



1750 East North Street · Rapid City, SD 57701  
Telephone: (605) 348-8744 · (800)456-5328 · Fax (605) 388-6199

5/11/2012

To whom it may concern:

Our customer Riddles Group Inc. , in hoping to attract more business would like to install an Electronic Message Center on their property at 2707 Mt Rushmore Road.

It is a Daktronics 20mm full color message center, like many of the ones that are currently located at businesses along Mt Rushmore Rd. The closest one being at the Best Western, Sonic is on the opposite side of the street. Along with many others.

We will be removing (2) existing signs on this structure and replacing it with (1) LED Sign.

Our customer's intention of having the sign is to list current store specials, gift ideas and advertng to our visitors of Rapid City what they do and what they sell, tours, etc.

Our customer will comply with the rules set for other businesses such as; displaying public service message i.e.: time and temp etc.

Representing Riddles Group Inc:

Conrad Big C Signs  
1750 E North St, Rapid City SD  
57701

**RECEIVED**

MAY 11 2012

**RAPID CITY COMMUNITY PLANNING  
& DEVELOPMENT SERVICES**