

# Sturgis Downtown Framework

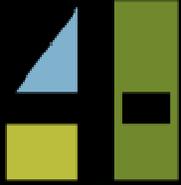
Public Open House- September 10, 2012

Brought to you by.....



**Chamber of Commerce**



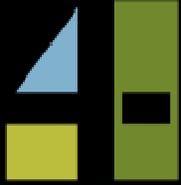


# Sturgis Downtown Framework



- Sturgis is one of South Dakota's most recognized "brands"
- An icon that draws national and international visitors
- Yet the downtown lacks ***Vibrancy, Vitality, and Commerce.***

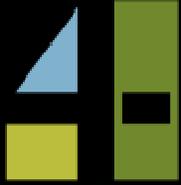




## A Plan is needed:



- One that brings the “*flavor*” back to downtown.
- Draws year round revenue, visitors, and events.
- One that cannot be defined as “been there, done that.”
- Systems define outcomes – current outcomes are disappointing.
- The brand is simple; the ability to maximize is great.

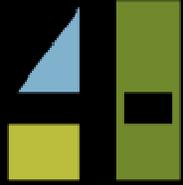


## A plan of Action Started:



- A strategy has been developed that includes “understanding, planning, and visioning”.
- A task force of community members created to help guide the process.
- An effort that has started in early August with interviews of stakeholders (Business Owners, Developers, City Officials, Industry Partners, Code Officials, Citizens).
- Two press releases issued. More will be forthcoming as project progress moves forward.



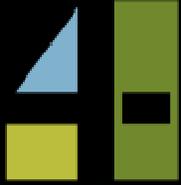


# Sturgis Downtown Framework

## What we have?

1. The promise of an Authentic Experience.
2. The American West at our backdoor.
3. Huge access to interested Industry Partners.
4. A vibrant task force and a “can do” community with interest in the future.
5. Some beautiful structures and surrounding landscape and the backbone of a “sense of place”.
6. International Branding.

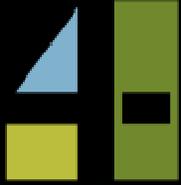




# Sturgis Downtown Framework

What we have!

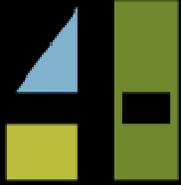




# Sturgis Downtown Framework

What we have?



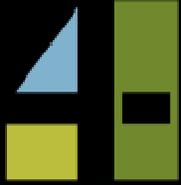


# Sturgis Downtown Framework

## What we have?





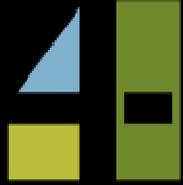


# Sturgis Downtown Framework

## What we have? (from interviews)

- “Visitation is measurably improving despite us.”
- “Motorcycle Museum planned expansion.”
- “Treat our Visitors as our Guests”.
- “75% of downtown structures do not meet code requirements.”
- “Revenue of the Rally exceeds costs by a slim margin.”
- “It’s a costume party. Our visitors have interests in a wide range of dining, shopping, and things to engage them.”



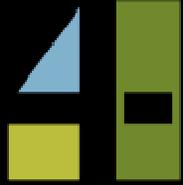


# Sturgis Downtown Framework

## What we have? (from interviews)

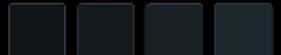
- “Cash is King.”
- “Junction and Main represents the history of the Rally.”
- “Property Rentals have driven out Mom and Pop Business”
- “Out of State Owners do not share interest in a year round thriving downtown, only want to capitalize on the Rally.”
- “Some rally vendors make 70% of their annual income from a 2 week visit; majority of that money leaves the area.”
- “There is a shortage of housing in Sturgis.”

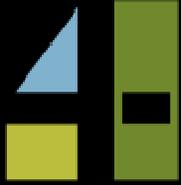




# What defines a community?

It's People.  
It's Downtown.



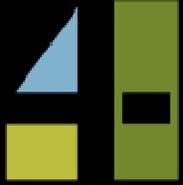


Downtown will act as a gauge that represents economics of community for visitors and citizens.



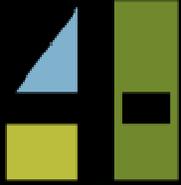
**Represent.**





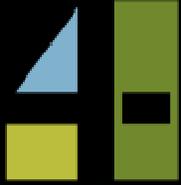
The most successful cities have a plaza, a gathering space, or a hub.





If locals won't hang out there,  
visitors won't likely either.





**You need “anchor”  
businesses and  
facilities.**

**Make great plans  
and implement pilot  
projects that are  
real.**





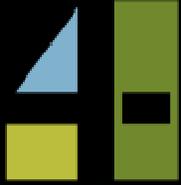
## CAPITALIZE ON DIVERSIONARY ACTIVITIES–

**“Shopping, dining, and entertainment  
in a nice setting friendly to pedestrians”**



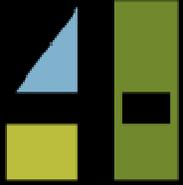
**80% of spending is diversionary  
based  
for visitors.**





# FIND THINGS FOR PEOPLE TO DO AFTER 5 PM



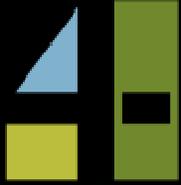


## GET VISITORS TO STAY A SECOND DAY.



Make Sturgis their “base camp.”





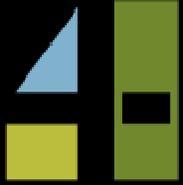
A downtown needs constant,  
dynamic activity  
and change.

Events planning is key to this kind of  
activity.



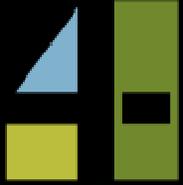
You have one stellar event. You  
need many.





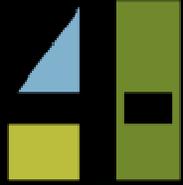
Make it yours,  
take it back,  
make it great.





It will take tough decisions.



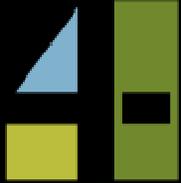


# Sturgis Downtown Framework

## What it Could Be...

1. Well Organized, Profitable, and Engaging.
2. A year round draw for locals and regional and international visitors.
3. Loved.
4. Talked about.
5. Impressive.
6. A mixture of opportunities for year round businesses to thrive and visiting vendors to participate in a bustling economy as well as the responsibilities to achieve it.

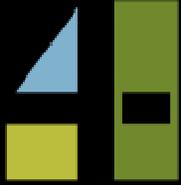




# Sturgis Downtown Framework

## What it Could Be...



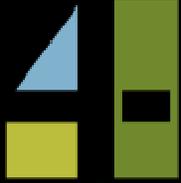


# Sturgis Downtown Framework

## How do we get there?

1. Good Planning and changes to Policy.
2. Visioning that gives directions and standards that are fair, financially sound, and future minded.
3. Creative ways to empower and organize commerce; from sticks and bricks to events and promotions.
4. Pilot Projects that demonstrate effective implementation of the Framework.
5. Community Support.



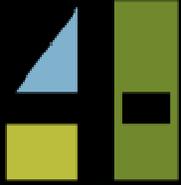


# Sturgis Downtown Framework

## Planning Considerations

1. Alignment with Comprehensive Plan.
2. Develop a Downtown Overlay District with Specific Planning Criteria.
3. Create Building Maintenance Provisions tied to occupancy and licenses/ permits.
4. Create an entity (501 C3 type) to manage events, maintenance, and upkeep of public space and public-private partnerships.
5. Create a Business Improvement District (BID) or Downtown Improvement District.
6. Develop Façade or Architectural Standards Plan and requirements.
7. Develop performance bonding requirements for demolition permits.
8. Create Standards for and Allow the use of Residential and Mixed Use Development Downtown (i.e. Apartments on Second Story).





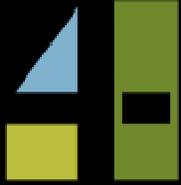
# Sturgis Downtown Framework

## Visioning and Pilot Projects.

1. The Task Force has identified 7 potential projects that symbolize how both private and public development could consider future of downtown (Vignettes).
2. These projects will be developed into visual designs for consideration and presented at next meeting to solicit feedback.
3. It is the hope that several of these will be refined and become actually built pilot projects.







# Sturgis Downtown Framework

## Potential Businesses to Attract to Downtown.

1. Theatre/ Stage.
2. Hotel / Bed and Breakfast.
3. Curiosity/Antique Shop.
4. Deli / Arby's / Fine Dining.
5. Art Gallery.
6. Taxidermist.
7. Sporting Goods/ Guns/ Ammunition.
8. Furniture Store.
9. Visitor Information Center.
10. Knife maker/ Blacksmith/ Craftspeople.
11. Ranch and Home Supply.
12. Brewery/ Distillery.
13. Professional Services / Printing.
14. Internet Based Businesses.
15. Calvary Historical Center.





# Sturgis Downtown Framework

## Potential Events to Attract Downtown.

1. Motorcycle Rally.
2. Car Rally.
3. Gun and Ammunition Event.
4. Rodeo/ Cowboy Days.
5. Cruiser Night.
6. Farmers Market
7. Race/ Triathlon/ Tournament.
8. Dual Sport Event.
9. Calvary/ Living History/ Military Event/ Rendevous.
10. Cookoff (Steak Fondue, Buffalo Burger, etc...)
11. Parade.
12. Beer/ Whiskey/ Bourbon Festival.
13. Pyrotechnics Festival.
14. Fall Festival.
15. Taste of Sturgis.





# Questions?



FOURFRONT  
DESIGN INC.

