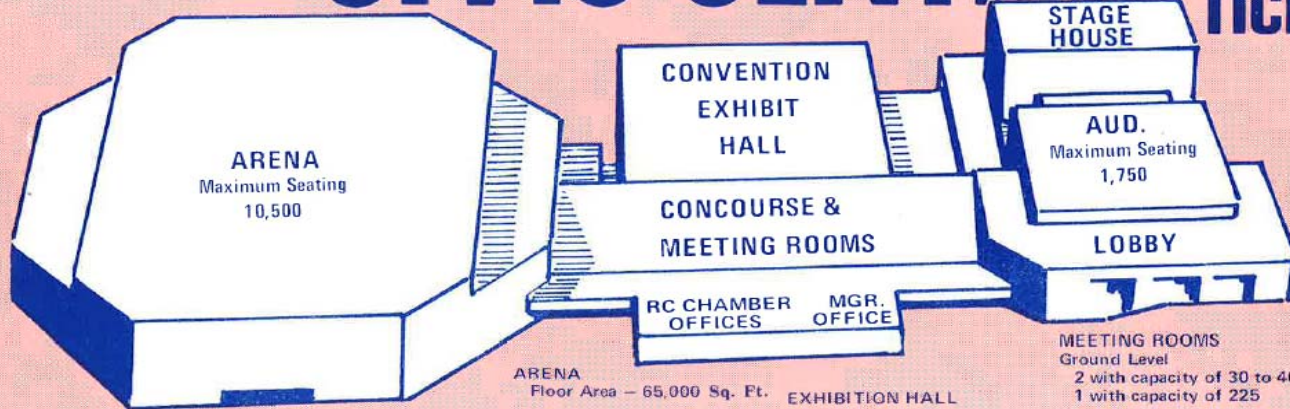




# Rushmore Plaza Civic Center

# In the Beginning

## RAPID CITY CIVIC CENTER SOUVENIR PREMIERE TICKET\*



ARENA  
Floor Area - 65,000 Sq. Ft.

CONCOURSE  
Floor Area - 14,000 Sq. Ft.

EXHIBITION HALL  
Capacity - 2,000  
Floor Area - 15,264 Sq. Ft.

MEETING ROOMS  
Ground Level  
2 with capacity of 30 to 40  
1 with capacity of 225  
Upper Level  
9 with capacity of 30 to 75

## GROUND BREAKING CEREMONY PARTICIPANT

*Note*

MAY 3, 1975

(NAME)

RAPID CITY, SOUTH DAKOTA

\* This Souvenir Premiere Ticket is good for one admission to any performance at the Rapid City Civic Center Complex during the first six months of operation.

# In the Beginning



Groundbreaking Ceremony • May 3, 1975



# In the Beginning



Don Barnett



George McGovern & Art LaCroix

# Financing of Original Construction

## How the CIVIC CENTER will be paid for.

### The city sales tax revision

The city sales tax revision you are asked to vote on April 11 actually is two programs in one.

#### 1. Tax relief proposal

This proposal provides for the elimination of city sales tax on groceries and prescription drugs, offering direct and substantial tax relief to every family on these basics of life.

#### 2. Civic Center revenue tax

It is proposed that a ½% additional sales tax be placed on all items presently taxed other than those mentioned above. This money will help provide funds for the construction of the civic center. The ordinance provides for the elimination of the ½% additional sales tax when the civic center project is paid for.

It is further proposed that a 2% city sales tax be placed on motel, hotel and campgrounds, as well as restaurants, bars and bottle shops.

These two programs will provide a fair and equitable way of raising money for the civic center, extending relief where it is needed, securing revenue from those who can best pay, including the traveling public.

#### THE TOTAL SALES TAX YOU NOW PAY

State tax .....4%  
City tax .....1%

5%

#### THE TOTAL SALES TAX YOU WILL PAY IF PROPOSAL IS APPROVED

State tax .....4%  
City tax .....2% rooms, meals, beverage

6%

State tax .....4%  
City tax .....1½% all other goods

5½%

State tax .....4%  
City tax .....0% prescription drugs and groceries

4%

## No increase in property tax

The civic center building project will *not* increase your property taxes. Only the sales tax will be increased, with sales tax relief provided on prescription drugs and groceries.

## The estimated cost

The arena Seating 10,000 to 12,000. \$1,700,000 estimated cost

Civic Center building Two levels. Banquet space 2,000 to 2,500. Theater seating 2,400. Flexible rooms and storage space for exhibitors, both floors. \$1,500,000 estimated cost

Land acquisitions needed for the entire project. \$750,000 estimated cost

The need



Dear Friend:

At the city election on April 11, you will be asked to support your city council's unanimous decision to proceed with our civic center. It will be a historic decision for our community, but one we approach with enthusiasm and confidence.

Your support for the civic center can be given by voting "yes" in favor of the council's action in revising the city sales tax to provide the necessary construction funds.

Countless hours of work by citizens from all walks of life have gone into careful study, planning and deliberations to determine the feasibility of a civic center in Rapid City. Their recommendations to your city government was that we should go ahead.

The decision by your mayor and council that we proceed with our civic center, subject to your approval, came only after we, too, were convinced that Rapid City both needs and can afford the facilities. We will immediately go ahead if your decision is "yes."

Our civic center will not add to your real estate taxes. There will be no general obligation bonds issued.

No tax funds have yet been spent for our civic center, even for detailed architect's drawings. Yet we do have a clear idea of what we will build and about how much it will cost.

Rapid City does need a civic center. It needs a place in which the community can come together. It needs the important new industry which our civic center can provide.

Our Civic Center Plaza is a key element in the re-development and progress of our community. It will be a beautiful and distinctive facility, as well as serviceable. It will be an accomplishment which all Rapid Citizens can view with pride.

Let us together give a resounding "go ahead, Rapid City," April 11, by supporting the sales tax revisions. Thank you!

Sincerely,

Don Barnett

Don Barnett  
Mayor

## Questions and answers about the proposed CIVIC CENTER

Facts that you should know concerning the location, use, type of buildings, land development, costs, and the city sales tax revision (referendum) on which you are asked to vote . . .

## APRIL 11th



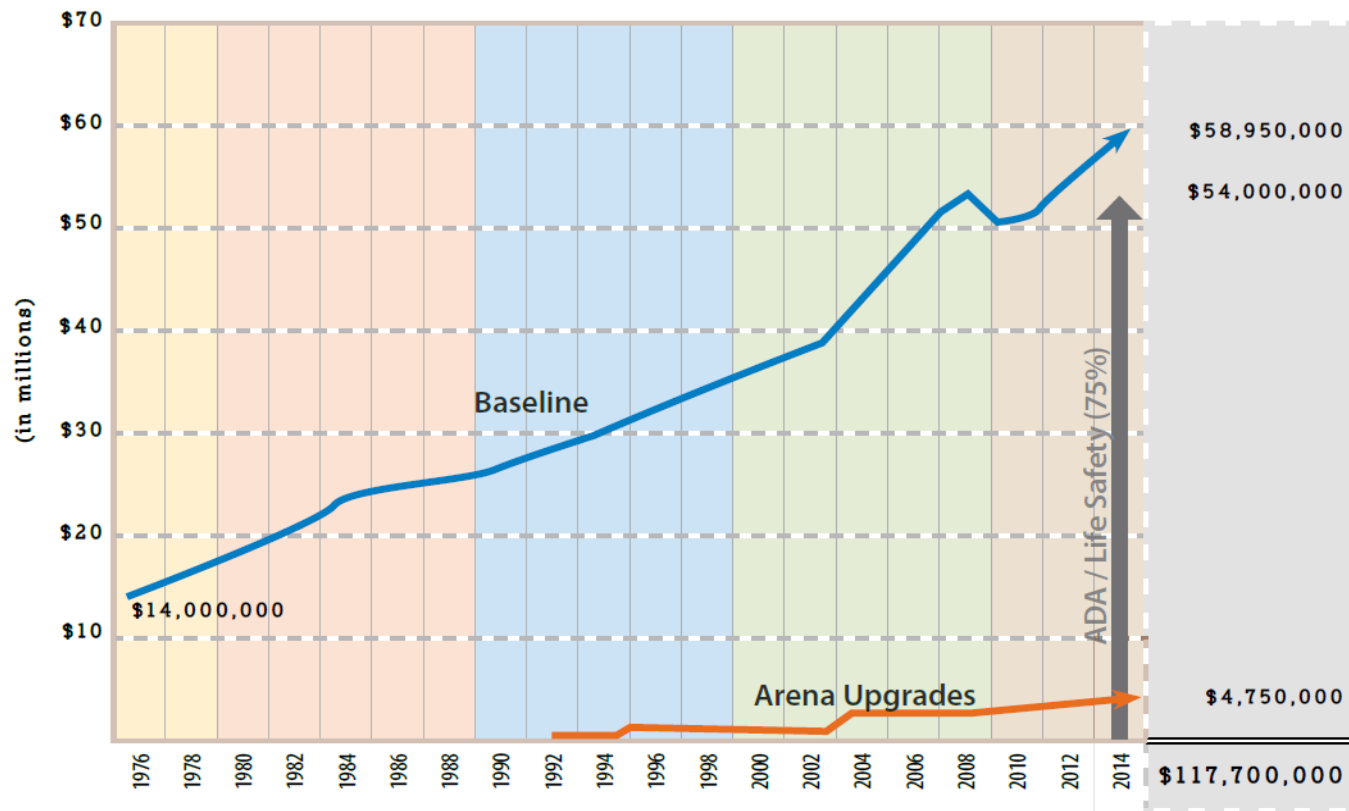
Prepared and paid for by  
VOLUNTEERS  
for Rapid City Civic Center



No tax dollars used to print this brochure

# Cost of Original Construction

## Don Barnett Current Day Arena Cost



Escalation based off of Historical Building Data (HBD) cost index.

# Event Impact

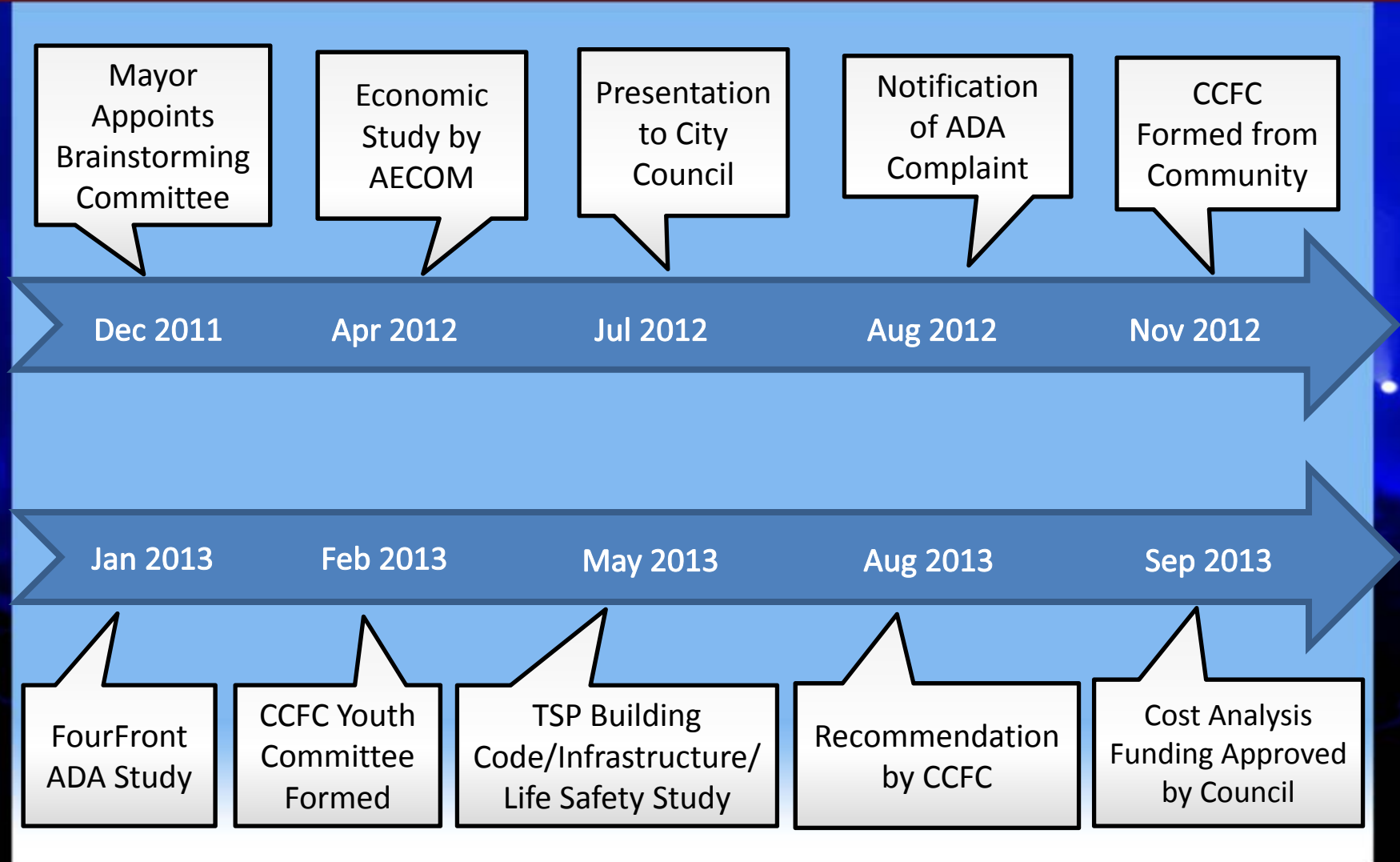
Table 3 – Ticket Sales by Geography

	% from Rapid City	% Non-Rapid City	Other
<b>Rush Hockey, 2011-12</b>	52%	48%	Sales from 37 states, Canada, and Puerto Rico
<b>Concerts</b>			
Blake Shelton, 2012	44%	56%	Sales from 30 states and Canada
Carrie Underwood, 2010	56%	44%	Sales from 31 states
Elton John, 2009	59%	41%	Sales from 24 states and Canada
Jeff Dunham, 2009	47%	53%	Sales from 20 states
Lorie Line, 2010	64%	36%	Sales from 6 states
Mannheim Steamroller, 2010	55%	45%	Sales from 18 states (incl. Wash. DC)
Miranda Lambert, 2011	36%	64%	Sales from 27 states
Rascal Flatts, 2011	48%	52%	Sales from 32 states and Canada
Sheryl Crow, 2011	59%	41%	Sales from 14 states
Taylor Swift, 2009	37%	63%	Sales from 35 states and Canada
Tonic Sol-Fa, 2009	77%	23%	Sales from 5 states
Willie Nelson, 2009	50%	50%	Sales from 23 states and Canada
<b>Other Entertainment Events</b>			
Broadway Series, 2010	55%	45%	Sales from 18 states
Disney on Ice, 2012	46%	54%	Sales from 25 states (incl. Wash. DC)
Playhouse Disney Live, 2009	48%	52%	Sales from 11 states
Extreme Enduro, 2010	70%	30%	Sales from 3 states
Monster Trucks, 2011	46%	54%	Sales from 7 states
Stock Show & Rodeo, 2011	31%	69%	Sales from 22 states and Canada
Spamalot, 2011	63%	37%	Sales from 7 states

Source: RPCC, AECOM

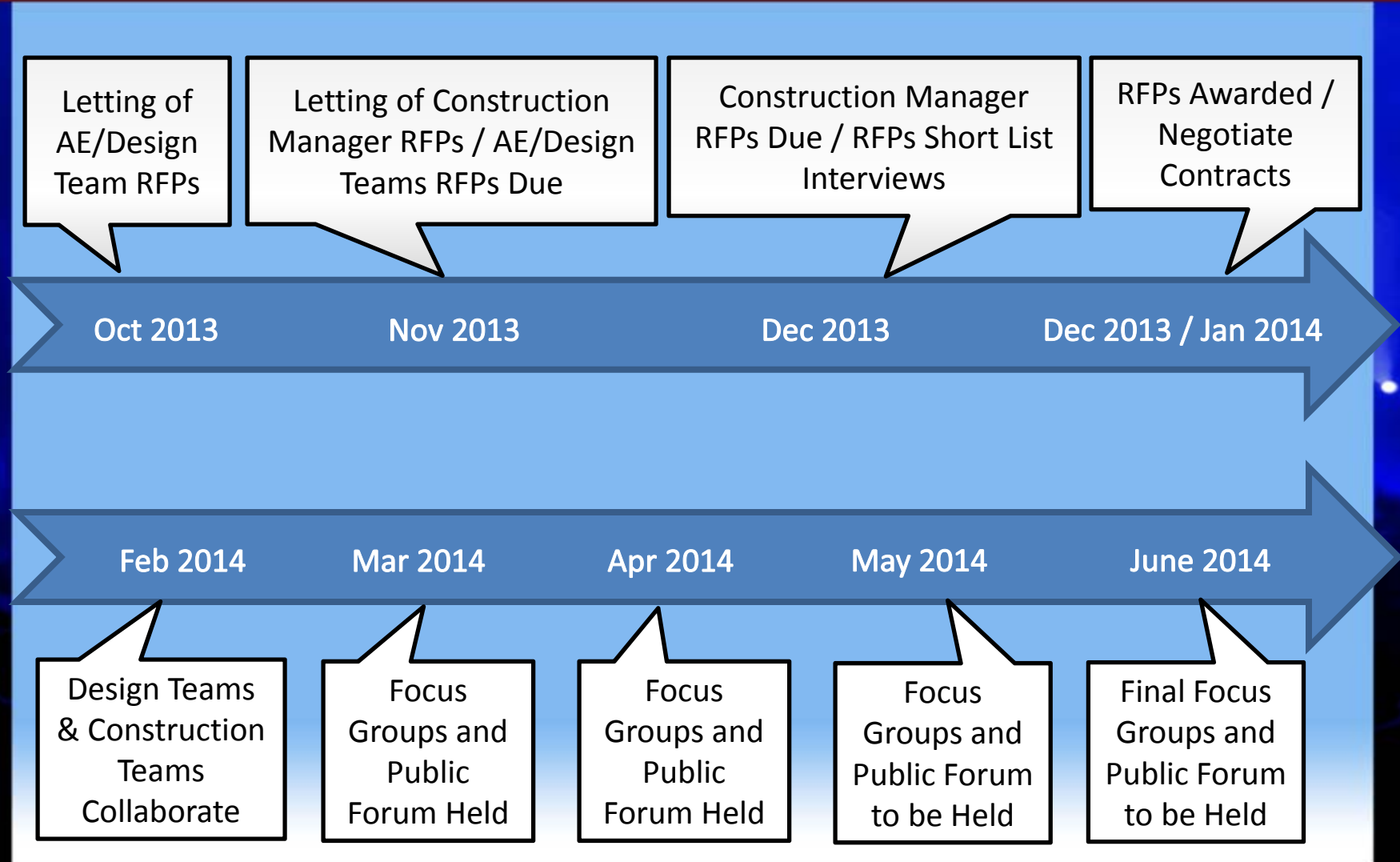
	% from Rapid City	% Non-Rapid City
<b>Rush Hockey</b> (37 States, Canada & Puerto Rico)	52%	48%
<b>Taylor Swift</b> (35 States and Canada)	37%	63%
<b>BHSS &amp; Rodeo,</b> (32 States & Canada)	31%	69%
<b>Broadway Series,</b> (18 States)	55%	45%

# Timeline of Events

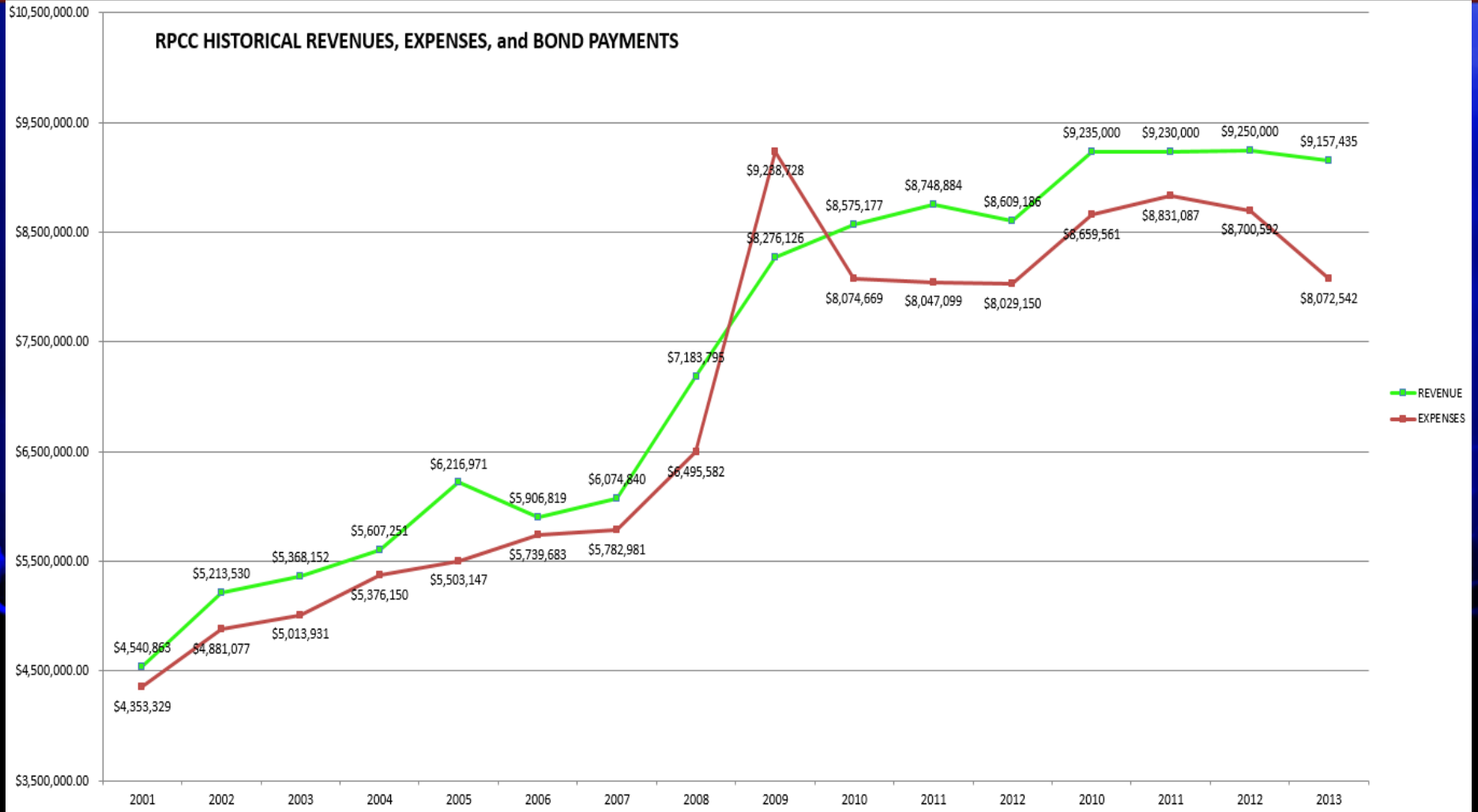




# Timeline of Events



# 2001-2013 History



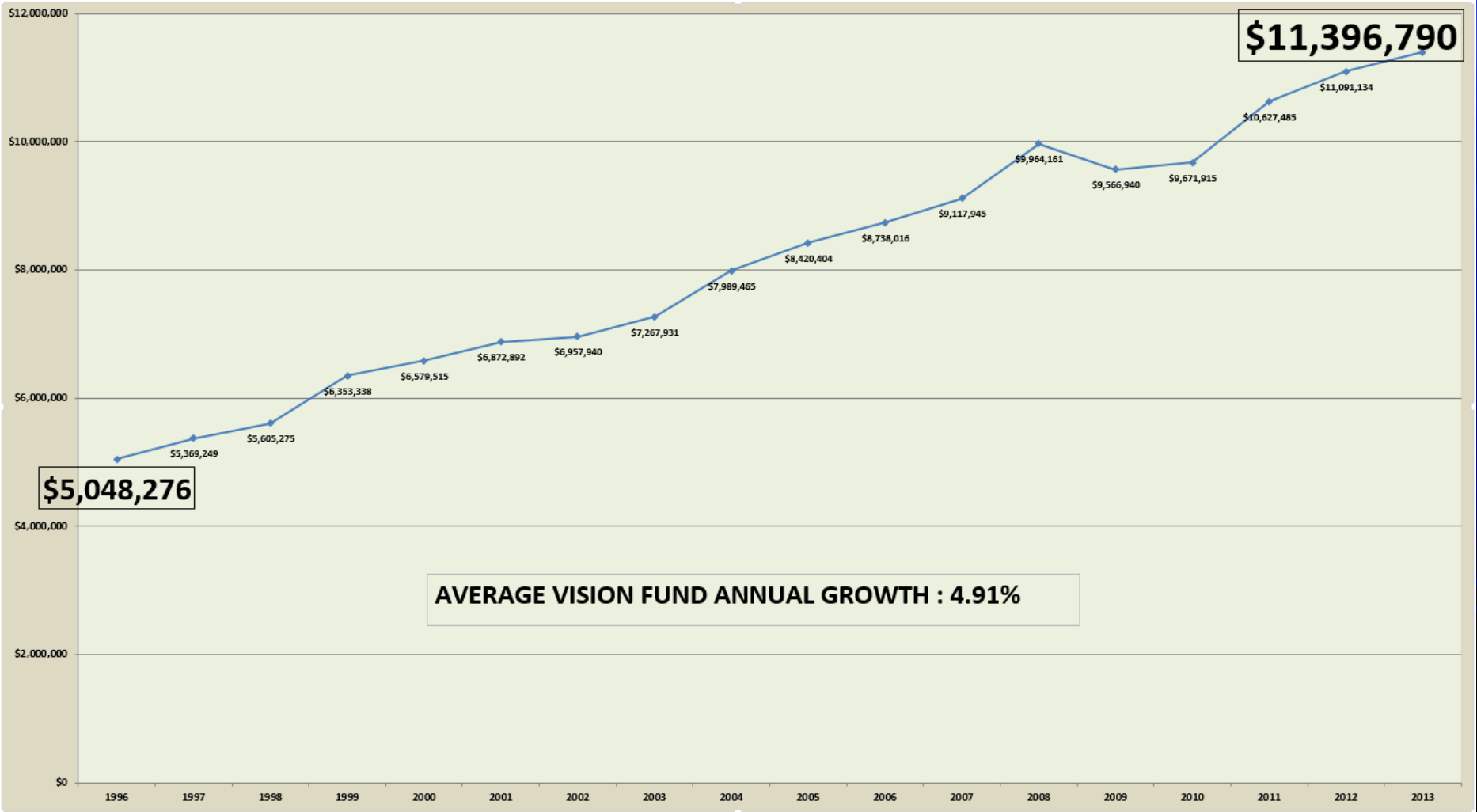
# Funding History



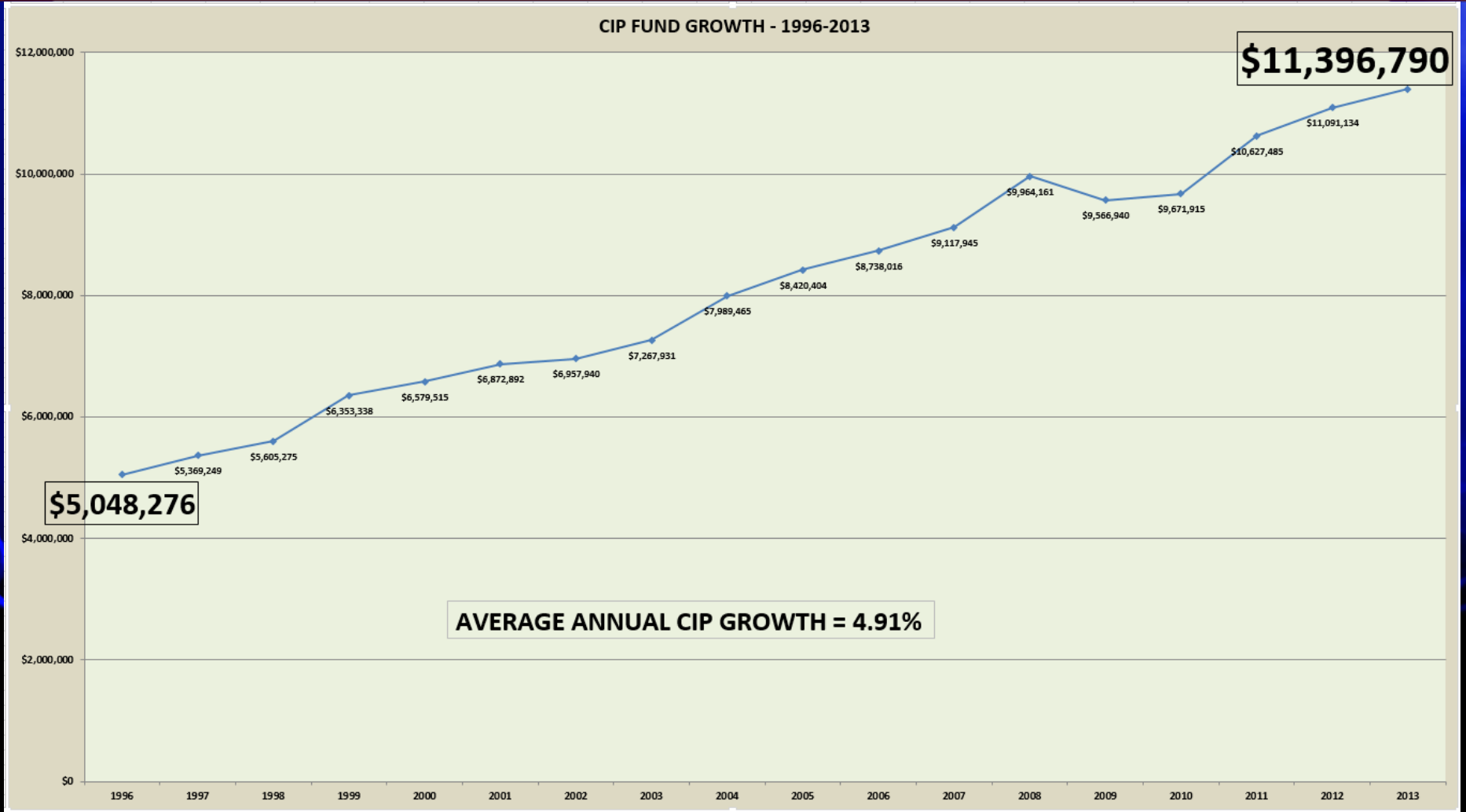
Capital Improvement  
Projects

Vision  
Fund

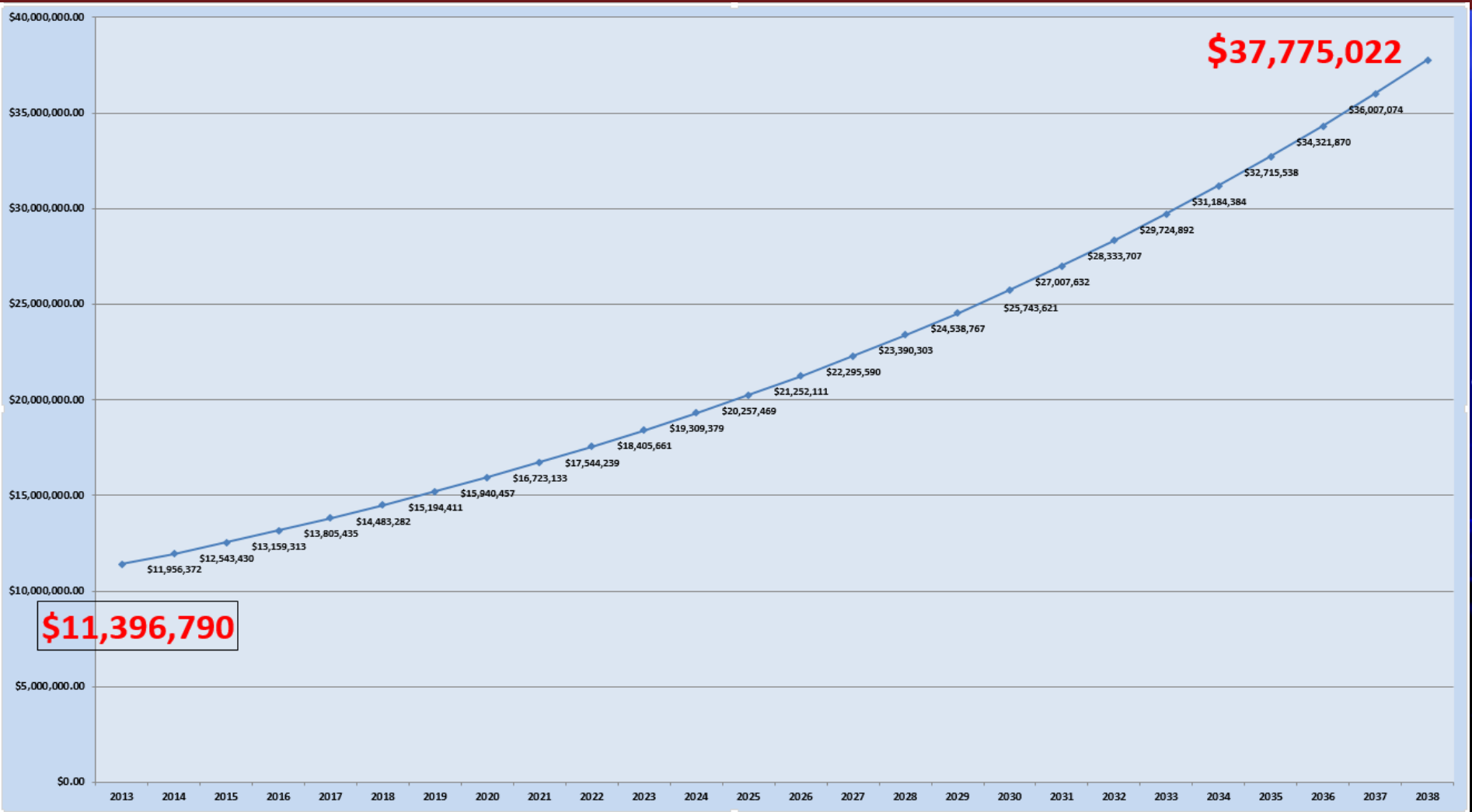
# Vision Fund History 1996-2013



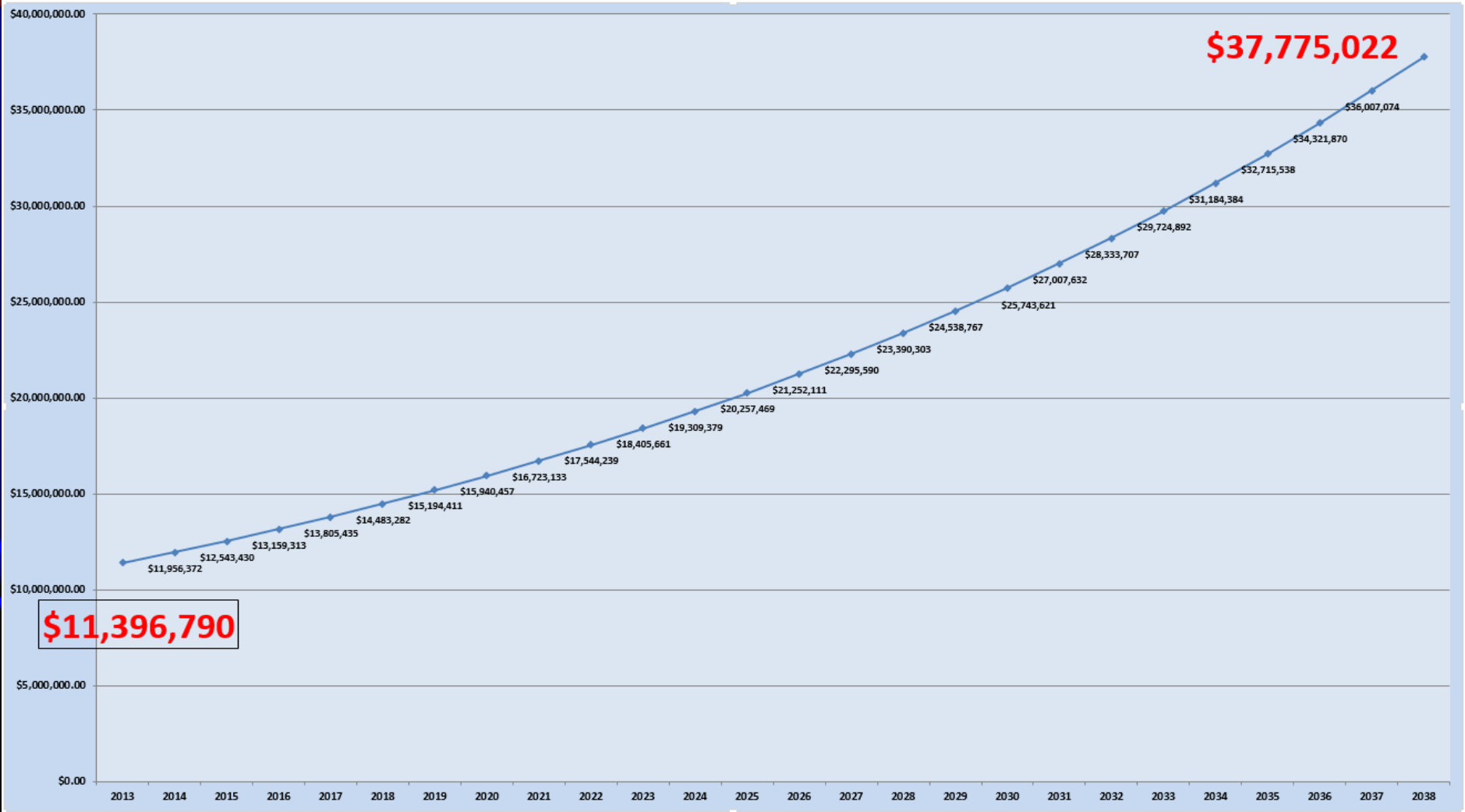
# CIP Funding History 1996-2013



# Vision Fund Continued....



# CIP Fund Continued....



# Each 1/2 Penny over 25 Years



Vision Fund =  
\$563 million



CIP Fund =  
\$563 million



# Total Penny



**Next 25 Years  
\$1.126 Billion**