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Dear Mayor Allender and Members of the City Council,

Thank you in advance for taking the time to read this. I am writing you in reference to LF032719-09 and LF041019-11 dealing with the recommended changes to downtown Rapid City's parking system.

Over the last 2 years, I have attended every meeting, discussion, and input opportunity I have been made aware of, and thoroughly read every document that has been presented regarding these recommendations. I have a very good understanding of what is being proposed, and I am in support of the vast majority of it. However, there are two major issues that will have huge consequences, and I strongly believe they need to be addressed.

The first being that the peripheral parking, designated long term employee permit parking and short term public parking, will be a 2 hour limit. This will not only be damaging to destination businesses, but also to the businesses that take in residual sales from those destination visits. When I have asked long range planning about this, I've been consistently told the same three things in this order: 1 Businesses have complained about the 3 hour limit. 2. The parking study folks recommend 2 hour parking. 3. We want turnover. My response would be, in the same order: 1 When I asked, I learned that the businesses that took issue with 3 hour parking, will now have unlimited meters in front of their establishment, which should satisfy their previous concerns. 2 Having spent 2 1/2 decades operating a business downtown, I would, and did, respectfully disagree with them. 3 No we don't. We want them to stay, shop, dine, experience downtown for as long as they can. The effort to discourage what is being referred to as the "employee shuffle", is going to have an unintended consequence of limiting and discouraging patrons who can't find a long term meter space.

During the Legal and Finance meeting, the city attorney made a comment that I was not able to respond to. His statement that "Mr. Small's business operated for 23 years with two hour parking" is true. It did. What wasn't considered is that during those 23 years, parking tickets ranged from \$2 to \$5, which was a cost most customers were willing to bare for the inevitable 2 hour ticket.

Which leads me to my second, but no less concerning issue. I truly hope that the committee members who drafted this proposal, only set the fines at \$25+ as a bargaining tool from which they could fall back from. Because if this is a straight faced request, they are grossly out of touch with the local and visiting patrons of downtown Rapid City. I'm aware of the comparison study, and would contest that there is no direct comparison to the unique circumstances our currently healthy downtown has. In the last 24 hours, I have heard from dozens of my customers, and other business' customers, and their shock and disapproval was as absolute as it was unanimous.

I understand that this study came at a huge cost, and that there is a fiscal responsibility to get the most "bang for your buck" out of it. Given that this is a complete and total overhaul of all downtown parking, I feel you are going to get that value. The concerns I've shared, once fixed with reasonable and minor adjustments, will still be inline with the intent of the proposal, at zero additional cost.

Thank you again for your time.
Respectfully,

A handwritten signature in black ink, appearing to read "Curt Small".

Curt Small- owner/operator
The Elks Theatre