

## 2016 STURGIS MOTORCYCLE RALLY STATISTICS



DESCRIPTION	50th 1990	60th 2000	65th 2005	70th 2010	74th 2014	75th 2015	76th 2016
Estimated Attendance	400,000	633,000	525,250	466,769	442,200	739,000	448,000
*Tons of Garbage Hauled - Sturgis	408.88	769.55	795.18	583.16	538.72	811.65	536.97
**DOT Traffic Counts reflects 10 day count, 12 day count in 2015	564,106	773,541	626,688	601,324	563,650	831,055	463,412
*Mt. Rushmore Traffic Counts (in Park) reflects 15 day count				67,130	59,807	82,751	56,135
***SD State Sales Tax Collected	177,000	573,000	596,246	456,986	475,558	827,526	424,737
****Official Main Street Photo Count				3,530	2,696	4,125	2,848
Vendor Licenses Issued - Sturgis	243	943	901	761	**681	916	*623
Vendor Licenses Issued - Meade Co.	307	187	287	261	243	166	151
Taxable Sales within City Limits/Temporary Vendors	3 mil	14.3 mil	14.9 mil	11.4 mil	11.8 mil	20.6 mil	9.4 mill
Sturgis City Sales Tax Collected within City Limits/Temporary Vendors	59,000	286,000	268,711	228,493	237,779	413,763	187,395
SD Dept of Tourism Tax Collected within City Limits/Temporary Vendors		143,000	148,060	170,191	176,327	308,209	140,330
City Vendor Fee Revenue	63,225	305,300	340,000	273,330	410,279	528,403	389,206
City Rental Property Revenue		249,021	256,398	198,847	284,936	398,675	761,806
City Sponsorship Revenue		200,821	227,000	214,570	299,656	347,559	356,533
Sanitation Fee Revenue		122,760	166,524	118,126	143,080	194,576	164,239
Marriage Licenses Issued - Sturgis	179	197	109	74	60	122	49

\*Five counts factored into formula that determines estimated annual attendance

\*\*All reported sales and tax activity are based off of reports dated as of the fourth week of each September

\*\*\*In 2014 11 returning vendors did not have to purchase licenses because they were open for more than 5 months

\*\*\*\*West Tower on Saturday, Monday and Friday, East Tower on Saturday, Monday and Friday

\*In 2016 15 returning vendors did not have to purchase licenses because they were open for more than 5 months, more than 20 tattoo artists purchased one permit though they were active for more than 12 days