Rapid City’s brand must be inclusive

To the editor:

The presidential statues are a wonderful asset to downtown Rapid City. However, as a brand they shortchange the potential of this unique area.

A concept is called for that speaks to something greater in the region and us. Where else do ancient mountains, rich paleontology, commanding Native American cultures, vestiges of “Wild West,” extensive outdoor pursuits, and the future of “whole-brain” thinking in a vibrant arts and world-class science community exist?

This is a destination beckoning visitors to experience and explore where history begins and the future unfolds.

Let’s broaden our vision and leverage the assets of where we live.

Suzanne Stratford Parkinson
Rapid City