



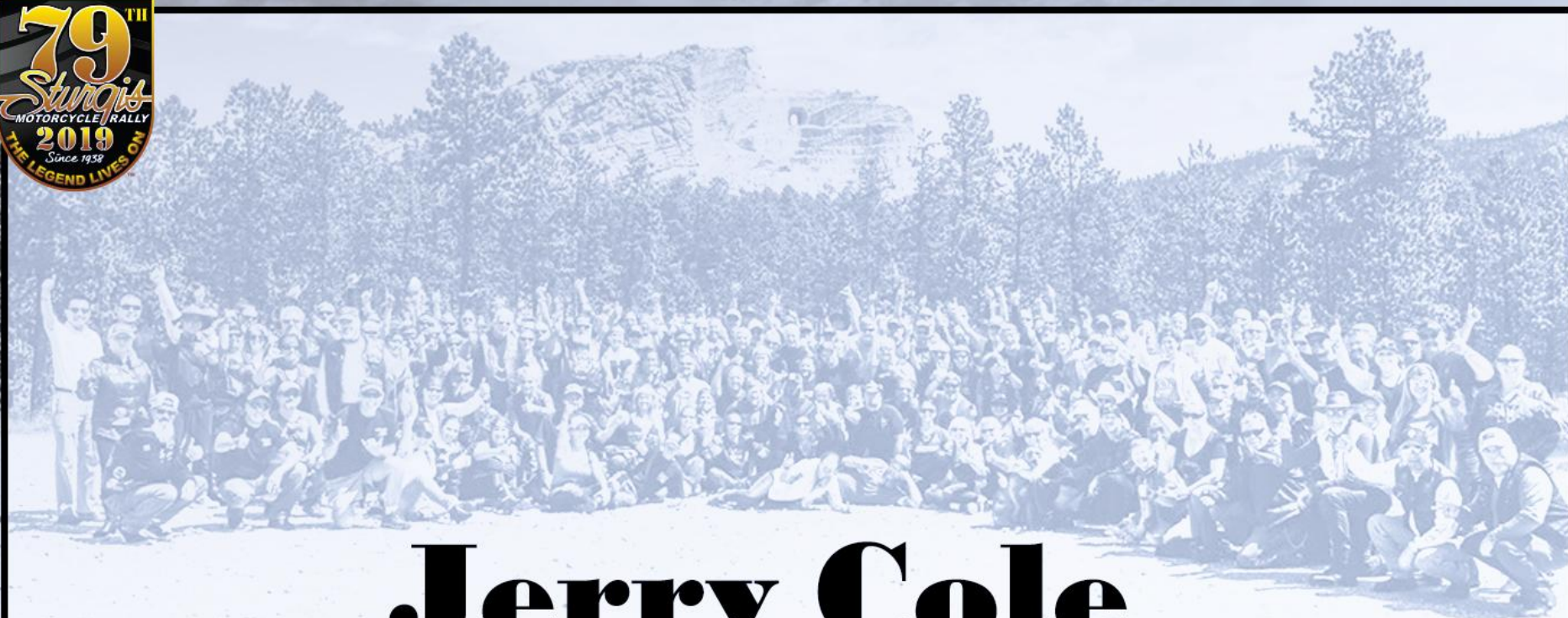
WELCOME





RALLY RECAP





Jerry Cole
Director, Sturgis Rally & Events



CONCERTS

Venues



Michael Balland's
Full Throttle Saloon®
— The World's Largest Biker Bar —

"World Famous"
IRON HORSE®
SALOON
Sturgis, South Dakota



CONCERTS

2019 Mega-Music

GODSMACK



STEELE
RIVER
BAND



HINDER



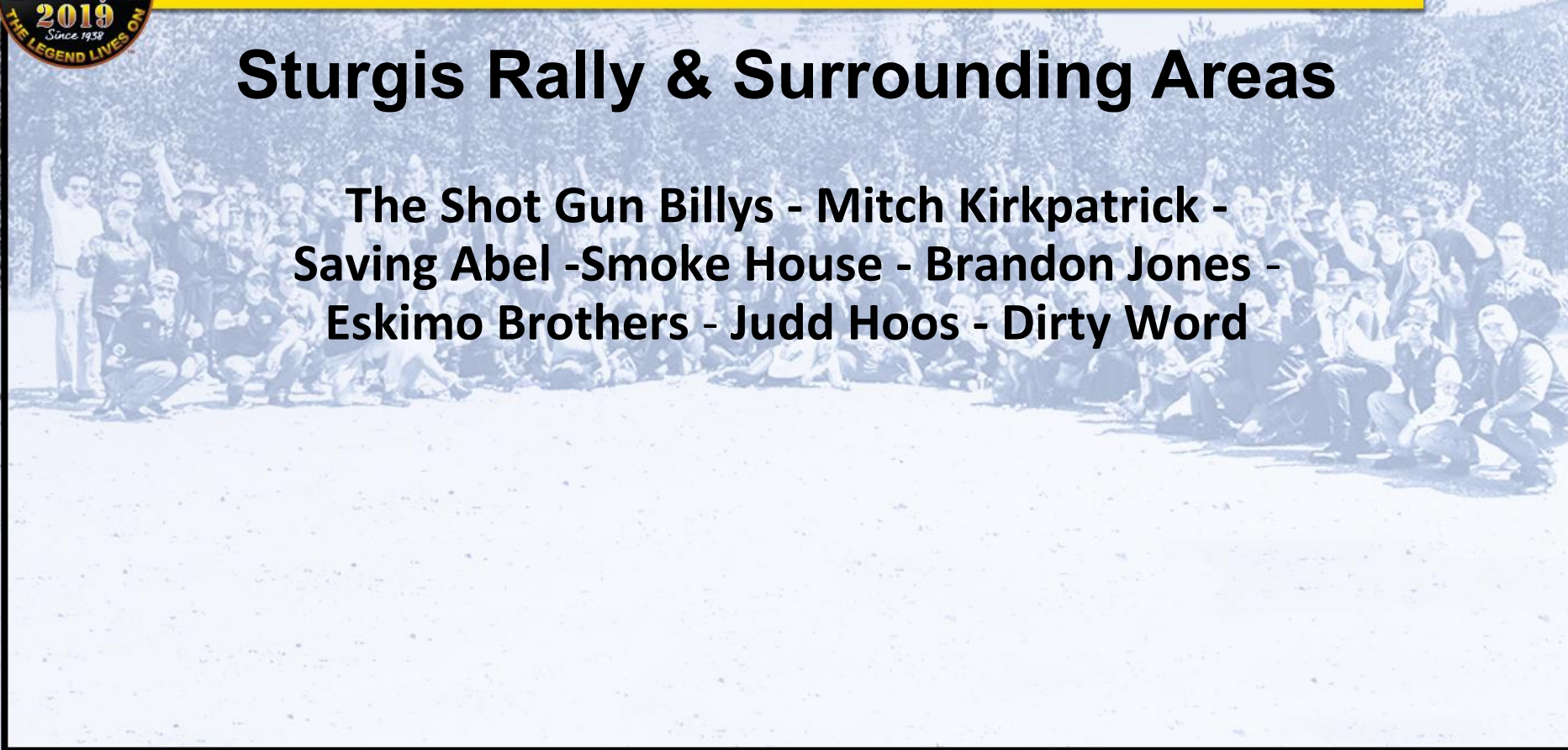


CONCERTS

Thursday, August 1, 2019

Sturgis Rally & Surrounding Areas

The Shot Gun Billys - Mitch Kirkpatrick -
Saving Abel -Smoke House - Brandon Jones -
Eskimo Brothers - Judd Hoos - Dirty Word





CONCERTS

Friday, August 2, 2019

Sturgis Rally & Surrounding Areas

Eskimo Brothers - Zeona Road - Palisades
- From Ashes to New - Hinder - Skid Row -
Smoke House - Garage Boys - Jered Blake -
Eskimo Brothers - Flannel - Dirty Word - Judd
Hoos - The ShotgunBillys - Ryan Chrys & The
Roughcuts - The ShotgunBillys - Billy Lurken -
Barnyard Stompers - Murder by Death



CONCERTS

Saturday, August 3, 2019

Sturgis Rally & Surrounding Areas

Kenneth Brian - Jered Blake - Naughty by Nature - Everlast - Big Top Radio - George Thorogood & The Destroyers - Keith Urban - Jack Daniels - The Night Caps - Adrienne Nicole - Garage Boys
9:00pm - Killer Dueling Pianos - Brandon Jones - Eskimo Brothers - Jack Daniels - Zeona Road - Eskimo Brothers - Flannel - Judd Hoos - Dirty Word - Ryan Chrys & The Rough Cuts - Small Town Titans - The ShotGunBillys - Loaded Dice - Billy Lurken - Barnyard Stompers - The River Liffey Boys - No Exit



CONCERTS

Sunday, August 4, 2019

Sturgis Rally & Surrounding Areas

Jered Blake - Chris Duarte - Nonpoint - Red Sun Rising - Hellyeah
- Revenge of the 80s - Supersuckers - GodSmack - Jack Daniels -
The Night Caps - Adrienne Nicole - Garage Boys - Killer Dueling
Pianos - Eskimo Brothers - Brandon Jones - Zeona Road - Eskimo
Brothers - Flannel - Dirty Word - Judd Hoos - The ShotGunBillys -
Jacob Bryant - The ShotGunBillys - The LACS - Colt Ford Loaded
Dice - Barnyard Stompers - Cambria String Band - No Exit



CONCERTS

Monday, August 5, 2019

Sturgis Rally & Surrounding Areas

Jered Blake - Chris Duarte - Chris Hawkey - The Sisterhood Band
- Jamey Johnson - Big Top Radio - Collective Soul - STYX - Jack
Daniels - Adrienne Nicole - Garage Boys - The Shuffle - Killer
Dueling Pianos - Brandon Jones - Eskimo Brothers - Tripwire
Dirty Word - Judd Hoos - The ShotGunBillys - Creed Fisher
8:30pm - The ShotGunBillys - Loaded Dice - Jagertown -
Barnyard Stompers



CONCERTS

Tuesday, August 6, 2019

Sturgis Rally & Surrounding Areas

Full Throttle Band - Andrew WK - Hairball - Moonshine
Bandits - Dee Snider – Disturbed - Jack Daniels - Jade Monkey
- Garage Boys - Rachel Stacy - Killer Dueling Pianos - Eskimo
Brothers - Brandon Jones - Eskimo Brothers - Zeona Road –
Tripwire – Chancey - Dirty Word The ShotGunBillys - Jasmine
Cain - The ShotGunBillys - Cheap Trick - Foghat - Puddle of
Mudd - Jagertown - Snake Oil - Barnyard Stompers - Vintage
Blue - Ryan Chrys & The Rough Cuts 2



CONCERTS

Wednesday, August 7, 2019

Sturgis Rally & Surrounding Areas

Whey Jennings - Full Throttle Band - Sevendust - Hairball - Big Top Radio - Moonshine Bandits - Theory of a Deadman - Snoop Dogg - Jack Daniels - Rachel Stacy 1:00pm - Jade Monkey - Garage Boys - Killer Dueling Pianos - Brandon Jones - Eskimo Brothers - Dustin Evans - Tripwire - Chancey Williams - Dirty Word - Judd Hoos - The ShotgunBillys - Creed Fisher - The ShotgunBillys - Brett Michaels - Saliva - Them Dirty Roses - Snake Oil - Jasmine Cain - Barnyard Stompers - Vintage Blue



CONCERTS

Thursday, August 8, 2019

Sturgis Rally & Surrounding Areas

Zeona Road - Britnee Kellogg - Adelitas Way - Hairball - Pop Evil - Toby Keith - Jack Daniels - Jade Monkey - Rachel Stacy - Garage Boys - Killer Dueling Pianos - Them Dirty Roses - Dustin Evans - Eskimo Brothers - Zeona Road - Eskimo Brothers - Chancey Williams - Judd Hoos - The ShotgunBillys - Jackyl - Barnyard Stompers - Crash Wagon



CONCERTS

Friday, August 9, 2019

Sturgis Rally & Surrounding Areas

Jered Blake - Zeona Road - DED - Corrosion of Conformity - In This Moment - Red Fang - Volbeat - Jack Daniels - Hollywood Yates - Garage Boys Jasmine Cain - Shoot to Thrill - Killer Dueling Pianos - American Hitmen - Eskimo Brothers - Brandon Jones- Britnee Kellogg - Eskimo Brothers – Flannel - Chancey Williams - Dirty Word - Judd Hoos - The ShotGunBillys - Lang Termes - Barnyard Stompers - Young Johnson The Lonely Rangers - Nik Harr - Chris Cady & Spike



CONCERTS

Saturday, August 10, 2019

Sturgis Rally & Surrounding Areas

**Jered Blake - Britnee Kellogg - Dark Sky Choir – Saul-
Badflower - Reverend Horton Heat - Zakk Sabbath - Tech
N9ne - Jack Daniels - Hollywood Yates - Iron Zephyr 5:00pm
Shoot to Thrill - Jasmine Cain - Killer Dueling Pianos -
American Hitmen - Brandon Jones - Eskimo Brothers - Britnee
Kellogg- Zeona Road – Flannel - Judd Hoos - Dirty Word - The
ShotGunBillys - Barnyard Stompers - Young Johnson – Lang -
Chris Cady & Spike**



OTHER EVENTS

•Bike Shows

School's Out Bike Show, FXR Show, All Brands, Kory Souza Originals, Trike Show, Women & Wheels

•Rides

Mayor's Ride, The Legends Ride, The Biker Belles, Fast Ride, Discovery Ride, Rusty Wallace Charity Ride, The Good Ride, Ride with a Local

•Races

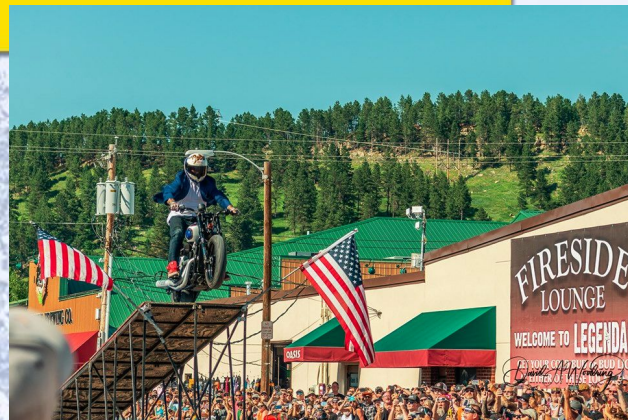
Spirit of Sturgis, Flat Track, Street Drags, Supermoto, Super Hooligan





OTHER EVENTS

- **Opening Ceremonies**
(Largest crowd to witness opening ceremonies ever)
- **Community Events**
- **Beard**
- **Tattoo**
- **Beef Throw Down**
- **Legendary 5K**



79th Sturgis® Motorcycle Rally™ Social Media



2.5K

163 Comments 441 Shares





Different Platforms and Tools

- Facebook
 - Events
 - Live & Produced Video
 - Killer Pics
- Instagram
 - Pics and Vids
 - Stories
 - Sharing to our story
 - Engaging in Conversations
 - Reposting Sponsors and Attendees
- Twitter
 - Content, Instagram → Twitter



Facebook

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 5 · 🌐

Happy Monday! #SturgisRally



623,768 People Reached 89,756 Engagements [Boost Post](#)

👍 🍕 🍷 13K 406 Comments 4.9K Shares

Downtown + Bikes = 🔥

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 8 · 🌐

Who's coming out to Sturgis? @rockstarenergy is the Official Energy Drink of the 2019 Sturgis Motorcycle Rally - LET'S GO!! Stop by the Rockstar Activation Station on Main Street and fire up with us!

—
#RockstarEnergy
#Rockstar
#Sturgis... See More



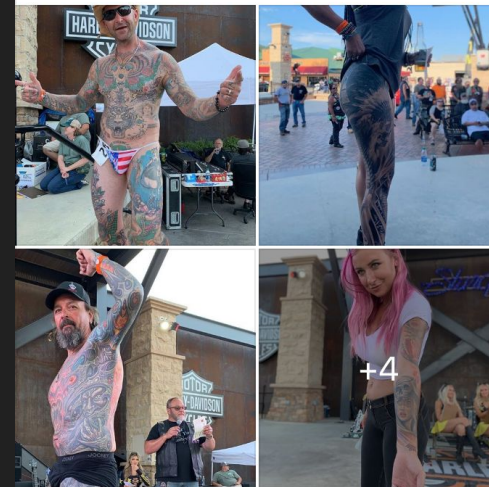
37,766 People Reached 3,148 Engagements [Boost Post](#)

👍 🍕 🍷 1.1K 21 Comments 63 Shares

Share the 🍷

Sturgis Motorcycle Rally is with Damian Griffis in Sturgis, South Dakota.
Published by sturgisrally [?] · August 8 · 🌐

Best of the Best from the Tattoo Tuesday Contest. #SturgisRally @ Sturgis, South Dakota



75,236 People Reached 42,979 Engagements [Boost Post](#)

👍 🍕 🍷 1.3K 38 Comments 156 Shares

Official Event, Officially 🍷

Facebook cont...

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 12 · 🌐

The 80th Sturgis® Motorcycle Rally™ is August 7-16, 2020!
#SturgisRally



august 7-16, 2020

216,512 People Reached 20,909 Engagements [Boost Post](#)

👍👎👉 3.2K 319 Comments 1.5K Shares

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 3 · 🌐

And here is "THE" jump. First time Legendary Main Street #Sturgis.
@colefreeman #SturgisRally



335,607 People Reached 30,672 Engagements [Boost Post](#)

👍👎👉 4.2K 105 Comments 1.4K Shares

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 7 · 🌐

Logo reveal for the 80th Rally! #SturgisRally #AnniversaryYear



88,104 People Reached 9,142 Engagements [Boost Post](#)

👍👎👉 2.5K 163 Comments 441 Shares

👁️ Looking to the future

💪 Content = 💪 Results

“Accidental” placement 🤖

Facebook cont...

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 9 · 🌐

Grand Marshall's @jessejamesdupree and @michael_full_throttle will be back at the rally point tomorrow at 2pm for another Bottle Signing. #SturgisRally




41,027 People Reached 3,041 Engagements [Boost Post](#)

👍 🍷 🍹 832 33 Comments 37 Shares



Sturgis Motorcycle Rally was live.
August 6 · 🌐

B-1 Flyover. #SturgisRally #MilitaryAppreciation #ThankYou




88,673 People Reached 19,933 Engagements [Boost Post](#)

👍 🍷 🍹 1.8K 310 Comments 296 Shares 55K Views

Military Appreciation 🙌

Sturgis Motorcycle Rally
Published by sturgisrally [?] · August 11 · 🌐

You don't have to go home but you can't stay here.. JK you can stay here but that is a wrap for the 79th Sturgis Rally! Thanks for a great year, we'll see you all for the 80th! #SturgisRally



106,128 People Reached 14,268 Engagements [Boost Post](#)

👍 🍷 🍹 5.2K 203 Comments 449 Shares

🙌 Peace out

79th Rally Facebook Averages

- Average Post Reach → 88,553 people / post.
- Average Post Engagement → 14,469 / post.

Facebook Stats (during Rally Week)

- 6,464,383 People Reached
- 1,063,550 Engagements

Facebook Event

- Still most effective method of sharing organic content on Facebook
- .. IF the event has a large enough following
- Objective for 2020
 - More Event interactions
 - Launched 80th Facebook event before the dust had settled from the 79th



Event Posts vs. Page Posts

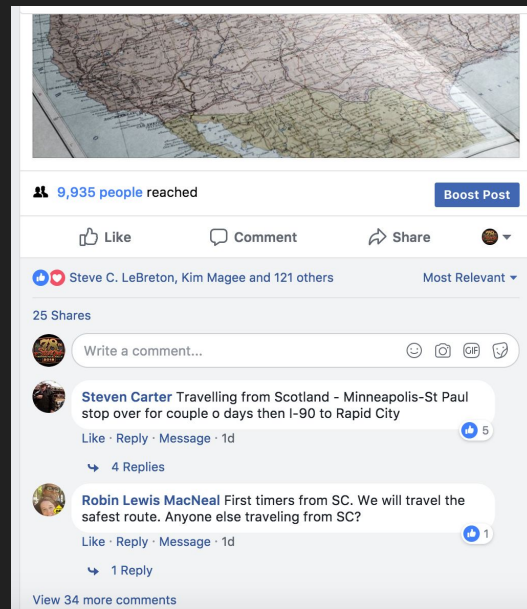


Event

231 Likes

71 comments

42 shares



Page

123 likes

36 comments

25 shares

Facebook Stats

Sturgis Rally

Facebook Following

- Oct. 2015 - 199,140
- Oct. 2016 - 221,045
- Oct. 2017 - 275,599
- Oct. 2018 - 310,610
- **Oct. 2019 - 330,654**

79th Sturgis Rally
Facebook Following

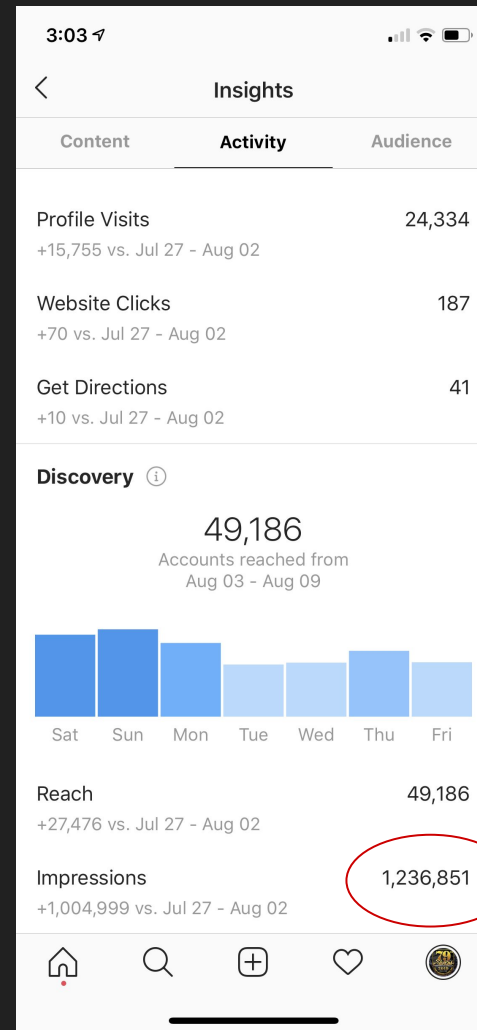
Net gain of 10,518!

** During the 10 days of the 79th Rally*

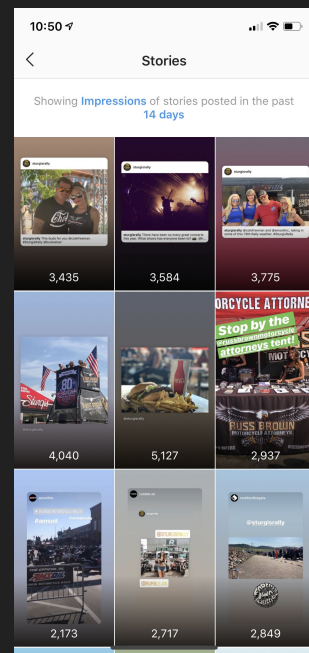
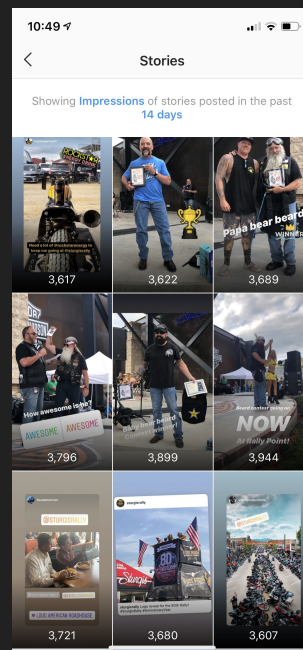
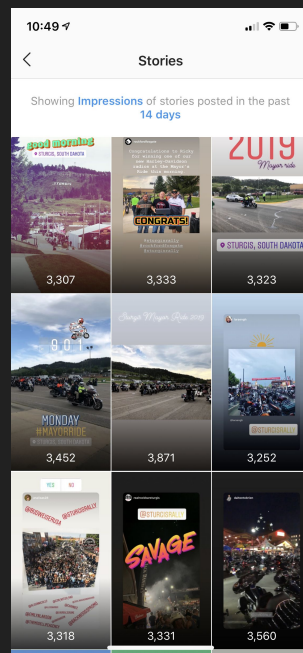
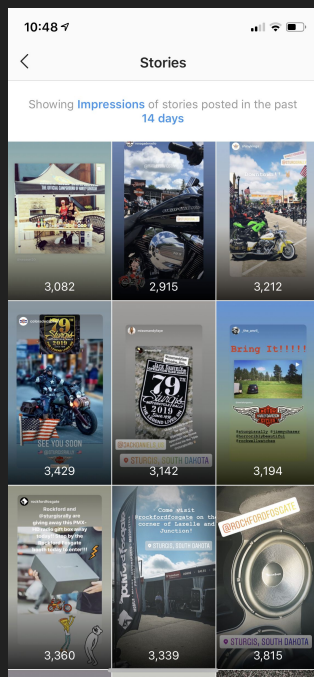
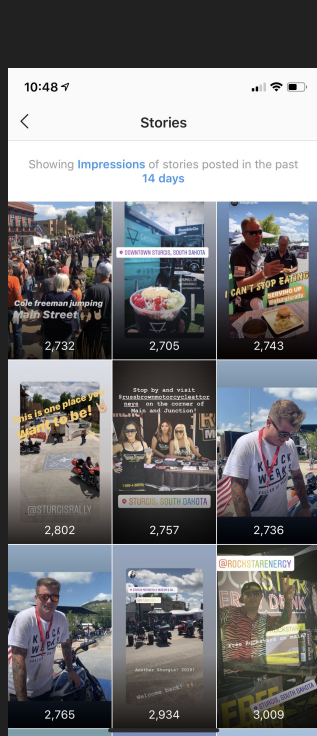
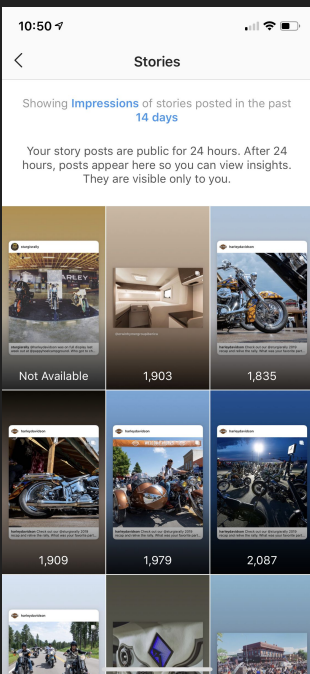


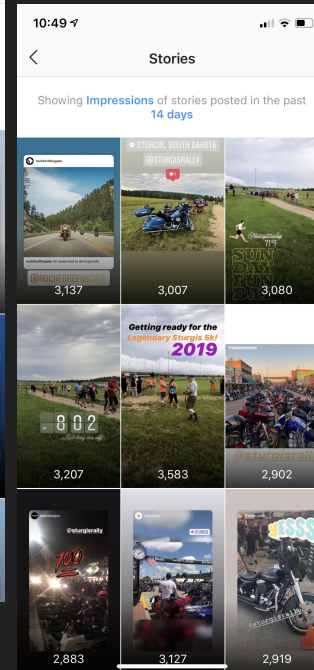
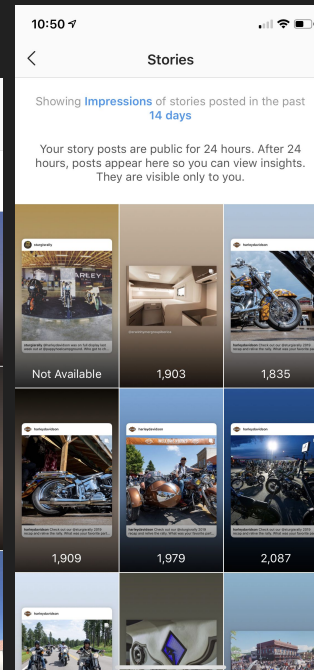
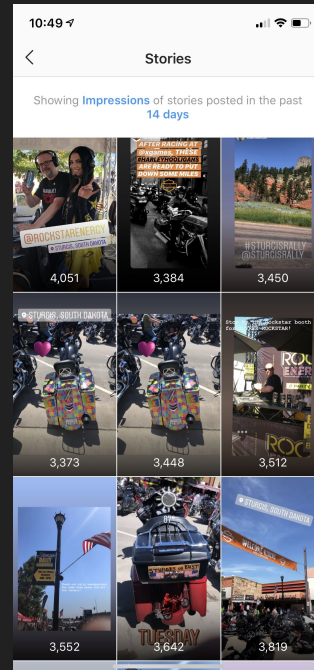
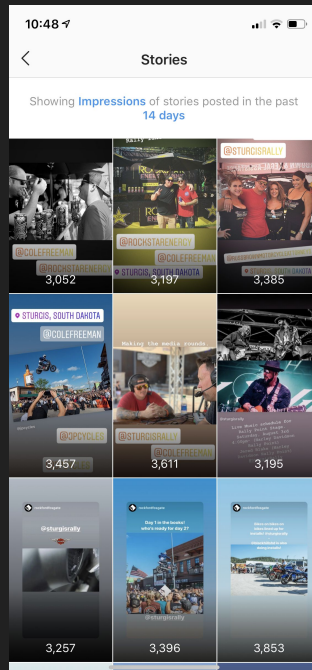
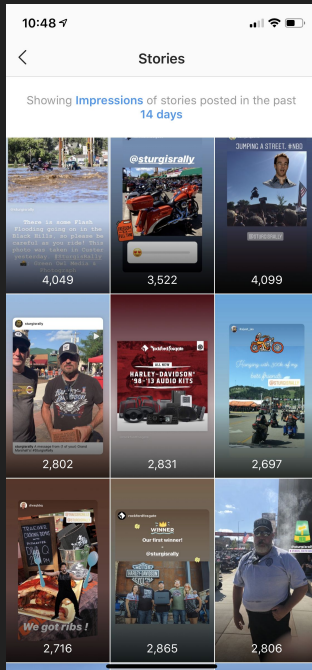
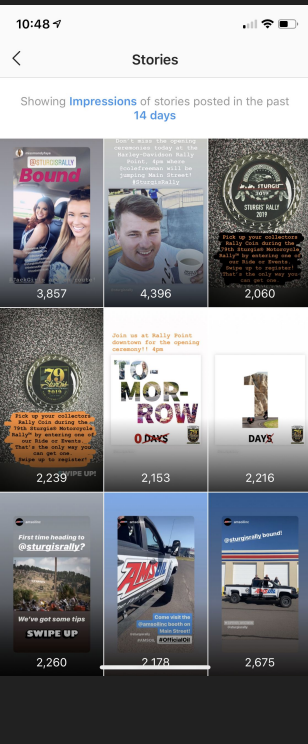
Instagram

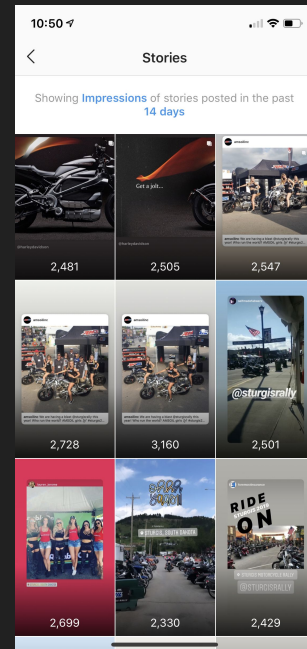
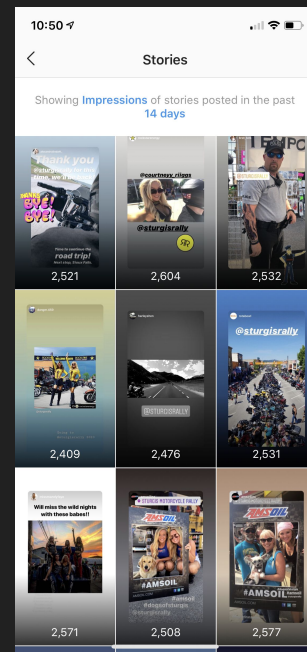
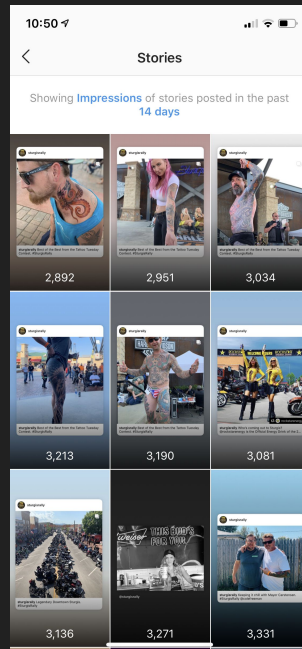
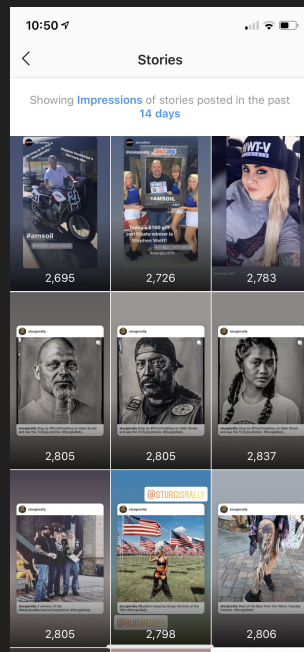
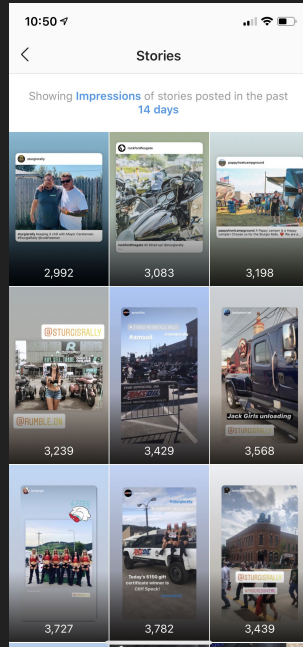
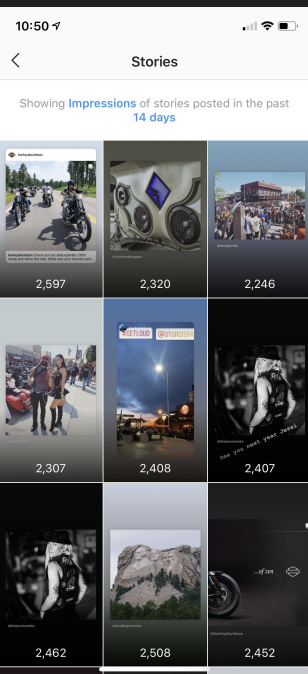
- Major focus in 2019
- 44,000+ Instagram Followers
- Over a Million Impressions during Rally Week (1,236,851)
- Pics / Video posts
- Stories
- Re-posting
- Communicating over DM



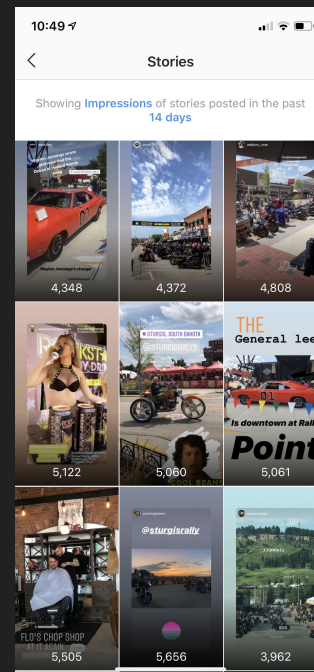
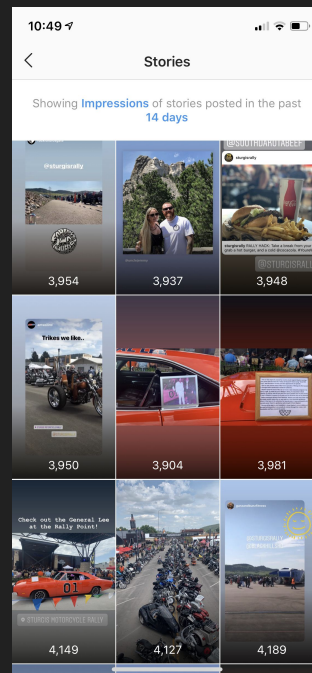
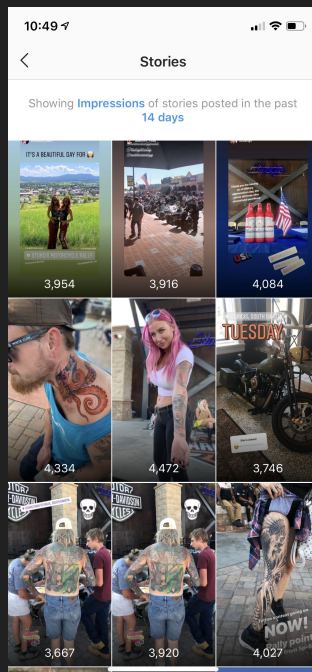
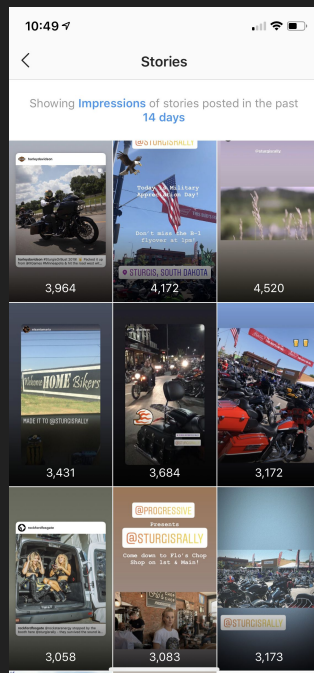
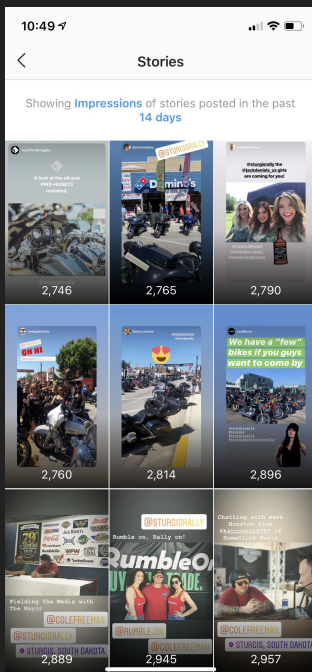
Stories = 600,000+ Impressions







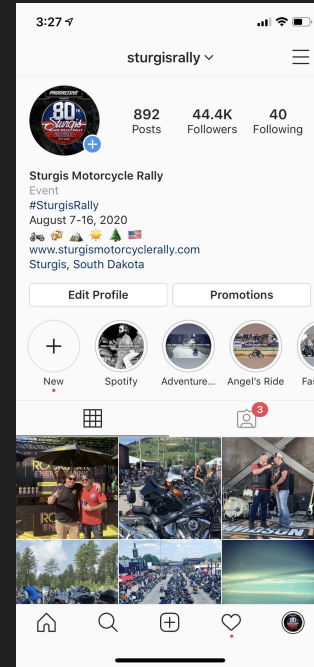
Stories = 600,000+ Impressions



Gains on Instagram



August 1, 2019
38.3k followers



October 1, 2019
44.4k followers

Social Highlights of 2019

- Added 20,000 new Facebook fans
- Added 6,000 new Instagram followers during the Rally
- Over a Million impressions on Instagram
- Great connections with our Influencers

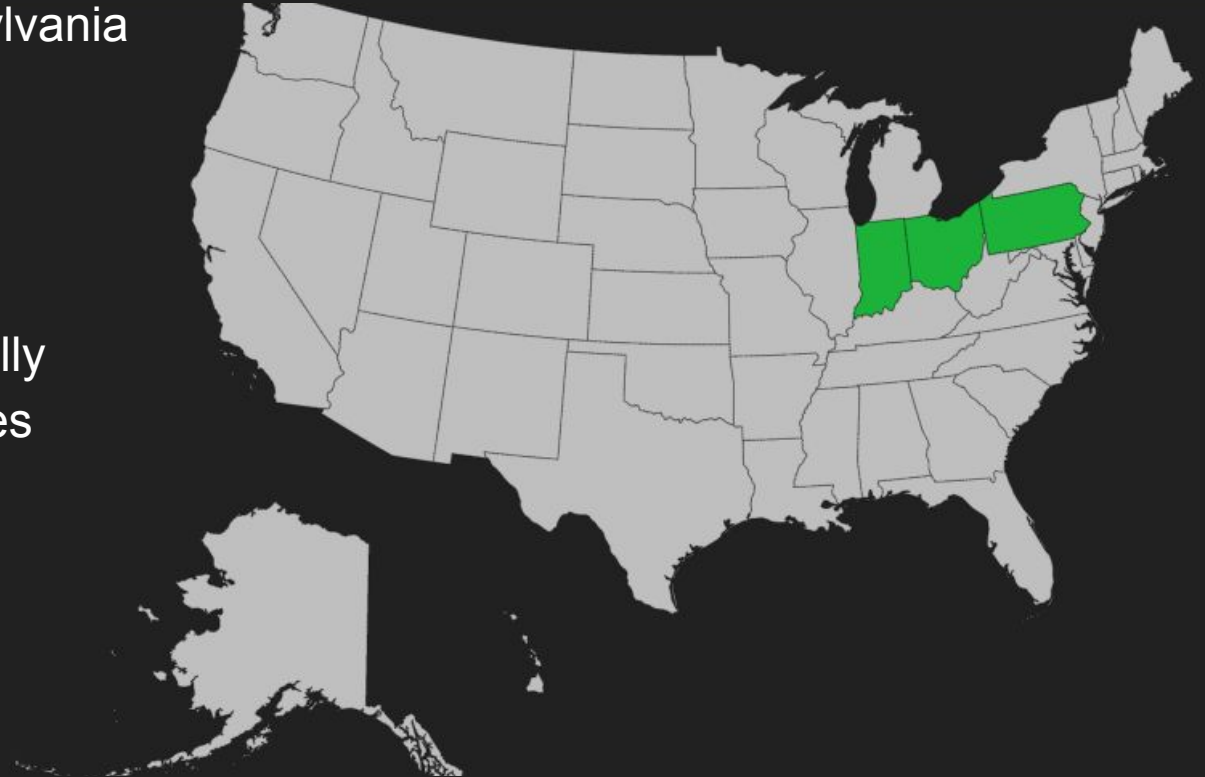
79th Sturgis® Motorcycle Rally™

HomeSlice Digital Advertising



February-March 2019 Social Campaign

- Indiana, Ohio, Pennsylvania
- Men & Women
- 35+
- Interest in Motorcycle
- NOT connected to the Sturgis Motorcycle Rally Facebook page or eves



February-March 2019 Social Campaign

Facebook desktop interface showing the Sturgis Motorcycle Rally event page.

Left Sidebar:

- Chris Hornick
- News Feed
- Messenger
- Watch
- Marketplace
- Shortcuts
 - Judd Hoos in Conc...
 - Best Burn
 - The Real Rock Bar
 - 2019 Bierbörse Fe...
 - Sturgis Motorcycle... 20+
- Explore
 - Ads Manager
 - Events
 - Pages
 - Groups
 - Fundraisers


Main Content:

This ad has been shared with you.

Sturgis Motorcycle Rally
Sponsored (demo) · 🌐

It's the year of the ride! 🏍️ #sturgisrally

Take the ride to Sturgis! August 2nd-11th, 2019.



FRI, AUG 2

Sturgis® Motorcycle Rally™
Sturgis Motorcycle Rally · Sturgis

2,339 people interested · 1,434 people going

Right Sidebar:

Suggested Groups

- Rapid City Used Musical Instruments**
19 friends · 454 members
- Josh Homme (Kyuss, QOTSA, EODM, TCV)**
5,598 members

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

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Facebook mobile app interface showing the Sturgis Motorcycle Rally event page.

Top Bar: 4:24, Signal, Wi-Fi, Battery icons.

Facebook Header: facebook, Search, Messenger, Like, Comment, Send.

Post:

Sara Hornick went.

Sturgis Motorcycle Rally
Sponsored (demo) · 🌐

It's the year of the ride! 🏍️ #sturgisrally

Take the ride to Sturgis! August 2nd-11th, 2019.



AUG 2 Sturgis® Motorcycle Rally™
Sturgis Motorcycle Rally

👍❤️🔥 2K 197 Comments 700 Shares

Like Comment Share

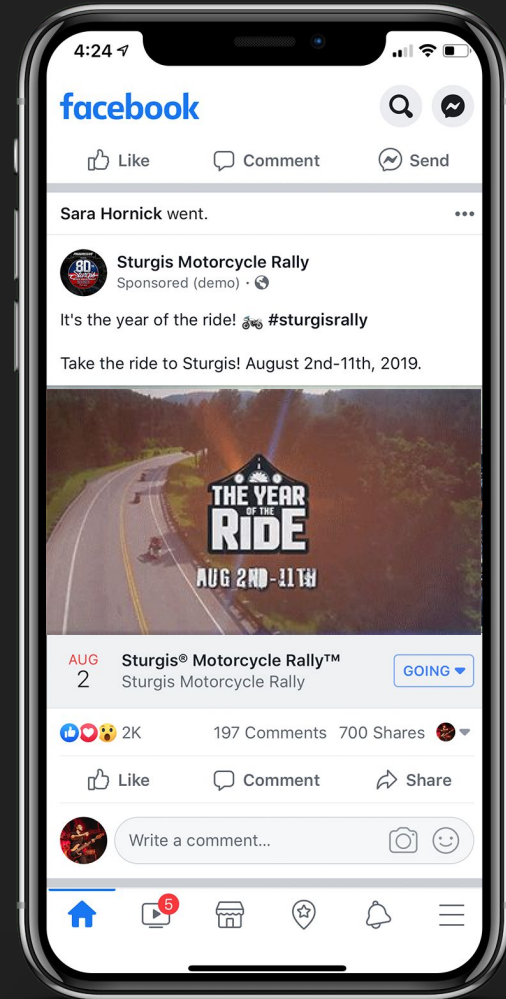
Write a comment...

Bottom Bar: Home, Search, Post, Saved, Notifications, Menu.



Results

- 987 event responses
- Reached 77,322 people
- 314,081 Impressions
- Frequency 4.06/person
- Video played 249,391 times



July Fast Ride Event

- People going to the 79th Sturgis Motorcycle Rally but unaware of the Fast Ride Event

The screenshot shows a Facebook interface. On the left is a sidebar with navigation options: News Feed, Messenger, Watch, Marketplace, Shortcuts (listing Judd Hoos in Conc..., Best Burn, The Real Rock Bar, 2019 Bierbörse Fe..., and Sturgis Motorcycle...), and Explore (listing Ads Manager, Events, Pages, Groups, and Fundraisers). The main content area displays a post from 'Sturgis Motorcycle Rally' (Sponsored demo). The post features a photo of a couple on a motorcycle with the text 'the fast ride august 7'. Below the photo, it says 'WED, AUG 7', 'The Fast Ride', 'Sturgis Motorcycle Rally · Sturgis', and '215 people interested · 26 people going'. At the bottom, there are 194 reactions and 11 comments.

Chris Hornick

News Feed

Messenger

Watch

Marketplace

Shortcuts

- Judd Hoos in Conc...
- Best Burn
- The Real Rock Bar
- 2019 Bierbörse Fe...
- Sturgis Motorcycle...

See More...

Explore

- Ads Manager
- Events
- Pages
- Groups
- Fundraisers

See More...

Like Comment Share

Write a comment...

See 6 more posts

Sturgis Motorcycle Rally
Sponsored (demo)

The Fast Ride, at the Sturgis Motorcycle Rally, will be held Wednesday, August 7th, at 9:00 am. Check-in will begin at 7:30 am at 6th & Williams. Swag Bags and T-shirts will be given to all paid riders and passengers. Lunch will be provided. Cost \$79.00.

the fast ride august 7

WED, AUG 7

The Fast Ride

Sturgis Motorcycle Rally · Sturgis

215 people interested · 26 people going

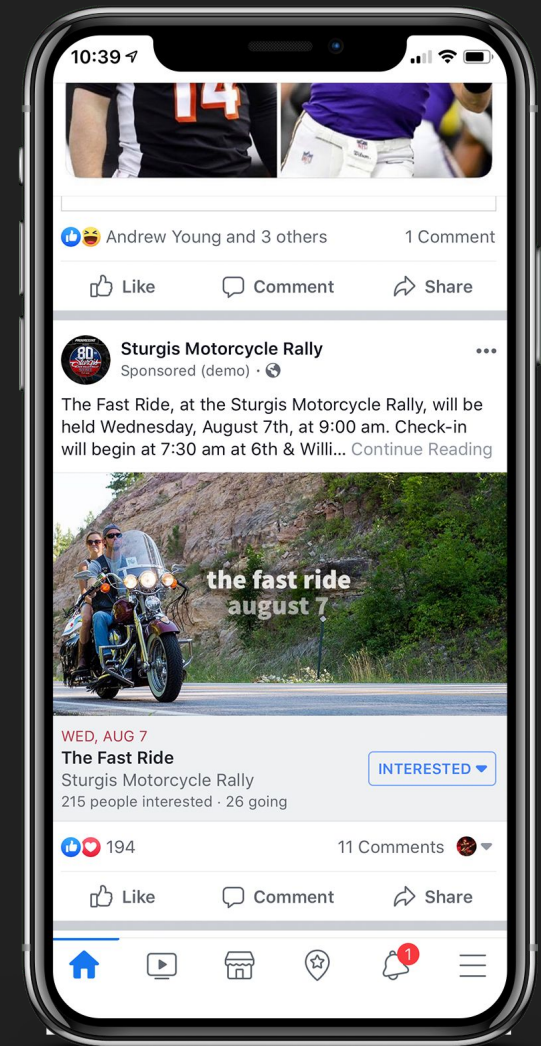
Interested

194

11 Comments

Results

- 171 Event Responses
- Reached 2,005 people
- 24,961 Impressions
- Frequency 12/person





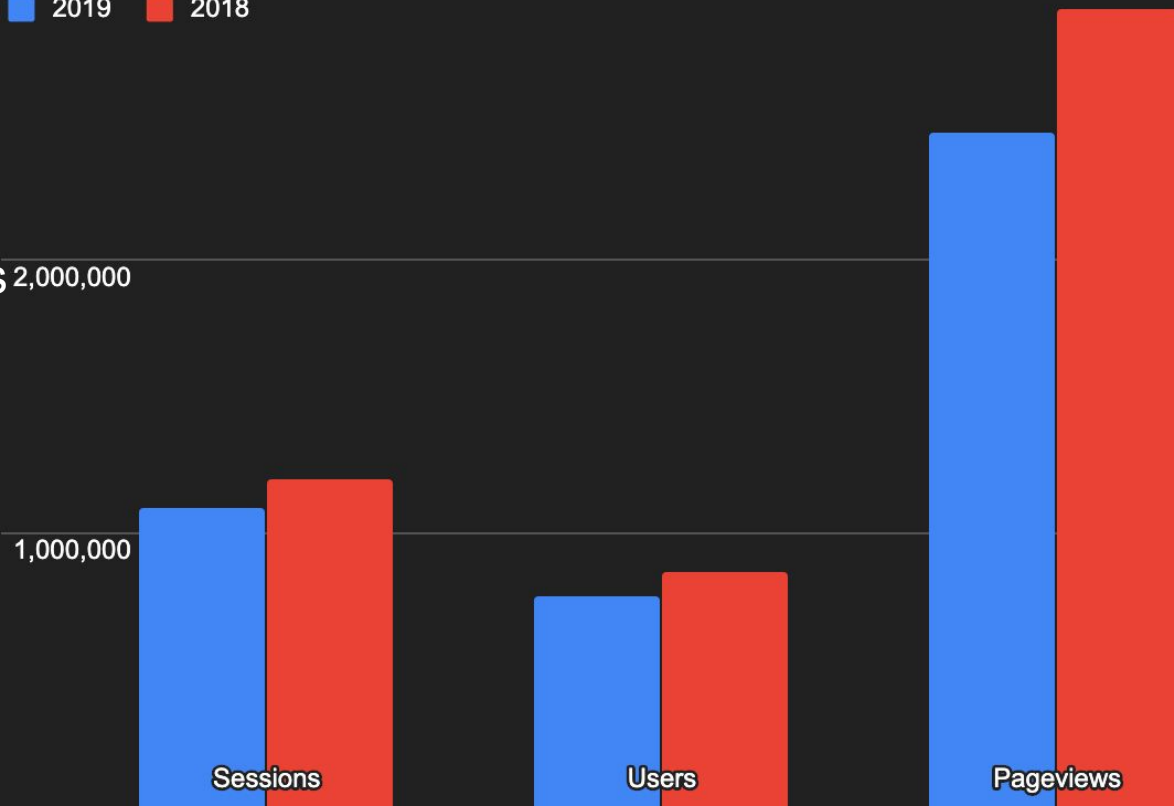
79th Sturgis® Motorcycle Rally™ Website Traffic



End of 2018 Sturgis Rally – 2019 Sturgis Rally

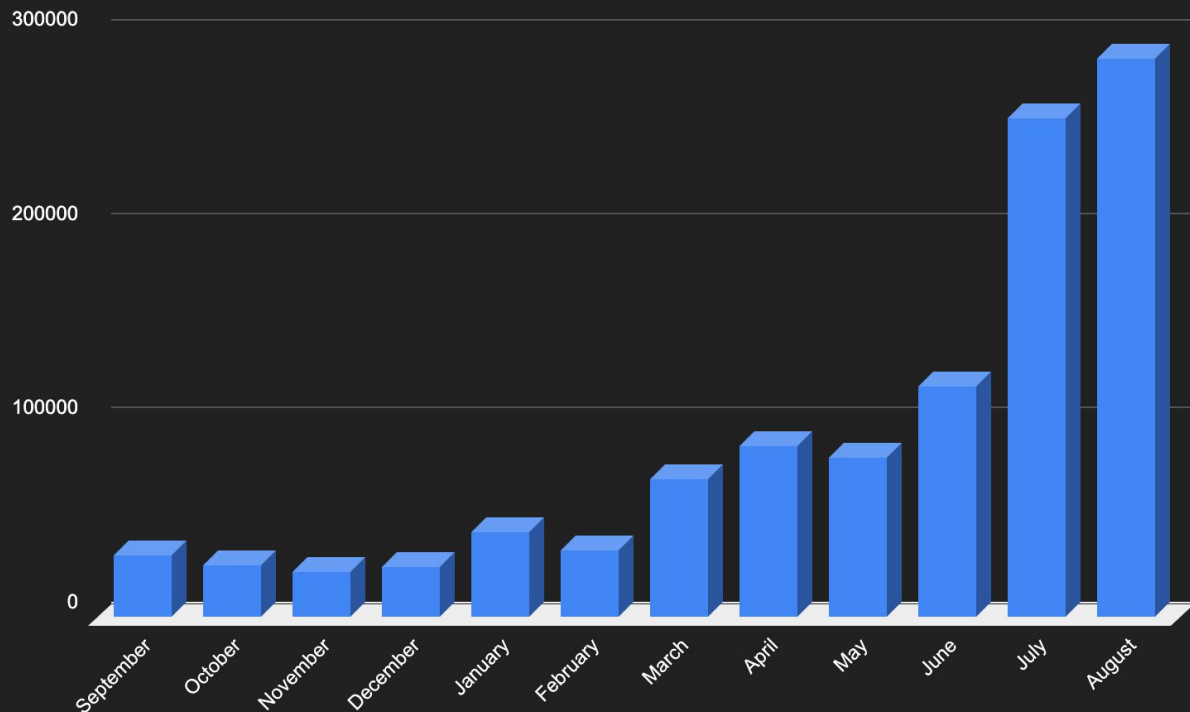
- 1,089,309 Sessions
- 765,918 Users
- 2,467,476 pageviews
- Avg Session 1:42

■ 2019 ■ 2018

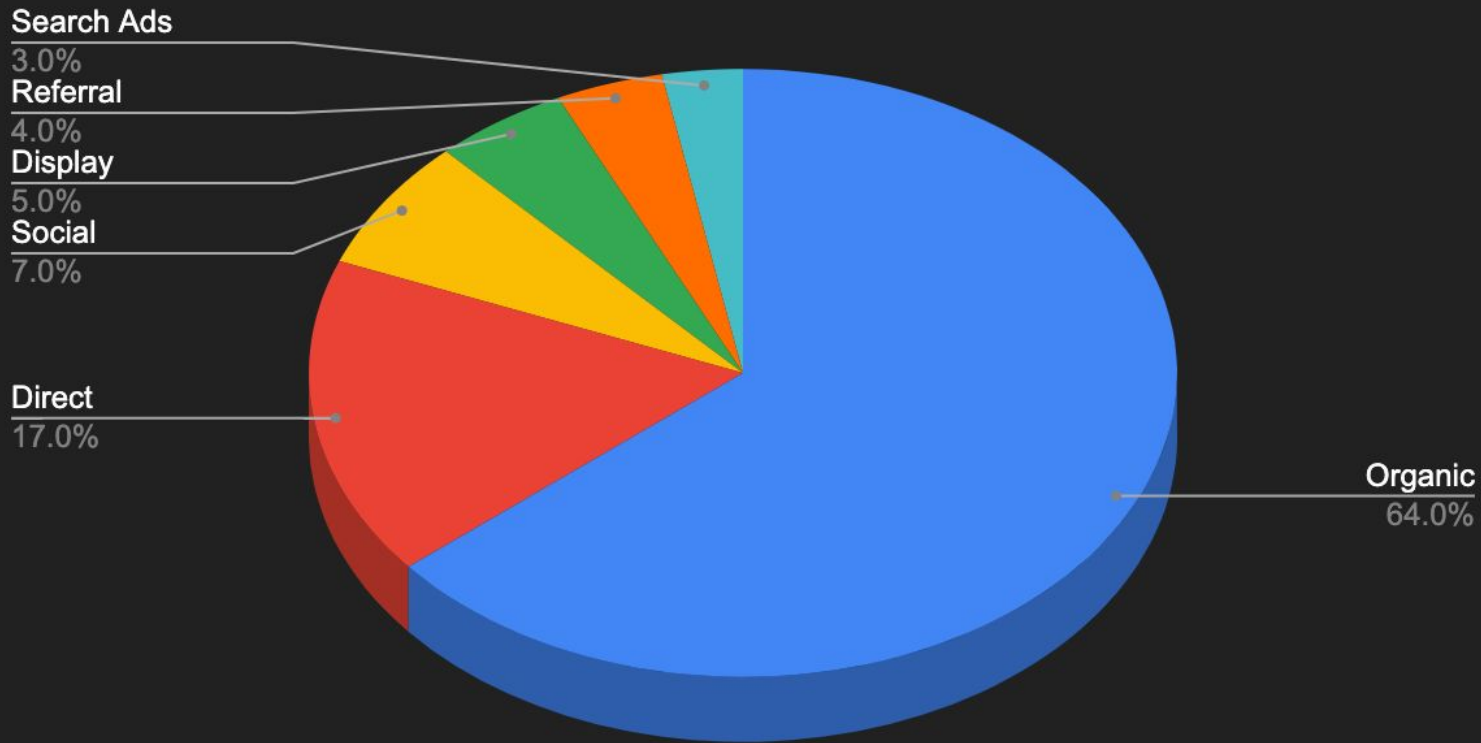


Top Days/Months

- During the Rally we see up to 14x more traffic on any given day
- April 1st - April Fool's Day - 9x more traffic



Traffic Source





sturgis motorcycle rally



All

Images

Videos

News

Maps

More

Settings

Tools

About 1,850,000 results (0.77 seconds)

2020 Sturgis Motorcycle Rally will begin on

Friday, August 7

and ends on

Sunday, August 16

[Feedback](#)

Sturgis Motorcycle Rally 2020 - Concerts, Music Festival

<https://sturgismotorcyclerrally.com> ▼

10 Days and Nights of Riding, Food, and Music. 500000 riders, concert fanatics, and street-food enjoyers attend the **Sturgis Motorcycle Rally** every year.

[Concerts](#) · [Events](#) · [Sturgis Motorcycle Rally](#) · [Dates](#)

People also ask

Is Sturgis the biggest motorcycle rally? ▼

What is the largest motorcycle rally in the United States? ▼

What are the dates for the Sturgis Motorcycle Rally? ▼

Where is Sturgis Motorcycle Rally? ▼

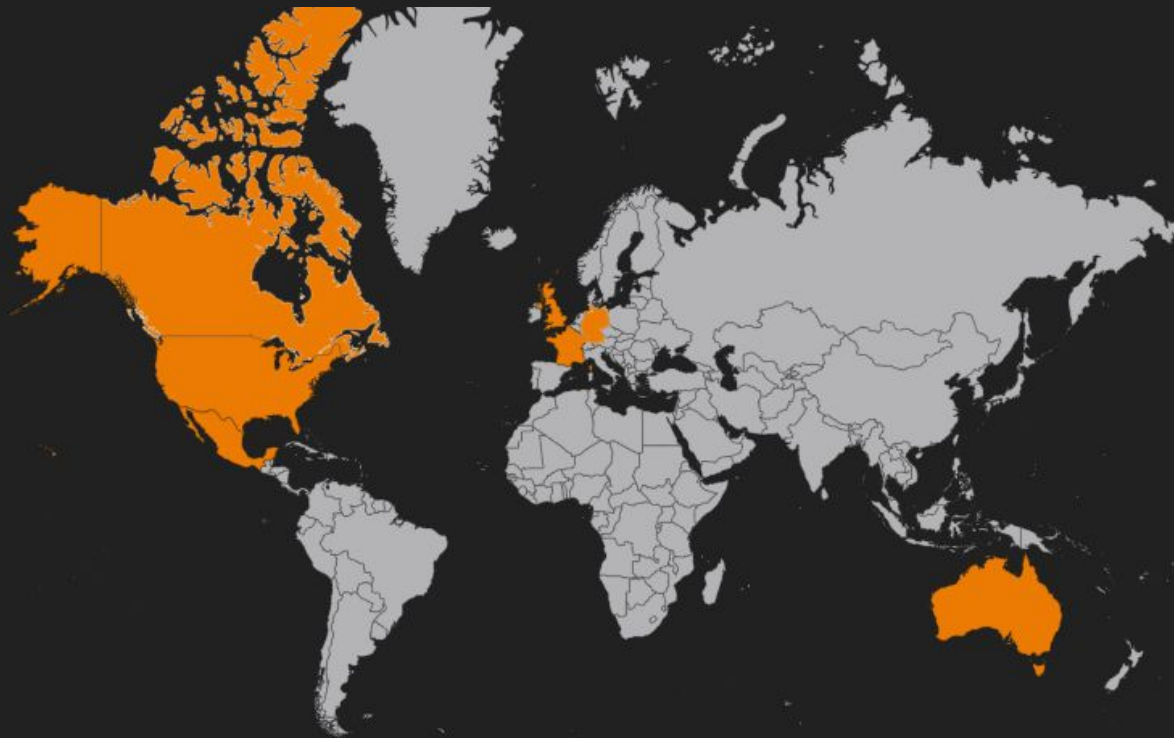
[Feedback](#)

Sturgis Motorcycle Rally - Wikipedia

https://en.wikipedia.org/wiki/Sturgis_Motorcycle_Rally ▼

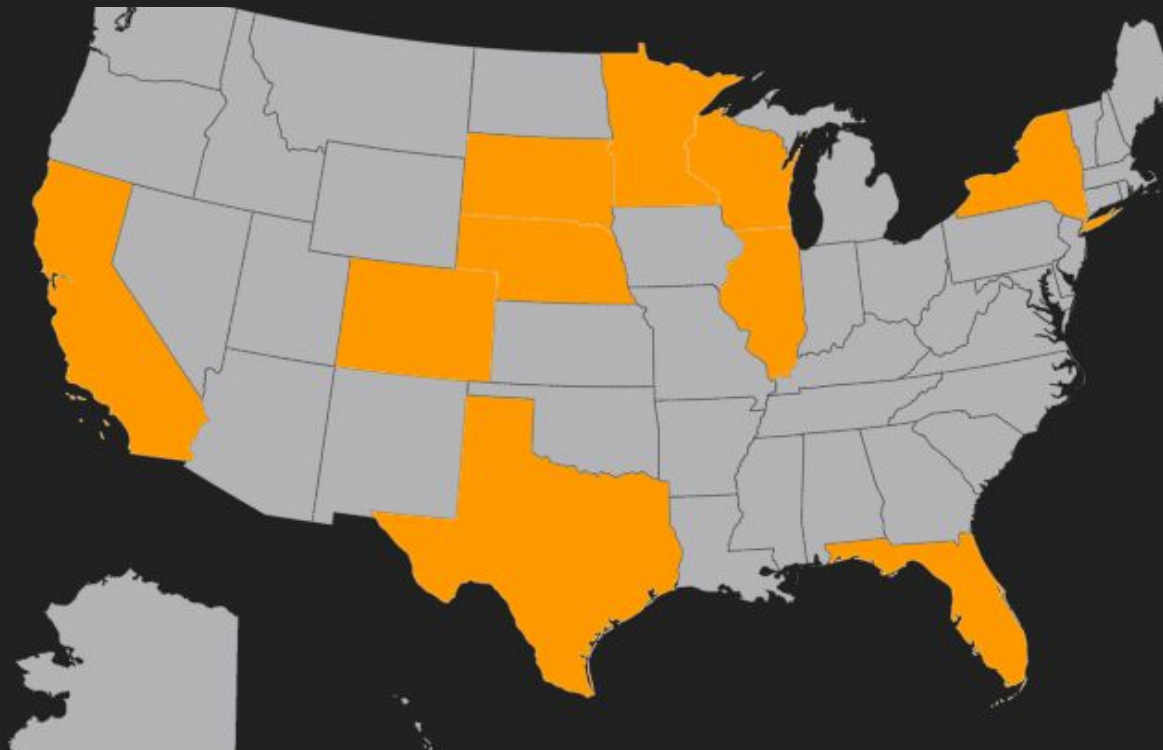
Top Countries

- 90% USA
- 4.1% Canada
- 0.82% Australia
- 0.57% UK
- 0.40% Germany
- 0.40% Mexico
- 0.36% France

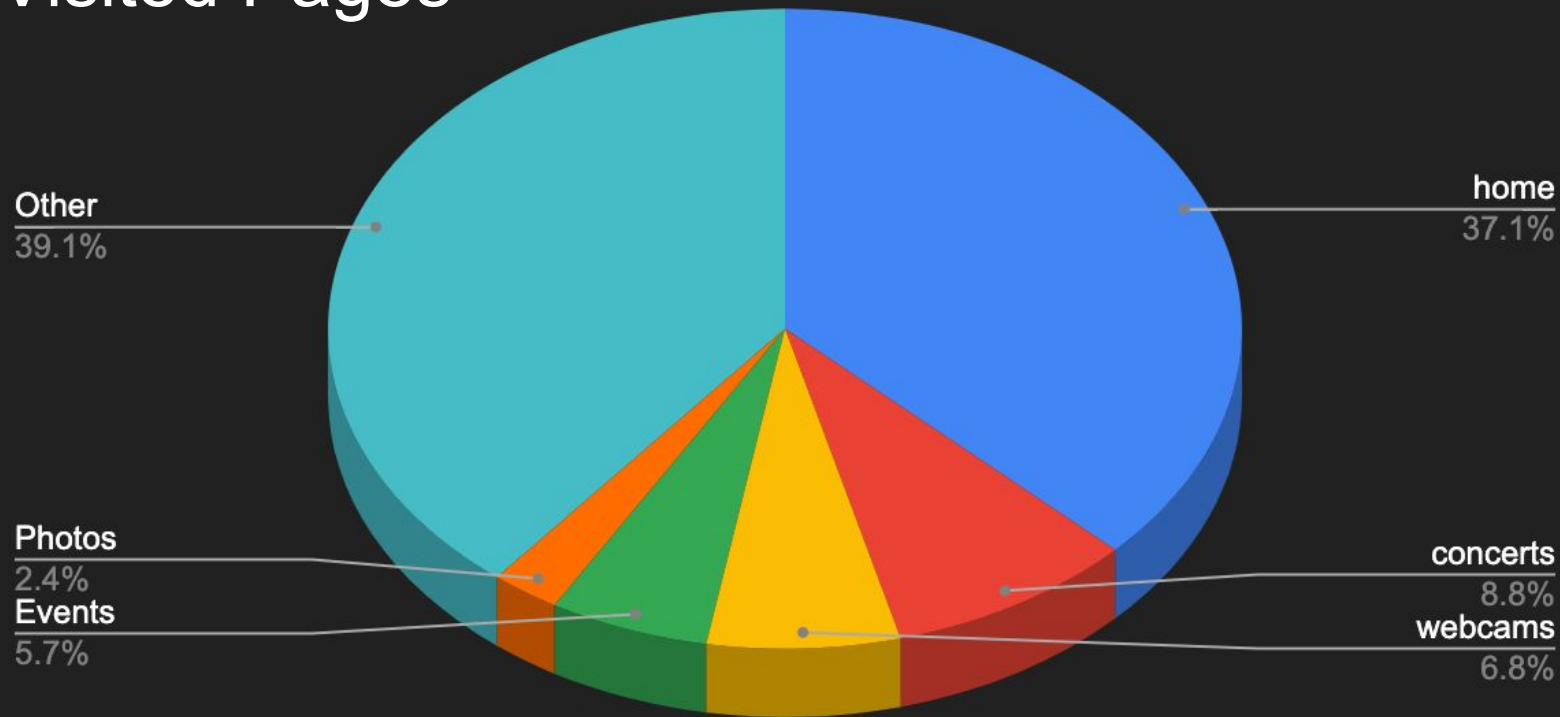


Top States

- 8.64% Minnesota
- 7.86% Illinois
- 6.78% Colorado
- 6.31% Texas
- 6.04% California
- 5.16% South Dakota
- 4.7% Wisconsin
- 4.26% Nebraska
- 3.06% New York
- 2.93% Florida



Top Visited Pages

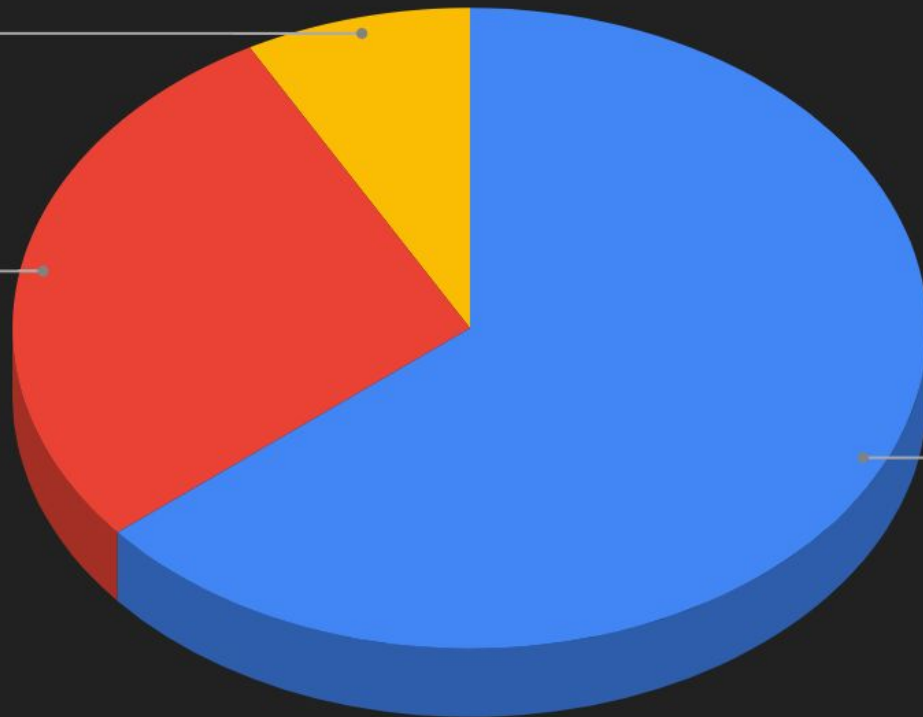


Device Used

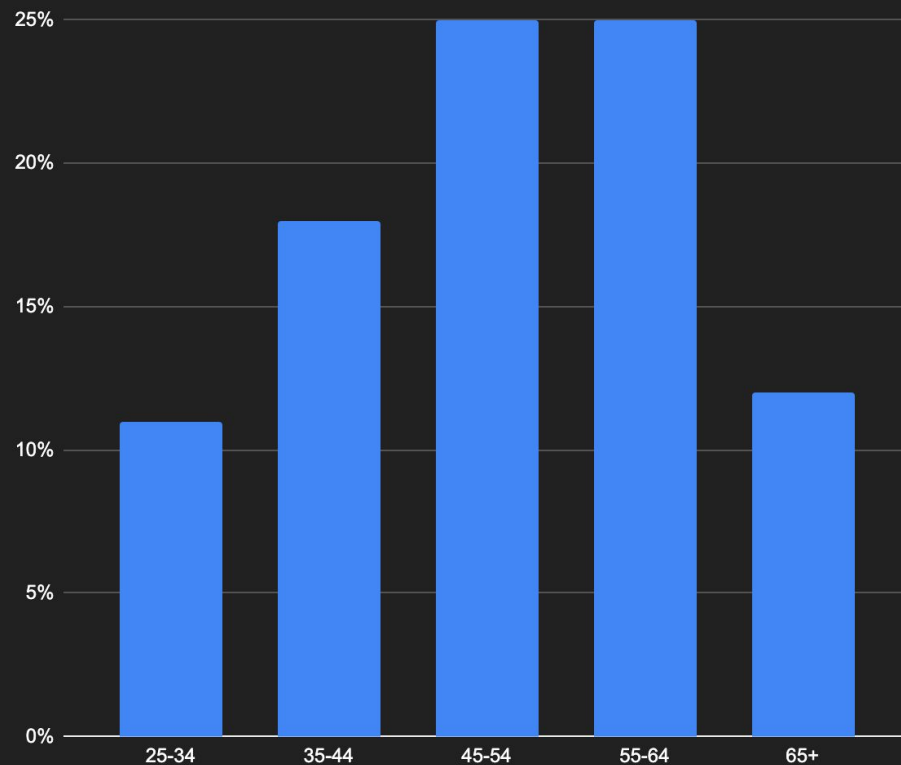
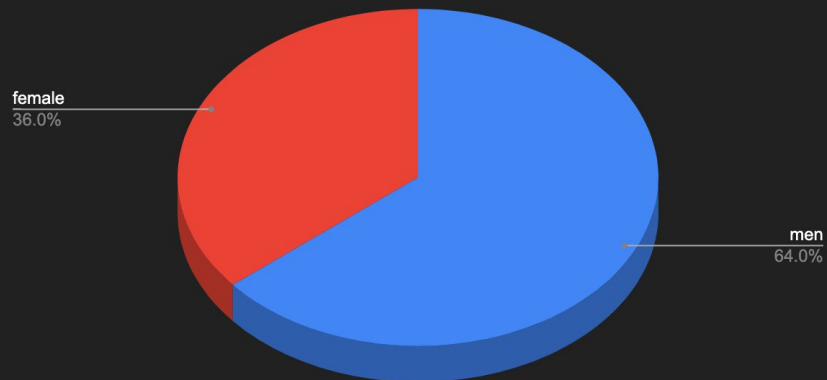
Tablet
8.0%

Desktop
28.0%

Mobile
64.0%



Demographics







RALLY SUMMIT





Jerry Cole

Director, Sturgis Rally & Events





DEMOGRAPHICS





DEMOGRAPHICS

Survey Development & Collection

- Collection Sites
 - Armory (Rally Headquarters)
 - Street Teams





DEMOGRAPHICS

Survey Development & Collection

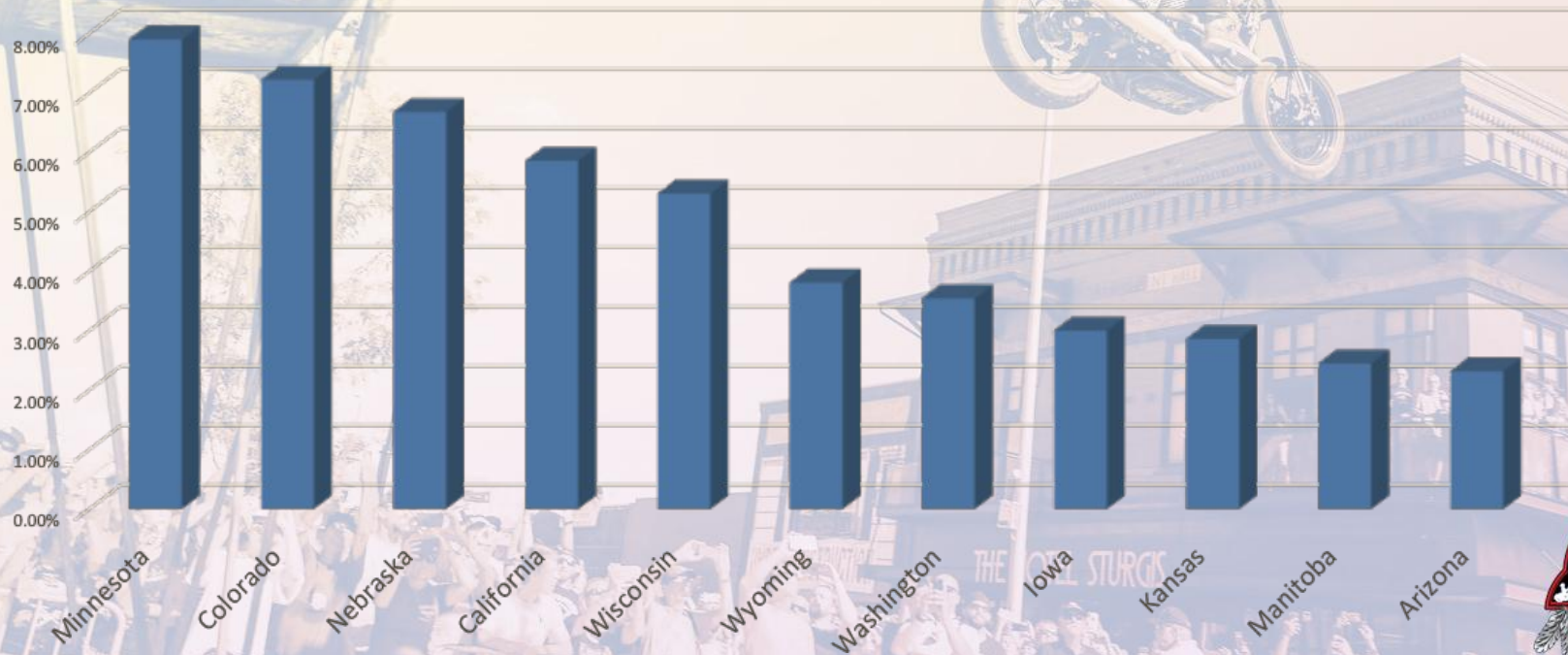
- Surveys
 - Began Collecting Data Thursday, August 1
 - Ended Collection – Saturday, August 11
- Total Collected
 - Armory Collected 2,990
 - Street Teams 734
 - **TOTAL 3,724**





DEMOGRAPHICS

Percent of Attendance by State





DEMOGRAPHICS

Three Year Comparison – State

2019

Minnesota
Colorado
Nebraska
California
Wisconsin
Wyoming
Other Country
Washington
Iowa
Kansas
Arizona

2018

Minnesota
Nebraska
Colorado
Wyoming
North Dakota
Iowa
Wisconsin
Other Country
Missouri
Montana
Texas

2017

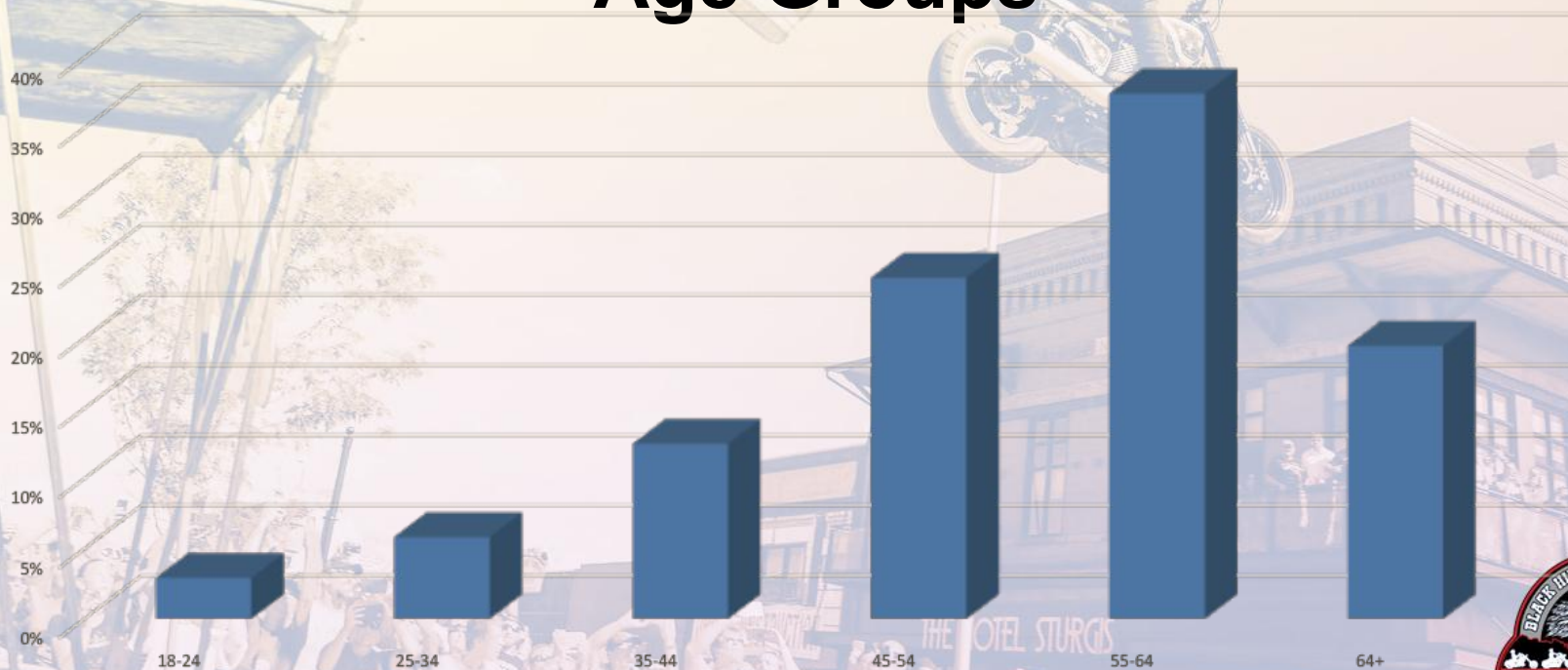
Minnesota
Colorado
Nebraska
California
Wisconsin
Illinois
Texas
North Dakota
Other Country
Kansas
Wyoming





DEMOGRAPHICS

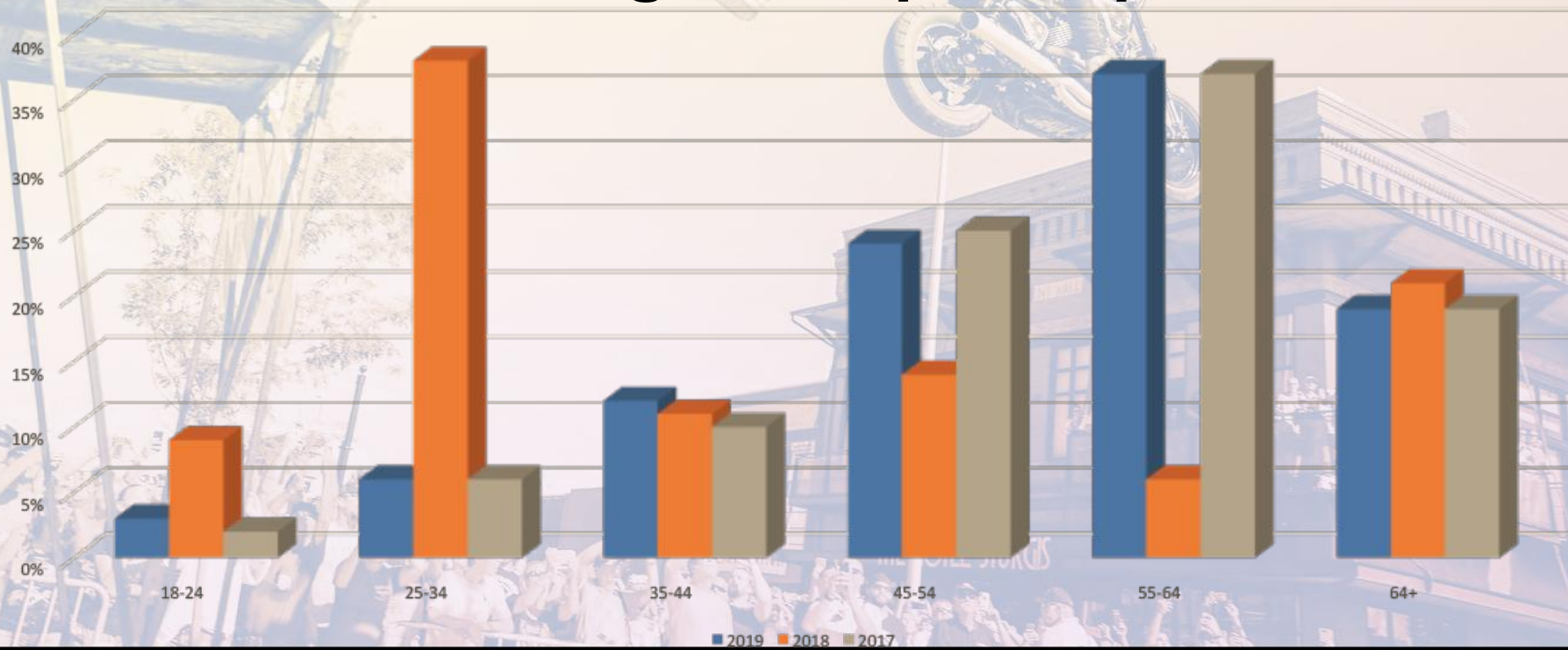
Age Groups





DEMOGRAPHICS

Three Year Age Group Comparison





DEMOGRAPHICS

2019 Average Age of Attendee

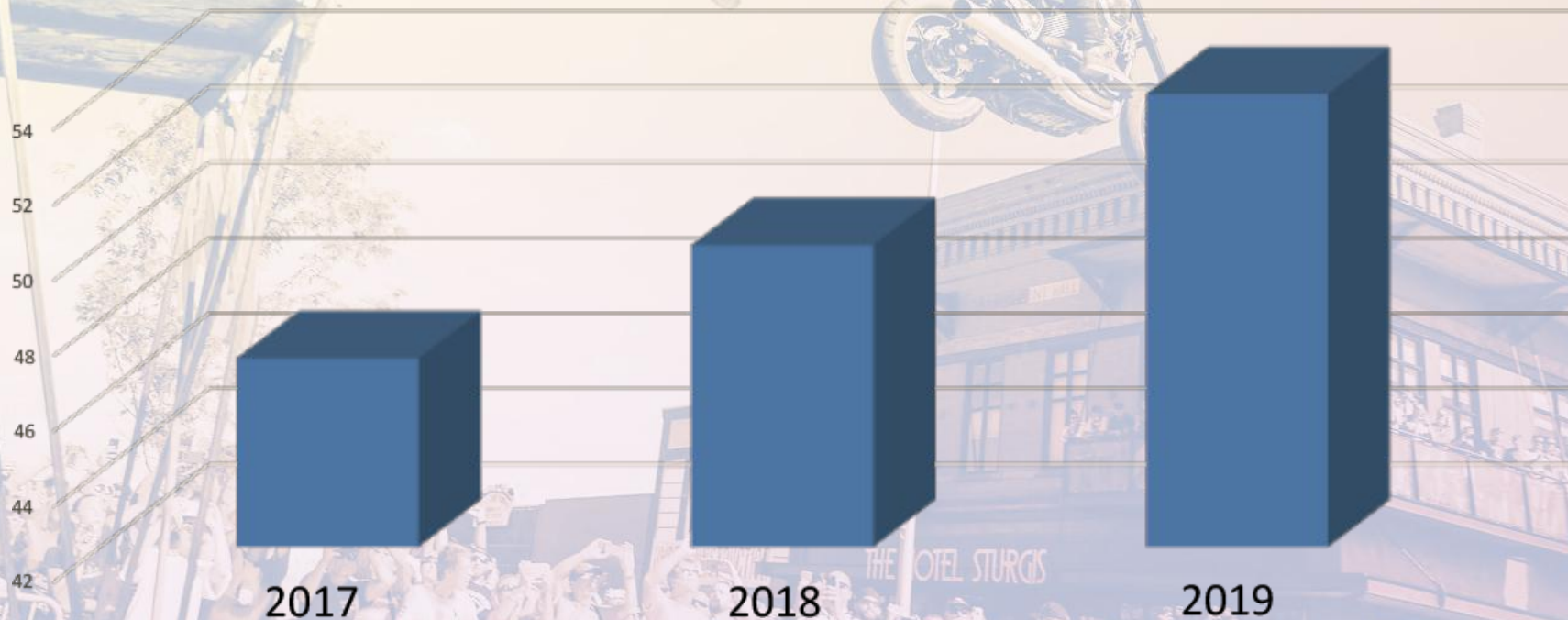
54





DEMOGRAPHICS

Three Year Age Comparison

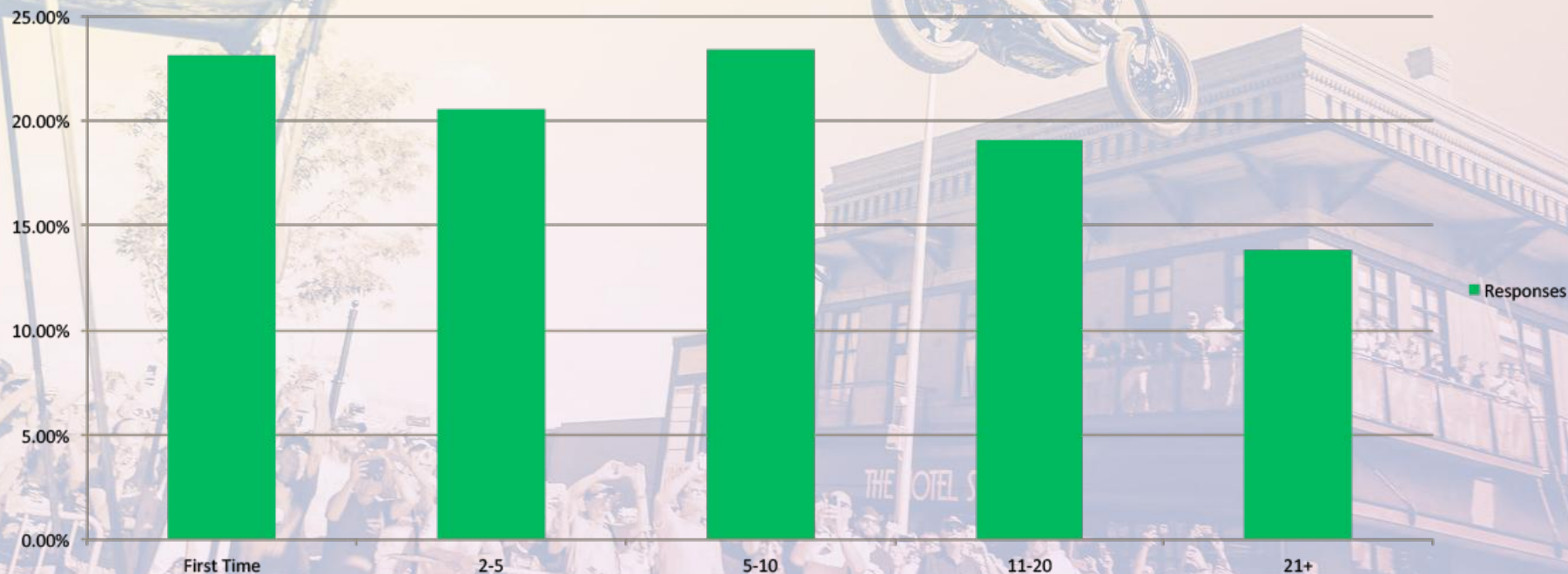




DEMOGRAPHICS

Times Attending the Rally

How many times have you attended the Sturgis Motorcycle Rally 2019?

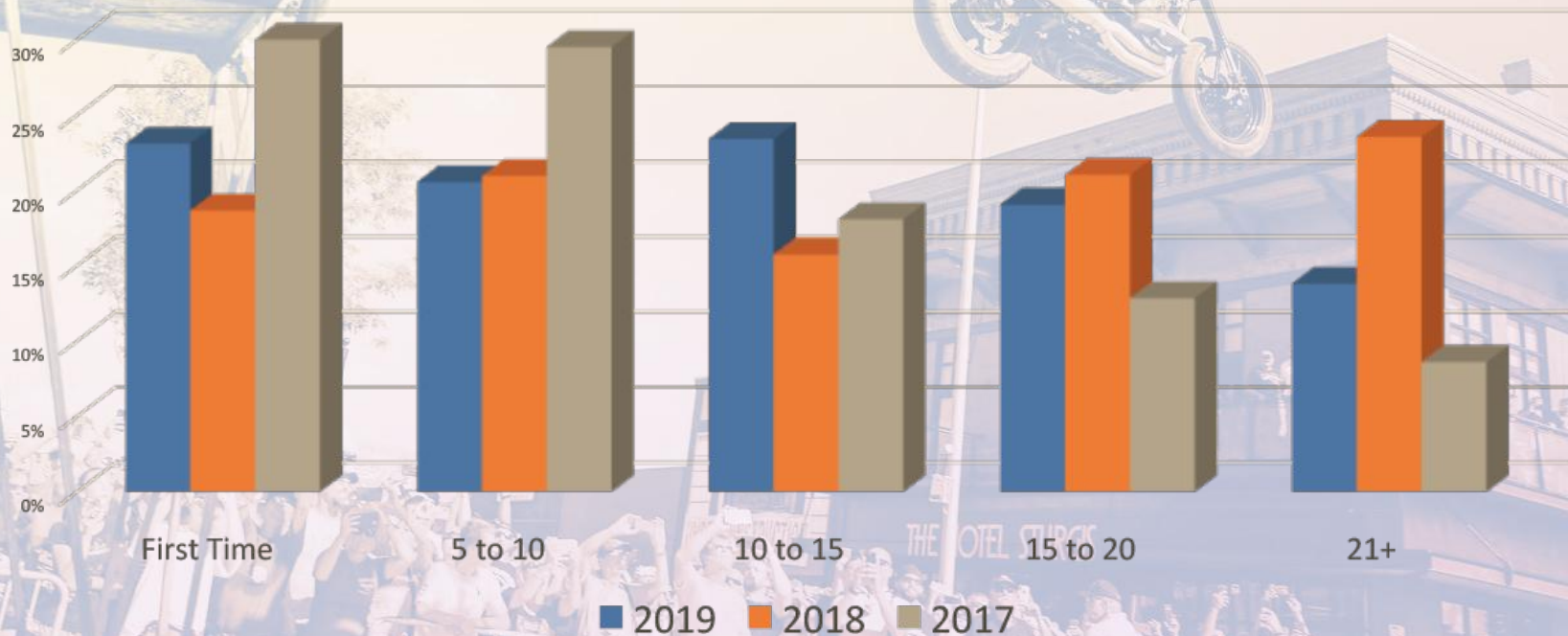




DEMOGRAPHICS

Times Attending Comparison

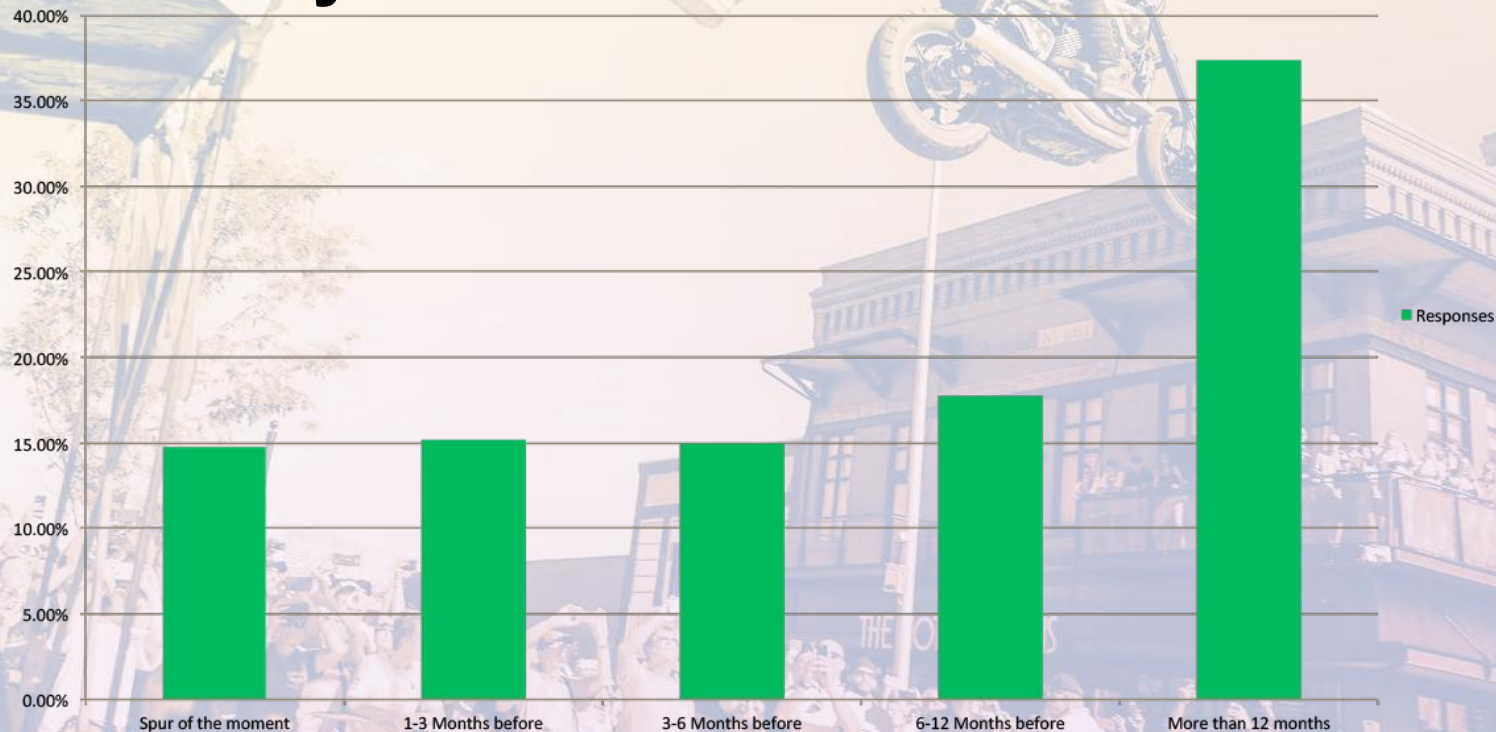
3 Year Comparison





DEMOGRAPHICS

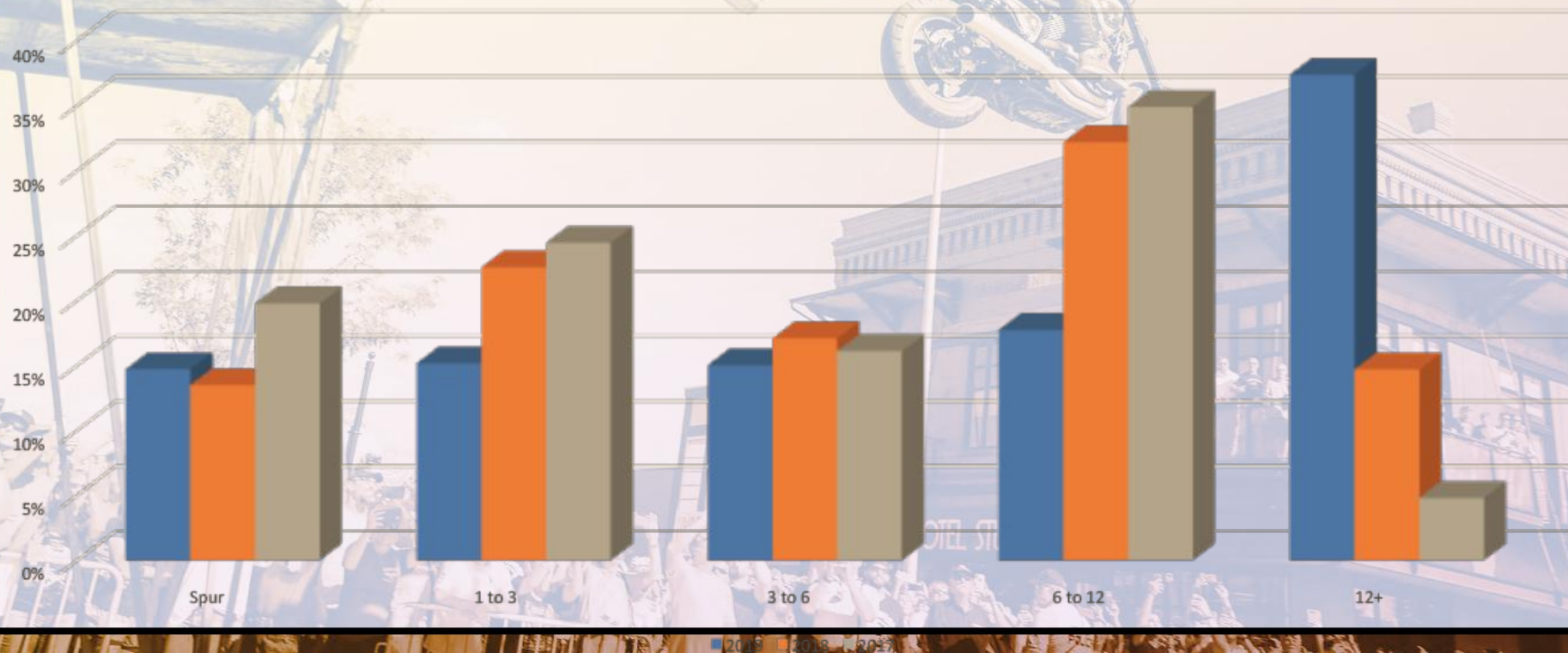
How Early Do You Make Your Travel Plans?





DEMOGRAPHICS

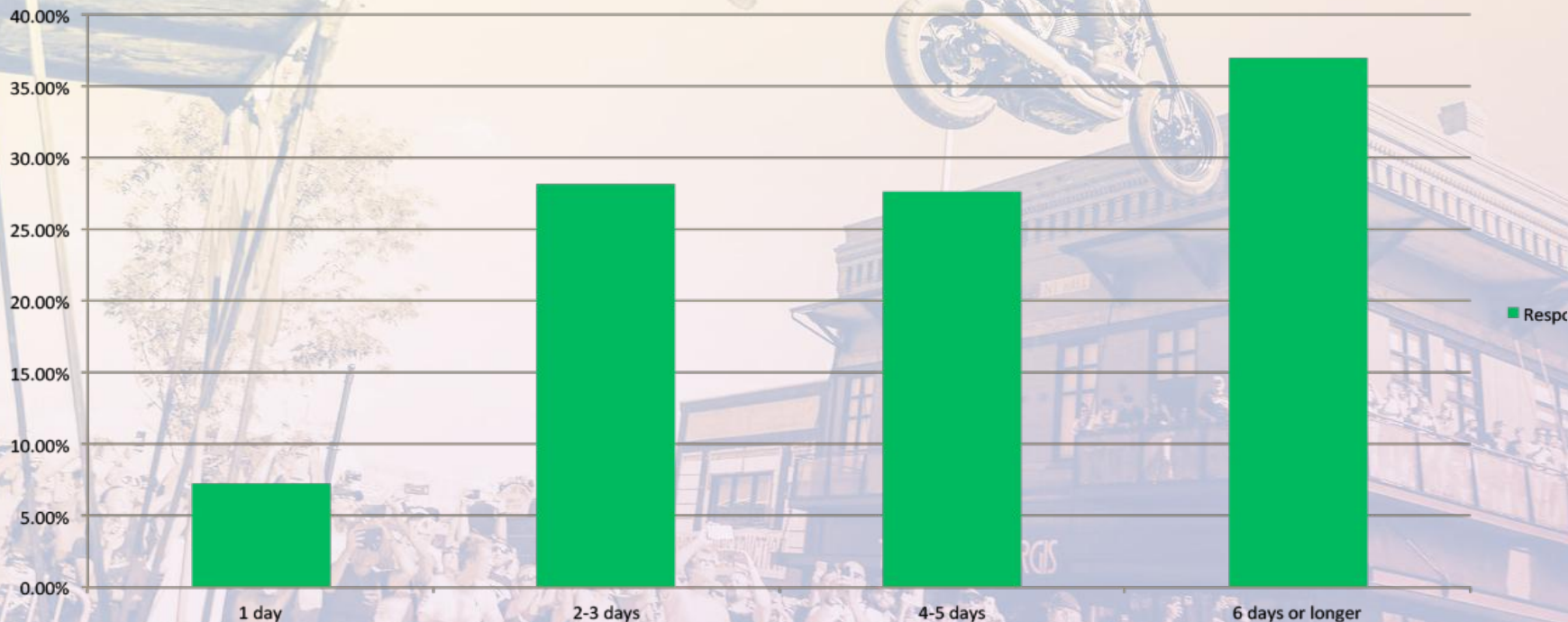
2017-2019 Travel Plans





DEMOGRAPHICS

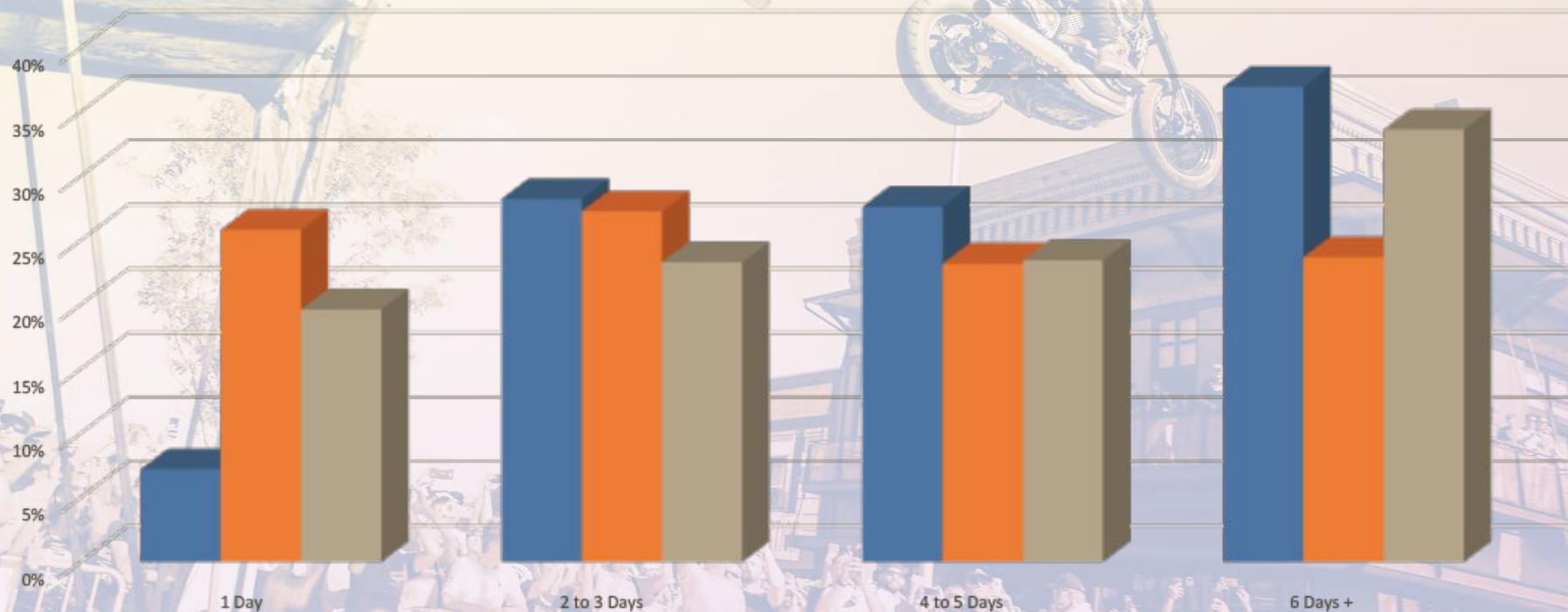
Days in Downtown Sturgis





DEMOGRAPHICS

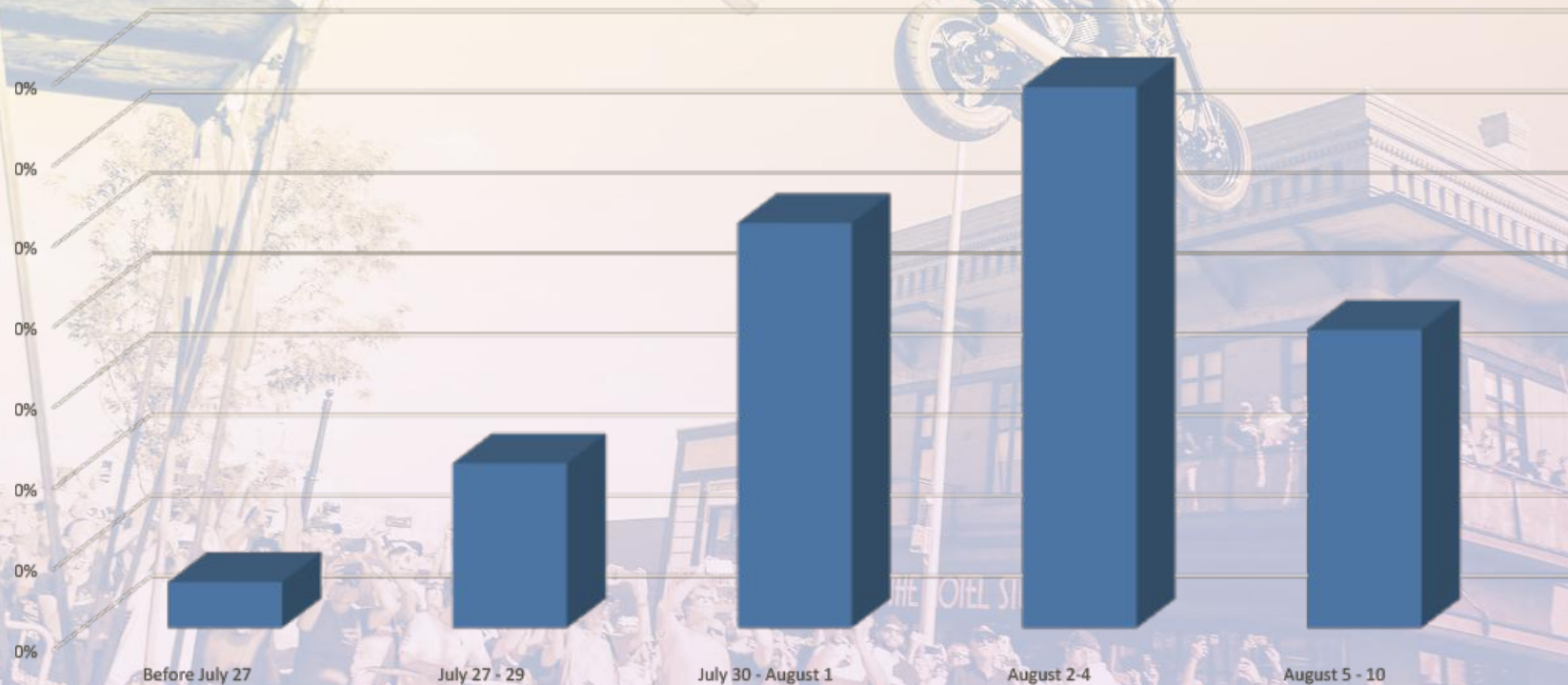
How Many Days in Sturgis 2017-2019





DEMOGRAPHICS

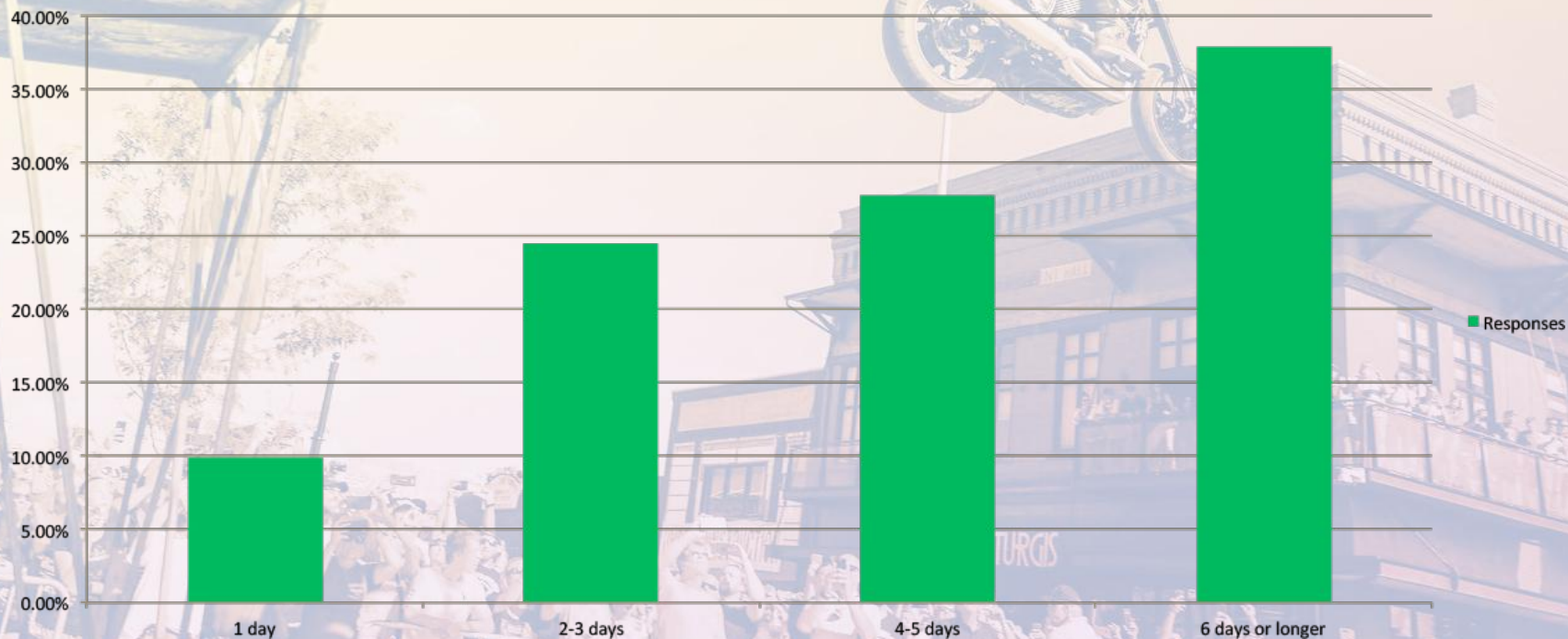
What Day Did You Arrive?





DEMOGRAPHICS

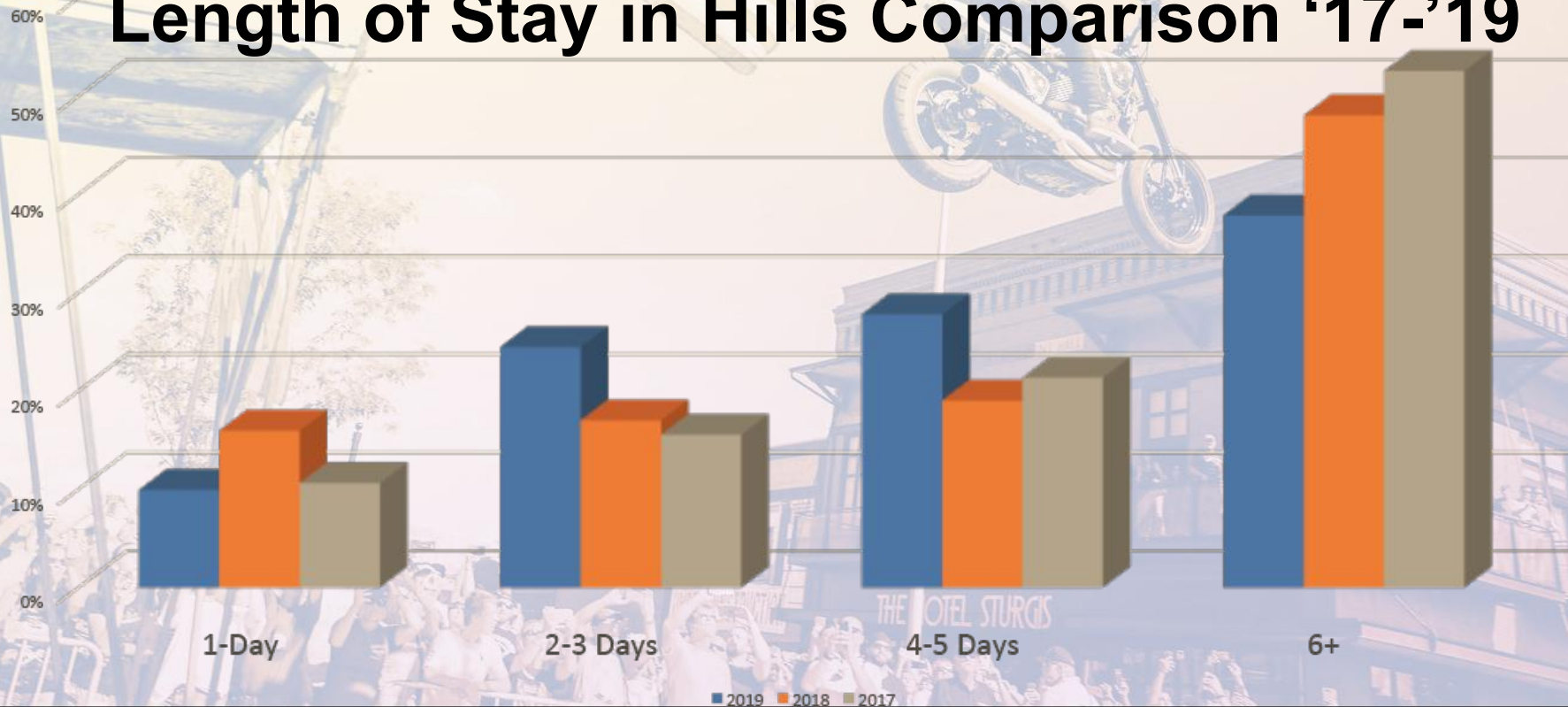
How Long Was Your Stay in the Hills?





DEMOGRAPHICS

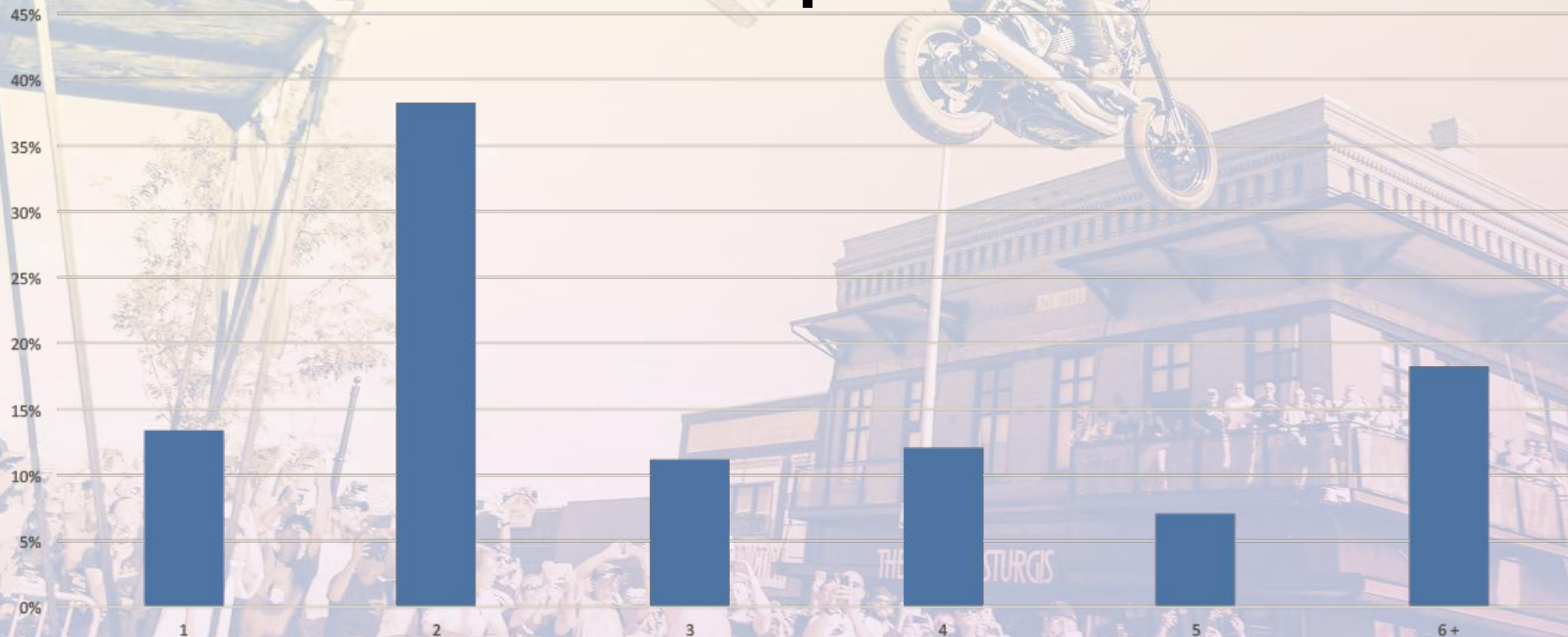
Length of Stay in Hills Comparison '17-'19





DEMOGRAPHICS

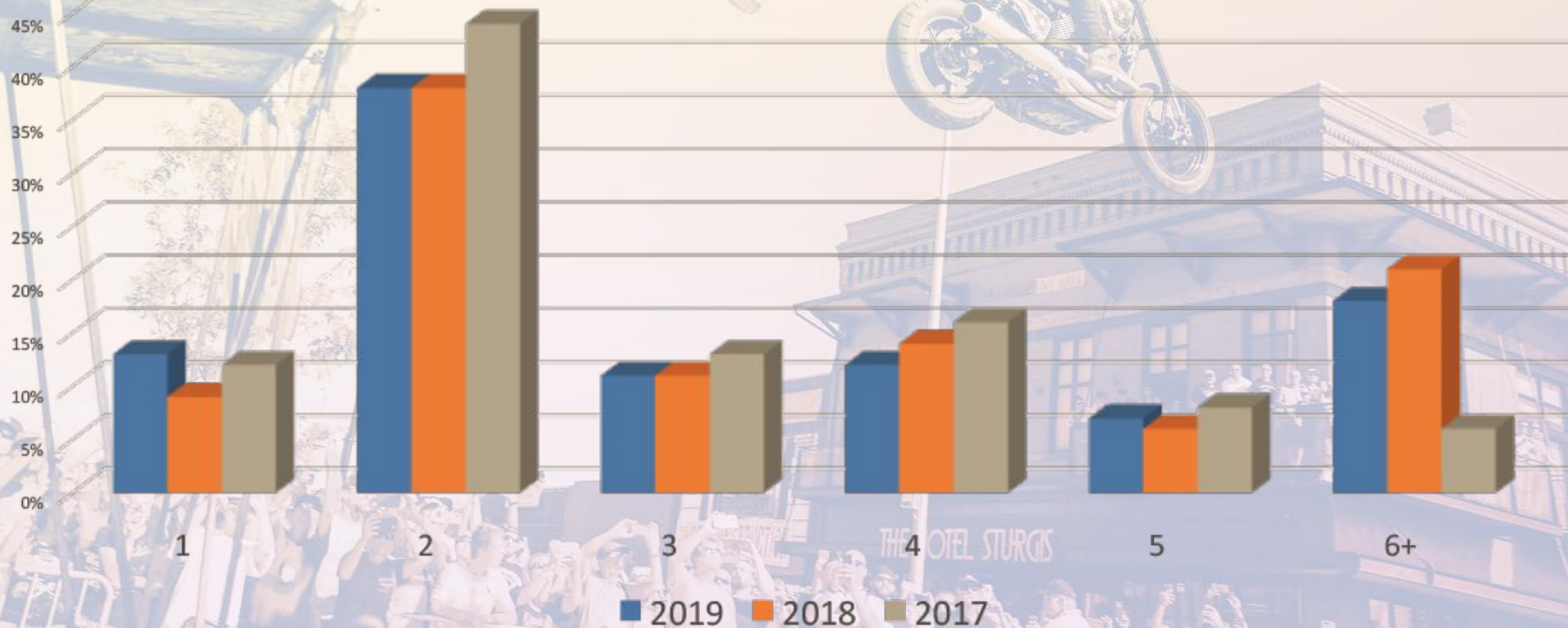
Group Size





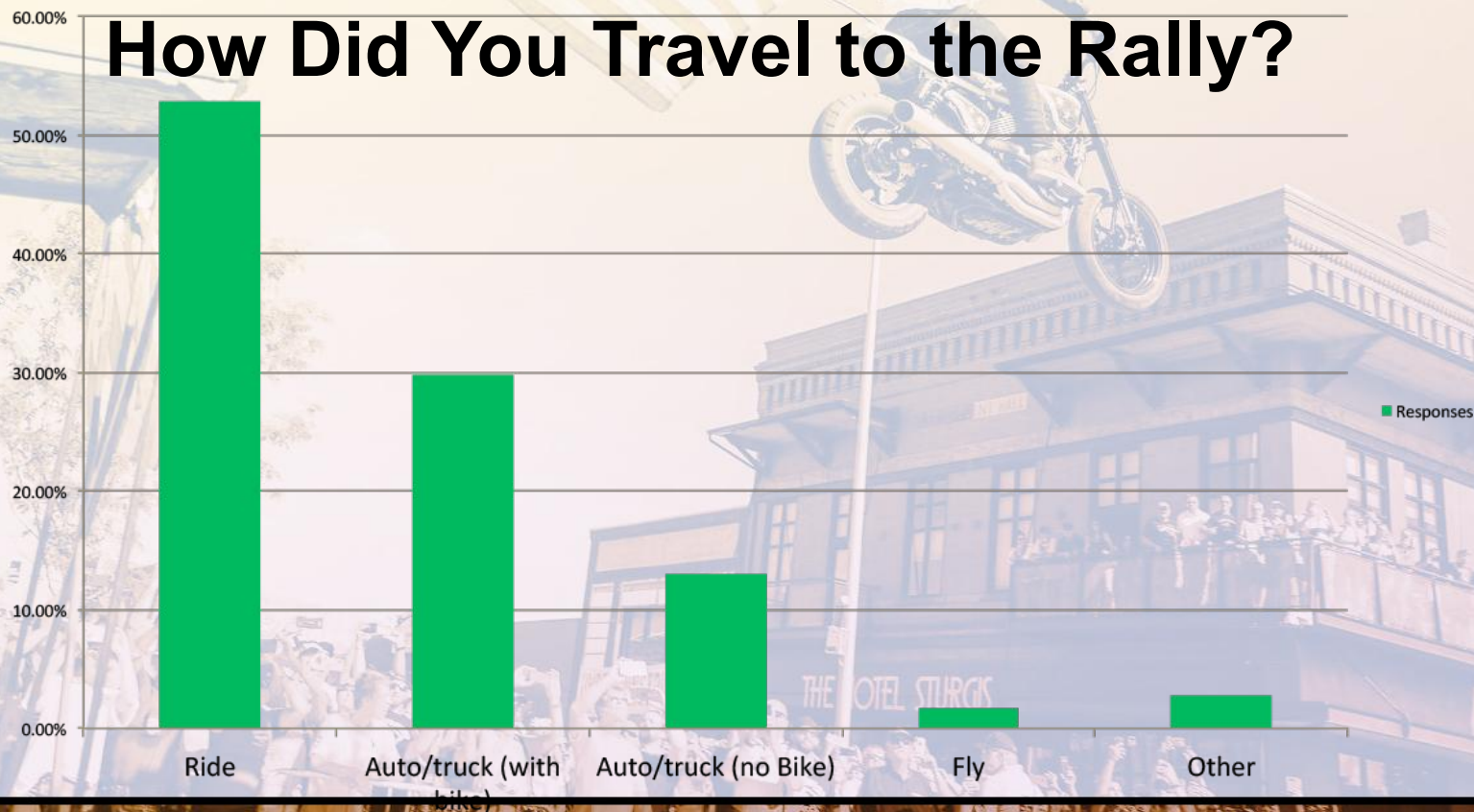
DEMOGRAPHICS

Group Size Comparison '17-'19





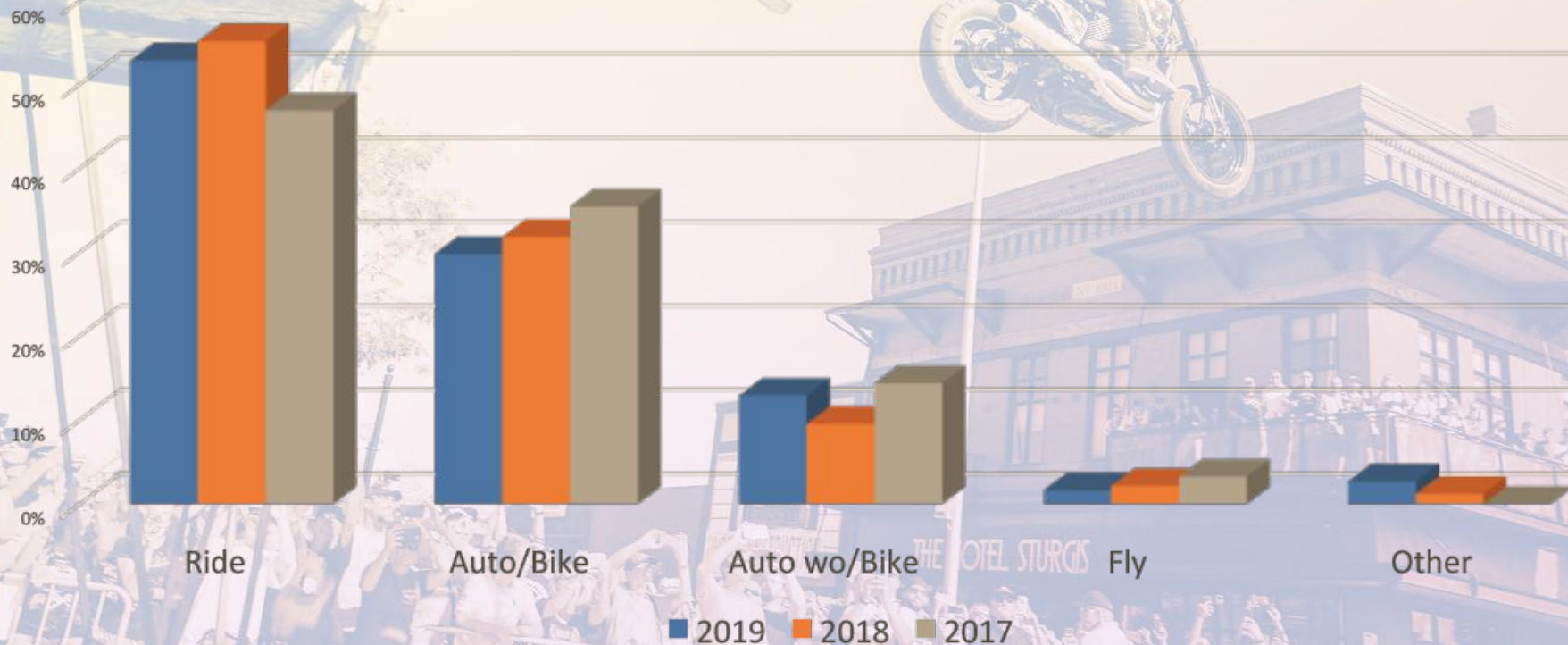
DEMOGRAPHICS





DEMOGRAPHICS

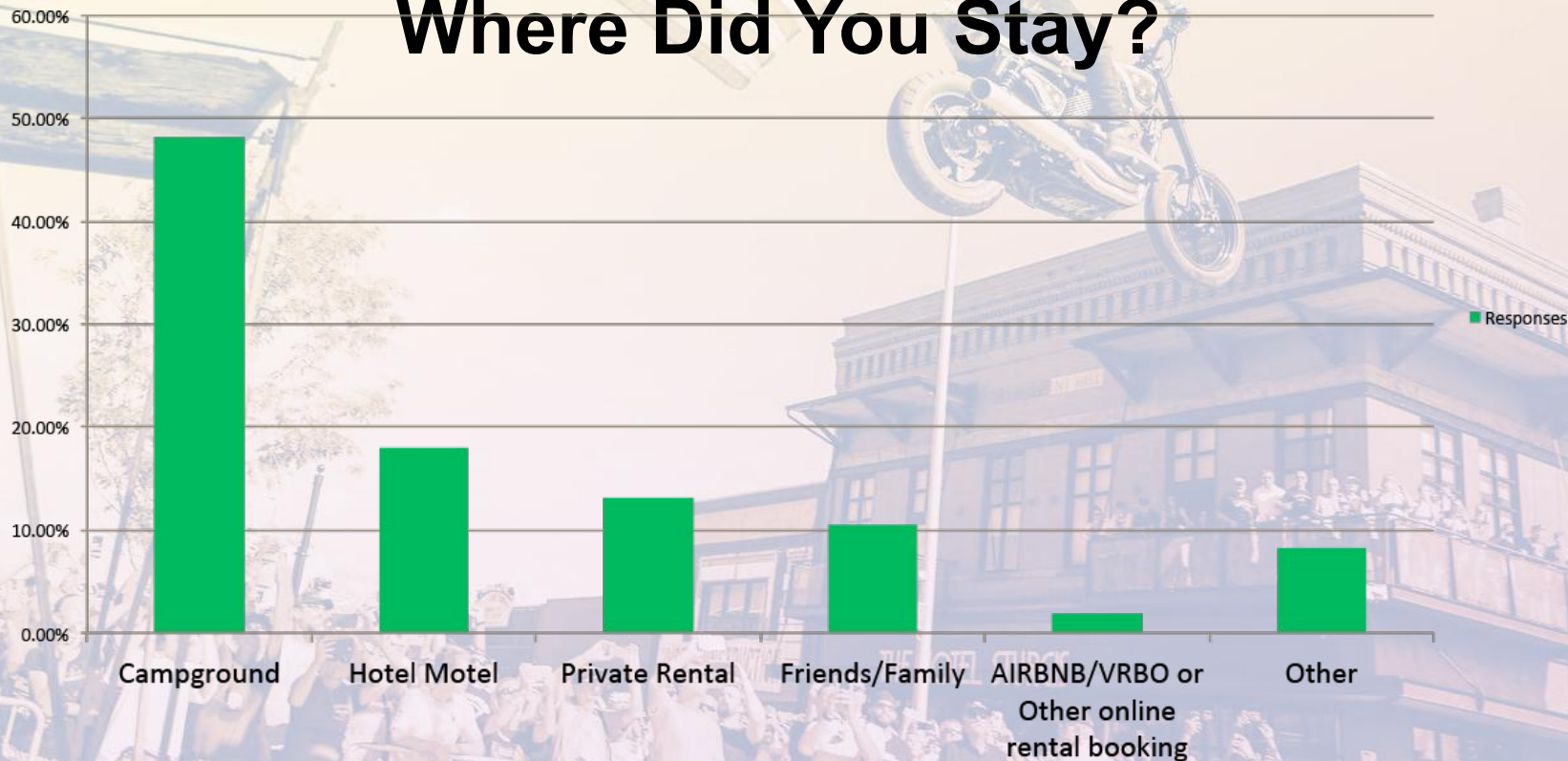
How Did You Travel Comparison '17-'19





DEMOGRAPHICS

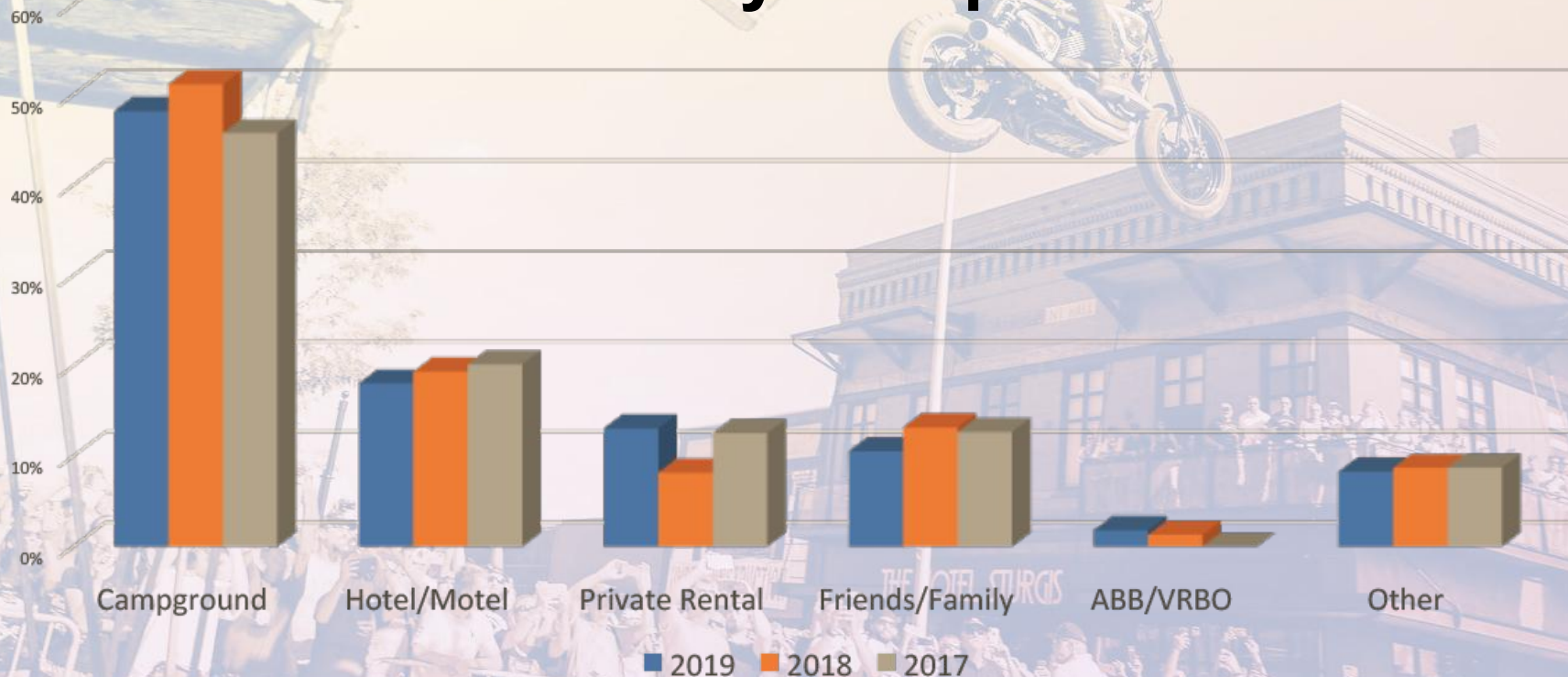
Where Did You Stay?





DEMOGRAPHICS

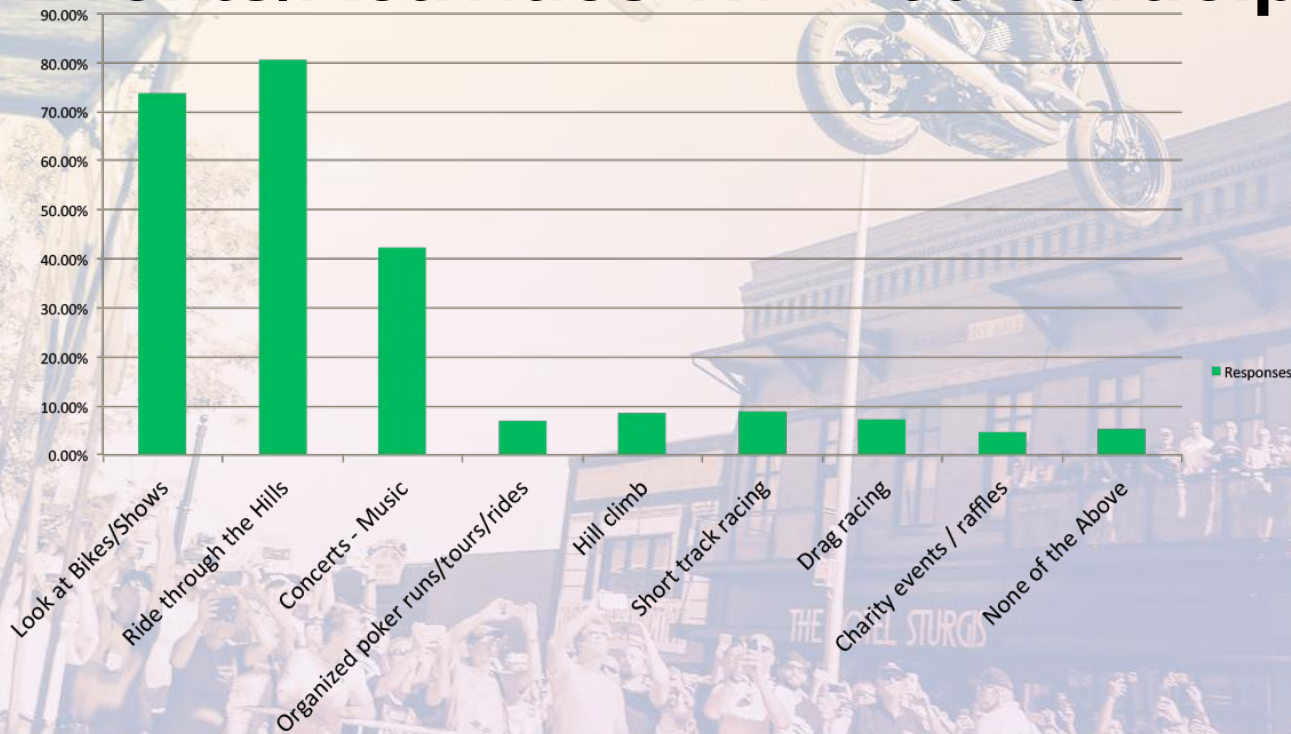
Where Did You Stay Comparison '17-'19





DEMOGRAPHICS

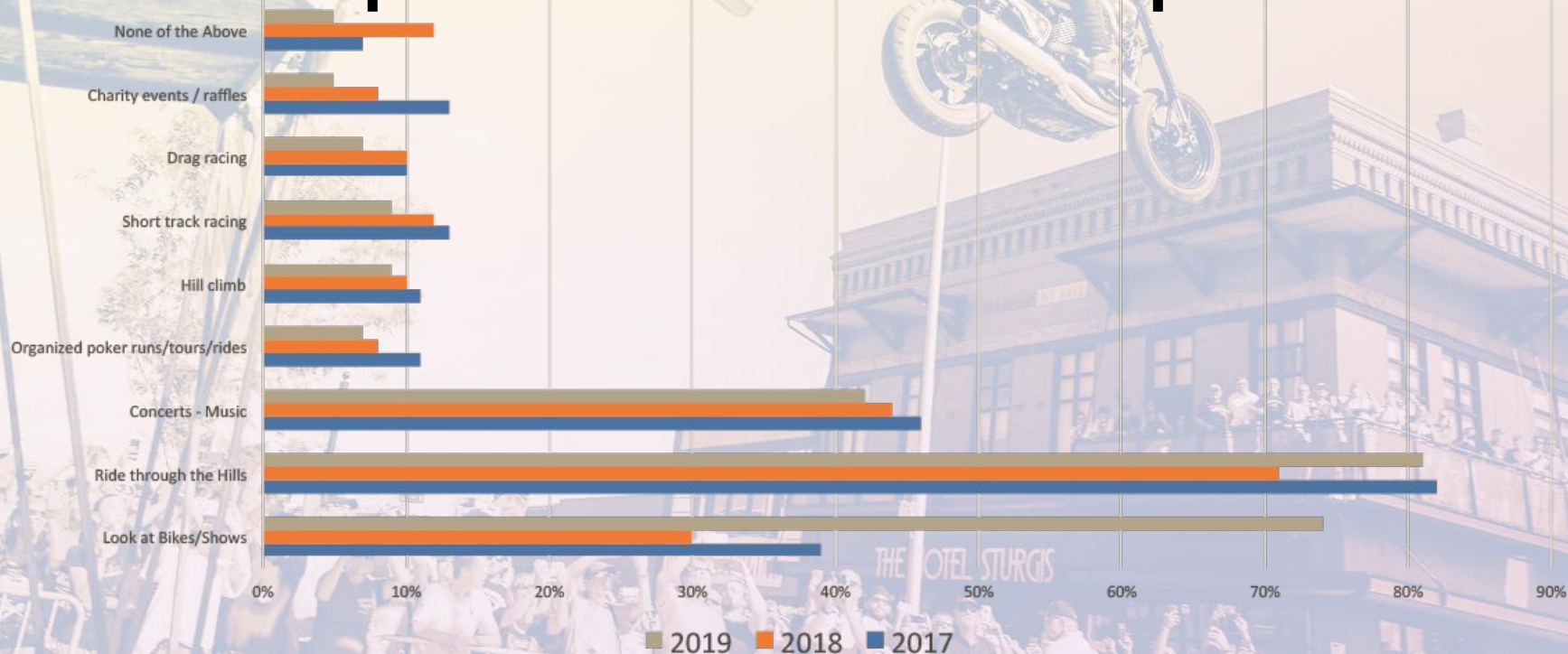
What Events/Activities Will You Participate In?





DEMOGRAPHICS

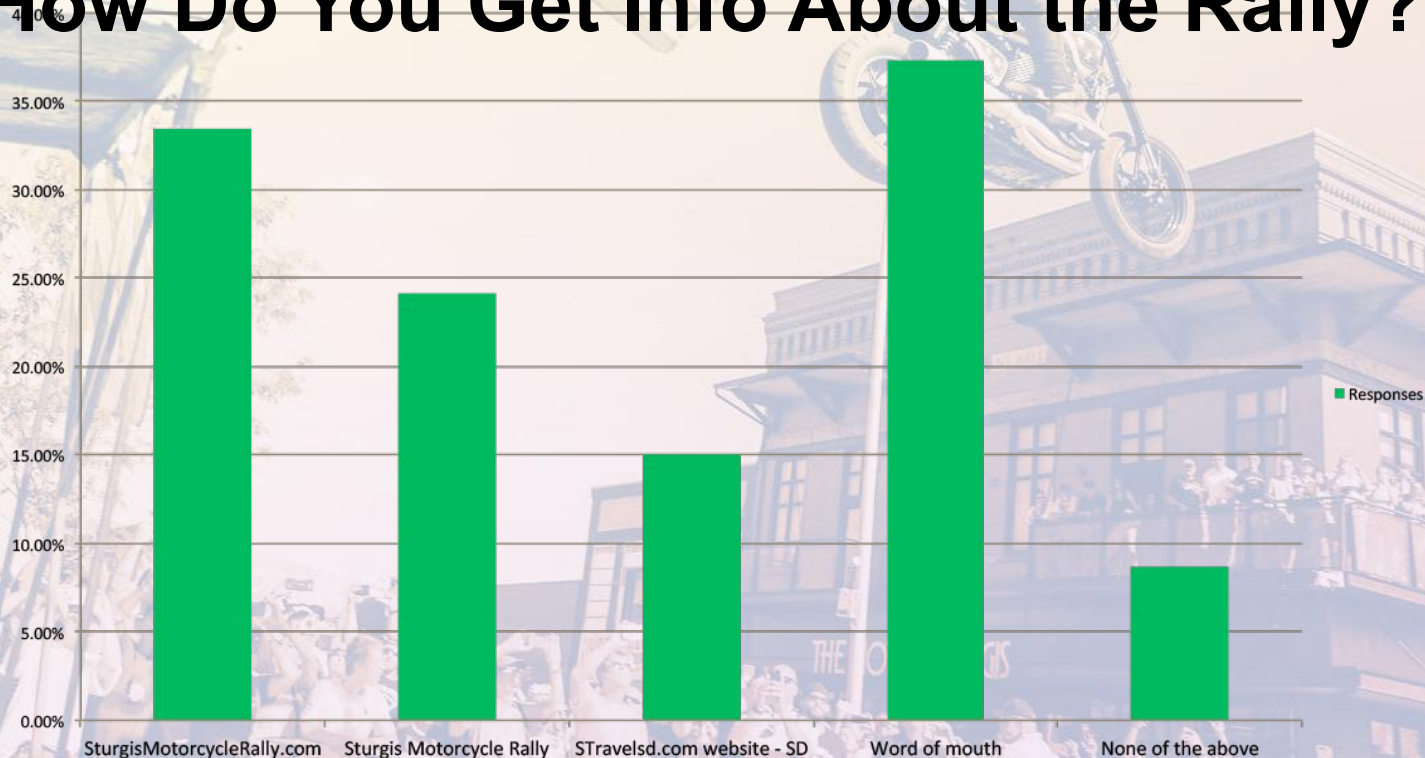
Participation Three Year Comparison





DEMOGRAPHICS

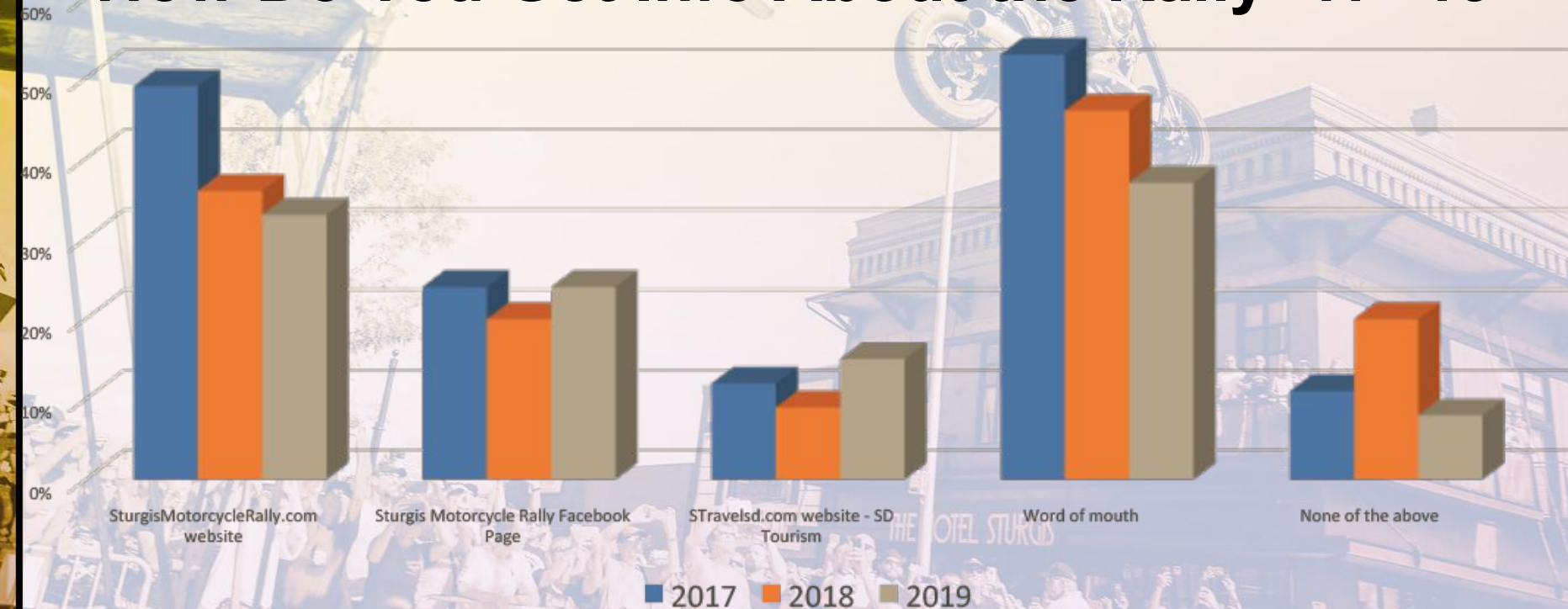
How Do You Get Info About the Rally?





DEMOGRAPHICS

How Do You Get Info About the Rally '17-'19





DEMOGRAPHICS

Images Used in Digital Marketing

90: Every year, 500,000 people gather in Sturgis for the biggest party on two wheels.



90: Mark your calendars for 10 days of revved up fun.



90: Feel the thrill of the ride at the world's biggest biker party.



90: Rest up after a long ride to the Rally at a rustic campground or lavish hotel.



90: Start your engines for 10 days of epic rides and crazy good times.



Sturgis Motorcycle Rally
Sponsored (demo)

It's the year of the ride! 🏍️ #sturgisrally
Take the ride to Sturgis! August 2nd-11th, 2019.



FRI, AUG 2 - AUG 11

Sturgis® Motorcycle Rally™

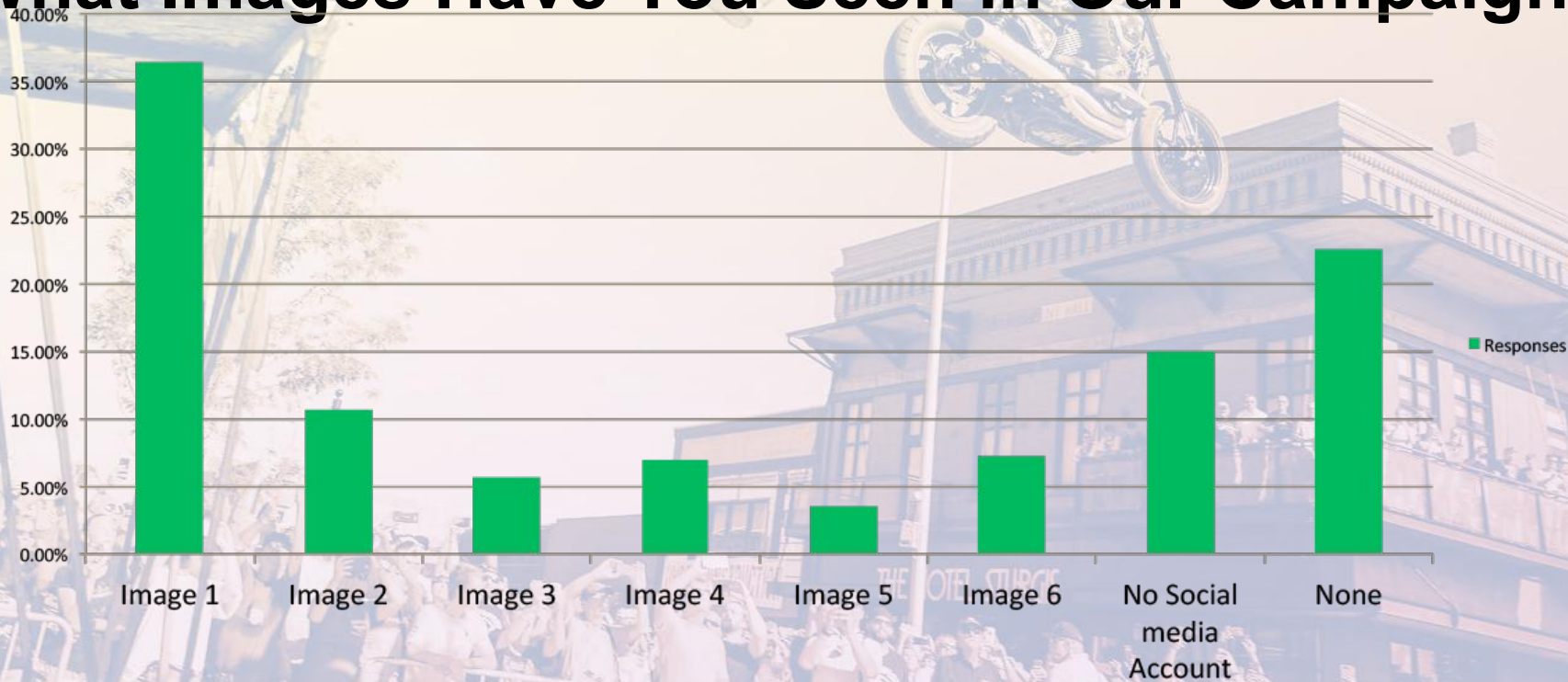
Sturgis Motorcycle Rally Sturgis
2,177 people interested 1,030 people going

★ Interested



DEMOGRAPHICS

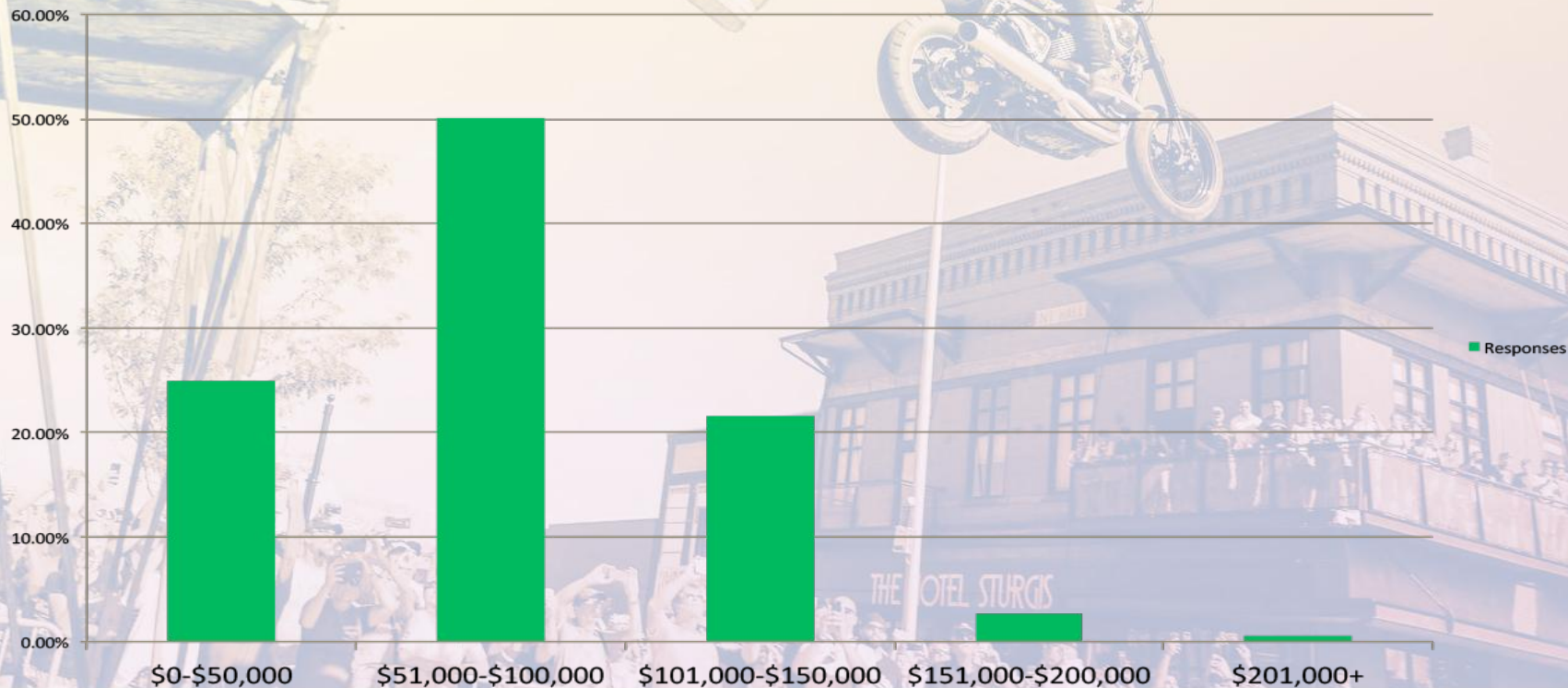
What Images Have You Seen in Our Campaign?





DEMOGRAPHICS

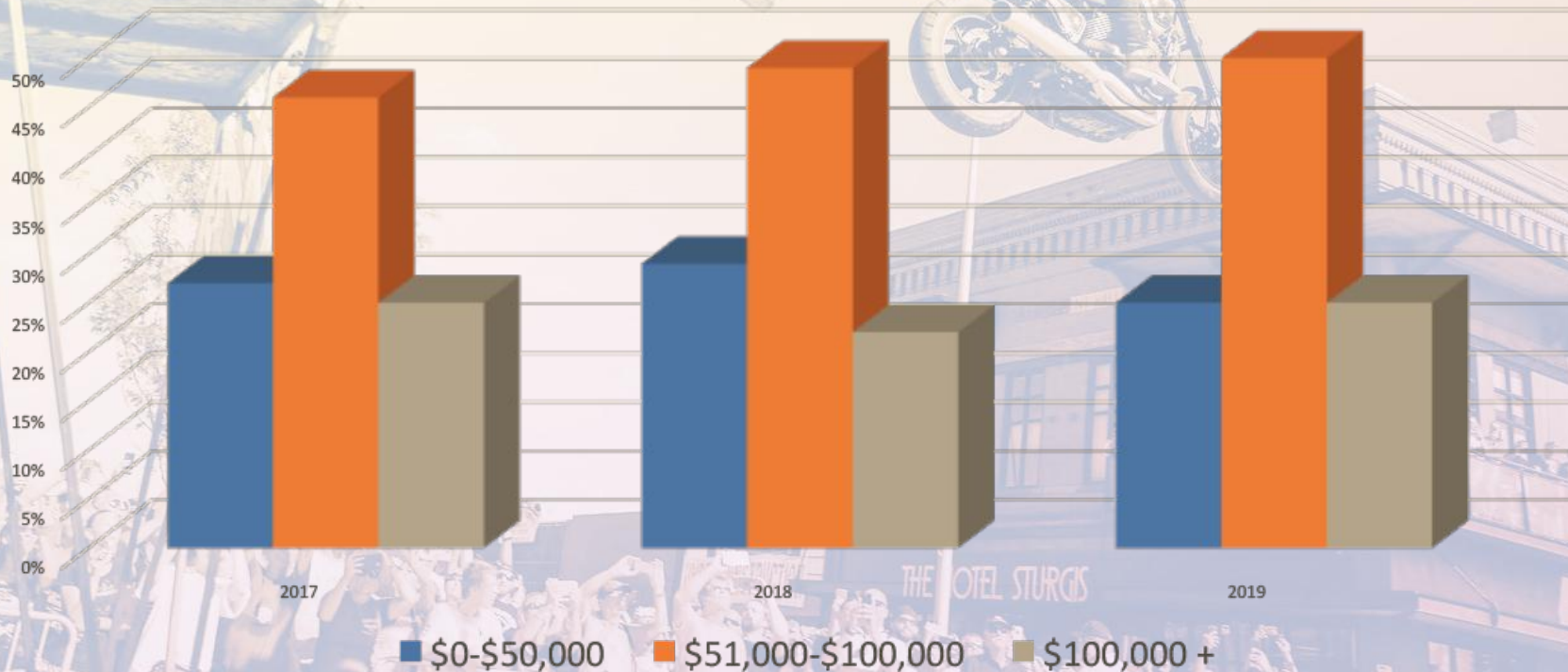
Describe Your Household Income





DEMOGRAPHICS

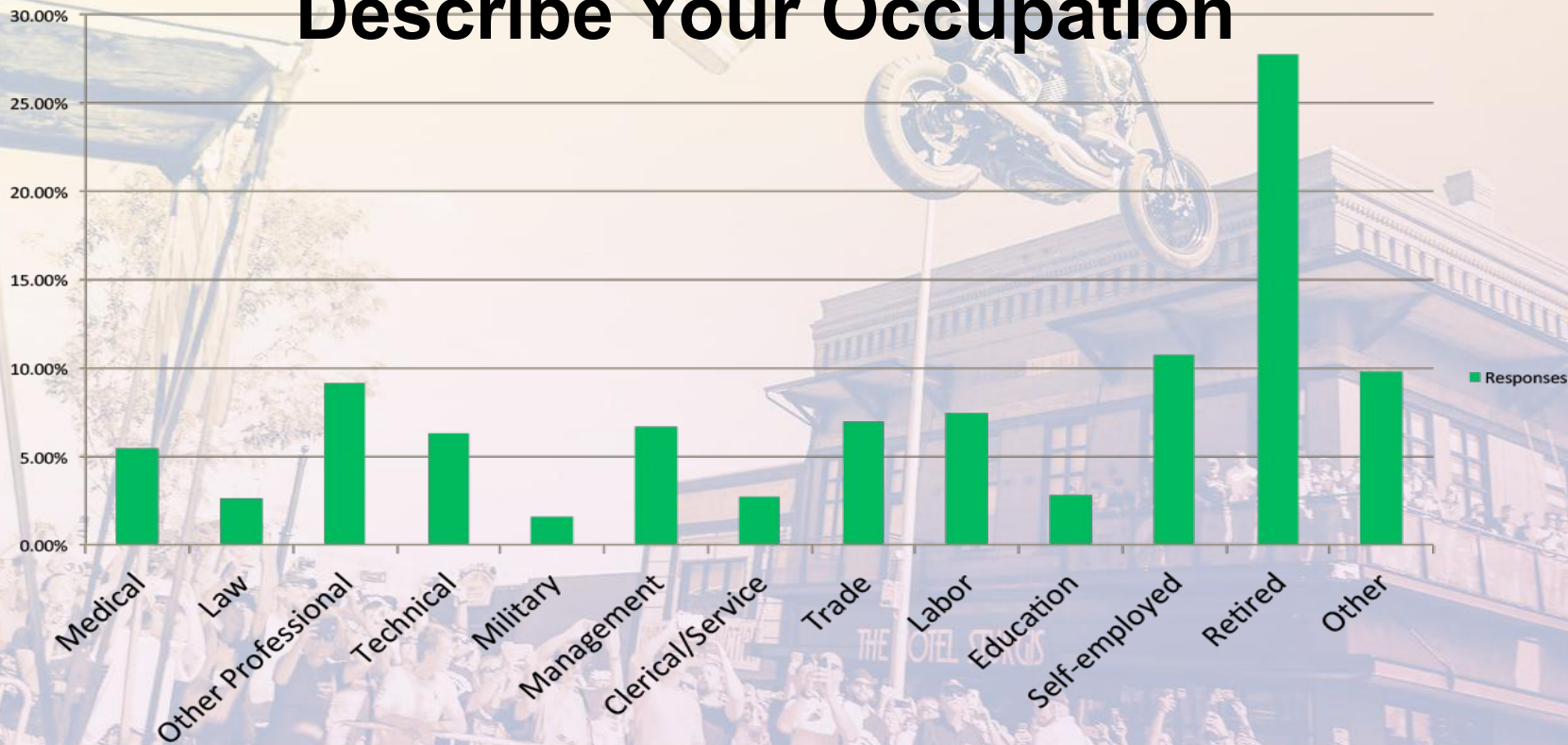
Household Income Comparison '17-'19





DEMOGRAPHICS

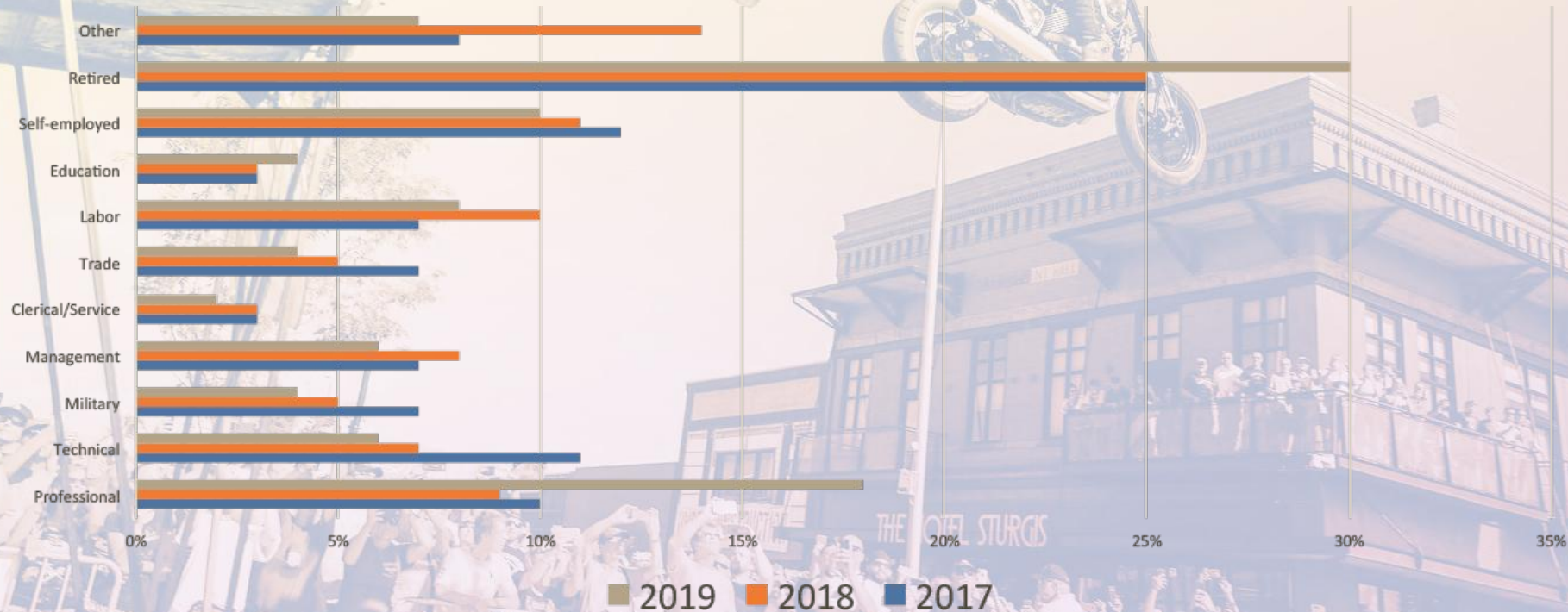
Describe Your Occupation





DEMOGRAPHICS

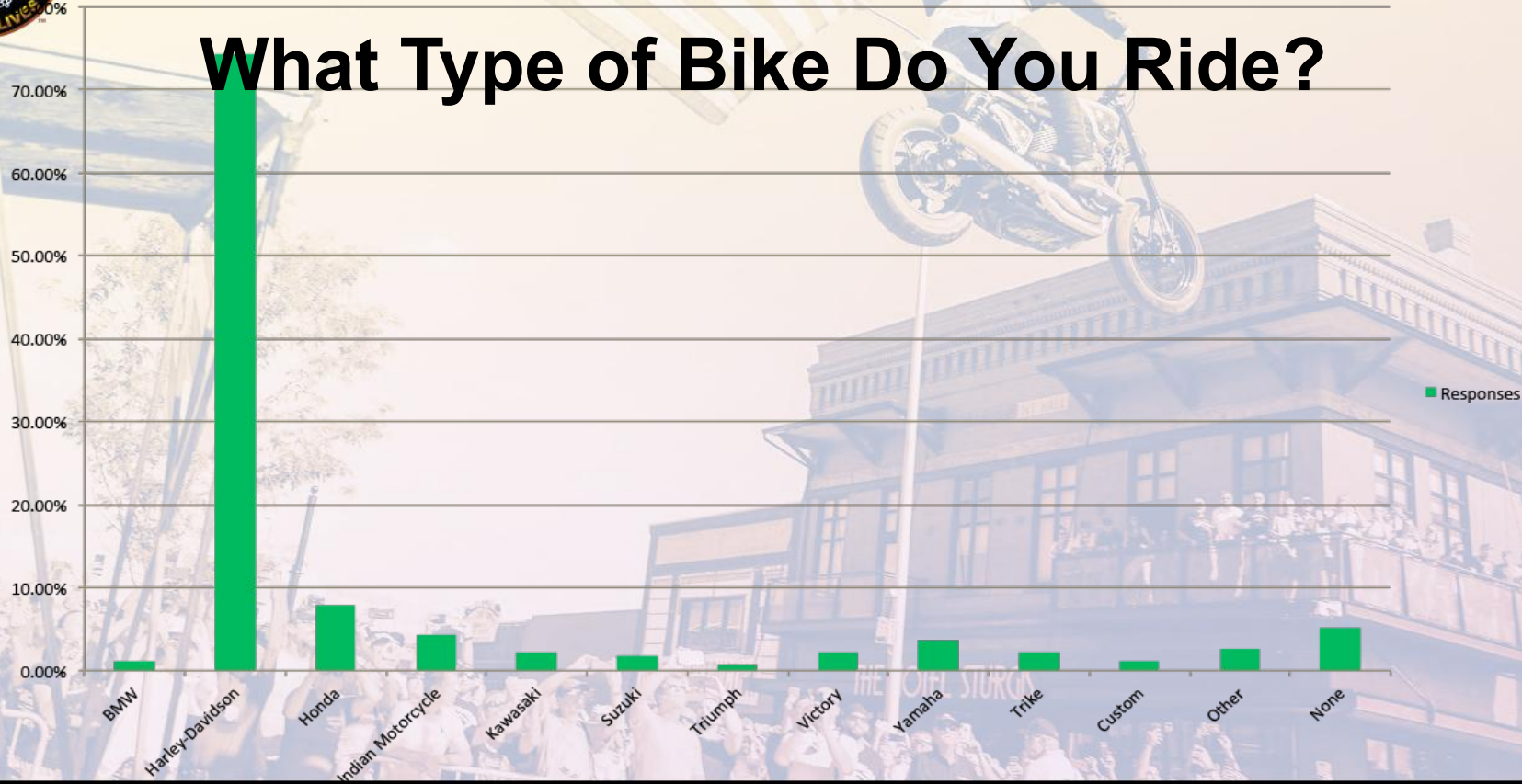
Three Year Occupation Comparison





DEMOGRAPHICS

What Type of Bike Do You Ride?





DEMOGRAPHICS

What Type of Bike Do You Ride Comparison





DEMOGRAPHICS

Have You Visited Sturgis Outside of the Rally?





DEMOGRAPHICS

What Would You Change About the Rally?

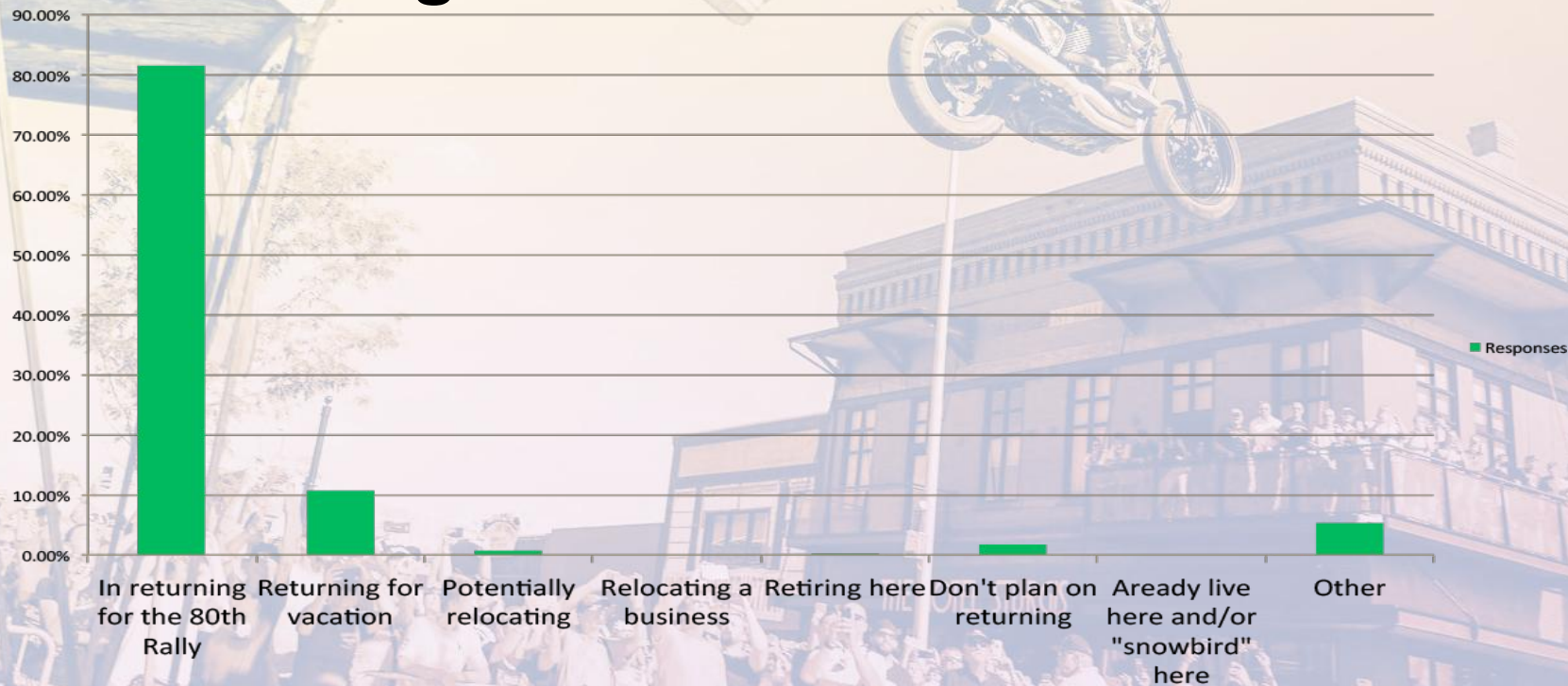
- Nothing - 80%
- Prices - 3%
- Fewer Police - 3%





DEMOGRAPHICS

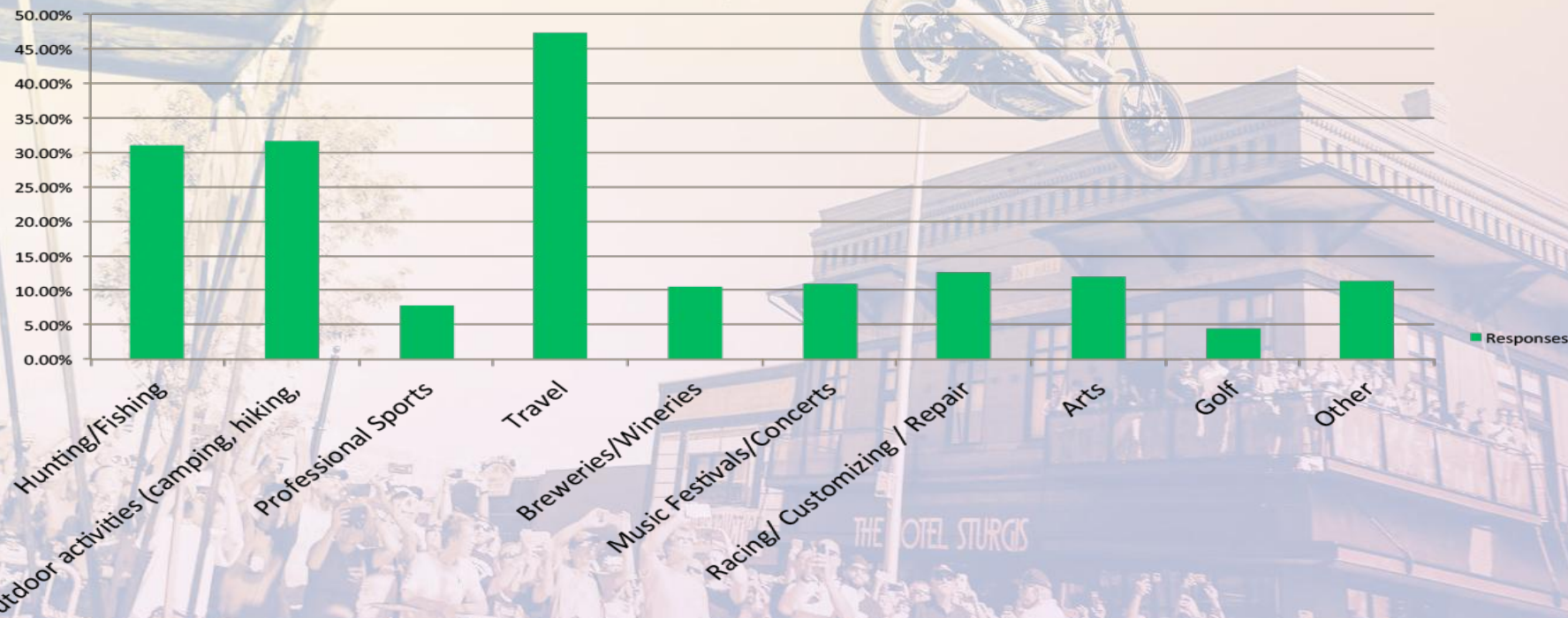
After Visiting the Hills Are You Interested In -





DEMOGRAPHICS

What Other Activities /Hobbies Do You Enjoy?





DEMOGRAPHICS

Questions?





ECONOMICS *of the* RALLY™

Legendary

Sturgis

CITY OF RIDERS



COMMUNITY
PRIDE
Sturgis

HIGH VELOCITY
AMMUNITION
CORPORATION

MEADE
COUNTY

MCPHERSON
PROPANE

THE LEGENDARY
BUFFALO
CHIEF

STURGIS
AREA
CHAMBER OF
COMMERCE

WELLS
FARGO

STURGIS

COMPETITION

DAKOTA ARMS



ECONOMICS *of the* RALLY™

Survey Development & Collection

- Collection Sites
 - Armory (Rally Headquarters)
 - Street Teams





ECONOMICS *of the* RALLY™

DAILY EXPENDITURES

Age 18-34 • 4.21 Days • \$3338.00

Legendary

\$90.00

\$80.00

\$70.00

\$60.00

\$50.00

\$40.00

\$-

Admissions

Food & Beverage

Shopping

Lodging

Transportation

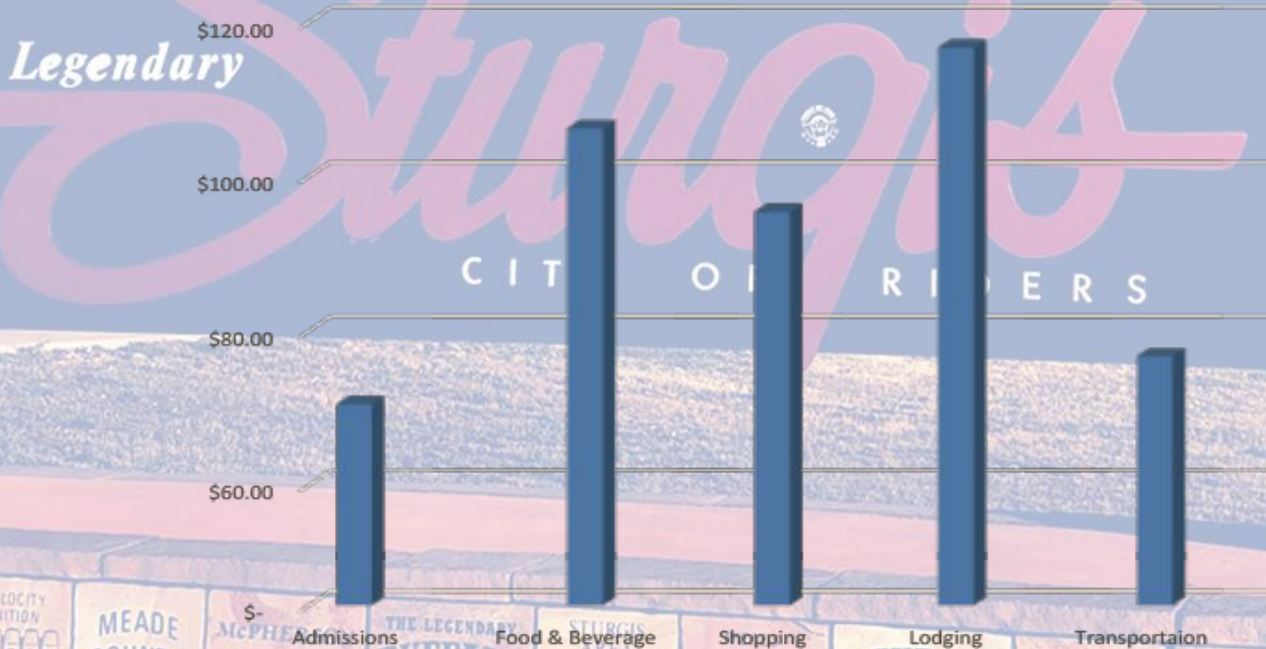




ECONOMICS *of the* RALLY™

DAILY EXPENDITURES

Age 35-44 • 4.29 Days • \$365.00





ECONOMICS *of the* RALLY™

DAILY EXPENDITURES

Age 45-54 • 4.75 Days • \$374.00

Legendary

\$100.00

\$90.00

\$80.00

\$70.00

\$60.00

\$50.00

\$40.00

\$30.00

\$-

Admissions

Food & Beverage

Shopping

Lodging

Transportation





ECONOMICS *of the* RALLY™

DAILY EXPENDITURES

Age 55-64 • 4.85 Days • \$366.00

Legendary





ECONOMICS *of the* RALLY™

DAILY EXPENDITURES
Age 64+ • 5.18 Days • \$398.00

Legendary

\$100.00

\$80.00

\$60.00

\$40.00

\$20.00

\$-

Admissions

Food & Beverage

Shopping

Lodging

Transportaion





ECONOMICS *of the* RALLY™

DAILY EXPENDITURES BY AGE





ECONOMICS *of the* RALLY™

DIRECT SPENDING

(When visitors pay for the following)

Legendary

- Accommodations
- Transportation
- Entertainment
- Food & Beverages
- T-shirts
- Etc.





ECONOMICS *of the* RALLY™

INDIRECT SPENDING

(When businesses spend money to purchase the goods and services provided to the visitor)

Legendary

- Food & Beverages
- T-Shirts
- Transportation
- Taxes
- Equipment





ECONOMICS *of the* RALLY™

INDUCED SPENDING

(When employees turn around and spend their money on - not included in final calculation)

Legendary

- Food & Beverages
- Recreation
- Clothing
- Housing
- Household Goods





ECONOMICS *of the* RALLY™

TOTAL IMPACT OF THE RALLY

Legendary

Direct Impact - **\$655,090,103**

Direct & Indirect Impact - **\$720,599,113**



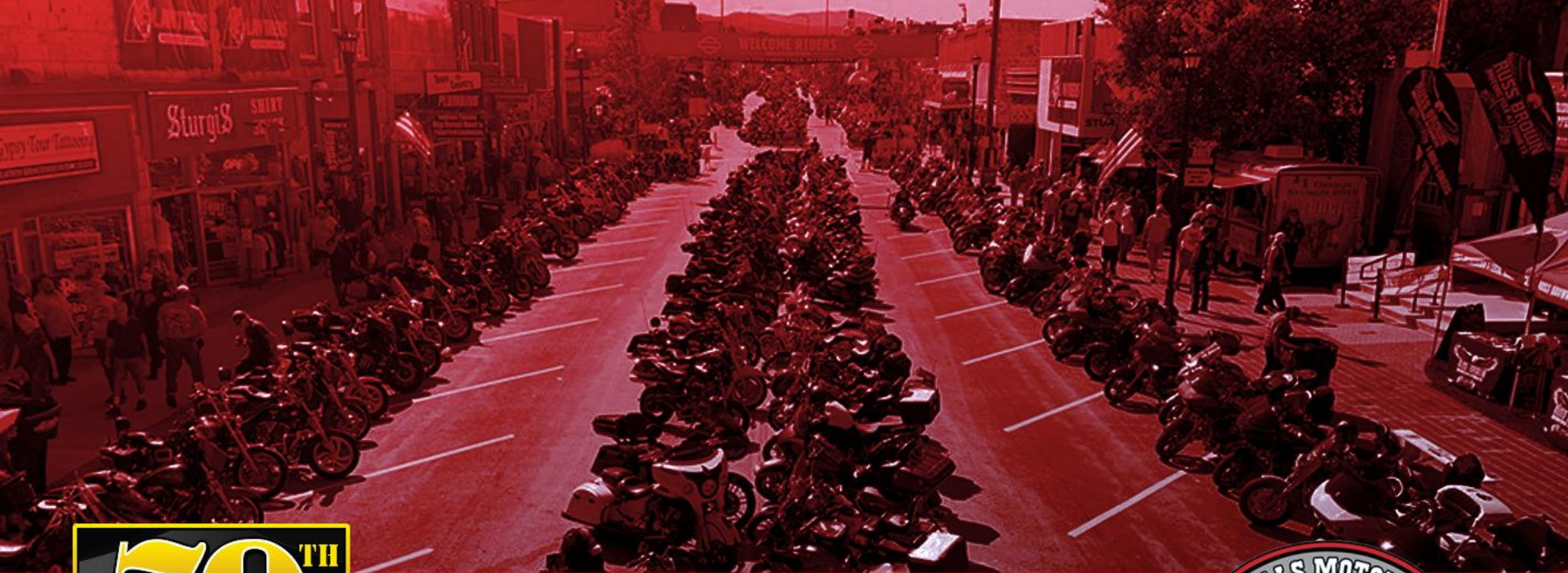


ECONOMICS *of the* RALLY™

Legendary

Questions?





RALLY SUMMIT





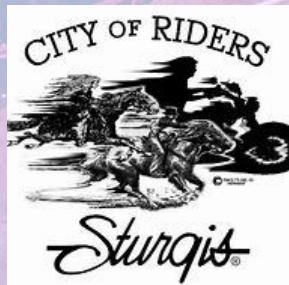
Daniel Ainslie

Sturgis City Manager





2019 Sturgis® Motorcycle Rally™ Gives Back





Sturgis Buffalo Chip



- \$132,076
- Raised through its Legends Ride, Legends Lunch, Biker Belles, Rusty Wallace Ride, Scholarships and Freedom Celebration
- Funds raised were given to:
 - Sturgis Motorcycle Museum
 - Warrior Dog Foundation
 - NASCAR Foundation
 - Helping with Horsepower
 - Strider Education Foundation
 - Vietnam Veterans of America
 - Shriners Transportation Fund
 - Special Olympics
 - Sgt. Colton Levi Derr Foundation
 - America's Mighty Warriors





Sturgis Churches, Schools, First Interstate Bank

- \$10,778 -First Interstate Parking lot
 - Girls Softball
 - Soccer Association
 - Little League
 - Swim Team
 - Eastern Star
 - BH Youth Football
- \$49,330 - Blessed Emmanuel, Grace Lutheran
- 1st Presbyterian, St. Francis
- \$8,042 SBHS





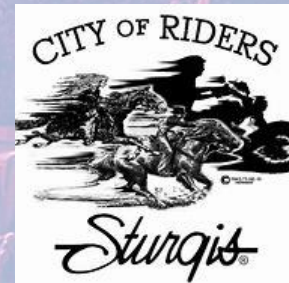
Hamsters

- \$318,344 raised for LifeScape of Rapid City
- LifeScape provides a wide range of services for children and adults who have disabilities and medical rehabilitation needs





City of Sturgis



- \$20,177 Sturgis Rally Charities
 - \$165,411 raised for SRC since 2011
- \$3,500 PD Bike Raffle to Police Athletic League
- \$1,519 Legendary 5K to Sturgis Rally Charities
- \$1,350 Mayor's Poker Tournament to Sturgis Rally Charities
- 35,000 Mayor's Ride to 8 organizations including:
 - Sturgis Volunteer Fire Department
 - Sturgis Police Volunteers
 - Deadwood VFW
 - United Way





Brown-Forman

- \$10,000 Sturgis Scholarship Fund
- \$10,000 Sturgis Rally Charities
- \$15,000 Operation Ride Home



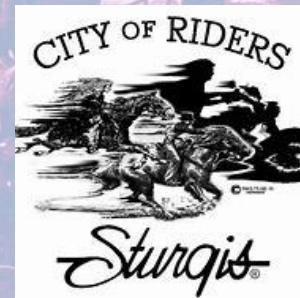
BROWN-FORMAN





Sturgis Rally Charities

- Received \$50,000 from SMRi in 2018, 2019 TBD
 - Total of \$409,250 since 2011
- Received \$20,177 from the City Sponsorship Program
 - \$ 165,411 raised for SRC since 2011
- Received \$10,000 from Jack Daniel's Tasting Experience
- In 2018, there were 35 local recipients, some of those included:
 - Rural Meade County Ambulance
 - Sturgis Alliance of Churches
 - Kiwanis Food Pantry
 - Whitewood Elementary PTO
 - Sturgis Nutrition Program
 - Compass Point
 - Old Ft. Meade Museum
 - 4th Circuit DUI Court





\$615,116

**Total Raised for
Youth Organizations
and Non-Profits from the
79th Sturgis® Motorcycle Rally™**

**More Than \$500,000
for Local Organizations**





Attendance





Baseline

- 2010 – 70th
- Jacobs's Method used
- Dividing the area occupied by a crowd into sections, determining an average number of people in each section, and multiplying by the number of sections occupied.
- Downtown was divided into grids
- Photos were taken and individuals were counted throughout the event
- Multiplied by the number of grid sections in town
- Divided by the time average attendee stayed in downtown





First Metric

- Several Metrics have been developed since before 2010 to measure relative changes in attendance
- Mt. Rushmore Attendance
 - 13 days included in this count Tuesday – End of Rally
 - 2015 and prior it was vehicles
 - 2016 it became individuals





Second Metric

- Tons of Garbage Hauled
 - Two months prior determine the weekly average hauled from Sturgis - this becomes the baseline
 - For three weeks (including set-up, event and tear down) count the increased tonnage of garbage hauled from within the City limits
 - This can vary based on the amount of moisture each year
 - In 2010 this amount was used in combination with the number of visitors who stayed in town and the amount of time the average visitor remained in Downtown to help determine the anticipated count





Third Metric

- DOT Traffic Counts
 - Each official day of the Rally the state DOT places traffic counters on the major entry points into town
 - These counters count the number of axels that cross the counter
 - Has changed throughout the years as there are more mass transit services, changes in demo rides





Fourth Metric

- Photo Count
 - Several photos are taken throughout the Rally from the same location at the same time
 - The individuals in these photos are counted and compared to the same time in the years prior
 - Visually depicts changes due to weather, traffic, etc.





Fifth Metric

- Parking Counts
 - Counts are taken of vehicles in outlying (not core Downtown) at the same time throughout the Rally
 - Significant change in the types of vehicles that are now parking (more SUVs, Cars, Trucks)





Sixth Metric

- Temporary Vendor Sales Tax Collections
 - The state Department of Revenue provides a report of Temporary Vendor Sales collected in the City of Sturgis
 - Provided in late September
 - Often reported as total Rally Sales – only Temporary Vendors!
 - This number has changed as more vendors have opened year round stores (J&P Cycles) or longer seasonal stores (Sturgis Denim and Lace)





End Result

- The percentage change for each metric is compared to both the baseline year and the year previous
- In addition, the highest percentage and lowest percentage metric are removed (outliers)
- The average between the baseline and previous year is then the official estimated attendance figure





2020 Attendance

- The City will conduct a significant attendance study next year to redetermine the base
- Conduct a similar Jacobs Methods Study





490,000

2019 Estimated Attendance inside the City of
Sturgis during the 10 Official Days of the Rally







THE PAST

- Celebrate our Roots (Racing)
- Celebrate the Rides
- Celebrate the Bikes



Courtesy of Meade County Times-Tribune



THE PRESENT

MARKETING

- SD Dept. of Tourism Partnership – Digital Marketing
- Upper Midwest, Texas, California
- Other Digital Marketing (South, South East, East Coast, Canada)
- Social Media
- Shows – (IMS, AIMExpo, SEMI,)



THE PRESENT

MARKETING

- SD Dept. of Tourism Partnership – Digital Marketing
- Upper Midwest, Texas, California
- Other Digital Marketing (South, South East, East Coast, Canada)
- Social Media
- Shows – (IMS, AIMExpo, SEMI,)



THE PRESENT

- Open Discussion on the Second Weekend
- Welcoming Committee
 - Using our businesses to the Rally's advantage
 - Hotels, Gas Stations, Restaurants
- Journey To Sturgis

RUSS BROWN MOTORCYCLE

WELCOME RIDERS

STURGIS POLICE

MOTORCYCLE
ONLY THIS



THE FUTURE

- Electric
- Youth
- Outreach to new and non-traditional riders





Questions?