



For Immediate Release  
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### **Downtown Lincoln Association, City of Lincoln Launch “Park It” Campaign to Promote Downtown Parking**

*Lincoln, NE* – The Downtown Lincoln Association (DLA) and the City of Lincoln today announced the launch of “Park It”, an 18-month, comprehensive public information effort to promote parking in off-street parking facilities. The project is a joint effort between DLA, the City of Lincoln and the University of Nebraska-Lincoln (UNL).

An eight-member student team from the UNL College of Journalism and Mass Communications created “Park It”. The campaign was the result of extensive research by the student team in conjunction with Gary Lorenzen of Weise Research Associates. The student team created a series of print, broadcast and radio ads in addition to several public relations strategies to increase usage of downtown parking facilities.

“We’re really excited about the plan generated by the student team. It exemplifies efforts between the private and public sectors. It also helps enhance the downtown experience resulting in economic support to our city's core.” said Ken Smith, City of Lincoln parking manager.

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“Both city government and the University of Nebraska-Lincoln have done a wonderful job of addressing the need for more downtown parking,” noted DLA Marketing Director Carole Bates. “In recent years, the city has added over 2,500 new public parking spaces, including four new garages and two new parking lots. Our goal is to be sure that Lincolnites and visitors to our city know how much parking is available and where it is located.”

The public information project will be funded by the City of Lincoln, DLA and through donations and in-kind contributions from community organizations and businesses.

UNL student team members Kelly Maybury, Mitch Baugh, Mary Kate Gulick, Brooke Janousek, Jessica Kolterman, Heather Rempe, Amy Schmaderer and Carly Wendt created “Park It”.

Founded in 1967, the Downtown Lincoln Association was originally established as a merchants’ association by downtown retailers who recognized the need for an organization to serve downtown’s unique needs. DLA has evolved to a multi-faceted organization supporting a wide range of programs and activities including maintenance, economic development and advocacy. DLA is also the umbrella for Updowntowners, Inc., downtown’s events production arm and the Downtown Neighborhood Association. The association works closely with the Lincoln Haymarket Development Corporation to support Haymarket revitalization and attractions.

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