



BHSU Rally Newsletter

1200 University Street Unit 9200 • Spearfish, SD 57799-9200

Greetings from the BHSU rally office

by Nancy J. Shuck, BHSU Rally Coordinator

Summer 2012 was hot and dry in South Dakota, as I'm sure you noticed if you attended the 72nd Sturgis Motorcycle Rally. Rally week brought a few thundershowers, but the drought has continued since. Warm and dry (or hot and dry as the case may have been) is always excellent weather for the motorcycle rally.

Attendance at the 72nd Sturgis Motorcycle Rally was estimated at 445,700. This would mean that the estimated Rally attendance for 2012 increased 7% over 2011.

For our own Rally attendance, we had 302 guests with reservations stay with us this year, an increase of 4%. Our number of reservations actually decreased by almost 5% so some of you making reservations brought several more people with you this year. Stays with us substantially lengthened this year as well; our Block C stays increased 79%. Our walk-ins doubled this year, from 2 to 4 parties.

Our gross revenue from the rally increased 18% over last year. The amount discounted through our Loyalty program (see accompanying information regarding our Loyalty program in this newsletter) increased as well by 32% (the amount you saved with our Loyalty program increased that much). Thanks again to our loyal guests who have stayed with us multiple times!

We continue to work towards and plan for a new residence hall (and every dollar you spend with us helps!). Current plans call for a

wing linking Heidepriem and Thomas Halls. The new wing would add 100 beds to the housing on that side of campus and would provide elevator access to the new portion, Heidepriem Hall, and Thomas Hall. The new wing would be air-conditioned, although retrofitting the other two buildings for air conditioning will not be feasible financially. Plans will undoubtedly undergo modification as we work through the approval process with the Board of Regents and the State of South Dakota, so stay tuned!

If you left (or lost) items in your residence hall room at the 2012 Rally,

please let me know. We may have your belongings in our lost and found. I'll be happy to return them to you if we do. Send me a description of any items you are looking for or want back and I'll check to see if they were left in our residence hall rooms.

Our rates and dates for the 73rd Sturgis Motorcycle Rally are included elsewhere in this newsletter. We're also instituting some new procedures as an option for your reservation and payment so check out those items as well. We look forward to welcoming you back to Black Hills State University in August 2013!

Season's Greetings and Happy Holidays to everyone – from Thanksgiving to Christmas (Hanukah, Kwanzaa, et. al.) to New Year's! Ride safe now and always!

Dates and Rates for 2013, the 73rd Sturgis Motorcycle Rally

Block A Thursday, August 1 through Monday, August 5
(checking out by 10 a.m. Tuesday, August 6) - \$390/room + 8.5% tax

Block B Tuesday, August 6 through Friday, August 9
(checking out by 10 a.m. Saturday, August 10) - \$390/room + 8.5% tax

Block C Thursday, August 1 through Friday, August 9
(checking out by 10 a.m. Saturday, August 10) - \$690/room + 8.5% tax

The form to request reservations is enclosed or is available on our website (www.BHSU.edu/SturgisRally). For the first time, you can make your reservations and pay for your room online at the same website.