

WELCOME TO THE



POST-RALLY SUMMIT



2023 CITY OF STURGIS RALLY & EVENTS SUMMARY



RIDE WITH THE CHIEF

Wednesday, August 2

- 17 pre-registrations plus passengers
- Several more day of event registered due to the weather
- Charity benefits each year is Police Athletic League and the Sturgis Animal Shelter



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OPENING CEREMONY

Friday, August 4

- Parade including Grand Marshall Laura Klock, Founder/President of Helping with Horsepower
- Highlighted Western heritage with Loop Rawlins “Cowboy Extraordinaire” rope, whip, and pistol tricks



HARLEY-DAVIDSON RALLY POINT BAND SERIES

Friday, August 4 - Saturday, August 11

- 31 Performances Scheduled
(some cancelled due to the weather)
- Bike Show and Other Events
- Free Entertainment to Rally Participants



MAYOR'S EVENTS

- 21st Annual Mayor's Ride - Presented by Jack Daniel's (Rain cancelled)
- Mayor's Pub Crawl
- Mayor's Poker Tournament
- Mayor's Passport to Sturgis (NEW)
- Mayor's Black Hills Poker Run (NEW)



RIDE WITH A LOCAL

- Four Different Days
- Averaged Eight Bikes Per Ride
- Led Rides on Less Traveled Roads
- Highlighted Black Hills & Surroundings



©Don Kates Shooters Images, Inc.

LEGENDARY 5K

- More than 45 Participants
- Proceeds Donated to Sturgis Animal Shelter
- Oldest Runner was 78



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MILITARY APPRECIATION DAY

- Honored Boyd Daane & Kristi Ortiz
- Green Knights from Ellsworth Air Force Base Ended Their Ride at the Celebration
- B1 Bomber Flyover



PEARL'S GIRLS RIDE

- NEW event with all female riders
- Encouraging female riders, a growing demographic



RALLY POINT EVENTS

- **H-D Bike Show**
 - Early Morning Road Closure for the Show
- **Tattoo Contest**
 - Artists, Councilors, Sponsor Judged
 - New Categories, People's Choice
 - Hidden Category "Corndog" Award
- **Beard & Moustache Contest**
 - Six Categories, People's Choice
- **Sixth Street Bike Show**
 - Road Closure for the Show
 - Assisted with Promotion of the Event



The background is a vibrant composition of orange and yellow geometric shapes. A large, dark blue, tilted rectangle is positioned on the left side. In the top-left corner of this rectangle is a small square with a black and white triangular pattern. In the bottom-left corner of the rectangle, the word "QUESTIONS?" is written in a bold, italicized, yellow sans-serif font. The rest of the background is a mix of solid orange and yellow areas, with some white and black geometric patterns in the corners, including a cluster of small white triangles in the bottom-right and some black and red lines in the top-right.

QUESTIONS?



STURGIS™



STURGIS



PARTNERSHIPS



Black Hills
VACATIONS.COM

— SOUTH DAKOTA —

SOUTH DAKOTA

BEEF



INDUSTRY COUNCIL



NEW RIDER EXPERIENCE
AUGUST 5-8

DIXON



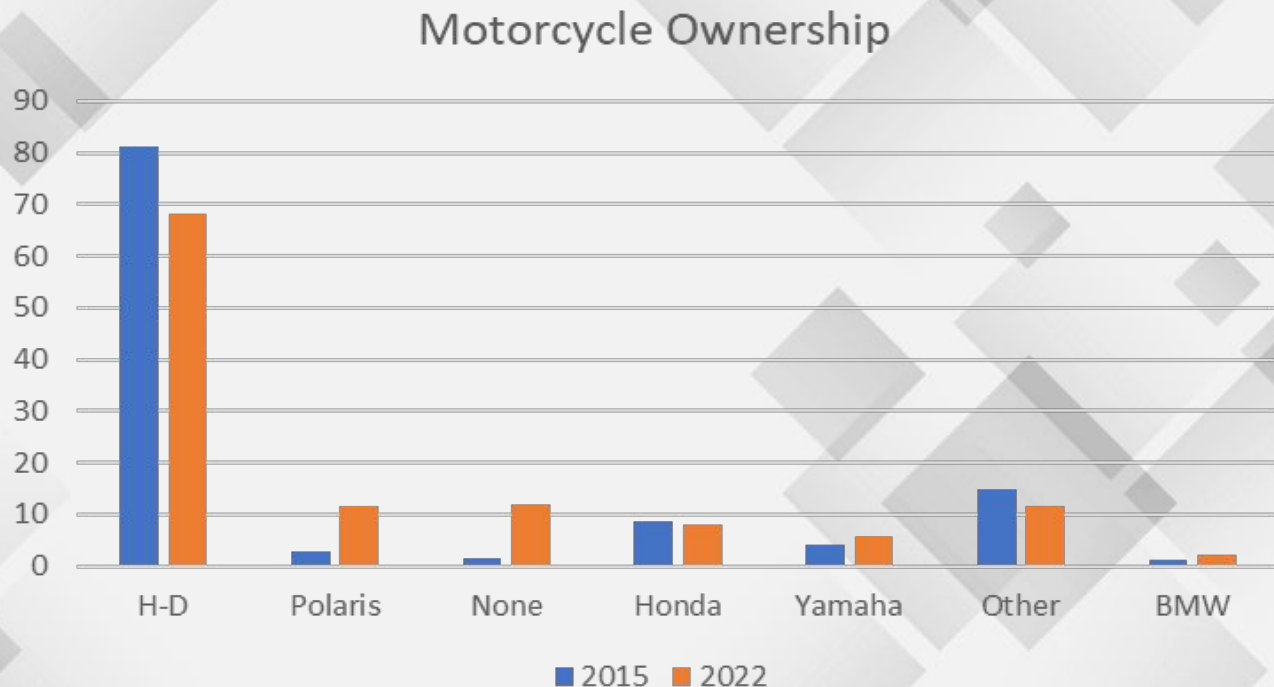
Official Sponsors

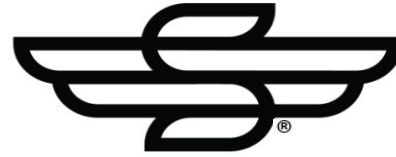
- Authentic engagement between Rally attendees and our Partner Brands



Case Study Motorcycle Industry Council, Inc.

12% of Rally attendees surveyed in 2022 did not own a motorcycle





• Partnership objectives and opportunities for expansion:

- The City's objective is to broaden the Rally's appeal and become more inclusive to all potential attendee demographics
 - Increasing trend of Event attendees not owning a motorcycle
- The Motorcycle Industry Council - opportunity to promote their Mission of Market Expansion
 - "Ride With Us" - the powersports industry's first multifaceted market expansion program
 - "Non-Rider" introduction into the lifestyle and culture
- "Ride with Us - Moto Intro" Experience - first time at the City of Sturgis Motorcycle Rally



NEW RIDER EXPERIENCE

[CLICK FOR
MORE INFO](#)

- Sponsor's Engagement Approach:

- Sturgis Moto-Intro Activation
- A place to learn to ride a motorcycle for the first time with the "Ride With Us" initiative
- 30-minute Moto-Intro
- Dedicated Range / Controlled Environment
- Free of Charge
- Motorcycle Safety Foundation (MSF-certified) coaches
- Motorcycles and Protective gear provided
- Comprehensive media strategy: Media Day, television, radio, news releases, press conference, print, online promotion, social media channels



smileage guaranteed.





QUESTIONS?

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STURGIS



2023 Demographics



State of Residence

2023

- 21% South Dakota
- 7.5% Minnesota
- 7.0% Colorado
- 4.2% Wyoming
- 4.0% Iowa
- 4.0% California
- 3.9% Nebraska
- 3.4% Wisconsin
- 3.2% North Dakota
- 2.9% Washington
- 2.6% Illinois
- 2.5% Texas
- 2.4% Montana

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
- 2.4% Arizona
- 2.4% California
- 2.4% Nevada

BH&B Tourism Association - 8/04-8/13, 2023 Sturgis Community

Global Filters In-State Out-of-State Distance: 200 mi - 4,241 mi Regions: 3 Excluded
Community: Sturgis Included Clusters: All Included POIs: 16 Included
Dashboard Filters Main Dates: 8/4/23 - 8/13/23 Compare Dates: 8/5/22 - 8/14/22
Spend Locations: All Included

Top Markets

DMA	Share of Trips 8/4/2023 - 8/13/2023	Change in Share of Trips vs 8/5/2022 - 8/14/2022	% Change in Trips vs 8/5/2022 - 8/14/2022
Denver	9.22%	— 2.2	↑ 11.7%
Sioux Falls-Mitchell	8.93%	— 2.2	↑ 10.8%
Minneapolis-St. Paul	7.41%	— 4.4	↓ 13.4%
Minot-Bismarck-Dickens	5.52%	— 0.2	↑ 32.9%
Lincoln & Hastings-Moorehead	3.89%	— 1.3	↑ 3.7%
Omaha	3.04%	— 0.2	↑ 31.3%
Sioux city	2.74%	+ 0.7	↑ 86.2%
Des Moines-Ames	2.17%	+ 0.2	↑ 54.6%

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Chicago	1.93%	— 0.9	↓ 5.8%
Fargo-Valley City	1.91%	— 1.2	↓ 14.4%
Kansas City	1.8%	— 0.5	↑ 9.1%
Los Angeles	1.64%	— 0.5	↑ 4.4%
Phoenix -Prescott	1.53%	— 0.1	↑ 29.7%
Dallas-Ft. Worth	1.51%	+ 0.1	↑ 52.5%
Salt Lake City	1.4%	— 0.5	↑ 1.7%
Billings	1.33%	+ 0.1	↑ 44.8%

Galicia Model | © Datafy - All Rights Reserved

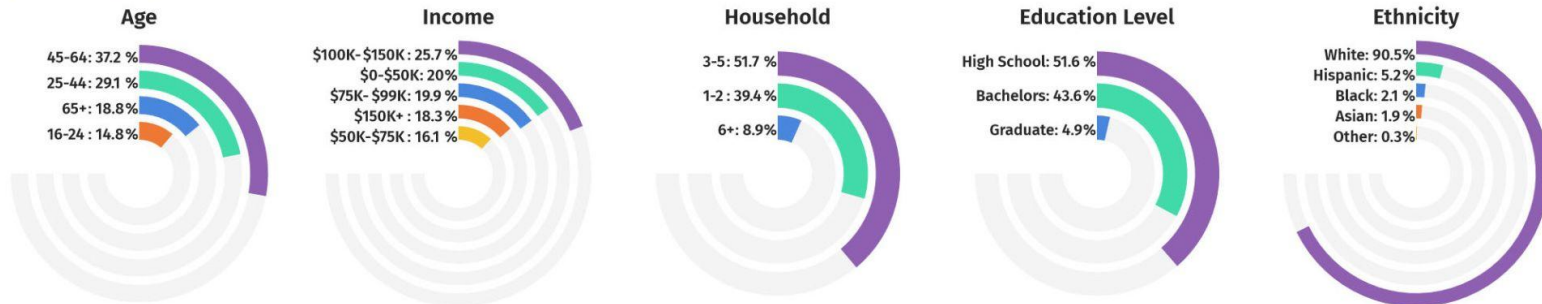
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DATAFY

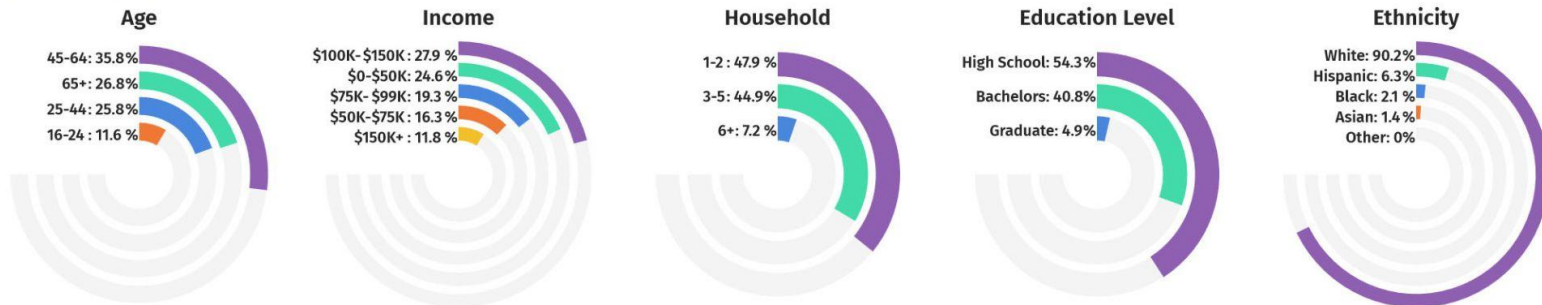
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Top Demographics for 8/4/2023 - 8/13/2023



Top Demographics for 8/5/2022 - 8/14/2022



Who Arrived

\$84,000

Average Household Income

42%

Household Income \$75K+

\$172,613

Media Home Value

39%

Home Value \$100-200K

10.1%

Home Value \$300-400K

50%

2 Person Household

19.9%

3 Person Household

17.8%

4 Person Household

53%

Associate or Bachelor Degree

9.5%

Advanced Degree

STURGIS™



THE RIDE. THE ROAR. THE RALLY.

STURGIS



QUESTIONS?



THE STURGIS CHAMBER OF COMMERCE





STURGIS™



83rd City of Sturgis
Motorcycle Rally
Social Media, Web,
& Audio Outreach



Looking Back



Murdoc
President



Rob Henry
Chief Brand Officer



Chris Hornick
VP of Digital Media



Scout Wheeler
Social Media Director



Ricky Clark
Web Developer



Timmi Grablander
Photo/Graphic Designer



Russ Hadden
Photo/Videographer

The

Media Center & Real Rock



Content Generators

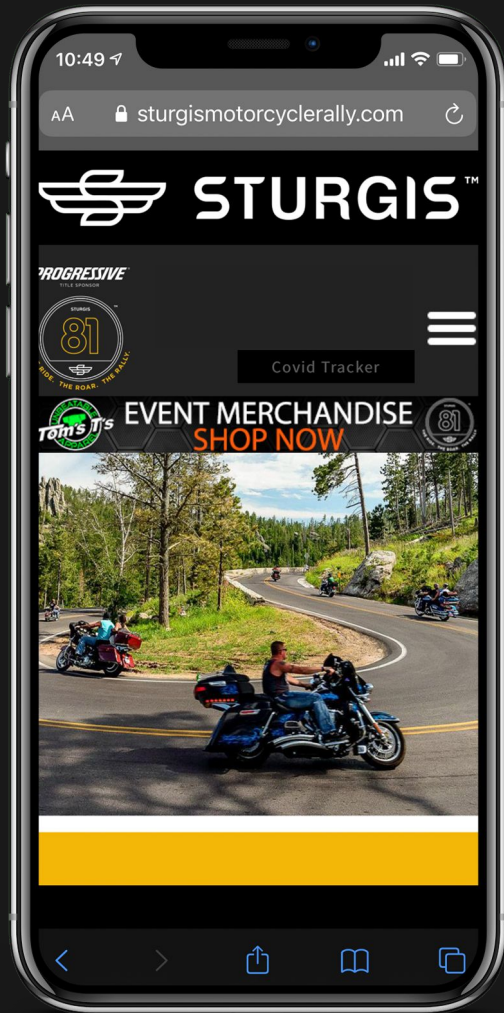
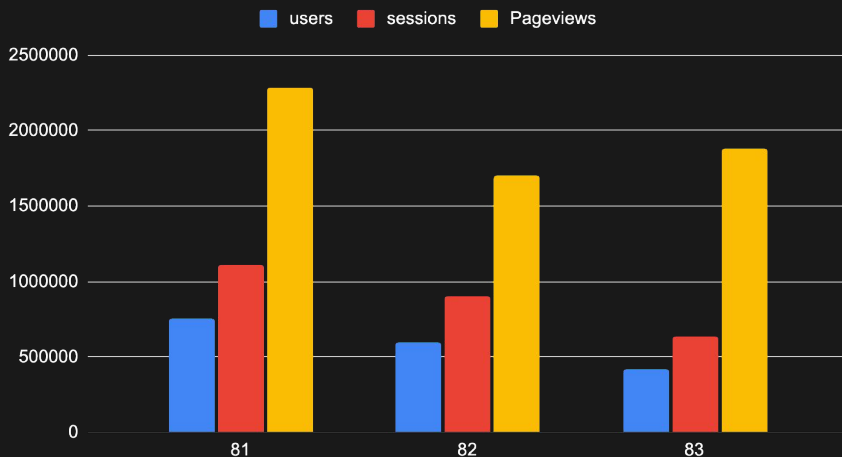
- Linear Audio
- Appointment Listening
- Photography
- Video
- “The Buzz”
 - Sponsors
 - Stakeholders



Website Traffic

- 641,000 Sessions
- 416,000 Users
- 1,876,000 pageviews

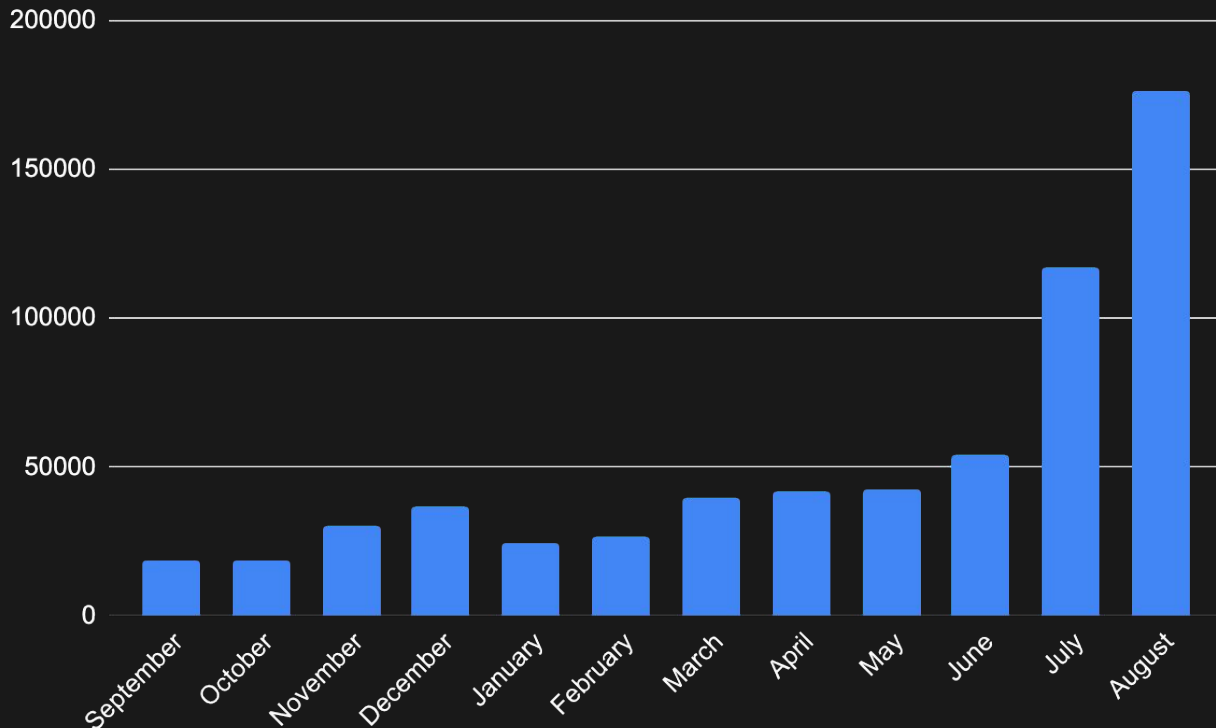
Users, Sessions, & Pageviews





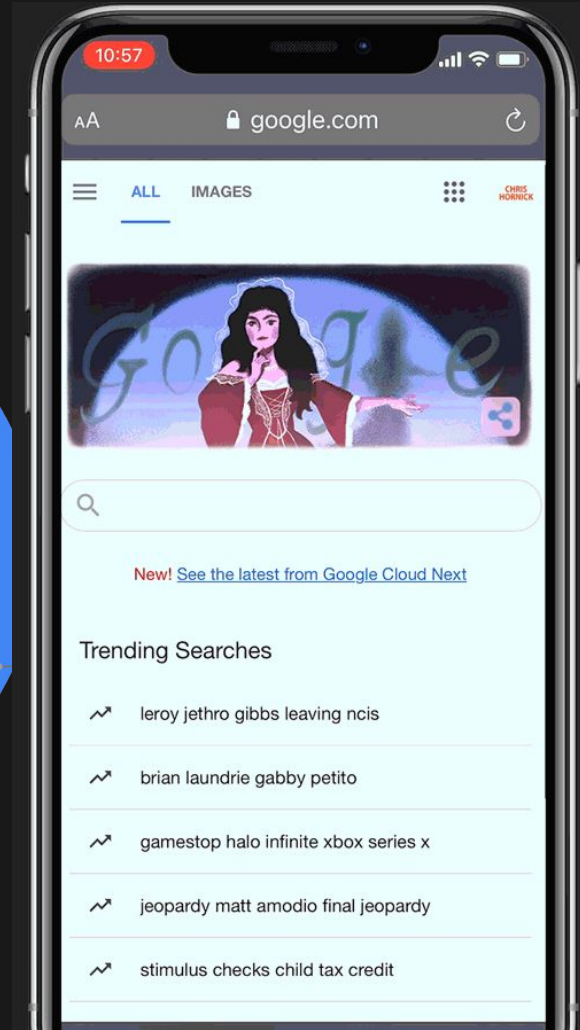
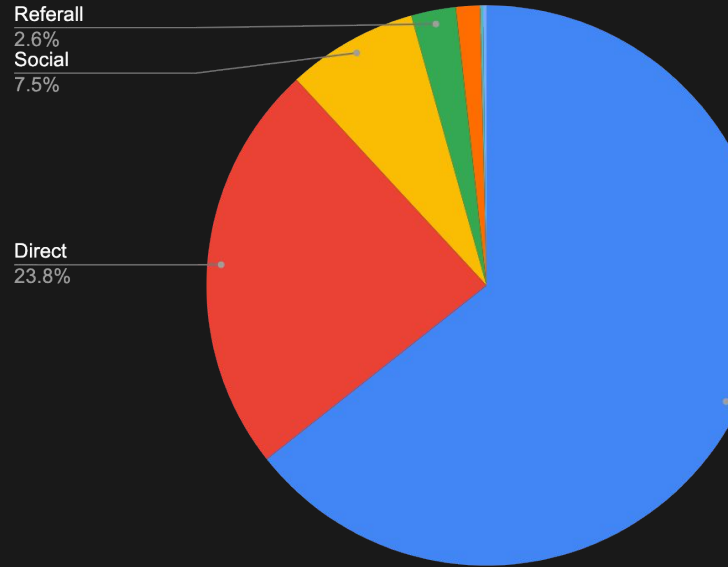
Top Days/Months

- During the Rally we see up to 20x more traffic on any given day
- Top traffic months are those leading up to the Rally



Traffic Sources

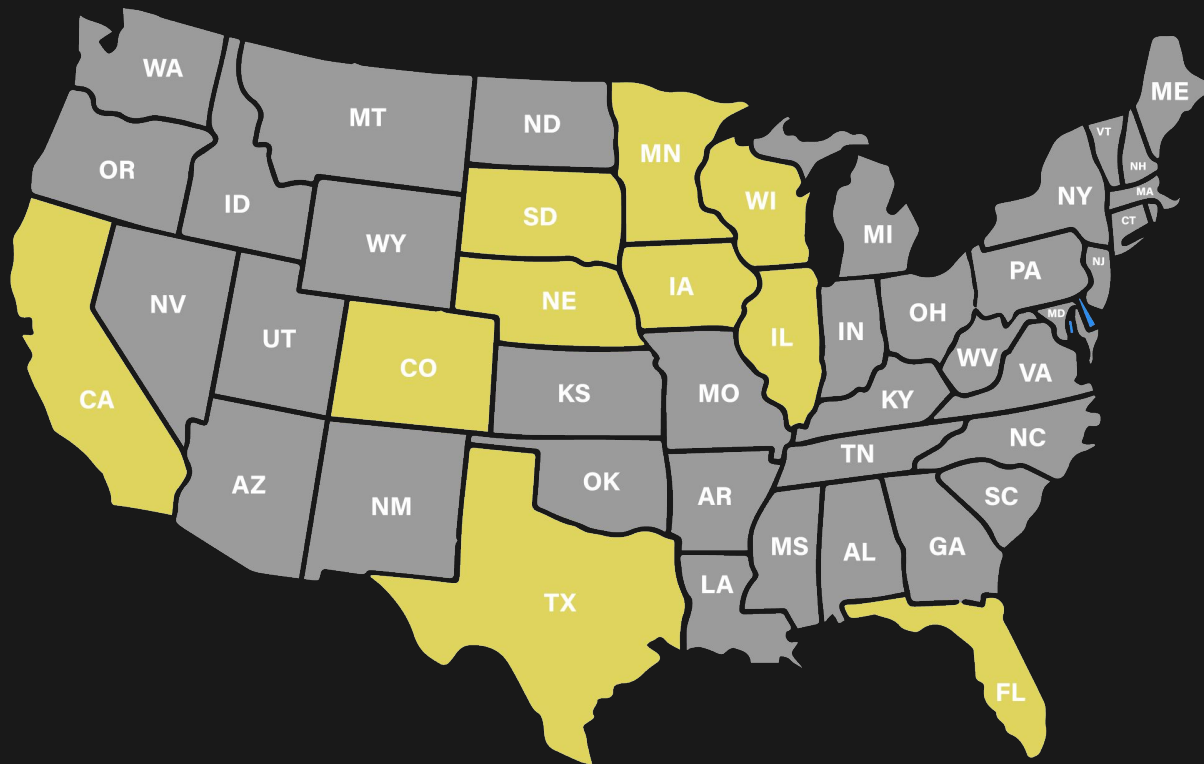
1. Organic 54%
2. Direct 20%
3. Social 6.3%
4. Referral 2%
5. Display Ads 1%





Top States

1. Texas 14.93%
2. Colorado 12.7%
3. Minnesota 12.61%
4. Illinois 11.56%
5. Wisconsin 10.61%
6. California 10.10%
7. Nebraska 8.19%
8. Iowa 8.19%
9. South Dakota 5.55%
- 10. Florida 5.55%**
11. Nebraska 3.50%

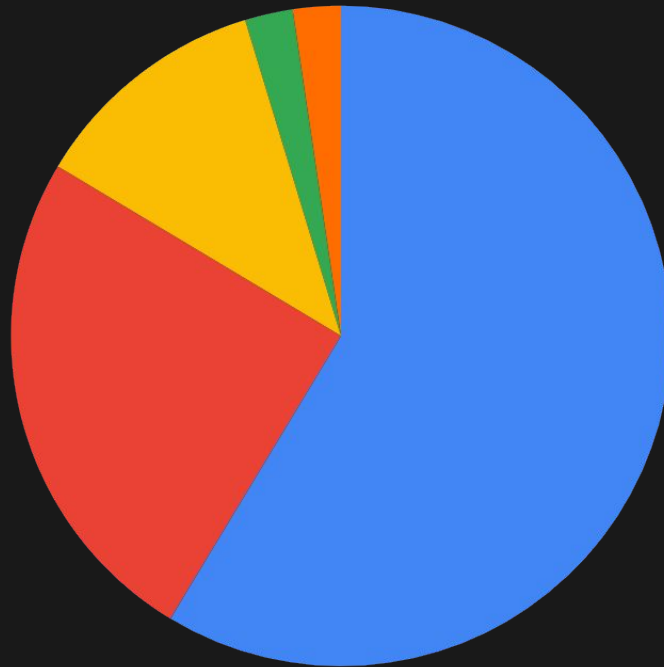




Top Visited Pages

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

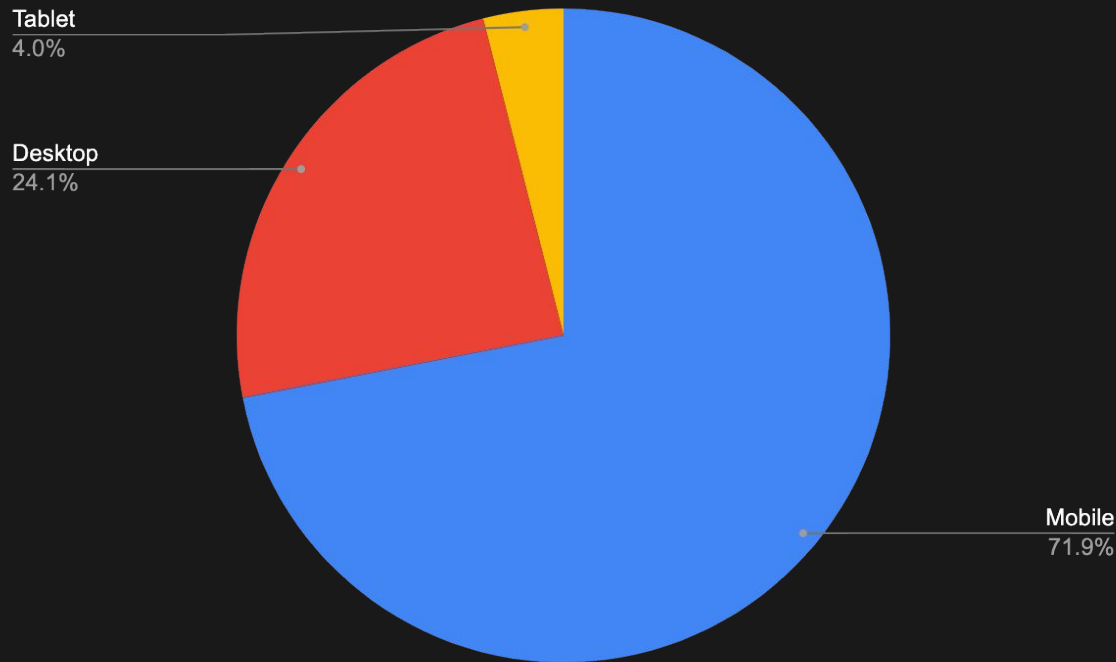
1. Home 39%
2. Webcam 16%
3. Concerts 7%
4. Places to Stay 1.6%
5. Lodging 1.6%





Devices

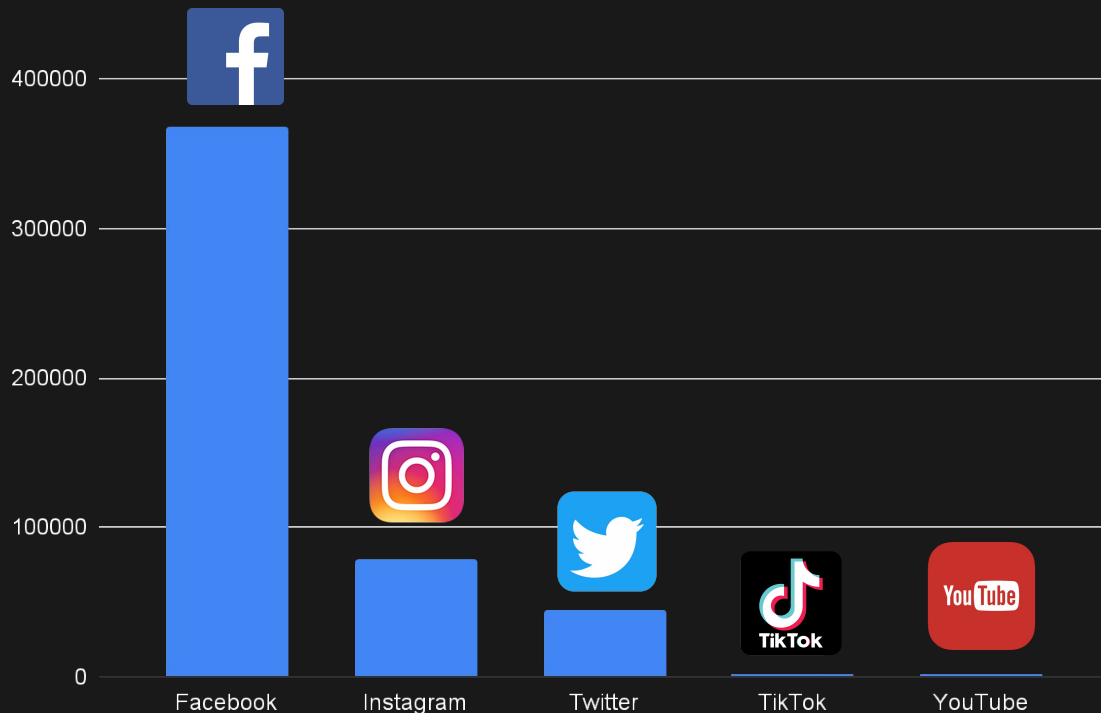
1. Mobile 71.9%
2. Desktop 24.1%
3. Tablet 4.0%





Social Followers

- Facebook 368,000
- Instagram 79,400
- Twitter/X 44,400
- TikTok 2,084
- YouTube 1,440

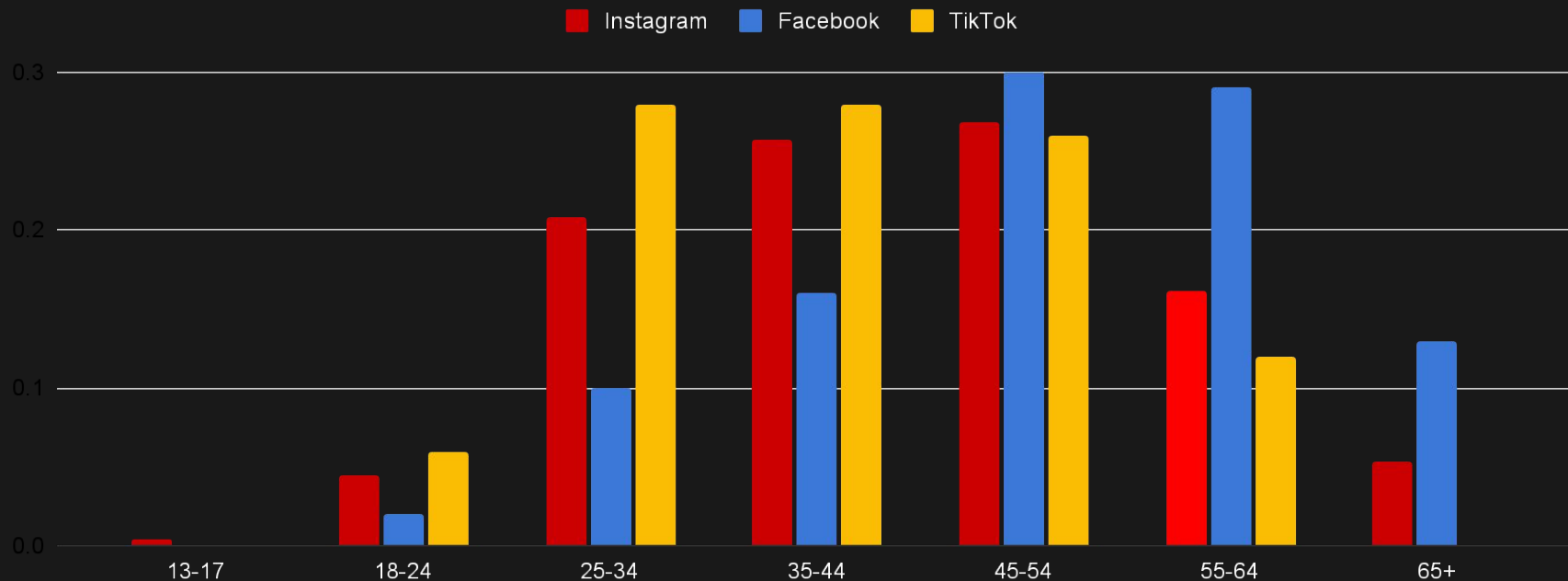




Social Demographics

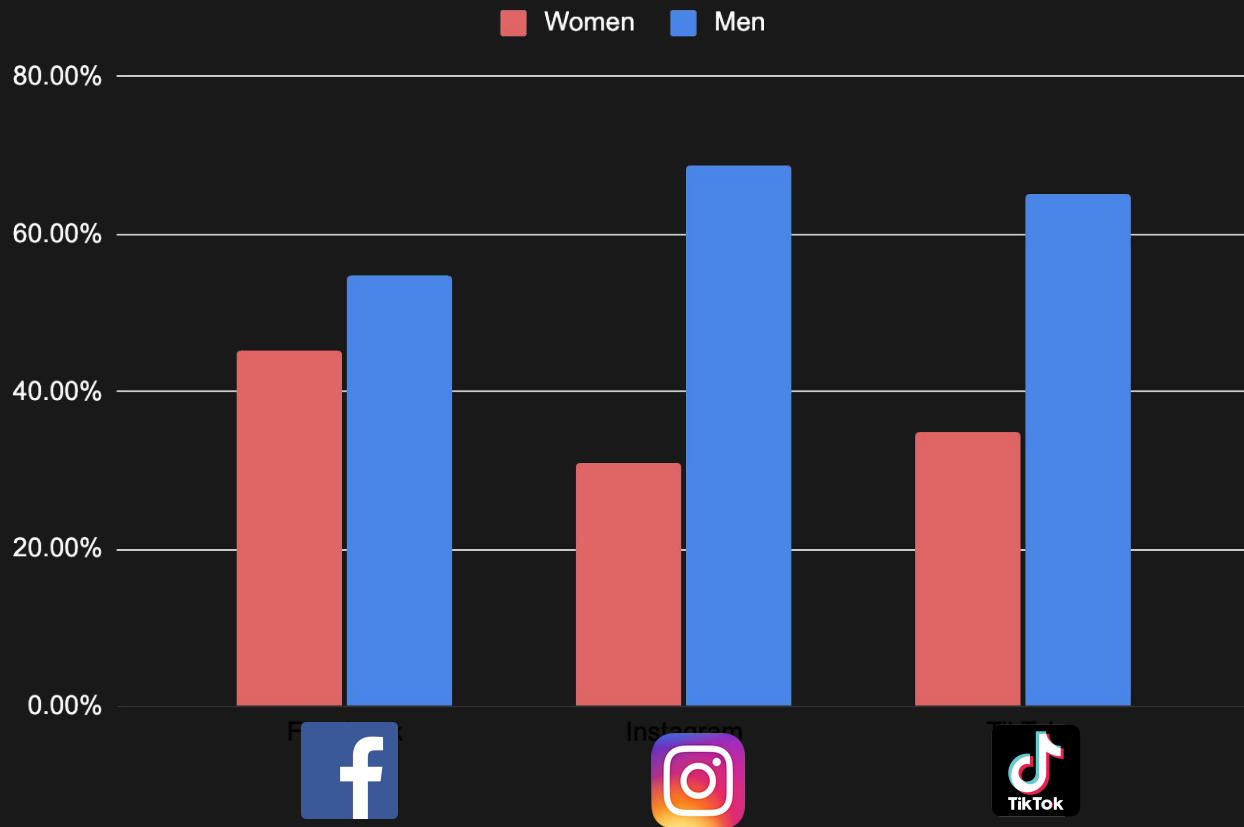


Instagram and Facebook



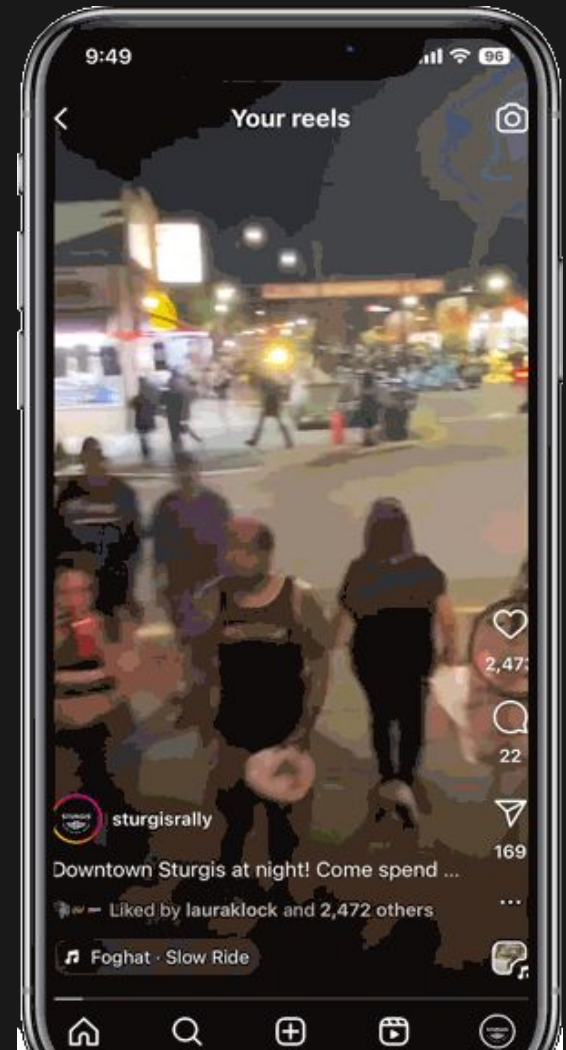


Social Demographics



Social Highlights of 2023

- **368,000+** followers on Facebook
- **79,000+** followers on Instagram
- Instagram increased 35k in past 3 years
- Larger focus on Instagram Reels/Tiktok
- Total Reach of 4M+ People

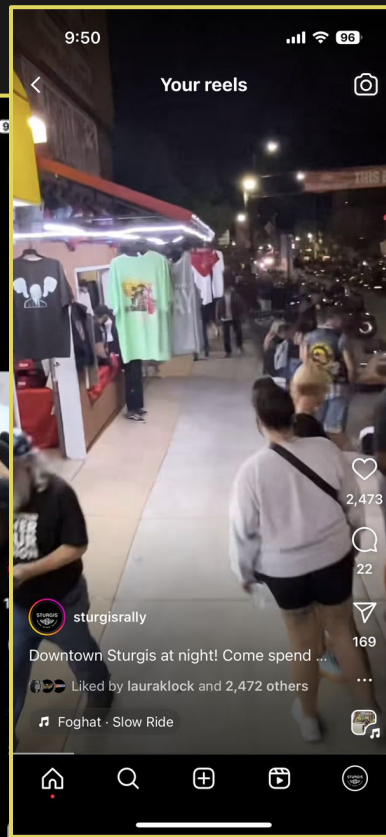
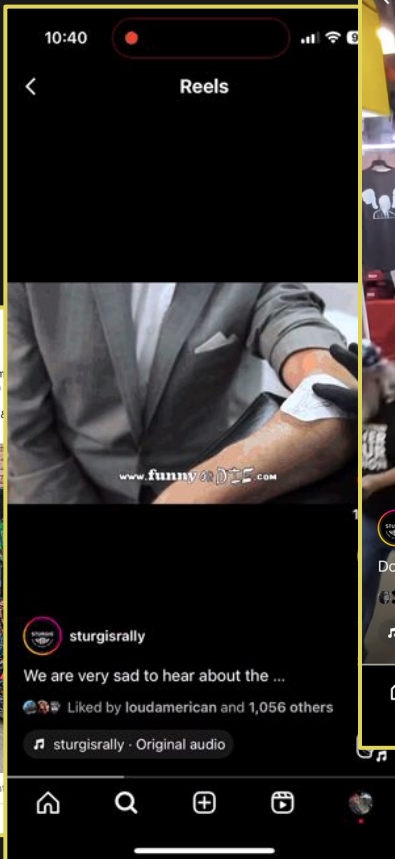


Top Content

- Authentic
- People
- Motorcycles
- Animals
- Current Events
- Out of the Ordinary



Top Content







IMPACT

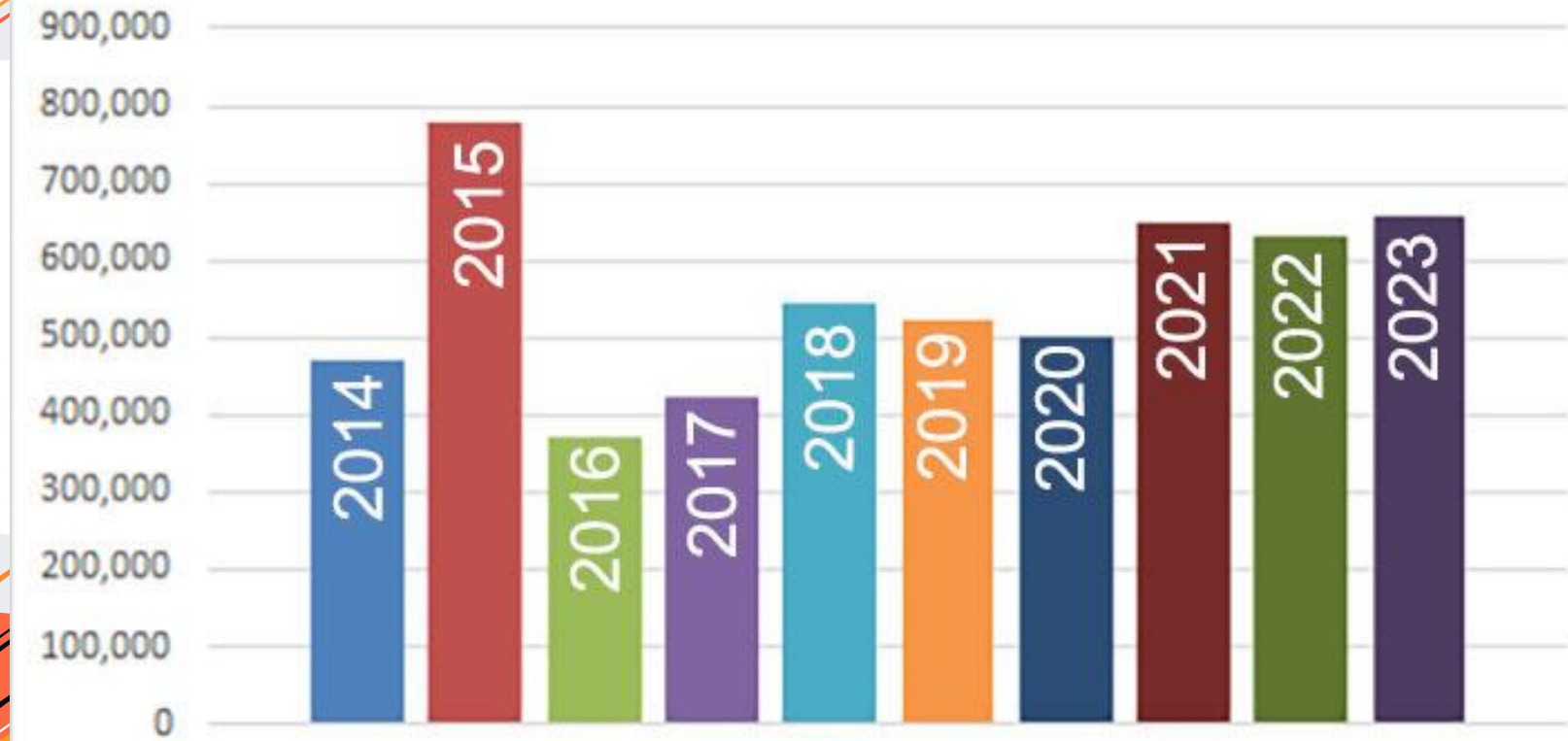
The image features a dark blue, irregular polygon on the left side. The word "IMPACT" is written in a bold, yellow, italicized sans-serif font across the center of this polygon. The polygon has a grey shadow beneath it and a grey triangle pattern in its top-left corner. Dynamic streaks of yellow and orange extend from the bottom-left corner of the polygon. In the top-right corner, there are several thin, diagonal streaks in black and red. In the bottom-right corner, a red triangle with a white triangle pattern is visible, along with a dark blue shape.

CITY OF STURGIS 2023 RALLY SALES TAX

\$658,581

Sales tax collected was second only to the
75th Sturgis Motorcycle Rally in 2015
which totalled \$777,222

CITY OF STURGIS 2023 RALLY SALES TAX





The president of The HomeSlice Group, which owns the Loud American Roadhouse, Dean Kinney, said this is the best Rally they have had in eight years.

“It was a terrific Rally. We were up a little bit from last year and last year was a great Rally as well. So, we’re really happy with it. It was our second-best Rally ever. The only Rally that we had that was bigger was the 75th,” Kinney said.



QUESTIONS?

VISITS TO STURGIS

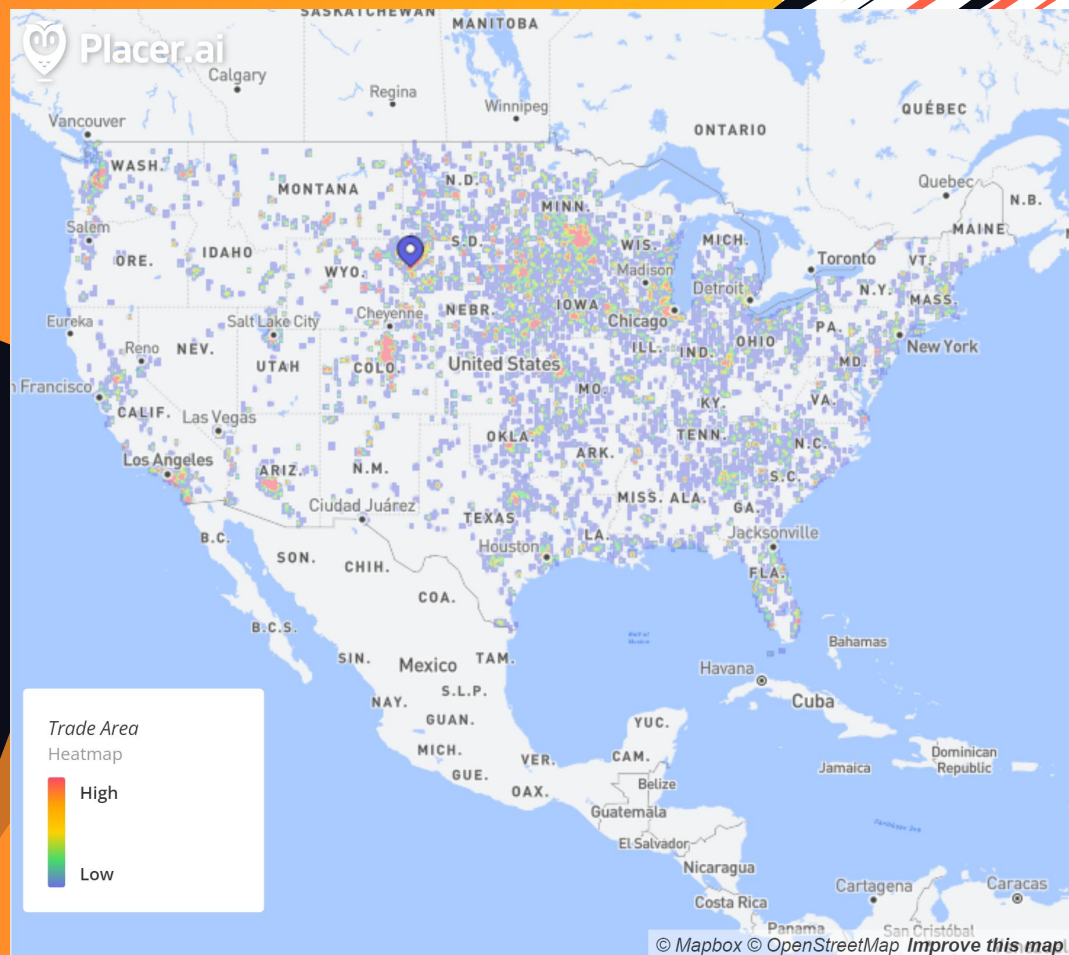


617,000



AUG. 4 TO AUG. 13 VISITS

- New Placer.ai Technology
- Tracks Phones and Gives a Better More Accurate Accounting of Visits
- It Tells Us Where They Came From, How Long They Stayed and more.



Sturgis City | | Aug 1st, 2023 - Aug 31st, 2023

Data provided by Placer Labs Inc. (www.placer.ai)

HOW DOES PLACER.AI WORK

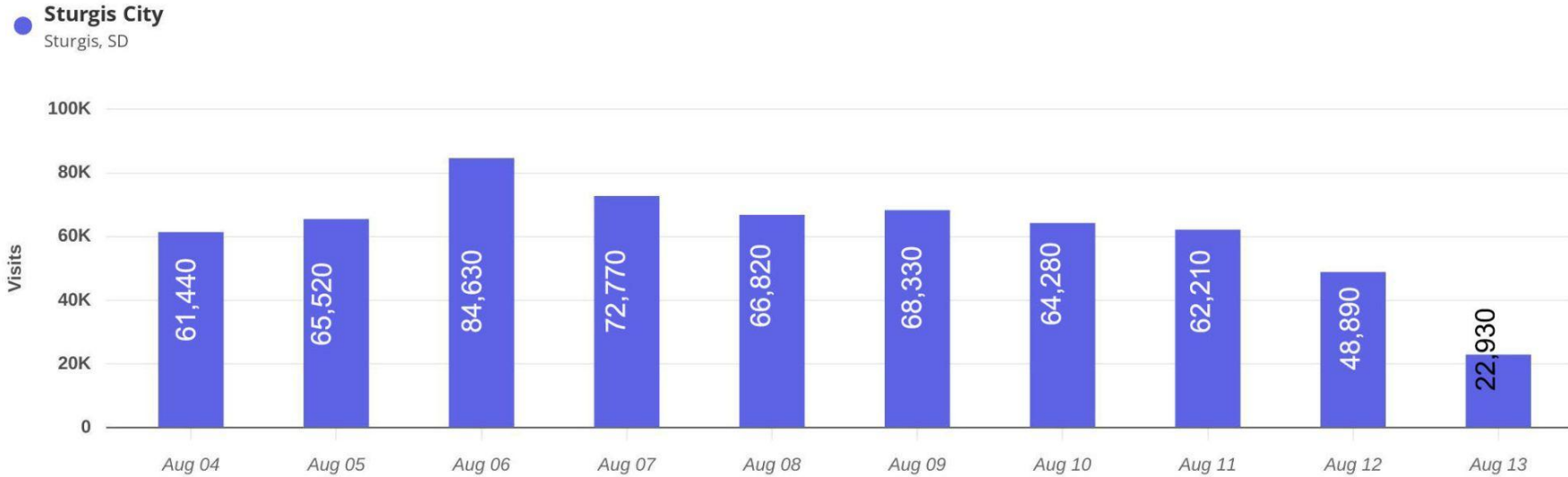
With the help of aggregated and de-identified location data from mobile devices, location intelligence platforms provide highly accurate and customizable analytics.

Data collected for Sturgis covered a period from Aug. 4 to Aug. 13, 2023, in a geofence that encompassed the Sturgis City limits.

HOW DOES PLACER.AI WORK

The old method of collecting data for the Sturgis Motorcycle Rally relied on DOT counters placed across roadways leading into Sturgis at various locations. The numbers reflected one vehicle crossing the counter as traffic entering Sturgis. One motorcycle could have two passengers or one car could have four or more passengers. Placer.ai uses data collected from an individual user's cell phone.

Visits Trend



***COMPARING VISITS
YEAR OVER YEAR
USING PLACER.AI***

2023 - 617,000
2022 - 611,447
2021 - 700,295
2020 - 549,747



TIME SPENT IN STURGIS



292 Minutes

Average Time a Visitor Spent
in Sturgis

6 PM

Peak Hour for Visitors in Sturgis





- Top markets match the markets that were targeted through the State of South Dakota's Community Cooperative Marketing Program.
- This year specifically, Texas was targeted through marketing and showed a 52.5% increase in trips to Sturgis from 2022.

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Salt Lake City	1.4%	— 0.5	↑ 1.7%
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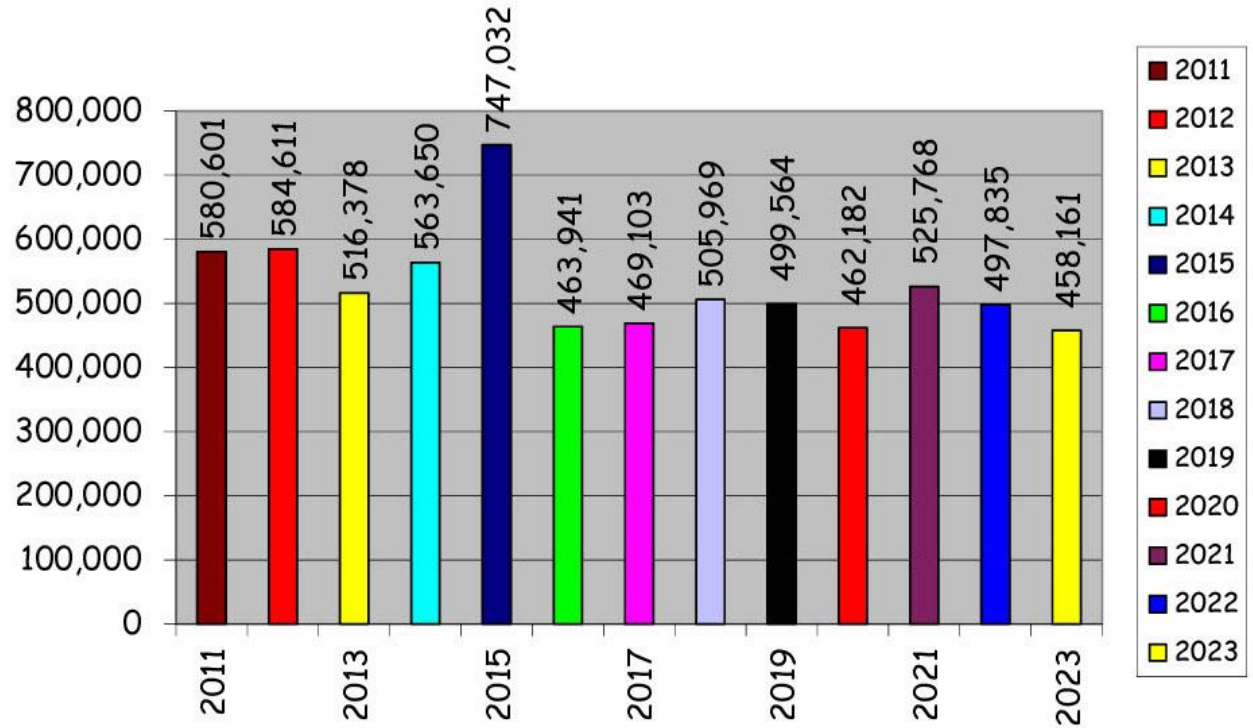
Galicia Model | © Datafy - All Rights Reserved

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DATAFY

***SOUTH DAKOTA DOT
NUMBERS FOR
AUG. 4 TO AUG. 13***

Total Traffic Entering Sturgis - (10 Day Rally)





QUESTIONS?



Sturgis Gives Back

Sturgis Gives Back

Breakfasts

- Blessed Emmanuel, Grace Lutheran, Sturgis Brown High School, Masonic Lodge/Sturgis, Masonic Lodge/Spearfish, and Hill City Senior Center.
- \$65,063 for local charities

Parking

- Sturgis First Interstate Bank, Meade County, St. Francis of Assisi Church, Sturgis First Presbyterian
- \$35,391 for local charities



Sturgis Gives Back

Wyatt's Lemonade

- \$21,421 donated to St. Jude Children's Hospital



Sturgis Gives Back

Hamsters

- \$291,472 donated to Lifescope Children's Hospital Rapid City
- \$55,000 donated to Sturgis Motorcycle Museum
- \$29,000 raised through the Meet the Master Ride



Sturgis Gives Back

City of Sturgis Efforts

- Sturgis Photo Towers – 9 different charities \$17,269
- Chief's Ride – Animal Shelter \$938
- Legendary 5K – Animal Shelter \$1,500

Bike Builds

Partners of the City of Sturgis have donated some motorcycles which have been customized and sold

- \$21,000 donated to Sturgis Rally Endowment from sale of bike at Mecum Auction in Monterey
- \$18,000 to the Sturgis Rally Endowment from the sale of the Haydock Motorcycle



Sturgis Gives Back

Jack Daniel's

Jack Daniel's continued their traditional Tasting Experience and Challenge Coin and Patch Programs

- \$10,000 to Sturgis Brown High School Scholarships
- \$10,000 to Sturgis Rally Charities
- \$3,500 to Sturgis Brown High School Scholarships
- \$12,000 to Operation Ride Home
- Sturgis Liquor Bourbon Raffle \$3,450 to Sturgis Rally Charities



Sturgis Gives Back

Mayor's Efforts

- Mayor's Ride
 - \$40,000 to SVFD, Police Reserves, Sturgis Ambulance, Deadwood VFW, United Way, Love INC Sturgis, Sturgis Animal Shelter, Police Athletic League
- Mayor's Pub Crawl
 - \$1,820 to Sturgis Ambulance Service



Sturgis Gives Back

Extra Efforts

- Anonymous match donation \$100,000
- Open Container Cup Sales \$25,500, to Sturgis Rally Charities
- Open Container Cup Sales \$25,500, to Sturgis Rally Endowment
- City of Sturgis Sponsorship Donation \$29,078



Sturgis Gives Back

Various Fundraising Activities

• Museum - Hall of Fame Ceremony	\$79,000
• Cadillac Jacks Mayor's Poker Tourney	\$1,120
• BHSU Jacket Ride	\$9,000
• Chief's Ride	\$495
• Ride w/ Locals	\$1,395
• Tattoo Contest	\$130
• Beard Contest	\$340
• 5K	\$1,720
• Custer Cruisin' Ride	\$646
• Pub Crawl	\$550
• Operation Ride Home	\$350



QUESTIONS?

**Sturgis
Gives Back**

Mayor's
Charitable Giving
Contributions 2023

Total:
\$168,225

84TH CITY OF STURGIS MOTORCYCLE RALLY



2024

84th

August 2 – August 11