

**DEVELOPMENT SERVICES CENTER**

Growth Management Department

City of Rapid City

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**HISTORIC  
PRESERVATION  
11.1 REVIEW**

PROJECT NAME: DESTINATION RAPID CITY

PROJECT ADDRESS: 606 MAIN STREET  
RAPID CITY, SD 57701

DESCRIPTION OF REQUEST: SEE ATTACHED

YEAR CONSTRUCTED: TO BE CONSTRUCTED IN 2009

**HISTORIC DISTRICT:**

- West Boulevard Historic District  
 Downtown Historic District  
 Individually Listed Property

- Environs of West Boulevard Historic District  
 Environs of Downtown Historic District  
 Environs of an Individually Listed Property

**STATUS:**

- Contributing  Non-Contributing

**TYPE:**

- Commercial  Residential

**OWNER OF RECORD**

Name: CITY OF RAPID CITY

Phone #:

Fax #:

Mailing Address:

City, State, Zip

Owner's Signature:

Date:

**APPLICANT (if different from owner of record)**Name: DESTINATION  
RAPID CITY

Phone #:

605-716-7979

Fax #:

Mailing Address:

606 MAIN ST. RAPID CITY, SD 57701

City, State, Zip

Applicant's Signature:

John Sewer, Pres &amp; CEO

Date:

12-23-2008

## **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 6<sup>th</sup> & Saint Joseph
- SW corner of 7<sup>th</sup> and Kansas City Street
- NE corner of 7<sup>th</sup> and Saint Joseph
- SW corner of 7<sup>th</sup> & Main Street
- NE corner of 6<sup>th</sup> & Main Street
- NW corner of 8<sup>th</sup> & 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.

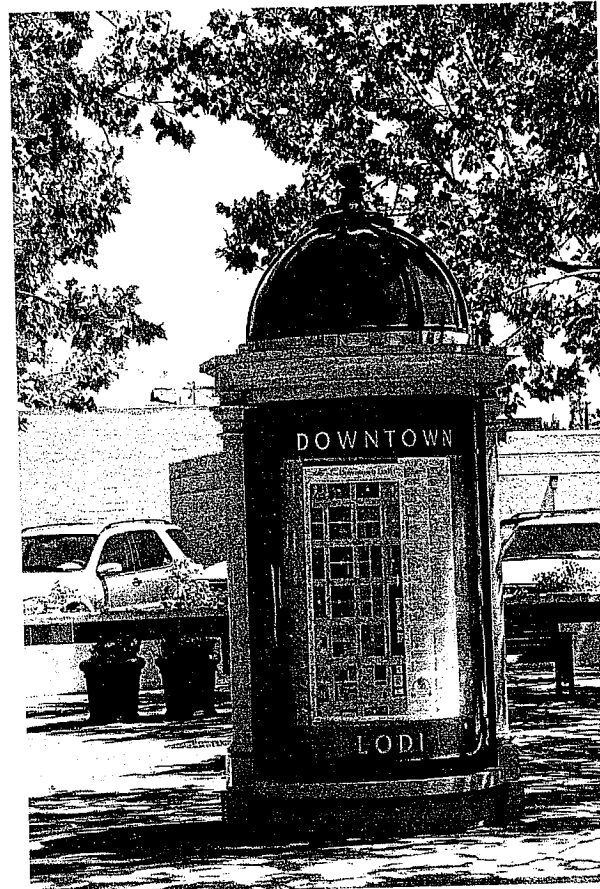
Each kiosk would be the same in terms of design, but would have different information on it. Every kiosk should have a weather resistant brochure holder so that visitors can take a guide or map with them as they discover the various activities in the area.

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

### Description

Next to maximizing the second most important recommendation, the next 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 show activities near the kiosk, and then cross-section activities and attractions in the region and locally.

For instance, a kiosk at the Civic Center would promote the spirit of the park, the civic center and train from downtown Rapid City, giving visitors a reason to go there. Meanwhile, downtown kiosks would promote downtown attractions and the civic center 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 free-view 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 Westminster system plan and would include some city regulations and content.

Simply as an indicator, this and following map show the number 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 around Rapid City would ultimately have perhaps 20 kiosks throughout the city.

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

Currently, there is no visitor information downtown except during the peak tourist months at the merchants' Visitor Information Center. Some thought should be given to the possibility of making this a year-round visitor information center in 2012 since downtown has become a major destination point. This could be a satellite

visitor information center on the 3rd floor of the Visitors Bureau. It should be open 365 days a year except for major holidays, such as Christmas, Easter, Thanksgiving.

### Implementation

Destination Rapid City, City of Rapid City, Downtown Association, Rapid City CVB

### Timeline for implementation

2011

### Approximate cost

\$100,000 to \$500,000. The number of kiosks to be determined as part of the Westminster 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 encouraging convenient involvement.

