

Public Discussion on the 80th

June 8, 2020

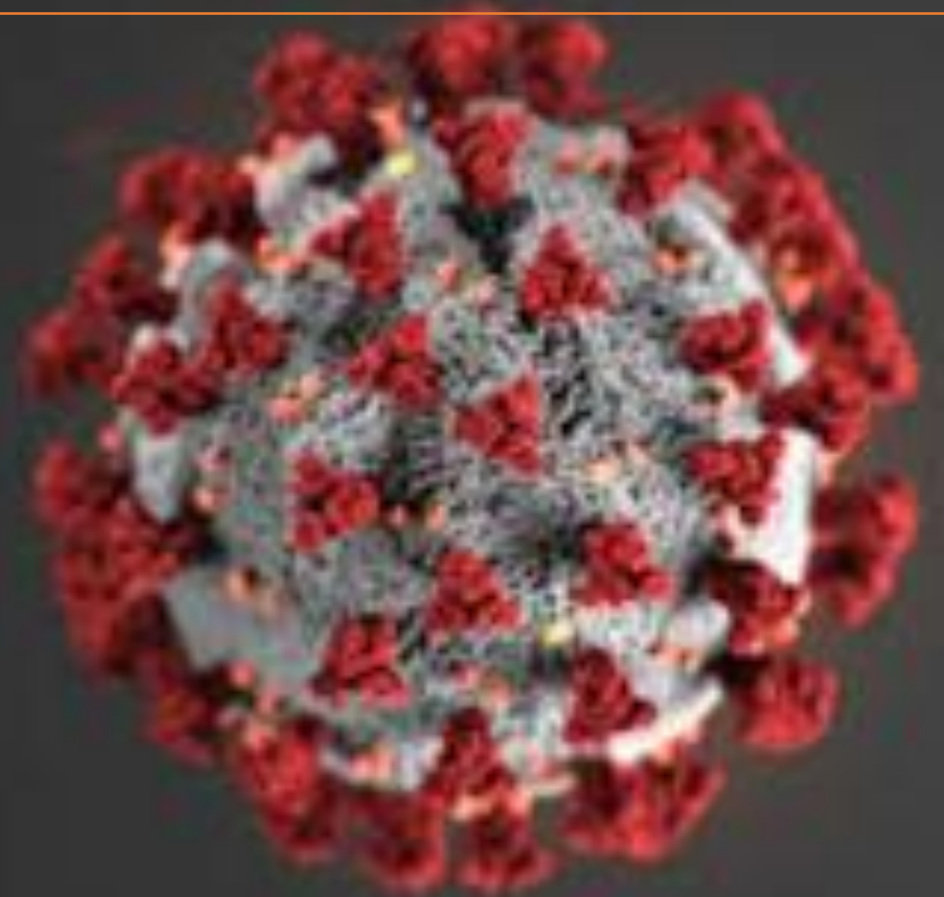


The 80th was anticipated to be huge

- Clydesdales
- Parades
- Jumps
- Concerts in town
- Contests
- Exhibitors

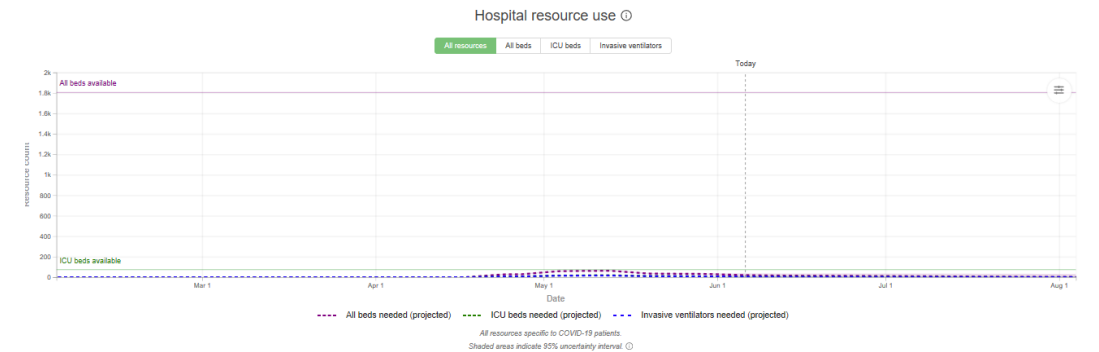
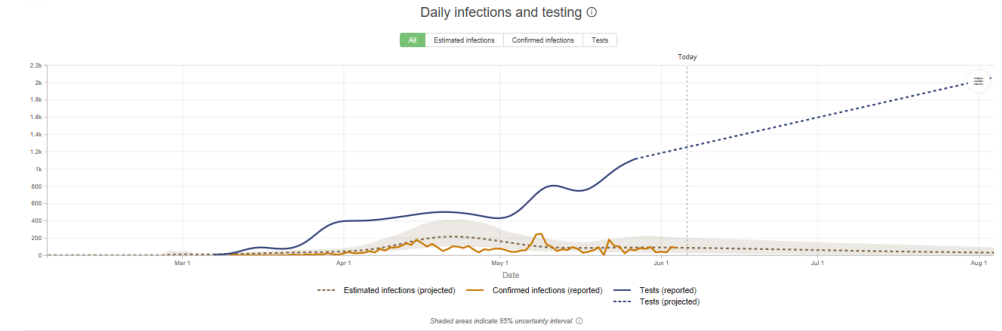


Then COVID-19



The City's Response

- Began to actively measure metrics for a decision
 - SD's infection rate is declining, hospital beds and ventilators have been more than sufficient
 - The ten state average (50% of attendees)
 - Half have had declining infection rate, half have had stable or slightly increasing rate
- Current SD Mortality Rate of those with known infection is 1.2%
 - The total known infection rate is lower than actual as the total number of tests is low so the mortality rate of those infected is lower than 1.2% in SD



Resident Survey



Mailed to all residences
within the City limits

Used 2020 Census address
Outside vendor printed the
survey with stamped return
envelope
Did not include ramifications of
not hosting the Rally



55.2% returned



62.9% postpone the Rally

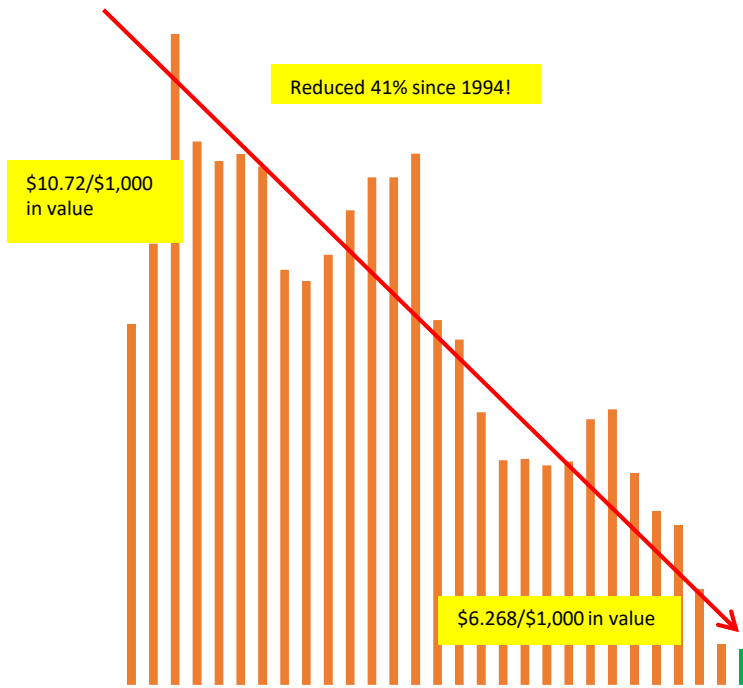


37.0% proceed with the Rally



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



Discussions with more than
100 industry leaders,
regional communities,
governmental officials,
health officials and county
and school officials

Hotels, Motels

- Few cancelations so far
 - Most cancelations have been foreign travelers
 - Most guests have said will be coming regardless of City's action
 - Several have waiting lists and when there is a cancelation it is back filled
- Have implemented new safety protocols for guests and staff
 - Tourists already in the Hills have largely been respectful and follow protocols
 - Most have adequate staff that are comfortable
- If the Rally is cancelled numerous other events in the Hills will be, there will be a ripple effect
- Some businesses will not be able to make it

Campground Group

- There is no concern with public safety
- They will be following CDC Guidelines, Social Distancing, enhanced sanitization
- People are still coming
 - One states that they have expanded the RV sites and they are already booked
- Will not plan on closing or turning away campers, whichever way the City lands



Safety Agencies

- EMS have sufficient PPE, staff understood dangers when signed up, have adequate staffing
- Law Enforcement, some out of state temporary hires are not able to come, several agencies are reducing staffing to save funds
- Law Enforcement has requested full staffing to be prepared, especially in this current climate, there will be reduced ability to rely on others
- There is concern about exposure to guests, need to ensure there is PPE
- DOT traffic planning as normal (including Lazelle) perhaps some outlying traffic control would be diminished

Black Hills Attractions

- Overall attitude is hoping for the Rally to continue, working to keep staff and visitors safe
- Many had the best May they have had in years, most attendees are from outside the area
- Visitors are coming no matter what the City does
 - Though the number would be blunted if the City cancels the Rally
- In general hotels would be hurt badly, campgrounds not as much, several businesses (restaurants) will be tremendously hurt

Black Hills Communities, Chambers

- RC Chamber – their survey indicated only 1 business asked not to hold the Rally
 - If it is held there can be safety protocols
 - Looking towards Sturgis to provide guidance and an example
 - Care about Sturgis more than anything
- Lead, Hill City, Deadwood, Belle, Spearfish
 - Business in May is now strong
 - People will be coming anyway
 - No business wants the Rally to end
 - Days of 76, Kool Deadwood Nights are ongoing
 - Will be supporting Sturgis, We're all in this together
- There needs to be an ability to manage the event, leadership is necessary to stop it from devolving to the 70's

Sturgis and Black Hills Business Calls



Tourism is up in May significantly, best Memorial Day weekend in a long time, being driven by outside tourists



Business supported flattening the curve by staying closed for 6-8 weeks



Need to be organized and managed to ensure safety for community



Several larger exhibitors would not be in attendance due to corporate travel policies



Several vendors who have been attending state need a Rally since there have been no events for months

Sponsor Calls

- All continue to be supportive of the community and appreciate the partnership with the residents of Sturgis
- Several sponsors will not be able to attend because of Corporate travel restrictions and would like the 80th postponed, some were concerned about the image of being 1st major event in post-COVID world
- Several want to assist residents, employees and visitors who will be here regardless
- Those that would be here would need to change their approach
- Some will have concerns about attendance and participation if there are smaller crowd sizes

Sturgis Institutional Calls

- Prepared for what occurs
- Some will be supportive of the City's decisions
- Need some management and leadership for those that do arrive

State and Governmental Calls

- There is no state order or requirement for social distancing or limiting crowd sizes
- There is no anticipated order imposing social distancing or limiting crowd sizes
- The County will be issuing vendor permits and preparing for a Rally
- There are local partners willing to assist with mass testing, though this would need to be funded through the municipality
- Any protective measures for the public areas and public employees will need to be managed and funded through the municipality
- This is a local decision that the State will try to support
- Mayor is continuing to request state assistance for post-event mass testing

Types of comments that have also been received

- “Make a statement and show leadership and cancel the Rally”
- “Show leadership and lead the US forward operating a successful Rally”
- “For once care for the residents of Sturgis, protect us by canceling the Rally”
- “People who are vulnerable need to stay home, our Governor has said this is a state of Freedom”
- “The City doesn’t make money from the Rally anyway, cancel it”
- “The City will hold the Rally anyway because it just lines its pockets, all it is, is greed”

Other types of comments received

██████████ It's a double edge sword and unfortunately a tough question without a definite right or wrong answer even before the Covid pandemic. If The City doesn't opt to host the rally or charge the vendors to set up within the city limits many will still come to "Sturgis" (or Rapid, or Deadwood, or the campgrounds, etc). Even more of the potential revenue will not make its way through The City system and instead will be made by those that will reap the benefits on the outside without spending much of it, if any in Sturgis (which has been happening for too many years). Meanwhile The City's resources continue to be drained (police, trash, fire, road maintenance, cleanup, etc). In turn, this leaves an even bigger budget shortfall and inevitably the council will prob look to push to increase taxes to try to make up some of the difference and face hard cuts to services to offset losses. Many local families are barely hanging on as it is and many local Sturgis businesses already struggle to compete (I remember when Sturgis was known all across the hills as, "The Key City!"). If The City chooses to sit this one out it, the expenses could again be another burden passed on to the local community and force more businesses and families out of Sturgis. I agree that the health and safety of the community is vital and certainly needs to be taken into extreme consideration. In a perfect world it would be nice to just take a pause this year, but I don't honestly see that happening. Bottom line is I really don't envy anyone having to make this very tough decision but if it were me, I'd say let the rally proceed with lots of extra caution (limit the number of bikes on Main Street at any given time, give extra incentives to vendors to set up beyond downtown so it spreads out the crowds, etc). B1 Bob, I can see spiked black Sturgis face masks being a hit.. but I'm sure you're probably way ahead of me on this idea. Please stay strong and healthy Sturgis! Let's get back to being The Key City!!! ❤️ Always

Like · Reply · 4d

██████████ My question is how do they cancel the Rally are they gonna go door-to-door to every business and demand they close

Like · Reply · 4d

██████████ It doesn't matter what we the people say there gonna keep doing what they want and not what's good for people cause there Shaddy!

Like · Reply · 4d

██████████ The larger issue is that the Rally is a huge decentralized happening. The City is Sturgis Can decline to host official events, not issue any permits for vendors, not close main street, etc. - but other venues outside the city may choose to proceed in hosting visitors, and I suspect that many many out-of-town guest will still choose to visit South Dakota during that time. A small community like Sturgis might be hard pressed to deal with a huge influx of visitors in "regular mode" if no preparations have been made.

Like · Reply · 2d

██████████ They don't listen to us anyway. It's all about their own agenda, with or without input from our community.

Like · Reply · 4d

██████████ I'll say it over and over again! You can't keep the tourists and Bikers from coming to Sturgis! We need to prepare for all of it. How are we going to keep the residents of Sturgis safe from the virus? How will everyone enforce social distancing? Do we make it mandatory to wear a mask while visiting? How are we going to determine if someone is sick? Can our hospitals handle the virus AND bike accidents? And how will that look? Want it or not, it's coming.

Like · Reply · 4d

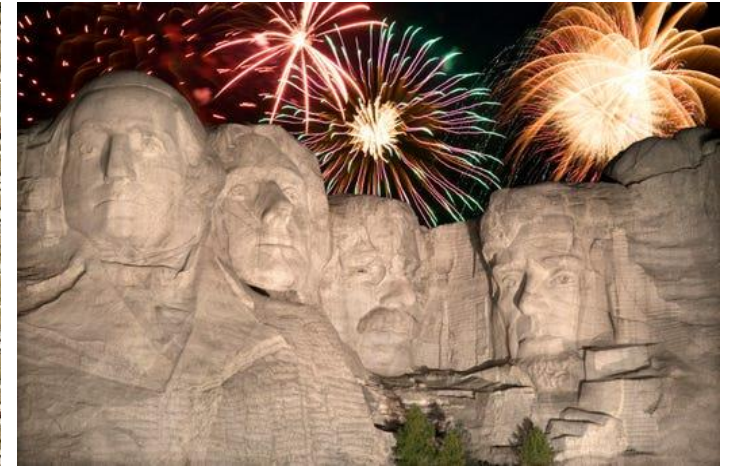
██████████ Find the residents who dont want it to happen and raise their taxes only. The ones who want the rally, leave their taxes alone. This is if they decide not to have the rally

Like · Reply · 4d

Reality

- The City cannot change or close down the major camping venues 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

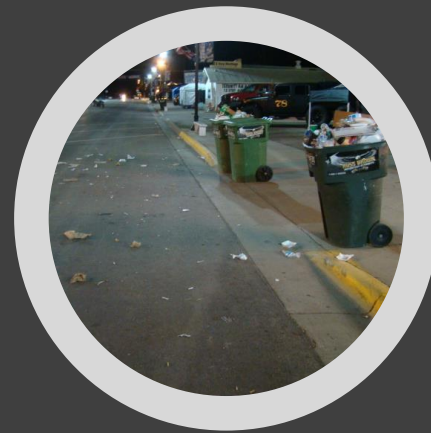
Sebastien Duval

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

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

Option 1 - Cancel

- Sanitation is a tremendous task even when we empty totes throughout the day and each night
- Without preparations it would be impossible to maintain any cleanliness
- Concern from EMS about very low attendance and the resulting increase in trauma and extreme BA levels



- Cleaning streets
 - What would the filth be without daily cleaning
 - Would this provide any additional safety for our residents or employees



- No additional porta-pots?
- Permanent facilities are inadequate for thousands of visitors
- Each year we average 28 public urination tickets
 - It will be worse without temporary facilities
 - Many of the porta-pots are placed on the streets



- Traffic control is vital for public safety and response
- Without closing Main Street how many dedicated attendees would park in the median
 - Largest complaint each year is parking and towing
 - Once one person parks a bike illegally it multiplies quickly
 - Will create unnecessary confrontations with our police force, during a time of national strife with police
 - People will want to drive motor homes and trucks down Main Street for the first time ever



Residential Camping

- How would we enforce not allowing camping?
- Additional confrontations with residents and visitors
- Eliminate additional income for residents




Option 2 – Proceed with the 80th

- How could we protect our residents, employees and visitors if it was a normal Rally
- There will be a significant spotlight on us
- “Why does Sturgis believe it is prepared for the first major event in the world”
- Though there have not been outbreaks following the uproar from events held at Lake of the Ozarks (1 case), Wisconsin Primary (lower infection rate), Spring Break (few cases following Florida beaches), Memorial Day events, etc.


Coronavirus live updates: Large crowds return to Alabama beaches

Update 8:15 p.m. EDT May 18: Large crowds have returned to Alabama beaches ... Monday the ruling invalidates Brown's ban on churches gathering for worship but also the entire stay-at-home ...

 WHIO | 21d

Spike in D.C. numbers, crowds at Maryland, Virginia beaches and boardwalks renew coronavirus concerns

The number of patients hospitalized also dropped to 1,351, which is the lowest since ... crowd sparked a social media frenzy, with many commenters comparing the scene to a huge gathering of ...

 Washington Post | 14d



- This coincides with the mantra of the state, South Dakota is OPEN
 - There are already huge crowds of tourists throughout the state
 - Fireworks will be at Mt. Rushmore for the first time in years
 - Even the President will be in attendance
 - The South Dakota State Fair, Days of 76 are proceeding
- America is reopening
 - Las Vegas has reopened with safety protocols
 - Disneyland, Disneyworld, SeaWorld are reopening
- The City of Sturgis Motorcycle Rally would not be the first or only major tourism attraction
- Virus is already in the Black Hills, events are occurring (including youth sports), with little to no social distancing

Option 3 - Postpone and Prepare

Messaging for all of our participants and potential attendees

“Since all of our family and friends won’t be able to make our 80th celebration, we are postponing our anniversary to 2021, this summer we are ensuring our residents are as safe as possible. If our fellow freedom loving Americans need to come to ride the Hills we will always welcome you to the City of Riders.”

Preparations for our community

- Encourage the use of Sturgis Good Deeds – if you are compromised please stay home, we will get your necessities for you
- Encourage those in medicine and education to forgo any Rally jobs this year
- Appropriate PPE for our employees and available for employees throughout our community
- Sanitization stations all along Main Street
 - Refilled throughout the day and night
- Disinfect the sidewalks throughout the night
- Mass testing? There are willing local providers, the cost would be \$70-\$150 per test – City would need to pay the cost





Preparations for visitors

- Place regular traffic control on Junction to allow emergency vehicles, residents and guests to move about town
- Block off Main Street
 - Consider reducing the foot print
 - We should ensure that as few predictable interactions with parking enforcement occur as possible
 - Block off some of the parking to allow for wider sidewalks?
- Continue with appropriate staffing for sanitation and public safety
- Sanitation stations for visitors
- Allow for temporary vendors and temporary structures
 - Will allow for greater social distancing and not having the existing businesses (which have far higher numbers of local staff) be overwhelmed

Option 3 potential changes

- Cancel



- *All* advertising
 - \$150,000+
- Opening Ceremony
- Parades
- HD Rally Point Bands
- HD Rally Point Contests
- B-1 Fly over
- Photo Towers and Noon & 5:00 Photos
- CC Showers
- Fairgrounds events



Option 3 – Vendors?

- Prohibit vending
 - The City does not regulate regular commerce by businesses
 - Difficult to “stop” vendors
 - Can choose not to issue a license
 - If we do not issue a license, it would not stop their vending, only stops local regulation and revenue collection
 - We do not and cannot license most businesses
- Protocols for vendors
 - If we provide licenses we can require protocols and revoke the license if the protocols are not followed
- Prohibit temporary structures
 - This might be more doable, but how do we differentiate between vendors and other temporary structures (Knuckle, ACE, Runnings, residential campers)