

January 14, 2003

Rick DenHerder
Rapid City Junior Olympic Girls'
Amateur Softball Association
5288 Rockcress Court
Rapid City, SD 57702

Dear Rick:

The Naming Rights Committee appointed by the Rapid City Council met today to discuss your request that the Black Hills Corporation fund construction of a concession/restroom facility at the new girls' softball fields in exchange for naming rights for the new complex.

As you are well aware, your Association agreed that if the City would provide \$600,000 in 2012 funds for the complex, ASA would provide \$60,000 in match. ASA's proposal to the 2012 Committee/City Council indicated that these funds would be provided from private donations, volunteer labor and grant money. In addition, ASA agreed that it would provide continuing operation and maintenance of the complex.

The City has certainly demonstrated its support of this project. In fact the City of Rapid City provided \$900,000 rather than the original \$600,000 initially agreed upon. The City proceeded with construction based on the belief that ASA had raised the \$60,000 to construct the concession/restroom facility.

We do not believe that it is in the best interest of the City to allow you to sell naming rights on a City-owned facility in exchange for your obligation to provide \$60,000 in funds toward the construction of the project. Doing so would alter the long-standing requirement the City has made with other recipients of the 2012 funds requiring the raising of matching funds from private donations or grants before the projects were allowed to begin construction. We do encourage you to continue to work with the Black Hills Corporation for sponsorship funds, as their letter of November 7, 2002 reiterates their major support of youth activities in the community and not solely in having their name attached to the complex.

Your request and our recommendation will be discussed at the Legal and Finance Committee on Wednesday, January 29. Please contact me if you have any questions regarding our recommendation.

Sincerely,

Alan Hanks, City Council, Chair
Bill Waugh, City Council
Coleen Schmidt, Assistant City Finance Officer
Brian Maliske, Civic Center General Manager
Jason Green, Assistant City Attorney