



Financial Report

2022 City of Sturgis Motorcycle Rally

Rally Income

- Larger Vendor Footprints, number of vendors were down slightly, more year-round businesses
- Vendor Fees were high with more vendors (more of the fee each year goes to Sanitation)
- Royalty fees, merchandise, website sales are still occurring, not yet included in P&L

	2017	2018	2019	2020	2021	2022
Vendor Fees, Tattoo License	\$ 381,039	\$ 339,111	\$ 361,869	\$ 321,887	\$ 383,990	\$ 379,348
Vendor Fines, Insp. Fees / Relocations	\$ 250	\$ 1,035				
Property Rentals	\$ 554,620	\$ 759,953	\$ 559,095	\$ 607,046	\$ 700,414	\$ 618,382
Sponsorship Program	\$ 373,786	\$ 429,036	\$ 531,859	\$ 229,942	\$ 262,029	\$ 271,565
Advertising Revenue	\$ 190,458	\$ 221,473	\$ 232,765	\$ 205,779	\$ 176,611	\$ 124,910
Photo Towers	\$ 21,890	\$ 18,302	\$ 14,221	\$ -	\$ -	\$ -
Website Ad Sales	\$ 20,305	\$ 13,000	\$ 1,880	\$ 1,374	\$ 66	\$ -
Cups, Website, Info Booths	\$ 5,885	\$ -	\$ -	\$ -	\$ 92,664	\$ 70,300
Parking	\$ 410	\$ 277	\$ 821	\$ 509	\$ -	\$ 400
Comm Center & Misc. Revenues	\$ 9,298	\$ 6,762	\$ 5,202	\$ -	\$ 1,384	\$ 1,627
Mayor's Ride	\$ 70,020	\$ 88,627	\$ 79,933	\$ 72,999	\$ 77,552	\$ 36,866
Brick Project	\$ 10,976	\$ 8,688	\$ 12,188	\$ 24,063	\$ 16,587	\$ 13,290
Rally - other	\$ 81	\$ 3,558	\$ 9,728	\$ 18,621	\$ 44,120	\$ 20,083
ATM Machine Revenues	\$ 2,310	\$ 2,919	\$ 2,236	\$ 1,520	\$ 2,196	\$ 4,038
Special Sanitation Fees	\$ 190,439	\$ 201,488	\$ 162,164	\$ 149,014	\$ 180,937	\$ 167,673
Retail License Royalty					\$ 22,009	\$ -
Rally Charitable Activities					\$ 6,505	\$ 7,415
VIP Hospitality	\$ 33,383	\$ 58,154	\$ 48,973	\$ 58,963	\$ 24,313	\$ 14,038
Total Income	\$1,865,150	\$2,152,383	\$2,022,931	\$1,691,717	\$1,991,376	\$1,729,934

Rally Expenses

- Professional fees increased with Texas A&M Economic Impact Study
- Sanitation expenses down slightly as it was a dry year (garbage was lighter)
- Wages and benefits were reduced due to staff turnover in Rally and Events

	2017	2018	2019	2020	2021	2022
Supplies, Materials & Food (all dept)	\$ (56,184)	\$(154,690)	\$(363,543)	\$ (83,995)	\$(160,167)	\$(191,789)
Insurance	\$ (5,747)	\$ (6,192)	\$(10,049)	\$ (3,285)	\$ (4,921)	\$(4,473)
Unemployment & Work Comp	\$ (8,280)	\$ (7,553)	\$(8,220)	\$ (9,196)	\$ (7,912)	\$(8,308)
Professional Fees (Motoring USA)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Professional Fees (Legends)	\$ (33,474)	\$ (27,268)	\$(27,989)	\$ (25,728)	\$ (17,400)	\$ -
Professional Fees (Events)	\$ (33,621)	\$ (63,433)	\$(62,350)	\$ (8,984)	\$(165,293)	\$(206,348)
Publishing - Rally	\$(147,335)	\$ (4,647)	\$ (16,105)	\$ (7,555)	\$ (17,715)	\$(26,201)
Rental & Lease Expenses	\$(301,720)	\$(340,526)	\$(309,455)	\$(354,877)	\$(308,553)	\$(108,443)
Repairs & Maintenance--Rally Related	\$ (930)	\$ (3,330)	\$(2,906)	\$ (3,190)	\$ (6,471)	\$(2,731)
Travel--Rally	\$ (8,617)	\$ (12,482)	\$ (8,680)	\$ (11,221)	\$ (5,118)	\$(12,099)
Utilities--Rally	\$ (3,531)	\$ (3,588)	\$ (9,174)	\$ (12,696)	\$ (11,754)	\$(13,542)
Housing & Other - (all departments)	\$ (9,364)	\$ (27,087)	\$(13,598)	\$ (32,157)	\$ (5,070)	\$(25,585)
Rally Pay Pal/Credit Card Fees	\$ (4,054)	\$ (6,501)	\$(6,481)	\$ (11,420)	\$ (9,288)	\$(10,322)
Merchandise for Resale	\$ (7,180)	\$ (7,463)	\$(10,480)	\$ (15,620)	\$ (17,121)	\$(23,787)
City Promotion, & Receptions	\$ (56,184)	\$ (39,115)	\$(26,001)	\$ (17,984)	\$ (3,661)	\$(2,974)
Portapots & Tipping Fees	\$ (77,639)	\$ (74,618)	\$(82,599)	\$ (92,570)	\$ (72,858)	\$(68,037)
**Wages & Benefits	\$(468,481)	\$(462,983)	\$(505,513)	\$(516,775)	\$(586,123)	\$(541,531)
SMRI Royalty Payment for use of marks	\$ (50,000)	\$ (83,375)	\$(70,138)	\$ (83,142)	\$ (57,142)	\$ -
Total Expenses	\$(1,272,339)	\$(1,324,851)	\$(1,533,281)	\$(1,290,396)	\$(1,456,567)	\$(1,246,169)

Rally Net Profits

- Total Profit Returned to the City is \$1,062,170
- Increased donations to charity by \$10,572
- Traditional City efforts are close to a plateau (Sponsorship, Advertising, Land Lease, Vendor Fees)
- New City efforts are now expanding revenue (Official marks, website sales, open container cups)

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Total Income	\$ 1,141,705	\$ 1,232,153	\$ 1,451,898	\$ 1,596,794	\$ 2,325,253	\$ 2,028,184	\$ 1,865,150	\$ 2,152,383	\$ 2,022,931	\$ 1,691,717	\$ 1,991,376	\$ 1,729,934
Sales Tax Generated	\$ 277,825	\$ 561,169	\$ 569,116	\$ 541,591	\$ 891,283	\$ 442,247	\$ 590,408	\$ 628,839	\$ 606,706	\$ 587,913	\$ 750,279	\$ 741,177
City Donations to Charity	\$ (45,146)	\$ (33,472)	\$ (39,074)	\$ (48,036)	\$ (60,572)	\$ (54,327)	\$ (54,787)	\$ (53,948)	\$ (65,093)	\$ (48,911)	\$ (152,199)	\$ (162,771)
Less Expenses	\$ (904,452)	\$ (908,955)	\$ (906,910)	\$ (961,364)	\$ (1,519,484)	\$ (1,500,228)	\$ (1,272,339)	\$ (1,324,851)	\$ (1,533,281)	\$ (1,290,396)	\$ (1,456,567)	\$ (1,246,169)
Net Profit	\$ 469,932	\$ 850,896	\$ 1,075,030	\$ 1,128,985	\$ 1,636,480	\$ 915,877	\$ 1,128,433	\$ 1,402,423	\$ 1,031,263	\$ 940,323	\$ 1,132,889	\$ 1,062,170

Net Profit of City of Sturgis Motorcycle Rally to the City of Sturgis

