





# **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.

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.



downtown

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



## **Anniversaries & Birthdays**

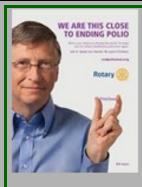
Weeks of —March 22—28

#### **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
TOTAL	\$54.00







## **Greeter Duty**

March Ed Stivers April John Garrison



## **Cashier Duty**

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

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

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

## 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