

## Sturgis to Host 2012 Motorcycle Cannonball - September 14

Sturgis has been chosen to play host to the 2012 Motorcycle Cannonball; a 3,800 mile coast to coast endurance race on pre-1930's vintage motorcycles.



E.G. Baker in New York at the end of his ride.

The race begins on September 7 in Newburgh, New York, home of the newly opened *Motorcyclopedia Museum*. The race is scheduled to end on September 21 in San Francisco, California. The course will take the riders through a dozen national parks and forests. It will follow the coast of Lake Erie and across Lake Michigan on the ferry. The finish will take place on the Pacific Coast Highway. Most of the route will avoid interstate highways.

Organizers report 80 riders are registered for the event. The riders are from all over the United States as well as Poland, Ireland, Germany, United Kingdom, Italy, France and Australia.

While in Sturgis on September 14, the riders will take a well deserved break from the road while support crews make needed repairs and plan for the second leg of the race. Participants and support crews will be treated to a reception at the Sturgis Armory sponsored by Competition Distribution and the City of Sturgis.

Bikes will be displayed on Main Street from 4:30 to 6:30 p.m. for photos and a rider meet-and-greet. To learn more about the race and the riders, visit the Cannonball website at [motorcyclecannonball.com](http://motorcyclecannonball.com).

## Mustang Rally August 29 - September 2

The 6th Annual Sturgis Mustang Rally will be held August 29 through September 2. Touted by organizers as the fastest growing muscle car event in America, this year's event will be packed full of activities and contests sure to please Mustang lovers and motoring fans of all ages.

Registration will begin on Wednesday, August 29 at the Thunder Dome. Several public events will take place on Saturday, including the popular Show and Shine competition from 10:00 a.m. until 4:00 p.m. on Main Street. Miller Ford Racing Demos will be held next to Lynn's DakotaMart from 10:30 a.m. until 4:00 p.m. And the annual parade through downtown is scheduled for 5:00 p.m.

For a full schedule of events visit: [sturgismustangrally.com](http://sturgismustangrally.com).



Nearly 1,000 participants attended the Sturgis Mustang Rally in 2011. Organizers report a record number of registrations have been received for the 2012 event.



**City offices will be closed** on Monday, September 3 for Labor Day. Trash normally collected on Monday will be picked up on Tuesday.  
**EMT Classes** - Registration deadline is September 10. \$400 includes books. EMT final testing will be in December. Call the Fire Hall for details 347-5801.  
**Flag Football K** - 4th Registration deadline September 9.  
**Lego Club** meets on Sept 10 & 24 from 3:30 to 4:30.  
**Harvest Days and Ag Appreciation Days** - September 15 and 16.  
**Children's Story Hour** (ages 3-5) Tuesday mornings at 10:00 at the Library.  
**Harry Potter Book Club** Tuesday, September 18 at 4:00 p.m. at the Library.  
**Library Card Drive** - September 25, stop by from 3:30 to 6:00 p.m. to sign up for a library card and a chance to win a prize. Refreshments will be served.  
**City Wide Clean Up** will be held October 1 - 5.

### Upcoming Meetings

**Sturgis City Council:** Tuesday, September 4 and Monday, September 17 at 6:30 p.m. at the Erskine Building.  
**Park Board:** September 11 at 7:00 at the Morman Law Firm.  
**Planning and Zoning:** September 11 and 25 at 6:30 p.m. at City Hall, Room B.  
**MUB:** September 12 at 8:00 a.m. at City Hall, Room A.  
**Forestry:** September 6 at 6:00 at the Sturgis Fire Hall.  
**Sturgis Arts Council:** September 13 at 7:00 p.m. at Sturgis City Hall.  
**Library Board:** September 26 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:**  
 Ron Waterland 720-5010  
 Jamie McVay 720-5780
- Ward Four:**  
 Tim Potts 720-4233  
 Dane Sundstrom 490-1172
- City Manager*  
 Daniel Ainslie 347-4422

## Rally Clean Up - A Monumental Task

Once the bikers and the vendors leave town, they also leave trash. It's Sanitation Superintendent Jay Johnson's job to make sure all the trash is cleaned up and delivered to either the Belle Fourche Landfill, the Rubble Site, or a local recycling center.

This is the first year that Sturgis has made the attempt to recycle the waste cardboard generated from the Rally. An estimated 25 tons of cardboard was collected during this year's Rally.

The total weight of trash collected each year is a major piece of information used to calculate how many people attended the Rally.

In addition to trash collection, the Sanitation Crew also picks up and maintains the 600 additional trash totes used during the Rally.

The Street Crews also have post-Rally work. The streets are swept, barricades are picked up and put away, photo towers are put into storage and the Motorcycle Rally banners and signs are taken down and placed in storage.

It usually takes a couple weeks to get the City cleaned up and ready for the next event which will be the Mustang Rally starting August 29th.

*The recycling collection bins previously located at Lynn's DakotaMart will remain at the Public Works building on Dudley Street.*

## At the Library in September

### Making Sense of the American Civil War

The first program, discussions of the introductory essay by Edward Ayers and selections from Ayers' *America's War: Talking About the Civil War and Emancipation on Their 150th Anniversaries*, will be on Thursday, September 6th at 7:00 P.M. in the Program Room at the Library.

Two more discussion sessions will follow in October and November.

In addition, the *History at High Noon* program on September 21 will discuss Margaret Mitchell and *Gone With the Wind*.

The Library will be closed Labor Day weekend.

## FourFront Design Hired to Study Downtown Revitalization

In a collaborative effort, the Sturgis Economic Development Corporation, the City of Sturgis, and the Chamber of Commerce have entered into an agreement with FourFront Design to develop a Downtown Framework Plan for the City of Sturgis. The plan will organize and empower the community and decision makers to create a policy and a framework to facilitate change and betterment. A recent release from FourFront states the "flavor" of a vibrant and complex economy that attracts businesses, visitors, and revenues needs to return to downtown Sturgis.

Some of the current challenges include:

1. *Too much revenue is leaving the City.*
2. *Changes need to align with the Comprehensive Plan.*
3. *Many businesses are vacant part of the year.*
4. *Many businesses are owned by out of state landlords and a loss of funds equivalent to impact fees is a result.*
5. *Vending contracts and permitting during key visitation times do not offset tax revenues from vested owners operating year round.*
6. *Events need to be more frequent, dynamic, profitable, and attractive to the local and regional community.*
7. *A central feature or anchor element needs to be part of the planning.*
8. *Architectural covenants or standards need to be developed that guide revitalization efforts.*
9. *Mixed use strategies need to be employed and a business incubator created.*
10. *Property owners need to be engaged in the process.*

FourFront states that they propose to use a simple, direct process over a two month period using proven methods and grass root approaches. They will generate concepts that will stimulate interest and engage a task force and the public in developing what a vision "could be" for the community.

FourFront Design is based in Rapid City and was the driving force behind the Main Street Square Project.

Watch for more information about this project in future newsletters or visit the Projects Page of the City website at [sturgis-sd.gov](http://sturgis-sd.gov) for updates.

### Display a Yellow Ribbon and help welcome our troops home!

The National Guard's 842nd Engineering Company will be coming home from Afghanistan in September. The exact date isn't known yet, but it will be around September 15. Watch our website for details on the exact date and *Welcome Home* celebration.



As the 2012 Rally wraps up, some statistics are still being calculated. We do have the following:

- The Sturgis Finance Office issued 679 temporary vendor licenses. This number is down 7% from the total licenses issued in 2011.
- The Fire and Ambulance Service responded to 285 calls (up 22%) compared to 221 in 2011.
- The Police Department answered 1,370 requests for service (down less than 1% from 2011) and jailed 135 individuals on various charges (up 27% from 2011).
- The SD Highway Patrol reported nine Rally related fatalities compared to 4 in 2011.
- The DOT reports 416,072 vehicles entered Sturgis during the official week. Up 0.2% from 2011. Numbers including the Friday, Saturday and Sunday prior to the Rally shows a 4.8% increase over 2011.

A full Rally report will be issued when the numbers from the State Department of Revenue have been released.

## Employee Spotlight - Rally Inspectors

Wearing bright yellow shirts, the City's Rally Inspectors are commonly seen interacting with vendors throughout the City during the Annual Sturgis Motorcycle Rally. As part of the Enforcement & Inspections Department, the Inspectors work closely with the City's Code Enforcement Officer and Building Inspector to ensure that vendors are operating safely and legally.

The City is pleased that the Inspection Program has resulted in a steady decrease in unlicensed vendors in the past three years, with only 2% of vendors being cited for operating illegally in 2012, down 1.5% from 2011.

Inspectors visit each vendor at least once during the Rally to ensure that they have the proper licenses to vend within the City limits. They also check to make sure that the tents are constructed of proper fire resistant materials. They also look to see if the vendor uses cooking grease so the City can ensure the vendor disposes of the used grease properly.

This year, the inspectors also surveyed 11% of the vendors in order to evaluate the vendors' over all experience while in Sturgis. The City was pleased that 71% of respondents indicated they definitely plan to return to Sturgis and another 20% were likely to return if this year was successful. About 25% of respondents indicated that it was their first time in Sturgis. Vendors frequently remarked that the foot traffic and exposure they get in Sturgis is what makes them successful.

The City uses temporary Rally Inspectors each year in order to ensure a positive and safe experience for all visitors to our community and to maintain compliance of the temporary vending ordinance requirements. The State Health Department and the Department of Revenue also employ inspectors during the Rally to maintain compliance of various state regulations.

## 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 - 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 Ballpark Road

Library 347-2624  
 8:30 - 7:00 Mon. - Thur.  
 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

Drop boxes: 2901 Vanocker Canyon  
 and City Hall 1040 2nd Street