

**IDENTITY LINCOLN GOAL 1**

**ENHANCE, PROTECT AND CELEBRATE THE CITY'S CULTURE, ARCHITECTURE, HISTORY AND ENVIRONMENT TO  
CREATE A WELCOMING AND ACCESSIBLE COMMUNITY THAT ENHANCES SOCIAL BONDS AND CITIZEN INTERACTION**

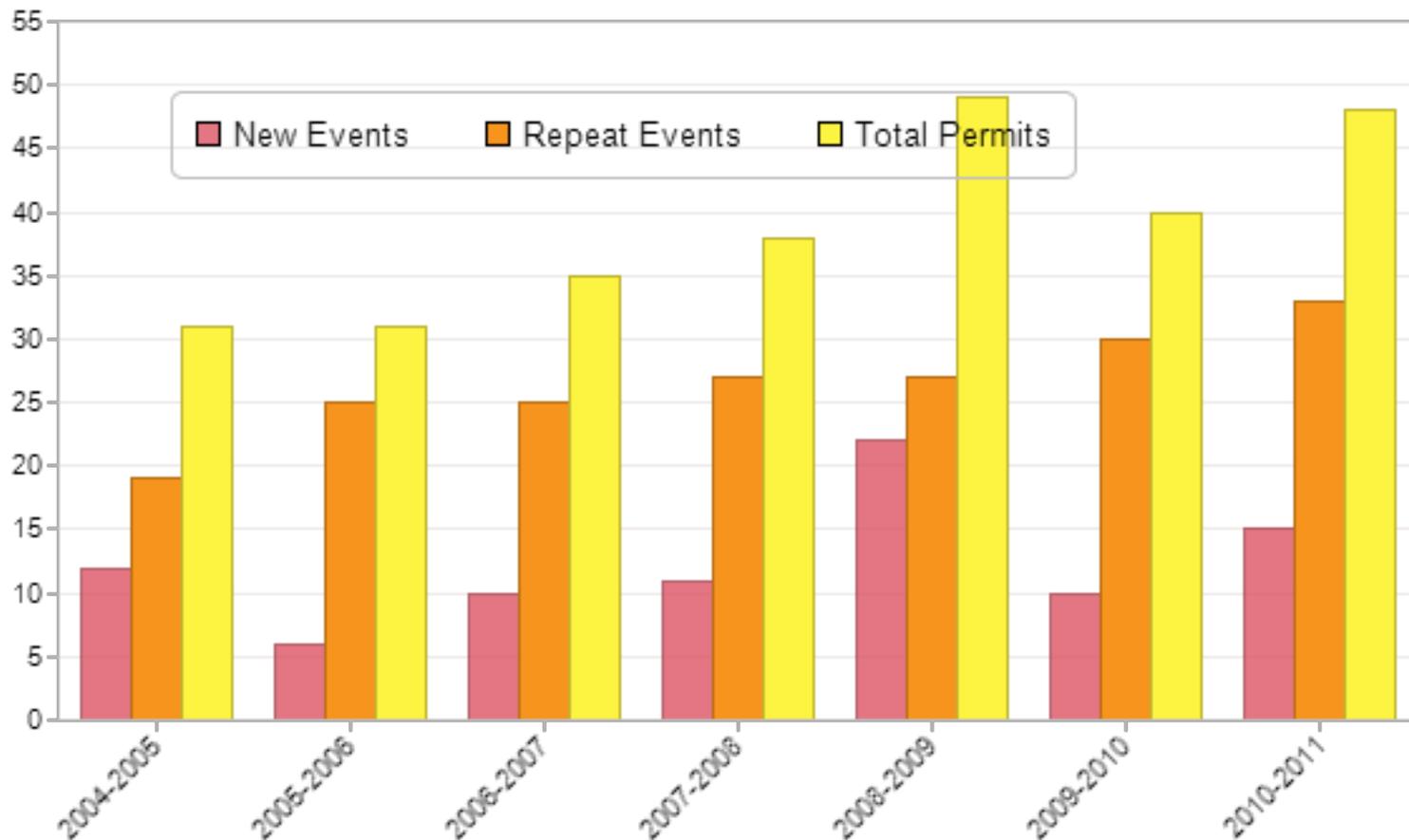
**IDENTITY LINCOLN GOAL 2**

**ATTRACT PEOPLE TO THE COMMUNITY WITH INTERESTING ACTIVITIES, PLACES AND PEOPLE**

**IDENTITY LINCOLN GOAL 3**

**MAINTAIN AND GROW A VIBRANT DOWNTOWN AREA**

**Maintain the number of new events attracted, repeat events conducted and special event permits issued at the fiscal year 2008-2009 totals of 21, 29 and 50 respectively**



Source: Citizen Information Center

IL Goal 1,2,3

04/15/2010

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**Maintain Lancaster County lodging tax collections at \$1,864,736, the three-year average (2006-2008)**

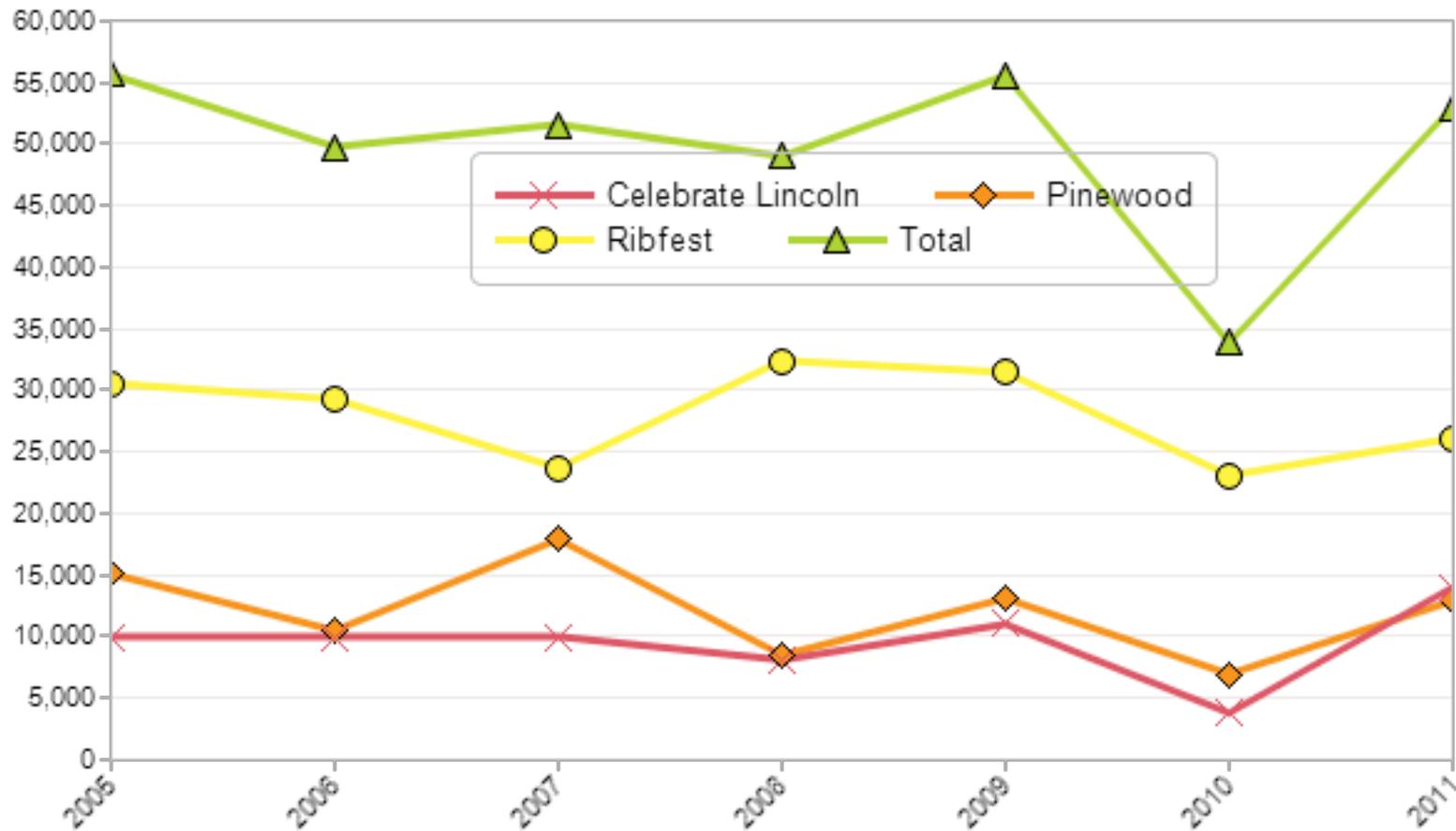


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 MAINTAIN AND GROW A VIBRANT DOWNTOWN AREA

**Maintain Total combined attendance at the pine wood bowl summer theater event, the Celebrate Lincoln Ethnic Festival and Ribfest at a number equal to 20 % or more of Lincoln's residents (50,000)**



Source: Citizen Information Center

IL Goal1,2,3

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percentage of residents who rate maintenance and operation of public gardens as satisfactory or very satisfactory

