



WELCOME

to the
2022 Post Rally Summit

MOTORCYCLE

MOTORCYCLE



2022



2022 CITY OF STURGIS RALLY EVENT SUMMARY





Ride with the Chief

- Wednesday, August 3
- 33 bike registrations plus 9 passengers
- Plan on growing this event to promote community-oriented policing, philanthropy and pre-rally activity.



1ST ANNUAL STURGIS POLICE CHIEF'S RIDE - 2022

Opening Ceremony - Friday, August 5

- Parade including Grand Marshall Rusty Wallace, the Woodland Native American Dance Troupe and the Parade of Flags
- Highlighted key components of the Sturgis brand “Patriotism and Western Culture”
- Unknown Stunt Show on Harley-Davidson Way
- Kickoff of the Harley-Davidson Rally Point Band Series



Harley-Davidson Rally Point Band Series



- Beginning after Opening Ceremonies and continuing throughout the week until Saturday evening after the Closing Ceremonies, bands from across our nation and Canada played at Harley-Davidson Rally Point
- 27 performances were scheduled around the various stunt shows and sponsored events
- Free entertainment for Rally participants

Mayor's Events

20th Annual Mayor's Ride

More than 120 pre-registered participants

Mayor's Pub Crawl

More than 50 registered with 14 from Denmark
Visited 5 different nationally recognized bars

Mayor's Poker Tournament

Assisted Cadillac Jack's with the tournament
Raised \$1,200 for charity

Bowling with the Mayor

Assisted promoting this event for charity



STURGIS MAYOR'S RIDE - STURGIS 2022





2022

Ride with a Local

- Three rides led by Sturgis area residents
- Averaged 17 bikes per ride
- Utilized councilors, employees and PD Reserves to lead routes
- Highlighted Black Hills living

Legendary Sturgis 5K

- Over 85 participants - Proceeds donated to the Sturgis Animal Shelter
- Participation tripled from previous years
- Youngest runner was 15
- Oldest runner was 77



2022

Military Appreciation Day

- Veterans Honored
 - Arvid Meland / Cindy Erickson
- Unveiled the Woody Williams Foundation Gold Star Families Memorial Monument at the Harley-Davidson Rally Point
- City committed to Employer Support of the Guard and Reserve (ESGR) program
 - 4 employees/2 police reserves are members of the National Guard
- B1 Flyover with 2 jets
- Led the Green Knights from Ellsworth Air Force Base into Sturgis



2022

Contests

Tattoo Contest

- Judged by variety of tattoo artists
- Four categories with winners vying for final People's Choice

Beard & Mustache Contest

- Six categories with winners vying for People's Choice
- Category for women "created" beard/mustache

South Dakota Beef Cook-Off

- Assisted with setting up and promoting this event to raise awareness of SD Beef producers to a nation-wide audience
- Three grand prize winners took home a grill and merchandise

Sixth Street Bike Show

- Road Closure early Sunday morning for bike show
- Assisted with promotion of the event

Sponsorship VIP Experience

- City provided breakfast and lunch as part of VIP packages and sponsorship packages
 - 467 breakfasts
 - 335 lunches
- Sponsorship Social
 - Discussed future events, collaborations and growth during an exquisite meal
- Vendor Social
 - Hosted all registered vendors within the City to demonstrate appreciation and generate ideas for next year



2022

Closing Ceremony - Saturday, August 13

- NEW 83rd Sturgis Motorcycle Rally Logo Revealed
- Cole Freeman jumped over Legendary Main Street
- GorillaPro/Richard Rawlings revealed customized pickup



Interesting Facts



- Hosted nine press conferences, provided daily press releases and interviews to more than 40 regional and international press outlets
- Utilized City staff to assist serving VIP meals including Human Resources, City Attorney and City Library in addition to their regular and other assigned rally duties
- Majority of City Staff worked 26 days straight to host the state's largest tourist event
- Every division of City Staff did their "regular" duties, assigned rally duties and additional work to fill in for departments who were short staffed. This included the City Manager, Department Heads as well as staff
- Council members took time to fill in as needed helping staff



82ND ANNUAL STURGIS MOTORCYCLE RALLY PARTNERSHIPS

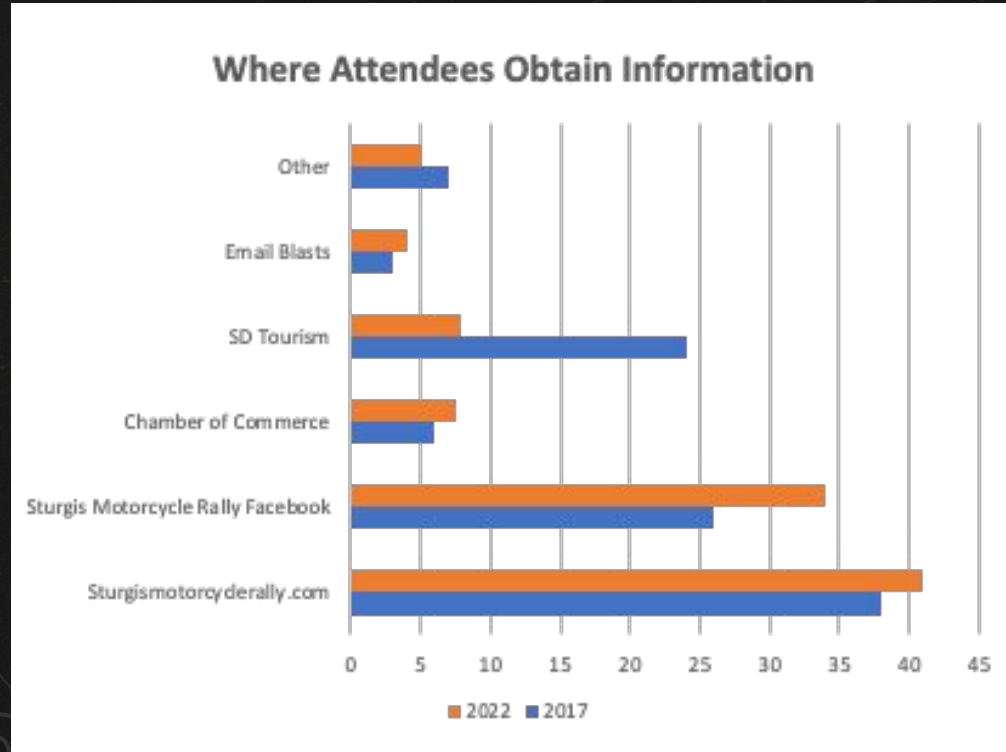
2022



RALLY

How Attendees Receive Information

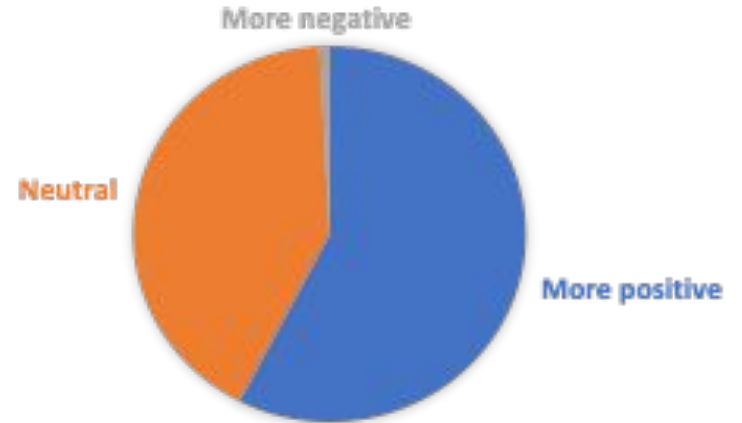
- City channels are the most frequently used platforms to gain knowledge about the Event
- SturgisMotorcycleRally.com is the primary means of obtaining information and has increased by 8% in the past five years
- The Sturgis Motorcycle Rally Facebook page is the second most common method used, increasing by 31% in the same 5-year period



Perception of Sponsors

- 58% of attendees have a positive response to City Sponsors
- Create unique, memorable moments, allowing attendees to engage with and experience our Partners' brands

Attendee View of City of Sturgis Motorcycle Rally Sponsors



© Don Kates Shoppers Images, Inc.

Attendee Interests

57%

TRAVELING

32%

VEHICLE MAINTENANCE

46%

CAMPING

32%

HUNTING

38%

FISHING

29%

FIREARM SHOOTING/
COLLECTING

35%

CAR/CYCLE RACING

28%

HIKING



CASE STUDY



CASE STUDY

42% of American attendees surveyed identify as Active-Duty Military Personnel or as Veterans



NO ONE DOES MORE FOR VETERANS.®

Partnership Objectives & Opportunities for Improved Awareness

- Promote the Mission of the VFW Organization/Foundation
- Membership Recruitment, including Auxiliary
- Initiatives and Advocacy for All Veterans
- Benefits Available
- Programs/Services Supporting Veterans, Service Members, Families, and Communities Worldwide
- Charitable Affiliations



NO ONE DOES MORE FOR VETERANS.



Sponsor Methods of Engaging Attendees

- Rally HQ Activation
- “VA-certified” VFW Service Officers Available to Assist with VA Inquiries and Disability Claims
- Mobile Marketing
- Mayor’s Ride Sponsor
- Presenting Sponsor of Military Appreciation Day



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DEMOGRAPHICS

Who Came to the 82nd Annual Sturgis Motorcycle Rally?

Residence

2022

- 13.1% South Dakota
- 9.3% Colorado
- 7.3% Minnesota
- 6.0% Wyoming
- 4.9% Wisconsin
- 4.6% Nebraska
- 4.4% International
- 4.1% Iowa
- 3.6% North Dakota
- 3.5% Montana

2017

- 11.5% International
- 8.27% Minnesota
- 7.71% Colorado
- 7.15% South Dakota
- 6.5% Nebraska
- 4.6% California
- 3.9% Illinois
- 3.8% Texas
- 3.8% Wisconsin
- 3.7% North Dakota

Findings

- Top markets exactly match the markets that were targeted through the State of South Dakota's Community Cooperative Marketing Program (significant change from 5 years earlier)
- Global economic uncertainty reduced international visitation
- Unprecedented gas prices reduced long distance travelers
- Continues to have a significant appeal throughout the region



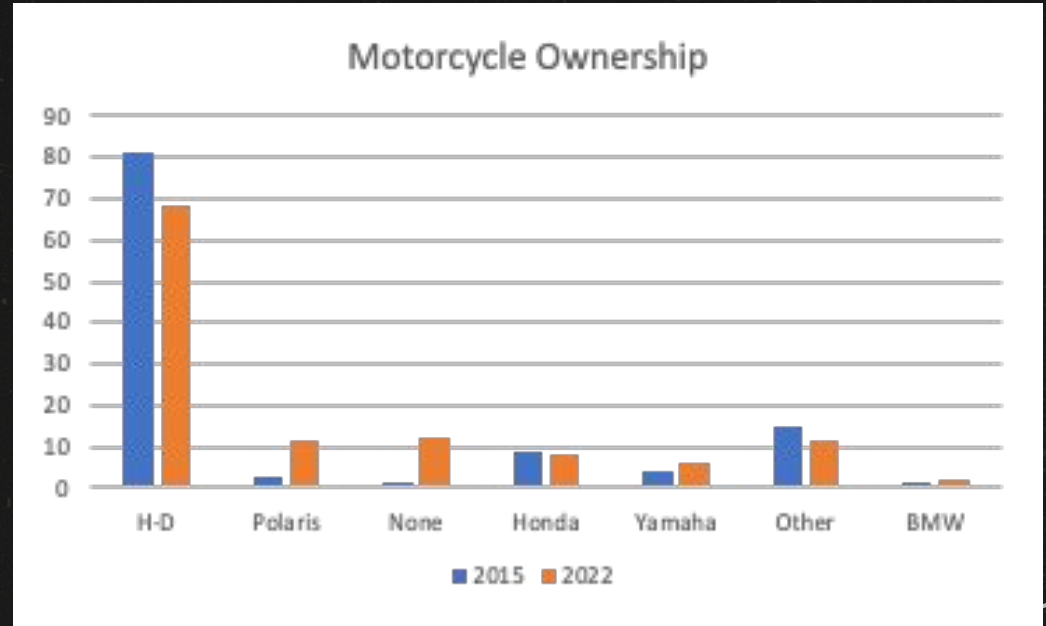
Who Arrived?

- Average age was 50.8 years old
 - 2017 53.5 years old
 - 2015 53.1 years old
- Median household income \$75,000-\$99,999, 40% of attendees had a household income over \$100,000
 - Nearly identical to 2017



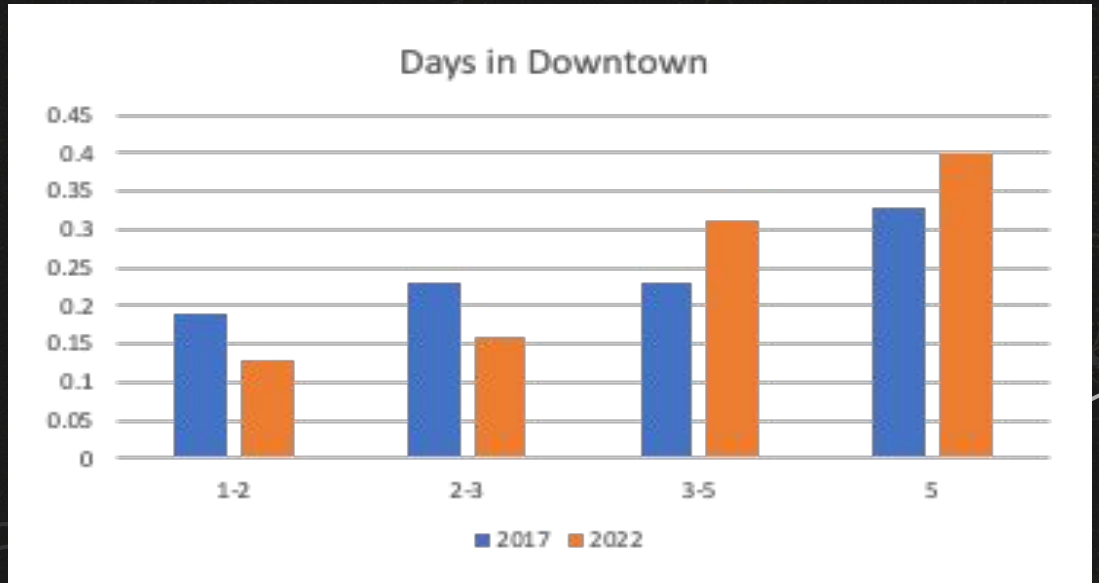
What Bike Do You Own?

- Increased diversity of motorcycle ownership
- Polaris brands have increased from 2.2% to 11.7% since 2015
- Non-motorcycle ownership has increased from 1% to 12% since 2015
 - Achieving the goal to broaden the appeal of the event to a larger audience



Days In Downtown

- Average number of days spent in downtown has increased from 4.1 to 4.6 in the last 5 years
- Attendees have reported a more relaxing, welcoming environment
- More activities downtown



Time Spent in the Black Hills

- Average number of days spent in the Black Hills has increased from 6.4 days to 7.8 days
- Attendees are increasing their impact throughout all of the Black Hills region
- Attendees are open to a wide variety of experiences throughout the entire region



MOTORCYCLING

When Were Travel Plans Made?

- The average attendee decided to attend in January or February of 2022
- We had a significant drop in the number of attendees deciding to attend in May, June and July
- Likely due to an increase in gasoline and inflation, hampered overall attendance



The image shows a screenshot of a website page from Trvl Channel. The page features a navigation bar with links for HOME, INTERESTS, SPORTS, and PHOTOS. The main article is titled "Best Motorcycle Rallies" and includes a sub-headline "Ride with fellow motorcycle enthusiasts at these great rallies and motorcycle events." Below the text are social sharing buttons for Pinterest, Facebook, Twitter, and Email. To the right, there are related tags: "SPORTS", "TRAVEL'S BEST", and "GUY TRIPS". At the bottom of the page is a large photograph of a motorcycle rally, showing a long line of motorcycles parked on a street, with a banner that reads "WELCOME RIDERS!" and various signs for local businesses like "TOWN CARBON PLUMBING" and "BIG THIRST BEER".

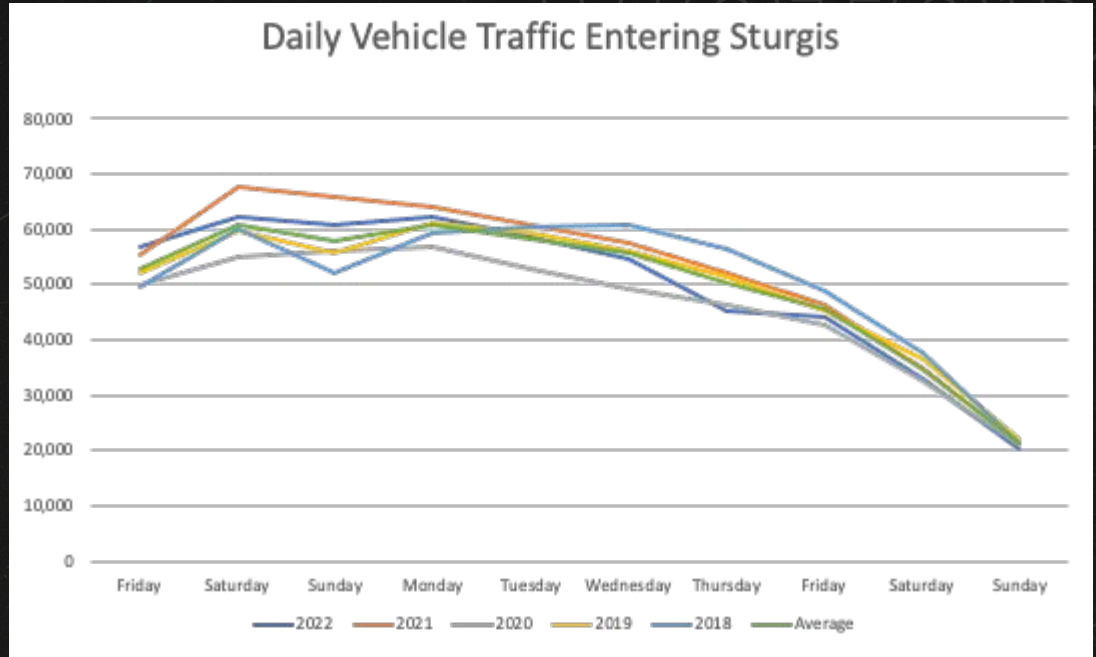
Times Attending the Rally

- 15% were 1st time attendees in 2022
 - 27% were 1st time attendees in 2021
 - 37% were 1st time attendees in 2020
 - 23% were 1st time attendees in 2019
 - 19% were 1st time attendees in 2018
- Average attendee had been to Sturgis 9 times before
 - Average attendee had been to Sturgis 8 times in 2021
 - Average attendee had been to Sturgis 6 times in 2020
- Long-term attendees dropped after 75th
- 2020 introduced the Rally to a new group of attendees
 - They have been incredibly loyal and are returning



Daily Attendance

- Friday, Aug 5 44.3%
- Saturday, Aug 6 56.2%
- Sunday, Aug 7 64.2%
- Monday, Aug 8 67.9%
- Tuesday, Aug 9 66.3%
- Wednesday, Aug 10 67.2%
- Thursday, Aug 11 65.2%
- Friday, Aug 12 56.5%
- Saturday, Aug 13 37.7%
- Sunday, Aug 14 23.9%



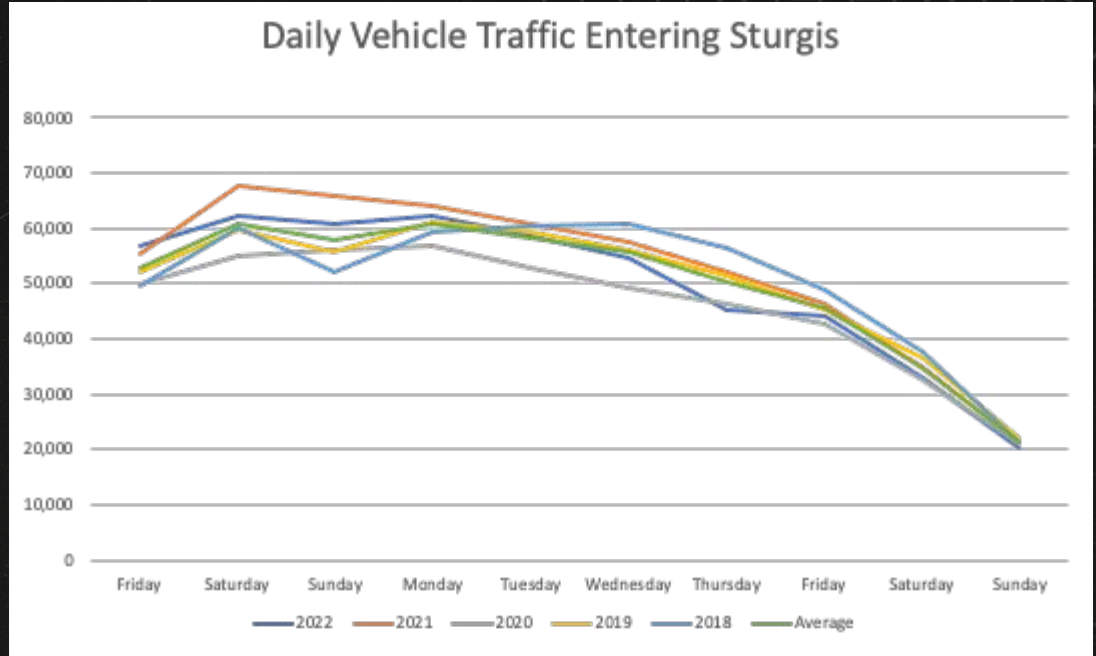
Daily Attendance

Did arrive before the official start?

- Yes 35.9%
- No 64.1%

Did you stay longer than the official closing of the Rally?

- Yes 15.5%
- No 84.5%





How Did You Get to Sturgis?

2022

- 41.8% Rode my motorcycle
- 38.4% Truck towing bike
- 15.5% Automobile (no bike)
- 4.3% Flew

2015

- 63.8% Rode my motorcycle
- 26.4% Truck towing bike
- 8.1% Automobile (no bike)
- 1.7% Flew

Where Did You Stay in Sturgis?

2022

- 14% Hotel
- 41% Campground
- 13% Friends
- 14% Private Housing Rental
- 6% RV Park
- 12% Other

2018

- 17% Hotel
- 49% Campground
- 14% Friends
- 10% Private Housing Rental
- 2% RV Park
- 8% Other





STURGIS™



82nd Sturgis
Motorcycle Rally™
Social Media, Web,
& Audio Outreach



Looking Back



Brad Jurgenson
President



Rob Henry
Chief Brand Officer



Chris Hornick
VP of Digital Media



Scout Wheeler
Social Media Director



Trey
Web Developer



Timmi
Photo/Graphic Designer



Russ Hadden
Photo/Videographer



Dylan Widger
Photographer

Media Center



Interviews

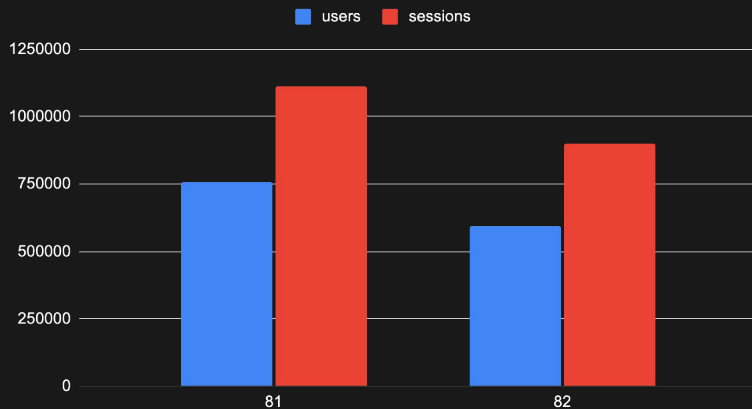
- Richards Rawlings with GorillaPro
- Rusty Wallace
- Carey Hart
- Lexie Phillips with Jack Daniels
- Mayor of Sturgis
- Rumble On



Website Traffic

- 899,460 Sessions
- 592,997 Users
- 1,698,694 pageviews

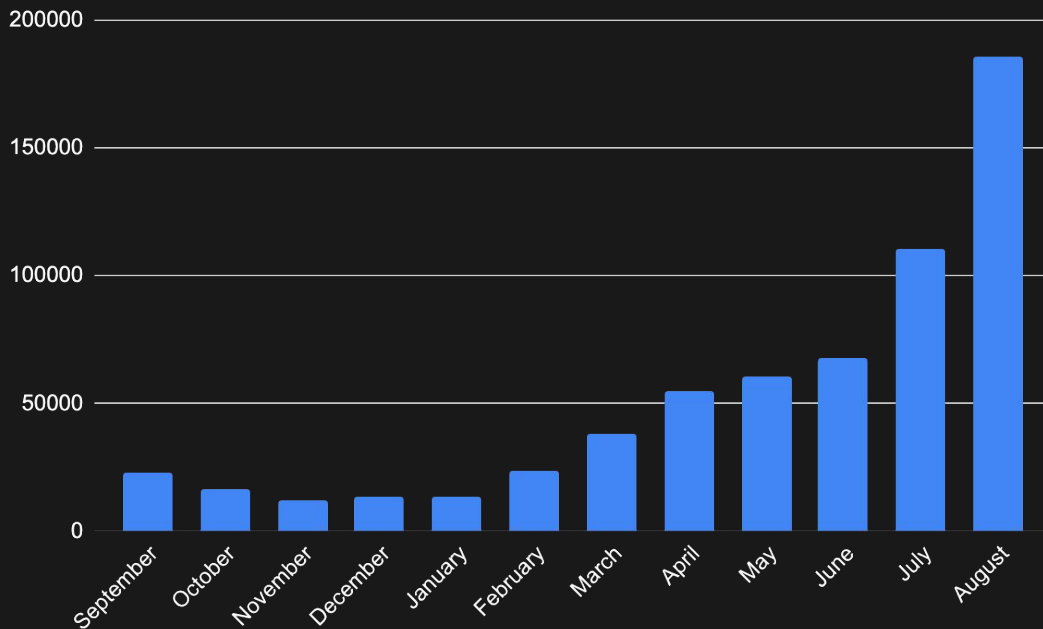
users and sessions





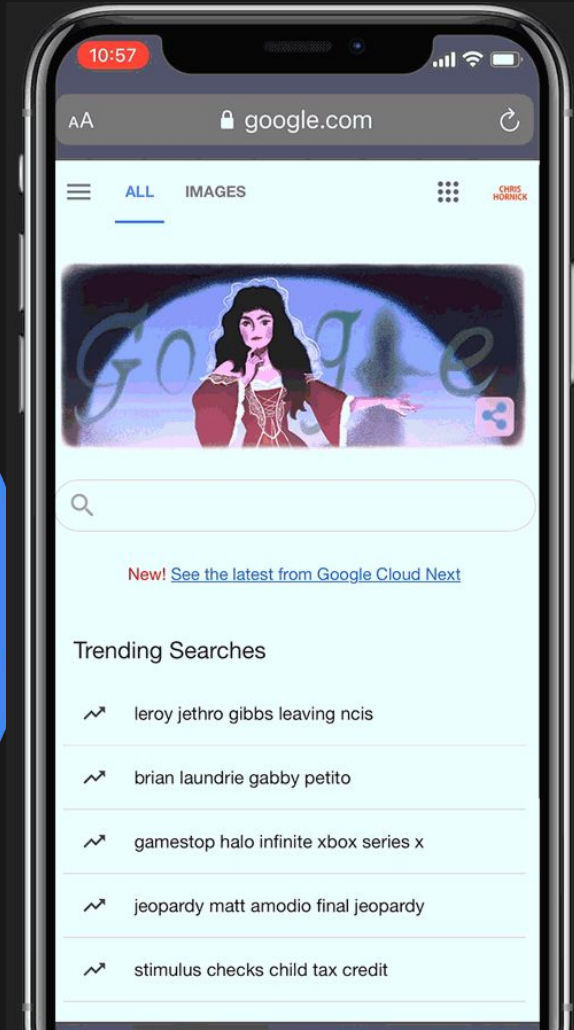
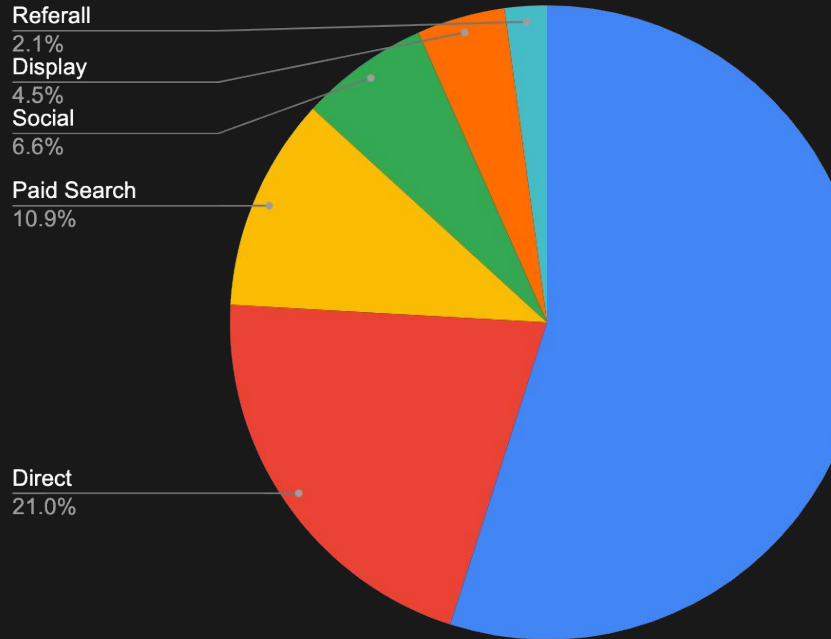
Top Days/Months

- During the Rally we see up to 12x more traffic on any given day
- Top traffic months are those leading up to the Rally



Traffic Sources

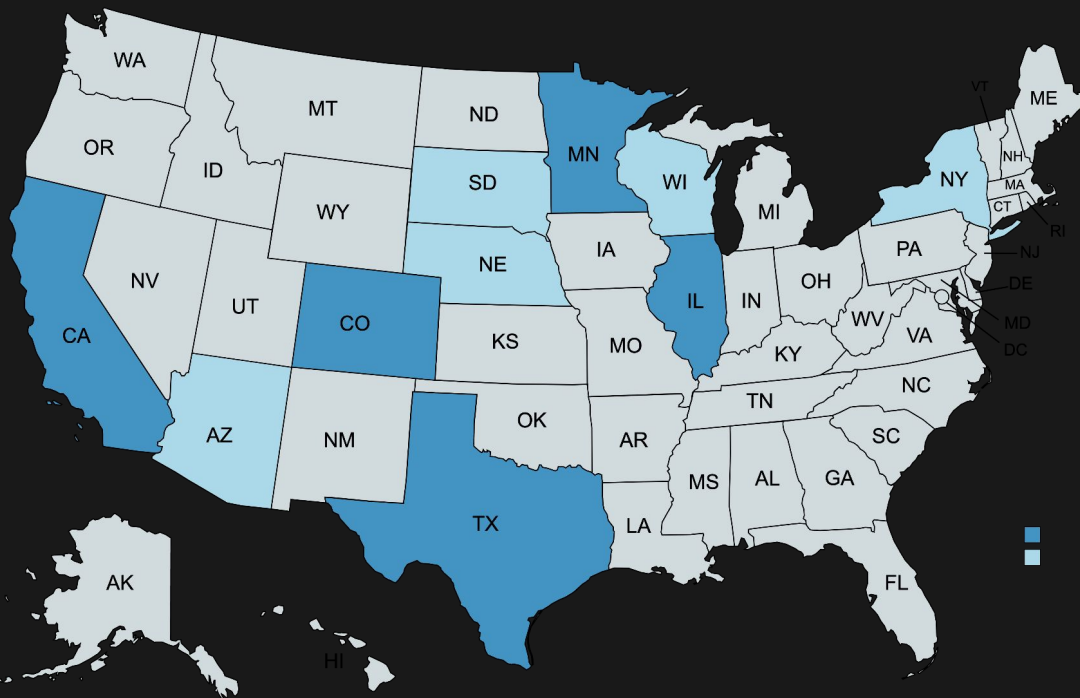
1. Organic 54%
2. Direct 20%
3. Paid Search 10%
4. Social 6.5%
5. Display 4%
6. Referral 2%





Top States

1. Illinois 10.83%
2. Texas 7.53%
3. California 7.13%
4. Colorado 6.78%
5. Minnesota 6.26%
6. New York 5.06 %
7. Arizona 4.09%
8. Wisconsin 4.03%
9. South Dakota 3.67%
10. Nebraska 3.50%

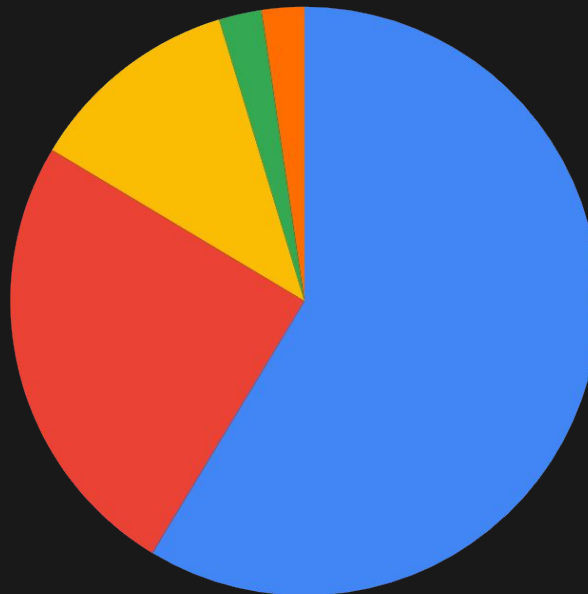




Top Visited Pages

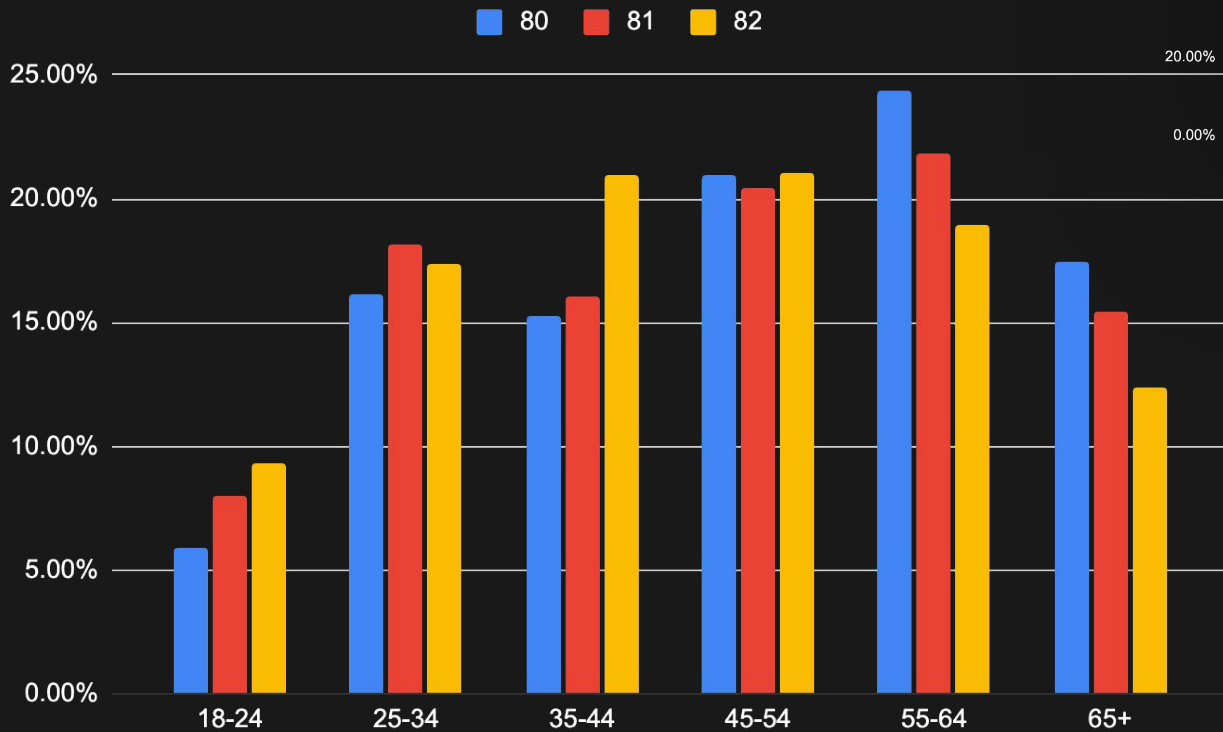
● Home ● Webcam ● Concerts ● Places to Stay ● Lodging

1. Home 39%
2. Webcam 16%
3. Concerts 7%
4. Places to Stay 1.6%
5. Lodging 1.6%

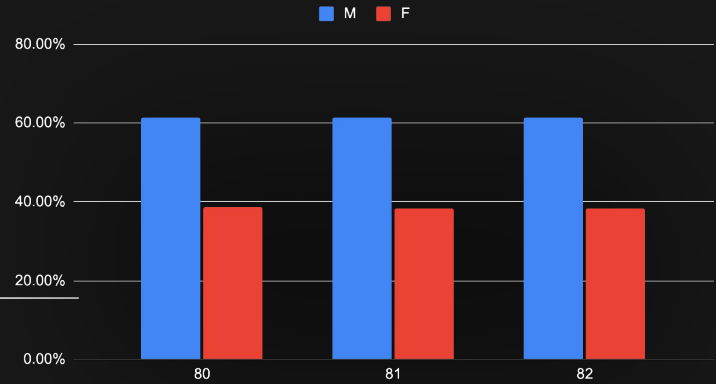




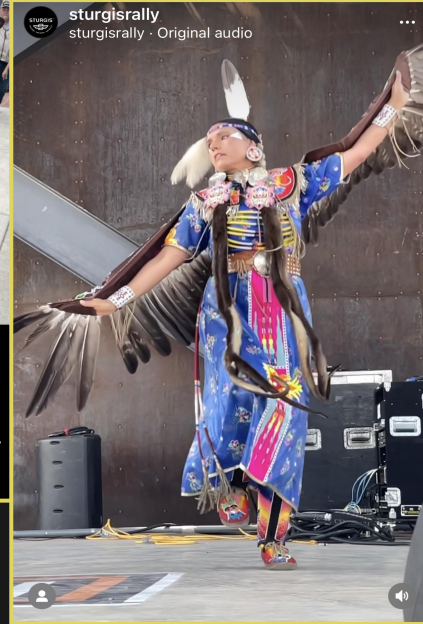
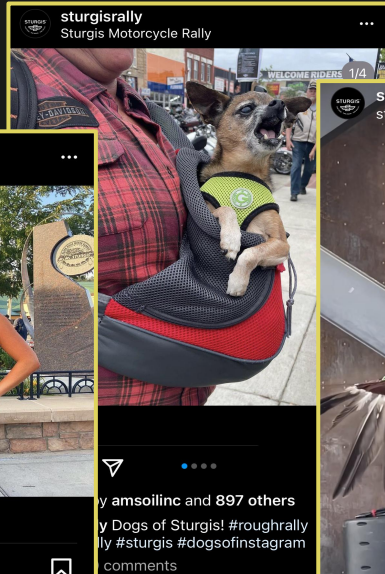
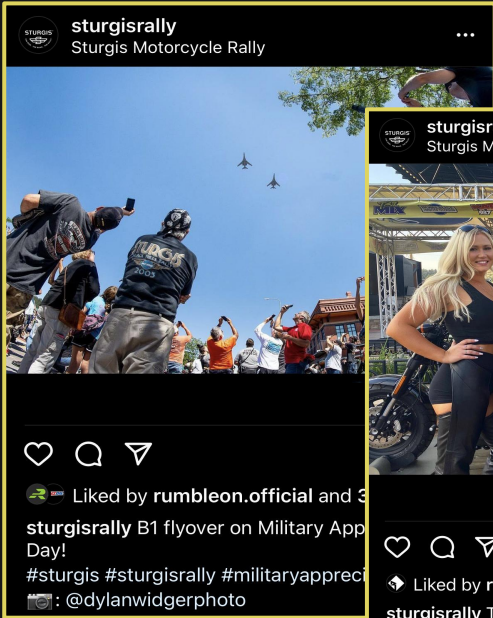
Demographics



M and F



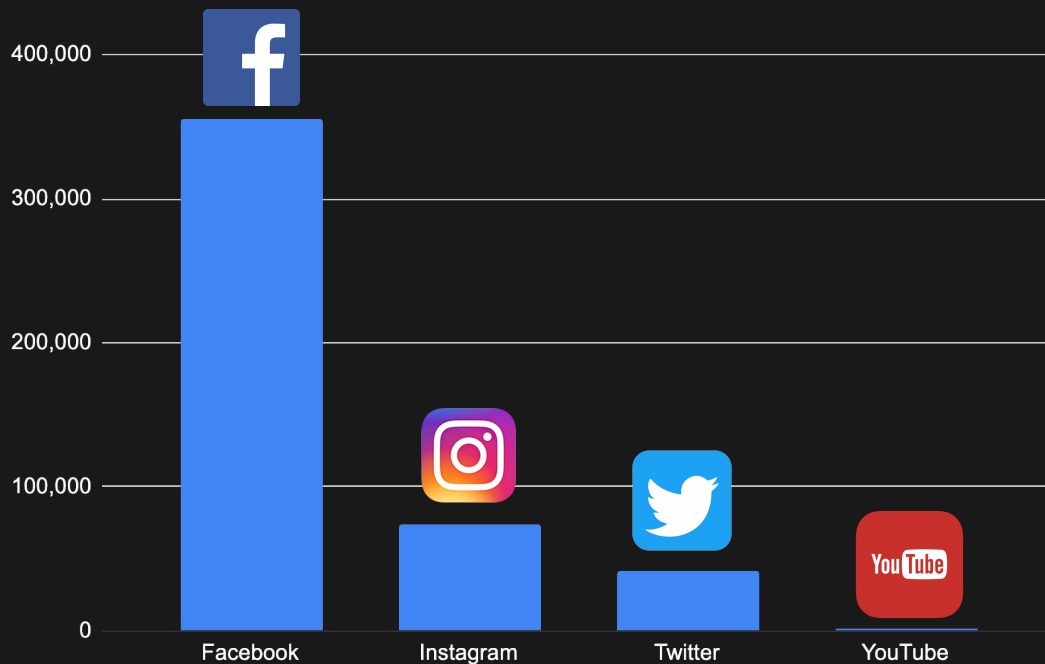
Social Media



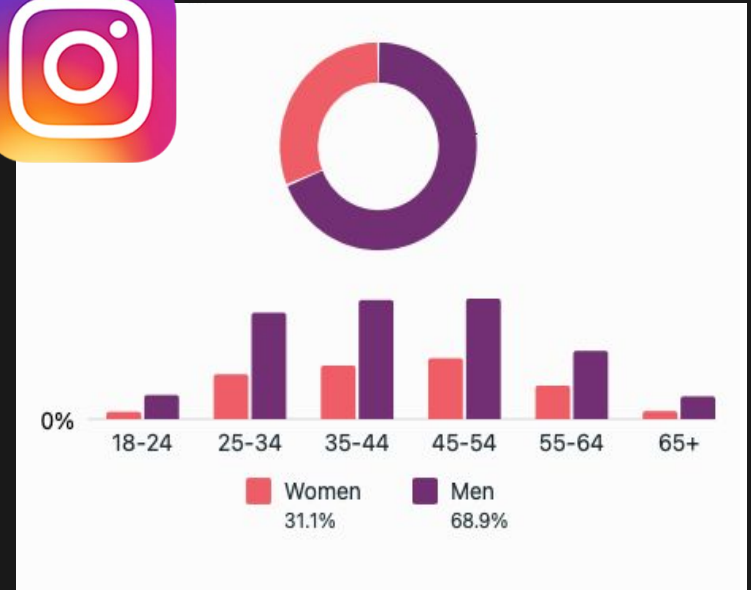
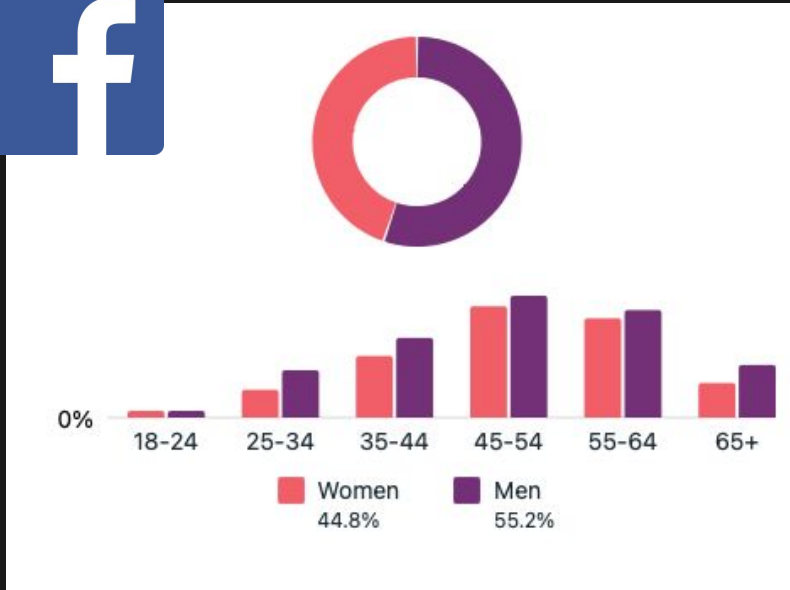


Followers

- Facebook 356,000
- Instagram 74,100
- Twitter 42,500
- YouTube 1,370



Facebook vs Instagram Demo



Social Highlights of 2022

- 356,000+ followers on Facebook
- 74,000+ followers on Instagram
- Instagram increased 30k in past 3 years
- Reached 3.5 Million people during the Rally
- Larger focus of Instagram Reels







STURGIS

By the Numbers!

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Sturgis Gives Back



- **Breakfasts**

- Grace Lutheran, Sturgis Brown High School, Masonic Lodge Sturgis, Masonic Lodge Spearfish, Hill City Senior Center
 - \$56,995 for local charities



- **Parking**

- Sturgis First Interstate Bank, Meade County, St. Francis of Assisi Church, Sturgis First Presbyterian
- Funds raised went to local sports groups, Lions Club, ministries, local churches
 - \$39,237 for local charities

Sturgis Gives Back



- **Wyatt's Lemonade**
 - \$21,000 donated to St. Jude Children's Hospital



- **Hamsters**
 - \$503,000 donated to Lifescape Children's Hospital Rapid City
 - \$39,500 donated to Sturgis Motorcycle Museum

Sturgis Gives Back



- **Bike Builds**

- Partners of the City of Sturgis have donated some motorcycle which have been customized and sold at the Mecum Motorcycle Auction in Las Vegas in 2022 and 2023
 - \$20,000 donated to Sturgis Motorcycle Museum
 - \$25,999 to the Sturgis Rally Endowment



- **City of Sturgis Efforts**

- Sturgis Photo Towers – 9 different charities \$20,530
- Chief's Ride – PALs, Animal Shelter \$1,595
- Ride with a Local – Black Hills Trails \$2,205
- Legendary 5K – Outdoor Recreation \$3,900

Sturgis Gives Back



- **Jack Daniel's & Sturgis Liquor**
 - Jack Daniel's continued their traditional Tasting Experience and Challenge Coin
 - Sturgis Liquor customized Jack Daniel's bottles with custom engraving for tips
 - \$10,000 to Sturgis Brown High School Scholarships
 - \$10,000 to Sturgis Rally Charities
 - \$3,500 to Sturgis Brown High School Scholarships
 - \$6,000 Operation Ride Home

Sturgis Gives Back



- **Mayor's Efforts**

- Mayor's Ride
 - \$39,000 to SVFD, Police Reserves, Sturgis Ambulance & Gold Star Memorial
- Mayor's Pub Crawl
 - \$1,750 to Gold Star Memorial
- Mayor's Poker Tournament
 - \$1,200 to Gold Star Memorial

Sturgis Rally Endowment



ANONYMOUS

- Anonymous match donation \$100,000
- Open Container Cup Sales \$25,822
- City of Sturgis Sponsorship Donation \$47,000
- Sturgis Tattoo & Beard & Anonymous Donations \$3,000
- Bike Build \$25,000

City of Sturgis Efforts for Rally Charities



- City Donation from Sponsorships
 - \$10,478
- Open Container Proceeds
 - \$25,822
- Other Rides, Donations to Scholarships, Parks, Veterans
 - \$7,453
- There Were Other Efforts That Were Not Reported



\$1,023,985

Most to Local Charities!

One of the Largest Charitable
Events in the State!

2022

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ATTENDANCE

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2022



Numerous Metrics Used

Compared to Seven-Year Average (75th - 81st)

GARBAGE

Down 15%
(Dry Year)

TEMPORARY VENDOR SALES

Up 10%

MT. RUSHMORE TRAFFIC

Up 1%

TRAFFIC COUNTS

Down 4%

PHOTO COUNTS

Down 1%

PARKING COUNTS

Up 2%



2022



505,000

Estimated Total Attendance
August 5-14, 2022

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ECONOMIC IMPACT



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2022

The Methodology



Sturgis residents not included in analysis

Outliers Removed from Analysis

(Large Spending Numbers, Time of Stay)

SD Residents Not Included in State-Wide Impact

Relative Impact of City of Sturgis Motorcycle Rally Measured

What Percentage of Your Visit is Because of the Rally?

Spending Per Person



\$798.14

In the Sturgis Area



\$557.94

Outside the Sturgis Area



\$174.94

Per Day in the Sturgis Area



\$122.29

Per Day Outside the Sturgis Area





2022



\$643.2M

Total Spend within South Dakota

\$396M within Sturgis Area

\$247.2M within South Dakota

(excludes Sturgis area)

Multipliers Used in Establishing Economic Impact

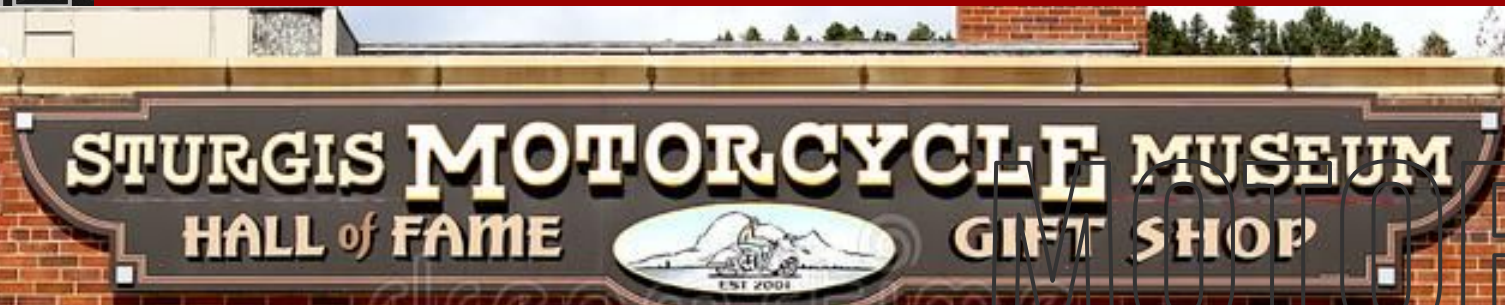
- Direct Multiplier
 - Impact from the Initial Purchase
 - Sales at Shops, Hotels, Retailers, Restaurants
- Indirect Effect
 - Impact from the Purchase of Inputs Among Local Industries
 - Business-to-Business Purchase (Suppliers, Contractors, Utilities)
- Induced effect
 - Expenditures of Institutions, Households & Governments That Benefited from the Activity
 - Residents Spending Additional Money, Lease Money, Government Contracts Paid from sales Tax Collection, Hospital Expenditures

South Dakota Economic Impact

- \$784.1 Million in Output
 - \$457.5 Million in Value Added
 - \$287.5 Million in Labor Income
 - Supporting 8,130 South Dakota Jobs
- Total State & Local Sales Tax Collections in South Dakota
 - \$44,804,600
- Comprising an Estimated 1.3% of the Total South Dakota GDP!



2022





About Us

- **Mission:** The mission of the Sturgis Motorcycle Museum and Hall of Fame is to collect, preserve, and interpret the history of motorcycling, honor those who have made a significant impact on the sport and the lifestyle, and pay tribute to the heritage of the Sturgis Motorcycle Rally.
- **Vision:** Our vision is to continue as a world-class museum offering comprehensive and education exhibits that showcase rare and unusual motorcycles that are significant to our history and our sport.
- **501(C)(3) non-profit**

2022

MOTORCYCLE MUSEUM



Fundraising

- Hall of Fame Breakfast
- Hamsters® USA
- Bikers Against Bullies
- Biker Belles
- Legends Ride
- Rally Guests
- Sturgis Magazine Ad sales





Hall of Fame Breakfast

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- SMMHOF's largest fundraiser
- Class of 2022
 - Robin Bradley
 - Bill & Karen Davidson
 - Bob Kay
 - Emma & Carlo Lujan
 - Tom Seymour
 - Freedom Fighter – MRF (Motorcycle Riders Foundation)
 - Kickstands Down – Benjamin "Benny" Hardy
 - Arlen Ness Lifetime Achievement Award – Don Emde



Hall of Fame Breakfast

- Media coverage
 - Cycle Source media group
 - Little Brother Films (international)
 - Local TV and print
 - Social
- 680 people attended
- Raised over \$50K for SMMHOF

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Interaction & Engagement

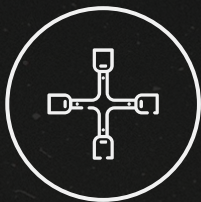
- Museum Admissions
 - Paid admissions up 4% over 5-year average
- In-Museum donations
 - Up 22% over 5-year average
 - Up slightly over 2021
- Social Engagement / Instagram (90 days)
 - Accounts reached up 549% (26.8K)
 - Accounts engaged 305% (1301)
 - Total followers 4.8% (4700)





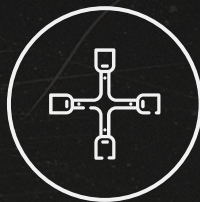
Looking Ahead

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**HALL OF FAME
NOMINATIONS**

Close 12/31/22



**PUBLIC
ANNOUNCEMENT of
the CLASS of '23**

February



**EVENT TICKET
SALES OPEN**

March



**MAGAZINE AD
SALES BEGIN**

Early First Quarter

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Contact Us

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SturgisMuseum.com



Facebook.com/SturgisMuseum



Instagram.com/SturgisMuseum



605-347-2001



Info@SturgisMuseum.com

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2022

THANK YOU FOR YOUR SUPPORT

STURGIS

83

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Downtown Ambience



- Visitors are coming 1-2 weeks before the official start date to “avoid the crowds”
- We still want to give our attendees the “feel” of the iconic Sturgis Main Street
 - One block of Main Street will be designated Bike Parking Only
 - Main Street won't be closed, it will be normal parking along the edges
 - Leave Bike Only Parking and street closure on last Sunday
 - More welcoming and appear open for business
 - Regular tear down will be Monday at 6 am
- Plan to limit time allowed for cargo van unloading on Main Street from July 16 to August 16
- The ideas originated from discussion with downtown businesses, and they support these changes

Legendary Sturgis Adventures

- Official radio station played throughout Downtown
 - Used to broadcast city events
- City of Sturgis Mayor's Poker Run
 - 7 day run throughout the Black Hills to partner authentic Black Hills venues
- Fuel the Adventure City of Sturgis Motorcycle Rally Poker Run
 - Two-week regional ride on routes to Sturgis
 - Allow visitors to gain excitement traveling to Sturgis





Cultivating Future Riders

- **City of Sturgis Motorcycle Rally Bike Build**
 - Partnering with Legendary South Dakotan bike builder Laura Klock
 - Partnering with Mitchell Technical College students
 - Create a custom bike, with advertising partners and events to auction at Mecum Auction
- **Motorcycle Industry Council**
 - Partnering with MIC to provide training opportunities
 - 12+% of attendees do not ride
 - Growing the audience
- **Strider**
 - Bicycle instruction classes for children

Legendary Sturgis Main Street Road Race

- First ever race on Main Street during the Rally
 - Allows momentum and crowds to build to this crescendo
 - Provides our entire unique visitor experience that cannot be replicated or mimicked
 - Harkens to the racing legacy of Sturgis
- Will partner with Promoters to ensure the event is a spectacle that generates excitement across different bike classes
- Bikes of different categories race a set course involving 1-2 blocks of historic Main Street





THANK YOU

For Attending the
2022 Post Rally Summit

Save the date for the 2023 Post
Rally Summit October 24, 2023

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