

2014 Sturgis City Council Members

Mayor: Mark Carstensen

Ward 1 Aldermen:

- ◆ Mike Bachand
- ◆ Kelly Vasknetz

Ward 2 Aldermen:

- ◆ David Hersrud
- ◆ Marcia Johnston

Ward 3 Aldermen:

- ◆ Jason Anderson
- ◆ Ron Waterland

Ward 4 Aldermen:

- ◆ Branden Bestgen
- ◆ Tim Potts

Council Goals

The majority of the Council goals set for 2014 were met or extended into 2015. Some of those goals included:

- ✓ Growth through annexation
 - ◇ Belle Jolie (12 acres)
 - ◇ Davenport Ranch (43 acres)
- ✓ Seek new or expanded revenue streams
- ✓ Increase sales tax reporting enforcement
- ✓ Continue land development efforts
- ✓ Rally industry expansion - extend partnerships to enhance business opportunities for more than just the Rally period

2015 short-term & long-term goals include:

- * Continue annexation efforts
- * Improve infrastructure through out the City
- * Continue with efforts to increase residential and business developments
- * Continue to increase financial health
- * Continued efforts to enhance quality of life efforts
- * Enhance communications on all levels

More detailed information about the 2015 goals can be found on the City website.



More information can be found on our Website

Main City website: www.sturgis-sd.gov

Contact Information for Mayor and Council: www.sturgis-sd.gov/index.aspx?nid=66

2014 Police Department Annual Report: www.sturgis-sd.gov/DocumentCenter/View/5249

All Rally Related Reports: www.sturgis-sd.gov/index.aspx?NID=678

Monthly Newsletters: www.Sturgis-sd.gov/index.aspx?nid=218

City Council Agendas/Minutes & audio of Council meetings: www.sturgis-sd.gov/index.aspx?NID=167

City Staff Directory: www.sturgis-sd.gov/directory.aspx

Sturgis City Hall: Phone (605)347-4422 Fax (605)347-4861 Mailing 1040 Harley-Davidson Way

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City of Sturgis

Sturgis Community Center

Sturgis Public Works

Sturgis Motorcycle Rally

Sturgis Public Library

Sturgis Liquor

Sturgis/Meade County Animal Shelter

Sturgis Volunteer Fire Department



Official Mission Statement: "To provide an attractive, growing community being served by a professional staff that offers reliable, quality municipal services."



2014 Annual Report

Overview

This Annual Report provides a summary of the various projects and accomplishments that took place throughout our community in 2014.

2014 was a catalyst year for economic development within the City. Thanks to efforts by the City Council, Sturgis Economic Development and the Sturgis Chamber, 2014 saw more new construction and business expansion than in the last 29 months combined.

Major Capital Improvement Program

Several capital improvement projects were completed in 2014 including the following:

- Sturgis Community Center - \$42,544 Building improvements including a new boiler and doors & windows. In addition, \$45,697 was invested in new weight and cardio equipment.
- Parks Department - \$35,768 invested in new equipment.
- Police Department - \$76,905 invested in new equipment that included body cameras, vehicles and updated software.
- Wastewater Improvements - \$603,532 spent on emergency repairs to the city lagoons and completion of the Davenport Sewer Project.
- Storm Water Project in the Dudley and Middle Street area - \$332,257. This is the first storm water project in decades.
- Public Works Salt Shed - \$48,134. The ability to stockpile and protect salt will help improve response time and save money for many years to come.
- Street Department - \$327,381 for a new loader.
- Chip and Seal overlay on 31 city blocks - \$126,540.
- Water Department - Completed Phase II of a multi-year water project which included a new well and upgrades to an existing well.



Growth is vital to our community. New industrial and retail business increases our tax base. More rooftops brings in more retailers and the growth cycle continues.

DEPARTMENTAL ACCOMPLISHMENTS

Parks Department - Efforts to minimize damage from the Mountain Pine Beetle epidemic remained on the top of the list for the Parks Department. Crews spent a considerable amount of time identifying, cutting and chunking infected trees in and around City property.

Clean up following the Atlas Blizzard consumed the entire department over the winter and into the spring. The storm caused significant damage to trees and shrubs in all the parks. Thanks to a Forestry grant in the amount of \$4,000, 42 new trees were planted in areas that suffered the most devastation.

The Parks Department also worked with local volunteers to make improvements to the new Lion's Club Park trail connector on the east side of town. This trail features wonderful views and is ideal for hiking, mountain biking and equestrian use.

Sturgis Public Library - The Library added several new programs and services in 2014.

New Services: Public Faxing, Wireless printing, Notary services, Mango Language service and Chilton's Car Repair Manuals.

New Programs: Baby/Toddler Story Time, "Armchair Travelers" Book Club, Family "Saturday Read", "Pinterest" crafts for adults and "Hour of Code" computer programming for teens.

Exam proctoring, downloadable eBook and audiobooks along with the monthly art exhibits and after school programs continue to be very popular.

Volunteer Fire Department - The members of the Sturgis Volunteer Fire Department serve and protect the community of Sturgis as well as a 580 square-mile area of Meade and Lawrence Counties in South Dakota. The Department currently has 37 active members and 5 reserve members.

In 2014, the Department responded to 180 calls for service. This number compares to 199 calls in 2013. 45% of calls were in the city limits.

Also in 2014, the Department purchased a new brush truck with all funding secured by the volunteers.



Ambulance - The Ambulance Service serves the residents of Sturgis as well as communities in western Meade County and eastern Lawrence County. Service territory also includes the I-90 corridor between exits 40 and 28. They also serve the Fort Meade Veterans' Hospital by transporting patients to and from other facilities in the Hills.

In 2014, the service responded to 2,029 calls (up 13% from 2013). In October, the Sturgis Ambulance Service was awarded first place in the State Children's EMS Week Contest. The service also took part in the formation of the South Dakota Ambulance Association.

The Ambulance Service is a self-supported enterprise and does not rely on tax payer money unlike most ambulance services in South Dakota.

Police Department - The Sturgis Police Department responded to a total of 6,789 calls for service during the year 2014. This number includes unfounded as well as founded (actual) complaints. Calls for service the previous year totaled 6,620. This total does not include traffic stops.

The largest increase for a specific service was in the category of 'School Services' where officers made 396 patrols within the Sturgis schools. The patrols are part of a contract with the Meade School District.

In addition to responding to calls for service, Sturgis Police officers initiated 3,591 traffic stops in 2014. The department arrested and/or cited a total of 2,007 persons during the year. Of those arrested and/or cited, 257 were parking citations, 92 were for no insurance, 91 were for driving under suspension or revocation and 65 were for license plate violations.

A total of 194 juveniles were arrested for a variety of reasons. This number is down 30% from 2013.

Requests for service during the 2014 Rally were up slightly with 1,534 requests being made. 118 Subjects were jailed during the eight day Rally period.

As part of an ongoing effort to become more efficient and to provide better customer service, the Water Department billing personnel was integrated into the City Finance Office.

This means more staff is available to answer questions and take payments.

The Finance Office also implemented the ability to take debit and credit cards for utility bills, permits and other applications that require payment.



Rally and Events - Estimated attendance at the 74th Annual Motorcycle Rally was recorded as 442,200 which was down 5% from 2013.

Operational expenses for the event were up slightly but still grew at a slower rate than the income which meant higher net proceeds. In 2013, the City finally surpassed the 1 million income mark and in 2014, that number grew to 1.13 million.

The number of vendor licenses issued was 681 which was down slightly and is common during years prior to major anniversaries. Several vendors also stayed open for business for at least five months which qualified them as permanent businesses and they were no longer required to have a temporary vending permit to operate during the Rally.

The Sturgis Police Department continued working with the South Dakota Department of Revenue to enforce sales tax collections from all Rally vendors.

Rally Contributions - Each year, the City Council makes donations to area non-profits to help them meet the needs of the community members they serve. The funds are generated from the Rally Sponsorship Program, the Mayor's Ride and other special events that take place during the Rally.

In 2014, Sturgis Rally Charities Foundation was just one of the group receiving contributions on behalf of the 2014 Sturgis Motorcycle Rally.

2014 Recipients:

- Sturgis Rally Charities Foundation \$15,536
- Sturgis Volunteer Fire Department \$10,500
- Sturgis Police Reserves \$10,500
- Sturgis Ambulance Service \$4,500
- Deadwood VFW/Wounded Warriors Project \$2,000.

With the 75 year anniversary of the Rally taking place in 2015, the City Council is working hard to maximize profits from sponsorship, advertising and leasing which can be used to offset property tax and to help our local non-profit agencies.



Sturgis Community Center - In addition to several capital improvement projects in 2014, the Center also added new weight room and cardio equipment. The Center also implemented a 24/7 program that allows members to use cardio and weight room resources within the facility any time, day or night.

**OPEN
24/7**

Communications - The City strives to provide accurate information to our constituents in a timely and cost effective manner. In 2014, 105,464 visitors used the Sturgis website, viewing 265,430 pages of information. Many common forms and applications are available on the website along with updated information related to zoning, ordinances, meeting agendas and calendars.

Several new Facebook pages were added in 2014 including a City of Sturgis page. A full list of City Facebook pages is included in this report.

The Sturgis Information Publication (SIP) continues to communicate with constituents on a monthly basis. The SIP is available via U.S. Mail or e-mail and is also available from the Sturgis Library. All back issues are also posted on the City website.

Code Enforcement - In 2014, the Code Enforcement Officer performed 324 inspections (compared to 271 in 2013). Inspections were based on citizen complaints as well as visual observations. After notifications were made, 38 citations (compared to 12 in 2013) were issued, resulting in \$3,900 in fines.

Rally related inspections found nine vendors operating without a license.

Building Inspections - The Sturgis Building Inspector issued 9 building permits for new single family homes in 2014. Those permits had an estimated combined value of \$2,786,391. In addition to new construction, permits for repairs, additions and replacement construction projects were valued at \$2,786,391.

The City will see an increase in new home construction in 2015. According to a recent housing study, the need for starter homes and rental units in Sturgis is significant and plans are underway for a variety of new construction projects to meet those needs.

New development projects include Palisades (44 units), Canyon View Estates (19 units), Dolan Creek Estates (106 units over the next two years), Sierra Vista Apartments (48 units over the next three years).

It is a challenge to recruit new retail and industrial businesses without an adequate number of rooftops to support them. With these new developments, the City anticipates a steady increase in residential, industrial and retail activity.

