

EVENT PERMIT APPLICATION

NAME OF ORGANIZATION: Rapid City Convention & Visitors Bureau

CONTACT PERSON: (Responsible for Permit compliance).

NAME: Matt Reed

ADDRESS: 3328 Hall St. RC, SD 57702

HOME PHONE: () 484-6396 WORK PHONE () 718-8491

EVENT TYPE: PARADE RALLY DEMONSTRATION OTHER

PURPOSE: To designate the North side of Main st. between 5th & 8th streets as Free Motorcycle Parking Only starting Sunday, Aug. 6th and ending Friday, Aug. 11th. Permit to include picnic tables in designated areas on side walks in the downtown area.

TOTAL INDIVIDUAL PARTICIPANTS ANTICIPATED: 5000/day

TOTAL UNITS: _____

(Bands # _____ Floats # _____ Vehicles # _____ Other Units # _____)

WILL EVENT GENERATE LITTER/SPECIAL CLEANUP REQUIREMENTS. (YES) .. NO
(If yes, explain fully) Garbage cans will need to be placed throughout the area.

DO YOU ANTICIPATE ANY OPPOSITION TO THIS EVENT YES. (NO)
(If yes, explain fully) _____

EVENT DATE ___/___/___ (If event will include more than one date or time frame, describe fully on a separate sheet and attach to application).

ASSEMBLY TIME _____ PARADE START TIME _____

ASSEMBLY AREA/S _____

-OVER-

WILL ASSEMBLY AREA UTILIZE:

CITY PARKS OR CITY PROPERTY OTHER THAN STREETS YES NO
SCHOOL PROPERTY YES NO
PRIVATE PROPERTY YES NO

If yes, have arrangements been made with the appropriate party or parties responsible for the property? Yes . . No

If yes, who _____ Phone # _____

ROUTE AREA (List all streets and properties over which the event or portions of the event are expected to travel) _____

WILL THE ROUTE AREA UTILIZE:

CITY PARKS OR CITY PROPERTY OTHER THAN STREETS YES NO
SCHOOL PROPERTY YES NO
PRIVATE PROPERTY YES NO

If yes, have arrangements been made with the appropriate party or parties for the property?
Yes . . . No

If yes, who _____ Phone # _____

THIS APPLICATION, AS COMPLETED BY ME, IS AN ACCURATE REPRESENTATION OF THE PROPOSED EVENT. IN ADDITION, I HAVE READ AND WILL COMPLY WITH THE PARADE ORDINANCE FOR THE CITY OF RAPID CITY.

SIGNATURE OF APPLICANT *[Handwritten Signature]*

DATE 4/28/05

OFFICE USE

CITY COUNCIL APPROVAL: N/A OR REQUESTED ON _____
APPROVED ON _____

REVIEWED BY: _____

EVALUATION

COMPLIANCE PROBLEMS? (ORDINANCE, LITTER, ORGANIZATION)

Rally Task Force

2006 Marketing Bulletin

Under the guidance of the Rally Task Force committee, we at the Rapid City Convention & Visitors Bureau have prepared an explanation of the 2006 Rally Task Force marketing efforts.

A Formal Welcome

- Welcoming committees to be positioned on both Exit 48 and Exit 59 overpasses holding banners with a welcoming message and waving to bikers as they ride through Rapid City. *Permit accepted.*

Free City-wide Parking

- Included in the consistent welcome message will be a reference to free parking throughout Rapid City. Rapid City is one of the only places in the Hills that typically has available motorcycle parking to capitalize on. The plan reaches out to business owners throughout our community and requests that they set aside bike parking through the duration of the rally. We plan to provide black and yellow crime scene ribbon bearing a custom welcome message to business owners that wish to participate in the campaign.

Downtown Event

- The campaign will coincide with the proposed downtown NASCAR event during the 2006 rally. Specifically, the curb-side parking on the north side of Main Street between 5th Street and 8th Street will be designated free motorcycle parking only starting Sunday, August 6th, and ending Friday, August 11th. *Please see attached drawing.*

Downtown Seating

- Public seating would be provided by Parks & Recreation in the form of picnic tables which would be placed in sidewalk easements downtown, and in the form of portable bleachers which may be placed in qualified areas.

Parking Signs

- Signs to establish free motorcycle parking lots will need to be made. At this point we are unsure of whether this will be the responsibility of our task force or of the city. Chief Tieszen thought this may be something the city would do.
- The Rally Task Force, if given permission, would also like to hang customized black and yellow crime scene ribbon around the areas that are free parking. The tape will have a consistent message welcoming bikers to Rapid City.

Billboards

- Epic Outdoor Advertising has agreed to let us advertise on the aprons of their billboards. The apron is the 2ft high area at the bottom of the billboard that currently says "EPIC." Epic has checked with their clients that currently rent the boards and has found approximately 10 businesses that agree to let us hang a welcome message to the aprons of their billboards. The design of the billboard aprons will mimic the custom black and yellow crime scene ribbon in order to brand our "Welcome Bikers" message.
- We also have the opportunity to put a welcome message on Epic's new digital billboards. These are 8 second programs on a 5 minute loop.

Television

- The CVB currently has a two-minute advertisement that runs every hour on the Black Hills Travel TV Channel. This two-minute advertisement will be updated with a Welcome Biker message.

Radio

- A 30 second public service announcement will be created for radio which will include a welcome message. This PSA will be distributed to all our local radio stations.

Brochures

- Another possible attempt to welcome rally goers would be the creation of a full color, tri-fold brochure to include a map of parking areas specially zoned off for bikers as well as coupons for local businesses. These brochures will be displayed in attractions, restaurants, retail stores and information racks throughout Rapid City.

Public Relations

- **Press Releases** - In addition to our efforts, press releases will go out to the media informing them of our efforts and requesting that the media, local businesses and the general public help us to spread the welcome message.
- **News Shows** – Michelle Lintz will also engage the public in our efforts through the use of the KNBN Morning show and the KOTA noon show.

The combined efforts of the Rally Task Force, the City of Rapid City, and our residents and business owners will send an overwhelming message to visitors during the 2006 motorcycle rally that bikers ARE welcome in Rapid City. We hope that you consider all aspects of this plan in regards to downtown parking during the 2006 motorcycle rally. Please contact Matt Reed or Michelle Lintz at the Rapid City Convention and Visitors Bureau for more information.



Matt Reed
SPORTS &
EVENTS MANAGER

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