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Contact

Lisa Burke, Executive Director

Visit North Platte

101 Halligan Drive, North Platte, NE 69101

(308) 532-4729

lburke@visitnorthplatte.com

Visit North Platte Grant Awards

(North Platte, Nebraska, January 26, 2024) – 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 on January 24, 2024, for the following events which will be held in March, April, May, and June of 2024. The applications totaled \$78,310 in requests and a total of \$63,650 was awarded.

- **Approved \$2,500 in Grant Funds for the Flatrock Pro/Am powered by Prodigy Disc Golf Tournament.** This disc golf tournament is an official event sanctioned by the Professional Disc Golf Association (PDGA.) Scheduled to take place on March 16-17, at the Cody Park Disc Golf Course and the River's Edge Golf Course, the Flatrock Pro/Am promises to be a captivating three-round B-tier tournament.
- **Approved \$2,000 in Grant Funds for the Eagles State Pool Tournament.** This event is held in North Platte every other year and continues to bring in at least 960 pool players along with friends and family members for this three-day tournament. It will be held at the D&N Event Center which will house the required 72+ pool tables on March 22-24.
- **Approved \$9,000 in Grant Funds for the American Cornhole League Mid-West Regional Tournament.** The American Cornhole League (ACL) is hosting a regional tournament in North Platte March 29-30, at the D&N Event Center. Cornhole is one of the fastest growing sports in the United State and has also started to grow internationally. Helping to advertise this event and offering the opportunity for larger payouts to competition winners will help to draw in more attendees from not only neighboring Nebraska communities but surrounding states including Colorado, Iowa, Kansas, and South Dakota. As the sport continues to grow it will be important to emphasize North Platte as a destination for cornhole due to our facilities and central location.

- **Approved \$4,000 in Grant Funds for the Flatrock Youth Baseball Tournament.** What started as a tournament with 19 teams has grown to a tournament with 48 teams out of Nebraska, Colorado, Kansas, and Wyoming. 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 4-5, and will use the ball fields in Centennial Park, Cody Park, and the Dowhower Softball Complex.
- **Approved \$1,500 in Grant Funds for Music on the Bricks.** Music on the Bricks has become a North Platte staple since it began in 2017. The event not only showcases the beautiful downtown Canteen District but also highlights area talent by giving them a chance to perform for a large crowd. There are also vendors, food, and kids' activities which make it a great time for the entire family. Visitors like to experience destinations by engaging with the locals and seeing what events they gravitate towards. The spring Music on the Bricks event will be held on May 17-18.
- **Approved \$3,500 in Grant Funds for the Ultimate Bull Riding Tour 6th Annual Bucking Battle and Bash.** This event happening on May 24-25 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 past 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 excited to be a stop on the tour. This event will be held at the D&N Event Center.
- **Approved \$11,500 in Grant Funds for the Platte River Boots and Beef Music Festival.** Pals Brewing Company will be hosting this new and exciting music festival in North Platte on May 31-June 1 to kick off the summer. There will be two days of live blues and country music along with a vendor booth area and a sand volleyball tournament. They plan to highlight Nebraska beef in their food offerings for the festival, which they hope to make an annual event.
- **Approved \$7,700 in Grant Funds 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. Miss Nebraska will host a plethora of events in North Platte June 2-8, with the final two days of the event featuring a fast-paced and entertaining show at the North Platte Highschool Auditorium.
- **Approved \$4,300 in Grant Funds to North Platte Pickleball for their PFA Round Up Tournament.** The North Platte Pickleball Club is hosting a tournament on June 5-9 at Memorial Park. As the sport of pickleball continues to grow in popularity, hosting tournaments like this gives our community the opportunity to draw in competitors from surrounding communities while also offering recreational opportunities for our local residents.
- **Approved \$6,400 in Grant Funds for the Buffalo Bill Softball Tournament.** North Platte's Express Fastpitch Softball team will host the tournament on June 7-9 in North Platte. This is a sanctioned USA fastpitch softball tournament for ages 10-18 and is open to all levels of fastpitch softball players. Continuing to host softball in North Platte keeps us on the map as a destination

for future tournaments, gives visiting players and their families the chance to explore our city, and offers our residents the opportunity to enjoy watching the sport.

- **Approved \$11,250 in Grant Funds for NEBRASKAland Days.** NEBRASKAland Days features four nights of PRCA Rodeo and two nights of big-name county music concerts that are all 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 and it draws visitors from not only surrounding communities, but also surrounding states. NEBRASKAland Days is the official celebration of the State of Nebraska and will be celebrating its 60th year in 2024.

The next round of funding is now open, with an April 1 deadline for events or projects occurring in July, August, and September of 2024. These applications will be considered at the regular monthly Board of Directors meeting scheduled for April 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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