



Newsletter

Summer 2006

www.updowntowners.org

Coming Up

Downtown Performance Series

May 17 – September 27, 2006
Noon – 1 p.m. FREE Admission
Lincoln Community Foundation Gardens
14th and N Streets (behind Korn Popper)

22nd Annual Star City Holiday Festival

www.starcityholidayfestival.org
December 2, 2006
Pre-parade Entertainment begins at 9:30 a.m.;
Parade Steps-off at 11 a.m. at 10th & O Streets

For more information or to sign up to volunteer for our events contact: www.updowntowners.org or call our events office at 434-6902.

Welcome to our New Members

Josh Barker, *Lincoln Convention & Visitors Bureau*

Ronni Bartlett, *Lincoln Chamber of Commerce*

Wendy Birdsall, *Lincoln Chamber of Commerce*

Geoff Hogeland, *Cornerstone Printing and Imaging*

Jeff Maul, *Lincoln Convention & Visitors Bureau*

Kathy Michl, *Wells Fargo Bank*

Bev Piper, *Lincoln Chamber of Commerce*

Cory Smathers, *Lincoln Action Program*

Kristin Stewart, *Lincoln Chamber of Commerce*

Updowntowners Plans to "Make Spirits Bright" this December

By Courtney Schroepel, Chair

The Star City Holiday Festival has brightened the community since 1985. This year will be no exception as we continue "Making Spirits Bright" on December 2, 2006. Produced by Updowntowners and the City of Lincoln, the parade is the largest of its kind in a five-state area, attracting approximately 85,000 people to downtown Lincoln. It is a fun family event that the whole community can enjoy.

The volunteer-driven festival committee is looking forward to entries that will showcase some of the most talented and enthusiastic people that make our community vibrant and welcoming. If you would like to "Make Spirits Bright" on December 2nd, please contact Festival Headquarters at 434-6902 to find out about entry and/or sponsorship opportunities.

We are pleased to announce there are some new and exciting surprises to make your spirits bright. Kermit the Frog will be jumping his way through the parade route bringing joy and laughter to all.

As the 22nd parade nears, a complete list and description of festival activities as well as parking, street closure details, sponsorship, and

additional parade information will be available on our website, www.starcityholidayfestival.org.

The parade steps off in Downtown Lincoln at 11:00 a.m. and the awards ceremony will begin at 12:45 p.m. in the Grand Ballroom at The Cornhusker Marriott. Make sure you are a part of the parade or in the audience on parade day. If you'd like to be a part of the parade, there are many opportunities available. Please contact Courtney Schroepel at courts@nebcoinc.com to find your spot on parade day! You may be a marshal, pacer, usher for VIP seating, or help in a number of other roles that need the expertise of an Updowntowner!

The Star City Holiday Festival is a proud tradition that celebrates family and community. You will not want to miss the parade whether you attend in person or watch it live on KOLN/KGIN-TV 10/11 as this event continues to build memories, celebrate the community, and present goodwill for more than 21 years.



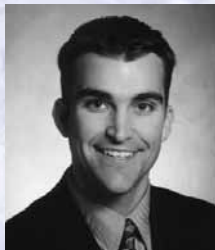
Updowntowners is Moving!

After September 1, 2006 please visit us at our new location:
206 S.13th Street, Suite 101
Lincoln, NE 68508

Updowntowners, Inc. is a division of the Downtown Lincoln Association and is an equal opportunity organization. For newsletter contributions, inquiries or membership information please contact the Updowntowners events office at 434-6902.

Goodbye July Jamm, Hello New Opportunities!

By **T.J. Casady, President**



On July 22, 2006 Updowntowners officially said so long to a beloved downtown summertime music, food, and art festival known as July Jamm. While it was a very difficult decision to make, it was clearly the right decision for a number of reasons. The bottom line is that it was simply time for a change. A change in programming? Probably. A change in venue? Perhaps. A change in character? No way! If there is one thing that will never change it is the character of the events produced by Updowntowners. This dedicated group of fun-loving volunteers clearly knows how to throw a community celebration – that trait will never change.

Your Updowntowners' Board of Directors has worked very hard this year to ensure the future success of this organization. The board took a number of strategic steps to help foster the mission of the organization and ensure that it could be carried out for several years to come. Just to mention a few:

- We hired a new Events Coordinator Position to enhance the durability of our events and to allow our Executive Director the ability to focus on building community relationships
- We invested in our infrastructure and significantly enhanced our website, which is now up and running smoothly
- We negotiated a new lease and will be moving our office space and storage space to a new location in early September that is much more functional
- We made the decision to end July Jamm so that we could free up our resources and enable the organization to broaden our array of programming and diversify our revenue stream

It is my personal hope that each of these steps will allow Updowntowners to take advantage of new opportunities as they become available. Without change an organization becomes stagnate over time. Organizations that embrace change are able to position themselves to take advantage of new opportunities. With new and exciting opportunities the possibilities are endless. Stay tuned!

Fifth Annual Updowntowners Golf Classic!

By **Bryan Sullivan, Chair**

On June 15th, over 100 golfers took part in an exciting day of golf at the Fifth Annual Updowntowners Golf Classic hosted at the beautiful Yankee Hill Country Club. The day included great food, golf and lots of prizes!

This tournament brings together those connected with Updowntowners for a fun social event. The day was enjoyed by all, with fun, exciting activities on many of the golf holes. Proceeds from the event will go toward the production of Updowntowners events such as: Star City Holiday Festival, Celebrate Lincoln, Downtown Forums, Special Olympics Torch Run and the Downtown Performance Series.

The success of the event would not have been possible without the grateful contributions of our corporate sponsors. We also appreciate all the time and effort our volunteers offered the event. Without their hard work and these sponsorships and donations, the event wouldn't have been as successful as it was.

Thanks again to everyone who participated in the 2006 Golf Classic. We appreciate your continued support of Updowntowners! We'll see you next year!

Membership Committee Forming to Serve You!

By **Randy Hawthorne, Chair**

As we begin a new year on the Updowntowners calendar, the membership committee is forming and brainstorming to put together an exciting year filled with some new membership services as well as some old favorites.

Monthly Luncheons - We are in the process of planning a complete calendar of monthly membership luncheons. These luncheons will be program-based with topics affecting those interested in Everybody's Neighborhood, Downtown Lincoln. Dates will be released soon so you can put them on your calendar and plan to attend. These will prove to be "must see" events!

Socials - Our regular socials will take on a new flare, providing a nice diversion from the work we do as Updowntowners. These dates will also be available soon so you can "be seen" at what will become the event of the week!

Website - We'll continue to work on the membership services offered on our Website, www.updowntowners.org, so we can stay connected with each other and get involved in Updowntowners in ways that suit your talents and passions. Be sure to visit the site and update your profile!

If you're interested in joining a fun, progressive committee please contact rhawthorne@digitalims.com. If you have any ideas to make your membership more meaningful to you, please let us know.

Celebrate Lincoln Draws 30,000 Patrons

By Nancy Cain, Chair

Visitors to the third annual Celebrate Lincoln Ethnic Festival enjoyed foods from around the world as they listened to the sounds of the best in Latino, Asian and Celtic music – just to name a few. Celebrate Lincoln took place on June 9, 10 & 11, with beautiful weather the crowds broke previous years' records, with an attendance of 30,000!!!

With a Steering Committee of 20 dedicated volunteers and the help of the Updowntowers' staff, Celebrate Lincoln allowed the community to travel the world taking in the tastes, sights and sounds without leaving Lincoln. The festival was kicked off with an opening ceremony Parade of Nations. Leading the parade was Mayor Colleen Seng, carrying the American flag. With multiple flags hanging above the street, children and adults carried flags from their native country while dressed in their native clothing – it was truly a beautiful site.

With fabulous food aroma throughout the festival grounds, patrons enjoyed continuous live music and entertainment from open to close. There was plenty of entertainment for young children as well. Children enjoyed making their own souvenirs such as dream catchers and African masks, as well as inflatable games and pony rides.

The community support was outstanding! A special thanks to our generous partners Lincoln Benefit Life, Wells Fargo, and Southeast Community College for your commitment to bringing Celebrate Lincoln to our community.

We are very excited to continue to grow this event in 2007. Thank you to all who attended, volunteered and supported this much needed festival!



July Jamm Finale a Blast for All

Tyson Barr, Communications Chair

As quickly as the site was constructed, it seemed just as quickly the 15th and final July Jamm came and went. Around 9,000 patrons attended the event on July 21 and 22, enjoying the last performances to grace the stage that has rocked Lincoln crowds for the last decade and a half. This year's event proved to be no different from the previous 14 as over a dozen different bands of all different genres performed during the two day event. In addition to musical entertainment there were many other things happening at the intersection of 12th & N Streets including the B107.3 Rib Eating Contest, the Taste of Lincoln Cooking Show, the U.S. Cellular Frozen T-Shirt Contest and several dancing entertainment. Also included was another wide array of delicious foods, amazing art and unique family entertainment with crazy hair, face painting, inflatable games and even a hypnotist. Committee members were delighted and relieved to see temperatures remained somewhat cool during the weekend, a departure from years past when heat index measurements often surpassed the 100 degree mark.

Thank you to all who helped make the final July Jamm a huge success! A special thanks to TierOne Bank, our presenting sponsor, and our entertainment sponsor, US Cellular, for once again supporting July Jamm and Updowntowners. And thank you to the countless volunteers, your efforts are always enormously appreciated and are what make it possible to produce Updowntowners events.



Introducing your 2006-2007 Board of Directors

Officers:

President
Bryan Sullivan

President-Elect
Jamie Hemmerling

Past President
T.J. Casady

Secretary
Heather Bullock

Treasurer
Jessica Carlson

Elected members:

Luke Traynowicz
Jill Miller
Lynnette Nelson
Eric Hunzeker
Kevin Thomas
Lisa Miller

Appointed members:

Legal Counsel/Logistics
Tad Fraizer

Membership Chair
Randy Hawthorne

Marketing Chair
Misty Wendt

Celebrate Lincoln Chair
Nancy Cain

Parade Chair
Courteney Schroepfel

Ex-Officio
Polly McMullen

Executive Director
Deb Johnson

Bring Your Lunch and Enjoy the Entertainment

By Lynnette Nelson, Chair

Join us for the Downtown Performance Series every Wednesday from noon to 1 p.m. in the Lincoln Community Foundation Gardens. Through September 27, 2006, bring your lunch, and sit and enjoy the beautiful gardens and exciting performances. We have a very talented line up of artists performing a wide variety of music through the remainder of the series.

The Downtown Performance Series is free to the public and is presented by Pinnacle Bank, produced by Updowntowners and sponsored by Colby Ridge, Cornerstone Printing & Imaging and Downtown Lincoln Association. Visit our website, www.updowntowners.org, for a complete schedule. Join us for your lunch hour, we're sure you won't be disappointed!

Remaining Downtown Performance Series Schedule

August 16, 2006

Capital City Cloggers

August 23, 2006

The OK Choral

August 30, 2006

Garey Hatten

September 6, 2006

McClellan Singing Sisters

September 13, 2006

Hardy Holm

September 20, 2006

Terri Jo

September 27, 2006

The Melody Wranglers

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