

MINUTES
LANCASTER COUNTY BOARD OF COMMISSIONERS
& LANCASTER COUNTY AGRICULTURAL SOCIETY
LANCASTER EVENT CENTER, NEBRASKA ROOM, 4100 N. 84TH STREET
THURSDAY, NOVEMBER 19, 2015
7:30 P.M.

Advance public notice of the Board of Commissioners meeting was posted on the County-City Building bulletin board and the Lancaster County, Nebraska, web site and emailed to the media on November 13, 2015.

Commissioners present: Roma Amundson, Chair; Larry Hudkins, Vice Chair; Bill Avery, Deb Schorr and Todd Wiltgen

Agricultural Society Board Members present: Ron Dowding, President; Jim Swanson, Vice President; Trudy Pedley, Secretary; Karen Rutt, Treasurer; Jay Wilkinson; and Kendra Ronnau

Agricultural Society Board Members absent: Eric Mitchell, Tom Messick and Keith Schomerus

Others present: Kelly Lundgren, County Clerk's Office; Alan Wood, Agricultural Society Board Legal Counsel; Amy Dickerson, Managing Director of the Lancaster Event Center; Susie Weiler, Food & Beverage Manager

The location announcement of the Nebraska Open Meetings Act was given.

1) **CALL THE MEETING TO ORDER**

Dowding called the meeting to order at 7:45 p.m.

2) **ROLL CALL**

Roll was called for both Boards.

3) **LANCASTER COUNTY SUPERFAIR REPORT – TRUDY PEDLEY, LANCASTER COUNTY AGRICULTURAL SOCIETY BOARD MEMBER**

Trudy Pedley, Lancaster County Agricultural Society Board Secretary and Amy Dickerson, Managing Director of the Lancaster Event Center, gave an overview of the 2015 Lancaster County Superfair. Pedley stated that attendance was down the first weekend due to the weather and the State Games of America being held that same weekend. She said the Easton Corbin concert and Monster Truck show were probably not worth the expense as the Event Center just broke even on those two events. She noted that 4-H numbers were about the same as in previous years but that the carnival numbers were down. Pedley said the closing ceremonies were a big success with fireworks and reading over 300 names of 4-H and State Game participants. She invited the Commissioners to be a part of the closing ceremonies next year.

Dickerson noted that it is difficult to staff the Superfair for ten days. She said the days are slow but staffing is still required. Dickerson stated that consideration was being given to having the fair closed

on Monday, Wednesday and Friday except for 4-H open class events and opening the carnival just during the evening as an option.

ADDITIONS TO THE AGENDA:

Dowding noted that approval of the minutes from the October 16, 2014 joint meeting was not included on the agenda (Exhibit A).

MOTION: Wiltgen moved and Amundson seconded to add approval of the minutes from the October 16, 2014 joint meeting to the agenda. Wiltgen, Schorr, Avery, Hudkins, Amundson, Wilkinson, Dowding, Swanson, Ronnau, Pedley and Rutt voted aye. Motion carried 11-0.

MOTION: Wilkinson moved and Ronnau seconded approval of the minutes. Wilkinson, Dowding, Swanson, Ronnau, Pedley, Schorr, Hudkins and Amundson voted aye. Wiltgen and Avery abstained. Motion carried 9-0 with two abstentions.

4) **LANCASTER EVENT CENTER MANAGING DIRECTOR REPORT – AMY DICKERSON, MANAGING DIRECTOR**

Dickerson presented the “Managing Director Update -2015” that included Phase 2.5 and 3 updates (Exhibit B). She discussed the Lancaster County Event Center vision of being a leading venue for events regionally and nationally. Dickerson highlighted event “firsts” during 2015 including hosting the Shrine Circus; Pro Bull Ride; UNL Rodeo and the celebrity concert. She noted the achievements in 2015 such as the new brand launched in May; new revenues such as expanded café options; wireless internet; digital signs and banners; cost savings; working relationship and growth with the City and County; and facility staff service.

Dickerson said they are working on getting sales tax information to the Board. Hudkins said he and Amundson meet with Chris Beutler, Lincoln Mayor, monthly and continue to request that a portion of the sales tax be used toward creating a safer intersection at 84th Street and Havelock Avenue.

Alan Wood, Agricultural Society Board Legal Counsel, said they are working with their lobbyist to propose sales tax changes in the legislature. Wood said currently agricultural societies are required to pay sales tax but county fairs are not.

Dickerson added that the staff continues to focus on ways to make the Event Center a positive experience for promoters, exhibitors and visitors.

5) **PHASE 2.5 & 3 UPDATE – AMY DICKERSON & MASTER PLANNING COMMITTEE**

Dickerson stated that Phase 2.5 will be remodeling and a relaunch with planned improvements in on-line services, parking lot lighting, storage, a new sign on 84th Street, arena equipment, multipurpose arena entrance, café seating and creating a banquet/reception area. She said they are currently working on sponsorship with local restaurants and getting the Event Center included in the City bus route. Dickerson said the final Phase 2.5 projects will include new lift station pumps, more storage inside and out, remodeling of remaining cafes and possibly campground showers.

Dickerson said a market study is currently ongoing for the master plan. She stated they are looking at building size of the new coliseum, cost of the project, gathering supporter names and researching the best time to launch a public campaign.

6) **OPEN DISCUSSION BETWEEN LANCASTER AGRICULTURAL SOCIETY AND COUNTY COMMISSIONERS**

Amundson said that she was very impressed with the progress made in the last two years. She thanked Dickerson and the staff for their continued dedication. Amundson questioned if there is a need for an assistant director allowing Dickerson to be out in the community more.

Dickerson thanked the Ag Society Board members for their support during all the changes in the last two years.

Hudkins said he has been hearing favorable comments regarding the Event Center and its improvements. He also noted the strong relationship that has developed between 4-H, the Fair Board, and the County Extension Office.

Agricultural Society Board members discussed the possibility of opening the campground during football season to help increase revenue during a normally slower time at the Event Center. Dickerson said they have checked into the cost of putting a shower building close to the campground and think the Event Center would be an ideal spot for those fans traveling from Omaha. They also discussed the need for more sponsorships as events alone do not bring in enough revenue.

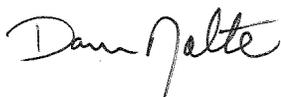
7) **PUBLIC COMMENT**

No one appeared for public comment.

Karen Wobig, Lancaster County Extension Unit Leader and Department Head, commented that she is very happy with the connection that has formed between the Extension Unit Staff, the Event Center staff and the Ag Society. She noted the 4-H staff has strong ideas about the fair and she appreciates those entities working together to achieve those goals.

8) **ADJOURNMENT**

MOTION: Wiltgen moved and Avery seconded to adjourn the meeting at 9:34 p.m. Avery, Wiltgen, Schorr, Hudkins, Amundson, Swanson, Ronnau, Rutt, Wilkinson, Pedley and Dowding voted aye. Motion carried 11-0.

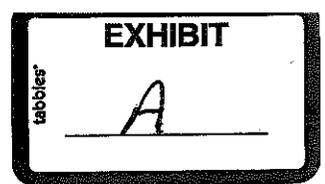


Dan Nolte, County Clerk



Lancaster County Agriculture Society
4100 N. 84th St
Lincoln, NE 68507
MINUTES

Board of Directors and County Commissioners Joint Meeting
Thursday, October 16, 2014 at 7:30PM



Commissioner Hudkins called the joint meeting to order at 7:30pm. Proof of due notice was given with the Nebraska Open Meeting Act posted on the wall of the Nebraska Room.

Board members present were Dowding, Swanson, Pedley, Ronnau, Wilkinson, Schomerus, and Rutt. Messick and Mitchell were absent. County Commissioners present were Hudkins, Smoyer, Amundson.

Moved by Amundson and seconded by Smoyer to amend the agenda by moving up the Managing Director's report. The motion was approved.

Lancaster Event Center Managing Director Dickenson presented a power point highlighting with updates on the County Fair and Event Center Operations. She also summarized the status of Phase 2.5, the re-launch of the Lancaster Event Center and status of completion of deferred maintenance and upgrades.

She also shared information regarding the Bond refinancing. In order to maximize those funds the Master Plan is being updated.

Open discussion and questions/answer session followed.

With no comments from the public, it was moved by Schomerus and seconded by Ronnau to adjourn. The motion was approved.



Lancaster
EVENT CENTER

*Managing Director
Update--2015*

Annual Joint Lancaster County Board /
Lancaster Co. Ag Society Board meeting

November 19, 2015

Strong foundation over 14 years



Lancaster Event Center Progress Report

In preparation of the 14th Annual County Board meeting, the Lancaster Event Center has completed a comprehensive progress report. This report details the center's achievements over the past year, including the successful completion of the expansion project, the implementation of new programs, and the center's continued commitment to providing high-quality services to the community.

Lancaster Event Center expansion plans advance

THE COMPLETION OF THE LANCASTER EVENT CENTER'S EXPANSION PROJECT IS A MAJOR MILESTONE FOR THE CENTER AND THE COUNTY. THE PROJECT HAS BEEN A SUCCESSFUL PARTNERSHIP BETWEEN THE CENTER AND THE COUNTY BOARD, AND IT HAS RESULTED IN A SIGNIFICANT IMPROVEMENT IN THE CENTER'S FACILITIES AND SERVICES.

Lancaster Event Center

14th Annual County Board Meeting
November 19, 2015

Our vision

A public, non-profit event center seen as leading venue for variety of events not just in Nebraska, but regionally and nationally...

- Professional
- "Profitable"
- Friendly
- Fun

...all while celebrating the **unique agricultural & natural nature of Lancaster County** and being a key contributor to the county's youth, culture and economy headlined by being the home of **one of the largest, most well-respected 4-H county fairs in the USA.**



Situation Analysis

From October 2014
Joint Co Board/Ag Society meeting

Well-loved facility ready for a re-launch

	Strengths	Weaknesses
Internal	<ul style="list-style-type: none"> • Leading Midwest facility • 160 acres aids growth potential • One of largest 4-H Co Fairs • Visionary Ag Society Board • Passionate core staff • \$2.6M new capital funds • Low interest on remaining \$10M • Ability to run fair opens up possibility to go after events desiring event mgt. • Impact on local youth, community, economy 	<ul style="list-style-type: none"> • Running at breakeven while pay for fair • Event basic needs not met • Lack staff with skills to launch new revenue services, run-busy event ctr. • Lack trade show/stall, spectator space • Concessions quality, value, wait times • Inactive sponsorships, fundraising, grants • Deferred maintenance est. \$7M after 15 yrs. • Strong, local identity not established
External	<ul style="list-style-type: none"> • Central location near good transport • Proximity to Lincoln (to Omaha) amenities • Grow impact on local economy • Strong interest from new events without active marketing/sales • Grants potential high • Stakeholder interest in LEC success • Historically low interest rates • County Board, City support 	<ul style="list-style-type: none"> • Low per-capita tax base to support fair vs. adjoining counties (\$300K vs. 200K attendees/yr) • Lid law limits tax support \$10K/year increase despite fair growth from 5K to 200K attendees • Perception that well-funded by taxes • Interest rates unpredictable when could rise • Competing facilities locking in regional/national events due to lack services, space • Losing events to other facilities if Phase 3 not built (Circus, PRCA Rodeo, Bonus Race Finals, Simmental etc.)

Nov. 2015: progress made!

Opportunities

Threats



From October 2014
Joint Co Board/Ag Society meeting

How do we get to our “leading fair + leading event center”

	6-18 months	1-2 years	3-5 years
Professional, Fun & Friendly	Announce re-launch Improving event services	Re-launch with \$2.6M bond funds with focus on key dissatisfiers, new revenue streams	Using new revenue streams continue to improve LEC into top tier-run facility in country
“Profitable”	Increase sponsorship to cover fair costs	Add revenue via new services, events	On path to build emergency fund
Community impact	Widen involvement via theme days	Continued support of local businesses / organizations’ events	Much improved awareness, positive perception of LEC in local community
Economic impact	Keep key Pershing events in town—Circus, PRCA Bull Riding	Win large new events such as Midwest Region Pony Club, Alpaca, etc.	Go after 1-2 national scale events eg. Jr./HS Rodeo Finals
Planning	Complete master plan with stakeholder input	Phase 3 support-building	Breaking ground on Phase 3

Nov. 2015: + 2 years

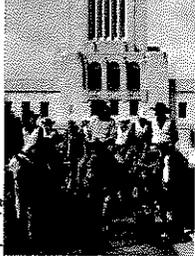


2015: a year of firsts...

Pro Bull Ride
Jan 2015




Governor promoting UNL Rodeo Apr 2015



Shrine Circus
March 2015




18 mos. leading on equine horse safety

ONE HUNDRED FOURTH LEGISLATURE - FIRE COMMITTEE STATEMENT LBS42

Issuing Date: Policy March 06, 2015
Effective Date: Rolling
Introducer: Fire
One Line: Provide a sales tax exemption for purchases by county agricultural societies

Roll Call Vote - Final Committee Action: Advanced to General File **Sales Tax Law Proposed Spring 2015**



Lancaster County Super Fair



Backyard Party • August 6, 2015 @ 8:30pm

Fair Celebrity Concert Aug 2015

New brand launched May 1, 2015



New brand launched May 1, 2015



Let the Good Times Grow

2015 top achievements

- **ONE team** aligning on vision, starting to look forward to change
- Over **\$2M** in improvements folks are noticing
- **New revenues:** cafes, ticketing, wireless, sponsors, website, digital signs, banners, event growth, new events etc.
- **Cost-savings:** non-profit & gov't pricing, bid process, utilities
- **Facility pricing** public, standardized
- **Working relationships** across City, County, community
- **Event service:** Facility cleanliness, maintenance + Staff service
- **Keeping Pershing** animal spectator events in Lincoln
- **Enhanced SuperFair** experience



Challenges focused on...

- Everything **takes longer** than I thought! (but positive momentum)
- **Financial clarity**—multi-year process
- 3-5 year cycle to **grow events**, new services
- **SuperFair experience** right-sized for staff + community
- **Fall slower season** just when have fair bills to pay
- Staffing sufficient to **go after new revenues:** sponsors, grants, new event proposals/sales & create new events
- Time to get **out into the community**



Reserved show staff parking

Helping groups get CVB grants & sponsors

Parking attendants

Take over exhibitor service order-taking

Ticket-selling service @ reasonable cost

Contracts clearer

Promoter-friendly

More LEC marketing support—print, radio, Facebook

Public price list with standardized pricing

More detailed work orders

Better street sign coming soon

Staff contact list

More radios to contact staff



Lincoln Room gravel load zone

Managing parking between buildings

Reserve camping, shavings online

Parking attendants

Employee uniforms & nametags

Parking lot way-finding signs

Exhibitor-friendly

Reserve trade show services online

Deliver catering to booth

New carpet in MPA, P4

Brighter lighting

Easy access, fast wireless

Faster vendor food service

New Guest Services check-in for animal shows



Handicapped parking Way-finding signage inside & outside

Reserve camping, shavings online Web sites Parking attendants

Facebook updates Upgraded flooring Employee uniforms & nametags

Visitor-friendly Cleaner restrooms

Buy tickets online Fire, crowd safety Faster food lines

Reserved seating Less dust

New carpet Brighter lighting

Lancaster EVENT CENTER More food options



Kid-friendly staff Kid ticket pricing

Fun at the Farm Kids on lap Volunteer as
Kid Zone free group fundraiser

Farm to Fork Place to do
interactive activity community service

Youth-friendly No lost kids
at Fair!

Over 2 dozen types of Be a SuperFair Tour Guide
animals each year Scavenger Hunt & T-shirt

New fair New Fair kid
attractions Shrine Circus giveaways

Wholesome Kids meals
free concerts

Lancaster
EVENT CENTER

Growing current LEC Facebook active
events with visitors from out of town

New LEC, Fair web sites

New events— New New high impact
Circus, Bull Ride digital signs ways to market

New Theme Days Ticket sales—
@ SuperFair 30K first year

Local business-friendly

Open, fair bidding Community org talks
on \$4M upgrades Hotels

Local New restaurant Local gas &
business dining guide convenience stores
priority Western Food &
sourcing wear & supplies beverage

Lancaster
EVENT CENTER

Meet all kinds of people
Passion for guest experience
Get to see events
Proud to wear multiple hats— tickets to parking to cafes to cleaning
ONE team
Competitive pay
Professional
Free uniforms
Recognition
Challenge
Training
Team-friendly
Initiative
Making a difference
Embrace change
Friendly
Free drinks
50% off meals for me & family
Flexible schedules
Fun
Great FT benefits, sick leave
Variety
Looking forward to SuperFair



Phase 2.5 update

November 19, 2015



Phase 2.5 funding status

- \$2.65M from bond re-financing Oct. 2014 (after \$700K interest savings captured)
- plus ~\$400K/year over 5 years Visitors Improvement Fund grant (2012-2016)
- Dozens projects completed to date
- Remaining: approx. \$700K bond +\$700K VIF grant through 2016



Online Catering Center [Sign Up](#)

Nebraska Power Farming Show
Tuesday, 12/02/14 9:00 AM - Thursday, 12/03/14 6:00 PM

Nebraska Power Farming Show Exhibitor Services

Company & Contact Booth Care Form Cart Summary

Standard Pricing will be available until November 6, 2015. Standard and late pricing are listed under each item.

ELECTRICAL SERVICES

Please indicate the services and quantities required below.

Item	Quantity/Price	Time Limits	Item Total
120 v. connection (each)	\$150.00		
208 v. connection (each)	\$200.00		
120 v. extension (Standard Pricing (\$750/roll) Late Pricing (\$1100/roll))			
208 v. extension (Standard Pricing (\$1500/roll) Late Pricing (\$2300/roll))			

PLACES/CHINA/UTENSIL SERVICES

Lancaster Event Center has installed a pre-4000 of the air outlets systems. To reserve electrical outlets, please call Lancaster 8 for best availability. Below pricing provides internet access for December 4 - December 10 (a 7 day package):

Item	Quantity/Price	Time Limits	Item Total
Standard internet (per device)	\$100.00		
Standard internet (per device)	\$100.00		
High Speed internet (per device)	\$200.00		

Standard Speed Trade Show - 1st device: Standard Pricing (\$100) Late Pricing (\$150)
Standard Speed Trade Show - 2nd or more devices: Standard Pricing (\$50/device) Late Pricing (\$80/device)
High Speed Trade Show - 1 device: Standard Pricing (\$200/device) Late Pricing (\$250/device)

CATERING ORDER FORM

Based on Lancaster will be delivered approximately around noon to your booth. All orders must be placed with your orders of correct dates (not checked & not).

Booze Lunch (December 3): Sub Sandwich size turkey, ham, chicken, and American cheese served with chips
Booze Lunch (December 5): Chef salad served with a roll
Booze Lunch (December 10): Chicken cheese wrap served with pasta salad

Other Catering: Will be delivered in the morning to your booth before show opens.

Pricing

Booze Lunches (Dec 3-10): Standard Pricing (\$50/meal) Late Pricing (\$120/meal)
 Breakfast Coffee Urea (1.5 gal) (Dec 3): Standard Pricing (\$25) Late Pricing (\$35)
 24 bottles of water with ice chest: Standard Pricing (\$80) Late Pricing (\$170)
 Donuts (per dozen) (Dec 3): Standard Pricing (\$25) Late Pricing (\$25)
 Cookies: Standard Pricing (\$20/dozen) Late Pricing (\$25/dozen)

Item	Quantity/Price	Time Limits	Item Total
Booze Lunch (Dec 3)	\$192.00		
Insulated Coffee Urea (1.5 gal) (Dec 3)	\$325.00		
24 bottles of water with ice chest (Dec 3)	\$75.00		
Donuts (per dozen) (Dec 3)	\$25.00		
Cookies (per dozen) (Dec 3)	\$25.00		
Booze Lunch (Dec 5)	\$192.00		
Insulated Coffee Urea (1.5 gal) (Dec 5)	\$325.00		
24 bottles of water with ice chest (Dec 5)	\$75.00		
Donuts (per dozen) (Dec 5)	\$25.00		
Cookies (per dozen) (Dec 5)	\$25.00		
Booze Lunch (Dec 10)	\$192.00		
Insulated Coffee Urea (1.5 gal) (Dec 10)	\$325.00		
24 bottles of water with ice chest (Dec 10)	\$75.00		
Donuts (per dozen) (Dec 10)	\$25.00		

Phase 2.5: ONLINE

- Supplier eBio
- LEC website
- SuperFair website
- Campground reservations
- Exhibitor services ordering from showings to electric, wireless & booth catering
- Ticket buying
- Fill-in applications - jobs, volunteers, vendors etc.
- Email list manager
- Event calendar driven by event planning software

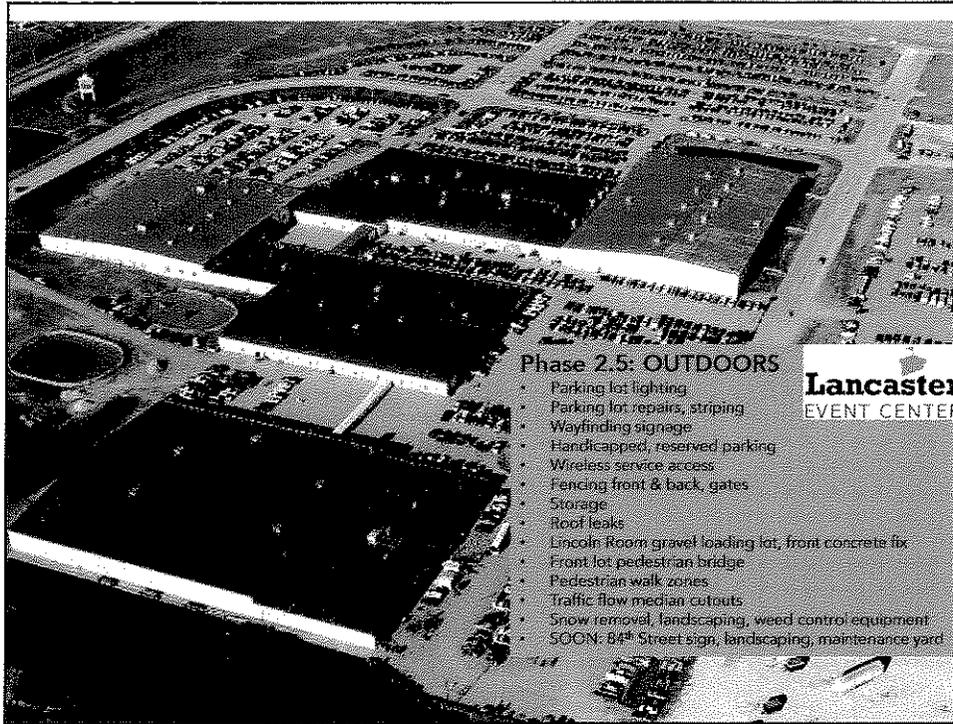
Other online by LEC:

- Facebook
- Twitter
- Fair app with customer survey
- Advertising

Web sites

re-launched
June 2015





Wireless home screen

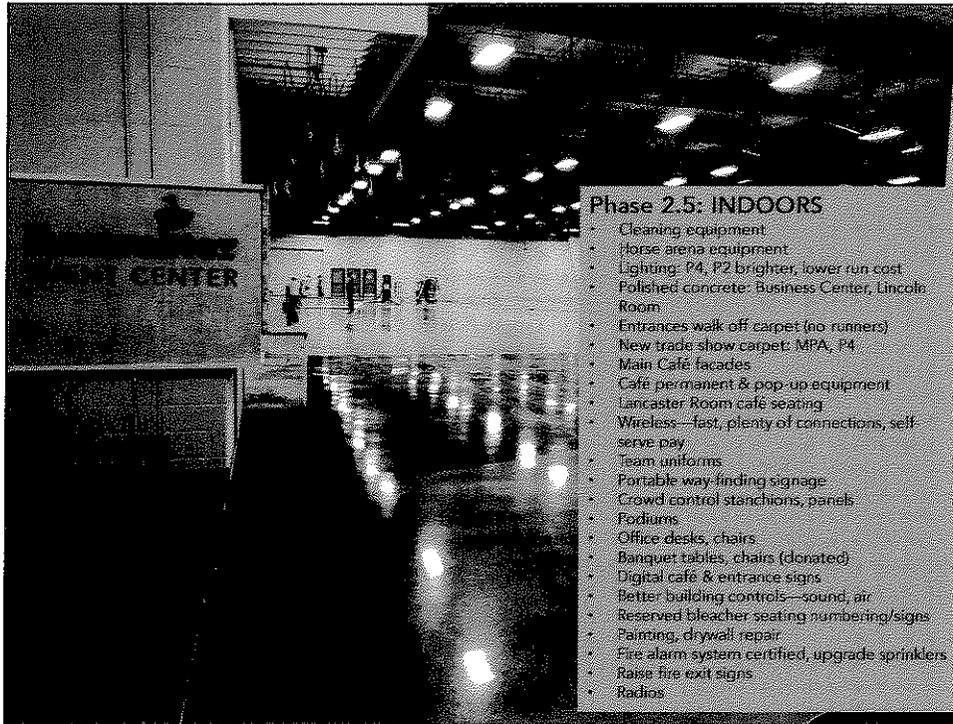
This log-in screen shows up on visitor's wireless device when try to connect to internet

The screenshot shows a mobile-optimized login page. At the top left is the Lancaster Event Center logo. At the top right is the text 'WELCOME... We're happy you're here'. The main content area is titled 'INDIVIDUAL INTERNET ACCESS SERVICES'. It contains a form with fields for 'Email Address', 'Password', and 'PIN'. Below the form is a 'PURCHASE' button. At the bottom, there is a link for 'HAVE A GROUP CODE?'.

New high speed, state-of-the-art, self-serve wireless system installed June 2015 inside all buildings and for first time outside on most of grounds including campground. New revenue opportunity vs. previous free but overloaded building wireless system

Sponsor opportunity:
 Your company/message featured & push link to website year-round \$25,000;
 NE Power Farming Show pricing: \$1,250 (approx. 5% of annual 500K visitors)
 Deadline: November 30, 2015

Lancaster
EVENT CENTER



Phase 2.5: INDOORS

- Cleaning equipment
- Horse arena equipment
- Lighting: P4, P2 brighter, lower run cost
- Polished concrete: Business Center, Lincoln Room
- Entrances walk off carpet (no runners)
- New trade show carpet: MPA, P4
- Main Cafe facades
- Cafe permanent & pop-up equipment
- Lancaster Room cafe seating
- Wireless—fast, plenty of connections, self-serve pay
- Team uniforms
- Portable way-finding signage
- Crowd control stanchions, panels
- Podiums
- Office desks, chairs
- Banquet tables, chairs (donated)
- Digital cafe & entrance signs
- Better building controls—sound, air
- Reserved bleacher seating numbering/signs
- Painting, drywall repair
- Fire alarm system certified, upgrade sprinklers
- Raise fire exit signs
- Radios

Invest in equipment + staff = event growth year later



Lan
EVENT CENTER

Main entrances & connectors all feature new digital signage

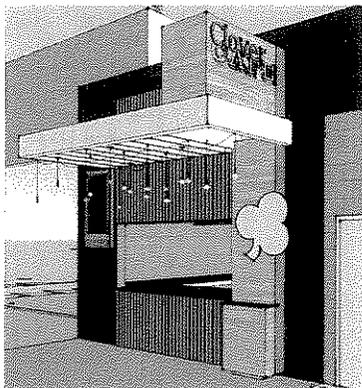


Business Center lobby

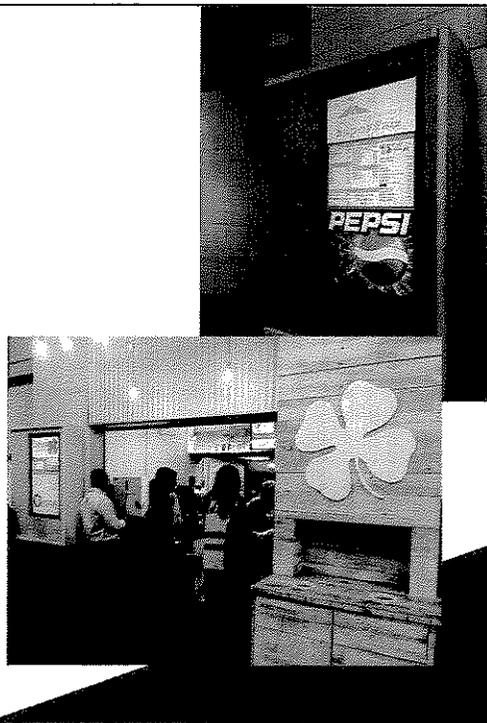
- main connector b/w Pavilions 1 & 4
 - Remodeled July 2015
- now with 80" digital screen, story wall, donor wall



*Lincoln Room
main entrance*



Example: Lincoln Room concessions at entrance → now Clover Café remodeled as of July 2015



Multipurpose Arena entrance

Remodeled July 2015



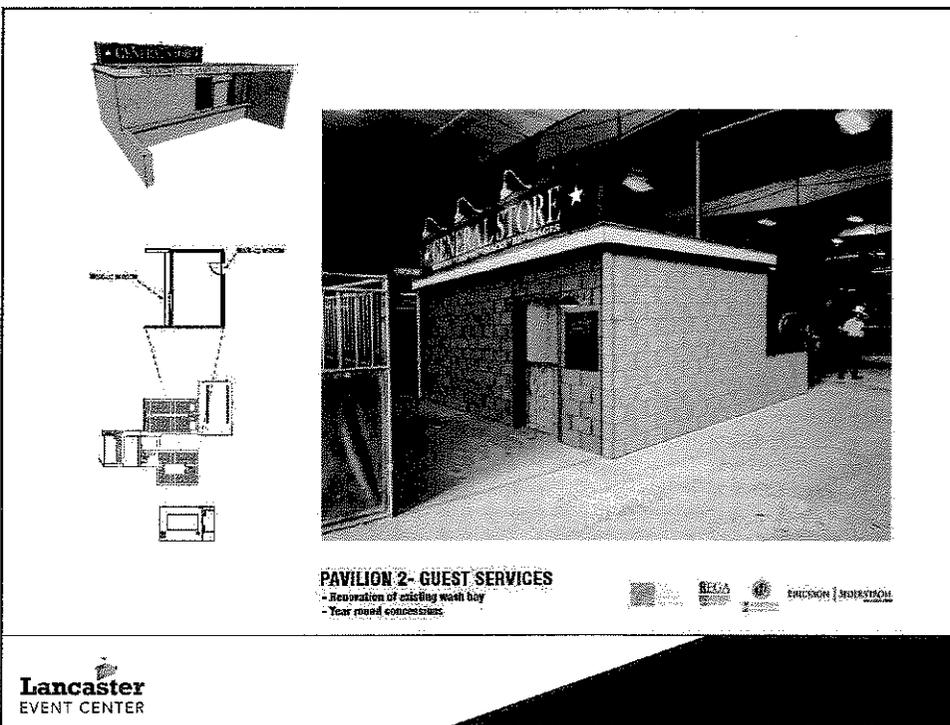
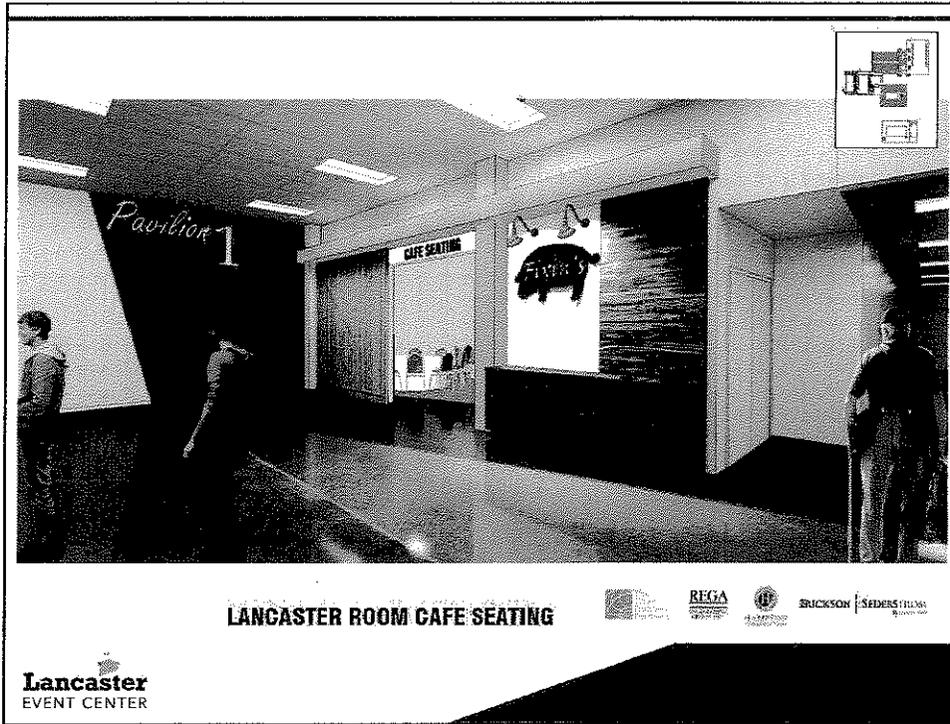
Lancaster
EVENT CENTER

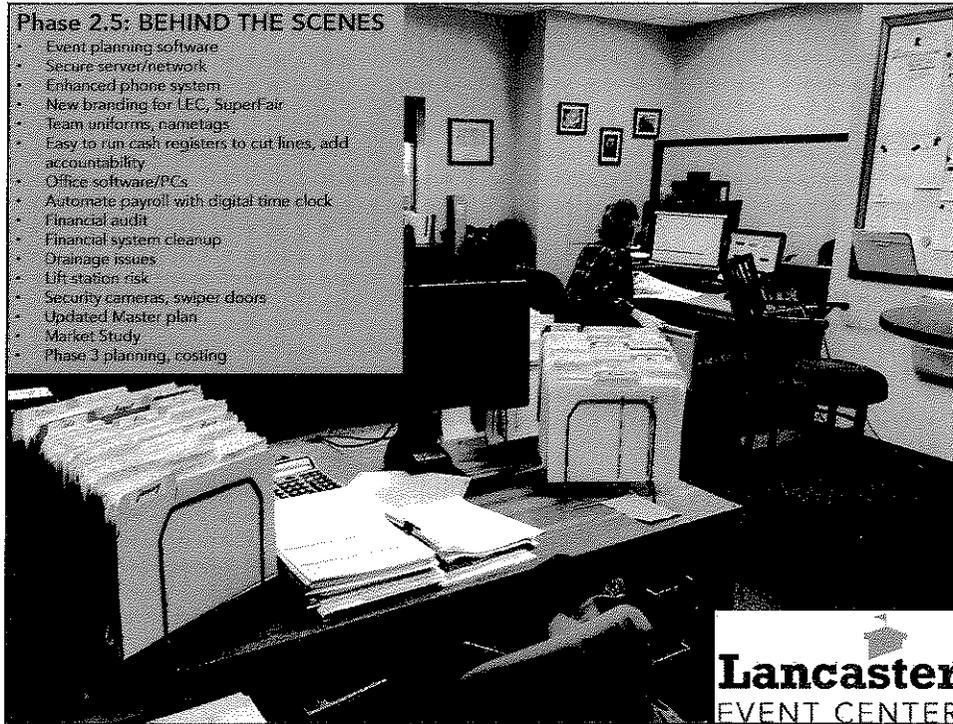
Main café and central connector area

Remodel currently in progress to be completed before NE Power Farming Show with added 3 exterior digital screens—middle screen has sponsor space available



Lancaster
EVENT CENTER





Phase 2.5: BEHIND THE SCENES

- Event planning software
- Secure server/network
- Enhanced phone system
- New branding for LEC, SuperFair
- Team uniforms, nametags
- Easy to run cash registers to cut lines, add accountability
- Office software/PCs
- Automate payroll with digital time clock
- Financial audit
- Financial system cleanup
- Drainage issues
- Lift station risk
- Security cameras, swiper doors
- Updated Master plan
- Market Study
- Phase 3 planning, costing

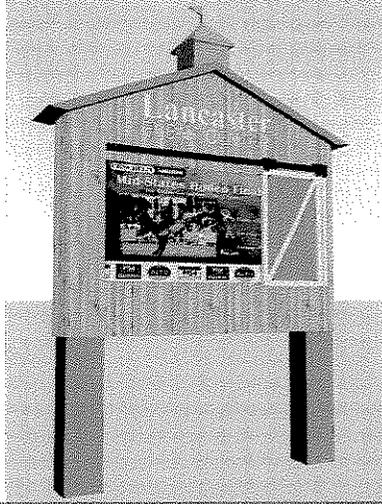
Final Phase 2.5 bond funds projects

- Street sign remodel (portion)
- Lift station pumps
- Phase 3 concepts, costing
- Storage inside & secure outside
- Key security cameras, swiper doors
- Digital signs in remaining cafes
- Key bathrooms—Lincoln Room, Good Times Grill
- Remaining cafes—3 perm. + popup
- Campground showers?



CVB grant projects 2015

Project	Approx. Amount
Parking lot lights	\$110K
Fencing	\$75K
Parking lot maintenance (gravel, asphalt patch)	\$48K
Add 2 site entrance metal gates	\$12K
Lincoln Room floor refinish	\$71K
Street sign remodel, new screens (portion)	\$115K
TOTAL	\$422, 549



Dec 3rd Co. Board staff.
Request to move some \$\$ to 2016 due to design, bidding time.

CVB grant projects 2016

Project	Approx. Amount
Renovate Pavilion 1 parking lots	\$65K
Landscaping	\$25K
Paver system for N of P1 grass parking lots	\$50K
Indoor/outdoor way-finding signage system	\$271K
TOTAL	\$411,324

Projects yet to be finally designed, estimated or bid so above budgets may be adjusted accordingly across projects.



Next:
Would like to build proposal for 2017-2020

Wish list-seeking sponsors, grants

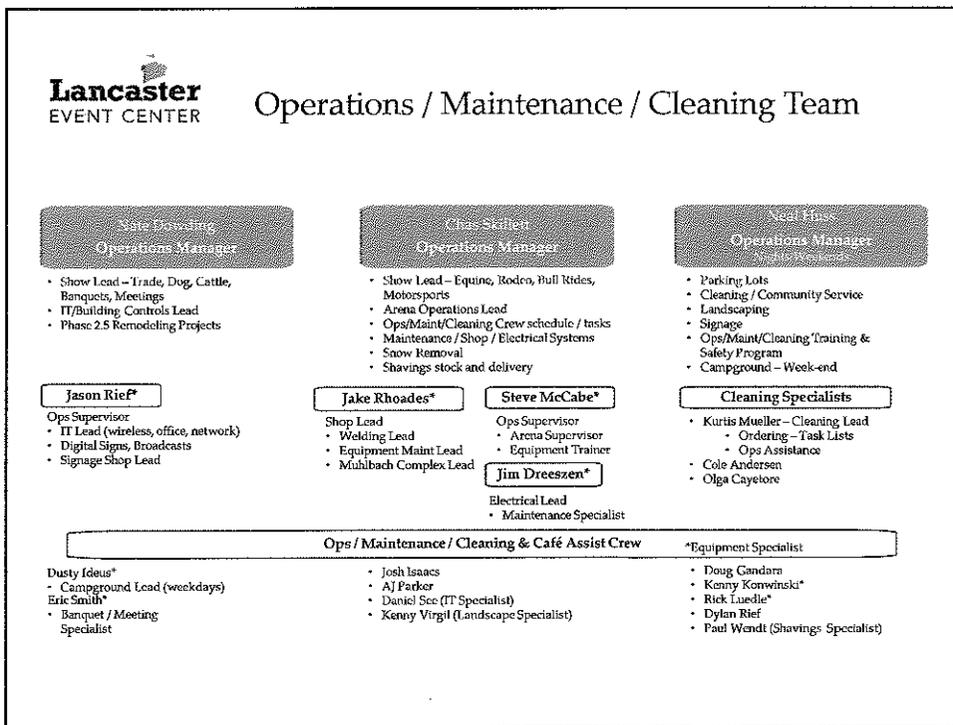
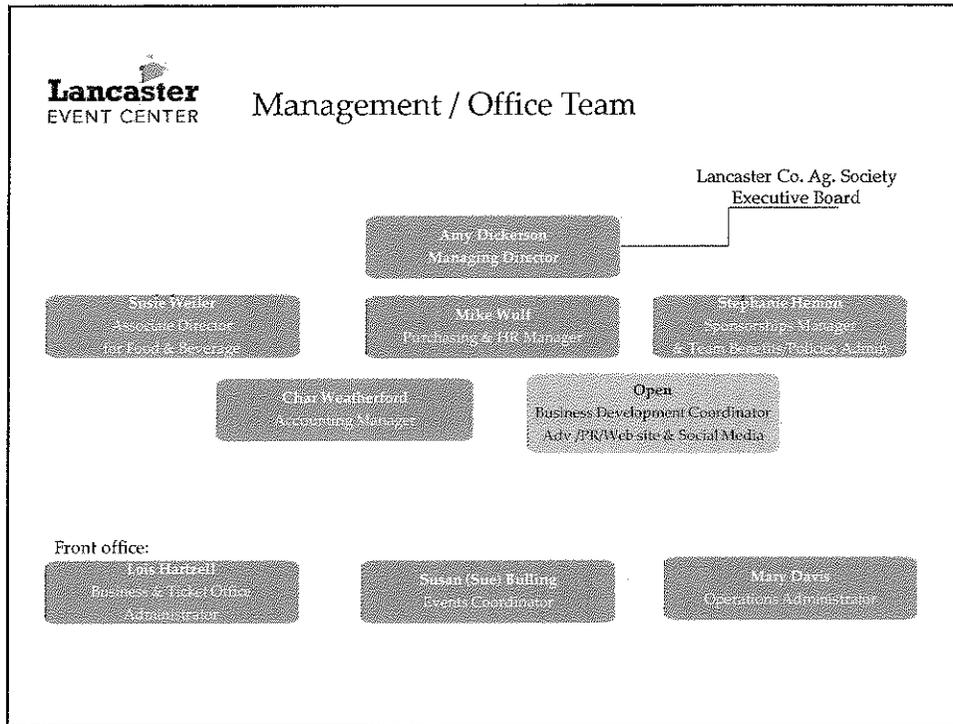
- Remodel Nebraska & Lancaster meeting rooms (naming rights)
- Pavilion 4 digital signage for event, sponsor & LEC messages
- Naming rights for buildings—starting with Pavilion 4
- Landscaping
- Trash/recycle cans
- Other TBD



The complex block contains architectural drawings and a photograph. On the left, there are two small diagrams: one showing a sign mounted on a wall above a door, and another showing a sign on a wall. Below these is a photograph of the interior of Pavilion 4, showing a large sign on the wall that reads "EVENT CENTER". To the right of the photograph is a large architectural floor plan of Pavilion 4. The floor plan is labeled "SUGGESTED SIGN LOCATIONS" and shows various rooms and corridors. At the bottom of the complex block, the text "PAVILION 4 SIGNAGE CONCEPTS" is centered. To the right of this text are several logos, including "REGA" and "ERICKSON | SEDERSTROM".

PAVILION 4 SIGNAGE CONCEPTS

The logo for Lancaster Event Center, featuring the name "Lancaster" in a bold, sans-serif font above "EVENT CENTER" in a smaller, all-caps font, with a small graphic element above the "a" in Lancaster.



Master planning process

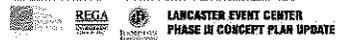
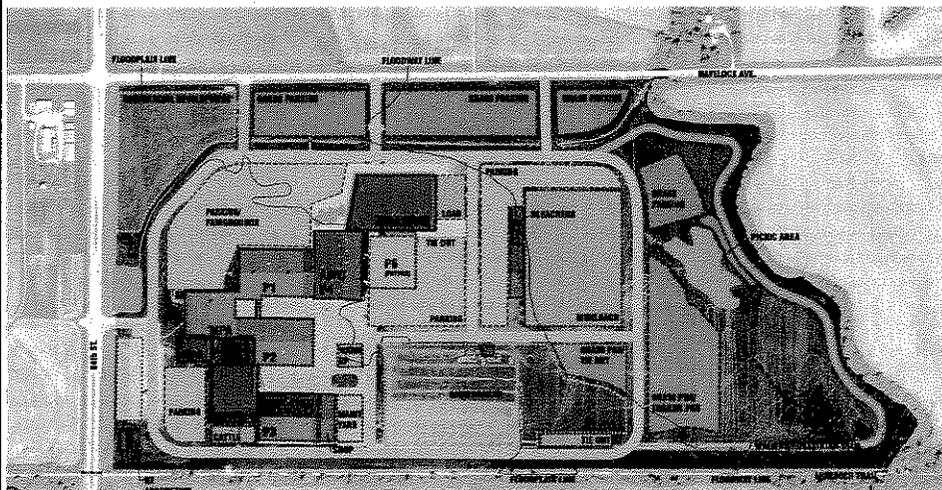
1. Input from customers, community, staff
2. Master Planning Committee
3. Key studies in process
 - Soil testing, elevation planning
 - Utility locating
 - Traffic study
 - Market study
 - Programming the buildings, finalizing Phase 3 plan
 - Financial analysis
4. Coordinating with City/County, other key entities
5. Public campaign for approval

What's in motion now:

- Market Study → final building sizes/design / cost project → financial business model/case
- Researching best timing/way to do public campaign
- Gathering supporter names for Phase 3 campaign committee



Latest draft of master plan



Phase 3 planning in early stages...

- Input from customers, community, staff
- Updating Master Plan team
 - Clark Enersen, REGA Engineering, Hampton Construction, Erickson | Sederstrom, Lancaster Co. Ag. Society
- Key studies in process
 - Soil testing, elevation planning
 - Utility locating
 - Traffic study
 - Market study
 - Programming the buildings, finalizing Phase 3 plan
 - Financial analysis
- Coordinating with City/County, other key entities
- Campaign committee – will need community support & \$\$
- Public election for approval—timing TBD



Thank you!!!!

Where we need your ongoing support, ideas, contacts:

- sponsors: LEC year-round, Fair
- naming rights: big & small starting with P4
- grants
- Phase 3 timing input
- community forums, leaders
- 15th anniversary ideas—\$15K challenge per person??

