



Rapid City's Summer Nights

Should it continue? If so, where, when and why?

background

Who the heck is Roger Brooks?

Surveyed 40 communities



That host, or used to host, a street-party / public market series
12 moved the event to a local park: 10 of the 12 died
24 were on weekdays - they wouldn't think of changing days
The others: A major revitalization benefit

Interviewed



More than 40 people in Rapid City

Rapid City Downtown Association survey



Nearly every merchant on Main Street weighed in:
Two-thirds are supportive of Summer Nights.

Along St. Joseph only 7 businesses weighed in.
Three-quarters were against the event.

HOWEVER



There were a fair number of NIMBY's:
Not In My Back Yard

Bottom line



The ability to create a consensus among everyone:
Never. Nada. Nice try. Good luck.

Bottom line



The following recommendations are built on
a series of compromises.



Summer Nights is worth keeping!



"I've never been to an event where I have genuinely just as much fun as my grandkids."



Creates a great connection to Ellsworth through volunteer opportunities.



Creates a renewed sense of volunteerism.





Returns up to \$25,000 to local organizations.



“I had no idea we had a store like that downtown!”



It brings 10,000 potential customers to your front door.



The youth learn leadership, responsibility & the importance of giving back.



The music adds culture to downtown Rapid City



It's a COMMUNITY celebration: "Hey neighbor, I haven't seen you since last summer!"



Summer Nights gives visitors an additional reason to spend more time and money downtown.

It's fun!





It needs to be downtown



The 20 Ingredients of an Outstanding Downtown
The power of outstanding destinations









People went to the suburbs and malls were developed



The big retailers went to the malls



in droves



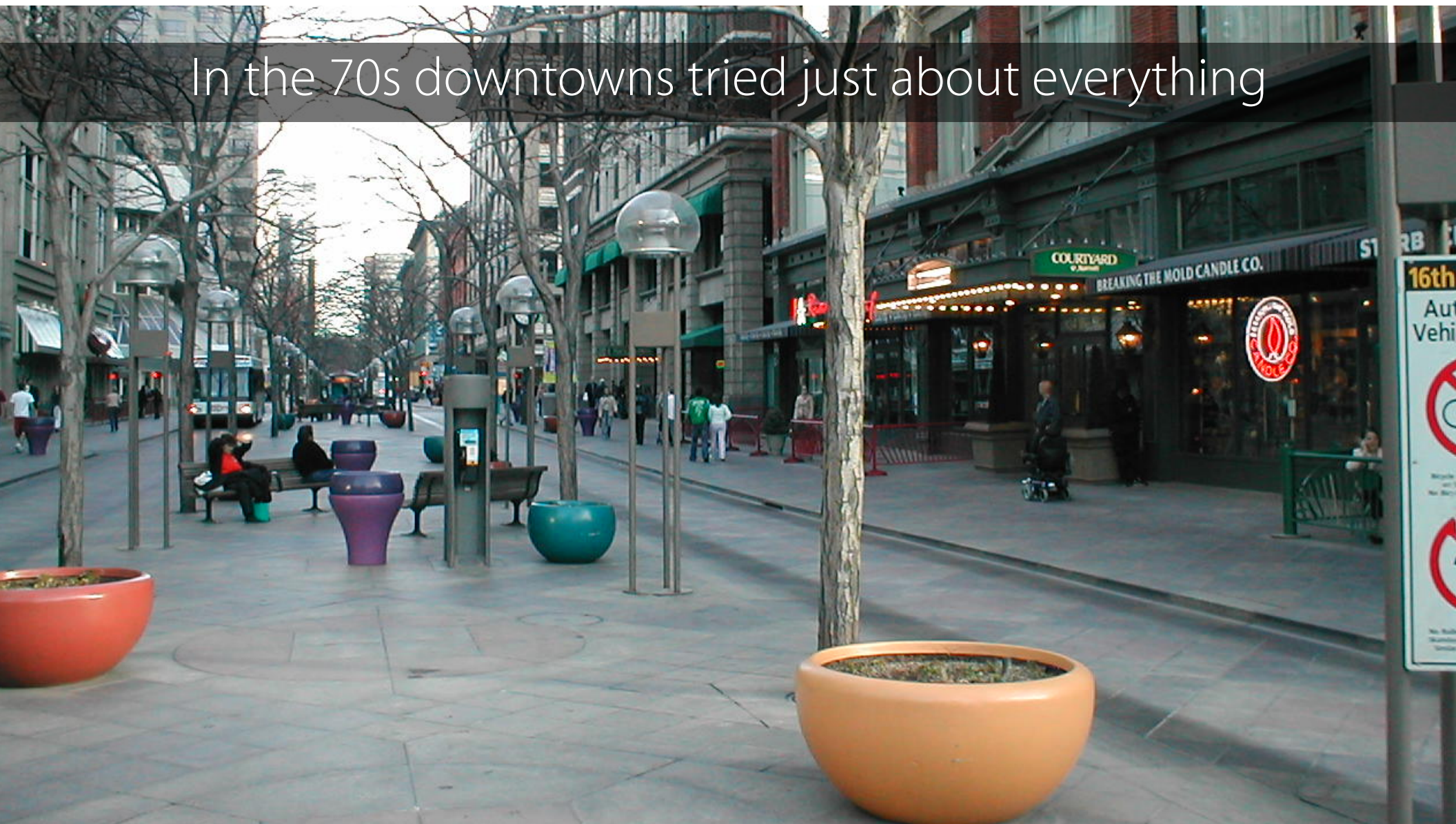
and then there was a proliferation of strip malls

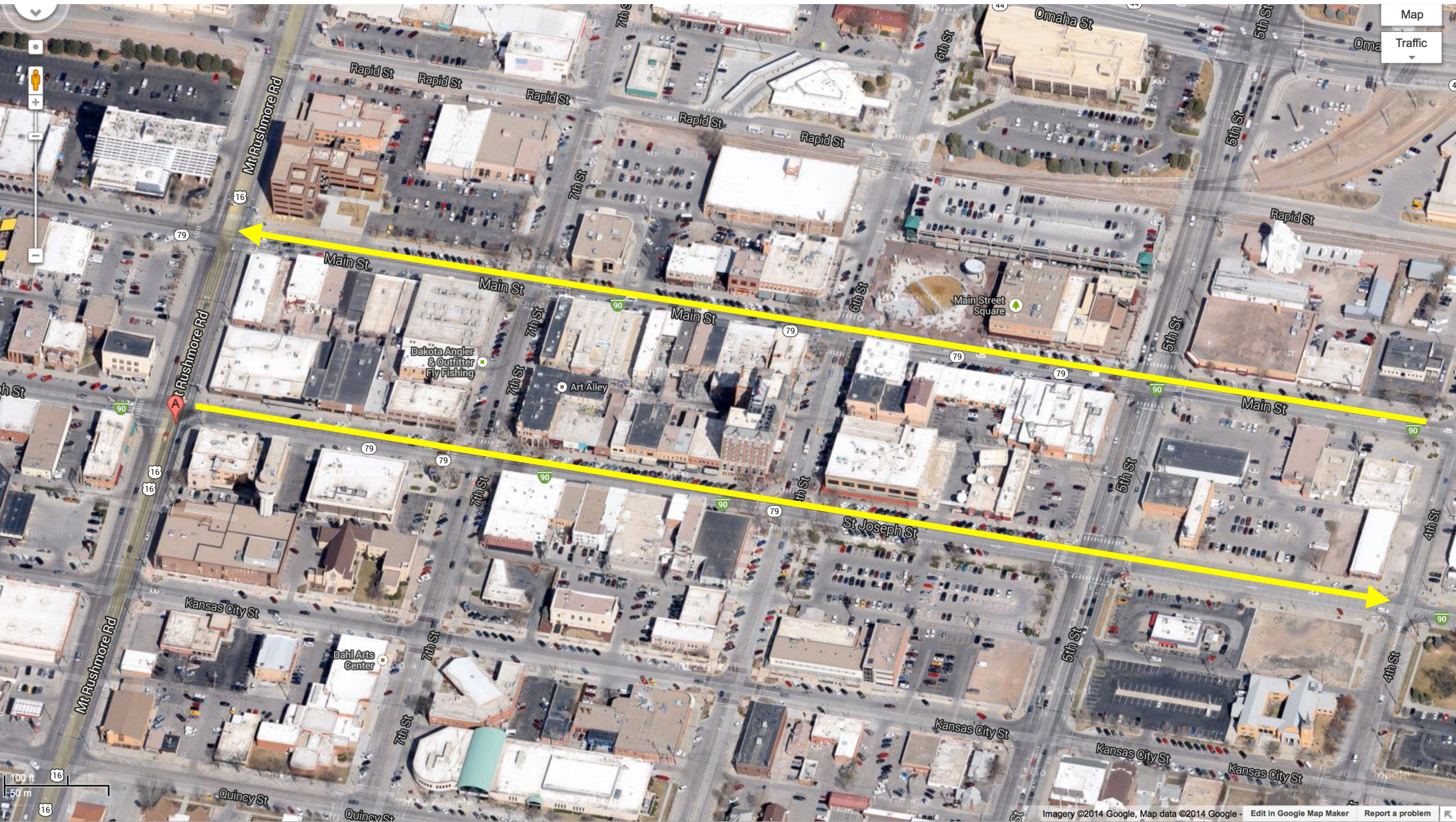


And the slow death of downtowns began.



In the 70s downtowns tried just about everything







Sad fact:

There are more than twice as many vacancies in downtowns
than in neighborhood retail areas.

As we began moving to the European standard...





In Europe nearly every city and town includes a plaza area alive with music, street artisans and vendors



They are ringed with outdoor dining, cafes,
and retail spending opportunities









We are shopping & dining later and later

70% of all consumer retail spending takes place after 6:00 pm
Are you open?



70% of all consumer retail spending
takes place after 6:00 pm



We want out of our cars in a
pedestrian-friendly, intimate setting

The future of downtowns



Where we go after work and on weekends
Shopping, dining & entertainment

This is the age of “Third Places”







And now? Downtowns are back!



So, how do you turn your downtown a thriving destination?



We set out to find out

Survey	400 successful downtowns and downtown districts in the U.S. and Canada.
Found	The 20 most common ingredients for success.

Community first, visitors will follow

- The heart and soul of every community, besides its people, is its downtown.
- If locals won't "hang out" in your downtown, neither will visitors.
- The number one complimentary activity of visitors is shopping, dining and entertainment in a pedestrian-friendly, intimate setting.
- This is where 80% of visitor spending takes place.



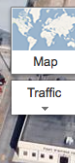
NOTE:

If you don't hang out in downtown, neither will visitors.
They go where you go.

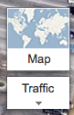
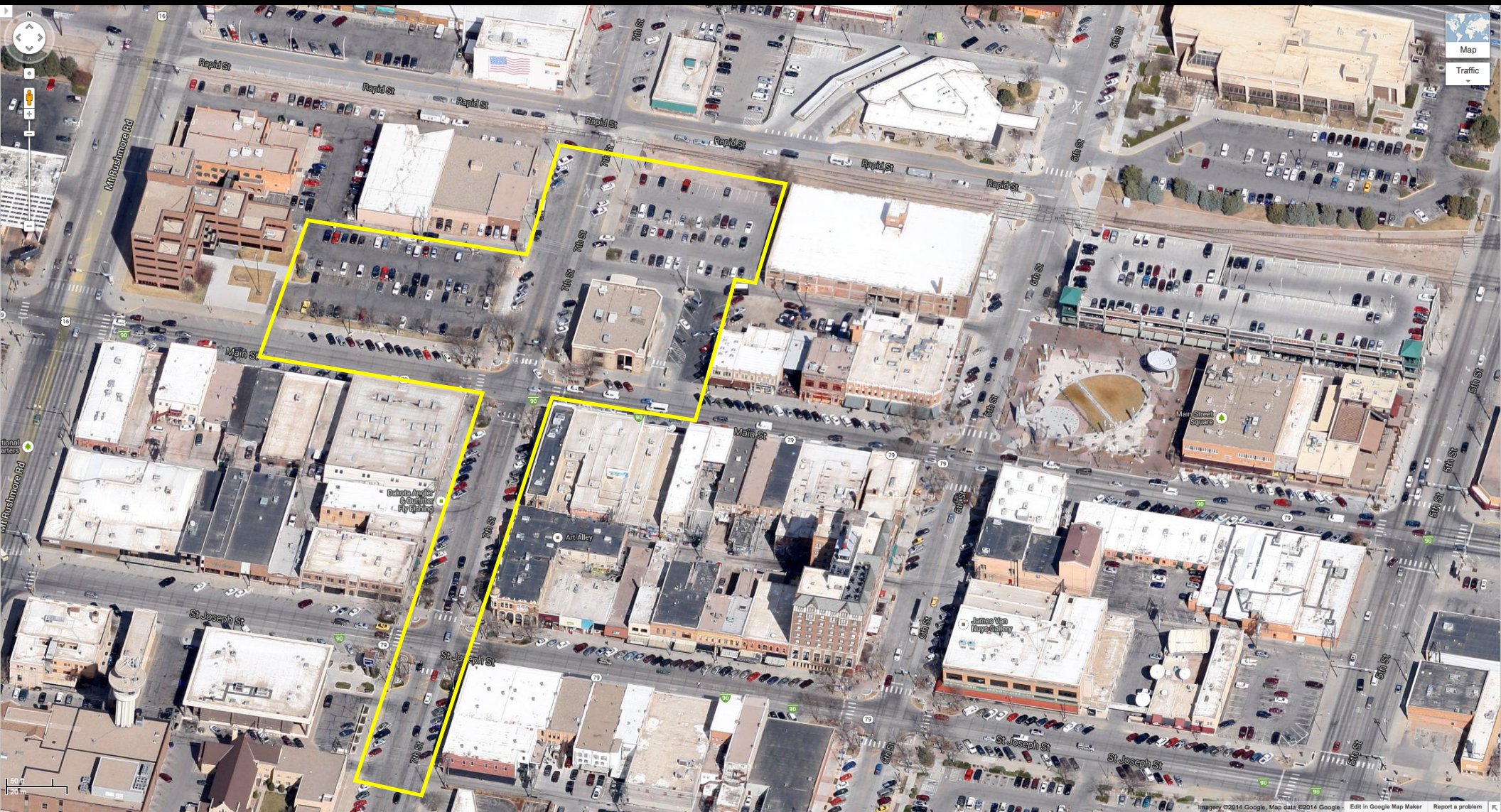


It can't be in a parking lot











Map
Traffic



I needs to be on Thursdays



It kicks off the weekend in high style - and gives people reasons to come back over the weekend.





It brings 10,000 people downtown on an otherwise slow retail night.



Weekends are now three days long, not two!



It needs to be on Main Street.
The stage on 7th and facing south.



Why Main Street?



It is your core shopping, dining & entertainment district
The Summer Nights stage and Main Street Square create bookends
It keeps people together in a great “street dance” atmosphere
The businesses here are more conducive to street closures

Business mix



Main between 6th & 7th:
16 of the 18 businesses are general retail
The other two: Financial services, fitness

Main between 7th & Assurant egress:
Three shops: The gun shop, spa, financial services

Business mix



On 7th from Main to St. Joseph:
9 businesses - A mix of professional service and retail

Along St. Joseph Street between 7th and 6th:
23 businesses - general retail, no restaurants/dining

Along St. Joseph Street between 6th and 5th:
7 businesses - 1 restaurant, 1 retailer, other services

Bottom line



The “critical mass” is located along Main



The street won't be closed until 3:00 pm

Street closure



3:00 pm. Not 1:30, 2:00, 2:30 or 2:55

3:00

Barricade signage



Getting ready for the Black Hills Biggest Event!

No parking here after 2:30 pm

Cars will be towed at 2:45

Cadets

A thin, curved orange line that spans the width of the slide, positioned below the 'Cadets' header and above the main text.

Get rid of the police uniforms.
Instead wear "Event Staff" t-shirts

Cadets

A thin, curved orange line that spans the width of the slide, positioned below the word 'Cadets'.

Work with them so they are not threatening people

Event volunteers



These are good people doing something good for the community
they love and call home.

BUT: they need to get rid of the
“get the hell out of the way, we’re coming through” attitude.



All vendor booths should be in the center of the street:
Never make the sidewalks an “alleyway.”

Vendor booths down the center. The same with beer gardens.







stage

Kids over 21 zone

Kids over 21 zone

Kids zone

Family
No smoking

Invite your visitors



They are looking for things to do.
Visitors love mingling with the locals:
“Arrive a visitor, leave as a local.”

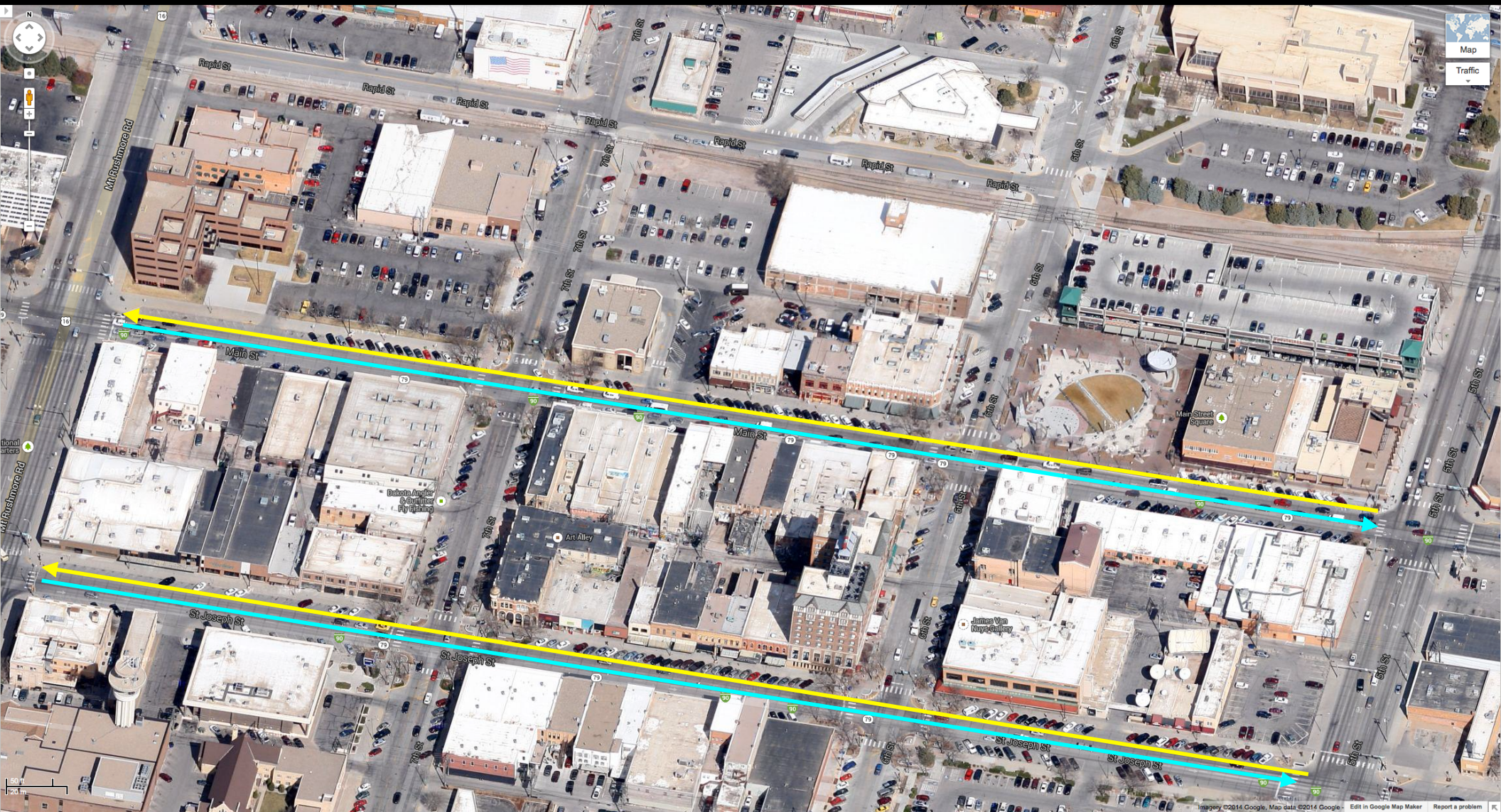


In the next three years:
Reduce Main Street to two lanes
Widen the sidewalks, outdoor cafes, vendors, etc.





In the next five years:
Go from one way to two-way traffic on both
Main and St. Joseph streets.



Map
Traffic



In the next five years:
Expand Main Street Square





Do a best-practices mission & head to:
Greenville, SC
Asheville, NC
3rd Street Promenade in Santa Monica, CA

Greenville, South Carolina in the 70s.



Greenville in the early 80s



Greenville today.











District gateways





Point



Downtown gateways create a “sense of place”
and downtown partnerships.



Gaslamp
Quarter



HEART

OF S

San Diego, California



© Ron Niebrugge



Hamilton, California



Los Angeles, California



Lititz, Pennsylvania



Outdoor cafe dining

Asheville, North Carolina



Oxnard, California













Wolfville, Nova Scotia



Wolfville, Nova Scotia

Lodi, California









Case History: Asheville, North Carolina



Population	70,000
Claim to fame	Along the Blue Ridge Parkway
Challenge	The Parkway is 500 miles long
The brand	"Where altitude affects attitude"



















ASHEVILLE

any way you like it



↔ Lexington Ave. Shop & Dine

→ Pack Square Park

→ Asheville Art Museum

→ Wortham Theatre

→ Earth Science Museum



Civic Center
Pack Library







“So he held to the idea of
another world,
a better
place,
and he figured he might as well
consider
Cold Mountain
to be the *location...*”

from *Cold Mountain*
by Charles Frazier







← Grove Arcade

Biltmore Avenue
Shop & Dine →

← Broadway
Shop & Dine

← Lexington Ave.
Shop & Dine

Eagle/Market Street
Shop & Dine →

← Wolfenbarger
Street

← Haywood Street
Shop & Dine


Street Garage® →

WHAT
to do now



Pass a council resolution to adopt these recommendations and then start working with local businesses and organizations to help them capitalize on the Summer Nights program.

Here's to the very bright future of Rapid City's downtown!



Summer Nights is one of the best
community-minded events in the
country. It CAN work.

ROGER
International >