

DOWNTOWN STURGIS MAIN STREET RETAIL

MR. AL'S, 1219 MAIN STREET
STURGIS, SD 57785

FOR SALE \$1,400,000



11,250 SF RETAIL BUILDING | 0.35 ACRES
MAIN STREET FRONTAGE

EXCLUSIVELY LISTED BY:

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1219 MAIN STREET STURGIS, SD 57785

PROPERTY OVERVIEW

SITE & BUILDING INFORMATION

Building Size	11,250 SF
Land Area	0.35 Acres
Year Built	1927
Zoning	General Commercial
Overhead Doors	8 (one 12' x 12', one 13' x 10', four 8' x 13', two 6.5' x 7')
Restrooms	2 Private
Ceiling Heights	12'
Parking	On-Street

TRANSACTION DETAILS

Asking Price	\$1,400,000
Tax ID	1711704
Taxes (2024)	\$14,857.80
Legal Description	ORIGINAL TOWN W 2.5' LOT 3; LOTS 4-7 BLK 17

UTILITIES

Water & Sewer	Sturgis
Electric	Black Hills Energy

PROPERTY OVERVIEW

Location, location, location! This retail property is located along Main Street in downtown Sturgis, immediately adjacent to the Harley-Davidson Rally Point at Main Street and Harley-Davidson Way. The 11,250 SF building sits on approximately 0.35 acres and offers 105 feet of Main Street frontage, placing it in a high-visibility corridor that experiences concentrated pedestrian and vehicular activity during major downtown events. In 2025, the Sturgis Motorcycle Rally recorded more than 537,000 vehicles entering Sturgis, reinforcing the scale of seasonal traffic near the site.

The building is configured to support flexible retail and event-driven use, with an open interior layout that accommodates vendor-style configurations. In addition to the main level, the property includes approximately 4,000 SF of attic area with storage and two non-conforming staff bedrooms. The site has historically supported outdoor activities adjacent to the building, including temporary vendor and food service uses during peak demand periods.

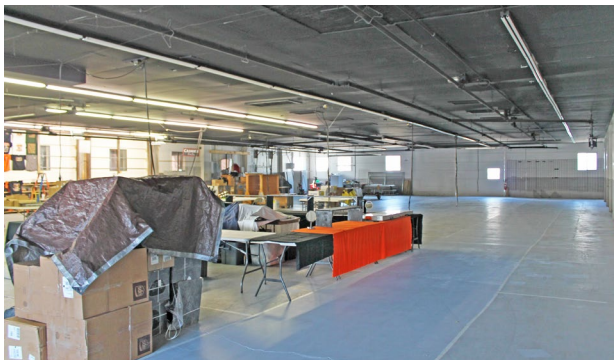
The property has a long, proven operating history anchored by its performance during the Sturgis Motorcycle Rally. During Rally week, the building is leased for approximately 10 days to individual vendor businesses, offering up to 80 vendor spaces plus an additional outdoor food vendor location. The property has historically maintained occupancy exceeding 95 percent during Rally week. Outside of the Rally period, the building has been utilized for vehicle and boat storage or leased to a single tenant for off-season use. Historical operations indicate average annual gross revenues of approximately \$160,000, supported by limited operating complexity and a low-management requirements.

INVESTMENT HIGHLIGHTS

- ▶ 11,250 SF retail building in downtown Sturgis
- ▶ 105 feet of Main Street frontage
- ▶ Adjacent to Harley-Davidson Rally Point within primary downtown event corridor
- ▶ Flexible interior layout supporting retail and event use
- ▶ Approximately 4,000 SF attic area
- ▶ Eight overhead doors for access and loading
- ▶ 80 vendor spaces, plus outdoor food vendor location
- ▶ 95%+ historical Rally week occupancy
- ▶ Currently, 80% leased for the 2026 Rally
- ▶ \$160,000 rental income during the Rally with plenty of opportunity for growth

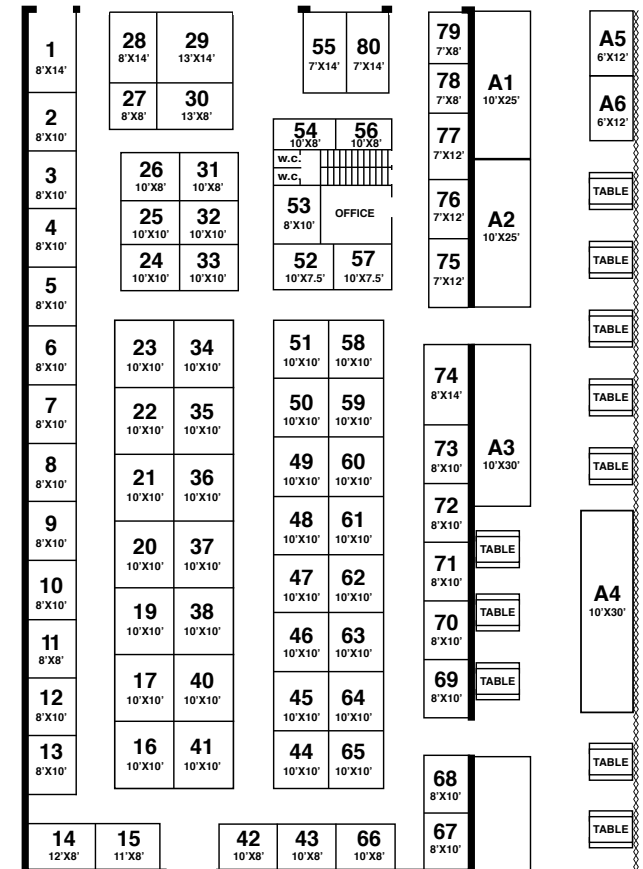
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PHOTOS



VENDOR LAYOUT

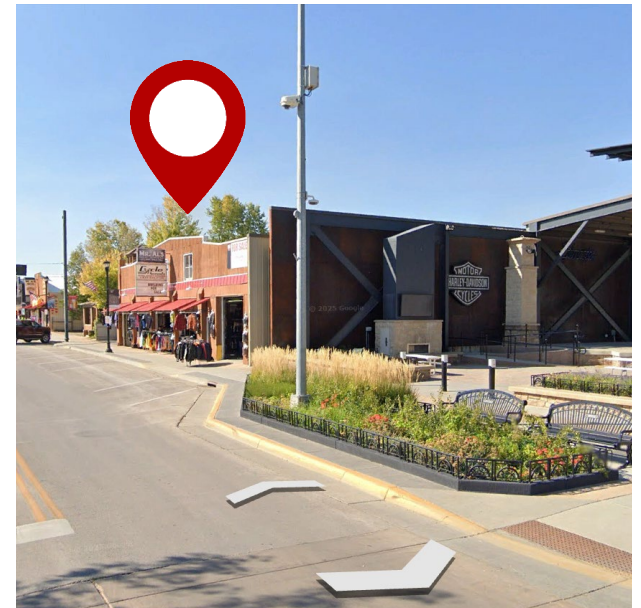
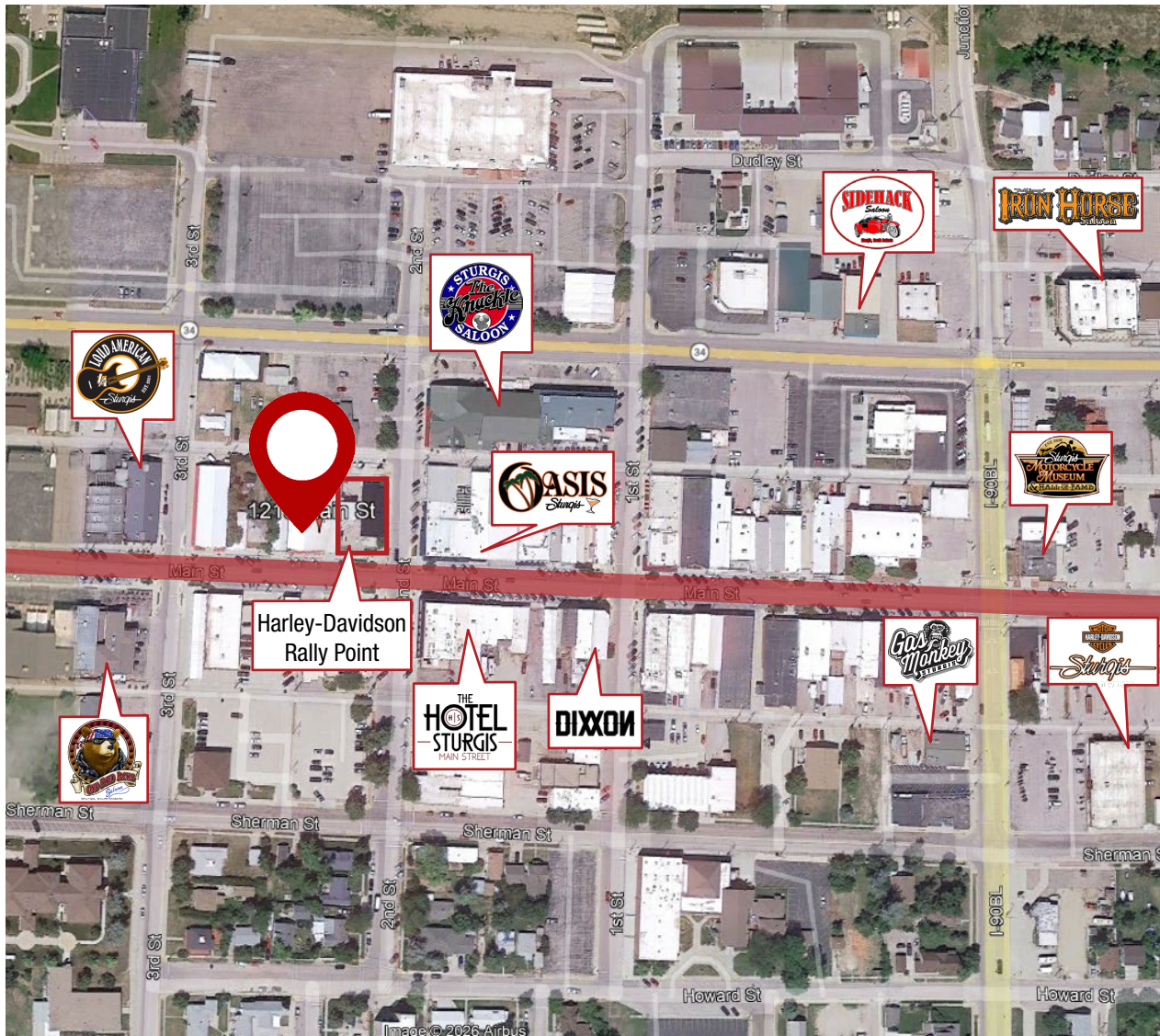
MAIN STREET



ALLEY

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STURGIS, SD 57785

LOCATION OVERVIEW



STATISTICS

WELCOME TO SOUTH DAKOTA AND THE BLACK HILLS!

The Mount Rushmore State of South Dakota has carved a solid reputation for business friendliness. It is consistently ranked in the top five states for setting up and conducting business. Small and big companies alike are discovering South Dakota's central location and progressive business climate.

The Black Hills boasts the country's most recognized national monument - Mount Rushmore - bringing millions of tourists from all over the world to Western South Dakota every year. For the past 10 years, South Dakota tourism has posted an increase in visitation, visitor spending and overall impact on the state's economy with 14.9 million visitors to South Dakota, \$5.09 billion in visitor spending, and 58,824 jobs sustained by the tourism industry.

BUSINESS FRIENDLY TAXES

- NO** corporate income tax
- NO** franchise or capital stock tax
- NO** personal property or inventory tax
- NO** personal income tax
- NO** estate and inheritance tax



REGIONAL STATISTICS

Rapid City Metro Population	156,686
Rapid City Population Growth	3.05% YoY
Rapid City Unemployment Rate	1.9%
Household Median Income	\$65,712

SD TOURISM 2024 STATISTICS

Room Nights	5.2 M Booked
Park Visits	8.7 M Visitors
Total Visitation	14.9 M Visitors
Visitor Spending	\$398.7 M in Revenue

RAPID CITY

- #1** AreaDevelopment—Leading Metro in the Plains
- #10** CNN Travel—Best American Towns to Visit
- #1** US Census—Fastest-Growing City in Midwest
- #17** Milken Institute—Best-Performing Small City

SOUTH DAKOTA

- #1** Business Tax Climate Index
- #2** States with Best Infrastructure
- #3** Business Friendliness
- #1** Most Stable Housing Markets
- #3** Best States for Business Costs
- #4** Forbes Best States for Starting a Business
- #4** Realtor.com—Emerging Housing Markets
- #33** WalletHub—Happiest Cities in America
- #2** Fastest Job Growth
- #3** Long-Term State Fiscal Stability
- #5** Best States to Move To

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