



April 1, 2009

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City of Rapid City  
300 Sixth St.  
Rapid City, SD 57701

Rapid City Growth  
Management Department

To whom it may concern:

It is the intention of Hills Alive/Bethesda Broadcasting to utilize Memorial Park as well as the South Lawn of the Rushmore Plaza Civic Center, for a FREE summer Christian music festival. We have been approved in the past and are looking for a continuance of this approval. Hills Alive takes place the third weekend in July, annually.

In the year 2010, the festival will be held on July 17<sup>th</sup> thru 18<sup>th</sup> with set up taking place the 15<sup>th</sup> & 16<sup>th</sup> and tear down on the 19<sup>th</sup>. The hours of the festival on both days will be Noon until approximately 10 PM.

I would like to address a couple items that may not be clear on our map. We will have an area behind both stages that is fenced, keeping the general public out of the backstage area. Within that fenced backstage area, there will be several RV's that are used for a Festival Office, Staff meals and Artists prior to their performances. There will not be anyone sleeping in these RV's and we will try to be careful and not disturb the turf.

The second stage, located on the west side of the lake, will be located in the vicinity of the Korean War Memorial. We always try to show respect by placing the stage a good distance away from the Memorial and attempt, to the best of our ability, to route traffic around it.

We have a security team of 35 volunteers who work together over the weekend with the Rapid City Police Department to help keep order and handle any problems that arise. We also have city licensed security personnel on site over night beginning Wednesday evening until Monday morning.

Hills Alive will include food vendors, all of which have been provided SD Dept. of Health temporary food service requirement checklist and applications, and the website for the Rapid City Fire Department, to inform them of fire safety requirements. We also have merchandise vendors that have been given the SD tax forms and the Fire Prevention link as well.

We expect attendance to be around 40,000 people over the two days of this festival. We will have a city licensed electrician to assist in all our electrical needs. We have garbage service and enough port-a-potties to accommodate a crowd of this size.

Please refer any further questions to: Kathy Cook, Hills Alive Festival Director, (605)399-1555.

Respectfully submitted,



Kathy Cook  
Hills Alive Festival Director  
(605)399-1555  
(605)391-7154 Cell

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