

From: hansrc@gmail.com [mailto:hansrc@gmail.com] **On Behalf Of** Hans Stephenson

Sent: Tuesday, February 18, 2014 2:53 PM

To: Mayor's Office Group; Clayton Bill; Doyle Charity; Laurenti Steve; Nordstrom Ritchie; Lewis Chad; Wright Jerry; Scott Amanda; Roberts John; Petersen Bonny; Estes Brad; Heupel Tarah

Subject: Summer Nights

I own Dakota Angler and Outfitter at 513 7th St in downtown Rapid City. The Summer Nights event is held in the street in front of my shop. I am writing to express my dissatisfaction regarding the disruption to my business caused by blocking off 7th Street early in the afternoon each Thursday. The loss of sales each Thursday afternoon is significant. When Summer Nights began in 2008, Thursday was my second highest grossing day of the week. Now Thursday is second to last- Sunday is our lowest grossing day of the week, but we are only open from 10am-3pm on Sundays.

I believe the lack of accessibility leads to longterm loss of business when travelers are impeded when trying to visit my store. I not only lose a potential in store customer, I am unable to cultivate a long term customer for my internet sales.

It appears little consideration has been given to the adverse effects of street closures to all of the downtown shops, stores or services. Advocates for Summer Nights are quick to make statements about how everyone benefits from the event. I concede that most likely I have received exposure from those who see the shop while attending the event. However, I don't feel that I receive any major financial benefit from Summer Nights. I believe I lose business and revenue every Thursday when access to my store is impeded early in the afternoon.

For the record, I do not want to stop Summer Nights. It is an excellent idea to show off our downtown and make efforts to bring the community here. I really don't object to using 7th Street if extra effort were made to minimize the negative consequences to business that result from blocking off traffic and parking every Thursday. The effort that goes into setting up for Summer Nights needs to include consideration for those whose business is interrupted and those who suffer loss in revenue.

I would like to see street closure delayed until 5 or 5:30 pm. The method used to prepare for closure should not impede/limit access or parking. I believe that this is quite feasible if both city departments and the Summer Nights organization put their minds to it. The emphasis given to achieve this will depend on whether or not it seems necessary to give consideration to those who are adversely effected by preparations for the event on 7th Street.

Thank you for listening and I apologize for joining the conversation at such a late stage.

Hans Stephenson
Owner
Dakota Angler & Outfitter
hans@flyfishsd.com
605-341-2450