

*Our Mission: To provide an attractive, growing community being served by a professional staff that offers reliable, quality municipal services.*

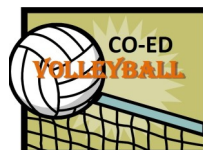
## Meetings and Notices

**City Council Meetings** - June 7 and 21. The Executive Session begins at 6:00 PM. The public portion of the meetings begin at 6:30 PM. in the Council Chambers at City Hall, 1040 Harley-Davidson Way (please use the Sherman Street entrance).

**Agendas and other meeting information is posted on the City website calendar beginning the Thursday prior to the meeting.** If you would like to have City Council agendas e-mailed to you, contact the Finance Office at 347-4422. Meetings are live-streamed on the City Facebook page.

The following application(s) will be reviewed by the Planning Commission on June 8 at 5:30 pm. This meeting will be held at Sturgis City Hall, 1040 Harley-Davidson Way. Planning Commission meetings are open to the public and comments are welcome. Meetings are streamed live on the City Facebook page. For more information about an application or review, contact the Planning Office at 347-4422. Meeting dates and locations are subject to change.

Rev-It-Up Espresso	Annual Use on Review	2703 Lazelle Street
Northern Hills Business & Tax Service	Annual Use on Review	1109 5th Street



**Adult Co-ed Sand Volleyball League registration deadline is May 30.** Games will begin on Thursday, June 10 at the new sand courts west of the Community Center. Pick up a registration form at the Community Center.

## Officials

### Mayor

Mark Carstensen

### Council Members

Ward One:

Mike Bachand  
Angela Wilkerson

Ward Two:

David Martinson  
Beka Zerbst

Ward Three:

Jason Anderson  
Aaron Jordan

Ward Four:

Kevin Forrester  
Dean Sigman

### City Manager

Daniel Ainslie

For contact information visit the city website at [www.sturgis-sd.gov](http://www.sturgis-sd.gov) or call City Hall at 605-347-4422

## Open Container Approved for 2021 Rally

The Sturgis City Council recently approved lifting the Open Container ordinance during the 2021 City of Sturgis Motorcycle Rally.

The open container proposal was introduced as a way to raise funds for the Sturgis Rally Charities Foundation (SRC). To partake in the open container, a special event cup must be used. Cups will be sold at various kiosks. ID's will be checked and wristbands issued when a cup is purchased. Consumers can purchase beer or wine at any licensed establishment and transfer the drink into the cup. The consumer can then walk around within the designated open container area with the beverage. Only beer or wine will be allowed in the cup.

Open containers will only be allowed between the hours of 10:00 AM and 10:00 PM. The Police Chief has the ability to ask the Mayor to cancel the 'open container' period at any time if problems arise.

The designated open container area map is posted on the city website in the news section.

## Non-Profit & Youth Groups Invited to Staff Photo Tower

Area non-profits and youth groups are invited to staff the Main Street photo tower during the 2021 City of Sturgis Motorcycle Rally. Groups will be able to keep all the admissions collected from the tower during their respective work days. Groups are also encouraged to display information about the group. A minimum of two people are required to be present at all times when the tower is open. One person must be at least 18 years old. Towers are open 9am until 8pm August 6 - 14. The tower booth has electricity and is air conditioned.

Interested groups need to submit an online application found on the City website (News section). Groups will be scheduled for one day each during the event. The application deadline is 5:00 PM on June 4.

For more information, contact City Hall 347-4422 ext. 209 or view the application form on the website.

## City to Hire Consultant for Preliminary Design of Lake

In the Fall of 2020, the Sturgis City Council appointed an ad hoc committee to address a growing interest in creating a splash-pad. Over the course of several months, the committee determined that a splash pad would not meet the needs of the community as a whole. They then considered an outdoor swimming pool. The construction and maintenance of a pool was determined to be cost prohibitive. The group then developed an idea that includes a man-made lake with several recreational components. The location would be at the City-owned Fairgrounds property.

Following several Committee meetings and public presentations; on May 3, the Sturgis Aquatics Committee presented their final recommendation to the Council and asked the City to move forward with the lake concept.

The City Council agreed to issue a request for proposals for a preliminary engineering design and cost estimate, along with a budget for operations. These items will be crucial when the Council determines how to proceed.



## City of Sturgis Motorcycle Rally Unveils New Brand Mark

The City recently unveiled the new Brand Marks for the City of Sturgis Motorcycle Rally.

According to Mayor Mark Carstensen, "The time was right to develop a strong brand that will be recognized world-wide. By having exclusive ownership of the Official Rally Brand Marks, the City has secured a strong financial future for community projects as well as the Sturgis Rally Charities Foundation."



The new Brand Icon known as the 'Winged S', represents several virtues of the City of Sturgis Motorcycle Rally:

- The American Spirit** - The eagle represents freedom and the American spirit. The open wings are symbols of freedom and willingness to welcome our many visitors.
- The Black Hills** - The "S" found within the new icon represents the winding roads in the Black Hills as well as the community of Sturgis.
- The Motorcycle** - The wings double as exhaust pipes and the lateral lines denote the cooling fins of a cylinder.
- Generational Riding** - The eagle with its head facing forward (future) and the tail backwards (past) connects the generations with open wings.

The new marks will be used exclusively by the City and Rally Sponsors. Local businesses are also invited to use the new marks if they choose by securing a license agreement with the City. The marks are trademarked and their use will be closely monitored and enforced.

The City developed the Marks with the assistance of *Public Label Agency*. The international firm specializes in experiential, integrated and shopper marketing for clients including Progressive, Adidas, Fujifilm, Ford, and Mars Wrigley.

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The first annual Sturgis Art Festival will take place on Saturday, June 5, 2021 from 10 AM to 6 PM and will include a variety of art and craft vendors selling and

showing their work alongside food and drink vendors in downtown Sturgis on legendary Main Street.

On June 3, the Downtown Sturgis Foundation will hold an Art Walk with new sculpture unveilings. The event begins at H-D Rally Point at 5:30 PM. The new sculptures will be located along Main Street.



**Volksmarch June 12** - The 2021

Sturgis Volksmarch will take participants on a historic journey around the Ft. Meade area. Register at the adult softball

fields on the east side of Ft. Meade. Signs will be posted. This is a 5K and 10K walk/run.

For more information about these events, contact the Chamber at 347-2556.

The City-Wide Cleanup was a success! Public Works crews picked up 110 loads of rubble, 29 loads of metal, and 14 loads of branches.



## Salute to Our Heroes BBQ & Fundraiser Saturday, May 29

Join us in honoring our veterans and show support for the Gold Star Family Monument that will be installed later this summer. Funds raised during this event will help cover costs associated with the installation of the monument.

### Schedule of events:

**Poker Run** - Registration will take place noon until 1:00 at H-D Rally Point. Bikes, cars, trucks, everyone is welcome to participate for great prizes.

**Main Street Mile** - Registration starts at 4:15 at the Sturgis Elementary School parking lot. The run/walk begins at 5:00 and will end at H-D Rally Point Plaza.

**A free community BBQ** will take place at Harley-Davidson Rally Point at 5:30. Free kids activities include games and a bounce house.

**Gold Star Monument Committee** presentations will take place at 6:00.

**Live music** - 6:15 until 9:00.



A Gold Star Family includes the immediate family members of a fallen service member who died while serving in a time of conflict.

## 2021 MUSIC ON MAIN MOUNTAIN BIKE RACE SERIES

June: 2, 9, 16, 23, 30 July: 7, 14, 21



### ENTERTAINMENT:

Chelsey Dee & Co - 32 Bellow - Camp Comfort - Dirty Word - Tripwire  
Booze & Tuna - Zeona Road - Slamabama



ORTHOPEDICS AND SPORTS MEDICINE  
MONUMENT HEALTH



## Library News



### Welcome back to the library!

We are once again offering our normal services. Masks & social distancing are still recommended.

Most Materials are Fine-Free!

### Summer Reading Programs:

**Adult** - Thursday, June 24 "Tales, Tails, and Trails" at 5:30pm. Take a stroll in City Park - friendly pups are invited!

**Teen Crafts on the Balcony!** June 3, 10, and 17 at 3pm.

### LIVE at Rally Point - Story Hour

Children can join Miss Kathy on Tuesday and Wednesday mornings from 10:00 – 11:00am.

June 1 & 2 – Tails and Tales of North America

June 8 & 9 – Tails and Tales of South America

June 15 & 16 – Tails and Tales of Australia

June 22 & 23 – Tails and Tales of Africa

More information can be found at the Library or on our BlogSpot.



The City of Sturgis is now hiring temporary help for the 2021 City of Sturgis Motorcycle Rally.

A variety of positions will be filled including information booth, security, sales, and custodial. Daytime, afternoon & evening, and night shifts are available. Wage depends on experience and the position.

Apply now at [www.sturgis-sd.gov/jobs](http://www.sturgis-sd.gov/jobs).

## Contact Information

City Hall 347-4422  
Code Enforcement & Planning  
7:00 - 6:00 Mon. - Fri.  
1040 Harley-Davidson Way

Community Center 347-6513  
5:00 - 8:00 Mon. - Fri.  
8:00 - 5:00 Sat.  
Noon - 5:00 Sun.  
1401 Lazelle Street

Finance Office 347-4422  
7:00 - 6:00 Mon. - Thur.  
1040 Harley-Davidson Way

Fire & Ambulance 347-5801  
Emergency 911  
7:00 - 5:00 Mon. - Fri.  
1901 Ballpark Road

Library 347-2624  
8:00 - 7:00 Mon. - Thur.  
8:00 - 5:00 Fri.  
8:00 - 4:00 Sat.  
1040 Harley-Davidson Way

Police Department 347-5070  
Emergency 911  
1400 Main Street  
Animal Shelter 347-8310  
1140 Otter Road

Public Works 347-3916  
6:00 - 3:00 Mon. - Thur.  
6:00 - 10:00 AM Fri.  
1057 Dudley Street  
Rubble Site 347-5605  
8:00 - 4:45 Mon. - Sat.  
20492 Avalanch Road

Rally & Events 720-0800  
8:00 - 5:00 Mon. - Fri.  
1040 Harley-Davidson Way

Sturgis Liquor 347-5983  
9:00 - 7:00 Mon. - Sun.  
1075 Lazelle Street

After Hours Emergency call  
Police Dispatch 347-2573

[www.Sturgis-SD.gov](http://www.Sturgis-SD.gov)  
Facebook: City of Sturgis, SD

Hours of operation are subject to change.