DEVELOPMENT SERVICES CENTER

Growth Management Department

City of Rapid City
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HISTORIC PRESERVATION 11.1 REVIEW

DDO JECT NAME: December 1 00000 0100	
PROJECT NAME: DESTINATION RAPID CITY	
PROJECT ADDRESS: 606 MAIN STREET	
RAPID CITY, S	D 5770/
THE PROJECT.	
DESCRIPTION OF REQUEST: SEE AT	TACHED
- CONSTRUCTED	
YEAR CONSTRUCTED: TO BE CONSTRUCTED IN 2009	
HISTORIC DISTRICT:	☐ Environs of West Boulevard Historic District
☐ West Boulevard Historic District	☐ Environs of Downtown Historic District
☑ Downtown Historic District	☐ Environs of an Individually Listed Property
☐ Individually Listed Property	
STATUS:	
☐ Contributing	☐ Non-Contributing
TVDE	
TYPE: □ Commercial	☐ Residential
Li Collinierciai	
OWNER OF RECORD	
Name: OITY OF RAPID CCTY Phone #:	Fax #:
Mailing Address:	City, State, Zip
Owner's Signature:	Date:
APPLICANT (If different from owner of record)	
Name: DESTINATION Phone #: 603	5-7/6-7979 Fax #:
Mariling Address:	Y, SD 57701 City, State, Zip
Applicant's Signature	Date: 12-23-2008
- / HAM / New 14/12 & CEV	

Web: www.rcgov.com

Destination Rapid City

Destination Rapid City is in the design phase for information kiosks for downtown Rapid City. To date eight locations have been identified as sites for the kiosks. This request is for the "You Are Here" map, the member business listing, and a gateway graphic for the reverse side of the kiosk.

The proposed kiosk locations are:

- SE corner of 6th & Saint Joseph
- SW corner of 7th and Kansas City Street
- NE corner of 7th and Saint Joseph
- SW corner of 7th & Main Street
- NE corner of 6th & Main Street
- NW corner of 8th & Main Street
- Civic Center West entrance
- Civic Center East entrance

Description of Request

The project is to locate six monument style information kiosks in the public right of way. The front view would include a map of the downtown. Information listings would include name and address of public buildings, government buildings, and services providers identified in a "you are here" format. The back view would be graphic art to announce a "gateway" to a downtown district. The kiosks would not provide for advertising beyond listing of name and address.

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.

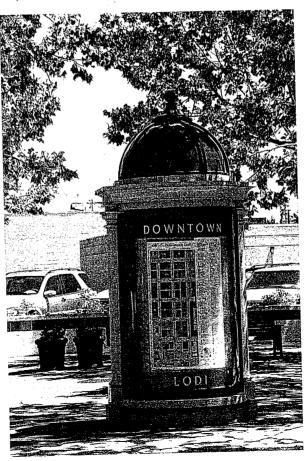
Each kiosk would be the same in terms of design, but would have different information on it. Every kiosk should have a weather resistant brochure holder so that visitors can take a guide or map with them as they discover the various activities in the area.

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.

26 Develop visitor Information kiosks throughout Rapid City

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Implementation

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Timeline for implementation

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Approximate cost

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Possible funding sources

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