

Civic Center Expansion

– Case Study –

Overview

Overview Midwest Marketing worked for several months with the Rushmore Plaza Civic Center Management Staff and Board of Directors to create a long form video showing what the expansion of a 15,000 seat arena could do for their city. An expansion would allow the community to pursue bigger concerts and more prominent events.



Approach

The best way to present this project was by featuring people who currently use and benefit from this facility. Midwest Marketing interviewed dozens of community leaders and citizens and shot several hundred hours of footage to put together this moving piece.

Results

In 2019, the citizens of Rapid City voted to approve the building of a new 15,000 seat arena.









Conclusion

By focusing on using this video to feature the economic impact that the Civic Center brings to the area for restaurants, hotels, tourism and more we were able to educate the community on the much needed new arena.



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LET'S WORK TOGETHER

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