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In Lincoln your career will grow faster than the hair on a Chia Pet. With one of the lowest unemployment rates in the country, you won't stress over finding a job.



Zipline Brewing Company, founded in January 2012, rapidly grew to become one of the largest breweries in Nebraska and was recognized as 2014's "Small Business of the Year." "That would not have been possible without the incredible support of our local business community. Working with the Chamber has helped create bonds among our partners and customers that enable us to realize our goal of providing the Midwest with the best craft beer products available."

→ Tom Wilmoth, Co-founder, Zipline Brewing Co.



"Five Nines has always credited being founded in Lincoln as the most fortunate thing that could have happened to us. Five Nines has been recognized as a "Best Places to Work" with over 90 people on our team. Our mission is to love what we do and be the best at it, and we are proud to claim Nebraska as our home."

→ Nick Bock, CEO and James Bowen, Co-Founder, Five Nines Technology Group



"Lincoln is a wonderful place to live, work and raise a family. We have a great public and private school system and there are a lot of opportunities to grow in our city."

→ JoAnn Martin, Chair, President and CEO, Ameritas Life Insurance Corp.



"We were the first foreign vehicle manufacturer to locate in the United States and just celebrated our 40th anniversary in Lincoln. During this time, our operations have grown almost tenfold. This growth and prosperity was made possible by strong support from the local government, the business community and the community at large. We are proud to call Lincoln the home of one of Kawasaki's largest global manufacturing sites."

→ Matt Kurushima, President, Kawasaki Motors Manufacturing Corp., U.S.A.



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There’s **no better time** to be in Lincoln, Nebraska. That’s right, we said it – NEBRASKA! Move over NYC. Move over Silicon Valley. Lincoln is **the place to be**. We are a city full of collaboration and creativity. With a sweet spot for balanced living, there is life after work with time and money to enjoy it. **You really can have it all.**

Nebraska’s **rich culture** and Lincoln’s contribution to it are often taken for granted. The atmosphere is inviting and the community is keen to helping people reach their next goal. Those that live here recognize there’s a certain charm to the capital city that is found throughout the local arts scene, the booming restaurant industry and the relaxed pace of life. It has become a cultural hub that is **curating greatness**.


You don’t have to leave the city to **get back to nature**. This bustling city still has room for open spaces with **more than 125 parks**. Getting around town is a breeze and the culture is geared toward getting outside. You don’t have to leave the **city to embrace** your rustic style and take a walk in the woods.

You jealous? There’s no need for alarm. Alarm is overrated. Nearly 300,000 people already call Lincoln home – learn why you should too!





BECAUSE THE WORLD DEPENDS ON ANIMALS



THOSE WHO RAISE AND CARE FOR THEM CAN DEPEND ON US

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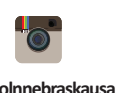
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We're Social!



GETTING HERE FROM ANYWHERE IS EASY!

TRAVELER INFORMATION

Weather report: www.lincolnweather.org



63.1°

Lincoln's average temperature for the entire year



JUL

Lincoln's hottest month (average daily temperature, 89° F)



JAN

Lincoln's coldest month (average daily temperature, 35° F)



28.9

Lincoln's annual precipitation in inches



26

Lincoln's annual snowfall in inches

For assistance during unusual weather, or for road conditions, listen to local radio stations KFOR (1240 AM) or KLIN (1400 AM) and local TV stations KOLN (Channel 10/11) or KLKN (Channel 8).

A winter storm, thunderstorm or tornado warning means threatening weather is about to take place and people in the watch area should seek shelter.

The Nebraska State Patrol offers a recording describing road conditions throughout the state: Call 511.



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877-473-5465
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www.amtrak.com

Passenger information
(402) 476-1295
Baggage information
(402) 476-9335



by BUS

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(402) 475-9229
800-356-0727
www.arrowstagelines.com

Burlington Trailways
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800-992-4618
www.burlingtontrailways.com

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888-494-6378
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866-720-3274
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by CAR

In the state of Nebraska, Interstate 80 runs west from Omaha to the Wyoming state border, ultimately ending in San Francisco, California.

Mileage Chart

| | |
|-------------------------------|---------------|
| Chicago 8.5 hours | 520 mi |
| Minneapolis 7 hours | 430 mi |
| Denver 7 hours | 486 mi |
| Kansas City 3 hours | 193 mi |
| St. Louis 7 hours | 444 mi |
| Des Moines 3 hours | 188 mi |

Source: Google Maps

Lincoln ranks #1 of the 10 Most Beautiful Cities in the U.S.A.



"The state of Nebraska tends to evoke images of rolling hills and rugged landscapes. But the city of Lincoln is a modern diamond in the rough.

It boasts high-end shopping, beautiful parks, museums and bustling nightclubs."

→ The Culture Trip

Lincoln has always been considered one of the best-kept secrets of the Midwest. Currently in the midst of the largest period of growth in its history, Lincoln is building on its Top 10 standing for quality of life, safety and protective environmental measures to present a city that's affordable, accessible and most of all – thriving.

When you're home, you're among friends and Lincoln is flourishing with the friendliest faces you can find. Discover the secret for yourself. Lincoln is only one hour from Omaha and just a day's drive from Chicago, Minneapolis, Denver, Kansas City, St. Louis and Des Moines.



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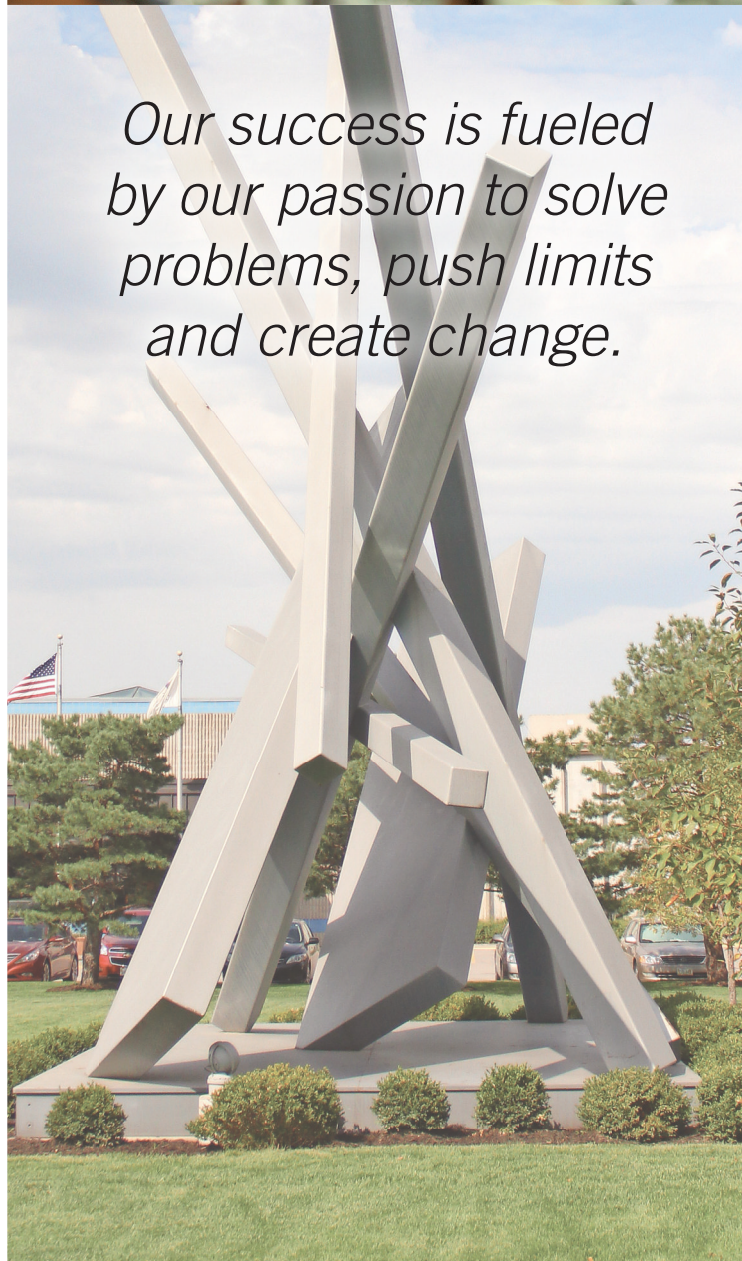
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A GREAT RE-INTRODUCTION TO THE CITY

Living in New York City for five years was exciting for architect Daniel Siedhoff and his family, but Lincoln's hometown feel and the growth in the architectural landscape was enough to bring these young professionals back home. Siedhoff and his wife, Ashley, moved their family back to Lincoln in 2012. The growth in architecture here along with the desire to raise their children in Lincoln lured the Nebraska natives back. He attributes the architectural growth to a new vision from city leaders and a major shift toward embracing new ideas.

The Siedhoff's arrived in Lincoln during the time the city was rebranding itself, and part of that rebranding fit right into the architect's wheelhouse. As an architect with Lincoln's DLR Group, Siedhoff took the lead in the project that resulted in the design of a perfect replica of the Nebraska Capitol building using one of America's favorite toys, Lincoln Logs.

A team of architects from DLR Group, the Lincoln Chamber of Commerce and architecture students from the University of Nebraska-Lincoln used the old-fashioned children's toy to break two Guinness World Records. The replica of the Capitol set records for the most Lincoln Logs pieces (10,600) as well as the tallest Lincoln Logs structure (12 feet, 4 inches). The creation of the structure in 2013 also brought the largest number of people to an event at the Lincoln Children's Museum, which displayed the exhibit for five months. "For me it was a great opportunity, being a recent transplant back to Nebraska," Siedhoff said. "I made life-long friends and it was a wonderful introduction back to the city."



Lincoln is named a "Playful City" for the second year in a row! Playful City USA is a national recognition program sponsored by Humana Foundation in partnership with KaBOOM! The program honors communities that are taking bold steps to ensure that all children have easy access to balanced and active play in their communities.

→ KaBOOM! (2014 & 2015)





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Lincoln, Nebraska continues to build momentum. We are driving innovation, new business creation and job growth. Our city served as the perfect host for the Silicon Prairie Awards, set a record-level number of jobs created, unveiled a Vision Plan to remain globally competitive and much more. With a stable economy, low cost of living and an amazing quality of life make Lincoln, Nebraska a great place to be.

2015 proved to be a tremendous year for primary job growth in Lincoln. Nearly 20 existing companies publicly reported a growth of almost 2,000 jobs and new capital investment of \$338 million. These companies represent a wide range of industry sectors, with the technology sector creating the most new jobs. Lincoln continues to have one of the lowest unemployment rates in the United States, 2.1 percent, in the most recent reporting period of November 2015. The Lincoln metro area had a record 192,000 people employed in November 2015 - 4,500 more than the previous year.

"Expansions across several industry sectors continue to drive the job market in Lincoln," said Pat Haverty, vice president of economic development for the Lincoln Partnership for Economic Development (LPED). "The majority of Lincoln's recent primary job growth has come through the expansion of local, established companies." Companies that recently announced their expansions included Hudl, Nelnet, Spreetail, Sandhills Publishing, Resource Pro, Firespring and Ameritas Life Insurance, where LPED assisted with financial incentives, site location assistance and government programs.

Since the beginning of 2010, LPED assisted in local projects with the creation of more than

3,000 JOBS

Together these projects committed to investing over

\$400,000,000

LPED is a public-private partnership that provides economic development services in Lincoln that is facilitated through an agreement with the city, in which LPED raises private operating funds that are matched up to a certain level by the city. LPED agrees to perform a full range of economic development services, including business attraction, business retention and expansion, entrepreneurship and innovation development, community promotion and workforce attraction and development. "The partnership provides a variety of services to large and small primary businesses throughout Lincoln," Haverty said. (A primary business is defined as one whose goods and services are exported outside of the local economy to bring new dollars into the community.)

"LPED is dedicated to retaining young professionals and attracting a skilled workforce for our employers to meet tomorrow's demand for innovation," Haverty said. By focusing on key elements to recruit, retain and educate, LPED is activating a TalentLNK program that will focus on talent acquisition and workforce development as a top priority. The TalentLNK program will initially focus on utilizing connections through the Lincoln Young Professionals Group, University of Nebraska-Lincoln Alumni Association and other local alumni networks to create connections and to promote opportunities available in Lincoln.

New Hudl Headquarters

Fun Fact! Did you know every Nebraskan is no more than six degrees from someone who works at Hudl? Well....while this may not be exactly true, it just might be in the future. This is because for the last two years, the local sports video software firm has been the fastest growing private company in Nebraska. Their brand new headquarters is currently being built on Canopy Street in the West Haymarket. Expanding space means expanding staff—Hudl expects to add 300 new high-tech jobs over the next three years! "We're proud to call Lincoln home," says Hudl CEO David Graff.



SOMETHING GIG IS COMING.

Gigabit Internet Service to Lincoln Homes by 2019

Nelnet also has acquired the western Nebraska company ALLO Communications, which has unveiled plans to build a network of fiber optic cables in Lincoln that will bring 1-gigabit Internet service to the entire city by 2019. It will increase Internet speeds for businesses and residents.

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Lincoln **ADVOCATES**
for BUSINESS

2.1%

Unemployment Rate

Population
310,342

32.8
Median Age

176,639
Labor Force

Median Household Income
\$66,222

Average Commute Time

18 MINUTES

18

HIGH
Quality of Life

LINCOLN

Cost of Living 9.7% below national avg.
Median Home Price \$138,000

LOW
Cost of Living

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Let's Compare...

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MINNEAPOLIS

Cost of Living 6.7% above national avg.
Median Home Price \$216,800

NEW YORK

Cost of Living 67.1% above national avg.
Median Home Price \$501,500

PORTLAND

Cost of Living 22.3% above national avg.
Median Home Price \$288,300

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- ★ Williamsburg • 3901 Old Cheney
- ★ East Park • 6600 O St.
- ★ Pioneer • 4303 S. 70th St.

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- ★ South Street Plaza • 1604 South St.
- ★ 27th & Cornhusker • 3310 N. 27th St.
- ★ Belmont Plaza • 2541 N. 11th St.
- ★ Old Cheney Plaza • 5730 Old Cheney Rd.
- ★ 14th & Hwy. 2 • 4180 S. 14th St.
- ★ 48th & Leighton • 2500 N. 48th St.
- ★ Cotner Driveup • 1230 N. Cotner Blvd.
- ★ Eastview Shopping Center • 4700 O St.
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A STRONG ECONOMY HELPS LINCOLN GROW

Lincoln's economy is rock solid thanks to the growth in jobs, commercial development and one of the lowest unemployment rates in the nation. "It's been very strong lately," said economist Eric Thompson, director of the Bureau of Business Research at the University of Nebraska-Lincoln. "It seems like Lincoln is taking a leap forward." According to the U.S. Department of Labor's Bureau of Labor Statistics, Lincoln's unemployment rate consistently hovers in the mid-2 percent range, which is among the lowest if not the lowest in the nation. The unemployment rate nationwide typically is 5 percent or higher.

Lincoln healthy employment is aided by the fact that state government and the University of Nebraska-Lincoln are based here, and both of these are strong employers. However, despite these large employers, most of Lincoln's economy is still driven by the private sector.

"Lincoln is a dynamic place," he said. Thompson attributes strong leadership in the public and private sector. National retailers and other national companies are moving into Lincoln, a clear recognition that Lincoln is a city on the move. While the rest of the nation was in neutral, Lincoln was moving ahead. Now, while the rest of the country is moving ahead slowly, Lincoln is accelerating rapidly.

Lincoln's Largest Employers

(1,000 employees and above)

Ameritas
B & R Stores Inc.
BNSF Railway
Bryan Health
CHI Health St. Elizabeth
City of Lincoln
Duncan Aviation
Hy-Vee Food Stores
Kawasaki Motors
Manufacturing USA

Lancaster County
Lincoln Public Schools
Madonna Rehabilitation
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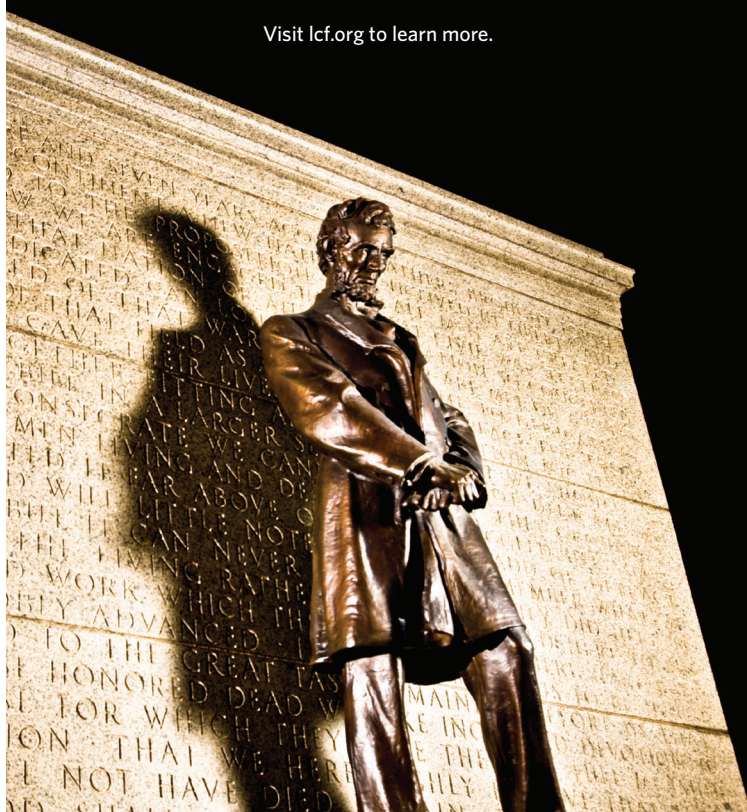
#KeysWithEase



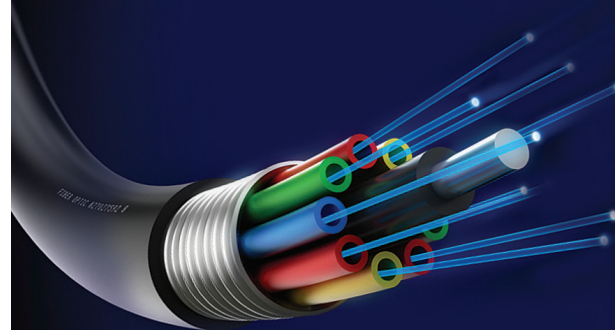
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LINCOLN YOUNG PROFESSIONALS GROUP SEEKS TO EMPOWER ITS MEMBERS

Through professional networking events, interest groups, workshops and philanthropy, Lincoln Young Professionals Group (YPG) is a standout resource for young business people in the city. Lincoln YPG, a division of the Lincoln Chamber of Commerce, has more than 900 members. Those who join are a part one of the largest groups in the country.

One trend of young professionals is their desire to explore a new idea first hand. Young people embrace constant change, so no wonder Lincoln is seeing a major increase in startups and small business. The town itself seems to be getting younger as the benefits for young people grow. YPG makes sure it has its hand creating and facilitating those benefits and the community they want to live in. “Young professionals are figuring out that so much of the community is what they make it, and Lincoln is a place that creates that opportunity,” says Tom Beckius.

Lincoln keeps its young professionals by fostering a collaborative community enriched with a bolstering economy, connectivity and freedom for its young people to succeed. Beckius, a Lincoln native and Past-Chair of Lincoln YPG, feels Lincoln YPG empowers young people to live the life they want. “YPG believes members can make the difference and develop a career that is engaging and grow into the person that they want to be.”

Being a part of the Lincoln YPG is saying you care about your entire future—not just your career. It also says you are not ready to stop having fun while learning.

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FORMER CALIFORNIA RESIDENT FINDS AMAZING RESOURCES BACK IN LINCOLN



Travis Van Dyke studied economics at Nebraska Wesleyan University and then worked for Pacific Life, which relocated him to Orange County, California. When he had a chance to move back to Lincoln, he did.

An opportunity surfaced with ReSource Pro, which helps insurance companies optimize their operations for increased productivity and performance via a set of services, including data analytics. The New York-based company had just opened a service delivery center in Lincoln, and the chance to grow with this company was too good for him to pass up.

“It used to be common to graduate from a school in Lincoln then move away for the big-city job,” Van Dyke said. “I’ve been to the big city and I can tell you that there are great jobs at amazing companies right here, in Lincoln. Lincoln now offers all the amenities other cities do but at a lower cost – and lower stress. It’s also a great place to start a family, get to know your neighbors and find creative ways to improve your community.”

Van Dyke is proud that ReSource Pro has selected Lincoln for its first onshore service delivery center. The primary goal was finding a city with the right culture, work ethic and a young population driven to excel. “Lincoln,” he said “had everything the company wanted - Innovation Campus, investments in the Railyard and the Pinnacle Bank Arena are enormous draws for young professionals.”

FORMER ATLANTA RESIDENT FINDS AMAZING OPPORTUNITIES



As an Atlanta, Georgia, resident who found herself in Lincoln, AshLea Allberry wanted to get plugged into her new community. The Young Professionals Group (YPG) was her way of doing just that. Allberry moved to Lincoln from Atlanta for a job with Nanonation – a technology company that makes digital signage, kiosks and other interactive solutions. She immediately joined YPG, which led her to involvement in other organizations as well. One of them is Rise Lincoln, an organization that brings 200 women in business together once a month.

“I’ve always been amazed that there are so many opportunities for young people in Lincoln,” she said. “Lincoln does a really good job of allowing young people to create things.” Allberry has found success in Lincoln. Not only has Nanonation had the most growth in the last three years than it ever has, Allberry has found her spot in Lincoln’s business community. “I can’t imagine leaving,” she said.



LINCOLN RESIDENT SET ON LEAVING FINDS THERE'S NO PLACE LIKE HOME



Keith Peterson considered moving to a much larger city after graduating from the University of Nebraska-Lincoln. "I looked into moving to Chicago or New York and probably would have if I didn't receive such a great opportunity from Tom Smith at Smith Hayes to get into business," he said. Peterson started with an internship at Smith Hayes in 2011 and was then hired as a financial adviser in 2012. Soon after getting settled into his career he fell more in love with the city and "can't imagine ever leaving at this point," he said.

With the emergence of the Haymarket, Pinnacle Bank Arena, the Railyard, along with the growth in startup businesses, "it shows

people that Lincoln is willing to evolve to become a cool city and not just a boring college town." Peterson commented.

Lincoln is a fantastic place for young professionals because of the job opportunities available, "The city is beaming with energy and city leaders actually listen to input from young professionals," he said. Peterson is on the council of the Lincoln Young Professionals Group and continues to ensure young professionals have a voice in Lincoln on major decisions and that the young professionals are looked upon for guidance on where, and how the progressive city moves forward.

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Entrepreneurs treat their business ideas like seeds, waiting to plant in just the right conditions for them to grow. Lincoln is growing ever bolder, creating ideal conditions for an engaged startup community. “The growth and interest in entrepreneurship in the city has been phenomenal,” said Christina Oldfather, director of innovation and entrepreneurship with the Lincoln Partnership for Economic Development. “There’s a lot of momentum, particularly in the Haymarket,” she said. Business people have recognized the potential for startups and entrepreneurship in Lincoln. Those in the community have seen a rise of groups that meet throughout the city for entrepreneurs to network and bounce ideas off of each other. For example, 1 Million Cups brings 20 to 30 entrepreneurs together every week to meet over coffee to support the startup community and get feedback. Developed by the Kauffman Foundation, it is based on entrepreneurs discovering solutions

and networking over a million cups of coffee. For big thinkers and problem solvers, The Jumpstart Challenge reverse pitch competition is a spotlight on their talent. Established companies present challenges to a group of entrepreneurs who are tasked with identifying solutions to those challenges. Clubs and competitions like this exist because people interested in starting a business know you need to stick together to achieve. “It used to be that if you were an entrepreneur and you came to Lincoln you would find very few other entrepreneurs,” Oldfather says. Now Lincoln is a playground for business builders. One of the biggest successes has been Hudl, a sports technology company that started in Lincoln’s Haymarket District in 2006. In 2015 Hudl grew to 230 employees across four offices with plans to build a new headquarters to bring 300 more onto its team. Entrepreneurs throughout the city strive to support each other to build a community that is rich with startup businesses.

Fuse Coworking is a shared work community that provides an environment for entrepreneurs who don’t have their own office space to

meet and work. It recently quadrupled its space to accommodate the growing need for progressive workspaces. “Fuse Coworking promotes a work style in which people of varied backgrounds come together, including established professionals who work from home, solo entrepreneurs and business startups,” says Andy Beecham, one of three co-founders. “We act as a community hub, a place where solo entrepreneurs and startups can go for all kinds of support,” Beecham explains.

The Southeast Community College Entrepreneurship Center provides a full-service resource station for entrepreneurs at all stages of business development. The center provides business coaching, business planning assistance, financing preparation, business incubation and entrepreneurial educational opportunities. The center is home to several resource organizations including the Nebraska Business Development Center office in Lincoln and Procurement Technical Assistance Center.

SCORE is a nonprofit resource partner with the Small Business Administration designed to provide entrepreneurship education and startup success. The Lincoln startup ecosystem continues thrive and provide local resources and for new entrepreneurs looking to build on their successes.

Lincoln **builds** on **TECHNOLOGY**



Lincoln is a phenomenal place to start and grow your business. The work that the 2015 Vision Group, the Mayor and the Chamber of Commerce have done to develop the Railyard and West Haymarket area has been a huge asset for us in keeping talent here in Lincoln and helping us to recruit talent from across the nation. We’ve been successful at attracting candidates from both coasts, and the redevelopment has been a big part of that. Whenever we’re entertaining a candidate who is returning to Lincoln for the first time in a few years, they are amazed to see the recent changes that have been made to the downtown corridor. The new entertainment and living options have made it a lot easier to keep that talent here in Lincoln and pull in others from outside the state. Lincoln is a lot different city now than the one they left when they graduated college.

-David Graff, CEO, Hudl

NMotion

HELPING TECHNOLOGY BUSINESSES GET OFF THE GROUND

NMotion knows a winning idea when it sees one, and the idea presented by Quantified Agriculture of Lincoln was one of them. "We make a Fitbit for cattle," said Vishal Singh, CEO of Quantified Ag, which operates in Lincoln's Innovation Campus. Quantified Ag is one of a handful of startup companies selected by NMotion, a Lincoln-based startup accelerator that provides access to capital, mentors and training for five to 10 startup technology and software companies each year.

NMotion is a part of the burgeoning technology industry in Lincoln. "The industry has grown rapidly in Lincoln over the past five years, in part due to huge support for innovation," said NMotion founder Brian Ardinger. In addition, "Lincoln's innovators all work together and support each other," he said. NMotion gets support from a large network of technology companies that serve as mentors to the businesses that NMotion deems worthy of support.

NMotion chose Quantified Ag because it saw the potential for significant benefits in the agriculture industry. The company manufactures small devices, similar to the Fitbit (the health tracking device humans wear on their wrists) that are attached to the ears of cattle. The device measures the health and fitness of cattle and helps feedlots manage large herds.

Quantified Ag is one of several companies that got a boost from NMotion, which selects its startup companies each year from 400 – 600 applications. NMotion, which is part of a Global Accelerator Network of about 55 from around the world, focuses on sports, agriculture and marketing technology. "The number of startups has grown exponentially in Lincoln," Ardinger said. "There is a growing regional network of entrepreneurship."

Many of Lincoln's leaders in technology serve as mentors for the startup companies selected by NMotion, including Hudl, Opendorse (which built a software allowing companies to easily secure endorsements with athletes) and Travefy (which developed a group travel planning software). These mentors themselves are a reflection of the growing technology savviness of Lincoln.





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BRYAN HEALTH

Growth would be the central theme for Bryan Health and its various services and campus locations. "Bryan Health has seen continued steady and consistent growth," said Bob Ravenscroft, Bryan Health Vice President. Bryan has two main Lincoln campuses – Bryan East Campus and Bryan West Campus – as well as several other facilities.

Visible signs of growth on the Bryan East Campus include a new emergency department and Rooftop Healing Garden for families in the neonatal intensive care unit (NICU). The emergency department expansion will greatly help the hospital meet community needs as it cares for emergency needs. "The new department includes 23 patient rooms and doubles the size of the facility to 29,000 square feet. The department incorporates leading-edge technology and is designed to enhance safety and privacy while increasing the ability to care for more patients in a timely manner," Ravenscroft said.

On the Bryan West campus, visitors will notice a newly-designed chapel that is larger and more conveniently located.

Construction is just a small piece of the hospital's annual capital investment. Significant technology and equipment installation has occurred across

Bryan's various locations. These include a 256-slice CT scanner, which is typically found in major academic centers and large medical centers. Bryan is the only health care facility in Nebraska offering this technology. The new scanner, as well as the existing 64-slice CT scanner at Bryan, uses dose reduction techniques to keep radiation dose as low as possible.

Other introductions of leading-edge care at Bryan include MRI ultrasound fusion prostate biopsy, radioembolization, telemedicine partnerships that expand access to care and support providers in rural Nebraska and Bryan Health eVisit, a virtual care offering.

"Something we are really excited about is we are just beginning a long-term master facility plan for each of our campuses. Once complete it will be a guide for significant capital construction and expansion in the near term and long term," Ravenscroft said.

Bryan College of Health Sciences enrolled more than 700 students and introduced a new EdD Education Doctorate with an emphasis on nursing education. It is one of only eight in the country to prepare nurses to teach the next generation.



CHI HEALTH ST. ELIZABETH

CHI Health St. Elizabeth was founded in 1889 by the Sisters of Saint Francis to improve the health of the community and more than 125 years still remains strong.

CHI Health St. Elizabeth is a nonprofit medical center that has been recognized as a magnet hospital for excellence in nursing since 2004. The hospital is part of CHI Health and Catholic Health Initiatives. CHI Health is a regional health network headquartered in Omaha.

“We know that where a person lives, works and plays has a great impact on overall health and life expectancy. This is why we are compelled, beyond providing excellent health care, to improve the health of the Lincoln community. Last year, CHI Health St. Elizabeth invested over \$25 million in total community benefit, which takes many forms, such as charity care, community health services and donations,” said Kim Moore, president, CHI Health St. Elizabeth.

The hospital has an award-winning neonatal intensive care unit and was the first hospital in the nation to receive two Gold Seals of Approval from the Joint Commission for its neonatal intensive-care unit (NICU) and high-risk obstetrics. It is one of only six hospitals in the nation to receive the preterm labor

award and one of nine hospitals to receive the award for premature births.

The hospital is Nebraska’s only Verified Burn Center, which is a prestigious award from the American College of Surgeons and the American Burn Association.

In late 2012, the hospital launched a new Breast Care Center offering women battling breast cancer a comprehensive approach to care focused on healing the mind, body and spirit. It is the only hospital in the Midwest to offer AccuBoost, a new radiation therapy treatment that cuts down on the body’s exposure to radiation, or women who are fighting breast cancer. CHI Health St. Elizabeth is the only hospital in the state to offer CyberKnife, a non-invasive robotic cancer radiation treatment that provides a significant reduction in conventional radiation therapy treatment.

The hospital was among the first 50 hospitals in the nation to offer a single-incision robotic hysterectomy. It has been performing robotic surgeries since 2008, but with the development of new technology it can now perform two surgeries – gallbladder removal and hysterectomy – through one incision.

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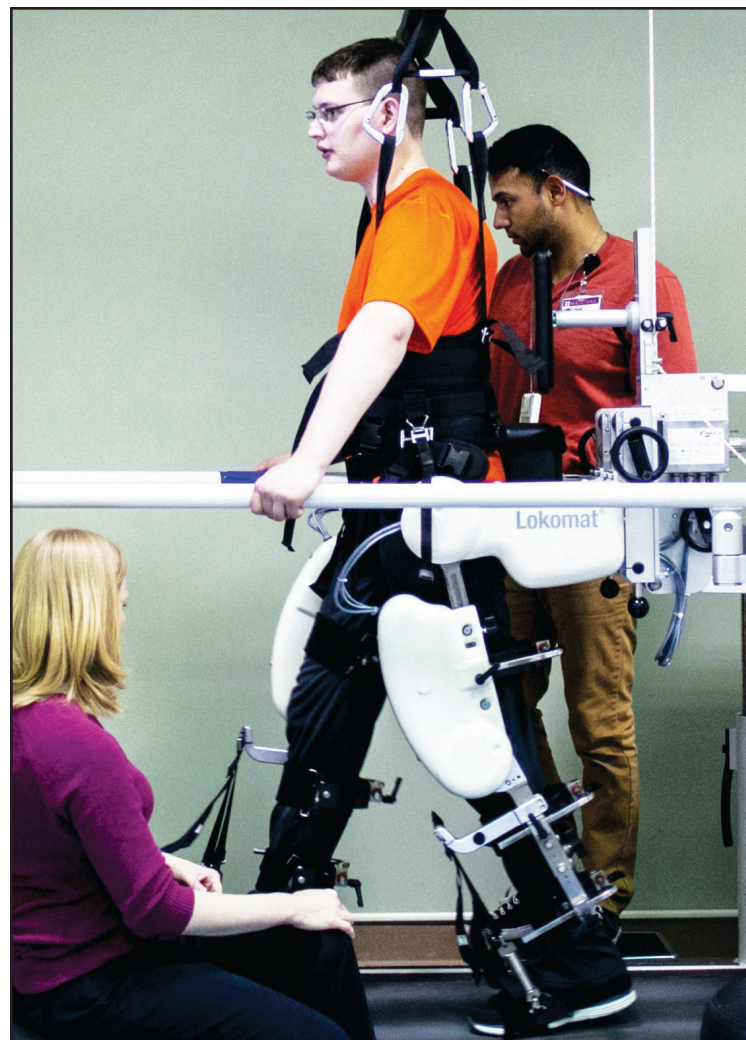
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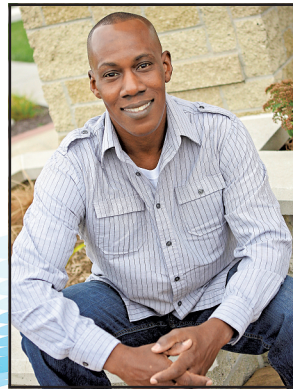
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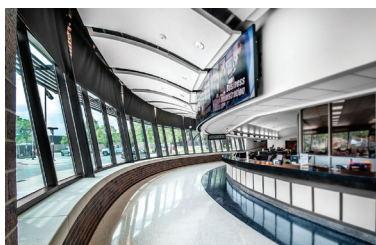
In 1869, Nebraska built a priceless resource when it founded the University of Nebraska – Lincoln (UNL). Today, Husker alumni can be proud their alma mater is regarded as one of the country's top public universities and a member of the Big 10 conference. UNL has consistently been rewarded for achievements in the agricultural and bioengineering fields. UNL's law school and business colleges are also highly revered. U.S. News & World Report's 2016 best college rankings, lists four of UNL's online programs as the nation's best. UNL's students are community conscious. Dozens of school clubs and organizations task themselves with building a better Lincoln while attracting attention to worthwhile causes. The University itself is interested in the benefit of the city. UNL is devoted to innovation, so it partnered with the private sector on the creation of Nebraska Innovation Campus.

The multi-year project, which is currently in development, will be a 2.2 million square foot campus with an urban environment and numerous multiple-story buildings. It includes amenities that encourage people to create and transform ideas into global innovation. Any student will compose a dozen reasons so many successful people choose UNL to get their start. Notable UNL alumni include the literary naturalist Loren Eiseley, geneticist George Beadle, artists Aaron Douglas and Weldon Kees, social researcher Alvin Johnson, investor Warren Buffett, comedian Johnny Carson, diva Barbara Hendricks, artist and engineer Harold Edgerton, soldier John J. Pershing, and authors Willa Cather and Mari Sandoz. Lincoln's city culture and dynamic with innovative spirit, fresh student perspective coming in, and of course the fire of the Husker spirit.



Choices abound for Lincoln college students

Lincoln's thirst for higher education keeps learning institutions full of students eager to fortify their education. All of these universities are dedicated to helping its students pursue their passions and the diverse educational options offer a home to all of their



Southeast Community College

Southeast Community College is a vibrant two-year public institution of higher education serving a primary area of 15 counties in southeast Nebraska. SCC offers multiple locations and online opportunities. With high-quality career/technical and academic programs and very affordable tuition, SCC provides students with tremendous opportunities to create their futures. Our unique blend of career/technical programs will provide students with the skills necessary to be successful in the workforce.



Nebraska Wesleyan University

Nebraska Wesleyan University is a liberal arts university with around 2,000 students and an affiliate of the United Methodist Church. It offers 106 majors and is known around the city for its many theater performances. Actor hopefuls flock to Wesleyan to practice their craft, and Lincolniters know to catch one of Wesleyan's 40 yearly spectacular productions of drama, comedy or musical theater.



Union College

Union College is a Seventh-Day Adventist liberal arts and sciences institute, dedicated to empowering learning, service, and stewardship in its 900 students. It features a low 13:1 student-teacher ratio that ensures personal student attention and assessment which keeps Union College rated a top tier college in its regional category.



Kaplan University

Kaplan University also has its own bustling campus, close to downtown since 2009. Kaplan's programs are designed for people eager to revitalize their career path in an out-come focused program that offers degrees in the most relevant fields.



Doane College

Doane College is based in Crete, Nebraska but has a Lincoln presence. Lincoln is the site of Doane's first satellite campus, which opened in 1981. The campus offers 14 undergraduate degrees, five master's programs and an advanced education degree.



Bryan College of Health Sciences

Bryan College of Health Sciences calls itself a college within a medical center, and offers programming ranging from certificate programs to doctoral degrees for students interested in a health-related career.



High school students in Lincoln are getting a head start on their college careers at The Career Academy – an educational institution created through a partnership between Lincoln Public Schools (LPS) and Southeast Community College (SCC).

"The academy is an opportunity for juniors and seniors in high school to explore a potential career pathway while preparing for college and career," said Dan Hohensee, academy director. The joint venture between LPS and SCC allows students to earn up to one year of SCC credits while continuing to earn credits toward their high school diploma.

"The Career Academy was designed to match the specific needs of our community along the lines of high wage, high skill and high demand fields," Hohensee said. It provides opportunities for students who are either planning to go to college or are looking into more immediate careers and employment. "It helps both groups prepare for their lives after high school," said Hohensee.

The academy opened with 365 students enrolled in 14 different pathways, including health science, culinary, education and engineering. The goal is to provide options for students to recognize the opportunities in a variety of careers available in Lincoln.



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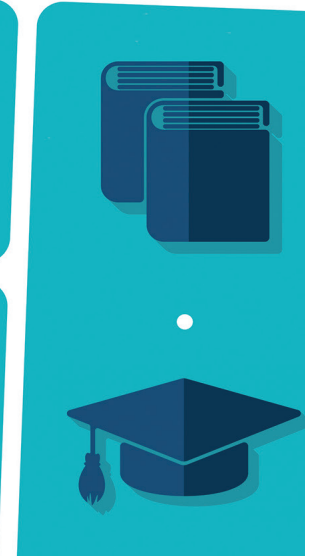
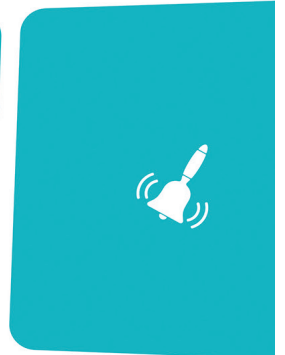
Public, private options are **PLENTIFUL** for Lincoln school children

Lincoln school students have a wealth of opportunity, from a strong and dynamic public school system to a variety of private school options. Lincoln Public Schools (LPS) educates between 35,000 and 40,000 school students each year in an environment that Superintendent Steve Joel calls “a unique combination of rigorous academic standards and achievement and family-friendly surroundings.”

LPS operates more than just its 38 elementary schools, 11 middle schools and six high schools. It has alternative educational options, as well as, several focus programs in the areas of science, arts and humanities, technology and entrepreneurship. It has all-day kindergarten, an English Language Learner program, special educational services and an academic program for gifted students.

LPS graduation rates are consistently high. In 2014, 87 percent of 12th graders graduated, prompting LPS to work toward a 90 percent graduation rate. LPS students score above state and national averages on standardized tests, including the ACT.

Families preferring parochial and private school options have a strong selection. The city has 33 private schools serving nearly 7,000 students. Nearly three-quarters of the private schools are religiously affiliated with Roman Catholic, Lutheran Church, Missouri Synod, Seventh-Day Adventist and non-denominational Christian churches.



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402.475.4211
les.com

Emergency Contacts

Emergency Dial 911

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575 S 10th St
402.441.6500
lancaster.ne.gov/sheriff

Lincoln Police Department
575 S 10th St
402.441.8105
lincoln.ne.gov/city/police

Lincoln Fire & Rescue Department
1801 Q St
402.441.7363
lincoln.ne.gov/city/fire

Government

City of Lincoln
555 S 10th St
402.441.7171
lincoln.ne.gov

Lancaster County
555 S 10th St
402.441.7171
lancaster.ne.gov

NE Dept. of Motor Vehicles
625 N 46th St
402.471.3861
dmv.nebraska.gov

United States Post Office (Main Branch)
700 R St
402.458.1842
usps.com

Gas

Black Hills Energy
1600 Windhoek Dr
888.890.5554
blackhillsenergy.com

Hospitals

Bryan Medical Center East Campus
1600 S 48th St
402.481.1111
bryanhealth.com

Bryan Medical Center West Campus
2300 S 16th St
402.481.1111
bryanhealth.com

CHI Health St. Elizabeth
555 S 70th St
402.219.8000
chihealthstelizabeth.com

Lincoln Surgical Hospital
1710 S 70th St
402.484.9090
lincolnsurgery.com

Madonna Rehabilitation Hospital
5401 South St
402.413.3000
madonna.org

Nebraska Heart Institute
7500 S 91st St
402.327.2700
neheart.com

Newspaper

Lincoln Journal Star
926 P St
402.475.4200
journalstar.com

Garbage Services

Industrial Services, Inc.
6201 N 70th St
402.467.3581
isinebraska.com

Paragon Sanitation, Inc.
5401 N 57th St
402.475.8360
paragonsan.com

Waste Connections of Nebraska
2101 Judson St
402.438.4777
wasteconnections
lincolnne.com

Recycling

Firststar Fiber Corporation
4850 N 48th St
402.464.0003
irststarrecycling.com

Recycling Enterprises of Nebraska, Inc.
1200 W Upland Ave
402.421.6655
recyclelincoln.com

High Speed Internet

Allo Communications
866.481.2556
allocommunications.com

Internet Nebraska
1719 N Cotner Blvd
402.434.8680
internetnebraska.com

NebraskaLink LLC
3900 NW 12th St STE 100
402.489.1208
nebraskalink.com

Time Warner Cable
5400 S 16th St
402.421.0300
timewarnercable.com

Windstream Communications
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402.436.4500
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Phone Service

Selectel Wireless
877.218.5744
selectelwireless.com

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402.421.0300
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877.944.9400
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Realtors Association of Lincoln
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402.441.3620
lincolnrealtors.com

Water

Lincoln Water Systems
2021 N 27th St
402.441.7571
lincoln.ne.gov/city/pworks/
water

Television Service

Allo Communications
866.481.2556
allocommunications.com

DirecTV
809 P St #102
402.476.5421
directv.com

DISH Network
402.256.1153
dish.com

Time Warner Cable
5400 S 16th St
402.421.0300
timewarnercable.com

Windstream Communications
1440 M St
402.436.4500
windstream.com

Transportation

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800.872.7245
www.amtrak.com

Capital Cab
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402.477.6074

Happy Cab
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402.202.2222
happycab.com

Lyft
lyft.com/cities/lincoln

Lincoln Bus Depot
5250 Superior St
402.474.1071
greyhound.com

OMALiNK
402.475.5465
omalink.com

Servant Cabs
320 W P St
402.477.4111

StarTran Bus Service
710 J St
402.441.7185
lincoln.ne.gov/city/pworks/
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Yellow Cab
320 W P St
402.477.4111

Uber
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Lincoln provides ample opportunity to give back



We prove the “Heartland” is more than just a nickname. There are several organizations that make philanthropy their daily mission, and community-wide events that unite different people under a singular mission are never hard to find. One such event, Safe Quarters, brings out over 100 teams of volunteers to collect quarters door-to-door for victims of domestic violence. Give to Lincoln Day is an annual time dedicated to appreciating the improvement to individual lives and the city as a whole our various non-profit organizations. By encouraging contributions to these organizations, the community easily takes a part in upholding the city’s generous ideals. In 2015, Give to Lincoln Day resulted in over \$3 million from more than 14,000 different people to charities such as People’s City Mission and the Capital Humane Society. Lincoln has a lot of love to give, and we wear it right on our sleeve. The youth mentoring program Teammates was started by former University of Nebraska—Lincoln athletic director Tom Osborne. This mentoring program has grown throughout Lincoln, into Iowa and all the way to San Francisco. Whether someone is sharing their time, talent or treasure with their city, Lincoln has ample service opportunity in a community where you can see the difference being made.

MAKING SPORTS BIG IN LINCOLN

Lincoln is a sports town. While Nebraska football may seem to dominate the sports scene, it is not the only game in town. Husker athletics bring millions of dollars to the Lincoln community each year. They also bring many first-time visitors.

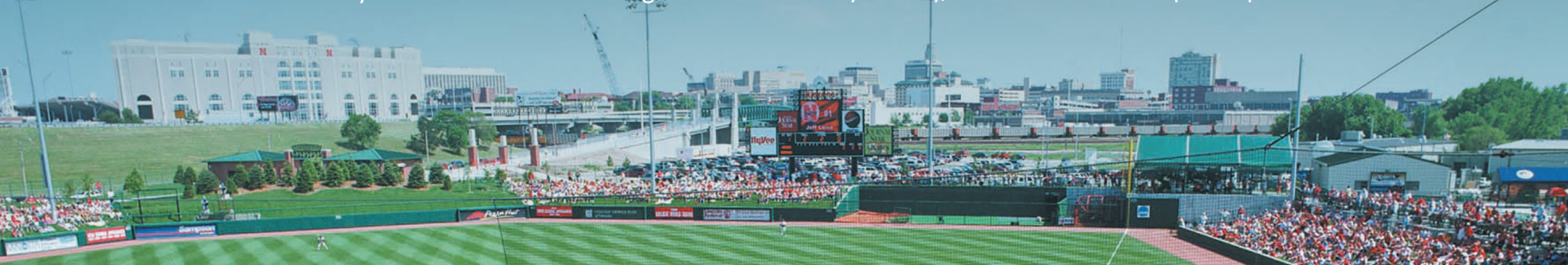
“The Husker football game day experience is like no other and reunites families, old friends and competitors each year,” said Jeff Maul, executive director of the Lincoln Convention and Visitors Bureau. Nebraska fans show plenty of friendliness and warm welcomes. We have been called the nicest fans in college football.

Not only does the Husker football team have the nation’s record for consecutive home game sellouts – home games have sold out since 1962 – so does the women’s volleyball team. Nebraska volleyball continues to draw large crowds

by winning games and championships and has sold out home matches since 2001.

Beyond Husker athletics are numerous other sporting events that draw fans. Baseball fans enjoy watching the Lincoln Saltdogs team play between May and August while hockey fans watch the Lincoln Stars from October through April.

Youth have a lot of sporting activities in school, at the YMCA and through Lincoln Parks and Recreation. Club sports continue to increase in Lincoln, using many indoor and outdoor sports venues. A new facility in Lincoln that hosts club soccer activities along with other sports is the Speedway Sporting Village. This facility is home to an indoor field house, event center and sports performance facility. Those looking for some indoor fun can find it at Defy Gravity, the first indoor trampoline park in Lincoln.



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Discover**LINCOLN**





#1

Most Content City

- 24/7 WALLSTREET

Nebraska's rich culture and Lincoln's contribution to it are often taken for granted. The atmosphere is inviting and the community is keen to helping people reach their next goal. Those that live here recognize there's a certain charm to the capital city that is found throughout the local arts scene, the flourishing restaurant industry and the relaxed pace of life. It has become a cultural hub that is curating greatness.



Get out and explore the city!



The trails are waiting

You don't have to leave the city to get back to nature. This bustling city still has room for open spaces with more than 125 parks. Getting around town is a breeze and the culture is geared toward getting outside.

#MyLNK



There's good news if you are a foodie

Lincoln is cooking up a restaurant renaissance from burgers to Thai. Lincoln sets the table for food lovers of all types, with cafes and bistros that fill the blocks. Here, digging into a delicious feast is more than just a meal, it's bringing people together. Lincoln is quickly becoming a culinary destination.

#DoNotDeconstruct



Creativity on Tap

Sip & socialize at local watering holes and taprooms. Raise a pint to the emergence of Lincoln as a pub hub. Celebrate the craft and creativity of our local brew culture. Enjoy unique flavor profiles and killer happy hours.

#CraftBeerGeek



Sweet Sounds

Find authentic tunes all over Lincoln. The nights actually have life here with boundary pushing bands and collaborative venues right in our backyard. Lovers of live music will enjoy the sweet sounds of funk, blues, rootsy, folk and hard rock from local musicians.

#HearLincoln



Espresso yourself

Lincoln boasts really great coffee shops that will help you start your days off right. Eating, drinking and living locally in Lincoln is a lifestyle that many express and say, "We just wouldn't have it any other way." At any given moment you are within sniffing distance of a cup of joe. Never go without your buzz.

#OKButFirstCoffee

We're Social!



LincolnConvention
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Choose your adventure...

Get outside in the sunshine on 6,500 acres of parks and 1,475 acres of wilderness. Bikers and hikers of all levels can make use of 135 miles of biking and hiking trails. Since 84 of those miles of trails are considered commuter trails – those which lead to a destination – you can challenge yourself to get your errands done in a healthier way, or just get lost along beautiful scenes as you pedal through the parks. The city has 125 parks for picnics, grilling, reading, resting and admiring nature.

“The buzzword is 'quality-of-life' and the parks system really adds life to this community,” said Jerry Shorney, assistant director of park operations with Lincoln Parks and Recreation. One of the city’s premium park spots is the Nature Center at Pioneers Park. The 668-acre site includes 440 acres of native tallgrass prairie, eight miles of hiking trails, and roaming buffalo and elk. Dog owners will enjoy one of Lincoln’s two dog parks, where dogs can run and play off leash. The city’s master plan calls for additional dog parks in the future.

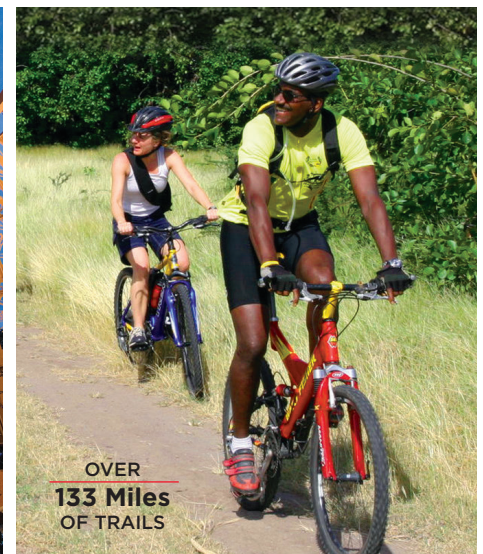
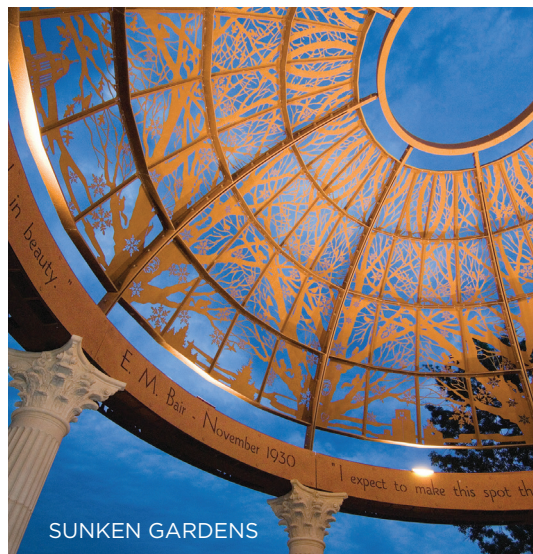
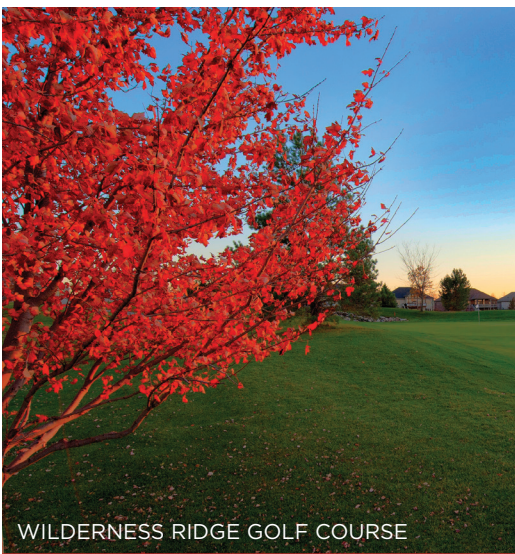
#MyLNK

Sunken Gardens is a breathtaking floral experience. Hundreds of colorful annual plants bloom and imbue the air around the gentle footpaths with their fragrance. Hundreds of people have used the blossoming paradise as the place to commemorate important moments like graduation or an engagement. The Sunken Gardens bring natural romance to our city, not to mention prestige! The park has been listed in the “National Geographic Guide to America’s Public Gardens” list of 300 best gardens.

If your ideal patch of greenery is more about flags and a freshly cut lawn, Lincoln has five public golf courses! Then, nine public swimming pools are available to cool off after a morning on the green.

Hyde Memorial Observatory at Holmes Park is a place for serious astronomers and casual star-gazers. The observatory provides telescopes people can use to look at the stars and programs to learn about astronomy.

Biking and jogging are not for everyone, which is why there are seven recreation centers that feature a variety of programming, including after school activities, fitness events and day camps and crafts. Or you can join a city league for teams playing volleyball, softball, kickball and baseball.



RUN LINCOLN

Run with the big dogs or find your stride...

It's early morning and the sun is starting to kiss the sky. The tops of the trees are glowing and while the trail is peaceful, I am not alone. As the day wears on, the trail will beckon many more runners to log their daily miles. We are runners and we consider Lincoln both home and an amazing running city.

There is so much to love about Lincoln. Every time I travel, I can't help but compare my city to far away destinations. Every time I come to the same conclusion; I am so happy to call Lincoln home. Our city has an amazing network of trails, a vibrant running community, and an offering of supremely well-organized running events that rival those of larger cities.

Vibrant Running Community

The running community here is made of the most amazing group of people. Our runners are a close-knit group with amazing leaders. The Lincoln Track Club, Pink Gorilla Events, and other local groups support and organize local running events. There are group runs and group training programs for all ages and abilities. Runners can find a group for beginning 5K to marathon training. Come to Lincoln, and you will find a caring, genuine group who love running and love people.

Must-Do Races in Lincoln

There is no shortage of awesome events in Lincoln. Starting in the early winter/spring, runners will hit the trails to train for the Lincoln Marathon, which had 12,500 registrants for last year's sold out event. Runners are cheered on throughout the course by Lincoln residents whose love of marathon weekend is demonstrated by their on-course support.

Come fall, runners are training for the Market to Market Relay. This unique event is the nation's largest day-long running relay. Teams of 6 to 8 take to the course with their costumes and decked out vehicles for a day to remember.

The Good Life Halfsy is a fall point to point half marathon which runs across the city of Lincoln. The event celebrates local Nebraska culture and icons. The Halfsy illustrates why we call Nebraska "The Good Life."

Pack your bags and don't forget your running shoes. Come run, play and explore Lincoln.

- Alexandra Cohoon
Pink Gorilla Events



Let the good times grow!

There's always something happening at the Lancaster Event Center-Home of the Lancaster County Super Fair! You might find a rodeo or horse show, women's or kid's expo, antique or craft show, home or boat show, boxing match, tractor pull, mud run, circus, etc., etc. Find your fun!

Contact us for a professional, friendly and fun facility to hold your next indoor or outdoor event for as few as 8 and up to 20,000 people.

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MEADOWLARK MUSIC FESTIVAL

June – July | www.meadowlarkmusicfestival.com

Meadowlark's mission is to make chamber music a necessary component of every Nebraskan's definition of "The Good Life." Meadowlark does this by presenting internationally renowned artists in casual settings and at a fraction of the cost of larger organizations. Children 16 and under are always admitted free.

LINCOLN SALTDogs

May – August | www.saltdogs.com

The Lincoln Saltdogs play at Haymarket Park, which is the setting for 50 home games. The Saltdogs are a member of the American Association of Independent Professional Baseball, which includes teams from Canada to Texas.

THE HAYMARKET FARMER'S MARKET

May – October

(Saturdays 8 a.m. – Noon)

www.lincolnhaymarket.org

Local entertainers, farm-fresh produce, baked goods, jams, jellies, honey, fresh and dried flowers, bedding plants, herbs and hand-crafted items will be for sale.

LINCOLN MARATHON

May | www.lincolnrun.org

There will be an expected 15,000 participants for the 39th annual Lincoln/National Guard Marathon and Half Marathon, presented by Pepsi. The race begins at 14th and Vine Streets and will finish on the 50-yard line inside Memorial Stadium.

FRIDAY NIGHTS LIVE SUMMER CONCERT SERIES

May – August | www.southpointeshopping.com

Enjoy fabulous live music, food and fun every Friday, 6:30 – 8:30 p.m., in the lush Center Courtyard of SouthPointe Pavilions Shopping Center. A goodwill donation per person requested to benefit charitable organizations. Lawn chairs and blankets welcome.

LINCOLN BEER WEEK

May | www.lnkbeerweek.com

Lincoln Beer Week is an annual event devoted to one of man's greatest creations, beer! Lincoln Beer Week celebrates craft beer by bringing craft beer to the masses. Events range from tastings, to tap takeovers, to beer pairings, to full-fledged parties.

RENAISSANCE FESTIVAL

May | www.jamesarthurvineyards.com

Go back in time to when kings ruled, giants roamed and dragons populated the countryside. Members of Lincoln's Society for Creative Anachronism, dressed in period costume, will inhabit the grounds with displays and demonstrations of what it was like to live in the days of kings and castles. The vineyard will offer concessions and wine tasting.

CORNHUSKER STATE GAMES

July | www.NebraskaSportsCouncil.com

From aquatics to wrestling, the Cornhusker State Games will take place in the Lincoln/Omaha areas. Featuring competitions in 60+ sports with 13,000-15,000 athletes vying for gold, silver and bronze medals. Olympic-style pageantry takes place at Seacrest Field in Lincoln with entertainment galore.

LANCASTER COUNTY SUPER FAIR

August | www.SuperFair.org

Come let the good times grow at one of the largest county fairs in the USA! Enjoy many free attractions like racing pigs, petting zoo and nightly concerts. Experience carnival rides, fair food, theme days, thrilling motor sports and much more. Call (402) 441-6545 for more information.

CAPITAL CITY RIBFEST

August | www.PinnacleBankArena.com

Nebraska Pork Producers Capital City Ribfest will be at the Pinnacle Bank Arena Festival Lot located just north of the arena. The Capital City Ribfest features award-winning barbecue from around the country and some of the best local and regional live music during the four-day event.

CORNHUSKER FOOTBALL

September – November | www.huskers.com

The University of Nebraska Cornhuskers play at Memorial Stadium. Named to honor all veterans, the stadium holds more than 91,000 and on home-game days becomes the state's third-largest "city." The home of the Huskers has been sold out since 1962.

MARKET TO MARKET RELAY

October

www.markettomarketrelay.com

The Market to Market Relay is Nebraska's running road trip. The largest day-long relay in the nation, takes teams from Omaha to Lincoln. Teams of six, seven or eight friends run three stages per person varying in distance from three to five miles each.

LINCOLN STARS HOCKEY

October – April | www.lincolnstars.com

Fast-paced, hard hitting and highly skilled USHL hockey played at The Ice Box, in Lincoln, voted top five places to see a Jr. Hockey game in North America. An unbelievable pre-game light show, fun filled contests, future NHL'ers and the USHL's best fans. A Stars game is an evening to be experienced.

BOO AT THE ZOO

October | www.lincolnzoo.org

Boo at the Zoo is Lincoln's largest trick-or-treat event. The entire family will love stopping at over 40 trick-or-treat booths to get candy, coupons, and more. All of the money raised during Boo at the Zoo directly supports the Zoo. Tickets can be purchased in advance online at www.LincolnZoo.org.

GOOD LIFE HALFSY

November | www.goodlifehalfsy.com

The Good Life Halfsy is more than a half marathon. It's a fun-filled weekend celebrating Nebraska and its people, landmarks, icons and culture. There's something special about this place and we're running through the streets of Lincoln to let the secret out. Some would call it a half marathon. We call it the Halfsy.

HOLIDAY SPECTACULAR

December | www.lincolnchildrensmuseum.org

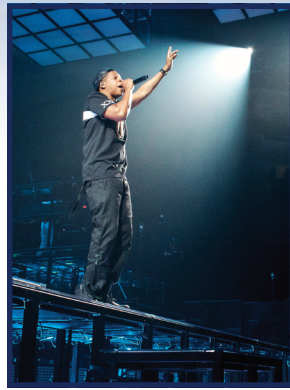
Lincoln Children's Museum invites families to kick off the holiday season at Holiday Spectacular! Of course no holiday party would be complete without a visit from Santa, who can be found in his Nebraska workshop right in the Museum! It's a night of song, dance, storytelling, indoor snowball fights, decoration making and special guest appearances.

HOLIDAYS IN THE HAYMARKET

December | www.lincolnhaymarket.org

The event is held from 6:00 p.m. – 9:00 p.m. on Friday nights in December. See Santa strolling through the streets and enjoy entertainment throughout the Haymarket. Also, enjoy a horse and carriage ride! 7th and P Streets. Call (402) 435-7496 for more details.

Year-round events make
LINCOLN
a family-friendly
community



PINNACLE BANK ARENA HIGHLIGHTS LINCOLN'S ENTERTAINMENT SCENE

Lincoln binges on live entertainment, and our dedicated night owls crave variety. The capital city music scene listens to the community and responds to their interests for certain kinds of artists, diverse shows and more unforgettable performances.

As the desire for entertainment grows, so has Lincoln, like in 2013 when it built Pinnacle Bank Arena. The Pinnacle Bank Arena glistens in the downtown Haymarket district, attracting world-class entertainers like Michael Bublé, Maroon 5, Carrie Underwood and Jason Aldean to legendary rock stars like Bon Jovi, Paul McCartney and Elton John. The \$179 million state-of-the-art venue features a 15,200 seat multi-use arena, 36 suites, 20 loge boxes and 832 club seats. Distributed over 450,000 square-feet on four concourse levels, it also serves as home court for the University of Nebraska — Lincoln men's and women's basketball teams.

Maintaining community identity is important to all who call Lincoln home, so venues and theaters of all sizes and styles thrive here. The Lied Center for the Performing Arts is a handsome building that welcomes a gamut of performances like musicals, speakers, dance and comedy. Pinewood Bowl Theater is an entirely outdoor music hall set in Pioneers Park, for when a breeze through your hair is the perfect way to enjoy your favorite songs.

"Lincoln's entertainment scene is diverse," said Jeff Maul, executive director of the Lincoln Convention and Visitors Bureau. "The entertainment scene caters to those looking for a nice quiet evening with the arts and something fun and creative for the family," Maul said. "For those that are looking for opportunities to enjoy the live music scene, there are many new and traditional music venues as well."



Cultural treasures are waiting for you...

Lincoln is a remarkable art city. The **Lied Center for the Performing Arts** offers the best of touring music, dance, theatre, symphony, comedy and world-renowned artists of every discipline. The Lied is also home to our own **Lincoln Symphony Orchestra** and **Lincoln Midwest Ballet** productions.

The **Johnny Carson School of Theatre and Film** at the University of Nebraska-Lincoln (UNL) provides a versatile performance and teaching space. One of our “best kept secrets” is the **Sheldon Museum of Art**, featuring works by American artists in the striking Philip Johnson-designed gallery at 12th and R Streets. UNL’s campus also has numerous outdoor sculptures.

Lincoln’s penchant for performance continues at the **Lincoln Community Playhouse**, **Haymarket Theatre Company**, **TADA Productions** and **Angels Theatre Company**. **Youth Actors Academy of Lincoln**, **Nebraska Girls Shakespeare Co.** and **Nebraska Youth Theatre** provide excellent opportunities for budding young thespians. **UNL’s Mary Riepma Ross Media Arts Center** specializes in screening independent films. **Pinewood Bowl Amphitheatre** provides a wooded outdoor venue in Pioneers Park.

Art galleries abound! Lincoln’s more than 50 galleries range from non-profit collectives to exclusive private collections. There is a convenient concentration of galleries located in the **Historic Haymarket District**, throughout downtown and in **University Place** (48th to 56th Streets between Adams St. and Leighton Ave.). Take the **First Friday Artwalk** (firstfridaylincoln.org) to experience special monthly openings. UNL’s East Campus is home to the **Robert Hillestad Textiles Gallery** and the **International Quilt Study Center** housing the largest known public collection in the world of this utilitarian art form.

Lincoln is rated one of the Top 10 Most Welcoming Cities in America. Our new neighbors bring the best of their national dishes, customs and celebrations. The **Cultural Centers Coalition of Lincoln** consists of four agencies: **Indian Center** (Native American), **Asian Center**, **Malone Center** (African American), and **El Centro de las Américas**; each working to make our community safer, healthier and culturally richer.

Free music flourishes in summer. **Jazz in June** on the lawn at Sheldon Museum on Tuesday nights; **Stransky Park** concerts by KZUM Community Radio on Thursday nights; **Foundation Gardens** downtown, Wednesdays during the lunch hour; **Lincoln Municipal Band Concerts** in the Antelope Park Bandshell on Sunday nights and **SouthPointe Pavilions “Friday Nights Live”** to name just a few. **Flatwater Shakespeare Co.** offers the bard’s plays in multiple city park locations each summer, free of charge.

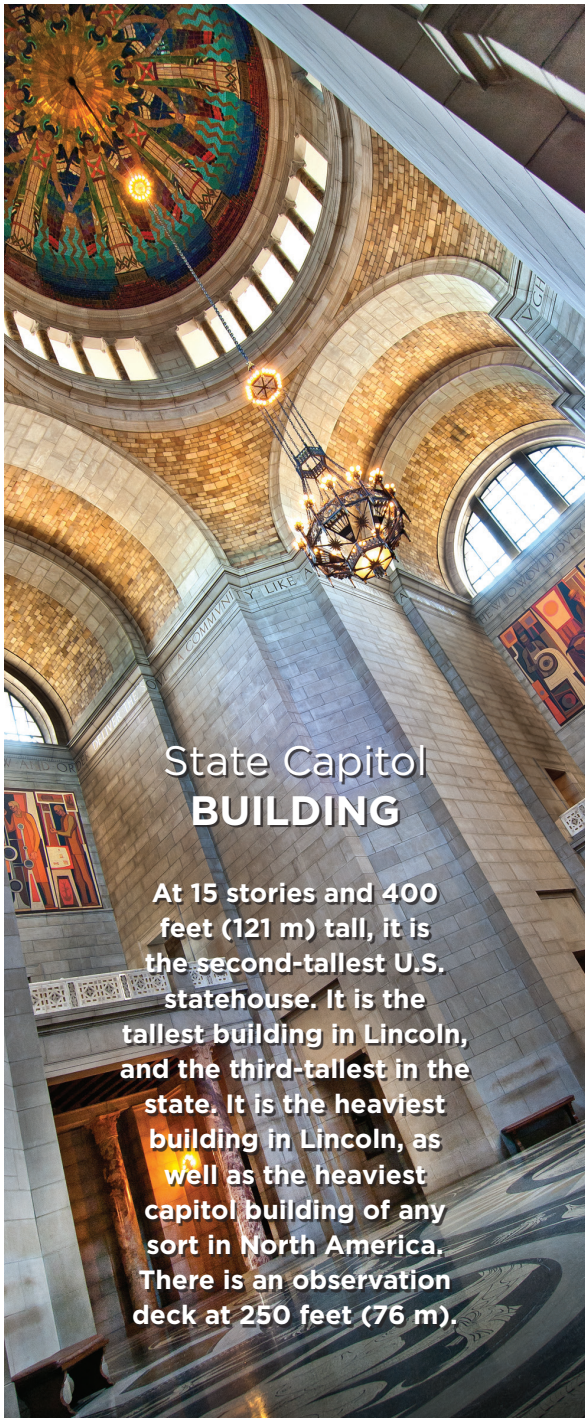
Popular with the locals are **Crescent Moon Coffee** and **Meadowlark Coffee and Espresso**. These intimate settings provide gallery space for rotating visual art, performance space for seasoned presenters and regular “Open Mic Night” for aspiring artists and poets. The city’s largest juried arts show is the **Lincoln Arts Festival** at SouthPointe Pavilions which regularly features 90+ artists – local and national – attracting nearly 10,000 visitors during the fourth weekend in September.

Lincoln is home to more than 68 non-profit arts organizations, a higher concentration than most comparable US cities. Three churches boast their own musical performance series – **First-Plymouth Congregational**, **First Presbyterian** and **St. Paul United Methodist**. Even the **Nebraska State Capital** building is filled with art deco mosaics and architectural detail; take a free guided tour.

- Lori McAlister - Lincoln Arts Council



LINCOLN ATTRACTIONS



State Capitol BUILDING

At 15 stories and 400 feet (121 m) tall, it is the second-tallest U.S. statehouse. It is the tallest building in Lincoln, and the third-tallest in the state. It is the heaviest building in Lincoln, as well as the heaviest capitol building of any sort in North America. There is an observation deck at 250 feet (76 m).

HAYMARKET/DOWNTOWN

Pinnacle Drive to 17th St., H to R Streets | (402) 434-6900 | www.lincolnhaymarket.org
An array of unique specialty shops and over 150 restaurants, clubs and nightspots await visitors to downtown and the Haymarket. Shopping attractions include antiques and art galleries in the Haymarket, as well as Husker apparel, bookstores, shoes and clothing in the downtown core.

LINCOLN CHILDREN'S MUSEUM

1420 P St. | (402) 477-4000 | www.LincolnChildrensMuseum.org
Hours: Mon. – Wed., Fri. – Sat. 9:30 a.m. – 5 p.m.; Thurs. 9:30 a.m. – 7:30 p.m.; Sun. 1 – 5 p.m.; Closed Mondays during the school year. See website for holiday hours
Ranked in the top 20 children's museums in the US, it features more than 40 exhibits. Two new exhibits include Cuckoo Construction, a three story climbing tower where children practice building skills, and Grow Zone, an area centered on development for babies and toddlers. Pricing and event information found at LincolnChildrensMuseum.org.

LINCOLN CHILDREN'S ZOO

1222 S 27th St. | (402) 475-6741 | www.lincolnzoo.org
Hours: April – Oct. Sun. – Sat. 10 a.m. – 5 p.m.; June – Aug. Sun., Mon., Tues., Thurs., Fri. 10 a.m. – 5 p.m.; Wed., 10 a.m. – 8 p.m.
Rated among the nation's best zoos for children by Parent Magazine, the nationally award winning Lincoln Children's Zoo is home to over 400 animals. Featuring interactive Zoofari stations with Larry the Cable Guy, up-close animal encounters and the historic ZO&O Railroad, the Zoo is the perfect destination for the entire family.

THE RAILYARD

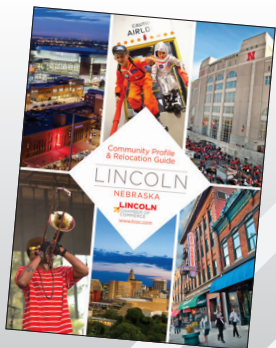
300 & 350 Canopy St. | www.railyardlnk.com
The Railyard on Canopy Street is Lincoln, Nebraska's premier entertainment district located across the street from the Pinnacle Bank Arena. This vibrant venue features 13+ restaurants & bars, live entertainment, a public market and THE CUBE presented by Union Bank & Trust.

UNIVERSITY OF NEBRASKA STATE MUSEUM - MORRILL HALL

14th & Vine Streets | (402) 472-2642 | www.museum.unl.edu
Hours: Mon. – Sat. 9:30 a.m. – 4:30 p.m.; Thurs. 9:30 a.m. – 8 p.m.; Sun. 11:30 a.m. – 4:30 p.m.; Closed Major Holidays
"Archie" the life-sized bronze Columbian mammoth greets visitors outside Morrill Hall, the region's premier museum of natural history! The Museum provides a glimpse into our ancient past featuring the world-famous Elephant Hall, hands-on discovery center, Bizarre Beasts, plus more!

RALPH MUELLER PLANETARIUM

210 Morrill Hall at the University of Nebraska—Lincoln | (402) 472-2641
www.spacelaser.com
Hours: Shows on Thurs., Sat. & Sun.
The Ralph Mueller Planetarium at Morrill Hall is the premier full dome theater in Nebraska. Come for an exciting adventure through space and natural history; an unforgettable experience! Cost: \$4 adults (19+), \$3 children (4-18). Ticket prices are in addition to regular museum admission. Children ages 3 & under will not be admitted.



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ANTELOPE PARK

23rd & N Streets; 33rd & Sheridan Blvd.
(402) 441-7847
www.lincoln.ne.gov/city/parks
Antelope Park is a particularly beautiful park offering extensive facilities, including rose gardens, Sunken Gardens, fountains, public art, Lincoln Children's Zoo, a play center, a golf course, Veterans Memorial Garden, trails system and a universally accessible playground area.

AGER PLAY CENTER

1300 S 27th St. | (402) 441-6792
www.lincoln.ne.gov/city/parks
Hours: Mon. – Fri. 9 a.m. – 5 p.m.;
Sat. 9 a.m. – 3 p.m.

Ager Play Center is an active play place for younger people. It has a large play structure designed for preschool children under 48 inches tall. The toddler area has a small ball pool similar to the large structure, as well as age specific activities and toys.

HOLMES PARK AND LAKE

70th & Normal Blvd. | (402) 441-7847 | www.lincoln.ne.gov/city/parks
The man-made lake is the center feature of Holmes Park and is a Lincoln favorite for non-motorized boating, picnicking and fishing. The park also offers ball diamonds, a playground, an 18-hole public golf course and Hyde Memorial Observatory. In winter, part of the lake is cleared of snow for ice skating and sleds fill the hills.

PIONEERS PARK

3201 S Coddington Ave. | www.lincoln.ne.gov/city/parks
Hours: Sun – Sat. Sunrise – Sunset

Silence, peace and beauty are among the wonders of the 1,100-acre Pioneers Park on the southwestern edge of Lincoln. The Chet Ager Building has animals and exhibits depicting woodland and wetland habitats.

PIONEERS PARK NATURE CENTER

3201 S Coddington Ave. | www.lincoln.ne.gov/city/parks/naturecenter
Hours: Mon. – Sat. 8:30 a.m. – 5 p.m.; Sun. Noon – 5 p.m.; Closed Thanksgiving Day, Christmas Day and New Year's Day
The Nature Center, in the southwest corner of Pioneers Park, features eight miles of walking trails through native Nebraska prairie grasses, woodlands and wetlands. Bison, elk and owls are exhibited in their natural Nebraska habitat.

SPRING CREEK PRAIRIE AUDUBON CENTER

11700 SW 100th St. Denton, NE
(402) 797-2301 | www.springcreekprairie.audubon.org
Hours: Mon. – Fri. 9 a.m. – 5 p.m.; Sat. – Sun. 1 – 5 p.m.; Trails are open from sunrise to sunset. Closed major holidays.
Experience the sights and sounds of an 850-acre native tallgrass prairie preserve. Twenty minutes southwest of Lincoln, Spring Creek Prairie Audubon Center offers prairie, wetland and woodland habitats; miles of walking trails; a visitor center, and trail ruts from the Oregon Trail.

SUNKEN GARDENS

S 27th & D Streets | (402) 441-8267 | www.lincoln.ne.gov/City/parks/
Hours: Sun. – Sat. 5 a.m. – 11 p.m.
Sunken Gardens is a beautiful terraced garden featuring reflecting ponds, thousands of annuals, a waterfall, paved pathways with donated engraved concrete pavers that memorialize special people and events, restrooms and an ornate gazebo. The gardens are ADA accessible.

WILDERNESS PARK

1st & Van Dorn Streets
27th & Saltillo Rd. | (402) 441-7847
www.lincoln.ne.gov/city/parks
Wilderness Park, Lincoln's largest park, covers more than 1,475 acres and features over 22 miles of bridle, hiking and biking trails.

CHAMPIONS FUN CENTER

1555 Yolande Ave.
(402) 434-7066
www.championsfuncenter.com
Hours: Call for hours

Champions Fun Center is the place for fun family entertainment. Enjoy a mini-golf course, batting cages, water wars, four-story free fall, go-karts, adventure challenge, 70+ arcade/redemption games, pizza and fun food, open bowling and cosmic bowling featured Thursday through Sunday nights.

ESCAPE LINCOLN

60 The Apothecary | 140 N 8th St.
(402) 477-7801 | www.escapelincoln.com
Hours: Sat. & Sun. 10 a.m. – 10 p.m.; Check website weekday hours.
Escape Lincoln is a real-life adventure game where participants are locked in a room and use elements around them in order to "escape."

THE LINCOLN ESCAPE ROOM

3700 S 9th St., Suite D | (402) 432-7306 | www.lincolnescaperoom.com
Hours: 9 a.m. – 11 p.m.
The Lincoln Escape Room is a physical adventure game in which you and your friends will solve a series of puzzles, riddles, and clues in order to escape within 60 minutes. Are you up to the challenge?

LINCOLN LASER TAG

6600 N 27th St. | (402) 476-4824 | www.Lincolnlasertag.com
Hours: Wed. & Thurs. 6 p.m. – 10 p.m.; Fri. 5 p.m. – 11 p.m.;
Sat. 11 a.m. – 11 p.m.; Sun. Noon – 7 p.m.
Laser Tag is a thrill seeking game that is fun for all ages! The 6,840 square-foot arena, can hold up to 30 players at a time.

LOST IN FUN!

15th & Yankee Hill Road | (402) 261-0440 | www.lostinfun.com
Hours: Mon. – Thurs. 10 a.m. – 9 p.m.; Fri. – Sat. 10 a.m. – 9:30 p.m.;
Sun. 11 a.m. – 8 p.m.
Your outdoor playland...indoors! Kids of all ages can have a fun-tastic time. The space includes: playsets, fun maze, inflatable jumpers, foam pit, toddler area, jumping pillow, basketball court and an arcade.

SMART ROOMS

134 N 13th St. | (402) 890-1210 | www.smartroomslincoln.com
Session Times: – Wed., Thurs., Fri. 3:30, 5, 6:30, 8 p.m.; Sat., Sun. Noon, 2, 3:30, 5, 6:30, 8 p.m.
A live-action entertainment experience where participants must use logic, wit and teamwork to find clues and solve puzzles within 60 minutes to escape a locked room.

Unique attractions
and parks make
LINCOLN
the perfect place to
live, work and play

The Deets on Lincoln Eats...

From traditional American fare to Asian specialties and jazzed up bar food, each is working to dominate the Lincoln food scene. And no matter what you're craving, what time you're eating or how big your group is, there is a local Lincoln gem waiting to arouse your taste buds.

Here are a few of the must tries:

American

Yia Yia's Pizza – Pizza inspired by global toppings is served alongside ice-cold beer (over 375 different bottled beers). Each slice of pizza pie is made fresh and served with a hunk of freshly baked bread. Be sure to ask for a side of red or green pesto, you won't be sorry.



Honest Abe's Burgers and Freedom – "The Last Burger You Will Ever Want." Abe's features a rotating menu of burger masterpieces from the Ground UP Restaurants group, and they know a thing or two about how to make a burger taste like a million bucks. Add on an order of Freedom Fries and you will never feel more patriotic.

Asian

Banhwich Café – If you only try one restaurant while visiting Lincoln, Banhwich is the place. This Vietnamese sandwich shop is serving up traditional Banh Mi sandwiches with big flavor, fast service and killer prices. Add an egg to any of the sandwiches and you have the perfect breakfast sandwich.

Amu Manu Ramen Bar – The ramen craze is hitting the coasts and it's making a big splash in Lincoln too. Amu Manu is redefining a college staple with fresh, made in-house hearty ingredients that are sure to warm the soul.

Sweets

The Doughnut Hole – The perfect morning kick-starter. Fresh, fried and delicious, the Doughnut Hole creates classic-flavored doughnuts and pushes the envelope with unique flavors like PB&J, maple bacon long johns and chocolate doughnuts filled with peanut butter and crispy rice-topped treats.

Ivanna Cone – This eccentric handmade (yes, handmade) ice cream shop is family-owned and operated and features classic and unique flavors served by the scoop all year round. It's a must try Lincoln staple. Be sure to bring cash or check (it's all they take).

Tyler Thomas
Co-Founder/Managing Editor of
NebraskaFoodie.com

**MORRILL HALL
& MUELLER PLANETARIUM**

EXPLORE NATURAL HISTORY
museum.unl.edu | (402) 472-2642

University of Nebraska State Museum



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Welcome to the end of the day.sm

HEAR NEBRASKA

Hear Nebraska covers the all-city music festival Lincoln Exposed each year, and every time there's a moment of encouraging disbelief that quietly sets in.

It's midnight on Saturday, and the downtown music festival has hosted nearly six dozen acts. You look around and wonder, "How is it possible all these bands — the rock ones, the folk ones, the grooving jazz, the hip-hop, the I-don't-even-know-what-to-call-that — hail from Lincoln?"

In that moment, it's obvious how close you are to a music scene at its convergence point. But it's also a great reminder that the music brimming over at that moment lives in Lincoln the other 364 days a year: in farmer's markets, in dark clubs, on big stages, in coffee shops. The Lincoln music scene truly thrives on its diversity and the acceptance and enthusiasm demonstrated by the scene any given weekend, and for the true concert warriors, any given night of the week.

That's not to say Lincoln music is hard to find or the scene is inaccessible, just that it's beautifully tight knit. Ten years running, the

aforementioned Lincoln Exposed brings together myriad local bands every February. In October, its sister festival, Lincoln Calling, stages many of those same bands along with regional and national artists. On summer Fridays, Hear Nebraska, the Cooper Foundation and the Lincoln Chamber of Commerce bring you Hear Lincoln, a free, outdoor series that showcases the range of the Lincoln music scene. It's the best way to spend your Friday lunch hour. Other notable events include the Stransky Park concert series, Jazz in June, ZooFest and Duffy's Tavern backlot shows.

For a brief venue guide, let's start with the old stalwarts. The Zoo Bar has been a haven for blues, jazz and roots music since 1973. More than 40 years on, the Zoo might still double down some nights, packing the house at 6 p.m. with a touring bluesman who's visited 20 times in his career, and then they'll stage a great local billing for the late show. Just around the O Street corner, Duffy's Tavern and The Bourbon Theatre both draw a wide variety of national acts and local favorites. All three of these venues collaborate on downtown festivals such as Lincoln

Exposed and Lincoln Calling. In the Railyard District, Vega has drawn some indie power punchers, like Mac DeMarco, Tim Kasher and Caroline Smith, in its short existence. And don't forget Lincoln's casual coffee shop scene, which is a breeding ground for the city's youthful acoustic talent. Check out weekly open mic nights at Crescent Moon in the Haymarket and Meadowlark on 16th and South streets. Of course, Lincoln's new Pinnacle Bank Arena plays host to the country's biggest music performers, from Pearl Jam to Pink, Jay Z to The Eagles.

We at Hear Nebraska support and promote original music across our state, and there's no question that Lincoln's lively and storied scene comprises a vital chunk of our work. Lincoln is home to a thriving arts community across visual art, film and theater, but we tend to think music anchors it all. Boundary-pushing bands, collaborative venues and a community that knows what it means to support original and local art: Lincoln deserves congratulations for knowing the art it cultivates right in its own backyard.

— Hear Nebraska





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THE LINCOLN
CORNHUSKER

90 YEARS OF HISTORY



Celebrating nearly 90 years of rich history in downtown Lincoln, creating guest connections and providing a convenient, welcoming location for travelers and groups.

With 300 guest rooms and suites, two in-house restaurants, fresh Starbucks brews, a Concierge Lounge, fitness center, indoor pool and more, it's clear why **The Cornhusker is**

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LINCOLN**



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Tastings, Tours & Taps

BIN 105 QUALITY WINES

105 N 8th St., Ste. 100 | (402) 261-4868 | www.bin105.com

Hours: Tues. – Thurs. 11 a.m. – 7 p.m.;

Fri. – Sat. 11 a.m. – 10 p.m.; Sun. Noon – 5 p.m.

Lincoln's finest selection of domestic and imported wines from small production, artisan producers. Available for take-out or the glass. Also serving cheese and charcuterie.

BLUE BLOOD BREWING COMPANY

500 W South St., Ste. 8 | (402) 477-2337 | www.bluebloodbrewing.com

Hours: Wed. – Fri. 4 p.m. – 9 p.m.; Sat. Noon – 9 p.m.

Enjoy a laid back atmosphere with a view of 15 barrel four vessel brew house during taproom hours: Wednesday: 4 p.m. – 9 p.m. \$1 off pours and free brewery tour at 6 p.m.; Thursday: 4 p.m. – 9 p.m., \$4 off new growlers and \$4 off growler fills; Friday: 4 p.m. – 9 p.m.; Saturday: Noon – 9 p.m.; Saturday: free brewery tour at 2 p.m.; Food available daily. Family and dog friendly.

DEER SPRINGS WINERY

16255 Adams St. | (402) 327-8738 | www.deerspringswinery.com

Hours: Wed. – Sat. 1 – 9 p.m.; Sun. 1 – 6 p.m.

Lincoln's award winning Deer Springs Winery, located just minutes away from the city in a park like country setting surrounded by shady pines. The winery is located in the original family homestead farmhouse, renovated for modern convenience, yet retaining its historic charm.

EMPYREAN BREWING CO.

729 Q St. | (402) 434-5960 | www.empyreanbrewingco.com

Hours: Mon. – Fri. 8 a.m. – 5 p.m.; Closed Holidays

Founded in 1990, Empyrean Brewing Company remains the oldest and largest craft beer brewery in the state. With six, year-around brands, five seasonal and over a dozen limited styles, Empyrean Brewing Company produces more than 10,000 barrels of beer annually. See the website for brewery tour information.

JAMES ARTHUR VINEYARDS

2001 W. Raymond Rd. Raymond, NE | 803 Q St. (402) 783-5255
www.jamesarthurvineyards.com

Hours: April – Oct.: Mon. – Thurs. 10 a.m. – 6 p.m.; Fri. – Sat. Noon – 9 p.m.; Sun. Noon – 6 p.m.; Nov. – March: Mon. – Thurs. 10 a.m. – 5 p.m.; Fri. – Sat. Noon – 9 p.m.; Sun. Noon – 6 p.m.

James Arthur Vineyards is Nebraska's largest winery. While at the winery, guests can enjoy specialty wines, cheeses, meats and breads in the peaceful setting of the Nebraska countryside or in the tasting room. JAV now features a tasting room at the From Nebraska Gift Shop in Lincoln's Historic Haymarket.





Sip and Socialize

Local breweries are finding a strong customer base throughout the city as the interest in craft beer grows.

MODERN MONKS

Misty's 200 N 11th St. | (402) 476-7766
www.modernmonks.com

Beers brewed using the traditional styles of the medieval monasteries. Beers truly worthy of indulgence. So raise a glass to these monkish souls, who took an oath of perfection and a vow of flavor.

PLOUGHSHARE BREWING CO.

1630 P St. | (402) 742-0420
www.ploughsharebrewing.com

Hours: Thurs., Fri. and Sun. 4 p.m. – Late;
Sat. 2 p.m. – Late; Kitchen closes at 10 p.m.

The brewery identity authentically reflects Nebraska history and homestead ideals of hard work, self-sufficiency, simple pleasures and wholesome refreshment. Fresh beer in many styles made in house. Limited menu of fresh-local foods. Growlers available for takeout. Tours available.

SCHILLINGBRIDGE CORK & TAP HOUSE

575 Fallbrook Blvd., Suite 109 | (402) 904-7161
www.schillingbridgecorkandtap.com

Hours: Tues. – Thurs. 11 a.m. – 11 p.m.; Fri. & Sat. 11 a.m. – Midnight; Sun. 11 a.m. – 11 p.m.

An innovative craft beer and wine inspired gastropub. SchillingBridge Cork & Tap House features house brands of craft beer along with the award-winning handcrafted wines produced at SchillingBridge Winery in Pawnee City, NE. The food menu was designed around SchillingBridge Cork & Tap House's beverage products, infusing them in creative and imaginative ways.

WINDCREST WINERY

3110 W Branched Oak Rd. Raymond, NE
(402) 783-2875 | www.windcrestwinery.com

Hours: Mon. – Thurs. 3 – 9 p.m.; Fri. – Sat. 10 a.m. – 9 p.m.; Sun. Noon – 9 p.m.

Join Windcrest Winery throughout the year and spend time in the tasting room sampling a wine selection that is sure to please every palate. Relax on the patio overlooking the view.

WUNDERROSA WINERY

2361 Wittstruck Rd. Roca, NE | (402) 328-3494
www.wunderrosawinery.com

Hours: Thurs. – Fri. 5 – 9 p.m.; Sat. Noon – 9 p.m.; Sun. 1 – 6 p.m.

WunderRosa Winery has award winning wines with a great view of the Lincoln skyline. Perfect venue for weddings, rehearsal dinners, parties, etc.

ZIPLINE BREWING CO.

2100 Magnum Cir., Suite 1 | (402) 475-1001
www.ziplinebrewing.com

Hours: Wed. – Thurs. 3 – 8 p.m.; Fri. 3 – 9 p.m.; Sat. 1 – 9 p.m.; Sun. Noon – 5 p.m.

Zipline Brewing Co. is a microbrewery in Lincoln, Nebraska focusing on handcrafted Brave New Brew for beer lovers everywhere.

#DrinkLocal



Uninhibited debauchery is one of life's greatest pleasures.

Find authentic tunes every night. The nights actually have life here with boundary pushing bands and collaborative venues – right in our backyard. Lovers of live music will enjoy the sweet sounds of funk, blues, rootsy, folk and hard rock from local musicians. Heard of James Valentine and Karmin? Yep, they're from Nebraska.

#HearLincoln



Green light...Knock to enter.

Get a sense of exhilaration when you walk down that dark alley, pass through a nondescript door with tinkling ice cubes and old secrets when you go to Lincoln's elusive speakeasy, SHHHHHHHHHH! You didn't hear it from us. Finding the rest of the adventure is your business.

#NoTheOtherDoor

Lincoln Like A Local...

Passion and creativity run deep within the community of Lincoln, Nebraska. Whether it's a small business run out of the basement of a home or a successful boutique downtown, there isn't a shortage of unique places to shop. Though there is a lot of individuality in this town, there is a common denominator that brings the people of Lincoln together—their love and desire to support the local artisans and business owners of their town. The people of Lincoln believe in being intentional about the way they spend their money and the options are limitless.

The greatest thing about local Lincoln businesses is that there is something for everyone; from college kids on a budget to working adults and everything in between. Whether you're looking for a unique card to send to a loved one or the perfect outfit for a night on the town, you're sure to find it here.

Of the many successful and fast-growing boutiques in town, **Stella Collective** (a collaboration of Stella Clothing, Loft & Craft, and Hunter Gatherer) located downtown has been a favorite amongst the trendy Lincolniters for years, offering an array of stylish pieces for your closet and your home. The owners behind Stella Collective are in tune with what the modern day woman wants and they provide it flawlessly.



For those who love a vintage flair, **Home and Closet** is the place to go. With weekly updated inventory of vintage clothing and furniture, this store has quickly become a local favorite. The perfect mid-century furniture resides here and makes its way into many local homes.

After opening its doors in the fall of 2014, **Paper Kite** has become the most charming boutique in town. Located in the ever-growing College View, this boutique embodies everything lovely and sweet. There is truly something for everyone whether it's a locally made cutting board in the shape of Nebraska or the softest baby blanket for a new bundle of joy. Not only will you hear friendly chatter between the customer and the owner (as if you were watching a scene from *You've Got Mail*), you'll see many locally made pieces from artisans who don't have a storefront.

Lincoln is a place where the small business has a voice; it's a place where the consumer spends with intentionality and knows the face behind the business. The small business community continues to grow and make Lincoln a desired place to shop.

Jordan Faeh
Local Blogger (@Lincoln_Style on Instagram)

#ShopLocal



Coffee's a-Brewin'

Find a nice cozy spot or go for the chatty atmosphere. Lincoln's many local coffee shops are great places to read, study or just chill with friends. They are all unique and most serve tasty treats perfect for dunking.



**Hampton Inn South
Heritage Park**
5922 Vandervoort Drive
Lincoln, NE 68516
(402) 420-7800

Complimentary Breakfast Buffet
Free High Speed Internet
On-site Pool and Fitness Center
Free Parking

Lincoln is ranked at the very top as the happiest and healthiest city in America, so you are literally living in a less healthy and happy place at this very moment.

#YouCouldBeHappierHere



TOP **10**

**BEST CITIES
FOR HEALTH
AFFORDABILITY**

→ LIVABILITY.COM



The weather is completely unpredictable, yet amazing.

Nebraska can dish out some pretty freaky weather. You could fry an egg on the sidewalk one minute and freeze it the next. Don't let that dissuade you though, a beautiful day in Lincoln is totally unmatched by anything. Just think about it...you could snowshoe on Saturday and go biking on Sunday.

#ParadoxicalSkies



Healthiest City
- Daily Finance (Gallup), 2014

You don't have to leave the city to get back to nature. This bustling city still has room for open spaces with more than 125 Parks. Getting around town is a breeze and the culture is geared toward getting outside. You don't have to leave the city to embrace your rustic style and take a walk in the woods.

Game day is the one day we DO take seriously.

Be part of the greatest fans in college football, you won't be able to help yourself. Wear your finest red and white and follow the "Sea of Red" to Memorial Stadium. So, whether you beat us or join us, we'll welcome you no matter what.



#GBR!



You don't take yourself too seriously after living underneath a sky this big. Stargaze on almost any given night and quickly realize just how lucky you are to be here.

#MyLNK

We are proud to say this guy is our Mayor.



#MayorIsNotAStiff

Take up cycling every Tuesday just so you can partake in The Nacho Ride. A bike ride dedicated to libations, socialization and of course, nachos.

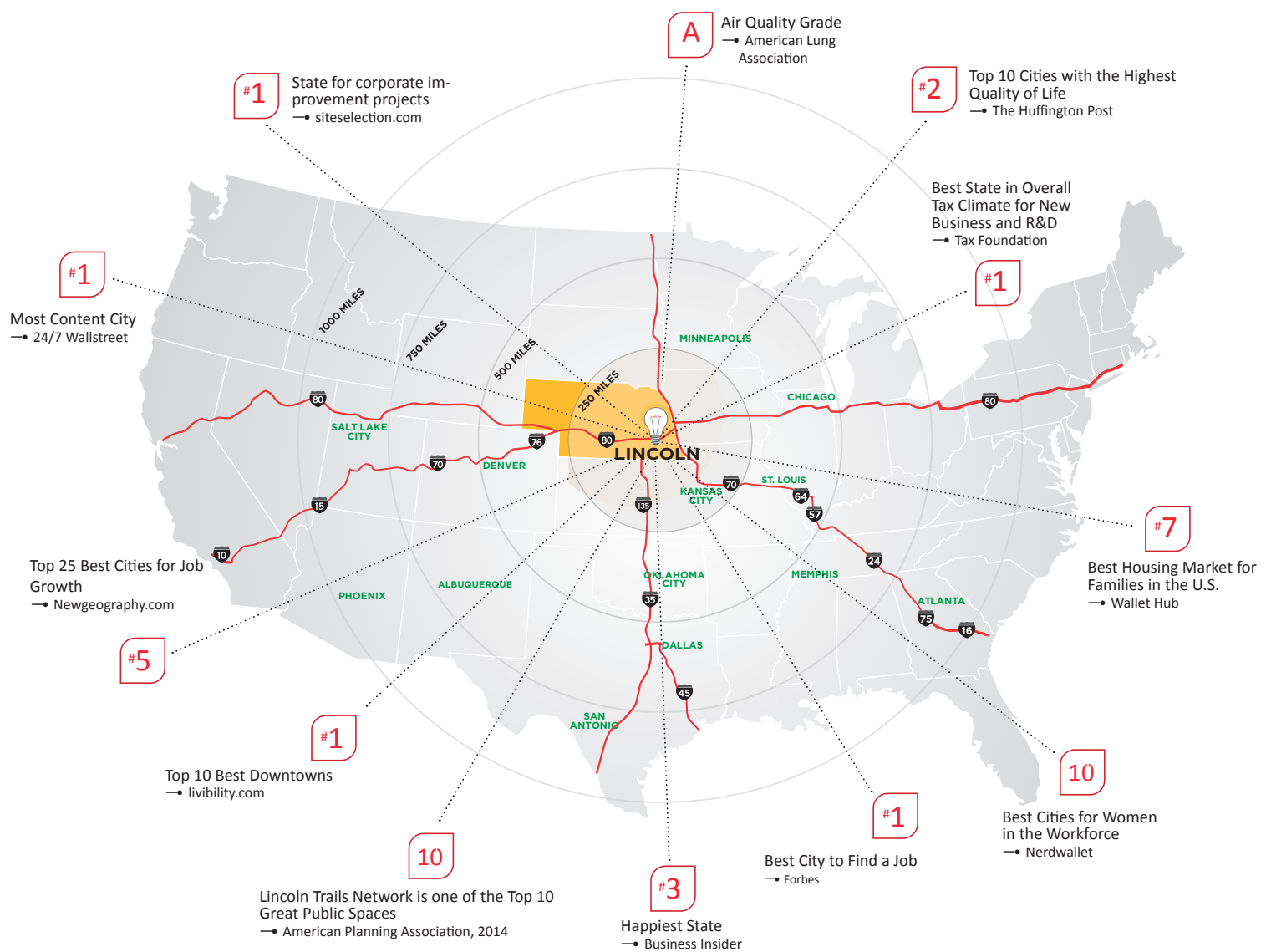


#1 Lincoln has been named one of the Top 10 Best Downtowns

→ livability.com



Live. Love. Lincoln.



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