



Dear Members of the City Council,

On behalf of Summer Nights, I would like to thank you for all the support many of you have shown for our event. I would also like to request that you provide us with some assistance in relation to placing of banners on the poles on Main and St. Joe Street, as well as on the historic lamp posts in the downtown area. We have been working very hard to get the "word out" and market our event in a relatively short period of time. The first night is June 12<sup>th</sup> which is right around the corner. We have been working with Coca Cola and they are willing to provide us with banners and lamp post flags. We will be submitting the application to hang the banners to the City Park's Dept. per the City's policy on the 8 new banner poles downtown. However, the policy requires payment of a fee of \$375 per week, per pole and limits the placement of the banner to a two week maximum. We would like to request that we be given at least two poles, one on Main Street and one on St. Joe at an amount less than the \$375 per week, per pole and that the banners be allowed to stay in place through August which is when the event will end. We are a non-profit group and have limited resources to spend in trying to get this event off the ground. While we feel that banners located in such a high traffic area would benefit our event and definitely help to get the word out, if charged the full amount we may not be able to get the banners up or at least have them in place for an extended period of time. We have been able to sell virtually all of our sponsorships and get a matching grant from the State, but being a first time event, our initial budget was based on estimates and until we are able to start generating additional revenue we need to be very frugal with our expenditures and try to obtain all the assistance we can get to make this event a success. From my observation, the banner poles are currently being underutilized. I don't believe allowing the banners to remain in place for longer than two weeks will negatively impact the City. The purpose of our group is to promote the community and if other groups or organizations request to use the poles we are more than willing to be flexible. We are also willing to reimburse the City for the actual cost of hanging and removing the banners. In looking at the application from the Parks Dept., it doesn't appear there is any provision for hanging banners from the mountings on the historic lamp posts in the downtown area. We would request that we be authorized to hang banners from these mountings as well. I have included with my letter examples of the street and lamp post banners we would propose to hang. Whatever assistance you could give us would be greatly appreciated and help ensure that the event is a success which will ultimately benefit the entire community.

Sincerely,

Sandra Schwan  
Summer Nights Co-Chair



*Arts & Entertainment  
Festival*

EVERY THURSDAY ON  
7TH STREET



[www.rapidcitysummernights.com](http://www.rapidcitysummernights.com)

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SUMMER NIGHTS ON 7TH EVERY THURSDAY