



RALLY SUMMIT Welcome!





AGENDA

7:30	Coffee, Donuts & Registration
8:00-8:10	Welcome – Sturgis City Manager, Daniel Ainslie
8:15-8:30	Review of 78th Rally -Jerry Cole
8:35-9:30	Social Media, Website, Digital – Home Slice
9:30	Break
9:45	Demographics of Attendees – Daniel Ainslie
10:30	Economic Impact of Attendees - Jerry Cole
11:00	Black Hills and Badlands - Michelle Thomson
11:45	Lunch (on your own)
1:15	State of South Dakota Department of Tourism
1:30	Marketing 2019 – Home Slice
2:30	Ideas for Getting your Rally On
3:30	Break – Round Table
3:45	SD Codified Law: Title 32 – Daniel Ainslie
4:15	Final Numbers – Daniel Ainslie
4:30	2019 Rally – Jerry Cole
5:30	Social @ Loud American (Hors D'Oeuvres & Cash Bar)



Jerry Cole
Rally Director





Recap 2018

Sturgis® Motorcycle Rally™





1 Million



Opening Ceremonies





Concerts

- Downtown Stage
- Knuckle
- Loud American
- Full Throttle
- Buffalo Chip
- Iron Horse
- More.....



2,432,380





Other Events

• Bike Shows

- School's Out Bike Show, FXR Show, All Brands, Kory Souza Originals, Trike Show, Women & Wheels,





Other Events

Rides

- Mayor's Ride, The Legends Ride, The Biker Belles, Discovery Ride, Ride with a local,





Other Events

Races

- Spirit of Sturgis,
- Flat Track,
- Street Drags,
- Supermoto,
- Super Hooligan,
- Hill Climbs





Other Events

Military Appreciation





Other Events

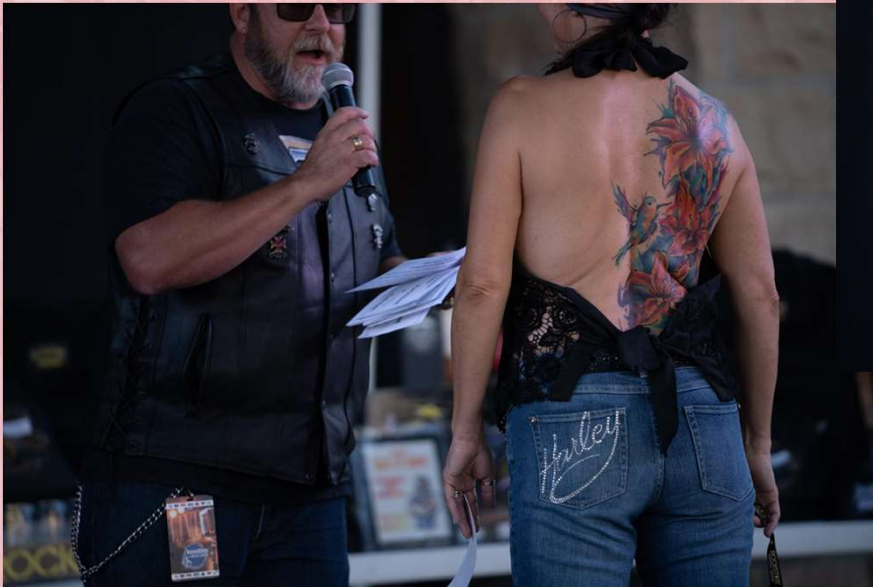
Legendary 5K





Other Events

Tattoo





Other Events

Burger Battle





Other Events

Beard & Moustache

