

# THE MONUMENT

Greetings!

It is with great pleasure that I welcome you to The Monument. Whether you are traveling a significant distance to be here, or call the Black Hills your home, it is an honor to have you considering our facility as a host for your event.

We are a facility unlike any other, the nearly 500,000 square foot complex features a 10,000+ seat arena, an Ice Arena with a seasonal ice floor, a 1,700 seat Fine Arts Theatre, a 34,500 sq. ft. fieldhouse, and two large exhibit halls, all found under ONE roof!

Our exhibit halls have nearly 57,000 square feet of space alone. LaCroix Hall (15,264 sq-ft) has the flexibility of being divided in half or even quartered. Rushmore Hall (39,500 sq-ft), the larger of the two can also be sectioned off as needed. No matter the size of your meeting or event, we truly have the perfect space for you. Our meeting rooms range in seating from 10 to 1,000 people.

We offer over 3,000 parking spots for guests and attendees on our property with access to 1,000 additional spots on properties adjacent to us. When it comes to lodging, we are located adjacent to the Holiday Inn Rapid City Downtown and just a short walk away from Hotel Alex Johnson, The Rushmore Hotel and Suites, and Howard Johnson by Wyndham, all of which could serve as your headquarter hotel for sleeping rooms. We have close working relationships with all four properties, and would work together with whomever you select to ensure a smooth event.

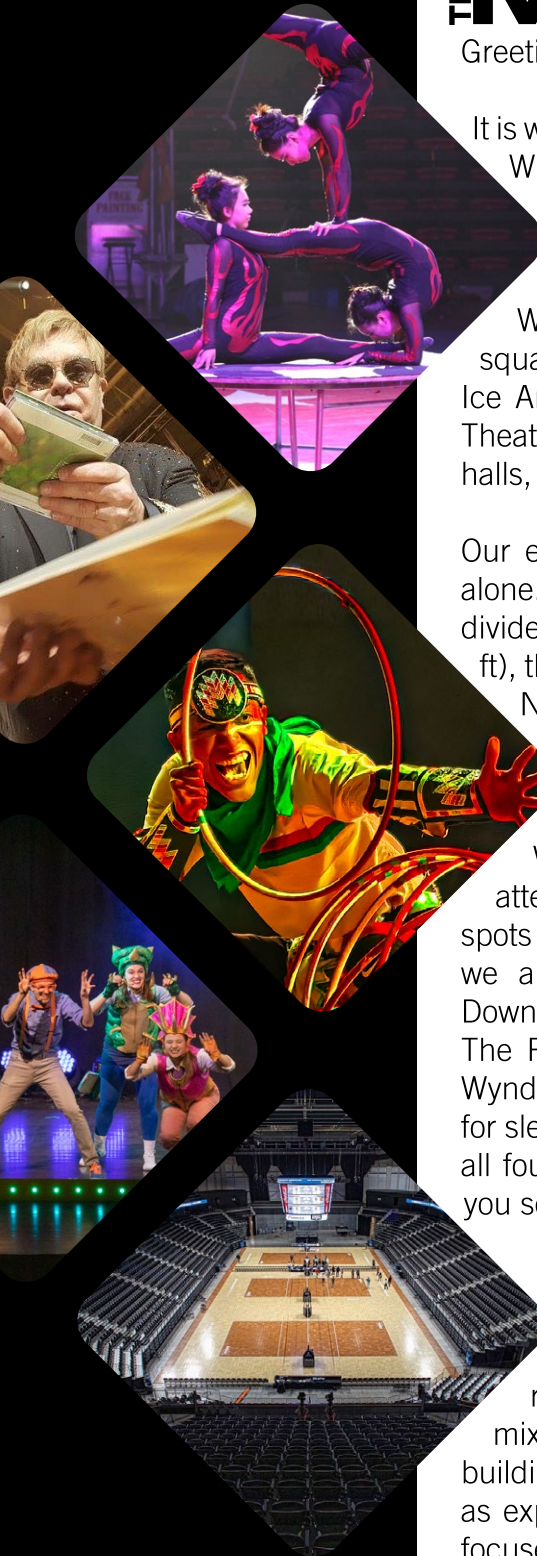
However, what truly sets us apart from others is our team. The Monument is committed to excellence and our attention to detail has earned our facility a reputation for quality service. Our team has a healthy mix of members that have both a long history with the building as well as those who bring in outside knowledge as experts in the industry. Our team is skilled, flexible and focused on a common goal: to do it right every time. Virtually every service you may need; full-service ticketing, catering and concessions, audio/visual, security, technical sound and lighting, and marketing is at your disposal.

On behalf of the entire team, we want to thank you for considering us for your event. We can't wait to get started!

Sincerely –



Craig Baltzer - Executive Director



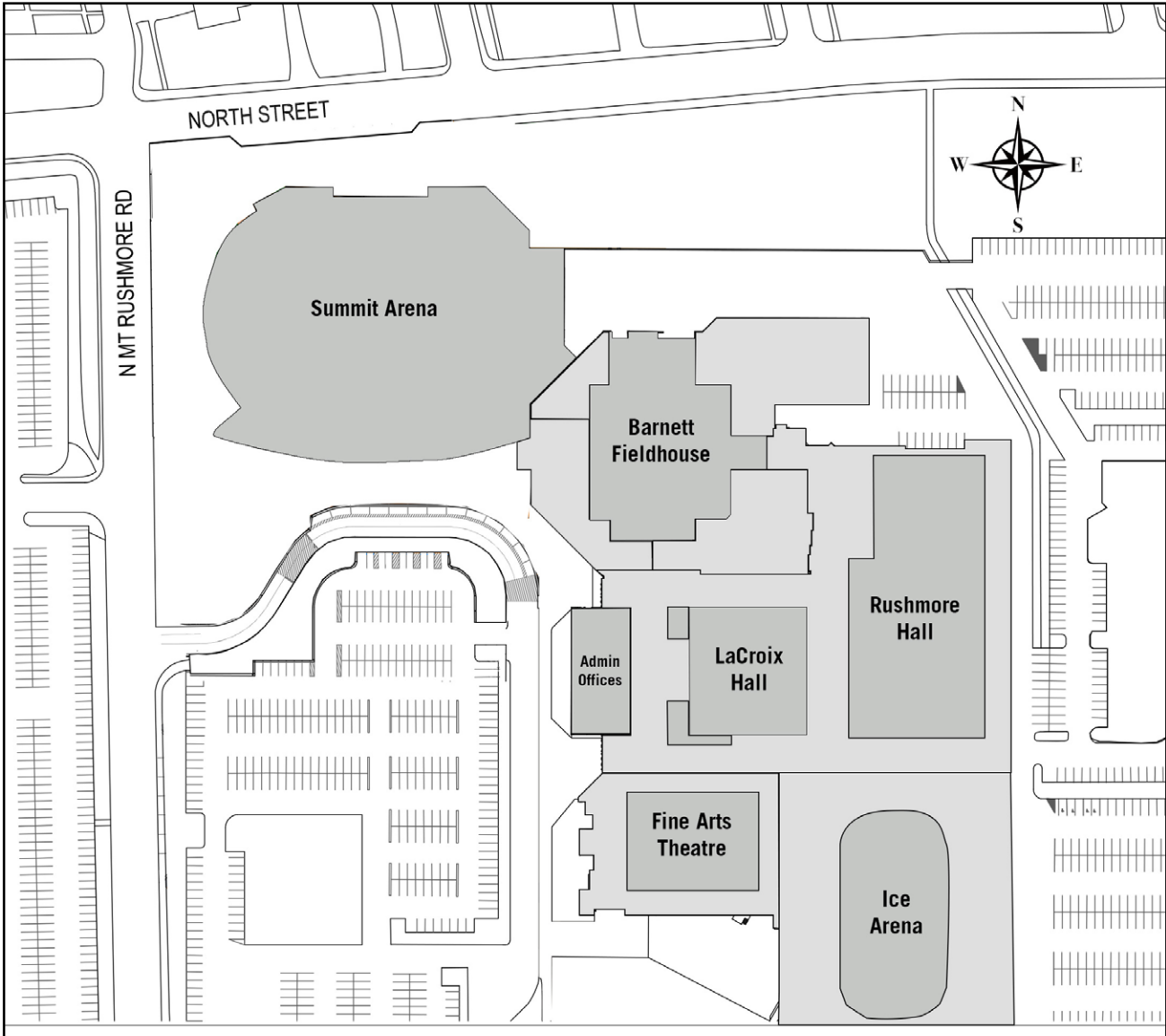
# SPECS

Total Square Feet:  
480,000

Meeting Space  
Square Feet:  
88,028

Meeting Rooms:  
20

Exhibit Hall  
Square Feet:  
54,764



## ADDITIONAL DETAILS

3,000 parking  
spaces available  
for use

10,000+ capacity arena with  
expandable floor and a 4 bay  
loading dock

On Site Event Coordination

Full Service Production Team

Expert Catering Team

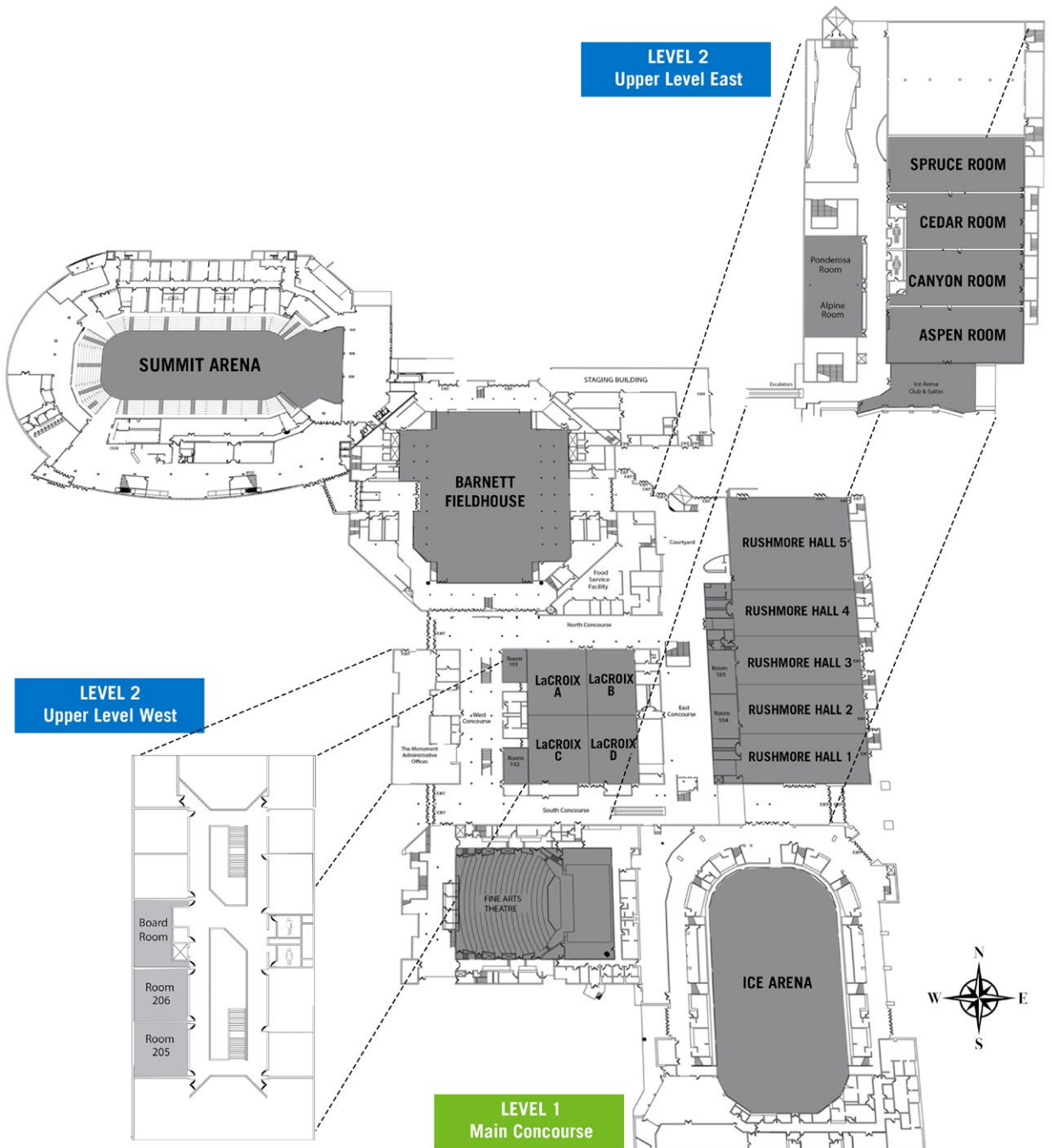
Multiple On Site Ticket Offices

Complete In-house Marketing, Media and Public Relations Services

# ALL UNDER ONE ROOF

Level 1: Ice Arena, Rushmore Hall (1-5), LaCroix Halls (A-D), Rooms 101 & 102, Fine Arts Theatre, Barnett Fieldhouse, Summit Arena.

Level 2: Upper Level East (Alpine, Aspen, Canyon, Cedar, Ponderosa and Spruce Rooms), and Upper Level West (Rooms 205, 206 and The Monument Boardroom)



# LaCROIX HALL

Total Square Feet:  
15,264

Meeting Space  
Square Feet:  
3,337 - 15,264

Meeting Rooms:  
1 - 4

Variety of stage  
configurations

In-ceiling speakers

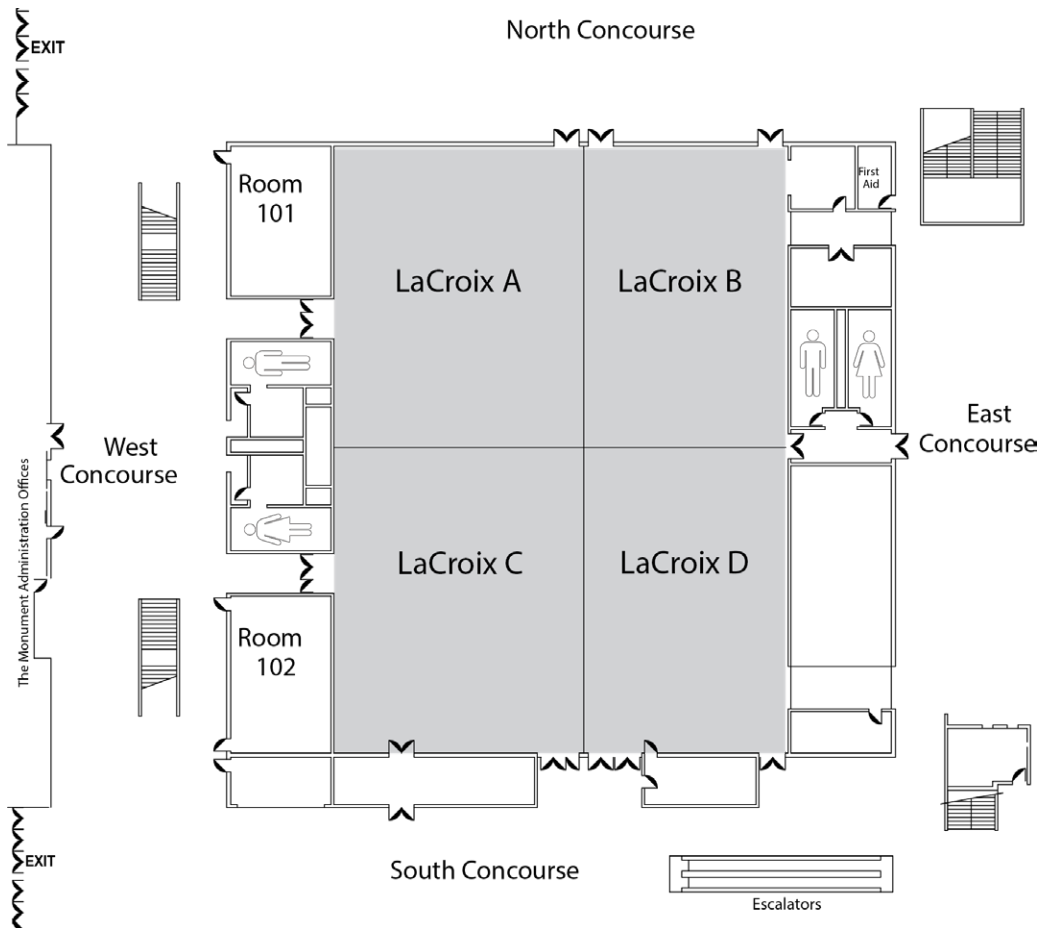
Dimmable lighting

While some rooms come equipped with drop down projection screens, fast fold portable screens and laser projectors are also available.

The 4 rooms can run independently or as one room entirely.

In-house production team available for other capabilities.





	SIZE	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM	10' X 10' BOOTHS
<b>LaCroix Hall</b>	<b>106' x 144'</b>	<b>20'</b>	<b>700</b>	<b>1,200</b>	<b>700</b>	<b>78</b>
<b>LaCroix A</b>	<b>59' x 71'</b>	<b>20'</b>	<b>160</b>	<b>400</b>	<b>220</b>	
<b>LaCroix B</b>	<b>47' x 71'</b>	<b>20'</b>	<b>148</b>	<b>350</b>	<b>160</b>	
<b>LaCroix C</b>	<b>59' x 72'</b>	<b>20'</b>	<b>160</b>	<b>400</b>	<b>220</b>	
<b>LaCroix D</b>	<b>47' x 72'</b>	<b>20'</b>	<b>148</b>	<b>350</b>	<b>160</b>	
<b>ADDITIONAL ROOMS</b>						
<b>Room 101</b>	<b>22' x 36'</b>	<b>9' 6"</b>	<b>48</b>	<b>50</b>	<b>32</b>	
<b>Room 102</b>	<b>22' x 36'</b>	<b>9' 6"</b>	<b>48</b>	<b>50</b>	<b>32</b>	

# RUSHMORE HALL

Total Square Feet:  
39,500

Meeting Space  
Square Feet:  
6,858 - 39,500

Meeting Rooms:  
1-3

In-ceiling speakers  
Dimmable lighting  
Supplementary stage

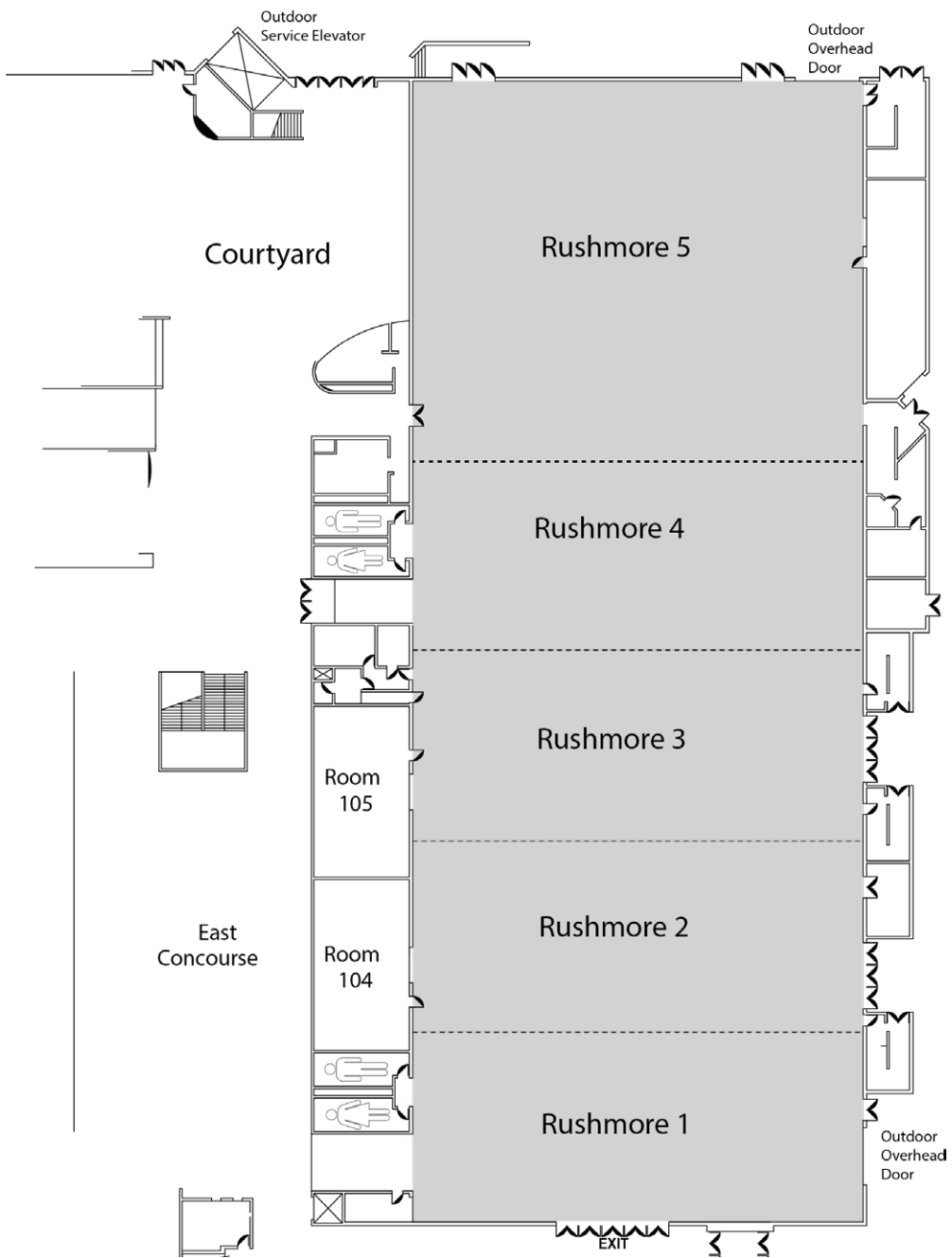
The full space can  
be broken out into 3  
large rooms that can  
be ran independently  
or as one room  
entirely.

While some rooms  
come equipped with  
drop down projection  
screens, fast fold  
portable screens and  
laser projectors are  
also available.

Hard wired internet  
and phone lines can  
be found dispersed  
throughout the room.

In-house production  
team available for  
other capabilities.





	SIZE	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM	10' X 10' BOOTHS
<b>Rushmore Hall</b>	<b>125' x 316'</b>	<b>20'</b>	<b>1,600</b>	<b>4,700</b>	<b>2,100</b>	<b>196</b>
<b>Rushmore 1</b>	<b>125' x 54'</b>	<b>20'</b>	<b>260</b>	<b>500</b>	<b>260</b>	
<b>Rushmore 2</b>	<b>125' x 54'</b>	<b>20'</b>	<b>260</b>	<b>500</b>	<b>260</b>	
<b>Rushmore 3</b>	<b>125' x 54'</b>	<b>20'</b>	<b>260</b>	<b>500</b>	<b>260</b>	
<b>Rushmore 4</b>	<b>125' x 54'</b>	<b>20'</b>	<b>260</b>	<b>500</b>	<b>260</b>	
<b>Rushmore 5</b>	<b>125' x 100'</b>	<b>20'</b>	<b>540</b>	<b>1,200</b>	<b>600</b>	

# BARNETT FIELDHOUSE

Total Square Feet:

34,500

Continuous Floor Space:

24,000

1 Regulation Basketball Court w/ telescopic bleacher seating

3 Youth Basketball Courts

3 Volleyball Courts

Sport Court Available

In-ceiling speakers

Dimmable lighting

Supplementary stage

2 Corner Video Boards

While some rooms come equipped with drop down projection screens, fast fold portable screens and laser projectors are also available.

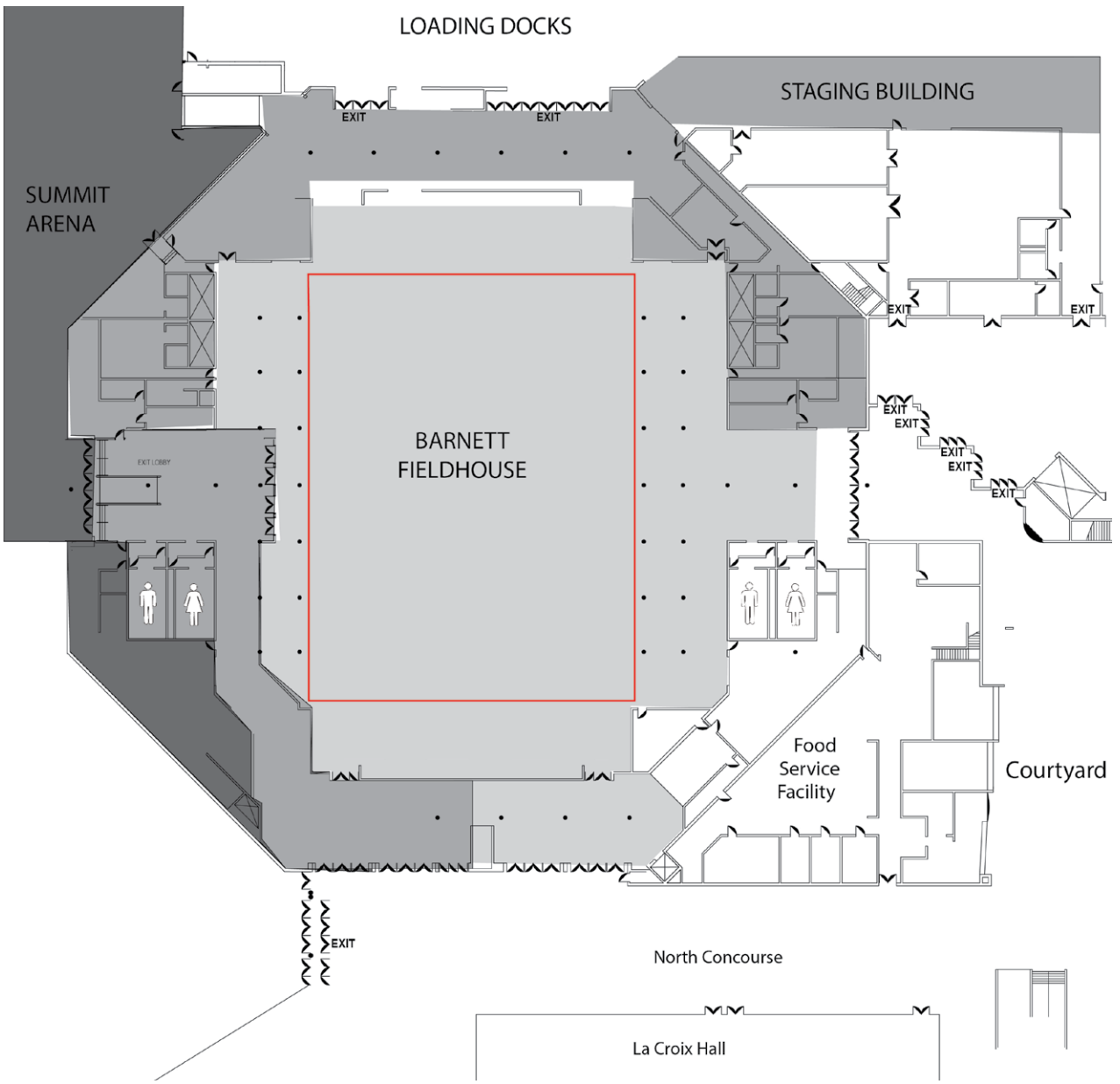
Hard wired internet and phone lines can be found dispersed throughout the room.

In-house production team available for other capabilities.

Concert stage available







	SIZE	BLEACHER SEATING	BANQUET ROUNDS	THEATRE	CLASSROOM	10' X 10' BOOTHS
<b>Barnett Fieldhouse</b>	<b>118' x 204'</b> [continuous floor]	<b>1,200</b>	<b>800</b>	<b>2,000</b>	<b>800</b>	<b>120</b>



# UPPER LEVEL - EAST

Total Square Feet:  
29,152

Meeting Space Square Feet:  
2,544 - 6,572

Meeting Rooms:  
5-6

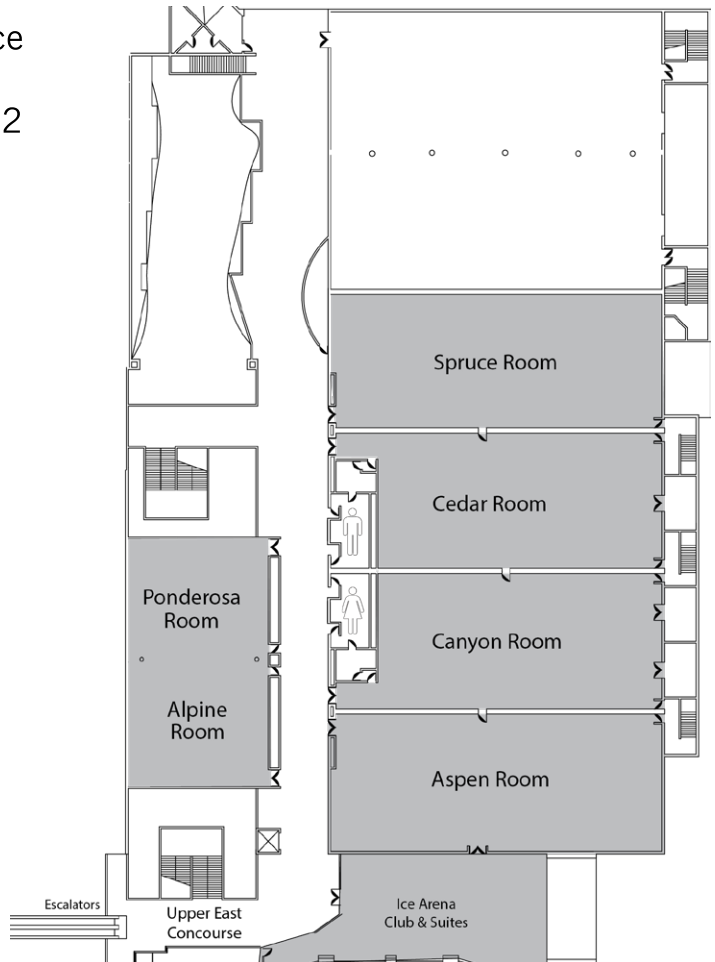
In-ceiling speakers

Limited lighting control

Multiple audio inputs

While some rooms come equipped with drop down projection screens, fast fold portable screens and laser projectors are also available.

Hard wired internet and phone lines can be found in some locations.



	SIZE	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM
<b>Alpine</b>	<b>49' x 53'</b>	<b>11' 6"</b>	<b>100</b>	<b>180</b>	<b>100</b>
<b>Ponderosa</b>	<b>48' x 53'</b>	<b>11' 6"</b>	<b>100</b>	<b>180</b>	<b>100</b>
<b>Aspen</b>	<b>126' x 51'</b>	<b>11' 6"</b>	<b>232</b>	<b>420</b>	<b>232</b>
<b>Canyon</b>	<b>106' x 52'</b>	<b>11' 6"</b>	<b>200</b>	<b>360</b>	<b>200</b>
<b>Cedar</b>	<b>106' x 52'</b>	<b>11' 6"</b>	<b>200</b>	<b>360</b>	<b>200</b>
<b>Spruce</b>	<b>126' x 51'</b>	<b>11' 6"</b>	<b>232</b>	<b>420</b>	<b>232</b>

# UPPER LEVEL - WEST

Total Square Feet:  
2,434

Meeting Space Square Feet:  
784-840

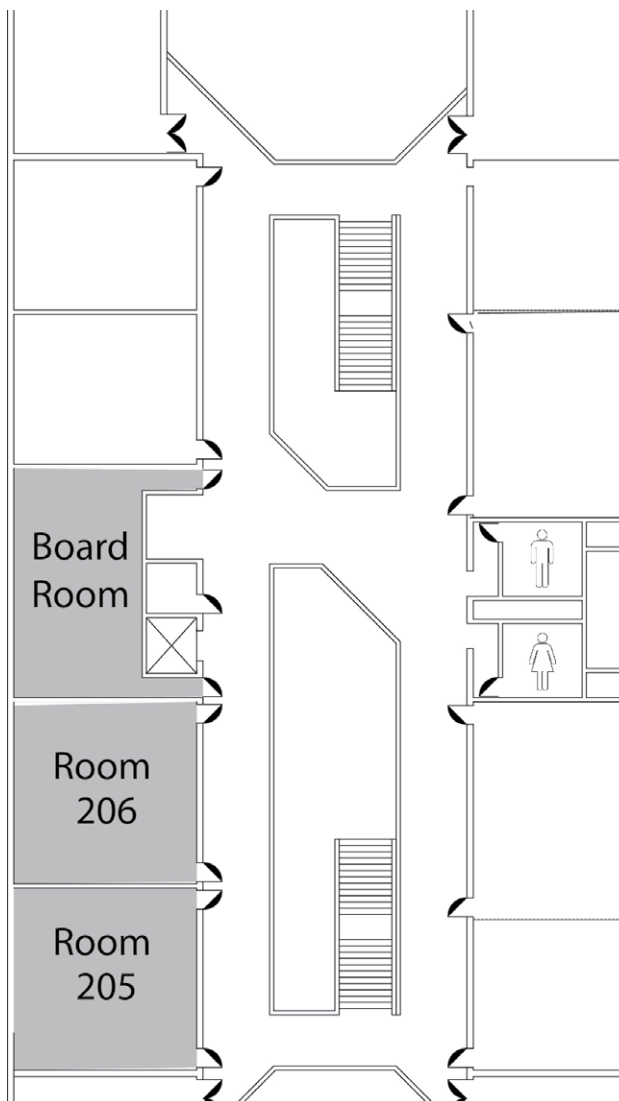
Meeting Rooms:  
3

Portable PA Systems available

Limited lighting control

While some rooms come equipped with drop down projections screens, fast fold portable screens and laser projectors are also available.

Hard wired internet and phone lines can be found in some locations.



	SIZE	CEILING HEIGHT	BANQUET ROUNDS	THEATRE	CLASSROOM
<b>Room 205</b>	<b>28' x 29'</b>	<b>slanted</b>	<b>48</b>	<b>50</b>	<b>28</b>
<b>Room 206</b>	<b>28' x 29'</b>	<b>slanted</b>	<b>48</b>	<b>50</b>	<b>24</b>
<b>Boardroom</b>	<b>20' x 37'</b>	<b>slanted</b>			

**Our in-house services help make your event the best it can be. We offer in house electrical services, CAD drawings, security staffing, marketing, ticketing and so much more.**

## **ELECTRICAL SERVICES**

The Monument is the exclusive, in-house provider of all electrical services and is prepared to fulfill all utility orders, including those of exhibitors. Use the link below or reference the enclosed document to learn more about our electrical guidelines, then submit your order a minimum of 21 days prior to your event.

## **AV SERVICES**

In partnership with IATSE Local 731, The Monument has the staff and equipment to handle almost any AV need in house, and can work with local production companies to help fill in any gaps. From staffing stagehands and riggers for concerts in our arenas, to running sound, lights, and video for keynote speakers in our banquet halls, or simply providing AV and support throughout our meeting rooms, the Production Department can support your event.

## **SECURITY STAFFING**

The Monument has our own in-house Guest Services Team. Our team will assist in providing you and your guests with a safe and comfortable experience. We offer several services including access control, crowd management, event security, guest services, parking lot attendants, ticket taking, and ushering.

## TICKETING SERVICES

We offer a full service box office to facilitate the ticketing of your event. We have partnered with Paciolan for our ticketing platform. They service hundreds of sports and entertainment venues across the nation and are one of the largest in the country. They provide us with the capabilities of offering a fully integrated ticketing solution that allows us to maximize the revenue potential of your event.

Our Box Office team can provide you with event scalings, dynamic pricing models and numerous other tools to help create a successful event. For your guests, our ticket capabilities include “pick your own seat” maps, “print at home” options, mobile delivery, a toll-free number for the sale of tickets-by-phone, walk up ticket sales, along with the ticket outlet located within the Outdoor Recreation Center at Ellsworth Air Force Base, SD.

Events looking to host a ticketed event in any of our “Performance” Venues are required to use our in house services.


## MARKETING SERVICES

The Monument Marketing Department functions as an in-house Advertising Agency and Public Relations Firm.

Our goal is your goal, which is to create excitement about your event that translates to ticket sales and event attendance. We handle the advertising for large scale entertainment events such as Concerts, Family Shows, Broadway Performances and can leverage our buying power to get you the best rates in town, all without the hassle of agency fees.

In addition to advertising placement, we want to get your event noticed. We can work with you to ensure your event page on our website is up to date, issue press releases, solicit feature stories, and inform the public. Our team works with media contacts throughout South Dakota, Wyoming and Nebraska and can have ability to reach them all in a matter of minutes.

We are here to help you and always available for one-on-ones to discuss what we can do to make your next event a great one!



# PEAK HOSPITALITY

## The Monument raises the bar for culinary excellence for meeting planners and special events.

The Monument has its own in-house catering company, Peak Hospitality. Our entire hospitality team understands how to streamline the planning of your event, and we're dedicated to support your success. This season, our catering menus feature a number of customizable options we know you'll enjoy. From regional favorites to innovative new signature dishes using the freshest of ingredients, all the food and beverage choices we're suggesting are carefully chosen and specially prepared to encourage and compliment good times.

### **GUARANTEE**

Customer shall notify The Monument, no less than five (5) days prior to the Event, the minimum number of persons the Customer guarantees will attend the Event which will become the "Guaranteed Attendance or Number".

The Monument will be prepared to serve 5% above the Guaranteed Attendance up to a maximum of 16 meals as the "Overage".

If the Overage is used, the Customer will pay for each additional person at the same price per person/item, plus applicable service charges and sales tax.

Should additional persons attend the event in excess of the total of the Guaranteed Attendance plus the Overage, The Monument will make every attempt to accommodate such additional persons subject to product and staff availability. Customer will pay for such additional persons and/or a la carte items at the same price per person or per item plus the service charge and sales tax.

Please consult with your Event Coordinator for special dietary requirements.

## **BARTENDERS**

A bartender is required on all host and cash bars. As a general rule, we recommend one (1) bartender per 150 guests.

## **ALCOHOL POLICIES**

The sale and service of all alcohol in The Monument is regulated by the State of South Dakota. It is our responsibility to administer and abide by these rules:

- All alcoholic beverages must be dispensed by a Monument employee.

- All attending guests must be able to provide valid picture identification upon request.

- The Monument reserves the right to refuse service to any patrons for any reason.

- No beer, wine, or alcohol may be brought into The Monument by any person or outside service.

- The Monument may require a uniformed Guest Service Member at all functions where alcohol is being served.

## **TAX & SERVICE CHARGES**

All catered functions are subject to a service charge and applicable taxes.

- Tax Exemption

- All groups or organizations claiming a non-tax status must have their tax exemption certificate on file at the time of billing.

## **FOOD & BEVERAGE EXCLUSIVITY**

The Monument has exclusive food and beverage rights. Any outside vendors, special giveaways or samples must be approved in writing by The Monument's Food Service Department. We reserve the right to adjust menu prices. All prices are subject to change without notice.

# Available Vendors

The Monument can do it ALL, but just in case we can't, we work very well with local vendors to supply everything you need.





## TRANSPORTATION

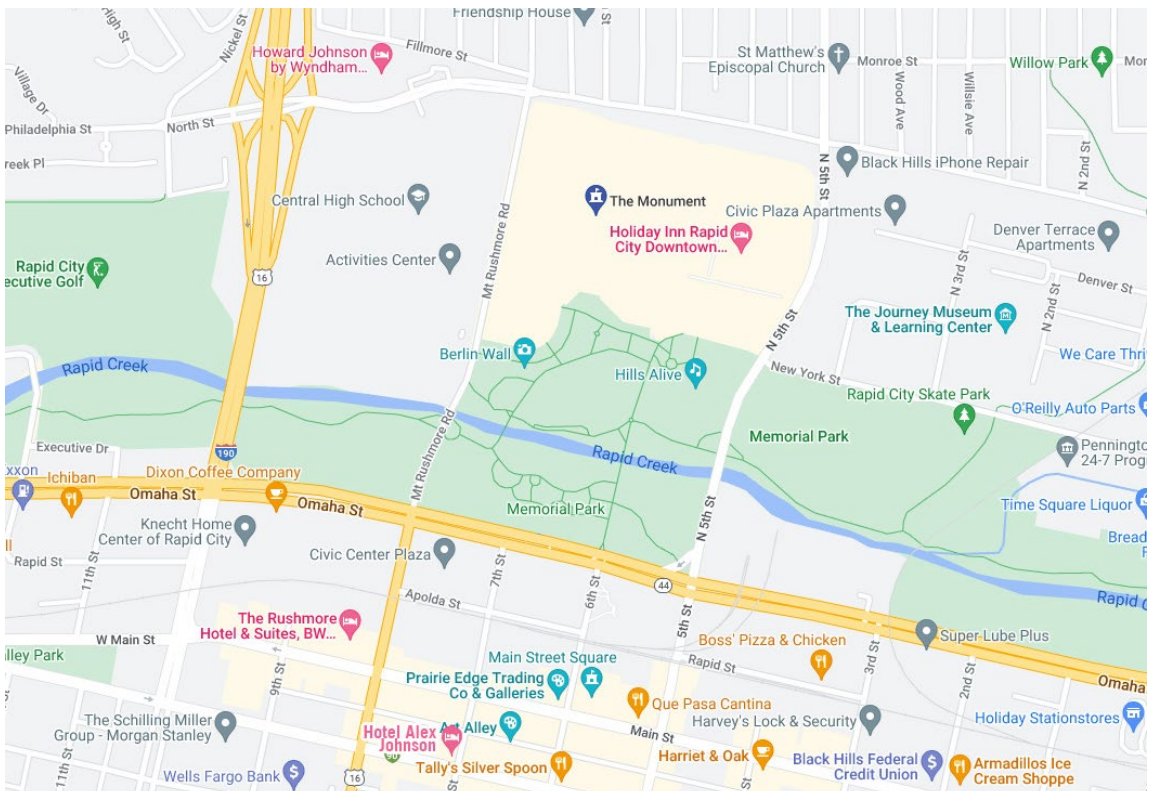
Rapid City has Lyft or Uber available to guests along with traditional cab companies.

CITY CAB - 605.863-1111  
A-1 CAB SERVICE - 605.389.3608  
RAPID TAXI INC. - 605.348.8080

## HOTELS - 3 Blocks or 2 Miles from The Monument

The Monument is located in the heart of Rapid City, with a wide assortment of lodging options nearby. Shuttles might be available for guests.

-  HOLIDAY INN RAPID CITY DOWNTOWN - 605.348.4000
-  HOWARD JOHNSON BY WYNDHAM - 605.646.0734
-  THE RUSHMORE HOTEL & SUITES - 605.348.8300
-  HOTEL ALEX JOHNSON - 605.342.1210





## **PRINTING**

Rapid City is home to a number of great vendors for all your printing needs. The following vendors have our logo on file and in addition to regular printing services they can also do large format jobs, including banners, brochures, signs etc.

SIMPSONS PRINTING - 605.342.0979  
SIGNS EXPRESS - 605.348.3844  
UNIQUE SIGNS - 605.343.4603  
THE LITTLE PRINT SHOP - 605.342.2679

## **AUDIO/VISUAL**

The Monument works with a number of audio/visual production contractors, when services are requested that we are unable to provide. The following vendors have unique knowledge of the venue that provides for a creative and efficient planning process.

POWER HOUSE SOUND PRODUCTIONS - 605.415.1188  
PERFECT WAVE PRODUCTIONS - 605.415.4554  
MADISON SOUND SYSTEMS - 605.381.8200  
OUTSOUND PRODUCTIONS - 605.212.4603

## **FURNISHINGS/ DECORATORS**

Local companies are willing to help with anything else your event might need.

JUSTIN STRAW DESIGNS - 605.390.7797  
SOMETHING BORROWED - 605.559.0265  
EVERY OCCASSION BALLOON COMPANY - 605.787.8924

# Quick Facts:

## Address:

444 Mt. Rushmore Rd N., Rapid City, SD 57701  
605.394.4115

## Shipping:

The Monument - Attn. Event Services  
444 Mt. Rushmore Rd N., Rapid City, SD 57701  
(please include the name of the event when shipping items)

## Directions:

### *FROM I-90*

From I-90 (heading East or West) take Exit 57, the I-190 Byway heading South and take Exit 1C and proceed to take a left on North Street. At the 4 Way Stop at Mt. Rushmore Road N. (to park on the West Side of the Building), take a right, The Monument will be on the left hand side. If you want to park on the East side of The Monument continue straight at the 4-Way Stop and take a right on to 5th Street, proceed South and The Monument will be on the right.

### *FROM SOUTH HWY. 79*

Heading North: Follow Hwy. 79 to Omaha Street. Turn left onto Omaha Street and stay on Omaha until Mt. Rushmore Road. Turn right onto Mt. Rushmore Road N. and in approximately one block the facility will be on your right.

### *FROM HWY. 44*

Heading West: Hwy. 44 will turn into Omaha Street after you cross Cambell Street. Stay on Omaha until you get to Mt. Rushmore Road N. Turn right onto Mt. Rushmore Road N. and in approximately one block The Monument will be on your right.

Heading East: Hwy. 44 will turn into Jackson Blvd. continue to W. Main St. and turn right. Continue on W. Main St. until you get to Mt. Rushmore Road turn left and continue through Omaha Street and in approximately one block The Monument will be on your right.

### *FROM AIRPORT - Approximately 20 minutes*

Depart airport to SD-44 West/East Omaha St., continue straight for 9 miles. Turn right onto Mt. Rushmore Rd./8th Street and the facility will be on your right.

# Brand Standards:

When hosting an event here please use the following information to distribute, promote, or post about your event.

## Venue:

The Monument

## Website:

themonument.live

## Social Media:

Facebook: @TheMonumentRC

Instagram: @TheMonumentRC

## Tickets:

Online at [themonument.live](http://themonument.live), by phone at 1-800-468-6463, or at The Bluepeak Ticket Offices at The Monument.

## Logo Usage:

The Monument logo is only approved to be used with black lettering. To request a logo please contact our marketing department at [imagine@themonument.live](mailto:imagine@themonument.live)

