

RAPID CITY HOTEL  
**BUSINESS IMPROVEMENT DISTRICT**

**MINUTES FOR THE BOARD OF DIRECTORS MEETING**

THURSDAY, June 21, 2018

11:00 a.m. – 12:00 p.m.

Main Street Square Conference Room

**PRESENT**

**ABSENT**

***VOTING MEMBERS***

S. Hull  
H. Christianson  
G. Fawbush  
L. Steffens  
M. Lamphere

***VOTING MEMBERS***

C. Arceneaux  
M. Gustafson

***NON-VOTING LIAISONS***

J. Jensen  
C. Johnson

***NON-VOTING LIAISONS***

Mayor Allender  
B. Drury

***VRC STAFF:*** Carol Bancroft, Stacie Granum, Dani Benne, Kelsy Koerlin, Ally Formanek

**Call to Order**

G. Fawbush called the BID Board meeting to order at 11:00 a.m. in the Main Street Square Conference Room.

**Approval of Agenda**

L. Steffens made a motion to approve the agenda as submitted. M. Lamphere seconded the motion. Motion carried.

**Approval of Minutes**

H. Christianson made a motion to approve the May minutes as submitted. S. Hull seconded the motion. Motion carried.

**Financial Statements**

Steffens reported cash on hand balance of \$520,326. The CDARS and Board Restricted Reserves remain constant at \$126,555 and \$200,000 respectively. The Board Unrestricted Reserves has increased to \$748 due to interest accrual.

According to the STR report, Hotel Occupancy, ADR, and RevPAR saw a decrease through the month of April 2018. J. Jensen shared BID hotel occupancy probably saw a decrease in April 2018 due to winter weather storms on two weekends.

M. Lamphere made a motion to approve the May Financial Statements as submitted. S. Hull seconded the motion. Motion carried.

**Board Business**

*Northland Hockey Sponsorship*

Fawbush shared the Northland Hockey Rushmore Cup Hockey Tournament has committed to host their

event in Rapid City for 2019 and 2020. The event brings 996 room nights per year to Rapid City with a \$1.6 million economic impact over the course of 3 years. Fawbush reported Visit Rapid City has provided \$5,000 per year in sponsorship funds for the previous 3 years. Costs of renting the Rushmore Plaza Civic Center will be going up in the next 2 years.

A discussion began regarding future sponsorships and expenses for the Northland Hockey Rushmore Cup Hockey Tournament.

H. Christianson made a motion to provide \$5,000 per year for 2019 and 2020 in support of the Northland Hockey Rushmore Cup Hockey Tournament. M. Lamphere seconded the motion. Motion passed.

#### *Harley Davidson Veterans Ride*

Fawbush shared Visit Rapid City is partnering with The Rushmore Hotel to host the Mount Rushmore Veterans Ride during the Sturgis Motorcycle Rally on August 7, 2018. The ride travels from Main Street Square to Mount Rushmore to the Buffalo Chip Campground. In future years, the ride will begin and end in Rapid City.

S. Hull made a motion to provide \$1,500 in support of the inaugural Veterans Ride. H. Christianson seconded the motion. Motion passed.

#### *BH PowWow Sponsorship*

Fawbush reported a planning committee has been formed and is made up of Whitney Rencountre, Jim Scull, Karen Mortimer, Stephen YellowHawk, and Julie Jensen. The goal of the planning committee is to make the BH PowWow the largest in the nation by 2021, when the new Rushmore Plaza Civic Center arena is complete.

In prior years, Visit Rapid City has purchased the inside-cover ad of the BH PowWow program for approximately \$2,000.

H. Christianson made a motion to sponsor up to \$5,000, to be used at Jensen's discretion, in support of the 2018 BH PowWow. M. Lamphere seconded the motion. Motion carried.

#### *SDHSAA*

Fawbush shared the SDHSAA Board was excited to hear about Rapid City's new arena.

A discussion began regarding an article written about Rapid City hotel rates during high school events.

### **President's Report**

#### *Marketing Report*

Granum recapped Visit Rapid City's spring shoulder campaign, which ran from January 9 – March 19, 2018. Target consumers for the campaign included Gen X and Millennial families, as well as active couples. Marketing was placed in primary and secondary markets including SD, ND, MN, IA, WI, WY, CO, UT, TX, and MO. Native, social, search, display and video ads, TripAdvisor, Brand Partnerships, and Influencers were among the digital tactics used throughout the campaign.

Granum reported website sessions peaked in February, with a total of 174,000 sessions. During the spring shoulder campaign, all conversations saw a drastic increase including print and digital guide requests, pages per session, and average time on site. 49% of all web visits were made on mobile devices.

Granum shared display media received 17.2 million impressions throughout the campaign. Top ad content contained images or videos of downtown Rapid City, Black Hills, Family Fun in Spring, Dinosaur Park, and Mount Rushmore. Facebook impressions totaled 6.5 million for the campaign and lifetime likes increased by 28.69%. Through Adara, a tagged advertising tracking company, the average length of stay in Rapid City and the Black Hills was 2.3 days with the highest bookings coming from SD, MN, CO, and IL.

Visit Rapid City's peak media campaign includes similar digital tactics as the spring shoulder campaign, such as social, search, Brand Partnerships, Influencers, and Adara. Matador, a leading adventure lifestyle brand, was one of the Brand Partnerships participating in the peak campaign. The Matador Network reaches 13 million unique monthly site visitors, 72% of which are ages 25-54. Visit Rapid City received 5 published articles and a video, produced by Matador which will be promoted through their website and social media platforms.

Wilderness Culture, one of the largest, most engaged community of outdoor and adventure travel enthusiasts on social media, is bringing 3 Influencers to Rapid City during the peak campaign. Influencers work with Brand Partners, such as Veer Wagon, to bring costs down and extend reach through brand partner social media tags. Christianson suggested bringing an Influencer of the Boomer generation to Rapid City.

Granum updated the Board on niche marketing campaigns, including the Amazing Rush and the Black Hills FAM Tour Giveaway. Granum shared the Amazing Rush Season 3 was again a large success. The campaign resulted in 310 form completions, 68 quality contacts, and 12 RFPs received. The Travel Professionals campaign will run from July 9 – October 31, 2018. The campaign will test a new ad promoting visiting the Black Hills along with Yellowstone National Park.

The Rapid City map has been updated, as well as the City of Presidents brochure. The 2018 Rapid City Visitor Guide is currently at the printer and will be distributed in July.

#### *Sports Director Position*

Jensen reported no candidate has been selected for the Director of Sports & Event Sales position. With the passing of the new arena, the position may be subject to change.

#### *Rushmore Plaza Civic Center Arena Update*

The Board agreed Rapid City Mayor Steve Allender led the new arena campaign extremely well. The new arena has a tentative open date of fall 2021.

#### *Embrace the Base*

In order for Rapid City to be the first U.S. Air Force base to secure the B-21 bomber planes, Rapid City needs to "embrace the base." Jensen reminded the Board Rapid City currently takes great care of the upper echelon, but needs to put additional effort into making the airmen feel welcome.

Visit Rapid City is compiling a list of military discounts throughout the Black Hills hospitality industry (restaurants, attractions, hotels). The list will be provided to the airmen at Ellsworth Air Force Base.

C. Johnson suggested Visit Rapid City create a volunteer organization to provide opportunities for airmen to experience Rapid City and the Black Hills.

#### **City Council Liaison Report**

*No Report.*

**Adjournment**

There being no further business to come before the Board, H. Christianson moved to adjourn at 12:18 p.m. S. Hull seconded the motion. Motion carried. Meeting adjourned.

Respectfully submitted,  
Ally Formanek, Manager of Finance & Operations  
Visit Rapid City