

SPECIAL EVENT APPLICATION

Rapid City Police Department

Traffic Section

300 Kansas City Street

Rapid City SD 57701

Phone: 605-394-4130

Fax: ~~605-394-6608~~ 605-394-6908



NAME OF EVENT: *aha moments tour stop in Rapid City (campaign for Mutual of Omaha - 25 city stop tour)*
EVENT DATE/TIME: *Monday August 29 + Tuesday August 30*

SPONSOR ORGANIZATION: *Destination Rapid City*
CONTACT PERSON: *Beth Hottel*
ADDRESS: *606 Main St Rapid City SD 57701*
HOME PHONE: *605-877-7849*
WORK PHONE: *605-716-7979*
EMAIL ADDRESS: *beth@downtownrapidcity.com*
skadiddle media
Megan Reed
2058 Bridgeway Blvd. #203
Sausalito CA 94965
925-456-8484
megan@skadiddlemedia.com

PURPOSE OF EVENT: *Interview + film local residents about their experiences for national campaign that honors people's great life moments*

ASSEMBLY AREA: *6th Street, west side, in parking spaces next to Prairie Edge*
ASSEMBLY TIME: *8:00 am Monday August 29 + Tuesday August 30.*

ROUTE AREA: (List all streets and areas route is expected to cover)
6th Street, west side, in parking spaces next to Prairie Edge building between Main St + the alley across from Main Street Square. They will park a 34 ft airstream trailer that is outfitted with a film studio. Trailer is 8ft wide. Will also have 10ft x 10ft small tent for sign-in area next to trailer. They will operate from 10am to 7pm on both days.
Map Attached? YES NO
Alternate Routes Available: YES NO

REQUESTING ANY CITY RESOURCES?
(If so, explain need)
FIRE DEPARTMENT: *10 Main Street 394-4180* Contact: _____
STREET DEPARTMENT: *Steele Street 394-4152* Contact: _____
PARKS DEPARTMENT: *125 Waterloo Street 394-5225* Contact: _____
JK 3/22

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Does event require special parking accommodations?

YES

NO

Will businesses be affected by street closures?

YES

NO

Have affected businesses been notified?

YES

NO

Will event require clearing of streets? (Towing of cars)

YES

NO

Does event include placement of temporary structures?

YES

NO

Copy of 11-6-19 Review Attached? YES NO

Does event plan on serving alcohol?

YES

NO

Do you anticipate any security needs?

YES

NO

Does your event require closing or blocking of any State Highway?

YES

NO

Any application for an event which requires the closing of any State highway, must have a corresponding state permit, prior to submittal of the event permit.

Copy of State Permit Attached? YES NO

How many floats do you anticipate in your parade?

N/A

If your parade has over 70 floats, City Ordinance requires Council Approval.

OFFICE USE ONLY

COUNCIL APPROVAL REQUIRED:

YES

NO

POLICE DEPARTMENT REVIEWED BY: Ch. Oelert

DATE: 4/24/11

SENT TO LEGAL/FINANCE: _____

L/F MEETING DATE: _____

COUNCIL MEETING DATE: _____

COUNCIL APPROVED:

YES

NO

DATE: _____

Main St.

Main Street Square

Prairie Edge

Parking Ramp

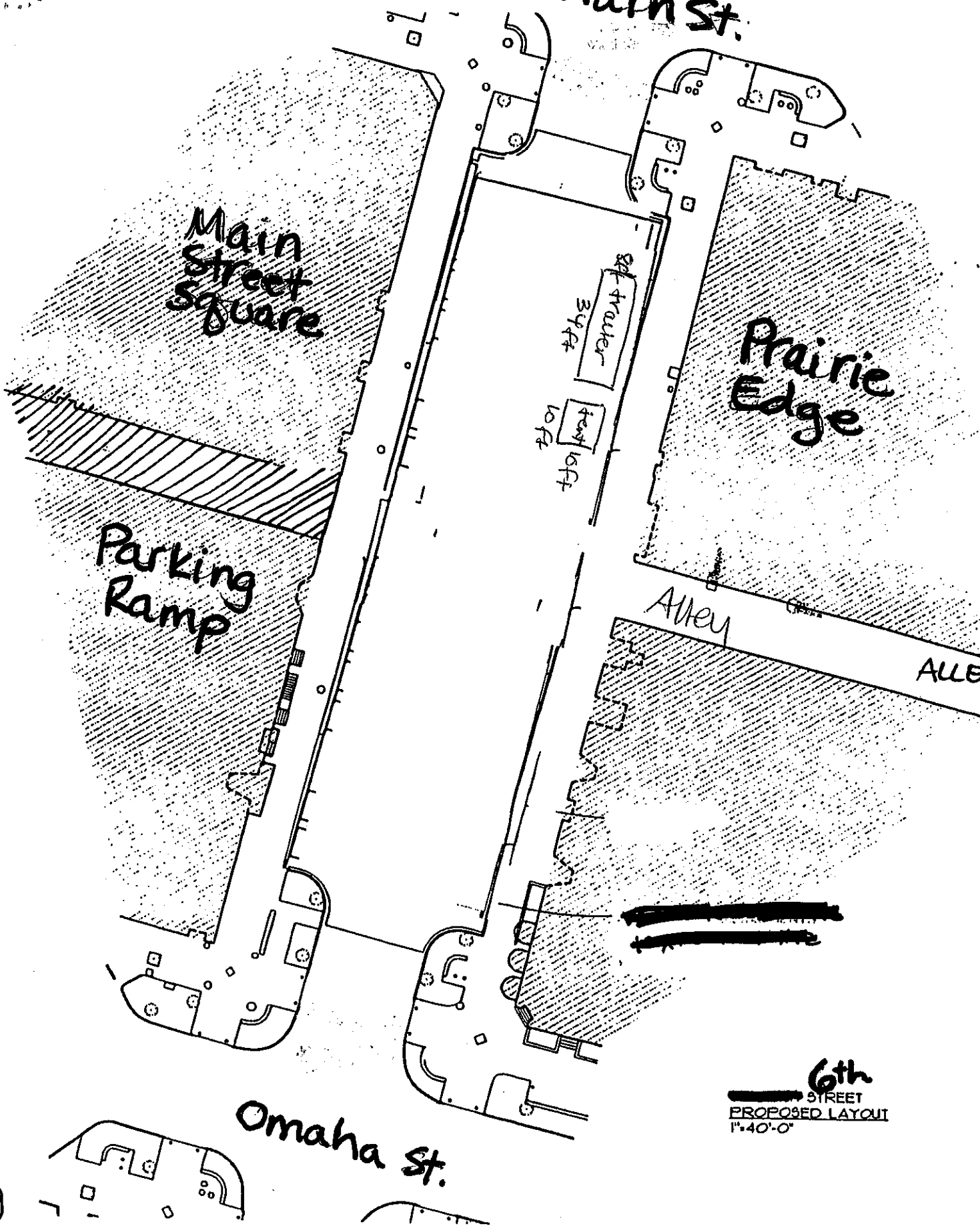
Self trailer
34 ft
10 ft
10 ft

Alley

ALLEY

Omaha St.

6th STREET
PROPOSED LAYOUT
1"=40'-0"



**Special Event Application
Aha Moments Tour, August 2011**

Event Description

Destination Rapid City was contacted by an advertising agency based in the San Francisco Bay Area who has produced a national television campaign for Mutual of Omaha for the past 3 years. Related to the campaign, they are going on the third annual 25-city mobile tour in a 34-foot Airstream trailer that will be outfitted with a film studio.

During their stop in each city, they will invite regular local people into the trailer to talk on film about their life moments & experiences...the campaign is truly a positive one, and is really about honoring peoples' great life moments. Each person who films then receives a copy of their interview via email so that they can share it as they see fit. To get a feel for the types of moments they are looking to capture, you can visit <http://www.ahamoment.com>. You also might have seen one of their ads on television, which feature real people we filmed during the 2009 & 2010 aha moment tours.

Rapid City is one of their stops this year, and they would love to be able to park their trailer across from Main Street Square on 6th Street. The people who will be coming into the Airstream talk on film will be prescheduled, so there will not be a crowd gathered (maybe 10 visitors per hour), but they want to be in a high visibility area (preferably with a bit of foot traffic). The trailer is 34 ft long and 8 ft wide and also have a 10 ft x 10 ft small tent as a sign-in area. They would park for two consecutive days, Monday, August 29th and Tuesday, August 30th, operating between the hours of 10am and 7pm.

This is a great opportunity for Rapid City to get nationwide exposure at no cost. That type of exposure goes a long way in promoting tourism to our area.

2010 Tour Crew's Blog: <http://blog.ahamoment.com/>

Become a fan of the tour on Facebook: <http://www.facebook.com/myahamoment>

For additional information please contact:

Beth Hottel
Destination Rapid City
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