

April 13, 2018

TO: Members of the Rapid City Council
FROM: Scenic Rapid City Committee
RE: Rapid City Council agenda item # 32

Dear Members of the Rapid City Council:

Please vote no Monday Night on Agenda Item # 32 regarding the re-establishment of advertising on public benches.

Many of us remember when a similar decision was made by a previous city council to enter into an agreement with a local highly respected businessman to take bench maintenance responsibility away from the city and at the same time bring badly needed revenue in.

As it turned out there was no windfall to the city and the business discovered it was not that profitable as the business was responsible for selling, producing the ads, maintaining and cleaning the benches and surrounding area. Some businesses didn't appreciate another business advertising in front of their shop distracting travelers away from their business even though much of the advertising came from local Realtors.

Many years later after much public and City Council debate, the Council agreed to replace the unappealing benches with clean, durable, attractive not distracting benches that are welcoming and inviting.

Long range planning for Rapid City began decades ago: The leaders of yesterday, like the leaders of today were looking to the future – what could Rapid City become, what could it look like, how can it become more inviting and more livable for all citizens.

A vote to return to bench advertising is a step backward in time. Let's all work together to keep Rapid City clean and inviting wherever and whenever we can. Please vote no Monday Night!

Sincerely,

Scenic Rapid City

A grassroots organization of citizens, business and community leaders