

# **Sturgis Business Alliance**

## **Marketing Plan**

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## EXECUTIVE SUMMARY

The history of Sturgis, South Dakota dates back to 1876 and is often referred to as the Key of the Black Hills. One thing that the area is known for is the Bike Rally that is held annually in August of each year. This major event has been active for 68 years and unfortunately has been hurting the economy of the city for the other 11 months out of the year.

The economic development industry covers government establishments mostly engaged in promoting and developing economic resources of all kinds, including tourism, business, and industry. The main organization developed to assist companies with this is the Department of Commerce (DOC). The DOC manages a wide variety of social and economic programs such as grants and patents. It conducts research for technological advancements, supports the growth of minority owned businesses, works to improve the utilization of natural resources and encourages travel to the United States by foreigners.

The Sturgis Business Alliance is an organization that was formed eight years ago to revitalize the downtown area of Sturgis. The original goal of the company was to assist with the election of the Mayor. The organization was reaffirmed to become a non profit organization in November of 2006. Now the main concern is to increase the business in the downtown area.

The city of Sturgis is best known for the famous Sturgis Bike Rally that takes place every year in August. The city of Sturgis currently has a population of around 6,682 people. The city was established in 1876 and has been booming ever since with assistance from the bike rally.

The market consists of businesses owners interested in starting a business in Sturgis, SD. These entrepreneurs could be local or from other states. The goal is to target not only tourists but also locals to the area. More businesses will help to boost the economy in the area and make it more profitable.