
	D	$16,000			
26	**AK SAR BEN-RIVER CITY ROUNDUP**	**$153,500**	**$0**	**$93,500**	#DIV/0!
	A	$15,000	$0	$3,500	
	B				
	C				
	D				
27	**DEER PARK NEIGHBORHOOD ASSOC**	**$15,000**	**$0**	**$3,500**	#DIV/0!
	A	$35,000	$29,000	$33,500	
	B				
	C				
	D				
28	**DOWNTOWN OMAHA FOUNDATION- HOL. LI**	**$35,000**	**$29,000**	**$33,500**	16%
	A		$10,000		
	B				
	C		$9,000		
	D		$9,000		
29	**NE KENNEL CLUB**	**$0**	**$28,000**	**$0**	-100%
	A	$30,000	$40,000	$30,000	
	B				
	C	$25,000		$2,000	
	D	$16,000	$20,000		
30	**NE SHAKESPEARE FESTIVAL**	**$71,000**	**$60,000**	**$32,000**	-47%
	A	$80,000		$68,500	
	B				
	C		$20,000		
	D	$25,000	$4,000		
31	**OMAHA SUMMER ARTS FESTIVAL**	**$105,000**	**$24,000**	**$68,500**	185%
	A		$15,000		
	B				
	C	$24,000		$24,000	
	D	$6,000		$3,500	
32	**PLAYING WITH FIRE**	**$30,000**	**$15,000**	**$27,500**	83%
	A	$35,000	$15,000	$17,500	
	B				
	C		$60,000		
	D		$7,000		
33	***YFC- MAHA MUSIC FESTIVAL (YFC)***	**$35,000**	**$82,000**	**$17,500**	-79%
	A				
	B				
	C		$62,000		
	D		$20,000		
34	**OMAHA HUMAN RIGHTS&RELATIONS DEPT.**	**$0**	**$82,000**	**$0**	-100%
	A				
	B				
	C	$98,000		$93,500	
	D	$30,000			
35	**SEPTEMBERFEST**	**$128,000**	**$0**	**$93,500**	#DIV/0!

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	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
	A		$5,000		
	B		$5,000		
	C				
	D		$5,000		
36	**SOUTH OMAHA CARE COUNCIL**	**$0**	**$15,000**	**$0**	-100%
	A	$10,000		$10,000	
	B	$7,500		$7,000	
	C		$0		
	D	$12,500	$0		
37	**TASTE OF OMAHA**	**$30,000**	**$0**	**$17,000**	
	A				
	B				
	C			$0	
	D			$0	
39	**DAUGHTERS OF THE NILE**	**$0**		**$0**	
	Sports and National Awareness	**$994,699**	**$748,500**	**$599,000**	**-20%**
	A	$87,000	$82,000	$87,000	
	B				
	C				
	D				
40	**COLLEGE WORLD SERIES**	**$87,000**	**$82,000**	**$87,000**	6%
	A				
	B				
	C				
	D				
41	**TRIPLE CROWN- SLUMPBUSTER CWS**	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B				
	C		$0	$0	
	D		$0	$0	
42	**GREAT PLAINS AMATEUR BOXING**	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B				
	C	$40,000	$19,000	$17,500	
	D	$5,000	$5,000		
43	***GREATER OMAHA SPORTS COMMITTEE***	**$45,000**	**$24,000**	**$17,500**	-27%
	A		$22,000		
	B		$15,000		
	C				
	D	$3,500	$10,000	$0	
43	**INTERNATIONAL GAY BOWLING**	**$3,500**	**$47,000**	**$0**	-100%
	A	$59,647	$50,000	$32,000	
	B	$24,250	$15,000	$21,500	
	C	$7,705	$10,000		
	D	$18,975			
44	**MILLARD SOUTH WRESTLING CLUB**	**$110,577**	**$75,000**	**$53,500**	-29%
	A	$80,000	$15,000	$80,000	
	B	$35,000	$10,000	$33,500	
	C	$40,000			
	D				
45	**NE ELITE VOLLEYBALL**	**$155,000**	**$25,000**	**$113,500**	354%
	A	$8,000	$20,000	$8,000	
	B	$10,000		$10,000	
	C				
	D		$9,000		
46	**NEBRASKA STATE SOCCER**	**$18,000**	**$29,000**	**$18,000**	-38%
	A				
	B				
	C		$15,000		
	D				
47	**OMAHA COMM SERV FND- "COX CLASSIC"**	**$0**	**$15,000**	**$0**	-100%
	A		$85,000		
	B				
	C	$18,000		$18,000	

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	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
	D				
48	**OMAHA PUBLIC SCHOOLS**	**$18,000**	**$85,000**	**$18,000**	-79%
	A		$0		
	B				
	C				
	D	$100,000		$97,000	
49	**OMAHA SPORTS COMMISSION***	**$100,000**		**$97,000**	#DIV/0!
	A	$0	$32,500	$0	
	B				
	C				
	D		$30,000		
50	***OMAHA TENNIS ASSOCIATION***	**$0**	**$62,500**	**$0**	-100%
	A	$75,000		$71,000	
	B				
	C				
	D	$75,000	$0		
51	**SPEC. OLYMP. *NEB.***	**$150,000**	**$0**	**$71,000**	#DIV/0!
	A				
	B				
	C		$24,000		
	D	$0		$0	
52	**SPEC. OLYMP. *USA***	**$0**	**$24,000**	**$0**	-100%
	A		$10,000		
	B				
	C				
	D				
53	**BOARD OF REGENTS- UNO ATHLETICS**	**$0**	**$10,000**	**$0**	-100%
	A	$45,000	$180,000	$11,500	
	B				
	C				
	D				
54	**MIMRAN EVENT MANAGEMENT (TRIATHLON**	**$45,000**	**$180,000**	**$11,500**	-94%
	A		$20,000		
	B				
	C				
	D				
55	**NEBRASKA GOLF FOUNDATION**	**$0**	**$20,000**	**$0**	-100%
	A	$45,000		$34,500	
	B				
	C		$20,000		
	D				
56	**OMAHA EQUESTRIAN FOUNDATION, INTERN**	**$45,000**	**$20,000**	**$34,500**	73%
	A				
	B				
	C	$17,000		$17,000	
	D				
57	**OMAHA HOCKEY CLUB**	**$17,000**	**$0**	**$17,000**	#DIV/0!
	A	$0			
	B	$97,500			
	C	$0	$10,000		
	D				
58	**OMAHA MULTI SPORT COMPLEX**	**$97,500**	**$10,000**	**$0**	-100%
	A				
	B				
	C				
	D				
58	**NEBRASKA RUNNING CLUB**	**$0**	**$0**	**$0**	#DIV/0!
	A		$20,000		
	B				
	C		$10,000		
	D		$10,000		
59	**NEBRASKA USA WRESTLING**	**$0**	**$40,000**	**$0**	-100%
	A				

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	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
	B				
	C	$15,000		$15,000	
	D				
60	**RODGERS YOUTH FOUNDATION**	**$15,000**	**$0**	**$15,000**	#DIV/0!
	A	$48,122		$22,750	
	B				
	C	$25,000		$22,750	
	D	$15,000			
61	**MIDWEST BASEKETBALL GROUP**	**$88,122**	**$0**	**$45,500**	#DIV/0!
	Ethnic and Community Diversity	**$515,650**	**$207,500**	**$204,504**	**-1%**
	A				
	B				
	C				
	D				
62	**CHICANO AWARENESS CENTER**	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B				
	C	$0	$0	$0	
	D				
63	**CITY OF OMAHA**	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B	$35,000		$34,000	
	C		$30,000		
	D				
64	**EL MUSEO LATINO**	**$35,000**	**$30,000**	**$34,000**	13%
	A				
	B	**$72,166**		**$28,500**	
	C				
	D				
65	***GREAT PLAINS BLACK HISTORY***	**$72,166**	**$0**	**$28,500**	#DIV/0!
	A				
	B				
	C				
	D				
66	**HEARTLAND LATINO LEADERSHIP***	**$0**	**$0**	**$0**	#DIV/0!
	A	**$10,000**	**$7,000**		
	B				
	C	**$30,000**	**$20,000**	**$30,000**	
	D	**$30,000**	**$15,000**	**$4,500**	
67	**NORTH OMAHA FOUNDATION/OMAHA BLUE**	**$70,000**	**$42,000**	**$34,500**	-18%
	A	$15,000	$10,000	$0	
	B	$75,000	$20,000	$0	
	C	$20,000	$5,000	$0	
	D	$25,000	$5,000	$0	
68	**LOVES JAZZ & ARTS CENTER**	**$135,000**	**$40,000**	**$0**	-100%
	A				
	B				
	C				
	D				
69	**MC&HA/OMAHA JAZZ & BLUES FEST**	**$0**	**$0**	**$0**	#DIV/0!
	A	$63,000	$24,000	$40,000	
	B		$5,000		
	C	$15,000	$3,000		
	D	$20,000	$3,000		
70	***MALCOLM X MEMORIAL***	**$98,000**	**$35,000**	**$40,000**	14%
	A	$6,000	$5,000	$6,000	
	B				
	C				
	D	$5,000	$5,000	$1,000	
71	**METRO COMMUNITY**	**$11,000**	**$10,000**	**$7,000**	-30%
	A				
	B				
	C	$45,000	$21,500	$24,500	

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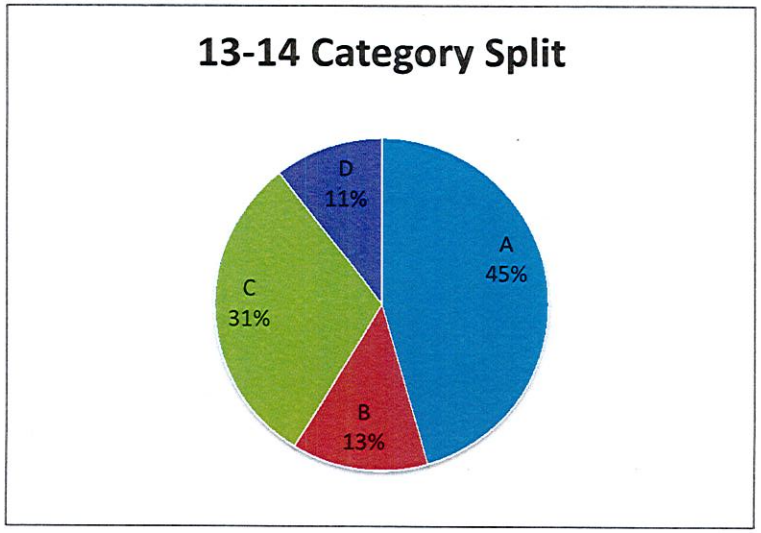
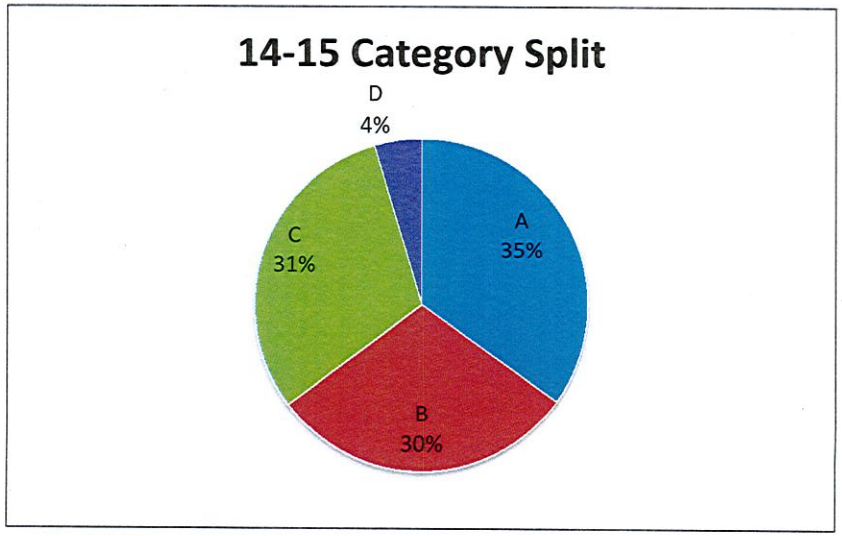
	NAME	2014-2015 Application Request	2013-2014 VPC Recommend.	2014-2015 VPC Recommend.	% DIFF
	D				
72	**MIDLANDS LATINO COM. DEV. CORP.***	**$45,000**	**$21,500**	**$24,500**	14%
	A				
	B				
	C				
	D				
73	**FAMILY HOUSING ADVISORY**	**$0**	**$0**	**$0**	#DIV/0!
	A				
	B	$3,840		$3,840	
	C	$7,458		$7,458	
	D	$8,686		$1,702	
73	**OMAHA MINORITY COMMUNITY FUND**	**$19,984**	**$0**	**$13,000**	#DIV/0!
	A				
	B				
	C				
	D				
74	**NE HISPANIC CHAMBER (MEXICAN INDEPEN**	**$0**	**$0**	**$0**	#DIV/0!
	A		$9,000		
	B				
	C				
	D				
75	**BERTHA W CALLOWAY CENTER FOR AA ST**	**$0**	**$9,000**	**$0**	-100%
	A				
	B				
	C				
	D				
76	**NATIVE OMAHANS CLUB**	**$0**	**$0**	**$0**	#DIV/0!
	A		$10,000		
	B		$0		
	C				
	D		$10,000		
77	**UNO REGENTS- LATIN STUDIES**	**$0**	**$20,000**	**$0**	-100%
	A	$15,000		$15,000	
	B	$5,000		$5,000	
	C	$3,500			
	D	$6,000		$3,004	
78	**SOUTH OMAHA BUSINESS ASSOCIATION**	**$29,500**	**$0**	**$23,004**	#DIV/0!
	Appropriations:	**$4,526,181**	**$2,611,500**	**$2,800,000**	**7%**
	Increase (Decrease) from Prior Year			**$188,500**	

VPC's Recommended Alpha Category Year-to-year Comparison

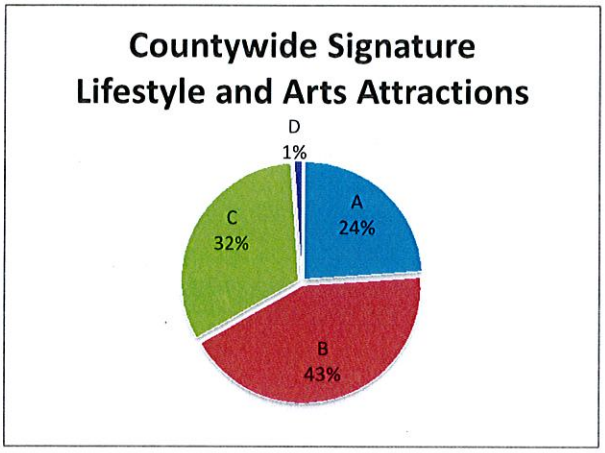
	% of	2013-2014	% of	2014-2015	% Change in Category	$ Change	% Change in Funding
New and Renewed Projects:							
A	46%	$1,188,500	35%	$977,250	-11%	-$211,250	-18%
B	13%	$344,500	30%	$833,936	17%	$489,436	142%
C	31%	$803,600	31%	$860,208	0%	$56,608	7%
D	11%	$274,900	5%	$128,606	-6%	-$146,294	-53%
Total Funding in New and Renewed Projects		$2,611,500		$2,800,000		$188,500	7%
Funding							
A	46%	$1,188,500	35%	$977,250	-11%	-$211,250	-18%
B	13%	$344,500	30%	$833,936	17%	$489,436	142%
C	31%	$803,600	31%	$860,208	0%	$56,608	7%
D	11%	$274,900	5%	$128,606	-6%	-$146,294	-53%
Total Funding		$2,611,500		$2,800,000		$188,500	7%

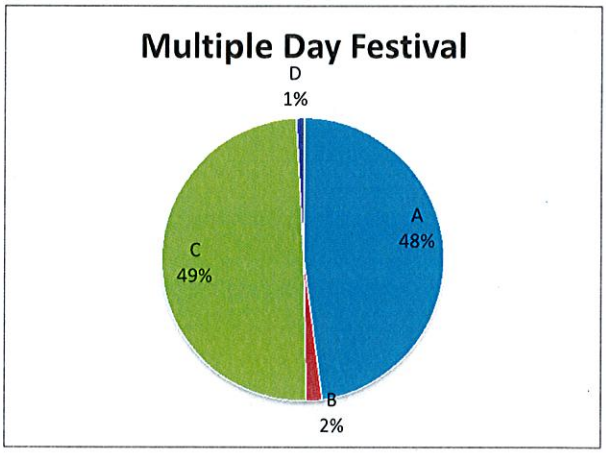


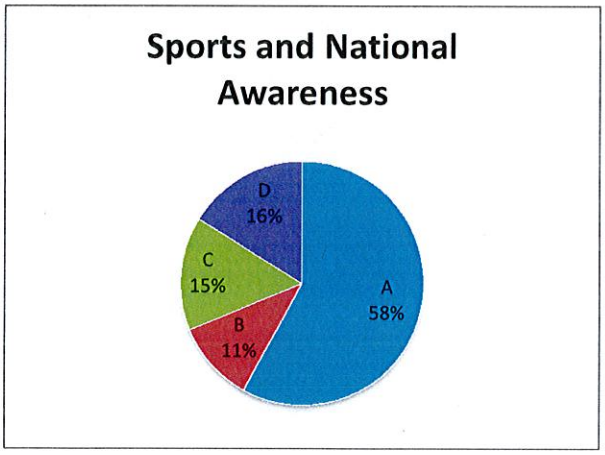


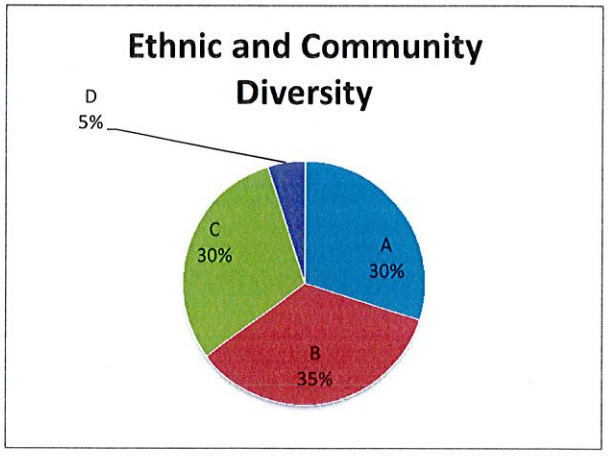
VPC's Recommended Event Category 2014-2015 Breakdown

	Countywide Signature Lifestyle and Arts Attractions	Sports and National Awareness	Multiple Day Festival	Ethnic and Community Diversity	Total	
A	$384,500	$346,750	$185,000	$61,000	$977,250	**35%**
B	$690,596	$65,000	$7,000	$71,340	$833,936	**30%**
C	$517,000	$90,250	$191,000	$61,958	$860,208	**31%**
D	$17,900	$97,000	$3,500	$10,206	$128,606	**5%**
	$1,609,996	**$599,000**	**$386,500**	**$204,504**	**$2,800,000**	**100%**









A Expanding and Improving any existing visitor attraction
B Planning or developing such expansions improvements, exhibits or additions
C Acquiring or expanding exhibits or performances for existing visitor attractions or for existing events
D Promotion and advertising costs associated with such exhibits or performances

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262
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	NAME	2014-2015 Requests	2013-2014 Recommend	2014-2015 Recommend	
	Citywide Signature Lifestyle and Arts Attractions	**$2,413,332**	**$1,320,500**	**$1,609,996**	**$284,996**
1	CATHEDRAL ARTS PROJECT	$5,000	$0	$3,500	$3,500
2	KANEKO	$0	$13,000	$0	($13,000)
3	OMAHA THEATER/"ROSE"	$96,000	$58,000	$66,000	$8,000
4	OMAHA COMM. PLAYHOUSE	$176,864	$90,000	$93,000	$3,000
5	OMAHA FILM FESTIVAL	$57,000	$29,000	$25,000	($4,000)
6	OMAHA PERFORMING ARTS	$150,000	$115,500	$132,000	$16,500
7	OMAHA SYMPHONY	$200,000	$160,000	$181,500	$21,500
8	OPERA OMAHA	$115,000	$67,500	$77,000	$9,500
9	NE STORYARTS	$3,900	$4,000	$3,900	($100)
10	BALLET NEBRASKA	$25,000	$5,000	$6,000	$1,000
					$0
	Performing Arts	**$828,764**	**$542,000**	**$587,900**	**$45,900**
					$0
11	BEMIS CENTER	$30,000	$16,000	$18,500	$2,500
12	BLUE BARN THEATRE	$35,000	$6,500	$7,500	$1,000
13	JOSLYN ART MUSEUM	$185,000	$163,500	$185,000	$21,500
14	JOSLYN CASTLE TRUST	$20,127	$15,000	$17,500	$2,500
					$0
	Arts	**$270,127**	**$201,000**	**$228,500**	**$27,500**
					$0
15	DO. CO. HISTORICAL SOCIETY	$31,500	$25,000	$28,500	$3,500
16	DURHAM WESTERN HERITAGE	$150,000	$96,000	$110,000	$14,000
17	FILMSTREAMS	$40,000	$20,000	$23,000	$3,000
18	LAURITZEN GARDENS	$150,000	$58,000	$66,500	$8,500
19	OMAHA CHILDRENS MUSEUM	$232,000	$80,000	$114,000	$34,000
20	OMAHA CREATIVE INSTITUTVE (HOT SHOPS)	$50,000	$24,000	$27,500	$3,500
21	OMAHA CONVENTION & VISITORS BUREAU	$93,710	$14,500	$51,000	$36,500
22	OMAHA SISTER CITIES ASSOCIATION	$25,000	$0	$23,000	$23,000
23	OMAHA ZOO SOCIERTY- HENRY DOORLY ZO(	$500,000	$250,000	$341,000	$91,000
24	RONALD MCDONALD HOUSE CHAR- WINE	$33,135	$0	$0	$0
25	FR. FLANAGAN'S BOYS HOME	$9,096	$10,000	$9,096	($904)
					$0
	General Purpose	**$1,314,441**	**$577,500**	**$793,596**	**$216,096**
					$0
	Multiple Day Festival	**$602,500**	**$335,000**	**$386,500**	**$51,500**
26	AKSAREBN-RIVER CITY ROUNDUP	$153,500	$82,000	$93,500	$11,500
27	DEER PARK NEIGHBORHOOD ASSOC.	$15,000	$0	$3,500	$3,500
28	DOWNTOWN OMAHA FND-HOL. LIGHTS	$35,000	$29,000	$33,500	$4,500
29	MAHA MUSIC FESTIVAL	$35,000	$15,000	$17,500	$2,500
30	NE SHAKESPEARE FESTIVAL	$71,000	$28,000	$32,000	$4,000
31	OMAHA SUMMER ARTS FESTIVAL	$105,000	$60,000	$68,500	$8,500
32	PLAYING WITH FIRE	$30,000	$24,000	$27,500	$3,500
33	SEPTEMBERFEST	$128,000	$82,000	$93,500	$11,500
34	TASTE OF OMAHA	$30,000	$15,000	$17,000	$2,000
					$0
	Sports and National Awareness	**$994,699**	**$748,500**	**$599,000**	**($149,500)**
35	BOARD OF REGENTS- UNO ATHLETICS	$0	$24,000	$0	($24,000)
36	COLLEGE WORLD SERIES	$87,000	$82,000	$87,000	$5,000
37	GREATER OMAHA SPORTS COMMITTEE	$45,000	$24,000	$17,500	($6,500)
38	INTERNATIONAL GAY BOWLING	$3,500	$0	$0	$0
39	MIDWEST BASKETBALL GROUP	$88,122	$40,000	$45,500	$5,500
40	MILLARD SOUTH WRESTLING CLUB	$110,577	$47,000	$53,500	$6,500
41	MIMRAN EVENT MANAGEMENT (TRIATHLON)	$45,000	$10,000	$11,500	$1,500
42	NE ELITE VOLLEYBALL	$155,000	$75,000	$113,500	$38,500
43	NEBRASKA GOLF FOUNDATION	$0	$180,000	$0	($180,000)
44	NEBRASKA STATE SOCCER	$18,000	$25,000	$18,000	($7,000)
45	NEBRASKA USA WRESTLING	$0	$10,000	$0	($10,000)
46	O.C.S.F. "COX CLASSIC"	$0	$29,000	$0	($29,000)
47	OMAHA EQUESTRIAN FOUNDATION	$45,000	$20,000	$34,500	$14,500
48	OMAHA HOCKEY CLUB	$17,000	$20,000	$17,000	($3,000)
49	OMAHA MULTI SPORT COMPLEX	$97,500	$0	$0	$0
50	OMAHA PUBLIC SCHOOLS	$18,000	$15,000	$18,000	$3,000
51	OMAHA SPORTS COMMISSION*	$100,000	$85,000	$97,000	$12,000

DOUGLAS COUNTY VISITORS PROMOTION COUNCIL - LB262
2014-2015 VPC Analysis

Category Order

	NAME	2014-2015 Requests	2013-2014 Recommend	2014-2015 Recommend	
52	RODGERS YOUTH FOUNDATION	$15,000	$0	$15,000	$15,000
53	SPEC. OLYMP. NEB.	$150,000	$62,500	$71,000	$8,500
					$0
	Ethnic and Community Diversity	**$515,650**	**$207,500**	**$204,504**	**($2,996)**
54	EL MUSEO LATINO	$35,000	$30,000	$34,000	$4,000
55	GREAT PLAINS BLACK HISTORY	$72,166	$0	$28,500	$28,500
56	NOFHD /K&T/OMAHA BLUES, JAZZ & GOSPEL	$70,000	$42,000	$34,500	($7,500)
57	LOVES JAZZ & ARTS CENTER	$135,000	$40,000	$0	($40,000)
58	MALCOLM X MEMORIAL	$98,000	$35,000	$40,000	$5,000
59	METRO COMMUNITY COLLEGE	$11,000	$10,000	$7,000	($3,000)
60	MIDLANDS LATINO COM. DEV. CORP.*	$45,000	$21,500	$24,500	$3,000
61	NATIVE OMAHANS CLUB	$0	$9,000	$0	($9,000)
62	OMAHA MINORITY COMMUNITY DEV FUND	$19,984	$0	$13,000	$13,000
63	SOUTH OMAHA BUSINESS ASSOCIATION	$29,500	$20,000	$23,004	$3,004
					$0
	Appropriations:	$4,526,181	$2,611,500	$2,800,000	$188,500
	Past Appropriations:	$0	$0	$0	$0
					$0
64	ARTS ON THE GREEN				$0
65	CATHEDRAL ARTS PROJECT				$0
66	CORNHUSKER FLYERS USA TRK &				$0
67	DO. CO. FAIR				$0
68	DOWNTOWN OMAHA (Birthday)				$0
69	FONTENELLE NATURE ASSOC				$0
70	FREEDOM PARK				$0
71	FRIENDS OF LEWIS & CLARK BIC				$0
72	GRANDE OLDE PLAYERS CO				$0
73	HEARTLAND AIRBORNE MEM.				$0
74	JOHN BEASLEY THEATRE				$0
75	JR. OLYMPIC TRACK & FIELD				$0
76	KIWANIS CLUB OF OMAHA				$0
77	MILLARD ATHLETIC ASSOC				$0
78	NEBRASKA MED. CENTER - POLO				$0
79	NEBRASKA HUMANE SOCIETY				$0
80	OLD MARKET BUSINESS ASSN.		$0	$0	$0
81	OMAHA BY DESIGN				$0
82	OMAHA HUMAN RELATIONS DEPT				$0
83	OMAHA SISTER CITIES ASSN				$0
84	OMAHA SOFTBALL SERIES				$0
85	OMEGA SCHOOL OF GYMNASTICS		$0	$0	$0
86	TUESDAY MUSICAL SERIES				$0
87	FRIENDS OF EXTENSION AND 4H				$0
88	PROJECT INTERFAITH		$0	$0	
					$0
	Other Past Appropriations:	$0	$0	$0	$0
89	AMER'N LEAGUE BASEBALL				$0
90	CITY OF OMAHA (GALLUP)				$0
91	DISCOVER NORTH OMAHA				$0
92	DOUGLAS COUNTY FAIR				$0
93	O. SUMMER ARTS FESTIVAL				$0
94	OMAHA CHILI COOKOFF				$0
95	OMAHA CLASSIC				$0
96	TUSKEGEE AIRMEN				$0
	Additional Commissioners Appropriations:	$0	$0	$0	$0
	TOTAL APPROPRIATIONS:	$4,526,181	$2,611,500	$2,800,000	$188,500
		$0		**$0**	

SUMMARY OF APPLICATION REQUESTS FOR VISITOR IMPROVEMENT FUNDS 2014-2015

Ak-Sar-Ben's River City Rodeo & Stock Show requests
(A) $22,000 to purchase additional electrical equipment, increase in prizes and awards, and to pay the CenturyLink Center fee for increased space for the *ARCR State Barbeque Championship* ($10,000); to support travel and lodging for national officials, transportation of livestock, and promotion of the *Ak-Sar-Ben 4-H Livestock Judging Contest* ($5,000); to pay for judges' fees, prizes, awards and staging for the bands for the *High School Marching Band Competition* ($3,000); to pay for judges' fees, prizes, awards, equipment, official's travel, CenturyLink Center expenses and general promotion of the *Ak-Sar-Ben 4-H Robotics Competition* as well as high resolution competition mats ($4,000).
(C) $115,500 to support a portion of the prize money for the *Justin Boots Championships & Wrangler Champions Challenge Finale*, television trucks, facility fees, and rodeo production costs ($100,000); to assist in the rental of extra city parking lots, CenturyLink Center building expenses and production expenses for the *High School Scholarship Rodeo* ($10,000); to assist in the CenturyLink Center building expenses, speaker and conference costs for the *High School Rodeo Conference* ($2,500); to pay for the construction and completion of transportation crates and carriers for the *Once Upon A Farm* exhibit ($3,000).
(D) $16,000 to support media buys in tourism markets, promote the regional mutton bustin' competition, and survey attendees for 2014.
TOTAL: $153,500
Event Date: September 2014
Reported Annual Attendance: 97,000-100,000 % Outside Douglas County: 65

Ballet Nebraska requests
(A) $25,000 in support of its fifth annual production of *The Nutcracker*.
TOTAL: $25,000
Event Date: November/December 2014
Reported Annual Attendance: 17,000+ % Outside Douglas County: 53

Bemis Center for Contemporary Arts requests
(A) $20,000 for improvements to the Bemis Center facility, including a build-out of alcove studios, installation of air conditioning, and installation of public bathroom;
(C) $10,000 to support annual exhibition needs.
TOTAL: $30,000
Event Date: N/A
Reported Annual Attendance: 26,275 % Outside Douglas County: 42

Blue Barn Theatre requests
(B) $30,000 for a sound and audio/visual package;
(D) $5,000 for professional marketing materials and advertising.
TOTAL: $35,000
Event Date: N/A
Reported Annual Attendance: 5,200 % Outside Douglas County: 20

Cathedral Arts Project requests
(D) $5,000 to expand promotion and advertising of annual *Cathedral Flower Festival*.
TOTAL: $5,000
Event Date: January 2015
Reported Annual Attendance: 20,000-22,000 % Outside Douglas County: 25
Notes: Applicant did not apply last year.

College World Series of Omaha, Inc. requests
(A) $87,000 to support the Opening Ceremonies.
TOTAL: $87,000
Event Date: June 2014
Reported Annual Attendance: 341,483 % Outside Douglas County: 68

Deer Park Neighborhood Association requests
(A) $15,000 to support expenses for the *Vinton Street Creativity Festival 2014*.
TOTAL: $15,000
Event Date: August 2014
Reported Annual Attendance: 300-500 % Outside Douglas County: 5-10
Notes: Applicant did not apply last year.

Douglas County Historical Society requests
(A) $8,000 to renovate the outdoor exhibition space located at Heartland of America Park, remove the current exhibit, and develop a new exhibit;
(B) $3,500 for planning, development and installation of prohibition era exhibit;
(C) $20,000 for performances by Gerald Charles Dickens, descendent of Charles Dickens, and for a Standing Bear event.
TOTAL: $31,500
Event Date: ongoing
Reported Annual Attendance: 8,750 % Outside Douglas County: 35

Downtown Omaha Inc. requests
(A) $35,000 for the *Holiday Lights Festival* display in Gene Leahy Mall.
TOTAL: $35,000
Event Date: November 2014 – January 2015
Reported Annual Attendance: 100,000 % Outside Douglas County: 10-20

Durham Museum requests
(C) $150,000 to support 2014 and 2015 exhibitions: *Identity: An Exhibition of You*, *Katharine Hepburn: Dressed for Stage and Screen*; *Lost Egypt: Ancient Secrets, Modern Science*. The requested funding will be used to help offset rental, shipping, and construction costs, as well as corresponding marketing, educational programming and membership and community event costs.
TOTAL: $150,000
Event Date: ongoing
Reported Annual Attendance: 205,000 % Outside Douglas County: 35

El Museo Latino requests
(B) $35,000 for the planning, developing and presentation of the special exhibition *Maiz-Maguey*.
TOTAL: $35,000
Event Date: spring-summer 2015
Reported Annual Attendance: 60,000+ % Outside Douglas County: 70

Father Flanagan's Boys' Home (Boys Town) requests
(B) $9,096 for continued improvement to the *Hall of History*, including audio-visual equipment.
TOTAL: $9,096
Event Date: ongoing
Reported Annual Attendance:100,000 % Outside Douglas County: 60

Film Streams, Inc. requests
(C) $40,000 to support and expand the *First-Run Program*.
TOTAL: $40,000
Event Date: ongoing
Reported Annual Attendance: % Outside Douglas County:

Great Plains Black History Museum requests
(B) $72,166 for program support, including exhibition costs, mountings and displays ($45,000) and marketing support ($72,166).
TOTAL: $72,166
Event Date: ongoing
Reported Annual Attendance: % Outside Douglas County: 25

Greater Omaha Sports Committee, Inc. requests
(C) $40,000 to support contract costs necessary to host the *Outland Trophy Award Dinner*;
(D) $5,000 for advertising and marketing for the *Outland Trophy Award Dinner*.
TOTAL: $45,000
Event Date: January 2015
Reported Annual Attendance: 900 % Outside Douglas County: 40

International Gay Bowling Organization requests
(D) $3,500 to cover promotional and advertising costs to draw bowlers for the *2015 International Gay Bowling Organization Annual Conference and Bowling Tournament*.
TOTAL: $3,500
Event Date: May 2015
Reported Annual Attendance: 500-700 % Outside Douglas County: 50
Notes: Applicant did not apply last year.

Joslyn Art Museum requests
(B) $185,000 to support development and implementation of the Museum's exhibitions in 2014 and 2015, including exhibition "rental" fees, shipping and handling expenses, insurance, installation costs, interpretive materials such as signage, labels for the works of art, and gallery guides, educational programming, and local and regional marketing and promotion campaigns.
TOTAL: $185,000
Event Date: 2014 - 2015
Reported Annual Attendance: 146,380 % Outside Douglas County: 25.4

Joslyn Castle Trust requests
(A) $20,127 to add directional signs and way finding aides at the Castle to better and more easily guide visitors.
TOTAL: $20,127
Event Date: N/A
Reported Annual Attendance: 18,000 % Outside Douglas County: 30

Lauritzen Gardens requests
(C) $60,000 to support the fee to procure *LEGO® Nature Connects II* exhibit;
(D) $90,000 for a marketing campaign to promote out-of-state awareness of the exhibit and ensure broad outreach.
TOTAL: $150,000
Event Date: January – April 2015
Reported Annual Attendance: 175,000 % Outside Douglas County: 29.5

Maha Music Festival requests
(A) $35,000 to secure the festival's headlining act, Death Cab for Cutie ($22,500), for social media advertising and online outreach ($5,000), and to update the Maha's branding material, website, and print advertising ($7,500).
TOTAL: $35,000
Event Date: August 2014
Reported Annual Attendance: 6,100 % Outside Douglas County: 40

Malcolm X Memorial Foundation requests
(A) $63,000 to support civil site layout and grading and site plumbing of the plaza area;
(C) $15,000 for exhibits and performances that educate about and celebrate African culture through the creation of an African themed culture and arts celebration;
(D) $20,000 to support a contract for a promotion plan.
TOTAL: $98,000
Event Date: ongoing
Reported Annual Attendance: 4,300 % Outside Douglas County: 40
Notes: Page 7 requests $63,100 in Category A, page 10 identifies $63,000 for Category A.

Metropolitan Community College Foundation requests
(A) $6,000 for costs to support the *Fort Omaha Intertribal Powwow*;
(D) $5,000 for marketing efforts for the *Fort Omaha Intertribal Powwow*.
TOTAL: $11,000
Event Date: September 2014
Reported Annual Attendance: 4,800 % Outside Douglas County: 30

Midlands Latino Community Development Corporation requests
(C) $45,000 to support costs of *Omaha Heritage Festival* and event promotion.
TOTAL: $45,000
Event Date: May 2015
Reported Annual Attendance: 10,100 % Outside Douglas County: 55
Notes: Summary of VIF request total is $45,700, though individual request is $45,000.

Midwest Basketball Group requests
(A) $48,122 to expand and improve *Midwest Basketball Showcase* at the CenturyLink Center by adding a rental hall to increase the number of basketball courts;
(C) $25,000 for a contract to provide basketball flooring for courts and portable basketball hoops;
(D) $15,000 for marketing and advertising for the *Midwest Basketball Showcase*, t-shirts for volunteers, and awards for winning participants.
TOTAL: $88,122
Event Date: May-June 2015
Reported Annual Attendance: 3,000-5,000 % Outside Douglas County: 70
Notes: Page 8 requests $20,000 in Category C, page 10 identifies $25,000 for Category C.

Millard South Wrestling Club requests
(A) $59,647 for facility and equipment expenses associated with *AAU Winter Nationals* tournament;
(B) $24,250 for committee and game officials for the AAU Winter Nationals;
(C) $7,705 for personnel expenses associated with the tournament;
(D) $18,975 for promotion, awards, and entertainment expenses for the tournament.
TOTAL: $110,577
Event Date: January 2015
Reported Annual Attendance: 3,200 % Outside Douglas County: 92

Mimran Event Management (USA Triathlon) requests
(A) $45,000 to offset expenses associated with the *Omaha Triathlon* and *Omaha Women's Triathlon* including securing traffic control from Omaha Police, securing permits, renting equipment, tents, barricades, power supply, emergency services and support, tents, and all related event setup needs;
TOTAL: $45,000
Event Date: July 2014
Reported Annual Attendance: 10,000 % Outside Douglas County: 20

Nebraska Elite Volleyball requests
(A) $80,000 for rent and facility expense of CenturyLink Omaha convention center for national volleyball tournament;
(B) $35,000 for rent and facility expense for additional sites for event;
(C) $40,000 for marketing for event.
TOTAL: $155,000
Event Date: not specified
Reported Annual Attendance: 45,000+ % Outside Douglas County: 90

Nebraska Shakespeare Festival, Inc. requests
(A) $30,000 to contract professional artists outside of Omaha for *Shakespeare on the Green*;
(C) $25,000 to increase the number of students and families served through the fall educational tour ($9,000) and to augment the survey and assessment process;
(D) $16,000 to update and create marketing and advertising materials.
TOTAL: $71,000
Event Date: June 2015
Reported Annual Attendance: 22,500 % Outside Douglas County: 38
Notes: Category D narrative requests $15,000, while Category D request and summary request identify $16,000.

Nebraska State Soccer Association requests
(A) $8,000 to support costs for field expenses and referees for *Fall Recreational Cup* tournament;
(B) $10,000 to support field, referee and equipment costs for *Kohl's American Cup* tournament.
TOTAL: $18,000
Event Date: not specified
Reported Annual Attendance: 16,657 % Outside Douglas County: 50

Nebraska StoryArts requests
(C) $3,200 to pay David Novak for his services as a professional storyteller and instructor for *In Our Own Voice* storytelling camp;
(D) $700 for the cost of printing and distributing advertisements, maintaining the website for the concert, workshop and camp.
TOTAL: $3,900
Event Date: not specified
Reported Annual Attendance: 150-200 % Outside Douglas County: 31

North Omaha Foundation requests
(A) $10,000 for jazz workshop for youth;
(C) $30,000 for musical groups to perform for youth jazz workshop and for outdoor concert in North Omaha;
(D) $30,000 for promotion and advertising of a signature event.
TOTAL: $70,000
Event Date: not specified
Reported Annual Attendance: 2,500 % Outside Douglas County: 25

Omaha Children's Museum requests
(A) $102,000 to replace and update the *Imagination Playground* area;
(B) $20,000 for critical repair to facility exterior;
(C) $63,000 for costs associated with presenting *Dinos...The Big Dig* exhibit;
(D) $47,000 for marketing expenses for the 2014-15 funding year.
TOTAL: $232,000
Event Date: ongoing
Reported Annual Attendance: 282,000+ % Outside Douglas County: 28

Omaha Community Playhouse requests
(C) $91,864 for costs of rights and royalties for three Hawks Mainstage Musicals in 2014-15 season and funds to offer two weekday matinee performance of *Little Women* to area schools and youth-serving agencies;
(D) $85,000 for marketing and advertising expenses for Mainstage Musicals
TOTAL: $176,864
Event Date: ongoing
Reported Annual Attendance: 83,116 % Outside Douglas County: 24.6

Omaha Convention and Visitors Bureau requests
(A) $93710 to remodel the Visitors Center and add interactive components;
TOTAL: $93710
Event Date: ongoing
Reported Annual Attendance: 27,476 % Outside Douglas County: 89

Omaha Creative Institute requests
(B) $45,000 for new *Come Create It* workshops;
(D) $5,000 to advertise for applicants for Artist INC, a professional development program for artists.
TOTAL: $50,000
Event Date: ongoing
Reported Annual Attendance: 30,000 % Outside Douglas County: 30-40

Omaha Equestrian Foundation requests
(A) $45,000 to make improvements to *The International Omaha 2015*, including support of partnership with Quail Run Horse Center, guest experience improvements, and improvements to stabling elements.
TOTAL: $45,000
Event Date: April 2015
Reported Annual Attendance: 13,500 % Outside Douglas County: 35

Omaha Film Festival requests
(A) $7,000 for support with venue costs for special screenings and performances;
(C) $15,000 for travel expenses and hotel accommodations for event special guests and for production costs for tribute performance;
(D) $35,000 for advertising expenses to include, video series, new website, new posters, postcards, T-shirts, programs and large-scale displays.
TOTAL: $57,000
Event Date: March 2015
Reported Annual Attendance: 4,500 % Outside Douglas County: 25

Omaha Hockey Club requests
(C) $17,000 to provide extra amenities for the *Omaha Hockey Spring Joust Youth Tournament*, including hospitality rooms for players and coaches, costs of ice, and publishing tournament programs ($10,000) and promotional, hospitality and ice rental expenses related to hosting the *2014 Omaha High School Hockey Fall Classic* ($7,000);
TOTAL: $17,000
Event Date: not specified
Reported Annual Attendance: 15,640 % Outside Douglas County: 94

Omaha Minority Community Development Fund requests
(B) $3,840 for additional tents, larger stage, new performance stage and more sound equipment for *2014 Love of Art and Music* festival;
(C) $7,458 to acquire two new performance bands and one main featured artist for the festival;
(D) $8,686 for marketing and advertising.
TOTAL: $19,984
Event Date: August 2014
Reported Annual Attendance: 2,500 % Outside Douglas County: 30
Notes: Applicant did not apply last year. Category C narrative requests $7,459, while Category C request and summary request identify $7,458. 509(a)(2) determination letter supplied.

Omaha Multi-Sport Complex requests
(B) $97,500 for marketing materials related to planning and development of the Omaha Sports and Wellness Project at Tranquility Park.
TOTAL: $97,500
Event Date: ongoing
Reported Annual Attendance: 344,816 (proj.) % Outside Douglas County: 60
Notes: Applicant did not apply last year.

Omaha Performing Arts Society requests
(C) $150,000 for the 2014-15 OPA *Presents* Series.
TOTAL: $150,000
Event Date: ongoing
Reported Annual Attendance: 370,000 % Outside Douglas County: 40

Omaha Public Schools requests
(C) $18,000 for payment of drivers and shuttle services for *Nebraska State Track Meet* ($12,000) and for rental costs of Creighton University for *State Soccer Tournament* ($6,000).
TOTAL: $18,000
Event Date: multiple
Reported Annual Attendance: 28,100/27,500 % Outside Douglas County: 65
Notes: Tax-exempt political subdivision.

Omaha Sister Cities Association requests
(B) $20,000 for expansion of the Sunpu Castle Gate and Mt. Fuji replica area at Lauritzen Gardens;
(D) $5,000 for promotion and advertising costs to promote upcoming projects, exhibits and performances.
TOTAL: $25,000
Event Date: 2014-2015
Reported Annual Attendance: 1,000 % Outside Douglas County: 100
Notes: Applicant did not apply last year.

Omaha Sports Commission requests
(D) $100,000 for promotion and advertising campaign for the *FIVB World Grand Prix Final for 2015* (Women's Volleyball).
TOTAL: $100,000
Event Date: July 2015
Reported Annual Attendance: 123,000 % Outside Douglas County:

Omaha Summer Arts Festival, Inc. requests
(A) $80,000 to enhance arts programming, including expansion and enhancement of *Omaha Summer Arts Festival* ($50,000), expansion of the new *ARTsarben Art Fair* at Aksarben Village ($20,000), and improved signage and festival décor ($10,000);
(D) $25,000 for promotion and advertising efforts, including emphasis on regional summer tourism for *Summer Arts Festival* ($15,000) and continued development of website and marketing materials for *ARTsarben* ($10,000).
TOTAL: $105,000
Event Date: multiple
Reported Annual Attendance: 100,000 % Outside Douglas County: 23

Omaha Symphony Association requests
(A) $200,000 for guest artist expenses associated with performances by Bernadette Peters, Garrick Ohlsson, Broadway performers in *The Fabulous 50's* and *One Singular Sensation*, and Windborne's Music of Queen.
TOTAL: $200,000
Event Date: ongoing
Reported Annual Attendance: 93,994 % Outside Douglas County: 31

Omaha Theater Company (The Rose) requests
(A) $60,000 for improvements to facility, including Hitchcock Theater sound proofing, microphones for Main Stage, HVAC control system, Lobby and Mezzanine ceiling repainting and new lighting;
(C) $36,000 for the touring production of *A Very Hungry Caterpillar and other Eric Carle Favorites*.
TOTAL: $96,000
Event Date: ongoing
Reported Annual Attendance: 100,000 % Outside Douglas County: 32

Omaha Zoological Society requests
(B) $500,000 to support exhibit construction and program development of the African Grasslands project;
TOTAL: $500,000
Event Date: ongoing
Reported Annual Attendance: 1,608,349 % Outside Douglas County: 70.5

Opera Omaha, Inc. requests
(B) $115,000 to support the production of three main stage operas to be performed at the Orpheum Theater and a free outdoor concert to be performed in Turner Park at Midtown Crossing;
TOTAL: $115,000
Event Date: multiple
Reported Annual Attendance: 11,831 % Outside Douglas County: 35

Playing with Fire, Inc. requests
(C) $24,000 to secure selected performers for the 2015 *Playing with Fire*;
(D) $6,000 for promotion initiatives for *Playing with Fire*.
TOTAL: $30,000
Event Date: summer 2015
Reported Annual Attendance: 10,000 % Outside Douglas County: 40

Rodgers Youth Foundation requests
(C) $15,000 for operational expenses for the *Return Specialist Award* event.
TOTAL: $15,000
Event Date: not specified
Reported Annual Attendance: 400 % Outside Douglas County: 60
Notes: Applicant did not apply last year.

Ronald McDonald House Charities requests
(D) $33,135 to support viNEBRASKA event, a biennial two-night wine tasting fundraiser for Ronald McDonald House Charities in Omaha.
TOTAL: $33,135
Event Date: March 2015
Reported Annual Attendance: % Outside Douglas County:
Notes: Applicant did not apply last year. Pages missing from application narrative?

Septemberfest - Salute to Labor requests
(C) $98,000 for *Septemberfest* activities;
(D) $30,000 for promotion and advertising of event.
TOTAL: $128,000
Event Date: September 2014
Reported Annual Attendance: 131,000 % Outside Douglas County: 41

South Omaha Business Association requests
(A) $15,000 to identify, recruit and schedule performance artists who have attained regional celebrity, particularly the headline performer for 2015 *Cinco De Mayo Festival*;
(B) $5,000 for activities to support "Education" theme of festival;
(C) $3,500 for fees for facilitators, storytellers, materials and supplies and prizes awarded to participating young people in storytelling performance and craft sessions;
(D) $6,000 for promotion and advertising activities
TOTAL: $29,500
Event Date: May 2015
Reported Annual Attendance: 70,000 % Outside Douglas County: 45

Special Olympics Nebraska requests
(A) $75,000 to enhance the opening ceremonies of the *2015 Summer Games* with live entertainment;
(D) $75,000 to employ strategic promotion plan.
TOTAL: $150,000
Event Date: May 2015
Reported Annual Attendance: 5,500 % Outside Douglas County: 75

Taste of Omaha, Inc. requests
(A) $10,000 to enhance *Taste of Omaha* festival site with improved signage, décor and facilities as well as expansion of culinary art programming;
(B) $7,500 to enhance World Tour Pavilion;
(D) $12,500 to pay for increased promotion and advertising efforts.
TOTAL: $30,000
Event Date: not specified
Reported Annual Attendance: 100,000 % Outside Douglas County: 30

Love's Jazz & Arts Center requests
(A) $15,000 for improved visibility and signage on the interior and exterior of the building;
(B) $75,000 to secure a company to develop an Exhibition Masterplan;
(C) $20,000 to support the *Jazz Concert Series* and *Jazz After 5*;
(D) $25,000 for a marketing campaign.
TOTAL: $135, 000
Event Date: ongoing
Reported Annual Attendance: 8,900 % Outside Douglas County: 25
Notes: Application submitted after deadline (4:03 pm on 4/30/14).