

FOR IMMEDIATE RELEASE

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Visit North Platte Grant Awards

(North Platte, Nebraska, January 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 solely through the lodging taxes that are collected and remitted for overnight stays by lodging properties in Lincoln County.

The Visit North Platte Board of Directors approved grant funding at the monthly meeting held on January 25, 2023. The applications totaled \$102,360 in requests and a total of \$66,050 was awarded.

- **Approved \$4,850 in promotional funding for North Platte Rail Days.** This event is scheduled for August 4-6, 2023 and is a celebration of all things railroad. During the three days many events will be held at the Golden Spike Tower and throughout the community for rail enthusiasts and families. This is also the only time during the year that tours of Union Pacific's Bailey Yard are available. Previously, the event has drawn thousands of visitors from different states and countries.
- **Approved \$4,200 in funding for the Buffalo Bill Brawl Boxing Tournament.** This USA Boxing National Open Tournament has continued to grow each year that it has been held in North Platte. It is open to all ages and is expected to bring between 150 and 200 participants in 2023. This event is scheduled for July 28-30, 2023 and will take place at the D&N Event Center.
- **Approved \$800 in promotional funds for the Buffalo Bill Rough Rider Gravel Grinder.** This biking event is scheduled for June 3, 2023 and offers participants the option to choose how far they want to ride. The choices range from a 16 mile fun ride for kids and beginners to 120 mile route, so there is something for all gravel riders. Not only does this event showcase the diverse terrain and scenery that is often overlooked in Nebraska by taking the participants through the rugged and beautiful canyons in the south part of Lincoln County, but it is also focused on gravel cycling which is a growing trend throughout the country. The event will begin and end at Pals Brewing.

- **Approved \$600 in promotional funds for the upcoming disc golf tournament.** The North Platte Disc Golf Club presented an application for a disc golf tournament that is coming to North Platte this summer. As our disc golf courses continue to improve, drawing visitors to our area to experience these updates will help bring awareness to the disc golf opportunities in our community.
- **Approved \$6,400 in sports incentive funding for the Flatrock Youth Baseball Tournament.** What started as a tournament with 19 teams has grown to a tournament with 48 teams for age groups 9U and 13U. This event continues to bring athletes and their families to North Platte to experience not only baseball but everything else our community has to offer. This tournament is scheduled for May 13-14, 2023 and will use the ball fields in Centennial Park, Cody Park, and the Dowhower Softball Complex.
- **Approved \$20,000 in promotional funding for NEBRASKAland Days.** NEBRASKAland Days presented a Promotional Fund Grant application to help market the event taking place June 14-24, 2023. This event features four nights of PRCA Rodeo and two nights of big-name county music concerts all to be held at the Wild West Arena. There are also many other events throughout the community such as a NEBRASKAland Days on parade, a quilt show, and the flapjack feed, just to name a few. NEBRASKAland Days is the official celebration of the State of Nebraska and will be celebrating its 58th year in 2023.
- **Approved \$6,200 in funding for the Miss Nebraska Scholarship Organization.** The Miss Nebraska Scholarship competition is one of North Platte's signature events and their committee continues to provide Nebraska contestants with an exceptional experience and many scholarship opportunities. In June, spectators will be treated to a fast-paced, energetic, entertaining show at the North Platte Highschool Auditorium.
- **Approved \$3,500 in funding for the Ultimate Bull Riding Tour Bucking Battle Bash.** This event happening on May 26-27, 2023 continues to grow each year and offers family friendly entertainment to our visitors and locals alike through bull riding. Stock contractors come from all over the Midwest, with bull riders coming from not only the United States but also Brazil, Mexico, and New Zealand. Both riders and contractors are competing to win the UBT year end and North Platte is the first stop on the tour. This event will be held at the D&N Event Center.
- **Approved \$1,950 in funding to the Lincoln County Raceways Memorial Day Challenge race.** Dirt track racing has continued to be a great addition to our community, and this particular race will aim to entertain families and honor area veterans. It will be happening at the Lincoln County Raceway on May 27, 2023.
- **Approved \$2,050 in funding to the NEBRASKAland Days Cowboy Pickleball Tournament.** The North Platte Pickleball Club is hosting a tournament June 8-11, 2023. This event at Memorial Park continues to draw visitors and locals to share their love of this growing sport while engaging in some friendly competition.
- **Approved \$14,000 in funding to the National Avocado Launching Championship.** This unique sporting event is coming to North Platte September 8-10, 2023. This will be the second year for the contest which consists of teams of three bringing a mechanism that they have created or

purchased and using it to launch avocados at targets to score points and beat out the competition. This event will be held at the Wild West Arena.

- **Approved \$1,000 in sports incentive funding to the Rail Yard Ringer Open Horseshoe Tournament.** After the previous success of this tournament, the 2023 tournament is expected to gather an even larger number of contestants in 2023. During this event, Cody Park and its horseshoe facility, which continues to be the largest in the state, are showcased. This event will be taking place August 5-6, 2023
- **Approved \$500 in promotional funds to the Pokercycle, a North Platte Trails Network Fundraiser.** The Pokercycle, scheduled for April 8, 2023, not only brings in visitors for a fun poker run style biking event, but it also provides fun for locals and helps raise money for the Trails Network which continues to be an asset to visitors and locals alike. This will be the second year of this unique event.

The next round of funding is now open, with an April 1 deadline for events or projects occurring in July, August, and September 2023. These applications will be considered at the regular monthly Board of Directors meeting scheduled for April 26, 2023. 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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