

HOSTING

Rapid City Area Hospitality Association News

published monthly & online at www.rchospitality.com • June 2010

NOTES FROM NANCY

Nancy Brady, Editor

VOTE YES JUNE 29

When your customers ask, “what’s downtown”, the usual answer from the desk is “not much, just some shops”. That is about to change. The Main Street Square is not just a fantasy. It is progress for Rapid City. That is why it is so important that you vote on June 29 to put this into place. It will not cost you in new taxes, assessments, or donations.

It will be funded by the downtown businesses, maintained by the downtown businesses, and it will benefit all that live in Rapid City and those who visit.

This Main Street Square will provide a family friendly gathering place downtown, and bring more events into the core of our city. It is possible that Vision 2012 funds may be awarded to fund the project; the rest will be raised through private donations and pledges from the downtown businesses. It won’t cost you a dime, and it sure gives your front desk a chance to showcase our Rapid City hospitality by telling them

about “what’s downtown”.

Give your employees the information about this great project, and get them out to vote!

HOTLINE STARTS JUNE 24

This is a very important service for your property funded through your Hospitality dues. It supplies information on who has rooms daily from 4:00 p.m. until 11:00 p.m. This is important to you if you have rooms to sell, and important to the visitor at your desk when you are full, finding out where there are rooms to direct them. It is very important that all of your desk personnel are educated to this program – you’d be surprised how many don’t know a thing about it.

You will receive a notice in the mail, giving full directions to the front desk personnel, and it is important for you to know, too. Just think, if the Hospitality Hotline filled only three rooms for you during the summer, it would cover the cost of your dues for a year.

The Hotline will be on from 4:00 p.m. to 11:00 p.m. when the nights are busy. If the Hotline knows by 7:00 p.m. that there are lots of rooms available, it signs off and leaves a message on the phone. By the same token, if it is a busy night with just a few rooms available, the Hotline will also list your property as having available rooms. The Hotline does not quote rates, does not recommend one property over another, and

works for you.

Just make sure you take advantage of this service. This one’s for you!

WANTED – SOME NEW BOARD MEMBERS

Can you spare one morning a month for approximately one and a half-hours to fill a vacated place on the Board of Directors? New blood is needed on all boards, and you can fill this need. The board makes non-weighty decisions, and leaves the big ones up to the association vote. If you have a willingness to offer your suggestions and can spare the hour and a half to make your Hospitality Association a better board, please let the Association Secretary know – 342-3108.

SUMMER NIGHTS ON 7TH STREET

From 5:30 to 8:30 p.m. every Thursday evening, there is a street fair on 7th Street, and judging from the last one I saw, it must be something to be enjoyed. The streets were full of people, visitors and locals alike. It is a family happening, and something our visitors could take in to feel real Rapid City Hospitality. They have everything including a street band, booths, food, entertainment, stuff for kids, and friendly stores and restaurants open to greet all. This is an excellent suggestion for your front desk staff to recommend for a night “on the town”, downtown on 7th Street every Thursday.



HOSTING

is the official publication of the Rapid City Area Hospitality Association

PO Box 2731 • Rapid City, SD 57709

EDITOR Nancy Brady 342-3108

LAYOUT Visitor Publishing 343-7684

EXEC. SECR. Nancy Brady 342-3108

BOARD OF DIRECTORS:

Past. President - Conrad Rupert

President - Bob Hodet

V-Pres. - Lynn Seifert

Secre. - Cindy Olson

Treas - Debbie Feiler

Deb Hendrickson Debbie Poppe

Cindy Olson Yvette Beyer

Ann Thompson Sandi Winter

John Brockelsby Diane Huber

President's Corner

Bob Hodet

Who said that this was going to be a slow season for Tourism? In checking with various Hotels, motels, and visitor lodgings, June has turned out to be gangbusters. With the National Indian Congress and various Sporting events most establishments are full to capacity. It is

now our turn to show our guests “REAL SOUTH DAKOTA HOSPITALITY” so that they will want to return again to the majestic Black Hills.

Last month was also the last Hospitality Dinner for the season. I would like to ask each and every one of the members if you would like to continue having our

continued on next page

President's Letter, cont. from page 1.

dinners every month, or if you would prefer to have them every other month, or once each 3 months. Please give me your opinions at 342-1300 ext 624. I know that time is important to each and every one of us, and would like to give everyone an opportunity to have their say.

The Board will still hold its monthly meeting, trying to come up with new and innovative ideas for the year to come. If there is something that you feel we need to accomplish, please call me so that we can discuss it and get a better idea where the membership hopes to go in the future years.

Have a successful summer and enjoy the weather. Thank you for the opportunity to serve you and I look forward to hearing from you.

Bob Hodet

Michelle's Memos *Michelle Lintz, CVB*



Rapid City No. 1 on Outdoor Life's top towns for sportsmen

Rapid City has been chosen by Outdoor Life magazine as the best town nationwide for hunters and anglers.

In the June/July 2010 issue, the magazine named Rapid City atop its "America's Top 200 Towns for Sportsmen" list, which ranks U.S. towns on sporting opportunities and quality-of-life issues. This is the third year

for the list.

"Outdoorsmen want world-class hunting and fishing, but like everyone else, they also want to have a high quality of life," John Taranto, senior editor of Outdoor Life, said in a news release. "The towns on this list offer the best of the outdoors as well as decent homes and schools and good-paying jobs. They are truly dream towns for sportsmen."

According to editors, Rapid City took first place in this year's list thanks to its proximity to some of the best and most varied hunting and fishing in the nation, combined with excellent scores in several socio-economic categories.

South Dakota's second most populous town, Rapid City enjoys a relatively low unemployment rate, a low cost-of-living, a growing population and a reasonably high median household income. Nearby, the 2.3-million-acre Black Hills National Forest serves as the city's very own sporting playground, with whitetails, mule deer, elk, turkeys, mountain lions and bighorn sheep. Nearby reservoirs, streams and lakes hold trout, perch, bluegills, pike and more.

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.

- 1st National Bank
- Ted Norman - A G Edwards
- Agents of Insurance
- Al Cornella Refrigeration
- BH Badlands & Lakes Assoc.
- BH Power & Light
- BH Chemical & Janitorial
- BH Federal Credit Union
- Boston's
- Casey's Auto Rental
- Central States Fair
- Certified Folder Display Service
- Chexcel
- Clean Tech of the Black Hills
- Coca-Cola Bottling Co.
- D & R Service, Inc.
- Dakota Bank
- Dakota Business Center
- Epic Outdoor Advertising
- Golden West Tele Tech, Inc.
- Gold Pages Publishing, Inc.
- Highmark Federal Credit Union

- Hospitality Central, LLC
- Lamar Advertising
- Midcontinent Communications
- Mid Continent Testing
- Mr. Print
- Dakota Party
- Pioneer Bank & Trust
- RC Chamber of Commerce
- Rapid City CVB
- Roger Frye Paint & Supply
- Rosenbaum Signs & Outdoor Adv.
- Rushmore Plaza Civic Center
- Schmid Insurance
- Security First Bank
- SD AAA
- Time Equipment Rental & Sales
- United Building Center
- UPS Store
- US Bank
- Western Souvenirs
- Wells Fargo



When Guests Want Exclusive Discounts
Tell Them About the Coupon Book

You Buy at Wholesale - Sell at Retail!

Call Mary at 605-343-7684 ext. 206 for details

www.BlackHillsCoupons.com



SPIZZIRRI PRESS, INC.

15 East Chicago Street

605-348-2749

Full Color Business Cards 1,000 for \$50



Roger Frye's Paint & Supply, Inc.

626 Sixth Street
Rapid City, SD 57701
Phone: (605) 342-1309

- *Floorcoverings
-Carpet, Wood, Vinyl,
Ceramic, Laminate
- *Window Coverings
- *Wallcoverings
- *Spray Equipment
- *Superdeck and
Cabot Stains

1928 - 2010 ROSENBAUM'S SIGNS

FULL SERVICE
SIGN SHOP

1650 SAMCO RD.
342-0481

RCAHA Mission Statement - *The Rapid City Area Hospitality Association is committed to provide its members with education, resources, and services in order that they can better serve their customers and guests, exceeding both member and guest expectations.*

Pierre, at No. 10, is the only other South Dakota town in the top ten. Pocatello, Idaho, at No. 2, jumped from a No. 5 ranking in 2009. At No. 3, Page is Arizona's only town in the top 10 this year. Last year's top town, Lewiston, Idaho, came in at No. 4 this year. Kanab, Utah, once known as "Little Hollywood" because the town and its surrounding area were used as the set in many classic Westerns, moved up seven spots to No. 5. Year-round trout and steelhead fishing helped place Bend, Ore., at No. 6. Mountain Home, Arkansas, No. 7, is the easternmost town in the top ten. A pair of Wyoming towns round out the list, with Saratoga at No. 8 and Rawlins at No. 9.

"Teamwork" pins available for front-line staff

The Rapid City Convention & Visitors Bureau has started a new hospitality program called "essential piece". If you attended the CVB sponsored customer service training on May 13, you heard about the new teamwork pins which the CVB is encouraging visitor related businesses and their front line staff to wear. These were distributed free of charge at the training.

The pins come attached to a card, explaining how "You're an essential piece of the team". Although we have distributed hundreds of pins already, the CVB has free pins available for many more of our front line staff throughout the city. If you believe your staff are an essential piece of Rapid City's important visitor industry, please contact Michelle Thomson at 718-8489 or email Thomson@visitrapidcity.com with the number of pins your business will require and we will do our best to supply them for you.

"Teamwork" pin

You're an Essential Piece of the Team

From our restaurants to hotels to popular attractions, success comes from the partnerships we develop and the friendships we form. When we share a common vision and work together as a team, we can accomplish our goals and make a positive impact on the hospitality and tourism industry. We value your commitment to Rapid City and appreciate your dedication to customer service. Together we make a difference to our visitors.

Thank you for your teamwork. We look forward to hearing from you.

Tourism Tidbits

- The Journey Museum and Ft. Hays in Rapid City was recently featured in The Epoch Times, a New York publication with 1.5 million in print circulation and millions more online readers in 30 different languages. This article was an additional result of a FAM tour hosted by the CVB & partners.

- Photographer Johnny Sundby has earned the Certified Professional Photographer designation from the Professional Photographic Certification Commission, which recognizes fewer than 3 percent of professional photographers based on a 100-question technical photography test and review of 25 different photographic jobs. Continuing education, testing and adhering to a code of conduct are required to maintain the certification.

- Plans are in the works to bring two new hotels to Rapid City, developer Kent Hagg said. An 80-room extended-stay hotel on 42 acres on Highway 16 and Moon Meadows Drive across the highway from the United States Forest Service headquarters, a franchise and hotel brand has not yet been announced. The second hotel will have 110 rooms on the northwest corner of Interstate 90 and Elk Vale Road, next to Cabela's. Hagg said he has been approved for a franchise, which hasn't officially been granted yet, for an upscale hotel chain. Hagg expects to break ground this fall.

- Rapid City was recently featured in the May/June issue of America Journal. America is a German/UK magazine that features American destinations. The feature included Prairie Edge, The Journey Museum, City View Trolley, Mt. Rushmore, Custer State Park Buffalo Round-up, and information about Deadwood.

- The CVB would like to congratulate Peregrine Pointe Bed & Breakfast, owners Eileen Rossow and Warren Meyer on 10 years in the tourism and hospitality business. Peregrine Pointe is a 5 guest room B&B tucked away on 15 acres just off of Sheridan Lake Road.

Upcoming Conventions/Events

June 2010

June 16-18	State Bar of SD	650 delegates
June 16-18	Department of Justice	300 delegates
June 16-18	South Dakota Good Sam Club	250 attendees
June 17-19	Grand Lodge AF and AM Masons	110 delegates
June 17-20	American Legion Post 22 Baseball - Rich Hinseth Agency Tournament	160 participants
June 18-19	Rapid City Softball Association - Rapid City All Nighter	675 participants
June 19-20	West Boulevard Summer Festival	
June 19-23	National Congress of American Indian	800 delegates
June 21-25	Natl. Law Enforcement Telecommunications System	150 delegates
June 23-27	Arabian Horse Assn. - AHA Reg. 6 Championships	350 participants
June 24-27	American Legion Post 22 Baseball - Big Stick Tournament	120 participants
June 24-30	Dakota District of the Wesleyan Church	200 delegates

June 25-27	Mt. Rushmore Classic Fast-Pitch Softball Tournament	6000 participants
June 25-27	Rushmore Soccer Club - Annual Rushmore Cup	1950 participants
June 26-29	Reclaiming Youth International	200 delegates
June 29-July 4	American Legion Post 22 Baseball - Liberty Superstores Firecracker	160 participants
July 2010		
July 2-3	Central High School - Class of 1980 Reunion	230 attendees
July 7-11	SDSM&T All-School Reunion	1200-1500 attendees
July 8-10	Stevens High School - Class of 2000 Reunion	200 attendees
July 8-12	SD Golf Assn. - Men's Match Play Championship	75 participants
July 9-11	American Legion Post 22 Baseball - Marshall Tubbs Tournament	160 participants
July 10-17	Chevy Nomad Association	250 delegates
July 15-18	American Legion Post 22 Baseball - Dr. James "Pev" Evans Tournament	200 participants



Calendar information provided by Rapid City CVB.