



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 Jokers Casino, with hopes of building revenue by attracting more customers to their casino is wishing to remove an existing reader board with plastic letters and replace it with an electronic message center.

It is a double face 25mm red grayscale. Approx. 3.5' x 7.5'. This will be slightly smaller than the current 4' x 8' reader board.

It is our customers hope like many others in the area is to attract more customers to their establishment. Other signs of this type that have been allowed to have a similar sign, The Medicine Shoppe, Fancies Flowers & Gifts, Black Hills Health & Wellness, to name a few.

Representing Jokers Casino;
Conrads Big C Signs
1750 E. North St, Rapid City SD
57701

RECEIVED

MAY 11 2012

**RAPID CITY COMMUNITY PLANNING
& DEVELOPMENT SERVICES**