



## Main Street Square, Inc.

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# RECEIVED

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### Conditional Use Permit – Narrative

The Main Street Square is the region's only year-round civic open space. We are dedicated to providing the community a great place to enjoy an interactive fountain, events, and the arts. With a mix of over one-hundred events a year, plus ice skating, we are looking forward to a great start to the square.

Service of alcohol will be allowed in a small portion of the overall events, representing a %15 to %20 percent. Some of the public events that would be serving alcohol include: Rapid City Bierbourse, Rapid City Art and Wine Festival, Rushmore Rollerz Bouts, Sok Hop & Cruiser Car Show, Custom Bike Show, Fall and Winter Markets, Taste of Rapid, Comedy Night, etc. The majority of events that include alcohol sales will take place between the hours of 12pm – 10pm, however, there will be a limited portion of events that will serve alcohol between 8am-1:30am. All alcohol will be served inside a fenced area, during city ordinance hours, and within designated lots. We will have signs and staff at all exit points to keep alcohol inside the designated areas.

The Main Street Square is also available for private events, such as: Weddings, Receptions, Corporate/Business Events, Mixers, Curling Leagues, Fundraisers, etc. We anticipate that the square will be a great destination for these types of events. Currently, there are several in the works for 2011 and 2012, with some of those in cooperation with the Convention and Visitors Bureau and local non-profit organizations. If alcohol is desired at these events, Main Street Square will keep the serving hours for these events the same as above.

The Main Street Square is seeking an off-sale license in order to enable sales of bottled wine at events like the Farmer's Market and the Rapid City Art and Wine Festival in 2012. This is essential to providing local farm wineries a direct marketing opportunity for this growing value-added agricultural product. All off-sale purchases will be made during city ordinance hours and inside designated lots. The majority of Main Street Square's off-sale hours will be from 9am-1pm during the Farmer's Market, with a limited number of other events selling alcohol between 8am-1:30am.

Dan Senftner  
 President/CEO

**Mission:** To enrich the community, and its visitors, by offering a central gathering place that hosts a wide variety of events and activities to strengthen Rapid City.