



Future Sturgis Retail Committee

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Retail Committee Annual Progress
Report

Town Hall Meeting
September 24, 2009

Future Sturgis Retail Committee Members

- ▣ Vickie Netterberg
- ▣ Bob York
- ▣ Bryce Flint
- ▣ Doreen Creed
- ▣ JD Williams
- ▣ Joe Desjarlais
- ▣ Lonnie Isam
- ▣ Michele Loobey Gertsch
- ▣ Rob Rice

- Ed and Karen Badger
- Rory Smith
- Terry Koontz
- Vic Leveque
- Dave Boone
- Cindy Griffin
- Penny Green
- Bruce Gordon
- David Hersrud

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Retail Opportunities

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Future Sturgis Retail Plan – 1 Year

- 1. Develop long term retail attraction plan (with outdoor recreation focus) for I-90, Junction/Lazelle and Downtown in cooperation with City, Chamber, SEDC and SABA.
- 2. Transition City to owner/developer role to stimulate retail development.
- 3. City to obtain the exit 32 sites from DOT and attract a national brand restaurant (adopt Restaurant Liquor License to encourage development)



Year I Results



- ✔ Inventory of retail commercial sites and buildings completed by Chamber
 - ▣ Internet focus: www.sturgisretail.com
 - ▣ LocationOne Online Site and Building Inventory secured by SEDC from **Black Hills Power**
- ✔ Retail Tenant Directory purchase – VP, Directors, Manager of top retailers in US
- ✔ City obtained Exit 32 sites, redeveloped LOT PE2 and passed Restaurant Liquor License



I-90 Exit 32 – Economic Development Opportunities



Exit 32 – Lot PE2 on July 23



West Channel Construction



Inside West Channel Drainage



Western Channel Backfill



Eastern Channel



East Channel Construction



East Channel Backfill



Exit 32 Lot PE2 on 9/23



Now What?

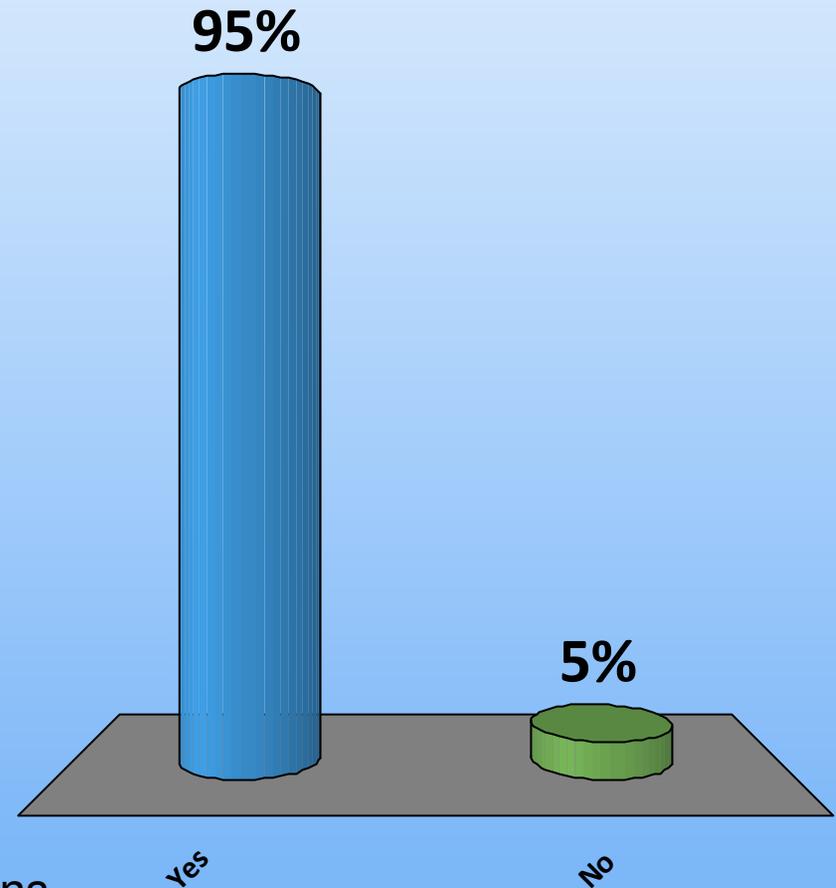
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Buxton Study – Top 10 Picks (SEDC, SACC, Retail Committee, Council)



Would you like us to pursue these types of businesses as identified in the Buxton Retail Identification Study?

1. Yes
2. No



Go to the City's web site at www.sturgis-sd.gov and give us your suggestions.

Future Sturgis Retail Objectives 1-2 Years

- 1. Develop new zoning plan to create development opportunities for year around retail and service businesses (current Comprehensive Plan 11 years old)
- 2. City to secure 50 to 80 acres near I-90 (Exits 30 or 32) for large scale/big box development using purchase or option.
- 3. Develop downtown redevelopment/enhancement plan.
- 4. Overhaul development processes to make Sturgis more business friendly. Create “One Stop Fast Track Shop”.
- 5. Add retail development capacity by annexing retail development opportunity areas along Route 34, Vanocker Canyon Road, sale barn site and west I-90.



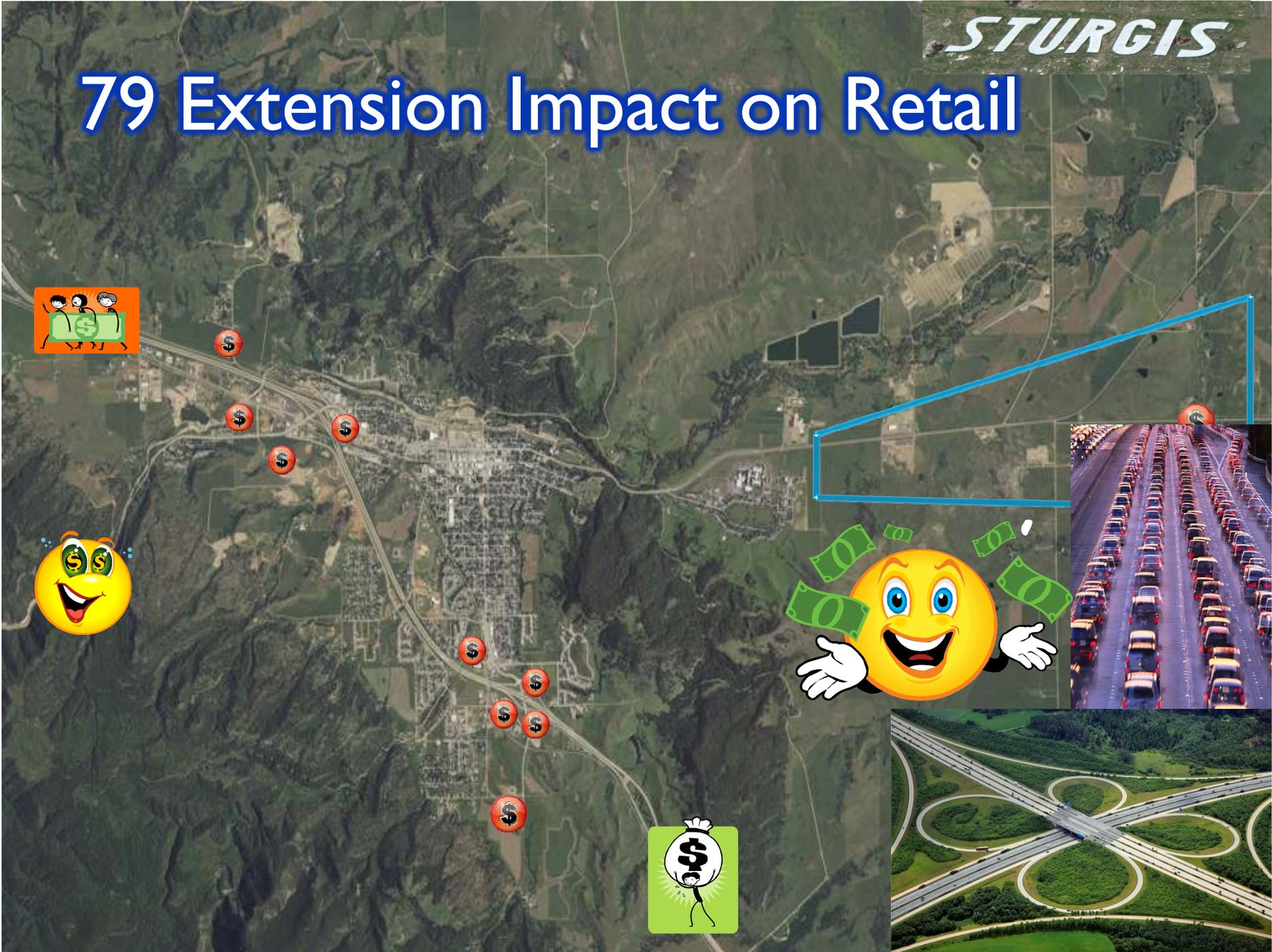
Results Toward Year 1 – 2 Goals



-  Comprehensive Plan Request for Qualifications to bid in October with selection of Planning Consultant in January 2010
-  Downtown Redevelopment and Enhancement Work Element to address Future Sturgis
-  Future Sturgis Fund of \$216,000 created by the Council in 2010 Budget
-  “One Stop Fast Track Shop” created in Community Development Department.
-  East 34 Annexation Plan initiated in April

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79 Extension Impact on Retail



79 Extension...What Can We Do?

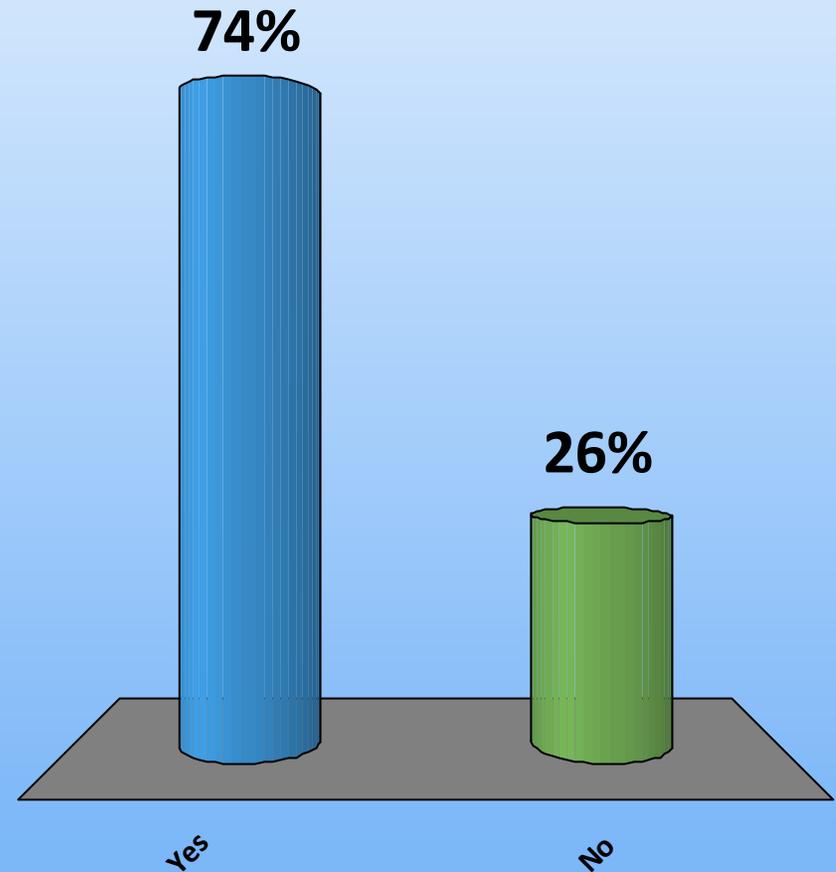
- A new retail corridor will develop from Highway 34 to Interstate 90
- Diversion of traffic from Exits 30 and 32 will also redistribute retail sales and sales tax from Sturgis
- The only way to recapture lost sales and sales tax is annexation – if we cannot annex that area the City will be negatively impacted
- East 34 Annexation Plan - The FSRC is in favor of annexation

Tell Us What You Think...

- The Buxton Company told us that a major obstacle to retail development is the physical size of the City (example – Wal-Mart).

Do you favor annexation as a way to retain and add retail development in Sturgis?

1. Yes
2. No



Future Sturgis Retail – Attract 20 new Retail Businesses to Sturgis in 5 years

- ▣ 1. Bring 10 new retailers in 3 years - **SACC/City/SEDC**
- ▣ 2. Expand sales tax by 12% in 3 years – **SACC/City/SEDC**
- ▣ 3. Create 150 retail jobs in 5 years – **SACC/City/SEDC**
- ▣ 4. Attract at least one “big box” retailer to Sturgis – **SACC/City/SEDC**
- ▣ 5. Attract a another major motorcycle dealer/distributor to Sturgis – **SACC/City/SEDC**



Results Toward Year 5 Goals

- 19 new retail businesses in 2008-2009
 - Alternative Changes
 - Envy Salon
 - Gentry Loan
 - Holiday Inn Express & Convention Center
 - Kang San Japanese & Korean Restaurant
 - Matt's Barbershop
 - My Sister's Closet
 - Sturgis Dog House
 - Tony Hill Woodworking
 - Weaver Art Gallery
 - Early Childhood Development Center



Results Toward Year 5 Goals

- Scoop Town Creamery
- Flex Fitness
- Sturgis Photo and Gifts
- Temporary Insanity
- Desaree and Company School of Beauty
- NAPA Auto
- Unique Boutique
- Sturgis Wine Company



Progress Toward 5 Year Goals

-  19 new retail businesses in 2008-2009
-  75 new retail businesses created
-  Sales tax to 1% in 08; 1% in 09 through July-2009

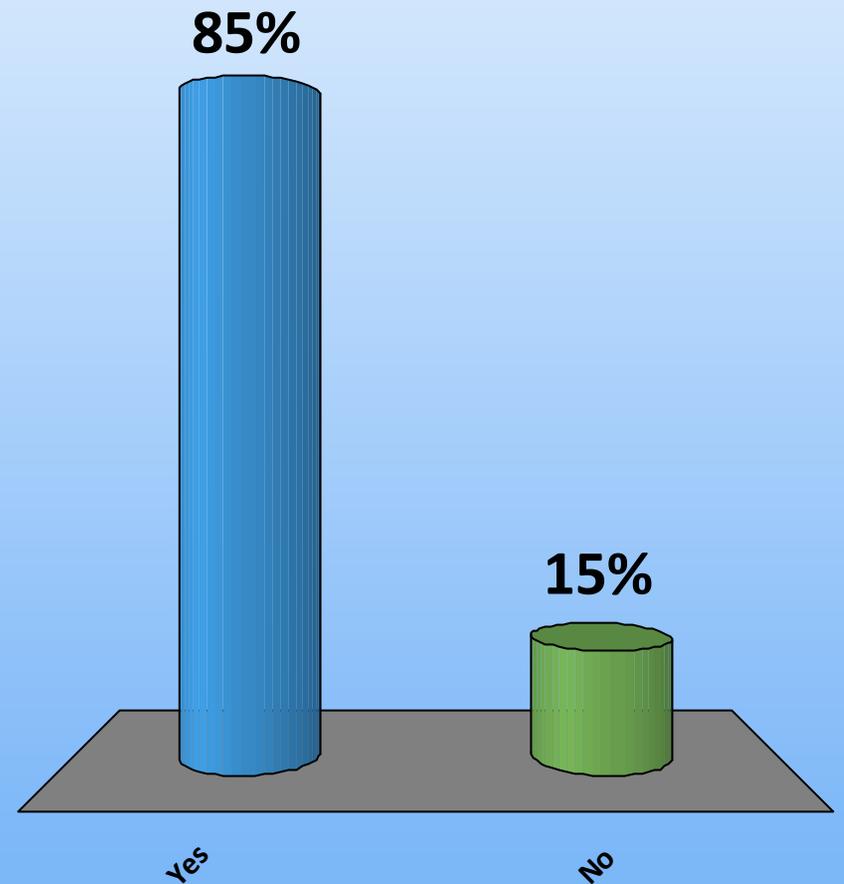


The Rapid City Journal's take...

- The editorial board of the Rapid City Journal said last November that it would be a **MIRACLE** if Sturgis could attract a major retailer so our question is...

Do you believe in miracles?

1. Yes
2. No



THANKS!

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