



Alliance of Tribal Tourism Advocates

Memorandum

March 25, 2013

To: Rapid City Council, Rapid City, South Dakota

Fr: Alliance of Tribal Tourism Advocates (ATTA, Daphne Cook

Re: He Sapa Cultural Performance Center, 2012 vision Update

The Rapid City Council has leased three acres of land north of the Journey Museum to ATTA for the purposes of developing the He Sapa Cultural Performance Center, which will provide native dances, native foods, and native arts to the Rapid City public and visitors.

ATTA is working cooperatively with United Tribes Technical College and Sinte Gleska University to develop the center as a venue for student performers, student educational experience, and job opportunities. In addition, the Center will serve to preserve Lakota language and culture.

We would like to renew the existing lease for the facility for a 10 year period, and move forward with construction. We have just already received a \$100,000 match to develop initial plans and drawing for the cultural performance center, and we were just notified of an additional grant award of \$75,000. We believe that we can raise the full match for the City's donation of \$800,000 towards the project by December 31, 2013 and we plan to be contracting for construction by that date.

Our initial planning indicates that we could draw 200,000 or more visitors to the Center annually, mostly during the period from May 15 to September 15. Thus, the project is ideal for tribal college student performers and employees.

We believe that the project will be a valuable Lakota cultural opportunity in the Rapid City area. We thank you for your support.