

He' Sapa Black Hills Center for Northern Plains Tribal Arts and Performance

ATTA Board of Directors:

Yankton Sioux Tribe

Robert Cournoyer, at large member

ATTA Chair

Standing Rock Sioux Tribe

Ladonna Brave Bull Allard, Tourism Director

ATTA Vice President

Cheyenne River Sioux Tribe

Denelle High Elk, Tourism Director

ATTA Secretary

Pine Ridge Area Chamber of Commerce

Ivan Sorbel, Executive Director

ATTA Treasurer

Rosebud Sioux Tribe

John Spotted Tail

Oglala Sioux Tribe

Theresa Two Bulls, President

Sisseton-Wahpeton Sioux Tribe

Robert Shephard, SWST Economic Development/Tourism

Flaudreau Santee Sioux Tribe

Sam Allen, Econ. Dev. Resource Coordinator

Crow Creek Sioux Tribe

Contact Person: Brandon Sazue, Chairman

Lower Brule Sioux Tribe:

Contact Person: Micki LaRoche



Project Overview

Alliance of Tribal Tourism Advocates

Randy Ross, Project Manager

Daphne Richards-Cook, Executive Director

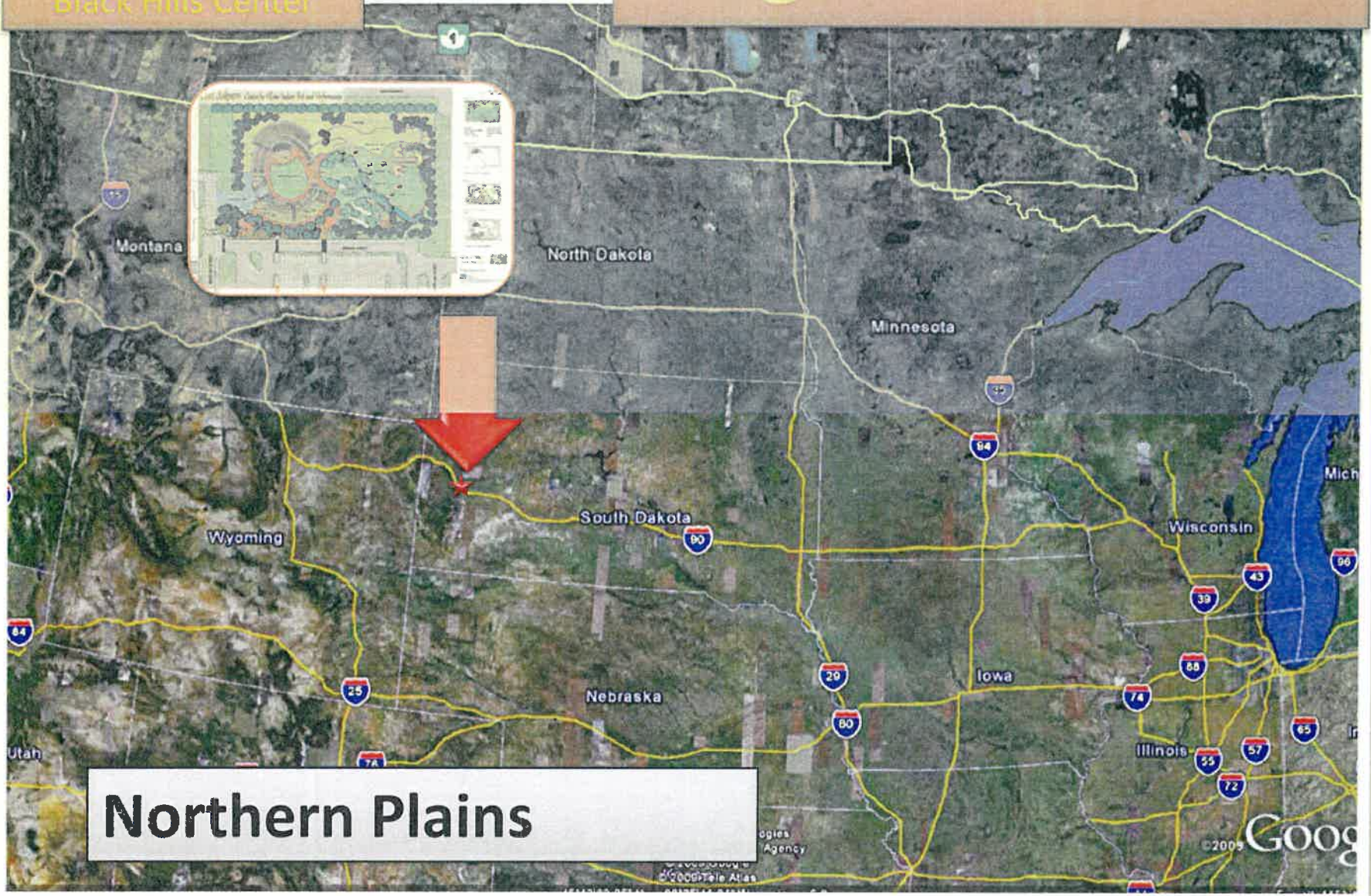
4/8/2010



Wyss
Associates, Inc.

He' Sapa
Black Hills Center

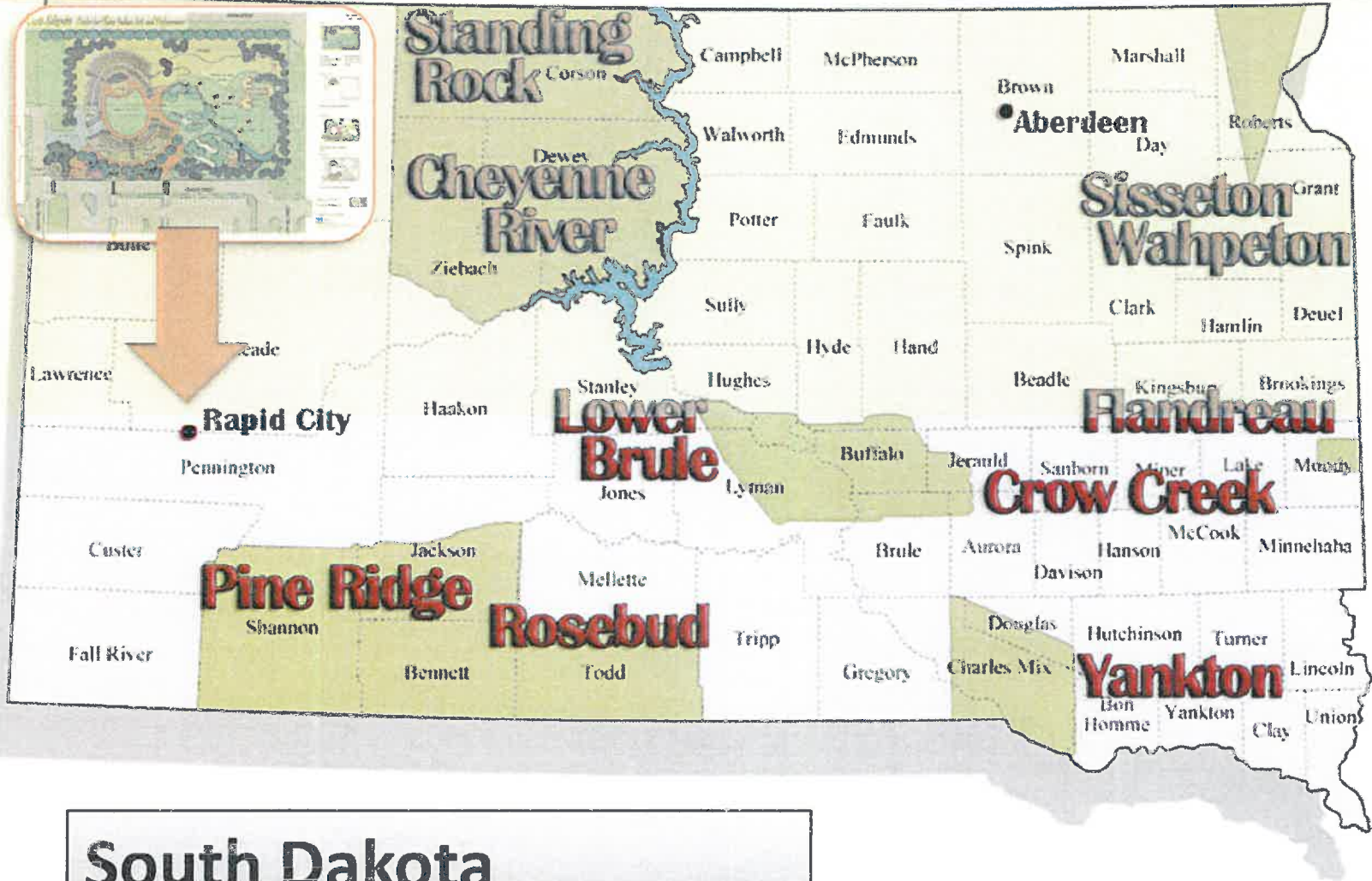
Regional Location



Northern Plains

He' Sapa
Black Hills Center

Regional Location



South Dakota

Rapid City Location



He' Sapa
Black Hills Center

Journey Museum

Downtown-Rapid City

W. Omaha Street
5th Street

Project History and Land Use Regulations

- This is an accepted Rapid City 2012 Project.
- Site designated by Rapid City Council vote on March 3, 2008
- Site is zoned “Civic Center”
 - Band Shells & Amphitheatres are allowable uses
 - Setbacks are 25’, all sides
 - Parking requirements set by City Council
- Site is above 100 and 500 year floodplains

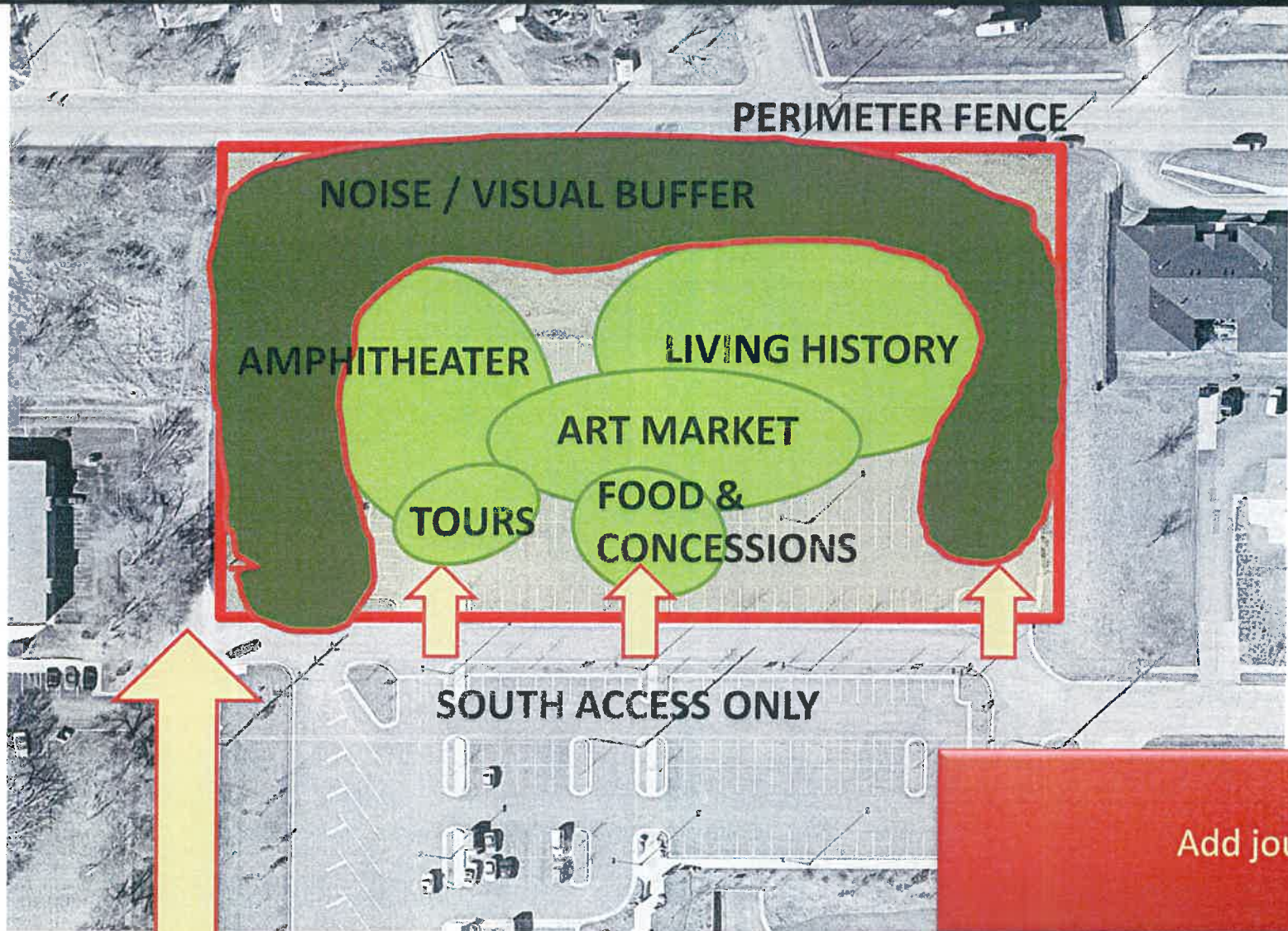


Project Description: Location Map



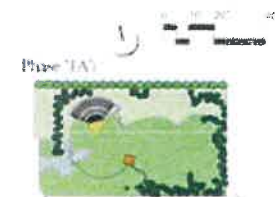
Rapid City, South Dakota

Project Description: Key Areas



Project Description: Master Plan

He' Sapa Black Hills Center



- Terrain
- All Underground Pipes
- Site Grading
- North Amphitheater
- Site Restoration
- Fencing Control
- Fencing Postings
- Stages



- Canopy over North Amphitheater



- Performance Area, Complete
- Plaza



- Canopy over South Amphitheater

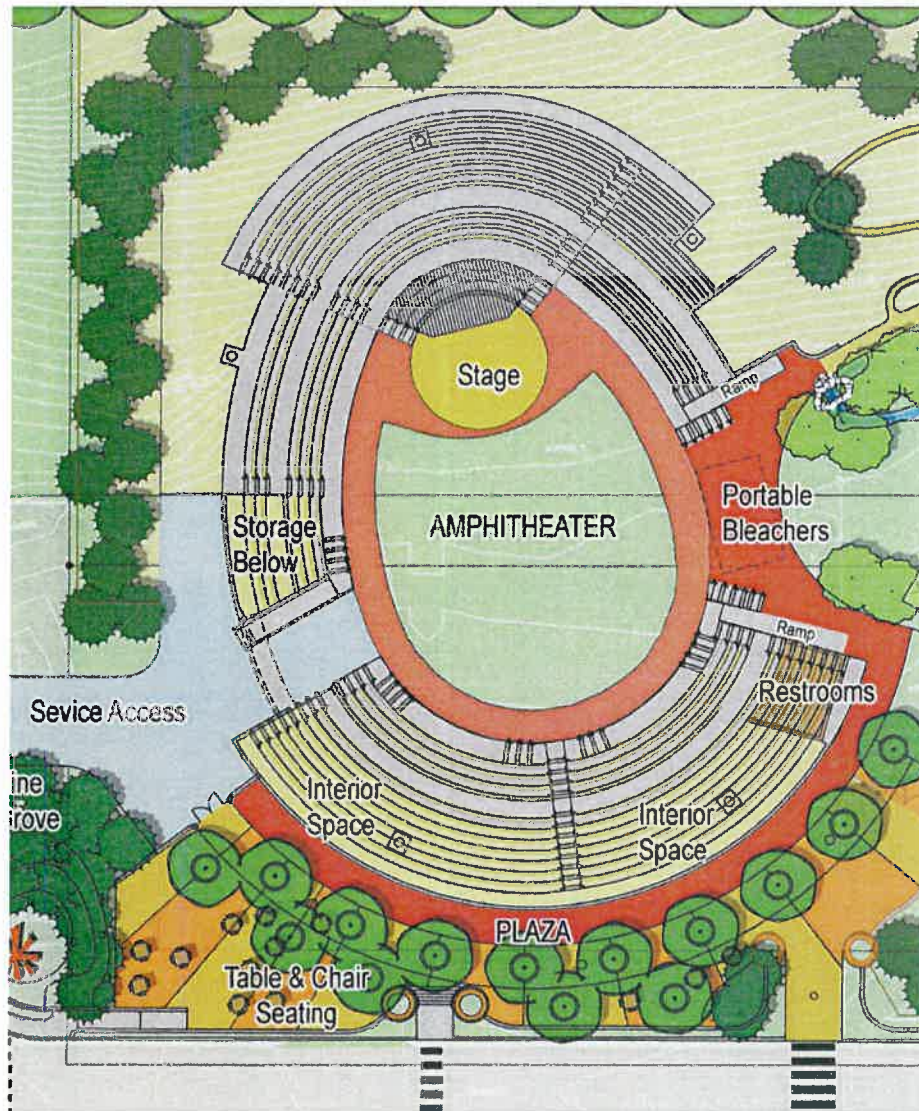
Alliance of Tribal Tourism Advocates

A Rapid City 2012 Project

www.tribaladvocates.org

JOURNEY MUSEUM - 100 FEET

Project Description: Special Features



Art Market Features:

- Art, Craft and Food
- Vendor booths with power
- Restrooms
- Tours

Central Amphitheatre Features:

- Interior Space below Seating
- Multipurpose Lawn Area
- Amphitheatre style seating

Living History Camp Features:

- Teaching areas
- Demonstration Gardens
- Teepees
- Dry Creek bed

Project Description: Concept Sketch

*He' Sapa Black Hills Center
for Northern Plains Tribal Arts and Performance*



Amphitheatre showing Canopies

*Alliance of Tribal
Tourism Advocates*



A Rapid City 2012 Project

City of Rapid City
Rapid City Area Chamber of Commerce

Project Description: He' Sapa Black Hills Center for Northern Plains Tribal Arts and Performance

Rapid City 2012 Funding

ATTA applied for Vision 2012 funding in 2005.

The City of Rapid City awarded ATTA \$812,000 for construction of an estimated \$1.8 million dollar (phase 1) project.

Lease

ATTA entered into a long-term lease with the City of Rapid City for 3 (three) acres of land in October 2009.

Project Name'

In December 2009, the official name "**He' Sapa Black Hills Center for Northern Plains Tribal Arts and Performance**" emerged after a number of community meetings, planning and design meetings, and focus groups' input.

ATTA Mission

Alliance of Tribal Tourism Advocates



Membership

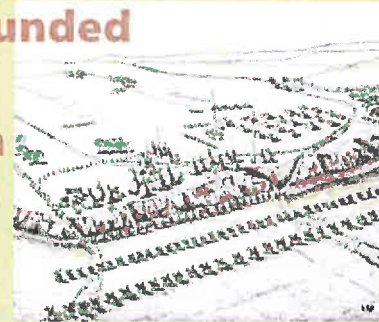
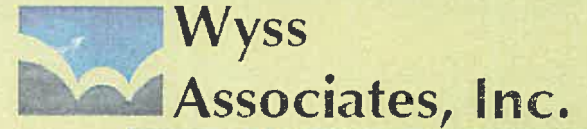


To enhance and promote tourism as a means of economic development and growth, while maintaining respect for tribal traditions and lands.

Oceti Sakowin Center for Plains Indian Arts and Performance

Wyss Associates, Inc. :

- ❖ was started in 1987 as South Dakota's first landscape architecture firm.
- ❖ has a long history of working with Native American communities on projects across the country:
 - Stewart Indian School, Carson City Nevada
 - Wounded Knee Massacre Site, Wounded Knee Creek, South Dakota
 - Tatanka, Deadwood South Dakota



ATTA History & Background

- The Alliance of Tribal Tourism Advocates (ATTA) was formed in 1993 and in 1994 became a 501c(3) non-profit entity incorporated under the law and order code of the Rosebud Sioux Tribe.
- As a tribally chartered non-profit, it has been a recipient of federal grants and foundation support over the past years of operation. ATTA board consists of appointed representatives from each of the nine (9) South Dakota tribes to include at-large board members.
- ATTA exists in service to its member tribes to promote and enhance tourism as a viable means of economic development consistent with a balanced tribally-driven approach that creates renewable resources with sustainable impacts and benefits.



ATTA's Core Strategies

Programming Strategies

- Registered Apprenticeship in Hospitality Industry
- Tour Packages
- Arts and Performance Center
- Tourism Codes/Ordinance
- Joint Marketing Ventures
- Certified Tour Guide program
- Training/Technical Assistance
- Workforce Development



He' Sapa Black Hills Center for Northern Plains Tribal Arts and Performance will serve as a focal point project for ATTA .

- 1. Creates a tangible dynamic Native “product.”**
- 2. Provides focal point for interaction.**
- 3. Fosters Strategic partnerships.**
- 4. Informs and educates tourists and local audiences.**
- 5. Links with partners to create integrated itineraries.**

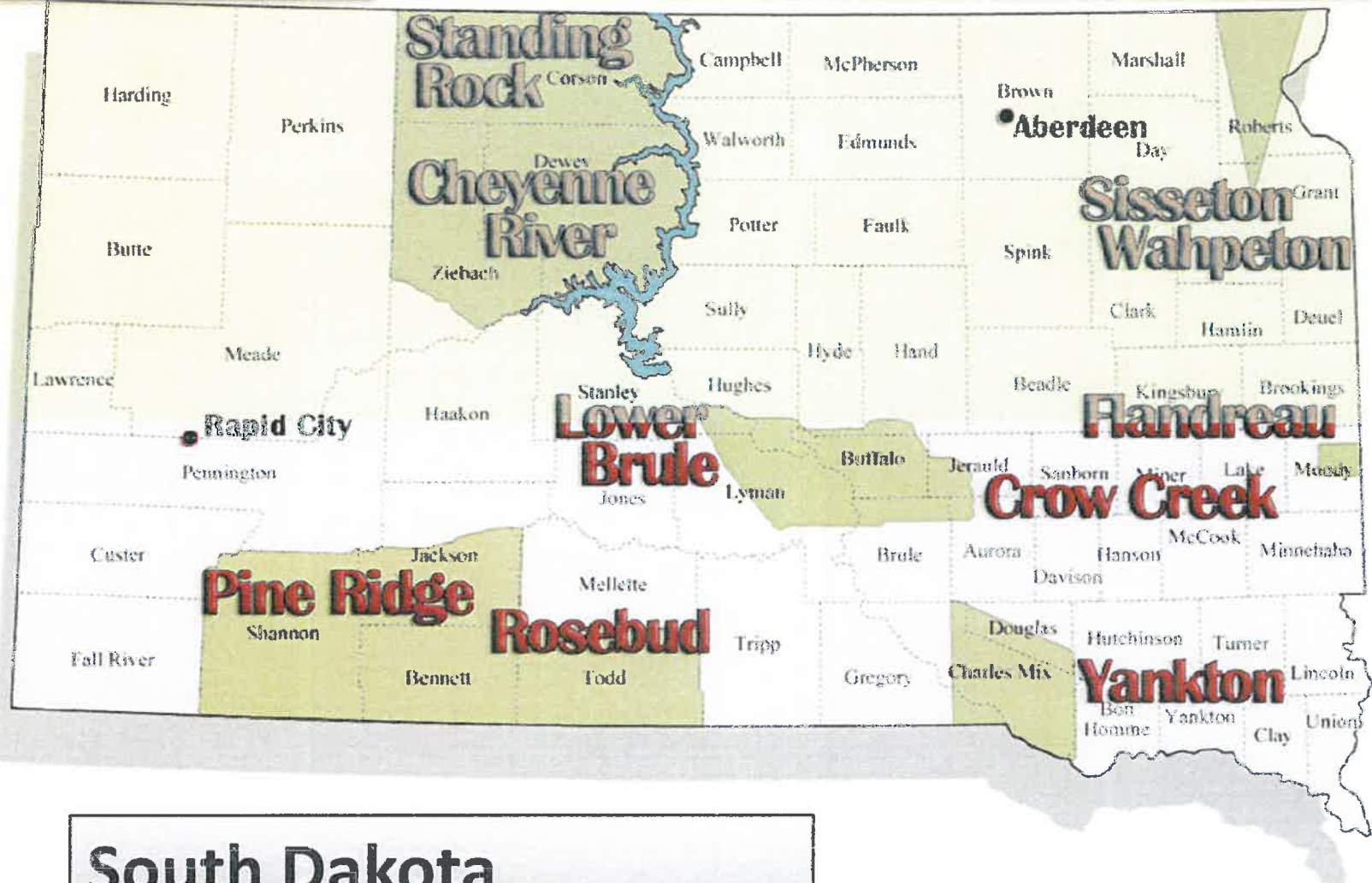
Sustainable Profitable Business Model

He' Sapa Black Hills Center will feature:

- 1. Performing Arts / Powwow Arena**
- 2. Living History Village**
- 3. Food Concessions**
- 4. ATTA Gift Shop**
- 5. Native Art Market / Incubator**
- 6. Tours**

He' Sapa
Black Hills Center

Tours



South Dakota

He' Sapa Black Hills Center will Create Effective Joint Marketing Ventures:

- 1. Increase international and domestic tourism and trade**
- 2. Offer a diversified tourism product**
- 3. Forge strategic marketing alliances**
- 4. Encourage joint marketing ventures**

Project Construction Costs

Full Project: \$5,700,000.00

Center for Plains Indian Arts and Performance



Amphitheatre showing Concept

Office of Tribal
Tourism Relations
City of Denver
Colorado



Project Construction Costs

- Phase 1A: Site Infrastructure, North Amphitheater and Site Reclamation



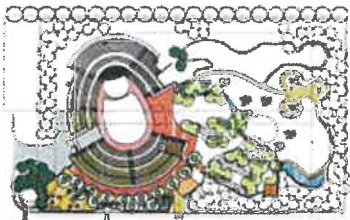
1,950,000.00

- Phase 1B: Fabric Cover for North Amphitheater



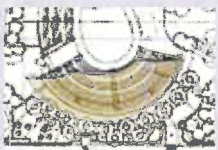
\$600,000.00

- Phase 2: Completed Performance Center, Completed Living History



\$2,050,000.00

- Phase 3: Fabric Cover over south seating area



\$1,100,000.00

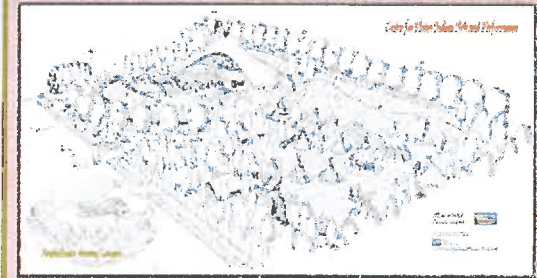


Fundraising

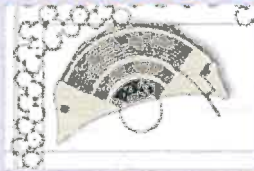
Full Project:
\$5,700,000.00

Project Fundraising

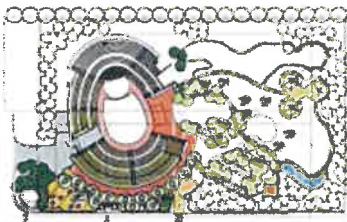
- **Phase 1A:** Site Infrastructure, North Amphitheater and Site Reclamation
\$810,000 City of Rapid City 2012 Funds, and Private Donations



- **Phase 1B:** Fabric Cover for North Amphitheater
Source to be determined



- **Phase 2:** Completed Performance Center, Completed Living History \$1,500,000 to \$3,000,000, Source to be determined



- **Phase 3:** Fabric Cover over south seating area, \$1,000,000 to \$1,500,000, Source to be determined



Fundraising

Full Project:
\$5,700,000.00

Sponsorship Opportunities

Phase 1a: 50/50 Match:

- City Plus Private = 912,000.00

Phase 1a: Full Construction:

- Need after fundraising to date: 1,250,000.00

Through Phase 1b:

- Need after fundraising to date: 1,850,000.00

Through phase 2:

- Need after fundraising to date: 3,850,000.00

Full Project:

- Need after fundraising to date: 4,950,000.00

Project Need - Phase 1a

Item Description	Qty.	Unit	Unit Price	Extended Price
Contractor Administration	1	Aggregate	\$ 56,500.00	\$ 56,500.00
Demolition	1	Aggregate	\$ 49,011.00	\$ 49,011.00
Earthwork / grading Utilities	1	Aggregate	\$ 74,262.50	\$ 74,262.50
Electrical	1	Aggregate	\$ 82,000.00	\$ 82,000.00
Amphitheatre	1	Aggregate	\$ 210,771.00	\$ 210,771.00
Paving	1	Aggregate	\$ 74,375.00	\$ 74,375.00
Landscape & Signage	1	Aggregate	\$ 104,711.00	\$ 104,711.00
Design & Planning	1	Lump Sum	\$162,000.00	\$ 162,000.00
Contingency	0.1%			\$ 89,278.54
Opinion of Cost Sitework (Phase 1A - City Funds)				\$902,909.04
Item Description	Qty.	Unit	Unit Price	Extended Price
Restroom Facility	1	Lump Sum	\$ 150,000.00	\$ 150,000.00
4" Colored Concrete Surfacing and to base of Amphitheatre	8,400	SF	\$ 7.50	\$ 63,000.00
Perimeter Fence	1,160	LF	\$ 48.00	\$ 55,680.00
South Fence	200	LF	\$ 225.00	\$ 45,000.00
Equipment and Furnishings	1	Lump Sum	\$ 75,000.00	\$ 75,000.00
Contingency	0.10%			\$ 38,868.00
Opinions of Cost (Phase 1A - Fundraising Needs)				\$427,548.00
Operations Startup				\$275,000.00
Opinion of Cost Phase 1A				\$1,605,457.04

Contact Information

Contact:

Alliance of Tribal Tourism Advocates

Randy Ross

Randyross.atta@midconetwork.com

daphne_57752@yahoo.com

Phone: 605-791-1058

Fax: 605-791-1891

Wyss Associates, Inc.

Patrick Wyss or Matt Fridell

patw@wyssassociates.com

mattf@wyssassociates.com

Phone: 605-348-2268

