



Black Hills, Badlands & Lakes Association

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Dear Rapid City Common Council,

I'd like to share some thoughts on the Dakota Fields project.

First of all, what an opportunity for Rapid City! The fact that you have the potential to leverage Vision funds and privately raised dollars to construct this complex is only a dream for most other communities. The city investment in oversight and water will show a great return as tournaments come to town boosting event revenues and creating future destination tourists as families return to our region after experiencing Rapid City and the surrounding area.

Secondly; The primary use of the fields will be soccer. This activity doesn't know socioeconomic boundaries or cultural/political differences. As our economy expands and more staff are needed for new and growing businesses soccer will be a unifying force and a healthy activity for families of all ranks and files. This complex will be a cornerstone in promoting healthy family lifestyles for generations to come. In an age where X-Box and i-devices are King and Queen, Dakota Fields will provide exercise, sunshine and family time for thousands of locals and visitors.

A final brief point; The benefit to the citizens of Rapid City by expanding and improving the infrastructure north of Exit 61 on the leadership of the Dakota Fields project is outstanding. This area is quickly growing. The improvements made now clearly will have benefit for other imminent projects.

As a proud member of the Dakota Fields - Dreams to Reality Fundraising Committee I'd like to urge your full and unified support for this legacy of a project.

Sincerely,

Nort Johnson
President/CEO
Black Hills, Badlands and Lakes Association