



ALL ROADS LEAD TO

LINCOLN

Nebraska



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 **LINCOLN**
CONVENTION
AND VISITORS
BUREAU

National High School Rodeo Association

Lincoln Convention and Visitors Bureau

Lancaster Event Center



City of Lincoln

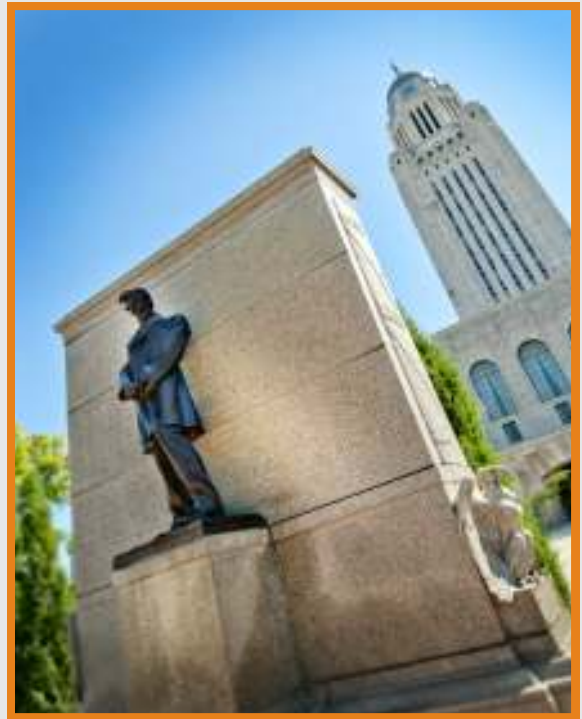


LINCOLN
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Lancaster
EVENT CENTER

Discover Lincoln

Lincoln has earned a reputation as one of the Midwest's most beloved cities! It's home to fine culinary and artistic treasures, a budding live music scene, breathtaking parks, golf courses, trails and a friendly Midwestern attitude. Lincoln offers the exhilaration of a big city and the serenity of the countryside all in one place.



Lincoln is the second largest city in the state of Nebraska, with a population of approximately 265,404 people. With a well educated, skilled and dedicated workforce, Lincoln fosters a hard working attitude to ensure its businesses remain dynamic and competitive. The work ethic and productivity of Lincoln employees are cited by local employers as two key advantages of doing business in Lincoln.

New Developments... The West Haymarket development, an investment of over \$498 million private and public dollars, includes the 16,000 seat Pinnacle Bank Arena, over 5,000 new parking stalls, a new hotel, retail and office space, as well as condos and apartments. The Pinnacle Bank Arena has already hosted several concerts and sporting events.



Entertainment & Attractions

Historic Haymarket

The Historic Haymarket, located among restored turn-of-the-century warehouses, spotlights great restaurants, unique shopping and fun entertainment for all ages. Antique shops, art galleries and the first microbrewery in Nebraska draws visitors day and night! Each Saturday morning from 8 a.m. until noon, from May to October, the Haymarket streets are lined with local vendors for the weekly Farmer's Market. From baked goods to crafts and fresh produce, visitors will get a true taste of Nebraska culture.



Downtown

The downtown entertainment district is located just to the east of the Historic Haymarket. These buzzing blocks are surrounded by the state capital to the south and the University of Nebraska campus to the north, making them the popular spot for professionals and college students alike.



Shopping

From small, quaint little shops to large departments stores, Lincoln provides shopping for everyone. Check out one of Lincoln's fantastic malls, or head to some unique Lincoln boutiques in many of the local neighborhoods.



Entertainment & Attractions

Family Fun

Lincoln is truly a family friendly city. Check out three stories of highly interactive, nationally ranked exhibits at the Lincoln Children's Museum. Make sure to check out the Butterfly Exhibit or the Critter Encounter at the Lincoln Children's Zoo. Whether it is mini-golf, bowling, laser tag, or go-karting Lincoln has plenty of family fun centers to enjoy a day at. If the weather is cold, enjoy ice skating at the Railyard's outdoor rink



Parks

Lincoln's park and recreation system has grown to become one of the best in the nation. Yet many don't realize that every day, countless number of people of all ages enjoy Lincoln's 125 parks, 128 miles of trails, seven recreation centers and five public golf courses.

Sporting Events

There is no place like Nebraska, especially on game day. Tours of Memorial Stadium are given throughout the week. Seeing the inside of this colossal 92,000 person stadium has to be on any football fans bucket list. Catch a ball game at Haymarket Park or experience the new home of Husker hoops at the Pinnacle Bank Arena. The Bob Devaney Sports Center is the host to the most electric atmosphere in college volleyball.



Entertainment & Attractions



Museums & Art Galleries

Lincoln has a wide variety of museums. The International Quilt Study Center is home to over 3500 quilts from 25 different countries. The museum of American Speed is sure to enamor any car lover. Morrill Hall and the Sheldon Museum of Art are located on UNL's campus and are two local favorites. Travel thirty minutes East on I-80 to visit the Strategic Air & Space museum to check out over 34 military aircrafts.

Performing Arts

Lincoln's live music scene is improving year by year. The Pinnacle Bank Arena has brought in numerous top acts including Jay-Z, Katy Perry, and Bruno Mars. The Lied Center for Performing Arts hosts world-class performing artists ranging from Broadway musicals to the most in demand orchestras in the world. The Pinewood Bowl is Lincoln's premiere outdoor venue located in one of Lincoln's most beautiful parks.



Restaurants

Lincoln is home to hundreds of restaurants across the city. A diverse dining scene won't allow anyone to go hungry. Some of the local favorites include Misty's Steakhouse, Lazlos Brewery, The Oven, and Valentinos!

People of Lincoln

Whether it is Husker football Saturday or any other day of the year visitors are welcomed and embraced in the city of Lincoln. The genuinely nice and helpful people make Lincoln such a great city to visit. An over abundance of volunteers is something to anticipate if Lincoln is the host city for an event. A strong sense of community generated by the people is a major reason why Lincoln is one of the best



Lincoln was voted

- **Ranked #20 in “Best Cities for Families”** (*Child Magazine*)
- **A “5 Star Quality of Life Metro** (*Expansion Management Magazine*)
- **Happiest Place in the United States** (*2012 Gallup Healthways, Well-being Index*)

Corporate Lincoln

Giving Back to Lincoln

Lincoln companies understand the importance of giving back to their community. In 2010, nearly 9,000 volunteers were assembled to assist with the USA Special Olympic National Games; many with the encouragement from their employers. Work is already underway to ensure the 5,000 volunteers needed for the 2015 State Games of America.



Largest Public Employers

State of Nebraska

Lincoln Public Schools

University of Nebraska

Largest Private Employers

Ameritas Life Insurance

BryanLGH Medical Center

BNSF Railroad

Lincoln was voted

- **“Entrepreneurial Hot Spot”** (*National Policy Research Council*)
- **One of the “Best places for Business & Careers”** (*Forbes.com*)
- **One of “LHJ’s Best Cities for Women”** (*Ladies Home Journal*)
- **One of the “Best Sports Cities”** (*Sporting News*)

Lincoln Education

The University of Nebraska–Lincoln, chartered in 1869, is an educational institution of international stature. The university is accredited by the Higher Learning Commission of the North Central Association of Colleges and Schools. UNL celebrated the 145th anniversary of its founding on Feb. 15, 2014. For the eighth-straight year, the University of Nebraska-Lincoln was among the top 50 public universities listed in U.S. News and World Report's annual evaluation of America's Best Colleges. UNL is ranked near the top third of all national universities both public and private in the United States.



Nebraska Wesleyan University has both grown and remained steadfast to a liberal arts education in a Christian environment since 1887. Nebraska Wesleyan University is considered one of the strongest institutions of its kind in the Midwest, and has been continuously accredited.

Other Lincoln Area Universities	Enrollment
Southeast Community College	12,242
Doane College	2,743
Concordia University	2,146
Kaplan University	690
Union College	901

Lincoln Accommodations

Hotels

Lincoln has wide variety of hotel rooms and rates available to make everyone's stay as enjoyable as possible. All together, Lincoln currently has 5,178 hotel rooms, with new hotels continuously being developed.



Lincoln Weather

Average High Temp in July

89°

Average Low Temp in July

66°

Average Precipitation in July

3.39 inches

Relative Humidity

50.5%

Lincoln Transportation

By Plane...

Lincoln is served by two commercial airports with daily shuttle service available between locations.

Lincoln Airport is located less than 10 minutes from downtown and has daily departures to Atlanta, Chicago, Denver, and Minneapolis.

Eppley Airfield located in east Omaha is 45 minutes from downtown Lincoln and offers direct service from 22 cities.

Together the two airports offer more than 100 arrivals and 100 departures daily. A metro shuttle service pro-



By Train...

Daily passenger service and package express is provided by **Amtrak**. Any domestic destination is accessible by rail within 4 days of shipment from Lincoln.



By Automobile...

Major interstates and highways running through and adjacent to Lincoln include **Interstate 80** (east-west), and **US highways 2, 6, 34, and 77**. Access to Interstate 29 (north-south) is less than one hour from Lincoln.



It's an incredible time to be in Lincoln.
A time for visitors to come and
experience the enthusiasm and
exhilaration of Lincoln's energy. Be a
part of the excitement and enjoy all
that the Lincoln area has to offer.



Area Attractions

Sports:

Memorial Stadium
Pinnacle Bank Arena
Lincoln Stars Hockey
Lincoln Saltdogs Baseball
Lincoln Haymakers Football
Nebraska Cornhusker Sports

Museums/Art:

Morrill Hall
Museum of American Speed
International Quilt Museum
Sheldon Art Gallery
SAC Museum (Ashland)

Family Fun:

Henry Doorly Zoo (Omaha)
Champions Fun Center
Lincoln Children's Museum
CJ's Lincoln Paintball
Laser Quest
Lincoln Children's Zoo

Nightlife:

The Railyard
James Arthur Vineyards
Historic Haymarket District
Rococo Theatre
Bourbon Theatre

Major Attractions



Nebraska State Capitol Building

15th & K Streets | 402-471-0448
www.capitol.org

The Capitol Building is the perfect place to begin your tour of Lincoln's attractions. The interior of this must-see jewel tells Nebraska's history through carvings, mosaics, paintings, sculpture, inscriptions and inlaid wood. At 15 stories and 400 feet (121 m) tall, it is the second-tallest statehouse. There is an observation deck at 250 feet



Pinnacle Bank Arena

400 Pinnacle Arena Dr. | 402-904-4444
www.pinnaclebankarena.com

One of the nation's top-notch arenas resides in Lincoln. This arena seats a crowd of 15,176 and has hosted games, concerts, and shows. The arena is the heart of the new West Haymarket district in downtown Lincoln. Some of the premiere concerts the PBA has hosted include Jay-Z, Katy Perry, and Paul McCartney.



Memorial Stadium

One Stadium Dr. | 402-472-2263
www.huskers.com

Built in 1923 Memorial Stadium is home to one of the most successful college football programs ever. The most recent expansion built in 2012 bumped the capacity of this colossal stadium up to 92,000. The Huskers have sold out every game since 1962. Memorial Stadium is a must visit for any sports fan.



The Railyard

350 Canopy St.

Located across the street from the Pinnacle Bank Arena, The Railyard offers numerous dining options. The open air center is complimented by The Cube (a 35ft. by 15ft. television) which offers a unique environment to watch sporting events. During the winter months the open air area is turned into an ice rink.



James Arthur Vineyards

2001 W Raymond Rd, Raymond, NE
402-783-5255
www.jamesarthurvineyards.com

James Arthur Vineyards is one of the finest production facilities in the state and has put out the welcome mat to visitors. Guests can enjoy specialty wines, cheeses, meats and breads in the peaceful setting of the Nebraska countryside. Tours are offered through the vineyards via the walking trail or by surrey (trolley) ride by special arrangement. The facility is handicapped accessible.



Museum of American Speed

599 Oak Creek Drive | 402-323-3166
www.museumofamericanspeed.com

Founded by "Speedy" Bill and Joyce Smith, the museum was formed to present a continuous chronology of automotive race engines and speed equipment development. The Museum of American Speed is sure to enamor any car lover.



Henry Doorly Zoo

3701 S 10th St, Omaha, NE
402-733-8400 | www.omahazoo.com

The Henry Doorly Zoo is currently ranked as the best zoo in the world according to Trip Advisor. This zoo offers many attractions including the Desert Dome which is the world's largest indoor desert, The Lied Jungle which is an indoor rainforest, An aquarium, Kingdoms of the Night which includes various nocturnal species from around the world, and many other exhibits. The Omaha Zoo is fun for all ages and is worth spending a day at.



Nebraska Crossing Outlet Mall

21209 Nebraska Crossing Dr, Gretna, NE
402-332-5650 | www.nexoutlets.com

Located about 30 minutes northeast of Lincoln the Nebraska Crossing Outlet Mall offers shopping options for everybody. The Nebraska Crossing Outlet Mall was recently renovated in 2013 and now has around 70 stores and restaurants. Including Nike Factory, Bose, Columbia, Banana Republic and many more.

Lincoln's Successes

Women's Professional Rodeo Finals • NORCECA Women's Olympic Volleyball Qualifier • State Games of America 2015 • Special Olympics 2010 • USA Roller Sports • Nebraska High School Activities Association • Sports Car Club of America • Formula SAE • •

