



News Release

South Dakota Department of Revenue

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2015 Sturgis Rally Temporary Vendor Sales Tax Revenues

PIERRE, S.D. – Tax revenue from the 2015 Sturgis Motorcycle Rally is up 76 percent from the previous year, according to the latest figures available from the South Dakota Department of Revenue.

Total tax revenue so far during the rally period is \$2,401,590 compared to \$1,361,924 from a year ago. Total temporary vendor sales were \$33,184,531. There were 1,438 vendors in the Black Hills during the 2015 Sturgis Motorcycle Rally, which broke the previous record set in 2005 of 1,393 vendors.

The Department of Revenue reports that sales and tourism tax revenues collected from temporary vendors at this year's rally totaled \$1,887,298 in the Northern Black Hills, which includes Sturgis and all other communities in Meade and Lawrence counties. Those revenues are up 74 percent, or \$805,452 from last year's total of \$1,081,846.

Of the \$1,887,298 collected so far this year in the Northern Black Hills, \$1,049,683 was state sales tax, \$428,834 was municipal sales tax, \$17,472 was municipal gross receipts tax and \$391,309 was state tourism tax revenue.

The Southern Black Hills, including Rapid City, Custer, Hill City and Keystone, along with Pennington County, posted vendor sales tax revenues of \$514,292. Of that amount, \$277,698 was state sales tax, \$127,279 was municipal sales tax, \$5,178 was municipal gross receipts tax and \$104,137 was state tourism tax. Those revenues are up \$234,214, or 84 percent, from the \$280,078 reported in 2014.

“The 75th Sturgis Motorcycle Rally was a great event that will be remembered for many years in South Dakota,” Andy Gerlach, Secretary of the South Dakota Department of Revenue said. “I’m pleased the Department of Revenue was able to assist vendors and local governments in making the Rally a success.”