

Sturgis Summary and Photos

Posted on 20 August 2009, 3:45 pm by [nwablogs](#)

The call came last week. The woman on the telephone politely explained that a correction was in order in The Daily Republic.

A report about the Sturgis motorcycle rally had included a sentence noting that 400,000 typically attend the annual rally in the northern Black Hills city. The woman said there was an extra "0" in that number; it should be 40,000, she said, noting that South Dakota's total population is only about 800,000.

As the nation struggles with economic crises of varying degrees, South Dakota is holding its own, thanks to roots that are deeply anchored to agriculture and tourism.

Rains this year have been copious. The success of the region's grains should provide another great harvest season, and the lush prairies are providing ample feed for the region's herds.

The drought is over, and it couldn't come at a better time.

Tourism this year appears to be strong as well and that, too, is perfect timing. Not only are the numbers up locally, but the number of bikers headed to the Sturgis rally were on par with years past. South Dakota can't afford a drop in those numbers.

Indeed, the Sturgis rally draws huge crowds.

It's so large that the South Dakota Office of Tourism is backing a group called the Motorcycle Tourism Alliance, which has formed to try to get a handle on the effect the rally has on South Dakota's tourism industry. We support such a venture, since the data that will be gathered can be used to develop marketing plans to better help the entire state plan for and utilize that glut of traffic.

Too, we figure the panel will come up with statistics that will surprise us, and anyone else who has ever tried to put a number on the rally's economic impact.



John Paul DeJoria, with his wife Eloise in the sidecar of his 1938 Indian motorcycle, heads out of Deadwood, S.D. in the lead of the second annual Legends Ride on Monday, Aug. 3, 2009. DeJoria, who founded both Paul Mitchell Styling Products and Patron Tequila, pledged \$10,000 to the charity ride which raises funds for the Black Hills Children's Home Endowment Fund and the Sturgis Motorcycle Museum. (AP Photo/Steve McEnroe)



Sheree J. Wilson, right, chats with "Diva Amy" Skaling of Park City, Utah, Monday, Aug. 3, 2009, while checking out Skaling's uniquely decorated 2007 Harley-Davidson Roadglide before the annual charity Legends Ride in Deadwood, S.D. The ride is part of the famous Sturgis Motorcycle Rally. Wilson, who starred in television's "Dallas" and "Walker, Texas Ranger," is currently working on a new movie, "Easy Rider - The Ride Back." (AP Photo/Steve McEnroe)



Allan Smith of Friends. He listens to a sound check the rock band Tesla from the seat of his 1955 Harley Davidson Panhead Thursday, Aug. 6, 2009, the Buffalo Chip Campground just outside Sturgis, S.D. (AP Photo/Steve McEnroe)



Jennifer Lothrop, left, co-host of the FX Network's "DVD on TV" show, gets a touchup from makeup artist Allyson Joyner on Deadwood, South Dakota's Historic Main St. on Monday, Aug. 3, 2009, before shooting location scenes for a show later this month featuring the recent motorcycle comedy, "Wild Hogs." The 69th Annual Sturgis Motorcycle in underway in South Dakota's Black Hills this week. (AP Photo/Steve McEnroe)



A biker rolls onto the Buffalo Chip Campground concert grounds before the Tesla rock concert, Thursday, Aug. 6, 2009, just outside Sturgis, S.D. (AP Photo/Steve McEnroe)



Nick Lee of New York City, N.Y., churns up a haze of smoke during a burnout contest in downtown Sturgis, S.D. on Thursday, Aug. 6, 2009. Lee won the contest, literally grinding his way all through the asphalt with his rear wheel. (AP Photo/Steve McEnroe)



Aerosmith's lead singer Steven Tyler, with girlfriend Erin Brady on the back of his bike, heads out of Deadwood, S.D. Monday, Aug. 3, 2009 on the annual Legends Ride. The charity ride, part of the 69th Sturgis Motorcycle Rally, raised as much as \$40,000 for the Black Hills Children's Home Endowment Fund and the Sturgis Motorcycle Museum. Tyler's band will play at the famous Buffalo Chip Campground Wednesday night. (AP Photo/Steve McEnroe)



Darcy Yorgens and Dianna Schwab shed their helmets after parking their Ducati motorcycle Friday, July 31, 2009 on Main St. in Sturgis, SD, site of the 69th Annual Sturgis Motorcycle Rally which kicks off this weekend. The two, who are from Estevan, Saskatchewan, always ride with helmets as they are mandatory in Canada. (AP Photo/Steve McEnroe)



Aerosmith's lead singer Steven Tyler strikes a pose for fans as he prepares to mount his motorcycle for the annual Legends Ride in Deadwood, SD Monday, Aug. 3, 2009. The charity ride, part of the 69th Sturgis Motorcycle Rally, raised as much as \$40,000 for the Black Hills Children's Home Endowment Fund and the Sturgis Motorcycle Museum. Tyler's band will play at the famous Buffalo Chip Campground Wednesday night. (AP Photo/Steve McEnroe)



The Main Street of Sturgis, S.D. is packed with people and motorcycles on Thursday, Aug. 6, 2009 as the 69th annual Sturgis Motorcycle Rally reaches its midpoint. Hundreds of thousands of bikers flock to the Black Hills community every August for scenic rides, races, concerts and a chance to see old friends. (AP Photo/Steve McEnroe)