



Badlands Brewing Company

P.O. Box 3722 - Rapid City, South Dakota 57709 - 605-348-3998

To: Rapid City Statutory Planning Commission
From: Badlands Brewing Company
Date: September 4, 2007
RE: Proposed Zoning Text Amendment to Light Industrial / General Commercial Zoning

We are proposing the startup of a new microbrewery within Rapid City. The nature of this type of manufacturing business with on-premise alcohol sales is new to Rapid City and the whole of western South Dakota. As such, we have become aware of the need for inclusion of this business category, within the current Light Industrial or General Commercial zoning ordinances.

We respectfully request the Planning Board include the additional text within the Light Industrial and or General Commercial zoning ordinances.

The Microbrewery Business: Our proposed business will be a small scale local brewery, at the time of start up. The average small scale microbrewery is composed of two parts:

1. The production facility: This part of the business deals with the manufacture, conditioning, packaging and storage of the malt beverages being produced. The highly regulated nature of the business, producing alcoholic beverages, forces the manufacturing process to be confined within an enclosed and secured building. The wholesale product is then packaged and delivered to our local distributor. We plan for this to be 90+% of our business.

2. Tasting/Tap Room: Tasting Rooms are designed for on-premise tasting of our products with retail sales of ½ gallon growlers, pints and various merchandising apparel and glassware for our customers. Tap rooms are not lounges, bars or nightclubs, with planned operations for between the hours of 11am to 8pm. The room is a retail marketing tool that directly serves the brewery operations in relations to brand development and business growth. We plan for this to be less than 10% of our business.

Local microbreweries are small scale light industrial businesses that experience double digit growth and generate higher than average paying jobs within our local communities, while meeting and exceeding environmental and OSHA health and safety issues.

We are more than willing to participate in any efforts that the Planning Board feels is appropriate and look forward to the modification that will maximize the potential benefits of Rapid City's Industrial land.

Thank you for considering these comments.

Brian LaMunyon
Owner
Badlands Brewing Company

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GROWTH MANAGEMENT
DEPARTMENT

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