

RESOLUTION NO. 2026-47

A RESOLUTION REVISING THE DIRECTION OF THE CITY OF STURGIS MOTORCYCLE RALLY SPONSORSHIP AND LICENSING PROGRAM AND AUTHORIZING THE ISSUANCE OF A REQUEST FOR QUALIFICATIONS AND INTEREST (RFQI)

WHEREAS, on March 2, 2026, the Council selected an outsourced operator model for commercialization of the City's Rally sponsorship program, and Resolution 2026-19 subsequently established an interim framework for City administration during the 2026 86th Rally; and

WHEREAS, implementation of public-facing City agreements with targeted, legally supported redactions demonstrated a workable means of addressing public-records requirements while improving transparency and preserving sponsor relationships and the existing commercial model; and

WHEREAS, additional time, analysis, and experience, including further evaluation under Mayor Bradley's direction, support continued City administration with specialized outside assistance, preserving the City's ability to balance commercial opportunities with community interests, municipal responsibilities, and public resources;

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of Sturgis, South Dakota, as follows:

Section 1. Revised Program Direction.

The City shall continue to administer its Rally sponsorship and licensing program. Council shall establish policy, objectives, and the authorized contractual and budget framework and oversee results. The Mayor shall direct implementation through responsible City personnel. The City shall remain the direct contracting party with sponsors and licensees, receive program revenues, and retain ownership and control of City property and all governmental authority. Program administration, fulfillment coordination, and ongoing relationship management shall remain with the City. Prior directions to transition the program to a third-party operator are superseded to the extent inconsistent with this resolution.

Section 2. Continuing Transparency and Financial Accountability.

The public-records and financial-reporting framework established for 2026 shall continue for subsequent Rally years. City sponsorship and licensing agreements shall be treated as public records subject to applicable law. Redactions shall be limited to information determined to be legally exempt after review in consultation with City legal counsel. Staff shall maintain records sufficient to track and periodically report the aggregate gross revenue, expenses, and net revenue of the sponsorship and licensing program.

Section 3. Consultant Engagement and RFQI Authorization.

The Mayor and staff are authorized to finalize, release, and administer a voluntary Request for Qualifications and Interest (RFQI) for one consultant, which may be an individual, firm, or integrated team, to provide specialized commercial advice, develop and package opportunities, and secure new sponsorships, trademark licensees, and City-authorized growth in existing relationships. The contemplated assignment requires specialized market knowledge and professional judgment and constitutes consultant services exempt from competitive procurement requirements under SDCL § 5-18A-22(17). The RFQI shall provide a structured comparison of professional qualifications and approach before negotiation of detailed scope and compensation. The anticipated engagement shall cover the 2027-2029 Rally cycles, with work planning, performance review, and a defined handoff of secured relationships to City personnel. Commission-only compensation tied to new business and attributable growth is preferred, but alternative compensation models may be proposed and negotiated.

Section 4. Evaluation and Ranking.

The Mayor shall administer evaluation and ranking of responses with qualified assistance. Evaluation shall consider relevant experience and results; assigned personnel; knowledge of the Rally and the City's program; the proposed development and sales approach; and market relationships and demonstrated ability to secure business. The RFQI shall disclose the criteria, their relative importance, and the procedures for qualifications review, shortlisted interviews, and ranking when released. Evaluators shall be screened for conflicts and shall apply the published criteria consistently. The composition and appointment arrangements of any advisory evaluation panel remain reserved for subsequent Council determination before evaluation begins.

Section 5. Negotiations and Council Approval.

The Mayor, with staff support, is authorized to negotiate detailed scope, compensation, and agreement terms with respondents by ranked order. If an acceptable agreement cannot be reached, negotiations with that respondent shall be concluded before proceeding to the next-ranked respondent. Any resulting proposed consultant agreement and necessary funding shall be submitted to Council for approval. Ranking or negotiations create no contractual entitlement, and this resolution does not approve compensation or commit the City to an agreement.

Section 6. Implementation.

The Mayor and staff may establish schedules and issue clarifications and addenda consistent with this resolution. Material departures from its scope or governing process require further Council approval. Procurement records shall be maintained and disclosed as required by applicable law.

CITY OF STURGIS



Ann Bertolotto, Finance Officer


Rodney J. Bradley, Mayor