

March 29, 2010

Rapid City City Council and Planning and Zoning Commission

Letter of Intent:

In its mission of downtown revitalization, Destination Rapid City proposes to place monument styled information kiosks to assist visitors to downtown Rapid City by providing wayfinding in the form of "You-Are-Here" signage. Previously six locations were constructed in 2009. Two additional locations have been strategically selected in proximity to pedestrian traffic ways.

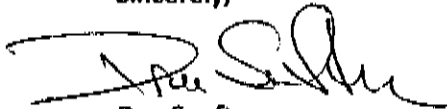
The design, used in other historic downtowns, is for complementary appearance with the historic character of downtown Rapid City.

Information kiosks are an important element helping make downtown pedestrian friendly.

Information kiosks were recommended by the City Center Revitalization Task Force and Destination Development, Inc report to Rapid City.

Thank you for your consideration in this matter.

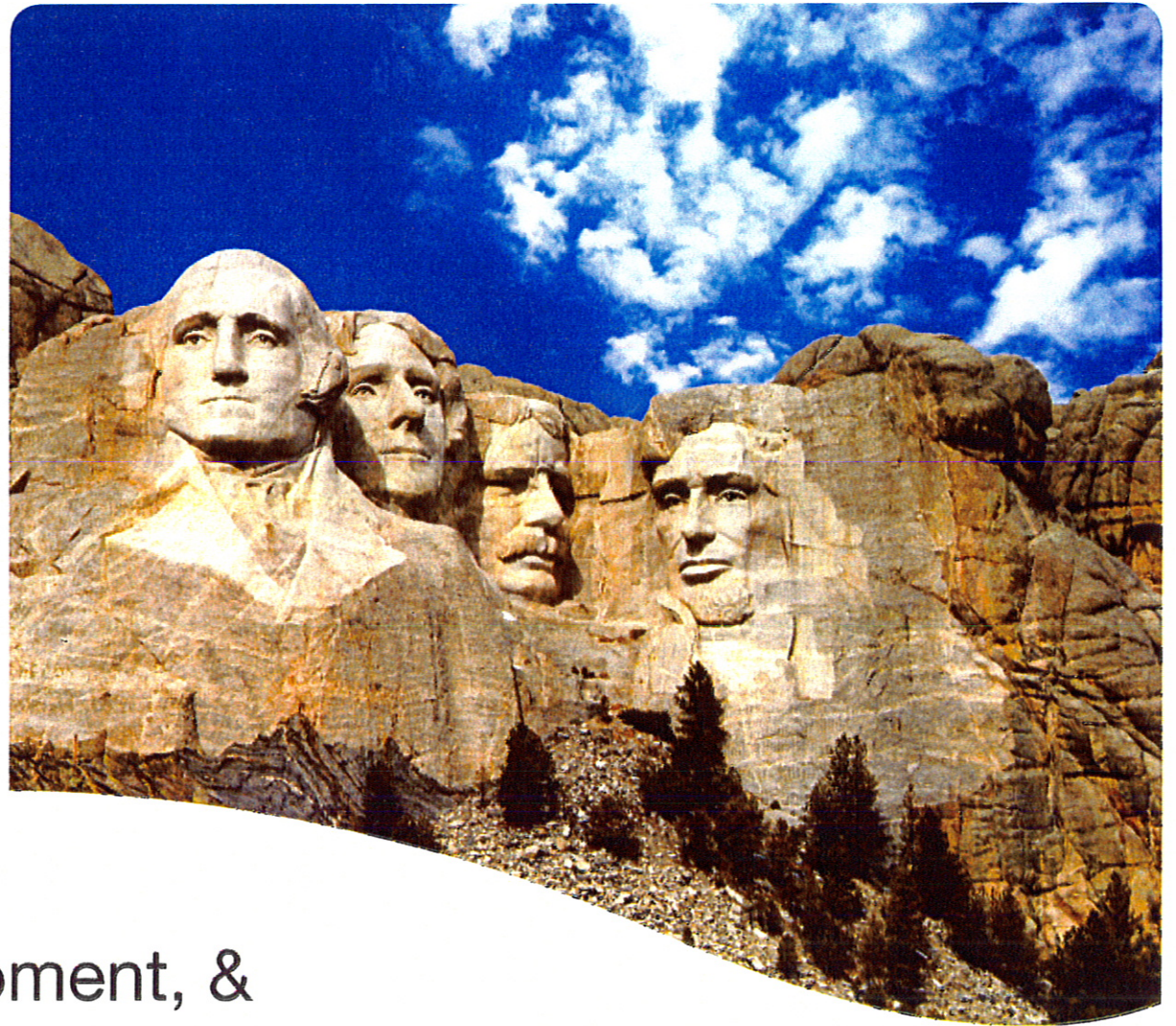
Sincerely,



Dan Senftner
President & CEO

Destination **adi**
Development inc.

Rapid City, South Dakota
July 2008



Branding, Development, & Marketing Action Plan

26 Develop visitor information kiosks throughout Rapid City

Description:

Next to wayfinding, the second most important "connecting the dots" initiative is to develop free standing and wall-mounted visitor information kiosks at various places throughout Rapid City, and throughout the region.

There should be a single design, so visitors will easily recognize them, and each would showcase activities near the kiosk, and then cross-sell other activities and attractions in the region and locally.

For instance, a kiosk at the Civic Center would promote the arena, the park, the civic center and then promote downtown Rapid City, giving visitors a reason to go there. Meanwhile, downtown kiosks would promote downtown attractions, and the arena, park and civic center, as well as other area attractions.

Each kiosk would be the same in terms of design, but would have different information on it. Every kiosk should have a weather resistant brochure holder so that visitors can take a guide or map with them as they discover the various activities in the area.

The kiosk would be designed as part of the Wayfinding system plan and would include specific locations and content.

Samples are included on this and following pages - an "Idea Book" of kiosk ideas. Rapid City should have a kiosk at every attraction, and perhaps six or seven downtown, at every parking facility, and in every park. All in all, Rapid City would ultimately have perhaps 20 kiosks throughout the city.

These could be phased by installing perhaps three or four a year over a period of perhaps five years.

Currently there is no visitor information downtown, except during the peak summer months at the Presidents Visitor Information Center.

Some thought should be given to the possibility of making this a year round visitor information center in 2012, once downtown becomes a major destination center. This could be a satellite

visitor information center to the Convention & Visitors Bureau. It should be open 361 days of the year (except for major holidays: New Year's Day, Christmas, Easter, Thanksgiving).

Implementation:

Destination Rapid City, City of Rapid City, BHB&L Association, Rapid City CVB

Timeline for implementation:
2009

Approximate cost:
\$3,000 to \$4,000 each. The number of kiosks to be determined as part of the wayfinding system program.

Possible funding sources:

Downtown local improvement district, general funds, lodging tax funds

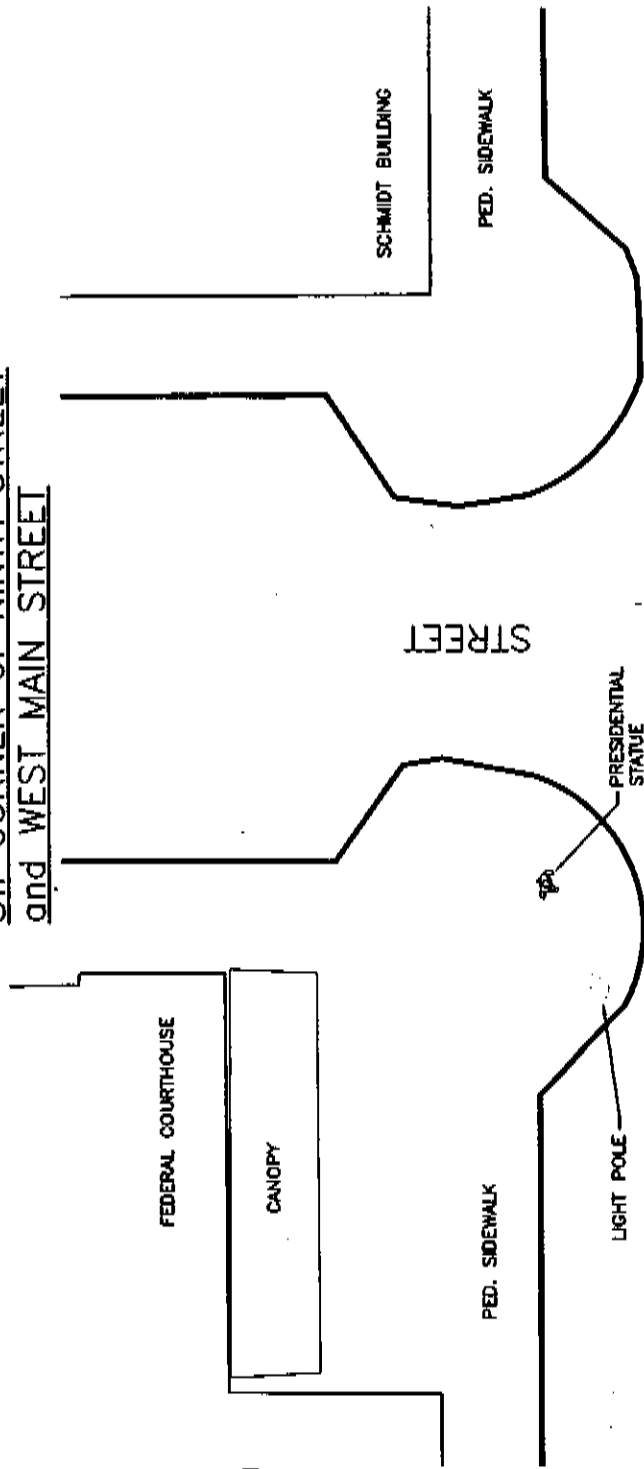
Rationale for the recommendation:

Cross-selling is one of the most important things you can do. Nationally, only five percent of visitors will stop at a visitor information center IF they can find it and if it happens to be open. This is a great way to reach the other 95% of visitors.

Kiosks encourage repeat visits, keep people in the area longer, and create a stronger connection with the visitor by providing convenient information.



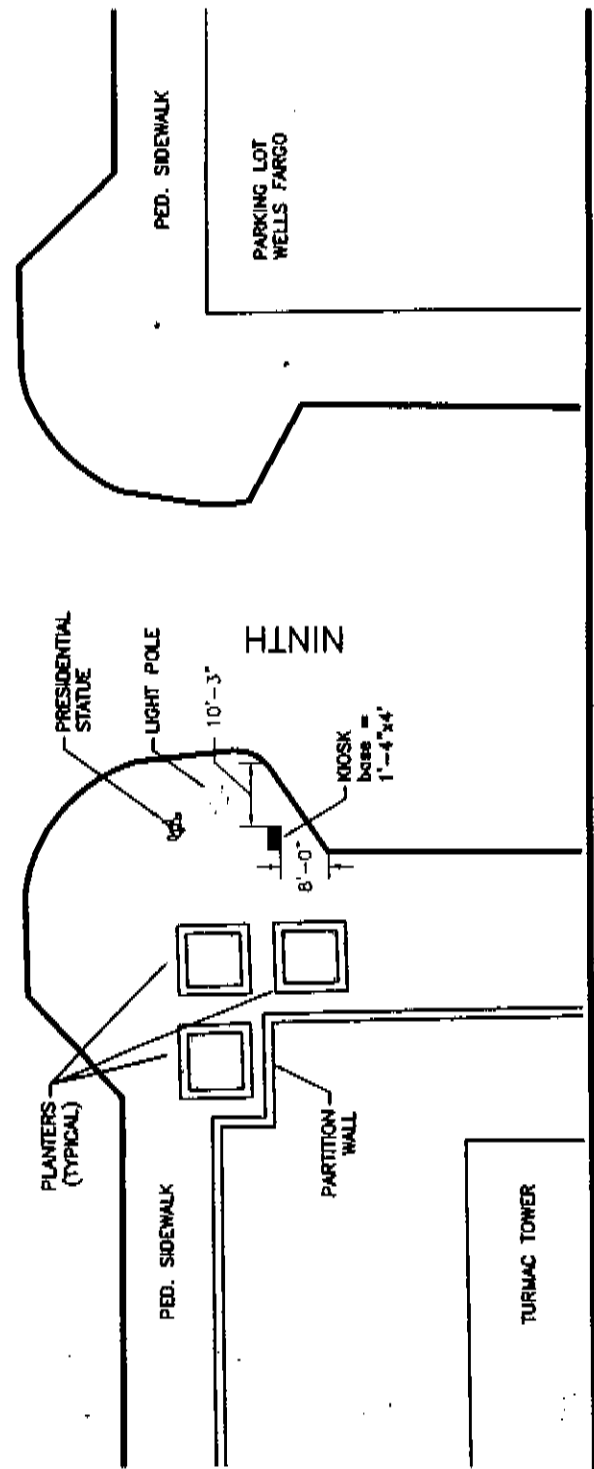
SW CORNER of NINTH STREET
and WEST MAIN STREET



STREET



SAINT JOSEPH



NINTH



FOURFRONT
DESIGN INC.

517 7th street rapid city sd 57701
ph: 605.342.9470 fax: 605.342.2377
www.4front.biz

ARCHITECTURE | ENGINEERING
GIS | SURVEYING

DESTINATION
RAPID CITY

JOB NUMBER:

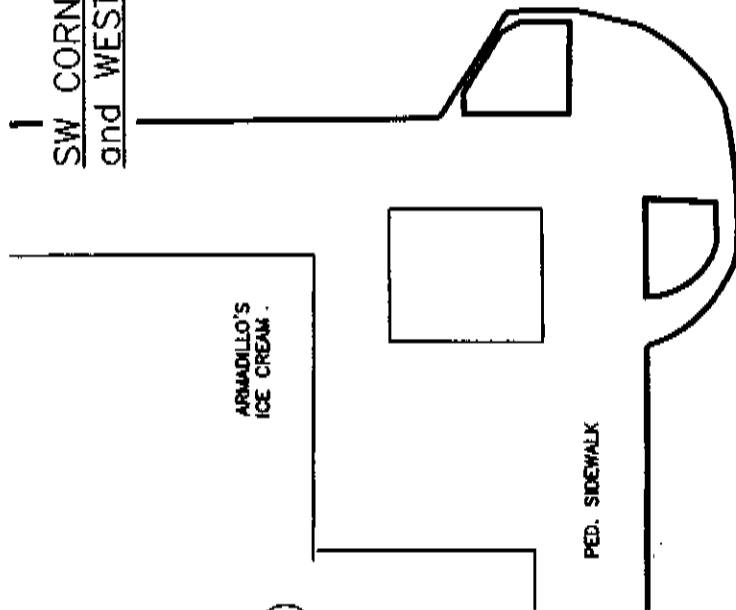
RAPID CITY, SOUTH DAKOTA

DATE: 03/25/10

SHEET TITLE:
SITE 08

SHEET
9

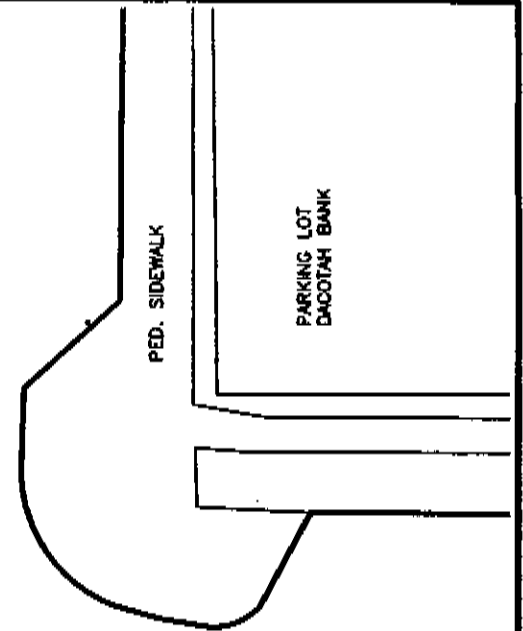
SW CORNER of SECOND STREET
and WEST MAIN STREET



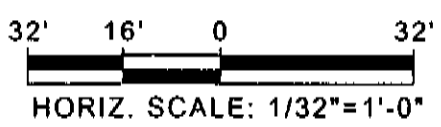
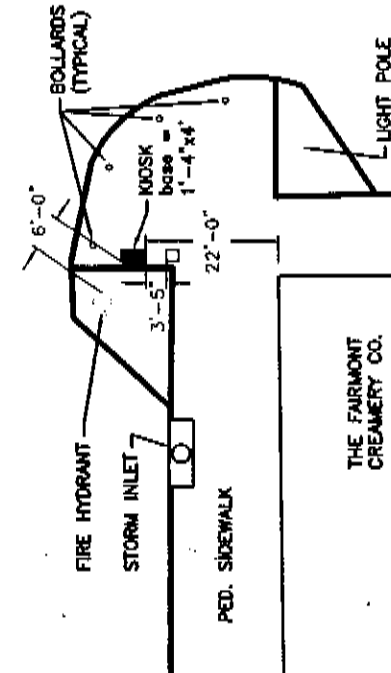
STREET



MAIN



SECOND



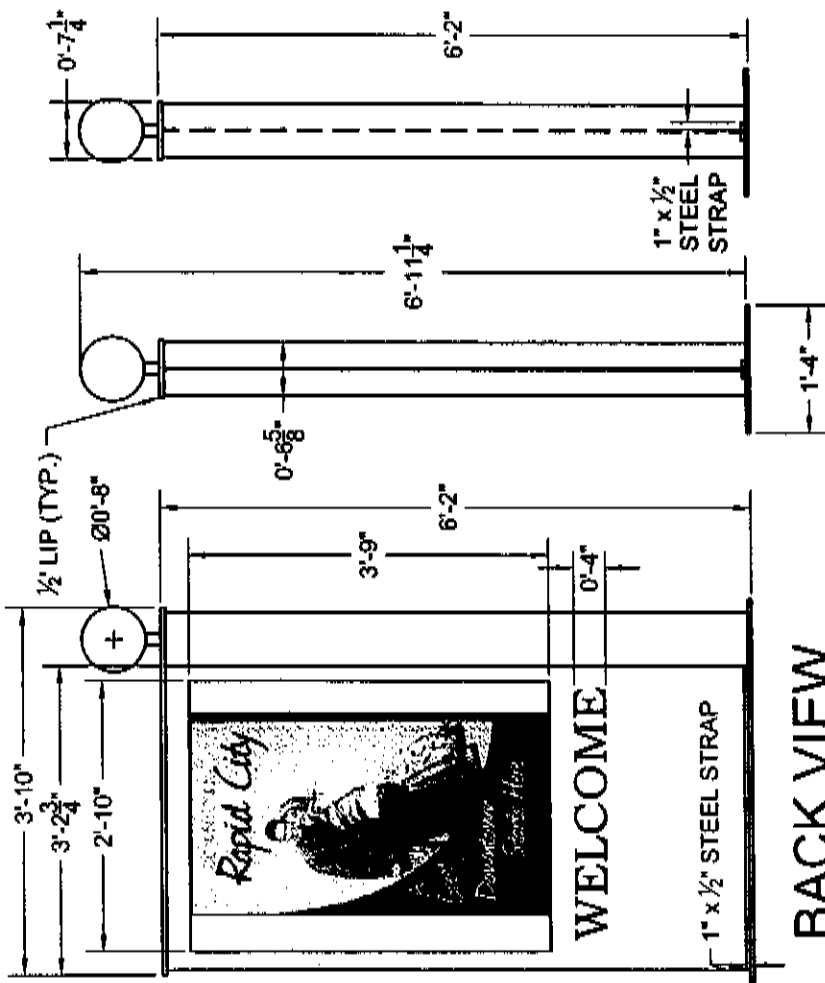
517 7th street rapid city sd 57701
 ph: 605.342.9470 fax: 605.342.2377
 www.4front.biz
 ARCHITECTURE | ENGINEERING
 GIS | SURVEYING

DESTINATION
 RAPID CITY

JOB NUMBER: RAPID CITY, SOUTH DAKOTA DATE: 03/25/10

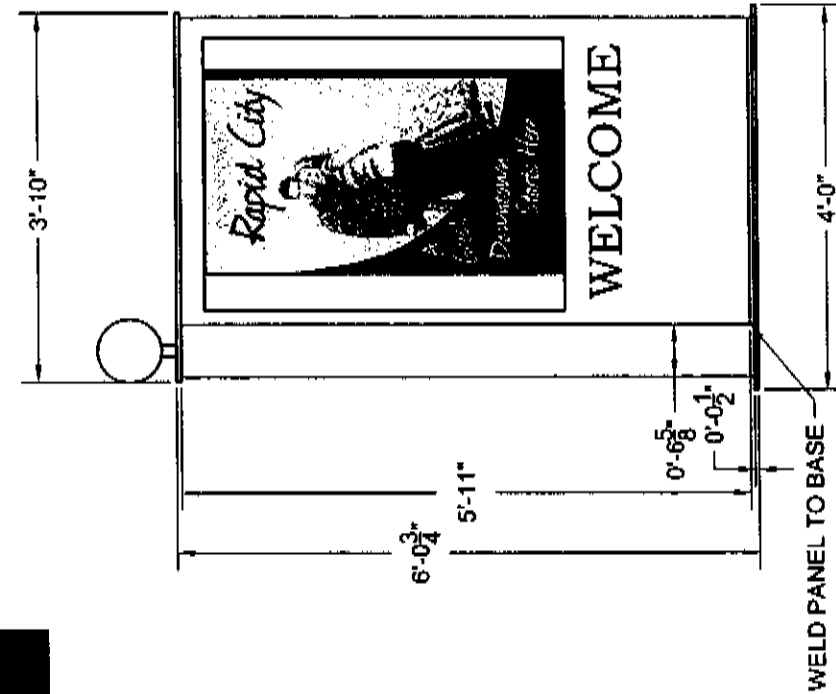
SHEET TITLE:
 SITE 09

SHEET
 10

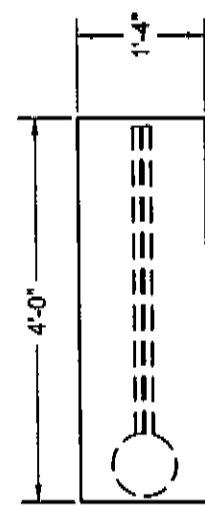


BACK VIEW

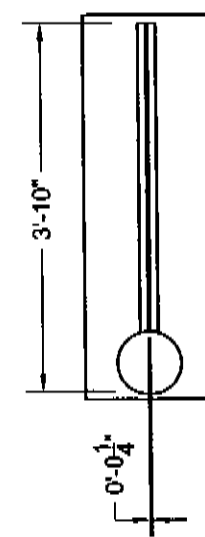
SIDE VIEWS



FRONT VIEW



BOTTOM VIEW



TOP VIEW



517 7th street rapid city sd 57701
 ph: 605.342.9470 fax: 605.342.2377
 www.4front.biz

ARCHITECTURE | ENGINEERING
 GIS | SURVEYING

**DESTINATION
 RAPID CITY**

JOB NUMBER: RAPID CITY, SOUTH DAKOTA DATE: 03/25/10

SHEET TITLE:
**SIGN
 DETAIL**

SHEET
11



SW Corner 2nd and Main



SW Corner 9th and Main



Kiosks