

2017 City of Sturgis Annual Report

The mission of the City of Sturgis is to provide an attractive, growing community being served by a professional staff that offers reliable, quality municipal services. This Annual Report provides a summary of the various projects and accomplishments that took place throughout our community in 2017.

2017 ANNUAL REPORT



MAIN STREET RECONSTRUCTION & 'MUSIC ON MAIN'

The Main Street Reconstruction Project was a joint project between the City of Sturgis and the SD Department of Transportation. The project included the total reconstruction of Main Street between Middle Street and 4th Street. Improvements included improved drainage, pavement removal and replacement, sidewalk removal and replacement, new street lighting, water main replacement, and streetscaping. The entire project cost \$4,279,490. The engineering began in 2014 and construction took place in 2016 and 2017. The Project was one of many downtown improvements that came about from efforts of Future Sturgis, the Sturgis Comprehensive Plan and many other committee recommendations over several years.



Thank You to the following businesses who made generous donations to purchase new Christmas decorations for Main Street: Black Hills Energy \$5,000, First Interstate Bank employees \$1,000, Knuckle Saloon \$250, Loud American \$500, Oasis/Fireside \$500, Pioneer Bank & Trust \$1,000, Sabers Agency \$250, Scott Peterson Motors \$500, Sturgis Chiropractic \$500, Sturgis Economic Development Corp \$500, Sturgis Photo \$250, Sturgis RV Park \$500, and Wheeler Farms/ Charlie Wheeler \$100.

2017 Sturgis City Council

Mayor: Mark Carstensen

Ward 1 Aldermen

- ◆ Mike Bachand
- ◆ Rod Bradley

Ward 2 Aldermen

- ◆ David Martinson
- ◆ Scott Peterson

Ward 3 Aldermen

- ◆ Jason Anderson
- ◆ Ron Waterland

Ward 4 Aldermen

- ◆ Steve Keszler
- ◆ Rhea Crane

Stay in touch and like us on Facebook!

City of Sturgis SD	Sturgis Community Center
City of Sturgis Public Works	Sturgis Motorcycle Rally
Sturgis Public Library	Sturgis Liquor
City of Sturgis Rally and Events	Sturgis Ambulance
Sturgis Police Department	
Sturgis Volunteer Fire Department	
Sturgis/Meade County Animal Shelter	

facebook.

2017 COUNCIL MEETINGS

24 Regular and 2 Special

City Council Meetings are held the 1st and 3rd Monday of each month at 6:30 PM in the Erskine Building, 1300 Sherman Street.

Sturgis Community Center

25th Anniversary

Staff

5 Full-Time
27 Part-Time

271

24-hr. Access cards issued.

STURGIS COMMUNITY CENTER

In 2017, the Community Center celebrated their 25 year anniversary. The Center also held a grand opening for the newly renovated Paige McPherson room. This multi-use area is now used for dance, yoga and a variety of other activities. Olympic medalist Paige McPherson attended the ribbon cutting in December, 2017.

Youth Programs

- K-4 Flag Football
- 5th & 6th Tackle Football
- K-6 Boy's & Girl's Basketball
- 3rd - 6th Volleyball
- Level 1-6 Swimming Lessons
- Dance Lessons

Adult Programs

- Water Aerobics
- Land Aerobics
- Adult Softball Leagues
- Zumba
- Yoga



Other improvements totaling \$415,046 included a temperature control upgrade, dehumidifier system for the pool area, new tables & chairs, shelving, new furniture for the lobby, an ADA lift for the pool, mirrors, flooring and a DVD/TV Bluetooth sound system for the McPherson room, and the addition of a family changing room in the pool area.

The public is welcome to attend City Council meetings, and can speak to agenda items during public hearings. Meeting information is posted on the City website on the Friday prior to the meeting.

FINANCE DEPARTMENT

The Finance Office is responsible for all utility billing, accounts receivables, accounts payables and financial tracking for the City.

Staff
6 Full-Time

- Prepared and submitted to the City Council the 5-year Capital Improvement Program.
- Worked with the City Manager to prepare and submit the FY 2018 Budget.
- Prepared & submitted the City's Annual Financial Report to the Department of Legislative Audit.
- Completed an overhaul to the Employee Purchasing Policy to include additional efficiencies and more accurate expense tracking protocols.
- Prepared City Council Agendas and Minutes for all 2017 meetings.
- Implemented online bill payment options with Xpress Bill Pay program.
- Implemented online vendor licensing.
- Maintained all records of burials at the Bear Butte Cemetery.
- Administered all liquor, beer and wine license renewals.

\$14,914
The amount of cash rewards the City earned by paying monthly bills via credit card.

3,073
Number of utility accounts billed out each month.

STURGIS LIQUOR

Sturgis Liquor is one of just a few municipal owned liquor stores in the state.

When a municipality owns a retail business, the revenues are considered Enterprise Funds. Those funds go into the General Fund and are used to directly off-set the property tax mill levy. In 2018, \$210,000 in revenue will be deposited into the City's General Fund.

In addition to revenue from retail sales, the Liquor Store also leases parking lot space to temporary vendors and sponsors during the Motorcycle Rally.

The Liquor Store has a General Manager who reports directly to the City Manager.

Staff
4 Full-Time
1 Part-Time

1934
The year prohibition ended and the City opened their first off-sale liquor store.

ADMINISTRATIVE SERVICES DEPARTMENT

Administrative Services includes: Human Resources, Payroll, IT and Public Information.

In 2017, the City signed an official Statement of Support for Guard and Reserve members (ESGR). The City currently employs 11 employees and volunteers who serve in the National Guard and Reserve. It is important for the City to be committed to those employees who serve in the armed forces.

The Human Resource Director worked with the City Manager and union groups to successfully negotiate two 3-year, extended union contracts. The Operating Engineers represent non-public safety employees. The Teamsters represent certified employees of the Police Department. The new contracts were effective January 1 of 2018 and will remain in effect until January 1 of 2021.

There is one full-time employee who administers all payroll for the City. They are responsible for processing timecards, benefit information and new-hire paperwork filing for all 160 full and part-time employees. More than 100 additional employees are hired during the Sturgis Motorcycle Rally.

The Public Information Officer is responsible for providing the public with a variety of news and community related information. In 2017, a complete redesign of the City website took place. The site now includes features such as mobile accessibility and online versions of the most popular forms and applications. A city calendar and news section is also included. The website will continue to be developed to include additional features in 2018. Go to: www.sturgis-sd.gov.

The Sturgis Information Publication is a print newsletter mailed monthly to nearly 3,000 municipal utility account holders. The publication is also published on the city website. To be included on the mailing list, contact the Public Information Officer at 347-4422.

The official Facebook page for the City of Sturgis is used to keep constituents updated on important news and events taking place in the community. The City Facebook page also allows followers to contact the city via messenger.



Emergency information will always be posted in the News section of the City website and on the City of Sturgis Facebook Page.

You can also go to the City website and sign up to have free CODE RED Emergency Notifications sent to you via email, phone and text message.

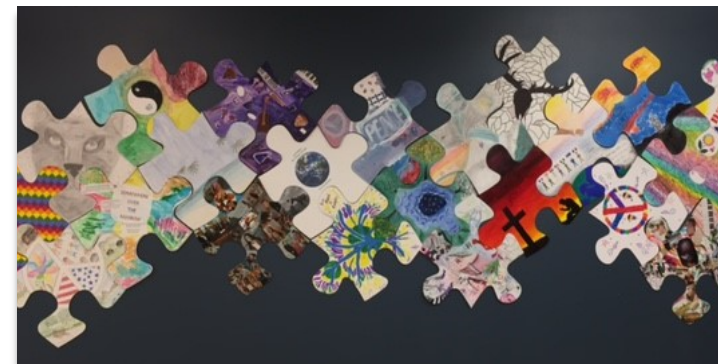


3,776
Number of timecards processed in 2017.

STURGIS PUBLIC LIBRARY

In the spring of 2017, the Sturgis Area Arts Council, in collaboration with the Sturgis Public Library and the Sturgis Area Chamber received a grant of \$11,300 to host the NEA Big Read for The Things They Carried. Author Tim O'Brien spoke to the community, through a grant sponsored by AARP SD.

33 programs were held, including book discussions, musical shows, visual art displays and veteran focused activities. 1,474 adults and 818 children took part in the Big Read Program and 330 copies of the book were distributed within the community.



One of the final projects in the Big Read Program was titled "What Does Peace Look Like". Over 98 youth, adults, art students and veterans submitted their personalized puzzle pieces for display at the library.

New programs in 2017 included TeachSD (assistance with all electronic information devices & phones), WonderMath, and the Bill of Rights pop-up display. New electronic services included the purchase of a MacBook Pro for public use. New digital services from the SD State Library included ProCitizen, BookFlix (kids read along online) and Pronunciator (a language program).

35,073
Number of books, movies & audio books checked out in 2017.

8,229
Number of E-books & audio books downloaded by library patrons in 2017.

Never Miss a Program at the Library!

Subscribe to our weekly email sturgis-sd.gov/newsletters
Follow our blog sturgispubliclibrary.blogspot.com/
Follow us on Facebook facebook.com/SturgisPublicLibrary
Follow us on Twitter twitter.com/sturgislibrary
Follow us on Pinterest pinterest.com/sturgislibrary
Download and/or view our newsletters from the City website.

Watch for new library programs in 2018!

Staff
5 Full-Time
2 Part-Time

ACHIEVEMENTS

On June 6, the City hosted the Governor, the First Lady, and his staff as Sturgis was named Capital for a Day.

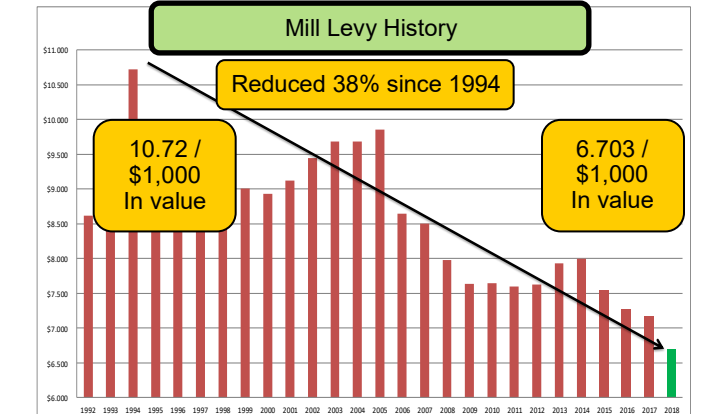
The group toured the new Main Street, spoke with businesses and met with constituents during a coffee hour at Harley-Davidson Rally Point. Later in the day, the group toured the city dams. The First Lady also participated in a reading event at the City Park hosted by the Library.

In September, the City was awarded a GOLD "Excellence in Economic Development" award from the International Economic Development Council. SEDC President Pat Kurtenbach traveled to Toronto to accept the award on behalf of the City.



CITY MANAGER'S OFFICE

2017 brought many initiatives, projects and goals to fruition. The community of Sturgis continues to grow with the addition of 40 new homes in 2017; and, as a result of more local shopping, sales tax revenues also grew by 8%. With added sales tax growth and continued residential growth, property owners will enjoy another steady decline in the City mill levy from 7.5 to 6.6 per \$1,000 of property value - the lowest mill levy in 27 years!



The City's Reserves, also known as the City's emergency savings account, is at a healthy level. The City has kept spending within the parameters set by the annual budget while still making progress on and completing several projects in our parks, recreation areas, and city facilities.

We would like to thank the residents and businesses who stepped up during the year to provide input and support when asked. We encourage everyone to become more involved in policy making and enhancing our community by volunteering on a board or committee in the near future. We also ask everyone to help us promote our many, family-friendly, free events in 2018.



STURGIS AMBULANCE SERVICE

The Sturgis Ambulance Service serves an area of approximately 575 square miles, primarily in Meade County. The Ambulance Service also serves the Fort Meade Veterans' Hospital by transporting patients to Rapid City Regional and other VA facilities both in and out of state. Sturgis Regional Hospital utilizes the ambulance service with patient transports to and from other medical facilities in the Black Hills and as far away as Denver, CO and Rochester, MN.

On July 11, emergency responders from Sturgis, Ft. Meade and several surrounding communities took part in a hands-on, mass-casualty training exercise near the Sturgis Brown High School. Over 50 volunteers posed as victims of a car/bus accident. This was the first time an exercise of this type had been conducted. The exercise allowed numerous city, county, state and federal agencies to work together and identified areas where improvements can be made in the event of a future large scale emergency.



The Service was the first in the state to receive a Pediatric Readiness Certificate from USD School of Medicine in 2017. Shawn Fischer and Halli Schulz also won the Annual Sanford "Trauma Wars" competition at the SD EMT Conference.

The Service received a grant to deploy Automated External Defibrillator (AED) devices at pre-identified locations within the Sturgis community. The AED can save a life in the event of a heart attack. These devices are easy to operate and include basic instructions for operation. The devices will be in place by mid-2018.

The State of South Dakota received grant funds to provide the Ambulance Service and Police Department with training and supplies to administer Narcan. This drug is used to counteract opioids in the event of an overdose.

Staff
12 Full-Time
36 Part-Time

285
Individuals who completed
free CPR classes.

Members of the Ambulance Service conducted several fundraising events during the year. The funds raised, along with funding from the City, covered the cost of having one ambulance remounted. The 'box' was taken from the chassis of a 2007 ambulance and was remounted onto a 2017 chassis. This unit is now the primary response vehicle. Nearly all the other ambulances in the fleet have over 100,000 miles on the odometer.

Fundraising activities are continuing into 2018 with a calendar sale, holiday wreath auction, and EMS week activities.

STURGIS POLICE DEPARTMENT

During the year, the Police Department responded to 7,204 calls for service. This number compares to 6,910 in 2016. Additionally, officers made 2,640 traffic stops compared to 3,270 in 2016. As a result of these calls and traffic stops, 2,016 arrests were made in 2017 vs. 1,973 arrests in 2016.

The Police Department was awarded a \$38,637 federal grant to provide in-car computers. The computers aid officers in obtaining up to date information while in the field.

The Boy Scouts of America awarded the Police Department the Russell C. Hill Award. This award gives recognition to individuals or organizations who make an outstanding contribution to character education at the national or local level. Specific recognition was given for the Cadet Program.

STURGIS/MEADE COUNTY ANIMAL SHELTER

The Animal Shelter is managed by the Sturgis Police Department. The Shelter serves both the City of Sturgis and Meade County.

During 2017, 4,835 people visited the Shelter. An additional 2,140 called to report animal problems or to inquire about animals.

DOGS	294 Impounded	35 Surrendered	
	71 Adopted	256 Returned to owners	9 Deceased/ Euthanized
CATS	104 Impounded	38 Surrendered	
	102 Adopted	27 Returned to owners	13 Deceased/ Euthanized

The Shelter relies heavily on donations from individuals and the business community. The City would like to thank everyone who hosted or took part in our fundraisers during the year including Papa Johns Pizza (\$6,650). We also want to thank those individuals who dropped spare change into the donation jars at various locations provided by Rushmore Office Supply (\$2,373). And special thanks goes to those individuals who made generous donations throughout the year (\$7,657).

You can follow the Animal Shelter on Facebook for more information about events, adoption opportunities, and other shelter related news.

\$5,101
Adoption fees collected.

Staff
2 Full-Time
1 Part-Time
6+ Volunteers

PLANNING AND PERMITTING

As Sturgis continued to grow with new developments and commercial construction, the need for planning & zoning, building inspections, code enforcement, and engineering, also increased.

In 2017, four members of the Planning & Zoning Department held 13 meetings to consider 16 Variances, 8 new Use on Review applications, 14 Plats, 3 Zoning Amendments and 5 applications for Vacates.

The Building Inspector issued 427 building permits. Fees for those building permits equaled \$82,872. Other permits included: 10 cell tower, 6 demolition permits, 10 digging permits, 6 floodplain development permits, 2 grading permits, 13 moving permits, and 36 sign permits.

\$550,145
Value of 928 Temporary
Vending Permits.

\$10,494,230
Building Permit
valuations.

In 2017, the City grew by 35 acres, due to voluntary annexations. In many cases, those properties are already receiving city services.

Code Enforcement is also part of the Planning and Permitting Department. The Code Enforcement Officer is responsible for identifying and enforcing various code violations within the city.

During the year, a total of 450 code violations were identified. 436 of those complaints were resolved by year end. The balance of those violations carried over into 2018.

The top three most common code violations were for 'grass over 8 inches' (18.7%), 'unlicensed or inoperative vehicles' (15.7%) and 'overhanging tree limbs' (7.6%). Violations for household trash outside, rubbish accumulation, noxious weeds, unlicensed contractor and building code violations were also identified.

Engineering - The City employs one full-time engineer who assists all city departments. The engineer is responsible for updating construction standards, floodplain management, plan reviews, design work, and project management.

In 2017, the engineer provided design oversight for the Ft. Meade Trail and mechanical upgrades at the Community Center. Work also included planning for shade structures at Harley-Davidson Rally Point and numerous other projects.

Call 347-4422
To report code violations or for more
information go to SturgisSD.gov.

COMMUNITY PARTNERS

Many of the successes seen in our community have been made possible due to the hard work put forth each and every day by our community partners.

The Sturgis Area Chamber of Commerce and Visitors Bureau. In addition to hosting 13 community events throughout the year, the Chamber provides information about our community to thousands of visitors. The Chamber also coordinates open house and ribbon cutting events for our local businesses.

In October of 2017, the Chamber Board of Directors was honored to announce the hiring of Alexis Nasser as the new Chamber Director. Although Alexis has been with the Chamber for only a short time, she has already implemented several new tools to help Chamber members reach out to potential customers. New enhancements include a weekly member spotlight, monthly mixers, and a weekly digital newsletter. "Watch for a new and improved event card coming in 2018."

303
Chamber
Members.

30,000
Visitor Guides
distributed.

Sturgis Economic Development Corp (SEDC) works closely with the City and Meade County to actively pursue economic development by assisting new and expanding business, industry, and housing development.

Several retail businesses announced significant expansions during the year, including: Sturgis Motorsports (4,500 sq. ft. addition), Sturgis Chiropractic (4,200 sq. ft. addition), and Sturgis Motorcycle Museum (2,000 sq. ft. addition).

Recent residential developments include Wildflower Townhomes, located at the corner of Fulton and Boulevard. The first of three, 4-plex units is now under construction. The Sturgis Senior Independent Congregate Living Facility, located at the corner of Moose Drive and Dolan Creek Road, should move forward in 2018. It will include 38 leased apartments in Phase I and another 22 units in Phase II. Located next door to Aspen Grove, this facility will be leased and managed by Welcov, who also manages Aspen Grove.

A new 9,600 sq. ft. spec building was constructed in the Industrial Park in June. It is ready to be finished to suit the new buyer or tenant.

SEDC also completed the build-out of the 5,100 sq. ft. incubator building in the Industrial Park. It is fully leased to the Meade School District and The Moving Guys, LLC.

SEDC is currently seeking property for a new Business Park.

PUBLIC WORKS DEPARTMENT

The Public Works Department is made up of several divisions: Parks, Sanitation, Streets, Waste Water and Water. Each division reports to a superintendent who, in turn, reports to the Public Works Director.

The Public Works Department is responsible for managing a \$6,383,442 annual budget. The various divisions work to maintain health and safety issues, infrastructure, and provides support as needed to the Rally and Events Department during special events.

The Parks Division is responsible for the maintenance of all public areas within the City, including the Bear Butte Cemetery. There are 7 designated parks within the 900 acres maintained by the city. Additionally, 9 recreation areas are also maintained.

In 2017, the Parks Department was able to catch up on several projects that had been postponed due to lack of personnel and/or funding. Some of those projects included the following:

- Replacement of the Stone Shelter and upgrades to the neighboring playground.
- Upgrades to the Colonel Sturgis Monument - removed overgrown vegetation, added new LED lighting, new signage at Woodle Field and the soccer complex. New fence railing.
- Maintenance of the Kinship Monument - removed overgrown vegetation, installed new LED lighting, replaced broken bricks and set all bricks on a new concrete slab.
- New asphalt parking lot, sidewalks, retaining wall, concession stand improvements, refurbished "Owens Field" sign, rebuilt dugouts, and added a new chain-link fence at the Girl's Softball Complex.
- Installed new sidewalks and retaining walls, repaired dugouts, installed new concession stand windows, and added new fencing for Sturgis Little League.
- Installed new playground equipment at Rose Street and Lions Club Parks.
- City wide, the Parks crews installed new park signs, trash cans and benches along with several smaller landscaping projects.
- New bus stop shelters were installed at various locations.

44
Number of burials at Bear Butte Cemetery.

Staff
8 Full-Time

35 Years
Tree City USA 

10
Miles of recreational trails maintained.

The Sanitation Division is responsible for collecting, transporting and disposal of trash seven days a week. There are 2,275 residential accounts and 350 commercial accounts.


In 2017, two City Wide Clean-up efforts took place. The Spring event resulted in the Sanitation Division picking up 83 yards of trash. The Fall event resulted in 77.5 yards. All household trash is hauled by truck to the Belle Fourche landfill. The City paid \$270,898 in tipping fees at that location.

523.82
Tons of trash taken to Belle Fourche

The Sturgis Rubble Site is open six days a week. The site accepts only construction debris, limbs and other yard waste. During the year, approximately 12,735 loads, amounting to 44,000 tons of debris were brought to the site.

During the year, staff baled 115 tons of cardboard for recycling. Total revenue from all recycling was \$4,614. Starting March 1, 2018 all recycling collections will be located at the Exit 32 recycling lot.

Staff
8 Full-Time

3,175
Number of trash totes emptied each week. 

The Street Department maintains approximately 75 miles of roadway comprised of asphalt and concrete streets as well as gravel alley ways. Annual maintenance includes striping, crack sealing, and pot-hole patching.

In 2017, the Division purchased a new plow/sanding truck and leased two motor graders to assist with snow removal and maintenance.

The Street Division assists with special events that require banners and special signs and/or traffic control devices. They also hang Christmas lights and maintain traffic control devices and signs.

In 2017, the City utilized its Statewide Transportation Improvement Program (STIP) funds to complete the Main Street Reconstruction Project. These funds are a combination of federal highway funds and state matching funds. The Project included water main replacement, storm water improvements, new street lighting, resurfacing, sidewalk, curb and gutter and other construction items to meet ADA compliance.

26
Number of miles of curb and gutter crews paint each year.

Staff
6 Full-Time
1 Part-Time

Projects scheduled for 2018 include:

- 9th Street bridge replacement.
- Reconstruction of First Street from Main Street south to Howard Street.
- Reconstruction of the west-half of Woodland Drive to Sixth Street.



The Wastewater Division is responsible for all collection, maintenance, treatment and irrigation operations of wastewater for the City. In total, the City currently maintains 47 miles of gravity collection that is transferred to an open lagoon system. The four-cell lagoon system has a capacity of 180 days of storage and an average daily flow of 1.2 million gallons per day.

As part of routine maintenance, operators spend 1,800 hours per year jetting (cleaning), televising, and smoke testing main lines. This process allows crews to visually inspect conditions of the main sewer lines and collection system. It helps determine areas of infiltration and inflow that increases the volume of influent water that must be treated. Common sources of infiltration include ground water entering the collection system as a result of defective or broken pipes and tree root damage. Inflow also comes from roof drains, cellar drains and sump pumps illegally connected to the sewer.



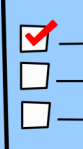
Projects in 2017 included completion of the new Wastewater Screening Project. This \$851,759 Project consisted of installing a bar screen (mechanical filter) used to remove large objects such as rags, paper, plastics and metals before the objects can enter the wastewater facility and cause damage. The bar screen automatically runs 24/7. Prior to the bar screen, operators manually raked the screen 2x per day, 7-days a week.

The East Annex Sewer Improvement Project also took place in 2017. This \$1.4 million dollar project consisted of a lift station and sewer main line. Sturgis Brown High School and other nearby properties within the City limits can now connect to sewer services. This project will also enable future development in the area.

The City received a low-interest loan from the State Revolving Fund (SRF) in the amount of \$16,247,000 for the construction of a new Mechanical Treatment Plant. In addition to this loan, the City received \$1,600,000 in principal forgiveness and \$400,000 in grant money for use on the project. This new plant is currently being designed and is expected to be operational in 2020. Upon completion, the City will once again meet state and federal standards required to obtain a valid wastewater permit.

148 Million
Gallons that flowed into the treatment facility in 2017.

Staff
3 Full-Time

Each newly installed or repaired sewer line undergoes an inspection in order to make certain it is installed according to city ordinance and state law. 

The Water Division ensures the drinking water provided to residents is clean, safe and readily available. The Water Division is part of the Public Works Department; however, it receives oversight from the Municipal Utility Board (MUB).

The City maintains seven deep wells and three storage reservoirs that provide 1.1 million gallons of on-hand domestic water storage. Average water use is 945,000 gallons per day. Peak demand is 2,750,000 gallons per day (summer).

In 2017, Well #7 received upgrades to allow better control of the amount of water being pumped. This well pumps 750 gallons per minute.

The North Tank was also rehabilitated in 2017. There are no major water projects scheduled in 2018. All water test results and additional information about the Water Division can be found on the City website.

Staff
5 Full-Time

341,897,000
Gallons pumped from 7 wells during 2017.

RALLY & EVENTS DEPARTMENT

2017 was a very busy year for the Rally and Events Department. Staffed with just four employees, the department helped plan and execute over 20 events during the year.

2017 was the first year of the Music on Main Series held on Wednesdays at Harley-Davidson Rally Point. This event featured live music, food vendors, and bicycle racing.

The Off-Road Rally was held for the first time and despite the cold, wet weather, several families from numerous states attended the trail rides and banquet. Look for this event again in 2018.

The 77th Annual Sturgis® Motorcycle Rally™ featured several new events during the week including the tattoo and beard contests, the Street Food Throw-down, a 5K Run and the Ride With a Local Program. The final attendance number came in at 480,000, the second largest rally in the past 10-years. The good attendance was due in part to the new digital marketing partnership efforts put forth with funds from area businesses and the State.

Following the Rally, an *After Rally Summit* was held to discuss the economic impacts of the Rally and to gather feedback from those partners who invested in the marketing effort. Statistics estimated an additional 91,200 attendees made the decision to attend due to digital advertising.

The City earned a net revenue of \$1,132,836 from the 77th Motorcycle Rally.

Rally Website
662,002 Unique visits.
2,253,000 Page views.