

Visit Rapid City

Board of Directors Meeting

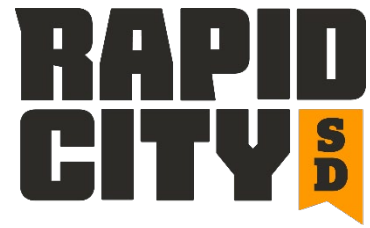
Combined with the Hotel BID Board of Directors

The Monument, Room 207

444 N Mt Rushmore Road

Thursday, April 09, 2026

10:00AM – 11:00AM



Call to Order

Tim Johnson

Consent Agenda

Tim Johnson

- 1) Meeting Agenda
- 2) February 2026 Meeting Minutes
- 3) Financial Statements
 - a. January 2026
 - b. February 2026

New Business

Tim Johnson/Ally Formanek

- 1) America 250 Sponsorship Opportunities
- 2) FIB Wealth Management Market Update
- 3) Legislative Update
- 4) 2025 Economic Impact Visitors Report
- 5) Main Street Square Event Series

Jamie Toennies

Suzie Lambert

Mike Derby

Other Business

Tim Johnson

Adjourn

Tim Johnson



MINUTES FOR THE BOARD OF DIRECTORS MEETING

Thursday, February 12, 2026

10:00 a.m. – 11:00 a.m.

The Monument

Combined with **Hotel BID Board of Directors Meeting**

VRC BOARD OF DIRECTORS

PRESENT

J. Scheitler
T. Johnson
K. Cook
S. Hull
L. Steffens

NON-VOTING MEMBERS

R. Jeffries
M. Thomson
L. Braun

ABSENT

M. Derby
S. Landguth

NON-VOTING MEMBERS

J. Brockelsby
J. Biegler
C. Baltzer

HOTEL BID BOARD OF DIRECTORS

PRESENT

J. Battocchio
L. Steffens
W. Lampert
S. Carter
K. Ratigan
S. Hull

NON-VOTING MEMBERS

T. Johnson
A. Formanek

ABSENT

G. Fawbush

NON-VOTING MEMBERS

Mayor Salamun
K. Maher

VRC STAFF –Ally Formanek, Domico Rodriguez, Laura Schluckebier, Tyson Steiger, Scott Lemon, Alyssa Halverson, Kaitlyn Sandland, Pomai Lindenthal

Call to Order

T. Johnson called the meeting to order at 10:02 a.m. at The Monument.

Consent Agenda

W. Lampert made a motion to approve the consent agenda including the meeting agenda, December 2025 VRC/BID meeting minutes, and November-December 2025 financials. L. Steffens seconded motion. Motion carried.

New Business

Legislative Outlook 2026

J. Diegel, Lancaster Management Group, provided the Board with an update on bills pertaining to employment verification, mining statutes, mobile wagering, and airport funding.

Election of New Board Members

The Nominating Committee recommends the following individuals for election to the Visit Rapid City Board of Directors:

- Curt Small – Elks Theatre
- Nate Stiefvater – Wild Sage/Dakotah Steakhouse/Minervas

J. Scheitler made a motion to approve the Nominating Committee's recommendation to elect Curt Small and Nate Stiefvater to the Visit Rapid City Board of Directors for a 3-year term ending December 31, 2028. L. Steffens seconded motion. Motion carried.

Staff Updates

A. Formanek reported that the Director of Marketing position at Visit Rapid City remains vacant, with recruitment efforts ongoing.

L. Sutterer announced Certified Tourism Association (CTA) classes are open for registration and encouraged new employees in the industry to participate. Additionally, beginning in May 2026, a downtown walking tour will be offered by Black Hills Adventure Tours.

D. Rodriguez reported the America Junior Golf Association Championships will be held in Rapid City in September 2026, with current efforts focused on securing sponsorships and establishing a steering committee.

Board Member Update

M. Thompson announced the 2026 Black Hills Vacation Guides are available upon request.

L. Braun provided an update on the upcoming America 250 celebration, noting that the event will take place July 2-4 in downtown Rapid City. The celebration is planned to include a street festival including vendors, food trucks, a drone show, live fireworks show, a parade, and a live stream of the Mount Rushmore firework display.

Other Business

N/A

Adjournment

Meeting adjourned at 10:28 a.m.

Respectfully submitted,
Laura Schluckebier, Senior Director of Operations
Visit Rapid City

Visit Rapid City
Balance Sheet
As of January 31, 2026

ASSETS	Total
Current Assets	
Bank Accounts	
1000 VRC Checking	386,510.84
1003 MSS Cash on Hand - Safe	7,014.00
1004 MSS Checking	318,588.08
1005 RCSC Checking	5,043.71
1006 City of Presidents Checking	117,437.74
1010 RC Sports Association Checking	23,995.40
1072 Bill.com Money Out Clearing	4,545.61
1100 VRC Savings	254,763.53
1150 VRC Cash Drawer	500.00
Total Cash	1,118,398.91
1600 VRC FIWM Portfolio	1,641,511.58
1601 MSS FIWM Account	431,061.38
1651 MSS Endowments	224,551.88
Total Bank Accounts	3,415,523.75
Accounts Receivable	
1400 Accounts Receivable	639,392.41 *
Total Accounts Receivable	639,392.41
Other Current Assets	
12000 Undeposited Funds	4,557.46
1300 Prepaid Insurance	7,340.33
1700 VRC Merchandise Inventory	7,611.60
1701 MSS Beverage Inventory	2,259.07
1703 MSS Merchandise Inventory	2,185.00
1800 MSS Prepaid Gift Cards	(10,374.39)
Total Other Current Assets	13,579.07
Total Current Assets	4,068,495.23
Fixed Assets	
1500 VRC Furniture and Equipment	370,021.74
1501 Accumulated Depreciation	(826,484.69) *
1502 VRC Leasehold Improvements	228,804.30
1503 MSS Equipment	916,174.01
1504 1280 Sum Place Bldg	459,633.93
1505 RCSC Equipment	33,230.00
1510 Lease Asset	86,419.80 *
Total Fixed Assets	1,267,799.09
TOTAL ASSETS	5,336,294.32

No CPA Provides Any Assurance on These Statements

Substantially All Disclosures Have Been Omitted

*This balance has not been updated for activity in this period.

Visit Rapid City
Balance Sheet
As of January 31, 2026

	Total
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	259,342.13
Total Accounts Payable	259,342.13
Credit Cards	
2310 Divvy Credit Card	23,655.01
Total Credit Cards	23,655.01
Other Current Liabilities	
2400 Payroll Liabilities	4,163.19
Total 2400 Payroll Liabilities	4,163.19
2450 RC Sports Association	23,723.79
2475 Deferred Revenue	2,500.00
25501 MSS Sales Tax Payable	2,990.67
Total Other Current Liabilities	33,377.65
Total Current Liabilities	316,374.79
Long-Term Liabilities	
2555 Lease Liability	88,841.87 *
Total Long-Term Liabilities	88,841.87
Total Liabilities	405,216.66
Equity	
3200 Unrestricted Net Assets	3,917,586.85
3201 Restricted Net Assets	253,557.00
3202 Board Designated Net Assets	926,818.00
Net Income	(166,884.19)
Total Equity	4,931,077.66
TOTAL LIABILITIES AND EQUITY	5,336,294.32

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Visit Rapid City

Profit and Loss

January 2026

	Total
Income	
4000 Revenue	
4100 BBB-Sales Tax Receipts	27.00
4300 Marketing Serv Fees-Partnership	30,750.00
4400 Investments	462.05
4500 Miscellaneous Revenue	70.92
4560 Sports Commission	50,000.00
4610 Ice Skating	35,854.34
4620 Events	90.00
4810 SD Department of Tourism	250,000.00
Total 4000 Revenue	367,254.31
Total Income	367,254.31
Cost of Goods Sold	
50000 Cost of Goods Sold	
5700 Merchandise Cost of Goods Sold	12.09
Total 50000 Cost of Goods Sold	12.09
Total Cost of Goods Sold	12.09
Gross Profit	367,242.22
Expenses	
5000 Office/Administrative	
5210 Rent	2,258.25
5215 Storage	943.41
5220 Utilities	3,433.92
5230 Equipment Lease and Purchase	1,385.82
5240 Equipment Maintenance	6,743.05
5250 Insurance	1,169.67
5305 Office Supplies	195.62
5335 Auto Expense	580.06
5360 Service Charges/Bank Fees	2,099.92
5390 Membership Dues	15,970.00
5400 Professional Fees	20,648.58
5600 Board - Travel and Expenses	16.89
Total 5000 Office/Administrative	55,445.19
5100 Employee Compensation & Benefit	
5150 Salaries	98,713.09
5175 Employee Benefits	10,264.41
5189 Payroll Taxes	10,090.97
5340 Training and Education	2,525.00
5350 Employee Relations	437.53
Total 5100 Employee Compensation & Benefit	122,031.00

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Visit Rapid City
Profit and Loss
January 2026

	Total
8100 Sales	
8101 Tradeshows	4,495.00
8102 FAMs/Site Visit	22.91
8105 CTA	471.66
8106 Servicing	1,091.74
8107 Sponsorships	2,116.54
Total 8100 Sales	8,197.85
8109 Marketing	
8110 Banners, Displays, Signage	4,376.84
8111 Print Advertising	33,024.60
8112 Broadcast	5,291.00
8113 Billboard/OOH	900.00
8114 Research/Planning	40,107.96
8115 Promo Items	3,260.07
8116 Digital	129,500.53
8117 Content Production	36,670.37
8118 Website	4,016.79
8120 Public Relations/Retainer/Agenc	2,155.28
8124 Events	1,429.35
8125 Printing and Copying	57,619.87
8126 Postage/Info Distribution	4,215.86
8127 Subscriptions	3,476.49
8128 Staff Travel	5,873.84
8130 City Improvement Projects	21,000.00
Total 8109 Marketing	352,918.85
Total Expenses	538,592.89
Net Operating Income	(171,350.67)
Other Income	
9100 Unrealized Gain/Loss on Investm	3.61
9101 Investment Interest/Dividends	5,153.95
Total Other Income	5,157.56
Other Expenses	
9200 Investment Fees	691.08
Total Other Expenses	691.08
Net Other Income	4,466.48
Net loss	(166,884.19)

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Visit Rapid City

Statement of Revenue and Expenses, Budgetary Basis

January 2026

	YTD Total		
	Actual	Budget	% of Budget
Income			
4000 Revenue			
4100 BBB-Sales Tax Receipts	27.00	1,638,854.00	0.00%
4300 Marketing Serv Fees-Partnership	30,750.00	52,500.00	58.57%
4400 Investments	462.05	8,400.00	5.50%
4500 Miscellaneous Revenue	462.05	5,280.00	8.75%
4610 Ice Skating	35,854.34	160,000.00	22.41%
4620 Events	-	126,000.00	0.00%
4810 SD Department of Tourism	-	250,000.00	0.00%
4200 BID	-	1,826,243.00	0.00%
4600 Trolley Revenue	-	65,000.00	0.00%
4700 Merchandise Revenue	-	25,000.00	0.00%
4800 Grants and Donations	-	537,000.00	0.00%
4811 America 250 - City of Rapid City	-	250,000.00	0.00%
4820 Partners in Progress	-	57,500.00	0.00%
4830 Sponsorship Income	-	62,500.00	0.00%
Total for 4000 Revenue	367,254.31	5,064,277.00	7.25%
Total for Income	367,254.31	5,064,277.00	7.25%
Cost of Goods Sold			
50000 Cost of Goods Sold			
5700 Merchandise Cost of Goods Sold	12.09	25,000.00	0.05%
Total for 50000 Cost of Goods Sold	12.09	25,000.00	0.05%
Total for Cost of Goods Sold	12.09	25,000.00	0.05%
Gross Profit	367,242.22	5,039,277.00	7.29%
Expenses			
5000 Office/Adminstrative			
5210 Rent	2,258.25	63,271.91	3.57%
5211 Property Tax Expense	-	6,000.00	0.00%
5215 Storage	943.41	7,501.00	12.58%
5220 Utilities	3,433.92	71,870.00	4.78%
5230 Equipment Lease and Purchase	1,385.82	107,220.00	1.29%
5240 Equipment Maintenance	6,743.05	80,000.00	8.43%
5250 Insurance	1,169.67	65,000.00	1.80%
5305 Office Supplies	195.62	11,574.00	1.69%
5335 Auto Expense	580.06	28,504.00	2.04%
5360 Service Charges/Bank Fees	2,099.92	23,600.00	8.90%
5390 Membership Dues	15,970.00	35,555.03	44.92%
5400 Professional Fees	20,648.58	250,092.00	8.26%
5600 Board - Travel and Expenses	16.89	4,500.00	0.38%
Total for 5000 Office/Adminstrative	55,445.19	754,687.94	7.35%
5150 Salaries	98,713.09	1,713,580.01	5.76%
5175 Employee Benefits	10,264.41	-	-
5189 Payroll Taxes	10,090.97	-	-
5340 Training and Education	2,525.00	35,900.00	7.03%
5350 Employee Relations	437.53	11,500.00	3.80%
Total for 5100 Employee Compensation & Benefit	122,031.00	1,760,980.01	6.93%

No CPA Provides Any Assurance on These Statements

Substantially All Disclosures Have Been Omitted

*This balance has not been updated for activity in this period.

Visit Rapid City
Statement of Revenue and Expenses, Budgetary Basis
January 2026

	YTD Total		
	Actual	Budget	% of Budget
8100 Sales			
8101 Tradeshows	4,495.00	20,000.00	22.48%
8102 FAMs/Site Visit	22.91	20,000.00	0.11%
8105 CTA	471.66	17,000.00	2.77%
8106 Servicing	1,091.74	12,500.00	8.73%
8107 Sponsorships/Partnerships	2,116.54	104,100.00	2.03%
8103 BID Fees/Business Development	-	72,500.00	0.00%
Total for 8100 Sales	8,197.85	246,100.00	3.33%
8109 Marketing			
8110 Banners, Displays, Signage	4,376.84	29,699.00	14.74%
8111 Print Advertising	33,024.60	80,338.00	41.11%
8112 Broadcast	5,291.00	19,500.00	27.13%
8113 Billboard/OOH	900.00	24,349.00	3.70%
8114 Research/Planning	40,107.96	100,855.48	39.77%
8115 Promo Items	3,260.07	43,498.00	7.49%
8116 Digital	129,500.53	768,270.00	16.86%
8117 Content Production	36,670.37	138,642.00	26.45%
8118 Website	4,016.79	74,361.00	5.40%
8120 Public Relations/Retainer/Agenc	2,155.28	172,000.00	1.25%
8124 Events	1,429.35	121,700.00	1.17%
8125 Printing and Copying	57,619.87	86,776.00	66.40%
8126 Postage/Info Distribution	4,215.86	31,344.00	13.45%
8127 Subscriptions	3,476.49	153,976.12	2.26%
8128 Staff Travel	5,873.84	72,200.00	8.14%
8130 City Improvement Projects	21,000.00	360,000.00	5.83%
Total for 8109 Marketing	352,918.85	2,277,508.60	15.50%
Total for Expenses	538,592.89	5,039,276.55	10.69%
Net Operating Income	(171,350.67)	0.45	
Other Income			
9100 Unrealized Gain/Loss on Investm	3.61	-	0%
9101 Investment Interest/Dividends	5,153.95	-	0%
9102 Realized Gain/Loss on Investments	-	-	0%
Total for Other Income	5,157.56	-	
Other Expenses			
9200 Investment Fees	691.08	-	0%
9201 Interest Expense	-	-	0%
Total for Other Expenses	691.08	-	
Net Other Income	4,466.48	-	
Net loss	(166,884.19)	0.45	

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Visit Rapid City
Balance Sheet
As of February 28, 2026

ASSETS	Total
Current Assets	
Bank Accounts	
1000 VRC Checking	205,537.51
1003 MSS Cash on Hand - Safe	7,014.00
1004 MSS Checking	252,905.28
1005 RCSC Checking	5,043.71
1006 City of Presidents Checking	96,437.74
1010 RC Sports Association Checking	23,996.32
1072 Bill.com Money Out Clearing	4,312.03
1100 VRC Savings	255,130.95
1150 VRC Cash Drawer	500.00
Total Cash	850,877.54
1600 VRC FIWM Portfolio	1,645,396.97
1601 MSS FIWM Account	431,621.00
1651 MSS Endowments	224,551.88
Total Bank Accounts	3,152,447.39
Accounts Receivable	
1400 Accounts Receivable	886,363.41 *
Total Accounts Receivable	886,363.41
Other Current Assets	
12000 Undeposited Funds	4,557.46
1300 Prepaid Insurance	38,934.82
1700 VRC Merchandise Inventory	7,611.60
1701 MSS Beverage Inventory	191.12
1703 MSS Merchandise Inventory	2,173.00
1800 MSS Prepaid Gift Cards	(10,867.39)
Total Other Current Assets	42,600.61
Total Current Assets	4,081,411.41
Fixed Assets	
1500 VRC Furniture and Equipment	370,021.74
1501 Accumulated Depreciation	(826,484.69) *
1502 VRC Leasehold Improvements	228,804.30
1503 MSS Equipment	916,174.01
1504 1280 Sum Place Bldg	459,633.93
1505 RCSC Equipment	33,230.00
1510 Lease Asset	86,419.80 *
Total Fixed Assets	1,267,799.09
TOTAL ASSETS	5,349,210.50

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Visit Rapid City
Balance Sheet
As of February 28, 2026

	<u>Total</u>
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 Accounts Payable	147,531.25
Total Accounts Payable	<u>147,531.25</u>
Credit Cards	
2310 Divvy Credit Card	30,849.10
Total Credit Cards	<u>30,849.10</u>
Other Current Liabilities	
2400 Payroll Liabilities	3,437.43
Total 2400 Payroll Liabilities	<u>3,437.43</u>
2450 RC Sports Association	24,224.71
2475 Deferred Revenue	2,500.00
25501 MSS Sales Tax Payable	1,332.97
Total Other Current Liabilities	<u>31,495.11</u>
Total Current Liabilities	<u>209,875.46</u>
Long-Term Liabilities	
2555 Lease Liability	88,841.87 *
Total Long-Term Liabilities	<u>88,841.87</u>
Total Liabilities	<u>298,717.33</u>
Equity	
3200 Unrestricted Net Assets	3,896,124.74
3201 Restricted Net Assets	253,557.00 *
3202 Board Designated Net Assets	926,818.00 *
Net Loss	(26,006.57)
Total Equity	<u>5,050,493.17</u>
TOTAL LIABILITIES AND EQUITY	<u><u>5,349,210.50</u></u>

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Substantially All Disclosures Have Been Omitted
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Visit Rapid City

Profit and Loss

February 2026

	Total
Income	
4000 Revenue	
4100 BBB-Sales Tax Receipts	111,820.28
4200 BID	85,961.70
4400 Investments	432.52
4500 Miscellaneous Revenue	197.41
4610 Ice Skating	13,906.46
4620 Events	5,114.76
4700 Merchandise Revenue	31.08
4800 Grants and Donations	41,500.00
4811 America 250 - City of Rapid City	250,000.00
Total 4000 Revenue	508,964.21
49900 Uncategorized Income	1,145.56
Total Income	510,109.77
Cost of Goods Sold	
50000 Cost of Goods Sold	
5700 Merchandise Cost of Goods Sold	105.08
Total 50000 Cost of Goods Sold	105.08
Total Cost of Goods Sold	105.08
Gross Profit	510,004.69
Expenses	
5000 Office/Administrative	
5210 Rent	5,249.79
5215 Storage	271.73
5220 Utilities	2,322.83
5230 Equipment Lease and Purchase	4,566.56
5240 Equipment Maintenance	9,917.54
5250 Insurance	7,465.51
5305 Office Supplies	1,448.56
5335 Auto Expense	1,557.61
5360 Service Charges/Bank Fees	1,116.62
5390 Membership Dues	50.00
5400 Professional Fees	14,736.64
5401 Professional Fees-Legal	1,840.75
5402 Professional Fees-Accounting	19,454.95
Total 5000 Office/Administrative	69,999.09
5100 Employee Compensation & Benefit	
5150 Salaries	95,060.51
5175 Employee Benefits	7,589.83
5189 Payroll Taxes	9,109.60
5340 Training and Education	2,763.00
5350 Employee Relations	181.32
Total 5100 Employee Compensation & Benefits	114,704.26

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Visit Rapid City
Profit and Loss
February 2026

	Total
8100 Sales	
8101 Tradeshows	4,315.45
8102 FAMs/Site Visit	3,974.44
8103 BID Fees/Business Development	25,000.00
8106 Servicing	235.76
8107 Sponsorships	100.74
Total 8100 Sales	33,626.39
8109 Marketing	
8110 Banners, Displays, Signage	1,716.77
8111 Print Advertising	2,400.00
8112 Broadcast	(300.00)
8113 Billboard/OOH	1,050.00
8114 Research/Planning	13,557.68
8115 Promo Items	4,559.80
8116 Digital	72,058.50
8117 Content Production	5,097.60
8118 Website	3,846.29
8120 Public Relations/Retainer/Agenc	12,030.59
8124 Events	2,613.57
8125 Printing and Copying	6,061.47
8126 Postage/Info Distribution	2,533.88
8127 Subscriptions	20,368.45
8128 Staff Travel	6,485.51
8999 Cash Over/Short	(0.01)
Total 8109 Marketing	154,080.10
Total Expenses	372,409.84
Net Operating Income	137,594.85
Other Income	
9100 Unrealized Gain/Loss on Investm	(2,497.21)
9101 Investment Interest/Dividends	7,635.20
Total Other Income	5,137.99
Other Expenses	
9200 Investment Fees	692.98
Total Other Expenses	692.98
Net Other Income	4,445.01
Net Income	142,039.86

Visit Rapid City

Statement of Revenue and Expenses, Budgetary Basis

February 2026

	YTD Total		
	Actual	Budget	% of Budget
Income			
4000 Revenue			
4100 BBB-Sales Tax Receipts	111,820.28	1,638,854.00	6.82%
4200 BID	85,961.70	1,826,243.00	4.71%
4300 Marketing Serv Fees-Partnership	30,750.00	52,500.00	58.57%
4400 Investments	894.57	8,400.00	10.65%
4500 Miscellaneous Revenue	295.33	5,280.00	5.59%
4610 Ice Skating	49,760.80	160,000.00	31.10%
4620 Events	5,385.97	126,000.00	4.27%
4810 SD Department of Tourism	250,000.00	250,000.00	100.00%
4600 Trolley Revenue	-	65,000.00	0.00%
4700 Merchandise Revenue	31.08	25,000.00	0.12%
4800 Grants and Donations	91,500.00	537,000.00	17.04%
4811 America 250 - City of Rapid City	250,000.00	250,000.00	100.00%
4820 Partners in Progress	-	57,500.00	0.00%
4830 Sponsorship Income	-	62,500.00	0.00%
Total for 4000 Revenue	876,399.73	5,064,277.00	17.31%
49900 Uncategorized Income	1,145.56	-	
Total for Income	877,545.29	5,064,277.00	17.33%
Cost of Goods Sold			
50000 Cost of Goods Sold			
5700 Merchandise Cost of Goods Sold	117.17	25,000.00	0.47%
Total for 50000 Cost of Goods Sold	117.17	25,000.00	0.47%
Total for Cost of Goods Sold	117.17	25,000.00	0.47%
Gross Profit	877,428.12	5,039,277.00	17.41%
Expenses			
5000 Office/Administrative			
5210 Rent	7,999.56	63,271.91	12.64%
5211 Property Tax Expense	-	6,000.00	0.00%
5215 Storage	1,215.14	7,501.00	16.20%
5220 Utilities	6,873.55	71,870.00	9.56%
5230 Equipment Lease and Purchase	5,952.38	107,220.00	5.55%
5240 Equipment Maintenance	16,660.59	80,000.00	20.83%
5250 Insurance	2,888.18	65,000.00	4.44%
5305 Office Supplies	1,644.18	11,574.00	14.21%
5335 Auto Expense	2,137.67	28,504.00	7.50%
5360 Service Charges/Bank Fees	3,227.45	23,600.00	13.68%
5390 Membership Dues	16,020.00	35,555.03	45.06%
5400 Professional Fees	35,385.22	250,092.00	14.15%
5401 Professional Fees-Legal	1,840.75	-	0.00%
5402 Professional Fees-Accounting	19,454.95	-	0.00%
5600 Board - Travel and Expenses	16.89	4,500.00	0.38%
Total for 5000 Office/Administrative	121,316.51	754,687.94	16.08%
5150 Salaries	193,773.60	1,713,580.01	11.31%
5175 Employee Benefits	17,854.24	-	-
5189 Payroll Taxes	19,200.57	-	-
5340 Training and Education	5,288.00	35,900.00	14.73%
5350 Employee Relations	618.85	11,500.00	5.38%
Total for 5100 Employee Compensation & Benefits	236,735.26	1,760,980.01	13.44%

No CPA Provides Any Assurance on These Statements

Substantially All Disclosures Have Been Omitted

*This balance has not been updated for activity in this period.

Visit Rapid City
Statement of Revenue and Expenses, Budgetary Basis
February 2026

	YTD Total		
	Actual	Budget	% of Budget
8100 Sales			
8101 Tradeshows	4,315.45	20,000.00	21.58%
8102 FAMs/Site Visit	3,997.35	20,000.00	19.99%
8105 CTA	471.66	17,000.00	2.77%
8106 Servicing	1,327.50	12,500.00	10.62%
8107 Sponsorships/Partnerships	2,217.28	104,100.00	2.13%
8103 BID Fees/Business Development	25,000.00	72,500.00	34.48%
Total for 8100 Sales	37,329.24	246,100.00	15.17%
8109 Marketing			
8110 Banners, Displays, Signage	6,093.61	29,699.00	20.52%
8111 Print Advertising	35,424.60	80,338.00	44.09%
8112 Broadcast	9,991.00	19,500.00	51.24%
8113 Billboard/OOH	1,950.00	24,349.00	8.01%
8114 Research/Planning	52,636.86	100,855.48	52.19%
8115 Promo Items	7,819.87	43,498.00	17.98%
8116 Digital	201,559.03	768,270.00	26.24%
8117 Content Production	41,767.97	138,642.00	30.13%
8118 Website	7,863.08	74,361.00	10.57%
8120 Public Relations/Retainer/Agenc	14,185.87	172,000.00	8.25%
8124 Events	4,042.92	121,700.00	3.32%
8125 Printing and Copying	63,681.34	86,776.00	73.39%
8126 Postage/Info Distribution	6,749.74	31,344.00	21.53%
8127 Subscriptions	29,839.94	153,976.12	19.38%
8128 Staff Travel	12,359.35	72,200.00	17.12%
8130 City Improvement Projects	21,000.00	360,000.00	5.83%
8999 Cash Over/Short	(0.01)	-	0.00%
Total for 8109 Marketing	516,965.17	2,277,508.60	22.70%
Total for Expenses	912,346.18	5,039,276.55	18.10%
Net Operating Loss	(34,918.06)	-	
Other Income			
9100 Unrealized Gain/Loss on Investm	(2,493.60)	-	0.00%
9101 Investment Interest/Dividends	12,789.15	-	0.00%
Total for Other Income	10,295.55	-	
Other Expenses			
9200 Investment Fees	1,384.06	-	0.00%
Total for Other Expenses	1,384.06	-	-
Net Other Income	8,911.49	-	
Net loss	(26,006.57)	-	

No CPA Provides Any Assurance on These Statements

Substantially All Disclosures Have Been Omitted

*This balance has not been updated for activity in this period.

2025

Economic Impact of Visitors to Rapid City, South Dakota



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Introduction

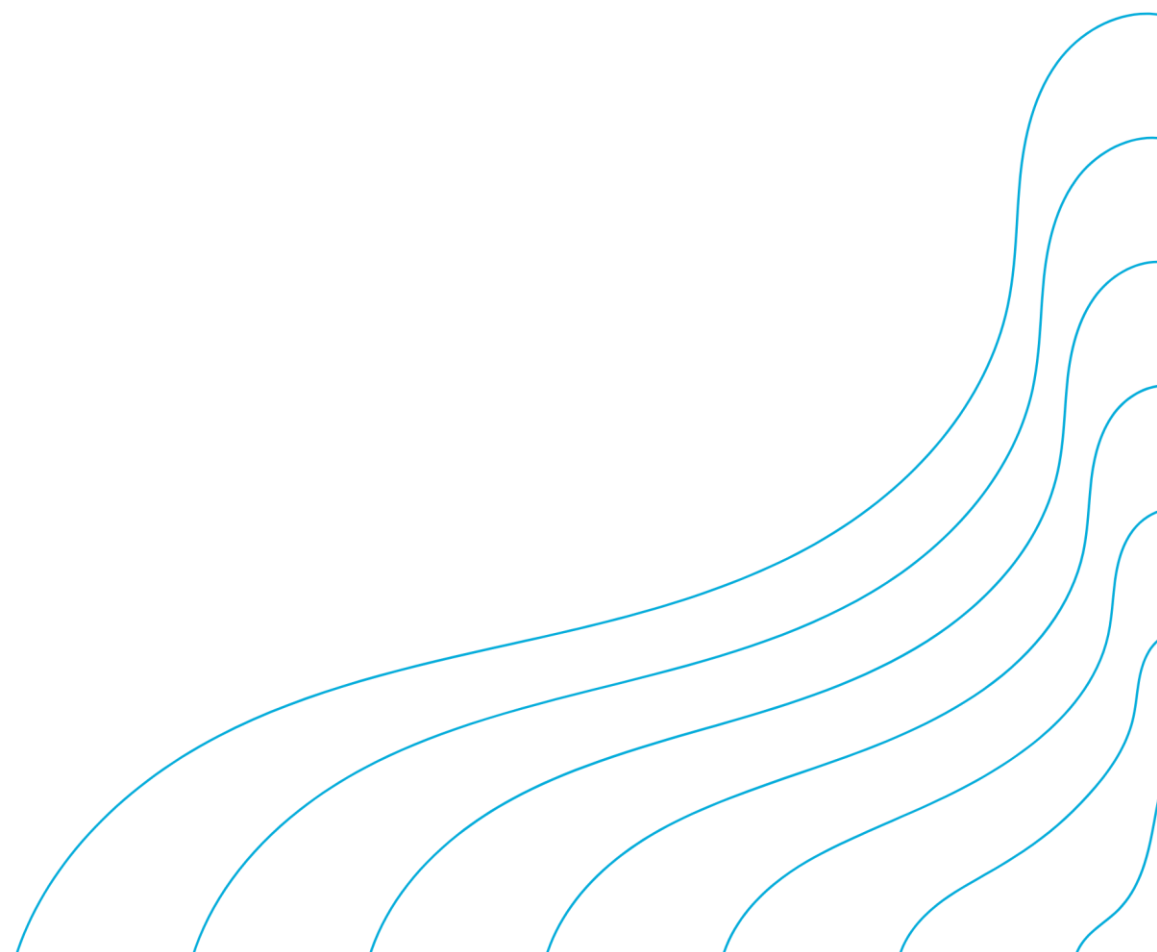
Visitors are integral to Rapid City's economy, generating significant financial benefits for residents and local businesses. Visitor activity also produces substantial tax revenue which supports government services.

Credible measurements of the visitor economy are designed to inform policy decisions that foster the sector's development.

To quantify the significance of Rapid City's visitor economy, Tourism Economics developed a comprehensive analysis of visitor spending and its total economic impact on businesses, employment, personal income, and taxes. At a high level, our approach includes the following stages:

- Compilation of visitor statistics
- Compilation of industry data
- Compilation of government data
- Analysis of visitor spending by category
- Economic impact modeling

KEY FINDINGS



Key Findings

Visitors Generate Significant Economic Impact

In 2025, nearly **3.9 million visitors** spent **\$527.3 million** in the Rapid City economy, generating a total economic impact of **\$776.2 million**.



3.9M VISITORS TO RAPID CITY



\$527.3M VISITOR SPENDING



\$776.2M TOTAL ECONOMIC IMPACT



\$274.8M TOTAL PERSONAL INCOME



7,704 TOTAL JOBS SUPPORTED



\$55.5M STATE AND LOCAL TAXES



Results in Context

The visitor economy is an economic pillar in Rapid City. In 2025, visitor spending supported one-in-10 jobs in Rapid City. In addition:



\$527.3M VISITOR SPENDING

Visitors spent \$1.4 million per day, on average, in Rapid City.



\$274.8M PERSONAL INCOME

This is equivalent to \$8,500 per resident household, regardless of any connection to the visitor economy.



7,704 JOBS

The visitor economy sustained 9.6% of all jobs in Rapid City. These employees could fill O'Hara Stadium nearly two times over.

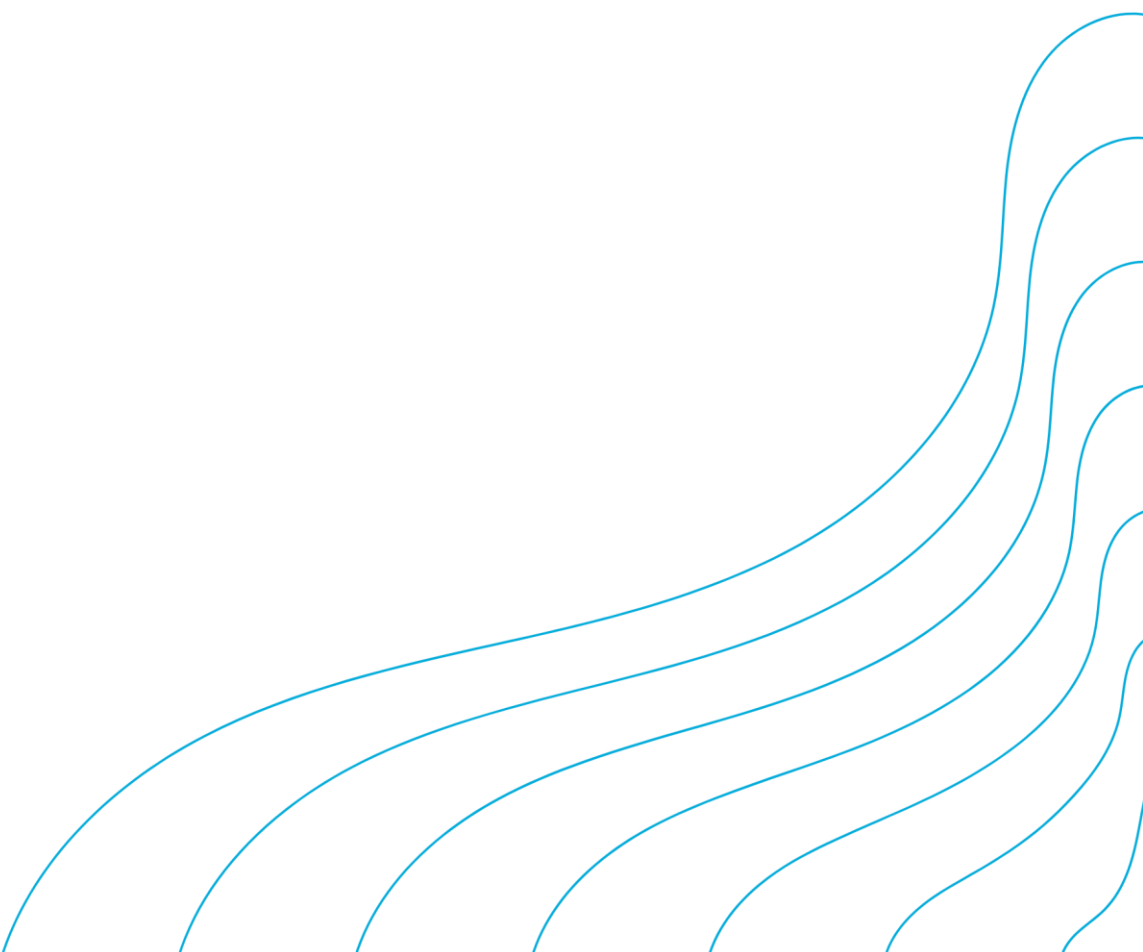


\$55.5M TOTAL STATE & LOCAL TAXES

Each household in Rapid City would need to be taxed an additional \$1,700 to replace the visitor-generated taxes received by state and local governments in 2025.



VISITOR VOLUME & SPENDING



Rapid City welcomed **3.9 million** visitors who spent **\$527.3 million** in 2025.

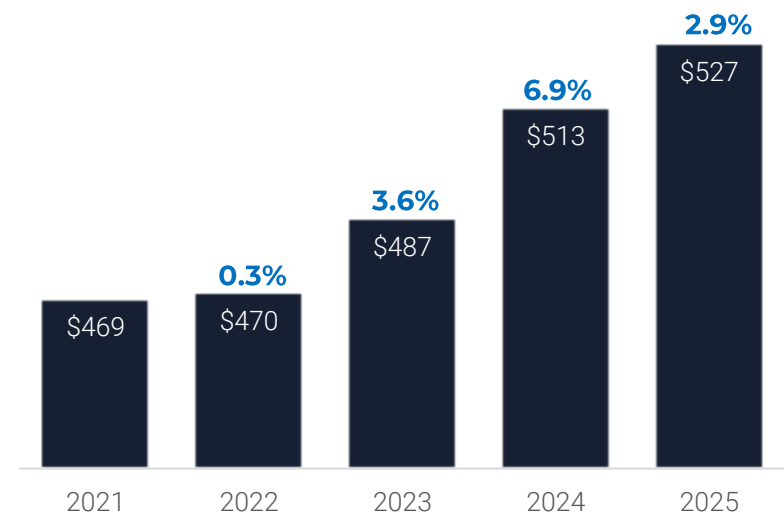


Visitor Spending

Visitor spending increased 2.9% in 2025, reaching \$527 million. Of the \$527 million spent, food and beverage purchases accounted for \$157 million—29.8% of all visitor spending. Lodging spending, including short-term rentals and spending on second homes, represented 29.7% of total visitor spending, \$156 million.

Rapid City Visitor Spending

\$ millions



Source: Tourism Economics

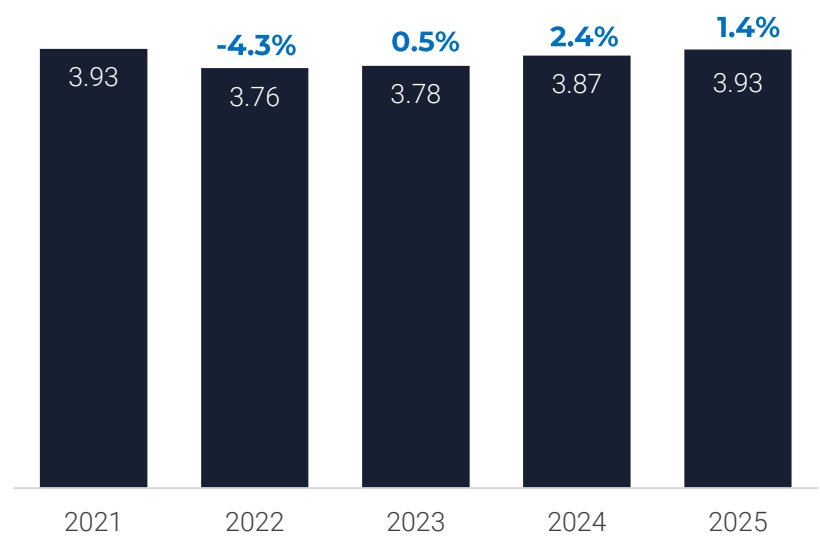
Note: Lodging includes all accommodation types.

Visitor Volume

In 2025, 3.9 million visitors traveled to Rapid City, an increase of (1.4%) compared to the previous year. The growth in visitor volume was driven by the day segment (+3.0%) but partially offset by a slight decline in overnight visitors (-0.3%).

Rapid City Visitor Volume

millions



Source: Tourism Economics

Visitor Spending Trends

Visitor spending in Rapid City increased 2.9% to a record \$527 million in 2025. Spending increased across most sectors, buoyed by price increases and day demand growth, which offset the decline in overnight demand.

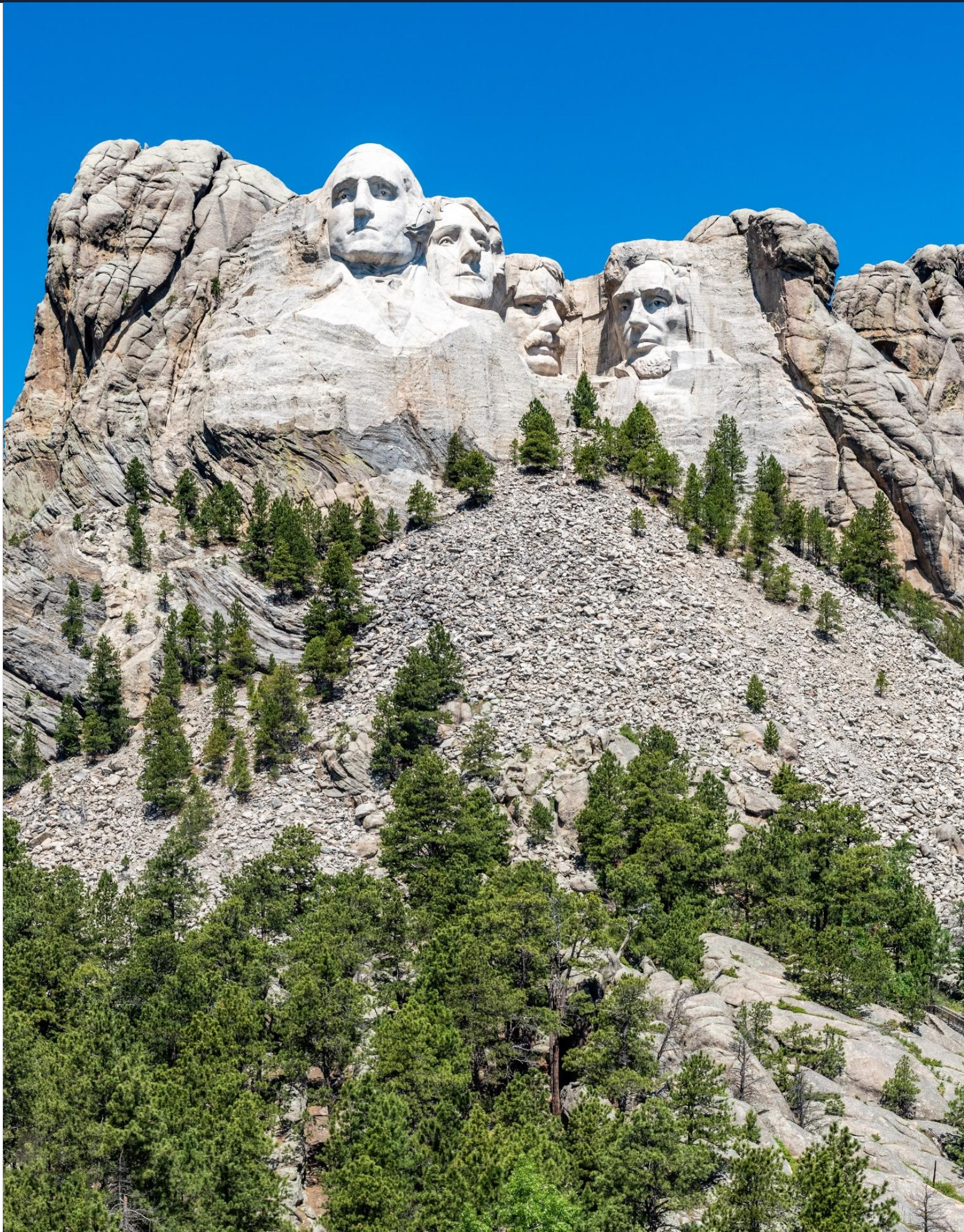
By category, food and beverage spending led growth in 2025, rising 4.5%. Recreation and lodging spending both posted solid gains of 4.0% and 3.6%, respectively, year-over-year. Transportation declined 1.7%, a result of falling gas prices and reduced demand in ground transportation.

Rapid City Visitor Spending
\$ millions

	2021	2022	2023	2024	2025	2025 Growth
Total visitor spending	\$468.8	\$470.2	\$487.3	\$512.7	\$527.3	2.9%
Food & beverage	\$136.0	\$138.4	\$142.0	\$150.2	\$157.0	4.5%
Lodging	\$142.2	\$135.9	\$141.1	\$151.0	\$156.4	3.6%
Retail	\$79.9	\$80.4	\$83.5	\$87.6	\$89.4	2.1%
Transportation	\$68.7	\$72.8	\$76.4	\$77.2	\$76.0	-1.7%
Recreation & entertainment	\$42.1	\$42.8	\$44.3	\$46.7	\$48.5	4.0%

Source: Tourism Economics

Note: Lodging includes all accommodation types.



Visitor Volume Segments

Rapid City welcomed 3.9 million visitors in 2025, up nearly 54,000 from 2024.

Day visitors led growth, increasing 3.0% to 2.1 million, representing 53.1% of all visitors.

Overnight visits declined for a fourth consecutive year, falling 0.3% year-over-year to 1.8 million and accounting for 46.9% of all visitors to Rapid City.

Rapid City Visitor Volume Share, by Segment
% total volume



Source: Tourism Economics

Visitor Spending Segments

Visitor spending in Rapid City grew 2.9% in 2025 with day visitor spending growth (5.5%) outpacing overnight (2.1%).

As overnight visitors typically spend more than day visitors, overnight visitor spending continued to represent the majority of spending, comprising 76.4% of total visitor spending in Rapid City in 2025.

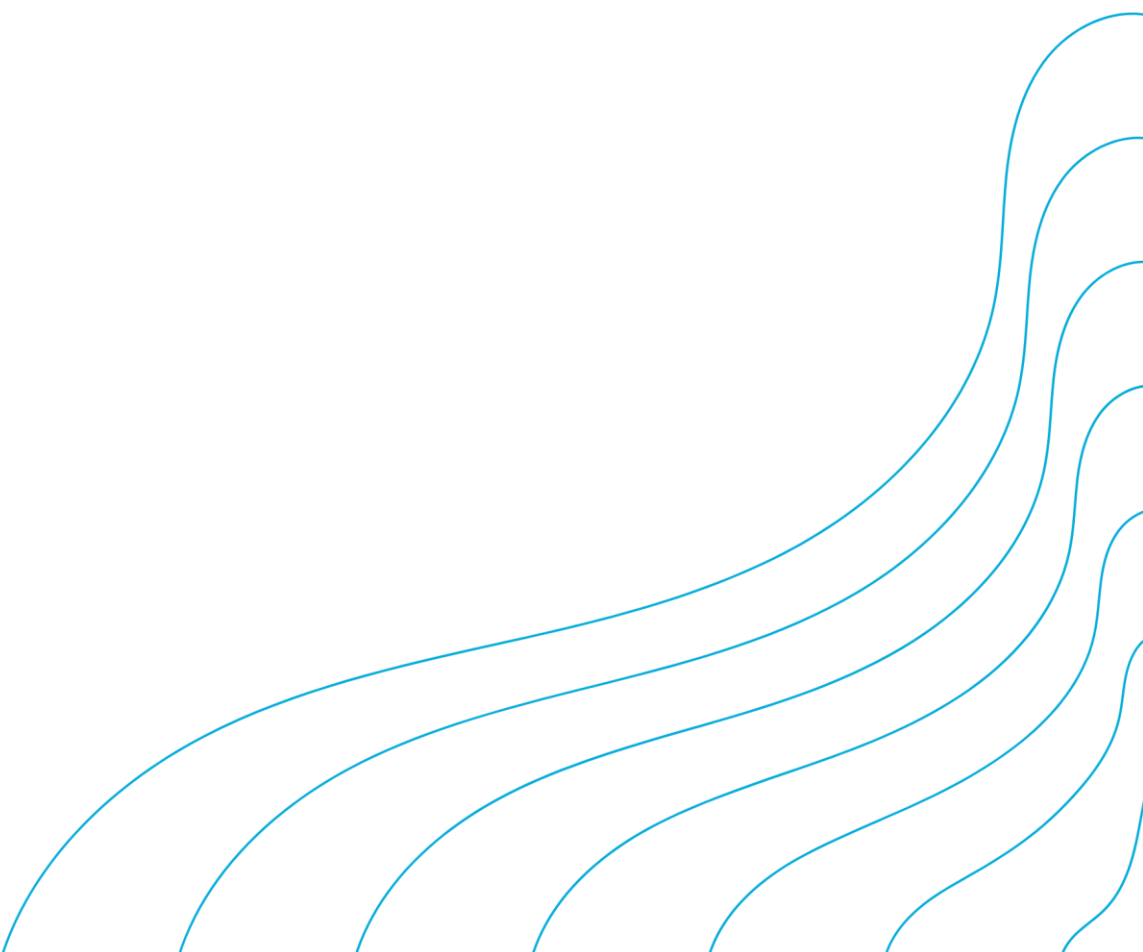
Rapid City Spending Share, by Segment
% total spending



Source: Tourism Economics



ECONOMIC IMPACT METHODOLOGY



Economic Impact Methodology

The development of visitor economy impact modeling begins with a comprehensive demand-side analysis. Visitor survey data provides estimates on the volume of visitors by type and their spending in specific industries (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type, as well as employment and personal income by industry, are used to supplement and confirm demand-side visitor spending calculations.

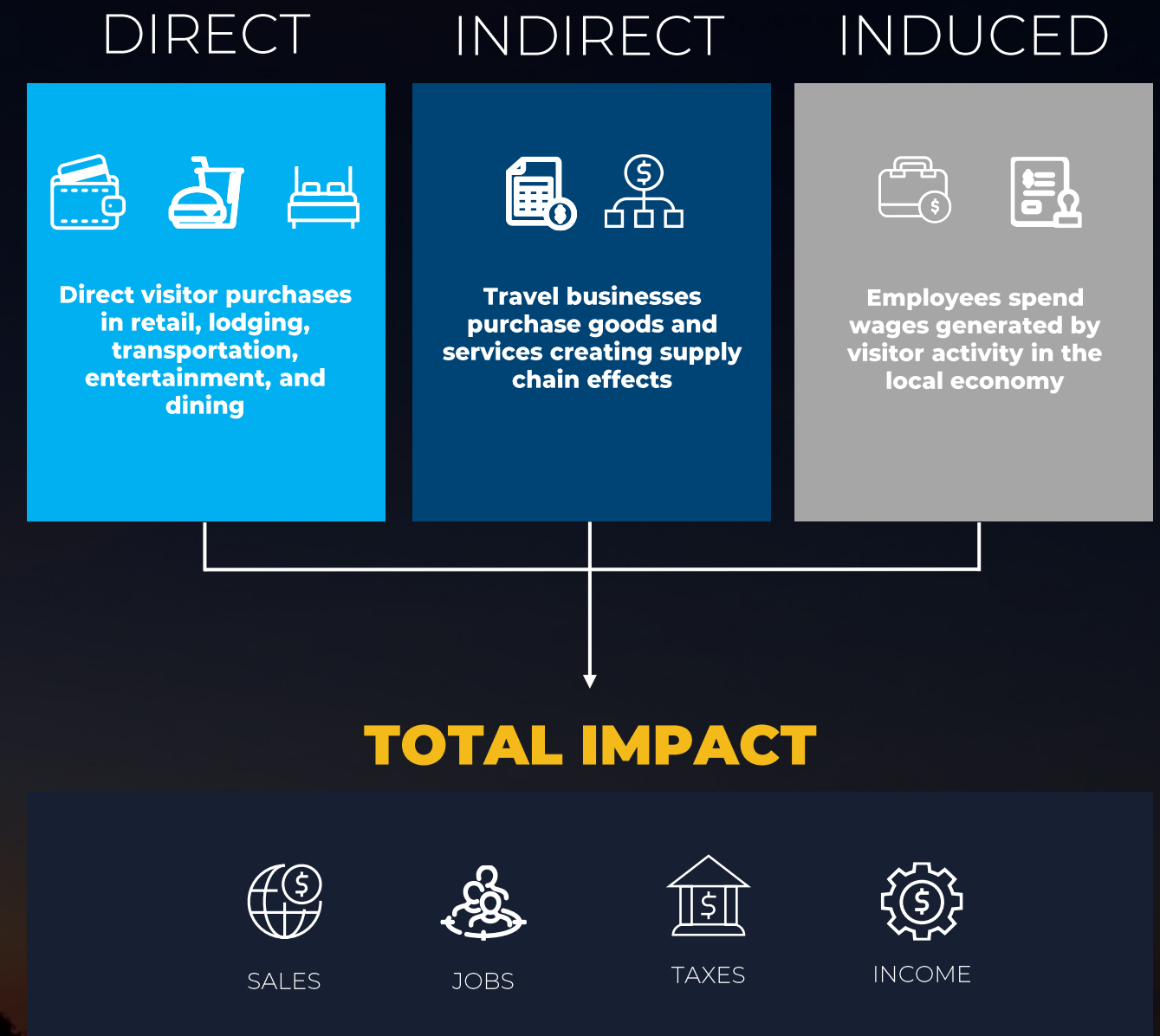
This provides a detailed profile of visitor spending by industry, which is then connected to a local input-output (I-O) economic impact model constructed within the IMPLAN platform. This uses government (Bureau of Economic Analysis and Census) data to trace the flow of visitors through the local economy and its effects on businesses, households, and government. The model quantifies three levels of impact:

- 1. Direct impacts:** Visitor spending creates direct economic value within a defined set of sectors. This supports a proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Businesses providing direct services to visitors purchase goods and services, generating additional impacts called indirect impacts or supply-chain effects.
- 3. Induced impacts:** Additional business activity is generated as employees spend incomes locally that are earned due to visitor activity. This is called the induced impact or income effect.

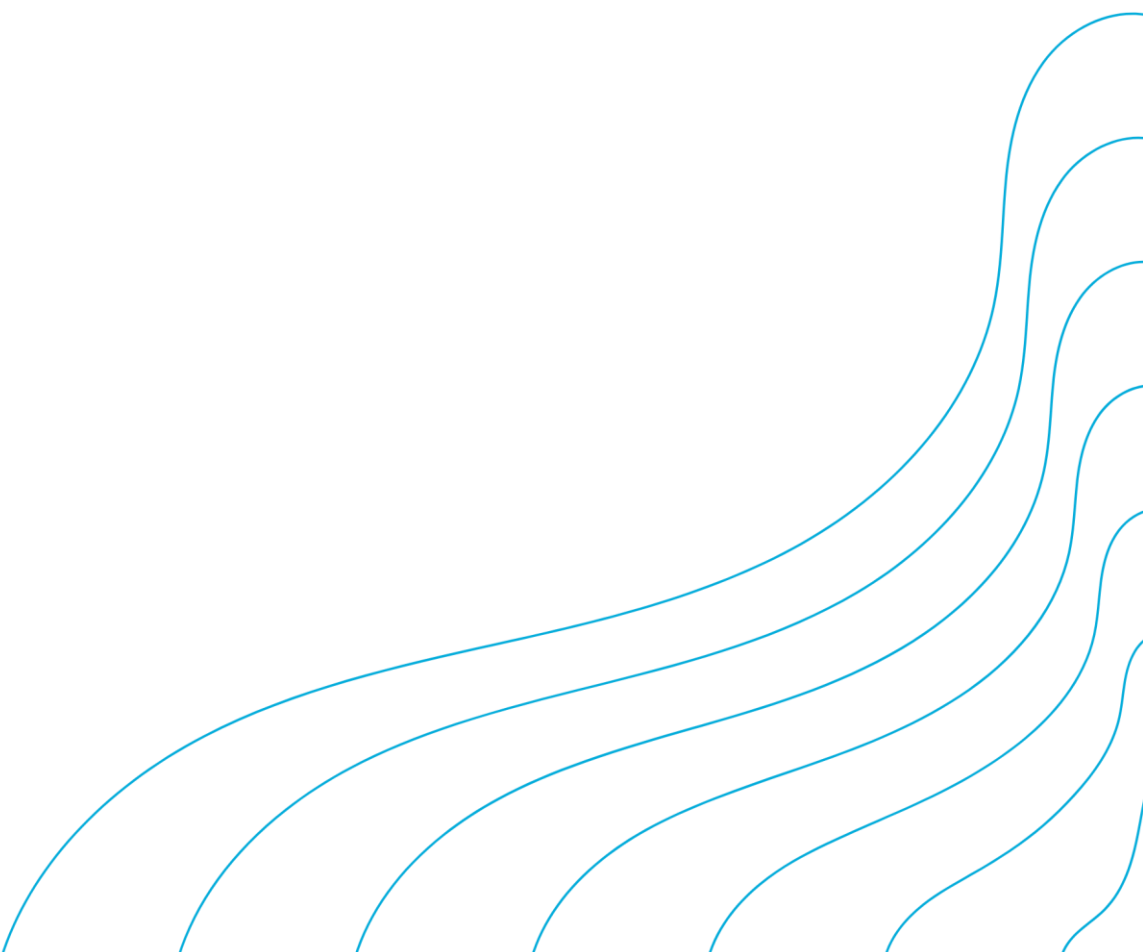
The model calculates these three levels of impact—direct, indirect, and induced—for the following metrics:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes

Economic Impact Model



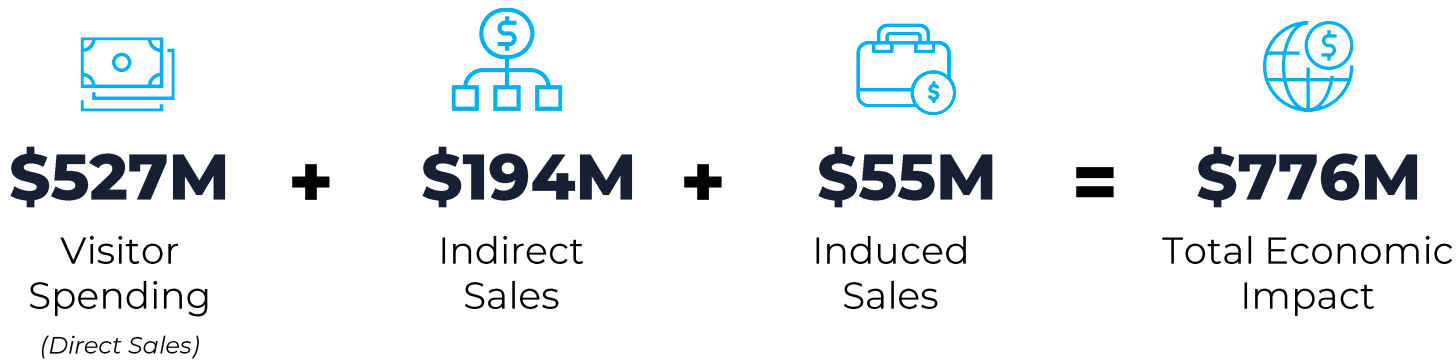
ECONOMIC IMPACT



Business Sales Impacts

Direct business sales totaled \$527 million in Rapid City in 2025. These direct impacts generated an additional \$249 million through supply chain (indirect) and income (induced) effects.

As a result, the total economic impact of visitors reached \$776 million.



Business Sales by Industry (2025)

\$ millions

	Direct Business Sales	Indirect Business Sales	Induced Business Sales	Total Business Sales
Total, all industries	\$527.3	\$194.3	\$54.5	\$776.2
Lodging	\$150.2	\$0.0	\$0.0	\$150.2
Food & Beverage	\$125.6	\$10.5	\$4.2	\$140.3
Retail Trade	\$120.4	\$3.6	\$4.7	\$128.7
Finance, Insurance, Real Estate	\$10.6	\$48.9	\$13.8	\$73.3
Gasoline Stations	\$62.9	\$0.1	\$0.3	\$63.3
Business Services	\$1.0	\$57.0	\$4.1	\$62.1
Recreation and Entertainment	\$44.2	\$3.0	\$1.0	\$48.2
Construction and Utilities		\$25.0	\$1.9	\$27.0
Other Transport	\$9.5	\$8.6	\$1.0	\$19.1
Communications		\$15.3	\$1.7	\$17.0
Education and Health Care		\$0.8	\$14.6	\$15.5
Personal Services	\$3.0	\$6.7	\$3.8	\$13.5
Wholesale Trade		\$10.4	\$2.7	\$13.1
Manufacturing		\$2.3	\$0.4	\$2.7
Government		\$1.3	\$0.1	\$1.4
Agriculture, Fishing, Mining		\$0.5	\$0.1	\$0.6
Air Transport		\$0.3	\$0.1	\$0.4

Source: Tourism Economics

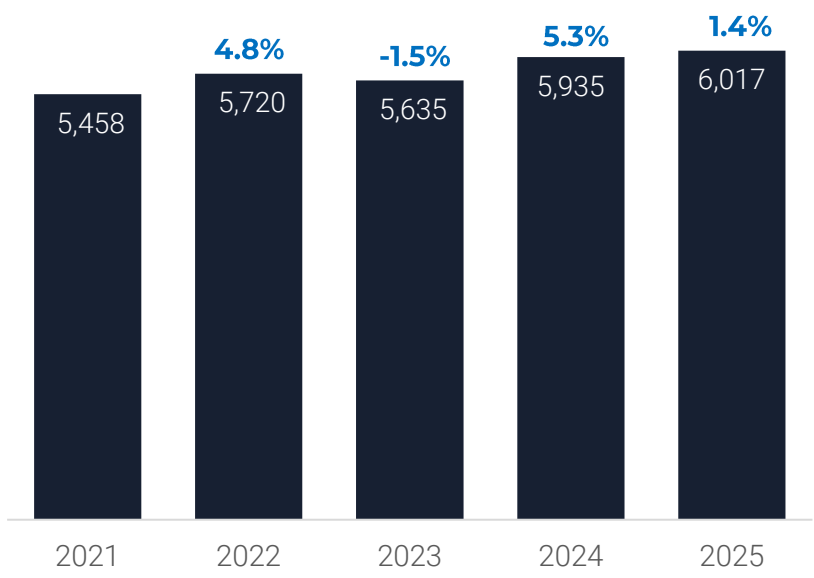
Visitor spending generated a total economic impact of **\$776 million** across the economy.



Direct Employment

Employment directly supported by visitor activity increased 1.4% in 2025, reaching 6,017 jobs. Overall, direct tourism jobs accounted for 7.5% of all jobs in Rapid City in 2025.

Visitor-Supported Employment in Rapid City jobs

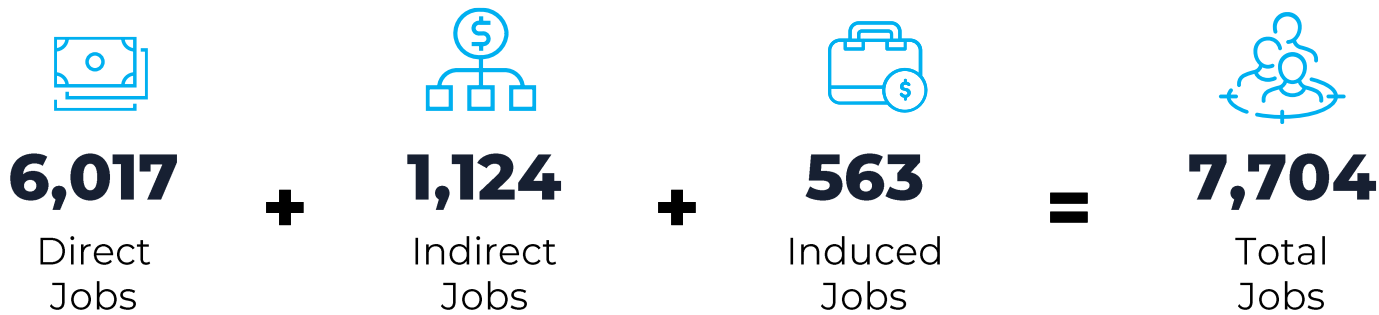


Source: Tourism Economics



Employment Impacts

Visitor activity sustained 6,017 direct jobs in 2025, with an additional 1,687 jobs supported from the indirect and induced impacts of visitor activity. Total employment impacts tallied 7,704 in 2025, translating to one-in-10 jobs in Rapid City.



Employment by Industry (2025)

jobs

	Direct Jobs	Indirect Jobs	Induced Jobs	Total Jobs
Total, all industries	6,017	1,124	563	7,704
Food & Beverage	2,079	151	89	2,319
Lodging	1,407	0	0	1,407
Retail Trade	1,152	32	75	1,259
Recreation and Entertainment	638	62	23	722
Gasoline Stations	502	1	4	507
Business Services	8	339	46	393
Finance, Insurance and Real Estate	22	251	64	337
Other Transport	127	80	14	220
Personal Services	83	67	68	218
Education and Health Care		11	151	163
Wholesale Trade		33	13	46
Communications		40	6	46
Construction and Utilities		34	5	39
Government		12	1	14
Manufacturing		8	2	10
Agriculture, Fishing, Mining		2	2	4
Air Transport		1	1	2

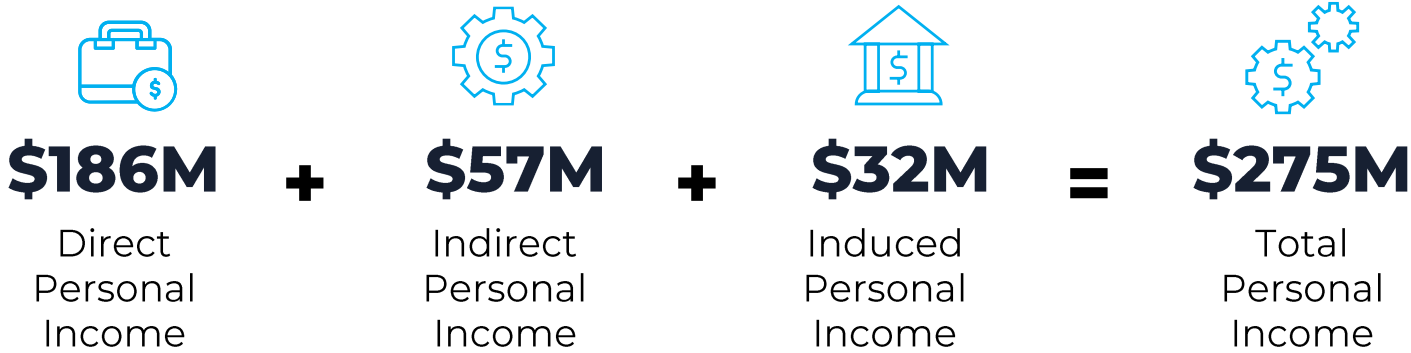
Source: Tourism Economics

Visitor spending supports **one-in-10 of all jobs** in Rapid City, including 2,319 in the food and beverage industry.



Personal Income Impacts

Visitor activity generated nearly \$186 million in direct personal income in 2025. Including \$89 million in indirect and induced impacts, employees received \$275 million in personal income.



Personal Income by Industry (2025)

\$ millions

	Direct Personal Income	Indirect Personal Income	Induced Personal Income	Total Personal Income
Total, all industries	\$185.8	\$56.9	\$32.1	\$274.8
Food & Beverage	\$58.7	\$4.7	\$2.7	\$66.1
Lodging	\$47.9	\$0.0	\$0.0	\$47.9
Retail Trade	\$38.6	\$1.1	\$2.6	\$42.3
Business Services	\$0.4	\$23.8	\$3.0	\$27.2
Gasoline Stations	\$17.3	\$0.0	\$0.1	\$17.5
Recreation and Entertainment	\$13.8	\$0.6	\$0.4	\$14.8
Education and Health Care		\$0.4	\$14.0	\$14.4
Finance, Insurance and Real Estate	\$0.7	\$8.9	\$3.0	\$12.7
Personal Services	\$3.0	\$3.6	\$2.9	\$9.6
Other Transport	\$5.4	\$3.4	\$0.7	\$9.5
Wholesale Trade		\$2.8	\$1.2	\$3.9
Construction and Utilities		\$3.3	\$0.5	\$3.8
Communications		\$2.5	\$0.4	\$2.9
Government		\$1.1	\$0.1	\$1.3
Manufacturing		\$0.5	\$0.1	\$0.6
Air Transport		\$0.1	\$0.1	\$0.2
Agriculture, Fishing, Mining		\$0.1	\$0.1	\$0.2

Source: Tourism Economics



Tax Impacts

Visitor activity generated \$117 million in government revenues in 2025. State and local taxes alone tallied \$55 million. Each household in Rapid City would need to be taxed an additional \$1,700 to replace the total visitor-generated taxes received by state and local governments in 2025.

Tax Impacts

\$ millions

	2023	2024	2025	2025 Growth
Total Tax Revenues	\$109.2	\$112.8	\$117.3	3.9%
Federal Taxes	\$57.8	\$59.6	\$61.8	3.6%
Personal income	\$21.0	\$21.7	\$22.5	3.7%
Corporate	\$3.0	\$3.1	\$3.2	2.9%
Indirect business	\$3.0	\$3.1	\$3.2	3.3%
Social insurance	\$30.8	\$31.7	\$32.9	3.7%
State and Local Taxes	\$51.5	\$53.2	\$55.5	4.3%
Sales	\$27.8	\$28.9	\$29.7	2.9%
MGR Tax	\$1.6	\$1.6	\$1.6	0.4%
Corporate	\$0.2	\$0.2	\$0.2	2.9%
Excise and fees	\$3.8	\$3.9	\$4.1	3.7%
Property	\$18.0	\$18.6	\$19.9	7.0%

Source: Tourism Economics



The visitor economy generated **\$117 million in government revenue** in 2025.

Of the \$55 million in state and local governmental revenues supported by visitor activity, the state government received more than \$25 million in 2025. The majority of state revenues are from sales taxes.

Local tax revenues from visitor activity supported more than \$30 million in local governmental revenues from property, sales, excise and fees, and bed taxes.

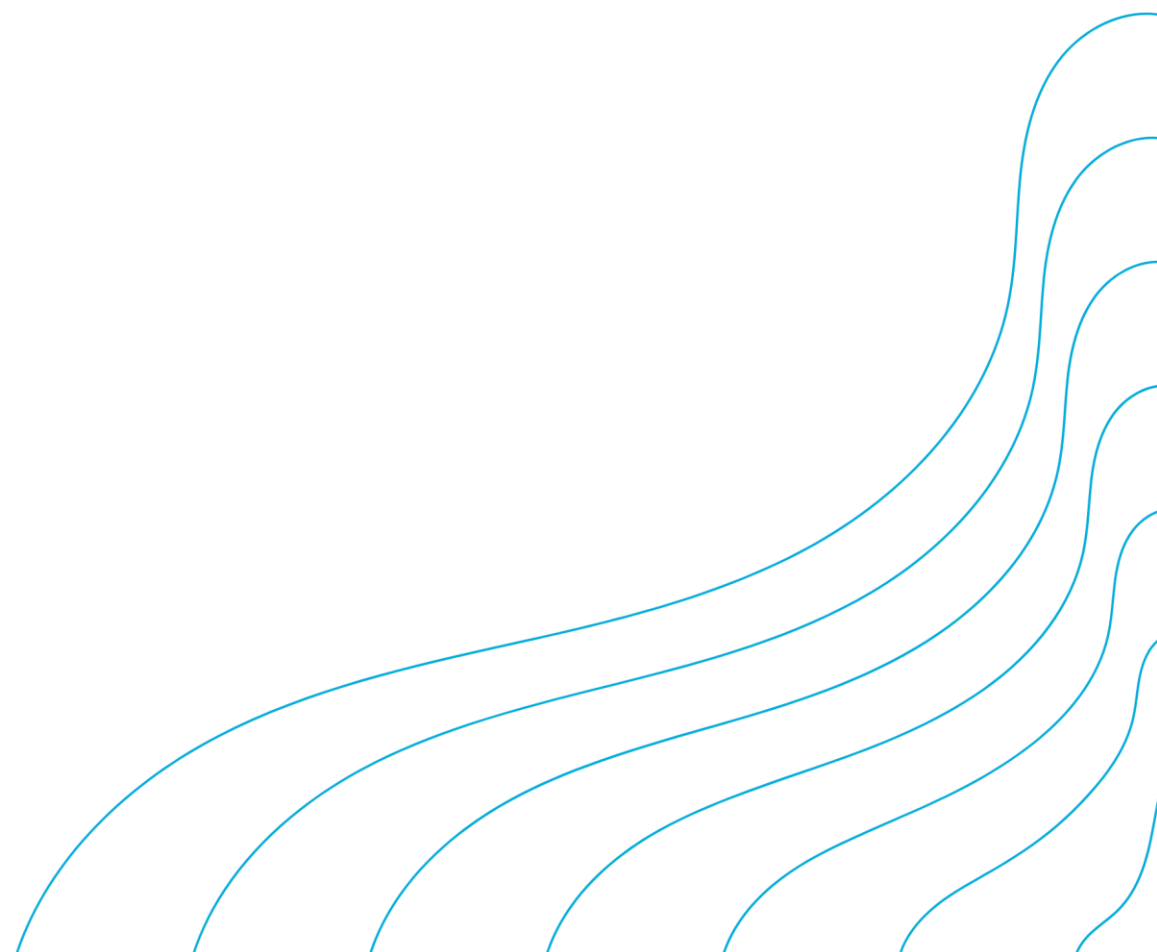
Tax Impacts

\$ millions

	2023	2024	2025	2025 Growth
State Taxes	\$23.5	\$24.7	\$25.4	3.0%
Sales	\$20.8	\$21.8	\$22.5	2.9%
Corporate	\$0.2	\$0.2	\$0.2	2.9%
Excise and Fees	\$2.5	\$2.6	\$2.7	3.7%
Local Taxes	\$28.1	\$28.9	\$30.1	4.0%
Sales	\$7.0	\$7.4	\$7.2	-2.1%
MGR Tax	\$1.6	\$1.6	\$1.6	0.4%
Excise and Fees	\$1.3	\$1.3	\$1.3	4.1%
Property	\$18.2	\$18.6	\$19.9	6.7%

Source: Tourism Economics

APPENDIX



Appendix

Methodology Overview

Measuring the visitor economy begins with a comprehensive demand side analysis. A visitor is defined as someone who stayed overnight or traveled more than 50 miles to the destination.

The study area is defined as the city of Rapid City, South Dakota.

Visitor survey data provide estimates on the volume of visitors by type and their spending in specific categories (e.g. lodging, restaurants, retail, recreation and entertainment, transportation). These estimates are strengthened through an analysis of industry-specific data sets on the lodging industry, aviation, and sectoral-level business sales. Government data, including taxes by type as well as employment and personal income by industry are used to supplement and confirm demand-side visitor spending calculations.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis (BEA). This is more comprehensive than Bureau of Labor Statistics (BLS QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the QCEW data. This year’s analysis includes revisions to levels of lodging spending estimates, incorporating newly available data covering the short-term rental market. Tax figures are also slightly adjusted to align with actual MGR tax data provided by the client.

The complete set of data inputs is provided below.

Data Sources

- **Bureau of Economic Analysis and Bureau of Labor Statistics:** Employment and wage data, by industry
- **STR & Keydata:** Lodging performance data, including room demand and revenue for hotels and short-term rentals
- **Datafy:** Mobile geolocation data
- **U.S. Census Bureau:** Economic Census data, in addition to population, household, second homes and median real estate tax data
- **Attraction Data:** Visitor data for sites near Rapid City
- **Tax Collections:** Sales and MGR tax collections for Rapid City
- **South Dakota Department of Revenue:** Tourism tax data by category for Rapid City

Glossary

SPENDING DEFINITIONS	LODGING	All accommodation businesses, including hotels, B&Bs, campgrounds, and short-term rentals. This includes food, entertainment, and other services provided by these establishments.
	FOOD & BEVERAGE	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores, and other food providers.
	RECREATION	Includes visitors spending within the arts, entertainment, and recreation sector.
	RETAIL	Includes visitor spending in all retail sub-sectors within the local economy, excluding grocery stores.
	LOCAL TRANSPORT	Ride share, taxis, limos, trains, rental cars, buses, and gasoline purchases.
	AIR TRANSPORT	Where applicable, the local share of air transportation spending.
ECONOMIC IMPACT DEFINITIONS	SECOND HOMES	Where applicable, spending associated with seasonal second homes for recreational use as defined by the Census Bureau.
	DIRECT IMPACT	Impacts (business sales, jobs, income, and taxes) related to businesses where visitors spend dollars (e.g. recreation, transportation, lodging).
	INDIRECT IMPACT	Impacts created from the purchase of goods and services as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected sectors (i.e. business-to-business purchases).
	INDUCED IMPACT	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor activity.
	EMPLOYMENT	Employment is measured by the Bureau of Economic Analysis (BEA) definition, and captures full-time and part-time jobs, which includes salary and wage employees and proprietors.
	PERSONAL INCOME	Income (wages, salaries, proprietor income, and benefits) supported by visitor spending.
	LOCAL TAXES	City taxes generated by visitor spending. Includes any local sales, income, bed, usage fees, licenses, and other revenue streams to local governmental authorities.
	STATE TAXES	State tax revenues generated by visitor spending. Includes sales, income, corporate, usage fees, and other assessments of state governments.

About the Research Team

This study was conducted by the Tourism Economics group within Oxford Economics. Tourism Economics combines an understanding of traveler dynamics with rigorous economics to answer the most important questions facing destinations, investors, and strategic planners. By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, forecasting models, policy analysis, and economic impact studies.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modeling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on 200 countries, 100 industrial sectors, and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social, and business impact.

Oxford Economics is an adviser to corporate, financial, and government decision-makers and thought leaders. Our worldwide client base comprises over 2,000 international organizations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.

Oxford Economics employs more than 700 full-time staff, including 400 professional economists and analysts. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC.



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For more information: admin@tourismeconomics.com.

2026 EVENTS SCHEDULE

MAY 22 12-2 PM	OPENING DAY OF THE FOUNTAINS
MAY 30 1-5 PM	FRUHLINGSFEST - HIGH RISE
JUNE 13 11 - 4 PM	KIDS' CARNIVAL
AUG 15 10 AM - 4 PM	BACK TO SCHOOL BLOCK PARTY
AUG 29 5 - 9 PM	SUMMER SUNSET FESTIVAL - JESSICA LOOBEY
SEP 12 / 13	CRAZY DAYS
SEP 19 10 AM - 4 PM	PUMPKIN FESTIVAL - ANDREIA GAYLE
SEP 26 12 - 4 PM	CRUISER CAR SHOW - JOHNNY LONESOME
OCT 3 1 - 5 PM	BIERBORSE (21+) - STEREOTRIP
OCT 31 12 - 2 PM	DOWNTOWN TRICK-OR-TREAT
NOV 28 1 - 5 PM	WINTER MARKET / OPENING DAY OF THE ICE RINK

LIVE ON THE LAWN

JUNE 4 6 - 8 PM	LIVE ON THE LAWN - THE RATHCO
JUNE 11 6 - 8 PM	LIVE ON THE LAWN - TANNER JOHNS BAND
JUNE 18 6 - 8 PM	LIVE ON THE LAWN - BLACKS HILLS SOUL
JUNE 25 6 - 8 PM	LIVE ON THE LAWN - LUCAS OLSON TRIO
JULY 9 6 - 8 PM	LIVE ON THE LAWN - DRIVE BY NIGHT
JULY 16 6 - 8 PM	LIVE ON THE LAWN - BODHI LINDE
JULY 23 6 - 8 PM	LIVE ON THE LAWN - THE WILT BROTHERS BAND
JULY 30 5 - 7 PM	LIVE ON THE LAWN - CONCRETE COWBOYS

MOVIES ON MAIN

JUNE 22 DUSK	MOVIES ON MAIN - A MINECRAFT MOVIE
JULY 20 DUSK	MOVIES ON MAIN - WICKED FOR GOOD
AUG 10 DUSK	MOVIES ON MAIN - LILO & STITCH LIVE ACTION

SPLASH LAB

JUNE 2 10 AM -12 PM	SPLASH LAB- BIRDHOUSES
JUNE 9 10 AM -12 PM	SPLASH LAB- OCEAN SENSORY TUBES
JUNE 16 10 AM -12 PM	SPLASH LAB - SUN CATCHERS
JUNE 23 10 AM -12 PM	SPLASH LAB - PLANT POT DECORATING
JUNE 30 10 AM -12 PM	SPLASH LAB- FOURTH OF JULY
JULY 7 10 AM -12 PM	SPLASH LAB - HOMEMADE RICE KRISPIES
JULY 14 10 AM -12 PM	SPLASH LAB - ROCK PAINTING
JULY 21 10 AM -12 PM	SPLASH LAB - SOLAR SYSTEM MODELS
JULY 28 10 AM -12 PM	SPLASH LAB - END OF SERIES PARTY



FREE SPRING CUSTOMER SERVICE SEMINAR

FEATURING JAMES T. ROBILOTTA

WHO SHOULD ATTEND: **Anyone working with customers and visitors**

TIME & DATE: **9-10:30 a.m. MT on TUESDAY, MAY 5, 2026**

LOCATION: **RAPID CITY** - The Monument (LaCroix Hall C), 444 Mt. Rushmore Road N.

REGISTRATION: **Registration is not required for this session. There is no charge to attend.**

Choosing to Care: How curiosity creates community in the workplace

No organization wants its people to be apathetic—toward the work, the people, or the community. Community ignites loyalty and drives retention in both in-person and hybrid workplaces, and is built with one simple thing: curiosity. Curiosity is the opposite of apathy. Events are ideal opportunities to authentically connect, reflect, validate, and innovate. In this hysterical and motivational keynote we will talk about how to ask better questions, change the way we hear people's stories and insights, and adapt the mindset of curiosity. Let's stop the apathy and the assuming and start learning about each other because curiosity creates community.

MEET THE SPEAKER



James Robilotta, CSP, is a leadership author, motivational speaker, emcee, and trained improv comedian. After years of leading teams, he built two successful businesses—including his speaking and coaching practice, where he helps organizations create stronger, more human workplace cultures.

Since 2009, James has spoken internationally, using humor to spark meaningful conversations that inspire reflection and action. His work focuses on fighting apathy, improving feedback, and helping leaders better engage and retain their people.

His core belief: we don't learn from perfect people—we learn from imperfect ones. Companies like American Express, GE, Accenture, and Afterpay have embraced this message to transform how their teams show up for each other. James is on a mission to make workplaces more human—where people feel seen, heard, respected... and maybe even laugh a little.

See more on James' website, jamestrobo.com.

RAPID CITY/BLACK HILLS KOA INVITES YOU TO A SPECIAL EVENING
GRAND OPENING CELEBRATION

NEW GENERAL STORE & REGISTRATION BUILDING



Join us as we celebrate the completion of the brand-new General Store and Registration Building at Rapid City/Black Hills KOA. Be among the first to explore the new space and see the latest improvements to the campground.

WHEN | THURSDAY, MAY 28, 2026,
5:00 TO 7:00 P.M.
RIBBON CUTTING AT 5:00 P.M.

WHERE | THE NEW GENERAL STORE
& REGISTRATION BUILDING
3010 SD-44, RAPID CITY, SD 57703

Enjoy an Evening of:

- Hors d'oeuvres and drinks
- Exploring the new facility
- Connecting with friends and community members



Celebrate the Next Chapter at Rapid City/Black Hills KOA

This exciting addition enhances the guest experience and reflects the continued investment in making Rapid City/Black Hills KOA one of the region's premier camping destinations.

This is an invite-only event.

