

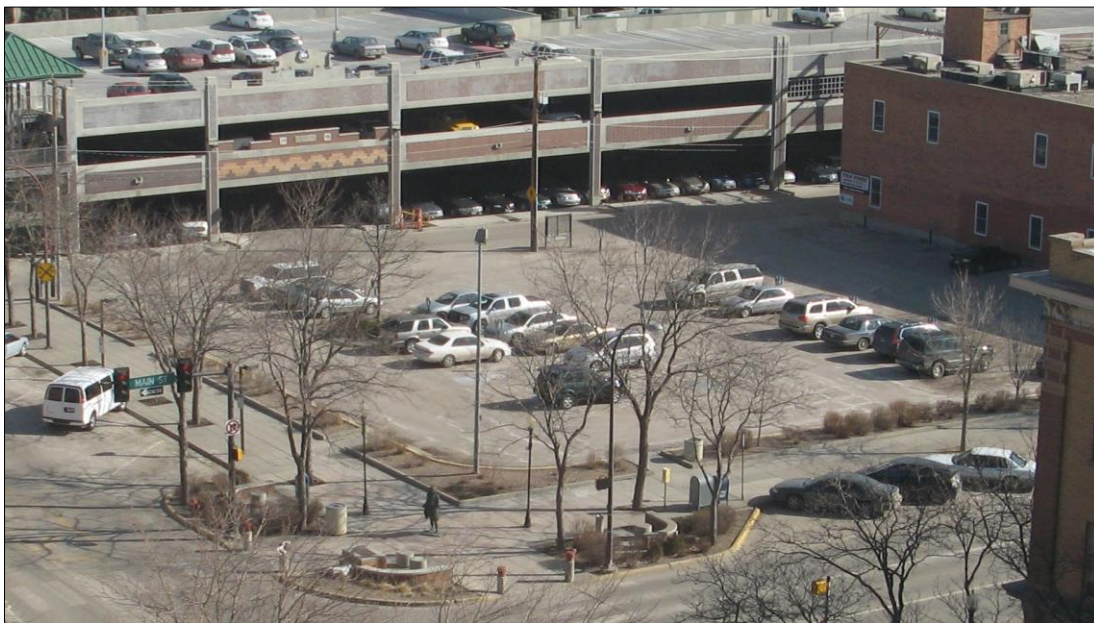
DESTINATION RAPID CITY & MAIN STREET SQUARE

Mission: Destination Rapid City will create, sustain and maintain a **vibrant** City Center which provides a cultural and recreation space for the enjoyment and use of the community and its visitors.



THEN AND NOW

Main Street Square, 2008



Main Street Square, 2015



IT'S FUN SQUARED!

- Signature Events
 - Eggstravaganza
 - Frühlingsfest and Spring Market
 - Summer Concert Series
 - Kids' Carnival
 - Art & Wine Festival
 - Cruiser Car Show
 - [Love]² Bridal Fair
 - Great Downtown Pumpkin Festival
 - Bierbörse
 - Holiday Celebration & Winter Market
 - Skate Parties
 - Downtown Countdown
 - 3rd Party Rentals



Main Street Square Signature Event Attendance

Eggstravaganza	6,000
Frühlingsfest	1,000
Concert Series (May-Sept.)	120,000
Kids' Carnival	5,000
Art & Wine Festival	6,000
Cruiser Car Show	10,000
The Gathering of People Wind and Water	4,000
[Love] ² Bridal Fair	1,500
Dueling Pianos	5,000
The Great Downtown Pumpkin Festival	20,000
Bierbörse	10,000
Made in South Dakota	10,000
Scare in the Square	5,000
Ice Skating (mid Nov. to mid Feb.)	17,000
Total	220,500

SIGNATURE EVENTS

Skate Parties



Eggstravaganza



SIGNATURE EVENTS

Frühlingsfest and Spring Market



Summer Concert Series



SIGNATURE EVENTS

Kids' Carnival



Art & Wine Festival



SIGNATURE EVENTS

Cruiser Car Show



[Love]² Bridal Fair



SIGNATURE EVENTS

Great Downtown Pumpkin Festival



Bierbörse



SIGNATURE EVENTS

Holiday Celebration & Winter Market



Teen Night & Downtown Countdown



THIRD PARTY EVENTS

Strider Bikes World Championship



Native POP: People of the Plains Arts Gathering



MAIN STREET SQUARE FOUNTAINS



FREE FAMILY FUN



MAIN STREET SQUARE ICE RINK

Community Connectivity

- Area schools free skate day
- Broomball: Police Dept. vs. Fire Dept.
- Teen Skate Parties
- Birthday Parties
- 17,000 avg. skaters per season



REVENUE SOURCES

- Partners in Progress
- Downtown BID Board
- In-kind donations
- Beverage garden income
- Event Vendor income
- Event Sponsorship
- 3rd Party Rentals
- Ice Skating



THE RIPPLE EFFECT: MEMORIAL PARK PROMENADE



THE RIPPLE EFFECT: LEGACY COMMONS PLAYGROUND



THE RIPPLE EFFECT: PUBLIC ART & OTHER COMMUNITY BENEFITS



REVITALIZATION



REVITALIZATION



DOWNTOWN BUSINESS GROUP



DOWNTOWN RAPID CITY

“A vibrant downtown is a key recruitment tool. We hear it often from executive and physician candidates.”

- Brent Philips, Regional Health President and CEO

“Having a vibrant, appealing downtown has really helped us continue to attract great faculty and exceptional students to the South Dakota School of Mines. People want to live in a safe community where there is always something fun to do. Main Street Square has been a game changer for Rapid City. We love it!”

-Dr. Heather Wilson, Former South Dakota School of Mines & Technology President

“Caregiver and physician candidates are very impressed with our Main Street Square and the various social and community activities associated with it. The downtown area is a lightning rod for attraction of talent interested in a balanced and active lifestyle in our community. When candidates visit us, we are purposeful in locating potential hires at hotels in the downtown center so that they can appreciate the diverse variety of shops, restaurants and culture that is such an integral part of our region. Having a downtown that we are proud of and that we can showcase is very impressive to those deciding whether or not they want to pursue employment in the Black Hills.”

-Maureen Henson, SPHR, Regional Health Chief Human Resources Officer

“Main Street Square is more than a gorgeous addition to our community. As someone who professionally is responsible for recruiting physicians and surgeons to our community, it is an invaluable tool. Highlighting our quality of life, the progressive nature of our community leaders, and the clear hallmark of a vibrant and energized Downtown core.”

-William May
Black Hills Surgical Hospital CEO

