

# **City of Scottsbluff, Nebraska**

**Monday, May 16, 2016**

**Regular Meeting**

## **Item Public Inp3**

**Council to consider a request from the Scotts Bluff County  
Tourism for \$10,000.00 of KENO funds for the Old West Balloon  
Fest.**

**Staff Contact: Nathan Johnson, City Manager**



NEBRASKA'S LANDMARK COUNTRY  
Scottsbluff - Gering

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Scotts Bluff Area Visitors Bureau  
2930 Old Oregon Trail  
Gering, Nebraska 69341

April 20, 2016

Mayor, Randy Meininger  
Scottsbluff City Council  
2525 Circle Dr.  
Scottsbluff, NE 69361

Re: Request Keno Funds for Old West Balloon Fest

Dear Mayor,

The Old West Balloon Fest team would like to request keno funds from the city for our 2016 event. Our second annual event will be held on Labor Day Weekend 2016 with the main launch to be held in Mitchell, Nebraska and the night glow to be held in the city limits of Scottsbluff.

Old West Balloon Fest...Re-inflated was our newly organized event that took place Labor Day Weekend 2015. The launch of 18 hot air balloons, lifted into the Mitchell, Nebraska skies with approximately 13,000 attendees. This year our festival will include the following activities: a morning launch with approximately 30 balloons, food booths and vendors, a national music act with a night glow and fun activities for the whole family.

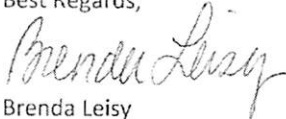
The largest benefit to Old West Balloon Fest would be the pride in the event that we provided for the community to enjoy and also the recognition to Western Nebraska being known as a ballooning community. The benefits we will see from the grant will be an increase the hotel/motel usage for Labor Day Weekend 2016. We also hope to earn enough through fundraising and sponsorships to have seed money for 2017.

The community would receive the largest benefit because we would continue to grow the festival and bring increased revenue for local businesses. All travelers visiting our area purchase gas, shop the local stores, eat in our restaurants and spend the night in our hotels. The community also benefits from all local activities by having happenings for their families to attend and also building awareness about our community in Western Nebraska.

Please consider our request for \$10,000.00 from keno funds to be used to help market the event. We have applied for other marketing sources through the Nebraska Tourism Commission. If funded, we will need to match the amount requested from the state. We have a national marketing advertisement campaign planned for the summer of 2016.

Thank you for your consideration. We truly appreciate your support and look forward to working with you during the 2016 Old West Balloon Fest.

Best Regards,



Brenda Leisy  
Executive Director for Scotts Bluff County Tourism

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[www.VisitScottsBluffCounty.com](http://www.VisitScottsBluffCounty.com)  
1-800-788-9475