

# HOSTING

## Rapid City Area Hospitality Association News

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## NOTES FROM NANCY

Nancy Brady, Editor

### RESTAURANT LIQUOR LICENSES OKAY

Finally, the legislature got something right. Cities now have the necessary laws to offer additional liquor licenses to businesses who wish to develop new restaurants offering cocktails to their dinner patrons. It has been a two-year struggle to get this passed, but it was certainly a necessity, not only for Rapid City, but other communities in the state.

The law originally stated that licenses were governed by how many citizens lived in the city. That was a hundred years ago. Now the city can offer a new license to a business that has tried, unsuccessfully, to purchase an existing license. The new law also states that these new establishments be smoke-free and do not have lottery machines.

This new law was not passed without the efforts of many persons and cities. It failed last year, but this year, armed with new information and much more education since last year, the persons who pushed so diligently finally got the message through. Congratulations to all who pushed.

### WHERE DID YOUR BID TAX GO?

The BID Board (those who supervise the spending of the room tax you collect on each room) has been working toward a new and impressive advertising campaign for Rapid City, and would like you to participate in their presentation on March 19 at the City Council meeting room from 12:30 to 1:30pm. This presentation is not just for the hotels that collect the tax—this is for all properties to see what this BID tax can do for the city. This is the first presentation of this kind, and you who derive your income from the work of this board are all invited.

*(more Notes from Nancy on page 2)*



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### STATS FROM THE STATE TOURISM DEPARTMENT

Total Visitor spending: \$941,057,935 (+8.8% change)

State Sales Tax from Visitor Spending: \$23,966,800 (+8.8% change)

State Gasoline Tax from Visitor Spending: \$24,369,400 (+5.5%)

Impact on State's Economy: \$2.352 billion (+8.8%)

#### 2007 Economic Impact by County:

Pennington County \$269,606,033 (+14.3%)

#### Information Center Intercept - Information Centers monitoring

SD final destination: 60.3% (+18%)

Average size travel party: 3.5 people (+16.7%)

Average total Vacation Days: 8.1 days (-10%)

Average days in South Dakota: 4.3 days (+2.4%)

Average spending per day: \$222.75 (+0.98)

#### Target Market Car Counts by state:

Illinois, Iowa, Minnesota, Nebraska, North Dakota, South Dakota and Wisconsin produced more than half of all visitors to the I-90 Information Centers during 2007.

## President's Message

Ginny Wagner



Guess what folks, eight weeks till summer. I can not help but think of staffing! Not only hiring them but how to motivate them when they are on stage.

I try to remember that people—good, intelligent, capable people—may actually need day-to-day praise and thanks for the job they do. I try to remember to turn off my computer, get up out of my chair, go sit or stand next to them and see what they are doing, ask about the challenges, find out if they need ad-

ditional help, offer that help if possible, and most of all, tell them in all honesty that what they are doing is important: to me, to the hotel and to our guests.

Smart managers realize that helping employees, especially around a stressful time, is a very important part of leadership. Employees who feel appreciated by their employers identify with the hotel and are more willing to give their best to the guest.

Happy Scouting!

Ginny Wagner  
President  
Rapid City Area Hospitality

## WHY NOT WEAR GREEN?

(Notes from Nancy, continued from page 1)

If you didn't get enough St. Paddy's day fare, get it at our dinner meeting on March 25 at the Quality Inn. In fact wear your green hats and shamrocks for this wonderful corned-beef dinner. If you don't like corned-beef and cabbage, have some chicken. We aim to handle all preferences!



## 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  
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### **Black Hills area among the best**

The Badlands and Black Hills have been named among the top 50 best family vacation destinations in the U.S. by the Disney Travel Web site [www.family.com/travel](http://www.family.com/travel).

Black Hills and Badlands were chosen because of their landmarks, mountainous views and Wild West roots. "The Top 50 Best Family Vacations list includes the best of the best in family travel. We spoke with hundreds of parents and parenting experts to determine both areas of the country and attractions that have fun activities for every family," said Emily Smith, vice president of the Disney Family Group. "We want parents to come to our site and say, 'My kid would love that,' so we're really empowering them with a lot of new travel options and information to easily plan a vacation that fits their individual needs."

The Disney Family.com Travel 50 Best Family Vacation destinations includes age-appropriate recommendations for places to stay, eat, maps, video tours of family vacations, fun facts and other activities.

Other destinations to be included in the Top 50 are Yellowstone National Park, San Diego, Orlando, Fla., San Francisco, the Grand Canyon, Washington, D.C. and others. The full list can be found at [www.family.com/travel](http://www.family.com/travel).

Disney Family.com will continue to add content and features to Disney Family.com Travel throughout the year. Through March 24, a "Favorite Vacation Moments" contest invites visitors to post their favorite stories and photos, and "One Tank Trips," a new feature on car travel, will launch soon.

### **Teens Often Travel Without Parents**

Six of 10 teens aged 12-18 take at least one group vacation without parents a year, spending an average of \$417, according to a survey by the Student and Youth Travel Research Institute at Michigan State University. Also:

- Slightly more than half of the trips (52%) are school-related, involving education, organized sports or religious excursions.
- Spring is the most popular season to travel (44%) with June the most favored month (18%).
- California is the top destination, followed by Washington, DC, and New York.
- Washington, DC is the most popular city to visit, followed by New York and Chicago.
- More than four in 10 (44%) purchase a tour package and spend on average \$68 on incidentals.

Source: Youth Markets Alert, September 15, 2007, Vol. XIX, No. 18

*Taken from National Tour Associations The Trend. © Copyright 2007 National Tour Association*

## **Top Five Reasons to Use a CVB**

### **1) Save time.**

Instead of spending hours or even days researching, calling and emailing several different venues within the destination of choice, you can fire off a single inquiry to a CVB and get the information you need in an expeditious amount of time. CVBs will often gather bids from qualified area facilities and present them to planners, saving the effort of researching facilities that might turn out to be inadequate for the meeting or event.

### **2) Save money.**

CVBs offer a wide array of services that are complimentary for planners, such as meeting or event promotion, onsite registration assistance, printing of attendee name tags or providing welcome materials. In addition, CVB staff members can leverage their knowledge and business relationships to get you deals on space and sleeping rooms.

**SAVE THE DATE**  
**Monday, April 21, 2008 • 12pm**  
Rushmore Plaza Civic Center  
**Final Presentation by Roger Brooks**  
**of Destination Development, Inc.**

### **3) Get in the know.**

CVB staff members know their destination's hotels and meeting facilities. They know what other groups will be in town and when. They know the local peak and off-peak times. By working with a CVB, you'll have an insider's perspective on the best time to book your meeting or event and the best tools with which to negotiate.

### **4) Find the right site.**

With a single phone call, you can determine whether the right site for your group is available in any given destination. If you need state-of-the-art convention space for 2,000 attendees or a non-traditional facility for 20

*(continued on page 4)*



Rapid City Area Hospitality Assoc.  
 PO Box 2731  
 Rapid City, SD 57709

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.*

## Upcoming Conventions/Events:

### March 2008

Mar 12-16	State Valley 8-Ball Pool Tournament	1800 participants
Mar 13-15	SD High School Activities Association - State Boys "AA" Basketball	??
Mar 14-16	Rushmore Roadkill Hockey – End of the Road Hockey Tournament	225 participants
Mar 14-16	SD Alcoholics Anonymous Association - Rushmore Round-Up	700 ppl
Mar 28-30	MDU/BankWest Classic Basketball Tournament	450 participants
Mar 30-Apr 1	YOR-R.C. Souvenir & Gift Show	1000 ppl

### April 2008

April 3-5	SD Counseling Association	275 ppl
April 4-5	Girl Scouts – Dakota Horizons Council	300 ppl
April 4-6	SD State Kids' AAU Wrestling Tournament	1200 participants
April 5-6	Yost Events Championships Team Roping	500 ppl
April 7-9	SD District Council Assemblies of God	200 ppl
April 11-12	SD National Guard – Golden Coyote	350 ppl
April 17-19	SD Tops –State Recognition Days	300 ppl

*(Top 5 Reasons to use a CVB. . . continued from page 4)*

attendees, a CVB can not only tell you if the space exists, but also enlighten you to special venues that might not even normally host groups, such as museums, art galleries or other unique facilities.

### 5) Get it all.

The work of a CVB is not just about booking meeting space and hotel room nights for your group. CVB staff members can also help you make informed decisions on the best dining spots, popular or off-the-beaten-path activities and entertainment, ongoing events and festivals and many other area attributes. Work with a CVB and get the best of the whole destination.

## MARCH DINNER MEETING

Tuesday, March 25 • Quality Inn

5:00-6:00 PM - Social

6:00 PM - Dinner (\$15)

6:30 PM - Meeting

Reservations required. Call Ann at  
348-6907 before noon, March 24

**NO SHOWS WILL BE BILLED.**



Calendar information provided  
by Rapid City CVB.