

# *Destination Rapid City*



Mission, Vision, Progress.

**INTRODUCTION**

August 16, 2011

Dear Mayor and City Council,

We appreciate this opportunity to work with City government. For two years the City of Rapid City has given \$100,000 to Destination Rapid City. We ask that you move forward in 2012 with continued funding for the betterment of Rapid City and our community.

Sincerely,

Dan Senftner, President & CEO

**DESTINATION RAPID CITY**

**MISSION**

*The mission of Destination Rapid City is to foster downtown Rapid City through economic development, creating a vibrant business district rich in appeal for the Rapid City community and its visitors.*

Destination Rapid City was founded in July 2008 as a result of two important task force efforts in Rapid City, both aiming to strengthen downtown as a critical element in the greater community fabric. Our goal is to increase the quality of life downtown, encouraging more business and activity in the city center.

In 2010, Destination Rapid City initiated the Downtown Green Clean Team whose mission is to keep our downtown streets, sidewalks, and alleys attractive and welcoming. The multi-member team works all year cleaning downtown's public spaces, acting as hospitality guides to tourists, and working in partnership with the Rapid City Police Department to keep our downtown streets safe.

Destination Rapid City is managed by a volunteer board of directors and paid staff.

Staff consists of:

Dan Senftner, President & CEO  
Beth Hottel, Assistant Director  
Vanessa Kroeger, Office Coordinator  
Perry Schlepp, Green Clean Team Manager  
Carrie Lange, Seasonal Green Clean Team

Destination Rapid City was awarded the position of operations and management service for Main Street Square by the BID Board and assisted in the process of hiring the Executive Director, John Seward, and the Event Director, Megan Karbowski, for Main Street Square. Destination Rapid City looks forward to adding to the Main Street Square and Destination Rapid City team.

In addition to attracting people downtown through events, Destination Rapid City creates visual improvements, provides a voice for downtown, and builds a sense of community in the heart of our city. Through partnerships with local organizations such as the Rapid City Chamber of Commerce, Rapid City Convention and Visitors Bureau, City of Rapid City, and Rapid City Downtown Association, Destination Rapid City leads efforts to redevelop and revitalize downtown through improving streetscapes and facades, enhancing the business mix downtown, providing clean and safe programs, and creating a gathering place for the community.

Destination Rapid City is funded through business and individual contributions, the Rapid City Downtown Association, City of Rapid City subsidy funds, and event and program revenues.



### 2010 ACCOMPLISHMENTS

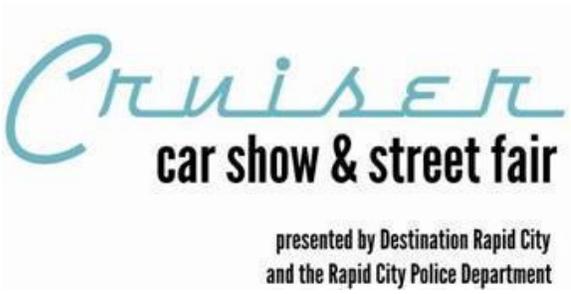
- Passage of the Downtown Business Improvement District with the majority of property owners signing in support, a public vote that passed the BID, and unanimous approval by City Council.
- Obtained approval of 2012 funds for Main Street Square.
- Main Street Square architectural drawings completed and construction of the Square began in December 2010.
- Awarded the position of operations and management service for Main Street Square by the BID Board.
- Added two new kiosks, bringing the total to nine kiosks in downtown; updated kiosk maps to provide a contemporary and accurate guide to downtown.
- Implemented the Downtown Green Clean Team which keeps our downtown streets, sidewalks and alleys attractive and welcoming; Green Clean Team also works to keep downtown safe, clean and hospitable.
- Assisted in the planning and promotion of events downtown such as the Independence Day Celebration (1<sup>st</sup> year), Summer Nights on Seventh, Firefighters Combat Challenge (1<sup>st</sup> year), Cruiser Night, Crazy Days, the Great Downtown Pumpkin Festival (2<sup>nd</sup> year), Holiday Co-op Campaign and more. These events attract thousands to our city center each year and put our downtown on display while improving the quality of life for our citizens.
- Secured billboard space on Interstate 90 which promotes Downtown Rapid City. The billboard contains eye catching color and text which directs visitors and locals to the exit that will take them to the heart of Downtown. The billboard encourages the public to stop and experience all that Downtown Rapid City has to offer.
- Kicked off the ‘Experience Downtown’ advertising and marketing campaign which is being used in the kiosks, shopping brochures, billboard, and on the website.
- Partnered with the Rapid City Convention and Visitors Bureau to bring about the first-ever Downtown Tourist Map.
- Created, printed and distributed a Downtown shopping brochure.
- Revised and updated the Rapid City Downtown Association and Destination Rapid City website, [www.downtownrapidcity.com](http://www.downtownrapidcity.com).



2011 ACCOMPLISHMENTS



The Omaha Street Crossing at Omaha and 6<sup>th</sup> Street connects downtown to Memorial Park and the Civic Center. The crosswalk was constructed to make it a comfortable, safe and easily accessible walk.



In 2011 the Destination Rapid City team has been an integral part of planning and promoting events downtown. Events held thus far include Roller Derby, the Independence Day Celebration (2<sup>nd</sup> year), Fire Fighter Combat Challenge (2<sup>nd</sup> year), and Cruiser Car Show and Street Fair (1<sup>st</sup> year).





Signage was added to the parking ramp on 6<sup>th</sup> Street. Signage included a large scale sign directing traffic to public and private parking as well as signage inside the ramp which detailed the parking hours and terms. The new signage directs locals and visitors to close, safe, and available parking area in the heart of downtown. Additional signage will be added to the 5<sup>th</sup> Street entrance upon completion of Main Street Square and the new pedestrian alley.

**Ramp It Up!**  
Downtown



**Shop, Dine and Stay.**  
*Park all day for just \$2.*

Use 10-hour, covered, metered parking on the second level in the ramp, located between Main and Omaha on 6th Street... for **just \$2.**

All ramp spaces and city lots are free everyday after 4pm, weekends and holidays.

The Ramp it Up campaign showcases the parking ramp as an ideal location and place for visitors to shop, dine and stay downtown. The campaign will bring local and public awareness of ample parking downtown and ensure that the ramp is utilized.



Pedicabs have been a fun addition to our downtown. Owner Josh Bruhn and his team take locals and visitors where they need to go while giving them a tour of downtown on the way. It is a great way to get around the downtown area.





The responsibility for banners in the downtown area has shifted from Parks & Recs to the Green Clean Team. New banner brackets and poles were purchased to ensure that the banners are displayed properly and complement the look of downtown; banner specifications and quality are also being checked by the DRC office. Banners add to the festive, attractive and welcoming feel of our downtown.



After securing billboard space on Interstate 90 an opportunity to have a billboard at the Rapid City Regional airport arose. This billboard will be on display through the beginning of September directing traffic to our downtown area.

**WORK IN PROGRESS**

# Experience *downtown*

Destination Rapid City is working with the Rapid City Convention and Visitors Bureau and advertising agency Lawrence & Schiller on a large scale marketing campaign. The campaign will encompass website enhancement, social media marketing, promotion of the new Main Street Square, and expose Rapid City and the downtown area to a larger visitor base. The campaign will kick off in fall 2011 and run an entire year.





Main Street Square block is now under construction. When construction is complete the block will offer shops and restaurants that compliment the Square and be a destination for locals and visitors. This is also the future site of Destination Rapid City and Main Street Square offices which will provide a downtown information and visitor center.



The look of the alley between 5<sup>th</sup> Street and 6<sup>th</sup> Street will tie into that of Main Street Square. This will include burying the power lines, improving the back of the Sears building and adjacent buildings, and adding accent lighting to ensure a pedestrian friendly and safe area. Construction is in progress; to be completed in 2011.



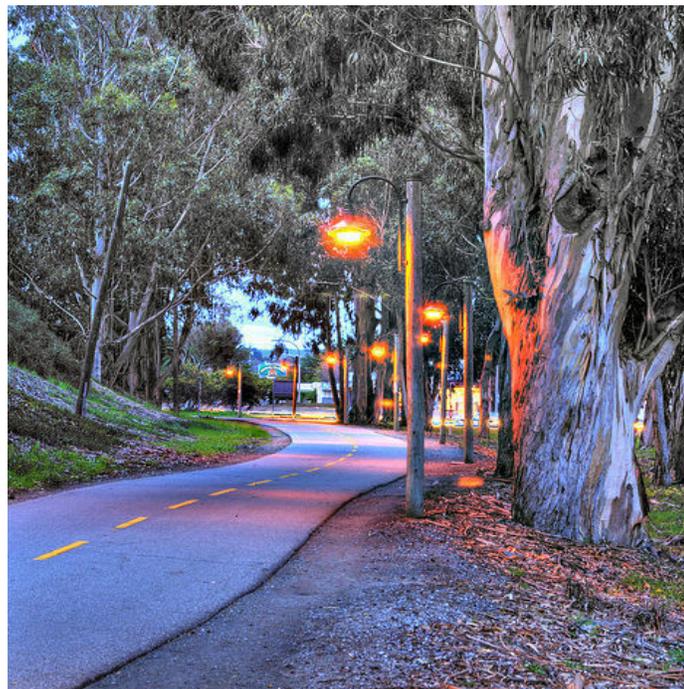
We have added a new member to the Green Clean Team for the summer. The Team continues to be the face of Destination Rapid City on the street, taking an active role as ambassador to tourists and locals. Their goal is to keep downtown attractive and welcoming.



Dakota Middle School is the anchor to the 6<sup>th</sup> Street corridor, a historic landmark and prominent building in our downtown. In 1927 President Coolidge vacationed in the Black Hills and used the building for his executive offices. From this location on August 2, 1927 he released the famous statement "I do not choose to run for President in 1928." The sign will be installed in September.



Destination Rapid City is partnering with the Rapid City Convention & Visitors Bureau to have a visitor kiosk installed at Main Street Square. This kiosk will differ from the other kiosks in downtown as it will be digital and interactive. Visitors and locals will be able to utilize the kiosk to find where to stay, what to do, where to eat, a calendar of events, trip planning (general Rapid City information and sample itineraries), and maps of Rapid City, Downtown and the Black Hills. DRC and the CVB are excited to bring this state-of-the-art technology to the Square and downtown.



We are working with Officer Ryan Phillips of the Rapid City Police Department to enhance the bike path along Rapid Creek by adding lighting for greater safety and extended hours of use. These improvements will make the path an attraction for locals and visitors alike.



## MAIN STREET SQUARE UPDATE

As the management company of Main Street Square, Destination Rapid City is very excited and anticipating the opening of the Square in October 2011. Main Street Square will be a year-round outdoor events venue containing a waterfall and fountain in the summer and a public ice skating rink in the winter. Scheduled events for 2011 include a tour of the Square; Dueling Pianos; Bierborse (Oktoberfest) with polka band, food vendors and food pairing; Scare in the Square on Halloween; and Ice Skating. The Dedication and Holiday Celebration will be held on November 26 and feature Santa, Santa's workshop, sleigh rides, tree lighting, children's present hunt, and Reza the Illusionist. Main Street Square anticipates holding 94 events in 2012. A brief highlight of these future events include a weekly farmers market, roller derby, movies under the stars (in partnership with the Leadership Rapid City Class of 2010), and Black Hills Art & Wine Festival.



### Main Street Square Sculpture Project

With the contribution of private funding, granite stones in the Main Street Square will be transformed into works of art starting in the spring of 2012. Destination Rapid City (DRC), the Rapid City Arts Council (RCAC) and the Dahl are partners in the Main Street Square Sculpture Project. Twenty granite stones in the Square will be shaped by various artists. The artists will be selected based on detailed proposals submitted. The inspiration for the sculptures will be reflective of the flora, fauna, geology, cultural and natural history of the Badlands or the Black Hills and the settlement of Rapid City. The look of the venue will be constantly evolving over the years with the addition of each completed granite sculpture. This gives locals and tourists another reason for continued return visits.

## VISION

### Downtown Accessibility

- Encourage store owners with an incentive program to provide employees off-street, ramp and lot parking to ensure an easier shopping and dining experience for customers.
- Working on way finding with the Department Of Transportation to add clearer and more welcoming signage leading to our downtown from the interstate, the airport, truck bypass, Haines Avenue and Mt Rushmore Road which will encourage visitors and locals to shop and visit downtown.
- Create a more pleasant atmosphere by reducing noise in downtown with a silent train crossing.
- Maintain an effective transportation system that makes it easy to get into and around downtown and the surrounding neighborhoods.

### Downtown Living

- Work closely with investors to bring healthy, comfortable, upscale living spaces in downtown.
- Initiate the restoration of buildings such as the 1919 Business College Building (corner of Mt. Rushmore Road and St Joseph Street) and the Owens Building (6<sup>th</sup> Street and Quincy).
- Create an environment that promotes work/live loft spaces.

### Downtown Businesses

- Make our downtown and region more desirable to attract a higher quality candidate and workforce to Rapid City.
- Attract new and diverse retail stores and restaurant establishments with startup incentives for young businesses.
- Attract professional service businesses to establish downtown as a central area for all customer needs through an advanced outreach marketing program.

### Downtown Beautification

- Continue the beautification of downtown with the addition of benches, tables, accent and historic style lighting, landscaping with trees and flowers, and added recycling and trash receptacles.
- Create more downtown gathering areas.



Downtown and the South Dakota School of Mines and Technology

- Working closely with the South Dakota School of Mines and Technology on their 2020 Vision for a downtown connection to the School of Mines.
- Establish quality living spaces near the School of Mines by working with investors and City Hall to make the processes easier.
- Assist in attracting dining and professional services creating a corridor from downtown to the School of Mines.

Downtown and the Arts

- Work closely with Main Street Square staff and the Rapid City Downtown Association to develop events and activities that promote the local heritage, culture, art, entertainment to make downtown a destination for both locals and visitors.
- Partner with the Dahl Arts Center to promote festivals, activities and outdoor visual art.



2010 STATEMENT

	YTD Ended December 31, 2010
<b>Unrestricted Net Assets</b>	
<b>Support &amp; Revenues</b>	
Revenue-City of Rapid City 2009 Funds	\$ 65,028.30
Revenue-City of Rapid City 2010 Funds	100,000.00
Transfer from DRC	924.84
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<b>Total Support &amp; Revenue</b>	<b>165,953.14</b>
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<b>Green Team Equipment Expense</b>	
John Deere Equipment	21,265.00
Pedestrian Sidewalk Sweeper	33,300.00
Trailer	701.25
Pressure Washer	1,241.14
Kiosks	6,042.00
Pole Mounted Ash Trays	2,036.70
Ash Trays	312.70
Bercomac UTV Rotary Broom and Hitch Frame	5,326.50
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<b>Total Equipment Expense</b>	<b>70,225.29</b>
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<b>Event Expense</b>	
Stock Show	250.00
Firefighters Combat Challenge	2,500.00
Summer Nights	1,250.00
4th of July	5,100.00
Cruiser Night	1,836.00
Pumpkin Festival	4,050.00
BH Arm Wrestling Tournament	250.00
Crazy Days	506.54
Girls Night Downtown	373.46
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<b>Total Event Expense</b>	<b>16,116.00</b>
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**Downtown Marketing**

Kiosks	6,619.42
Parking Ramp Ads	3,199.27
Downtown Maps	4,549.52
Cruiser Night	446.35
Kennel Club Ad	40.00
Shopping Brochure with Downtown Map	1,790.34
Downtown Rapid City Website update/redesign	1,250.80
Downtown Rapid City Interstate Billboard	1,764.00

**Total Downtown Marketing Expense** 19,659.70

**Green Team Expense**

Parking	720.80
Trash receptacle lids	1,438.20
Cell Phone	514.17
Uniform	563.20
Tools, Hardware, Supplies	2,511.62
Rent	1,750.00
Storage Rent	577.50
Equipment Fuel	951.73
Equipment Repair	1,452.07
Miscellaneous Supplies	877.75
Paint & Paint Supplies	1,259.88
Decals for Green Team Equipment	487.60

**Total Green Team Expense** 13,104.52

**Green Team Payroll Expense**

Green Team Payroll	26,006.31
Green Team Payroll Taxes	2,325.32

**Total Green Team Payroll Expense** 28,331.63

<b>Green Team Insurance Expense</b>	
Liability	1,399.12
Auto	1,232.00
Workman's Comp	249.00
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<b>Total Green Team Insurance Expense</b>	<b>2,880.12</b>
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Bank Service Fee	31.50
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<b>Total Expenses</b>	<b>150,348.76</b>
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Other Income & Expenses	
Total Other Income & Expenses	-
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<b>Balance Rapid City Subsidy Funds Thru 12/31/2010</b>	<b>\$ 15,604.38</b>
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Green Team Overview

The Downtown Green Team provides the following services:

1) CLEAN

- Keep the public right of way clean and attractive
- Remove litter from sidewalks, gutters and alleys
- Clean & weed tree grates
- Remove bill postings and graffiti from public and member property

2) SAFE

- Report disturbances that affect the quality of the Downtown experience to the proper authorities
- Assist as event staff and provide security at Downtown events and festivals
- Handle adverse street behaviors such as panhandling and public intoxication

3) HOSPITALITY

- Assist visitors with directions, maps and other information about Downtown and activities in the area to ensure a positive experience for all.

