

City hoping for better response to parking offer

Paulette Tobin
Staff Writer

12-2-90

Rapid City has had a less-than-overwhelming response to its offer of half-price leased parking downtown, but that could be because the city has not advertised it enough, said Community Development Director Bonnie Hughes.

Common Council members, when they approved the cheaper parking rates, said they hoped downtown employees and business people would take advantage of the lower rates.

The Downtown Development Commission, which administers the downtown Business Improvement District, also urged downtowners to rent the cut-rate parking spots.

The DDC said it was a chance for merchants and employees to get their vehicles off the streets.

"The objective is to make more customer parking spaces available. The result of this will be more business for downtown merchants," said

DDC Advocate, a newsletter distributed to downtown merchants.

It featured a picture of a smiling Santa Claus with the caption: "Don't let Santa Claus catch you using street customer parking spaces!"

But as of Thursday, only 12 more spots in the two parking lots had been rented.

Hughes said four more spots were rented in the city-owned parking lot next to the South Dakota Stockgrowers Association, bringing the total rentals there to 45 of the 76 available parking stalls.

In the city-owned parking lot north of Main Street and south of the City/School Administration Center, another eight spots were rented, meaning 86 of 150 stalls in that lot were leased.

The Common Council reduced the parking rates in the lots from \$20 to \$10 per month, and from \$45 to \$25 per quarter.

To rent a parking space, contact the city finance office, or call at 394-4143.