

# Preparations for the 2020 City of Sturgis Motorcycle Rally

June 15, 2020



# Process for City Preparations

- Documenting changes in numerous variables
  - Infection rates in 11 states (50%+ of historical attendees)
  - Survey of households in Sturgis
  - Calls with more than 100 agencies, communities, chambers of commerce and businesses in the Black Hills region
  - Discussions with State and County Officials, Monument Health, Meade 46-1 School District, State Department of Health
  - Innumerable communications with residents and City of Sturgis Rally fans
  - June 8 community town hall

# Reality

- There has not been guidance from the State Department of Health, CDC, NIH or local health agencies as to whether or not to host the Rally
- The City cannot change or close down the major camping venues that occur outside the City limits – we are still responsible for emergency services at most of these venues
- The City cannot change other activities that occur outside the City limits
- Traffic control along Lazelle will be changed no matter what the Council decides (DOT right of way)
  - The Council can determine some of Junction Avenue Traffic Control and Main Street
- There will be fewer non-city public safety resources due to national rioting, budget cuts and departmental travel bans
- The entire nation is on edge, therefore we must be prepared to manage the people who do attend, our state has become the national example of freedom, welcoming and openness

These factors are outside the City's control



## **South Dakota Gov. Noem unveils 'back to normal' plan, says it places power in 'hands of the people'**

[CORONAVIRUS](#) | News

### **In South Dakota, freedom trumps the coronavirus**

Sebastien Duval

[AFP Staff](#)  
[Contact](#)

Published Tuesday, April 21, 2020 11:38AM EDT

# Residents

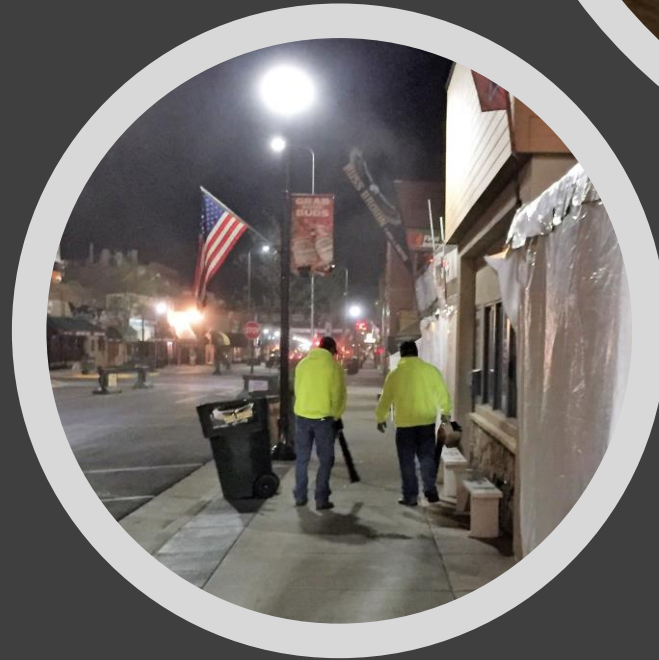
- Continue to work towards testing, during and after any event
  - City will need to be prepared to fund the endeavor
- Enhance and encourage Good Deeds Program
  - All Options include increased staffing and volunteers, only community in the hills
- Stockpile PPE for employees for local businesses
  - Options 2 & 3
- Support personal choice for local residents who choose not to take employment related to the Rally as they may have in the past

Here is some of the information I received from FEMA in regards to mass testing and where those cost may be eligible and not eligible. The moral of the story based on the information below is FEMA believes the costs would be eligible, but they also believe the CDC, through Monument Health, would be better suited to cover the costs. Additionally, the CDC guidance for who should get tested is quite specific, so if a community were to test everyone, there would be a high probability not all the costs would be reimbursable.

*Similar to the contact tracing related expenses, our concern is that there could be a determination that the [CDC's Epidemiology and Laboratory Capacity for Prevention and Control of Emerging Infectious Diseases \(ELC\) Program](#) would have more specific authority to cover such costs since testing is listed as an eligible activity in the ELC guidance and Applicants could be directed to go to the CDC prior to requesting reimbursement under PA. However, we haven't seen any information from HQ to date that suggests that these costs wouldn't be eligible under PA even with the ELC Program. The only information on HQ's Q&A related to CBTS states: "Community-Based Testing Sites (CBTS) and associated costs are eligible under PA, but PA still must avoid duplication of benefits."*

# Employees

- Hire and authorize typical overtime PD, EMS and PW Employees
  - Options 2, 3 & 4
- Purchase PPE for Employees
  - Options 2, 3 & 4



# Road Closures

- Stop signs on Junction at Sherman and Park
  - Options 2, 3 & 4
- Close Main Street to allow for motorcycle only
  - Options 2, 3 & 4
- No motorcycle parking on sides of Main from Junction to 3<sup>rd</sup>
  - Option 2
- No motorcycle parking on sides of Main from Junction to 3<sup>rd</sup> and have additional seating
  - Option 3



# Road Closures cont.

- Sanitization stations along Main Street
  - Options 2 & 3
- Placement of Porta Pots
  - Options 2, 3 & 4
- Increased sanitization of Porta Pots
  - Options 2 & 3
- Disinfect sidewalks
  - Options 2 & 3
- Open container for Main Street
  - Option 3







## City Infrastructure

- Cancel use of Fairgrounds
  - Options 1, 2 & 3
- Cancel B-1 flyover
  - Options 1, 2 & 3
- Cancel Photo Towers
  - Options 1, 2 & 3
- Cancel Noon and 5:00 Photos
  - Options 1, 2 & 3
- Cancel HD Rally Point Bands
  - Options 1, 2 & 3



## City Infrastructure cont.

- Cancel HD Rally Point Contests
  - Options 1, 2 & 3
- Cancel \$105,000 in digital advertising
  - Options 1, 2 & 3
- Cancel Opening Ceremonies
  - Options 1, 2 & 3
- Cancel activities (contests, 5k, etc.)
  - Options 1, 2 & 3
- Cancel City sponsored rides
  - Options 1 & 2



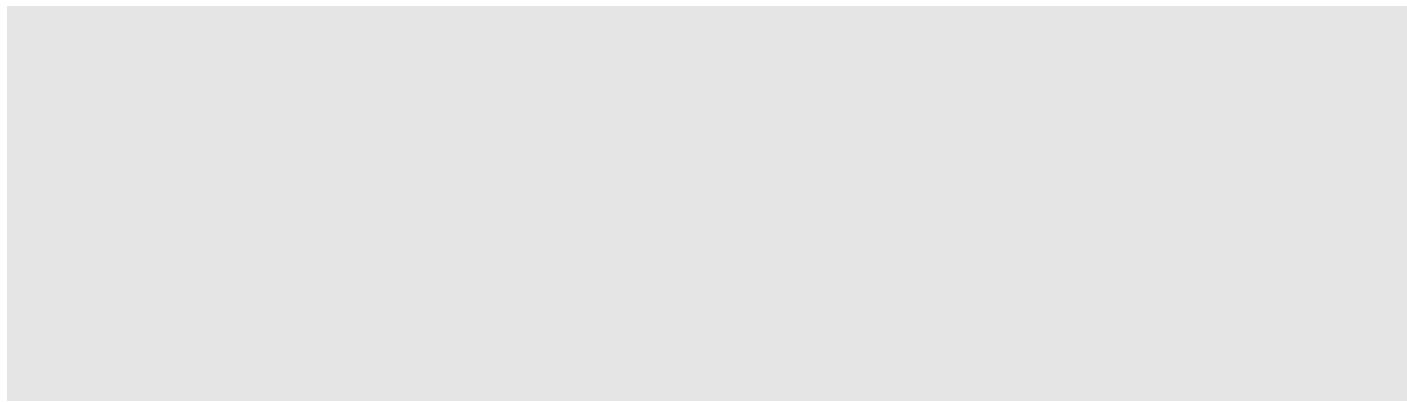
# Temporary Vendors

- Allow for unregulated vendor sales
  - Option 1
- Issue Temporary Vendor Permits
  - Options 2, 3 & 4
- Guidelines for distancing at register
  - Options 2 & 3
- Guidelines for PPE for vendors
  - Options 2 & 3
- Guidelines for occupancy
  - Options 2 & 3

## Staff's recommendation

- Proceed with Option 3
  - Or a variant
  - Allow the City to work proactively to prepare for the greatest amount of health and safety for our residents and guests
  - The 80<sup>th</sup> would be greatly modified and would be designed to be as safe as possible while encouraging personal responsibility as emphasized by our State
  - Daily updates on the Official City of Sturgis Motorcycle Rally website and social media channels
- Caveat - If the Mayor receives written documentation from any of the following:
  - The State Department of Health
  - The Governor's Office
  - The CDC
  - Local Health Agencies
- The Mayor would have the authority to cease any portion of the City of Sturgis Motorcycle Rally preparations that are causing an undue burden on local residents and to instead take alternate actions as directed by the agencies

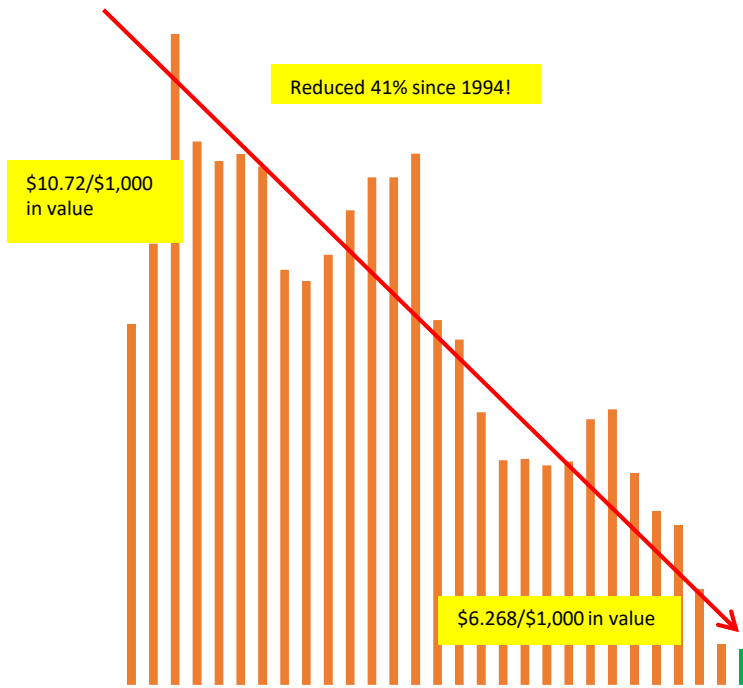
Any questions as to the City's  
role?





# Financial Impacts of Cancellation

- Councilors and staff were asked what it would mean if the Rally was canceled after the survey was sent
  - Facebook post was perceived as a threat, intended to be information to respond to questions received after the survey had been sent
- The City should expect an estimated \$1.7 million loss
  - Residents, businesses and charities would also experience additional significant losses



# Financial Impacts of Cancellation cont.

- Post generated some comments – Some clarification
  - City tax rate has decreased 22% since 2014
  - Dec. 31, 2019 the City has a \$2.3 million reserve
  - CARES Act funds have provided \$30,000 to the airport, \$19,000 to the Ambulance, nothing else

# Financial Impacts of Cancellation cont.

- Proposal included
  - Using \$736,000 of reserves
  - Reducing spending and staff furloughs for \$480,000
  - Increased taxes in 2021 & 22 for \$150,000
    - For a \$150,000 house, increase of \$47
  - Increase Sanitation rates
    - Sanitation would be an increase of \$0.94 per month
  - Refinance loans saved \$109,000 year
- The final proposal will be carefully considered by the council with input from our citizens at a later Council Meeting

