



# CITY OF RAPID CITY

300 SIXTH STREET  
RAPID CITY, SOUTH DAKOTA 57701

## PARKS AND RECREATION DEPARTMENT

Jerry W. Cole,  
Director  
(605) 394-5225

Jeri Lynn  
Administrative Assistant  
(605) 394-5225

Lon VanDeusen,  
Parks & Cemetery Manager  
(605) 394-5307

Doug Lowe,  
Recreation Manager  
(605-394-6161

James (JJ) Walraven  
Golf Superintendent  
(605) 394-4199

Duncan Olney  
Aquatic Manager  
(605) 394-5223

Parks and Recreation Memo

Date: Jan. 19, 2005

To: Legal and Finance Committee

From: Jerry W. Cole, Director

Subject: Contract between Parks and Recreation and Rapid City Red Dogs for trade of Advertising with use of multi-purpose room.

**Purpose:**

To increase the visibility of the Parks and Recreation's facilities and programs by developing new marketing strategies with low cost methods.

**Benefit:**

Parks and Recreation is in the process of developing a marketing plan for the City's recreation facilities and programs. Part of that plan deals with forming partnerships within the community. This contract does just that. It forms a partnership that will provide both organizations a win/win.

Parks and Recreation will get one half page color advertisement in seven home game programs for the use of the Swim Center multi-purpose room. The Red Dog's cheerleaders will practice in the multipurpose room on Sunday nights during their pre-season (Jan-Mar). They are using a non-prime time (5:00- 8:00 pm) that has not been rented since we open

In the past the Red Dogs games have averaged 2500 attendance per game. Over 13,000 sport contacts could see our ad for no cost. We get exposure in an area that we would normally not be able to afford otherwise. Additionally we could receive free advertising from TV coverage of their practices here at the Swim Center.

**Recommendation:**

Approve contract and forward to Council and Mayor for signature.



# BLACK HILLS RED DOGS FOOTBALL

201 Main Street, Suite G ♦ Rapid City, SD 57701  
Phone: (605) 343-3535 ♦ Fax: (605) 343-3565

## Contract for 2005 Season

**Company: City of Rapid City Parks & Recreation Division**

**Contact: Doug Lowe, Kristy Allgier, Duncan Olney**

**Title:**

**Address: 125 Waterloo Street**

**City/State/Zip: Rapid City, SD 57701**

**Phone Number: 394-4168**

**Fax Number: 394-5226**

The City of Rapid City Parks & Recreation Division will provide the Black Hills Red Dogs, Inc with the following:

- Facility rental to be used by the Black Hills Red Dogs Explosion Cheerleaders, totaling \$600.00 in facility rental.

The Black Hills Red Dogs, Inc will provide the City of Rapid City Parks & Recreation Division with the following:

- One (1) ½ Page Color Ad in the Red Zone game day program distributed at all 7 home games. Total value \$600.00.

\* Black Hills Red Dogs, UIF will make available to City of Rapid City Parks & Recreation Division coaches and players for reasonable requested appearances for community and social events hosted by the Rapid City location during the 2005 Season. Rapid City Parks & Recreation Division will be responsible for all travel, lodging, and any other incidental cost to request coaches\players for events outside Rapid City. Request for coaches\players appearances need to be in writing to the Black Hills Red Dogs office on or before 10 business days prior to the event. Availability of specific players cannot be guaranteed.

\*\* Black Hills Red Dogs, UIF owes no duty or contractual obligation to Rapid City Parks & Recreation Division for the terms as specified in this agreement for future seasons.

### PROVISIONS

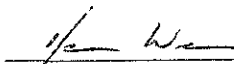
Rapid City Parks & Recreation Division or any employee thereof is not an agent and/or employee of Black Hills Red Dogs, UIF for any purpose. Rapid City Parks & Recreation Division does not have an authority or a right to bind Black Hills Red Dogs and the United Indoor Football on any matter. Rapid City Parks & Recreation Division is responsible to provide for its own employees in all respects including, but not limited to, scheduling, payments of wages, workers compensation, insurance, benefits, etc. The parties intend this agreement as an integrated agreement. There are no agreements between the parties, expressed or implied, other than those contained expressly herein. SD Law governs this contract.

**As the terms of this contract are agreed upon, the delegates of the Black Hills Red Dogs, UIF and Rapid City Parks & Recreation Division as indicated below do certify authorized representation. The parties as indicated below shall make any clarification or amendments made to this agreement solely in writing. Trade values for copy and artwork assume camera-ready artwork and will be provided by Rapid City Parks & Recreation Division. If artwork and production, including design, layout, typesetting, and copy writing are required, the cost shall be borne by, Rapid City Parks & Recreation Division over and above the published rate. Full color, 4-color process, ads must provide CMYK color-separated films and matching proof. If saved on a disc, images must be saved in JPEG format.**

\_\_\_\_\_  
Signature

(PRINT NAME) \_\_\_\_\_  
Rapid City Parks & Recreation Division

\_\_\_\_/\_\_\_\_/2005  
Date

  
\_\_\_\_\_  
Signature, General Manager

(PRINT NAME) Damon Wane  
Black Hills Red Dogs, Inc.

1/13/2005  
Date