

Grants

When budgets are tight, projects may be cut unless grants are found to help cover the associated project costs. In 2011, the City was awarded several grants including the following:

- Deadman Trail Bike Path grant for \$ 151,321 to build a bike path/walking trail from First Avenue to Deadman Trail/Raccoon Road. The grant was an 80% State and 20% City grant awarded by the South Dakota Game Fish & Parks Department. In 2012, the City applied for an additional grant from the South Dakota DOT to fund another 1,020' of trail that will connect the 2011 path to the final piece of trail that has been included in the budget and will be built in the summer of 2012.
- The Police Department was able to secure \$16,250 in grants from the South Dakota Department of Public Safety to purchase radios, in-car cameras and radar equipment.
- The Public Works Department was awarded \$25,000 from the state for use in starting a recycling program.

As city budgets become tighter, the grant pools become more competitive but Sturgis keeps a watchful eye on the availability for new grants and will remain vigilant in making application when future funds become available.

More Information

This report is a summary of the year's activities. More information is available on the city website and links to specific topics are listed below. If you do not have access to the internet, please call City Hall and we will be glad to provide you with hard copies. By using this summary report format instead of the booklet format used in previous years, the City saved approximately \$3,000.

Police Annual Report:

sturgis-sd.gov/DocumentCenter/Home/View/1417

Fire & Ambulance Annual Report:

sturgis-sd.gov/DocumentCenter/Home/View/1475

Capital Improvements:

sturgis-sd.gov/index.aspx?nid=423

Rally Reports:

sturgis-sd.gov/index.aspx?nid=489

City Council on-line information:

sturgis-sd.gov/index.aspx?NID=167

Main City website: www.sturgis-sd.gov

2012 Goals

- Build partnerships for greater cost savings.
 - ◊ Work with the School District for mutual benefit.
 - ◊ Work with civic organizations to promote fund raising and building public awareness.
- Collaborate with area businesses to build shoulder season events.
 - ◊ Assist the Motorcycle Museum with expansion efforts.
 - ◊ Assist the Mustang and Camaro Rallies to enhance the length and quality of their events.
- Capitalize on the Sturgis brand.
 - ◊ Create additional product lines for retail.
 - ◊ Work with the Department of Tourism to gain recognition as a major tourist destination.
- Stabilize the City's finances.
 - ◊ Eliminate deficit spending
 - ◊ Seek out more efficiencies
 - ◊ Leverage the city's resources through grants and partnerships.
 - ◊ Maximize benefits from the Rally
- Protect and maintain the City's natural resources.
 - ◊ Address the Mountain Pine Beetle problem in and around city property.
 - ◊ Expand the recycling program.
 - ◊ Obtain a wastewater discharge permit.
- Enhance the City's Infrastructure.
 - ◊ Lazelle Street Project
 - ◊ Complete Phase II Water Project
 - ◊ Complete the Moose Drive Project by mid-July.
 - ◊ Pave and mark Woodle Field parking area.
- Improve the quality of life in Sturgis.
 - ◊ Complete the bike path south of Otter Road.
 - ◊ Develop a Master Plan for the Community Center.
 - ◊ Explore options to provide community movies to residents.
- Review the internal operations of city government.
 - ◊ Update city ordinances.
 - ◊ Improve communications with residents.
 - ◊ Promote city events in a variety of formats.
 - ◊ Successfully complete negotiations with employee bargaining units.



2011 Annual Report

Overview

2011 was a year of new faces at City Hall. In April, residents elected a new Mayor, Mark Carstensen. In November, Daniel Ainslie was hired as City Manager. With new leadership in place, city staff focused on accomplishing the 2011 goals set forth by the City Council.

The 2011 goals included providing constituents with better streets, a balanced budget, completion of major projects started in the prior year, and enhancing the business environment. This report provides a summary of the various projects and accomplishments that took place throughout our community in 2011. Full reports are posted on the city website.

Emergency Services

Police - The Sturgis Police Department had an eventful year responding to a total of 6,546 calls (up 3% from 2010) and making 2,297 traffic stops. As a result, 1,849 were arrested and/or cited.

The top three major crimes reported were:

Thefts = 91 Assaults = 57 Vandalisms = 52

In the past 10 years, the worst year for crime was 2001 with 491 major crimes reported compared to 229 major crimes reported in 2011.

Ambulance - The Sturgis Ambulance Service provides emergency medical response to 1/2 of Meade County and portions of Lawrence County. In 2011, the department responded to 1,385 calls for service, had 1,422 patient contacts and logged over 76,000 miles. The Ambulance Service is self-supporting and no tax burden has been placed on the citizens of Sturgis or Meade County.

Fire - The Sturgis Volunteer Fire Department responded to 234 calls for service during the year, up 6% from 2010. Of the fire calls, 31% were within the City limits.

Major Capital Improvement Program

In 2010, the Municipal Utilities Board consulted with CETEC Engineering Services, Inc. to prepare a Facilities Plan Report in conformance with Drinking Water State Revolving Fund loan requirements. The report was based on a review of the entire water system including a supply and storage analysis.

The report identified the need for several upgrades to the current water system. The entire upgrade project spans a three year period that began in 2011 and is scheduled to end in 2013.

In August of 2011, Phase 1 of the recommended upgrades began with water main replacements near the hospital.

Phase 2 of the project will begin in the spring of 2012 and will include upgrades to Wells One and Three and water main replacements on Spruce, Davenport and Glover Streets.

Also in 2012, the largest portion of the water project will begin on Lazelle Street between Junction and Blanch. Work will include replacement of water mains and service lines located beneath Lazelle Street. This segment of the project will be complete by late fall of 2012.

In the Spring of 2013, the improvement project will resume with similar work being done on Lazelle Street from Junction Avenue west to 11th Street. The entire project is scheduled to be complete by September of 2013 when the DOT will overlay the entire street. Work will not take place during either the 2012 or 2013 Rally.

As the project progresses, construction updates with detour information will be available on the City website.

Financing for this project is being covered from a water rate increase that took effect in 2011 and a 2.2 million dollar loan that will be paid back at 3% interest over 20 years.

2011 Accomplishments

Parks - Renovation of Meade Avenue Park with installation of new playground equipment and new landscaping.

The Parks Department also renovated the volley ball courts in the City Park.

Sturgis Liquor - In June, the new Sturgis Liquor store opened its doors next to the old location at 1075 Lazelle Street. The new store is 65% larger (4,000 square feet) than the original store and has areas specifically designed for tastings, special events and displays.

Airport - The Sturgis Airport finished their new runway extension project that was started in 2010. A wildlife fence was also installed around the airport property to enhance the safety on the runway. These projects were paid for by a grant received from the FAA.

Community Center - On Veteran's Day, a new flagpole and flag were installed at the front entrance to the Sturgis Community Center. The Flag pole was dedicated in honor of Cpt. Christopher Soelzer and all military men and women who have served our country.

Renovations were also completed in the men's and women's locker rooms.

Streets & Sanitation

The Public Works Department had a busy summer preparing 62 blocks of city streets for a new asphalt overlay. This project was the largest asphalt paving program ever completed by the City.

The City now maintains over 44 miles of paved streets and 7.5 miles of alleyways. On average, it costs \$5,000 to maintain each block of paved street (not including employee wages) and \$1,045 per block for snow removal. Sanding an intersection costs the city \$40 per incident.

The City acquired an additional 10 acres of land adjoining the existing Rubble Site to allow for future expansion of the current site. Currently, the City hauls all household trash to the landfill in Belle Fourche. The City pays \$44.20 per ton in tipping fees at that location. The total cost to dispose of trash in the Belle Fourche landfill in 2011 was \$209,628.00.

In 2012, the City will implement a Recycling Program. Collection containers will be placed in various areas of the city to collect aluminum, glass, tin, cardboard and other materials for recycling.

Special Events

Each year, the City works closely with the Sturgis Chamber of Commerce and local groups to hold a variety of special events. In 2011, the City hosted several events including:

- Historical Volksmarch
- SD High School and PRCA Rodeos
- Car shows and Art festivals
- The Black Hills 100 Ultra Marathon
- 4th of July fireworks and 100 year celebration at the Fairgrounds
- Pen of Three
- Annual BAM celebration
- Second Annual Public Safety Day
- Motorcycle Rally
- Black Hills Steam & Threshing Bee
- Mustang Rally

The Sturgis brand is becoming well known as a quality location to hold events. With the support of local businesses, residents and community groups, we will continue to attract a variety of quality events to our area. The City Council has set goals to expand the number and duration of events in the spring and fall seasons. Watch for several new events to be scheduled in 2012.

Community Giving

The City was able to fulfill several funding requests from non-profit agencies and other community organizations. Cash donations were made to the following agencies:

- NH Drug & Alcohol \$12,000
- Meade County Sr. Citizens Association \$10,000
- Crisis Intervention \$5,000
- Sturgis Volunteer Fire Dept. 4th of July \$7,000
- Neighbor Works Dakota Home Resources \$8,000
- Chamber of Commerce \$130,000
- Sturgis Center for the Arts \$8,000
- BAM Event \$1,500
- Sturgis Arts Council \$5,000
- Sturgis Motorcycle Museum \$9,500
- Sturgis Economic Development Corp. \$125,000

These numbers do not reflect the time and materials provided by the city staff when assisting with non-profit events during the year.

71st Motorcycle Rally

The 71st Rally saw visitor numbers down slightly from the 70th Rally in 2010; however, an impressive number of motorcycle enthusiasts (416,727 total) came to enjoy the city and the surrounding communities.

The number of temporary vendor licenses issued was down 4.47% from the prior year and city sales tax collections were down 9.96%.

City owned properties were all rented with vendors inside the Community Center and Armory. Vendor lots outside the Community Center and on the 900 block of Main Street were full as well.

Money collected through the sponsorship program, rental of city property, advertising sales in the official Rally magazine, and other marketing agreements enabled the city to donate \$25,145.85 to the *Sturgis Rally Charities* organization for use in the Sturgis community.

The Sturgis Volunteer Fire Department also received \$11,000 from the 9th Annual Mayor's Ride. The annual ride also earned \$3,000 for the Sturgis Police Reserves and \$1,000 for the National Fallen Firefighter's Foundation. The Mayor's Ride was created to be a funding source for the Sturgis Volunteer Fire Department, an organization that plays a vital role in the community all year.

The City earned approximately \$194,478 in additional sales tax revenues during the Rally. Over all, after expenses and donations were deducted, the City earned approximately \$391,584 from the Rally event.

Community Center

The Sturgis Community Center had 1,200 kids participate in various programs in 2011 (up 10% from 2010). 563 adults signed up for land aerobics, water aerobics, Zumba, and racquetball and softball leagues.

In addition to athletic programs, the Community Center also hosted over 78 theatrical and musical performances during the year.

In December 2011, the Sturgis Community Center was awarded two Patriot Awards from the "Employer Support of the Guard and Reserve" (ESGR) organization. The ESGR is a staff group within the office of the Assistant Secretary of Defense for Reserve Affairs. The award recognized the Center for their outstanding support of employees who are enlisted in the armed forces.

Communications

2011 was the first year that audio files from City Council meetings were made available through the City website. Agendas and minutes are also posted on the web page along with council packets and supporting documents.

117,680 unique visitors used the Sturgis website in 2011. Those visitors viewed 256,260 pages.

In December, a community survey was included in the monthly Sturgis Information Publication. 336 surveys were returned, providing valuable information to the Council and City staff.

Redistricting

According to the 2010 census, between 2000 and 2010, Sturgis grew by 2.8% and now has 6,627 residents. Due to this growth, federal and state law required voting ward boundaries to be redrawn with each of the four voting wards representing approximately one-fourth of the city's total population. The City Finance Officer worked closely with the Community Development Department and with the use of GIS mapping successfully redrew the voting wards so each ward is equally represented.

Regulations

Several City ordinances were updated in 2011, the most significant being:

- *Ordinance 2010-16 Temporary Structures.* Regulates the number of days a temporary structure can be set up before and after a special event. This ordinance also specifies that temporary structures can only be located in certain areas with proper zoning.
- *Title 31 Business License requirement.* A new ordinance that requires a license to do business within the city limits.

Code Enforcement

In 2010, the City hired a full time Code Enforcement Officer. This position identifies code violations within the city. In 2010, the primary goal was to educate residents about nuisance ordinances and assist with compliance.

In 2011, the Code Enforcement Officer began enforcement and made 521 inspections based on visual observations as well as citizen complaints. 264 properties were found to be in violation of current codes. 19 citations were issued in 2011.