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(S.D.)-Sturgis Looks To Update Downtown District



By: Jeremy Anderson Posted at: 11/29/2012 06:27 AM

STURGIS, S.D. (AP) - Sturgis may be best known for its annual motorcycle rally in August, but the city is hoping to entice people to visit the rest of the year.

A public meeting was held earlier this week to discuss how to redesign Sturgis' downtown district.

The Downtown Revitalization Committee has come up with four different pilot projects.

The projects include an updated motorcycle museum, upgrades to aged downtown buildings, a downtown plaza and a splashpark.

Four Front Design is a design company that is leading the revitalization effort. Eirik Heikes with Four Front Designs says the motorcycle museum has the potential to be the cornerstone of a vibrant downtown district since Sturgis is known for motorcycles.