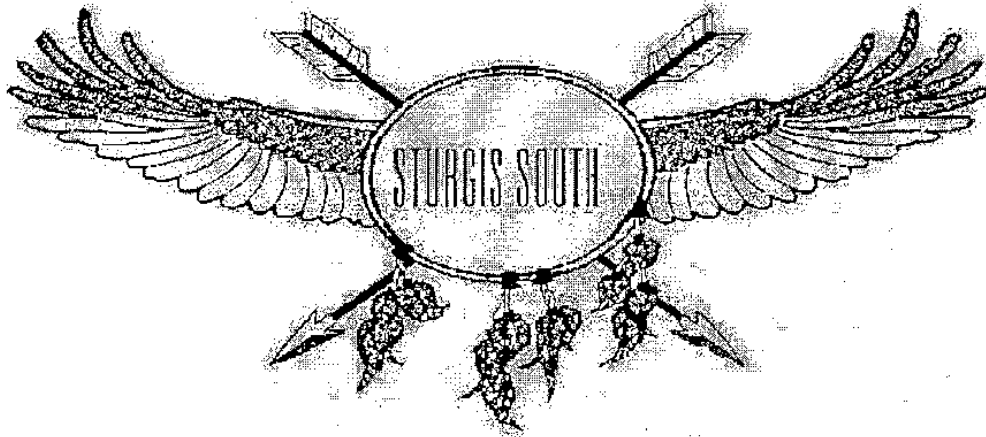


**THE SOUTHS WARMEST  
WELCOME**



14th ANNUAL

MOTORCYCLE RALLY

AUGUST 20, 21 & 22, 2010

**VENDOR INFORMATION PACKET**

Thank you for your interest in becoming a vendor for the 2010 Sturgis South Motorcycle Rally.

This packet contains all of the necessary information needed to apply for you vendor's license.

Using the reference map and list of properties available for lease, contact the owner or agent and obtain your lease. This must be done prior to applying for your vendor's permit. Applications without a verified location for conducting business will be returned.

Rally registration is optional. If you wish to attend the entertainment, bike events or to camp in the park you will need to register to obtain an armband.

Your remittance for your license fee and optional rally registration and T-shirt orders can be paid with a single check.

The following checklist may help clarify the process.

1. Obtain your property lease, this information must be shown on your application before filing.
2. Complete your Vendor's Permit application form and submit it along with your payment, made out and mailed to:  
**TOWN OF STURGIS  
P. O. BOX 97  
STURGIS, MS 39769**
3. When you arrive at the rally you must pick up your official **VENDOR PERMIT** and sign for your tax documents at **TOWN OF STURGIS, TOWN HALL**, the permit must be posted on your vending site.
4. Before you leave the rally, drop off your sales taxes at **TOWN OF STURGIS, TOWN HALL**, in the envelope provided by the Mississippi State Tax Commission. Out of state vendors must pay in cash or by money order.
5. The official rally name "Sturgis South" the dream catcher logo and the official t-shirt design is copy-written by the Sturgis South Rally Board.

Any unauthorized use of the name "Sturgis South" or use of the logo or t-shirt design may result in confiscation of all items bearing the name or logo, immediate loss of your vending license and additional litigation.

If you do not have the appropriate permits from the Dept. of Health for food service, agents will be on site to make inspections and issue permits.

In order to avoid having to pay late filing fees, please submit your completed application, along with payment prior to the **August 1<sup>st</sup> deadline**.

We look forward to seeing you at the Rally.

If you have any further questions, please contact one of the following person:

**SANDRA SCARBROUGH  
TOWN CLERK**

**JANE ETHERIDGE  
DEPUTY CLERK**

**P. O. BOX 97  
STURGIS, MS 39769  
1-662 465-7970**

**WEEKDAYS: 8 AM TO 12 NOON-CST**

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**TOWN OF STURGIS**  
P. O. BOX 97  
STURGIS, MISSISSIPPI 39769

Leland James, Mayor

March 6, 2001

Ordinance 115

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**ORDINANCE**

Be it **ORDAINED** and enacted by the Mayor and Board of Alderman of the Town of Sturgis, MS as follows:

**VENDOR LICENSE**

The definition of vendor license will be as follows:

**VENDOR**

For the purpose of this Section, a "vendor" is any person, firm, corporation, partnership or association not having an operating place of business within the Town who engages in temporary or transient business in the Town selling goods, wares, merchandise or services, or a permanent business person, firm or corporation which is located within the Town limits who is selling such goods, wares, merchandise or services, away from his/her or its' usual operating place of business and who, for the purpose of carrying on such business, hires, leases or occupies any room, building, structure or space for the exhibition or sale of such goods, wares, merchandise or services. The person, firm or corporation so engaged shall not be relieved from the provisions of this section by reason of association with any local dealer, trader, merchant or by conducting such temporary or transient business in connection with or as a part of, or in the name of, any local dealer, trader, merchant or business.

**VENDOR LICENSE REQUIRED**

Any person, firm or corporation which intends to operate a temporary business within the corporate limit of the Town of Sturgis shall be required to purchase a vendor license for each structure, stand, vehicle, booth, location or place which is used by such merchant for the sale or distribution of goods.

The person so engaged shall not be relieved from the provisions of this section by reason of association with any local operating business, dealer, trader or merchant by conducting such temporary or transient business in connection with or as a part of, or in the name of any local dealer, trader, merchant or business.

The vendor license must be posted in a prominent location at each individual structure, stand, tent, vehicle, booth, location or place during operation.

**APPLICATION**

To obtain a license, a vendor shall file in the office of the Town Clerk of Sturgis, a verified application stating his or her name, residence, description and identification of the place in which he or she proposes to do business; dates of operation; name, address and phone number of the property owner where the Business shall take place; and the description of the goods and/or services he or she intends to offer.

**FEE AND DURATION OF LICENSE**

A temporary business shall pay a vendor license fee of \$200.00 dollars for each five (5) day consecutive day period or portion thereof, in any calendar year. Applicants residing within the

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**TOWN OF STURGIS**  
P. O. BOX 97  
STURGIS, MISSISSIPPI 39769

Leland James, Mayor

March 6, 2001

**Ordinance 115**

(cont.)

39769 zip code area shall pay a fee of \$ 100.00 dollars for each five (5) consecutive day period or portion thereof, in any calendar year. The Town Clerk shall note on the license the time period for which it is in effect.

A business may purchase only two (2) vendors licenses per twelve (12) month period.

**ISSUANCE**

On filing the application and payment of the fee prescribed in this section and upon approval by the Board of Aldermen, the Town Clerk shall issue a license to the applicant to do business at the place described in the application and for the time for which the license fee has been paid in advance.

**EXEMPTIONS**

A person retailing merchandise or products currently operating under a valid Privilege License on the property covered by the license.

Sales where the proceeds are to be used exclusively for religious, charitable or benevolent purposes. Written proof of charitable, non-profit status as declared by the **IRS** (i.e.501(c)(3) documentation) must be presented along with the application.

Sales of fruits, vegetables or farm or garden products in their natural state.

The distribution of goods for which there is no charge.

All persons, firms or corporations distributing goods or performing a service for which there is no charge, shall be required to register with the Town Clerk their name, address, location and the description of said service or goods, which are being distributed or performed

TOWN OF STURGIS  
 3851 HWY. 12-WEST  
 P. O. BOX 97  
 STURGIS, MS 39769  
 PHONE: 1-662 465-7970

2010 STURGIS SOUTH MOTORCYCLE RALLY  
VENDOR LICENSE APPLICATION & RALLY REGISTRATION

BUSINESS NAME: \_\_\_\_\_ CELL PHONE: \_\_\_\_\_  
 APPLICANT NAME: \_\_\_\_\_ BUS. NO.: \_\_\_\_\_  
 STREET ADDRESS: \_\_\_\_\_ HOME NO.: \_\_\_\_\_  
 CITY, STATE, ZIP: \_\_\_\_\_ FAX NO: \_\_\_\_\_  
 MS STATE TAX NO. \_\_\_\_\_ E-MAIL \_\_\_\_\_

COMPLETE DESCRIPTION OF ALL GOODS AND SERVICES:

I agree that any falsification, misstatements or omissions, including those related to location & goods to be sold, shall result in immediate revocation of this license and forfeiture of the right to operate within the City limits of Sturgis. It is further understood that violation of state laws regarding the display or sale of pornographic materials will be grounds for immediate suspension of license and will be prosecuted to the full extent of the law.

DATES OF OPERATION: AUG. 20, 21 & 22, 2010 PHYSICAL LOCATION OF VENDING SITE: \_\_\_\_\_ LOT NO. \_\_\_\_\_

PROPERTY OWNERS' NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

REQUIREMENTS: This license shall cover a period of five (5) consecutive days. Vendors are limited to not more than two (2) permits within a calendar year.

HOURS OF OPERATION

Vendors may operate between the hours of 6:00 a.m. and midnight.

Granting of this license holds the vendor responsible for all applicable city, county and state regulations regarding tax collection, sanitation, health, safety, liquor and pornography.

WAIVER

I and/or we, the undersigned, agree to indemnify and hold harmless the TOWN OF STURGIS and the STURGIS SOUTH MOTORCYCLE RALLY, collectively or its' officers and assistants individually, from all cost, expense and liability arising out of may and/or our person(s) or property(s) which may be caused by any act or failure to act by the Town of Sturgis or the STURGIS SOUTH MOTORCYCLE RALLY event, its' officers or agents arising directly or indirectly from my and/or our participation in any event or presence at the event and I hereby assume liability for any loss, damage or other liability from such events.

I and/or we, the undersigned, understand and agree that the Town of Sturgis reserves the right to refuse any application for vending and that the Town of Sturgis also reserves the right to ask any vendor to leave during the rally if the Town of Sturgis feels it is necessary, with no vendor refunds given after August 1st.

<b>REQUIRED:</b>	<b>BEFORE 8/1/10</b>	<b>AFTER 8/1/010</b>
LICENSE APPLICATION FEE - NON RESIDENT	\$ 200.00	\$ 250.00
*****STURGIS, MS 39769--- RESIDENTS ONLY***** LICENSE APPLICATION FEE	\$ 100.00	\$ 125.00
<b>OPTIONAL: RALLY REGISTRATION</b>		
"FRIEND OF THE RALLY" REGISTRATION INCLUDES ENTRANCE TO ALL ENTERTAINMENT, PARTICIPATION IN ALL ACTIVITIES, AND ELIGIBILITY FOR AWARDS AND PRIZES, PRIMITIVE CAMPING AND RECEIPT OF THE "OFFICIAL RALLY PIN", WHILE SUPPLIES LAST.	\$ 35.00	\$ 40.00
<b>OPTIONAL: OFFICIAL T'SHIRT</b>		
INDICATE QUANTITY IN BRACKETS---NEXT TO SIZES QTY.		QTY
( )S ( )M ( )L ( )XL ( )2X	( )@ 15.00 EA = \$	( )@ 20.00 EA= \$
( )3X ( )4X	( )@ 17.00 EA = \$	( )@ 22.00 EA = \$
<b>TOTALS</b>	\$	\$

MAKE CHECK/MONEY ORDER PAYABLE TO: TOWN OF STURGIS MAIL TO: P. O. BOX 97, STURGIS, MS 39769

APPLICANT SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_ APPROVAL BY: \_\_\_\_\_ DATE \_\_\_\_\_

2010 PROPERTY AVAILABLE

UNLESS NOTED: PLEASE CALL BETWEEN THE HOURS OF 8:00 A.M. & 8:00 P.M.

LOT # 6 CONTACT: CHARLES YARBROUGH 1-662 465-8814  
LOCATION: BUSINESS DISTRICT: HWY. 12  
DESCRIPTION: 1 / 2 OF COVERED FRONTAGE: 13-1/2' WIDE X 11' DEEP (15'7"DEPTH TO CURB)  
UTILITIES: ELECTRIC, WATER & PRIVATE RESTROOM  
RESTRICTIONS: NO FOOD VENDORS

LOT # 20 CONTACT: THE BIKERS DEPOT 1-662 694-9468  
LOCATION: HWY. 12 & NORTH PARK STREET  
DESCRIPTION: 10' WIDE X 40' LG. GRASS LOT  
UTILITIES: ELECTRIC, WATER & PHONE LINE FOR CREDIT CARD MACHINE AVAILABLE

LOT # 21 CONTACT: THE BIKERS DEPOT 1-662 694-9468  
LOCATION: BUSINESS DISTRICT: HIGHWAY 12 BETWEEN MC KINNON & PARK  
DESCRIPTION: 75' X 110'-----HWY. 12 FRONTAGE.  
UTILITIES: WATER AND ELECTRIC

LOT # 22 CONTACT: C. J. TURNER BETWEEN THE HOURS OF 11:00 AM--- 8:00 PM  
1-662 465-7964 OR cjsrallyrentals@att.net  
LOCATION: HWY. 12 - BETWEEN DRANE STREET & MC KINNON - FRONTAGE ONLY  
DESCRIPTION: GRASS LOTS - SIZE CONFIGURED TO VENDORS SPECIFICATION  
1-BLOCK BLDG. 30'W X 15'W (NO ROOF OR WINDOWS/W 15'WX30'+LGTH.  
UTILITIES: ELECTRIC

LOT # 24 CONTACT: THE BIKERS DEPOT 1-662 694-9468  
LOCATION: HWY. 12 FRONTAGE - GRASS & GRAVEL LOTS  
DESCRIPTION: 10' WIDE X 40' LG. GRASS LOT  
UTILITIES: WATER & ELECTRIC PHONE LINE FOR CREDIT CARD MACHINE AVAILABLE

LOT # 27 CONTACT: C. J. TURNER BETWEEN THE HOURS OF 11:00 AM--- 8:00 PM  
1-662 465-7964 OR cjsrallyrentals@att.net  
LOCATION: HIGHWAY 12 FRONTAGE  
(2) 70'W GRASS LOTS-W/CENTRAL DRIVE 10'W - SIZE CONFIGURED TO VENDORS  
DESCRIPTION: REQUIREMENTS. ROOM TO PARK VEHICLES AND R.V. UNIT  
UTILITIES: NONE

LOT # 31 CONTACT: CHARLES OR MARTHA BRADBERRY 1-662 465-7965  
PHONE: 1-662 465-7965  
LOCATION: HIGHWAY 12 & STURGIS MABEN RD.  
DESCRIPTION: (3) 20' X 40' --- GRASS LOTS  
UTILITIES: ELECTRIC

LOT # 32 CONTACT: JIMMYE OR HENRY EDWARDS 1-662 803-2076  
LOCATION: HIGHWAY 12 & STURGIS MABEN RD.  
DESCRIPTION: GRASS LOTS -- 28' DEPTH -- WIDTHS 20', 21', 25', (2) 34'  
UTILITIES: SOME AVAILABLE WITH WATER & ELECTRIC

LOT # 36 CONTACT: JIM OR DIANE MORGAN 1-662 465-7547  
LOCATION: CORNER OF HWY. 12 & MC KINNON ST.-ALONG ENTRY WAY TO PARK  
(2) 20' x 30' GRASS LOTS ON HIGHWAY 12  
(6) 20' X 30' GRASS LOTS ON MC KINNON ST.  
DESCRIPTION: MAY PARK WITHIN YOUR VENDING AREA.  
UTILITIES: ELECTRICITY---FOR BUSINESS USE ONLY!!!!!!!  
RESTRICTIONS: NO RV'S ALLOWED IF YOU NEED ELECTRICITY TO RUN THEM.

2010 PROPERTY AVAILABLE

UNLESS NOTED: PLEASE CALL BETWEEN THE HOURS OF 8:00 A.M. & 8:00 P.M.

LOT # 37 CONTACT: LINDA CARPENTER 1-662 465-9909 6:00 PM TO 9:00 PM MON. THRU FRI.  
Lindacarpenter@bellsouth.net 9:00 AM TO 9:00 PM SAT. AND SUN.  
LOCATION: CORNER OF HIGHWAY 12 & MC KINNON STREET @ RALLY PARK ENTRANCE  
GRASS LOTS, FRONTAGE ON HIGHWAY 12 @ RALLY PARK ENTRANCE. GRASS LOTS,  
MC KINNON ST. @ RALLY PARK ENTRANCE. PAVED LOTS ON MONTGOMERY ST. @  
DESCRIPTION: PARK ENTRANCE.  
UTILITIES: ELECTRIC & WATER  
RESTRICTIONS: NO OPEN FOOD VENDORS, PROFESSIONAL UNITS ONLY.  
CAMPING: LIMITED CAMPING SPACES AVAILABLE.

LOT # 42 CONTACT: C. J. TURNER BETWEEN THE HOURS OF 11:00 AM--- 8:00 PM  
1-662 465-7964 OR cjsrallyrentals@att.net  
LOCATION: HWY. 12 & DRANE STREET - DRANE ST & MONTGOMERY ST - FRONTAGE ONLY  
GRASS LOTS - SIZE CONFIGURED TO VENDORS SPECIFICATION  
DESCRIPTION: 1-BLOCK BLDG. 30'W X 15'W (NO ROOF OR WINDOWS/W 15'WX30'+LGTH.  
UTILITIES: ELECTRIC

LOT # 43 CONTACT: C. J. TURNER BETWEEN THE HOURS OF 11:00 AM--- 8:00 PM  
1-662 465-7964 OR cjsrallyrentals@att.net  
LOCATION: BUSINESS DISTRICT: HWY. 12 & DRANE STREET - FRONTAGE LOTS ONLY  
DESCRIPTION: GRASS LOTS-ON DRANE ST.-ACROSS FROM RALLY REGISTRATION - 25' W X 30' D  
UTILITIES: ELECTRIC

LOT # 44 CONTACT: TOWN CLERK---SANDRA SCARBOROUGH 1-662 465-7970  
8:00 A.M. TO 12:00 A.M. MONDAY---FRIDAY  
LOCATION: PARK STREET-BETWEEN TOWN HALL AND FIRE STATION, NEXT TO "THE GROVE PARK"  
DESCRIPTION: (4) 25' X 25' GRASS LOTS-FRONTAGE ON PARK STREET.  
UTILITIES: ELECTRIC

LOT # 45 CONTACT: STURGIS MASONIC LODGE DINNING HALL  
THE BIKERS DEPOT 1-662 694-9468  
LOCATION: BUSINESS DISTRICT: HIGHWAY 12 BETWEEN POST OFFICE & TOWN HALL  
DESCRIPTION: (1) 20'WIDE X 40' DEEP BUILDING /WITH 12' X 8' KITCHEN  
UTILITIES: ELECTRIC, WATER, STOVE, SINK. NO RESTROOM

LOT # 47 CONTACT: J. D. JACKSON 1-662 465-6015  
LOCATION: CORNER: PARK & SO. MONTGOMERY (ACROSS FROM FIRE STATION)  
(2) 40' X 40' SPACES IN FRONT OF METAL BUILDING. SPACES CAN BE UNDER  
DESCRIPTION: SHELTER IN OPEN BAYS OF BUILDING FACING THE FIRE STATION.  
UTILITIES: ELECTRIC

LOT # 49 CONTACT: SCOTT SMITH 1-662 418-1744  
LOCATION: BUSINESS DRISTRICT: PARK STREEET - FRONTAGE ONLY  
DESCRIPTION: 23' DEEP-GRAVEL LOTS (IN FRONT OF MINI-STORAGE) - LIMITED PARKING  
(3) 20' W X 23' D (1) 30' W X 23' D  
UTILITIES: ELECTRIC

LOT#50/51 CONTACT: SCOTT SMITH 1-662 418-1744  
LOCATION: BUSINESS DRISTRICT: PARK STREEET - FRONTAGE  
DESCRIPTION: 40' X 65' DP - GRASS LOT-NORTH OF STURGIS MINI-STORAGE  
UTILITIES: ELECTRIC

LOT # 52 CONTACT: THE BIKERS DEPOT 1-662 694-9468  
LOCATION: CORNER HIGHWAY 12 & PARK STREET  
DESCRIPTION: STURGIS BIKER MART-----AIR CONDITIONED-----SPACES AVAILABLE  
UTILITIES: AIR CONDITIONED-ELECTRIC OUTLETS--RESTROOM/VENDORS ONLY  
PHONE LINE FOR: CREDIT CARD MACHINE (AVAILABLE ON RESERVED BASIS ONLY)

2010 PROPERTY AVAILABLE

UNLESS NOTED: PLEASE CALL BETWEEN THE HOURS OF 8:00 A.M. & 8:00 P.M.

LOT # 53 CONTACT: C. J. TURNER BETWEEN THE HOURS OF 11:00 AM--- 8:00 PM  
1-662 465-7964 OR cjsrallyrentals@att.net  
LOCATION: BUSINESS DIST: HWY. 12 FRONTAGE-BETWEEN PARK & FRAZIER STREETS  
(1) 17' WIDE X 16' DEEP---BUILDING FRONTAGE---COVERED  
DESCRIPTION: (1) 20' WIDE X 60' DEEP---GRASS LOT  
UTILITIES: 110 V. SERVICE  
RESTRICTIONS: SET UP TIME: AVAILABLE --- THURSDAY EVENING AFTER 5:00 P.M.

LOT # 64 CONTACT: CHARLES OR MARTHA BRADBERRY 1-662 465-7965  
LOCATION: HIGHWAY 12 & CRAIG SPRINGS ROAD AT C.B.'S LIQUOR & WINE STORE  
DESCRIPTION: (1) 20' X 30' - GRASS LOT - ON EAST END OF LOT  
UTILITIES: ELECTRIC & WATER

LOT # 76 CONTACT: HOWARD CARPENTER 1-662 465-8822 1-662 769-4770  
LOCATION: AT RALLY PARK ENTRANCE ON MC KINNON ST.  
DESCRIPTION: GRAVEL  
UTILITIES: ELECTRIC & WATER  
RESTRICTIONS: WILL INFORM VENDOR WHEN SPACE IS RENTED.

LOT # X CONTACT: CHARLES AVANT  
PHONE: 1-662 465-6387  
LOCATION: INTERSECTION OF CRAIG SPRINGS & LOUISVILLE ROADS  
263" CRAIG SPRINGS FRONTAGE X 110' LOUISVILLE FRONTAGE  
ENTRANCE ON LOUISVILLE ROAD  
UTILITIES: ELECTRICITY



