



City of Sturgis Annual Report

The mission of the City of Sturgis is to provide an attractive, growing community being served by a professional staff that offers reliable, quality municipal services. This Annual Report provides a summary of the various projects and accomplishments that took place throughout our community in 2021.



ANNUAL REPORT

2021 Sturgis City Council

Mayor: Mark Carstensen

Ward 1 Aldermen

- ♦ Mike Bachand
- ♦ Angela Wilkerson

Ward 2 Aldermen

- ♦ David Martinson
- ♦ Beka Zerbst

Ward 3 Aldermen

- ♦ Jason Anderson
- ♦ Aaron Jordan

Ward 4 Aldermen

- ♦ Dean Sigman
- ♦ Kevin Forrester

Stay in touch and like us on Facebook!

City of Sturgis SD
City of Sturgis Public Works
Sturgis Public Library
City of Sturgis Official Events
Sturgis Police Department
Sturgis Airport
Sturgis/Meade County Animal Shelter

Sturgis Community Center
Sturgis Motorcycle Rally
Sturgis Liquor
Sturgis Ambulance

facebook



2021 COUNCIL MEETINGS

24 Regular and 6 Special

City Council Meetings
are held the 1st and
3rd Monday of each
month at 6:30 PM
in the Council
Chambers at City Hall.

The public is welcome to attend City Council meetings and can speak to agenda items during public hearings. Meeting information is posted on the City website meeting portal the Friday prior to the meeting.

Wastewater Treatment Facility

Contractors made great progress in 2021 constructing the new \$14,900,000 wastewater treatment facility. This facility allows the City to obtain operating permits required by the SD DANR. This permit allows the City to operate within federal and state regulations. In addition, this facility will provide capacity for future growth in our community. The plant will operate for one year under the guidance of the CMR prior to the City taking over operations. During this time, the facility will undergo numerous tests and the operations staff will receive training. A public open house will be scheduled for later this summer.



The treatment facility is located east of town, near the previous lagoon system. This plant utilizes the most recent technology and is the first plant of this type in the state.

STURGIS COMMUNITY CENTER

From kids basketball to movies, blood drives, birthdays, musicals, and meetings - the Sturgis Community Center is a very busy place. Please give us a call if you are interested in hosting an event.

It was a huge job, but the men's and women's locker room renovations turned out great! The pool also received new plaster and paint as part of the 2021 upgrades.



Please join us at our *30th Birthday Party and Open House Celebration* from 4 until 6 PM on Thursday, May 5, 2022. Tour the updated facilities and register for door prizes.



Special thanks to Sturgis Economic Development Corp. and several local businesses for sponsoring free movies & popcorn in the theater during the year.

Now Hiring Lifeguards!
Flexible Schedules - Fun Atmosphere



Contractors remove old plaster from the pool surface.

FINANCE DEPARTMENT

The Finance Office has five full-time employees. They are responsible for all utility billing, accounts receivables, accounts payables, and financial tracking for the City.

- Prepares internal financial control documents specific to each department. These controls ensure proper accounting methods are followed.
- Works with the City Manager to prepare and submit the annual budget to the Council for approval.
- Prepares and submits the City's Annual Financial Report to the Department of Legislative Audit.
- Prepares all City Council Agendas and Minutes.
- Maintains the burial records for Bear Butte Cemetery.
- Prepares and mails out 3,189 utility bills each month.
- Administers all liquor, beer, and wine license renewals.
- Issues licenses for medical marijuana cultivation and sales.
- Ensures all municipal election processes are compliant with city and state statutes.
- The Sturgis Finance Officer serves as a Trustee for the South Dakota Municipal League and chairs the SD FIT Investment Group.
- Prepares the bi-weekly employee payroll. Four thousand three hundred fiftychecks were issued in 2021.

STURGIS LIQUOR

Sturgis Liquor is one of just a few municipal owned liquor stores in the state. The profits from the store go into the General Fund and are used to directly offset the property tax mill levy. In 2021, \$282,000 was deposited into the City's General Fund. The Liquor Store has a General Manager who reports directly to the City Manager.



The annual inventory conducted at Sturgis Liquor found less than 0.05% discrepancy - far below the industry standard.

ADMINISTRATIVE SERVICES DEPARTMENT

Administrative Services/Human Resources works with all departments to recruit and hire the best possible job candidates. This person also oversees the IT and telephone systems along with many other duties. In 2021, the new iCompass meetings portal was developed. This portal provides information about all public meetings in one easy-to-find location. The portal also contains archived meeting information for easy retrieval. New features will be added to the portal in the future.

All job openings are posted on the city website at Sturgis-sd.gov/jobs.

Now taking applications for Lifeguards, Summer Seasonals, and Temporary Rally positions.



LEGAL SERVICES

Throughout 2021, the City Attorney and Staff Attorney worked closely with the Council and City Manager to achieve various goals. These accomplishments included:

- Provided contract development and negotiation services for the Rally and Events Department. These efforts helped drive the sponsorship net revenues to over \$1,112,889.
- Completion of two voluntary annexations that helped the City grow. Annexation is a common method of incorporating property near the city limits into the municipal boundary. These properties are often receiving city services before annexation.
- Drafted a new city ordinance to regulate the cultivation and sale of medical marijuana.
- Completed updates to several city ordinances to ensure compliance with changes made at the state level.

STURGIS AIRPORT

The Sturgis Airport is located four miles east of Sturgis and is home to 82 aircraft. The airport has one full-time operations manager. In 2021, a new taxi lane was constructed, and two new hangars were started. Kor Flight Service continued providing flight training to members of the public. Max Rentals began offering rental car services in 2021. The City received \$955 in rental revenue. All airport-related revenue streams totaled \$108,589 during the year. Follow the Sturgis Airport on Facebook to learn about fly-ins and public open house events.



STURGIS PUBLIC LIBRARY

- 100,000+ library materials were available. Over 50% of these items were also available digitally.
- The library shared 3,643 items with other libraries.
- 4,509 individuals attended virtual and in-person library programs.
- The library received a \$15,000 technology grant that replaced aging computers and helped with the purchase of a new microfilm reader.

PUBLIC INFORMATION

The Public Information Officer (PIO) is responsible for providing various news and community-related information. The Sturgis Information Publication (SIP) is a monthly newsletter mailed to over 3,000 municipal utility account holders. The publication is also published monthly on the city website. The PIO manages three webcams located around the downtown area. Hundreds of thousands of viewers visit Sturgis each year via webcams. Facebook and the City of Sturgis website provide constituents and visitors with important news and events taking place in the community. Videos of public meetings are posted on the City Facebook page and the Sturgis YouTube channel.



STURGIS/MEADE COUNTY ANIMAL SHELTER

The Animal Shelter is managed and funded by the Sturgis Police Department. The Shelter serves the City of Sturgis and all of Meade County. The Shelter employs two full-time employees who are assisted by several volunteers. In 2021, there were 2,270 visitors at the Shelter. An additional 3,164 calls came in to report animal problems or inquire about animals. The shelter housed 317 dogs (up 37%) and 277 cats (up 23%) during the year.



Thank you for supporting the Animal Shelter. Your heart-felt donations help provide a clean and safe environment for the many homeless animals we shelter. To view animals that are available for adoption, visit the city website at Sturgis-sd.gov/adopt-a-pet.

CITY MANAGER'S OFFICE

2021 brought many initiatives, projects and goals to fruition. The community of Sturgis continued to enjoy healthy growth with the addition of new homes and new and expanding businesses. City Ordinance authorizes the city to collect a 2% sales tax on most items and services purchased in the city. For the entire 2021 calendar year, sales were up 13.0% over 2020. These sales taxes are deposited into the following funds: 50% goes into the General Fund. This fund supports Police, Fire, Community Center, Library, Parks, Recreation, and other needs. 45% goes into the Capital Improvement Fund. These receipts provide the funding for various scheduled infrastructure upgrades, including road reconstruction, road overlays, park enhancements, community center upgrades, etc. 5% goes into the Equipment Replacement Fund. This fund is a savings account that pays for the majority of the city's vehicle fleet (road graders, trucks, plows, etc.).



The City's Reserves, also known as the City's Emergency Savings account, is at a healthy level. The city has kept spending within the parameters set by the annual budget while still making progress on and completing several projects in our parks, recreation areas, and city facilities. We want to thank the residents and businesses who stepped up during the year to provide input and support. We encourage everyone to become more involved in policy-making within our community by volunteering on a board or committee in the near future. We also ask everyone to help us promote our many family-friendly, free events in 2022. We also remind everyone that shopping local helps your neighbors and provides funds for emergency services and capital improvements within our community.

STURGIS AMBULANCE SERVICE

The Sturgis Ambulance Service covers an area of approximately 575 square miles, primarily in Meade County. In addition to serving those living in Sturgis, the Ambulance Service also serves the Fort Meade Veterans' Hospital by transporting patients to and from Monument Health and other facilities.

Service contracts with the Rural Meade Ambulance District as well as Lawrence County provides for emergency response in those areas outside the Sturgis city limits.

The service made significant progress during the year:

- After years of finishing the year in the red, the Ambulance Service closed their books with \$168,537 in profits.
- For the first time in many years, all vehicles in the ambulance fleet had under 200,000 miles on the odometer.
- The service responded to 2,117 calls for service.

EMS Week 2021 was a success! Many community members participated in the 5K run/walk, pancake breakfast, safety checks, open house, and educational promotions. Please plan to attend the 2022 EMS activities scheduled for May 15 - 20.

AMBULANCE STAFF
19 Paramedics
15 EMTs'

2021
Billed Out: \$1,543,485
Collected: \$1,025,266



In January, Sturgis Ambulance personnel provided CPR certification training to South Dakota State Troopers and Inspectors.

Each month, the Sturgis Ambulance Service provides CPR training to the community.


Find us on 

Follow the Sturgis Ambulance on Facebook

STURGIS POLICE DEPARTMENT

The Police Department made 2,255 arrests in 2021 compared to 2,075 arrests in 2020. Arrests include warrants/summons, juvenile petitions, traffic tickets, and persons taken into custody.

Several grants were awarded to the department, including the following:

- COPS grant to help pay for an additional officer for the middle and elementary schools.
- \$7,800 Homeland Security grant to purchase cameras for the patrol cars.
- Drug-Free Communities Grant helps fund a community outreach officer who provides drug and alcohol education for juveniles.

Officers remained active with the PAL organization by providing public education about the new open container ordinances and checking IDs during Music on Main events.

Officers also organized mountain biking and boxing events with local kids. Funds were raised for the Cops and Kids Program, which provided 15 local kids an opportunity to go Christmas shopping.

12,026
Calls for Service

1,133
Traffic Violations



Sturgis Police Officers along with McGruff visit a local pre-school.

The Police Department has two full-time School Resource Officers. Officer Jacobs and Officer Hegstrom work within the schools to provide security and guidance to the students and staff. When school is not in session, these officers work as patrol officers.

Police Reserve Program - Reserves work with full-time officers and have arrest powers. They assist with events and special assignments. Reserve officers must be at least 21 years old. They receive 150 hours of formal training through a state-certified program. To learn more about becoming a Reserve Officer, contact the Police Department.

PLANNING AND PERMITTING

The Planning Department consists of one department head and two employees. The department offers building inspections, GIS mapping, disaster mitigation, flood plain administration, and rally vendor licensing and inspections.

As Sturgis grows, the Planning and Permitting Department continues to work with developers and individual property owners to ensure orderly development.

In 2021, the Building Inspector issued 996 building permits. Ninety-four of these permits were for new home construction valued at \$18,534,000. This number compares to 29 new home permits in 2020.

The department also issued 383 contractor licenses and collected \$47,875 in license fees.



787
Temporary Vending &
Tattoo Inspections

\$225,661
Building Permit
Fees

Code Enforcement is also part of the Planning and Permitting Department. The Code Enforcement Officer is responsible for identifying and enforcing various code violations within the city.


During the year, a total of 286 code violations were investigated.

The most common code violations include 'grass over 8 inches', 'unlicensed or inoperative vehicles', and 'weeds and noxious vegetation'.

Code violations can be reported using the Citizen Serve module found on the city website.

In the event of an emergency, information will always be posted in the news section of the City website and on the City of Sturgis Facebook Page.

You can also go to the city website and sign up to have free CODE RED emergency notifications sent to you via email, phone and/or text.



COMMUNITY PARTNERS

Much of the success seen in our community has been made possible due to the hard work put forth each and every day by our community partners.

Sturgis Area Chamber of Commerce and Visitors Bureau

Under the watchful eye of Executive Director Veronica Grosek, the Chamber hosts 15 signature community events throughout the year and coordinates open house and ribbon-cutting events. The Chamber also provides information about our community to thousands of visitors. In 2021, the Chamber hosted the inaugural Sturgis Art Festival. This event featured local artists and crafters who were selling their products and kids activities. The 2022 Art Festival will take place on June 4. Visit the Sturgis Area Chamber website to learn more or sign up as a vendor.

Sturgis Economic Development Corp. (SEDC)

Amanda Anglin, Executive Director of SEDC, works closely with the City and Meade County to actively pursue economic development by assisting new and expanding business, industry, and housing development.

In 2021, SEDC welcomed seven new businesses to the Industrial Park. C4 Fabrication, Parkwest Arms, and Jacobs Auto Repair are all located in owner-occupied buildings. The remaining four businesses - Triton Plumbing, Legendary Electric, Kilo Arms, and Boatwright Heating and Cooling are in the SEDC business incubator building.

SEDC is planning to continue the development of the Park with the construction of three to four multi-unit buildings along Hansen Avenue.



Public officials and members of the development team participated in a groundbreaking ceremony hosted by Sturgis Economic Development Corp. (SEDC) for the new Dolan Creek Senior Housing Project. This development will include a three-story, 50-unit independent and assisted living facility. The project is located at Moose Drive and Dolan Creek Road.

PUBLIC WORKS DEPARTMENT

The Public Works Department is made up of several divisions: Parks, Sanitation, Streets, Waste Water, Fleet Maintenance, and Water. Each division reports to a superintendent who, in turn, reports to the Public Works Director. These divisions work together to provide sanitation services and maintain public health and safety requirements. They also support other city departments during special events and emergencies.

The Parks Division is responsible for the maintenance of all public areas within the City, including the Bear Butte Cemetery. There are 10 designated parks within the 900 acres maintained by the city. Additionally, nine recreation areas are maintained.



- In 2021, the Parks Department was able to complete several projects, including the following:
- Replaced the hail-damaged roof on the Strong Field concession building.
 - Identified and repaired 169 trip hazards and broken panels on the bike path.
 - Removed the old split-rail fence at the soccer fields to make way for a new chain link fence.
 - Poured concrete pads for sculptures along Main Street.
 - Completed numerous upgrades at Willow Park.
 - Planted and maintained flower beds and other landscaped areas throughout the city.
- The Parks Division also assists with Christmas decorating, clean-up events, and the Rally.

39 Years
Tree City USA

Staff
6 Full-Time

Park Shelter Reservations - Spring and summer are just around the corner. If you are planning on using a park shelter, visit the city website and search for shelter reservations.

The Sanitation Division is staffed by eight full-time employees. They are responsible for collecting, transporting, and disposal of trash seven days a week. Additionally, they manage the Exit 32 recycling site and maintain all trash totes.

In 2021, two City-wide clean-up efforts took place. During the fall event, crews picked up 119 dump trucks full of trash and 14 loads of metal at a cost of \$17,640 in labor and equipment. Personnel from the Street Division provide pick up services during these events to allow the Sanitation Division to continue normal trash collections.

Crews also picked up 700 loads of curbside branch piles following a wind storm in October 2021.

The Sturgis Rubble Site is open six days a week. The site is licensed for rubble by the state and can only accept construction debris, limbs, and yard waste. Residents can bring yard waste to the Rubble Site at no cost year-round by providing a current Sturgis utility bill.



The Street Division maintains approximately 75 miles of roadway comprised of asphalt and concrete streets as well as gravel alley ways. Annual maintenance includes snow removal, striping, crack sealing, grading, and pot-hole patching.

The Street Division assists with special events that require banners, temporary signage, and traffic control devices. They also hang Christmas lights and maintain permanent traffic control equipment.

27

Number of miles of curb and gutter crews paint each year.

Staff
6 Full-Time

2021 Paving and Overlay Projects
Portions of the following streets were completed:

- * Church Street

* Anna Street

* 3rd Street

* 8th Street
- * 4th Street

* Colorado Drive

* Hope Street

* Community Center Lots



The Street Maintenance History Map is available on the city website.

The Wastewater Division is responsible for all collection, maintenance, and treatment operations of wastewater for the City.

As part of routine maintenance, operators spend 1,800 hours per year jetting (cleaning), televising, and smoke testing main lines. This process allows crews to visually inspect the conditions of the main sewer lines and collection system. It helps determine infiltration and inflow areas that increase the volume of influent water that must be treated. Common sources of infiltration include groundwater entering the collection system due to defective or broken pipes and tree root damage. Inflow also comes from roof drains, cellar drains, and sump-pumps illegally connected to the sewer system.

The Wastewater Division includes one superintendent, three treatment operators, and two collection maintenance operators.



The Water Division ensures the drinking water provided to our residents is clean, safe and readily available. The Water Division is part of the Public Works Department; however, it receives oversight from the Municipal Utility Board (MUB).

The city maintains seven deep wells and two storage reservoirs that provide 1.1 million gallons of on-hand domestic water storage. Average water use is 978,000 gallons per day. Peak demand was 1,846,200 gallons per day in August. Three new developments (120 new homes) were added to the water system in 2021.


All water test results as well as additional information about the Water Division can be found on the city website.



Staff
5 Full-Time

357,081,500

Gallons pumped from 7 wells in 2021

 **The Fleet Maintenance Division** maintains the majority of all city owned vehicles and equipment.

The Fleet Maintenance Division includes three full-time employees.

Spring City Wide Clean-Up

May 2 - 6, 2022

Place your unwanted items in piles near your trash totes for pick up. Pile like items together (metal/wood/plastics). Make sure everything is out prior to your normal trash pick up day.

RALLY & EVENTS DEPARTMENT

2021 was a very busy year for the Rally and Events Department. Staffed with just three full-time employees, the department hosted 18 special events and assisted with seven additional events during the year.

2021 continued the popular Music on Main Series held on Wednesdays at Harley-Davidson Rally Point. The event featured live music, food vendors, and bicycle racing.

The Off-Road Rally took place in September. Several families from numerous states participated in trail rides, the Director's Ride, off-road games, and socials. With the popularity of off-road recreation, this event continues to grow and will take place September 8 -10, 2022.

The 81st Annual City of Sturgis Motorcycle Rally hosted 555,000 attendees and featured several events during the week. The Tattoo and Beard contests, the Street Food Throw-Down, 5K Run, Charity Rides, and Daredevil Cole Freeman Jump over Main Street were all very popular.



For the first time ever, open containers were allowed in the downtown during the 2021 Rally. The open containers were allowed to hold beer or wine and were only allowed during specific time periods. The beverages had to be contained in official event cups. The sale of these event cups earned a net profit of \$35,200. Of those proceeds, \$17,600 was given to Sturgis Rally Charities. The other \$17,600 was deposited into the Sturgis Rally Endowment Fund. The City deposited an additional \$62,400 from sponsorship proceeds. Additionally, the City also deposited \$20,000 from a grant. The year-end endowment balance was \$102,458.

\$1,100,198

Funds raised for local non-profits area wide

\$ 1,112,889

Net Rally Income for the City in 2021