

HOSTING

Rapid City Area Hospitality Association News

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NOTES FROM NANCY

Nancy Brady, Editor

DON'T FORGET DOWNTOWN EVERY THURSDAY NIGHT!

It is still the main attraction downtown in the summer – the great explosion of street fare held on 7th Street every Thursday night. It offers something for the entire family, and especially for our visitors, to experience a night of fun, street dancing, food booths, and kids' entertainment. Our guests are frequently looking for a real experience in Rapid City, and this is one of them. Hours from 5:30 to 8:30 PM and a different band every week.

HOTLINE 2010 REPORT

This summer has not been a bust – far from it. Numbers are still holding up as far as occupancy is concerned

for most properties. The nights that are showing few rooms available are in line with last year's, and some are ahead of 2009. Surprisingly, the dates seem to be the same, too. Rooms were filled on July 3rd, but available on the 4th. This is the same as last year.

The great influx of sport tournaments has definitely made an impact. When there are four major sport events, i.e. Little League, Legion playoffs, golf tournaments, horse shows, old car shows, plus the traveling public, we are sure to be sold out. Thanks to everyone who plans these events.

FRONT DESK PERSONNEL MAKE OR BREAK THE HOTLINE

Use of this service is still a mystery to some clerks, while others know and use it consistently. Night auditors may not know about the service, since they come on late, but they should be advised that a list of probable rooms available are left on

the answering machine after 11pm.

This could be an additional service to the visitors who choose to drive far into the night without a reservation, and just need a room. Please let your night auditors know that this is one way to show our hospitality.

Compliments to the front desk personnel this year. There is a note of professionalism in their telephone skills that have not been seen before.

Answering their ringing phone with a polite "may I put you on hold" or "I am busy with a customer, but if you leave me your number I will call you right back" are phrases that the Hotline has not heard before. Good work on the part of the trainer.

IF YOU DIDN'T PAY THE PIPER...

It is for certain that you now have some money in your pocket and it is also certain that some of you have not paid your dues or for your map in full.

Let this be a notice to you that... we need your money!!!



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President's Corner

Bob Hodet

Happy July, everyone, and get ready to hold on to the bed sheets, it looks as though this year's rally is going to be a big one. In conversations with others, we were all surprised with June and the large amount of visitor traffic in the Black

Hills. It was nice to see all the different license plates from around the United States. Now getting on to Hospitality business, the board has decided to continue on with our monthly dinner meeting starting in

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President's Letter, cont. from page 1.

October. We will continue to have guest speakers and hope that this will entice better attendance so we all have a chance to get together and network and enjoy an evening out.

We continue to seek new board members and I invite anyone interested to please contact any board member for consideration.

This letter will be brief this month as I am sure that you all are busy with the large visitor influx, so I will sign off for now and hope to get you a better, more informative letter in August. Good luck this summer and see you soon.

Bob Hodet

Michelle's Memos Michelle Lintz, CVB



Mobile Scavenger Hunts up and running in Rapid City

The Rapid City Convention & Visitors Bureau has recently launched a new and exciting way to enjoy many of the local attractions throughout the community. Do you remember going on Scavenger hunts as a kid? You were given a piece of paper with clues on it and a disposable camera (for proof). Welcome to 2010, where written scavenger hunts are now of the past. All you need now is a cell phone with texting abilities and you are well on your way to a great adventure!

SCVNGR is a free mobile phone based scavenger hunt application that is very easy to use. Currently there are three different SCVNGR's available for visitors and locals to try; Rapid City, Reptile Gardens and The City of Presidents.

continued on next page

OUR ASSOCIATE MEMBERS

When you have a need or your guests ask for recommendations or suggestions, think of our friends and associate members first. They support us—

LET'S SHOW OUR APPRECIATION.

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 Ted Norman - A G Edwards
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Hospitality Central, LLC
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 Midcontinent Communications
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All you have to do is TEXT one of the following keywords to 728647

- RAPIDCITY
- REPTILEGARDENS
- PRESIDENTS

The mobile scavenger hunt will start sending you text message clues to get you exploring and learning about many of Rapid City's finest attractions. If you have the Android, mobile applications are also available. Watch for additional scavenger hunts to come, including a downtown art walk. Try them out and let us know what you think. Email comments or suggestions to info@VisitRapidCity.com.



The Rapid City CVB announces Stacie Granum as their new Marketing Director.

Stacie brings over eight years of experience in advertising and marketing for various businesses and organizations throughout Rapid City. She is originally from Yankton, South Dakota and has resided in Rapid City for the last 8 1/2 years with her husband Travis and her two children, Joshua and Madyson. Prior to joining the CVB she worked for Robert Sharp & Associates as the Director of Account Services for 8 1/2 years.

Tourism Tidbits

The Howard Johnson Inn & Suites in Rapid City was recently named Property of the Year by the national

Howard Johnson brand. Led by General Manager, Nancy Smith, the Rapid City hotel beat out nearly 500 other hotels across the nation for the award. Howard Johnson Inn & Suites earned top marks in performance, guest satisfaction, quality evaluations, revenue, and Wyndham Rewards member enrollments to win the award in the Inn/Suite category. Congratulations Nancy & staff!

##

South Dakota Game, Fish and Parks launched its new website in May. Users will find a sharp new look and simplified navigation. The site includes most of the information that was on the previous website, but reorganizing has made it much more user-friendly. Along with the new site, came a new address - www.gfp.sd.gov. Included on the SDGFP site are pages for the following Black Hills Area State Parks: Rocky Point Recreation Area, Bear Butte State Park, Roughlock Falls Nature Area, George S. Mickelson Trail, Custer State Park, and Angostura Recreation Area.

##

Rapid City and the Black Hills were recently featured in The Fort Collins Coloradoan with an article titled "Black Hills trip given a gold star" by Bob Willis. Willis spent Memorial Day weekend in the Black Hills and specifically suggested to make "Rapid City your hub for convenient hub-and-spoke touring." The article also described his two favorite Rapid City attractions, The Journey Museum and Prairie Edge. The Fort Collins Coloradoan is the daily Fort Collins newspaper and is the premier source for local news and information in Northern Colorado.

Upcoming Conventions/Events

July 2010

July 17-21	SD State Little League All-Star Baseball Tournament	70 participants
July 18-24	Model T Ford Club International	500 attendees
July 24-23	American Legion Post 320 Baseball – SD Regionals	100 participants
July 26-30	Native Research Network	200 delegates
July 27-28	Technology and Innovation in Education	225 delegates
July 30-31	BH Square & Round Dance Festival	100 participants
July 31-Aug 2	Rapid City Open Tennis Tournament	80 participants

Aug 2010

Aug 5-7	Christian Motorcyclists Association	180 attendees
Aug 9-15	Sturgis Motorcycle Rally	
Aug 11-14	Arrowhead Pro-Am Golf Tournament / Dakotas Tour	190 participants
Aug 14-15	Rapid City Softball Association – Dakota Sports/Miller Lt. Division / State Warm-Up Men's Tourney	1000 participants
Aug 17-19	Department of Justice / US Attorney	200 delegates



Calendar information provided by Rapid City CVB.