



Pete Ricketts
Governor

STATE OF NEBRASKA

OFFICE OF THE GOVERNOR
P.O. Box 94848 • Lincoln, Nebraska 68509-4848
Phone: (402) 471-2244 • pete.ricketts@nebraska.gov

July 14, 2016

Nebraska High School Rodeo Association
12011 Tejon Street, Suite 900
Denver, CO 80234

Dear NHSRA Directors, Contestants, and Families:

Nebraska is excited to have the opportunity to bid on hosting the National High School Finals Rodeo!

Nebraska is a state focused on agriculture and the development of youth. The NHSRA is a great organization providing opportunities for youth to develop through the life lessons rodeo teaches. Rodeo has roots deep in agriculture and Nebraska's history, making our state a natural fit to host the NHSRA National Finals.

I am sure you will find Lincoln to be an excellent host city and the Lancaster Event Center to be a first-rate facility for national events. This, with unmatched support from the University of Nebraska and many other local organizations like the Nebraska Sports Council and Nebraska Game and Parks Commission, makes me certain you will find a great home in Lincoln.

Thank you for your consideration. I look forward to welcoming you all to Nebraska.

Best wishes.

Sincerely,


Pete Ricketts
Governor



LANCASTER COUNTY BOARD OF COMMISSIONERS

Roma Amundson Larry Hudkins Deb Schorr Todd Wiltgen Bill Avery
Kerry Eagan, *Chief Administrative Officer* Gwen Thorpe, *Deputy Chief Administrative Officer*

July 12, 2016

Dear NHSRA Directors, Contestants, and Families:

On behalf of Lancaster County, the Lancaster County Board of Commissioners is very pleased to have the opportunity to potentially welcome the National High School Rodeo Finals to the Lancaster Event Center. The Lancaster Event Center is an outstanding venue that would provide the perfect setting for the NHSRA events.

Lincoln and Lancaster County have a proud history of hosting national events – the State Games of America, National Special Olympics, and the NORSECA Olympic Volleyball Qualifying Finals. Consistently over the years, we have seen our community's volunteer base eagerly turn out to engage with event attendees and to provide assistance to the hosting venue.

Centrally located in the US, Lancaster County enjoys an economy that is based on agriculture. As a result, events associated with such things as rodeo attract visitors from around the nation due to its easy access.

Lancaster County is poised to provide \$3 Million to Lancaster Event Center for in setting the stage for a great rodeo. We encourage you to grant the bid to the Lancaster Event Center because, with the results of the events that we've had and the growth we've experienced, we know that you will be very pleased.

The Ag Society Board and the employees of the Lancaster Event Center are proactive thinkers and doers; they will create a venue for the NHSRA that will be excellent and sure to please. I sincerely hope that you consider this bid very positively.

Sincerely,



Roma Amundson, Chair
Lancaster County Board of Commissioners



MAYOR CHRIS BEUTLER

555 South 10th Street Suite 301 Lincoln, NE 68508
402-441-7511

lincoln.ne.gov

Dear Friends,

As Mayor of Lincoln, I join the Lancaster Event Center in inviting you to hold the National High School Finals Rodeo here in our Capital City.

We continually hear from visitors throughout the state about the hospitality and friendliness our city extends to them and their families during the various events we have hosted over the years. The City of Lincoln understands and appreciates the importance of being a great host city for the attendees and their families. It is our goal to make these experiences as memorable as possible for all involved.

You will find that Lincoln residents take great pride in their city. They enjoy living in a community with such outstanding attractions, sporting events, entertainment and shopping options. A visit to our unique State Capitol is always an enlightening venture. Other attractions include the Pinnacle Bank Arena, the Historic Haymarket District, Museum of Nebraska History, the Children's Museum, the Children's Zoo, and the Sheldon Art Gallery. These unique spots, along with our fine restaurants and shops, are sure to offer a tremendous enhancement to your members and their families as they visit our City.

Over the years, Lincoln has proven to be a tremendous host city and we would be honored to have you as our guests. We are prepared to go to great lengths in order to provide a wonderful experience to those who visit Nebraska's Capital City for the National High School Finals Rodeo. I look forward to welcoming you to Lincoln!

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Beutler", with a long, sweeping flourish extending to the right.

Chris Beutler
Mayor of Lincoln



National High School Rodeo Association:

It is my pleasure, on behalf of the Lincoln Convention and Visitors Bureau, to thank you for the opportunity bid on the 2020 and 2021 National High School Finals Rodeo.

Lincoln shines brightly as an unforgettable destination. You will find friendly service in our many high-quality facilities, comfortable accommodations, and first class athletic and competition venues. We are so very proud to have a great working relationship with the Lancaster Event Center, which allows us to host many national competitions.

Furthermore, Lincoln offers a wide variety of activities to entertain including fine parks, museums, restaurants, theaters and shopping centers. As part of an aggressive campaign of growth and an exciting new brand for our community, you will notice several new additions to our West Haymarket District, including Pinnacle Bank Arena and the Railyard entertainment district.

More importantly, Lincoln extends a warm welcome to all participants of the 2016 National High School Finals Rodeo. We look forward to sharing with you our special brand of hospitality and encourage you to discover the many amenities that we have to offer. Thanks for this great opportunity and we look forward to hosting your National Finals!

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff Maul". The signature is stylized and somewhat cursive.

Jeff Maul
Executive Director

July 12, 2016

National High School Rodeo Association
12011 Tejon St. #900
Denver, CO 80234

Dear National High School Rodeo Association Staff and Directors,

The College of Agricultural Sciences and Natural Resources (CASNR) at the University of Nebraska-Lincoln (UNL) is excited to welcome the students, families and staff of the National High School Rodeo Association to Lincoln, Nebraska if it is selected as a National High School Finals Rodeo location.

In May 2015, UNL hosted the National Science Olympiad event, which brought nearly 3,000 students representing almost every state, to Lincoln for a three-day science competition. Several UNL representatives, community members and organizations spent nearly four years planning for this event. According to attendees, UNL hosted one of the best events in its 31 years.

Because of our experience planning and hosting the National Science Olympiad event and our close proximity to the Lancaster Event Center, CASNR and UNL can provide the following support:

- **Rodeo Queen Contest Facilities** — Just a few minutes away, UNL's East Campus, which is home to CASNR, is a perfect venue for the queen contest. Our campus has several auditoriums, meeting rooms, dining facilities, etc. We can host events for 100-1,000 attendees.
- **Host Campus Activities** — As part of the UNL experience, our faculty and staff can provide STEM-related activities, special lectures and other educational activities. UNL can host shuttles to/from the Lancaster Event Center. This will provide students with an opportunity to learn more about career opportunities and majors offered at UNL.
- **Offer Campus Tours** — UNL has state-of-the-art classrooms, labs, and research facilities on our 25,000-student campus. We can provide tours of these facilities for the students and their families.
- **Volunteers** — UNL can recruit numerous faculty, staff, students and community members who will have an integral role in assisting with this event.

We look forward to this opportunity and being a key partner in bringing this event to Lincoln. If you have any questions or if I can be of any other assistance, please feel free to contact me at (402) 472-2201.

Sincerely,



Steven S. Waller
Dean
College of Agricultural Sciences and Natural Resources



June, 2016

To Whom It May Concern:

The Nebraska Sports Council is very excited about opportunities to get involved in the National High School Rodeo Finals if its organizers are wise enough to choose Lincoln as the host city.

Last Summer, we were honored to host the 2015 State Games of America, during which we worked closely with the Lancaster County Ag Society to provide the participants with a delightful closing ceremony and fireworks show.

This type of event enhancement support is what makes Lincoln the perfect choice to host national events of this magnitude. For the National High School Rodeo Finals, we envision simply reversing roles and working with the LEC staff to provide an enhanced experience.

Thus far, we've talked about engaging local colleges/universities and inviting them to join us in hosting a for-fun mini-Olympics for the Rodeo athletes. As we saw with the State Games of America, the colleges and universities will be eager to interact with visiting students/parents and certainly to market to them.

We are also very willing to help with a "where-to-go/what-to-do" guide for the visitors, much like the one we created for the SGA in 2015.

Last, but not least, we have an extensive volunteer database and will be happy to engage and help organize volunteers for the National High School Rodeo Finals.

We encourage you to support the Lancaster County Ag Society in its bid to host the event. Just as important, if and when the bid is won, support the event in every way possible. The Nebraska Sports Council plans to do the same. Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Mlnarik".

Dave Mlnarik
Executive Director

402-471-2544
dmlnarik@nebraskasportscouncil.com



L-H Manufacturing
1605 West I Street
Hastings, NE 68901

June 6, 2016

Amy Dickerson
Lancaster Event Center

My name is Justen Nokes owner of L-H Manufacturing in Hastings, NE. I have been in contact with Hoyt Kraeger and we have discussed the possibility of the National High School Finals Rodeo coming to The Lancaster Events Center. This is very exciting news. An event like this is so huge for Lincoln, Nebraska.

I want to show my interest as a Manufacturer in partnering up with Lancaster Event Center. With this being said, I will be on board to help:

- Design and plan the competition arenas
- Manufacture the panels and gates for competition arenas (to be purchased by the Lancaster Event Center)
- Ability to borrow additional panels and gates needed for practice arenas and overnight livestock pens (with the capability of selling these on site at LEC and NHRF and assistance to obtain working capital to build these up front)

We just built a facility for the Nebraska State Fair at Fonner Park in Grand Island, and we are currently working on an arena for the Custer County Fairgrounds. We are getting a lot of experience in this area and are looking forward to the large stage of the National High School Rodeo Finals.

We look forward to being involved with this project, and look forward to meeting and discussing it with you in the future.

Thank you for your time,

A handwritten signature in black ink, appearing to read 'Justen Nokes', is written over a white background.

Justen Nokes
L-H Manufacturing



Lancaster
EVENT CENTER

July 12, 2016

National High School Rodeo Association
12011 Tejon St. #900
Denver, CO 80234

Dear National High School Rodeo Association Staff and Directors,

The Lancaster County Agricultural Society has worked hard to create an event center that caters to community, state, and national events. With equine events at our core, we are supportive of the bid to host the National High School Rodeo Finals at our facility.

We strive to "Let the Good Times Grow" through the events held at the event center. Our many recent upgrades and renovations have greatly improved our guests' experiences on the grounds. We always strive to offer a professional, friendly, and fun event experience at a great value in our unique venue. We showcase the unique agricultural nature of Nebraska and try to be a key contributor to our youth, culture, and economy.

We believe you will find Lincoln and the Lancaster Event Center a great home for the National High School Rodeo Finals. We are equipped to begin our preparations for the event and we look forward to welcoming you to Lincoln!

Sincerely,



Ron Dowding, President
Lancaster County Agricultural Society





Current Promoter References
(Others available upon request)

Diane Olson

Horse Show Management, Lincoln NE
Blue Valley, Spring Fling and NE Roping

"I hold 60+ event a year across 6 states. Many of my events are at the Lancaster Event Center and the facilities are top notch. The crew and office are wonderful and take the time to make sure my events are successful and run smoothly. I love working with the Lancaster Event Center. I'm sure any event would be happy to be at the event center."

Shelley Schaefer

Maverick Rodeo, Beatrice NE

"I run several events year-round at the LEC and what I really like is the LEC staff...they are easy to work with and make my life easier as a barrel and roping show promoter."

Will Rogers

Nebraska Power Farming Show
Iowa Nebraska Equipment Dealers Association
Des Moines, IA

"This will be our 10th year with largest indoor farm show west of the Mississippi and we love how they handle our show. Why? #1 Space is most flexible and easiest to get in & out and park that we've dealt with nationwide, #2 People that LEC has are great to work with, make our life easier as promoter and better experience for our guests and #3 Location is central in USA, easy off Interstate and not right in a metro area but minutes away from restaurants, hotels, things to do in Lincoln. Overall, we feel we have a partnership with LEC to make our show a success.

Tom Kirshenbaum

Owner, Wolf Bros. Western Store, Omaha NE &
Promoter for two largest QH shows at LEC
(Cornhusker Classic & Silver Classic)

No facility has a better location in the country--square in the middle! This facility is poised to grow its current shows and add new larger shows with new management last couple years—everything has improved: footing, stalling, shavings delivery, remodeling cafes. The entire LEC staff really gets what livestock shows need & really take care of us.