



## Spoke Newsletter

Wednesday March 21, 2018

Attendance: 22 (49%) Attendance with make ups: 29 (64%)

Program Wednesday, March 28, 2018

*Angela and Teresa, Clinic with a Heart*

Program arranged by Rachel Martin

Program Wednesday, March 21, 2018

*Todd Ogden— Downtown Lincoln Association*

Program arranged by Rachel Martin



Todd Ogden, Deputy Director of the Downtown Lincoln Association since January 2007, is responsible for the development, implementation, and oversight of investor/ consumer marketing plans for downtown Lincoln. Todd also serves as the primary liaison to over 900 downtown businesses and associations. Duties include market research, advertising, public relations, retail recruitment and visitor promotions. Todd is a graduate of the University of Nebraska with a Bachelor's Degree in Journalism, Advertising, and Political Science.

**OUR VISION:** “To create a unique sense of place via a diverse and continuous retail experience.”

**MISSION STATEMENT:** “Support unique, local independent concepts with a sprinkling of brands.”

While downtown Lincoln has enjoyed a resurgence over the past decade, gains in retail have largely eluded downtown boosters and civic leaders. Today, strengthening downtown retail has emerged as a top priority for Lincoln shared by the downtown business community, the University of Nebraska, the new city Mayoral administration and the 2015 Vision Group composed of influential leaders from throughout the community.

To create an action plan to improve downtown retail, the Downtown Lincoln Association (DLA), City of Lincoln and Lincoln Chamber of Commerce commissioned a retail retention and recruitment strategy that was completed in the summer of 2007



*A Rotary Thank You to Todd Ogden for an excellent presentation in regard to Downtown Lincoln and it's Growth Development.*

**Lincoln East Rotary Club**  
**Meetings at Valentino's—70th & Van Dorn**  
**Noon Luncheon starting @ 11:45 a.m.**

**March 21, 2018**

Based upon the strategy's comprehensive analysis of both the downtown and the Omaha/Lincoln regional markets, the key to re-energizing downtown retail over the next five years is to support unique, local independent concepts with a sprinkling of brands. By attracting a critical mass of independent retail that collectively creates a vibrant destination, downtown can establish the visible fundamentals and "buzz" required to attract brand name stores. Such concepts can be generated by local entrepreneurs looking to start a new business or expand an existing retail or restaurant presences or may come from regional businesses looking to expand store locations.

Additionally, the retail strategy revealed a relatively new market phenomenon that is bringing one-of-a-kind store concepts to downtown. Several of downtown's most innovative and successful shops have been started by recent graduates of the University of Nebraska (UNL). Formalizing UNL/downtown linkages, including business development, marketing, and physical connections, can strengthen the retail strategy.

To advance the immediate implementation of the downtown retail strategy, the DLA, UNL and the Vision 2015 Group teamed up to commission a business plan to design, launch and manage an ongoing Downtown Lincoln Retail Support Program. Building upon the work of the retail recruitment and retention strategy, the business plan was crystallized during a two-day retail charrette that was conducted in early October 2007. The charrette included intensive strategy sessions with the key players that could mobilize energy and resources to create a retail support program – the business community through DLA and Vision 2015, UNL and the University of Nebraska (NU) Foundation, and the City of Lincoln.



179 Million Dollar  
Pinnacle Bank Arena



All Lincoln Rotary Clubs will convene to honor Olsson Associates as the 2018 Salute to Business recipient on Tuesday, April 17th. Please join Rotarians from across the city to celebrate the contributions Olsson makes as a major employer in the Capital City. Tickets are available for purchase for \$35.



***Lincoln East Rotary Club will not meet on Wednesday, April 18, 2018***



## Anniversaries & Birthdays

Weeks of —March 22—28

### Birthdays:

Gene Roth—March 23

### Anniversaries

NONE



## Happy Dollars

Paul Horton	\$ 5.00
Greg Schnasse	\$ 1.00
Chris Klingenberg	\$ 1.00
Gordon Bair	\$ 2.00
Minnie Stephens	\$ 5.00
Darrel Huenergardt	\$ 1.00
John Duling	\$ 1.00
Gene Frederick	\$ 1.00
Barry Stelk	\$ 5.00
Wayne Casper	\$33.00
<b>TOTAL</b>	<b>\$54.00</b>



### Greeter Duty

March Ed Stivers  
April John Garrison



### Cashier Duty

April—Duane Tappe  
May—Darrel Huenergardt  
June—Gordon Bair  
**Contact Dick Cumming**

### Make Ups

Milt Schmidt	Park Painting
Blake Collingsworth	Club Project
Dennis Duckworth	Board Meeting
Mark Ebers	Younkers
Larry Fletcher	Younkers
Ozzie Gilbertson	Dictionary Project
Gene Roth	SumFun Picnic

### Guests & Visitors

Merrilea Anderson	Steve Grosserode
Tim Linke	Fire Department
Todd Ogden	Speaker
John Weyers	Firefighter
Nancy Weyers	Spouse
Tammy Gebers	Union Bank
Gary Harmon	Club #14

"It is easier to interest men in war than in peace; it therefore requires more moral courage to talk peace than war."

## Lincoln East Rotary Club—(March/April Speaker Schedule)

March 28—Angela and Teresa, Clinic with a Heart—Rachel Martin

**Lincoln East Rotary Club**  
**Spoke Newsletter**  
**Published by Wayne Casper**