



# DESTINATION RAPID CITY

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[www.downtownrapidcity.com](http://www.downtownrapidcity.com)

City of Rapid City  
300 6<sup>th</sup> Street  
Rapid City, SD 57701

November 21, 2011

Mayor Kooiker and City Finance Office,

Destination Rapid City wants to express our gratitude to the city for its funding help that permitted us to grow to where we are today. The impact of city subsidy funds can be seen in many ways including improved aesthetics, heightened awareness and increased foot traffic. Many downtown businesses report strong positive feedback from both locals and tourists.

A monthly meeting of our Board of Directors of Destination Rapid City was held on November 15, 2011. After a meaningful discussion the board decided, in order to lessen the burden on city government, that Destination Rapid City can continue in the foreseeable future without any city funding including the funds allocated for 2012. The board is confident about the current financial backing it is receiving from our Partners in Progress community development program recently developed in 2010. It is anticipated that this backing shall continue to grow and because of that no additional city funding should be required.

Destination Rapid City is very proud to be a private sector partner with the city in its efforts to make our downtown area even more significant and meaningful to the entire community. We appreciate the city's leadership efforts in this regard.

The mission of Destination Rapid City is to foster downtown Rapid City through economic development, creating a vibrant business district rich in appeal for the Rapid City community and its visitors.

Thank you for your past support and we look forward to continue working with you on our city's future.

Sincerely,

Dan Senftner  
President & CEO

Ray Hillenbrand  
Chairman