

RESOLUTION 2011-23
RESOLUTION AUTHORIZING TEMPORARY SIGN APPLICATIONS

WHEREAS Category Exclusive sponsors purchase the sponsorship package both to enhance their corporate image and also increase their marketing efforts, and

WHEREAS Category Exclusive sponsors of the Sturgis Motorcycle Rally pay the City for sponsorship recognition, and those payments supplement the tax revenues received by the City, and

WHEREAS the payments received from the Category Exclusive sponsors of the Rally provide a source of revenue to the City which measurably exceeds the cost of services provided to those sponsors, and

WHEREAS the amount of revenue received from a Category Exclusive sponsor in excess of actual cost provides funds for the City Budget that otherwise would have to be obtained through higher taxes, and

WHEREAS a key ingredient in marketing and business sales activity is display signage, and

WHEREAS the City of Sturgis has adopted Title 30, a sign ordinance, that permits a wide range of signage and display marketing throughout the year, and

WHEREAS Title 30 of the Sturgis Ordinances has a structured process in place to allow applications for temporary signs to be submitted and reviewed before allowing the placement or display of temporary signs promoting a temporary sale or event.

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Sturgis City Council will hereby authorize Category Exclusive sponsors to submit application to the Community Development Department, consistent with the requirements of Section 30.04.05 of that Ordinance, for any temporary sign that the sponsor seeks to display for the period of July 8 through July 14, 2011.

Dated this 5th day of July, 2011.

CITY OF STURGIS

Mayor Mark Carstensen

ATTEST:

Fay Bueno, Finance Officer

Published: July 13, 2011

Effective: August 3, 2011