



# Historic Preservation Commission Agenda

Wednesday, May 08, 2024 at 4:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

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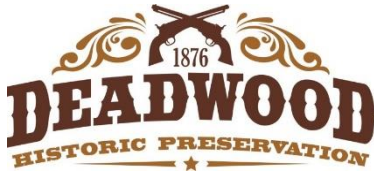
1. **Call Meeting to Order**
2. **Roll Call**
3. **Approval of Minutes**
  - a. Historic Preservation Minutes 4/24/24 Meeting
4. **Voucher Approvals**
5. **HP Programs and Revolving Loan Program**
6. **Old or General Business**
  - a. Deadwood Chamber of Commerce and Visitor's Bureau - Annual Report presentation
  - b. De-Accession of four track index books from the City of Deadwood Archives to the Meade County Register of Deeds
  - c. Permission to purchase of two (2) HP Pro Books laptops for HP Coordinator and Zoning Coordinator from Golden West in the amount of \$3,738.00. (Budgeted in HP and P&Z Equipment line item)
  - d. Acknowledge the purchase six metal/wood benches and three trash cans from Victor Stanley, at a total cost of \$18,101.00, to be paid from HP Capital Assets line item.
  - e. Acknowledge and approve the hiring of Feuillerat Welding LLC to install Tootsie Sign in the amount of \$9,306.25 (To be paid from HP Public Education line item).
  - f. Acknowledge hiring of Archives intern, Samantha Hamann, beginning May 6, 2024 to August 23, 2024 at \$16.00 per hour pending pre-employment screening.
7. **New Matters Before the Deadwood Historic District Commission**
8. **New Matters Before the Deadwood Historic Preservation Commission**
  - a. PA 240061 - Patrick & Rhonda Mollman - 171 Charles St. - Construct five stall garage on open lot.
9. **Items from Citizens not on Agenda**

(Items considered but no action will be taken at this time.)
10. **Staff Report**

(Items considered but no action will be taken at this time.)
11. **Committee Reports**

(Items considered but no action will be taken at this time.)
12. **Adjournment**

**Note:** All Applications **MUST** arrive at the City of Deadwood Historic Preservation Office by 5:00 p.m. MST on the 1st or 3rd Wednesday of every month in order to be considered at the next regularly scheduled Historic Preservation Commission Meeting.



## Historic Preservation Commission Minutes

Wednesday, April 24, 2024, at 4:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

### 1. Call Meeting to Order

A quorum present, Commission Chair Posey called the Deadwood Historic Preservation Commission meeting to order on April 24, 2024, at 4:00 p.m.

### 2. Roll Call

PRESENT

HP Commission Chair Bev Posey  
 HP Commission Vice Chair Leo Diede  
 HP Commissioner Trevor Santochi  
 HP Commissioner Tony Williams  
 HP Commissioner Vicki Dar  
 HP Commissioner Molly Brown

City Commissioner Charlie Struble-Mook

ABSENT

HP Commission 2nd Vice Chair Robin Carmody

STAFF PRESENT

Kevin Kuchenbecker, Historic Preservation Director  
 Bonny Anfinson, Historic Preservation Coordinator  
 Amy Greba, Administrative Assistant  
 Mike Walker, Neighborworks

### 3. Approval of Minutes

a. Minutes of 04.10.24

***It was motioned by Commissioner Dar and seconded by Commissioner Santochi to approve minutes of the April 10, 2024, meeting. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

### 4. Voucher Approvals

a. HP Operating Vouchers

***It was motioned by Commissioner Williams and seconded by Commissioner Santochi to approve HP Operating Vouchers in the amount of \$45,096.35. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

b. HP Grant Vouchers

***It was motioned by Commissioner Williams and seconded by Commissioner Santochi to approve HP Grant Vouchers in the amount of \$5,024.06. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

- c. HP Revolving Vouchers

***It was motioned by Commissioner Santochi and seconded by Commissioner Williams to approve HP Revolving Vouchers in the amount of \$1,523.23. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

## 5. HP Programs and Revolving Loan Program

- a. Satisfaction of Grants - Margaret Sulentic - 23 Van Buren

Mrs. Anfinson stated the City of Deadwood Historic Preservation Office has received a Satisfaction of Grant request for Margaret Sulentic at 23 Van Buren Avenue. Mrs. Sulentic was in the Elderly Resident, Foundation, Siding and Wood Windows and Doors Programs to restore the Carriage House. The property is being sold and the title company is requesting the grants be satisfied. The satisfaction will release the current owner but the requirement of maintaining minimum standards will be transferred to the new grantee.

The Loan Committee has reviewed this request and recommends approval of the Satisfaction of Grants for Margaret Sulentic, 23 Van Buren.

***It was motioned by Commissioner Dar and seconded by Commissioner Brown to approve the satisfaction of the Elderly Resident, Foundation, Siding and Wood Windows and Doors Programs for Margaret Sulentic, 23 Van Buren. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

## 6. Old or General Business

- a. Presentation of the 2024 Deadwood Historic Preservation Commission Scholarship Recipients to the following Lead-Deadwood High School Seniors

Ethan Hess - \$500 Vocational Scholarship  
Joseph Osowski - \$500 Vocational Scholarship  
Kaitlyn Martin - \$1,000 College Scholarship  
Mariana Pitlick - \$1,000 College Scholarship

Mr. Kuchenbecker presented the 2024 Deadwood Historic Preservation Commission Scholarship certificates to the above mentioned seniors on behalf of the Historic Preservation Commissioners. Each recipient shared their plans for continuing education and thanked the Commission for the scholarships.

- b. Permission for Beverly Posey, Chairman, to sign the Easement Agreement for the installation of the Tootsie sign at 667 Main Street

Mr. Kuchenbecker stated the new owners of 667 Main Street are authorizing the City of Deadwood to install the Tootsie Sign on the roof at 667 Main. This request is to authorize Beverly Posey to sign the Easement Agreement.

***It was motioned by Commissioner Dar and seconded by Commissioner Diede to authorize Beverly Posey to sign the Easement Agreement for the Installation of the Tootsie sign at 667 Main Street. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

## 7. New Matters Before the Deadwood Historic District Commission

- a. COA 240055 - Louie Lalonde - 657 Main St - Replace Doors

Mr. Kuchenbecker stated the applicant has submitted an application for Certificate of Appropriateness for work at 657 Main St, a contributing structure located in the Original Town of Deadwood in the City of Deadwood.

After submittal of the Certificate of Appropriateness the applicant decided to keep the window configurations on the doors the same and not change the oval windows to rectangle windows. The result will be no change to the current appearance of the structure.

The proposed work and changes do not encroach upon, damage, or destroy a historic resource or have an adverse effect on the character of the building or the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.

Commissioner Santochi asked if doors are original to the building? City Commissioner Struble said the main door is original to the structure built in the 1930's. Mr. Kuchenbecker clarified that the hardware on all doors will be saved and used on the new doors so only thing being replaced will be the wood.

***It was motioned by commissioner Santochi and seconded by Commissioner Dar based upon the guidance found in DCO 17.68.050, I find that the exterior alteration proposed is congruous with the historical, architectural, archaeological or cultural aspects of the district and move to grant Certification of Appropriateness. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

- b. COA 240056 - Grant Lincoln, SGMSD, LLC - 700 Main St. - Replace all Windows

Mr. Kuchenbecker stated the applicant has submitted an application for Certificate of Appropriateness for work at 700 Main St, Deadwood, SD 57732, a contributing structure located in the Original Town in the City of Deadwood.

The applicant is requesting permission to replace all double-hung windows in the building. The existing historical frames will remain and be repaired where necessary. New wood single-hung windows will be installed within the existing frames. See attached primary submittal from Pella for product information and detail.

After several meetings with the ownership representatives, discussions with the State Historic Preservation Office, contractors, and architects, staff believes this is the best solution for this project.

The proposed work and changes do not encroach upon, damage, or destroy a historic resource or have an adverse effect on the character of the building or the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.

***It was motioned by Commissioner Santochi and seconded by Commissioner Dar based upon the guidance found in DCO 17.68.050, I find that the exterior alteration proposed is congruous with the historical, architectural, archaeological, or cultural aspects of the district and move to grant Certification of Appropriateness. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

## 8. New Matters Before the Deadwood Historic Preservation Commission

- a. PA 240053 - Natasha Brown - 15 Jackson - Replace front deck and fence

Mr. Kuchenbecker stated the applicant has submitted an application for Project Approval for work at 15 Jackson St, a contributing structure located in the Ingleside Planning Unit in the City of Deadwood.

The applicant is requesting permission to demo a fence & railing. Replace existing fence with cedar wood fencing and 5'-6' gate. 6'x9' deck Trex with black baluster cedar handrail. Adding Trex decking to the original concrete deck and stairs.

The applicant started the project without a project approval, building permit, or licensed contractor. A Stop Work Order was submitted.

The proposed fence does block the view of the front structure and is not appropriate for the front elevation. An addition is being added to the front porch to enlarge the current deck and extend the carport. They are requesting the use of Trex decking.

The proposed work and changes does encroach upon the historic resource and has an adverse effect on the character of the building and the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.

While the deck extension may not have an overall adverse impact to the resource, the tall, solid privacy fence across the front elevation does encroach upon and have an adverse impact on the resource.

Mr. and Mrs. Brown shared photos of potential construction that will be used to complete both the carport/deck and fence around entire yard.

***It was motioned by Commissioner Diede and seconded by Commissioner Santochi to split the deck project and the fence into two separate items for the commission to vote on. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

***It was motioned by Commissioner Santochi and seconded by Commissioner Diede based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, et seq, I find that the project is not adverse to Deadwood and move to approve the carport/deck portion of the project as presented. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

***It was motioned by Commissioner Dar and seconded by Commissioner Brown based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, et seq, I find that the project is adverse to Deadwood and move to DENY the fence portion of the project as presented. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

b. PA 240054 - Cara Potter - 152 Charles St. - Construct Carport

Mr. Kuchenbecker stated the applicant has submitted an application for Project Approval for work at 152 Charles St., a contributing structure located in the Cleveland Planning Unit in the City of Deadwood.

The applicant is requesting permission to build a carport next to the home. It will be built to follow the angle of the home. Roofline will follow angle of existing. Additional cupola-like addition to top to compliment pitches on porches and roofline. Replica of original shingles will be added to match the front porch.

Staff met with the owner to discuss the proposed design of the structure and came up with a revised design to be more compatible with the existing contributing resource and the historic district. Instead of an angle roof, there will be a pitched roof next to the structure and then a 4/12 pitch addition to the left of the car port. This will be wood construction and the roof and paint scheme will match the main structure.

The proposed work and changes do not encroach upon, damage, or destroy a historic resource or have an adverse effect on the character of the building or the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.

***It was motioned by Commissioner Santochi and seconded by Commissioner Dar based upon all the evidence presented, I find that this project does not encroach upon, damage, or destroy any historic property included in the national register of historic places or the state register of historic places, and therefore move to grant a project approval. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

**9. Items from Citizens not on Agenda**

(Items considered but no action will be taken at this time.)

**10. Staff Report**

(Items considered but no action will be taken at this time.)

Mr. Kuchenbecker shared the 1st Qtr Newsletter from Fassbender Collection.

FEMA project - last footings are being laid. Wall behind clinic is near completion. Asphalt laid to Mickelson Trail. Phase 1A & 1B beginning soon. Replace sidewalk, railings and bridges, along Water Street, between Deadwood Mountain Grand and Dollar Store. Repairs to storm water system continue behind Comfort Inn.

Tootsie Sign will be hung up soon. Excited to see it back in place.

Pre-bid meeting for Welcome Center Trail scheduled for 4/29/2024.

State Historical Conference 2025 will be in Deadwood.

Commissioner Diede commented on photos from Fassbender Collection. Asked where Bear Gulch is located. Mr. Kuchenbecker was not sure.

Commissioner Struble shared that this was her last meeting as City Commission liaison. Newly-Elected Commissioner Joseph will be liaison for both HP & Planning/Zoning Commissions. His first meeting will be May 6, 2024.

**11. Committee Reports**

(Items considered but no action will be taken at this time.)

Commissioner Dar commented that there is a Fassbender exhibit at Days of 76 museum. Prints of the photos are available for purchase in the museum gift shop. First Farmers Market of the season is coming up soon.

Commissioner Posey shared that there will be a public meeting for several CUPs within Deadwood city limits on May 1, 2024, at 4:00 p.m. City Hall.

**12. Adjournment**

***It was moved by Commissioner Santochi and seconded by Commissioner Williams to adjourn the Historic Preservation Commission meeting. Voting Yea: Williams, Santochi, Posey, Brown, Diede, Dar.***

The HP Commission meeting adjourned at 4:49 p.m.

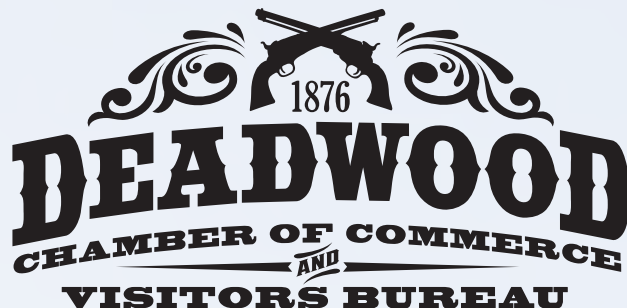
ATTEST:

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Chairman, Historic Preservation Commission

*Minutes by Amy Greba, Administrative Assistant*





## MARKETING DATA, APRIL 2023-APRIL 2024

PREPARED FOR  
DEADWOOD HISTORIC PRESERVATION COMMISSION



# Visit

# www.DeadwoodMarketing.com

for a copy of this report and creative examples.

The site includes all ad examples in this report as well as those that aren't adequately represented in a printed report.

- Video Ads
- Audio Ads

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Additional Creative Examples .....Pages 87 - 118

Deadwood Gaming Stats.....Pages 119 - 137



Please contact us with questions and feedback.

DORY HANSON - Executive Director: dory@deadwood.org, 605-578-1876  
 AMANDA KILLE - Marketing Director: amanda@deadwood.org, 605-578-1876



**HISTORIC  
PRESERVATION  
MARKETING FUNDS –  
HOW ARE THEY USED?**

2024 Marketing - Historic Preservation Funding - Estimated Expenses		
CATEGORY	VENDOR	Billing Frequency + Season/Month
SDT MATCH	Love Communications	January + February 2024
	Love Communications	March-->August 2024
	Love Communications	September --> December 2024
	Love Communications	One Time
DHPC PRINT	TBD	Annual
	Midstates/QQP	Annual
	TBD	Annual
CHAMBER PRINT DSTRBTN	Quality Quick Print / Midstates	Annual
COLLATERAL & PROGRAMS	Various	As needed
	Mostly Chocolates	As needed
	4imprint	As needed
	Clark Printing	Annual - January
	MS Mail	Annual - May
	MS Mail	Monthly
	Certified Folder	Annual - Summer
	Black Hills & Badlands	Annual - January
	Black Hills & Badlands	Annually - May
	Multiple Vendors	Annual - Summer
	Speedee and/or USPS	Summer
MS Mail	Annually - May	
EMAIL MARKETING	TDG Communications	One Time
	TDG Communications	One Time
	TDG Communications	Monthly
WEBSITES	L&S	Annual - January
	Network Solutions	Once per 5 years
	L&S	Monthly - Mostly Summer
	TDG Communications	Annually - April
	GoDaddy.com	Annual - Fall
	GoDaddy.com	Monthly
ADVERTISING Chamber Contracted	Michels Publications	February
	Michels Publications	September
	Multiple Vendors	May-->June
	Kinsy Selby	June
	SD Chamber of Commerce	Annual - January
	Epic Outdoor Advertising	Annual - June & September
	Tom Burnham	Bi-Annual
	Black Hills Nationals	One Time
	BH Pioneer	Monthly
	BH Pioneer	Annual - March
Deadwood History Inc	Annual - Summer	
MARKETING RESOURCES	BeaconStac	Annually - August
	Envato	Annual
	Multiple Vendors	Occasionally
	Amazon	One-Time
	Box.com	Annually - June
	Flickr	Annually - February
	Dropbox Account 1 "Amanda's" + HP Ad Files	Annually
	X (formerly known as Twitter)	Annually
Dropbox Account 2 (General Marketing)	Annually	
	SurveyMonkey	Annually - January
OTHER	South Dakota State	Bi-Annual - July
	Parkbench	Annual
	BH&B	Annual
	U of WY	Annual - January
	Placer.ai	Annual - August
	Deadwood Alive	Annual - Summer
	Federal Government	March
	South Dakota Tourism	Annual - January
	Love Communications	One Time

Promotion	Est. Budget - Ann
Shoulder 2023-2024 - Leisure Travel (ESTIMATED remaining schedule)	\$ 59,517.51
Peak 2024 - Leisure Travel	\$ 117,000.00
Shoulder 2024-2025 - Leisure Travel: 90K Sept-Dec, + 45,000 Jan & Feb	\$ 90,000.00
Edit Peak 2024 video spot to include new museum footage	\$ 800.00
HP Brochure - Walking Tour, 50K	\$ 8,000.00
HP Mount Moriah Part 2 (of 2)	\$ 882.66
HP Printing - TBD Publication	\$ 5,117.34
Wild Bill Me Rack Cards (20,000)	\$ 830.70
Wild Bill Me Prize - Tissue Paper	\$ 3.98
Wild Bill Me Prize - "Deadwood" Chocolate Gold Coins	\$ 499.09
Wild Bill Me Prize - Deadwood Pouches	\$ 1,060.26
Coupon Books - Groups + Leisure, Tradeshow and Welcome Bags	\$ 17,325.00
Deadwood Attraction Tear-off Map	\$ 9,000.00
Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber)	\$ 15,000.00
Visitor Guide & WBM Distribution	\$ 8,205.00
Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards	\$ 2,475.00
Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers)	\$ 105.00
PastPort Partnership	\$ 500.00
Shipping Guides to out-of-state visitor centers	\$ 300.00
HP Marketing Booklets/Report "Marketing Bible"	\$ 800.00
Email - Purge inactive addresses	\$ 900.00
Edit colors on email template	\$ 150.00
Email Monthly Mailchimp fee, Content Development & Mailing List Management	\$ 16,000.00
Hosting & Quarterly Web Updates	\$ 3,800.00
Deadwood.com and Deadwood.org Domain Renewals	\$ 392.84
Website Programing & Licensing + Google Map Fees (API)	\$ 4,500.00
Event Center Website Hosting	\$ 420.00
Discount Domain Membership	\$ 250.00
Domain Renewals	\$ 200.00
Winter Travel Ad	\$ 750.00
Fall Travel Ad	\$ 500.00
Wild Bill Days 2024	\$ 5,500.00
Wild Bill Days 2024 Event Photography	\$ 488.00
Legislative Handbook	\$ 450.00
1/2 Labor & materials swap vinyl to Boot	\$ 950.00
Leasing land for Billboard - Exit 30 (split with Boot)	\$ 1,050.00
Sponsor wrestling mat, to include Deadwood-themed graphics	\$ 2,500.00
Community Pages - Full year	\$ 150.00
Our Towns Ad	\$ 520.00
Destination Deadwood Coop Ad	\$ 453.00
QR Code Tracking - gold bucks and other marketing	\$ 60.00
Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos	\$ 474.71
Font purchases	\$ 300.00
Purchase 2 harddrives for video asset backups	\$ 254.75
Photo Library for PR - annual	\$ 540.00
Public Photo Library - annual	\$ 80.00
Marketing Online Backup and Storage	\$ 127.67
Premium Plus	\$ 168.00
Marketing Online Backup and Storage	\$ 127.67
Surveys for marketing, training, community/City, giveaways	\$ 487.66
Deadwood Logo Trademark cls35	\$ 125.00
Sticker for BH&B DMO "Sticker Trail" promotion	\$ 1,000.00
International Profile Sheet	\$ 500.00
Sponsorship/Advertising - Post Season 2023-2024 TBD	\$ 2,000.00
Tracking service and reporting	\$ 11,200.00
Information Wagon Staffing	\$ 7,100.00
SAM Number Renewal (Required for use of federal funds & some state programs)	\$ 500.00
2024 Tourism Conference Sponsorship	\$ 3,000.00
Sports Betting/Gaming Mini Campaign Cancelation Fee	\$ 2,630.00

**2024  
MARKETING  
BREAKDOWN  
CURRENT  
AS OF  
04/26/24**

**TOTALS \$408,020.84**

**REMAINING BUDGET AMOUNT \$ 5,979.16**

		PERCENT OF BUDGET
SD TOURISM MATCH	\$ 266,517.51	65%
DEADWOOD HISTORIC PRESERVATION PRINT PROJECTS	\$ 14,000.00	3%
CHAMBER PRINT DISTRIBUTION, COLLATERAL PRINTING & PRINT PROGRAMS	\$ 56,104.03	14%
EMAIL MARKETING	\$ 17,050.00	4%
WEBSITES	\$ 9,562.84	2%
GENERAL ADS + OUT OF HOME - CHAMBER CONTRACTED	\$ 13,311.00	3%
MARKETING RESOURCES	\$ 2,620.46	1%
OTHER	\$ 28,055.00	7%



Mount Moriah Brochure/Map



Notables Brochure



"OTHER" category includes Main Street Information Wagon - Staffing cost paid to Deadwood Alive.

■ **65% of HP marketing funds are matched by the South Dakota Department of Tourism's Marketing Co-op Program resulting in a combined marketing budget of over \$533,000 for these efforts.** Co-op marketing funds can not be used to cover expenses detailed in other categories of the marketing expense sheet.

■ HP marketing funds allocated to the Deadwood Chamber cover the majority of general marketing efforts on behalf of the town.

■ Event marketing is covered through the Chamber's BID 1-6 funds. Wild Bill Days is an approved DHP marketing expense and the only exception. **No other event marketing budgets are funded by DHP.** The Chamber received one TAP Grant from the state for Snocross 2024. TAP grants can only be used towards a percentage of event marketing expenses.

■ The Deadwood Chamber received a DMO Marketing Grant from the State of SD for 2023, 2024, 2025 and 2026. These funds have similar restrictions to the state's Co-op Program. The majority of these funds are used for general advertising, utilizing creative developed for the Co-op Marketing Program. Additionally, the Chamber used these funds to acquire video and photo resources for future advertising, and share those resources with local entities (like DHI). We are targeting visitors interested in outdoor recreation and gambling. (Gaming-specific efforts were removed from the Co-op Marketing strategy starting March 2024 at DHP's request.) We also use these funds to subsidize event advertising, promote spending the holidays in Deadwood and launch new efforts to target younger adults, ages 21-25.

# INFORMATION CENTER STATS



## INFORMATION CENTER STAFF

Clara Garvin Grable (Information Center Manager), Orville “French” Bryan, Marie VanSickle, Maria Moser  
Jean Makley, Diane Verba, Aly Scheurenbrand, Darcy Latuseck, Abigail Reich, Haley Hill, Melanie Allander



- Deadwood Welcome Center - 501 Main St.
  - History & Information Center (Depot) - 3 Siever St.
- Both locations are open 7 days a week, year-round.

- Information Wagon - Main Street
- Operating 6 days a week, seasonal  
Funded from Chamber HP Marketing Budget



### Welcome Center & Depot Door Counts

	2019			2020			2021		
	HIC	WC	TOTAL	HIC	WC	TOTAL	HIC	WC	TOTAL
January	483	1,725	2,208	681	1,672	2,353	540	1,243	1,783
February	317	1,013	1,330	706	1,787	2,493	527	1,150	1,677
March	802	2,613	3,415	548	1,027	1,575	1,494	2,454	3,948
April	1,218	3,742	4,960	0	0	0	1,714	3,308	5,022
May	2,697	8,747	11,444	1,133	634	1,767	5,172	9,103	14,275
June	7,278	27,267	34,545	8,452	6,490	14,942	10,429	26,158	36,587
July	12,560	31,369	43,929	9,231	17,271	26,502	10,952	18,988	29,940
August	9,227	25,900	35,127	5,333	15,816	21,149	6,628	22,492	29,120
September	10,180	18,193	28,373	6,827	11,693	18,520	8,798	17,114	25,912
October	3,081	5,399	8,480	3,397	5,235	8,632	3,325	7,040	10,365
November	845	1,535	2,380	1,001	1,674	2,675	1,006	2,556	3,562
December	841	2,013	2,854	962	1,375	2,337	787	1,974	2,761
Totals	49,529	129,516	179,045	38,271	64,674	102,945	51,372	113,580	164,952

	2022			2023			2024		
	HIC	WC	TOTAL	HIC	WC	TOTAL	HIC	WC	TOTAL
January	547	1,782	2,329	483	1,639	2,122	463	1,462	1,925
February	527	2,408	2,935	564	2,504	3,068	661	2,698	3,359
March	1,166	3,618	4,784	800	2,905	3,705	1,189	3,806	4,995
April	1,280	3,461	4,741	423	4,174	4,597			-
May	4,561	10,097	14,658	4,102	10,296	14,398			-
June	9,441	21,779	31,220	8,328	22,629	30,957			-
July	8,974	25,791	34,765	7,753	23,753	31,506			-
August	5,294	22,597	27,891	5,284	25,500	30,784			-
September	7,717	17,456	25,173	5,416	17,662	23,078			-
October	3,522	9,046	12,568	2,973	7,834	10,807			-
November	736	2,060	2,796	871	2,675	3,546			-
December	526	1,856	2,382	64	2,256	2,320			-
Totals	44,291	121,951	166,242	37,061	123,827	160,888	2,313	7,966	10,279



# NEW REPORTS: DEADWOOD.COM PLACER.AI SOCIAL MEDIA



# GOOGLE ANALYTICS - GA4



**DEADWOOD.COM** JAN. 1, 2023 - DEC. 31, 2023 | GOOGLE ANALYTICS

**Total Sessions:** 2,044,937  
**Pageviews:** 4,253,589  
**Users:** 1,142,199

**Device Usage:**  
**Mobile:** 60%  
**Desktop:** 35%  
**Tablet:** 6%

### Demographics:



Male: **51%** | Female: **49%**  
Age:  
18-24 9% | 25-35 16%  
35-44 21% | 45-54 20%  
55-64 20% | 65+ 14%



### Top TEN Pages/Categories:

- 1) Webcam
- 2) Homepage
- 3) What To Do/Attractions
- 4) Events
- 5) Lodging
- 6) Casinos
- 7) Kool Deadwood Nites
- 8) History
- 9) Deadwood Visitor Guide
- 10) Eat & Drink



### Top FIVE Referral Sites:

- 1) travelsouthdakota.com
- 2) southdakotarides.com
- 3) daysof76.com
- 4) deadwoodconnections.com
- 5) outlawsquare.com



### Top TEN City: (NOTE: Metro Areas not available in GA4)

- 1) Chicago
- 2) Omaha
- 3) Denver
- 4) Englewood
- 5) Minneapolis
- 6) Rapid City
- 7) Dallas
- 8) Phoenix, AZ
- 9) Sioux Falls
- 10) Bismarck



### Top TEN States:

- 1) South Dakota
- 2) Colorado
- 3) Nebraska
- 4) Minnesota
- 5) Illinois
- 6) Texas
- 7) North Dakota
- 8) Arizona
- 9) Wyoming
- 10) California



## 2023 VISITOR GUIDE REQUESTS

**JANUARY 1, 2023 - DECEMBER 31, 2023**

**2023 YTD Guides Bulk Direct Mail: 10,066** (does not include guides mailed individually)  
**2023 YTD Guides Downloaded: 4,672**  
**2023 YTD Distribution Locations: 236 Rack sites + 6 Visitor Centers on I-90 & I-29**

NEW IN 2023!

Funded by DHP Marketing funds.  
Found in “other” category on  
expense breakdown sheet.



# Placer.ai

## WHAT IS PLACER.AI?

Placer.ai is a location analytics company that studies visit trends, trade areas, and demographics. Their product is based on location insights for big box stores to look at brand dominance, consumer visitation and demographic insights, competitive benchmarking, industry trends, among other things.

**Placer’s Methodology** Placer.ai aggregates location data from users’ mobile apps usage. When a geographic polygon or radius is drawn in Placer.ai’s platform, a mobile user who spends more than 2 minutes (duration adjustable) within that point of interest (POI) is counted as one activity or movement. This is aggregated into visitation trends and demographic trends when there are enough counts to meet a privacy threshold. Placer.ai overlays its trade area analytics datasets from a large marketplace of data partners. From this, they can create insights based on national and statewide benchmarks about consumer information, demographics, work and lifestyles, and online activity.

- **Placer.ai tracks +25 million devices in the United States. From those, a proprietary algorithm is used to estimate the remaining devices in a geofenced area.**
- **Data is available back to 2019 and 2017, depending on the geofenced area.**
- **Geofenced zones are unlimited. Deadwood currently has the following:**
  - Deadwood City Limits
  - Mount Moriah Cemetery
  - Outlaw Square
  - Days of ‘76 Museum (DHI)
  - Adams Museum (DHI)
  - Adams House (DHI)
  - Days of ‘76 Event Grounds
  - Main Street Event Area = Outlaw Square + Main St. from Wall to Deadwood.
  - Deadwood Mountain Grand
  - Deadwood Hotels (grouped)
  - Deadwood Welcome Center
  - Deadwood History & Information Center
- **Deadwood Chamber of Commerce & Visitors Bureau will use this service to track and report visitation numbers, Chamber event attendance, and reports as requested by the City of Deadwood/Historic Preservation.**
- **Placer.ai is an annual subscription. August 1, 2023 to July 31, 2024**



# Deadwood - 2023

Jan 1 - Dec 31, 2023

Property:

**DC** **Deadwood City Limits**  
Deadwood, South Dakota, United States

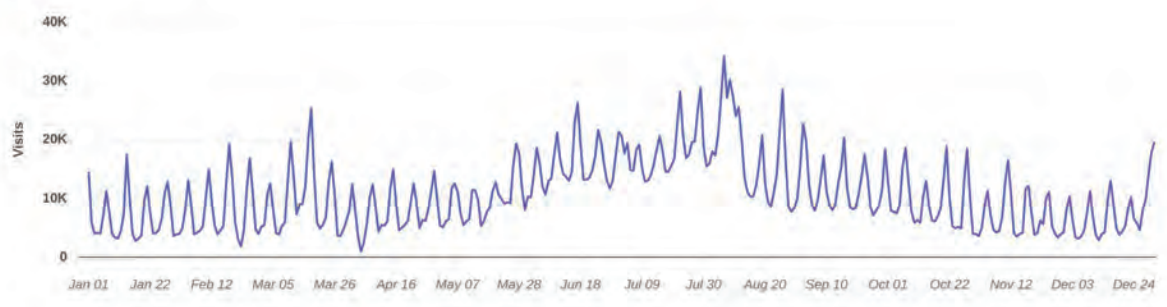
### Metrics

**Deadwood City Limits**  
Deadwood, SD

Visits	3.9M	Avg. Dwell Time	429 min
Visitors	1.1M	Visits YoY	+2.3%
Visit Frequency	3.61		

### Visits Trend

**Deadwood City Limits**  
Deadwood, SD

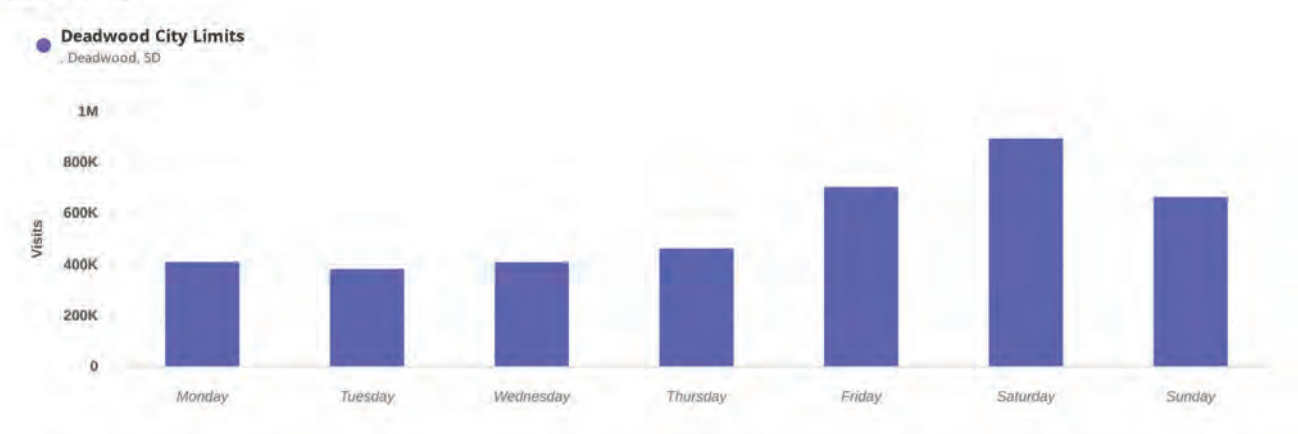


### Audience Overview

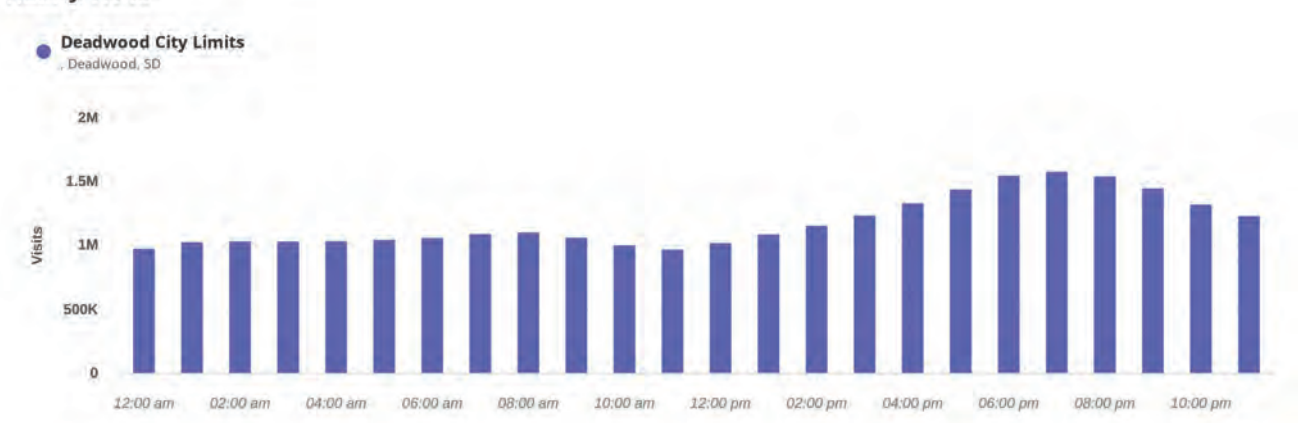
#### Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<b>Deadwood City Limits</b> Deadwood, SD	\$57K	29.8%	37.6	White (80.5%)	2.44
<b>South Dakota</b>	\$64.1K	30.0%	36.7	White (80.8%)	2.55

### Daily Visits



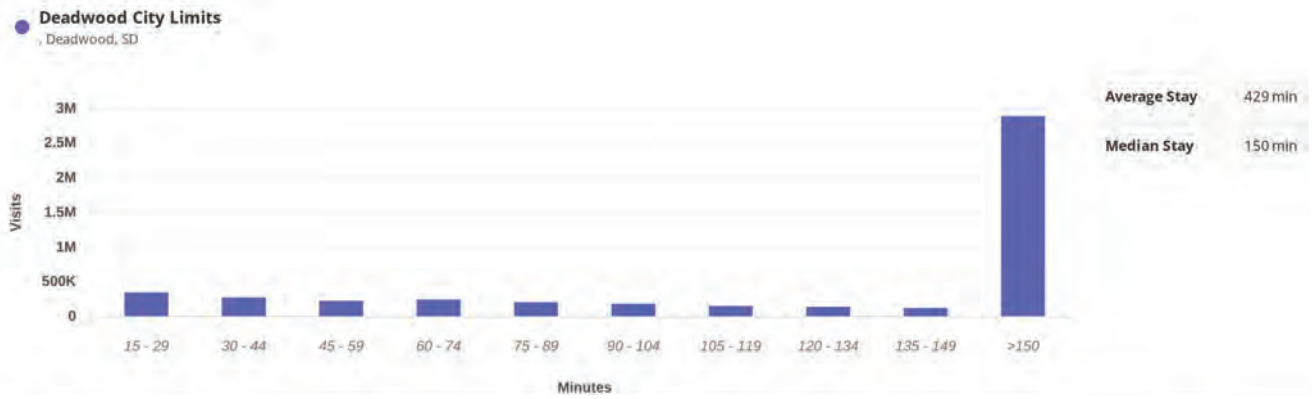
### Hourly Visits



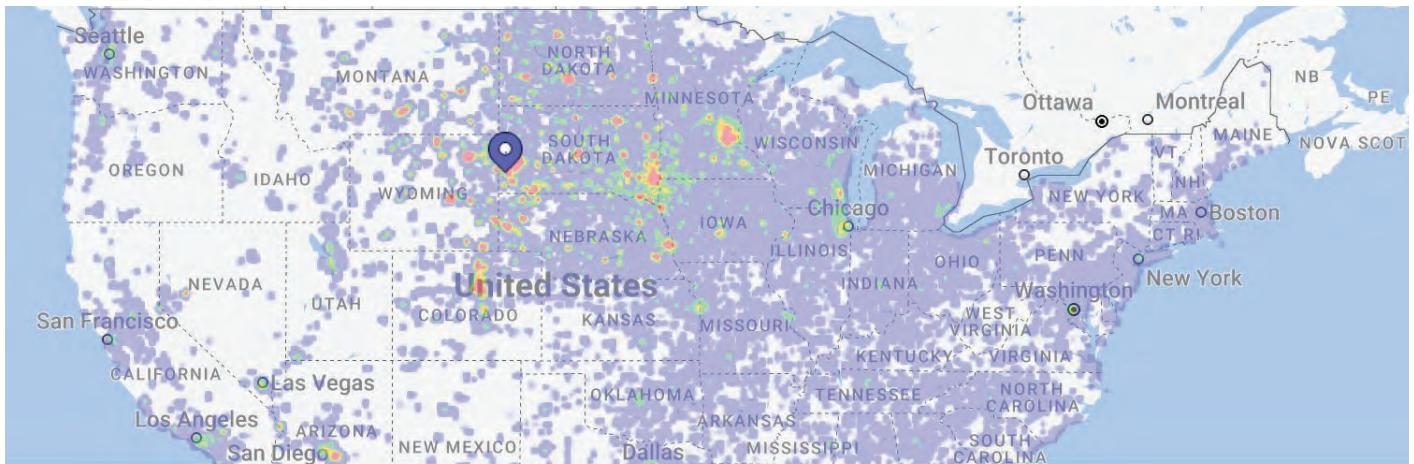
### Favorite Places

Deadwood City Limits / Deadwood, SD			
Rank	Name	Distance	Visitors
1	Rushmore Crossing / 1225 Eglin St, Rapid City, SD 57701	32.9 mi	319.8K (29.1%)
2	Silverado Franklin Historic Hotel & Gaming Complex, Legends Steakhouse & Silverado Grand Buffet / 709 Main St, Deadwoo...	0.5 mi	306.9K (27.9%)
3	Mount Rushmore National Memorial / 13000 SD Highway 244, Bldg 31, Ste 1, Keystone, SD 57751-0268	37.2 mi	292.2K (26.6%)
4	Uptown Rapid / 2200 N Maple Ave, Rapid City, SD 57701	31.6 mi	237.7K (21.6%)
5	Mustang Sally's / 634 Main St, Deadwood, SD 57732	0.3 mi	235.7K (21.4%)
6	Saloon No. 10 / 657 Main St, Deadwood, SD 57732	0.4 mi	211.6K (19.3%)
7	Denver International Airport / 8500 Peña Blvd, Denver, CO 80249	316.5 mi	192.4K (17.5%)
8	Wall Drug Store Inc / 510 Main St, Wall, SD 57790	78.2 mi	182.5K (16.6%)
9	Crazy Horse Memorial / 12151 Avenue of the Chiefs, Custer, SD 57730	38.4 mi	174.5K (15.9%)
10	Walmart / 1200 N Lacrosse St, Rapid City, SD 57701	32.5 mi	161.6K (14.7%)

### Length of Stay



### Visitors By Origin



Zipcode / City	Visits (% of Total)
57783 Spearfish, SD	227K (5.8%)
57754 Lead, SD	214.4K (5.4%)
57785 Sturgis, SD	162.5K (4.1%)
57701 Rapid City, SD	134.6K (3.4%)
57702 Rapid City, SD	108.3K (2.8%)
57732 Deadwood, SD	71.7K (1.8%)
57717 Belle Fourche, SD	63.5K (1.6%)
82718 Gillette, WY	46.4K (1.2%)
57703 Rapid City, SD	43.3K (1.1%)
57718 Black Hawk, SD	29.7K (0.8%)

82716	Gillette, WY	26K (0.7%)
57719	Box Elder, SD	25.6K (0.7%)
57793	Whitewood, SD	24.1K (0.6%)
57759	Nemo, SD	23.9K (0.6%)
58601	Dickinson, ND	23.8K (0.6%)
57501	Pierre, SD	22.1K (0.6%)
57401	Aberdeen, SD	22K (0.6%)
57730	Custer, SD	20.6K (0.5%)
58554	Mandan, ND	19.3K (0.5%)
58503	Bismarck, ND	18.2K (0.5%)
57106	Sioux Falls, SD	18K (0.5%)
57769	Piedmont, SD	17.2K (0.4%)
58504	Bismarck, ND	16.5K (0.4%)
82801	Sheridan, WY	15.5K (0.4%)
57006	Brookings, SD	14.8K (0.4%)
69301	Alliance, NE	14.7K (0.4%)
57301	Mitchell, SD	14.4K (0.4%)
58501	Bismarck, ND	13.5K (0.3%)
57745	Hill City, SD	13.4K (0.3%)
57201	Watertown, SD	13.1K (0.3%)
82604	Casper, WY	12.6K (0.3%)
82601	Casper, WY	11.7K (0.3%)
57103	Sioux Falls, SD	11.5K (0.3%)
57105	Sioux Falls, SD	11.4K (0.3%)
69361	Scottsbluff, NE	11K (0.3%)
82240	Torrington, WY	10.6K (0.3%)
57108	Sioux Falls, SD	10.5K (0.3%)
59301	Miles City, MT	10.2K (0.3%)
57779	Saint Onge, SD	10.1K (0.3%)
82633	Douglas, WY	9.6K (0.2%)
82701	Newcastle, WY	9.5K (0.2%)

# NEW SOCIAL MEDIA REPORT FORMAT

A new social media report format began in January 2024. HP marketing reports in the future will have an annual total for each Chamber-owned channel and platform (10) using the format shown below.

## Historic Deadwood

### Facebook

March 1 - March 31, 2024

Followers	127.3K
Page Likes	124,139
Posts   Stories	64   7
Reach	348.9K
FB Visits	12.5K
Link Clicks	9.2K
Content Interactions	10.6K   +6.5%

---

#### 90 Day Overview

Jan. 3 - Apr. 1, 2024

Reach	1M
FB Visits	40.6K
Content Interactions	34.7K
Link Clicks	40.7K

### Audience

#### Age & gender

Women 62.2% | Men 37.8%

#### Top cities

Rapid City, SD	3.2%
Sioux Falls, SD	2.5%
Gillette, WY	2%
Bismarck, ND	1.6%
Casper, WY	1.4%
Spearfish, SD	1%
Billings, MT	0.9%
Dickinson, ND	0.9%
Aberdeen, SD	0.7%
Sturgis, SD	0.7%

---

#### Top Performing Posts

Highest Reach	Highest Reactions	Highest Comments
24,747	855	77

## Historic Deadwood

### Instagram

March 1 - March 31, 2024

Followers	28K
Profile Visits	995   +37.2%
Posts   Stories	60   4
Reach	23.4K
Content Interactions	4.3K

---

#### 90 Day Overview

Jan. 3 - Apr. 1, 2024

Reach	102.2K   +63.5%
IG Visits	2.5K
Content Interactions	9.7K
Link Clicks	773   +47.2%

### Audience

#### Age & gender

Women 57.7% | Men 42.3%

#### Top cities

Rapid City, SD	2.1%
Sioux Falls, SD	3.1%
Spearfish, SD	1.3%
Gillette, WY	1.2%
Bismarck, ND	1.1%

---

#### Top Performing Posts

Highest Reach	Highest Likes	Highest Comments
5.5K	365	8

## Threads

Jan. 1 - Jan. 31, 2024

Followers	2,897
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# SD TOURISM CO-OP MARKETING REPORTS & MEDIA PLACEMENT



## SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

### Metric Definitions & Benchmarks – Paid Search

- **Impressions:** The number of times that a user saw an ad.
- **Clicks:** The number of people who clicked on an ad.
- **Click-Through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
  - Benchmark: 3.17% (dependent on keywords)
- **Avg. Cost Per Click (Avg. CPC):** Sum of link clicks, post reactions, post saves, post comments, and post shares.
  - Benchmark: \$2.69 (dependent on keywords)
- **Top Impression Share:** The percentage of keywords that are ranking in the top 3 results for a given search.
- **Absolute Impression Share:** The percentage of keywords that are ranking as the number 1 result for a given search.

### Metric Definitions & Benchmarks – Display

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
  - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
  - Benchmark: 0.08% - 0.30%

### Metric Definitions & Benchmarks – GA4

- **Sessions:** The number of times user interactions occurring within a given timeframe.
- **Users:** The number of individuals who have initiated a session on your website.
- **New Users:** The number of individuals who have initiated a session a session on your website for the first time within a given timeframe.
- **Pages per Session:** The average number of pages users are visiting during a session.
- **Engaged Sessions:** The number of users whose session lasts longer than 10 seconds, registers 1+ conversion events, or visits 2+ pages.
- **Engagement Rate:** The total number of engaged sessions divided into sessions.
- **Avg. Engagement Time:** The average length of time that the website had focus within the user's browser.

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Metric Definitions & Benchmarks – Paid Social

- **Impressions:** The number of times that a user saw an ad.
- **Reach:** The number of people who saw an ad at least once.
- **Frequency:** The average number of times each person saw an ad.
- **Total Engagements:** Sum of link clicks, post reactions, post saves, post comments, and post shares.
- **Engagement Rate:** Sum of all post engagements divided by the total number of impressions delivered.
  - Benchmark: 1.00%
- **Landing Page Views:** The number of times a person clicked on an ad link and then successfully loaded the destination webpage.
- **Video Views:** The number of times your video starts to play. This is counted for each impression of a video and excludes replays.
- **Video View Rate:** The number of video views divided by the total impressions delivered by video ads.
  - Benchmark: 50%

## Metric Definitions & Benchmarks – Video

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
  - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
  - Benchmark: 0.08% - 0.30%
- **Video Views:** The number of impressions for which a video clip was played.
- **Video View Rate:** The number of video views divided by the total impressions delivered by video ads.
  - CTV Benchmark: 98% - 99% | Pre-Roll & YouTube Benchmark: 60%
- **Video Completion Rate:** The number of video completions divided by the number of video views.
  - CTV Benchmark: 95% | Pre-Roll & YouTube Benchmark: 90% for 6 second ad, 50% for 15 second ad, 40% for 30 second ad, 20% for 60 second ad or longer.



Feb '23				Mar '23			Apr '23				
6	13	20	27	6	13	20	27	3	10	17	24

Digital Media		March Madness	NHL Play
<b>SEM General Visitor</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<b>Sports Betting Focus &amp; Gaming</b>			
<i>SD, ND, WY, NE, MN, CO</i>			
<b>Programmatic OLV/CTV</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<b>Sports Betting Focus &amp; Gaming</b>			
<b>RT Display</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<i>SD, ND, WY, NE, MN, CO</i>			
<b>FB/IG General Visitor</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<b>Sports Betting Focus &amp; Gaming</b>			
<i>SD, ND, WY, NE, MN, CO</i>			
<b>Digital Audio General Visitor</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<b>Sports Betting Focus &amp; Gaming</b>			
<i>SD, ND, WY, NE, MN, CO</i>			
<b>OTA Programmatic</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<i>Travel Intenders: Custom South Dakota Travel Intenders (US IPs looking at South Dakota plus competitive states)</i>			
<b>Local/Regional Digital</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<i>SD, ND, WY, NE, MN, CO</i>			
<b>Linear Cable TV</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			
<i>Denver, Minn-St. Paul &amp; Minot/Bismarck/Dickinson</i>			
<b>Print - Full Page Ads</b> <small>Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc</small>			April (Travel)
<i>True West</i>			
<b>Local Event Buys - PLACED BY THE DEADWOOD CHAMBER</b>			

Audience Breakdown	
Searchers (25 - 44) HHI \$50k - \$100K, No children in traveling party	
Wanders (50+) HHI \$100K+, Empty nesters	
Outdoors (Males 35 - 60) HHI \$80K+, Married	
Geo Budget Allocations	



# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Parameters

## Campaign At-A Glance



**Goal:** The goal of this campaign is to boost awareness for Deadwood in order to ultimately drive bookings and revenue into the destination.



**Geo's:** SD, ND, WY, NE, MN, CO



**Audiences:** Searchers (25 - 44) HHI \$50k - \$100K, No children in traveling party, Wanderers (50+) HHI \$100K+, Empty nesters, Outdoors (Males 35 - 60) HHI \$80K+, Married



**Timing:** 2/20 – 9/2

## Key Performance Indicators

### Building Awareness

- Impressions
- Post Impression Rate
- Click-Through Rate (Paid Search)
- Avg. CPC (Paid Search)
- Website Sessions

### Generating Engagement

- Engagement Rate (social)
- Engagement Rate (GA4)
- Avg. Engagement Time

### Driving Action

- Visitor Guide Downloads
- Lodging Clicks
- Newsletter Sign-Ups
- Contact Form Requests
- Phone Calls
- Bookings

Campaign Performance

## Executive Summary



**21,864,667**  
Impressions Deliv.



**0.75%**  
Post Impression Rate  
106,270 post impressions



**17.80%**  
Paid Search CTR  
~5% benchmark



**2.04%**  
Paid Social CTR  
1.00% benchmark

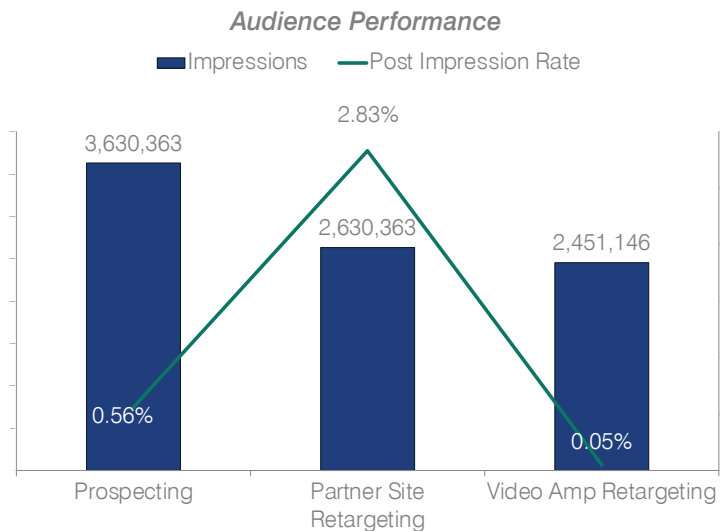
- This campaign delivered over 21.8M impressions, with a paid social CTR of 2.04% and a paid search CTR of 17.80%.
- Our top-performing programmatic partner in terms of post-impression rate was **Sojern** at 1.10%. If we wanted to improve web traffic in future efforts, we would recommend this partner.
- If we wanted to improve paid social CTR performance, we would recommend focusing on the **Gaming** Campaign. They were our top-performing campaign by CTR at 2.72%. Our top-performing placement for the Gaming campaign was Wanderers (MN) and our top-performing placement for our Leisure campaign was Wanderers (CO).

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

## Sojern Performance Overview

- 8,711,872 impressions
- 4,191 clicks
- 0.05% click-through rate (ctr)
- 1.10% post-impression rate
  - 95,901 post impressions
- **490 conversions**
  - 62 Visitor Guide Requests, 428 Outbound Lodging Clicks



## Sojern GEO Performance

Top DMAs (campaign-wide):

1. Billings, Montana: .08% CTR
2. Minneapolis-St. Paul, Minnesota: .08% CTR
3. Mankato, Minnesota: .08% CTR
4. Rochester-Austin, Minnesota-Mason City, Iowa: .08% CTR
5. Casper-Riverton, Wyoming: .08% CTR
6. Grand Junction-Montrose, Colorado: .08% CTR
7. Rochester-Austin, Minnesota-Mason City, Iowa: .08% CTR
8. Sioux Falls(Mitchell), South Dakota: .08% CTR
9. Colorado Springs-Pueblo, Colorado: .07% CTR
10. Denver, Colorado: .07% CTR



### **NOTE: POST IMPRESSIONS**

**A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.**

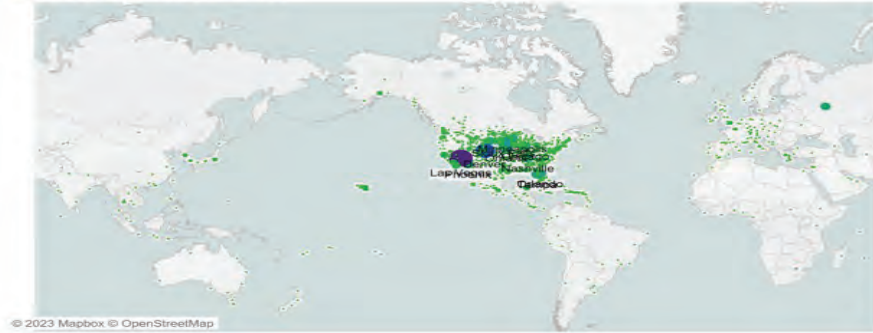
# PEAK 2023 ▪ MARCH 2023 - AUGUST 2023 ▪ CAMPAIGN REPORT

## Sojern Economic Impact Report

### Alternate Searches & Bookings

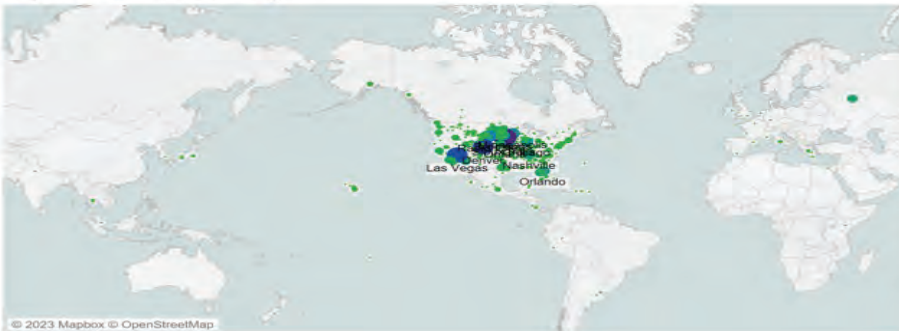
Of the people who were impressed and didn't book, where did they search and book ?

#### Top 10 Alternate Searches



Destination City & Country	Percentage
Las Vegas, NV	8.9%
Denver, CO	7.7%
Sioux Falls(Mitchell), SD	6.5%
Rapid City, SD	3.8%
Minneapolis-St. Paul, MN	3.7%
Omaha, NE	2.9%
Phoenix, AZ	2.5%
Orlando-Daytona Beach-Melbourne, FL	2.3%
Tampa-St Petersburg (Sarasota), FL	2.3%
Nashville, TN	2.1%

#### Top 10 Alternate Bookings

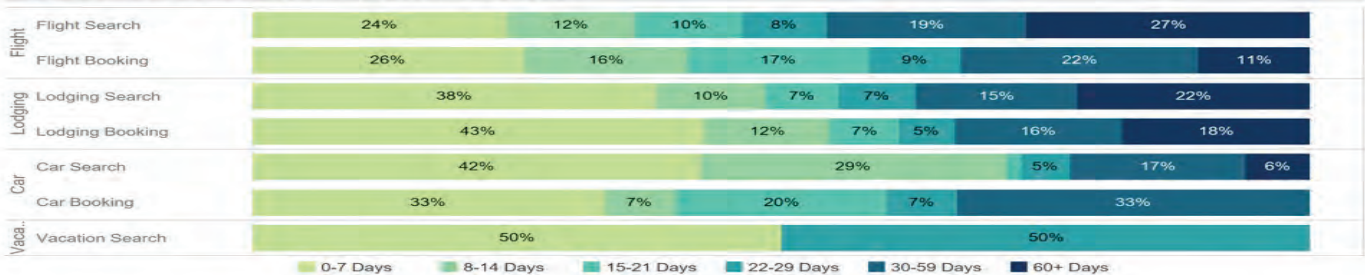


Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	12.0%
Denver, CO	6.8%
Rapid City, SD	6.8%
Minneapolis-St. Paul, MN	5.1%
Las Vegas, NV	4.5%
Omaha, NE	3.4%
Salt Lake City, UT	2.7%
Orlando-Daytona Beach-Melbour..	2.2%
Phoenix, AZ	2.1%
Lincoln & Hastings-Kearney, NE	2.1%

## Sojern Economic Impact Report

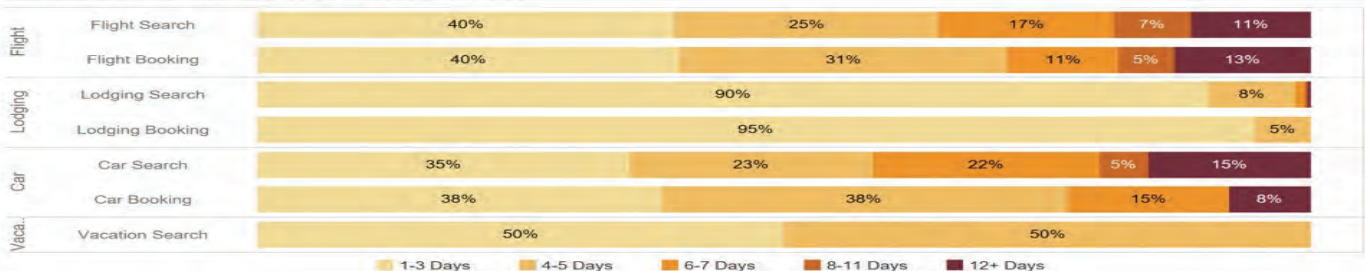
### Trip Planning

How far in advance are travelers planning and booking for their trip?



### Length Of Stay

How long are impressed travelers staying in Deadwood, SD?



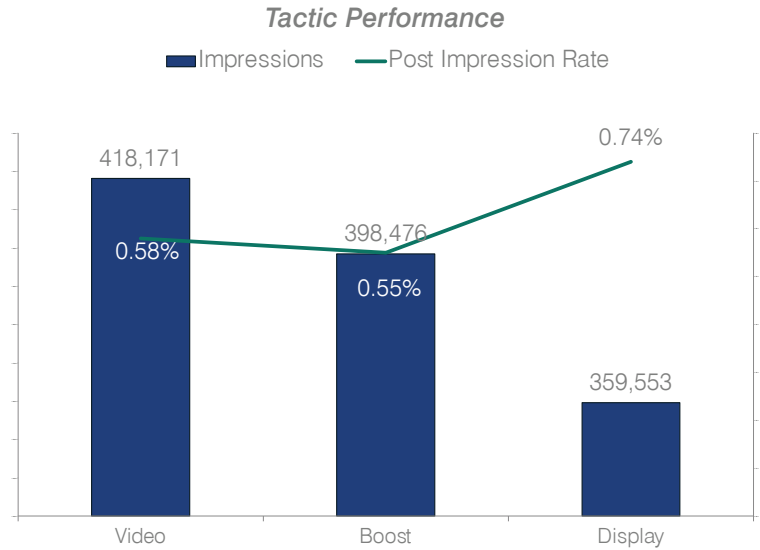


# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

## Trip Advisor Performance Overview

- 1,176,200 impressions
- 1,221 clicks
- 0.10% click-through rate
- 0.62% post-impression rate
  - 7,263 post impressions
- **9 conversions**
  - 9 Phone Calls



## TripAdvisor GEO Performance

<i>Display</i>			<i>Explorer Video</i>			<i>Social Boost</i>		
<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>	<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>	<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>
Colorado	45,566	19	Colorado	47,002	64	Colorado	34,839	38
Texas	22,453	12	Texas	27,812	43	Texas	21,922	24
Illinois	19,442	10	Illinois	22,985	43	Illinois	20,011	19
Utah	17,491	8	Iowa	22,197	34	Nebraska	19,849	24
Nebraska	16,948	7	Nebraska	20,970	34	Iowa	18,182	20

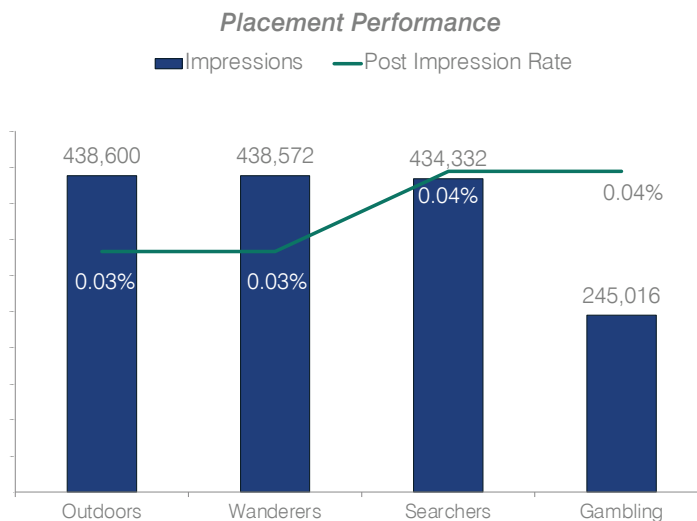
imps = impressions

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

## Pandora Performance Overview

- 1,556,520 impressions
- 77 clicks
- <0.01% click-through rate (ctr)
- 0.03% post-impression rate
  - 494 post impressions
- **0 conversions**



## Pandora GEO Performance

Video Placements				
State	Impressions	CTR	Reach	Frequency
Colorado	23,849	0.10%	17,642	1.42
Minnesota	22,401	0.20%	16,313	1.38
Nebraska	11,375	0.20%	7,865	1.46
South Dakota	4,304	0.00%	3,131	1.38
North Dakota	4,050	0.21%	2,778	1.47
Wyoming	2,829	0.20%	2,054	1.39

## Pandora GEO Performance

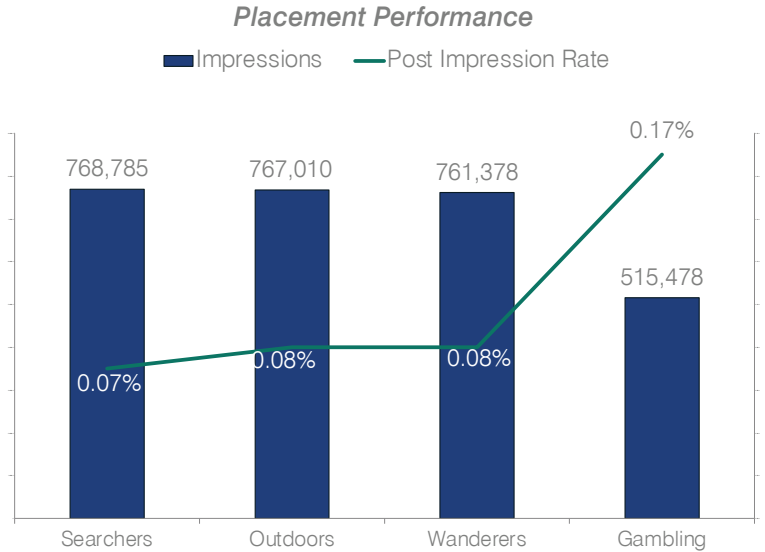
Audio Placements					Banner Placements			
State	Impressions	CTR	Reach	Frequency	State	Impressions	Reach	Frequency
Minnesota	36,636	0.06%	19,950	1.85	Minnesota	440,410	179,675	2.49
Colorado	23,792	0.07%	13,706	1.75	Colorado	306,199	140,695	2.21
Nebraska	14,141	0.08%	7,473	1.90	Nebraska	176,824	70,531	2.54
South Dakota	7,772	0.05%	3,919	1.99	South Dakota	91,578	32,901	2.82
North Dakota	7,219	0.03%	3,622	2.02	North Dakota	84,224	29,816	2.87
Wyoming	5,005	0.06%	2,546	1.99	Wyoming	58,988	21,335	2.81

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

## Video Amp Performance Overview

- 2,812,651 impressions
- 6,753 clicks
- 0.24% click-through rate (ctr)
- 0.09% post-impression rate
  - 2,612 post impressions
- **0 conversions**



## VideoAmp Leisure GEO Performance

State	VCR	Impressions
Nebraska	98.05%	628,120
Colorado	94.91%	442,198
Minnesota	94.91%	442,198
South Dakota	97.96%	314,637
North Dakota	98.13%	241,514
Wyoming	98.15%	216,370

All States exceeded the VCR KPI of 75%.

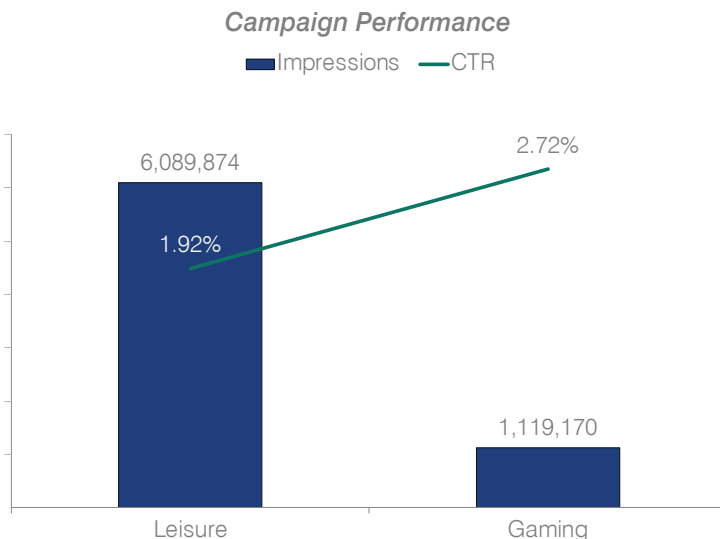
GEO = Geographic Area  
 VCR = Video Completion Rate  
 KPI = Key Performance Indicator

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

## Paid Social Performance Overview

- 7,209,044 impressions
- 835,143 reach (8.63 frequency)
- 118,776 engagements
  - 101,470 link clicks, 909 comments, 15,150 reactions, 1,027 shares, 220 saves
- 2.04% click-through rate (ctr)
- \$0.36 cost per link click
- **552 GA4 conversions**
- **482 Visitor Guide Downloads or Requests, 60 Outbound Lodging Clicks**



## FB Leisure GEO Performance

Region	Reach	Frequency	Impressions	CTR
Minneapolis – St. Paul	317,558	4.91	1,556,261	2.38%
Sioux Falls	73,435	8.20	748,699	1.65%
Lincoln & Hastings	71,130	3.16	674,577	1.71%
Fargo – Valley City	68,698	7.02	503,939	1.87%
Omaha	56,148	2.61	439,682	1.76%
Denver	58,902	4.53	430,686	1.75%
Minot - Bismarck	35,405	3.50	371,266	1.52%

## FB Creative Performance

Creative	Impressions	Clicks	CTR
Static	3,625,694	56,172	1.55%
Video	3,582,446	91,085	2.54%

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

## Linear Cable

**Flight Dates:** 4/10/2023 - 5/21/23

### Denver

373 Spots  
832,304 impressions  
15% Reach / 3x Frequency A25-54

### Minneapolis-St. Paul

373 Spots  
425,002 impressions  
10% Reach / 3x Frequency A25-54

### Minot-Bismark-Dickinson

709 Spots  
11,904 impressions  
7% Reach / 3x Frequency A25-54

### Cable Attribution

3,693 website visits

+3.42% lift in immediate visitors (w/in 30 minutes of ad)

+10.4% lift in return visitors (w/in 14 days of ad)

Campaign Performance

## Paid Search Summary



**398,380**

Impressions Deliv.

325k prev. report



**17.80%**

Click-Through Rate

17.82% prev. report,  
~5% benchmark



**\$0.27**

Avg. Cost per Click

\$0.27 prev. report, ~\$3  
benchmark

- The paid search portion of this campaign delivered over 398k impressions, with a CTR of 17.80% and an avg. CPC of \$0.27.
- Our top-performing campaign by CTR and impressions was *Visit Deadwood*.
- Our top-performing keyword by CTR was “*deadwood*,” followed by “*what to see in deadwood sd.*”

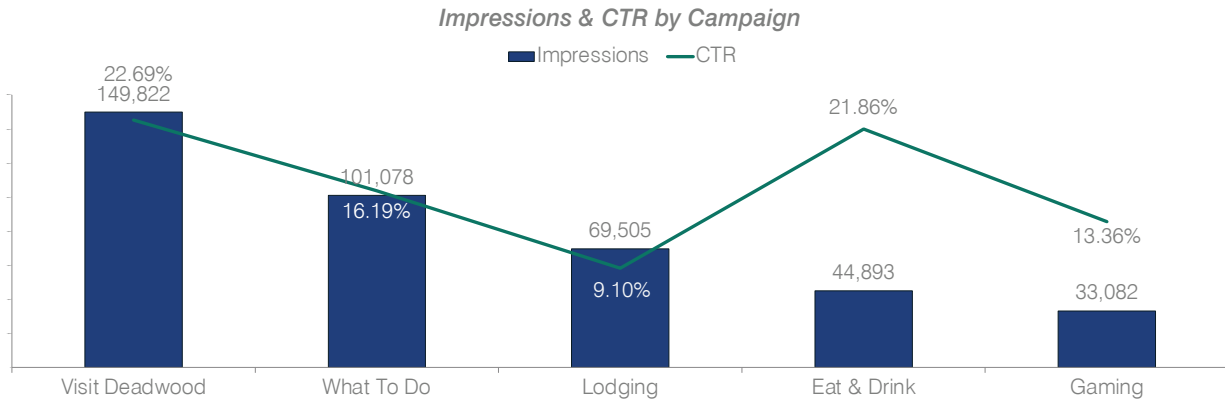
CTR = Click Through Rate

CPC = Cost Per Click

# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

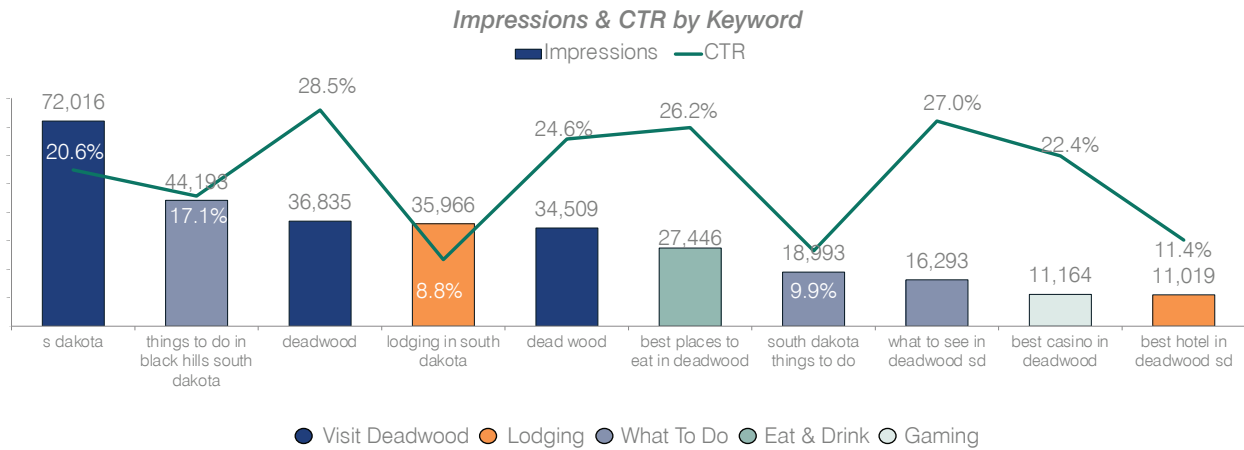
## Campaign Performance

The top-performing campaign by CTR and impressions was *Visit Deadwood*.

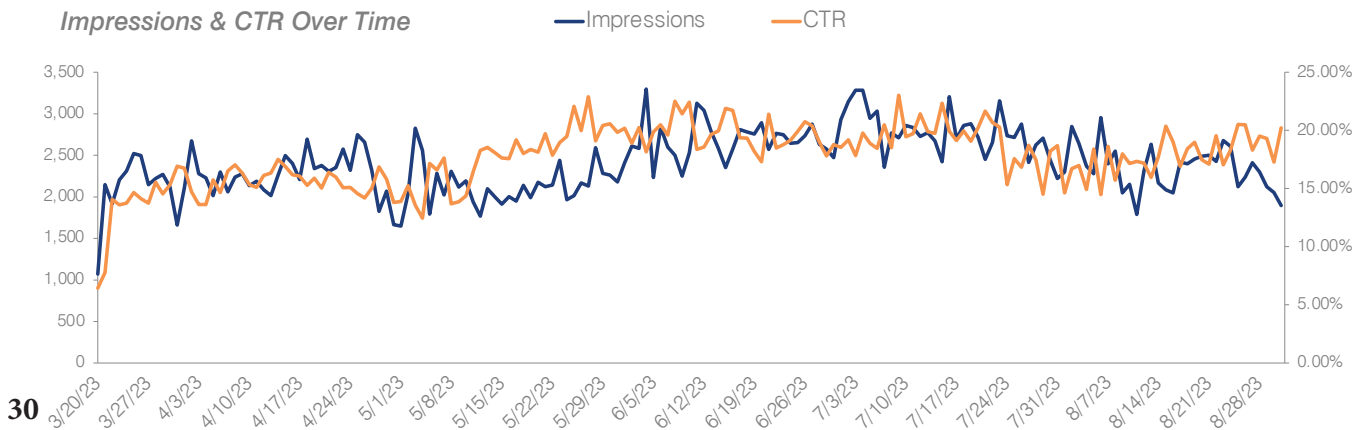


## Keyword Performance

The top-performing keyword by CTR was *“deadwood,”* followed by *“what to see in deadwood sd.”*



## Impressions & CTR Over Time



# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

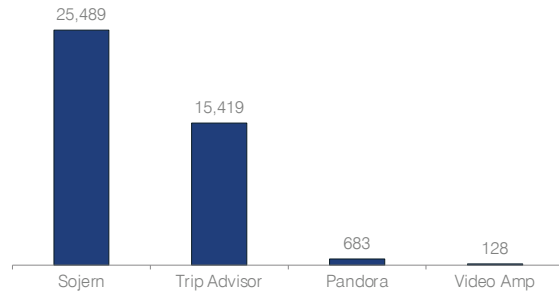
## Bookings Summary (Statewide)

When looking at the state as a whole (i.e., those who have been exposed to our advertising and booked *anywhere* in South Dakota) we are just over 41k since the start of the campaign.

# 41,287

Bookings that occurred within the state of South Dakota as a result of our advertising efforts

Statewide Bookings by Partner



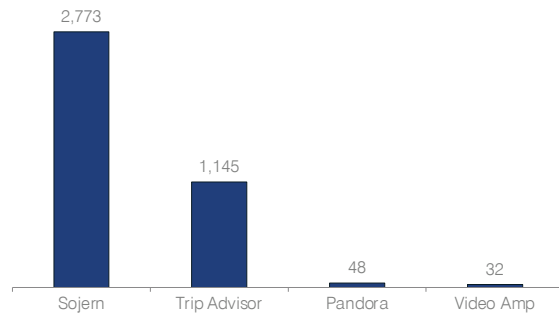
## Bookings Summary (In-Destination)

When we solely look at bookings that have occurred in Deadwood *specifically* as a result of our advertising, we are just over 3.8k since the start of the campaign, led by Sojern.

# 3,870

Bookings that occurred within Deadwood as a result of our advertising efforts

Deadwood Bookings by Partner

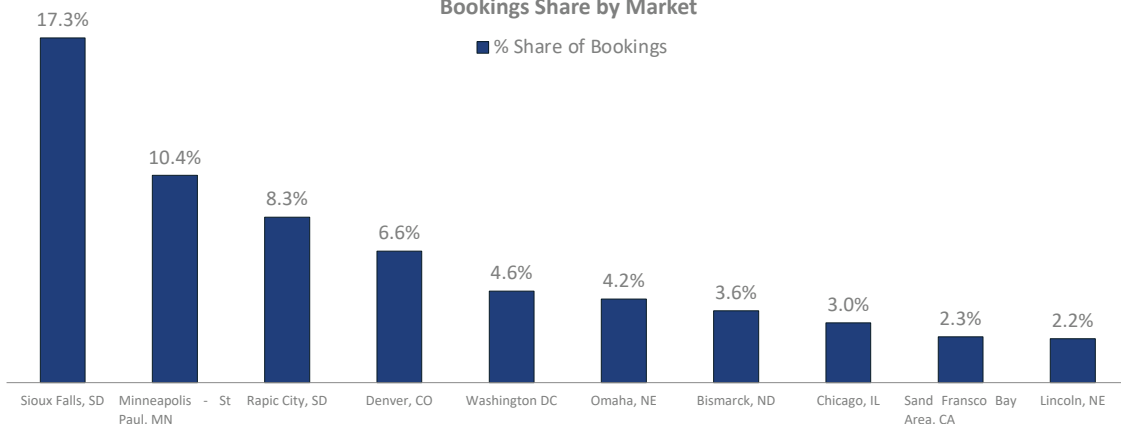


## Bookings Market Performance (Peak23)

Sioux Falls and Minneapolis – St Paul were our top two performing markets when looking at bookings, followed by Rapid City.

Bookings Share by Market

■ % Share of Bookings



# PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

## GA4 Campaign Performance Overview

- 148,343 sessions
- 123,398 users
- 34.4% engagement rate  
(43.6% site avg.)
- 0:24s avg. engagement time  
(0:27 site avg.)
- 2.27 pages per session

Source / Medium	Sessions	Engagement Rate	Avg. Engagement Time
<i>Paid Social</i>	110,245	12.5%	0:02
<i>Paid Search</i>	108,173	72%	1:02
<i>Trip Advisor / Social</i>	42,920	8.2%	0:00
<i>Sojern / Display</i>	18,988	12.9%	0:05
<i>Video Amp / Preroll</i>	14,292	11.6%	0:00
<i>True West Mag / Email</i>	1,047	63.1%	1:22
<i>Trip Advisor / Preroll</i>	1,000	23.8%	0:00
<i>True West Mag / Display</i>	748	50.5%	0:59
<i>Trip Advisor / Boost</i>	620	24.5%	0:00
<i>Trip Advisor / Display</i>	314	28.7%	0:00
<i>True West Mag / Facebook</i>	222	40.5%	0:51
<i>True West Mag / Native</i>	164	64.3%	1:34
<i>Pandora / Display</i>	156	9%	0:38



# PEAK 2023 MEDIA CALENDAR

## SEPTEMBER 2023 - JANUARY 2024



	Sept '23				Oct '23					Nov '23				Dec '23				Jan '24				
Deliverable	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
<b>Total Media</b>																						
<b>SEM All Visitors</b>																						
<b>SEM Gaming &amp; Sports Betting Mini Campaign</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	23,660 Clicks																					
<b>Programmatic OLV/CTV All Visitors</b>																						
<b>OLV/CTV Gaming &amp; Sports Betting Mini Campaign</b>																						
<b>OLV/CTV Winter - Mini Campaign</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	2,730,000																					
<b>Programmatic Display All Visitors</b>																						
<b>Display Gaming &amp; Sports Betting Mini Campaign</b>																						
<b>Display Winter- Mini Campaign</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	7,280,000																					
<b>FB/IG All Visitors</b>																						
<b>FB/IG - Gaming &amp; Sports Betting Mini Campaign</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	20,222 Clicks																					
<b>Native - All Visitors</b>																						
<b>Native - Gaming &amp; Sports Betting Mini Campaign</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	2,528,000																					
<b>Online Travel Agency Placement - All Visitors</b>																						
Travel Intenders	3,125,000																					
<b>Local/Regional (Omaha Mag) - All Visitors</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	909,000																					
<b>Linear Cable TV - All Visitors</b>																						
Denver, Minot/Bismarck/Dickinson	1,736,842																					
<b>True West - All Visitors</b>																						
Full Page Ad	120,000																					
<b>Programmatic Out of Home - All Visitors</b>																						
Minot (ND), Minneapolis/StP (MN), Denver (CO)	1,375,000																					
<b>University of WY - All Visitors</b>																						
<b>Deadwood Local Events - RUNNING VIA DEADWOOD CHAMBER</b>																						
<b>Ad Serving</b>																						
	19,803,842																					
	43,882 clicks																					

\*Agency commission 9%

Audience Breakdown	Target Geo
Searchers (25 - 44) HHI \$50k - \$100k, No children in traveling party	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)
Wanderers (50+) HHI \$100k+, Empty nesters	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)
Outdoors (35-60) Males, HHI \$80k+, Married	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Campaign Parameters

## Campaign At-A Glance



**Goal:** The goal of this campaign is to boost awareness for Deadwood in order to ultimately drive bookings and revenue into the destination.



**Geo's:** Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)



**Audiences:** Searchers (25 - 44) HHI \$ 50K - \$100K, No children in traveling party, Wanderers (50+) HHI \$100K+, Empty nesters, Outdoors (Males 35 - 60) HHI \$80K+, Married



**Timing:** 9/1/23 – 1/31/24

## Executive Summary



**21,121,362**  
Impressions Deliv.  
9M prev. report



**0.35%**  
Post Impression Rate  
74,632 post impressions,  
0.27% prev. report



**2.16%**  
Paid Social  
Click-Through Rate  
1.00% benchmark,  
1.76% prev. report



**9.14%**  
Paid Search  
Click-Through Rate  
~5% benchmark,  
10.25% prev. report

- This campaign has delivered over 21M impressions so far, with a post-impression rate of 0.35% and a paid social click-through rate of 2.16%.
- Paid search is doing well with a CTR of 9.14%, exceeding the global benchmark of 5%.
- Our top-performing programmatic partner by PIR was Storygize at 0.78%.
- We saw that our efforts drove 48,486 bookings statewide.

## Key Performance Indicators

### Building Awareness

Impressions  
Post Impression Rate  
Click-Through Rate (Paid Search)  
Avg. CPC (Paid Search)  
Website Sessions

### Generating Engagement

Engagement Rate (social)  
Engagement Rate (GA4)  
Avg. Engagement Time

### Driving Action

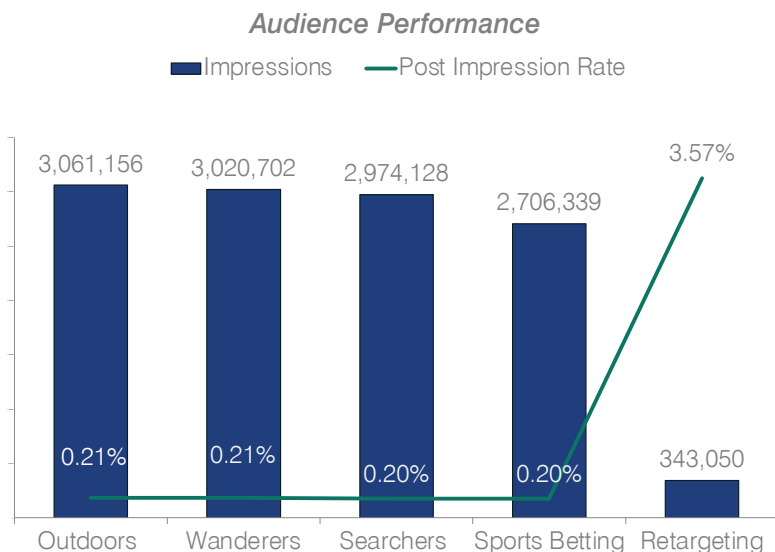
Visitor Guide Downloads  
Lodging Clicks

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Campaign Performance

## Sojern Performance Overview

- 12,105,375 impressions
- 2,794 clicks
- 0.02% click-through rate (0.3% prev. report, 0.08% - 0.30% benchmark) (ctr)
- 0.30% post-impression rate (0.28% prev. report)
  - 36,467 post impressions
- **562 conversions**
  - 521 lodging clicks, 41 visitor guide downloads



## Sojern GEO Performance

DMA	Impressions	PIR
<i>Sioux Falls/Mitchell</i>	2,070,256	0.18%
<i>Omaha</i>	1,491,336	0.16%
<i>Minneapolis/Saint Paul</i>	1,406,010	0.22%
<i>Chicago</i>	1,335,801	0.14%
<i>Denver</i>	1,295,420	0.27%
<i>Lincoln/Hastings/Kearney</i>	884,461	0.12
<i>Rapid City</i>	823,575	0.61%


DMA = Designated Marketing Area  
PIR = Post Impression Rate

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## SOJERN LEISURE CAMPAIGN ECONOMIC IMPACT REPORT

### Post-Impression Travel Summary

How many travel events did the campaign drive to **Deadwood, SD**?

		Total Events	Total Travelers					
	Flight Search	6,690	3,198		Lodging Search	3,964	1,966	7,664
	Flight Booking	500	576		Lodging Booking	479	190	932
Vertical	Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days			
Flight	Flight Search	6,690	3,198	49	3			
	Flight Booking	500	576	32	2			
Lodging	Lodging Search	3,964	1,966	42	2			
	Lodging Booking	479	190	37	2			
Car	Car Booking	36	27	30	6			
	Car Search	117	85	31	5			
Vacation	Vacation Search	1	2	31	3			
<b>Grand Total</b>		<b>11,787</b>	<b>6,044</b>	<b>36</b>	<b>2</b>			
		Total Events	Total Travelers	Hotel Night Stays				
Total Bookings		1,015	784	932				

\*Total events is the overall volume of searches and bookings travellers have conducted for their trips. Search events convey how many times travelers are searching to look at different travel options, while booking events can include a singular booking of a single trip or multiple bookings of other trips.

\*\*Total Travelers includes the person who is performing the travel search/booking activity in addition to other people who will be traveling with the individual in their party.

\*\*\* Hotel Night Stays takes account of no. of rooms searched/booked multiply by the number of night stay by traveler.

How much revenue is the campaign bringing to **Deadwood, SD** with average spend of **700 USD** per traveler?

### Economic Impact

$$\text{Confirmed Total Travelers} \times \text{Avg. Spend Per Traveler} = \text{Total Est. Traveler Spend}$$

$$548,800$$

**LEISURE AUDIENCE = \$10.80 VISITOR SPEND FOR EVERY \$1 SPENT ON ADS**

## SOJERN GAMING/SPORTS BETTING CAMPAIGN ECONOMIC IMPACT REPORT

### Post-Impression Travel Summary

How many travel events did the campaign drive to **Deadwood, SD**?

		Total Events	Total Travelers					
	Flight Search	3,330	1,532		Lodging Search	1,978	1,047	3,971
	Flight Booking	243	290		Lodging Booking	196	97	394
Vertical	Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days			
Flight	Flight Booking	243	290	35	2			
	Flight Search	3,330	1,532	47	2			
Lodging	Lodging Search	1,978	1,047	39	2			
	Lodging Booking	196	97	37	2			
Car	Car Search	53	38	22	7			
	Car Booking	24	16	24	3			
<b>Grand Total</b>		<b>5,824</b>	<b>3,020</b>	<b>34</b>	<b>2</b>			
		Total Events	Total Travelers	Hotel Night Stays				
Total Bookings		463	399	394				

\*Total events is the overall volume of searches and bookings travellers have conducted for their trips. Search events convey how many times travelers are searching to look at different travel options, while booking events can include a singular booking of a single trip or multiple bookings of other trips.

\*\*Total Travelers includes the person who is performing the travel search/booking activity in addition to other people who will be traveling with the individual in their party.

\*\*\* Hotel Night Stays takes account of no. of rooms searched/booked multiply by the number of night stay by traveler.

How much revenue is the campaign bringing to **Deadwood, SD** with average spend of **700 USD** per traveler?

### Economic Impact

$$\text{Confirmed Total Travelers} \times \text{Avg. Spend Per Traveler} = \text{Total Est. Traveler Spend}$$

$$279,300$$

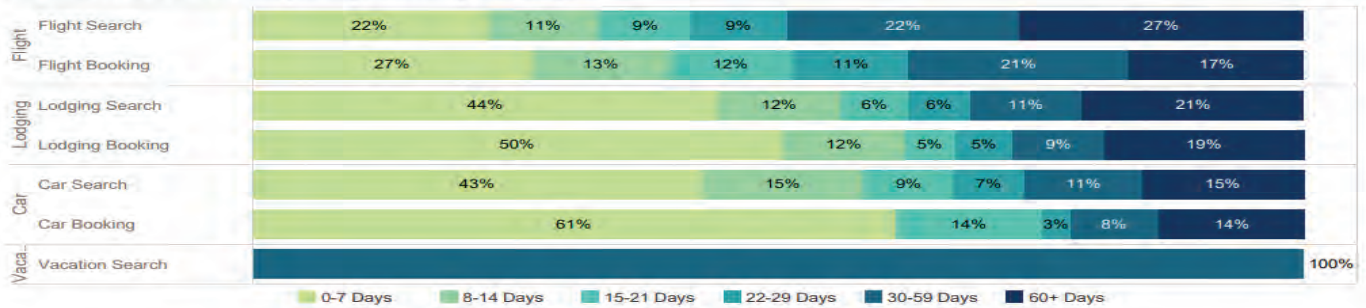
**GAMING AUDIENCE = \$21.90 VISITOR SPEND FOR EVERY \$1 SPENT ON ADS**

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Sojern Leisure Economic Impact Report

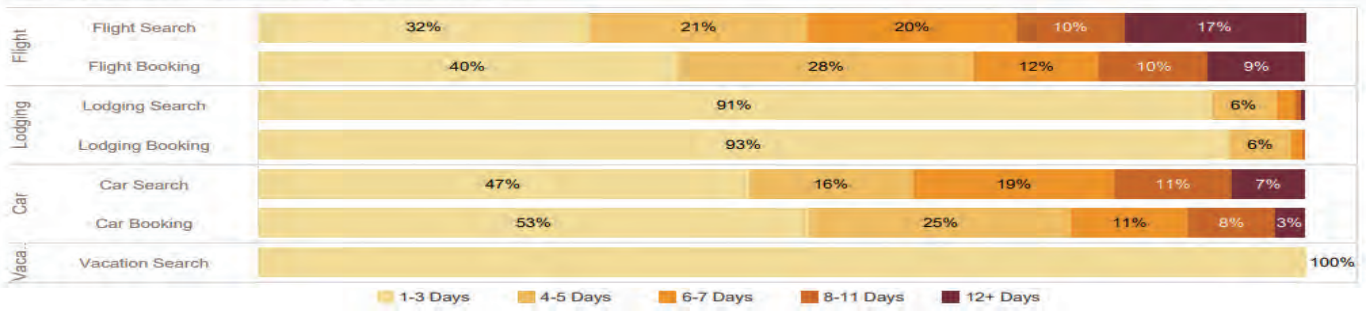
### Trip Planning

How far in advance are travelers planning and booking for their trip?



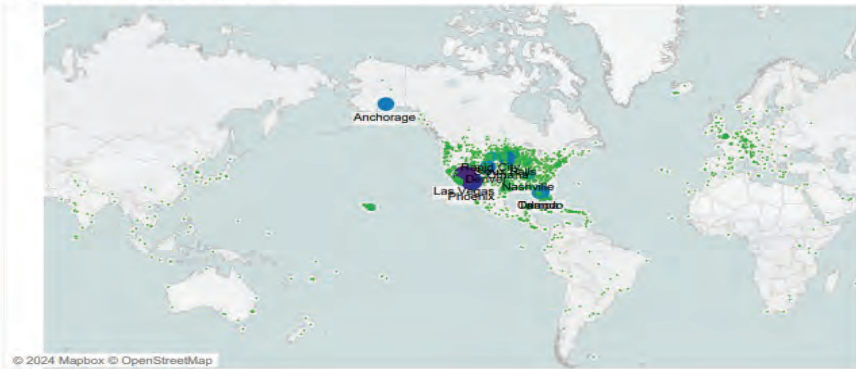
### Length Of Stay

How long are travelers staying in Deadwood, SD?



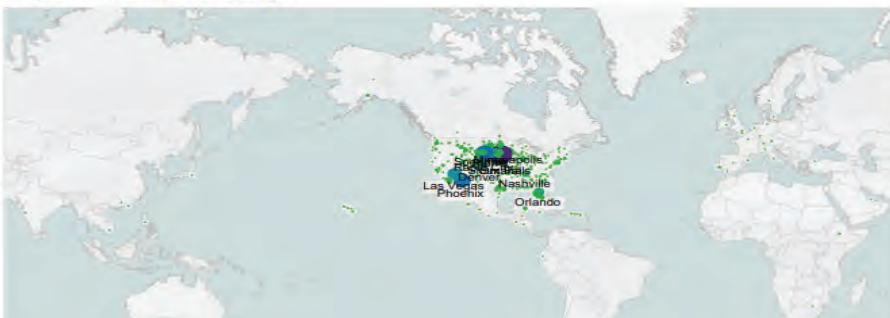
## Sojern Leisure Economic Impact Report

### Top 10 Alternate Searches



Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	8.0%
Phoenix, AZ	7.7%
Las Vegas, NV	7.7%
Denver, CO	5.0%
Orlando-Daytona Beach-Melbourne, FL	4.2%
Anchorage, AK	4.0%
Rapid City, SD	3.5%
Tampa-St Petersburg (Sarasota), FL	3.5%
Miami-Ft. Lauderdale, FL	3.1%
Minneapolis-St. Paul, MN	2.7%

### Top 10 Alternate Bookings



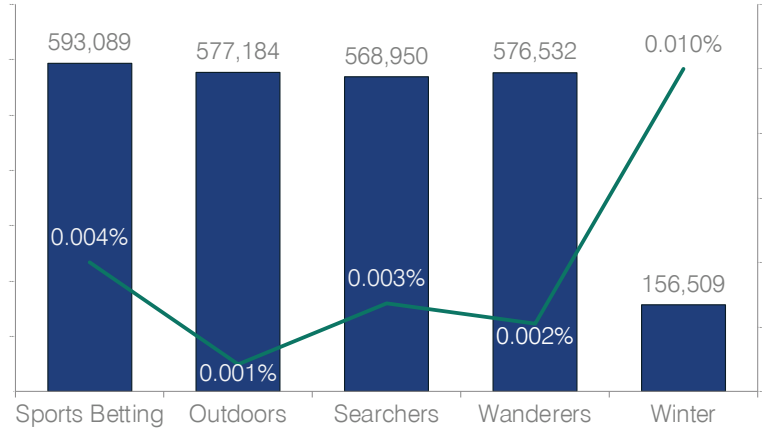
Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	20.8%
Rapid City, SD	9.6%
Phoenix, AZ	6.2%
Denver, CO	5.8%
Las Vegas, NV	4.2%
Minneapolis-St. Paul, MN	3.6%
Omaha, NE	3.4%
Orlando-Daytona Beach-Melbour..	2.4%
Salt Lake City, UT	1.9%
Fargo-Valley City, ND	1.8%

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## VideoAmp Performance Overview

Placement Performance

■ Impressions    — Post Impression Rate



- 2,472,264 impressions
- 246 clicks
- < 0.01% click-through rate (<0.01% prev. (ctr) report, 0.08% - 0.30% benchmark)
- 0.003% post-impression rate (0.002% prev. report)
  - 74 post impressions
- **0 conversions**

DMA	Impressions	VCR	PIR
Denver	792,781	95.02%	0.001%
Minneapolis/Saint Paul	746,594	95.15%	0.002%
Chicago	177,879	95.99%	0.005%
Omaha	173,487	94.92%	0.003%
Des Moines/Ames	118,975	94.85%	0.003%
Sioux Falls/Mitchell	116,123	95.45%	0.004%
Lincoln/Hastings/Kearney	87,997	95.16%	0.000%

DMA = Designated Marketing Area

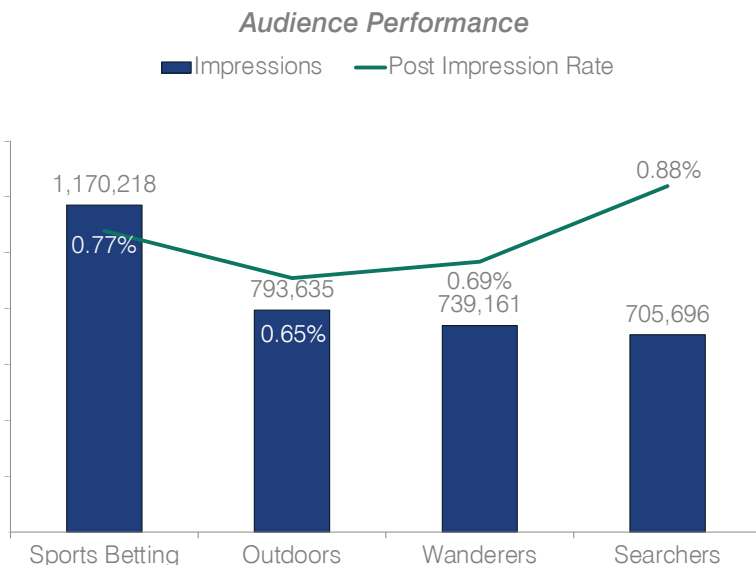
VCR = View Through Rate

PIR = Post Impression Rate

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Storygize Performance Overview

- 4,273,286 impressions
- 10,425 clicks
- 0.24% click-through rate (0.21% prev. report, (ctr) 0.08% - 0.30% benchmark)
- 0.78% post-impression rate (0.73% prev. report)
  - 33,302 post impressions
- **390 conversions**
  - 351 lodging clicks, 39 visitor guide downloads



## Storygize GEO Performance

DMA	Impressions	CVR	PIR
Minneapolis/Saint Paul	1,963,359	0.91%	0.35%
Denver	468,403	3.59%	0.52%
Des Moines/Ames	303,044	0.13%	0.23%
Sioux Falls	286,581	5.17%	1.16%
Lincoln/Hastings/Kearney	231,715	3.72%	0.49%
Rapid City	198,471	15.58%	3.25%
Minot/Bismarck/Dickinson	168,347	11.87%	1.98%

## Storygize Sport Betting Creative Performance

**Top Image Performance by CTR**

CTR 0.21%

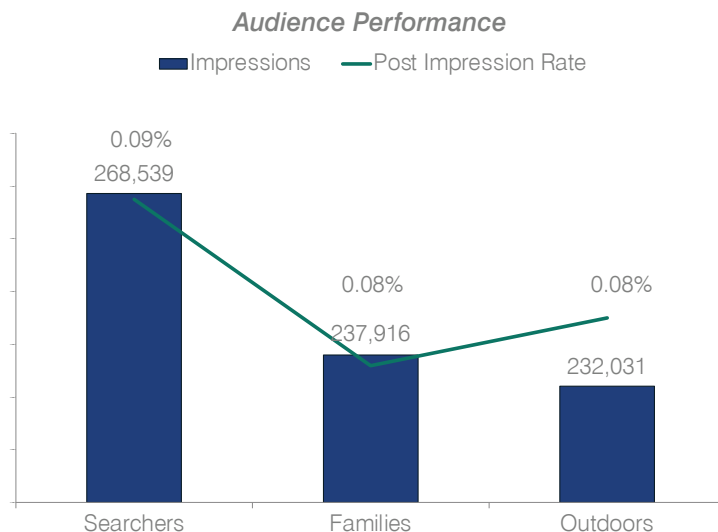
**Top 3 Headlines by CTR**

Become Part of Deadwood's Famed History	CTR 0.24%
Visit Deadwood for a Trip That Will Go Down in History	CTR 0.23%
Deadwood: Where You Can Play All Day and All Night	CTR 0.22%

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Omaha Mag Performance Overview

- 738,486 impressions
- 699 clicks
- 0.09% click-through rate
- 0.08% post-impression rate
  - 619 post impressions
  
- **4 conversions**
  - 4 lodging clicks



## Omaha Mag GEO Performance

<i>DMA</i>	<i>Impressions</i>	<i>PIR</i>
<i>Minneapolis/Saint Paul</i>	205,425	0.05%
<i>Denver</i>	187,766	0.04%
<i>Omaha</i>	59,362	0.06%
<i>Des Moines/Ames</i>	45,419	0.04%
<i>Lincoln/Hastings/Kearney</i>	33,695	0.04%
<i>Sioux Falls/Mitchell</i>	28,368	0.26%
<i>Sioux City</i>	12,706	0.10%

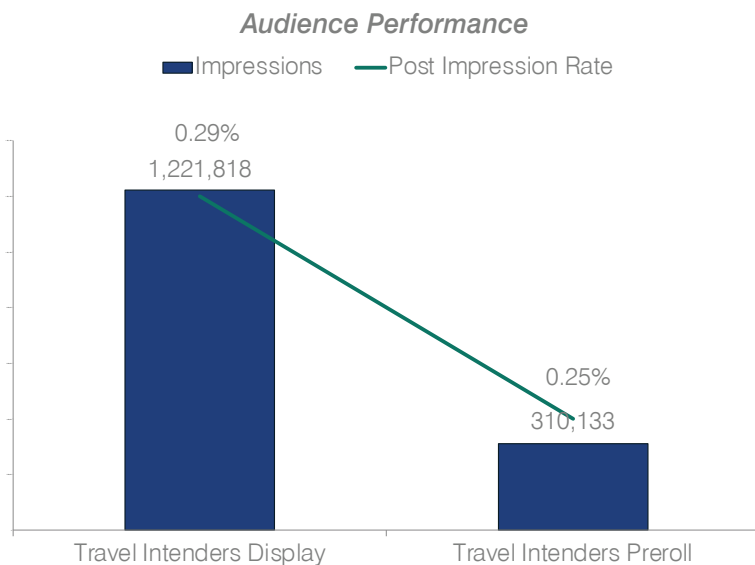
DMA = Designated Marketing Area  
 PIR = Post Impression Rate



# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Tripadvisor Performance Overview

- 1,531,951 impressions
- 864 clicks
- 0.06% click-through rate
- 0.28% post-impression rate
  - 4,275 post impressions
- **4 conversions**
  - 24 lodging clicks, 4 visitor guide requests



## Tripadvisor GEO Performance

<i>DMA</i>	<i>Impressions</i>	<i>PIR</i>
<i>Denver</i>	515,288	0.12%
<i>Minneapolis/Saint Paul</i>	308,629	0.12%
<i>Omaha</i>	103,739	0.27%
<i>Lincoln/Hastings/Kearney</i>	36,298	0.21%
<i>Sioux City</i>	31,854	0.15%
<i>Sioux Falls/Mitchell</i>	28,971	0.40%
<i>Des Moines/Ames</i>	26,363	0.33%

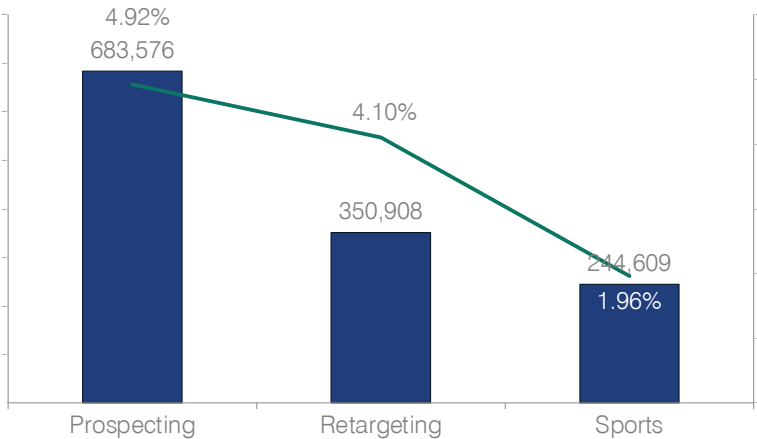
DMA = Designated Marketing Area  
 PIR = Post Impression Rate

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Paid Social Performance Overview

- 1,279,093 impressions
- 284,018 reach (4.50 frequency)
- 52,060 engagements
  - 23,048 link clicks, 342 comments, 7,769 reactions, 470 shares, 68 saves
- 4.13% click-through rate (2.15% prev. report, (ctr) 1.00% benchmark)
- \$0.43 cost per link click (\$0.39 prev. report)
- **541 GA4 Conversions**
  - 308 Visitor Guide downloads/clicks, 120 Lead Gen Thank You pageviews, 98 Lodging clicks and 15 phone call interactions.

*Campaign Performance*  
 ■ Impressions — CTR



## FB Creative Performance

Creative	Impressions	Clicks	CTR
Static	957,851	44,399	4.64%
Video	321,242	8,405	2.62%

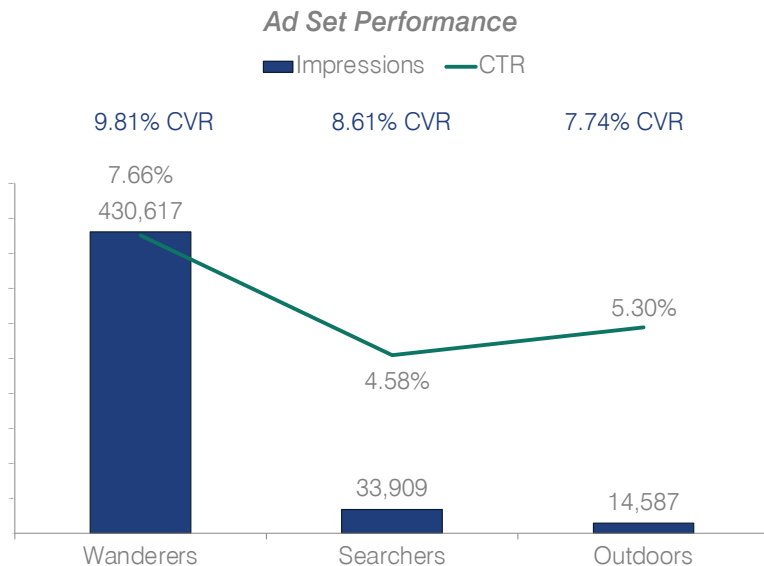


Entertaining Guests

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Lead Generation Performance Overview

- 479,113 impressions
- 120,313 reach (3.21 frequency)
- 20,363 engagements
  - 4,831 link clicks, 382 comments, 4,727 reactions, 296 shares, 61 saves
- 7.37% click-through rate (1.00% benchmark) (ctr)
- \$0.17 cost per link click
- **1,431 conversions**
  - 9.60% conversion rate



**Lead Generation = Deadwood Giveaway Sign-ups on Social Media & Deadwood.com**

Entries included name, phone, address and email.

## FB Creative Performance

Creative	Impressions	Clicks	CTR
Static	479,113	35,325	7.37%



Gold Rush Giveaway

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Paid Search Summary



**553,305**  
Impressions Deliv  
381,555 prev. report



**9.14%**  
Click-Through Rate  
3.17% benchmark,  
10.25% prev. report



**\$0.46**  
Avg. Cost per Click  
\$2.69 benchmark,  
\$0.48 prev. report

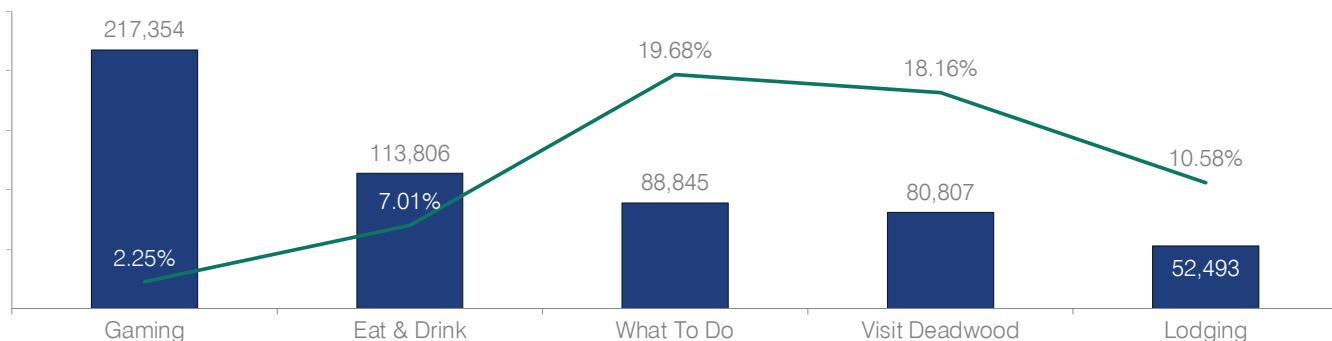
- Paid search delivered 553K impressions with a CTR of 9.14% and an avg. CPC of \$0.46, both of which are ahead of benchmark thresholds we observe with this channel.
- Our top-performing campaign by CTR was *What To Do*, followed by *Visit Deadwood*.
- The top-performing keyword by CTR was “*things to do in black hills south dakota*” followed by “*best places to eat in deadwood.*”

## Campaign Performance

The top-performing campaign by CTR was *What To Do*, while the top-performing campaign by impressions was *Gaming*.

Impressions & CTR by Campaign

■ Impressions — CTR

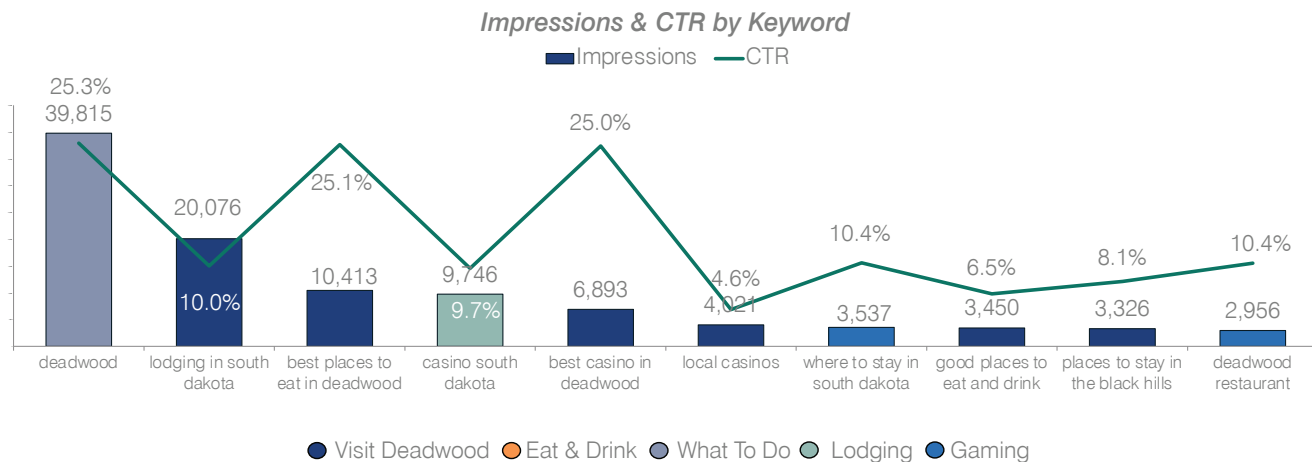


CTR = Click Through Rate

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

## Keyword Performance

The top-performing keyword by CTR was “*things to do in black hills south dakota*” followed by “*best places to eat in deadwood.*”



## GA4 Campaign Performance Overview

- 96,319 sessions
- 78,448 users
- 43.03% engagement rate (41.32% prev. report)
- 20s avg. engagement time (44s prev. report) 78,448
- 2.26 pages per session (2.27 prev. report)
- **2,086 GA4 Conversions** (all)
  - 1,079 Lodging outbound clicks, 729 Visitor Guide requests/downloads, and 278 Phone call interactions.

Source / Medium	Sessions	Engagement Rate	Avg. Engagement Time
<b>Paid Search</b>	51,573	67.11%	1:15
<b>Facebook / Paid</b>	17,159	21%	0:12
<b>Sojern</b>	10,330	12.6%	0:06
<b>Storygize</b>	8,029	19.3%	0:11
<b>Omaha Mag</b>	3,992	2.9%	0:01
<b>Facebook / RT</b>	4,141	43.4%	0:45
<b>Trip Advisor</b>	716	28.5%	0:25
<b>VideoAmp</b>	379	9.8%	0:01

GA4 = Google Analytics 4

# SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

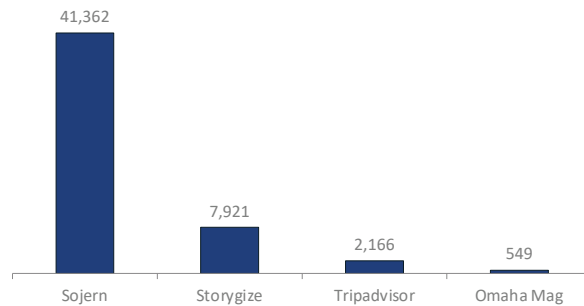
## Bookings Summary (Statewide)

When looking at the state as a whole (i.e., those who have been exposed to our advertising and booked anywhere in South Dakota) we are over 48K since the start of the campaign.

# 48,486

Bookings that occurred within the state of South Dakota as a result of our advertising efforts

Statewide Bookings by Partner



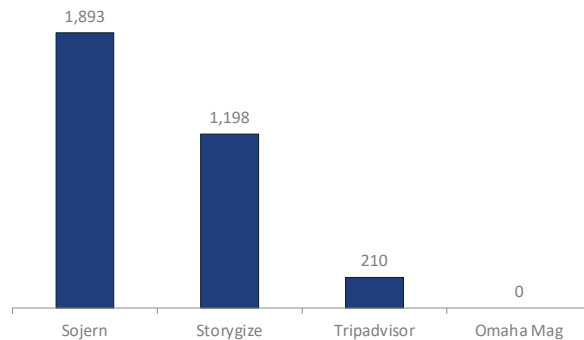
## Bookings Summary (In-Destination)

When looking solely at bookings that occurred in Deadwood as a result of our advertising, we are over 3K since the start of the campaign.

# 3,005

Bookings that occurred within Deadwood as a result of our advertising efforts

Deadwood Bookings by Partner

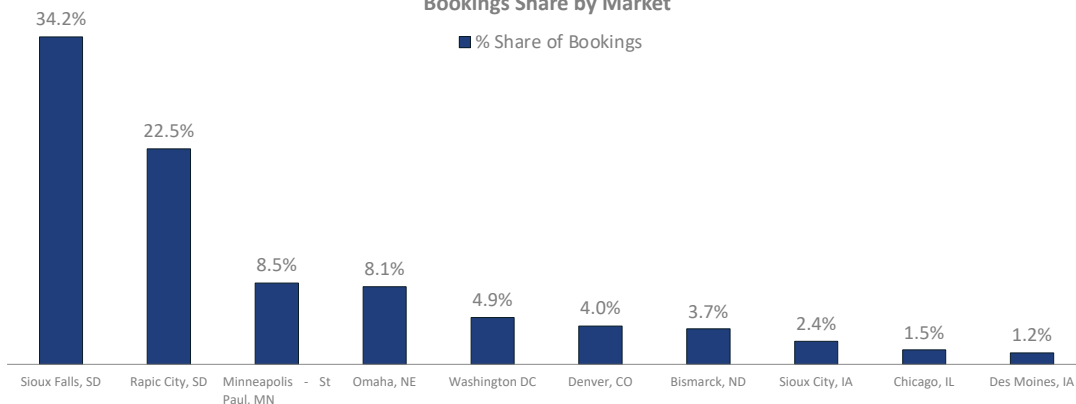


## Bookings Market Performance (Shoulder23/24)

Sioux Falls and Rapid City were our top two performing markets when looking at bookings, followed by Minneapolis – St. Paul.

Bookings Share by Market

■ % Share of Bookings



# EMAIL MARKETING

## GOING WITH THE FLOW

Water is one of the main forces in the story of the Black Hills. The movement of water has generated dramatic thunder and hail storms, produced deadly floods, hollowed out world-class caves, sculpted the landscape, and laid down the vast sedimentary strata of the region. Every aspect of the landscape shows the work of water.

Human activity, both past and present, has impacted the flow and quality of water. For example, all levees in the Black Hills are man-made. Mining has redirected and altered the natural characteristics of water throughout the Black Hills. Whitewood Creek, which runs through Deadwood, was once so polluted that it was a Superfund cleanup site.

Human activity can also indirectly impact water such as through the implementation of local, state, and federal fire control policies. These programs allow more trees to grow and the trees consume more water, which decreases the amount of water flowing out through area streams.

The story of water in the Black Hills reminds us that it flows through all of our daily lives, our homes, and our own bodies.



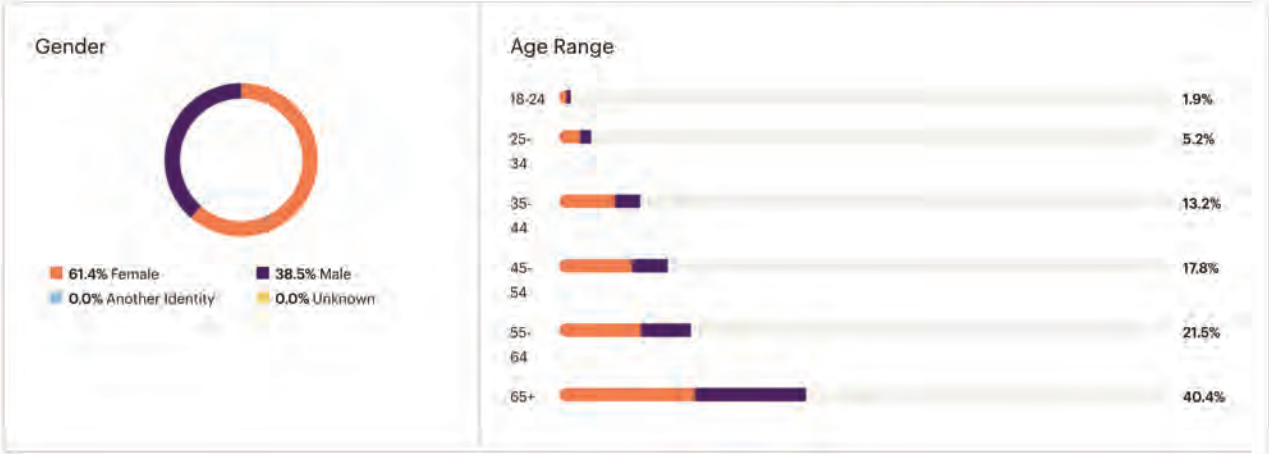
# EMAIL MARKETING STATS

## TOURIST LIST - 100,603 SUBSCRIBERS (AS OF 4/29/24)

16-20 Emails developed and deployed per year  
Uses Groups, Segments & Tags to Customize List by Interest

Predicted demographics

Female Male Another Identity Unknown



## LOCAL BUSINESS LIST - 675 SUBSCRIBERS

E-News Sent Weekly + Additional Email Announcements & Reminders

## PUBLIC RELATIONS LIST - 220 SUBSCRIBERS

Multiple emails per month - All Press Releases for the Chamber & DGA

## EMAIL MARKETING REENGAGEMENT CAMPAIGN

Beginning in March 2024, the Deadwood Chamber launched a reengagement campaign for our "Tourist" subscriber list (+100K subscribers). Fees associated with maintaining an email marketing database are directly correlated with the size of the list, and this is a large one. The primary goal of this effort is to lower the cost of email marketing by purging unresponsive subscribers and preserving those who regularly engage with our messaging. The campaign consists of three emails, spaced 6 weeks apart prompting unresponsive subscribers to update their preferences. Simply opening the message and \*not\* choosing to unsubscribe is enough of an action to maintain their status on the list. These efforts should be complete by July.

The reengagement campaign could result in the removal of up to 45,000 email addresses who haven't opened one of our messages in the last 6 months. This would result in a cost savings of over \$300 per month. The cost of implementing the reengagement campaign will be entirely offset by the monthly subscriber list savings by the end of 2024 and a net savings of \$2,400-\$3,600 in 2025, depending on how fast the list continues to grow.





**A HISTORY OF GRAND DINING**  
Come hungry for the Black Hills' best food!

Historic Deadwood is best known for great entertainment, exciting gaming and first-rate special events. But the Wild West town can also hang its hat on something else — outstanding dining.

Today's dazzling dining is far from the no-frills grub miners gobbled down in 1876. Back then, the diet of the denizens of the once gritty gold camp consisted mainly of beans, bacon, sludge-like coffee, pancakes, and local fish and game. Fortunately, as Deadwood flourished, things got better—a lot better. By the 1880s, restaurants serving freshly prepared meals abounded.

A century and a half later, that's still the case here. Nowadays, you will encounter food options from world-class chefs sampling distinctive local flavors like bison, chisic, elk, and more. Food is top-chef sans the snooty ambience you'd expect from fine dining.



Chef signature cuisine to down-home favorites, here are some of the best and most unique cuisine options in Historic Deadwood:

- Reggae Tatarika Burger
- Smoked Pork Steak
- Tuolica Pheasant Pasta
- Lapsang Souchong Chicken
- Hand-made pasties
- Poutine
- Bone-in, slow-roasted prime rib
- Fresh lobster
- Elk Steak
- Oyster Stew
- Braised Bison Short Ribs

Pair your dining delights with your favorite microbrew, wine, specialty cocktail, or straight-up whiskey. After all, you're in Deadwood, so dig in, indulge, and enjoy!

DISCOVER DINING



**FEATURED EVENT**  
**FORKS, CORKS & KEGS**  
April 14 & 15

Sample a variety of beer and wine as you make your way to tasting venues, each featuring their chef's finest culinary creation paired with the perfect complimentary beverage. \*Must be 21 to participate.

BUY TICKETS



INFAMOUS DEADWOOD

**SETH BULLOCK**

Seth Bullock spent a lifetime trying to make Deadwood a permanent, prosperous place for future generations.

He and his business partner Sol Star arrived in Deadwood to open a hardware store in August 1876. Two days before they arrived, Wild Bill Hickok was gunned down. After the killing, the town decided it needed a sheriff. Bullock, a former lawman in Montana, took the job.

When the hardware store burned in 1894, Bullock and Star decided not to rebuild but construct Deadwood's first hotel instead. The three-story, 64-room Bullock Hotel was the most luxurious of its time, with steam heat and indoor bathrooms on each floor. The building is still a Main Street fixture today.

He also engaged in several other businesses, including a flour milling company, mining ventures, and a ranch near present-day Belle Fourche.

He met future president Teddy Roosevelt in 1884, and the men developed a lifelong friendship. Bullock and 50 South Dakota cowboys rode horses in Roosevelt's inaugural parade in 1905.

Seth Bullock is buried at the top of the hill in Deadwood's Mount Moriah Cemetery.

LEARN MORE

FEATURED PARTNER

**THE LODGE AT DEADWOOD**

**THE LODGE AT DEADWOOD GAMING RESORT**

The Locals' Choice for lodging, gaming and dining, the Lodge at Deadwood Gaming Resort offers luxurious accommodations, the area's largest free guest parking, a 24 hour fitness room, free wi-fi, and an indoor water playland. For your dining pleasure, enjoy fine dining at the Deadwood Grille or experience the excitement of Dogie's Sports Bar. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing Lodging Specials, including the Two Nights Lodge Package that includes \$25 in dining credit and \$25 in free casino play. A true gamer's paradise, the Lodge casino features a spacious gaming floor with the most popular table games and slots with new games arriving every month! Our new Red Lodge Sportsbook features a 42 foot seamless video wall, comfortable seating, Sportsbook personnel, and all your favorite major sports. Please visit [DeadwoodDogie.com](http://DeadwoodDogie.com) or call 1.605.584.4800 for hotel reservations.

BOOK NOW



DEADWOOD HISTORY

**PATSY'S DAY**

Saturday, April 22

Support our furry friends. Share in this annual celebration honoring Patsy, the beloved terrier of William Emery Adams. Guests who make a donation of any pet product for the Twin City Animal Shelter will receive free admission to the Historic Adams House. Tours on Patsy's Day are hourly, the first tour leaving at 10:00 a.m. and the last tour of the day leaving at 4:00 p.m. Photos of cats and dogs available for adoption will be on display. For more information, please call 605-578-3724.

LEARN MORE

UPCOMING EVENTS

**Preservation Thursday: Three Kings of Cowboy Poetry**  
April 13 | Hornetlake Adams Research and Cultural Center | Deadwood

**Grand Funk Railroad & Jefferson Starship**  
April 13 | Deadwood Mountain Grand | Deadwood

**Forks, Corks & Kegs**  
April 14 - 15 | Deadwood

**Larry The Cable Guy**  
April 14 | Deadwood Mountain Grand | Deadwood

**Deadwood Citywide Job Fair**  
April 20 | Deadwood Welcome Center | Deadwood

**Aaron Watson**  
April 27 | Deadwood Mountain Grand | Deadwood

**StardustFest**  
April 29 | Deadwood Mountain Grand | Deadwood

DEADWOOD  
SOUTH DAKOTA

# MAY 2023 - SUMMER EVENT SCHEDULE



## Deadwood Event Calendar SUMMER 2023

We didn't make history being wild. Deadwood events are wild. That's why the travel website Thrillist named Deadwood one of the best party towns in America. Rodeo, classic cars, free concerts and parades – there's always something happening in Deadwood.

**May 12 - 14, 2023**  
**WEEKEND AT MR. WU'S WITH MR. WU!**  
Meet Keone Young who played Mr. Wu on HBO's Deadwood. Five concerts featuring 100 Proof, Feggy Norton, Ethyl, and Westbrook. Complimentary food all weekend including a pig roast and ribs. Enjoy 25 all you can drink draft beer.

**May 19 - 21, 2023**  
**SOUTH DAKOTA STATE POKER CHAMPIONSHIP**  
Silverado-Franklin  
How might the South Dakota State Championship offer from other tournaments throughout South Dakota? In a word, BIGGER! This event, now has a \$200,000 guaranteed prize pool and is part of the MidStates Poker Tour. Buy in is \$1000-\$1100.

**May 26 - 27, 2023**  
**SUMMER KICKSTART - FREE CONCERT WEEKEND**  
Outlaw Square  
Deadwood Mountain Grand is partnering with Deadwood's Outlaw Square to present a free kickstart to summer concert weekend featuring FREE concerts by 2021 American Idol winner **Chayce Beckham** on Friday, May 26 and legendary rockers **Big Head Todd and The Monsters** on Saturday, May 27 on the outdoor Sue Lundberg Memorial Stage at Outlaw Square.

**May 27, 2023**  
**BLACK HILLS MOTORCYCLE SHOW**  
Deadwood Mountain Grand  
Deadwood Custom Cycles has renovated the Black Hills Motorcycle Show and is holding it, where else, but Historic Deadwood, South Dakota. New venue, fresh entertainment, and exciting vendors are all combining to make the Black Hills Motorcycle Show the premiere motorcycle show in the Midwest. The Black Hills Motorcycle Show is held from Noon to 6 p.m. on Saturday, May 27 at the **Deadwood Mountain Grand Events Center**. All proceeds for this event will go to The Puppies Healing Heroes Program created by **Sagecat Mountain Rescue Center**.

**May 28, 2023**  
**BACK WHEN THEY BUCKED: AN ALL-DAY RODEO**  
Days of '76 Event Complex (Rodeo Grounds)  
The full day of action on Sunday, May 28 will kick off with the Women's Professional Rodeo Association (WPRA) Ladies Breakaway event. You will witness some of the fastest roping you have ever seen. The ladies will be competing for a spot on the short round that will be held during the PRCA. Xtreme Bungee Roping event which will be held in the afternoon. The PRCA Xtreme Bungee Roping Match will begin in the afternoon. This is a Professional Rodeo Cowboys Association (PRCA) sanctioned event featuring Xtreme bungee roping. Tickets are on sale now [CLICK HERE](#).

## Continued

**June 2 - 3, 2023**  
**DEADWOOD MOTO SHOW**  
Days of '76 Event Complex (Rodeo Grounds)  
Do Deadwood Presents Deadwood Moto Show Weekend? Are you ready? This year is TWO big nights with a FREE event during the day. June 2 & June 3. June 2 is the Freestyle Motorcycle Show. Top riders from around the world will be right here in Deadwood, SD. June 2 to put on one of the biggest shows in the Midwest. From back flips, superman even a snowmobile going upside down, we will have it all going down Friday night, June 2. Meet and greet with the riders from 3 Gnarves, Nine Circus and YouTube Sensation! Steak and Beer for the **Assessors Race** on June 3! A \$10,000 prize is on the line. All race classes are welcome. Come watch as racers battle it out in Deadwood. All riders from SOCC to pro classes battle it out for a chance at the prize money. It's one of the best atmosphere races in the Midwest. [CLICK HERE](#) for the event website and tickets.

**June 3 - 4, 2023**  
**MICKELSON TRAIL MARATHON**  
Mickelson Trail - Deadwood Trailhead  
The Deadwood Marathon, Trail Marathon and Half Marathon is a point to point course, featuring a mixture of gentle uphill and flat terrain with sections of serious downhill, surrounded by the Black Hills National Forest on one of the most scenic trails in the United States. The course finishes at the historic Engine House at the end of the line. The Deadwood Trailhead. Both the Marathon and Half Marathon courses are certified by USA Tri.  
Races Offered:  
• Full Marathon (June 4)  
• Marathon Relay (June 4)  
• Half Marathon (June 4)  
• 5K (June 3)  
• Kids 1K (June 3)

**June 9 - 10, 2023**  
**DEADWOOD PRB**  
Days of '76 Event Complex (Rodeo Grounds)  
When you think of bull riding many things come to mind but picture this, a 2000 pound bovine being conquered by a man with no bar. This is part of the tradition of Bull Riding! It is one of the most exciting sports known to man and the best of the best taking to the Professional Bull Riders. In the world of professional sports the PRB brings the top bulls and the top riders to farm all over the country. [Get Tickets!](#)

**June 13 - 15, 2023**  
**MICKELSON TRAIL SUMMER TREK**  
This Tuesday, Wednesday, Thursday 3-day ride covers almost the entire trail. Registration fee includes: shuttle service, a snack, 2 meals and 2 meal vouchers for dinner in Hill City or Custer and Deadwood. Riders can enjoy the beauty of the heart of the Black Hills as they travel through the scenic valleys, old railroad tunnels and historic mining towns.



**June 16 - 17, 2023**  
**WILD BILL DAYS**  
Celebrate the life and times of Deadwood's most famous gunslinger - Wild Bill Hickok at Wild Bill Days. This year's FREE Main Street concerts feature headliners Lonestar on Friday and Mark Chesnut on Saturday. Outlaw Square will host a free kick off concert by Xpedition on Thursday, June 15. Along with the awesome free concerts, you can also check out the National Dodge Competition, which participants in a classic car auction, learn the tricks of gold panning and staking from Northern Hills Prospectors, right on Main Street!

**June 16, 2023**  
**HISTORY ON THE LAWN: AN OPEN SECRET: THE STORY OF DEADWOOD'S MOST NOTORIOUS BORDELLOS**  
Historic Adams House  
The official launch of American author Chris Ware's latest book, An Open Secret, focuses on infamous cat houses like the Begg Doss. These individuals who managed the businesses, their employees, their well-known clientele, the women committed at the locations, and their ultimate demise. Bring a lunch and enjoy the Historic Adams House lawn; 12:00 noon, free for members and \$5 for non-members.

**June 17, 2023**  
**AN OPEN SECRET: THE STORY OF DEADWOOD'S MOST NOTORIOUS BORDELLOS OFFICIAL BOOK SIGNING PARTY WITH CHRIS WARE AND DEADWOOD HISTORY: The Brothel Deadwood**  
His class is a New York Times Best Selling author, suspense, and comedienne. She will be signing copies of her book, An Open Secret, from 11:00 a.m. to 6:00 p.m. at The Brothel Deadwood. This event is open to the public. Donations are appreciated. Stop by to meet Chris Ware and tour The Brothel. Snacks and beverages will be served throughout the day.

**June 17, 2023**  
**WILD DEADWOOD REARDS**  
The Lodge at Deadwood  
Come to the 6th Annual Wild Deadwood Reards Book Fair at The Lodge at Deadwood on June 17 from 9:30 a.m. to 3:30 p.m. In attendance will be more than 100 authors from all over the country, including bestselling and award-winning authors of every genre—romance, historical, Christian, children's, mystery, thriller, Western, non-fiction and more. You will be able to find something for everyone in the family to enjoy.

**June 9 - 14, 2023**  
**DEADWOOD 3-WHEELER RALLY**  
Days of '76 Event Complex (Rodeo Grounds)  
This 5-day 3-wheeler event will be based out of Historic Deadwood, SD at the Deadwood Event Complex (a.k.a. Rodeo Grounds) with daily destination rides to sites in and throughout the Black Hills area. Other activities for the week include vendors, social/BBQ, entertainment, Trick Show of Shows, poker run, awards night, trike parade, music, trike games of skill, charitable fundraising and more!

## Continued

**June 17, 2023**  
**WILD BILL DAYS CLASSIC CAR AUCTION**  
Deadwood Mountain Grand  
The 9th annual auction is held inside Deadwood Mt. Grand's event center. McPherson Auction is planning to sell nearly 75 high quality and unique classic cars and memorabilia. Do you have a car you'd like to sell? Contact McPherson Auction & Realty at 605-348-1369. Classic Car Auction check-in is from noon to 5 p.m. on Friday in Deadwood Mountain Grand's event center and the auction begins at 10 a.m. on Saturday, June 17.

**June 24, 2023**  
**HOLISTIC FAIR IN THE SQUARE**  
Outlaw Square  
This is a FREE event and will host a variety of vendors that may include holistic and medium readings, massage, plants, tarot, reiki, essential oils, arts, crafts, stress management tools, organic and natural food, jewelry, herbal remedies, gift items, yoga, crystals, stones and gems, metaphysical tools, acupuncture, wine tasting, and much more! Vendor space is available. The fair is open from 11 a.m. to 7 p.m.

**June 24, 2023**  
**DEADWOOD SHIRINE CIRCUS**  
Days of '76 Event Complex (Rodeo Grounds)  
The legendary three-ring spectacle! Don't miss lions and elephants, acrobats, stunts and more at this annual event. Proceeds benefit the Shirine's Hospital for Children and help cover medical transportation costs for local families. Showtimes are 2:00 p.m. and 7:00 p.m. Tickets can be purchased one hour before each performance at the Arena, \$10 for adults and \$5 for kids.

**June 25, 2023**  
**GABRIEL BROSAS**  
Deadwood Mountain Grand  
Gabriel "Thuffy" Iglesias is one of America's most successful stand-up comedians performing to sold-out concerts around the world. He is also one of the most watched comedians on YouTube with almost a billion views and has over 25 million fans across social media. Tickets on sale now at [ticketmaster.com](#) or by calling 605-559-1188.

**June 30, 2023**  
**KOLBY COOPER**  
Deadwood Mountain Grand  
Kolby Cooper is one of the fastest growing new country artists touring today, with millions of downloads, incredibly viral fans and a new EP on the horizon. He'll be bringing his high energy show to Deadwood Mountain Grand on Friday, June 30. Tickets on sale now at [ticketmaster.com](#) or by calling 605-559-1188.

**June 30 - July 1, 2023**  
**MONSTER TRUCK DESTRUCTION TOUR**  
Days of '76 Event Complex (Rodeo Grounds)  
Make your motorhead family scream this Summer in Deadwood by bringing them to the most thrilling, exciting packed monster trucks of summering steel you've ever seen in the town of getting gold! The Monster Truck Destruction Tour is a thrill show coming to the Days of '76 Event Complex. Gates Open at 5:30 p.m. and guests are invited to come early for the pit party - Pit party info below. Show Starts at 7:30 a.m. [Get Tickets](#)



**July 4, 2023**  
**INDEPENDENCE DAY CELEBRATION**  
Deadwood Main Street & Outlaw Square  
The Deadwood Chamber of Commerce invites the public to enjoy an Independence Day Parade in Historic Deadwood on July 4th at 8 a.m. The parade will begin at the Days of '76 Event Complex and continue up Main Street and continues on Highway 144 through Central City and on to Lead. Traffic PM: Historic Main Street will be closed to vehicle traffic for the duration of the parade. Outlaw Square will host free entertainment including live music and a free rodeo.

**July 6, 2023**  
**RANALLI KING**  
Deadwood Mountain Grand  
Garth Brooks said "Country Music needs this guy" and Music Row Magazine says "It's this guy under 'singing country music' because he's the real deal!" One of the fastest growing stars in country music will make a stop at Deadwood Mountain Grand when Ranalli King takes the stage in support of his new album "Star Gaze" on Thursday, July 6. Tickets on sale now at [ticketmaster.com](#) or by calling 605-559-1188.

**July 9 - 14, 2023**  
**DEADWOOD 3-WHEELER RALLY**  
Days of '76 Event Complex (Rodeo Grounds)  
This 5-day 3-wheeler event will be based out of Historic Deadwood, SD at the Deadwood Event Complex (a.k.a. Rodeo Grounds) with daily destination rides to sites in and throughout the Black Hills area. Other activities for the week include vendors, social/BBQ, entertainment, Trick Show of Shows, poker run, awards night, trike parade, music, trike games of skill, charitable fundraising and more!

## Continued



**July 23 - 29, 2023**  
**DAYS OF '76 RODEO & PARADES**  
Days of '76 Event Complex (Rodeo Grounds)  
Truly the "Best Rodeo, No Bull". The Days of '76 Rodeo has been PRCA Rodeo of the Year 19 times! PRCA Steer Roping is Sunday, July 23rd beginning at 9 a.m. WPRA Barrel Racing Stock is held on Monday starting at 11 a.m. and timed stock continues for other events on Tuesday and Wednesday beginning at 8 a.m. Both days, PRCA Rodeo Performances are Wednesday (Military Appreciation Night), Thursday (Te State Livestock News Day), Friday (Tough Enough to Wear Pink) and Saturday begins at 7:00 p.m. and Saturday afternoon at 1:00 p.m. The Days of '76 Historic Parade is Friday at 1:30 p.m. and Saturday at 10:00 a.m. on Historic Deadwood's Main Street. [Get Tickets!](#)

**July 25, 2023**  
**BRUKI - FREE CONCERT**  
Outlaw Square  
BRUKI Live returns to the Sue Lundberg Memorial stage for a FREE show, presented by **Days of '76 Rodeo** on Tuesday, July 25th at 8 p.m. as a part of the kickoff the Days of '76 rodeo celebration! The group is one of the top-selling Native American adult/rock music groups and has released an impressive CD sales (over 1 million worldwide). Bruki has released 21 discs in 20 years and has been named "Group of the Year" five times by the prestigious Native American Music Awards, naming seven NAIMA's in 2002.

**August 19, 2023**  
**PREACHER SMITH'S HEADWOUND REDEMPTION DAY**  
FREE CONCERT  
Outlaw Square  
You're invited to bring your family to this wonderful FREE music event held at Outlaw Square headlined by the An Messinger at 8 p.m. and A3 opening at 6:30 p.m. Preacher Smith (Henry Weston Smith) was Deadwood first preacher and was the first preacher of any denomination in the gold rush town. The 3rd weekend of August when he was found slain outside of Deadwood. This will be 147 years since that day and Deadwood recognizes him with a Day of Christmas music in the Square.

**August 19 - 21, 2023**  
**BADLANDS STEER ROPING**  
Days of '76 Event Complex (Rodeo Grounds)  
Don't miss three days of steer roping in Deadwood's famous, historic arena!



**August 23 - 27, 2023**  
**KOOL DEADWOOD NITES**  
Kool Deadwood Nites brings car lovers together for five days full of classic cars, classic music and classic fun. It's a 50's and 60's sock hop - Deadwood style. Enjoy a parade, show and show and FREE concerts on Main Street featuring the biggest names in rock 'n' roll history. This year's free concerts are headlined by Hotel California, SisterMafia, The Boogie Wonder Band and Slurfer! Safari Band. A ticketed event at Deadwood Mountain Grand (Happy Together Tour) wraps up the entertainment on Sunday.

**August 27, 2023**  
**HAPPY TOGETHER TOUR**  
Deadwood Mountain Grand | Deadwood  
Six bands that shaped the world of rock-n-roll will make a stop at Deadwood Mountain Grand when The Happy Together Tour takes the stage on Sunday, August 27th. The Turtles, Little Anthony, Gary Puckett and the Union Gap, The Vogues, The Classics IV and The Cowells will fill the air with the greatest pop rock songs of the 60's and 70's. Tickets on sale now at [ticketmaster.com](#) or by calling 605-559-1188.

**DEADWOOD EVENT INFO**




## FUN FOR ALL! IN DEADWOOD

📍 WHAT TO DO

### SCHOOL'S OUT FOR SUMMER!

...And that means summer vacation has officially begun. Deadwood might not be the first destination that jumps to mind for family vacations, but there are plenty of reasons it should be at the top of your list.

**Best Family-Friendly Adventures in Deadwood**

- Numerous options for seeing the sites include renting a side-by-side, bicycle, e-bike, or hitching a ride on one of the [narrated bus tours](#).
- Museums, museums, museums. [All the museums!](#)
- [Free shootouts from the Deadwood Alive crew](#) happen six days a week (no killin' on Sunday) starting at 1:45 at various locations on Main Street beginning May 20.
- The [Broken Boot Gold Mine](#) offers a narrated mine tour and real gold panning starting May 27!
- A moderate hike to the [Friendship Tower on Mt. Roosevelt](#) will offer panoramic views of the Black Hills.
- If your kids love trains (and what kid doesn't), there's a terrific, [Black Hills-themed model train setup](#) in the basement of [Deadwood Butlands](#).
- Hop aboard an authentic [Deadwood Stagecoach](#) for a unique ride on Historic Main Street beginning in late May.

**Pro tip:** Hotel and restaurant decisions can be fun or, for some families, downright daunting. In Deadwood, though, there are plenty of options. Here are just a few... [Mustang Sally's](#) offers a great kids' menu (with Shakes!) and even a few arcade games. A pool with a view can be found at the [Springhill Suites](#) - or with a [Pirate Ship](#) at the [Lodge at Deadwood](#). Mini golf and an arcade are available at the [Deadwood Comfort Inn & Suites](#). And a free pinball machine accompanies some great pizza at [Stan & Ollie's](#), in the downstairs of the [Iron Horse Inn](#).


**For the Lil' Outlaws (and the Big-uns, too!)**

Right in the heart of Main Street sits [Outlaw Square](#) - where summertime means family. [Monday nights](#) feature a family-friendly movie on the big screen under the stars. Tuesdays are family fun nights with kids' entertainment, activities, and games. Wednesday is the Squares' [FREE summer concert series](#). Plus, many more events happen all summer. Check [www.outlawsquare.com](http://www.outlawsquare.com) for the latest information.

We'll see you this summer in Historic Deadwood, where families have fun!

FIND LOGGING

Continued



**FEATURED EVENT**  
**BACK WHEN THEY BUCKED**  
May 28

Back When They Bucked: An All-Day Rodeo returns to the Days of '76 Event Complex. A full day of action includes WPRA Ladies Breakaway (some of the fastest roping you have ever seen), PRCA Xtreme Bronc Riding (30 cowboys), and more!

LEARN MORE

**FEATURED EVENT**  
**DEADWOOD PBR**  
June 9 - 10

The cowboy gladiators of the arena, the bull riders of the PBR (Professional Bull Riders), are coming to the Days of '76 Event Complex. Join us for two days of intense action featuring top bull riders and elite bulls in one of the most extreme sports known to man!


LEARN MORE

🗓 PRESENTATION THURSDAYS

**PRESERVATION THURSDAY**

*Alice Roosevelt Longworth - What They Say About Me is True!*

**MAY 4, 2023 - 12:00 NOON**  
Homestake Adams Research and Cultural Center  
FREE FOR DOW MEMBERS  
\$5 FOR NON-MEMBERS  
[deadwoodadams.com](http://deadwoodadams.com)



**CHARLES WINDOLPH: ALICE ROOSEVELT LONGWORTH - WHAT THEY SAY ABOUT ME IS TRUE!**

**Thursday, May 4, 2023**

Have an encounter with Alice Roosevelt Longworth. Audience members will be involved as reporters at a press conference in Alice's home. As members of the press, the audience gets to ask predetermined questions. Via a PowerPoint™ presentation, the answers will give an account of Alice's colorful life, her relationship with her father, stepmother, and other family members as well as the times in which she lived. Audience members will learn about this lively, witty, clever, acerbic, and delightfully rebellious daughter of Theodore Roosevelt, the 26<sup>th</sup> President of the United States. Presented by Phyllis Schrag, an accomplished actor and living history performer from Ames, Iowa. Homestake Adams Research and Cultural Center, 12:00 p.m.; free for members and \$5 for non-members.

LEARN MORE

Continued

🗓 UPCOMING EVENTS

**Preservation Thursday: Alice Roosevelt Longworth**  
May 4, 2023 | Homestake Adams Research and Cultural Center

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**Foreigner**  
May 7, 2023 | Deadwood Mountain Grand

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**Mother's Day Tours**  
May 14 | Historic Adams House

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**Summer Kickstart FREE Concerts**  
May 26 - 27 | Outlaw Square

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**Black Hills Motorcycle Show**  
May 27 | Deadwood Mountain Grand

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**Back When They Bucked: An All-Day Rodeo**  
May 28, 2023 | Deadwood Event Center



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JUNE 2023



**DEADWOOD**  
SOUTH DAKOTA

# WHY WE'RE WILD ABOUT BILL

IN DEADWOOD

---

**HISTORY**

## WHAT'S THE BIG DEAL ABOUT WILD BILL?

Most people who have visited Historic Deadwood (or perhaps know a little about Old West History) have undoubtedly heard the name Wild Bill Hickok. They may even know he was shot and killed in Deadwood and might be familiar with the "dead man's hand." But what made Wild Bill such a legendary historical figure?

Born in Illinois, James Butler Hickok was known as one of the West's premiere gunfighters. The legend started in Nebraska, where a disgruntled landowner and his farm hands came to collect payment on the land. Hickok, a young station hand at the time, shot and killed all three men during a dispute. The story quickly spread in newspapers and dime novels. Eventually, tales evolved outlandishly, perhaps most famously in Harper's New Monthly Magazine, which claimed Hickok killed 10 men that day and over 100 during his lifetime.

Other legendary stories cast Hickok as a Union spy in the Confederate Army and a gunfighting duelist. Some say he killed a bear with only his bare hands and a knife. Other tales claim he was a crack-shot from nearly any distance.



Calamity Jane stands next to Wild Bill's grave. Today, you can visit both of their graves (her grave is right by his) at Mount Morlan Cemetery.

With all Hickok's fame, separating fact from fiction can be tricky. We know that later in his life, he became a sheriff in unruly towns in Kansas. His strict enforcement brought lawfulness to these communities.

In the summer of 1876, like so many others, Hickok came to Deadwood seeking fortunes in gold. After only a few weeks, he met a different fate at the hands of Jack McCall, and the rest, as they say, is history.

Wild Bill may have met his fate here, but Deadwood celebrates the life of the West's Greatest Legend each year during **Wild Bill Days** – three days of FREE concerts, activities, and fun.

[LEARN MORE](#)



**#WildBillMe**

#WildBillMe is a selfie treasure hunt in Historic Deadwood. Wild Bill's likeness can be seen throughout Deadwood, including statues, paintings, reenactors, historic photos, storefronts, and much more. Find Bill and take a selfie with him.

Bring your phone or camera into one of Deadwood's Visitor Centers (501 Main Street or 3 Siever Street) and show us your #WildBillMe selfie collection.

10 selfies, you'll win a #WildBillMe sticker, 15 gets a magnet, 25 Wild Bills and we'll add \$5 in Deadwood Gold Bucks, redeemable at over 30 locations in Deadwood, to the first two prizes.

[ABOUT #WILDBILLME](#)

Continued



**FEATURED EVENT**  
**WILD BILL DAYS 2023**  
June 15 – 17

Outlaw Square hosts a free concert on Thursday, June 15 featuring Xpedition. The music moves to Main Street with Lonestar on Friday, June 16, and Mark Chesnut on Saturday, June 17. Along with free concerts, enjoy Doc's Dogs, a classic car auction, gold panning and more right on Historic Main Street! Book your room today!

[LEARN MORE](#)

**FEATURED EVENT**  
**MONSTER TRUCK DESTRUCTION TOUR**  
June 30 - July 1

Make your motor-head family scream to the most thrilling, action-packed monster mash of smashing steel Deadwood has ever seen! At the Days of '76 Event Complex.

[LEARN MORE](#)



**FEATURED PARTNER**



**CADILLAC JACK'S GAMING RESORT**

**HISTORIC DEADWOOD PACKAGE**

**CADILLAC JACK'S GAMING RESORT**

Prepare to embark on a remarkable journey that will transport you back in time, immersing you in the legendary heritage and allure that has made Deadwood an icon of American history. Step into the captivating world of the Wild West with the [Historic Deadwood Room Package](#), exclusively available when you book a room at any of the three top-rated hotels at [Cadillac Jack's Gaming Resort](#).

Discover the authentic ambiance of Deadwood, where the echoes of legendary figures and gripping tales still resonate in the air. Stroll along the same streets that notorious outlaws once roamed and visit renowned landmarks that have witnessed the triumphs and trials of pioneers. Learn the hidden stories behind Deadwood's rich history, including the [Historic Adams House & Museum](#), [The Brothel Deadwood](#), and the [Days of '76 Museum](#)!

After a day of immersing yourself in the past, retreat to the plush haven of your luxurious room. Unwind in the infinity pool, visit one of our satisfying food options, or try your luck on Deadwood's largest gaming floor. You can relax and rejuvenate, knowing that every modern amenity is at your disposal.


Don't miss this exclusive opportunity to experience the allure of the Old West with the [Historic Deadwood Room Package](#). Book your stay at [Cadillac Jack's Gaming Resort](#) today and prepare to be captivated by the spirit of [Deadwood](#), where the past comes alive, and history becomes an unforgettable adventure.\*

[BOOK NOW](#)

Continued

**DEADWOOD HISTORY**

**June 16**  
**History on the Lawn**  
An Open Secret: The Story of Deadwood's Most Notorious Bordello at the Historic Adams House Lawn.  
1:00 p.m. to 6:00 p.m.



**AVAILABLE NOW!**

**June 17**  
**Official Book Signing**  
Stop by to meet Chris Enss and tour The Brothel Deadwood. Snacks and beverages will be served throughout the day.  
1:00 p.m. to 6:00 p.m.

---

**HISTORY ON THE LAWN: AN OPEN SECRET: THE STORY OF DEADWOOD'S MOST NOTORIOUS BORDellos**

Friday, June 16 | Historic Adams House Lawn

The official launch of American author Chris Enss' latest book, *An Open Secret*, focuses on infamous cat houses like the Beige Door, those individuals who managed the businesses, their employees, their well-known clientele, the various crimes committed at the locations, and their ultimate demise. Bring a lunch and enjoy the Historic Adams House lawn, 12:00 noon, free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestead Adams Research and Cultural Center (HARCC).

[LEARN MORE](#)

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**OFFICIAL BOOK SIGNING PARTY WITH CHRIS ENSS AND DEADWOOD HISTORY**

Saturday, June 17 | The Deadwood Brothel

Chris Enss is a New York Times Best Selling author, scriptwriter, and comedienne. Enss will be signing copies of her book, *An Open Secret*, from 11:00 a.m. to 6:00 p.m. at The Brothel Deadwood. This event is open to the public. Donations are appreciated. Stop by to meet Chris Enss and tour The Brothel! Snacks and beverages will be served throughout the day.

[LEARN MORE](#)

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**UPCOMING EVENTS**

- Deadwood Moto Show**  
June 2 - 3 | Days of '76 Event Center
- Mickelson Trail Marathon**  
June 3 - 4 | Mickelson Trail - Deadwood Trailhead
- "Dragons on the Case" Puppet Productions**  
June 5 | Outlaw Square
- Family Fun Tuesdays**  
June 6 - 27 | Outlaw Square
- The Summer of 1876: Outlaws, Lawmen, and Legends**  
June 7 | Adams Museum
- Deadwood PBR**  
June 9 - 10 | Days of '76 Rocker Grounds
- Wild Bill Days 2023**  
June 15 - 17 | Deadwood
- History on the Lawn: Deadwood's Most Notorious Bordellos**  
June 16 | Historic Adams House
- Wild Deadwood Reads**  
June 17 | The Lodge at Deadwood
- McPherson Classic Car Auction**  
June 17 | Deadwood Mountain Grand
- Deadwood Shrine Circus**  
June 24 | Deadwood Days of '76 Arena
- Gabriel Iglesias**  
June 25 | Deadwood Mountain Grand
- Monster Truck Destruction Tour**  
June 30 - July 1 | Days of '76 Event Complex
- Kolby Cooper**  
June 30 | Deadwood Mountain Grand

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**DEADWOOD**  
SOUTH DAKOTA

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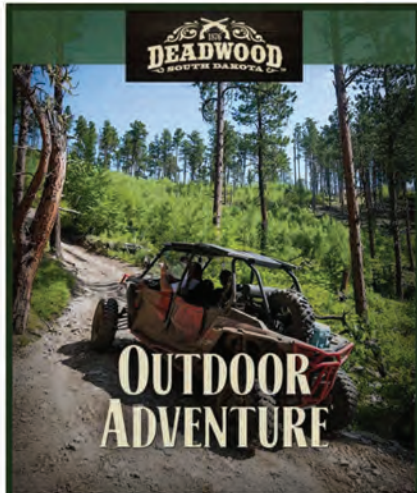
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# JULY 2023 VISITOR EMAIL



## MAKE HISTORIC DEADWOOD THE BASECAMP FOR YOUR NEXT ADVENTURE

Basecamp can be defined as a main encampment providing supplies, shelter, and communications for persons engaged in wide-ranging activities. This is the perfect description of Historic Deadwood all year long - basecamp for endless activities and the perfect location for sustenance.

The activities and options you can find are endless, so strap in because here's a quick list to get you started:

- The [Mickelson Trail](#) is a 100+ mile trail that outdoor enthusiasts hike, run, bike and walk.
- There are numerous lakes in and around the Hills that are great for boating, canoeing, paddle boarding, fishing and swimming.
- E-bikes are all the rage these days and ideal for the vertical terrain in the Black Hills.
- Join the side-by-side club by bringing your own or renting one and enjoy the [back trails](#) with a side of thrill.
- Want something with some actual horsepower? There are trail ride options in the Black Hills and even a [stagecoach ride](#) on historic Main Street.
- If hiking is your jam, there are numerous trails in and around Deadwood. You'll find difficulty levels both easy and more challenging, and even some with historic info along the way.



### PRO TIPS

- **Don't have your own equipment?** No problem, [numerous places](#) in the northern Black Hills rent bikes, e-bikes, paddle boards, side-by-sides, and fishing equipment, and some even deliver to your location.
- **If you're looking to fish,** make sure you get a [license](#). Licenses are required to fish on all public land.
- **Smaller lakes generally mean no motorized boats,** making it perfect for paddle boards and canoes.
- **Want to stay fit on your vacation?** Be sure to visit the [Deadwood Rec Center](#) for a wide variety of fitness options.

Whether you're looking for a quick afternoon family activity or multiple days of outdoor adventure, Historic Deadwood offers a little of something for everyone. For more information on what there is to do, visit our website at [www.deadwood.com](http://www.deadwood.com)

LEARN MORE

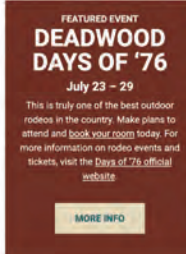


### FEATURED EVENT DEADWOOD 3-WHEELER RALLY

July 9 - 14

This 5-day 3-Wheeler event is based out of Historic Deadwood at the Deadwood Event Complex (a.k.a. Rodeo Grounds) with daily destination rides to sites throughout the Black Hills area.

MORE INFO



### FEATURED EVENT DEADWOOD DAYS OF '76

July 23 - 29

This is truly one of the best outdoor rodeos in the country. Make plans to attend and [book your room](#) today. For more information on rodeo events and tickets, visit the [Days of '76 official website](#).

MORE INFO

### HISTORY ON THE LAWN



### GABRIELLE KNIFE & FAMILY: KEEPING CULTURE ALIVE THROUGH SONG & DANCE

Friday, July 21, 2023

Gabrielle Knife will provide a brief family background as well as song and dance demonstrations that will explore the different styles of popular dances within the Native American communities and Powwow circuit. Gabrielle will explain many of the historical backgrounds to the dances; where they originated and how those styles differentiate and evolved into today. During the late 1800s, Native American ceremonial songs and dances were banned and outlawed. Many tribes and individuals were being showcased in "Wild West" shows and therefore, utilized this opportunity to continue to carry on songs and dances. They did this as a way to stay connected to their beliefs and practices both legally and publically. Over time these songs and dances evolved into contemporary social events (also called Powwows) which have allowed Native Americans to stay grounded in their identity. Bring a lunch and a chair and enjoy the Historic Adams House lawn, 12:00 p.m., free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestake Adams Research and Cultural Center (HARCC).

LEARN MORE

### FEATURED PARTNER



### CADILLAC JACK'S GAMING RESORT

Prepare to embark on a remarkable journey that will transport you back in time, immersing you in the legendary heritage and allure that has made Deadwood an icon of American history. Step into the captivating world of the Wild West with the [Historic Deadwood Room Package](#), exclusively available when you book a room at any of the three top-rated hotels at [Cadillac Jack's Gaming Resort](#).

Discover the authentic ambiance of Deadwood, where the echoes of legendary figures and gripping tales still resonate in the air. Stroll along the same streets that notorious outlaws once roamed and visit renowned landmarks that have witnessed the triumphs and trials of pioneers. Learn the hidden stories behind Deadwood's rich history, including the [Historic Adams House & Museum](#), the [Brothel Deadwood](#), and the [Days of '76 Museum](#)!

After a day of immersing yourself in the past, retreat to the plush haven of our luxurious room. Unwind in the infinity pool, visit one of our satisfying food options, or try your luck on Deadwood's largest gaming floor. You can relax and rejuvenate, knowing that every modern amenity is at your disposal.

Don't miss this exclusive opportunity to experience the allure of the Old West with the Historic Deadwood Room Package. Book your stay at [Cadillac Jack's Gaming Resort](#) today and prepare to be captivated by the spirit of [Deadwood](#), where the past comes alive, and history becomes an unforgettable adventure."

BOOK NOW

### UPCOMING EVENTS

Revisiting Creedence - FREE Concert  
July 2 | Outlaw Square

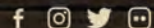
Independence Day Celebration  
July 2 - 3 | Deadwood

Randall King  
July 6 | Deadwood Mountain Grand

Deadwood 3-Wheeler Rally  
July 9 - 14 | Deadwood Event Complex

Tracy Byrd  
July 16 | Deadwood Mountain Grand

Days of '76  
July 23 - 29 | Days of '76 Event Complex



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# AUGUST 2023 VISITOR EMAIL



## DEADWOOD IN MOTION History and Fun on the Move

Historic Deadwood has been "in motion" since its founding, from stagecoaches and steam engines to classic cars and motorcycles. Transportation through horse-drawn wagons and the railways allowed pioneers to move west and for gold to be discovered in Deadwood Gulch in 1875. It drove a gold rush and exponential growth over the following decades. Today, Deadwood celebrates "getting around" as part of many of our biggest events and attractions.



### Deadwood's Best "In-Motion" Experiences


Experience the essence of Deadwood's on-the-move history through these great attractions, activities, and events:

- **Days of '76 Museum** - The **Days of '76 Museum**, located adjacent to the Days of '76 Event Complex, features a plethora of horse-drawn wagons, stagecoaches and carriages.
- **Deadwood Alive Stagecoach Rides** - Experience what it was like to travel by horse-drawn stagecoach with **rides on Deadwood Main Street**. Rides run Tuesday through Saturday in the summer.
- **Mickelson Trail** - Once a railroad extending 109 miles from Deadwood to Edgemont, the **Mickelson Trail** was reclaimed for hiking, bicycling, horseback riding, and even cross-country skiing during the winter. The **Deadwood trailhead** grants easy access (including parking and other amenities) to picturesque scenery, numerous bridges, tunnels and plenty of history.
- **Rentals** - Transportation **rentals** in Deadwood include side-by-sides, bikes and e-bikes, allowing visitors to experience the great outdoors in the Black Hills.

- **Sturgis Motorcycle Rally** - Every year in August for ten days, the entire Black Hills hosts the largest gathering of motorcycles in the world! The **Deadwood Legends Ride** is the perfect way to kick off the Rally. Come experience bikes, babes and the best party in the Black Hills!
- **Kool Deadwood Nites** - At the end of each August, as the evening temperatures cool down, the fun heats up as Deadwood celebrates the classics - classic cars, that is! Literally thousands of them! Also, enjoy classic concerts all weekend and classic fun for all ages during **Kool Deadwood Nites**.

Deadwood offers a fantastic mix of historical influence and present-day fun related to transportation. For more information, visit [www.deadwood.com](http://www.deadwood.com).

[FIND LODGING](#)



**FEATURED EVENT**

### SUBLIME WITH ROME

August 10 at Outlaw Square

Sublime with Rome currently has nearly 122 million all-time streams and more than 562,000 monthly listeners on Spotify. See Sublime with Rome at Outlaw Square (this show is produced by Rockinno by Hard Rock.)

[GET TICKETS](#)

**FEATURED EVENT**

### KOOL DEADWOOD NITES

August 23 - 27

Kool Deadwood Nites brings car lovers together for five days full of classic cars, music and fun. Enjoy a parade, show and shine and FREE concerts on Main Street featuring the biggest names in rock'n roll history.

[LEARN MORE](#)



### FEATURED PARTNER



## THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming and dining, the Lodge at Deadwood Gaming Resort offers **luxurious accommodations**, the area's largest free guest parking, a 24 hour fitness room, free wi-fi, and an **indoor water playland**. For your dining pleasure, enjoy fine dining at the **Deadwood Grille** or experience the excitement of **Oogie's Sports Bar**. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing **Lodging Specials**, including the **Two Nights Lodge Package** that includes \$25 in dining credit and \$25 in free casino play. A true gamer's paradise, the Lodge casino features a spacious **gaming floor** with the most popular table games and slots with new games arriving every month! Our new **RedLodge Sportsbook** features a 42 foot seamless video wall, comfortable seating, Sportsbook personnel, and all your favorite major sports. Please visit [DeadwoodLodge.com](http://DeadwoodLodge.com) or call 1.605.584.4800 for hotel reservations.

[BOOK NOW](#)

### HISTORY ON THE LAWN



## HISTORY ON THE LAWN: OLD WEST SHOWDOWN

Friday, August 18, 2023  
12:00 NOON  
HISTORIC ADAMS HOUSE LAWN  
DEADWOOD HISTORY

There are always at least two sides to every story. Authors Kellen Cutsforth and Bill Markley have co-written two books covering ten controversial Old West stories: Will Rogers Medallion Award finalist *Old West Showdown* and its sequel *Standoff at High Noon*. For the first time, Cutsforth and Markley will debate in front of a live audience on such topics as: who was the real Calamity Jane and did Jack McCall kill Wild Bill Hickok for humiliating him over a card game or was he a paid assassin? Was the defeat of Lieutenant Colonel George Armstrong Custer at the Little Big Horn due to his miscalculations or did Captain Frederick Benteen disobey orders and was Major Marcus Reno drunk? If time permits, the dueling authors will cover topics that are covered in the books. The authors will have their books available for purchase. Bring a lunch and a chair and enjoy the Historic Adams House lawn; 12:00 p.m.; free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestead Adams Research and Cultural Center (HARCC).

[LEARN MORE](#)

### UPCOMING EVENTS

- Family Fun Tuesdays: Deadwood's History**  
August 1 | Outlaw Square
- Legends Ride**  
August 7 | Historic Main Street Deadwood
- Sublime with Rome**  
August 8 | Outlaw Square
- Family Fun Tuesdays: Hidden in the Midden**  
August 15 | Outlaw Square
- History on the Lawn: Old West Showdown**  
August 18 | Historic Adams House
- Badlands Steer Roping**  
August 19 | Days of '76 Rodeo Grounds
- Family Fun Tuesdays: Deadwood's Chinese Community**  
August 22 | Outlaw Square
- Kool Deadwood Nites**  
August 23 - 27 | Deadwood
- Happy Together Tour**  
August 27 | Deadwood Mountain Grand
- Family Fun Tuesdays: Hidden in the Midden**  
August 29 | Outlaw Square



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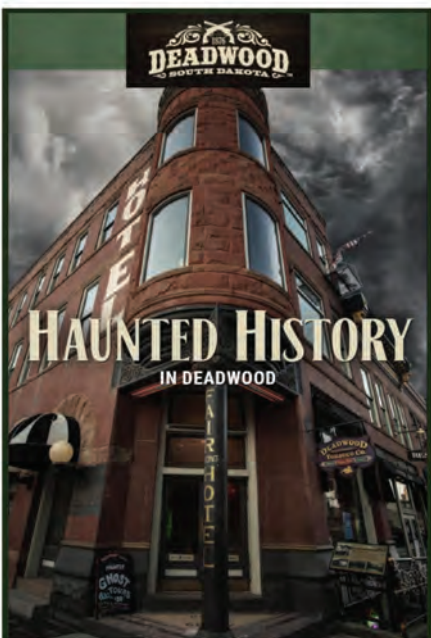
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# SEPTEMBER/OCTOBER 2023 VISITOR EMAIL



## DEADWOOD LORE Tall Tales or Terrifying Truth?

Historic Deadwood's legendary past goes far beyond the wild and woolly characters we celebrate today. There's a darker side as well. The question is, do you believe in ghost stories?

The town's history is riddled with mysterious deaths, unexplained phenomena, and downright spooky stories. This isn't unexpected for a town that averaged a murder per day in its early years. From grisly ends by whiskey bottle, bear attack, buffalo goring, or, our personal favorite, death by fractured hump bone, Deadwood's deaths took on a life of their own. How ironic.

Perhaps those strange demises might explain reports of cigar smoke in an empty room, rocking chairs swaying with no one in them, mysterious and shadowy figures roaming the halls at night, or sudden gusts of cool air.

It's all part of what makes Deadwood so legendary.

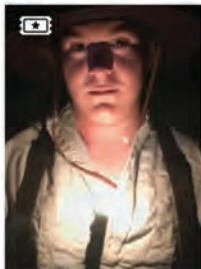
### Deadwood's Best "Paranormal" Stories

Just a taste of the unexplained in Historic Deadwood:

- **Historic Bullock Hotel** - The story of the [Bullock Hotel](#) and its mysterious figures became so infamous it was featured on "Unsolved Mysteries" in the early 90s. It's rumored that the hotel's namesake, Seth Bullock, still roams the halls to this very day.
- **Fairmont Hotel and Oyster Bay** - [Nightly ghost tours](#) happen here for a reason! The third floor is enough to send chills down your spine. You might hear the phantom voice of "Grumpy Man," who is angry over his prostitute, "Maggie," who threw herself out the third-floor window.
- **Historic Adams House** - The [Adams House](#) is well-known for its decor and beautiful imagery captured at dusk. But look closely, and you might see a mysterious figure staring back at you from the top-floor window. Intrigued? [Join in the paranormal investigations](#) hosted there during October.

Ghost tours are featured at various locations throughout Deadwood in October. [Visit our website](#) for more spooky sites, terrifying tours, and eerie events!

[FIND TOURS](#)



## FEATURED EVENT HAUNTED MINE TOURS

October 20 - 31

Take a spooky tour by candlelight, 300 feet under the surface in a 143-year-old, historic mine. These haunted house-style tours of the Broken Boot Gold Mine are available October 20, 21, 27, 29, 30 & 31. Ages 12 and up. \$10 per person. Walk-up tickets only.

[SCHEDULE](#)

## FEATURED EVENT DEADWEIRD

October 27 - 28

Celebrate Halloween in Deadwood. It's a little crazy, a little spooky and a WHOLE lot of fun! Live band and dancing at the 11th annual Monster Ball on Friday, Oct. 27. Costume Contest with more than \$10,000 in cash and prizes on Saturday, Oct. 28. Both events are FREE, so come in costume or just come to watch!

[LEARN MORE](#)



## FEATURED PARTNER



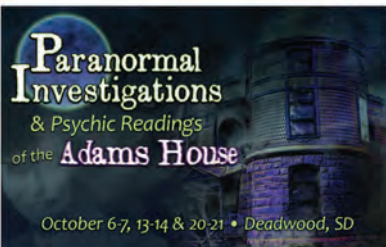
## enjoy every moment living on DEADWOOD TIME

Historic Hotel  
24/7 Slots & Table Games  
Deadwood Legends Restaurant  
Silverado Grand Buffet

**SILVERADO FRANKLIN**  
TOP OF MAIN • DEADWOOD

800-584-7005 • 605-578-3670

## DEADWOOD HISTORY



October 6-7, 13-14 & 20-21 • Deadwood, SD

## PARANORMAL INVESTIGATIONS OF THE ADAMS HOUSE

October 6-7, 13-14, and 20-21

Join Deadwood History and Black Hills Paranormal Investigations (BHPI) for an exclusive ninety-minute paranormal investigation of one of Deadwood's most haunted sites. Participants will search for paranormal activity in the Adams House with the BHPI team using parascopes, par lanterns, the Tempest, Rem-Pod, Onvoy ghost box, Pharaoh Box, Flux 2, Ovikus, digital audio recorders, laser grids, divining rods, K2s, and EMF meters. Investigations are offered at 6:00, 7:30, 9:00, and 10:30 p.m. Tickets are \$35 and limited to 20 people per investigation. You must be at least 12 years old to participate. Ages 12 - 16 must be accompanied by an adult. Psychic readings with Dani Jo Butler, owner of Sacred Soul LLC, will be available following each investigation in the gentleman's smoking room for \$25 per person. These are group sessions, and individual readings are not guaranteed. Must be an adult to participate, and limited to eight people per session. Reservations are required. Purchase tickets online at [DeadwoodHistory.com](#) or call 605-722-4800 for more information.

[BUY TICKETS](#)

## UPCOMING EVENTS

**Oak Ridge Boys**  
October 1 | Deadwood Mountain Grand

**Oktoberfest**  
October 6 - 7 | Deadwood

**Wild West Songwriters Festival**  
October 12 - October 14 | Deadwood

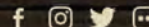
**Haunted Mine Tours**  
October 20 - 31 | Broken Boot Gold Mine

**Rodney Carrington**  
October 21 | Deadwood Mountain Grand

**Deadweird**  
October 27 - 28 | Deadwood

**Trunk or Treat**  
October 28 | Days of 76 Event Complex

**KidWeird 2023**  
October 31 | Deadwood Mountain Grand



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# HALLOWEEN 2023 VISITOR EMAIL



**DEADWOOD**  
SOUTH DAKOTA

**HALLOWEEN**  
DEADWOOD'S HAUNTED MINE TOURS  
DEADWEIRD & MORE!

FEATURED EVENT

**Halloween Happenings in Deadwood Start this Weekend!**  
Options Available for All Ages

**DEADWOOD HALLOWEEN EVENTS FOR UNDER 21**

**Haunted Tours of the Broken Boot Gold Mine – For ages 12 and older**  
Take a spooky tour by candlelight, 300 feet under the surface in a 143 year-old, historic mine. These haunted house-style Halloween tours of the Broken Boot Gold Mine are only available October 20, 21, 22, 27, 28, 29, 30 and 31. Ages 12 and up; \$10 per person; Walk up tickets only.

**Haunted Mine Schedule:**  
Friday, October 20: 5 p.m. – 8:30 p.m.  
Saturday, October 21: 5 p.m. – 8:30 p.m.  
Friday, October 27: 5 p.m. – 8:30 p.m.  
Saturday, October 28: 5 p.m. – 8:30 p.m.  
Sunday, October 29: 5 p.m. – 8:30 p.m.  
Monday, October 30: 5 p.m. 8:30 p.m.  
Tuesday, October 31: 5 p.m. 8:30 p.m.

**Trunk or Treat – October 28 – All Ages Welcome**  
Enjoy family-friendly trick or treating in Deadwood on Saturday, October 28 outdoors at the Days of '76 Event Complex – Trunk or Treat – All are welcome! Treats from trunks of vehicles will be served from 3 p.m. to 5 p.m.

**KidWeird Halloween event – October 31 – For ages 12 and under**  
NeighborWorks® Dakota Home Resources will hold the 22nd annual KidWeird Halloween event in the Deadwood Mountain Grand Event Center again this year, October 31st from 5 – 8 p.m. There will be costume contests & prizes (<12 years of age), also a haunted house, candy giveaways and games. The event is free to all. Invite your friends. The more the merrier and scarier.

**DEADWOOD "DEADWEIRD" HALLOWEEN EVENTS FOR +21**

Come celebrate Halloween in Deadwood. Deadweird is a little crazy, a little spooky and a WHOLE lot of fun! Make plans for the 11th annual Monster Ball on Friday, Oct. 27, 2023 with a live band and dancing; and the annual Costume Contest with more than \$10,000 in cash and prizes for the best costumes on Saturday, Oct. 28, 2023. Both of these events are FREE, so come in costume or just come to watch – it is quite the sight!

**Friday, OCTOBER 27 • 6-10 p.m. • Monster Ball at Deadwood Mountain Grand Event Center**


Live music by Flannel, People's Choice Costume Contest, Dancing & FUN! People's Choice winners will be announced at 9:00 p.m. Must be present to win. Additional door prizes awarded throughout the evening. **MUST BE 21 TO PARTICIPATE.**

**SATURDAY, OCTOBER 28 • 6-10 p.m. • COSTUME CONTEST & PARTY • Outlaw Square + Historic Franklin Hotel**

Register for the contest at Outlaw Square. Judging in the Franklin Hotel from 6-9pm. All participants must register prior to judging. Winners are announced at 9:30 p.m. on the stage in the Historic Franklin Hotel. Music & dancing from 6pm-10pm at the Historic Franklin. \$10,000 In Cash & Prizes! **MUST BE 21 TO PARTICIPATE.**

Deadweird is sponsored by Quality Brands of the Black Hills, Midco and KEVN Black Hills Fox.

GET INFORMATION



**DEADWOOD**  
SOUTH DAKOTA

f i t

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# NOVEMBER 2023 VISITOR EMAIL



## WELCOME HOLIDAY GROUP GATHERINGS

**HAVE HISTORIC DEADWOOD HOST YOUR HOLIDAY PARTIES**

The Holiday Season is upon Historic Deadwood once again! And with it comes all sorts of gifts: picturesque mountains with a fresh dusting of snow, nonstop activities for folks of all ages, festive food experiences with countless options, and more. We can't wait to welcome you to our winter wonderland. But why keep this beloved holiday destination all to yourself? After all, 'tis the season. How about bringing along your whole party?

Company holiday soiree? Big family gathering? No worries! We've been entertaining parties of all sizes since 1876. There are huge hotels and convention halls with turn-key party planners. Or maybe quaint lodges and private rooms with a more intimate feel are your style. [Deadwood can handle it.](#)

And don't let the fun stop with one get-together. There's plenty more to do in and around town. [Skiing](#), [ice skating](#), [holiday shopping](#), and [live entertainment](#). [Gaming](#), [fine dining](#), and [sports betting](#). Limitless options will keep your crew going all season long.

It's the best time of year in the best town around. Be sure to book your room today!

[FIND LODGING](#)



**FEATURED EVENT**  
**DEADWOOD'S BIG WHISKEY**  
November 11

Participants can expect to select from more than 30 different Whiskeys, including Rye, Scotch, Irish, Bourbon, Japanese & Canadian, at several different locations during the [Big Whiskey Festival](#). Tickets are limited.

[GET TICKETS](#)



**FEATURED EVENT**  
**HOLIDAY OPEN HOUSE**  
December 2

Join us at Deadwood History's annual Holiday Open House celebration at the Days of '76 Museum from 10:00 a.m. to 4:00 p.m. for children's activities, great holiday gifts for family and friends, free museum access, and photos with Santa and Mrs. Claus.

[LEARN MORE](#)

**FEATURED PARTNER**




**THE LANDMARK DEADWOOD**

**DEADWOOD'S NEWEST CASINO**

OPENING NOVEMBER 13 AT NOON

Free Landmark t-shirt for first 500 players club members.  
Free Champagne through November.  
Easy parking in the rear of the building.  
100+ new slots.

**MAKE YOUR MARK!** Historic Downtown Deadwood, 33 Sherman Street, Across from The Adams Museum



**CHRISTMAS TOURS**  
of the  
**Historic Adams House**

November 24-26  
December 1-3, 8-10, 15-17  
1:00P.M. - 5:00P.M.

Tickets at [DeadwoodHistory.com](#) or call 605.722.4800

**CHRISTMAS TOURS OF THE HISTORIC ADAMS HOUSE**


November 24-26, December 1-3, 8-10, and 15-17

The historic home will be elegantly dressed during the Christmas season. The open house-style tour will take place from 1:00 p.m. to 5:00 p.m. A kid-friendly scavenger hunt with a prize will be available for children. Unique gifts are available for purchase in the Adams House Gift Shop. Tickets are \$8 for members and \$12 for non-members, \$5 for children 6 - 12, and free to children 5 and under. General admission tickets can be purchased online at [DeadwoodHistory.com](#) or at the door. For more information please call 605-722-4800.

[LEARN MORE](#)

**UPCOMING EVENTS**

- Preservation Thursday: From Problem to Prize-winning**  
November 2 | Homestake Adams Research and Cultural Center
- Ask A Scientist**  
November 9 | Sanford Lab Homestake Visitor Center | Lead
- Deadwood's Big Whiskey**  
November 11 | Historic Main Street
- Hairball**  
November 11 | Deadwood Mountain Grand
- Clay Walker**  
November 17 | Deadwood Mountain Grand
- Williams & Ree**  
November 25 | Deadwood Mountain Grand
- Grand Funk Railroad & Jefferson Starship**  
November 30 | Deadwood Mountain Grand
- Holiday Open House**  
December 2 | Days of '76 Museum



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# DECEMBER 2023 VISITOR EMAIL

## NAUGHTY OR NICE – ADD DEADWOOD CHARM TO YOUR CHRISTMAS SHOPPING!

Visions of Christmas morning dance in our head. A warm fire crackling. The aroma of fresh coffee brewing. The pitter-pattering feet of lil' uns (and big' uns!) gathered around the twinkling tree. You can feel the anticipation of opening gifts – wonderful gifts like those found in the local shops in and around Historic Deadwood.

If those are the types of gifts you're looking for, here's a helpful guide on your options:

- **Fine Art** - At [Jacobs Gallery](#), you find one-of-a-kind fine artworks from Harley Davidson-inspired, wine and spirits, abstract, contemporary photography, and more. Stop in their Main Street location to see the art and other unique merchandise for sale.
- **Chainsaw Art** - [Dahl's Chainsaw Art](#) features amazing, original chainsaw carvings master-crafted from local timber by the Dahl brothers. No two pieces are ever the same; now that's unique!
- **Jewelry** - Many locations throughout town feature fine jewelry hand-crafted using the purest Black Hills Gold or Montana Silver. Great spots include [Berg Jewelry](#), [Dakota Sky Stone](#), [First Deadwood Souvenirs](#), [Miss Kitty's Mercantile](#), and [many more](#).
- **Clothing Boutiques** - Add a dash of Deadwood flare to your holiday fashions with a gift from one of Deadwood's apparel boutiques. From Boho to Western to casual and everything in between, one can never go wrong with quality clothing – unless it's socks (although we've seen some pretty cute socks, too.)
- **Wine and Spirits** - How about something sassy for the grownups? You'll find white and red wines, whiskey, scotch... And even moonshine – it wouldn't be Deadwood without it.
- **Sweet Treats** - We're talking seriously sweet, award-winning chocolate at [Chubby Chicomunk](#). Discover delectable Deadwood-themed truffles. Scrumptious chocolate confections of all sorts, shapes, sizes, and flavors! All are handmade in Deadwood. It's a choco-lover's dream come true!

The best time of year features [the best shopping around](#) in Historic Deadwood. [Plan your visit today](#) and experience all the fun and excitement Historic Deadwood offers.

[DEADWOOD SHOPPING](#)  
[FIND LOGGING](#)

CELEBRATE THE HOLIDAY SEASON WITH US AT OUTLAW SQUARE'S 4TH ANNIVERSARY! ENJOY FREE ICE SKATING, S'MORE MAKING, TREATS, COCOA, CHRISTMAS TREE LIGHTING, AND A VISIT FROM SANTA.

[SCHEDULE](#)

RING IN THE NEW YEAR ALL WEEKEND LONG IN HISTORIC DEADWOOD! ENJOY LIVE MUSIC, DJ's, AND DANCING. WITNESS THE BLACK HILLS' BEST BALL DROP ON DEADWOOD'S MAIN STREET, AND SO MUCH MORE...

[LEARN MORE](#)

FEATURED PARTNER

Historic Downtown Deadwood  
33 Sherman Street  
Across from The Adams House

CHRISTMAS TOURS OF THE HISTORIC ADAMS HOUSE

December 1-3, 8-10, and 15-17

The historic home will be elegantly dressed during the Christmas season. The open house-style tour will take place from 1:00 p.m. to 5:00 p.m. A kid-friendly scavenger hunt with a prize will be available for children. Unique gifts are available for purchase in the Adams House Gift Shop. Tickets are \$8 for members and \$12 for non-members, \$5 for children 6 - 12, and free to children 5 and under. General admission tickets can be purchased online at [DeadwoodHistory.com](#) or at the door. For more information please call 605-722-4800.

[LEARN MORE](#)

UPCOMING EVENTS

<b>Deadwood History's Holiday Open House</b>	December 2   Days of '76 Museum
<b>A Very Potter Christmas</b>	December 7   Deadwood Mountain Grand
<b>Community Christmas Tree Lighting &amp; Santa</b>	December 8   Outlaw Square
<b>Jay Leno</b>	December 16   Deadwood Mountain Grand
<b>Christmas in Deadwood</b>	December 22-26   Deadwood
<b>New Year's Eve Weekend</b>	December 29, 2023 - January 1, 2024   Deadwood
<b>Deadwood Mountain Grand Red Dirt Festival</b>	January 12-13, 2024   Deadwood Mountain Grand
<b>Pro Snocross Races</b>	January 26-27, 2024   Deadwood Event Center (Days of '76 Rodeo Grounds)

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2024

# JANUARY VISITOR EMAIL



## FIVE THINGS TO TAKE ON IN 2024

Fill your Deadwood Bucket List with Fun and Adventure

As the calendar reveals and 2024 is upon us, we start the year anew with the hope and promise of something better. Something different. Something exciting! January is the month of resolutions. Perhaps you're considering embarking on a healthier lifestyle. Or taking up a new hobby. Or, maybe it's to cross a few adventures off your bucket list.

The friendly folks in Historic Deadwood figured we'd pitch a few ideas as you contemplate what the year might offer. Here's our Top 5 Bucket List Ideas to Do in Deadwood in 2024:

- **The Slopes Are Calling** - Learning something new can be intimidating, but 2024 is finally your year to master downhill skiing! From grasping the basics of balance and turning - to gaining confidence on steeper slopes, the learning curve is both challenging and immensely rewarding. [Terry Peak Ski Area](#) is just a few miles away. It offers diverse terrain, from beginner slopes to demanding black diamond runs. They also have a great ski school for young and old alike. Need more personal direction? There are also private lessons. For more information, visit [www.terrypeak.com](http://www.terrypeak.com).
- **Run Like the Wind** - One of the more popular resolutions is getting in shape. The easiest way to do that is to set an achievable goal. What better fitness goal than competing a marathon, a half-marathon, a team-relay, or a 5k? The [Deadwood Mickelson Trail Marathon](#) is one of the region's most popular running events, held each June. Runners push themselves while also enjoying picturesque views of the Black Hills. Signup is easy - visit [www.deadwoodmickelsontrailmarathon.com](http://www.deadwoodmickelsontrailmarathon.com) for more details.
- **Howdy Partner** - Want to play cowboy? Ain't no better place than Historic Deadwood! Start by getting the proper get-up in any of our [Western clothing boutiques](#). Get boots, jeans, a button-up, and, of course, the icon hat. Want something to commemorate the moment? Get your Old-Time photos taken on Main Street. While you're there, say "Howdy Partner" to Wild Bill, Calamity Jane, and all your ol' west pals. Catch the [Deadwood Alive](#) re-enactors at any of their performances throughout the summer. Or "mosey-on" up to [Mount Moriah Cemetery](#) to pay your final respects to the legendary duo.
- **Are You the Next Mozart?** If music is your jam, then Deadwood has a deal for you. It's time to debut that ballad you've been composing in secret. Regional songwriters can submit their original songs as part of the [Annual Wind West Songwriters Festival](#). From these, 15 lucky winners will be chosen to move on to the 'National Songwriting Rounds' with world-renowned songwriters and a grand prize of \$2,500 cash. Even if your song is not selected, you'll still have an opportunity to perform during the local music rounds during the Festival.
- **Do Your Research** - Always want to take a deep dive into the history of Deadwood and the Black Hills? The [Homestake Adams Research and Cultural Center \(HARCC\)](#) is the place for you! The HARCC provides public access to one of the nation's largest collections of Black Hills archival materials. Whether you want to conduct serious research, browse tens of thousands of historic photographs, view rare and unique documents, attend a lecture, or take part in a workshop, you will find it at the Homestake Adams Research and Cultural Center.

If you're ready to embrace something new in 2024, there's no better place to do it than Historic Deadwood. Be sure to book your next adventure today.

WHAT TO DO

FIND LODGING



### FEATURED EVENT PRO SNOXCROSS RACES

January 26 - 27

More than 200 of the top pro-Snocross racers will descend on the historic town's Deadwood Event Complex for a weekend of high-flying, high-speed, high-octane snowmobile racing.

LEARN MORE



### FEATURED EVENT K9 KEG PULL

January 27

Calling all K9s! We invite all dogs to compete in this exciting winter race. Man's best friend will be assigned a division based on their weight. Dogs wear a harness attached to an appropriately sized keg to pull past the finish line. The races will take place on Main Street by [Owlfire Squires](#).

LEARN MORE

PRESERVATION THURSDAY

### PRESERVATION THURSDAY

## BLACK HILLS BANDITS AND BADMEN

JANUARY 25 • 12:00 NOON • HARCC

### BLACK HILLS BANDITS AND BADMEN

Thursday, January 25, 2024

Listen to stories of murder, mayhem, and miraculous survival in early Deadwood's past with Deadwood Alive Assistant Director Ty Sanford and Deadwood Alive Executive Director Andy Mosher. At times, the Old West was equal parts truth and legend and Deadwood and the Black Hills were no different. When bringing history to life you can find yourself leaning toward the legends rather than the truth, but one should always remember that the truth is stranger than fiction. Homestake Adams Research and Cultural Center, 12:00 p.m.; free for members and \$5 for non-members.

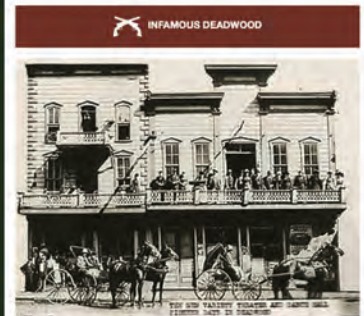
MORE INFO



### DEADWOOD MOUNTAIN GRAND PRESENTS 9TH ANNUAL RED DIRT FESTIVAL

Get ready to kick up some dust at the 9th annual Deadwood Red Dirt Festival on January 12 & 13! Join us for two unforgettable nights of foot-stomping music, good vibes, and down-home fun. Featuring headliners Corey Kent & Jackson Dean, along with guests Ned Ledoux, Tanner Usrey, Braxton Keith & Clayton Mullen. Save the date and grab your tickets today!

GET TICKETS



### AL SWEARINGEN AND HIS "GEM THEATER"

Ellis Albert "Al" Swearingen was one of Deadwood's most infamous and brutal citizens. He opened his "Gem Theater" in 1876 as one of the first entertainment venues in town. Swearingen lured desperate women from all around and then lured and beat them into becoming prostitutes. The Gem Theater, along with the rest of Deadwood, burned down on September 26, 1879. But that didn't stop Swearingen. He rebuilt the Gem, bigger and better than it was before.

Then, in 1894, the Gem burned again when another massive fire destroyed Deadwood's Main Street business district. Determined to keep his lucrative business alive, Swearingen rebuilt the Gem for a second time. He also formed strategic political alliances that kept him from being a part of any efforts to clean up the rough-and-tumble town.

In 1899, the Gem Theater caught fire for a third time. When firefighters arrived at the scene, they discovered that someone had stolen the hydrant wrenches. All they could do was watch the building burn. After the third fire, Al Swearingen decides to leave Deadwood and head to Colorado. A few years later, his body was found near a streetcar track in Denver, but authorities never determined if his death was accidental or foul play.

MORE HISTORY

UPCOMING EVENTS

Deadwood Mountain Grand Red Dirt Festival  
January 12 - 13 | Deadwood Mountain Grand

Pro Snocross Races  
January 26 - 27 | Deadwood Event Center (Days of '76 Rodeo Grounds)

K9 Keg Pull  
January 27 | Deadwood Street by Owlfire Squires

Mardi Gras  
February 9 - 10 | Deadwood

Wine, Cheese & Chocolate Stroll  
February 17 | Deadwood



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2024

# FEBRUARY VISITOR EMAIL



## LOVE IS IN THE AIR IN HISTORIC DEADWOOD

Everything you need to know about a romantic getaway in Deadwood in the Historic Deadwood, date night uniquely blends Old West charm and boundless entertainment. Your romantic evening begins as you and your sweetie stroll down our iconic Main Street. Enjoy the ambience of historic architecture set amongst the mountain pines. On the way you'll find local clothing boutiques, souvenir shops, and art galleries – the perfect opportunity to indulge in a little "Deadwood-style" retail therapy.



After you've worked up an appetite, you'll encounter a wide selection of restaurants. There's something for every taste and mood (especially the mood for romance), from the region's best steakhouses to eclectic and modern international offerings to hearty South Dakota cuisine. And for appetites as big as your love, an all-you-can-eat buffet option is sure to satisfy.



Relaxed, recharged, and ready to play, it's time for more grown-up fun! Swing into any of Deadwood's casinos echoing the town's gold rush era. Cheer on your sweetheart, or try your own luck at slots, card tables, poker, dice games – whatever your favorite!



Finally, a date night would only be complete with a little (or not so little) nightlife. The drink options in Deadwood are limitless, with whiskey distilleries, wine bars, breweries, and Old West bars and saloons mixing fantastic cocktails.



**Pro Tip:** Be sure to score some fantastic chocolate ahead of time and have it waiting for your significant other when you get back to the room. A local favorite is **Chubby Chocolates**, which has many unique, Deadwood-inspired flavors. Deadwood also offers plenty of other **delectable treats** to tempt your sugar's sweet tooth, so check out

With its blend of history, entertainment, and culinary delights, a date night in Historic Deadwood will create lasting memories for you and your true love.

**P.S.** Don't forget the critical ingredient to the Deadwood love potion: **LOVE!**

[FIND LODGING](#)



## W.E. ADAMS: TRUE ROMANTIC

W.E. Adams was a prominent Deadwood citizen and founder of the Adams-Museum. Adams and Mary Visich married on June 30, 1927. In this 1930 letter from W.E. to Mary, he discusses wondering what she is doing, the snow, the glorious Christmas they shared – and his hope that they have many together. The text reads:

Tuesday 28, 1930  
Dearest,  
  
Just now returned from lunch. Twenty four hours ago this minute we were posting at the station. I wonder where you are now and what you are doing. Plenty of snow in the desert yesterday, but it did not seem like the cold kind. Today snow is \_\_\_\_\_ and it is the cold kind and snappy air outside. Not much to relieve the monotonous today and wish very much I had your lovely companionship.  
  
I suppose Martha has dropped back into her old run with Bobbie for her only companion. When you cut the big tree down, please don't let it fall towards the house and see that you are well out of the way. What a glorious Christmas we had Mary and I fondly hope we shall have many such together. A few enclosures for you, all of which speak for themselves and much love to you dear.  
  
W.E.  
SOURCE: Deadwood History, Inc.

[MORE INFO](#)



## FEATURED EVENT DEADWOOD MARDI GRAS

February 9 – 10

Come to Deadwood for the best Mardi Gras celebration north of the Bayou! Enjoy a weekend full of free food, a parade, parties, themed cocktails & music. Plus, special open container zones (beer & wine only). Book Your Booth today! This is one of our most popular parties.

[SCHEDULE](#)



## FEATURED EVENT WINE, CHEESE & CHOCOLATE STROLL

February 17

Deadwood's finest businesses serve up samples of select fine wines, pleasing cheeses & sweet chocolates to tuck holders. Tickets are limited to 300 people, so **buy early** and don't miss out on great times in Deadwood this winter.

[LEARN MORE](#)



## CADILLAC JACK'S® GAMING RESORT

Located in historic Deadwood, Cadillac Jack's® Gaming Resort is the Black Hills' hottest full-service casino and hotel. Whether you come to get lucky or simply come to experience the natural beauty of the Black Hills, there's something for everyone at Cadillac Jack's®. Get in on the action with poker or

blackjack, take a spin on one of our 240 slot machines, try our craps and roulette tables, or place your bets at The Book, our newly remodeled Sportsbook. Whatever your pleasure, fun at Cadillac Jack's® Gaming Resort is a sure bet with the gaming floor open 24 hours a day, 7 days a week!

Satisfying your cravings is easy at Cadillac Jack's® with four delectable dining options. From the brand-new Guadalupe's Mexican Restaurant to "The World's Greatest Hot Sandwich" at Earl of Sandwich, or try a flyt for breakfast, lunch, dinner or dessert at FLYT Steakhouse by Alpine Inn. No matter what you're craving, we offer a wide variety of delicious dining and restaurant options!

Staying the night? Experience the luxury of plush hotel rooms and convenient on-site accommodations from three top-rated properties: DoubleTree by Hilton, TRU by Hilton and SpringHill Suites by Marriott. Unwind in the infinity pool while you relax and rejuvenate, knowing that every modern amenity is at your disposal. Reserve a room for your next visit and see why Cadillac Jack's® Gaming Resort is one of the best places to stay in the Black Hills! The only thing left to answer is, how will your night play out?

[VISIT WEBSITE](#)



## CALAMITY'S SHINDIG: DEADWOOD HISTORY'S FUNDRAISER

Friday, February 23

No one threw a better party than Calamity Jane! Join us for musical entertainment by Kenny Putnam, Cody Landstrom, Boyd Bristow, and Mike Connor; Sarah Carlson as the adventurous wildcat of the West Calamity Jane, and Deadwood Alvin's Andy Mosher as Marshal Con Shindig! Heavy hors d'oeuvres catered by Cheyenne Crossing, cash bar and auctions. The live auction will be hosted by Terry Hupp. Homestake Adams Research and Cultural Center; 6:00 p.m. – 9:00 p.m.; admission \$50 per person. Advance reservations are required. Purchase online at [DeadwoodHistory.com](#) or call 605-722-4800.

[LEARN MORE](#)

UPCOMING EVENTS	
Deadwood Mardi Gras	February 9 - 10   Deadwood
Chinese New Year	February 10   Homestake Adams Research and Cultural Center
1864: The Tribble	February 10   Deadwood Mountain Drip
Bachman-Turner Overdrive	February 16   Deadwood Mountain Grand
Wine, Cheese & Chocolate Stroll	February 17   Deadwood
Calamity's Shindig	February 23   Homestake Adams Research and Cultural Center



This email was sent to: [v@ingal Address](#)

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821 Main Street | Deadwood, SD 57722

Deadwood Info: 1-800-999-1234 | Booking Info: 1-800-544-8024

# 2024 MARCH VISITOR EMAIL



**FEATURED EVENT**

## DEADWOOD'S ST. PATRICK'S CELEBRATION SURVIVAL GUIDE

Sure, it's easy to have fun in Deadwood during our [Annual St. Patrick's Day Celebration](#) March 14-16, but there's always room for improvement. Whether on your own or one of the team (around here, we call them *clans*), here are some pro tips and tricks to maximize your rollicking good time.

### St. Patrick's Day Survival Guide:

1. **Be sure to fuel up before game time.** There are bunches of brunch options, including Eggs and Kags, at the [Deadwood Social Club](#) (above the Saloon 10).
2. **The early crawler gets the worm** – or at least avoids the lines by being early. The Saturday, March 16th Pub Crawl registration opens at 11 am at the [Franklin Hotel](#).
3. **It's a marathon, not a sprint.** Take your time. After all, you have all night (since you're [staying in Deadwood](#), anyhow.)
4. **Stay active.** "Cross-fitting" your way into [the casinos](#) to play a few slots or hands of blackjack is fine.
5. **Have a plan.** Efficiency is the name of the game to get the most out of your experience. Check out [Deadwood.com](#) for more info.
6. **Have a Designated Driver or grab a cab.** Don't be that clan!



### Local pub crawl legend Shameless O'Stilts shares a few extra pro tips:

1. **No shots at the first stop.** Or you'll be doing the wrong sort of crawling too soon.
2. **Never, under any circumstances, lose your clan.**
3. **There's no such thing as too much green or too many pictures** unless you're in witness protection.
4. **Skip the green beer.** Drink Guinness!

So there you have it – the best way to have a good time in Deadwood come St. Patrick's Day. Be sure to get your clan together and [find lodgings](#) because we can't wait to see you this March!

**EVENT INFO**

**FEATURED EVENT**

## MARTY STUART & HIS FABULOUS SUPERLATIVES

March 15

Five-time Grammy Award winner Marty Stuart brings his multi-instrumental, award-winning band to the Deadwood Mountain Grand stage.

**GET TICKETS**



**HISTORY NUGGET**

## JOHN J. MANNING

John Manning was born in County Kilkenny, Ireland, and immigrated to America in 1847. When gold was discovered in the Black Hills, he was one of the early arrivals to the mining camp that became Deadwood. In August 1876, Manning quickly opened one of the first saloons, the Senate Saloon, with partner John Mahan. At the saloon, Manning dealt cards to Wild Bill Hickok shortly before being shot and killed by Jack McCall.

In 1877, Manning became the first elected sheriff of Lawrence County, defeating Seth Bullock (who was appointed to the position by the Governor). He defeated Bullock again the next year. While he was sheriff, the local Deadwood jail was popularly known as the "Hotel de Manning."

Manning died in 1911 and is buried at Deadwood's St. Ambrose Cemetery.

**MORE HISTORY**

**FEATURED PARTNER**



## FOUNDATION FOR HEALTH

We are the Foundation for Health, serving Lead, Deadwood and Beyond! You may know us as the Tough Enough to Wear Pink shirt campaign, fundraising for breast cancer during Days of 76, but we've been helping the community in many ways since 1986! If you live in the Black Hills of South Dakota or have family and friends in the area, you or someone you know likely received support or benefited from a donation, equipment, or services the Foundation for Health has been part of. We are a small foundation meeting big needs year-round... and your donations are the reason we can help in so many ways!



### Community Gifts Include:

- Wheelchairs for local attractions
- Bicycles, strider bikes, helmets, yoga mats & thermometers benefiting the school district and local children's organizations.
- The Lord's Cupboard
- Meals on Wheels
- Assistance for individuals on a journey of cancer or major illness
- Lead-Deadwood Hospital diagnostic, treatment and therapy equipment and upgrades.
- Ambulance Items
- ... and many more!

Working together, we are better!

**DONATE**

**PRESERVATION THURSDAY**

## The 1862 U.S. - Dakota War through Sarah Wakefield's Eyes

March 21 • HARCC  
DeadwoodHistory.com

**PRESENTATION THURSDAYS**

## THE 1862 U.S. - DAKOTA WAR THROUGH SARAH WAKEFIELD'S EYES

Thursday, March 21, 2024

Hear captivating stories based on *Beneath the Same Stars*, a historical novel written by Phyllis Cole-Dai. The novel dives into Minnesota's 1862 U.S.-Dakota War from the perspective of Sarah Wakefield. Sarah was a doctor's wife who got caught up in the conflict. You will learn about a largely forgotten war that still haunts the Upper Plains. Homestake Adams Research and Cultural Center; 12:00 p.m.; free for members and \$5 for non-members.

**LEARN MORE**

**UPCOMING EVENTS**

**Grand Opening Weekend at The Landmark Casino**  
March 1 - 3 | The Landmark Casino

**St. Patrick's Celebration**  
March 14 - 16 | Deadwood

**Marty Stuart & His Fabulous Superlatives**  
March 15 | Deadwood Mountain Grand

**Preservation Thursday: 1862 War Through Sarah Wakefield's Eyes**  
March 21 | Homestake Adams Research and Cultural Center

**John Waite**  
March 23 | Deadwood Mountain Grand

**The Guess Who**  
March 29 | Deadwood Mountain Grand

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This email was sent by: [Deadwood Chamber of Commerce & Visitors Bureau](#)  
501 Main Street | Deadwood, SD 57732

Deadwood Info: 1-800-999-1876 | Booking Info: 1-800-344-8826

Don't forget to add [info@deadwood.org](mailto:info@deadwood.org) to your address book so we'll be sure to land in your inbox.

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# 2024 APRIL VISITOR EMAIL



## AREA ATTRACTIONS

### HISTORIC DEADWOOD ODDITIES Where odd meets Old West

Feeling stir-crazy after being cooped up all winter? Historic Deadwood gets it. We got a little kooky, too. And, that's okay. In fact, it's great! Here are some Deadwood "Oddities" to help chase away the winter doldrums as we welcome spring to the creek-carved canyons of Deadwood Gulch!

Our Favorite Deadwood Oddities:

- **Hand-carved Nudist Colony at Adams Museum** – This collection of historic wood carvings by Robert Poe features miniature naked people dancing, shooting arrows, and playing volleyball. Of the 97 figures, 96 are women. Strange, right?
- **Raw Oysters at A&B Pizza at Oyster Bay** – Who doesn't love a good raw oyster? Especially in the upper Midwest, as far from an ocean as you can get. Perhaps a weird treat, but delicious nonetheless (if you're into that sort of thing). Located in the Historic Fairmont Hotel at 626 & 628 Main Street.
- **Wild Bill's Death Chair at Saloon #10** – Saloon #10 has been called "the only museum in the world with a bar." One of the infamous artifacts on display there is the chair Wild Bill was supposedly sitting in when he was shot from behind by Jack McCall. Dubious or authentic, you be the judge. Either way, it's a great story, and there's a bit of an eerie feeling around the chair.
- **Conjoined Calf at Adams Museum** – There's a theme here. The Adams Museum has some weird artifacts. Were these calves conjoined? Was it just two-headed? Both? Decide for yourself as you view this taxidermy marvel.
- **Detailed Model Train at 812 Main Street Basement** – Okay, maybe not a complete oddity, considering Deadwood's history with trains, but this model train's sheer detail and scale are really a sight to see!

There you have it, some Deadwood oddities to keep you on your toes for your next trip to Deadwood. Be sure to book your next trip today!

PLAN YOUR VISIT



**FEATURED EVENT**  
**FORKS, CORKS & KERGS**  
April 12 & 13

Sample distinctive brews, wine and food as you make your way to tasting venues throughout Deadwood. Hurry – Get your tickets today!


\*Must be 21 to participate.\*

[MORE INFO](#)

**FEATURED EVENT**  
**KAMERON MARLOWE**  
April 26

With 144 million streams, 10.4 million listeners, an appearance on The Voice, and being named '2024's Next Big Thing' by Music Row, Kameron Marlowe is making a name for himself in Country music. Catch his nationwide tour at Deadwood Mountain Grand.

[MORE INFO](#)



## HISTORY NUGGET



### THOEN STONE

Historians will tell you that gold was discovered in the Black Hills in 1874 during the Custer expedition. But if the inscription on the Thoen Stone is to be believed, prospectors were here 40 years before that.

The sandstone slab, about 8 by 10 inches, was found near Lookout Mountain near Spearfish in 1887 by the Thoen brothers, who were local stone masons. It bore an inscription that began, "Came to these hills in 1833 seven of us." It ends with, "All dead but me, Ezra Kind ... Got our gold June 1834. Got all the gold we could carry. Our ponies all got by the Indians. I have lost my gun and nothing to eat and Indians hunting me."

The Thoen Stone is on display at the Adams Museum in Deadwood.

[LEARN MORE](#)

## FEATURED PARTNER



### THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming, and dining, the Lodge at Deadwood Gaming Resort offers luxurious accommodations, the area's largest free guest parking, a 24-hour fitness room, free wi-fi, and an indoor water playground. Experience the fun atmosphere of [Giggie's Sports Bar](#), as you enjoy amazing entrées, unique appetizers, and local taps. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing Lodging Specials, including the Two Nights Lodge Package, which includes \$25 in dining credit and \$25 in free casino play. The Lodge casino features a fresh gaming floor with the most popular table games and newest slots available. Our [Bet Lodge Sportsbook](#) features a 42-foot seamless video wall, comfortable seating. Sportsbook personnel, and all your favorite major sports. Please visit [DeadwoodLodge.com](#) or call 1.605.584.4800 for hotel reservations.

[BOOK NOW](#)

## PRESENTATION THURSDAYS

**PRESERVATION THURSDAY**

# History, Mystery, and More!

*Stories and Tales of the Frawley Ranch and Spearfish*

April 11 • 12:00 Noon

### PRESERVATION THURSDAY: HISTORY, MYSTERY, AND MORE! STORIES AND TALES OF THE FRAWLEY RANCH AND SPEARFISH


Thursday, April 11, 2024

Alan Maas and JR Hamblet will give a talk on the history of the Frawley Ranch and their experiences with Hank Frawley prior to his passing. Maas will also cover the mystery of the Thoen Stone and how it shaped his writing of *The Kind Whisper*. Homestake Adams Research and Cultural Center; 12:00 p.m.; free for members and \$5 for non-members.

[LEARN MORE](#)

## UPCOMING EVENTS

- Preservation Thursday: Tales of the Frawley Ranch**  
April 11 | Homestake Adams Research and Cultural Center
- Forks, Corks & Kergs**  
April 12 - 13 | Deadwood
- Deadwood Citywide Job Fair**  
April 25 | Deadwood Welcome Center
- Kameron Marlowe**  
April 26 | Deadwood Mountain Grand
- Casey Donahew**  
May 10 | Deadwood Mountain Grand
- StardustFest**  
May 11 | Deadwood Mountain Grand
- Deadwood's Craft Beer Fest: Hops and Hogs**  
May 17 - 18 | Deadwood
- Free Concert: Neal McCoy**  
May 24 | Outlaw Square
- Free Concert: Big Head Todd & the Monsters**  
May 25 | Outlaw Square



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# SOCIAL MEDIA MANAGEMENT





# FACEBOOK PAGE MANAGEMENT

(AS OF APRIL 29, 2024)

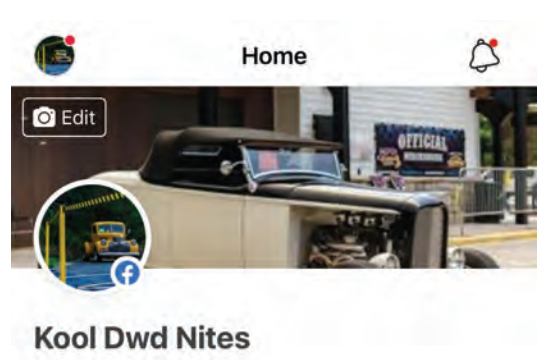
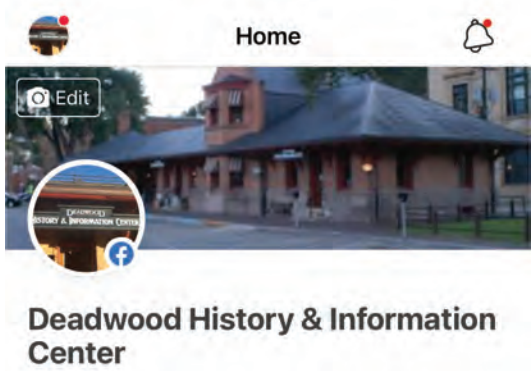
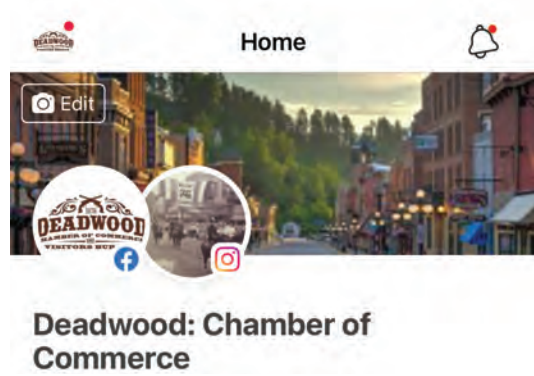
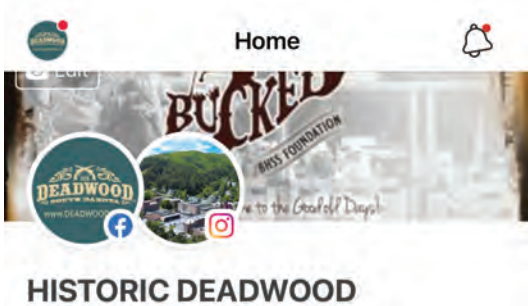
@HistoricDeadwood - 127K followers

@DeadwoodChamber - 10K followers

@Deadwood-History-Information-Center - 3.2K followers

@KoolDWDNites - 3.2K followers

Kool Deadwood Nites Private Group - 4,505 members



Kool Deadwood Nites >





# TOP PERFORMING ORGANIC POSTS

**HISTORIC DEADWOOD**  
Published by Marianna DeSalvo · December 22, 2023 ·

This day in 1883, Deadwood was illuminated for the first time! Construction for erecting the poles and stringing wire was approved by the Deadwood Mayor Nov. 16 of the same year. It took just a little over a month for the installation to be completed. Deadwood, SD had electricity almost 10 years before the White House did! (Photo Credit: [Deadwood History Inc.](#), Adams Museum Collection.)

**ADWOOD HISTORY**

Boost this post to reach up to 3103 more people if you spend \$42. **Boost**

1.9K 80 438

**HISTORIC DEADWOOD**  
Published by Marianna DeSalvo · February 22 ·

Headliners confirmed for Kool Deadwood Nites Aug. 20-25, 2024!!!  
Peter Noone Herman's Hermits, ABBA Revisited Canada, and Elton Dan and the Rocket Band will be our Headliners for Kool Deadwood Nites this year! For more info visit [deadwood.com!](#)

**Kool DEADWOOD NITES 2024 • AUGUST 20-25**

Boost this post to reach up to 3103 more people if you spend \$42. **Boost**

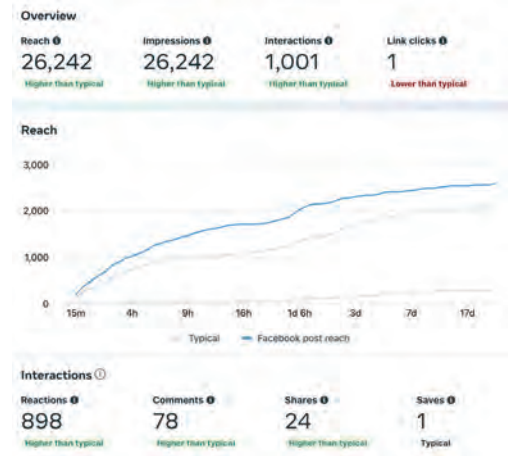
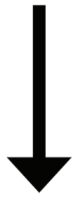
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**HISTORIC DEADWOOD**  
Published by Marianna DeSalvo · March 30 ·

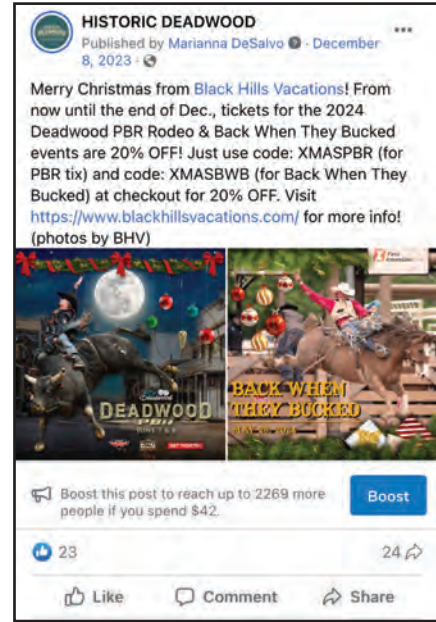
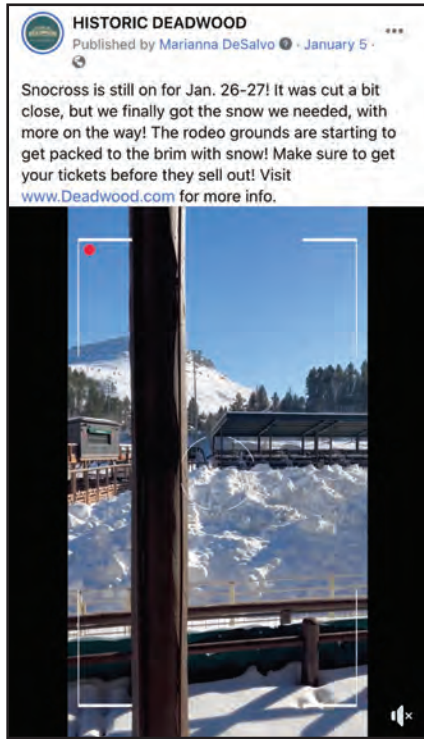
Photo of current day Deadwood, SD. Come visit us sometime!

Boost this post to reach up to 2269 more people if you spend \$42. **Boost**

898 78 24



# TOP PERFORMING ORGANIC POSTS






# INSTAGRAM PAGE MANAGEMENT

(AS OF APRIL 29, 2024)

@HistoricDeadwood - 28K followers

@DeadwoodChamber - 2.1K followers

**historicdeadwood** 9+ (+) (1)




1,666 Posts   27.4K Followers   575 Following

**Deadwood**  
Landmark & Historical Place  
Your resource for everything Deadwood!  
501 Main Street, Deadwood, South Dakota  
[www.deadwood.com](http://www.deadwood.com)


Welcome! Main St. Tour New

**Professional dashboard**  
69K accounts reached in the last 30 days.

Edit profile   Share profile   Contact



**deadwoodchamber** 9+ (+) (1)



1,363 Posts   2,082 Followers   416 Following


**Deadwood Chamber of Commerce**  
Community Organization  
501 N Main St, Deadwood, South Dakota  
[www.deadwood.com](http://www.deadwood.com)

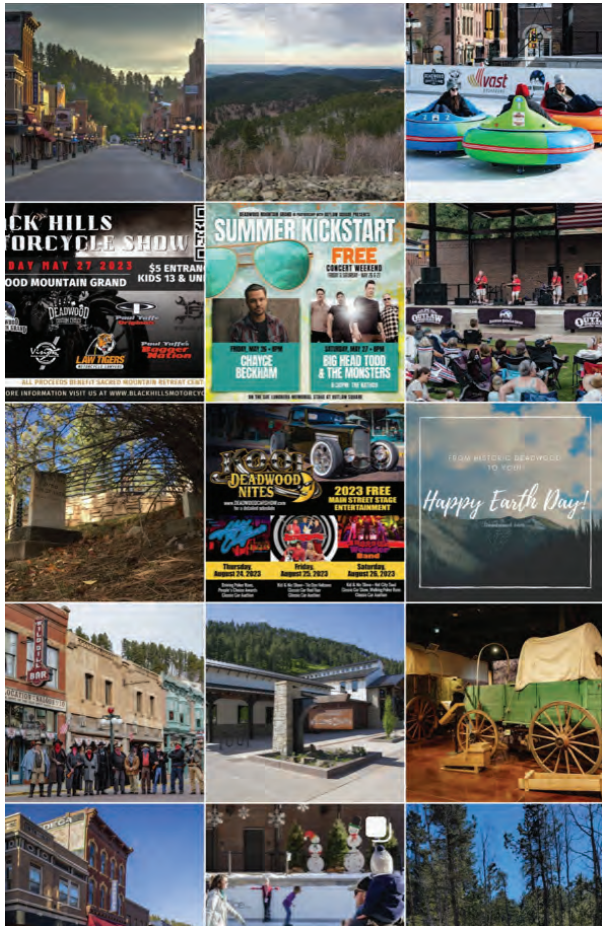
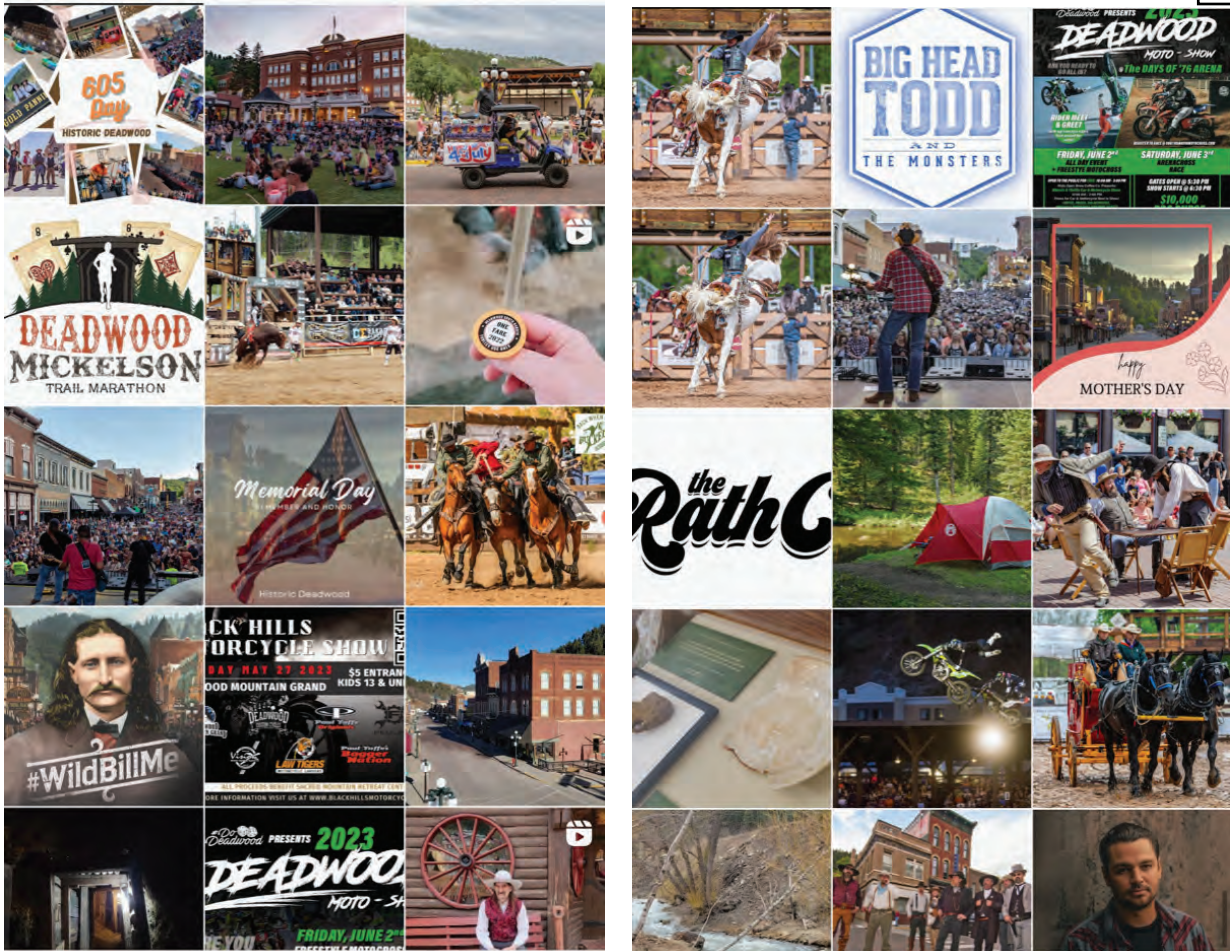
**Professional dashboard**  
1.6K accounts reached in the last 30 days.

Edit profile   Share profile   Contact

GAME DAY EVERY DAY   Welcome!   New

Sports Betti...   Welcome!   New



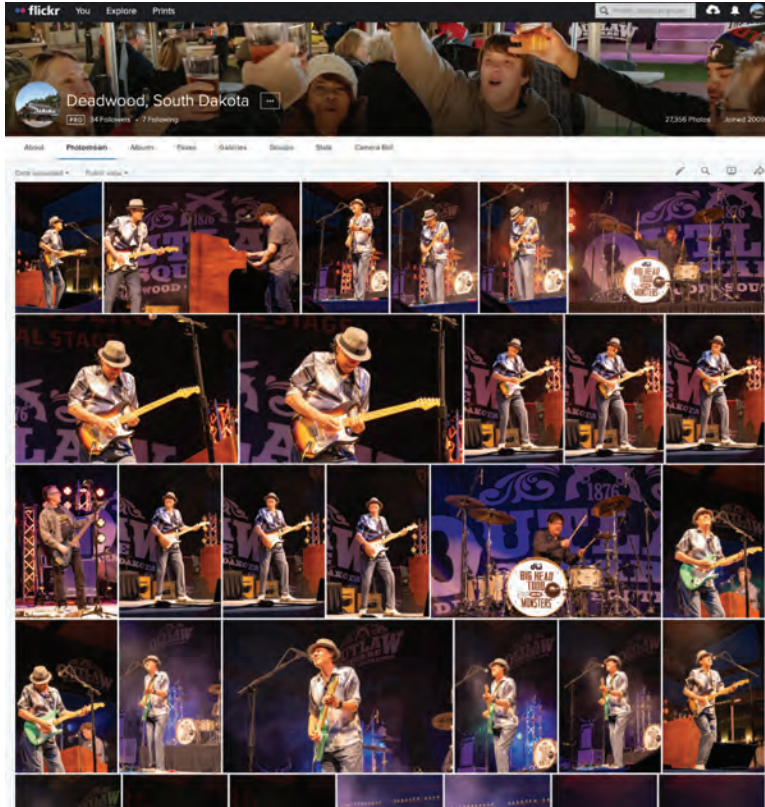




# FLICKR & TWITTER MANAGEMENT

Flickr - 29,449 photos and growing

[www.flickr.com/photos/deadwoodsouthdakota](http://www.flickr.com/photos/deadwoodsouthdakota)



X (Twitter) - @DeadwoodSD  
6,330 Followers





# YOUTUBE MANAGEMENT

71 VIDEOS

[www.youtube.com/channel/UCuRn23Jq28Yia5TuIBFRwSw](http://www.youtube.com/channel/UCuRn23Jq28Yia5TuIBFRwSw)

1:58

< Deadwood, South... 🔍 ⋮

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**Deadwood, South Dakota**

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Uploads

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18 views · 5 days ago
- Forks, Corks & Kegs 2022 in Deadwood  
2.8K views · 1 month ago
- The Flag at Mt. Moriah Cemetery in Deadwood, South...  
14 views · 2 years ago
- Overlook Time Lapse from Mt. Moriah Cemetery in Dead...  
40 views · 2 years ago
- Deadwood Main Street - Sunny Day - April 7, 2020  
26 views · 2 years ago
- Deadwood South Dakota Tour - A Snowy Day - April 1...  
2.1K views · 2 years ago
- Forks, Corks & Kegs 2020  
6.8K views · 2 years ago
- Wild Bill - The History of Deadwood, South...  
92 views · 2 years ago

# GOOGLE BUSINESS MANAGEMENT

Google Business Profile Manager

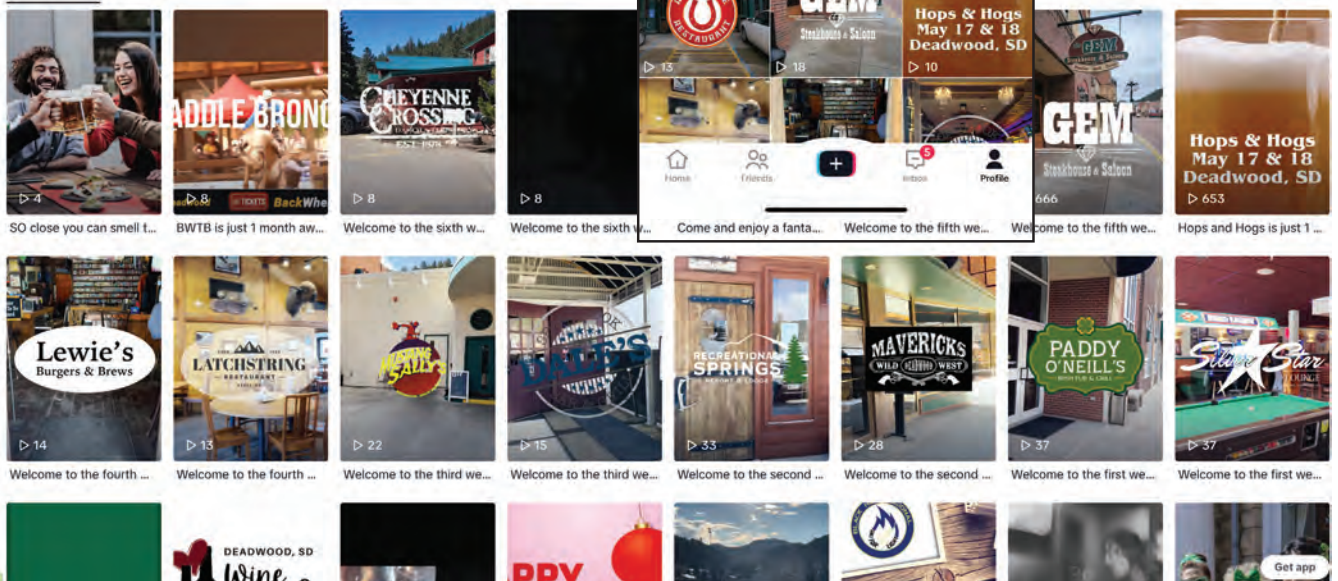
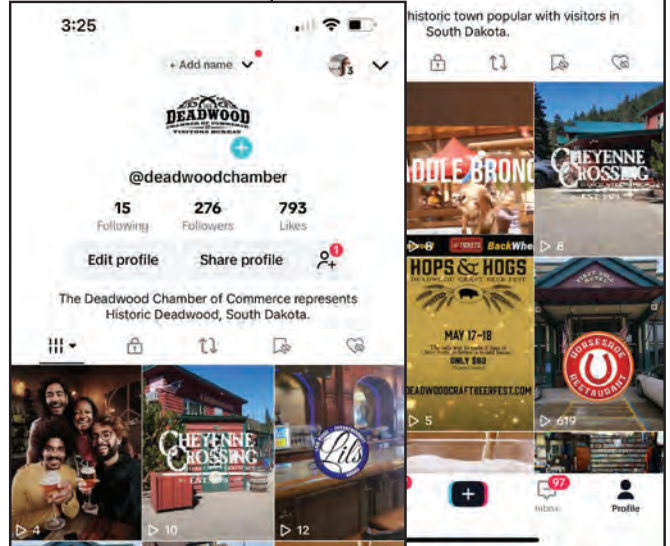
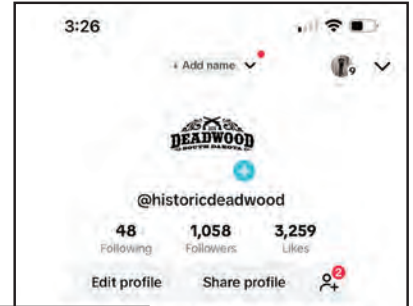
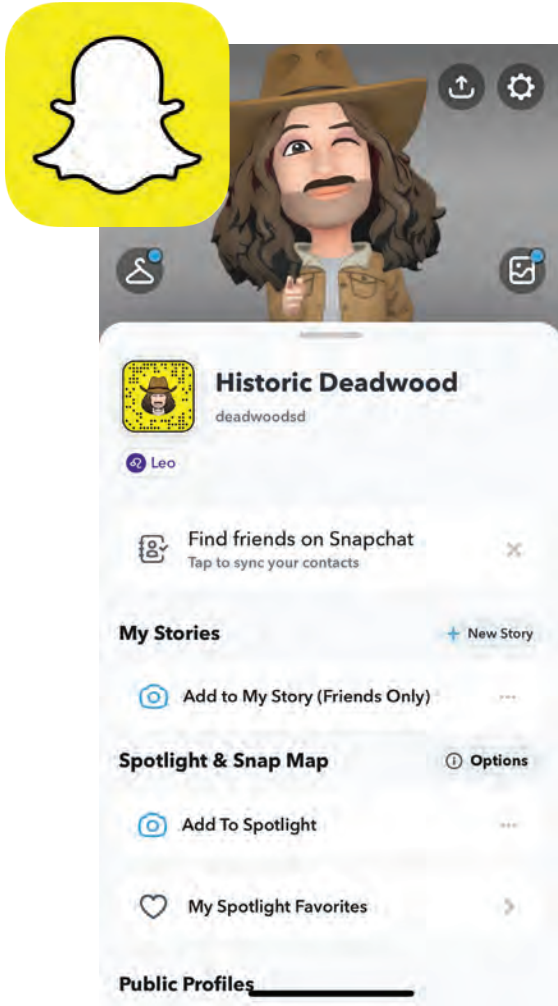
Businesses

- Business ↑
- Broken Boot Gold Mine  
1200 Pioneer Way, Deadwood, South Dakota 57732
- Days of '76 Event Complex & Rodeo Grounds  
76th Dr, Deadwood, SD 57732
- Deadwood Chamber of Commerce  
501 Main Street, Deadwood, SD 57732
- Deadwood History & Information Center  
3 Siever Street, Deadwood, SD 57732
- Deadwood Welcome Center  
501 Lower Main Street, Deadwood, SD 57732

# SNAPCHAT & TIKTOK MANAGEMENT

TikTok: @HistoricDeadwood and @DeadwoodChamber

SnapChat: @DeadwoodSD





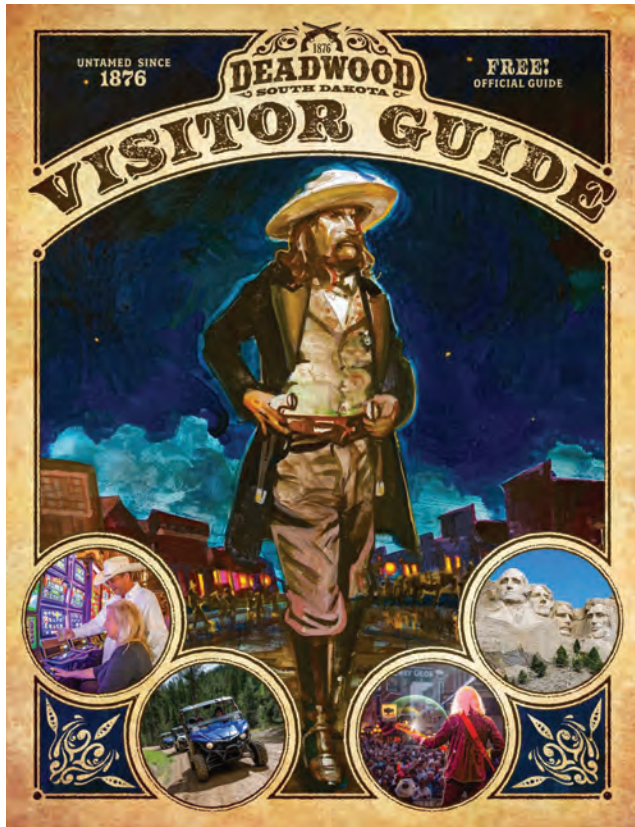


# ANNUAL PROJECTS & PARTNER PROGRAMS



# PRINT COLLATERAL

## Deadwood Visitor Guide 2023



## Deadwood Visitor Guide 2024



### LEARN ABOUT THE OLD WEST IN DEADWOOD

Deadwood was born in 1876, when a rush of gold miners and fortune seekers descended on the Northern Black Hills in the hopes of making a better life for themselves. The town was practically lawless in those early years, and the men and women who first came to Deadwood were people of fortitude and strength - folks who didn't mind a little struggle on the road to fame and fortune.

These folks were responsible for a number of lasting legends. The dime novel exploits of **Wild Bill, Calamity Jane, Deadwood Dick** and other heroes captivated the turn-of-the-20th-century America. In many ways they still define modern Deadwood.

That means that when you visit Deadwood, you're diving head-first into living history. You don't have to pore over old records or listen to lectures to know what Deadwood was like 148 years ago - though you can. Just walk the brick-paved streets, and you'll immerse yourself in continental America's last great gold rush.

**Want to learn more?** There are plenty of ways to put yourself in Deadwood's Wild West past.

#### ADAMS MUSEUM

The oldest history museum in the Black Hills, the **Adams Museum** at 54 Sherman Street originally had a Victorian cabinet-of-curiosities philosophy: collect anything that looks cool and put it in a glass case. The museum still has an eclectic collection, including a one-of-a-kind plesiosaur fossil, Potomac Creek Johnny's massive gold nugget, the mysterious Thoren Stone and a mining locomotive.

The recently renovated museum features modern displays that use artifacts to tell the important stories of Deadwood's past. The lower level's natural history exhibits are hands-on, perfect for kids. Ask about special programs and temporary exhibits. Open year-round.

#### HISTORIC ADAMS HOUSE

Built in 1892, the Queen Anne home at 22 Van Buren Street was occupied by some of Deadwood's most influential merchant families. Its furnishings, hand-painted canvas wall coverings, stained glass windows and 19th-century plumbing sat undisturbed for almost 60 years during the middle of the 20th century. Guided tours of the fully restored house are open April through October. Ask about special events such as musical performances and history lectures during the summer on the lawn.

#### BROTHEL TOURS

Deadwood's last houses of prostitution closed following a raid in 1940. Now, visitors are able to

[tour one of these former bordellos at \*\*The Brothel\*\*, located at 610 Main Street, and understand how the world's oldest profession shaped more than a century of Deadwood's history.](#)

#### DEADWOOD TIMELINE

**1874** Col. George Armstrong Custer's expedition discovers gold on French Creek in the Southern Hills.

**1876** A much richer gold deposit is discovered in Deadwood Gulch. The town of Custer is abandoned and miners stream north to stake claims.

**1876** deadwood becomes an official town, although rough around the edges. Wild Bill Hickok is gunned down, and the Manuel brothers strike gold near present-day Lead.

**1877** Mining mogul George Hearst buys the Manuel brothers' claim for \$70,000 and establishes the Homestake Mining Co. It would operate for 126 years.

**1879** Fire rages through the city, destroying buildings and leaving 2,000 people homeless.

**1890** The Fremont, Elkhorn & Missouri Valley Railroad begins passenger service to Deadwood.

**1904** The Franklin Hotel opens; Calamity Jane dies.

**1906** The Homestake Siline Plant (now the Deadwood Mountain Group) is constructed.

**1908** The Lawrence County Courthouse is completed.

8

2024 - 2025 DEADWOOD VISITOR GUIDE

9

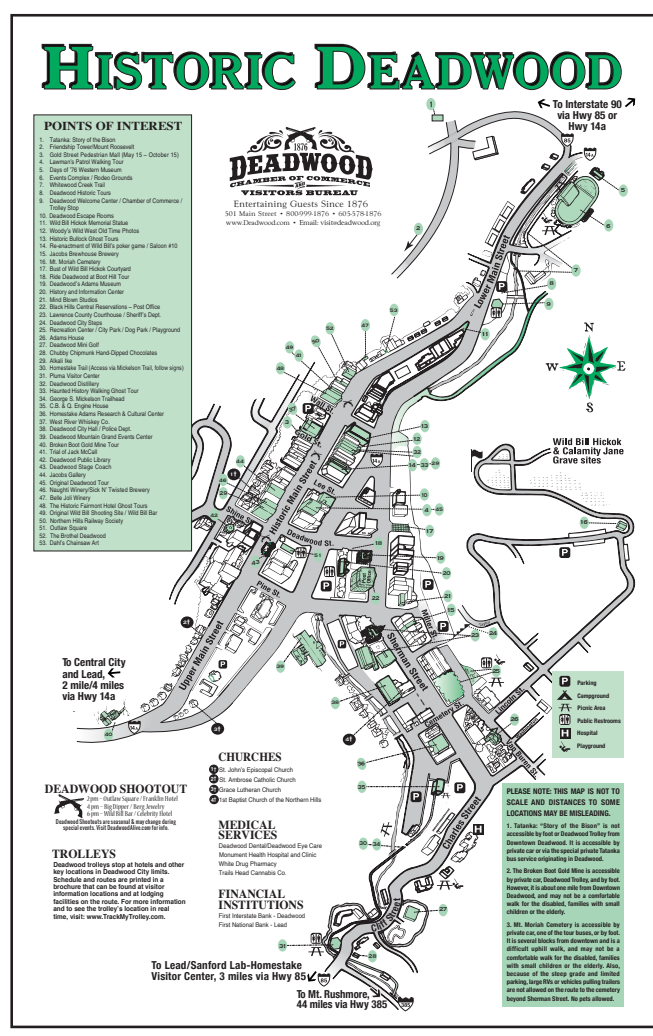
WWW.DEADWOOD.COM

# PRINT COLLATERAL

## Deadwood Coupon Books - 2024



## Attraction Map - 2023 to early 2024



An updated full-color attraction map for 2024 is in development. The new map will have historic attractions highlighted in a specific color.

# TRAVEL SHOWS - CONSUMER & TRADE

ABA - February 2023 (Trade)

NTA Contact - March 2023 (Trade)

Minneapolis Northwest Sports Show – March 2023 (Consumer)

University of Wyoming Tailgate Booth - Fall 2023 (Consumer)

NTA November 2023 (Trade)

ABA – January 2024 (Trade)

Dallas TX Adventure Sports Show - March 2024 (Trade & Consumer)

NTA Contact May 2024 (Trade)

## PARTNERS (Funding)

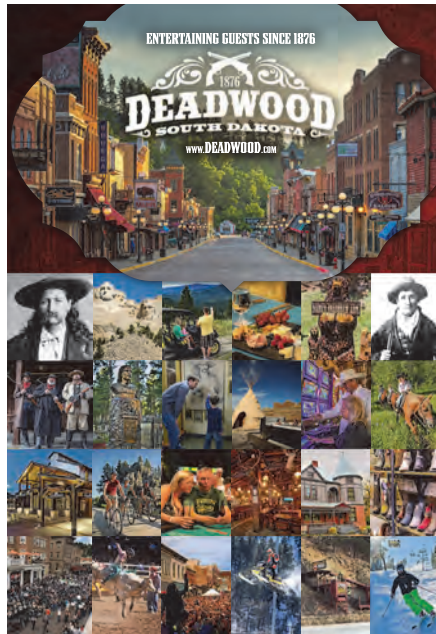
- Deadwood Chamber of Commerce & Visitors Bureau
- Bid 8
- Bed & Booze
- Historic Preservation (University of WY + Collateral/Promotional Materials at shows)
- Local Business Partners: Saloon #10, Deadwood Mountain Grand, The Lodge at Deadwood, Silverado/Franklin, Sanford Lab Homestake Visitor Center, Deadwood Gulch Resort and BH Badlands Tourism Association



Dallas, TX



# TRAVEL SHOWS - CONSUMER & TRADE



### HISTORY, RECREATION, GAMING, ENTERTAINMENT.

- One of the largest historic restoration projects in the USA - Deadwood is a National Historic Landmark
- Over 1,700 hotel rooms
- Casino Gambling: table games, slots, sportsbooks at locations throughout town
- 40+ restaurants, casual & fine dining
- Adams Museum, Adams House, Days of '76 Museum, The Brothel all with group pricing
- Live Entertainment
- Year-round events
- Recreation for all seasons
- Unique shopping
- Free daily living history presentations (Mon-Sat)
- Great motorcycle parking
- Welcome packets with coupon booklet

### UNIQUE DEADWOOD EXPERIENCES

- Ride the Mickelson, one of the Top-10 "rails-to-trails" in the U.S. You can rent your ride and jump on the trail in Deadwood. Choose from a traditional bike or newer less and see more on an e-bike.
- Visit The Brothel, Deadwood. You'll learn the stories of "working women" in the Old West and how they impacted Deadwood until 1900 when a federal raid closed the illegal establishments after 10 years of operation.
- Have a "spatial" experience by taking a ghost tour or booking a paranormal investigation.
- Get a taste of Deadwood, literally. Choose samples from a variety of locally and regionally made adult beverages including beer, wine, whiskey and moonshine.
- \*That's not all! Contact us to learn about more uniquely-Deadwood options.

### DEADWOOD ATTRACTIONS & ACTIVITIES

- Day Spas & Salons
- ATV, hiking & biking trails
- Broken Rock Gold Mine
- Specialty Treats & Baked Goods
- Deadwood Mini Golf
- Deadwood Trolley
- Escape Rooms
- Fall foliage scenic drives & hikes
- Urban Trail System
- Ghost Tours
- Gold panning
- Guided Deadwood tours
- Guided horseback and trail rides
- Historic Adams House
- Historic Adams Museum
- Mount Moriah Cemetery
- Narrated Stagecoach Tours
- Old time photos
- Retail shopping
- Saloon A/D
- Scott Jacobs Gallery
- Showcases on Main Street
- Trial of Jack McCall
- The Brothel, Deadwood
- Wild Bill Bar - Tour the historic site of Wild Bill Hickok's murder.
- Guided Walking Tours
- Wine, Whiskey, Moonshine & Beer Tastings
- Welcome Center with public restrooms & large parking spaces
- NEW! Landmark Casino
- NEW! Rockhouse Casino
- NEW! Stop-on Guide

### AVAILABLE MARKETING TOOLS

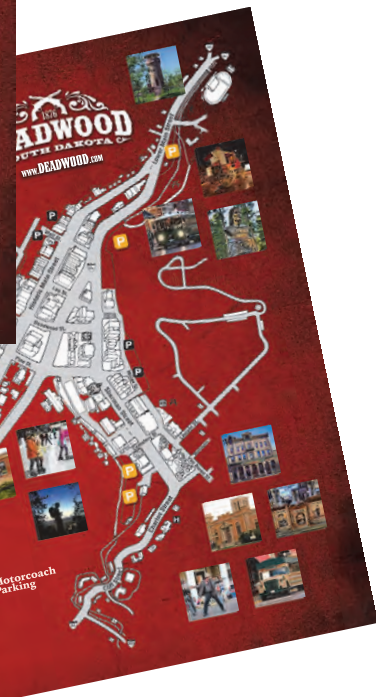
- Visitor Guides & Coupon Books
- Brochures
- Inquiries
- Maps
- Videos
- Promotional Items
- High Resolution Imagery
- Industry Resources at: [www.PlanDeadwood.com](http://www.PlanDeadwood.com)

### DAWN BURNS DIRECTOR OF SALES

DEADWOOD CHAMBER OF COMMERCE & VISITORS BUREAU  
 501 34 Historic Main Street  
 Deadwood, SD 57732  
[www.DEADWOOD.ORG](http://www.DEADWOOD.ORG)  
 1-800-999-1876



## Profile Sheet



**Historic Deadwood ENTERTAINING GUESTS SINCE 1876**

It's a trip to Deadwood is over ordinary. It's where Wild Bill was shot and Calamity Jane became a legend. Their lack ran out - but yours is just beginning!

The entire town is a registered National Historic Landmark, but there is much more to this mountain community. In recent years, several new mountain properties have been built in Deadwood offering top amenities and deluxe suites. Guests can enjoy fine dining, local attractions and outdoor recreation. Live entertainment, scenic views, proximity to world-class regional attractions, Mt. Moriah Cemetery where Wild Bill was laid to rest, incredible special events featuring fine concerts on Main Street with outdoor recording artists, walking trails, guided bus tours, unique shopping, ghost tours, saloons and let's not forget 24/7 gaming action!

While Deadwood has changed over the years, it has never forgotten its Wild West roots. Visitors enjoy daily historic presentations including the most famous events in Deadwood's history - the shooting of Wild Bill Hickok and the Trial of Jack McCall.

How did Deadwood survive itself from the face of so many other historic Old West towns? In 1939 South Dakota voters were asked to approve limited state gaming with a promise that it would be used to generate funds for the National Historic Landmark. Deadwood stepped to date, your \$350 million infrastructure repair, the preservation and restoration of historic structures and to help fund the ongoing operations of historic non-profit attractions like museums and restaurants. Some-wise more than \$100 million additional funds supported historic preservation, state departments, the school district, local municipalities, and school districts.

With its larger-than-life history of gold and discovery, Deadwood is still a town wild at heart. See how the West was really won - make sure Deadwood is on your travel bucket list!

We've been entertaining guests since 1876!

**ONLY MINUTES AWAY!**  
 Rapid City  
 Mt. Rushmore National Memorial  
 Badlands National Park  
 Crazy Horse Memorial

**Historic Deadwood ENTERTAINING GUESTS SINCE 1876**

**NAMED "TOP TRUE WEST TOWN" BY TRUE WEST MAGAZINE!**

**HISTORIC DEADWOOD** has award-winning museums & attractions, Mt Moriah Cemetery where Wild Bill and Calamity Jane were laid to rest, incredible special events, walking trails, guided tours, unique retail shops, fine dining and spas - and let's not forget 24/7 gaming action, including sports betting! This National Historic Landmark is a mountain resort town that offers Old West History and new modern luxuries, including more than 1,700 hotel rooms.

**BOOTH #2105:** Ask about our lodging, dining, shopping, events and attractions!

For more information go to [PlanDeadwood.com](http://PlanDeadwood.com).  
 Dawn@Deadwood.org  
 1-800-999-1876 • [www.DEADWOOD.com](http://www.DEADWOOD.com)

## NTA TrexPress Daily Sheets

## NTA Contact Program

**Historic Deadwood ENTERTAINING SINCE 1876**

Historic Deadwood has award-winning museums & attractions, Mount Moriah Cemetery where Wild Bill and Calamity Jane were laid to rest, incredible special events, walking trails, guided tours, unique retail shops, fine dining and spas - and let's not forget 24/7 gaming action, including sports betting! This National Historic Landmark is a mountain resort town that offers Old West History and new modern luxuries, including more than 1,700 hotel rooms.

1-800-999-1876 | [www.Deadwood.com](http://www.Deadwood.com)  
[clara@deadwood.org](mailto:clara@deadwood.org) | [www.PlanDeadwood.com](http://www.PlanDeadwood.com)

# 2023-2024 GOLD RUSH GIVEAWAY "LEAD GENERATION"

## BENEFITS

- Gather physical addresses and email addresses from a qualified audience
  - Addresses added to visitor email list
  - Used to generate customer lists and lookalike audiences (social ads)
- Generates visits to Deadwood.com and in return remarketing

**18,812 Contacts Generated from 50 states, Guam, USVI, D.C. and Canada**

**Largest amount of entries in order:**

**SD, MN, ND, NE, WY, MT, IA, CO, WI, CA, FL, TX**

### STATIC GIVEAWAY - TEXT OPTIONS

Head: Gold Rush Giveaway  
 The best way to do Deadwood? On the house! Enter our Gold Rush Giveaway for a chance to win an all-inclusive getaway for two.  
 Link Description: You deserve an adventure.  
 CTA: Learn More

### GIVEAWAY - PRIZE PACKAGE

**ENTER FOR A CHANCE TO WIN A DEADWOOD GETAWAY FOR TWO!**  
 Feeling lucky? Enter today for your chance to win an all-inclusive, all-out-awesome Deadwood getaway. You'll have adventures as you explore the streets of an Old West town. Take a look below to see everything that's up for grabs:

Giveaway Package:  
 \*must be 21

- Two night stay for two people in a Deadwood hotel (valid March 18-December 30, 2024 - some blackout dates may apply)
- Two passes into Deadwood museums and attractions (Adams Museum, Days of '76 Museum, and Brothel Museum)
- \$550 Deadwood Gold Bucks Gift Card valid at over 30 locations (cannot be used for gambling)
- Deadwood swag
- Deadwood coupon book

Value: Up to \$1,300



# #WildBillMe - COLLECT SELFIES. WIN PRIZES.

2017-2023 Participants: 2,296

## DIGITAL AD



**NEW PRIZE in 2024**  
**Deadwood "treasure" pouch**  
 with custom gold coins that  
 say "Deadwood  
 South Dakota 1876  
 National Historic  
 Landmark"



## RACK CARD

*Grab Your Camera and*  
**FIRE AWAY!**  
 (Sorry, Bill)

Wild Bill Hickok remains Deadwood's most famous resident, even though he was only in town a few short weeks – and he's been dead since 1876. You'll find his likeness all over Historic Deadwood – reenactors, photos, paintings, statues, signs, life-size cutouts and more.

Now you can explore that history through a fun game! #WildBillMe is a selfie treasure hunt in Historic Deadwood (and the surrounding area). Find Bill (any likeness will do) and take a selfie with him.

**CLAIM YOUR PRIZE**

Bring your phone or camera into one of Deadwood's Visitor Centers (501 Main Street or 3 Siever Street) and show us your #WildBillMe selfie collection.

10 selfies wins a #WildBillMe sticker; 15 and you'll get a magnet; 25 Wild Bills and we'll add pouch of Deadwood gold coins (chocolate), to the first two prizes.

You can only count each Bill once, but trust us, it won't be that hard. Bill is **EVERYWHERE** in Deadwood, you just need to explore a little to find him!

Program managed by:  

 Sponsored in part by:

For more information visit [WildBillMe.com](http://WildBillMe.com)

## PRIZES - Magnet & Sticker



# PASTPORT PROGRAM: Memorial Weekend - Late September

## PARTNERS

- Deadwood Chamber of Commerce & Visitors Bureau
- Mt. Moriah Cemetery/Historic Preservation
- Deadwood History Inc: Adams House, Adams Museum, Days of '76 Museum
- Broken Boot Gold Mine
- Deadwood Alive/Trial of Jack McCall
- Deadwood Trolley

Booklet/  
Trolley  
Vouchers



Poster



**INSTRUCTIONS**

PastPort Participants can ride the trolley for free to participating attractions on the trolley route between 8 a.m. and 6:30 p.m. Tear out the trolley pass for the corresponding attraction and present it to the driver when you board.

ADAMS MUSEUM • BROKEN BOOT GOLD MINE • DAYS OF '76 MUSEUM  
DEADWOOD VISITOR INFORMATION LOCATIONS • DEADWOOD TROLLEY  
HISTORIC ADAMS HOUSE • MOUNT MORIAH CEMETERY • TRIAL OF JACK MCCALL

Bring home a free special edition Chubby Chipmunk Chocolate bar or historic playing cards just for exploring Deadwood!

**STEP 1**

Use this PastPort card to collect stamps from any SIX of the participating attractions on the list above.  
*Admission fees apply. Two complimentary locations are pre-stamped.*

**STEP 2**

Tear out the trolley pass for the corresponding attraction and present it to the driver when you board.

**STEP 3**

Detach the entry form on the back page and give it to a staff member at a Deadwood visitor information location at 3 Siever Street or 501 Main Street.  
*For full details see Deadwood PastPort displays at participating locations.*

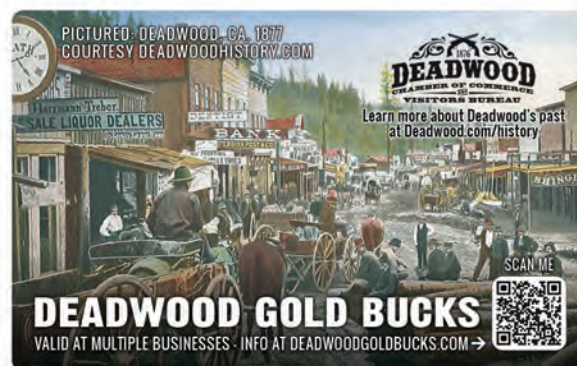


# DEADWOOD GOLD BUCKS:

Deadwood Gold Bucks are citywide gift cards redeemable at many local businesses in and around Deadwood. Gold Bucks can be used for shopping, dining, attractions and lodging at participating locations. **GOLD BUCKS CAN NOT BE USED FOR GAMING.** Gold Bucks are issued in denomination amount you prefer and can be purchased at the Deadwood Chamber of Commerce. Businesses are reimbursed 100% of face value. **In 2023, with the support of Deadwood Historic Preservation this program transitioned to a credit card based system.**

## PARTNERS

- Deadwood Chamber of Commerce & Visitors Bureau
- Historic Preservation



### Gold Bucks Participating Locations

1889 Inn  
 Adams Museum  
 Beef Jerky Experience  
 Berg Jewelry & Gifts Black Hills Gold and Diamonds  
 Best Brews at Tin Lizzie Gaming Resort  
 Bloody Nose Saloon  
 Boston's Restaurant & Sports Bar at Deadwood Gulch Resort  
 Bullock Hotel Gift Shop  
 Bully's Restaurant at the Bullock  
 Cadillac Jack's Gift Shop  
 Cadillac Jack's® Gaming Resort  
 Cadillac Jacks Casino Bar  
 Casino Bar at The Lodge at Deadwood  
 Celebrity Bar  
 Charlie Utter Theatre at Saloon #10  
 Chubby Chipmunk Hand-Dipped Chocolates  
 Dakota Sky Stone  
 Dales Sports Bar & Grill at Deadwood Mountain Grand  
 Days of '76 Museum  
 Deadwood Badlands & Brothel Bar  
 Deadwood Day Spa  
 Deadwood Distilling Company  
 Deadwood Escape Rooms  
 Deadwood Eyecare  
 Deadwood Gulch Resort  
 Deadwood Harley-Davidson  
 Deadwood History & Information Center  
 Deadwood Social Club  
 Deadwood Tobacco Co. and Cigar Bar  
 Deadwood Welcome Center  
 DoubleTree by Hilton Deadwood at Cadillac Jack's Gaming Resort  
 Earl of Sandwich at Cadillac Jack's Gaming Resort  
 Event Center Bar at Deadwood Mountain Grand  
 First Deadwood Cottages  
 First Gold Gaming Resort (Bar)  
 First Gold Players Club  
 FLYT Steakhouse at Cadillac Jack's Gaming Resort  
 Fog N' Droz  
 Four Points by Sheraton Deadwood at Tin Lizzie Gaming Resort  
 Four Points Market at Tin Lizzie Gaming Resort  
 Gold Country Inn  
 Gold Dust (Bar #1)  
 Gold Dust C-Store  
 Gold Dust Casino Bar #2  
 Hampton Inn Deadwood at Tin Lizzie Gaming Resort  
 Happy Days Gift Shop  
 Historic Adams House  
 Historic Bullock Hotel  
 Historic Franklin Hotel  
 Holiday Inn Express & Suites Deadwood-Gold Dust Casino  
 Holiday Inn Resort at Deadwood Mountain Grand  
 Horseshoe Restaurant at First Gold Gaming Resort  
 Hotel By Gold Dust  
 Iron Horse Inn  
 Jakes Fine Dining at the Midnight Star  
 Legends Steakhouse at the Historic Franklin  
 Lil's at the Midnight Star  
 Lizzie Burgers at Tin Lizzie Gaming Resort  
 Lou Lou's Bombdiggities Pasties & Coffee Shop  
 Madame Peacock's  
 Made Market at Cadillac Jack's Gaming Resort  
 Main St. Espresso  
 Marco's Pizza at Cadillac Jack's Gaming Resort  
 Mavericks Steak & Cocktails at the Gold Dust  
 Miss kitty's Mercantile  
 Mustang Sally's  
 Old Time Photos Woody's Wild  
 Oyster Bay and A&B Pizza  
 Paddy O'Neill's Irish Pub & Grill at Tin Lizzie Gaming Resort  
 Pam's Purple Door  
 Pink Door Boutique  
 Players Club at Deadwood Mountain Grand  
 Pump House at Mind Blown Studio  
 Rocksino by Hard Rock Deadwood  
 Rocksino by Hard Rock Deadwood Gift Shop  
 Saloon #10 Bar  
 Saloon #10 Gift Shop  
 Seth's Celler at The Bullock  
 Silverado Franklin Historic Hotel and Gaming Complex Bars  
 Silverado Grand Buffet  
 Snitches at Tin Lizzie Gaming Resort  
 Spotlight Store and Box Office at Deadwood Mountain Grand  
 SpringHill Suites by Marriott Deadwood at Cadillac Jack's  
 Starbucks at Tin Lizzie Gaming Resort  
 The Brothel Deadwood  
 The Casino bar at Tin Lizzie  
 The Celebrity Hotel  
 The Lodge at Deadwood Gift Shop  
 The Lodge at Deadwood Hotel  
 The Midnight Star Bar  
 Tin Lizzie Club House  
 Travelodge By Wyndham at First Gold  
 Travelodge By Wyndham Gift Shop at First Gold  
 Tru by Hilton Deadwood at Cadillac Jack's Gaming Resort  
 Twin-City Hardware, Lumber, Rental, & Office Supply  
 VIP Bar at Event Center at Deadwood Mountain Grand  
 West River Whiskey Co.

# KID'S ACTIVITY SHEET:

Available for free at the Deadwood Welcome Center, History & Information Center and at businesses around town. Alternative front covers are available.

### DEADWOOD WORD SEARCH

Calamity Jane  
 Mount Moriah  
 Jack McCall  
 Deadwood  
 Franklin

Seth Bullock  
 Adams House  
 Wild Bill  
 Mining  
 Gold Rush

John Perret  
 Black Hills  
 Homestead  
 Outlaw  
 Saloon

In 1876, Deadwood with its saloon girls, gambling and a whole lot of gunslinging, became the birthplace of the real Wild West.  
 This Black Hills mining town is where Wild Bill's luck ran out and where men and women like Seth Bullock, Calamity Jane, Poker Alice, Jack McCall, Al Swearengen, Potato Creek, Johnny and more carved their legends into the history books.  
 Learn more about Deadwood's famous former citizens at the Adams Museum and Mount Moriah Cemetery. More information available at [DeadwoodHistory.com](http://DeadwoodHistory.com).

### SHOOTOUT!

SHOOTOUT! See a shootout based on historical events, live on Deadwood's Main Street Performances at 2pm, 4pm, and 6pm. Check out the full menuevent schedule at [DeadwoodLive.com](http://DeadwoodLive.com).

### WILD BILL CONNECT THE DOTS

### SUDOKU

4	6	5	3		
7	5	3	9	8	6
2	8	7	5	9	1
	2	4	6	1	3
		8			9
3	9				8

## HISTORIC DEADWOOD ACTIVITY SHEET

*The Historic Adams House Museum*

The Historic Adams House was built in 1892 by Harris and Anna Franklin. Local contemporary press described the home as "the grandest house west of the Mississippi". Now it is a museum that displays the history and culture of two of Deadwood's most famous families. The Historic Adams House is one of the oldest and best historically preserved homes in Deadwood!

### GET THE GOLD TO THE MINERCART!

Word Search answer key

### DEADWOOD'S PIONEERS

Learn about the prospectors, miners, multi-millionaires, and madams who poured into the Black Hills in 1876, and how they arrived, at the Days of '76 Museum.  
More information at [DeadwoodHistory.com](http://DeadwoodHistory.com).

## HISTORIC DEADWOOD ACTIVITY SHEET

### Broken Boot Gold Mine

Eager to enter the uncharted frontier and become rich on the gold that was surely concealed in it, Chief Sam and James Nelson came to the Black Hills and dug a mine just outside Deadwood in 1876. Known simply as Sam's Mine, it produced about 15,000 ounces of gold for its two young owners over a period of 20 years – which wasn't very much. In fact, the men averaged only about 1.5 ounces of the yellow metal per day.  
But gold wasn't the only reward Sam and James found in their mine. They also found plenty of iron pyrite, or fool's gold. Fortunately for the miners, iron pyrite was in demand. Since it could be used to make sulfuric acid, which was used in the processing of raw gold, the mine could get decent money for iron pyrite. Indeed, the mine made more profit from selling fool's gold than they did real gold.  
But eventually even the iron pyrite wasn't enough to support the mine. It closed in 1904, only to reopen briefly in 1917. With World War I raging, demand rose high for iron and sulfur – crucial components of gunpowder – and Sam's Mine had enough to become profitable again. But when the war ended in 1918, so did the mine's luck on the

## HISTORIC DEADWOOD ACTIVITY SHEET

### Saloon #10

Where it all started & where it all still happens!

Bobt Murrler during broad daylight in a boomers' saloon on a near hopeless gold claim: all eyes in the pages of Deadwood's local and state press pointed into the now world famous Saloon #10. Where Wild Bill Hickok met his demise and the scandal #10 covers the floor.  
For more than a century, the Legendary Old Style Saloon No. 10 has defined the historic town of Deadwood. Thousands of artists and visitors grace the walls and ceiling. The focus of history lies in hundreds of historical photographs of Deadwood's most famous and infamous characters. It remains the "go to" experience for locals and visitors alike to step back into Deadwood's colorful past.

## HISTORIC DEADWOOD ACTIVITY SHEET

### Deadwood Post Office

Deadwood needed two courthouses to order and permanence in the early 1890s. The federal building opened in 1891 and activities in the county courthouse started the next year. The United States District Court had met in Deadwood since the early gold rush days. In the new federal building, the courthouses occupied the second floor while the post office was on the first floor. The building served as the Lawrence County Courthouse until workers built the new courthouse.

## HISTORIC DEADWOOD ACTIVITY SHEET

### Deadwood History & Information Center

The Deadwood History and Information Center was built in 1987 by the Fremont, Elkhorn & Missouri Valley Railroad as their passenger depot. Today this historic building houses interactive and hands-on exhibits that help visitors understand aspects of Deadwood's past and an information center that, with its knowledgeable staff, can assist visitors in planning their Deadwood adventure. Open early year-round – 9:00 a.m. to 5:00 p.m. Public restrooms available.  
Additional Deadwood information and exhibits are located at the Deadwood Welcome Center.

# BLACK HILLS & BADLANDS STICKER TRAIL

**BLACK HILLS  
& BADLANDS SD**  
TOURISM ASSOCIATION

## STICKER PROGRAM

### PROGRAM GOALS

The goal of the BH&B Tourism Association Sticker Program is to strategically place keepsake stickers throughout the region that would coax visitors to stop at the various visitor centers and communities throughout the Black Hills and Badlands Region.

The program will encourage visitors to explore our region and collect stickers unique to the various communities.

Visitors will have access to a sticker map to help plan routes throughout the region to pick up their free sticker.



### PROMOTION

BH&B will be advertising the program in three main ways:

- Web/Social campaign through Facebook, Instagram, and targeted display ads.
- Display ad in the Black Hills & Badlands Vacation Guide
- Promotion in the Black Hills Visitor Information Center

### WATER BOTTLE & STICKER SHEET

The Black Hills Visitor Information Center will be selling an exclusive water bottle and regional National Park sticker sheet that will complement the program.

### AVAILABLE STICKERS



### WATER BOTTLE DESIGN



### DETAILS

#### PARTNERS

The Sticker Program is currently limited to DMO, Cities, and CVBs.

#### COST

Qualifying partners will be placed on the sticker map created by BH&B free of charge. To qualify, partners must offer a free sticker for visitors at their location.

Printing expenses are paid by the partner. Parkbench Apparel has special pricing available for qualifying partners.

#### STICKER DESIGN

BH&B will design stickers for partners free of charge or partners can design their own stickers. We recommend a 2" round sticker (example above) to maintain a cohesive look and feel across all participating partners.



FOR MORE INFORMATION CONTACT ARA BAUMSTARK: ARA@  
OR MICHELLE THOMSON: MICHELLE@BLACKHILL

605.355.3600 • BlackHillsBadlands.com | 1851 Discovery Circ



Deadwood's Sticker

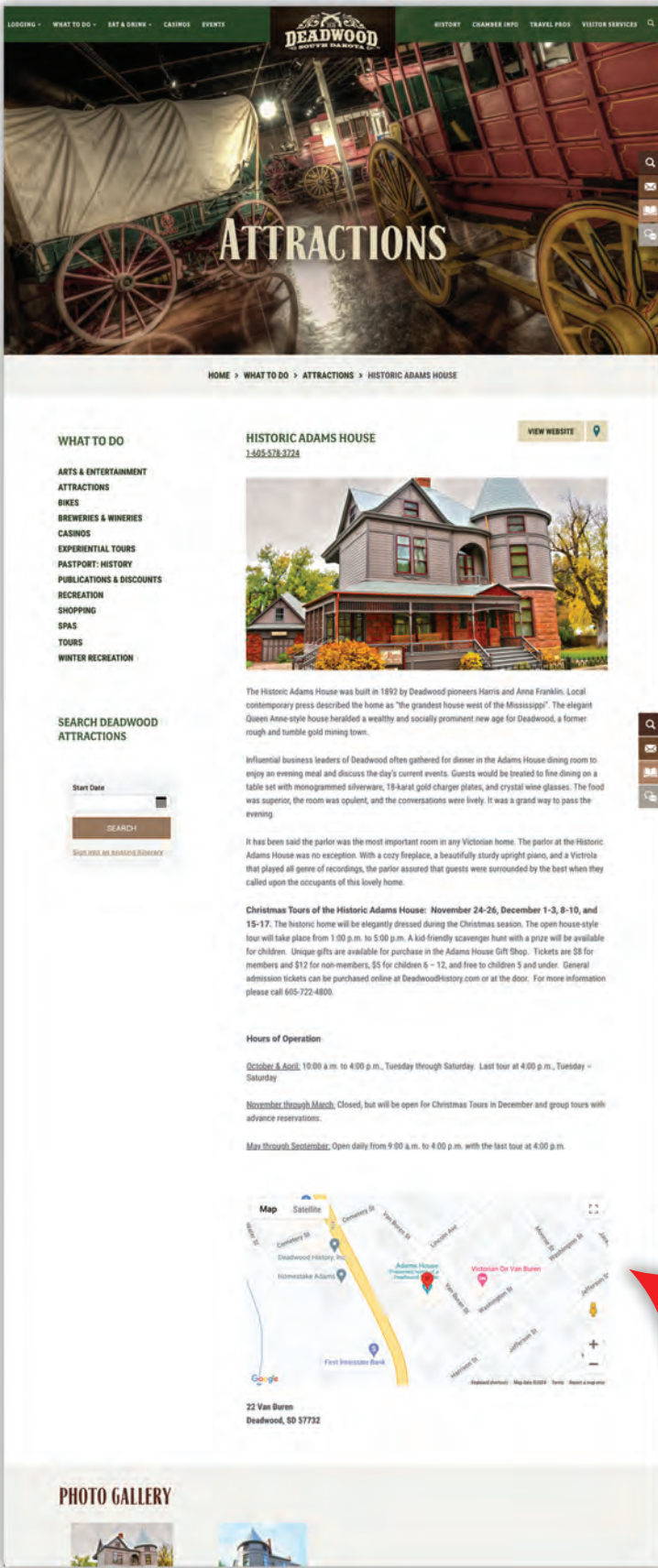
# PHOTO & VIDEO SHOOTS

**\*FUNDED BY A DMO GRANT FROM THE STATE OF SOUTH DAKOTA\***

The Deadwood Chamber is using a multi-year grant to fund photo and video shoots at a variety of locations around Deadwood. These shoots feature Main Street, the Trolley, attractions and events. One of the most recent shoots featured the Days of '76 Museum and Adams Museum. Examples are pictured below and on some of the section intro pages in this report. These assets were shared with DHI.



# DEADWOOD.COM GOOGLE MAPS



## GOOGLE API OVERAGES

ALL BUSINESSES ON DEADWOOD.COM HAVE A GOOGLE MAP SHOWING THEIR LOCATION. THIS FUNCTIONALITY IS BILLED BASED ON WEB TRAFFIC TO PAGES WITH MAPS ON DEADWOOD.COM.

# BLACK HILLS & BADLANDS VISITOR CENTER

## Black Hills & Badlands VIC Custom Display Panel

**1876 DEADWOOD SOUTH DAKOTA**

**Walk in the Footsteps of Wild West Legends**

Deadwood was born in 1876, when a rush of gold miners and fortune seekers descended on the Black Hills. The town was practically lawless in those early years, and the men and women who first came to Deadwood were people of fortitude and strength. The folks that didn't mind a little struggle on the road to fame and fortune became the legends you've heard of: Wild Bill Hickok, Calamity Jane and Seth Bullock.

**Historic Highlights**

- Three Unique Museums • Self-Guided Walking Tour • Stagecoach Rides • Trial of Jack McCall
- Research & Cultural Center • Bus Tours • Mt. Moriah Cemetery • Renactments & Shootouts
- Broken Boot Gold Mine Tours & Gold Panning • Experiential Tours • Ask about the PastPort!

**Deadwood.com • 1-800-999-1876**

**Entertaining Guests Since 1876**

Deadwood has always been a place for fun, no matter how you define it. That's even more true today. Our gaming halls, saloons, live entertainment and year-round events make us a must-see destination. History buffs love our museums, restored architecture and Wild West re-enactors. And having the Black Hills as our backyard makes us a must-visit for all outdoor enthusiasts.

**Deadwood.com • 1-800-999-1876**

Includes display space for 1 magazine and two rack cards:



2023-2024



2024-2025



A free selfie treasure hunt in HISTORIC DEADWOOD | SOUTH DAKOTA  
CLICK IT - SHARE IT - CLAIM YOUR PRIZE  
Visit [www.WildBillMe.com](http://www.WildBillMe.com) for more info.



**Dig into the past!**



# ADDITIONAL CREATIVE EXAMPLES



Examples with these two logos indicates creative used in the co-op marketing program where the Department of Tourism is matching our dollars.

# VIDEO & AUDIO SPOTS - 2023 & 2024

Visit [www.DeadwoodMarketing.com](http://www.DeadwoodMarketing.com) to view this creative.

- 2024 Peak General Visitor Video Spot with Museums - :15 Seconds
- 2024 Peak General Visitor Video Spot with Museums - :30 Seconds
- 2024 Peak General Visitor Video Spot - :15 Seconds
- 2024 Peak General Visitor Video Spot - :30 Seconds
- 2023-2024 Winter Rec Video Spot – :30 Seconds
- 2023-2024 Winter Rec Video Spot – :15 Seconds
- 2024 Fall General Visitor Video Spot – :30 Seconds
- 2024 Fall General Visitor Video Spot – :15 Seconds
- 2024 Fall Gaming Video Spot – :30 Seconds
- 2024 Fall Gaming Video Spot – :15 Seconds
- 2023 Peak Gaming Video Spot - :15 Seconds
- 2023 Peak General Visitor Video Spot - :15 Seconds
- 2023 Peak Gaming Video Spot - :30 Seconds
- 2023 Peak General Visitor Video Spot - :30 Seconds
- 2023 Peak General Visitor Audio Spot - :30
- 2023 Peak Gaming Audio Spot - :30





# Video - Shoulder Media 2024 Broadcast/Cable + Social Media + Digital Trip Advisor/Online Travel Agency

:30 script

So... you wanna squeeze in one more trip.  
To follow your curiosity.  
To wander into wonder.  
Because as the weather gets cooler, sunsets get warmer  
Where changing seasons inspire changing perspectives,  
Less daylight means more nightlife,  
And crisper air brings sharper focus  
To a view that's just for you.  
So, go ahead.  
Deadwood is waiting.  
There's so much South Dakota,  
So little time.

:15 script

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## Video Screen Shots



# Video - Shoulder Media 2024

Broadcast/Cable + Social Media + Digital  
Trip Advisor/Online Travel Agency

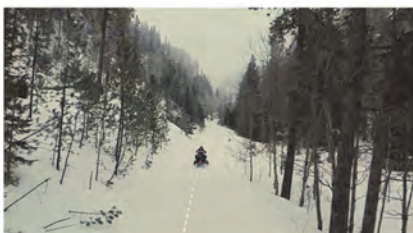
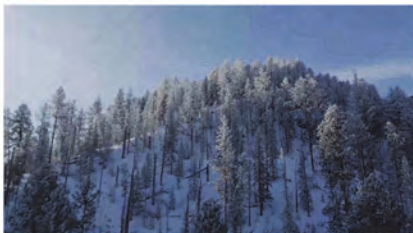
:30 script

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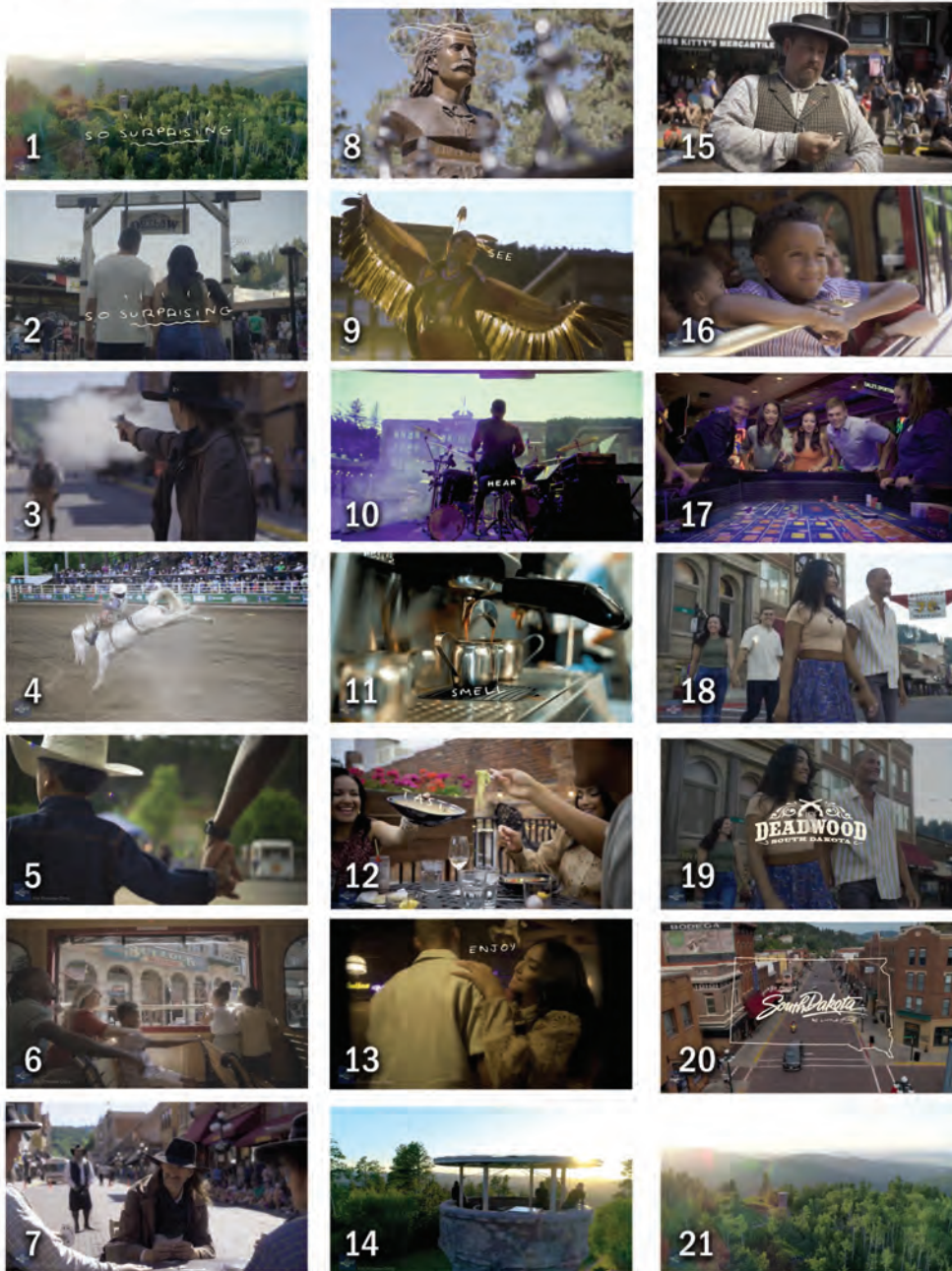
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So little time.

## Video Screen Shots



# VIDEO

DIGITAL, SOCIAL MEDIA/FACEBOOK, SOJERN, CABLE TV, PROGRAMMTIC OLV/CTV



**SCRIPT :30 - Screen shots from :30 version**

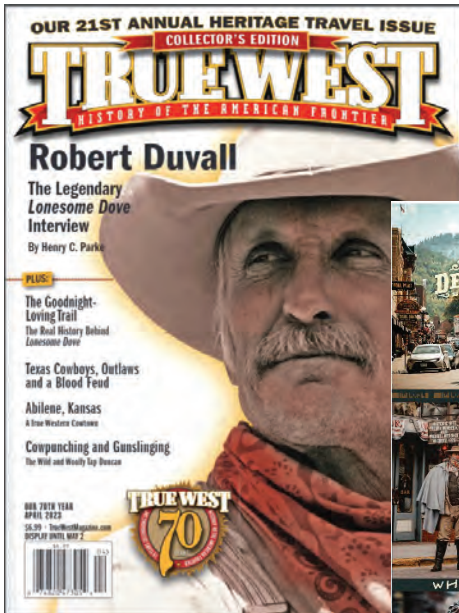
So surprising.  
 So not flat. So not just that.  
 So untamed. So much historical fame.  
 So not what you expected.  
 So much to see, hear, smell, taste, enjoy.  
 So out there.  
 Yet so close.  
 So pack your bags. Fill the tank. Hit the road. Strike gold.  
 Deadwood is waiting.  
 There's so much South Dakota.  
 So little time.

**SCRIPT :15**

So surprising.  
 So untamed.  
 So much historical fame.  
 So much to see, hear, smell, taste, enjoy.  
 So pack your bags.  
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 There's so much South Dakota.  
 So little time.



# PRINT - 2023 & 2024 - TRUE WEST MAGAZINE



April 2023  
Page 105

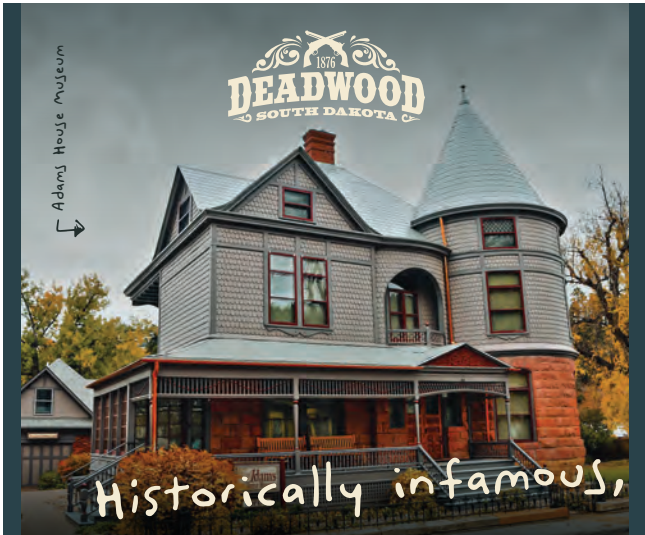


July/August 2023  
Back Cover \*Free Upgrade!



120,000 Print Impressions

September/October 2023



November/December 2023



April 2024



# PRINT - 2023 & 2024

## South Dakota Visitor Guide & Destination Deadwood 2024

1.800.344.8826  
WWW.DEADWOOD.COM
Free Visitor Guide  
DEADWOODVISITORGUIDE.COM

### EXPERIENCE HISTORIC DEADWOOD

**Year-Round Events**

Deadwood is home to many annual free city-wide events in addition to free entertainment at Outlaw Square, including live music, movie night, glide skating, ice bumper cars and other family-friendly activities.  
[Info at OutlawSquare.com](#)

**Mount Moriah Cemetery**

Final resting place of Wild Bill Hickok, Calamity Jane, Seth Bullock and many others.  
**Cemetery Open Year-Round**  
Ticket Booth Open 8am-9pm from May - October  
[DeadwoodAlive.com](#)  
May - September (Weather Permitting)

**Stagecoach Rides**

The Deadwood Stagecoach is one of the most recognizable Old West icons in existence. Immerse yourself in history and take a ride through historic Deadwood.  
[DeadwoodAlive.com](#)  
May - September (Weather Permitting)

**Broken Boot Gold Mine**

Tour a historic underground gold mine & pan for gold.  
[BrokenBootGoldMine.com](#)  
Memorial Day Weekend - Labor Day  
Call for info and availability 605-578-9997

**Deadwood History**

Uncover Deadwood's past at the Adams Museum, the Erbebel Deadwood, Days of '76 Museum, and the historic Adams House.  
[DeadwoodHistory.com](#)

**Deadwood Alive!**

Street theater at its best: Main Street shootouts and the capture and trial of Jack McCall.  
Check website for schedule  
[DeadwoodAlive.com](#)  
Summer 2024

**UNTAMED SINCE 1876**

Make history and stay in Historic Deadwood during your South Dakota vacation. Spend a few days touring the historic town's famous attractions and enjoying live entertainment, events, outdoor recreation and a hopping nightlife. Then, branch out to nearby national and state parks, monuments, memorials and attractions.

Ask about the **DEADWOOD BASE CAMP ITINERARY & PACKAGE**, starting at four nights, three days.

**GAMING PACKAGES** are also available starting at **\$169 PER PERSON** in peak season and **\$89 PER PERSON** off peak (double occupancy).

More packages & lodging deals can be found on [DEADWOOD.COM](#) or call **800-344-8826**.

1.800.344.8826  
WWW.DEADWOOD.COM
Free Visitor Guide  
DEADWOODVISITORGUIDE.COM

### EXPERIENCE HISTORIC DEADWOOD

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Street theater at its best: Main Street shootouts and the capture and trial of Jack McCall.  
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## Legislative Handbook 2024

**THE LOCAL AND STATEWIDE IMPACT OF DEADWOOD GAMING**

Providing over \$200 million in statewide funding since November 1989.

South Dakota Tourism  
South Dakota General Fund  
South Dakota Commission on Gaming  
South Dakota Historical Preservation  
Department of Human Services  
Lawrence County  
Lawrence County School Districts  
Lawrence County Municipalities

**Making a positive impact, locally and statewide, for over 34 years!**

# PRINT - 2023 & 2024

## Empire Lifestyle Magazine (Michels Publication, East River, South Dakota) - February 2024

### Learn - Shop - Play on your Black Hills Winter Getaway

*By: Lauren Johnson*



Adams Museum  
Photo By: Brittany Schoenfelder



J.B. Haggin at the Adams Museum  
Photo By: Deadwood History Inc.



Brothel Deadwood  
Photo By: Travel South Dakota

Whether you come to play the casinos, shop local boutiques, soak up some history, or enjoy winter sports, Deadwood and the Black Hills offer a spectacular winter getaway for adults and kids alike.

Deadwood History, Inc. brings the legendary history of Deadwood to life at five unique properties, four of which are open year-round. The museums in Deadwood are not a one-and-done attraction—they are constantly evolving with new artifacts and exhibits and would be a memorable highlight to add to your winter travel plans.

The **Adams Museum** is the oldest history museum in the Black Hills, and the main floor has undergone a 90% remodel in the past seven months. Highlights include:

- Deadwood or Bust, featuring a five-minute video of the Deadwood fire of 1873, and a Deadwood Then and Now display of historic photos comparing Deadwood in 1898 to today.
  - Legends of Deadwood, featuring well-known characters such as Wild Bill Hickok and Calamity Jane as well as other legends like Tootsie the Coyote, Lucretia Marchbanks, Fee Lee Wong, Madam Dora DuFran, and Potato Creek Johnny.
  - Risky Business, featuring expanded exhibits with new artifacts that detail the vice in Deadwood's rich history, including gambling, alcohol, prostitution, and crime.
  - J.B. Haggin, featuring the first engine in the Black Hills and the backstory of this important locomotive and how it arrived in Lead in 1879 and came to be on display at the Adams Museum.
  - An 800 pound stampmill is on display, which describes its crushing power and how it changed the mining industry by January 1878.
- The **Brothel Deadwood** was recently launched with guided tours of the Shasta Rooms or Beige Door at 610 Main Street on the second floor. The tours focus on the interpretation of the century-long history of the brothels in Deadwood, but does not attempt to glamorize, approve,



Days of '76 Museum  
Photo By: Deadwood History Inc. Madame Peacocks  
Photo By: Deadwood.com



Snowmobiling at Terry Peak  
Photo By: Travel South Dakota



Downhill Skiing at Terry Peak  
Photo By: Travel South Dakota

or condemn prostitution. Rather, it is exhibited as an integral part of Deadwood's unique history.

The **Days of '76 Museum** commemorates the history of the award-winning Days of '76 celebration and rodeo, featuring a stunning collection of American Indian artifacts, a historic firearms collection, and a vast working collection of wagons, carriages, and stagecoaches, including some that have not been on display since the opening of the museum in 2012.

The **Homestake Adams Research and Cultural Center** houses, preserves, and provides public access to one of the nation's largest collections of Black Hills archival materials dating from the 1870s to the present. Visitors can make an appointment to conduct research, browse through tens of thousands of historic photographs and view rare and unique historic documents.

Outdoor adventures and winter recreation abound in Deadwood among the beauty of the Black Hills, including downhill skiing and snowboarding at nearby Terry Peak, cross country skiing, snowmobiling, and showboating (visitors can borrow snowshoes for free at the Deadwood Welcome Center). There's even ice skating and bumper cars at Outlaw Square.

When the day's outdoor activities are finished, warm up and relax at one of Deadwood's restaurants, saloons, casinos, and retail stores. All are open year-round and are just a short walk or trolley ride away. Live entertainment is available in saloons, and concerts and comedy shows are showcased regularly at Deadwood Mountain Grand. Stop by and see The Landmark, one of Deadwood's newest casinos housed in a massive historic building on Sherman Street (opened November 2023). The Rocksino by Hard Rock also opened in 2023. It is the only Rocksino anywhere in the world.

Discover more at  
[www.deadwood.com](http://www.deadwood.com) and  
[www.deadwoodhistory.com](http://www.deadwoodhistory.com)  
 (605) 578-1876

### Black Hills Visitor Magazine 2024

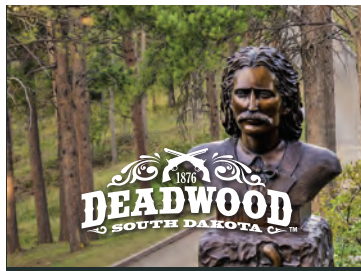


## DEADWOOD. THE REAL WILD WEST.

The history of Deadwood is no gimmick. Explore a storied piece of frontier past when you visit museums and historic cemeteries, take a guided tour, ride on the stagecoach and watch a shootout reenacted on Main Street. Inside the historic store fronts you'll find gaming halls, shopping, dining, saloons and live entertainment.

Get Info & Deals at  
[www.Deadwood.com](http://www.Deadwood.com)  
 1-800-344-8826

# PRINT - 2023 & 2024



Vikings Yearbook  
2023-2024  
Season



**UNTAMED**  
SINCE 1876.

It doesn't take much to imagine Deadwood as it was in 1876: real, raw, untamed and bursting at the seams with adventure. Today, Deadwood is the perfect place for a safe and memorable getaway. Visitors will have their choice of Wild West history and museums, day spas, shopping and resort hotels. Then, ante up in one of Deadwood's 24/7 casinos featuring slots, blackjack, poker, craps, roulette and sportsbooks. Enjoy live music, cold beverages and delicious delicacies in one of the town's many saloons and restaurants. And having the Black Hills as our backyard makes us a must-visit for outdoor enthusiasts, in all seasons.

**CALL OR CLICK FOR DEALS AND INFO:  
800-344-8826 • DEADWOOD.COM**



Buffalo Chip  
Gazette  
Summer 2023

## Historic Deadwood ENTERTAINING GUESTS SINCE 1876



### RIDE INTO HISTORY ON THE STREETS OF HISTORIC DEADWOOD

Deadwood has Wild West history attractions; day spas, fine dining, shopping, resort hotels and outdoor adventures. Ante up in one of Deadwood's 24/7 casinos featuring slots, black jack, poker, craps, roulette and sports betting. Enjoy live music and cold beverages in one of our many saloons.

#### FREE BIKE PARKING IN DEADWOOD

Main Street: July 30-Aug. 13, 10am to 2am • History & Information Parking Lot: Aug. 3-Aug. 13, 24 hours

CLICK OR CALL FOR DEALS  
1-800-344-8826 || [WWW.DEADWOOD.COM](http://WWW.DEADWOOD.COM)





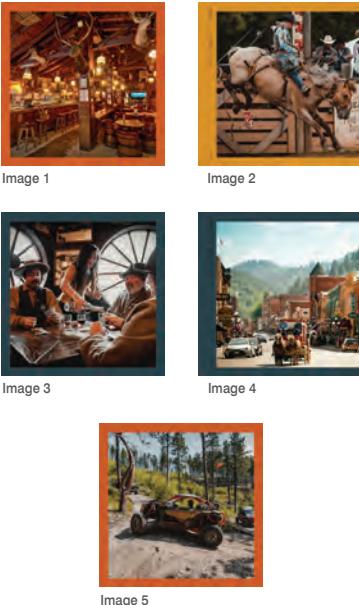
**Facebook & Instagram 2023**  
**Dynamic Images and Text Optimize for**  
**each user.**

**SOCIAL MEDIA**  
 Paid Schedule: Facebook, Instagram



Deadwood – General FB/IG Static Social Posts

Images



**HEADLINE (40)**  
**BODY COPY (125)**  
**CTA (30)**

**Headline (40)**

**HEADLINE 1:**  
Untamed Since 1876

**HEADLINE 2:**  
Bringing History to Life

**HEADLINE 3:**  
Entertaining Guests Since 1876

**HEADLINE 4:**  
How Will You Do Deadwood?

**HEADLINE 5:**  
Where the West is Still Wild

**Body Copy (125)**

**COPY 1:**  
Become a part of Historic Deadwood's famed history.

**COPY 2:**  
Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.

**COPY 3:**  
We know a thing or two about having a good time. Come raise a glass and uncover all that Deadwood has to offer.

**COPY 4:**  
Explore the wonders of the Wild West, from legendary tales to epic trails. Then, grab some grub, let loose and try your luck.

**COPY 5:**  
The spirit of adventure is alive and well in Historic Deadwood, and there's so much for you to explore.

**CTA (30)**

**CTA 1:**  
Find Lodging

**CTA 2:**  
Learn More

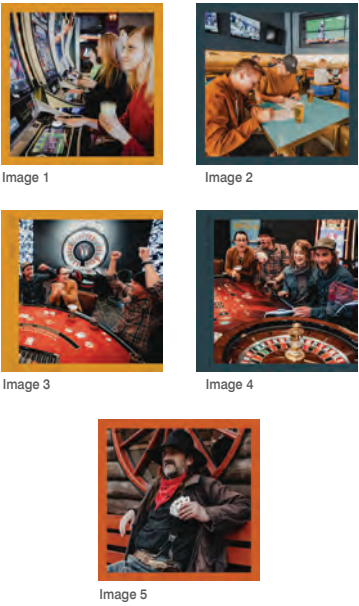
**CTA 3:**  
Plan Your Trip

**CTA 4:**  
Get Inspired

**CTA 5:**  
Discover Deadwood

Deadwood – Gaming FB/IG Static Social Posts

Images



**HEADLINE (40)**  
**BODY COPY (125)**  
**CTA (30)**

**Headline (40)**

**HEADLINE 1:**  
Uncover the Best of the Wild West

**HEADLINE 2:**  
Play All Day, Party All Night

**HEADLINE 3:**  
Discover Something Unexpected

**HEADLINE 4:**  
Let the Good Times Roll

**HEADLINE 5:**  
Wild Adventures Await

**Body Copy (125)**

**COPY 1:**  
If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.

**COPY 2:**  
They don't call it the Wild West for nothing. Visit Deadwood for a vacation that'll go down in history as your best yet.

**COPY 3:**  
Up the ante on your next vacation in Historic Deadwood. From a spirited history to vibrant nightlife, it's a win-win.

**COPY 4:**  
Whether you're looking to explore history, nature or maybe your wild side, a trip to Historic Deadwood is a sure bet.

**COPY 5:**  
Whatever you're searching for, we reckon you can find it here.

**CTA (30)**

**CTA 1:**  
Come Play

**CTA 2:**  
Book Now

**CTA 3:**  
Embrace Your Wild Side

**CTA 4:**  
Book Now

**CTA 5:**  
Learn More

# SOCIAL MEDIA

## Paid Schedule: Facebook, Instagram



### Facebook & Instagram 2023 - Dynamic Images and Text Optimize for each user. Image refresh mid-Peak 2023

deadwood.com  
Uncover the Best of the Wild West [Learn more](#)

HISTORIC DEADWOOD ...  
Sponsored · 12

Explore the wonders of the Wild West, from legendary tales to epic trails. Then, grab some grub, let loose and try your luck.

deadwood.com  
Where the West is Still Wild [Learn more](#)

Like Comment Share

HISTORIC DEADWOOD ...  
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deadwood.com  
How Will You Do Deadwood? [Learn more](#)

Like Comment Share

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Sponsored · 12

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deadwood.com  
Where the West is Still Wild [Book now](#)

Like Comment Share

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Whatever you're searching for, we reckon you can find it here.

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Sponsored · 12

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DEADWOOD.COM  
Entertaining Guests Since 1876 [Learn more](#)  
Get Your FREE Visitor's Guide.

HISTORIC DEADWOOD  
Sponsored · 12

They don't call it the Wild West for nothing. Visit Deadwood for a vacation that'll go down in history as your best yet.

DEADWOOD.COM  
Play All Day, Party All Night [Learn more](#)  
Book your Deadwood Stay!

Instagram

historicedeadwood  
Sponsored

Learn more

historicedeadwood Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.



## Social Media - Shoulder Media Fall 2023

### \*\* Sports Betting Mini Schedule \*\*

#### STATIC PIX GENERAL VISION - TEXT OPTIONS

Head: Do Deadwood This Fall

Hit the trail, then the tavern. You'll find the spirit of Deadwood is just as wildly alive at night as it is during the day.

Link Description: Get the most out of your trip.

Head: Unleash Your Wild Side

In Deadwood, explore a destination that's historically infamous, perfect for the wildly adventurous.

Link Description: Get your fall trip itinerary.

Head: The Legends Are True

Uncover Deadwood's untamed past, while embracing its still thriving spirit of adventure.

Link Description: Create your own story.

Head: Entertaining Guests Since 1876

Step back in time in historic Deadwood, where good times, rugged natural beauty, and Wild West legends meet.

Link Description: Get ready for a getaway.

Head: Gamble on Adventure

As the weather gets cooler, the tables heat up. In Deadwood, good times are a sure bet.

Link Description: Plan your visit this fall.

#### VIDEO GENERAL - TEXT

Head: Discover the Secrets of a Frontier Town

Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits.

Link Description: Find trip planning tips.



# SOCIAL MEDIA

Paid Schedule: Facebook, Instagram



## Social Media - Winter 2024 \*\* AFTER SNOW FALLS \*\*

### STATIC GENERAL WINTER - TEXT OPTIONS

**Head: It's Always a Party**

Play in the snow outside or cozy up at an infamous saloon. Either way, the fun never stops in historic Deadwood.

Link Description: Warm up your winter.

**Head: A Wild Winter is Waiting**

Hit the slopes, then the slots. From casinos and concerts to history and outdoor adventure, discover the spirit of Deadwood.

Link Description: Plan a seasonal escape.

**Head: Good Times are Guaranteed**

The snow is falling, Deadwood is calling. Whether you prefer fast runs or slow sips, here you're free to winter your way.

Link Description: Find trip planning tips.

**Head: Head West for the Winter**

The Wild West, that is. As the weather gets colder, the night life heats up. Go all in on Deadwood, South Dakota.

Link Description: It's time to let loose.

**Head: An Adventure Wonderland**

Deadwood, South Dakota, is where the Wild West meets a snow globe. Shake up your winter with a legendary adventure.

Link Description: Discover winter in Deadwood.

### VIDEO GENERAL

**Head: Untamed in Every Season**

Winter is wilder in Deadwood, South Dakota, where snowy days and rowdy nights will keep you coming back for more.

Link Description: Make plans to get away.



## Social Media - Shoulder Media 2024

### \*\* Sports Betting Mini Schedule \*\*

#### STATIC PIX SPORTS BETTING - TEXT OPTIONS

Head: Here, You're Always in Luck

Place your bets and watch the game from the comfort of Deadwood's sports betting lounges. That's what we call a win-win.

Link Description: The ultimate fan experience.

Head: Game on in Deadwood

Deadwood is starting a new game day tradition. Experience the excitement of our 24/7 sports betting lounges.

Link Description: Good times are a sure bet.

Head: Hit the Jackpot

Watching the games from Deadwood's sports betting lounges means you're already a winner.

Link Description: Play on.

Head: Feel the Rush

The best way to keep an eye on big bets? Big screens. Deadwood's sports betting lounges now available 24/7.

Link Description: Don't miss any of the action.

Head: Kick Off Football Season with a Win

The game is always on in Deadwood, in sports betting lounges that are now available as part of our 24/7 gaming lineup.

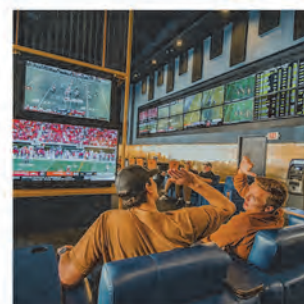
Link Description: Try your luck.

#### VIDEO SPORTS BETTING

Head: Go All In

In Deadwood, it's game day every day. Place your bets and cheer on your teams from the comfort of our sports betting lounges.

Link Description: Enjoy a winning atmosphere.



Peak 2024

# SOCIAL MEDIA/FACEBOOK GENERAL VISITOR - PROSPECTING CAMPAIGN

## DEADWOOD PEAK PROSPECTING

IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5



## DEADWOOD PEAK PROSPECTING

### HEADLINE (40)

HEADLINE 1—Every Moment—Historic

HEADLINE 2—Play All Day & All Night

HEADLINE 3—Entertaining Guests Since 1876

HEADLINE 4—Be in the Moment, Remember the Past

HEADLINE 5—Welcome to Summer Freedom

### BODY COPY (125)

COPY 1—Live like a legend in the Wild West town of Deadwood, South Dakota, where every trip is sure to go down in history.

COPY 2—Explore the area's natural and historic attractions by day, then hit the bars, saloons, and casinos when the sun goes down.

COPY 3—Discover a special blend of past and present in Deadwood, SD, where history is every bit as lively as the infamous nightlife.

COPY 4—Experience authentic South Dakota history and culture with Deadwood's one-of-a-kind events, reenactments, and museums.

COPY 5—Deadwood invites you to let loose, try your luck, and get a little wild. Take your travel plans to a new, or old, frontier.

### LINK DESCRIPTION (30)

LINK DESCRIPTIONS  
Plan Your Trip to Deadwood, SD



**HL (40)** Every Moment—Historic

**BC (125)** Live like a legend in the Wild West town of Deadwood, South Dakota, where every trip is sure to go down in history.

**LINK (30)** Plan Your Trip to Deadwood, SD

## DEADWOOD PEAK PROSPECTING

### HEADLINE (40)

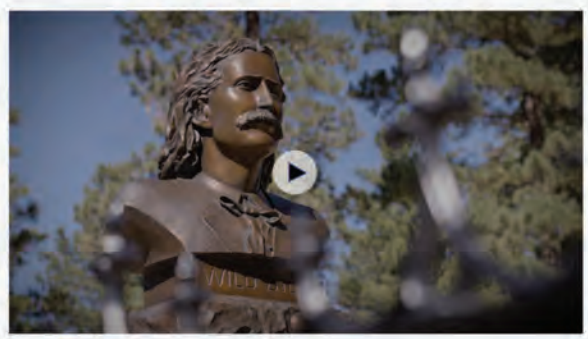
Deadwood is Waiting

### BODY COPY (125)

There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

### LINK DESCRIPTION (30)

Plan Your Trip to Deadwood, SD



**HEADLINE (40)** Deadwood is Waiting

**BODY COPY (125)** There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

**LINK DESCRIPTION (30)** Plan Your Trip to Deadwood, SD



# SOCIAL MEDIA/FACEBOOK

## GENERAL VISITOR – REMARKETING CAMPAIGN

Peak 2024

### DEADWOOD PEAK RETARGETING

IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5



### DEADWOOD PEAK RETARGETING

**HEADLINE (40)**

HEADLINE 1—Let the Good Times Roll

HEADLINE 2—You're in for a Wild Ride

HEADLINE 3—For a Not-So-Quiet Getaway

HEADLINE 4—History Everywhere You Roam

HEADLINE 5—Hear the legends. Live your own.

**BODY COPY (125)**

COPY 1—Keep the fun going 24/7 at Deadwood's casinos, resorts, saloons, and sports betting lounges. Here, the good times never stop.

COPY 2—Saddle up for experiences you won't find anywhere else, like Wild West outlaws, historic rodeos, and rocking shows.

COPY 3—Named one of America's best party towns by Thrillist, Deadwood's remained untamed for more than a century.

COPY 4—Explore Deadwood's legacy of adventure, in the museums, saloons, and sites both in town and in the surrounding Black Hills.

COPY 5—Weave your own story into the legendary fabric of Deadwood's adventurous past.

**LINK DESCRIPTION (30)**

LINK DESCRIPTIONS  
Book Your Trip to Deadwood, SD



**HL (40)** Let the Good Times Roll

**BC (125)** Keep the fun going 24/7 at Deadwood's casinos, resorts, saloons, and sports betting lounges. Here, the good times never stop.

**LINK (30)** Book Your Trip to Deadwood, SD

**HEADLINE (40)**

Summer's Best in the Wild West

**BODY COPY (125)**

Go all in on a Deadwood adventure, from outdoor adventure and historic discoveries to legendary names and wild games.

**LINK DESCRIPTION (30)**

Book Your Trip to Deadwood, SD



**HEADLINE (40)** Summer's Best in the Wild West

**BODY COPY (125)** Go all in on a Deadwood adventure, from outdoor adventure and historic discoveries to legendary names and wild games.

**LINK DESCRIPTION (30)** Book Your Trip to Deadwood, SD



# DIGITAL - DISPLAY & REMARKETING DISPLAY

300x600 px



160x600 px

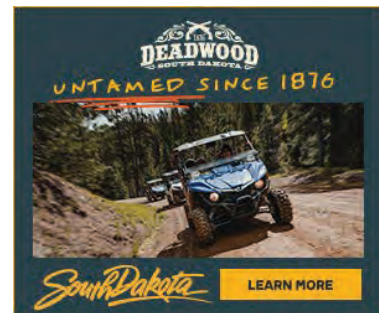
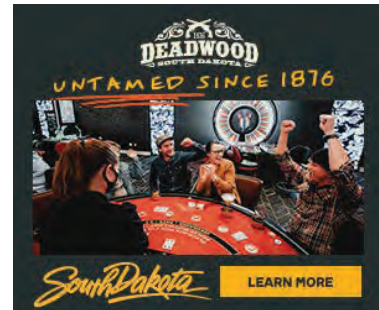


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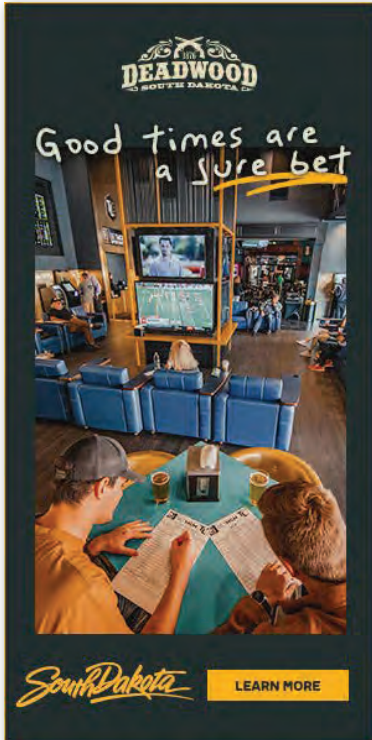


2023 Peak

300x250 px



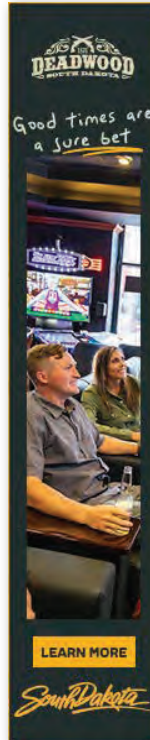
300x600 px



160x600 px



120x600 px



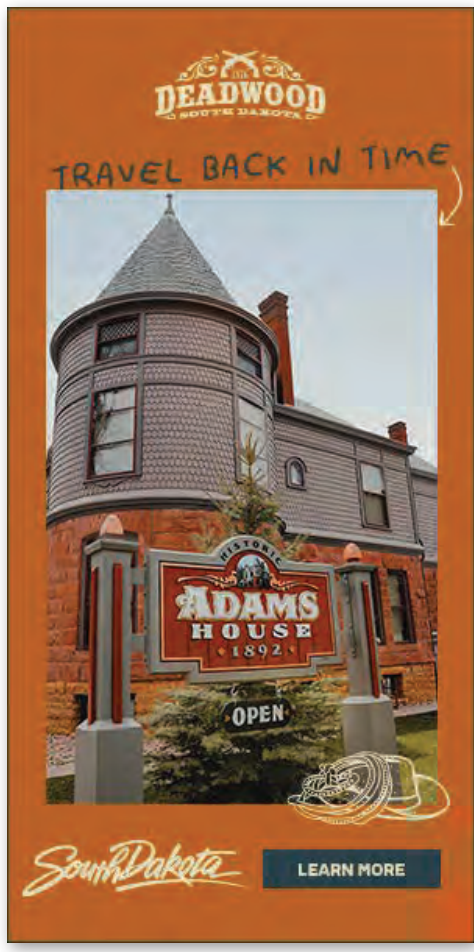
728x90 px





# DIGITAL - DISPLAY & REMARKETING DISPLAY

300x600 px



160x600 px



120x600 px



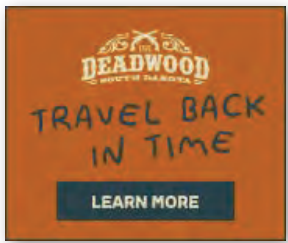
728x90 px



300x250 px



180x150 px



2023 Peak



300x50 px



# DIGITAL - DISPLAY & REMARKETING DISPLAY

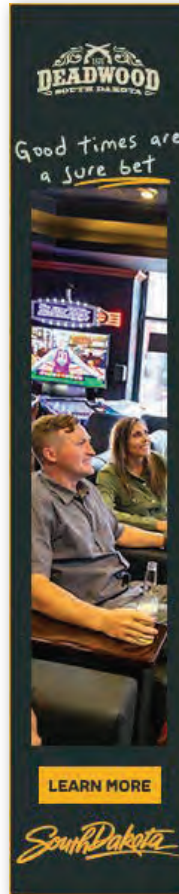
300x600 px



160x600 px

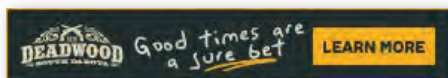


120x600 px



2023 Peak

300x50 px



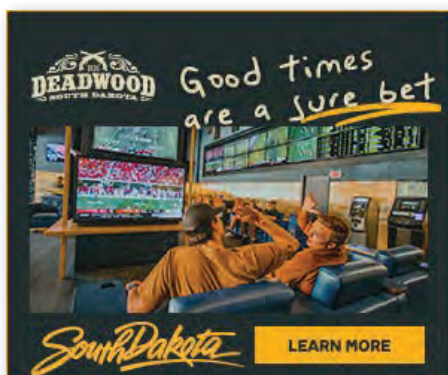
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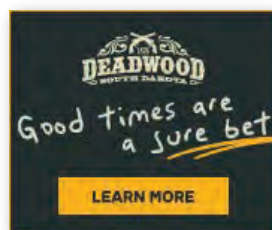
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300x250 px



180x150 px



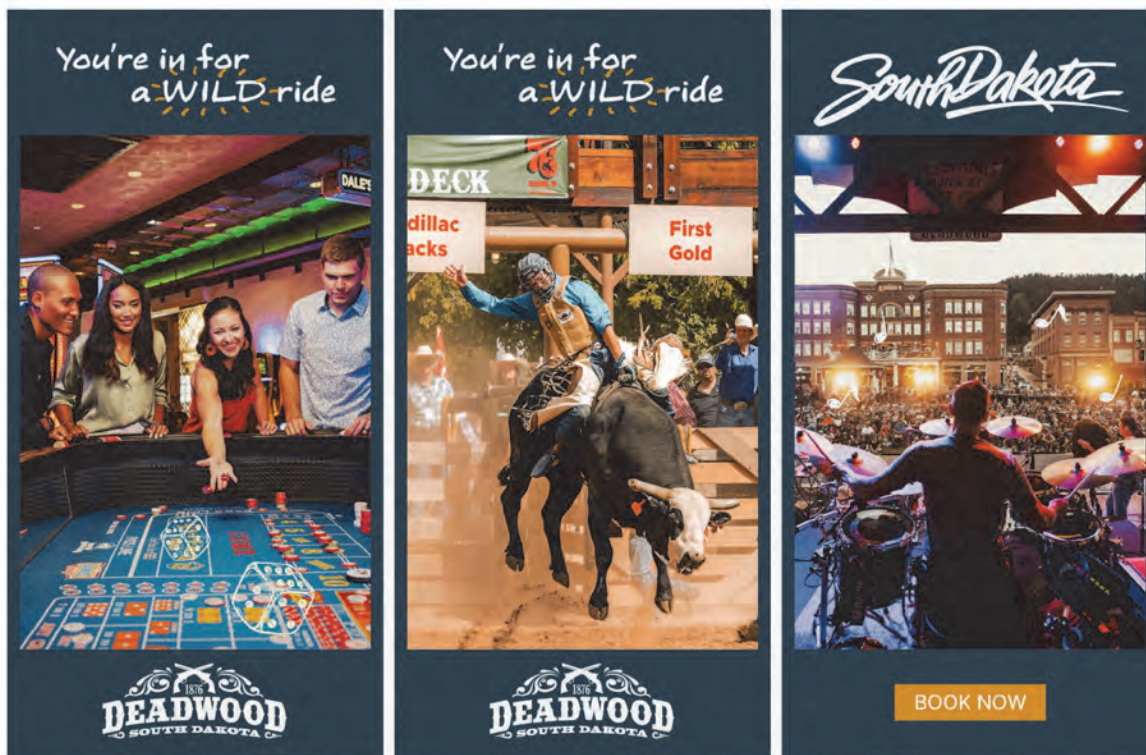
# DIGITAL DISPLAY ADS

2024 Peak

## GENERAL DISPLAY ADS - THREE SLIDES ANIMATED



## REMARKETING DISPLAY ADS - THREE SLIDES ANIMATED



# DIGITAL - DISPLAY & REMARKETING DISPLAY

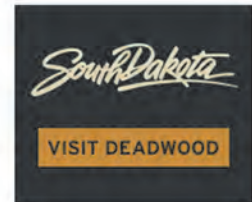


## Digital Ads - Shoulder Media 2024 \*\*Western North Dakota\*\*

Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



# DIGITAL - DISPLAY & REMARKETING DISPLAY



## Digital Ads - Shoulder Media 2024 \*\*Sports Betting Mini Campaign\*\*

Slides 1...2...3...



Slides 1...2...3...

Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



# DIGITAL - DISPLAY & REMARKETING DISPLAY



## Digital Ads - Shoulder Media 2024 \*\*ALL MARKETS\*\*

Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



# DIGITAL - DISPLAY & REMARKETING DISPLAY



Digital Ads - Shoulder Media 2024  
\*\*Minneapolis and Denver\*\*



# DIGITAL - DISPLAY & REMARKETING DISPLAY

## Digital Ads - Winter 2024

Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...





# DIGITAL - NATIVE ADS "STORYGIZE"

2023-2024 Shoulder

### Headlines

Short:

- The Legends Are True
- Untamed Since 1876
- Do Deadwood
- Unleash Your Wild Side
- Deadwood is Waiting

Medium:

- Historically Infamous, Wildly Adventurous
- Entertaining Guests Since 1876
- Uncover the Secrets of a Frontier Town
- Become Part of Deadwood's Famed History
- Legendary Adventures Await

Large:

- Discover Deadwood's Untamed Past and Enduring Spirit of Adventure
- Experience Deadwood's Legendary Wild West Past, and Present
- Historically Infamous, Perfect for the Adventurous
- Visit Deadwood for a Trip That Will Go Down in History
- Come Play in Deadwood, Where Good Times Are a Sure Bet

### Ad Descriptions

- Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits.
- Discover Deadwood, where good times, rugged natural beauty, and Wild West legends meet.
- Explore the wonders of the Wild West in Deadwood, from legendary tales to epic trails.

Photos:



Example: Ad appears like editorial content

The screenshot shows a social media feed with several posts. The top row features three editorial-style articles with profile pictures and headlines: 'A History of Race and Racism, in 24 Chapters', 'John Legend Can't Say Times Are Normal', and 'Maria Callas, From Reality to Runway'. The second row shows three more editorial posts: 'but when a former scientist took to an obscure blog to accuse his former boss of mishandling data...', 'The Waldorf Astoria hotel in Manhattan will close indefinitely for renovations next month.', and 'Junie Morrison, who was the architect of hits by two pre-eminent 1970s funk outfits...'. Below these is a section titled 'FROM OUR ADVERTISERS' with five native advertisements: 'Hacking the Art World' (Tiffany & Co.), 'Shopping Goes Virtual' (Adorn), 'Vacation Off the Beaten Path' (Royal Caribbean), 'Where Do You Stack Up?' (Investment), and 'Creating a Stronger Workforce' (AEP). A red arrow points from the text 'Example: Ad appears like editorial content' to the 'FROM OUR ADVERTISERS' section.



# DIGITAL - NATIVE ADS "STORYGIZE"

2024 Peak

DEADWOOD PEAK

## PHOTOS



## EXAMPLE

### Native Display Screenshot

**Publisher**  
travelandleisure.com

**Headline**  
Visit Deadwood for a Trip That Will Go Down in History

A screenshot of the Travel + Leisure website. The page has a navigation bar with links for TRIP IDEAS, DESTINATIONS, WORLD'S BEST, TIPS + PLANNING, CRUISES, TRAVEL PRODUCTS, NEWS, ABOUT US, and SUBSCRIBE. A search bar and links for Magazine, Newsletter, Sweepstakes, and BOOK NOW are also present. The main content area features a native display ad for Deadwood. The ad includes a large image of a crowd at a night event, a headline "Visit Deadwood for a Trip That Will Go Down in History", and a sub-headline "Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits." Below the ad is a "Learn More" button. Underneath the ad is a "TRAVEL TIPS" section with the heading "Packing Tips" and a paragraph of text. At the bottom of the page is a grid of category links including INTELLIGENT TRAVELER, TRAVEL PHOTOGRAPHY, TRAVEL BUDGETING + CURRENCY, CELEBRITY TRAVEL, COOL GADGETS, CUSTOMS + IMMIGRATION, GROUND TRANSPORTATION, MOBILE APPS, OFFBEAT, PACKING TIPS, POINTS + MILES, RESPONSIBLE TRAVEL, TRAVEL AGENTS, TRAVEL ETIQUETTE, TRAVEL TRENDS, TRAVEL WARNINGS, and WEATHER.

LINKS TO WWW.DEADWOOD.COM/HISTORY/



# ONLINE TRAVEL AGENCY PARTNERSHIP

## 2023 Peak - TripAdvisor - Digital Display, Video & Social

Image



**Headline (37)**  
The Best of the Wild West

**Description(125)**  
Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.

**CTA (30)**  
Learn More

**HEADLINE (40)** The Best of the Wild West

**BODY COPY (125)** Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.

**CTA (30)** Learn More

**URL:** <https://www.deadwood.com/>

Image



**Sponsor (22)**  
Deadwood

**Headline (37)**  
The Wild West

**Description(125)**  
If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.

**AUTHOR (30)**  
Deadwood

**SPONSOR (22)** Deadwood

**HEADLINE (37)** The Wild West

**DESCRIPTION(125)** If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.

**AUTHOR (30)** Deadwood

Deadwood – TripAdvisor Video

Video



**Headline (30)**  
Untamed Since 1876

**Body (80)**  
Become a part of Deadwood's famed history.

**2023 Peak  
General  
:15 Video**



# Trip Advisor and Online Travel Agencies - Shoulder Media 2024

## STANDARD

Head: Historically Infamous, Wildly Adventurous  
CTA: Visit Deadwood

## BOOST Option 2:

Head: The Legends Are True  
Description: Step back in time in historic Deadwood, where good times, rugged natural beauty, and Wild West legends come together.  
Sponsor: Deadwood, South Dakota

## EXPLORER VIDEO Option 1:

Head: Untamed Since 1876  
Body: Feel the pulse of the Wild West in Deadwood, where legendary adventure awaits.



# ONLINE TRAVEL AGENCY PARTNERSHIP

## TRIP ADVISOR

### DEADWOOD PEAK

**SPONSOR NAME (22)**

Deadwood, South Dakota

**HEADLINE (37)**

You're in for a Wild Ride

**DESCRIPTION (150)**

There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

**AUTHOR (30)**

Deadwood, South Dakota



**SPONSOR NAME (22)** Deadwood, South Dakota

**HEADLINE (37)** You're in for a Wild Ride

**DESCRIPTION (150)** There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

**AUTHOR (30)** Deadwood, South Dakota

**HEADLINE (30)**

Every Moment—Historic

**BODY COPY (80)**

Live like a legend in Deadwood, South Dakota, where good times are guaranteed.



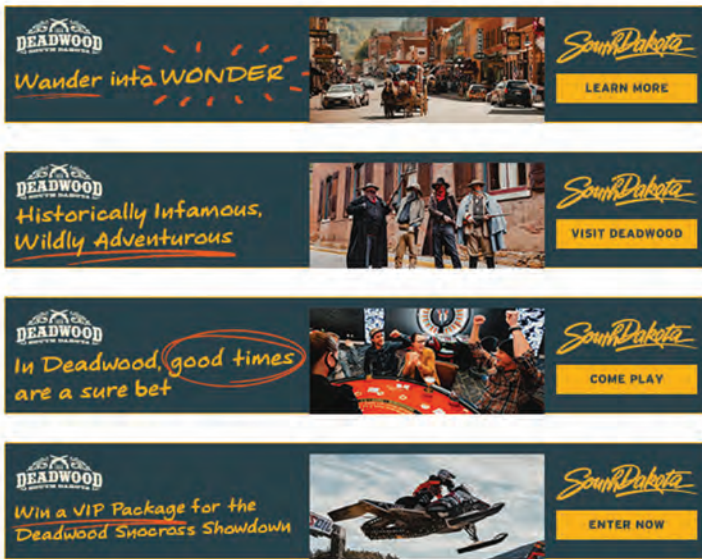
**HEADLINE (30)** Every Moment—Historic

**BODY COPY (80)** Live like a legend in Deadwood, South Dakota, where good times are guaranteed.



# University of WY Sponsorship Ads & Booth

## Digital Ads



## "SO LITTLE TIME" DEADWOOD GENERAL AUDIO SCRIPT :30

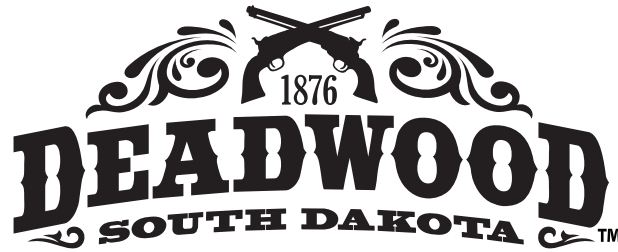
Deadwood, South Dakota in 30 seconds, GO:

- VO1: Wild West
- VO2: Outlaw Square
- VO1: Living History
- VO2: Black Hills
- VO1: More outlaws than anywhere
- VO2: Mount Moriah Cemetery
- VO1: History made
- VO2: Like Wild Bill?
- VO1: That's gold!
- VO2: Concerts
- VO1: Cuisine
- VO2: Buffalo burger anyone?
- SFX: Food Sizzling
- VO1: Mmmmmm
- VO2: And there's more!
- VO1: National Forest
- VO2: Black Hills
- VO1: You said that already
- VO2: Well, go again!
- VO1: Go off-roading
- VO2: Biking
- VO1: Hiking
- VO2: Gambling
- SFX: Slot machine
- VO1: Hearts racing
- SFX: Heartbeats
- VO2: Rodeo-ing!
- VO1: Rodeo-ing?
- VO2: It's buck-wild!
- VO1: Can we go now?
- VO2: The tank is full!
- VO1: There's so much Deadwood.
- VO2: So little time.



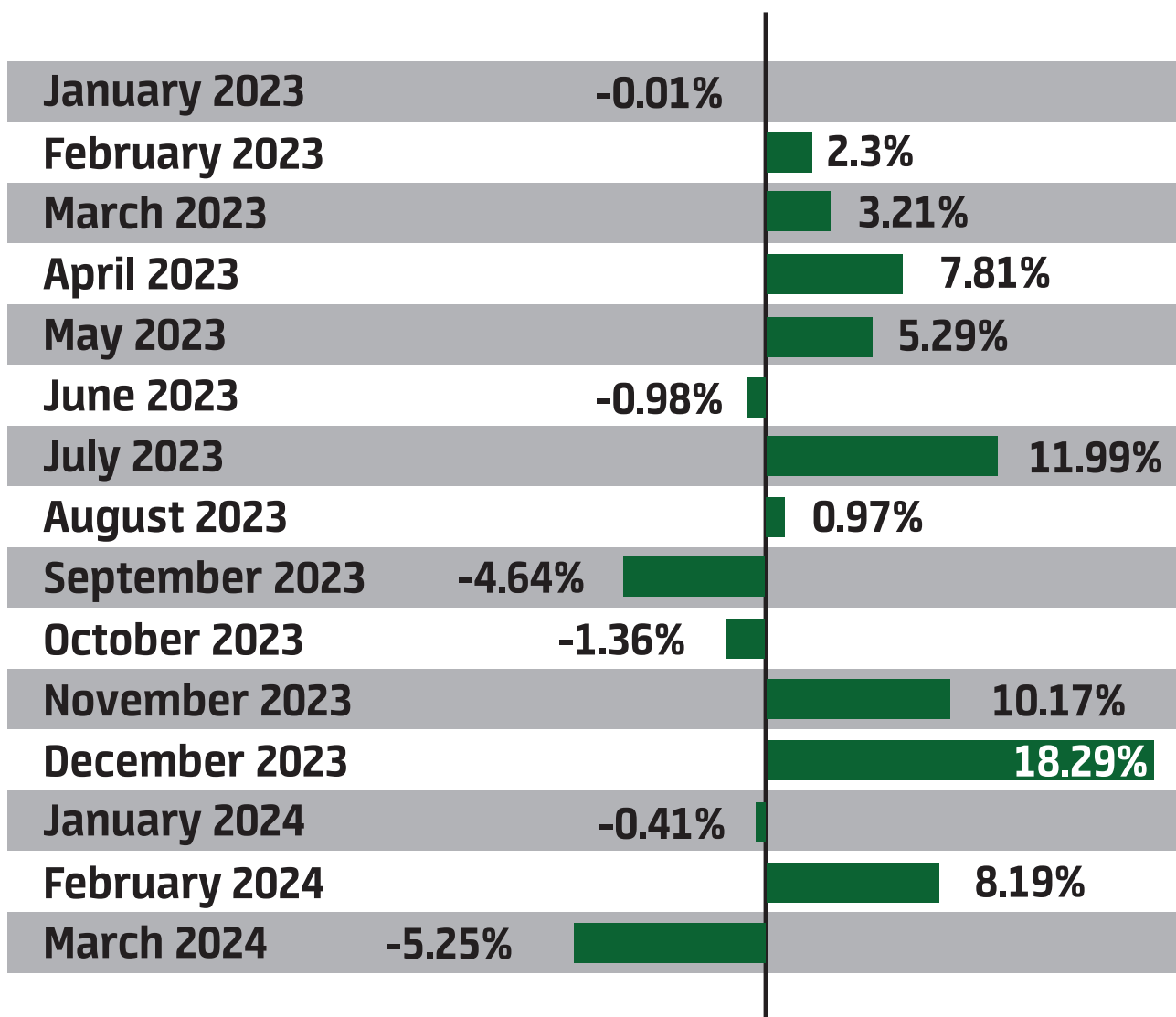
# DEADWOOD GAMING STATS





## DEADWOOD GAMING REVENUE

### Percentage Change from Same Month, Last Year



The 2023 total gaming handle was \$1,551,015,139.11, a +3.76% increase from 2022. This is Deadwood's largest annual (calendar year) gaming handle to date.



## DEADWOOD GAMING REVENUE

### Statistical Points of Interest

- 2023 gaming revenue was Deadwood's largest on record and an increase of \$36,027,074 over 2021, Deadwood's previous top year.
- November and December had large, double digit gains likely due to mild weather, however, the lack of snow and winter recreation impacted hotel occupancy at the end of 2023.
- Sports wagering was 2023's biggest gain, showing an increase of 25.61% over 2022.
- Sports Betting was offered in four properties at the beginning and is now available at the following seven locations: Cadillac Jack's® Gaming Resort, Gold Dust Casino, Tin Lizzie Gaming Resort, Dale's Sportsbook Bar & Grill, Landmark, The Lodge at Deadwood, and Mineral Palace
- In 2023, Deadwood's most popular sports betting options (based on handle) are, in order: NCAA Men's Basketball (51%), NFL (29%), NBA (8%), NHL (4.5%), and MMA/ UFC (3%).
- Slot machines are Deadwood's largest revenue generator with \$1,452,288,537 of the \$1,551,015,139 total gaming revenue.



**South Dakota Gaming Statistics Monthly Summary**  
**January 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$214,950.00	\$18,475.00	91.40%
5 Dollars	59		\$3,577,165.00	\$231,289.20	93.53%
1 Dollar	218		\$9,380,874.97	\$761,484.05	91.88%
50 Cents	5		\$225,205.50	\$18,111.00	91.96%
25 Cents	128		\$2,692,173.56	\$280,427.82	89.58%
10 Cents	2		\$44,142.70	\$4,177.30	90.54%
City Slot	52		\$4,997,008.98	\$475,555.20	90.48%
5 Cents	33		\$924,399.79	\$73,241.28	92.08%
1 Cents	1997		\$83,539,207.10	\$7,683,180.78	90.80%
<b>Totals</b>	<b>2501</b>		<b>\$105,595,127.60</b>	<b>\$9,545,941.63</b>	<b>90.96%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,888,962.00	\$595,872.22	79.37%
House Banked Poker	27	\$2,073,276.50	\$517,185.37	75.05%
Player Banked Poker	13	\$749,865.00	\$74,986.50	N/A
Craps	3	\$472,578.00	\$111,568.50	76.39%
Roulette	7	\$309,015.00	\$53,154.00	82.80%
<b>Totals</b>	<b>88</b>	<b>\$6,493,696.50</b>	<b>\$1,352,766.59</b>	<b>77.75%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>6</b>		<b>\$910,311.55</b>	<b>\$123,365.45</b>	<b>86.45%</b>

**Handle Comparison**

	Current	% Change from Same Month,		CYTD% Change from Previous Year
		Last Year	Calendar YTD	
<b>Slot Machines</b>	\$105,595,127.60	0.42%	\$105,595,127.60	0.42%
<b>Table Games</b>	\$6,493,696.50	-7.56%	\$6,493,696.50	-7.56%
<b>Sports Wagering</b>	\$910,311.55	8.99%	\$910,311.50	8.99%
<b>Total Handle</b>	\$112,999,135.65	-0.01%	\$112,999,135.60	-0.01%

**Tax Calculation**

<b>Total Statistical Win</b>	\$11,022,073.67
<b>Less: Non Cashable Promo Play</b>	(\$1,598,323.40)
<b>Plus: Non Cashable Promo Wins</b>	\$1,438,491.06
<b>Less: Wide Area Progressive Deduction</b>	(\$9,089.82)
<b>Less: City Slots (Net of Promo)</b>	(\$467,830.36)
<b>Plus: Expired Vouchers</b>	\$21,052.64
<b>Less: Federal Excise Tax</b>	(\$2,275.78)
<b>Amended Returns</b>	(\$3,614.11)
<b>Taxable Adjusted Gross Revenue</b>	\$10,400,483.90
	9%
<b>Tax Due</b>	\$936,043.55

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$936,043.55
<b>1% to State General Fund per 42-7B-28.1</b>	\$104,004.84
<b>8% to Be Distributed per 42-7B-48</b>	\$832,038.71
<b>40% Allocated to Tourism</b>	\$332,815.48
<b>10% Allocated to Lawrence County</b>	\$83,203.87
<b>50% Commission Fund</b>	\$416,019.36

**South Dakota Gaming Statistics Monthly Summary  
February 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$268,150.00	\$6,775.00	97.47%
5 Dollars	62		\$4,820,496.89	\$296,995.43	93.84%
1 Dollar	206		\$8,906,234.84	\$690,912.80	92.24%
50 Cents	4		\$263,280.00	\$20,762.30	92.11%
25 Cents	120		\$2,712,705.37	\$272,131.10	89.97%
10 Cents	2		\$53,594.80	\$9,019.40	83.17%
City Slot	52		\$4,670,820.46	\$482,180.73	89.68%
5 Cents	34		\$788,401.66	\$64,539.12	91.81%
1 Cents	1979		\$79,574,850.18	\$7,132,213.23	91.04%
<b>Totals</b>	<b>2465</b>		<b>\$102,058,534.20</b>	<b>\$8,975,529.11</b>	<b>91.21%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,073,544.55	\$535,333.09	82.58%
House Banked Poker	28	\$2,261,198.50	\$517,041.76	77.13%
Player Banked Poker	13	\$807,120.00	\$80,712.00	N/A
Craps	3	\$416,919.00	\$93,401.00	77.60%
Roulette	7	\$328,740.00	\$35,669.00	89.15%
<b>Totals</b>	<b>89</b>	<b>\$6,887,522.05</b>	<b>\$1,262,156.85</b>	<b>80.57%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$717,136.70</b>	<b>\$82,853.41</b>	<b>88.45%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$102,058,534.20	2.26%		\$207,653,661.80	1.32%
<b>Table Games</b>	\$6,887,522.05	2.70%		\$13,381,218.55	-2.55%
<b>Sports Wagering</b>	\$717,136.70	4.60%		\$1,627,448.20	7.01%
<b>Total Handle</b>	\$109,663,192.95	2.30%		\$222,662,328.55	1.11%

**Tax Calculation**

<b>Total Statistical Win</b>	\$10,320,539.37
<b>Less: Non Cashable Promo Play</b>	(\$1,482,092.67)
<b>Plus: Non Cashable Promo Wins</b>	\$1,333,883.40
<b>Less: Wide Area Progressive Deduction</b>	(\$411.80)
<b>Less: City Slots (Net of Promo)</b>	(\$475,937.92)
<b>Plus: Expired Vouchers</b>	\$15,002.78
<b>Less: Federal Excise Tax</b>	(\$1,792.84)
<b>Amended Returns</b>	(\$40,027.78)
<b>Taxable Adjusted Gross Revenue</b>	\$9,669,162.54
	9%
<b>Tax Due</b>	\$870,224.63

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$870,224.63
<b>1% to State General Fund per 42-7B-28.1</b>	\$96,691.63
<b>8% to Be Distributed per 42-7B-48</b>	\$773,533.00
<b>40% Allocated to Tourism</b>	\$309,413.20
<b>10% Allocated to Lawrence County</b>	\$77,353.30
<b>50% Commission Fund</b>	\$386,766.50

**South Dakota Gaming Statistics Monthly Summary  
March 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$371,550.00	\$53,187.11	85.69%
5 Dollars	56		\$4,092,919.00	\$259,058.37	93.67%
1 Dollar	217		\$11,396,500.43	\$881,667.36	92.26%
50 Cents	4		\$280,483.50	\$36,309.50	87.05%
25 Cents	127		\$3,337,775.06	\$296,076.19	91.13%
10 Cents	2		\$135,267.90	\$3,420.50	97.47%
City Slot	52		\$5,807,923.88	\$596,906.78	89.72%
5 Cents	34		\$853,023.43	\$62,079.08	92.72%
1 Cents	2075		\$99,077,258.60	\$8,822,765.83	91.10%
<b>Totals</b>	<b>2573</b>		<b>\$125,352,701.80</b>	<b>\$11,011,470.72</b>	<b>91.22%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,412,451.50	\$563,725.36	83.48%
House Banked Poker	27	\$2,665,020.00	\$639,101.84	76.02%
Player Banked Poker	13	\$890,490.00	\$89,049.00	N/A
Craps	3	\$588,073.00	\$117,556.50	80.01%
Roulette	7	\$377,687.00	\$43,711.50	88.43%
<b>Totals</b>	<b>88</b>	<b>\$7,933,721.50</b>	<b>\$1,453,144.20</b>	<b>80.63%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>8</b>		<b>\$923,904.14</b>	<b>\$161,368.10</b>	<b>82.53%</b>

**Handle Comparison**

	Current	% Change from Same Month,		CYTD% Change from Previous Year
		Last Year	Calendar YTD	
<b>Slot Machines</b>	\$125,352,701.80	3.00%	\$333,006,363.60	1.94%
<b>Table Games</b>	\$7,933,721.50	7.80%	\$21,314,940.05	1.06%
<b>Sports Wagering</b>	\$923,904.14	-5.27%	\$2,551,352.39	2.21%
<b>Total Handle</b>	\$134,210,327.44	3.21%	\$356,872,656.04	1.89%

**Tax Calculation**

Total Statistical Win	\$12,625,983.02
Less: Non Cashable Promo Play	(\$1,624,818.13)
Plus: Non Cashable Promo Wins	\$1,462,336.32
Less: Wide Area Progressive Deduction	(\$27,894.56)
Less: City Slots (Net of Promo)	(\$588,293.34)
Plus: Expired Vouchers	\$13,641.76
Less: Federal Excise Tax	(\$2,309.76)
Amended Returns	\$14,516.11
<b>Taxable Adjusted Gross Revenue</b>	<b>\$11,873,161.42</b>
	9%
<b>Tax Due</b>	<b>\$1,068,584.53</b>

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,068,584.53
<b>1% to State General Fund per 42-7B-28.1</b>	\$118,731.61
<b>8% to Be Distributed per 42-7B-48</b>	\$949,852.91
<b>40% Allocated to Tourism</b>	\$379,941.17
<b>10% Allocated to Lawrence County</b>	\$94,985.29
<b>50% Commission Fund</b>	\$474,926.46

**South Dakota Gaming Statistics Monthly Summary**  
**April 2023**

**Slot Machines**

Denomination	Number of Units Reporting	Revenue	Handle	Statistical Win	Avg. Payout %
25 Dollars	6		\$277,050.00	\$59,850.00	78.40%
5 Dollars	55		\$2,667,732.00	\$117,330.47	95.60%
1 Dollar	227		\$7,910,510.70	\$627,515.17	92.07%
50 Cents	4		\$201,845.50	\$18,851.00	90.66%
25 Cents	121		\$2,859,805.12	\$271,108.97	90.52%
10 Cents	2		\$110,039.50	\$10,292.40	90.65%
City Slot	50		\$4,655,422.28	\$423,070.94	90.91%
5 Cents	30		\$874,024.49	\$47,641.96	94.55%
1 Cents	2001		\$82,675,792.09	\$7,392,286.36	91.06%
<b>Totals</b>	<b>2496</b>		<b>\$102,232,221.68</b>	<b>\$8,967,947.27</b>	<b>91.23%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	39	\$2,640,907.00	\$458,164.29	82.65%
House Banked Poker	27	\$2,310,655.50	\$438,033.37	81.04%
Player Banked Poker	13	\$896,412.50	\$89,641.25	N/A
Craps	3	\$521,330.00	\$52,790.00	89.87%
Roulette	7	\$223,958.00	\$52,732.50	76.45%
<b>Totals</b>	<b>89</b>	<b>\$6,593,263.00</b>	<b>\$1,091,361.41</b>	<b>82.42%</b>

**Sports Wagering**

	Number of Casinos Reporting	Revenue	Handle	Statistical Win	Avg. Payout %
<b>Totals</b>	<b>8</b>		<b>\$493,044.90</b>	<b>\$22,503.27</b>	<b>95.44%</b>

**Handle Comparison**

	Current	% Change from Same Month, Last Year	Calendar YTD	CYTD % Change from Previous Year
<b>Slot Machines</b>	\$102,232,221.68	7.88%	\$435,238,585.28	3.28%
<b>Table Games</b>	\$6,593,263.00	5.26%	\$27,908,203.05	2.02%
<b>Sports Wagering</b>	\$493,044.90	33.79%	\$3,044,397.29	6.27%
<b>Total Handle</b>	\$109,318,529.58	7.81%	\$466,191,185.62	3.22%

**Tax Calculation**

<b>Total Statistical Win</b>	\$10,081,811.95
<b>Less: Non Cashable Promo Play</b>	(\$1,396,619.90)
<b>Plus: Non Cashable Promo Wins</b>	\$1,256,957.91
<b>Less: Wide Area Progressive Deduction</b>	(\$3,877.51)
<b>Less: City Slots (Net of Promo)</b>	(\$415,694.27)
<b>Plus: Expired Vouchers</b>	\$19,155.52
<b>Less: Federal Excise Tax</b>	(\$1,232.61)
<b>Amended Returns</b>	\$3,519.33
<b>Taxable Adjusted Gross Revenue</b>	\$9,544,020.42
	9%
<b>Tax Due</b>	\$858,961.84

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$858,961.84
<b>1% to State General Fund per 42-7B-28.1</b>	\$95,440.20
<b>8% to Be Distributed per 42-7B-48</b>	\$763,521.63
<b>40% Allocated to Tourism</b>	\$305,408.65
<b>10% Allocated to Lawrence County</b>	\$76,352.16
<b>50% Commission Fund</b>	\$381,760.82

**South Dakota Gaming Statistics Monthly Summary**  
**May 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$295,025.00	\$21,080.06	92.85%
5 Dollars	69		\$3,969,404.00	\$272,890.66	93.13%
1 Dollar	227		\$10,290,050.32	\$780,194.50	92.42%
50 Cents	4		\$249,786.50	\$28,379.50	88.64%
25 Cents	130		\$3,742,165.02	\$378,464.86	89.89%
10 Cents	2		\$119,720.40	\$7,295.00	93.91%
City Slot	62		\$6,136,408.70	\$548,000.21	91.07%
5 Cents	29		\$1,299,079.50	\$115,068.91	91.14%
1 Cents	2296		\$104,445,366.35	\$9,553,034.25	90.85%
<b>Totals</b>	<b>2825</b>		<b>\$130,547,005.79</b>	<b>\$11,704,407.95</b>	<b>91.03%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	42	\$2,868,665.50	\$544,167.58	81.03%
House Banked Poker	31	\$2,161,764.00	\$479,979.68	77.80%
Player Banked Poker	18	\$1,371,330.00	\$137,133.00	N/A
Craps	3	\$443,148.00	\$125,848.50	71.60%
Roulette	7	\$245,349.00	\$37,486.50	84.72%
<b>Totals</b>	<b>101</b>	<b>\$7,090,256.50</b>	<b>\$1,324,615.26</b>	<b>79.24%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>8</b>		<b>\$528,562.48</b>	<b>\$22,535.58</b>	<b>95.74%</b>

**Handle Comparison**

	Current	% Change from Same Month,		CYTD% Change from Previous Year
		Last Year	Calendar YTD	
<b>Slot Machines</b>	\$130,547,005.79	6.02%	\$565,785,591.07	3.90%
<b>Table Games</b>	\$7,090,256.50	-8.80%	\$34,998,459.55	-0.37%
<b>Sports Wagering</b>	\$528,562.48	71.61%	\$3,572,959.77	12.61%
<b>Total Handle</b>	\$138,165,824.77	5.29%	\$604,357,010.39	3.69%

**Tax Calculation**

<b>Total Statistical Win</b>	\$13,051,558.79
<b>Less: Non Cashable Promo Play</b>	(\$1,547,101.23)
<b>Plus: Non Cashable Promo Wins</b>	\$1,392,391.11
<b>Less: Wide Area Progressive Deduction</b>	(\$83,508.34)
<b>Less: City Slots (Net of Promo)</b>	(\$539,181.48)
<b>Plus: Expired Vouchers</b>	\$16,042.21
<b>Less: Federal Excise Tax</b>	(\$1,321.41)
<b>Amended Returns</b>	\$298,254.33
<b>Taxable Adjusted Gross Revenue</b>	\$12,587,133.98
	9%
<b>Tax Due</b>	\$1,132,842.06

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,132,842.06
<b>1% to State General Fund per 42-7B-28.1</b>	\$125,871.34
<b>8% to Be Distributed per 42-7B-48</b>	\$1,006,970.72
<b>40% Allocated to Tourism</b>	\$402,788.29
<b>10% Allocated to Lawrence County</b>	\$100,697.07
<b>50% Commission Fund</b>	\$503,485.36

**South Dakota Gaming Statistics Monthly Summary  
June 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$396,400.00	\$62,730.94	84.17%
5 Dollars	57		\$3,803,914.00	\$220,012.33	94.22%
1 Dollar	224		\$9,868,234.28	\$763,952.25	92.26%
50 Cents	4		\$243,659.00	\$33,185.00	86.38%
25 Cents	116		\$3,934,993.62	\$386,000.03	90.19%
10 Cents	2		\$124,422.10	\$12,864.40	89.66%
City Slot	50		\$5,574,200.40	\$512,683.05	90.80%
5 Cents	28		\$1,347,048.43	\$83,370.71	93.81%
1 Cents	2034		\$99,609,399.14	\$9,381,465.81	90.58%
<b>Totals</b>	<b>2521</b>		<b>\$124,902,270.97</b>	<b>\$11,456,264.52</b>	<b>90.83%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	37	\$3,232,271.00	\$494,993.42	84.69%
House Banked Poker	27	\$2,432,183.00	\$552,246.14	77.29%
Player Banked Poker	13	\$800,820.00	\$80,082.00	N/A
Craps	3	\$565,225.50	\$80,757.00	85.71%
Roulette	7	\$290,743.00	\$54,710.00	81.18%
<b>Totals</b>	<b>87</b>	<b>\$7,321,242.50</b>	<b>\$1,262,788.56</b>	<b>81.86%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>8</b>		<b>\$417,024.67</b>	<b>(\$9,254.26)</b>	<b>102.22%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$124,902,270.97	-1.74%		\$690,687,862.04	2.83%
<b>Table Games</b>	\$7,321,242.50	12.01%		\$42,319,702.05	1.57%
<b>Sports Wagering</b>	\$417,024.67	38.45%		\$3,989,984.44	14.85%
<b>Total Handle</b>	\$132,640,538.14	-0.98%		\$736,997,548.53	2.82%

**Tax Calculation**

<b>Total Statistical Win</b>	\$12,709,798.82
<b>Less: Non Cashable Promo Play</b>	(\$1,485,807.34)
<b>Plus: Non Cashable Promo Wins</b>	\$1,337,226.61
<b>Less: Wide Area Progressive Deduction</b>	(\$4,078.03)
<b>Less: City Slots (Net of Promo)</b>	(\$505,383.84)
<b>Plus: Expired Vouchers</b>	\$23,538.19
<b>Less: Federal Excise Tax</b>	(\$1,042.56)
<b>Amended Returns</b>	(\$339,451.33)
<b>Taxable Adjusted Gross Revenue</b>	\$11,734,800.52
	9%
<b>Tax Due</b>	\$1,056,132.05

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,056,132.05
<b>1% to State General Fund per 42-7B-28.1</b>	\$117,348.01
<b>8% to Be Distributed per 42-7B-48</b>	\$938,784.04
<b>40% Allocated to Tourism</b>	\$375,513.62
<b>10% Allocated to Lawrence County</b>	\$93,878.40
<b>50% Commission Fund</b>	\$469,392.02

**South Dakota Gaming Statistics Monthly Summary  
July 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$365,900.00	\$38,825.00	89.39%
5 Dollars	57		\$4,786,173.00	\$388,069.56	91.89%
1 Dollar	222		\$11,469,639.00	\$902,912.67	92.13%
50 Cents	4		\$293,274.50	\$19,154.00	93.47%
25 Cents	128		\$4,372,616.34	\$439,687.52	89.94%
10 Cents	2		\$139,887.00	\$9,775.50	93.01%
City Slot	55		\$6,227,576.19	\$539,234.80	91.34%
5 Cents	28		\$1,487,730.16	\$108,247.32	92.72%
1 Cents	2041		\$107,232,568.91	\$10,110,720.02	90.57%
<b>Totals</b>	<b>2543</b>		<b>\$136,375,365.10</b>	<b>\$12,556,626.39</b>	<b>90.79%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	36	\$3,785,574.50	\$650,331.79	82.82%
House Banked Poker	26	\$2,701,365.50	\$624,083.35	76.90%
Player Banked Poker	12	\$1,001,785.00	\$100,178.50	N/A
Craps	3	\$661,550.00	\$124,352.00	81.20%
Roulette	7	\$351,728.00	\$89,287.50	74.61%
<b>Totals</b>	<b>84</b>	<b>\$8,502,003.00</b>	<b>\$1,588,233.14</b>	<b>80.16%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$413,368.45</b>	<b>\$20,086.81</b>	<b>95.14%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$136,375,365.10	12.58%		\$827,063,227.14	4.32%
Table Games	\$8,502,003.00	1.91%		\$50,821,705.05	1.63%
Sports Wagering	\$413,368.45	59.49%		\$4,403,352.89	17.95%
<b>Total Handle</b>	<b>\$145,290,736.55</b>	<b>11.99%</b>		<b>\$882,288,285.08</b>	<b>4.22%</b>

**Tax Calculation**

Total Statistical Win	\$14,164,946.34
Less: Non Cashable Promo Play	(\$1,486,228.05)
Plus: Non Cashable Promo Wins	\$1,337,605.25
Less: Wide Area Progressive Deduction	(\$8,618.31)
Less: City Slots (Net of Promo)	(\$531,059.32)
Plus: Expired Vouchers	\$15,742.37
Less: Federal Excise Tax	(\$1,033.42)
Amended Returns	\$60.67
<b>Taxable Adjusted Gross Revenue</b>	<b>\$13,491,415.53</b>
	9%
<b>Tax Due</b>	<b>\$1,214,227.40</b>

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,214,227.40
<b>1% to State General Fund per 42-7B-28.1</b>	\$134,914.16
<b>8% to Be Distributed per 42-7B-48</b>	\$1,079,313.24
<b>40% Allocated to Tourism</b>	\$431,725.30
<b>10% Allocated to Lawrence County</b>	\$107,931.32
<b>50% Commission Fund</b>	\$539,656.62



**South Dakota Gaming Statistics Monthly Summary**  
August 2023

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$699,775.00	\$54,420.44	92.22%
5 Dollars	58		\$5,381,551.00	\$311,493.72	94.21%
1 Dollar	228		\$14,498,963.08	\$1,045,272.53	92.79%
50 Cents	4		\$371,230.00	\$42,245.00	88.62%
25 Cents	127		\$5,859,366.17	\$531,597.94	90.93%
10 Cents	2		\$207,950.60	\$15,412.20	92.59%
City Slot	50		\$6,868,037.07	\$655,275.83	90.46%
5 Cents	29		\$1,448,205.87	\$107,065.20	92.61%
1 Cents	2146		\$122,872,374.21	\$11,502,452.80	90.64%
<b>Totals</b>	<b>2650</b>		<b>\$158,207,453.00</b>	<b>\$14,265,235.66</b>	<b>90.98%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$4,151,904.00	\$401,843.72	90.32%
House Banked Poker	26	\$2,781,428.00	\$654,961.36	76.45%
Player Banked Poker	12	\$1,100,785.00	\$110,078.50	N/A
Craps	3	\$629,454.00	\$123,141.00	80.44%
Roulette	7	\$351,457.00	\$66,940.50	80.95%
<b>Totals</b>	<b>86</b>	<b>\$9,015,028.00</b>	<b>\$1,356,965.08</b>	<b>0.00%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>6</b>		<b>\$518,051.95</b>	<b>\$37,452.52</b>	<b>92.77%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$158,207,453.00	0.80%		\$985,270,680.14	3.74%
Table Games	\$9,015,028.00	1.14%		\$59,836,733.05	1.55%
Sports Wagering	\$518,051.95	94.26%		\$4,921,404.84	23.04%
<b>Total Handle</b>	<b>\$167,740,532.95</b>	<b>0.97%</b>		<b>\$1,050,028,818.03</b>	<b>3.69%</b>

**Tax Calculation**

Total Statistical Win	\$15,659,653.26
Less: Non Cashable Promo Play	(\$1,696,681.71)
Plus: Non Cashable Promo Wins	\$1,527,013.54
Less: Wide Area Progressive Deduction	(\$7,822.42)
Less: City Slots (Net of Promo)	(\$645,208.80)
Plus: Expired Vouchers	\$25,017.03
Less: Federal Excise Tax	(\$1,295.13)
Amended Returns	(\$214.66)
<b>Taxable Adjusted Gross Revenue</b>	<b>\$14,860,461.11</b>
	9%
<b>Tax Due</b>	<b>\$1,337,441.50</b>

**Tax Distribution**

<b>Total 9% Tax Collected</b>	<b>\$1,337,441.50</b>
<b>1% to State General Fund per 42-7B-28.1</b>	<b>\$148,604.61</b>
<b>8% to Be Distributed per 42-7B-48</b>	<b>\$1,188,836.89</b>
<b>40% Allocated to Tourism</b>	<b>\$475,534.76</b>
<b>10% Allocated to Lawrence County</b>	<b>\$118,883.69</b>
<b>50% Commission Fund</b>	<b>\$594,418.44</b>

**South Dakota Gaming Statistics Monthly Summary**  
**September 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$447,150.00	\$8,925.00	98.00%
5 Dollars	60		\$4,172,012.00	\$401,904.24	90.37%
1 Dollar	226		\$10,810,398.14	\$917,989.81	91.51%
50 Cents	4		\$258,900.50	\$35,279.50	86.37%
25 Cents	122		\$4,322,229.34	\$406,809.91	90.59%
10 Cents	2		\$167,113.20	\$16,540.30	90.10%
City Slot	50		\$5,456,256.68	\$554,115.86	89.84%
5 Cents	29		\$1,279,367.67	\$75,656.74	94.09%
1 Cents	2144		\$104,592,229.66	\$9,652,354.29	90.77%
<b>Totals</b>	<b>2643</b>		<b>\$131,505,657.19</b>	<b>\$12,069,575.65</b>	<b>90.82%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,359,066.50	\$495,775.66	85.24%
House Banked Poker	29	\$2,554,006.50	\$594,061.28	76.74%
Player Banked Poker	12	\$887,051.00	\$88,705.10	N/A
Craps	3	\$560,337.00	\$118,619.00	78.83%
Roulette	7	\$274,452.43	\$84,761.43	69.12%
<b>Totals</b>	<b>89</b>	<b>\$7,634,913.43</b>	<b>\$1,381,922.47</b>	<b>80.84%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$979,693.67</b>	<b>\$170,128.51</b>	<b>82.63%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$131,505,657.19	-5.18%		\$1,116,766,337.33	2.60%
<b>Table Games</b>	\$7,634,913.43	1.40%		\$67,471,646.48	1.54%
<b>Sports Wagering</b>	\$979,693.67	37.68%		\$5,901,098.51	25.25%
<b>Total Handle</b>	\$140,120,264.29	-4.64%		\$1,190,139,082.32	2.63%

**Tax Calculation**

Total Statistical Win	\$13,621,626.63
Less: Non Cashable Promo Play	(\$1,542,759.40)
Plus: Non Cashable Promo Wins	\$1,388,483.46
Less: Wide Area Progressive Deduction	(\$14,329.90)
Less: City Slots (Net of Promo)	(\$545,611.56)
Plus: Expired Vouchers	\$22,123.14
Less: Federal Excise Tax	(\$2,449.23)
Amended Returns	\$0.33
<b>Taxable Adjusted Gross Revenue</b>	<b>\$12,927,083.47</b>
	9%
<b>Tax Due</b>	<b>\$1,163,437.51</b>

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,163,437.51
<b>1% to State General Fund per 42-7B-28.1</b>	\$129,270.83
<b>8% to Be Distributed per 42-7B-48</b>	\$1,034,166.68
<b>40% Allocated to Tourism</b>	\$413,666.67
<b>10% Allocated to Lawrence County</b>	\$103,416.67
<b>50% Commission Fund</b>	\$517,083.34

**South Dakota Gaming Statistics Monthly Summary**  
**October 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$295,329.00	\$35,975.50	87.82%
5 Dollars	56		\$4,014,185.00	\$310,046.28	92.28%
1 Dollar	222		\$9,844,052.60	\$746,427.41	92.42%
50 Cents	3		\$153,399.00	\$20,313.00	86.76%
25 Cents	123		\$3,722,731.20	\$410,347.54	88.98%
10 Cents	2		\$78,611.10	(\$184.40)	100.23%
City Slot	52		\$5,175,931.58	\$469,152.76	90.94%
5 Cents	29		\$1,282,183.29	\$94,397.02	92.64%
1 Cents	2173		\$99,158,355.49	\$9,248,486.10	90.67%
<b>Totals</b>	<b>2667</b>		<b>\$123,724,778.26</b>	<b>\$11,334,961.21</b>	<b>90.84%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,145,585.00	\$548,525.13	82.56%
House Banked Poker	26	\$2,290,218.50	\$541,936.19	76.34%
Player Banked Poker	12	\$1,370,335.00	\$137,033.50	N/A
Craps	3	\$543,336.00	\$128,506.00	76.35%
Roulette	7	\$284,104.00	\$39,446.50	86.12%
<b>Totals</b>	<b>86</b>	<b>\$7,633,578.50</b>	<b>\$1,395,447.32</b>	<b>79.91%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$1,021,660.02</b>	<b>\$174,906.32</b>	<b>82.88%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$123,724,778.26	-1.46%		\$1,240,501,115.59	2.18%
<b>Table Games</b>	\$7,633,578.50	-1.94%		\$75,105,224.98	1.17%
<b>Sports Wagering</b>	\$1,021,660.02	18.50%		\$6,922,758.53	24.21%
<b>Total Handle</b>	\$132,380,016.78	-1.36%		\$1,322,529,099.10	2.22%

**Tax Calculation**

<b>Total Statistical Win</b>	\$12,905,314.85
<b>Less: Non Cashable Promo Play</b>	(\$1,577,375.71)
<b>Plus: Non Cashable Promo Wins</b>	\$1,419,638.14
<b>Less: Wide Area Progressive Deduction</b>	(\$11,164.93)
<b>Less: City Slots (Net of Promo)</b>	(\$460,991.35)
<b>Plus: Expired Vouchers</b>	\$23,518.56
<b>Less: Federal Excise Tax</b>	(\$2,554.15)
<b>Amended Returns</b>	\$17,631.56
<b>Taxable Adjusted Gross Revenue</b>	\$12,314,016.97
	9%
<b>Tax Due</b>	\$1,108,261.53

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,108,261.53
<b>1% to State General Fund per 42-7B-28.1</b>	\$123,140.17
<b>8% to Be Distributed per 42-7B-48</b>	\$985,121.36
<b>40% Allocated to Tourism</b>	\$394,048.54
<b>10% Allocated to Lawrence County</b>	\$98,512.14
<b>50% Commission Fund</b>	\$492,560.68

**South Dakota Gaming Statistics Monthly Summary  
November 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$300,550.00	\$72,200.00	75.98%
5 Dollars	56		\$3,121,771.00	\$93,924.03	96.99%
1 Dollar	231		\$8,448,614.09	\$712,768.86	91.56%
50 Cents	4		\$210,922.00	\$32,281.50	84.70%
25 Cents	130		\$2,822,784.89	\$259,347.12	90.81%
10 Cents	2		\$219,769.20	\$13,231.90	93.98%
City Slot	50		\$4,929,551.81	\$505,869.54	89.74%
5 Cents	29		\$1,529,282.78	\$73,461.20	95.20%
1 Cents	2235		\$92,024,425.63	\$8,391,961.39	90.88%
<b>Totals</b>	<b>2743</b>		<b>\$113,607,671.40</b>	<b>\$10,155,045.54</b>	<b>91.06%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,838,764.50	\$320,638.25	88.71%
House Banked Poker	26	\$2,219,642.00	\$468,206.38	78.91%
Player Banked Poker	12	\$739,000.00	\$73,900.00	N/A
Craps	3	\$410,268.50	\$113,685.00	72.29%
Roulette	7	\$233,658.00	\$66,024.00	71.74%
<b>Totals</b>	<b>86</b>	<b>\$6,441,333.00</b>	<b>\$1,042,453.63</b>	<b>83.01%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>8</b>		<b>\$967,993.68</b>	<b>\$49,887.44</b>	<b>94.85%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$113,607,671.40	10.00%		\$1,354,108,786.99	2.80%
<b>Table Games</b>	\$6,441,333.00	12.89%		\$81,546,557.98	2.01%
<b>Sports Wagering</b>	\$967,993.68	12.34%		\$7,890,752.21	22.62%
<b>Total Handle</b>	\$121,016,998.08	10.17%		\$1,443,546,097.18	2.84%

**Tax Calculation**

Total Statistical Win	\$11,247,386.61
Less: Non Cashable Promo Play	(\$1,740,172.88)
Plus: Non Cashable Promo Wins	\$1,566,155.59
Less: Wide Area Progressive Deduction	(\$2,289.51)
Less: City Slots (Net of Promo)	(\$496,828.52)
Plus: Expired Vouchers	\$31,924.84
Less: Federal Excise Tax	(\$2,419.98)
Amended Returns	\$11,198.22
<b>Taxable Adjusted Gross Revenue</b>	<b>\$10,614,954.37</b>
	9%
<b>Tax Due</b>	<b>\$955,345.89</b>

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$955,345.89
<b>1% to State General Fund per 42-7B-28.1</b>	\$106,149.54
<b>8% to Be Distributed per 42-7B-48</b>	\$849,196.35
<b>40% Allocated to Tourism</b>	\$339,678.54
<b>10% Allocated to Lawrence County</b>	\$84,919.63
<b>50% Commission Fund</b>	\$424,598.17

**South Dakota Gaming Statistics Monthly Summary  
December 2023**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$172,625.00	\$26,925.00	84.40%
5 Dollars	56		\$2,481,102.00	\$211,973.28	91.46%
1 Dollar	225		\$7,330,864.38	\$615,584.52	91.60%
50 Cents	4		\$167,822.50	\$22,345.50	86.69%
25 Cents	133		\$2,421,291.56	\$220,088.19	90.91%
10 Cents	2		\$100,846.80	\$4,417.40	95.62%
City Slot	53		\$4,554,789.49	\$470,823.51	89.66%
5 Cents	29		\$659,840.07	\$45,608.19	93.09%
1 Cents	2249		\$80,290,568.76	\$6,984,220.39	91.30%
<b>Totals</b>	<b>2757</b>		<b>\$98,179,750.56</b>	<b>\$8,601,985.98</b>	<b>91.24%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,658,653.50	\$559,132.51	84.72%
House Banked Poker	25	\$2,558,314.00	\$614,529.97	75.98%
Player Banked Poker	12	\$1,020,105.00	\$102,010.50	N/A
Craps	3	\$611,835.50	\$133,511.50	78.18%
Roulette	7	\$296,445.00	\$65,240.00	77.99%
<b>Totals</b>	<b>85</b>	<b>\$8,145,353.00</b>	<b>\$1,474,424.48</b>	<b>80.74%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>8</b>		<b>\$1,143,938.37</b>	<b>\$154,098.09</b>	<b>86.53%</b>

**Handle Comparison**

	Current	% Change from Same Month,		CYTD% Change from Previous Year
		Last Year	Calendar YTD	
<b>Slot Machines</b>	\$98,179,750.56	16.96%	\$1,452,288,537.55	3.64%
<b>Table Games</b>	\$8,145,353.00	32.31%	\$89,691,910.98	4.18%
<b>Sports Wagering</b>	\$1,143,938.37	50.99%	\$9,034,690.58	25.61%
<b>Total Handle</b>	\$107,469,041.93	18.29%	\$1,551,015,139.11	3.78%

**Tax Calculation**

<b>Total Statistical Win</b>	\$10,230,508.55
<b>Less: Non Cashable Promo Play</b>	(\$1,888,609.32)
<b>Plus: Non Cashable Promo Wins</b>	\$1,699,748.39
<b>Less: Wide Area Progressive Deduction</b>	(\$3,321.86)
<b>Less: City Slots (Net of Promo)</b>	(\$461,665.32)
<b>Plus: Expired Vouchers</b>	\$27,442.83
<b>Less: Federal Excise Tax</b>	(\$2,859.85)
<b>Amended Returns</b>	\$3,779.00
<b>Taxable Adjusted Gross Revenue</b>	\$9,605,022.42
	9%
<b>Tax Due</b>	\$864,452.02

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$864,452.02
<b>1% to State General Fund per 42-7B-28.1</b>	\$96,050.22
<b>8% to Be Distributed per 42-7B-48</b>	\$768,401.79
<b>40% Allocated to Tourism</b>	\$307,360.72
<b>10% Allocated to Lawrence County</b>	\$76,840.18
<b>50% Commission Fund</b>	\$384,200.90

**South Dakota Gaming Statistics Monthly Summary**  
January 2024

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$351,862.00	\$48,401.00	86.24%
5 Dollars	56		\$3,515,614.00	\$395,508.32	88.75%
1 Dollar	223		\$8,542,674.28	\$616,705.36	92.78%
50 Cents	3		\$131,327.50	\$18,151.00	86.18%
25 Cents	129		\$3,117,491.60	\$296,530.33	90.49%
10 Cents	2		\$257,637.30	(\$137.60)	100.05%
City Slot	53		\$4,228,745.71	\$416,751.87	90.14%
5 Cents	29		\$852,417.71	\$52,872.46	93.80%
1 Cents	2263		\$84,609,998.16	\$7,482,418.32	91.16%
<b>Totals</b>	<b>2765</b>		<b>\$105,607,768.26</b>	<b>\$9,327,201.06</b>	<b>91.17%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,539,939.50	\$509,144.19	79.95%
House Banked Poker	26	\$2,134,159.00	\$578,162.18	72.91%
Player Banked Poker	12	\$733,505.50	\$73,350.55	N/A
Craps	3	\$456,508.00	\$147,652.00	67.66%
Roulette	7	\$193,875.50	\$20,730.00	89.31%
<b>Totals</b>	<b>86</b>	<b>\$6,057,987.50</b>	<b>\$1,329,038.92</b>	<b>76.42%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$868,815.03</b>	<b>\$94,755.61</b>	<b>89.09%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$105,607,768.26	0.01%		\$105,607,768.26	0.01%
<b>Table Games</b>	\$6,057,987.50	-6.71%		\$6,057,987.50	-6.71%
<b>Sports Wagering</b>	\$868,815.03	-4.56%		\$868,815.03	-4.56%
<b>Total Handle</b>	\$112,534,570.79	-0.41%		\$112,534,570.79	-0.41%

**Tax Calculation**

<b>Total Statistical Win</b>	\$10,750,995.59
<b>Less: Non Cashable Promo Play</b>	(\$1,805,145.88)
<b>Plus: Non Cashable Promo Wins</b>	\$1,624,631.29
<b>Less: Wide Area Progressive Deduction</b>	(\$707.85)
<b>Less: City Slots (Net of Promo)</b>	(\$409,006.27)
<b>Plus: Expired Vouchers</b>	\$19,403.21
<b>Less: Federal Excise Tax</b>	(\$2,172.04)
<b>Amended Returns</b>	\$0.56
<b>Taxable Adjusted Gross Revenue</b>	\$10,177,998.61
	9%
<b>Tax Due</b>	\$916,019.88

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$916,019.88
<b>1% to State General Fund per 42-7B-28.1</b>	\$101,779.99
<b>8% to Be Distributed per 42-7B-48</b>	\$814,239.89
<b>40% Allocated to Tourism</b>	\$325,695.96
<b>10% Allocated to Lawrence County</b>	\$81,423.99
<b>50% Commission Fund</b>	\$407,119.95

**South Dakota Gaming Statistics Monthly Summary**  
**February 2024**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$150,075.00	\$12,684.41	91.55%
5 Dollars	56		\$3,896,607.00	\$227,317.63	94.17%
1 Dollar	226		\$9,193,844.73	\$701,891.94	92.37%
50 Cents	4		\$311,440.50	\$53,416.50	82.85%
25 Cents	127		\$2,880,586.82	\$274,417.57	90.47%
10 Cents	2		\$147,280.80	\$11,219.80	92.38%
City Slot	52		\$4,378,878.04	\$393,875.91	91.01%
5 Cents	28		\$784,009.69	\$59,457.34	92.42%
1 Cents	2260		\$89,071,590.14	\$8,131,061.20	90.87%
<b>Totals</b>	<b>2761</b>		<b>\$110,814,312.72</b>	<b>\$9,865,342.30</b>	<b>91.10%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,097,199.00	\$526,280.25	83.01%
House Banked Poker	26	\$2,345,004.50	\$644,455.94	72.52%
Player Banked Poker	12	\$966,202.50	\$96,620.25	N/A
Craps	3	\$467,787.00	\$121,679.00	73.99%
Roulette	6	\$256,900.00	\$52,009.00	79.76%
<b>Totals</b>	<b>85</b>	<b>\$7,133,093.00</b>	<b>\$1,441,044.44</b>	<b>78.20%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$696,016.94</b>	<b>(\$38,405.75)</b>	<b>105.52%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$110,814,312.72	8.58%		\$216,422,080.98	4.22%
<b>Table Games</b>	\$7,133,093.00	3.57%		\$13,191,080.50	-1.42%
<b>Sports Wagering</b>	\$696,016.94	-2.95%		\$1,564,831.97	-3.85%
<b>Total Handle</b>	\$118,643,422.66	8.19%		\$231,177,993.45	3.82%

**Tax Calculation**

<b>Total Statistical Win</b>	\$11,267,980.99
<b>Less: Non Cashable Promo Play</b>	(\$1,734,775.31)
<b>Plus: Non Cashable Promo Wins</b>	\$1,561,297.78
<b>Less: Wide Area Progressive Deduction</b>	(\$4,581.29)
<b>Less: City Slots (Net of Promo)</b>	(\$384,997.20)
<b>Plus: Expired Vouchers</b>	\$22,107.42
<b>Less: Federal Excise Tax</b>	(\$1,740.04)
<b>Amended Returns</b>	(\$10,079.44)
<b>Taxable Adjusted Gross Revenue</b>	\$10,715,212.91
	9%
<b>Tax Due</b>	\$964,369.16

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$964,369.16
<b>1% to State General Fund per 42-7B-28.1</b>	\$107,152.13
<b>8% to Be Distributed per 42-7B-48</b>	\$857,217.03
<b>40% Allocated to Tourism</b>	\$342,886.81
<b>10% Allocated to Lawrence County</b>	\$85,721.70
<b>50% Commission Fund</b>	\$428,608.52

**South Dakota Gaming Statistics Monthly Summary**  
**March 2024**

**Slot Machines**

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$336,925.00	\$83,300.00	75.28%
5 Dollars	56		\$3,350,484.00	\$316,893.47	90.54%
1 Dollar	232		\$10,561,853.20	\$752,873.29	92.87%
50 Cents	4		\$352,083.00	\$21,504.50	93.89%
25 Cents	123		\$3,358,073.44	\$292,920.20	91.28%
10 Cents	2		\$163,811.20	\$15,294.70	90.66%
City Slot	50		\$4,543,656.15	\$490,509.75	89.20%
5 Cents	26		\$745,875.14	\$81,879.23	89.02%
1 Cents	2281		\$93,747,895.40	\$8,521,148.34	90.91%
<b>Totals</b>	<b>2780</b>		<b>\$117,160,656.53</b>	<b>\$10,576,323.48</b>	<b>90.97%</b>

**Table Games**

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,773,643.00	\$523,569.19	86.13%
House Banked Poker	28	\$3,042,460.00	\$725,526.20	76.15%
Player Banked Poker	12	\$929,222.50	\$92,922.25	N/A
Craps	4	\$715,754.00	\$69,777.50	90.25%
Roulette	6	\$306,891.00	\$61,666.00	79.91%
<b>Totals</b>	<b>88</b>	<b>\$8,767,970.50</b>	<b>\$1,473,461.14</b>	<b>82.39%</b>

**Sports Wagering**

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
<b>Totals</b>	<b>7</b>		<b>\$1,242,270.27</b>	<b>\$91,215.38</b>	<b>92.66%</b>

**Handle Comparison**

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
<b>Slot Machines</b>	\$117,160,656.53	-6.54%		\$333,582,737.51	0.17%
<b>Table Games</b>	\$8,767,970.50	10.52%		\$21,959,051.00	3.02%
<b>Sports Wagering</b>	\$1,242,270.27	34.46%		\$2,807,102.24	10.02%
<b>Total Handle</b>	\$127,170,897.30	-5.25%		\$358,348,890.75	0.41%

**Tax Calculation**

<b>Total Statistical Win</b>	\$12,141,000.00
<b>Less: Non Cashable Promo Play</b>	(\$1,742,563.89)
<b>Plus: Non Cashable Promo Wins</b>	\$1,568,307.50
<b>Less: Wide Area Progressive Deduction</b>	(\$2,190.79)
<b>Less: City Slots (Net of Promo)</b>	(\$481,145.85)
<b>Plus: Expired Vouchers</b>	\$17,961.62
<b>Less: Federal Excise Tax</b>	(\$3,105.68)
<b>Adjustments for Amended Returns and Audit Findings</b>	\$1.78
<b>Taxable Adjusted Gross Revenue</b>	\$11,498,264.69
	9%
<b>Tax Due</b>	\$1,034,843.82

**Tax Distribution**

<b>Total 9% Tax Collected</b>	\$1,034,843.82
<b>1% to State General Fund per 42-7B-28.1</b>	\$114,982.65
<b>8% to Be Distributed per 42-7B-48</b>	\$919,861.18
<b>40% Allocated to Tourism</b>	\$367,944.47
<b>10% Allocated to Lawrence County</b>	\$91,986.12
<b>50% Commission Fund</b>	\$459,930.59





# 1876 DEADWOOD

CHAMBER OF COMMERCE  
AND  
VISITORS BUREAU



OFFICE OF  
 PLANNING, ZONING, AND  
 HISTORIC PRESERVATION  
 108 Sherman Street  
 Telephone (605) 578-2082  
 Fax (605) 578-2084



Mike Runge  
 Archivist  
 Telephone (605) 578-2082

*"The Historic City of the Black Hills"*  
 Deadwood, South Dakota 57732

## MEMORANDUM

**Date:** April 30, 2024  
**To:** Deadwood Historic Preservation Commission  
**From:** City of Deadwood Archives  
**Re:** De-Accession of City of Sturgis Track Index Books

The City of Deadwood Archives is requesting permission to deaccession (4) four ledgers, more specifically track index books for the City of Sturgis from the City Archives. An itemized list is as follows:

1. 16 x 11.10" Spine Label: Listing Blanks 1886. Cover Label: Sturgis City District School District #12
2. 16 x 11.10" Spine Label: Numerical Index Lots. Cover Label: Sturgis; Fr. Meade; Dudley & Caldwell Addition; McMillan's Addition to Sturgis; Roadbank
3. 16 x 11.10" Spine Label: Numerical Index Lots Scellaneo. Cover Label: Ash; Bossworth; McMillans; Centennial; Potters 1st; Potters 2nd•
4. 16 x 11.10" Spine Label: Numerical Index Lots Lead City. Cover Label: McMillan's Southern; Comstock; Ash Continued; Allens; Schnells; Fairview; McMillians SW. Book #4 may be Sturgis despite spine being labeled "Lead."

These track index books pertain to the townsites within the City of Sturgis in Meade County, South Dakota and do not fit under the City Archives Mission Statement, "The mission of the City of Deadwood - Archives (CODA) is to preserve the historical records and artifacts of Deadwood for present and future generations. "

The provenance of these books is unclear, since they were originally stored in the archives receiving room. After checking the City Archives archival records, I was unable to determine when or where the ledgers originated from. I then reached out to the Meade County Register of Deeds, who expressed interest in the books (see email attachment). After discussing with Kevin Kuchenbecker, he and I agreed that the ledgers should be digitized before leaving the City of Deadwood. This could be accomplished this summer utilizing a student intern.

### RECOMMENDATION

De-accession the four track index books from the City of Deadwood Archives upon scanning their contents to the Meade County Register of Deeds.

**Michael Runge**

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**From:** Lana Anderson <landerson@meadecounty.org>  
**Sent:** Friday, April 26, 2024 10:33 AM  
**To:** Michael Runge; Kevin Kuchenbecker  
**Cc:** Bonny Anfinson  
**Subject:** RE: City of Deadwood Archives - Sturgis ledgers

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good morning

Gosh, I apologize for not getting back to you sooner. This email got buried in a blast of other emails, so I definitely apologize for the delay.

Meade County Register of Deeds would be interested in the books that you have. The subdivisions such as Ash's, Comstocks, Original Town, etc are all subdivisions that are still here in town and actively have things recorded against. It will be interesting to see if the chain in your books, align with that older chain that we have.

Again, thank you for your patience with my reply!

**SINCERELY,**

*Lana Anderson*  
*Meade County Register of Deeds*

1300 Sherman St./ Ste 138  
 Sturgis SD 57785  
 Office: 605.347-2356

[LANDERSON@MEADECOUNTY.ORG](mailto:LANDERSON@MEADECOUNTY.ORG)

***The Meade County Register of Deeds office takes no responsibility for the accuracy of any search, which is provided as a convenience and courtesy only.***

***The official public records are available for your review.***

***If you are seeking clear title, please see a title insurance company.  
 If you need legal advice or a legal document drawn up, please see an attorney.***

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**From:** Michael Runge <Michael@cityofdeadwood.com>  
**Sent:** Wednesday, March 27, 2024 1:18 PM  
**To:** Lana Anderson <landerson@meadecounty.org>; Kevin Kuchenbecker <kevin@cityofdeadwood.com>  
**Cc:** Bonny Anfinson <Bonny@cityofdeadwood.com>  
**Subject:** City of Deadwood Archives - Sturgis ledgers

Good afternoon Lana:

Thanks for taking my call this morning. Enclosed are eight photographs of the ledgers I mentioned during our phone conversation. They do not fall within our mission statement and have been in storage for 20+ years.

Here is an itemized breakdown of these items:

1. 16 x 11.10" Spine Label: Listing Blanks 1886. Cover Label: Sturgis City District School District #12
2. 16 x 11.10" Spine Label: Numerical Index Lots. Cover Label: Sturgis; Fr. Meade; Dudley & Caldwell Addition; McMillan's Addition to Sturgis; Roadbank
3. 16 x 11.10" Spine Label: Numerical Index Lots Scellaneo. Cover Label: Ash; Bossworth; McMillans; Centennial; Potters 1<sup>st</sup>; Potters 2<sup>nd</sup>
4. 16 x 11.10" Spine Label: Numerical Index Lots Lead City. Cover Label: McMillan's Southern; Comstock; Ash Continued; Allens; Schnells; Fairview; McMillians SW. Book #4 may be Sturgis despite spine being labeled "Lead.

I am cc'ing Kevin Kuchenbecker into this discussion since this de-accession would need to go before the Historic Preservation Commission for approval.

Let me know if you are still interested,

Best,

Mike

Michael Runge  
City Archivist / Collections Manager  
108 Sherman Street  
Deadwood, SD 57732

P: (605) 578-2082

F: (605) 578-2084

OFFICE OF  
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**Kevin Kuchenbecker**  
Planning, Zoning and  
Historic Preservation Officer  
Telephone (605) 578-2082  
kevin@cityofdeadwood.com

## **MEMORANDUM**

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**Date:** May 2, 2024  
**To:** Deadwood Historic Preservation Commission  
**From:** Kevin Kuchenbecker, Planning, Zoning and Historic Preservation Officer  
**Re:** Purchase of two HP laptops for Coordinator positions

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The Planning, Zoning and Historic Preservation Officer is requesting new laptops be purchased for the Historic Preservation Coordinator and the Zoning Coordinator. Staff have received a quote from Golden West for two new laptops and installation for a cost of \$3,738.00 with the expense being split between the Historic Preservation equipment budget and Planning and Zoning equipment budget.

***Recommended Motion:***

***Move to recommend to the City Commission to purchase two new laptops for the Historic Preservation Coordinator and Zoning Coordinator from Golden West for the cost not to exceed \$3,738.00 with the cost being split out between Historic Preservation equipment budget and Planning and Zoning equipment budget.***



OFFICE OF  
PLANNING, ZONING AND  
HISTORIC PRESERVATION  
108 Sherman Street  
Telephone (605) 578-2082  
Fax (605) 722-0786



**Kevin Kuchenbecker**  
Planning, Zoning and  
Historic Preservation Officer  
Telephone (605) 578-2082  
kevin@cityofdeadwood.com

## **MEMORANDUM**

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**Date:** May 2, 2024  
**To:** Historic Preservation Commission  
**From:** Kevin Kuchenbecker, Planning, Zoning and Historic Preservation Officer  
**Re:** Purchase Benches & Trash cans for Sherman Street Parking Lot

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As FEMA Whitewood Creek Restoration work in the Sherman Street Parking nears completion, the final design plans include the addition of benches and trash receptacles in several locations, including the Trolley Stop area.

The Planning, Zoning and Historic Preservation Officer is requesting permission to purchase six metal/wood benches and three trash cans from Victor Stanley, at a total cost of \$18,101.00, to be paid from HP Capital Assets line item.

***Recommended Motion:***

***Move to recommend to City Commission the purchase of benches and trash cans from Victor Stanley, at a total cost of \$18,101.00, to be paid from HP Capital Assets line item.***



# Quotation



PSP Metal Solutions  
 80 Commerce Drive  
 Spearfish, SD. 57783

QUOTE NUMBER
<b>0060829</b>

To:

SODAK CASH SALES ONLY  
 FULL PAYMENT PRIOR TO SHIP  
 80 COMMERCE DRIVE  
 SPEARFISH, SD 57783

**Atten To:**

Ship To:

Page 1

FULL PAYMENT PRIOR TO SHIP  
 SPEARFISH, SD 57783

CUSTOMER #	TERMS	YOUR PO #	QUOTE DATE	EXPIRE DATE	SALESPERSON
00-SDCASH	PAYMENT REQ PRIOR	CITY OF DEADWOOD	4/17/2024	5/17/2024	PMS

ITEM #	QTY	DESCRIPTION	UNIT PRICE	PRICE
CMS	15.0000	LIGHT POLE PLANT BRACKETS	346.6700	5,200.05
		PRICE INCLUDES MATERIAL, FABRICATION, PAINT AND DELIVERY		
		CITY TO PROVIDE PAINT CODE TO MATCH		
NOTE2	0.0000	All items are built per Pacific Stainless Products standard construction details and specifications. Any alterations or additions to the original quote will be subject to a re-quote. Please take a moment and review ALL ITEMS as quoted. If you should find any discrepancies, please contact PSP immediately.	0.0000	0.00
NOTE3	0.0000	Lead Time: To be determined upon receipt of purchase order and all information necessary for release to production has been supplied	0.0000	0.00
NOTE5	0.0000	NOTE: Stainless steel prices and availability are changing daily. PSP cannot guarantee price protection or availability.	0.0000	0.00

Net Order:	5,200.05
Less Discount:	0.00
Freight:	0.00
Sales Tax:	322.40
<b>Order Total:</b>	<b>5,522.45</b>

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 108 Sherman Street  
 Telephone (605) 578-2082  
 Fax (605) 722-0786



**Kevin Kuchenbecker**  
 Planning, Zoning and  
 Historic Preservation Officer  
 Telephone (605) 578-2082  
 kevin@cityofdeadwood.com

## ***MEMORANDUM***

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**Date:** May 3, 2024  
**To:** Deadwood Historic Preservation Commission  
**From:** Kevin Kuchenbecker, Historic Preservation Officer  
**Re:** Permission to hire Feuillerat Welding LLC to install Tootsie Sign

---

The building at 667 Main has a new owner. The new owner would like to see the return of the Tootsie sign to its original location so she can once again become the sentinel of Main Street. Staff and Jared Schippers of Albertson Engineering did an on-site review of the proposed location and determined the roof structure will not support the sign, but a frame could be fabricated to secure the sign to the building.

Feuillerat Welding LLC has submitted a quote to fabricate a heavy-duty metal frame to hold the Tootsie sign and then install the sign onto the frame. This quote will not include hooking the sign up to electrical or any neon repairs needed to the sign.

Staff is recommending hiring Feuillerat Welding LLC in the amount of \$9,306.25 to fabricate a metal frame for the Tootsie sign and install the Tootsie sign to be paid out of the HP Public Education line item.

**Recommend Motion:** Move to recommend to the City Commission to hire Feuillerat Welding LLC in the amount of \$9,306.25 to fabricate a metal frame for the Tootsie sign and install the Tootsie sign to be paid out of the HP Public Education line item.

# *Feuillerat Welding LLC*

## *Welding, Machinery Moving, Fabrication*

Mike Feuillerat  
13018 Melcor Rd  
Rapid City, SD  
Phone 605-341-3363 Fax 605-341-0223  
Cell 605-484-2112

City of Deadwood Historic Preservation Office  
108 Sherman Street  
Deadwood, SD 57732  
(605) 578-2082

April 22, 2024

Attn: Bonny Anfinson

Job: Sign frame fabrication for 667 Main St

Material	\$2006.25
Frame fabrication	\$2600.00
Crane	\$2000.00
Labor installation sign frame	<u>\$2700.00</u>
	\$9306.25

Terms : Bid does not include applicable taxes if any apply. If additional fees are encored for street block off or additional time is needed to access location due to parked vehicles additional costs will be added at final billing.

Mike Feuillerat

OFFICE OF  
PLANNING, ZONING, AND  
HISTORIC PRESERVATION  
108 Sherman Street  
Telephone (605) 578-2082  
Fax (605) 578-2084



Mike Runge  
Archivist  
Telephone (605) 578-2082

*"The Historic City of the Black Hills"*  
Deadwood, South Dakota 57732

## MEMORANDUM

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**Date:** April 30, 2024  
**To:** Deadwood City Commissions  
**From:** City of Deadwood Archives  
**Re:** 2024 Summer Internship, Samantha Hamann

---

The City of Deadwood Archives is requesting permission to hire Samantha Hamann as a summer intern beginning the week of May 6, 2024 pending pre-employment screening. The City Archives internship program provides high school and college students a "hands on" experience working in the field of archives and collections management.

### RECOMMENDATION

Move to hire Samantha Hamann as the Archives summer intern at \$16.00 to begin the week of May 6, 2024 to August 23, 2024 pending pre-employment screening.

Date: April 30, 2024

Case No. 240061  
Address: 171 Charles

### Staff Report

The applicant has submitted an application for work at 171 Charles St., a non-contributing location located in the Cleveland Planning Unit in the City of Deadwood.

Applicant: Patrick & Rhonda Mollman  
Owner: SOUTHSIDE SERVICE INC0  
Constructed: NA

### CRITERIA FOR THE ISSUANCE OF A PROJECT APPROVAL

The Historic Preservation Commission shall use the following criteria in granting or denying the Project Approval:

General Factors:

**1. Historic significance of the resource:**

The proposed location has no historic significance.

**2. Architectural design of the resource and proposed alterations:**

The applicant is requesting permission to construct a five-stall garage on the property.

Attachments: Yes

Plans: Yes

Photos:

**Staff Opinion:**

The proposed location of the garage is located right along the Mickelson Trail and is currently being used as a vehicle storage area. There are several metal storage buildings in the vicinity as well as a large shop. Most of the buildings in the area are gable roofs where this proposed roof line is a pent or shed roof with a height of 17+ feet. It is on the edge of the Deadwood National Historic Landmark District.

The proposed work and changes do not encroach upon, damage or destroy a historic resource or have an adverse effect on the character of the building or the historic character of the State and National Register Historic Districts or the Deadwood National Historic Landmark District.

**Motions available for commission action:****A: If you, as a commissioner, have determined the Project DOES NOT Encroach Upon, Damage or Destroy a historic property then:**

Based upon all the evidence presented, I find that this project **DOES NOT** encroach upon, damage, or destroy any historic property included in the national register of historic places or the state register of historic places, and therefore move to grant a project approval.

**If you, as a commissioner, have determined the Project will Encroach Upon, Damage or Destroy a historic property then:****B: First Motion:**

Based upon all the evidence presented, I move to make a finding that this project **DOES** encroach upon, damage, or destroy any historic property included in the national register of historic places or the state register of historic places. [If this, move on to 2nd Motion and choose an option.]

**C: Second Motion:**

Option 1: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **NOT ADVERSE** to Deadwood and move to **APPROVE** the project as presented.

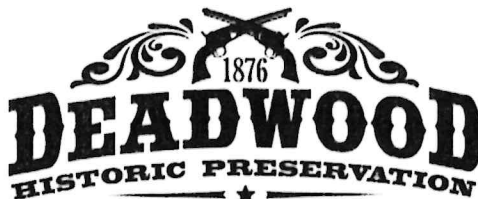
OR

Option 2: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **ADVERSE** to Deadwood and move to **DENY** the project as presented.

OR

Option 3: Based upon the guidance in the U.S. Department of the Interior standards for historic preservation, restoration, and rehabilitation projects adopted by rules promulgated pursuant to SDCL 1-19A & 1-19B, *et seq*, I find that the project is **ADVERSE** to Deadwood, but the applicant has explored **ALL REASONABLE AND PRUDENT ALTERNATIVES**, and so I move to **APPROVE** the project as presented.

OFFICE OF  
PLANNING, ZONING AND  
HISTORIC PRESERVATION  
108 Sherman Street  
Telephone (605) 578-2082  
Fax (605) 578-2084



FOR OFFICE	
Case No.	240061
<input checked="" type="checkbox"/> Project Approval	
<input type="checkbox"/> Certificate of Appropriateness	
Date Received	4/29/24
Date of Hearing	5/8/24

## City of Deadwood Application for Project Approval OR Certificate of Appropriateness

The Deadwood Historic Preservation Commission reviews all applications. Approval is issued for proposed work in keeping with City of Deadwood Ordinances & Guidelines, South Dakota State Administrative Rules and the Secretary of the Interior's Standards for Rehabilitation.

This application must be typed or printed in ink and submitted to:

City of Deadwood  
Deadwood Historic Preservation Office  
108 Sherman Street  
Deadwood, SD 57732

FOR INFORMATION REGARDING THIS FORM, CALL 605-578-2082

<b>PROPERTY INFORMATION</b>	
Property Address:	171 Charles St. - Deadwood, SD 57732
Historic Name of Property (if known):	

<b>APPLICANT INFORMATION</b>	
Applicant is:	<input checked="" type="checkbox"/> owner <input type="checkbox"/> contractor <input type="checkbox"/> architect <input type="checkbox"/> consultant <input type="checkbox"/> other _____

Owner's Name: Patrick L & Rhonda Mollman  
 Address: 171 Charles St.  
 City: Deadwood State: SD Zip: 57732  
 Telephone: 605-578-2173 Fax: \_\_\_\_\_  
 E-mail: southideservice157@outlook.com

Architect's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Contractor's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

Agent's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_

<b>TYPE OF IMPROVEMENT</b>			
<input type="checkbox"/> Alteration (change to exterior)	<input type="checkbox"/> New Building	<input type="checkbox"/> Addition	<input type="checkbox"/> Accessory Structure
<input checked="" type="checkbox"/> New Construction	<input type="checkbox"/> Re-Roofing	<input type="checkbox"/> Wood Repair	<input type="checkbox"/> Exterior Painting
<input type="checkbox"/> General Maintenance	<input type="checkbox"/> Siding	<input type="checkbox"/> Windows	<input type="checkbox"/> Porch/Deck
<input type="checkbox"/> Other _____	<input type="checkbox"/> Awning	<input type="checkbox"/> Sign	<input type="checkbox"/> Fencing

**FOR OFFICE USE ONLY**  
Case No. \_\_\_\_\_

**ACTIVITY: (CHECK AS APPLICABLE)**

Project Start Date: May 2024 Project Completion Date (anticipated): August 2024

ALTERATION       Front       Side(s)       Rear

ADDITION       Front       Side(s)       Rear

NEW CONSTRUCTION     Residential     Other \_\_\_\_\_

ROOF       New       Re-roofing       Material  
 Front       Side(s)       Rear       Alteration to roof

GARAGE       New       Rehabilitation  
 Front       Side(s)       Rear

FENCE/GATE       New       Replacement  
 Front       Side(s)       Rear  
 Material \_\_\_\_\_ Style/type \_\_\_\_\_ Dimensions \_\_\_\_\_

WINDOWS     STORM WINDOWS     DOORS       STORM DOORS  
 Restoration       Replacement       New  
 Front       Side(s)       Rear  
 Material \_\_\_\_\_ Style/type \_\_\_\_\_

PORCH/DECK       Restoration       Replacement       New  
 Front       Side(s)       Rear  
 Note: Please provide detailed plans/drawings

SIGN/AWNING       New       Restoration     Replacement  
 Material \_\_\_\_\_ Style/type \_\_\_\_\_ Dimensions \_\_\_\_\_

OTHER – Describe in detail below or use attachments

**DESCRIPTION OF ACTIVITY**

Describe in detail, the above activity (use attachments if necessary including type of materials to be used) and submit as applicable. Descriptive materials such as photos and drawings are necessary to illustrate the work and to help the commissioners and staff evaluate the proposed changes. Information should be supplied for each element of the proposed work along with general drawings and/or photographs as appropriate.

Failure to supply adequate documentation could result in delays in processing and denial of the request. Describe in detail below (add pages as necessary).

Build a five stall Garage on Property

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FOR OFFICE USE ONLY  
Case No. \_\_\_\_\_

**SIGNATURES**

I HEREBY CERTIFY I understand this application will not be accepted and processed until all the requested information has been supplied. I realize drawings and measurements must be exact and if errors result in a violation of the Commission's approval, then appropriate changes will have to be made. I also understand this application may require a site visit / additional research by staff and a PUBLIC HEARING by the DEADWOOD HISTORIC PRESERVATION COMMISSION.

I understand this application is for a Certificate of Appropriateness or Project Approval only and that a building permit is required for any uses associated with this location prior to any constructions, alterations, etc. All statements are true to the best of my knowledge and belief.

I understand approval is issued for proposed work in keeping with City of Deadwood Ordinances, South Dakota State Administrative Rules and the Secretary of the Interior's Standards for Rehabilitation and copies are available for my review.

*Patrick Mollman* 4-28-24  
SIGNATURE OF OWNER(S) DATE

\_\_\_\_\_  
SIGNATURE OF AGENT(S) DATE

*Shonda Mollman* 4-28-24  
SIGNATURE OF OWNER(S) DATE

\_\_\_\_\_  
SIGNATURE OF AGENT(S) DATE

\_\_\_\_\_  
SIGNATURE OF OWNER(S) DATE

\_\_\_\_\_  
SIGNATURE OF AGENT(S) DATE

**APPLICATION DEADLINE**

This form and all supporting documentation **MUST** arrive by 5:00 p.m. on the 1<sup>st</sup> or 3<sup>rd</sup> Wednesday of every month to be considered at the next Historic Preservation Commission Meeting. The meeting schedule and filing deadlines are on file with the Historic Preservation Office. Any information not provided to staff in advance of the meeting will not be considered by the Commission during their deliberation. Please call if you have any questions and staff will assist you.

**Please use the attached criteria checklist as a guide to completing the application.** Incomplete applications cannot be reviewed and will be returned to you for more information. All submitted materials will be retained by the Historic Preservation Office. Do not submit your only copy of any piece of documentation.

The City of Deadwood Historic Preservation Office has numerous resources available for your assistance upon request.



# Garage Location



Proposed Location

© All EagleView Technology Corporation