

NEWS RELEASE

FOR IMMEDIATE RELEASE

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Visit North Platte Grant Awards

(North Platte, Nebraska, October 27, 2023) – Local event organizers continue to work hard to create fun and exciting events in North Platte that bring in visitors and contribute to the economic vitality of our community in addition to giving locals and visitors options for unique activities.

Visit North Platte operates under an agreement with the Lincoln County Board of Commissioners to facilitate the Nebraska Visitors Development Act. Grant funds, marketing, and operating expenses for Visit North Platte are funded by lodging taxes collected and remitted by lodging properties from overnight stays in Lincoln County.

The Visit North Platte Board of Directors approved grant funding at the monthly meeting held on October 25, 2023. The applications totaled \$3,105 in requests and a total of \$3,105 was awarded.

- **Approved \$1,855 in promotional and incentive funding to North Platte Pickleball for their Platte Valley Paddle Battle Tournament.** The North Platte Pickleball Club is hosting a tournament on March 23-24, 2024, at the North Platte Recreation Center. As the sport of pickleball continues to grow in popularity, hosting tournaments like the Platte Valley Paddle Battle give our community the opportunity to draw in competitors from surrounding communities while also offering recreational opportunities for our local residents.
- **Approved \$1,250 in promotional and incentive funding to Dusty Trails for their guided Sandhill Crane and Prairie Chicken Tours.** These funds will be used to promote the Sandhill Crane and Prairie Chicken tours through online advertising and to purchase new signage for the tours. The largest saturation of the Sandhill Crane migration is something that can only be experienced in central Nebraska. According to a study conducted in 2017, the overall economic impact of the annual migration on central Nebraska was \$14.3 million, and it supported 182 year-round equivalent jobs. Local tourism related to birding has been on the rise in Lincoln County and has a growing economic impact on our area.

The next round of funding is now open, with a January 1 deadline for events or projects occurring in April, May, and June of 2024. These applications will be considered at the regular monthly Board of Directors meeting scheduled for January 24, 2024. Anyone interested in submitting a grant application is

encouraged to contact the Visitors Bureau at 308-532-4729 and discuss their project with a staff member.

Grant funds, marketing, and operating expenses for Visit North Platte are funded solely through the lodging taxes that are collected and remitted for overnight stays by lodging properties in Lincoln County. It is thanks to the efforts of the lodging property partners located within the county that funds are available to attract more visitors, which have a significant impact on the economic well-being of our Lincoln County communities.

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