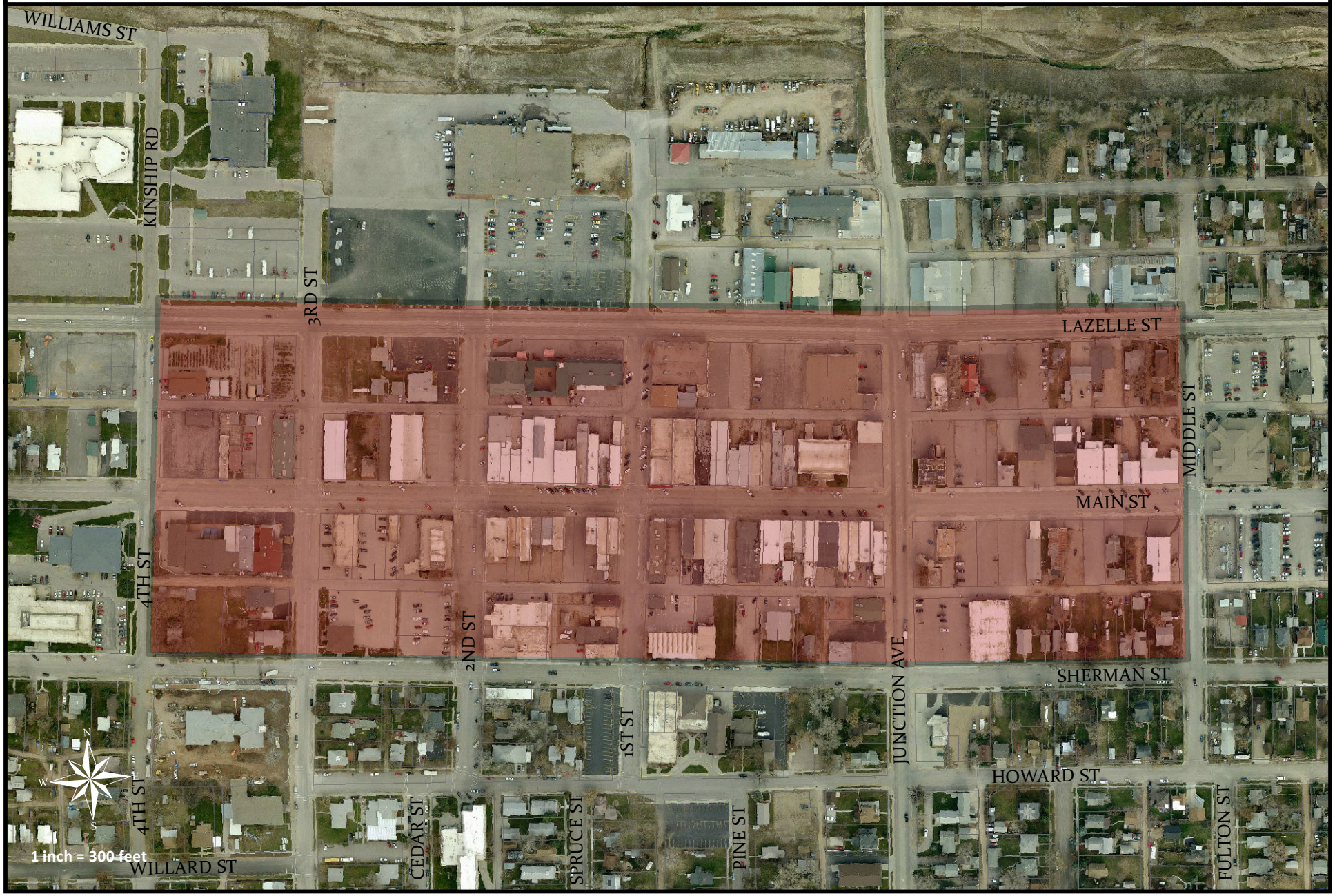Sturgis Business Improvement District