

Paul Maggie

From: Seachris Lindsey
Sent: Friday, February 21, 2014 10:17 AM
To: Paul Maggie
Cc: Kooiker Sam
Subject: FW: Summer Nights

Hi Maggie,

Please link below letter to the Summer Nights agenda item.

Thank you!

From: scott@stradamoda.com
Sent: 2/18/2014 10:09 AM
To: [Mayor's Office Group](#)
Subject: Summer Nights

Sam,

My name is Scott Temple and I am the coordinator for Downtown Friday Nights in Spearfish. I spoke to your City Council a couple years ago about the positive impact Summer Nights had on our event in Spearfish. I read the article in the RCJ last week and thought that another perspective might be valuable in this situation.

I have had many of the same concerns articulated in the article voiced to me, both pro and con about how downtown business is affected by our event. Most retailers support our event but some have not. Downtown Friday Nights has worked with the retail community helping them to capitalize on the event attendance and bring NEW business through their doors. It is not always an easy process but with a good plan and a fair amount of persistence we have seen outstanding progress.

Something else that got my attention in the RCJ article was the idea of moving Summer Nights to Memorial Park. On the surface it may seem like this is a viable option. However, moving to the Park would change the fundamental personality of Summer Nights. In a street setting like it is now, Summer Nights, Downtown Friday Nights and other similar events are really social events. The music, while important is not the sole reason for people attending. Those attending come down to see friends, make new acquaintances, have some food or beverage and also listen to some good music and move around. It is the social aspect and the mobility that this setting provides that drives the success of these types of events.

In a park like setting the event becomes more of concert where the music becomes the focus and the social aspect takes a back seat. While there is movement by the crowd in this type of setting it is much smaller than a street event. Vending sales are also affected by less crowd movement. The biggest consideration though is the cost of entertainment. There is an expectation by the crowd that they will be entertained in this setting. High quality acts are required to keep an audience interested for several hours and these type acts are very expensive

I can understand the concerns of all affected by these type of events. At the end of the day the question that needs to be asked is 'It this good for the community?'. The answer to this is that it is. They are truly community wide events that have an overall positive effect on the entire town.

Thank you for your time. I also invite you to come up to Spearfish on a Friday night sometime this summer and experience Downtown Friday Nights. We would love to see you and will treat you like family.

Best Regards,
Scott Temple
Downtown Friday Nights

[Send Email](#)