

## 70th Anniversary Rally Brings Big Benefits to Residents

As expected, the 70th anniversary of the Sturgis Motorcycle Rally was a profitable year for our residents. It's important for residents to understand that the Rally is a business managed by the City for the sole benefit of our residents.

According to the DOT, Rally traffic increased 17% over 2009 with a total of 601,324 vehicles counted. This means hundreds of thousands of visitors spending money in Sturgis supporting local jobs and generating sales tax to pay for things residents want like street and park improvements.

The City Finance Office issued 757 temporary vendor licenses which was a 13% increase from 2009. The Finance Office collected \$1.1 million in vendor license fees, sanitation fees, Liquor Store sales, Community Center concession sales, City property rentals and other Rally related revenues, not including the sales tax that will be collected in August, September and October after all sales tax returns have been filed. The Rally Sponsorship Program will contribute another \$475,000 in fees, a portion of which will go to support various charities. Another positive in 2010 is that Police contacts were down 25% over 2009. Visitors were enjoying themselves and spending money, which is good for Sturgis!

The Public Works Department hauled 14% more

trash than last year, which is also an indicator of how much merchandise was purchased and sales tax collected. The net revenues collected from all of the Rally related sources go into the General Fund to pay for Police, Fire, Streets and Parks and help to reduce the City's need for property taxes from our residents.

Mt. Rushmore experienced record attendance on Tuesday of the Rally with 17,600 visitors making their way to the monument. Harley Davidson was back in Sturgis for the first time in 20 years and was very pleased with their experience in Sturgis.

In preparation for this year's Rally, a new parking plan was implemented in the downtown area to reduce traffic congestion and get riders off the streets and spending dollars with our businesses. The City received positive feedback on the plan and will continue the plan for next year.

The economic engine of the Rally works very similar to a V-twin motorcycle engine for our residents. One cylinder is the visitors and the other cylinder is our vendors. We need both cylinders to work properly for the event to benefit our residents. Overall, 2010 was a very beneficial Rally for vendors and visitors, but more importantly, our residents. The final report will be completed in September.

## From Motorcycles to Mustangs - Events Help Fuel Local Economy

Just as the streets begin to grow quiet after the Sturgis Motorcycle Rally, the City prepares to welcome the 4th annual Mustang Rally scheduled for September 2-6. The rally will include a full schedule of events including a poker run on Friday, September 3, the Jacobsen Ford Show-N-Shine on Saturday morning, followed by the popular public viewing on Main Street from 10:00 - 4:00. A Cruiser Night Parade on Main Street will take place Saturday evening at 6:00. Main Street will be closed on Saturday from 5:00 a.m. to 5:00 p.m. for the Show-N-Shine.

This summer the City has hosted several events that bring in visitors and help stimulate spending. Sales tax revenues from these events provide funds for maintenance and improvements to the Sturgis infrastructure that would otherwise be paid for by property taxes.

For a full schedule of Mustang Rally events and registration information, visit: [www.sturgismustangrally.com](http://www.sturgismustangrally.com).



It's Back To School Time - Drive Carefully

## Items of Interest

**School starts on Monday, August 30.** For all your back to school information, visit the Meade School District website at [www.meade.k12.sd.us](http://www.meade.k12.sd.us).

**City Hall will be closed** on Monday, September 6 for Labor Day. Trash that is normally picked up on Monday will be picked up on Tuesday.

**Sturgis Mustang Rally** - September 2-6. For a full schedule of events, visit [SturgisMustangRally.com](http://SturgisMustangRally.com).

**The City Council** meeting normally scheduled for Monday, September 6 will be moved to Tuesday, September 7 at 6:30 p.m. The **Goodwill Collection Trailer** will be parked west of the Public Works shop at Dudley and 1st Street from October 15-22. The newspaper and cardboard recycling trailer will also be parked at this location during construction of the Liquor Store.



## Announcements and Meetings

**Sturgis City Council:** Tuesday, September 7 and Monday, September 20 at 6:30 p.m. in the Sturgis Community Center on Lazelle.

**Forestry:** September 1 at 7:00 p.m. downstairs at City Hall.

**MUB Board:** September 8, at 8:00 a.m. downstairs at City Hall.

**Sturgis Arts Council:** September 9, at 7:00 p.m. downstairs at City Hall.

**Planning and Zoning Commission:** September 14 and 28 at 6:30 p.m. downstairs at City Hall.

**Park Board:** September 21 at Morman Law office at 7:00 p.m.

**Library Board:** September 29, at 4:00 p.m. in the Sturgis City Library.

## Officials

### Mayor

Maury LaRue 347-4422

### Council Members

#### Ward One:

Joe DesJarlais 347-7928

Kelly Vasknetz 490-0361

#### Ward Two:

Mark Carstensen 561-0283

David Hersrud 347-5061

#### Ward Three:

Clint Brengle 720-0171

Jamie McVay 720-5780

#### Ward Four:

Tim Potts 720-4233

Bernadette Usera 720-9424

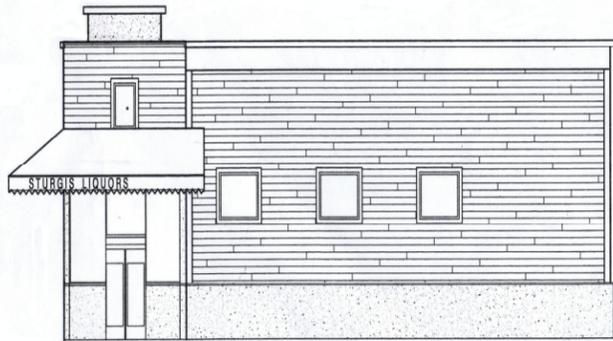
### City Manager

Dave Boone 347-4422

## Work Begins on New City Liquor Store

Site work is underway on the new Sturgis Liquor Store. The 6,400 square foot building will be built on the east side of the existing lot at 1075 Lazelle.

In July, GBA, Inc. from Rapid City was chosen as the prime contractor for the project.



The new 6,400 square foot liquor store will be built at the same location as the existing store and will include additional space for special events and in-store promotions.

According to Sturgis Liquor Store Manager Tom Ferguson, the new building will feature a much larger footprint that will allow for a better selection of products and room for special events including wine tastings and other seasonal promotions. Once the new building is operational, the old building will be torn down to make room for an outside display area on the west side of the lot that will be utilized during special events.

During the 2010 Rally, sales at the liquor store were up 25% over the Rally in 2009. The profits from sales go into the General Fund and help support several essential departments such as Streets, Fire, Police, Parks, and the Community Center. In 2010, \$212,271 is budgeted to transfer from the liquor store into the General Fund. By supplementing the General Fund with City generated revenues, the burden on property taxes is reduced.

Funding for the new store was obtained through a Rural Development Build America Bond that will be paid back over a period of 40 years at 2.6% interest. The current store will remain open during construction. The new store will be open for business by next summer.

## September Library News

Join us on Tuesday, September 14, from 3:30 - 6:00 p.m. to celebrate "Library Card Sign-up Month", and the debut of our newly designed library cards. There will be refreshments, activities, and special treats for new members. Library cards are free to anyone in Meade County or the Meade 46-1 School District, ages 5 and up. If you have not yet become a member, this is a great time to see what the Library has to offer.

Weekly story hours will start up again in September, every Tuesday morning at 10:00. The story hours are generally geared for children ages 3-5, and children must be accompanied by a parent or caregiver.

The South Dakota Humanities Council 'One Book South Dakota' selection this year is "What is the What" by Dave Eggers. The books are available at the Library, and everyone is welcome to join the book discussion on Tuesday, Sept. 28, at 7:00 p.m. Kathy Antonen from the School of Mines will be the discussion leader.

For more information about all the Library programs, please call the library at 347-2624.



## Register Now For Fall Programs At The Community Center



**After School Fun & Fitness:** Monday - Friday from 3:30 p.m. to 6:00 p.m. Transportation is provided from school to the Community Center.

**Flag Football:** Kindergarten through 4th Grade. Registration deadline is September 7.

**Zumba:** Mondays from 5:30 p.m. to 6:30 p.m. and Saturdays from 9:00 a.m. to 10:00 a.m. Try a class for free on September 9 or 11. Regular classes begin September 13.



## Public Works Available to Assist With Chipping and Yard Waste Removal

The Sturgis Public Works Department offers help to home owners who want to remove trees and shrubs from their property. The department has equipment and crews that can be brought to your location when you need to chip, cut, or haul away unwanted trees and brush. According to Public Works Director Randy Nohava, residents simply need to call the Public Works office to discuss the project and schedule an appointment for the work.

The equipment must be operated by City employees and there is a minimal charge. The Rubble Site will take limbs and brush at no cost if a City resident wants to drop off a load (up to 1.5 yards or approximately the size of a standard pickup load) at the site. You simply need to show a



City employees clean up limbs by feeding them into a chipper. Wood chips are then used at the Rubble Site.

recent water bill to prove residency. Larger loads are subject to fees.

The City will also pick up limbs that are stacked on the right of way or next to a trash container. They must not hinder the emptying of the tote by the trash truck. To schedule a pick up, please contact the Public Works Office at 347-3916.



The Sturgis Volunteer Fire Department recently took possession of a new fire truck from the Rosenbauer Company - manufacturer of emergency response equipment. The truck was partially funded by Rosenbauer's Rally sponsorship support of the Mayor's Ride. The remainder of the purchase was possible by a USDA Rural Development loan.

## New Drop Box Available

The Sturgis Utilities Department has added a drive-up payment drop box at the Water Maintenance Shop located at 2901 Vanocker Canyon Road.

The drop box is located on the southeast side of the building. The payment box is emptied daily.

The drop box at City Hall will also remain available for after hour payments.



## Contact Information

City Manager 347-4422  
City Attorney 347-4422  
Code Enforcement 347-4424  
Community Development 347-4424  
Finance Office 347-4422  
Human Resources 347-4422  
Rally Department 720-0800  
1040 2nd Street

Community Center 347-6513  
5:00 - 9:00 Mon. - Fri.  
8:00 - 8:00 Sat.  
Noon - 8:00 Sun.  
1401 Lazelle Street

Fire & Ambulance 347-5801  
Emergency 911  
7:00 - 5:00 Mon. - Fri.  
1901 Ball Park Road

Library 347-2624  
8:30 - 7:00 Mon. - Thu.  
8:30 - 5:00 Fri.  
8:30 - 4:00 Sat.  
1040 2nd Street

Liquor Store 347-5983  
8:00 - 10:00 Mon. - Sat.  
10:00 - 8:00 Sun.  
1075 Lazelle Street

Parks Department 347-9018  
8:00 - 5:00 Mon. - Fri.  
1040 2nd Street  
Shelter Reservations call  
347-4422

Police Department 347-5070  
Emergency 911  
1400 Main Street

Public Works 347-3916  
7:00 - 4:00 Mon. - Fri.  
1057 Dudley Street  
Rubble Site  
8:00 - 5:00 Tue. - Fri.  
8:00 - 12:00 and 1:00 - 5:00  
Mon. and Sat.

Water Department 347-4425  
8:00 - 4:45 Mon. - Fri.  
After Hour Emergency call  
Police Dispatch 347-2573