



Future Sturgis Retail Committee

STURGIS

2010 Accomplishments &
Opportunities in 2011
State of the Community Meeting
March 31, 2011

Main Street Lighting Project

- Making Main Street more charming and inviting during the evening



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Sculpture Walk – Main Street



- ▣ Main Street and Downtown Beautification Program



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Downtown Redevelopment Plan

- ▣ Future improvements such as Main Street Streetscape Concept and Bear Butte Promenade



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Sidewalk Café/Vending Ordinance

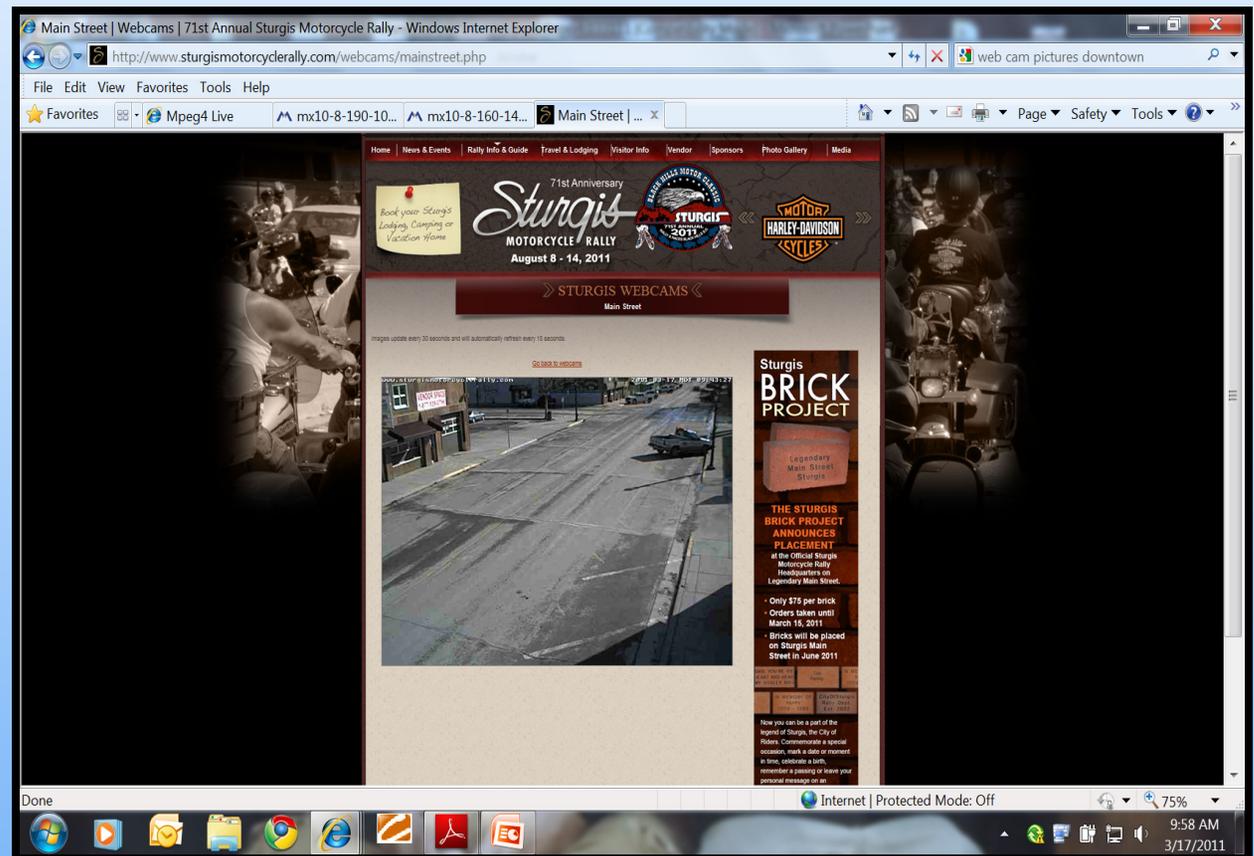


- ▣ Allowing retail businesses to expand their footprint and create a shopper friendly environment

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Web Cams Project & PA System

- Promoting Sturgis retail opportunities world wide and enhancing the retail atmosphere

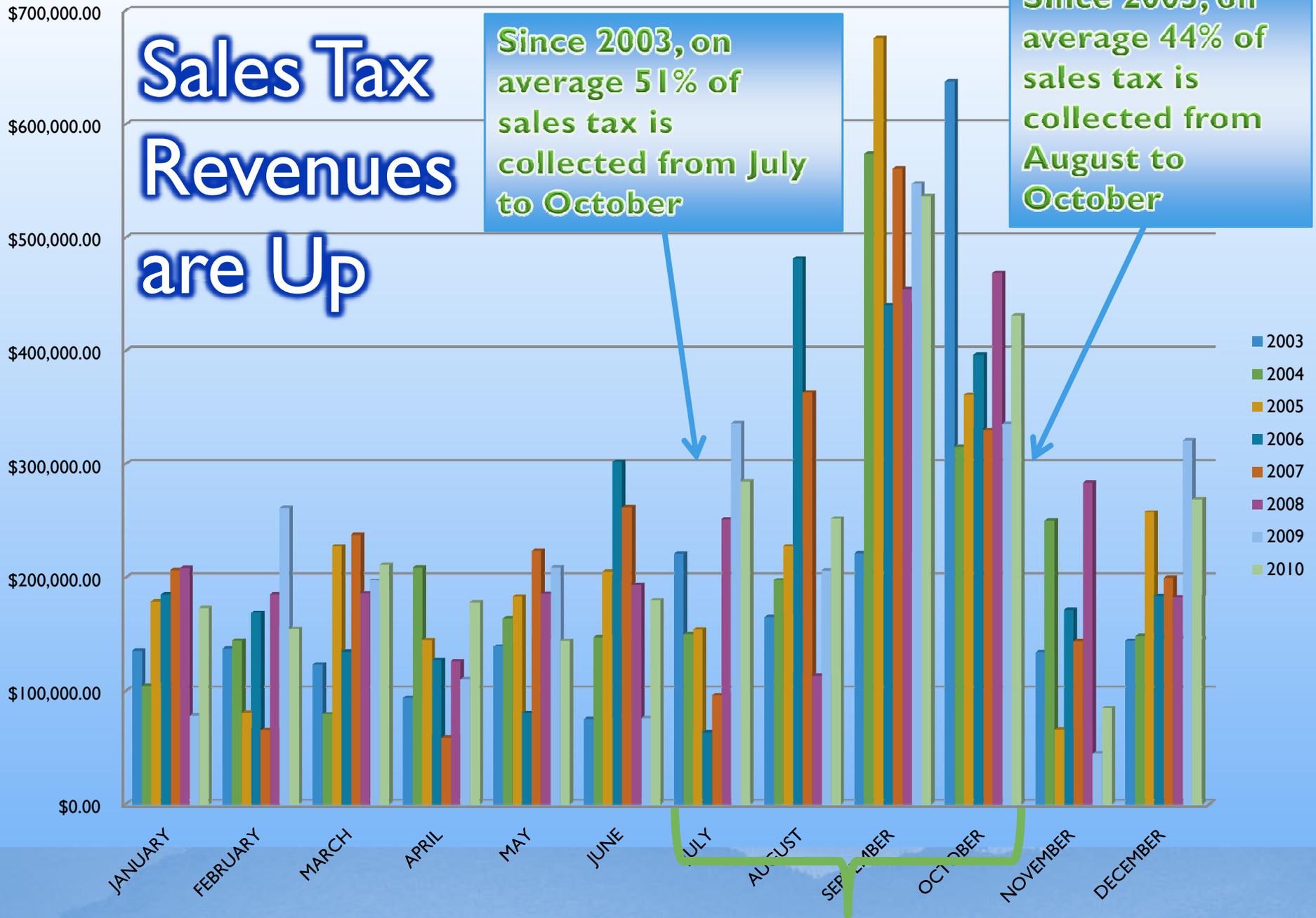


Sales Tax History by Month from 2003 to 2010

Sales Tax Revenues are Up

Since 2003, on average 51% of sales tax is collected from July to October

Since 2003, on average 44% of sales tax is collected from August to October



Total Sales Tax Collections 2003-2010



2011 Opportunities – Exit 32

MVG | Development

- ▣ MVG retained as the Developer for Exit 32



- ▣ SRS retained as the National Retail Broker for Exit 32 Properties



Marketing To National Retailers

Site Location Aerial | Sturgis, SD



For Sale



Retail Pad Sites in Sturgis

Interstate 90 & Junction Ave | Sturgis, SD



Description

- Retail development opportunity
- Demand for food service: \$59,689,939
- Easy access to Interstate 90
- Highway visibility
- Gateway to Northern Black Hills and the Deadwood gaming community
- Meade County Tax abatement for the initial five (5) years

Location Map



Available

- Pad Site 1 - 2.2 Acres
- Pad Site 2 - 1.88 Acres

Pricing

Contact Broker for Pad Pricing

Demographics

	5 Mile	10 Mile	15 Mile
Est. '10 Population	7,470	10,228	18,531
HH Estimate	3,107	4,178	7,535
Average HH Income	\$56,466	\$58,911	\$59,118

Year: 2010 | Source: Synergis Technologies, Inc.

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Workforce Data

Population (Meade County)	24,253
Regional Labor Market	77,870
Local Labor Market	12,705
Local Unemployment Rate	3.2%

New Retail at Junction and Lazelle

New 25,000 SF Restaurant & Entertainment Facility



New Liquor Store



Future Sturgis Retail – Attract 20 New Retail Businesses to Sturgis in 5 Years

- 1. Bring 10 new retailers in 3 years – **Achieved**
27 New Retail Businesses in Sturgis 2009-2011
- 2. Expand sales tax by 12% in 3 years – **Progressing**
6% Total Increase from 2008 to 2010
Tourism = Sales Tax from July-Oct Increased
17%
- 3. Create 150 retail jobs in 5 years – **Progressing**
90 Jobs Estimated 2009-2010
- 4. Attract at least one “big box” retailer – **Achieved**
25,000 SF Restaurant/ “Eatertainment” Facility
- 5. Attract a another major motorcycle dealer/distributor to Sturgis – **Progressing**

