

**F•U•T•U•R•E**

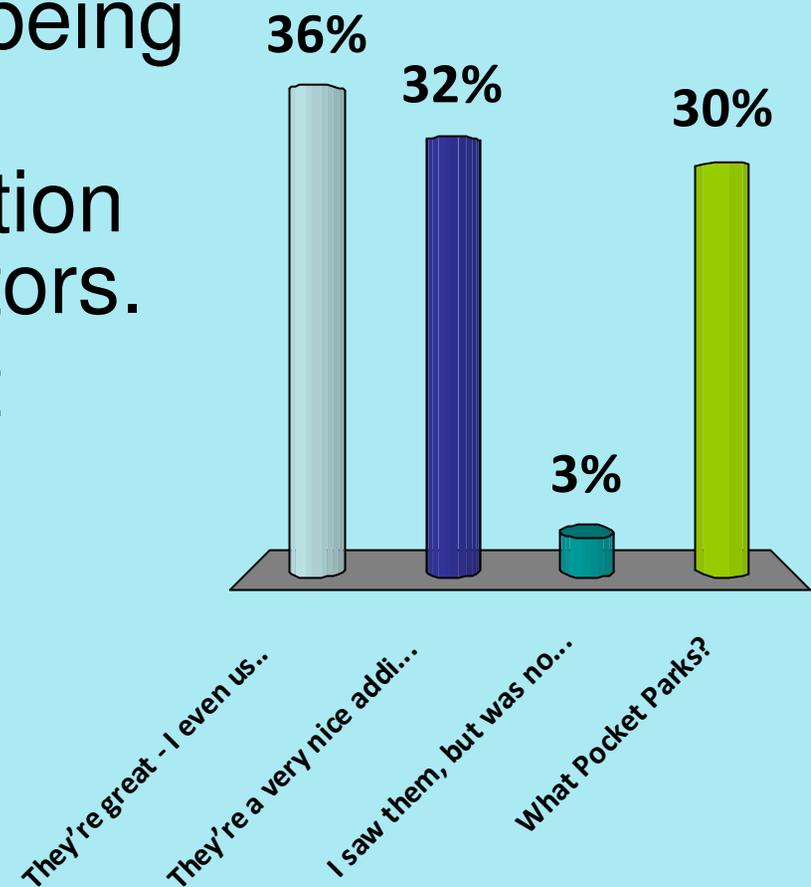
*Sturgis*

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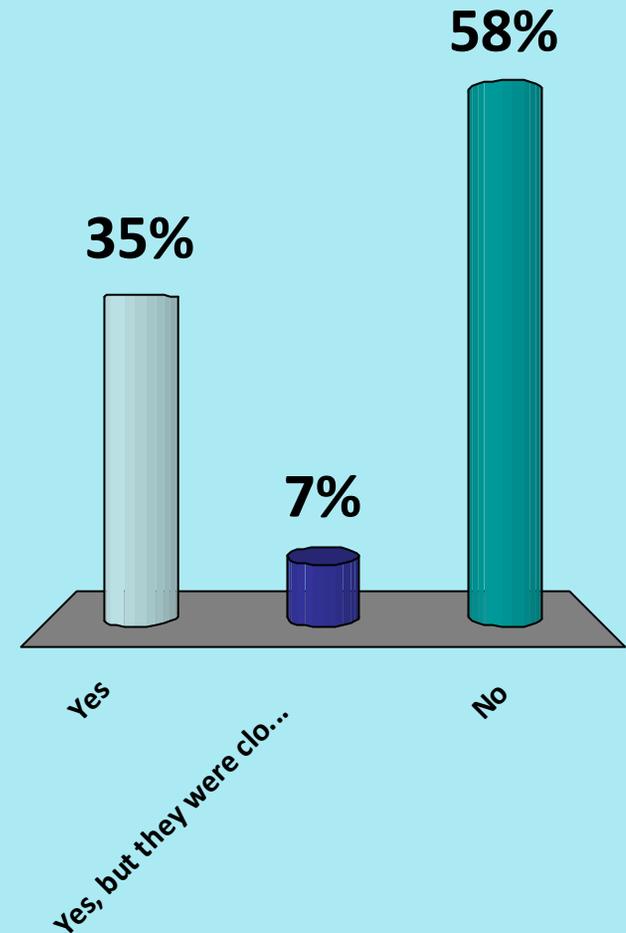
# Did you like the Pocket Parks on Main Street?

1. They're great - I even used one or have seen them being used.
2. They're a very nice addition to downtown for our visitors.
3. I saw them, but was not impressed.
4. What Pocket Parks?



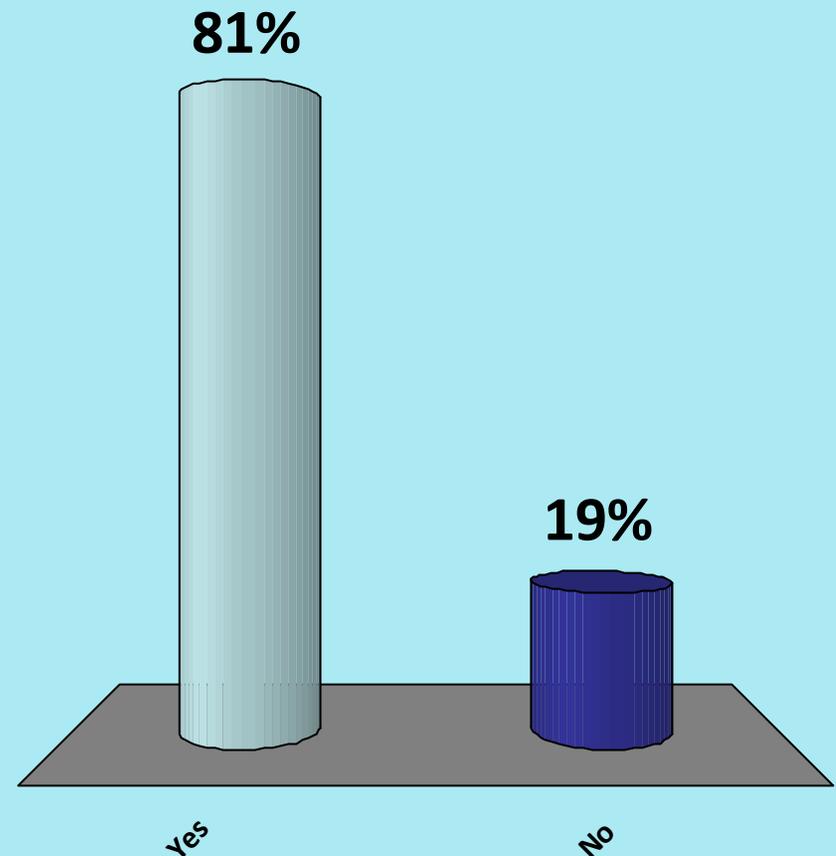
# Did you know that there are now PUBLIC RESTROOMS in the Armory?

1. Yes
2. Yes, but they were closed when I tried to use them.
3. No



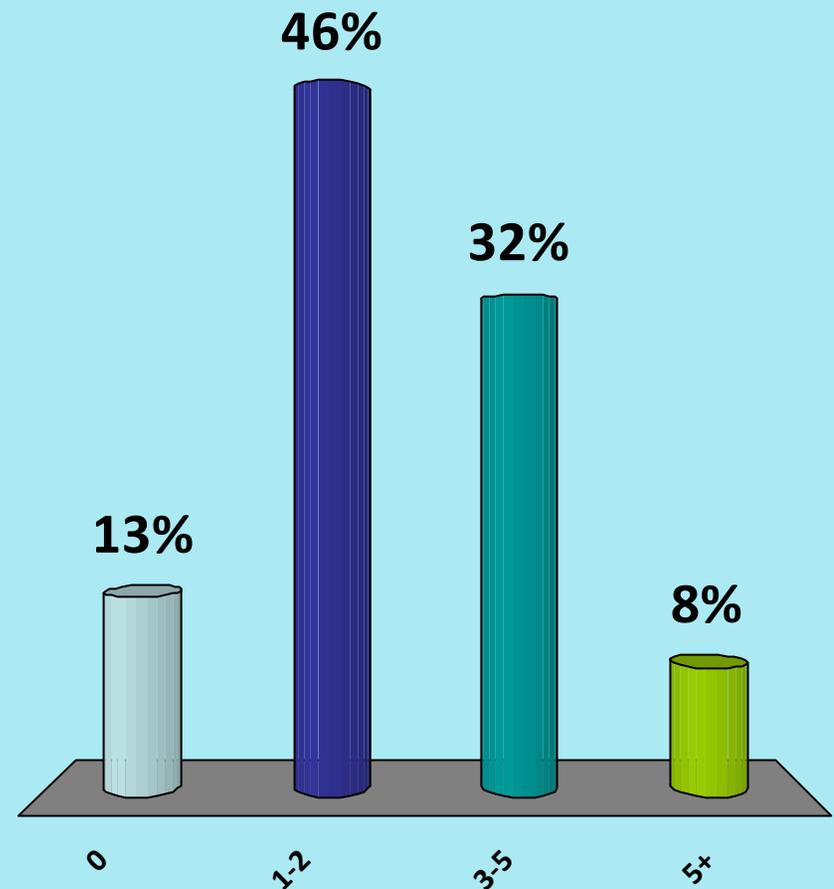
# Would you be in favor of Mixed Zoning on Main Street; residential units above retail stores?

1. Yes
2. No



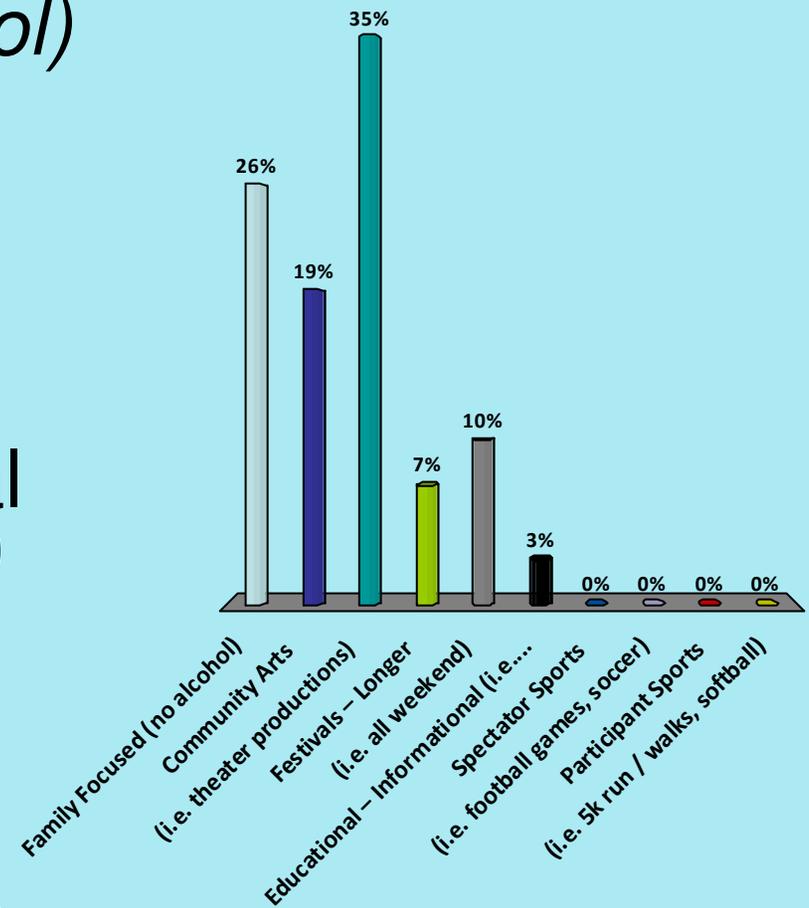
# How many local / community summer events did you or your family attend?

1. 0
2. 1-2
3. 3-5
4. 5+



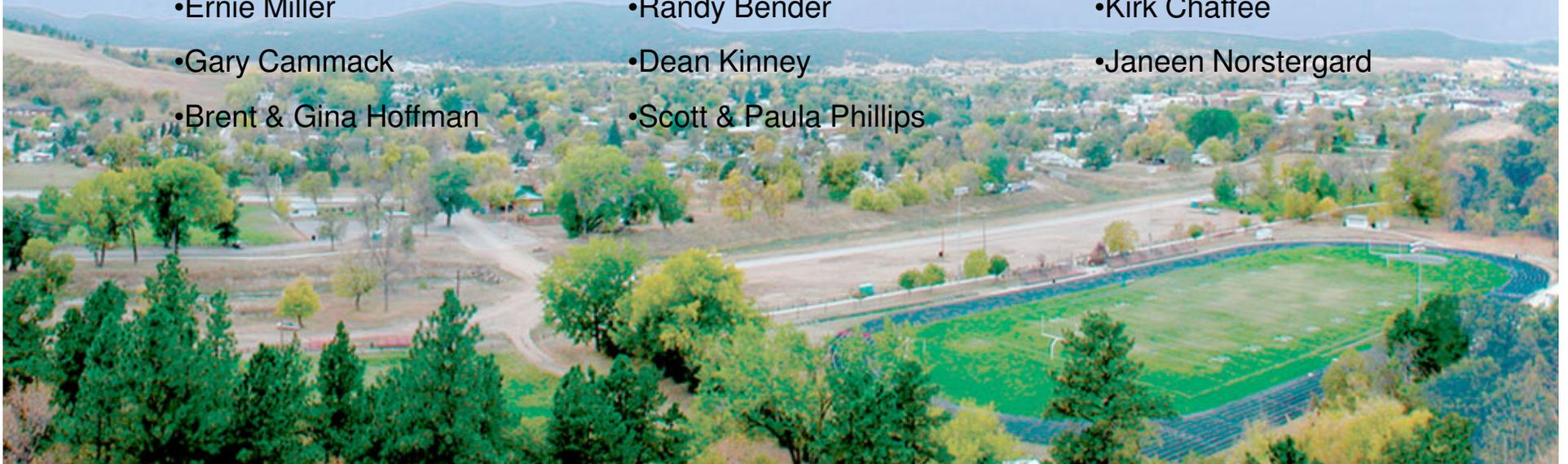
# What type of events are you MOST likely to attend?

1. Family Focused (*no alcohol*)
2. Community Arts  
(*i.e. theater productions*)
3. Festivals – Longer  
(*i.e. all weekend*)
4. Educational – Informational  
(*i.e. lecture, guest speaker*)
5. Spectator Sports  
(*i.e. football games, soccer*)
6. Participant Sports  
(*i.e. 5k run / walks, softball*)



## People involved in this committee in the last year...

- Brenda Vasknetz
- Rosemary Roth
- Debbie Wamsher
- Lisa Katzenstein
- Joe Des Jarlais
- Christina Steele
- Jim Schroeder
- Ernie Miller
- Gary Cammack
- Brent & Gina Hoffman
- Tanya Neuschwander
- Margie Richardson
- Bonnie Jones
- Colleen Bertolotto
- Clint Brengle
- Lisa Weyer
- Michele Loobey-Gertsch
- Randy Bender
- Dean Kinney
- Scott & Paula Phillips
- Margie Richardson
- Yvonne Cammack
- Christine Paige Diers
- Robin Baldwin
- Charlie Wheeler
- Trina Wheeler
- Bernadette Usera
- Kirk Chaffee
- Janeen Norstergard



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## **GOAL – (Review)**

Enhance and Promote Year  
Round Tourism for the Benefit of  
ALL the Greater Sturgis Area



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# OVERALL OBJECTIVE

Capitalize on the Worldwide  
Notoriety of the Sturgis Motorcycle  
Rally to Continue Growth and  
Expand the Tourism Season by  
Leveraging the MANY Features  
of the Greater Sturgis Area

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# **WHY DO I CARE?**

**A Value-Added Tourism Community  
Can Take Us ...**





**From This...**



...To This!

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## NOT TO MENTION THE ECONOMIC BENEFITS

- Increase Tourism = Increase Sales Tax Collected
- More Sales Tax Collected = Lower Tax Burden on Residents
- More Sales Tax Collected = **An Improved Quality of Life**



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## THREE PRIMARY OBJECTIVES

- Events/Experience; Creation, Management & Promotion
- Continue to Enhance and Further Develop Legendary Main Street & the Downtown Corridor in to a Year Round International Tourism Destination
- Retention of Tourists; keep them here longer!

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## 3 TOURISM SUBCOMMITTEES:

- **Events** (Future Sturgis Tourism & Sturgis Area Chamber)
- **Main Street** (Beautification & Future Sturgis Tourism)
- **Heritage Experience**

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**EVENTS SUBCOMMITTEE**

**Accomplishments**

**(since the last Town Hall Meeting...)**



A photograph of the Sturgis sign at night. The sign is illuminated from below, creating a warm, golden glow. The word "STURGIS" is written in large, bold, capital letters. The background is dark, making the illuminated sign stand out prominently.

STURGIS

## Lighting of Sturgis Sign/Summer Kick-Off

- A brand “NEW EVENT” in March for our community
- Will continue as the “ The Summer Kick-Off”

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## **Heritage Days & PRCA Rodeo 2009/2010**

- Another “NEW EVENT” the weekend after the Rally
- Looking to make it a continuous event year after year

# Cushman Conference; June 14<sup>th</sup> – 19<sup>th</sup> 2010

## ...another “NEW EVENT”!



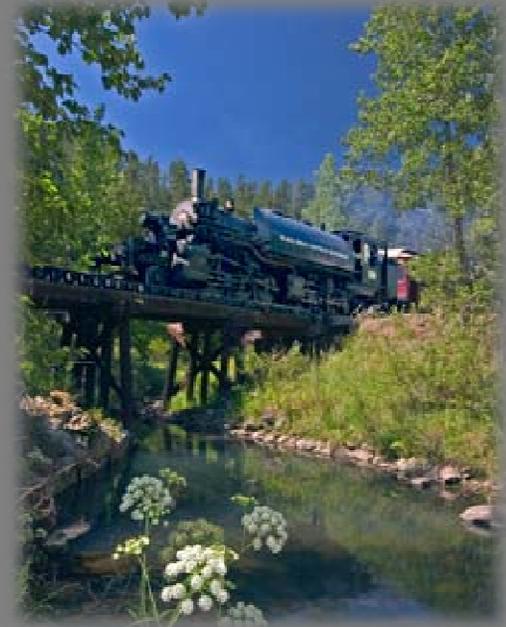
**1965 CUSHMAN  
EAGLE**  
Cushman Motor Scooters were built in Lincoln, Nebraska from 1926 until 1965 by the Cushman Motor Works. Cushman had been in the engine business since 1901 and began manufacturing scooters as a way to sell more engines. This Cushman Eagle was made in the last year the company manufactured scooters—after 1965, the company only produced specialty vehicles.

- **Expected Attendees; Over 2,000 Cushman Riders**
- **All blocked off hotel rooms for event ALREADY BOOKED!**

## 8 Great Sturgis and Black Hills Adventures New Program & Marketing of...

- 8 Different Day Adventures starting and finishing in Sturgis!
- CD & Hardcopy Booklet of Highlighting Tourism Destinations
- Maps provided always lead them “Back Home To Sturgis!”
- Publication available to public through SACC website & Visitor’s Guide for 2010, & through the City & Rally websites
- To be picked up at around Sturgis on Main Street, the Chamber, Comm. Center, City Hall...etc.
- Displayed at area Restaurants, Hotels, Motels, Campgrounds, Rally Booths during Rally, and any other tourism related businesses in our area.
- Presentation/s to above business owners and employees to educate them on program and how to communicate it to area visitors!

# 8 Great Sturgis and Black Hills Adventures



## Adventure #4

# Northern Black Hills

### Scenic Hwy 14A

- Spearfish Canyon
- Eleven Hour Gulch
- Roughlock Falls

### Lead

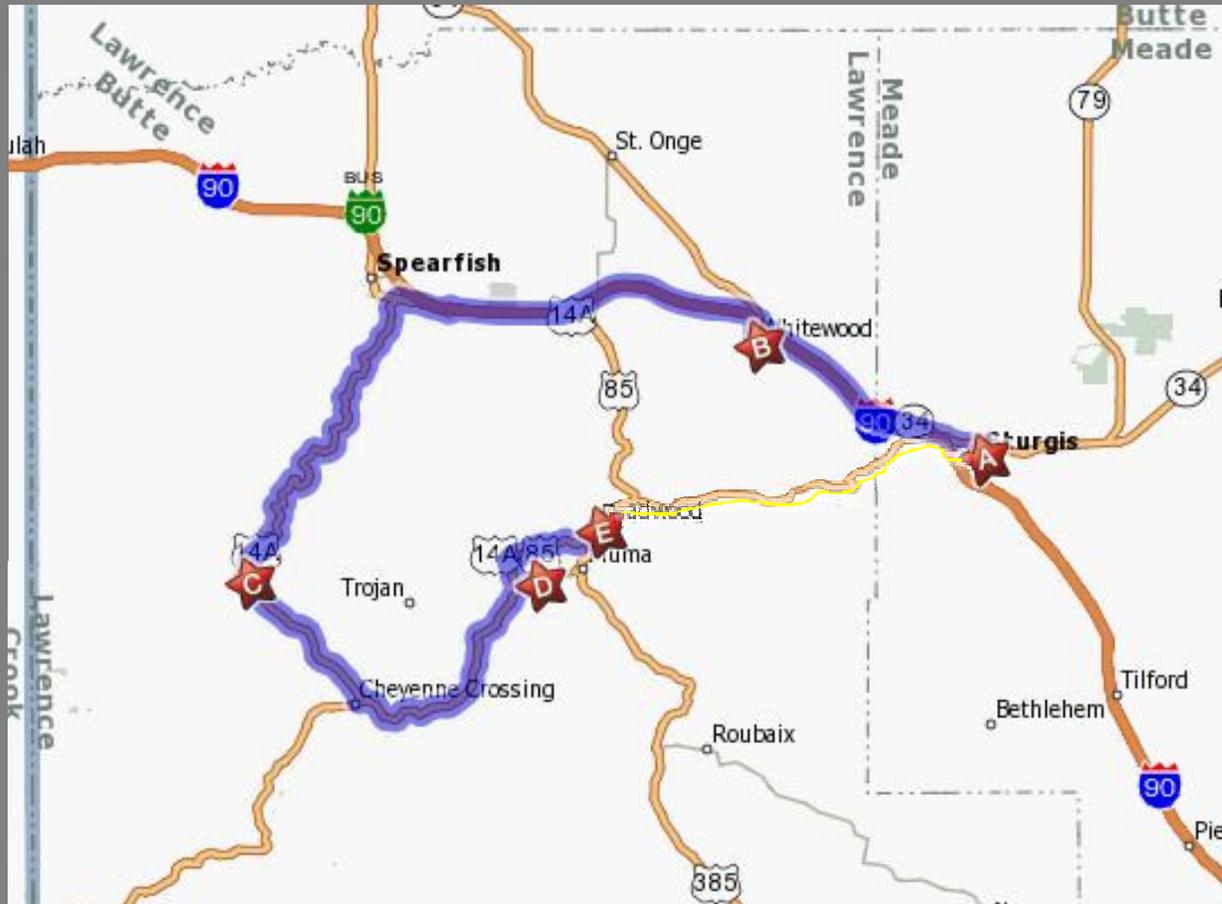
- Homestake Gold Mine

### Deadwood

- Historic Main Street
- Boot Hill
- Adams Museum



Back home to Sturgis



Enjoy Spearfish Canyon via Hwy. 14A then travel to Lead and Deadwood for some old western fun. Continue on Hwy. 14A back down Boulder Canyon to Sturgis.

# 35 Things to do within 15 minutes of Downtown Sturgis



35 things to do within 15 minutes of downtown Sturgis

Whether you have just twenty minutes or all day to spend, there are many great places to see and things to do in and immediately around Sturgis, SD. Sturgis was named for Maj. S. D. Sturgis who was in command of the military post in 1878. The town has several nicknames from "Scooptown," or "Scoop" to "City of Riders" to "Key City", all reflecting its unique personality and culture of Sturgis since its founding many years ago.

#### Within Sturgis City Limits...

1. **Stroll Legendary Main Street**, where the Sturgis Motorcycle Rally and other events occur and see the historical buildings
2. **Visit the Freedom Memorial** and reminisce about our freedom and those friends and family who have served to preserve our way of life
3. **Take a picture** at the City of Sturgis signs at the entrance of town – Commemorate that you were here!
4. **Walk or ride your bike along the Sturgis Bike Path** through City Park or through the "S" curves between Sturgis and Fort Meade
5. **Visit the playground area in Sturgis City Park** and let your kids run and play
6. **Tour the Sturgis Motorcycle Museum** and view the collection of historical and modern motorcycling memorabilia
7. **Visit the Sturgis Public Library**, read a book or a newspaper in front of our fireplace, let your children explore our children's area, or just surf the internet
8. Take a swim or shoot hoops at the **Sturgis Community Center**
9. **Tour the Poker Alice House**, the historical home of the 1890's notorious card shark, cigar smoker, and expert gun handler
10. **View the several public sculptures** around Sturgis: "Kinship" at the Sturgis Community Center, "General Samuel D. Sturgis" at the Hills and Plains Park at the east entrance to town, "Jesus in the Garden" at the First United Methodist Church Memorial Garden, "St. Francis of Assisi" at the St. Francis of Assisi Catholic Church, and an untitled abstract sculpture in front of the Sturgis Public Library
11. **Catch frogs down by the creek** at Sturgis City Park
12. **Explore the Sculpture Walk**, composed of 12 sculptures by nationally and regionally recognized artists (April through October)
13. **Stop by the Charles Nolin Monument**, commemorating the life of a Pony Express mail carrier who was killed by Indians. (Behind the monument are five black walnut trees growing from the slips obtained from five historic American battlefields including Gettysburg, Valley Forge, and Antietam.)
14. **Drop into Weaver Art Gallery** and see notable artwork by local artists and sculptors
15. **Shop for deals at the My Sisters' Closet Thrift Store** and help support the Sturgis

16. Drive up Sly Hill Road and get a **beautiful vista** of Sturgis
17. Visit the old Indian Motorcycle Shop established by J.C. "Pappy" Hoel (founder of the Sturgis Motorcycle Rally)
18. Play an impromptu game of Frisbee Golf in Sturgis City Park in the open field near the Woodland Shelter
19. Drop in at the **Sturgis Skateboard Park**
20. Let your kids **ice skate or fish** at Lion's Park, depending on the season
21. Visit the Jackpine Gypsies' Short Track and watch a race

#### A couple minutes outside of town...

22. **Visit the Fort Meade Museum**, which displays the many remnants for the historic peacekeeping cavalry post
23. **Walk around historic Fort Meade** exploring a variety of structures and features dating as far back as the 1870s from the early cavalry life on the base. You can visit Curley Grime's grave, stone cavalry jumps, rock carvings, Fort Meade Post Cemetery, Ute Indian campsite, and Camp Fechner (an old Civilian Conservation camp and WWII POW camp)
24. Make **grave rubbings** from the Fort Meade Post Cemetery
25. **Travel the Fort Meade Backcountry Byway**, a 4.5 mile gravel road which connects I-90 and Highway 34. Enjoy the beautiful scenery without getting out of your car
26. **Take a hike through the Fort Meade Recreation Area** along the Centennial Trail (a 111 mile National Recreation Trail, which can be accessed from the Fort Meade Trailhead)
27. Visit the **Veterans of Foreign Wars Memorial Chapel**
28. Pay your respects at the **Black Hills National Cemetery**
29. **Hike Bear Butte Summit Trail** to get an expansive view of four states from the mountain's peak
30. Take a leisurely **stroll around Bear Butte Lake**
31. **Visit the Bear Butte Education Center** to learn about the mountain's geology, history and the cultural beliefs of the Northern Plains Indians, particularly the Cheyenne and Lakota
32. Pack a picnic and **lunch lakeside at Bear Butte State Park**
33. For a quick escape into the Black Hills, **drive Vanocker Canyon Road or Boulder Canyon** to enjoy the scenic canyons to Sturgis's south
34. **Play nine holes of golf** at the local country club
35. **Search for geo-caches** hidden around Sturgis and Fort Meade

And, last but not least, stop by the **Sturgis Area Chamber of Commerce** for more information on Sturgis or for information on other adventures and sights farther away from Sturgis.

*Come back and visit us again!*



\*Made available with "8 Great Sturgis & Black Hills Adventures"

## • 2010 Calendar of Events

- 
- January 6 – Morning Community Connection
- January 4 – 9- SD Children’s Theater Co. (Performances held on Jan. 8 & 9)
- January 12 – Tuesday MIXER - 5:00-7:00 PM
- Jan 20-22 – South Dakota State Tourism Conference
- February 9 – Leadership Sturgis
- February 10 – Pen of 3 @ Comm. Center – MIXER- 5:00-7:00 PM
- February 18 - Business Day at the Legislature
- Feb. 18 – 21 – Community Theater, Spring Production
- February 23 – Leadership Sturgis
- February \_\_\_\_ - Cracker Barrel
- February 27 – Ag Banquet
- March TBA – Hersrud’s of Sturgis – MIXER 5:00-7:00 PM
- March 5 – Cocannon in Concert – 7:00 PM
- March 9 – Leadership Sturgis
- March 23 – Leadership Sturgis
- March \_\_\_\_ - Cracker Barrel
- March 27 – Chamber Banquet
- April \_\_\_\_ - Pancakes & Politics
- April 6-7 - GOED Conference (Governor’s Office of Economic Development)
- April 8 – Mixer - 5:00-7:00 PM
- April 13 - Leadership Sturgis
- April 27 – Leadership Sturgis
- April 28 – Health Fair
- April 30 – Weaver Sculpture Walk Artist Reception
- May 1 – Sculptures Installed
- May 11 – Leadership Sturgis
- May 25 – Leadership Sturgis – Graduation and MIXER - 5:00-7:00 PM
- June 15-18 – Cushman Rally
- June 17 – 20 Community Theater Musical “Annie Get Your Gun”
- June 21 – Community Center – Summer Kick Off
- June 23 – Scoop Town Creamery – MIXER- 5:00-7:00 PM
- July 7 – Morning Community Connection – Phil Town (Tentative)
- July 10 – BAM
- July 13 – MIXER – WILDLIFE SANCTUARY
- August 9-15 = 70th Motorcycle Rally –
- August 20-22 = Black Hills Steam & Gas Threshing Bee
- August 20-21 – Relay for Life, Woodland Shelter
- August 26 – MIXER - 5:00-7:00 PM @ Lamphere Ranch
- September 2-6 – Mustang Rally ?
- September 21 - MIXER - 5:00-7:00 PM
- September 25 – Pedal Regatta & Fall Festival
- October 14 –MIXER- 5:00-7:00 PM
- October 27 – Morning Community Connection – Olde Worlde Café - Tentative
- November 19 - Holiday Open House –
- November 20 – Holiday Craft Fair (Holiday Inn Express)
- November 23 – Rocking Tree (Tentative)
- December 3 – Parade of Lights
- December 7 – Festival of Trees First Interstate (Tentative date)
- December 9 – Community Tree Lighting
- December 13 – Sturgis Community Christmas Concert – 2:00 PM
- December 16 – Scrooge Night
- December 31 – First Night Sturgis

## 2010 Calendar of Events

- List of Sturgis Area Events
- Initial List Published by SACC
  - Visitors/Membership Guide
  - Distributed to Members
  - Mailed to Visitors upon request
- Monthly Events in Newsletter
- Weekly Events in “The Scoop”
  - E-mailed to members
- Working/Living Document
  - Added to and Revised throughout the year as needed
- \* Call SACC to add an Event!

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## EVENTS SUBCOMMITTEE

Goals still in process...

- Continue work to on Programs to Market Sturgis
- Tourism specific activities for our area
- Produce & Sell a Deck of 52 Cards Highlighting “**Things To Do in Sturgis**”
- Increase web presence with our Events/Programs
- Websites: Chamber, Rally, City, Black Hills & Badlands, Digital Revolution
- Digital/Recorded Tour of Historical Sites
- Sites, Stories & Attractions of Sturgis and the Sturgis Area
- Examples: Bear Butte, Ft. Meade Cemetery & Museum, Main Street...etc.

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**MAIN STREET SUBCOMMITTEE**

**Accomplishments**

(since last Town Hall meeting...)



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## FUNDRAISERS



Soup Extravaganza – Last March



Rally Parking – August 1<sup>st</sup> & 2<sup>nd</sup>

\*Just over **\$7,000** was raised!!



Pocket Parks placed throughout Main Street





Main St. Summer Banners & Flowers



Junction Ave. Summer Banners



**Public Restrooms on Main Street, Open All Year!**





Banners Welcoming Visitors to Downtown Sturgis!



# \$2,500 Donation toward Sturgis Signs Project



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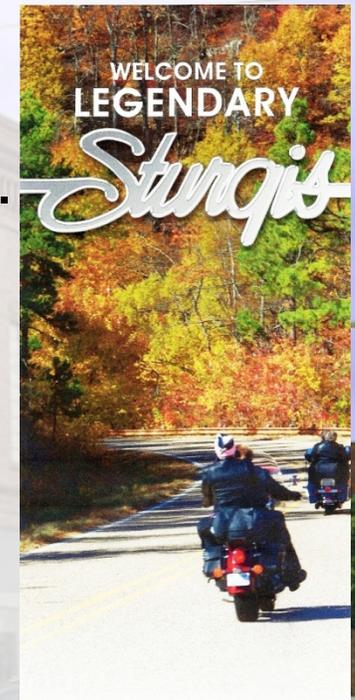
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## MAIN STREET SUBCOMMITTEE

### Goals still in process...

- New Fall Banners along Main St. & Junction Ave.
- Directories built, to be placed on Main Street
- Support of Main Street Sculpture Walk & Tour
- Historic Walking Tour of Main Street
- New/Updated Street Lighting for Main St.
- Bump-Outs on Main St., permanent seating & landscaping
- Repair and Improve Sidewalks on Main Street



# The Heritage Experience

A silhouette of a cowboy wearing a hat, riding a horse, is shown against a dramatic sunset sky. The sky is filled with dark, layered clouds, with a bright orange and yellow glow from the setting sun behind them. The cowboy and horse are in the lower-left portion of the frame, facing right.

- Program still being worked on and evolving
- Networking between land owners east of town
- Hosting groups for hunting and ranching experience

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**THANK YOU FOR YOUR SUPPORT!**

- The City of Sturgis – Everyone!
- First Western (Interstate) Bank



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