



2011  
 Rally Edition

## Rally Schedules

**City Hall:** Open 8:00 a.m. to 5:00 p.m. for normal City business.  
**City Parks:** City parks will remain open for normal daytime use but no shelter reservations will be made for the week of Rally.  
**Community Center:** Aug. 6 & 7, 7:00 a.m. to 7:00 p.m. Aug. 8 - 12, 5:00 a.m. until 9:00 p.m. Aug. 13, 7:00 a.m. to 7:00 p.m. Aug. 14, 7:00 a.m. to 6:00 p.m.  
**Food Pantry:** Closed August 3 - 14.  
**Library:** The Library is closed Saturday August 6 and 13. The Library will be open 8:30 a.m. until 4:00 p.m. daily August 8 - 12.  
**Liquor Store:** Open August 5 -15 from 7:00 a.m. until midnight.  
**Public Works:** Normal hours of operation at the Rubble Site and Public Works. Trash will be collected on the normal schedule with additional pick ups at businesses as needed.  
**Rally Department:** Staff will be working from both the Rally Headquarters at the Armory, 1019 Main Street and the Media Center in the Community Center at 1401 Lazelle Street from 9:00 a.m. until 6:00 p.m. August 5 - 13.

## Announcements and Meetings

**Sturgis City Council:** August 1 and 15 at 6:30 p.m.  
**Forestry:** No meeting in August.  
**Park Board:** No meeting in August.  
**Planning and Zoning:** August 30 at 6:30 p.m. at City Hall, Room B.  
**MUB:** August 17 at 8:00 a.m. at City Hall, Room A.  
**Sturgis Arts Council:** No meeting in August.  
**Library Board:** August 31 at 4:00 p.m. at the Sturgis Library.

## Officials

**Mayor**  
 Mark Carstensen 490-1044

**Council Members**

**Ward One:**  
 Joe DesJarlais 347-7928  
 Kelly Vasknetz 490-0361

**Ward Two:**  
 David Hersrud 347-5061  
 Marcia Johnston 347-2483

**Ward Three:**  
 Clint Brengle 720-0171  
 Jamie McVay 720-5780

**Ward Four:**  
 Tim Potts 720-4233  
 Dane Sundstrom 490-1172

**City Manager**  
 Vacant

## Lazelle Street Traffic Changes for Rally

On July 5, the South Dakota Department of Transportation (DOT) made a presentation to the City Council with details of their 2011 Rally Traffic Plan. The DOT has made several changes to Lazelle Street in preparation of the upcoming Sturgis Motorcycle Rally.



Motorists navigate along Lazelle Street. The DOT modified the traffic flow to help ease traffic congestion during the Rally.

According to Doug Kinniburgh from the DOT, Lazelle Street carries a heavy westbound traffic flow for about two hours in the morning, but for the rest of the day, there is heavy eastbound traffic and the proposed changes will help alleviate some of the congestion. The most significant change includes turning the existing center turn lane into an additional east bound only driving lane between 8th and Nellie Street. The intent with this change is to increase the volume of traffic moving to the east during peak hours of the day. Temporary traffic signals have been installed along Lazelle at the intersections of Middle, 1st and 3rd Streets. The signals at 1st and 3rd will be 4-way flashing red so the traffic will need to stop in all four directions similar to the 4-way stop signs previously used in these locations. Left turns from the eastbound lane will only be allowed at intersections. The intersection at Junction and Lazelle has also changed. The traffic going north on Junction at Lazelle will now have a left/through lane and a right

turn only lane. This will increase the capacity of traffic moving through the intersection as the majority of the traffic is turning right onto Lazelle from Junction. This will be a permanent change at this intersection. The Main and Junction intersection has also changed to include two north bound lanes and a single south bound lane that serves as both the through and the left turn lane.

The Sturgis Police Department asks residents to plan travel during the Rally in the morning hours if possible. Congestion increases significantly during the afternoon and evening hours. He also urges drivers to use caution when driving on Lazelle Street as the pedestrian traffic moving between Main Street and vendor areas in and around Lynn's and the Community Center will become very heavy. South Dakota state law mandates all traffic must stop and allow pedestrians to cross the street at designated intersections.

Engineers from the DOT will be in Sturgis during the Rally to monitor traffic and make adjustments to traffic signals as needed. This is the first time a major change has been made to Lazelle Street during the Rally. When asked by a City Councilman "What happens if the plan doesn't work?" Kinniburgh



responded that they will be in constant communication with Chief Bush throughout the Rally and can change Lazelle Street back to normal within a few hours if necessary. The DOT is planning to reconstruct Lazelle Street in 2012.

Workers from the DOT install temporary cameras at intersections along Lazelle Street in Sturgis. The cameras will assist in monitoring traffic flow during the Rally.

**The following streets will have temporary travel restrictions during the Sturgis Motorcycle Rally:**

**Main Street** between Middle Street and Fourth Street: open to motorcycle traffic only Aug. 5 - Aug. 13.

**First, Second, and Third Streets** from Sherman Street north to Lazelle Street: open to motorcycle traffic only Aug. 5 - Aug. 13.



**Kinship Road** from Lazelle Street to the Post Office: Closed to all traffic on Aug. 7-11 from Noon until 6:00 p.m. Williams Street behind the Community Center will remain open for access to the Post Office.

**Fifth Street** from the Community Center to Lazelle Street: Closed to all traffic Aug. 1 - Aug. 14.



**The SD DOT will place automated traffic control devices** at the following intersections to assist with traffic flow starting as early as July 15.

- Nellie and Lazelle
- Middle and Lazelle
- 1st and Lazelle
- 3rd and Lazelle
- 6th and Lazelle



**Temporary Stop Signs** will be in place Aug. 5 - Aug. 14 at the following locations:

- 20th and Hwy 14A
- Junction Avenue and Sherman
- Junction Avenue and Park



**Sherman Street** between Junction and 4th Street will be motorcycle parking only along the north side of the street.

**A Public Transit parking zone** will be on the north side of Sherman between 4th and 5th.

**Main Street** between 4th and 7th Streets will be motorcycle parking only along the south side of the street.

## Employee Spotlight - Sturgis City Manager

In the organizational structure of City employees, the City Manager position is the highest administrative position, reporting directly to the full City Council. As such, the City Manager is responsible for all aspects of the day-to-day administration of the City - from garbage collection to public safety. All City Department Heads report directly to the City Manager.

The City Manager is also responsible for the City's financial health and budgetary management, making sure that the City's funds and financial resources are used responsibly to fulfill the goals and policies established by the Sturgis City Council. The City Manager presents the yearly budget and is responsible for identifying and securing various financial incentives that become available.

The City Manager works closely with the Chamber of Commerce, the Sturgis Economic Development Corporation, consultants, and local business leaders in order to pursue economic development opportunities and job growth initiatives on behalf of the City.

The City Manager is also responsible for coordinating public relations and outreach, communicating to residents, answering media information requests, and addressing residents' questions and concerns.

At this time, Sturgis is in the process of selecting a new City Manager. A selection committee made up of four City Council members, four citizens, and one City staff member will screen and interview the applicants. The top candidates will be available to meet and visit with the public before the City Council makes the final selection by early September.

## Sturgis Chamber Hires New Executive Director

The Sturgis Chamber of Commerce and Visitor's Bureau has hired Lisa Wyer as their new Executive Director. Board member J.D. Williams announced, "Lisa is a local person who comes to the Chamber with extensive tourism and marketing experience. She has a great understanding of our unique community and the events we hold."

## Previous Rally Statistics

DESCRIPTION	68TH 2008	69TH 2009	70TH 2010
Estimated Attendance	414,917	442,163	466,769
Tons of Garbage Hauled	543	565	583
Vendor Licenses Issued - Sturgis	697	696	761
Vendor Licenses Issued - Meade Co.	204	207	261
Mt. Rushmore Traffic Counts	58,054	78,469	67,130
DOT Traffic Counts	405,475	394,009	459,968
Taxable Sales/Temporary Vendors	10.4 mil	10.1 mil	11.4 mil
SD State Sales Tax Collected	418,716	404,591	456,986
Sturgis City Sales Tax Collected	217,155	202,295	228,493
SD Dept. of Tourism Tax Collected	104,286	150,506	170,191

August in South Dakota often includes severe weather including thunderstorms, high winds and dangerous hail. During the 2011 Rally, the warning sirens will be activated if we are under a severe thunderstorm warning and weather spotters confirm either large hail or high winds approaching our area. If severe weather conditions exist, seek shelter in a sturdy building away from windows and stay put until the storm passes, hail has melted and streets are clear. In 2009, several people suffered injuries from vehicle accidents because they attempted to drive during and immediately after a hail storm.



Current weather information is available from the National Weather Service (NOAA) as well as local radio stations KBHB 810 AM and KNKL - Knuckle Radio at 1610 AM.

## Get Rally Information On Your Phone

Now you can view information related to the Rally on your phone. This easy to use version of our website is geared especially for bikers on the move!

News - Events - Weather

Simply use your smart phone to log on to [www.sturgismotorcyclerrally.com](http://www.sturgismotorcyclerrally.com)



## Contact Information

City Hall 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 - 8:00 Mon. - Fri.  
 8:00 - 5:00 Sat.  
 Noon - 5:00 Sun.  
 1401 Lazelle Street

Fire & Ambulance 347-5801  
 Emergency 911  
 7:00 - 5:00 Mon. - Fri.  
 1901 Ballpark 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.  
 1920 Ballpark Road  
 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  
 1040 2nd Street