

2018

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 2018.

2018

ANNUAL REPORT

SIXTH STREET PARK

Located on the west side of the Sturgis Community Center, the Sixth Street Park was completed in September of 2018. The playground equipment is suitable for a variety of ages and includes pieces for kids with special mobility needs. The majority of the equipment came from existing inventory. Most of the playground area is covered with a shade structure during the summer months. A Kiwanis 'Little Library' and park benches were also installed. Black Hills Energy donated lighting for the area.

Parks crews made additional upgrades to the areas surrounding the park. An NBA size basketball court, pickleball court and permanent skateboard park were added. One of the existing tennis courts was refurbished with a new surface. The basketball court doubles as an ice skating rink during the winter months. A push-button lighting system was installed to allow skating after dark. Skates are available for rent at the Community Center during regular business hours.



STURGIS COMMUNITY CENTER

Our goal is to provide a safe & healthy environment so citizens of the Sturgis community can participate in as many recreational and entertainment opportunities as possible.

2018 Member Survey Results

- ◆ 58% of members feel their membership is an Excellent value.
- ◆ 88% of members report satisfaction with the programming options.
- ◆ All members surveyed reported they were satisfied with the facilities.

2018 Upgrades

The Center contracted with Fitness-on-Demand for customized digital programming specifically designed for individual and small-group workouts. Dance, Zumba, and hundreds more workouts are now available.

Three new large-screen televisions were installed in the Cardio Room to provide customized viewing using the "Audio Fetch" app.



502 Kids enjoyed youth programs

240 Adults enrolled in the summer softball league



We partner with several health insurance companies to offer wellness & incentive programs. In 2018, we added AARP Medicare as a partner for their "Health Contributions" Program. We also contract with Silver-&-Fit and Silver Sneakers Programs. Ask about our Corporate memberships to enhance your company's Wellness Program.

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	



2018 COUNCIL MEETINGS

25 Regular and 3 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.

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 the week 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 internal control documents specific to each department. These controls ensure proper accounting methods are followed.
- Worked with the City Manager to prepare and submit the FY 2019 Budget.
- Prepared & submitted the City's Annual Financial Report to the Department of Legislative Audit.
- Prepared City Council Agendas and Minutes for all 2018 meetings.
- Maintained all burial records at the Bear Butte Cemetery. Updated related software for easier public access.
- Administered all liquor, beer and wine license renewals.
- The Sturgis Finance Officer serves as a Trustee for the South Dakota Municipal League.

Two inventories were conducted at Sturgis Liquor resulting in less than 0.01% discrepancy - far below the industry standard.

3,064
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 2019, \$170,000 in revenue from Sturgis Liquor will be deposited into the City's General Fund.

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



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 receive free CODE RED emergency notifications sent to you via email, phone and text.



ADMINISTRATIVE SERVICES DEPARTMENT

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

One full-time employee administers all payroll for the City. They are responsible for coordinating benefit information for all 160 regular full and part-time employees. More than 100 additional employees are hired during the Sturgis Motorcycle Rally. New electronic time keeping software was implemented during the year for most employees.

4,429
Number of timecards processed in 2018.

The Public Information Officer is responsible for providing the public with a variety of news and community related information. The Sturgis Information Publication (SIP) is a monthly newsletter mailed to over 3,000 municipal utility account holders. The publication is also published on the city website.

The official Facebook page for the City of Sturgis keeps over 4,000 constituents and visitors updated on important news and events taking place in the community.



LEGAL SERVICES

Throughout 2018, the City Attorney worked closely with the Council and City Manager to achieve a variety of goals. 2018 accomplishments included:

- Contract development and negotiation services for the Rally and Events Department. These efforts helped drive the sponsorship net revenues to over \$1,250,000.
- Negotiated a \$190,000 price reduction for the East Annex Sewer Project caused by contractor delays.
- Completion of three voluntary annexations and one statutory annexation which helped the City grow. Annexation is a common method of incorporating property near the city limits into the municipal boundary. These properties are often receiving city services prior to annexation.

STURGIS AIRPORT

The Sturgis Airport served an average of 9 flights per day in 2018. There are 50 single engine and 2 twin engine planes based at the facility. 19 leased hangars are located on the property and more are scheduled for construction in the near future.



A flight school opened in 2018, with an average of 10 student pilots who are training to become licensed private pilots or to obtain other flight credentials.

A new fuel system project as well as a pavement maintenance project were also completed in 2018.

STURGIS PUBLIC LIBRARY

In 2018, Sturgis library patrons downloaded 11,111 ebooks/audio books. This was a 36% increase over 2017.

The total circulation of all materials was 47,181.

The library shared 2,431 items with other libraries within the state. This was a 66% increase.

Library meeting rooms were used 638 times during the year.

In October, the Library hosted U.S. Poet Laureate, Tracy K. Smith. She presented "American Conversations: Celebrating Poems in Rural Communities".



New York Times best selling author, Craig Johnson, signed books and entertained fans during a 'standing-room-only' meet and greet at the Community Center.

Great News! We are expanding our library in 2019! The main focus will be on the children's area and program room. Watch for updates on our social media sites.



STURGIS/MEADE COUNTY ANIMAL SHELTER

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

During 2018, there were 4,517 visitors at the Shelter. An additional 2,264 calls came in to report animal problems or to make inquiries about animals.



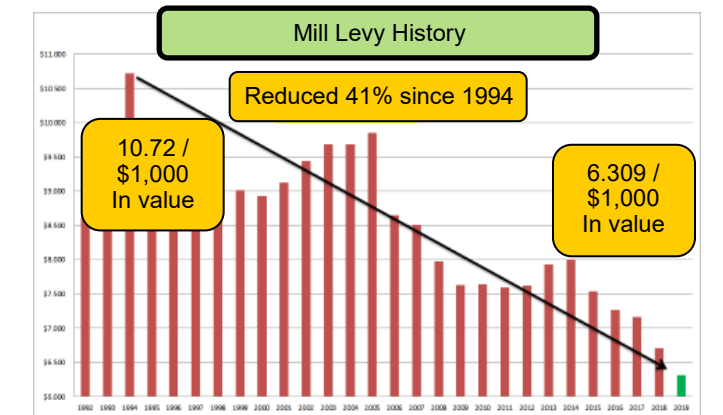
	260	64	
	Impounded	Surrendered	
DOGS	72	288	8 Deceased/ Euthanized
	Adopted	Returned to owners	
	135	54	
	Impounded	Surrendered	
CATS	134	14	9 Deceased/ Euthanized
	Adopted	Returned to owners	

Thank you for supporting the Animal Shelter. Your heart-felt donations help provide a clean and safe environment for the many homeless animals we shelter.

CITY MANAGER'S OFFICE

2018 brought many initiatives, projects and goals to fruition. The community of Sturgis continued to grow with the addition of 46 new homes and 22 new and expanding businesses.

Due to positive sales tax revenues and continued residential growth, property owners will enjoy another steady decline in the City mill levy from 6.7 to 6.3 per \$1,000 of property value - the lowest mill levy in 28 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. 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 2019.



We also remind everyone that shopping local helps your neighbors and funds emergency services and capital improvements.

Volunteers

- Improve Our Community
- Share Knowledge
- Make New Friends
- Help Develop Policies
- Increase Communication Skills
- Learn New Skills
- Provide New Ideas & Solutions

STURGIS AMBULANCE SERVICE

The Sturgis Ambulance Service covers 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.

In October, first responders along with numerous city, county, state and federal agencies conducted a mass casualty exercise. The purpose of the exercise was to work together and identify areas where improvements can be made in the event of a large scale emergency.



A mass-casualty drill allowed first responders the opportunity to use the city's ambu-bus to transport victims.

In addition to their normal response duties, the Service had many accomplishments:

- Received a \$96,000 federal grant for community paramedic training. This grant provided training to 6 paramedics so they can now work in a non emergency capacity. By partnering with Sturgis Regional, these paramedics can provide healthcare without the need for ambulance transports, ER visits and hospital visits.
- The Ambulance Service won the state-wide EMS Week championship for best programming and outreach.
- The Service raised more than \$21,000 by holding several fund-raising events.
- A Homeland Security grant for \$35,000 was received for new radios.
- Halli Schulz and Shawn Fischer won the SD Trauma Wars for the third time in a row!

In 2018, the service responded to 2,070 calls for service. Many of these calls were from outside the city limits. In an attempt to secure stable funding, an election to establish ambulance districts was held in December. The initiative was defeated, leaving few options for service outside the city moving forward.

Every month, the Sturgis Ambulance Service provides free CPR training to the community.



STURGIS POLICE DEPARTMENT

The Police Department made 2,486 arrests in 2018 compared to 2,016 arrests in 2017.

Several grants were awarded to the department, including the following:

\$35,000 from the State Drug Fund to purchase a new vehicle and accessories.

\$15,000 Highway Safety grant used to purchase 2 patrol cameras and to conduct additional DUI enforcement.

\$7,900 Homeland Security grant to purchase hands-free communication devices for use with the patrol motorcycles.



Detective Joe Leveque was named Officer of the Year for the state of South Dakota. The award was recognition for his dedication and leadership while working with the PAL organization and his role in developing the Sturgis Bike Park.

Police Cadet Ivan Reicher was awarded the Police Department's Life-Saving award for his role in preventing a juvenile suicide.

The Sturgis Police Cadet Program is made up of kids age 14-20 who have an interest in law enforcement. They receive training and assist with routine law enforcement duties.



Police Reserve Program - These officers must be at least 21 years old. They receive 150 hours of formal training through a state-certified program. Reserves work with full-time officers and have arrest powers. Reserves assist with events and special assignments. To find out more about becoming a Reserve Officer, contact the Police Department.

Sturgis Police Athletic League (PAL) is a non-profit organization that was established to prevent juvenile crime, including drug and alcohol abuse and violence, utilizing a recreation-oriented crime prevention program that relies upon athletics, recreation, education and community service programs for youth.

In 2018, the PAL organization partnered with local businesses and private groups in the Sturgis community to raise nearly \$70,000 for construction of the Sturgis Bike Park. In 2019, the organization will launch a major fund-raising campaign to expand the Bike Park to accommodate the large numbers of riders who enjoy the park during the summer months.



PLANNING AND PERMITTING

As Sturgis continues to grow, planning & zoning, building inspections, code enforcement, and engineering, continues to work with developers and individual property owners to ensure orderly development.

In 2018, the 7 member Planning & Zoning Commission, along with City staff held 15 meetings to consider 14 Variances, 2 new Use on Review applications, 23 Plats, 2 Zoning Amendments, 1 TIF, and 1 Request for Vacate. The Commission also reviewed one preliminary development plan and the City's Master Bike Plan.

The Building Inspector issued 394 building permits. Fees for those building permits equaled \$98,553. The department is also in charge of completing temporary vendor inspections during the Rally.

\$343,595

Value of 425 Temporary Vending Permits.

\$25,239,065

Building Permit valuations.

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 480 code violations were identified.

The top three most common code violations were for 'grass over 8 inches' (84), 'unlicensed or inoperative vehicles' (68) and 'weeds and noxious vegetation' (33). Several violations for household trash outside, rubbish accumulation, 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 2018, the engineer provided design oversight for the solar canopy at Harley-Davidson Rally Point, engineered improvements along Woodland Drive, and revised the City's Comprehensive Bicycle Plan.

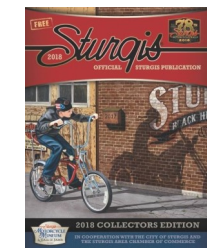
A NEPA Study of 21.3 miles of connector trails around the City Dams area was also completed.



Since the solar shade structure was connected, approximately \$8,000 worth of electricity has been generated to off-set the energy used at the library.

COMMUNITY PARTNERS

Sturgis Area Chamber of Commerce and Visitors Bureau. 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. 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.



For the first time ever, the Chamber, the Sturgis Motorcycle Museum, and the City of Sturgis joined forces to create the Official Sturgis Magazine. The magazine is distributed free year around. The collaborative effort provides advertisers in our community the ability to reach thousands of visitors year around. The magazine

was so popular in 2018, there will be 20,000 more issues printed for the upcoming 2019 season.

In December of 2018, the Chamber Board of Directors was honored to announce the hiring of Veronica Grosek as Chamber Director.



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.

In October of 2018, Amanda Anglin was hired to replace Pat Kurtenbach as Executive Director. Pat retired following several years of service to the business community.

Numerous retail businesses announced significant expansions during the year, including: Ace Hardware, American Family Insurance, Baseline Surveying, NAPA Auto Parts, Regional Health Home, Richter's Exhaust, Sturgis MotoCruzin USA, Sturgis Regional Healthcare, and Xtreme Dakota Bicycles.

New businesses included: Allison Realty, Cross Five Cattle Coolers, G&G Garbage, Jacobsen Realty, La Risa Mexican Restaurant, Legendary Electric and Wanda's Kitchen. These new and expanding businesses impacted 357 jobs in our community.

Watch for these new businesses in 2019: The Hotel Sturgis, Sturgis Brewing Company, and Northern Hills Gymnastics. More new businesses will be announced soon.



PUBLIC WORKS DEPARTMENT

The Public Works Department is made up of several divisions: Parks, Sanitation, Streets, Waste Water, Fleet Maintenance, 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 \$7,302,354 annual budget. The various divisions work to maintain health and safety issues, infrastructure, and provides support as needed during special events and emergencies.

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 2018, the Parks Department was able to complete several new projects near the Sturgis Community Center. Those project included the following:

- Refurbishing one tennis court
- Addition of pickle-ball courts
- Permanent relocation of the skateboard park
- Installation of new basketball court
- Construction of new 6th Street park including new equipment, shade, and picnic area
- Installation of a new ice skating rink
- Installation of a school bus stop structure at Sixth Street



New sod and irrigation were installed at Strong Field.

In June, a wind storm caused several large trees to fall onto playground equipment at City Park. The damage resulted in closure of the playground for several days until repairs could be made.

Vandalism continued to be an expensive problem

in 2018. Damage to city property cost tax payers over \$10,000.

36 Years
Tree City USA



Staff
7 Full-Time

Park Shelter Reservations - Spring and summer are just around the corner. If you are planning on using a park shelter, make your reservation now by calling 347-3916.

The Sanitation Division is responsible for collecting, transporting and disposal of trash seven days a week. There are 2,305 residential accounts and 350 commercial accounts.

In 2018, two City Wide Clean-up efforts took place. During the Spring event, the Sanitation Division picked up 138 dump trucks full of trash and 13 loads of metal. All household trash is hauled by truck to the Belle Fourche landfill. The City paid \$305,120 in tipping fees at that location.

The Sturgis Rubble Site is open six days a week. The site is licensed by the state and may only accept construction debris, limbs and other yard waste. 91,517 yards of construction and demolition debris were brought to the Rubble Site in 2018. An additional 2,069 yards of yard waste was received.



5,405
Tons of trash
hauled to Belle
Fourche in 2018

Staff
8 Full-Time

5,812
Pounds of batteries
recycled



The Street Division 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.

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

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

Staff
11 Full-Time

Projects scheduled for 2019 include:

- Completion of the 9th Street bridge
- Completion of the new Public Works Campus
- Recreation trail connector along Vanocker Canyon Road



Sturgis Public Works Director, Rick Bush earned certification as a credentialed public works manager (PWM) with the American Public Works Association.

Ever advancing technology, changing environmental regulations and interpreting tomorrow's public work needs are among the biggest challenges his department faces.

The Wastewater Division is responsible for all collection, maintenance, treatment and irrigation operations of wastewater for the City. Three full-time employees maintain 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 system.



In 2018, 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 in the final phase of design 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.

The Fleet Maintenance Division is responsible for the majority of all vehicle maintenance performed on city owned vehicles and equipment.

The Fleet Maintenance Division includes two full-time mechanics and one supervisor.



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 two 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).

All water test results and additional information about the Water Division can be found on the City website.



Staff
4 Full-Time

305,702,000
Gallons pumped from 7
wells during 2018.

RALLY & EVENTS DEPARTMENT

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

2018 continued to feature the popular Music on Main Series held on Wednesdays at Harley-Davidson Rally Point. This event features live music, food vendors, and bicycle racing. The first Music on Main for 2019 will be on June 5.

The Off-Road Rally was held for the second year and despite the cold, wet weather, several families from numerous states participated in trail rides, Mayor's Ride, racing at the Jackpine Gypsies track and banquet. This event continues to grow and will take place May 24-27, 2019.

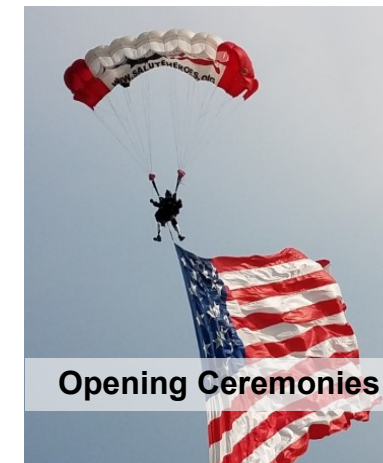
The 78th Annual Sturgis Motorcycle Rally featured several mini-events during the week. The Tattoo and Beard contests, the Street Food Throw-down, 5K Run, Burger Battle and the Ride With a Local events were all very popular. The Sturgis Mayor's Ride raised over \$35,000 for local charities.

The Discovery Channel filmed an episode of Garage Rehab. The episode featured Jacobs Auto located on Junction.

The Sturgis Police Department reported both non-traffic arrests and parking violations as being down from the previous year.

The final attendance number came in at 495,000; the second largest rally in the past 10-

years. The good attendance was due in part to the digital marketing partnership efforts put forth with funds from area businesses, neighboring communities, and the State Department of Tourism. The 2019 Sturgis Motorcycle Rally will be held August 2-11.



Opening Ceremonies

\$583,276
Funds raised for
local non-profits

\$ 1,402,423
Net Rally Income for
the City in 2018