

**From:** Michelle Lintz [mailto:lintz@visitrapidcity.com]  
**Sent:** Thursday, August 08, 2013 11:23 AM  
**To:** Mitchell Sharlene  
**Subject:** FW: Budget hearing

In preparation for the 2013 budget hearings the Rapid City Convention and Visitors Bureau wants to provide some historical as well as current data.

Attached are convention statistics, a historical funding chart and the CVB dashboards that demonstrate the success and return on investment the CVB provides to the City of Rapid City.

The funding chart illustrates how, for years, the CVB received general fund dollars – at one time we received as much as \$250,000. The CVB staff, with our boards and city leadership worked diligently and successfully implemented the hotel BID tax in 2006. The general funding was cut back gradually until 2010 when we no longer required invested financial assistance from the City's general fund. Our hotel BID generates approximately \$1.3 million per year which is used entirely in marketing. These marketing programs generate more tax revenue than they cost by driving visitation to our area. Without tourism, each SD household would pay \$833 more in taxes. Visitor spending in Pennington County contributed to an economic impact of \$740.8 million!

We are extremely proud of the CVB and what we've been able to accomplish. We are honored for the opportunity to invest in our community and in return help generate sales and BBB taxes for the city coffers. Listed are a [some](#) of the awards and recognitions the CVB has received in the past few years:

- ❖ Bruce Riley McDaniel Award for Bureau Innovation – Upper Midwest Convention and Visitors Bureau Association (2006 and 2012)
- ❖ Black Hills Ad Fed Silver Medal Award
- ❖ Most Patriotic Small City, Best of the Road  
USA Today/Rand McNally
- ❖ Great Service Award – South Dakota Tourism/Governor's Tourism Conference
- ❖ Excellence in Innovation – South Dakota Tourism/Governor's Tourism Conference
- ❖ Ben Black Elk Award – South Dakota Tourism/Governor's Tourism Conference

**Kelly Remily, Chair, Rapid City CVB Board of Directors**  
**Ross Johnson, Vice-Chair, Rapid City CVB Board of Directors**  
**Josh Uhre, Chair, Hotel BID Board of Directors**  
**Kelly Knutson, Vice-Chair, Hotel BID Board of Directors**

**Michelle Lintz, Executive Director/Sr Vice President**  
Rapid City Convention and Visitors Bureau  
444 Mt. Rushmore Rd. N.  
Rapid City, SD 57701  
605-718-8485  
[www.VisitRapidCity.com](http://www.VisitRapidCity.com)



# Rapid City Area Convention & Event Statistics



Year	Number of Conventions/Events	Number of Attendees	Estimated Spending for 3 days (per DMAI)	Attendees' Spending/Day (per DMAI)
1980	242	44,079	\$7,934,220	\$60
1981	237	43,650	\$11,130,750	\$85
1982	250	48,803	\$12,444,765	\$85
1983	269	74,019	\$18,874,845	\$85
1984	298	74,210	\$21,149,850	\$95
1985	313	78,010	\$22,232,850	\$95
1986	317	81,757	\$23,300,745	\$95
1987	321	89,803	\$25,593,855	\$95
1988	336	84,993	\$26,772,795	\$105
1989	342	91,876	\$28,940,940	\$105
1990	349	96,048	\$30,255,120	\$105
1991	366	104,792	\$36,153,240	\$115
1992	376	110,694	\$39,849,840	\$120
1993	415	155,541	\$55,994,760	\$120
1994	458	176,329	\$63,478,440	\$120
1995	476	181,622	\$68,108,250	\$125
1996	425*	265,490	\$103,541,100	\$130
1997	395	261,564	\$117,703,800	\$150
1998	386	265,000	\$119,250,000	\$150
1999	392	260,559	\$117,251,550	\$150
2000	358	373,981	\$168,291,450	\$150
2001	349	379,784	\$182,296,320	\$160
2002	375	398,892	\$191,468,160	\$160
2003	350	423,601	\$203,328,480	\$160
2004	361	373,706	\$190,590,060	\$170
2005	302	384,371	\$196,029,210	\$170
2006	400	407,375	\$207,761,250	\$170
2007	384	336,760	\$176,799,000	\$175
2008	402	325,933	\$171,114,820	\$175
2009	386	352,583	\$185,106,070	\$175
2010	286**	210,833	\$110,687,325	\$175
2011	341***	193,126	\$101,391,150	\$175
2012	319	214,605	\$112,667,625	\$175
2013				
2014				

\* As of 1996, conventions were defined as follows: A convention is a group meeting of 50 or more people whose organization has booked sleeping rooms for at least one night, as well as meeting space for a minimum of two days.

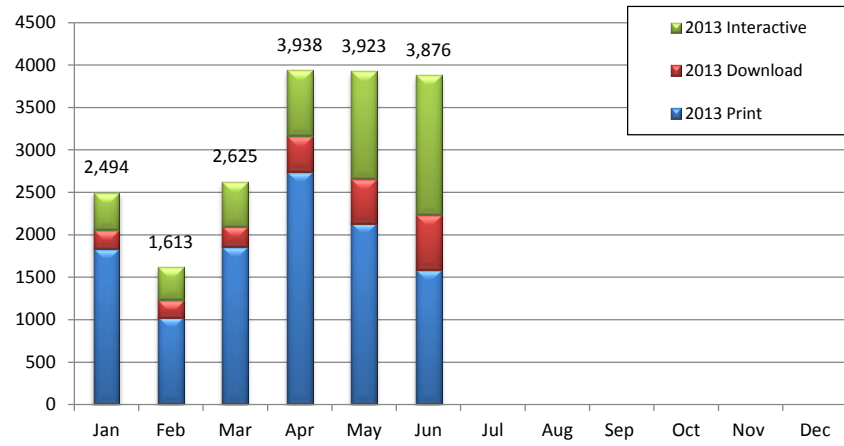
\*\* As of 2010, convention/event numbers do not include additional direct book numbers obtained from individual hotel properties.

\*\*\* As of 2011, numbers do not include events such as Hills Alive and Crazy Horse Volksmarch as accurate, out of town visitor numbers are too difficult to obtain.

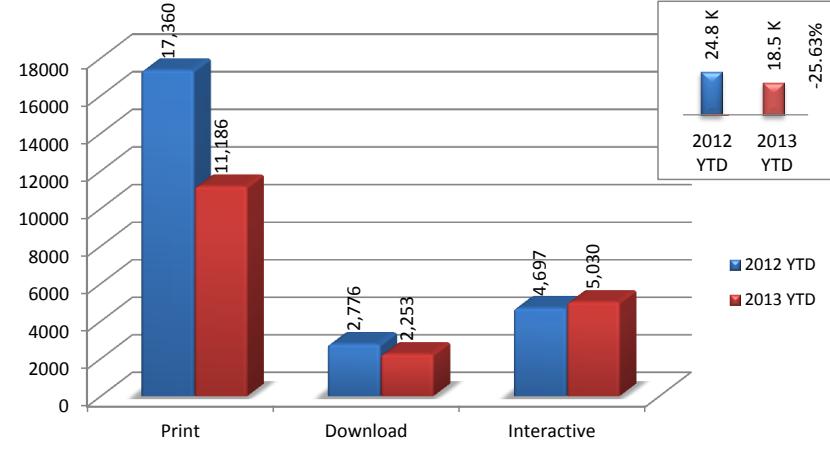
**Rapid City Convention & Visitors Bureau**  
Funding from the City of Rapid City  
25% of the BBB Tax & General Fund Dollars

	<b>25% of BBB Tax</b>	<b>General Fund \$</b>
<b>2007</b>	\$682,986	\$75,000
<b>2008</b>	\$739,951	\$75,000
<b>2009</b>	\$767,000	\$56,250
<b>2010</b>	\$780,756	0
<b>2011</b>	\$821,494	0

### Visitor Guide Requests



### Visitor Guides - Year over Year



#### Top 5 Website Traffic Sources

[www.visitrapidcity.com](http://www.visitrapidcity.com)

1. Minneapolis, MN
2. Denver, CO
3. Sioux Falls, SD
4. Omaha, NE
5. Chicago, IL

Rolling 12 month history

#### Top Visitor Inquiry Sources

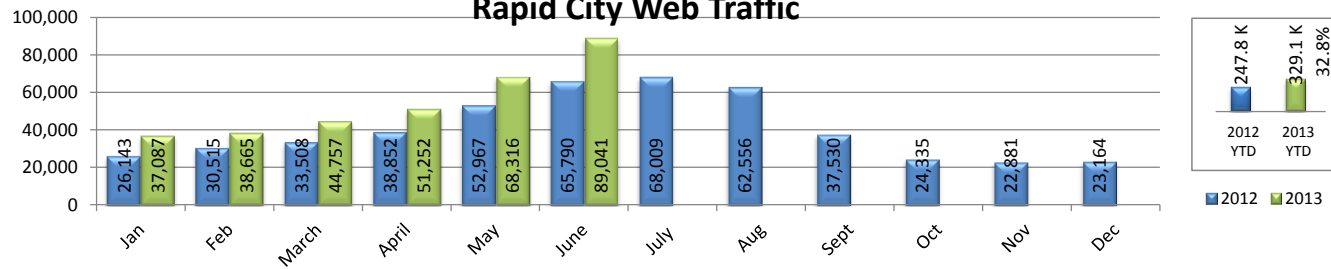
City Visitor Guide requests

1. Minneapolis, MN
2. Omaha, NE
3. Chicago, IL
4. Rapid City, SD
5. Denver, CO

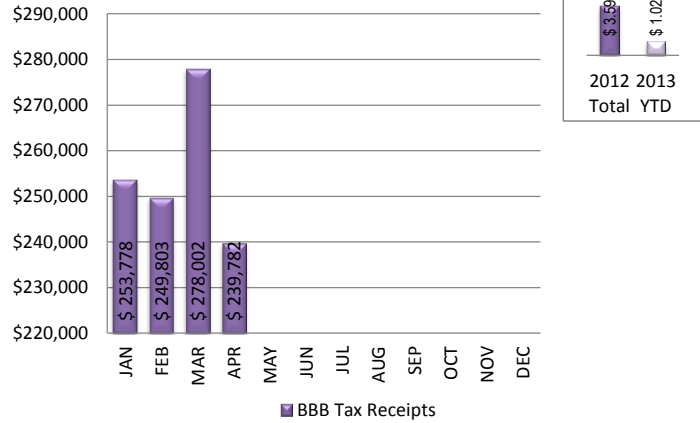
Rolling 12 month history

LEISURE TRAVEL

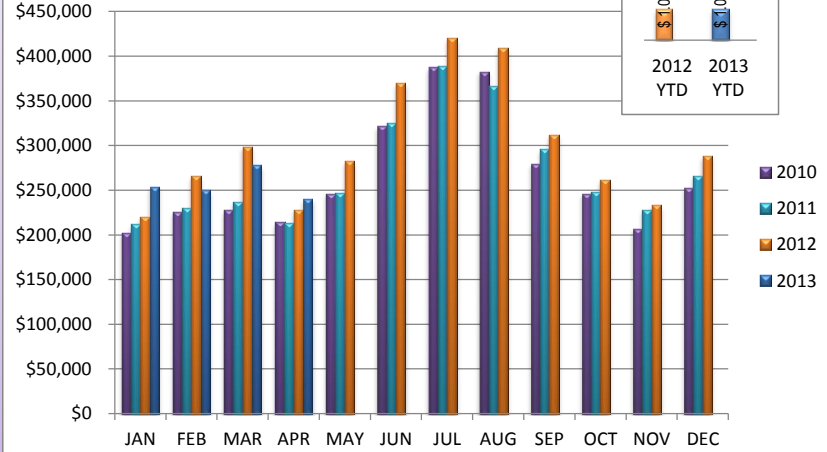
### Rapid City Web Traffic



### 2013 BBB Tax Receipts



### BBB Tax - Year Over Year



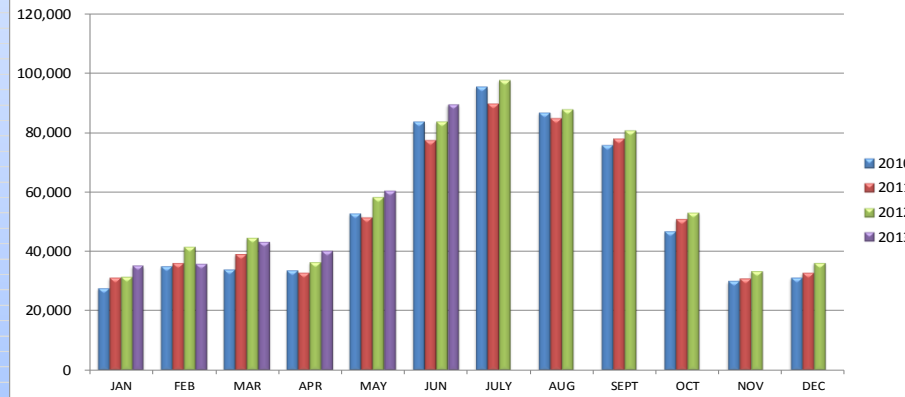
BBB TAX RECEIPTS

MONTH	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEPT	OCT	NOV	DEC	TOTALS	ANNUAL AVERAGE
ROOMS SOLD 2006	---	---	31,578	31,011	46,262	70,082	75,473	69,389	63,242	46,014	25,579	26,499	485,129	
ROOMS SOLD 2007	26,113	28,498	36,172	35,442	48,737	70,903	81,705	77,516	61,363	46,423	25,736	28,342	566,950	5.61%
% CHANGE - '06-'07	---	---	14.55%	14.29%	5.35%	1.17%	8.26%	11.71%	-2.97%	0.69%	0.61%	6.95%		
ROOMS SOLD 2008	28,269	33,341	34,451	34,999	52,084	76,947	85,171	75,742	66,916	45,519	27,771	28,122	589,332	3.95%
% CHANGE - '07-'08	8.26%	16.99%	-4.76%	-1.25%	6.87%	8.52%	4.24%	-2.29%	9.05%	-1.95%	7.91%	-0.78%		
ROOMS SOLD 2009	28,413	34,133	32,422	32,635	50,327	79,979	88,210	76,740	69,416	46,102	26,521	27,117	590,015	0.12%
% CHANGE - '08-'09	-6.57%	2.38%	-5.89%	-6.75%	-3.37%	3.94%	3.57%	1.32%	3.74%	1.28%	-4.50%	-3.57%		
ROOMS SOLD 2010	27,777	35,141	34,080	33,639	52,724	83,669	95,479	86,693	75,834	46,835	30,030	31,226	633,127	7.31%
% CHANGE - '09-'10	5.16%	2.95%	5.11%	3.08%	4.76%	4.61%	8.24%	12.97%	9.25%	1.59%	13.23%	15.15%		
ROOMS SOLD 2011	31,187	36,168	39,073	33,011	51,339	77,470	89,674	84,754	77,880	50,834	30,996	32,906	635,292	0.34%
% CHANGE - '10-'11	12.28%	2.92%	14.65%	-1.87%	-2.63%	-7.41%	-6.08%	-2.24%	2.70%	8.54%	3.22%	5.38%		
ROOMS SOLD 2012	31,646	41,562	44,554	36,420	58,276	83,626	97,590	87,761	80,724	53,077	33,388	36,277	684,901	7.81%
% CHANGE - '11-'12	1.47%	14.91%	14.03%	10.33%	13.51%	7.95%	8.83%	3.55%	3.65%	4.41%	7.72%	10.24%		
ROOMS SOLD 2013	35,206	35,924	43,266	40,264	60,409	89,464							304,533	2.85%
% CHANGE - '12-'13	11.25%	-13.57%	-2.89%	10.55%	3.66%	6.98%								

BID Hotel	Rooms
Adoba Eco Hotel	176
America's Best Value Inn	94
Americinn	96
Best Western Ramkota	267
Best Western Town/Country	99
Budget Host	67
Cambria Suites	111
Comfort Inn - Mt Rushmore Rd	82
Comfort Inn/Suites I90	97
Comfort Suites - Elk Vale	92
Country Inn and Suites	103
Days Inn I90	77
Days Inn West	54
Econo Lodge	120
Fairfield	141
Foothills	63
Grand Gateway	139
Grandstay Residential Suites	53
Hampton Inn	82
Hi Express - Mt Rushmore Rd	63
Hi Express I90	105
Hi Rushmore Plaza	205
Hilton Garden Inn	92
Hotel Alex Johnson	143
Howard Johnson	99
Imperial	108
Microtel	73
Motel 6	150
Rapid City Ramada	210
Roadway	107
Sleep Inn	80
Super 8 - I90	118
Super 8 - Mt Rushmore Rd	98

Total 3664 Rooms in Rapid City BID

### BID Room Occupancy



BID ROOMS SOLD

