

## Lancaster Event Center Plans Expansion Project

FOR IMMEDIATE RELEASE

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LINCOLN, NE - The Lancaster Event Center presented plans to upgrade and expand its facilities at 84<sup>th</sup> & Havelock to the Lancaster County Board on Thursday. Event Center representatives told the commissioners they want to build phase 3 of the original master plan -- a fixed-seat agricultural coliseum and pavilion. The addition will be located on the SW corner of the facility and will complete the last phase of the master plan presented to the County Board in 1999. The two previous phases were completed in 2001 and 2009.

The \$43 million project includes 200,000 SF additional space, upgrades to existing buildings, new parking lots, landscaping, and a new campground. The coliseum would seat 2500-2800 and include concessions, offices, and meeting rooms. Commercial development by others is currently in the planning stages for the NW corner of the site.

Managing Director Ron Snover said, "The addition will allow us to meet the needs of regional and national shows that stay longer, use more space, and generate more revenue. By increasing our stabling capacity from 800 to 1200 horses and providing a show arena for spectators, we can attract national rodeos and breed shows that we can't get today."

The expansion will also attract some of the country's largest agricultural shows. The Nebraska Power Farming Show, held at the Event Center in December, is already the third largest indoor farm show in the country, drawing people from 42 states. With this expansion, show organizer and president of the Iowa-Nebraska Equipment Dealers Association, Andrew Goodman believes it could grow by as much as 50% and become the second largest show in the country. "We are very pleased with the Lancaster Event Center and are excited about the prospect of growing our event when the facility can accommodate it."

Dr. Ernie Goss, Creighton Professor of Economics and principal investigator with Goss & Associates, summarized his findings on the economic impact of the project. He reported the project would have a significant impact on the local economy, area job market, and taxes revenue. "The Event Center is an important contributor to Nebraska's biggest growth engine - agriculture," Goss said. "With borrowing costs at an all-time low and the potential for attracting large regional events, this is an optimal time to implement plans for the next phase of development."

Thursday's presentation to the County Board was for information purposes only. The Lancaster Event Center intends to bring the project back to the County Board for action in the near future.

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**FOR FURTHER INFORMATION:**

Contact Ron Snover, Managing Director, Lancaster Event Center, at 402-441-6545.