



Black Hills, Badlands & Lakes Association

1851 Discovery Circle
Rapid City, SD 57701
605-355-3600 | blackhillsbadlands.com

Legal and Finance Committee
Rapid City, City Council
300 6th St
Rapid City, SD 57701

April 3, 2013

Greetings,

Black Hills, Badlands & Lakes Association is a 500 business member non-profit promoting tourism to our region. We operate out of our offices at the Black Hills Visitor Information Center (VIC) at Exit 61 here in town. The VIC is a cooperative project between Rapid City and the Association where we operate the facility at no cost in exchange for the lease on the property.

As part of our continuous improvement initiatives we have been researching options to increase patronage to the Black Hills Visitor Information Center. We know that the more information we provide to those passing by the more money they spend locally. We've come to the conclusion that along with our formidable distance from I-90, increasing development at exit 61 has effectively begun to hide the VIC.

We are asking for your help to allow us to construct a roughly 12' x 31' sign. We require this size simply as a matter of practicality due to our distance from traffic. Please see the attached diagrams. We'd like you approval to erect the sign approximately twelve (12) feet from ground level in order to be out of reach from vandals.

A recommended strategy for us is requesting Rapid City to co-apply for this sign permit based on our partnership for the Visitor Information Center project.

The signage is NOT connected to an electronic source of any kind and will not be illuminated for any reason.

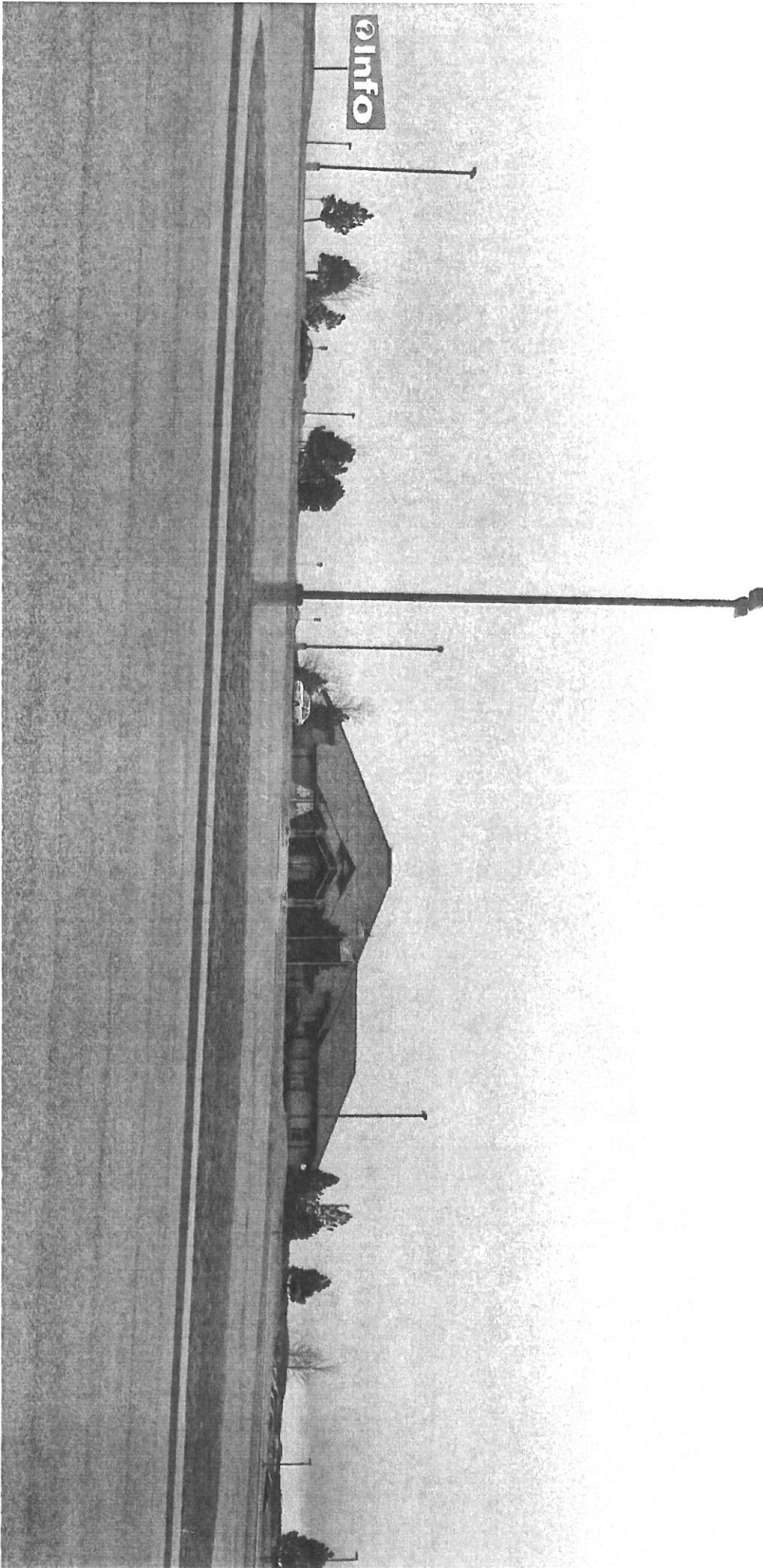
Thank you very much for your thoughtful consideration and helping us expedite this project.

Sincerely,

Nort Johnson
President & CEO

Black Hills Badlands & Lakes Association
Non-Profit for 497 Member Businesses of the Black Hills region.

Info





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Legend

- Roads
 - Interstate
 - US Highway
 - SD Highway
 - County Highway
 - Main road
 - Minor arterial
 - Collector
 - Ramp
 - Paved road
 - Unpaved road
 - FS Highway
 - Driveway
 - Paved Alley
 - Unpaved Alley
 - Unimproved road
 - Trail
 - Airport Runway
 - Not yet coded
- Township/Section Lines
 - 0
 - 7
- Tax Parcels
- Lot Lines
- <MHP>
- Parcel Line
- County Line



Scale: 1: 6,705

Map Notes: