Historic Preservation Commission Agenda



Wednesday, May 08, 2024 at 4:00 PM

City Hall, 102 Sherman Street, Deadwood, SD 57732

1. Call Meeting to Order

- 2. Roll Call
- 3. Approval of Minutes
 - a. Historic Preservation Minutes 4/24/24 Meeting
- 4. **Voucher Approvals**
 - a. HP Operating Vouchers
 - b. HP Grant Vouchers
 - c. HP Revolving Vouchers
- 5. **HP Programs and Revolving Loan Program**
- 6. Old or General Business
 - <u>a.</u> Deadwood Chamber of Commerce and Visitor's Bureau Annual Report presentation
 - <u>b.</u> 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
 - <u>a.</u> 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 Commisioner 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 with be May6, 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:

Chairman, Historic Preservation Commission

Minutes by Amy Greba, Administrative Assistant

Section 4 Item a.

Historic Preservation Commission

Bill List - 2024

OPERATING ACCOUNT:		
Historic Preservation		
HP Operating Account Total: \$ 10,983.52	Approved by	on <i> </i>
	HP Chairperson	

HPC 05/08/24 Batch 05/21/24

PACKET: 06606 050724 - HP OPERATING - A

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

Section 4 Item a.

TIME DITE	BANK CODE	EDESCRIPTION		P.O. # G/L ACCOUNT	ACCOUNT NAME	DISTRIBUTION
========						
1-0776 ALBE	RTSON EN	GINEERING, INC.				
I-20371		74 VAN BUREN ST RETAINING WAL	200.00			
5/01/2024	FNBAP	DUE: 5/31/2024 DISC: 5/31/2024		1099: N		
		74 VAN BUREN ST RETAINING WALL		215 4575-515	GRANT/LOAN RETAINING WAL	200.0
I-20372		33 1/2 JACKSON RETAINING WALL	754.94			
5/01/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		33 1/2 JACKSON RETAINING WALL		215 4575-515	GRANT/LOAN RETAINING WAL	754.9
I-20730		WELCOME CNTR TRAIL RECONSTR	4,174.09			
5/01/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		WELCOME CNTR TRAIL RECONSTR		215 4576-600	PROFES. SERV. CURRENT EX	4,174.0
		=== VENDOR TOTALS ===	5,129.03			
		AL SERVICES				
I-13WF-FHDM-	1WV1	HP TABLETS & SD CARD READER	412.64			WHEE
4/22/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		HP TABLETS & SD CARD READER		215 4641-434	MACHINERY/EQUIPMENT	412.6
		=== VENDOR TOTALS ===	412.64			
	4 ENGINE					=======================================
1 3032 AVID	T DIVOTABLE					
I-23.123.11		PROF SERV THRU 043024	3,193.50			
5/06/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: Y		
				1099. 1		
		PROF SERV THRU 043024		215 4641-422	PROFESSIONAL SERVICES	1,318.5
		PROF SERV THRU 043024 PROF SERV THRU 043024			PROFESSIONAL SERVICES HIST. INTERP. ARCHIVE DE	
				215 4641-422		500.0
		PROF SERV THRU 043024		215 4641-422 215 4573-335	HIST. INTERP. ARCHIVE DE	500.0 375.0
		PROF SERV THRU 043024 PROF SERV THRU 043024		215 4641-422 215 4573-335 602 4330-422	HIST. INTERP. ARCHIVE DE PROFESSIONAL SERVICES	1,318.5 500.0 375.0 812.5 187.5
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I-731120	URY BUSI	PROF SERV THRU 043024 PROF SERV THRU 043024 PROF SERV THRU 043024 PROF SERV THRU 043024 === VENDOR TOTALS === MESS PRODUCTS, INC KYOCERA 3051CI		215 4641-422 215 4573-335 602 4330-422 101 4520-422 101 4640-422	HIST. INTERP. ARCHIVE DE PROFESSIONAL SERVICES PROFESSIONAL SERVICES PROFESSIONAL SERVICES	500.0 375.0 812.5 187.5
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I-731120 5/06/2024 I-731121	FNBAP	PROF SERV THRU 043024 PROF SERV THRU 043024 PROF SERV THRU 043024 PROF SERV THRU 043024 === VENDOR TOTALS === MESS PRODUCTS, INC KYOCERA 3051CI DUE: 5/21/2024 DISC: 5/21/2024 KYOCERA 3051CI	11.35	215 4641-422 215 4573-335 602 4330-422 101 4520-422 101 4640-422	HIST. INTERP. ARCHIVE DE PROFESSIONAL SERVICES PROFESSIONAL SERVICES PROFESSIONAL SERVICES	500.0 375.0 812.5 187.5
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PACKET: 06606 050724 - HP OPERATING - A

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

Section 4 Item a.

ID			GROSS	P.O. #		
		DESCRIPTION	DISCOUNT	G/L ACCOUNT	ACCOUNT NAME	
1-0451 RUNG	GE, MIKE					
I-050124		APRIL CONFERENCES - FUEL	175.93			
5/01/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		APRIL CONFERENCES - FUEL		215 4641-427	TRAVEL	175.93
I-APRIL2024		PER DIEM APRIL CONFERENCES	58.00			
4/26/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		PER DIEM APRIL CONFERENCES		215 4641-427	TRAVEL	58.00
		=== VENDOR TOTALS ===	233.93			
	HMORE OFFI					*==========
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I-139620		BLACK FOAM BOARD 1 CS 32X40	248.75	and distance and		
4/24/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		BLACK FOAM BOARD 1 CS 32X40		215 4641-426	SUPPLIES	248.75
		=== VENDOR TOTALS ===	248.75			
		DRICAL SOCIETY				3
I-2024MBRSH	?	2024 BRONZE MEMBERSHIP	125.00			
5/01/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		2024 BRONZE MEMBERSHIP		215 4573-325	HIST. INTERP. DUES AND S	125.00
		=== VENDOR TOTALS ===	125.00			
		R WESTERN STUDIES				3888888888
I-2024DAKCON	1F	2024 CONFERENCE & LUNCHEON	60.00			
4/28/2024	FNBAP	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
		2024 CONFERENCE & LUNCHEON		215 4573-335	HIST. INTERP. ARCHIVE DE	60.00
		=== VENDOR TOTALS ===	60.00			
		VENDOR TOTALS				
		WARE-HP PAINT PR			=======================================	,
	N CITY HARI		60.99			
01-4739 TWIN	N CITY HARI	OWARE-HP PAINT PR		1099: N		
1-4739 TWIN	N CITY HARI	DWARE-HP PAINT PR 124 DENVER (2021 PAINT PRGM)				v
1-4739 TWIN	OCITY HARI	DWARE-HP PAINT PR 124 DENVER (2021 PAINT PRGM) DUE: 5/21/2024 DISC: 5/21/2024		1099: N		60.99
1-4739 TWIN I-2404-29255 4/06/2024	O CITY HARD	DWARE-HP PAINT PR 124 DENVER (2021 PAINT PRGM) DUE: 5/21/2024 DISC: 5/21/2024 124 DENVER (2021 PAINT PRGM)	60.99	1099: N		v
I-2404-29255 4/06/2024 I-2404-29456	O CITY HARD	DWARE-HP PAINT PR 124 DENVER (2021 PAINT PRGM) DUE: 5/21/2024 DISC: 5/21/2024 124 DENVER (2021 PAINT PRGM) 32 CHARLES	60.99	1099: N 215 4575-525	GRANT/LOAN PAINT PROGRAM	v
1-4739 TWIN I-2404-29255 4/06/2024 I-2404-29456	CITY HARI	DWARE-HP PAINT PR 124 DENVER (2021 PAINT PRGM) DUE: 5/21/2024 DISC: 5/21/2024 124 DENVER (2021 PAINT PRGM) 32 CHARLES DUE: 5/21/2024 DISC: 5/21/2024	60.99	1099: N 215 4575-525 1099: N	GRANT/LOAN PAINT PROGRAM	60.99
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PACKET: 06606 050724 - HP OPERATING - A

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

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DUE TO/FROM ACCOUNTS SUPPRESSED

ITEM DATE BANK CODE ------DESCRIPTION------ DISCOUNT G/L ACCOUNT -----ACCOUNT NAME----- DISTRIBUTION

GROSS P.O. #

01-4739 TWIN CITY HARDWARE-HP PAINT PR(** CONTINUED **)

I-2404-294625 32 CHARLES 107.99 4/23/2024 FNBAP DUE: 5/21/2024 DISC: 5/21/2024 1099: N

DUE: 5/21/2024 DISC: 5/21/2024 1099; N

32 CHARLES 215 4575-525 GRANT/LOAN PAINT PROGRAM 107.99

I-2404-294648 37 JACKSON 285.90

4/23/2024 FNBAP DUE: 5/21/2024 DISC: 5/21/2024 1099: N

37 JACKSON 215 4575-525 GRANT/LOAN PAINT PROGRAM

=== VENDOR TOTALS === 733.71

01-1705 VANWAY TROPHY

I-041724 GAVEL PLAQUE B POSEY 106.20

4/17/2024 FNBAP DUE: 5/21/2024 DISC: 5/21/2024 1099: N

GAVEL PLAQUE B POSEY 215 4641-426 SUPPLIES 106.20

=== VENDOR TOTALS === 106.20

=== PACKET TOTALS === 10,983.52

APPROVED BY

ON 05/08/2024

Section 4 Item a.

285.90

Section 4 Item a.

VENDOR SET: 01 CITY OF DEADWOOD

PACKET: 06606 050724 - HP OPERATING - A

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

** T O T A L S **

INVOICE TOTALS 10,983.52
DEBIT MEMO TOTALS 0.00
CREDIT MEMO TOTALS 0.00

BATCH TOTALS 10,983.52

** G/L ACCOUNT TOTALS **

					T TN	E ITEM	CD	OUP BUDGET=====
	20000			***********	ANNUAL	BUDGET OVER	ANNUAL	BUDGET OVER
BANK	YEAR	ACCOUNT	NAME	AMOUNT	BUDGET	AVAILABLE BUDG	BUDGET	AVAILABLE BUDG
	2024	101 2020	ACCOUNTS PAYABLE	1,393.00-*				
	2024	101-2020			17 600	51 420 60		
		101-4520-422	PROFESSIONAL SERVICES	812.50	47,600	51,438.60		
		101-4640-422	PROFESSIONAL SERVICES	187.50	29,000	20,947.17		
		101-4640-428	UTILITIES	393.00	3,000	2,285.11		
		215-2020	ACCOUNTS PAYABLE	9,215.52-*				
		215-4573-325	HIST. INTERP. DUES AND S	125.00	2,500	732.51		
		215-4573-335	HIST. INTERP. ARCHIVE DE	571.35	43,300	39,034.49		
		215-4575-515	GRANT/LOAN RETAINING WAL	954.94	575,000	494,975.06		
		215-4575-525	GRANT/LOAN PAINT PROGRAM	733.71	25,000	24,266.29		
		215-4576-600	PROFES. SERV. CURRENT EX	4,174.09	75,000	56,634.01		
		215-4641-422	PROFESSIONAL SERVICES	1,318.50	50,000	40,243.65		
		215-4641-426	SUPPLIES	354.95	15,000	11,951.24		
		215-4641-427	TRAVEL	233.93	10,000	2,906.76		
		215-4641-428	UTILITIES	336.41	12,500	11,374.84		
		215-4641-434	MACHINERY/EQUIPMENT	412.64	11,148	6,706.96		
		602-2020	ACCOUNTS PAYABLE	375.00-*				
		602-4330-422	PROFESSIONAL SERVICES	375.00	471,750	405,525.55		
		999-1301	DUE FROM FUND 101	1,393.00 *				
		999-1306	DUE FROM FUND 215	9,215.52 *				
		999-1342	DUE FROM FUND 602	375.00 *				

A/P Regular Open Item Register

5/08/2024 11:15 AM

PACKET: 06606 050724 - HP OPERATING - A

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

Section 4 Item a.

** POSTING PERIOD RECAP **

FUND	PERIOD	AMOUNT
101	5/2024	1,393.00
215	4/2024	412.64
215	5/2024	8,802.88
602	5/2024	375.00

NO ERRORS

NO WARNINGS

** END OF REPORT **

TOTAL ERRORS: 0 TOTAL WARNINGS: 0

Section 4 Item b.

Historic Preservation Commission 2024 Grant Funds

HP GRANT ACCOUNT: Historic Preservation					
HP Grant Account Total:	\$ 1,203.65	Approved byHP Chairperson	on	/	//_
		Approved byHP Officer	on	/	//_

HPC 05/08/24 Batch 05/21/24 5/08/2024 11:44 AM

PACKET: 06608 05/21/24 - HP GRANTS - BA

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

Section 4 Item b.

ID		GROSS	P.O. #		
POST DATE BANK CO	DEDESCRIPTION	DISCOUNT	G/L ACCOUNT	ACCOUNT NAME D	ISTRIBUTION
)1-2849 DAKOTA LUME	ER CO				=======================================
I-2404-278426	39 STEWART PARHAM	162.50			
5/21/2024 FNBAF	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
	39 STEWART PARHAM		216 4653-962-03	WINDOWS GRANT EXPENSE	162.50
	=== VENDOR TOTALS ===	162.50			
01-5132 HILGENDORF,	STEVEN				
I-3023	39 DUNLOP HILGENDORF	1,041.15			
5/21/2024 FNBAF	DUE: 5/21/2024 DISC: 5/21/2024		1099: N		
	39 DUNLOP HILGENDORF		216 4653-962-01	SPECIAL NEEDS GRANT EXP.	1,041.15
	=== VENDOR TOTALS ===	1,041.15			
	=== PACKET TOTALS ===	1,203.65			

A/P Regular Open Item Register

5/08/2024 11:44 AM

PACKET: 06608 05/21/24 - HP GRANTS - BA

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

Section 4 Item b.

** TOTALS **

INVOICE TOTALS 1,203.65
DEBIT MEMO TOTALS 0.00
CREDIT MEMO TOTALS 0.00

BATCH TOTALS 1,203.65

** G/L ACCOUNT TOTALS **

					======LINE	ITEM======	======GROU!	BUDGET==	====
					ANNUAL	BUDGET OVER	ANNUAL	BUDGET	OVER
BANK	YEAR	ACCOUNT	NAME	AMOUNT	BUDGET	AVAILABLE BUDG	BUDGET	AVAILABLE	BUDG
	2024	216-2020	ACCOUNTS PAYABLE	1,203.65-*					
		216-4653-962-01	SPECIAL NEEDS GRANT EXP.	1,041.15	50,000	62,503.27			
		216-4653-962-03	WINDOWS GRANT EXPENSE	162.50	120,000	103,285.33			
		999-1307	DUE FROM FUND 216	1,203.65 *					
			** 2024 YEAR TOTALS	1,203.65					

5/08/2024 11:44 AM

A/P Regular Open Item Register

Section 4 Item b.

PACKET: 06608 05/21/24 - HP GRANTS - BA

VENDOR SET: 01 CITY OF DEADWOOD

SEQUENCE : ALPHABETIC

DUE TO/FROM ACCOUNTS SUPPRESSED

** POSTING PERIOD RECAP **

FUND	PERIOD	AMOUNT
216	5/2024	1,203.65

NO ERRORS

NO WARNINGS

** END OF REPORT **

TOTAL ERRORS: 0 TOTAL WARNINGS: 0

Page 1 of 2

5/8/2024 8:59am

HP REVOLVING LOAN FUND A/P Invoices Report 5/1/2024 - 5/31/2024 Batch = 1

Detail Memo Fund Cc1 Acct Cc2 Cc3 Acct Description Debit Credit 05/2024 Full Curl Construction - 0424 - 5/8/2024 - 4,399.64 - Batch: 1 - Header Memo: Materials-745 Main St-Constopoulos Materials-745 Main St-1201 NOTES RECEIVABLE 4,399.64 Constopoulos Materials-745 Main St-100 2000 ACCOUNTS PAYABLE 4.399.64 Constopoulos Total: 4,399.64 4,399.64 L & L Insulation - 36170 - 5/8/2024 - 41,140.00 - Batch: 1 - Header Memo: Work Done-745 Main St-Constopoulos Work Done-745 Main St-100 1201 NOTES RECEIVABLE 41,140.00 Constopoulos Work Done-745 Main St-100 2000 **ACCOUNTS PAYABLE** 41,140.00 Constopoulos Total: 41,140.00 41,140.00 LAWRENCE COUNTY REGISTER OF DEEDS - REC SAT GRIFFITH - 5/8/2024 - 30.00 - Batch: 1 - Header Memo: Record Mortgage-21 Lincoln-Griffith Record Mortgage-21 100 5200 **CLOSING COSTS** 30.00 Lincoln-Griffith DISBURSED Record Mortgage-21 100 2000 ACCOUNTS PAYABLE 30.00 Lincoln-Griffith Total: 30.00 30.00 LAWRENCE COUNTY REGISTER OF DEEDS - REC SAT MORGAN - 5/8/2024 - 30.00 - Batch: 1 - Header Memo: Record Satisfaction-2 Dudley-Morgan Record Satisfaction-2 100 5200 **CLOSING COSTS** 30.00 **Dudley-Morgan** DISBURSED Record Satisfaction-2 100 2000 **ACCOUNTS PAYABLE** 30.00 **Dudley-Morgan** Total: 30.00 30.00 Morgan, Richard - REIMB OVRPYMT MORGAN - 5/8/2024 - 47.51 - Batch: 1 - Header Memo: Reimburse Ovrpymt of Loan Payoff-2 Dudley-Morgan Reimburse Ovrpymt of 100 1201 **NOTES RECEIVABLE** 47.51 Loan Payoff-2 Dudley-Morgan Reimburse Ovrpymt of 100 2000 **ACCOUNTS PAYABLE** 47.51 Loan Payoff-2 Dudley-Morgan Total: 47.51 47.51

NHS OF THE BLACK HILLS - 2024-4 - 5/8/2024 - 3,000.00 - Batch: 1 - Header Memo: Servicing Contract-April 2024

5/8/2024 8:59am

HP REVOLVING LOAN FUND A/P Invoices Report 5/1/2024 - 5/31/2024 Batch = 1

Page 2 of 2

Detail Memo	Fund	Acct	Cc1	Cc2	Cc3	Acct Description	Debit	Credit
05/2024 (cont'd from page 1)								
NHS OF THE BLACK HILLS	6 - 2024-4	- 5/8/2024 -	3,000.00	- Batch: 1 -	Header M	emo: Servicing Contract-April 2	024 (cont'd from page 1)	
Servicing Contract-April 2024	100	5000				PROF & ADMIN FEES	3,000.00	
Servicing Contract-April 2024	100	2000				ACCOUNTS PAYABLE		3,000.00
Total:							3,000.00	3,000.00
Total:							48,647.15	48,647.15
Report Total:							48,647.15	48,647.15

Section 4 Item c.

With Cut Off Days From 30 Through 9999

NHS of Black Hills

Loan # Investor: Paid To Interest ΗP Next Due NHS Revolving Loan, Payment Scheduled Late Fees Accrued NSF Fees Accrued Interest Past Due Principal Total Due Past Due Balance /Partial Balance Days Current Suspense Impound Aging

Last Worked: / / ву: Action Date: Collector Code: Work Date: Loan Officer:

HPRREFALL 03/01/2024 04/01/2024

103.56

25.00

0.00

85.80

121.32

232.12

17190.57

0.00

0.00

37

Home Telephone: (605) 591-9171

Borrower: Allen, Jesse Have Sent Starts + 10th - Will Call Transaction: 04/01/2024

Totals:		
103.56	Payment	Scheduled
25.00	Accrued	Scheduled Late Fees NSF Fees Past Due Past Due
0.00	Accrued	NSF Fees
85.80	Interest	Past Due
121.32	Interest Principal Total Due	Past Due
232.12	otal Due	
17190.57	Balance	Current
0.00	Balance /Partial Balance	Current Suspense Impound
0.00 0.00	Balance	Impound

Range Of Days:	11 Thr	11 Through 29	30 Through 59	60 Through 89	90 Plus	Total
Number Of Accounts		0.00	1.00	0.00	0.00	1.00
Late Charge Due		0.00	25.00	0.00	0.00	25.00
NSF Charge Due		0.00	0.00	0.00	0.00	0.00
Interest Due		0.00	85.80	0.00	0.00	85.80
Principal Due		0.00	121.32	0.00	0.00	121.32
Total Amount Due		0.00	232.12	0.00	0.00	232.12
Balances Due		0.00	17190.57	0.00	0.00	17190.57
Suspense/Partial Balance		0.00	0.00	0.00	0.00	0.00
Impound Balances		0.00	0.00	0.00	0.00	0.00
Percent Delinquent (\$)		0.0000	0.7835	0.0000	0.0000	0.7835
Percent Delinquent (#)		0.0000	0.6289	0.0000	0.0000	0.6289
Number Of Active Loans	159	Total Acti	Total Active Loan Balance	2194211.57		



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

Table of Contents:

Marketing Funds - How are they used?	Pages 3 - 6
Information Center Stats	Pages 7- 8
New Reports: Deadwood.com, Placer.ai & Social Media	Pages 9 - 16
SD Tourism Co-op Marketing Reports & Media Placement	Pages 17 - 46
Email Marketing	Pages 47 - 62
Social Media Management	Pages 63 - 72
Annual Projects & Partner Programs	Pages 73 - 86
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

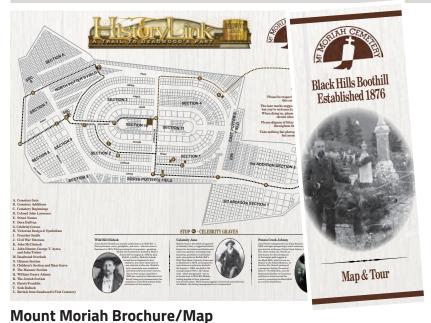


CATEGORY	2024 Marketing - Historic Preserv	ation Funding - Estimated Expenses
	VENDOR	Billing Frequency + Season/Month
SDT MATCH	Love Communications	January + February 2024
	Love Communications	March>August 2024
	Love Communications	September> December 2024
	Love Communications	One Time
DHPC PRINT	TBD	Annual
	Midstates/QQP	Annaul
CHAMPED	TBD	Annual Annual
CHAMBER PRINT DSTRBTN	Quality Quick Print / Midstates Various	As needed
COLLATERAL &	Mostly Chocolates	As needed
PROGRAMS	4imprint	As needed
TROGRAMS	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	TDG Communications	One Time
MARKETING	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 GoDaddy.com	Annual - Fall Montly
ADVERTISING	Michels Publications	February
Chamber	Michels Publications	September
Contracted	Mulltiple 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	BeaconStac	Annually - August
RESOURCES	Envato	Annual
	Multiple Vendors	Occasionally
	Amazon	One-Time
	Box.com Flickr	Annually - June
	Dropbox Account 1 "Amanda's" + HP Ad Files	Annually - February 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
	вн&в	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

Shoulder 2023-2024 - Leisure Travel (STIMATED remaining schedule) \$ 19,000.00 Per Ac 2024 - Leisure Travel 90K Sept-Dec, + 45,000 Jan & Feb 5 90,000.00 Edit Peak 2024 video spot to include new museum footage 5 800.00 PB Prochure - Walking Tour, 50K 8 800.00 PB Prochure - Walking Tour, 50K 8 800.00 PB Prochure - Walking Tour, 50K 8 82.66 HP Mount Moriah Part 2 (of 2) 8 82.66 HP Printing - TBD Publication 5 5,117.34 Wild Bill Me Rack Cards (20,000) 5 830.70 Wild Bill Me Prize - Tissue Paper 5 3.98 Wild Bill Me Prize - Deadwood Pouches 5 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags 5 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags 5 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags 5 9,000.00 Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) 5 9,000.00 Visitor Guide & WBM Distribution 5 8,205.00 Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards 5 2,475.00 Spring Lit Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) 5 800.00 PastBort Partnership 5 800.00 Shipping Guides to out-of-state visitor centers 5 300.00 HP Marketing Booklest/Report "Marketing Bible" 5 800.00 Email - Purge inactive addresses 5 900.00 Emai	Promotion	Est	. Budget - Ann
Peak 2024 - Leisure Travel Shoulder 2024 - 2025 - Leisure Travel: 90K Sept-Dec, + 45,000 Jan & Feb S 90,000.00			
Shoulder 2024-2025 - Leisure Travel: 90K Sept-Dec. + 45,000 Jan & Feb \$ 90,000.00 HP Brochure - Walking Tour, 50K HP Mount Moriah Part 2 (of 2) \$ 882.66 HP Printing - TBD Publication \$ 5,117.34 Wild Bill Me Prizer - Tissue Paper Wild Bill Me Prize - Deadwood' Chocolate Gold Coins Wild Bill Me Prize - Deadwood' Thocolate Gold Coins Wild Bill Me Prize - Tissue Paper Wild Bill Me Prize - Wild Bill Bill Bill Bill Bill Bill Bill B			117,000.00
Celit Peak 2024 video spot to include new museum footage \$8,00.00	Shoulder 2024-2025 - Leisure Travel: 90K Sept-Dec, + 45,000 Jan & Feb		90,000.00
HP Brochure - Walking Tour, 50K HP Mount Moriah Part 2 (of 2) HP Printing - TBD Publication Wild Bill Me Rack Cards (20,000) S 33.70 Wild Bill Me Prize - Tissue Paper Jissue Paper Wild Bill Me Prize - Tissue Paper Wild Bill Me Prize - Deadwood Pouches S 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags Deadwood Attraction Tear-off Map Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide Walm (Prostage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution Guide requests/leads, tinerary, VIC Display includes guide + 2 extra rack cards Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers) Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers) PastPort Partnership Shipping Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" Small - Purge inactive addresses S 900.00 Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Website Programing & Licensing + Google Map Fees (API) Sevent Center Website Hosting Discount Domain Membership Domain Renewals Website Programing & Licensing + Google Map Fees (API) Sevent Center Website Hosting Discount Domain Membership Sound Mild Bill Days 2024 Wild Bill Da			800.00
HP Mount Moriah Part 2 (of 2) HP Printing – TBD Publication \$ 5,117.34 Wild Bill Me Rack Cards (20,000) Wild Bill Me Rack Cards (20,000) Wild Bill Me Prize – Tissue Paper Wild Bill Me Prize – Deadwood' Chocolate Gold Coins \$ 499.09 Wild Bill Me Prize – Deadwood' Chocolate Gold Coins \$ 499.09 Wild Bill Me Prize – Deadwood Pouches Coupon Books – Groups + Leisure, Tradeshows and Welcome Bags Deadwood Attraction Tear-off Map Visitor Guide Malling/Postage (does not include guides mailed directly by Chamber) Visitor Guide A Wild Distribution Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards Spring Lit Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) Spring Lit Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) Spring Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" Sounce Email - Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Beadwood.com and Deadwood.org Domain Renewals Website Programing & Licensing + Google Map Fees (API) Event Center Website Hosting Discount Domain Membership Domain Renewals Winter Travel Ad Fall Travel Ad Wild Bill Days 2024 Event Photography Legislative Handbook JP Labor & materials swap vinyl to Boot Leasing land for Billboard - Exit 30 (split with Boot) Sponsor wresting mat, to include Deadwood-themed graphics Community Pages - Full year Our Towns Ad Destination Deadwood Coop Ad Set School Sch	HP Brochure - Walking Tour, 50K	\$	8,000.00
Wild Bill Me Prize - Tissue Paper Wild Bill Me Prize - Tissue Paper Wild Bill Me Prize - Deadwood" Chocolate Gold Coins Wild Bill Me Prize - Deadwood Pouches S 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags S 1,060.26 Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers) PastPort Partnership Shipping Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" S 300.00 Email - Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Website Programing & Licensing + Google Map Fees (API) Vent Center Website Hosting Discount Domain Membership Domain Renewals Winter Travel Ad Fall Travel Ad Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Event Photography Legislative Handbook Lasing land for Billboard - Exit 30 (split with Boot) Sponsor wrestling mat, to include Deadwood-themed graphics Community Pages - Full year Our Towns Ad Destination Deadwood Coop Ad Destination Deadwood Coop Ad Poestination Deadwood Coop Ad Marketing Online Backup and Storeage Purchase 2 hardrives for video asset backups Photo Library - annual Marketing Online Backup and Storeage Purchase 2 hardrives for video asset backups Photo Library - annual Marketing Online Backup and Storeage Purchase 2 hardrives for Season 2023-2024 TBD S 2024 S 200.00 JOUT Towns Ad Destination Profile Server S 200.00 JOUT Towns Ad Destination Deadwood Coop Ad S 250.00 JOUT Towns Ad Destination Deadwood Coop Ad Destination Deadwood Coop Ad Destination Deadwood Coop Ad Destination Deadwood	HP Mount Moriah Part 2 (of 2)		882.66
Wild Bill Me Prize - "Issue Paper Wild Bill Me Prize - Deadwood" Chocolate Gold Coins Wild Bill Me Prize - Deadwood Chocolate Gold Coins Wild Bill Me Prize - Deadwood Pouches Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags Local Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards Spring Lif Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) Spring Lif Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) Spring Lif Swap (Distribute maps & guides to 1-90 & 1-29 Visitor Centers) Spring Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" Sounce Email - Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Suebsite Programing & Licensing + Google Map Fees (API) Sevent Center Website Hosting Discount Domain Membership Sueson Beauly & Licensing + Google Map Fees (API) Summa Renewals Website Programing & Licensing + Google Map Fees (API) Summa Renewals Suesite Handbook Fall Travel Ad Wild Bill Days 2024 Wild Bill Days 2024 Event Photography Suesitave Handbook Leasing land for Billboard - Exit 30 (split with Boot) Sponsor werstling mant, to include Deadwood-themed graphics Community Pages - Full year Our Towns Ad Destination Deadwood Coop Ad Resident of Billboard - Exit 30 (split with Boot) Sponsor werstling mant, to include Deadwood-themed graphics Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos Fremium Plus Marketing Online Backup and Storeage Purchase 2 hardrives for video asset backups Public Photo Library - annual Marketing Online Backup and Storeage Surveys for marketing, training, community/City, giveaways Subscription w/3 licenses - stock photos, graphics,	HP Printing - TBD Publication	\$	5,117.34
Wild Bill Me Prize - 'Deadwood' Chocolate Gold Coins Wild Bill Me Prize - Deadwood Pouches Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags Deadwood Attraction Tear-off Map Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution Guide requests/leads, Itinerary, VIC Display Includes guide + 2 extra rack cards Spring Lif Sway (Distribute maps & guides to I-90 & I-29 Visitor Centers) Spring Lif Sway (Distribute maps & guides to I-90 & I-29 Visitor Centers) Spring Lif Sway (Distribute maps & guides to I-90 & I-29 Visitor Centers) Shipping Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" Soo.00 Email - Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Info@00.00 Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Seady Website Programing & Licensing + Google Map Fees (API) Sevent Center Website Hosting Siscount Domain Membership Domain Renewals Winter Travel Ad Soc.00 Winter Travel Ad Soc.00 Winter Travel Ad Soc.00 Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Soc.00 Sponsor wrestling mat, to include Deadwood-themed graphics Community Pages - Full year Our Towns Ad Destination Deadwood Coop Ad Destination Deadwood Coop Ad Destination Deadwood Coop Ad CR Code Tracking - gold bucks and other marketing Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos Purchases Purchase Purchases Purchase - Purchases Purchase - Stardy - Stocker Trail" promotion International Profile Sheet Sponsorship/Advertising - Post Season 2023-2024 TBD Soc.00 Soc	Wild Bill Me Rack Cards (20,000)	\$	830.70
Wild Bill Me Prize - Deadwood Pouches Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags Deadwood Attraction Tear-off Map Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution Sayon, Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards Spring Lit Swap (Distribute maps & guides to i=90 & 1-29 Visitor Centers) Spring Lit Swap (Distribute maps & guides to i=90 & 1-29 Visitor Centers) Shipping Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" Soo.00 Email - Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Deadwood.om and Deadwood.org Domain Renewals Website Programing & Licensing + Google Map Fees (API) Event Center Website Hosting Discount Domain Membership Domain Renewals Winter Travel Ad Solono Winter Travel Ad Solono Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Wild Bill Days 2024 Event Photography Legislative Handbook Uzalsor & materials swap vinyl to Boot Leasing land for Billboard - Exit 30 (split with Boot) Sponsor wrestling mat, to include Deadwood-themed graphics Community Pages - Full year Our Towns Ad Destination Deadwood Coop Ad QR Code Tracking - gold bucks and other marketing Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos Purchase 2 hardrives for video asset backups Purchase 2 hardrives fo	Wild Bill Me Prize - Tissue Paper	\$	3.98
Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags	Wild Bill Me Prize - "Deadwood" Chocolate Gold Coins	\$	499.09
Deadwood Attraction Tear-off Map Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber) Visitor Guide & WBM Distribution 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 Spring Buit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers) \$ 105.00 Shipping Guides to out-of-state visitor centers HP Marketing Booklets/Report "Marketing Bible" \$ 800.00 Email- Purge inactive addresses Edit colors on email template Email Monthly Mailchimp fee, Content Development & Mailing List Management Hosting & Quarterly Web Updates Deadwood.com and Deadwood.org Domain Renewals Website Programing & Licensing + Google Map Fees (API) Event Center Website Hosting Discount Domain Membership Domain Renewals Winter Travel Ad Fall	Wild Bill Me Prize - Deadwood Pouches	\$	1,060.26
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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			487.66
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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			1,000.00
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		\$	
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		\$	
SAM Number Renewal (Required for use of federal funds & some state programs) \$ 500.00 2024 Tourism Conference Sponsorship \$ 3,000.00		\$	
2024 Tourism Conference Sponsorship \$ 3,000.00		\$	
Sports Betting/Gaming Mini Campaign Cancelation Fee \$ 3,000.00		\$	
Sports Betting/Gaming Mini Campaign Cancelation Fee \$ 2,630.00		\$	
	Sports Betting/Gaming Mini Campaign Cancelation Fee	\$	2,630.00

2024 MARKETING BREAKDOWN CURRENT AS OF 04/26/24

	PERCE	ENT 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%



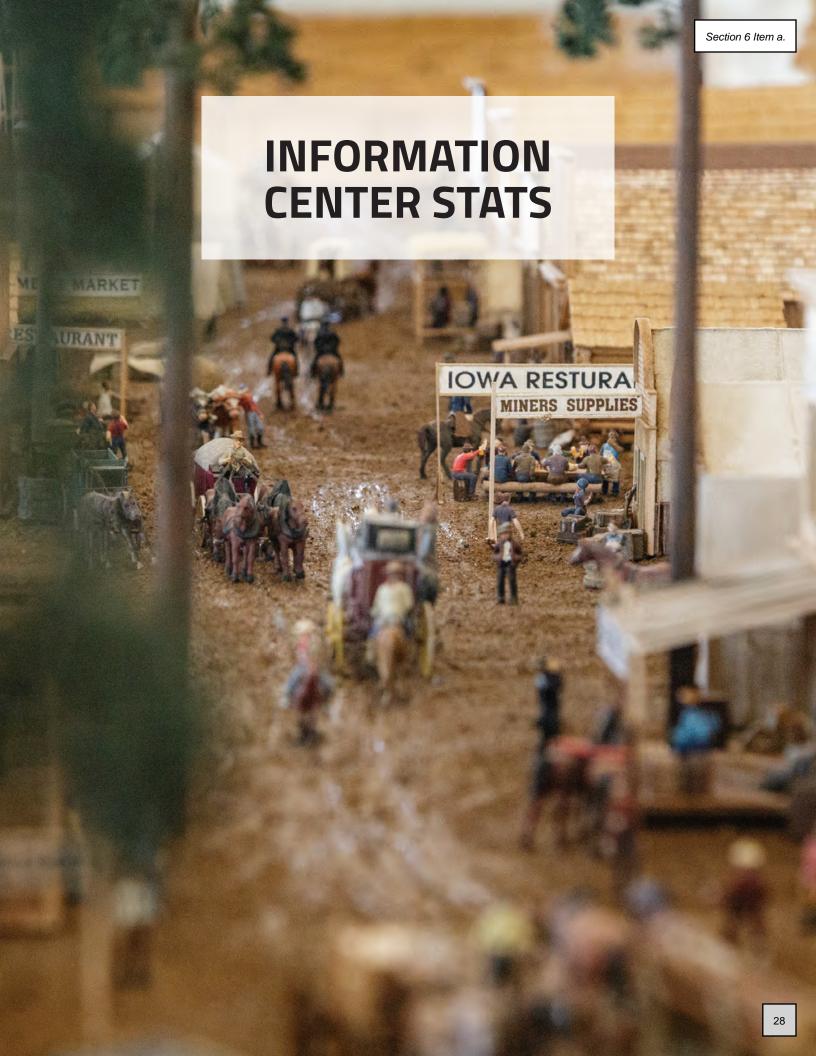






"OTHER" category includes Main Street Information Wagon - Staffing cost paid to Deadwood Alive.

- 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 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		10	Δ.	
June	9,441	21,779	31,220	8,328	22,629	30,957			3	
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		11		
November	736	2,060	2,796	871	2,675	3,546				
December	526	1,856	2,382	64	2,256	2,320			8	
Totals	44,291	121,951	166,242	37,061	123,827	160,888	2,313	7,966	10,279	



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

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 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 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.

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 attendence, and reports as requested by the City of Deadwood/Historic Preservation.
- Placer.ai is an annual subscription. August 1, 2023 to July 31, 2024.

429 min

+2.3%



Deadwood - 2023

Jan 1 - Dec 31, 2023

Property:



Deadwood City Limits

Deadwood, South Dakota, United States

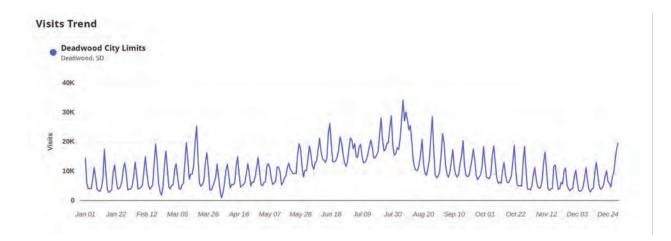
Metrics

Visit Frequency

Deadwood City Limits

Visits	3.9M	Avg. Dwell Time	
Visitors	1.1M	Visits YoY	

3.61



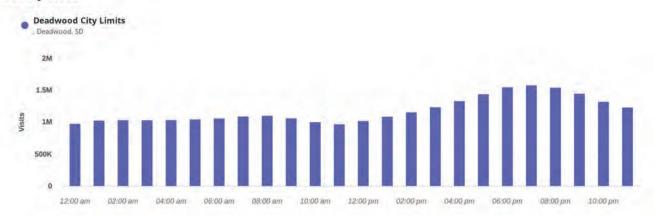
Audience Overview

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

Daily Visits



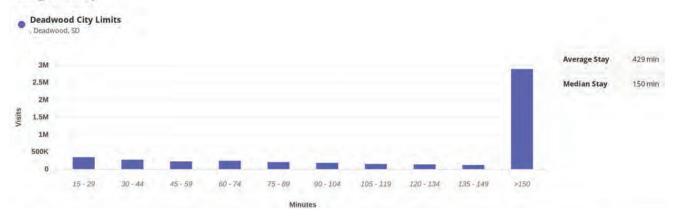
Hourly Visits



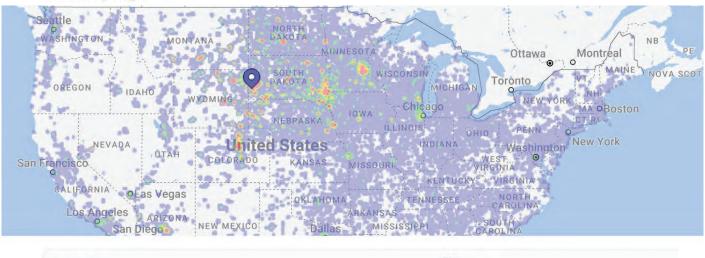
Favorite Places

Dea	dwood 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 mí	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

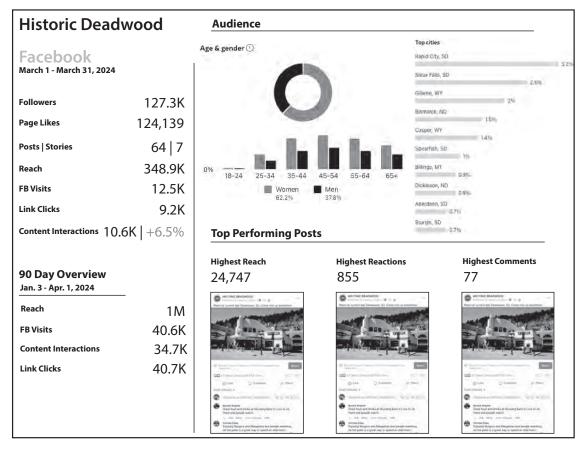


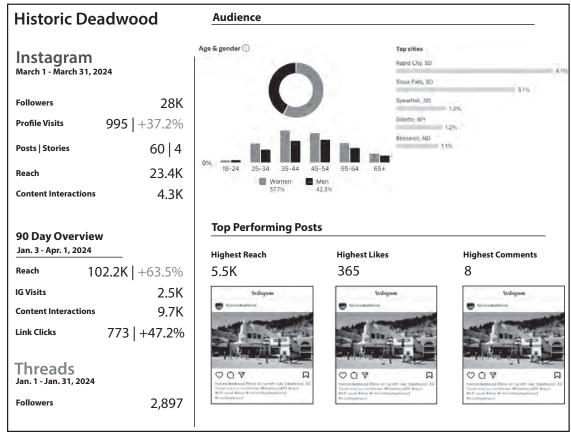
Zipcode / City	Visits (% of Total)
57783 Spearfish, SD	227K (5.8%)
57754 Lead, SD	214.4K (5.4%)
57785 Sturgis, SD	162.5K (4.1%)
57701 Rapid City, SD	134.6K (3.4%)
57702 Rapid City, SD	108.3K (2.8%)
57732 Deadwood, SD	71.7K (1.8%)
57717 Belle Fourche, SD	63.5K (1.6%)
82718 Gillette, WY	46.4K (1.2%)
57703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







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 pixeled, 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.

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 pixeled, 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.

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Geo Budget Allocations													
	Geo Budget Allocations												

PEAK 2023 MEDIA CALENDAR MARCH 2023 - AUGUST 2023

May '23	Jun '23	Jul '23	Aug '23				
1 8 15 22 29	5 12 19 26	3 10 17 24 31	7 14 21 28				
yoffs (4/17 - 6/18)	NBA Finals		NFL Preseason				
		Jul/Aug					
		Juli/Aug					
	Towart						
Target Geo							
SD, ND, WY, NE, MN, CO							
SD, ND, WY, NE, MN, CO							
SD, ND, WY, NE, MN, CO							
60% - SD, ND, NE, WY 20% - MN 20% - CO							



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, Wanders (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

Campaign Performance

Driving Action

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

Executive Summary



21.864.667 Impressions Deliv.



Post Impression Rate



17.80% Paid Search CTR



2.04% Paid Social CTR

~5% benchmark

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).

Campaign Performance

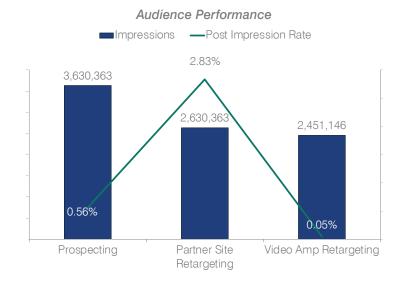
Sojern Performance Overview



- 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):

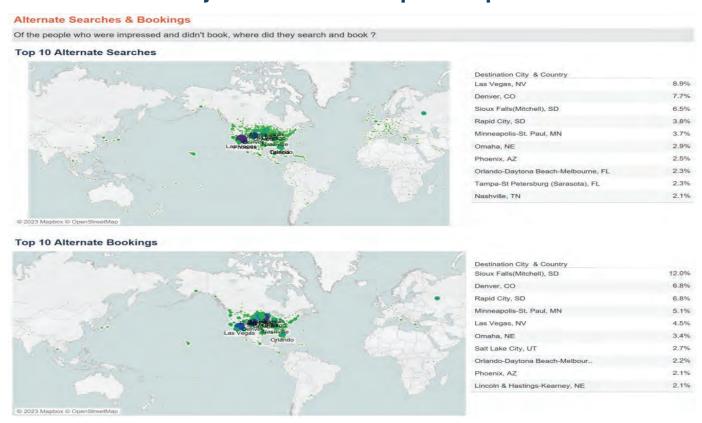
- 1. Billings, Montana: .08% CTR
- 2. Minneapolis-St. Paul, Minnesota: .08% CTR
- 3. Mankato, Minnesota: .08% CTR
- 4. Rochester-Austin, Minnesota-Mason City, Iowa: .08% CTR
- 5. Casper-Riverton, Wyoming: .08% CTR
- 6. Grand Junction-Montrose, Colorado: .08% CTR
- 7. Rochester-Austin, Minnesota-Mason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



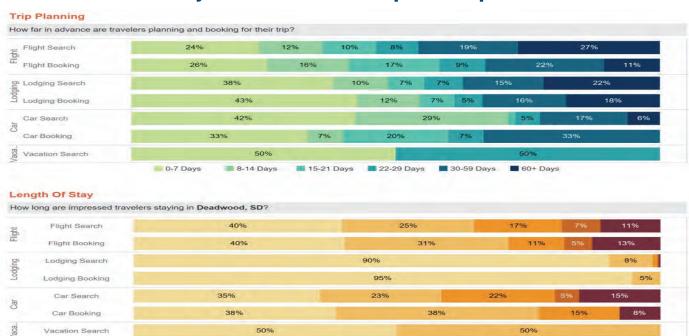
NOTE: POST IMPRESSIONS

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

Sojern Economic Impact Report



Sojern Economic Impact Report



6-7 Days

8-11 Days

■ 12+ Days

1-3 Days

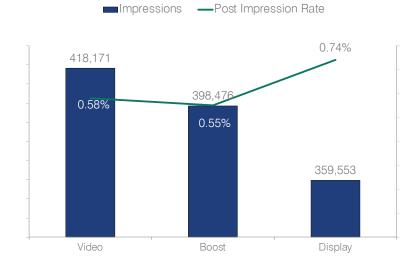
4-5 Days

Campaign Performance

Trip Advisor Performance Overview

Tactic Performance

- 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

	Display		E	xplorer Video			Social Boost	
Region	Total imps	Total clicks	Region	Total imps	Total clicks	Region	Total imps	Total clicks
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	lowa	22,197	34	Nebraska	19,849	24
Nebraska	16,948	7	Nebraska	20,970	34	lowa	18,182	20

imps = impressions

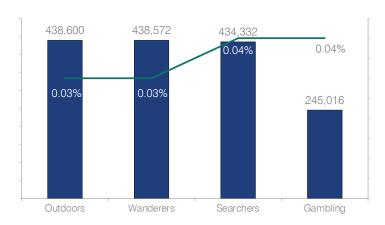
Campaign Performance

Pandora Performance Overview

Placement Performance



- 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											
State	Impressions	CTR	Reach	Frequency							
Minnesota	36,636	0.06%	19,950	1.85							
Colorado	23,792	0.07%	13,706	1.75							
Nebraska	14,141	0.08%	7,473	1.90							
South Dakota	7,772	0.05%	3,919	1.99							
North Dakota	7,219	0.03%	3,622	2.02							
Wyoming	5,005	0.06%	2,546	1.99							

	Banner Placements										
State	Impressions	Reach	Frequency								
Minnesota	440,410	179,675	2.49								
Colorado	306,199	140,695	2.21								
Nebraska	176,824	70,531	2.54								
South Dakota	91,578	32,901	2.82								
North Dakota	84,224	29,816	2.87								
Wyoming	58,988	21,335	2.81								

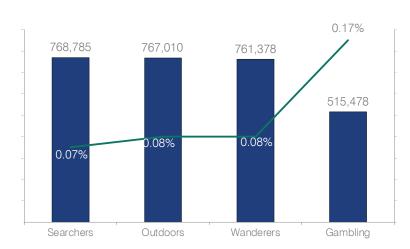
Campaign Performance

Video Amp Performance Overview



■Impressions —Post Impression Rate

- 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%.		

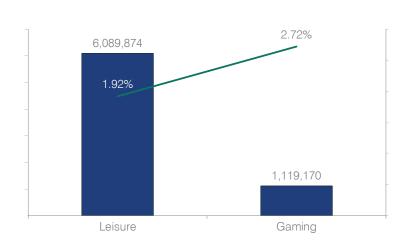
GEO = Geographic Area VCR = Video Completion Rate KPI = Key Performance Indicator

Campaign Performance

Paid Social Performance Overview



- 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



Campaign Performance

■Impressions —CTR

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%

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

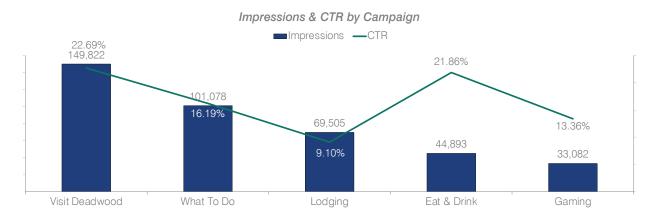
\$0.27 prev. report, ~\$3 benchmark

- 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

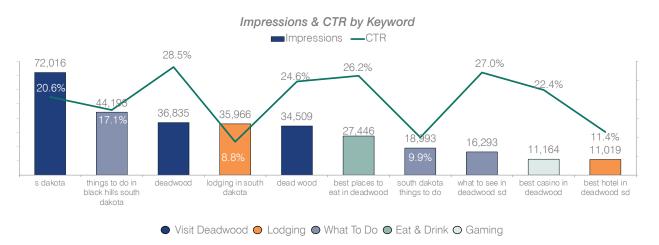
PEAK 2023 • MARCH 2023 - AUGUST 2023 • CAMPAIGN REPORT Campaign Performance

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

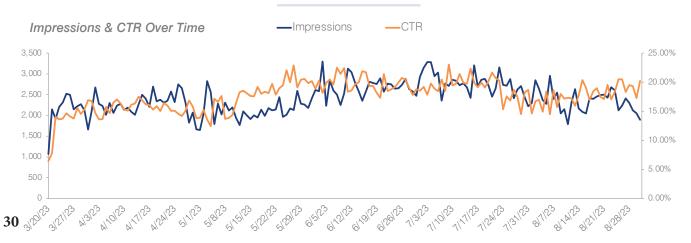


Keyword Performance

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



Impressions & CTR Over Time



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

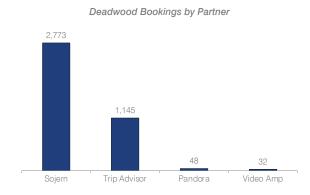


Bookings Summary (In-Destination)

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.

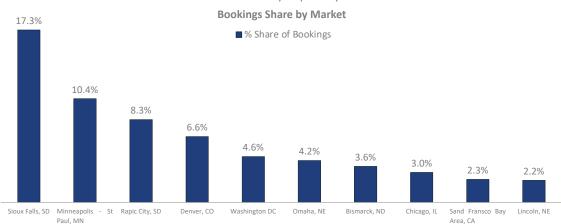
3,870

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



Bookings Market Performance (Peak23)

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



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

PEAK 2023 MEDIA CALENDAR SEPTEMBER 2023 - JANUARY 2024



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)

cove		SOUTH DAROTA COM DEPARTME								RTMEN	ENT OF TOURISM								
			Sep	ot '23		(Oct '2	23		Nov	'23		D	ec '2	.3		Ja	ın '24	
	Delivera	ible 4	11	18	25 2	9	16	23 30	6	13	20 2	27 4	1	1 1	8 25	1	8	15 2	22 29
Total Media			•		•	•	•		•			•	•	•	•			•	•
SEM All Visitors																			
SEM Gaming & Sports Betting Mini Campa	aign																		
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 Cli	icks																	
Programmatic OLV/CTV All Visitors	•																		
OLV/CTV Gaming & Sports Betting Mini Ca	ampaign																		
OLV/CTV Winter - Mini Campaign														Т				_	
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings																			
(MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	2,730,00	00																	
Programmatic Display All Visitors																			
Display Gaming & Sports Betting Mini Can	npaign		_			_	_			_								_	
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Display Winter- Mini Campaign Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings																			
(MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)		,,																	
	7,280,00	,,,																	
FB/IG All Visitors				_		-									_			_	
FB/IG - Gaming & Sports Betting Mini Cam Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings																			
(MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)		icks																	
Native - All Visitors																			
Native - Gaming & Sports Betting Mini Can	npaign																		
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)		00																	
Online Travel Agency Placement - All Visit	ors																		
Travel Intenders	3,125,00	00																	
Local/Regional (Omaha Mag) - All Visitors																			
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)		0																	
Linear Cable TV - All Visitors	303,00																		
Denver, Minot/Bismarck/Dickinson	1,736,84	12														l			
True West - All Visitors																			
Full Page Ad	120,00	0																	
Programmatic Out of Home - All Visitors																			
Minot (ND), Minneapolis/StP (MN), Denver (CO)	1,375,00	00	_			_			_										
University of WY - All Visitors																			
Design of the state of the DUNING MAD	FARMO	D 0114							1	1						1			
Deadwood Local Events - RUNNING VIA D	EADWOO	ор Сна	AMBE	:R															
Ad Serving																			
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	19,803,8 43,882 cli	_																	
*Agency commission 9%	43,002 CII	CKS				+							t						
-									Torr	70+ C	`00								
Audience Breakdown Searchers (25 - 44) HHI \$50k - \$100K, No childr	en in	Minot (N	ND), M	linneap	olis/StF	P (MN		ver (CO)	, Billin		T), Ra			ioux F	alls (S	D), Li	ncoln	(NE),	Sioux
traveling party	-	Minot /A	ID) 14	linnaa-	alia/C+F) /N/N I		ty (IA), Dover (CO)						iour, F	Talle (C	D) 1:	noole	(NIT)	Siorn
Wanderers (50+) HHI \$100K+, Empty neste		IVIIIIVI (ľ	א, ועוי, IV	шпеар	UIIS/O(F	(IVIIV		ver (CO) ty (IA), D						ioux f	alis (S), LI	iicoin	(IN⊏),	SIUUX

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



Paid Social
Click-Through Rate
1.00% benchmark,

1.76% prev. report

2.16%



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

Campaign Performance

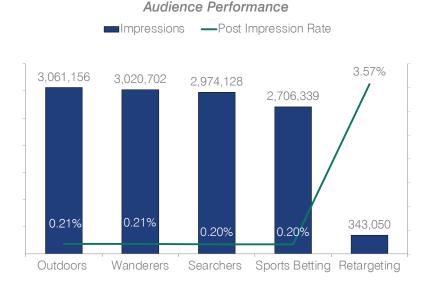
Sojern Performance Overview

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

DMA = Designated Marketing Area PIR = Post Impression Rate

SOJERN LEISURE CAMPAIGN ECONOMIC IMPACT REPORT

Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	Total Events				Total Travele	rs		Hotel Night Stay	S
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6 Lodging Booking 479 190 93		Grand Total	11,78	17	6,044	2	36		2
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6 Lodging Booking 479 190 93	Vacation	Vacation Search	1		2	-5	31		3
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6 Lodging Booking 479 190 93	Car	Car Search	117		85	31	5	5	
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	0-4	Car Booking	36		27	- 3	30		6
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	Louging	Lodging Booking	479		190	3	37		2
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	Ladaina	Lodging Search	3,96	4	1,966	4	12		2
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	Flight	Flight Booking	500		576	3	32		2
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6 Flight Booking 500 576 Lodging Booking 479 190 93	Florina	Flight Search	6,69	0	3,198	4	19		3
Flight Search 6,690 3,198 Lodging Search 3,964 1,966 7,6	Vertical	Event Type	Total Ev	ents	Total Travelers	Avg. Lead T	imes In Days	Avg. Length	of Stay In Day
Total Lines Total National	X		44.00		-				7,664 932
	~		Total Events	Total Travelers	H				Hotel Night Sta
low many travel events did the campaign drive to Deadwood, SD?	ow many tra	iver events did the campa	iigii drive to bead	wood, SD?					

**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

Confirmed Total Travelers x Avg. Spend Per Traveler = Total Est. Traveler Spend 548,800

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

SOIERN GAMING/SPORTS BETTING CAMPAIGN **ECONOMIC IMPACT REPORT**

Post-Impression Travel Summary

	Total	Events		Total Traveler	'S		Hotel Night Stay	S
(Grand Total	5,82	4	3,020	3	4		2
Car	Car Booking	24		16	2	4		3
0	Car Search	53		38	2	2		7
Louging	Lodging Booking	196		97	3	7		2
Lodging	Lodging Search	1,97	3	1,047	3	9		2
Flight	Flight Search	3,33)	1,532	4	7		2
Flight	Flight Booking	243		290	3	5		2
Vertical	Event Type	Total Ev	ents	Total Travelers	Avg. Lead Ti	imes In Days	Avg. Length	of Stay In Day
4	Flight Booking	243	290	-	Lodging Booking	196	97	394
-	Flight Search	3,330	1,532	# :::#	Lodging Search	1,978	1,047	3,971

'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 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.

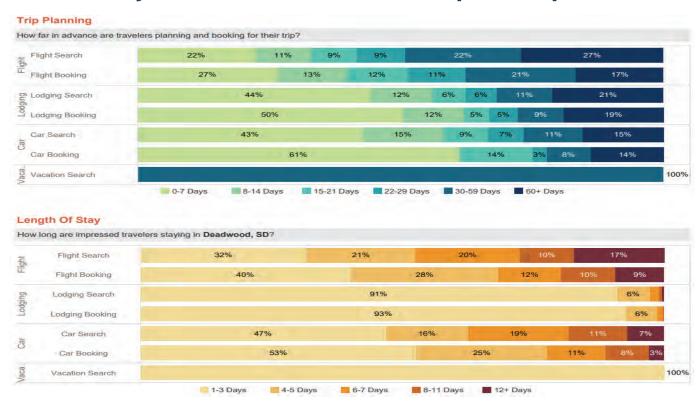
How much revenue is the campaign bringing to Deadwood, SD with average spend of 700 USD per traveler?

Economic Impact

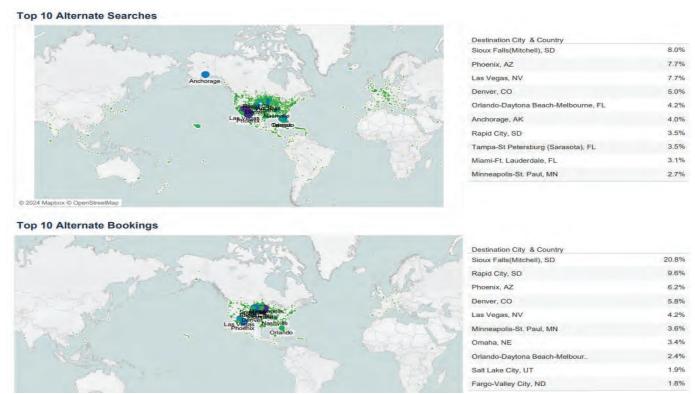
Confirmed Total Travelers x Avg. Spend Per Traveler = Total Est. Traveler Spend 279,300

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

Sojern Leisure Economic Impact Report



Sojern Leisure Economic Impact Report

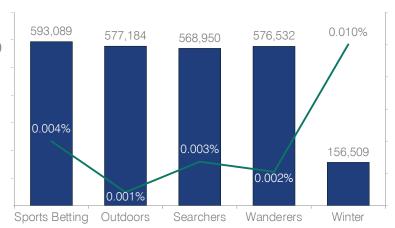


VideoAmp Performance Overview

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

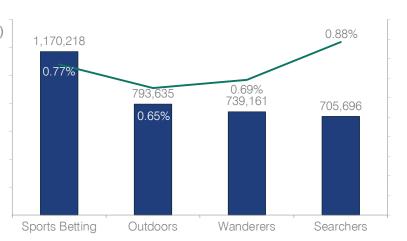
SHOULDER 2023-2024 • SEPT. 2023 - JAN. 2024 • CAMPAIGN REPORT Storygize Performance Overview

Audience Performance ■Impressions —Post Impression Rate

- 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

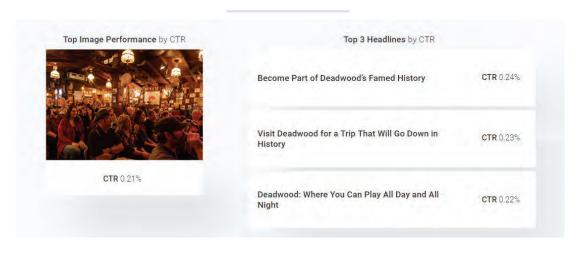
351 lodging clicks, 39 visitor guide downloads



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



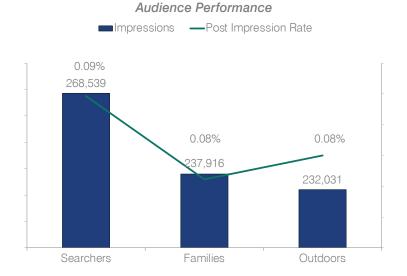
Omaha Mag Performance Overview

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

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

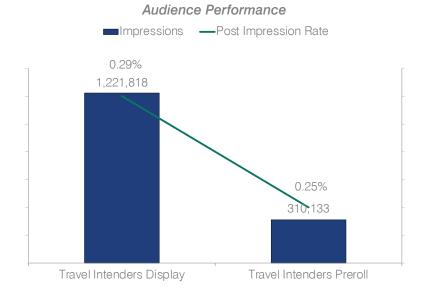
DMA = Designated Marketing Area PIR = Post Impression Rate

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

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

DMA = Designated Marketing Area PIR = Post Impression Rate

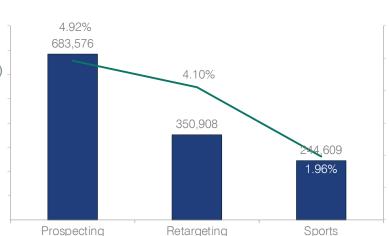
Paid Social Performance Overview



- 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

Lead Generation Performance Overview



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

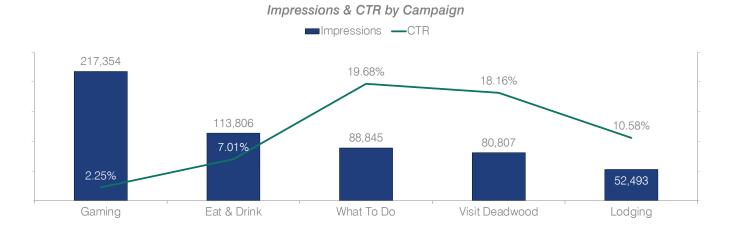
Paid Search Summary



- 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

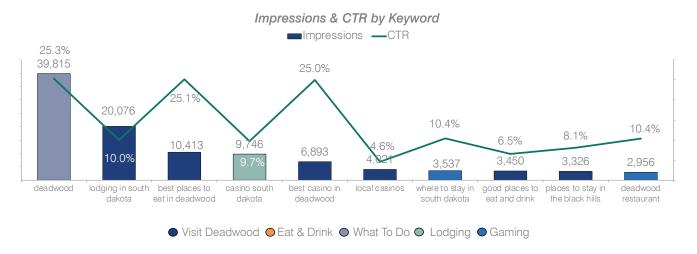
The top-performing campaign by CTR was *What To Do*, while the top-performing campaign by impressions was *Gaming*.



CTR = Click Through Rate

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

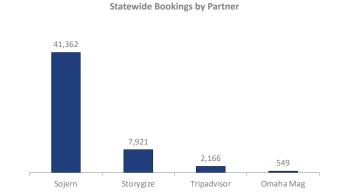
GA4 = Google Analytics 4

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



Bookings Summary (In-Destination)

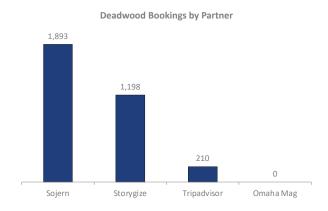
When looking solely at bookings that occurred in Deadwood as a result of our advertising, we are over 3K since the start of the campaign.

3,005

Bookings that occurred within

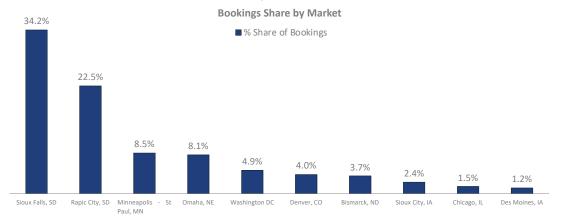
Deadwood as a result of our

advertising efforts



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.

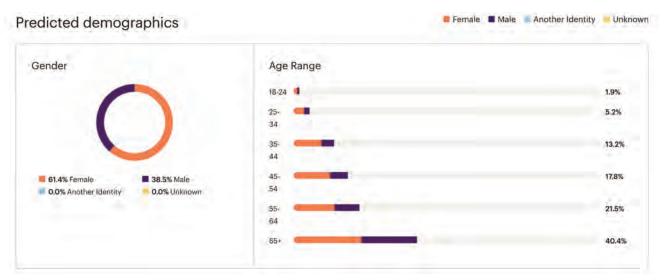




EMAIL MARKETING STATS

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



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

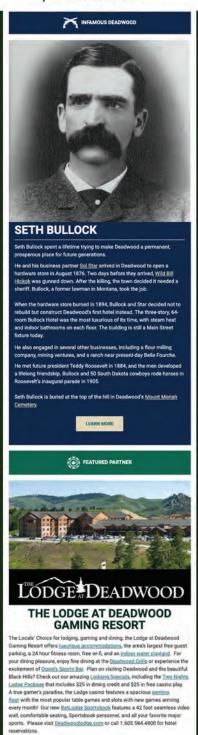
EMAIL MARKETING REENGAGEMENT CAMPAIGN

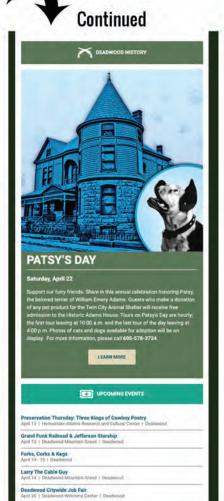
Beginning in March 2024, the Deadwood Chamber launched a reengagement campaign for our "Tourist" subscriber list (+100K subscribers). Fees associated with maintaining an email marketing database are directly correlated with the size of the list, and this is a large one. The primary goal of this effort 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.









DEADWOOD

MAY 2023 - SUMMER EVENT SCHEDULE

DEADWOOD 23 SUMMER GUIDE | MAY AUGUST DEADWOOD EVENTS & ENTERTAINMENT Deadwood Event Calendar May 12 - 14, 2023 WEEKEND AT MR. WU'S WITH MR. WU! Mr. Wu's SOUTH DAKOTA STATE POKER CHAMPIONSHIP MAY 19-21 S200,000 PRIZE PACKAGE GUARANTEE May 19 - 21, 2023 SOUTH DAKOTA STATE POKER CHAMPIONSHIP Silverado-Franklin

Continued

June 9 - 10, 2023 DEADWOOD PBR Days of '76 Event Complex (Rodeo Grounds)





June 17, 2023 WILD BILL DAYS CLASSIC CAR AUCTION Deadwood Mountain Grand

Days of '76 Event Complex (Rodeo Gr



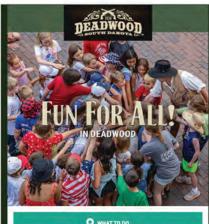




July 23 - 29, 2023 DAYS OF 76 RODEO & PARADES Days of '76 Event Complex (Rodeo Gro







SCHOOL'S OUT FOR SUMMER!

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

- 1. 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.
- 2. 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 <u>Broken Boot Gold Mine</u> offers a narrated mine tour and real gold panning starting May 27!
- 5. A moderate hike to the Friendship Tower on Mt. Roosevelt will offer panoramic views of the Black Hills.
- 6. If your kids love trains (and what kid doesn't), there's a terrific, Black Hillsthemed model train setup in the basement of Deadwood Badlands.
- 7. Hop aboard an authentic <u>Deadwood Stagecoach</u> for a unique ride on Historic Main Street beginning in late May.

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

Right in the heart of Main Street sits <u>Outlaw Square</u> – where summertime means family. <u>Monday nights</u> 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 <u>summer concert series</u>. Plus, many more events happen all summer. Check <u>www.outlawsguare.com</u> for

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

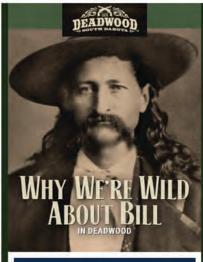








JUNE 2023



THISTORY

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 predict in newspapers and dime novels. Eventually, tales evolved outlandship, gerhaps most famously in Harper's New Monthly Magazine, which claimed Hickok hilled 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

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.

Will Bill may have met his fate here, but Deadwood celebrates the life of the West's Greatest Legend each year during <u>Wild Bill Days</u> – 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 Ma 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









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 capitation world of the Wild West with the <u>Historic Deadwood Room Package</u>, exclusively available when you book a room at any of the three top-rated hotels at <u>Cadillac Jack's Gaming</u> Resort.

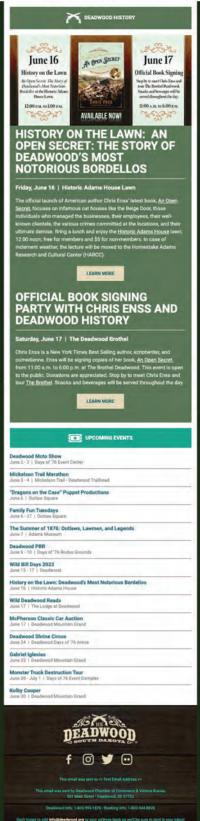
Discover the authentic ambiance of Deadwood, where the echoes of legendary figures and gropping tales still reconste in the air. Stroll along the same streets that notorious outless once coment and visit reconvel andmarks that have witnessed the triumphs and trials of pioneers. Learn the hidden stories behind Deadwood's rich history, including the <u>Historic Adams House & Museum</u>, the <u>Rintlet Deadwood's rich history</u>, including the <u>Historic Adams House & Museum</u>, the

After a day of immersing yourself in the past, retreat to the plush haven of your luxurious room. Unwind in the infinity poot, visit one of our satisfying food options, or try your luck on Deadwood's largest gaming floor. You can relax and rejuvenale, 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 <u>Cadillar, Jacks</u> (<u>Ramion Resort today</u> and prepare to be captivated by the spirit of <u>Peadwood</u>, where the past comes alive, and history becomes an unforgettable adventure."

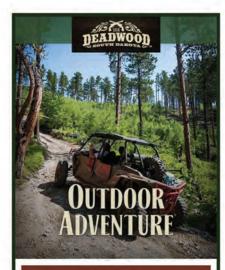
BOOK NOW





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JULY 2023 VISITOR EMAIL





MAKE HISTORIC DEADWOOD THE BASECAMP FOR YOUR NEXT **ADVENTURE**

amp can be defined as a main encampment providing supplies, she 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,
- 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
- 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 <u>stagecoach ride</u> on historic Main
- 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

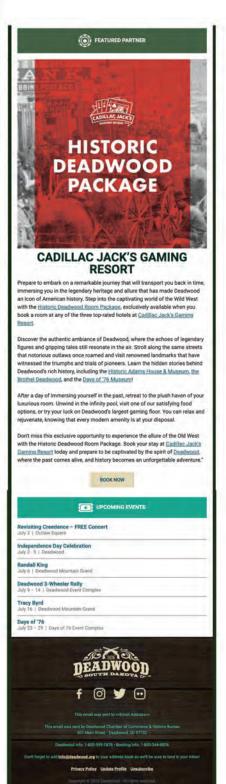
- Don't have your own equipment? No problem, <u>numerous places</u> in the northern Black Hills rent bikes, e-bikes, paddle boards, side-by-sides, and fishing equipment, and some even deliver to your location.
- If you're looking to fish, make sure you get a license. Licenses are required to fish on 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 <u>Deadwood Rec</u> <u>Center</u> for a wide variety of fitness options.

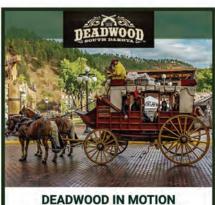
Whether you're looking for a quick afternoon family activity or multiple days of outdoor adventure, Historic Deadwood offers a little of something for everyone. For more information on what there is to do, visit our website at w,deadwood.com.

LEARN MORE





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 suggons and the rallways allowed pioneers to move west and for gold to be discovered in Deadwood Guich 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 <u>Days of '76 Museum</u>, 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 rigids on Deadwood Main Street. Rides run Tuesday through Saturday in the summer.
 Mickelson Trail Once a railbed extending 109 miles from Deadwood to
- Mickelson Trail Once a railbed extending 109 miles from Deadwood to Edgemont, the <u>Mickelson Trail</u> was reclaimed for hiking, bicycling, horseback riding, and even cross-country skiing during the winter. The <u>Deadwood trailbead</u> 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

- Sturgis Motorcycle Rally Every year in August for ten days, the entire Black Hills hosts the largest gathering of motorcycles in the world! The <u>Desadwood Legends Ride</u> is the perfect way to kick off the Rally. Come experience blikes, 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 <u>Kool</u> <u>Deadwood Nites</u>.

Deadwood offers a fantastic mix of historical influence and present-day fun related to transportation. For more information, visit www.deadwood.com.

FIND LODGING



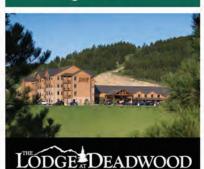
SUBLIME WITH ROME

August 10 at Outlaw Square
Sublime with Rome currently has nearly
122 million all-time streams and more
than 56,2000 monthly listeners on
Spotify. See Sublime with Rome at
Outlaw Square (this show is produced
by Rocksino by Hard Rock.)

GET TICKETS.





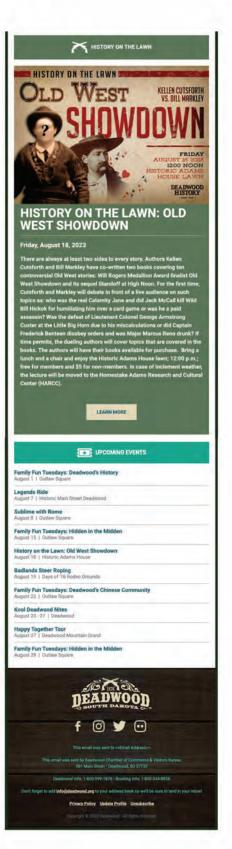


THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming and dining, the Lodge at Deadwood

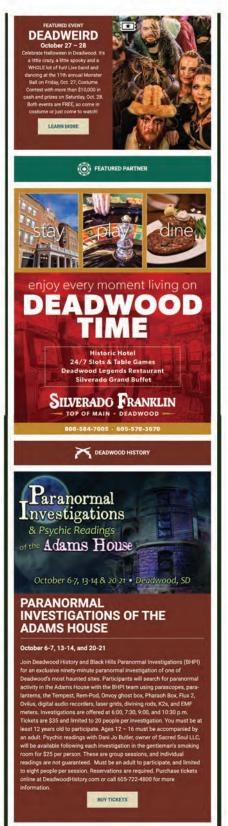
Garning Resort offers <u>luxurious accommodations</u>, the area's largest free guest parking, a 24 hour fitness room, free wirk, and an indoor water <u>claviant</u>. For your dining pleasure, eigh offer dining at the <u>Deadwood Grille</u> or experience the excitement of <u>Oppie's Sports Bar</u>. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing <u>Lodging Specials</u>, including the <u>Two Nights Lodge Packing</u> that includes <u>255 in dining creat</u> and 325 in free casino play. A true gamer's paradise, the <u>Lodge casino features</u> a spacious <u>gamino</u> floor with the most popular table games and slots with new games arriving every month! Our new <u>BetLodge Sportsbook</u> features a 42 foot seamless video wall, comfortable seating. Sportsbook personnel, and all your favorite major sports. Please visit <u>Deadwoodlodge.com</u> or call 1.605.584.4800 for hotel reservations.

BOOKNOW



SEPTEMBER/OCTOBER 2023 VISITOR EMAIL







HALLOWEEN 2023 VISITOR EMAIL



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

all was sent by Deadwood Chamber of Commerce & Visitors Burea 501 Main Street • Deadwood, SD 57732

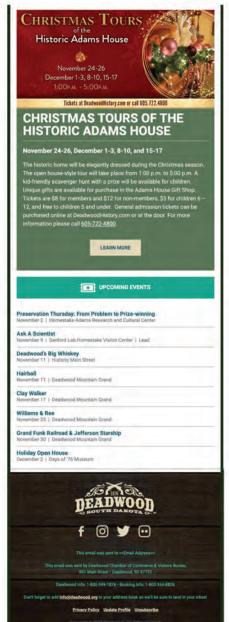
Don't forget to add Info@deadwood.org to your address book so we'll be sure to land in your inbox!

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NOVEMBER 2023 VISITOR EMAIL







DECEMBER 2023 VISITOR EMAIL



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

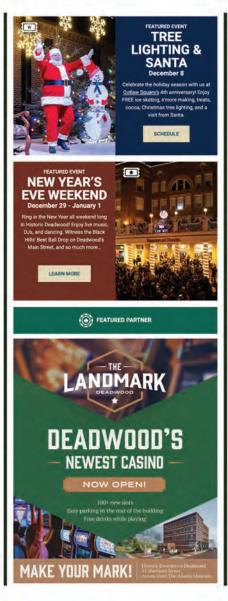
Visions of Christmas morning dance in our head. A warm fire crackling. The aroma of fresh coffee brewing. The pitter-pattering feet of lif uns (and big' unst) gathered around the twinkling tree. You can feel the anticipation of opening gifts – wonderous gifts like those found in the local shops in and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

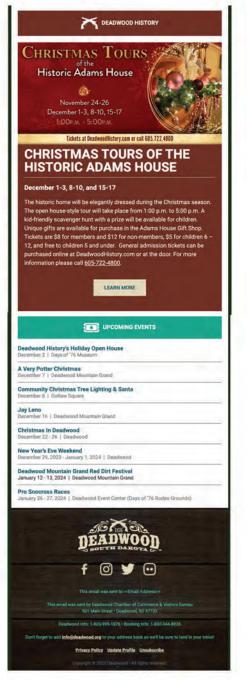
If those are the types of gifts you're looking for, here's a helpful guide on your options:

- 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.
- 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 handcrafted using the purest Black Hills Gold or Montana Silver. Great spots include Berg Jewelry. Dakota Siky Stone, First Deadwood Souvenirs, Miss Kitry's Mercantille, and many more.
- Clething 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 <u>Chubby Chipmuni</u>. Discover delectable Deadwood-themed truffles. Scrumptious chocolate confections of all sorts, shapes, sizes, and flavorst 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. <u>Plan your visit today</u> and experience all the fun and excitement Historic Deadwood offers.

DEADWOOD SHOPPING





2024 JANUARY VISITOR EMAIL







2024 FEBRUARY VISITOR EMAIL



2024 MARCH VISITOR EMAIL





DEADWOOD'S ST. PATRICK'S CELEBRATION SURVIVAL GUIDE

Sure, it's easy to have fun in Deadwood during our <u>Annual St. Patrick's Day</u>
<u>Celebration</u> March 14-16, but there's always room for improvement. Whether o your own or one of the team (around here, we call them clars), 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 Kegs, at the <u>Deadwood Social Club</u> (above the Saloon 10).
- 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.

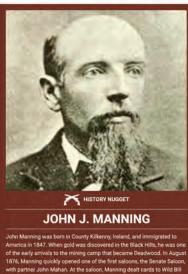
 5. Have a plan. Efficiency is the name of the game to get the most out of your experience. Check out <u>Deadwood.com</u> for more info.
- 6. Have a Designated Driver or grab a cab. Don't be that clant



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 <u>find lodging</u> because we can't wait to see you this March!

EVENT INFO





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

ing Seth Bullock (who was appointed to the position by the nor). He defeated Bullock again the next year. While he was she tal Deadwood jall was popularly known as the "Hotel de Mannin

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 off 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 benefitting 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!



UPCOMING EVENTS

Grand Opening Weekend at The Landmark Casino

St. Patrick's Celebration

Marty Stuart & His Fabulous Superlatives

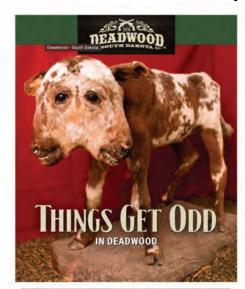
Preservation Thursday: 1862 War Through Sarah Wakefield's Eyes-March 21 | Homestake Adams Research and Cultural Center

John Waite March 23 | Deadwood Mountain Grand

The Guess Who March 29 | Deadwo



2024 APRIL VISITOR EMAIL





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 Guich!

Our Favorite Deadwood Oddities:

- Hand-carved Nudist Colony at <u>Adams Museum</u> 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
- Wild Bill's Death Chair at Saloon #10 Saloon #10 has been called "the
 only museum in the world with a bax." 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 <u>Adams Museum</u> There's a theme here. The <u>Adams Museum</u> 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







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



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-fit, and an indoor water playland. Experience the fun atmosphere of Oggle'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 BetLodge Sportsbook features a 42-foot seamless video wall, comfortable seating. Sportsbook personnel, and all your favorite major sports. Please visit Daadwoodlodge.com or call 1.605.584.4800 for hotel reservations.

BOOK NOW



UPCOMING EVENTS

Preservation Thursday: Tales of the Frawley Ranch

Forks, Corks & Kegs

Deadwood Citywide Job Fair

Kameron Marlowe April 26 | Deadwood Mountain Grans

Casey Donahew
May 10 1 Deadwood Mountain Grand

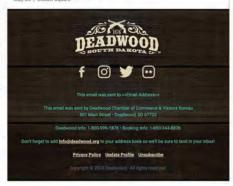
CtanduntEast

May 11 | Deadwood Mountain Grand

Deadwood's Craft Beer Fest: Hops and Hogs

Free Concert: Neal McCoy

Free Concert: Big Head Todd & the Monsters







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



HISTORIC DEADWOOD



Deadwood: Chamber of Commerce



Deadwood History & Information Center



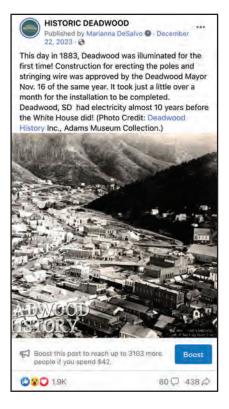
Kool Dwd Nites



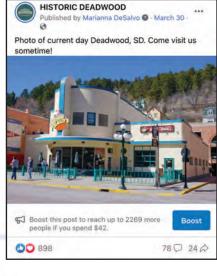
Kool Deadwood Nites >



TOP PERFORMING ORGANIC POSTS











360

78

38,859

34,031



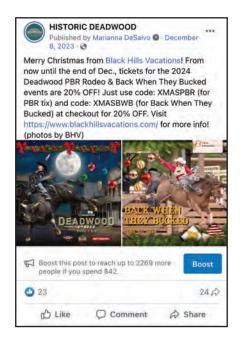


TOP PERFORMING ORGANIC POSTS













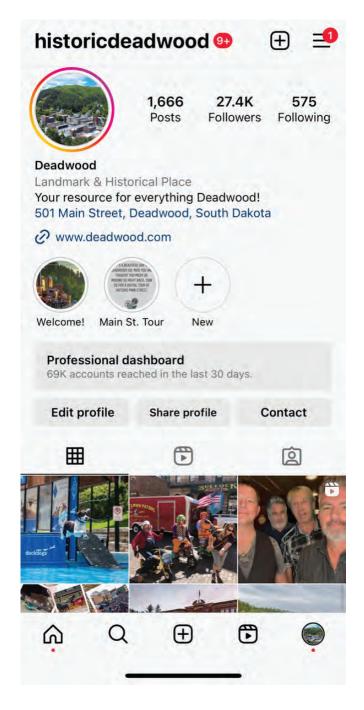


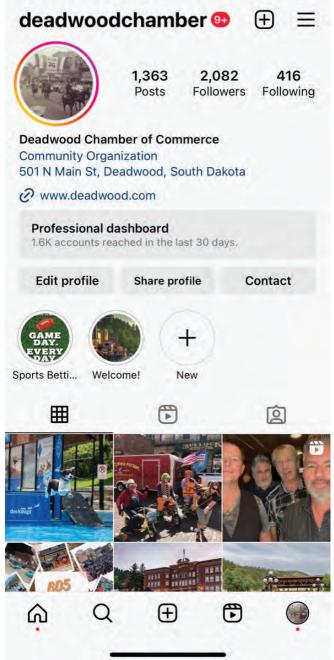


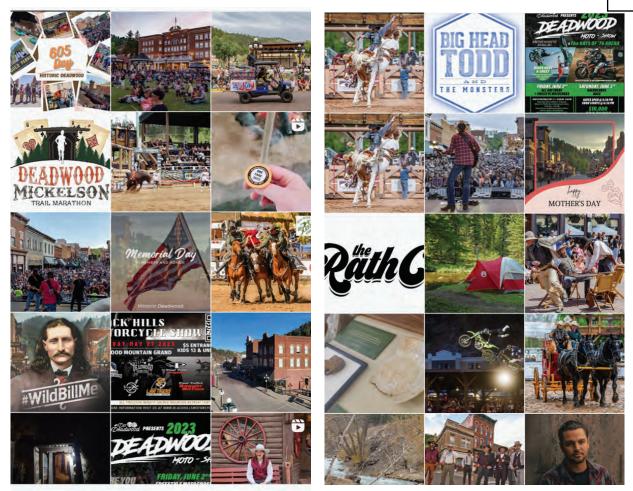
INSTAGRAM PAGE MANAGEMENT

(AS OF APRIL 29, 2024)

- @HistoricDeadwood 28K followers
- @DeadwoodChamber 2.1K followers











FLICKR & TWITTER MANAGEMENT

Flickr - 29,449 photos and growing

www.flickr.com/photos/deadwoodsouthdakota





X (Twitter) - @DeadwoodSD 6,330 Followers





Deadwood, South... Q : HOME VIDEOS PLAYLISTS CHANNELS DEADWOOD SOUTH DAROTA

YOUTUBE MANAGEMENT

71 VIDEOS

www.youtube.com/channel/ UCuRn23Jq28Yia5TuIBFRwSw







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

G	oogle Business Profile Manager
Busi	nesses
	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

TikTok

@historicdeadwood 1,058

Edit profile

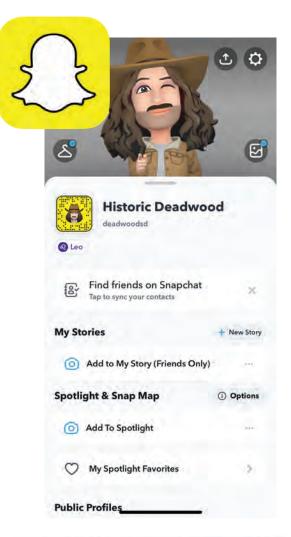
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+ Add name 🗸

SNAPCHAT & TIKTOK MANAGEMENT

TikTok: @HistoricDeadwood and @DeadwoodChamber

SnapChat: @DeadwoodSD



LATCHSTRING

Wine

Welcome to the third we...

Lewie's

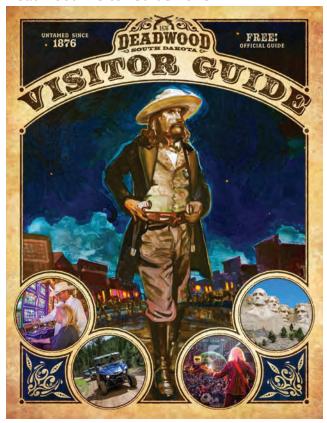


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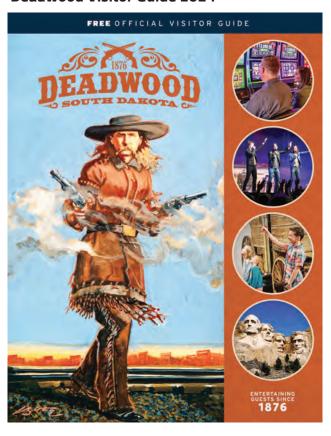


PRINT COLLATERAL

Deadwood Visitor Guide 2023



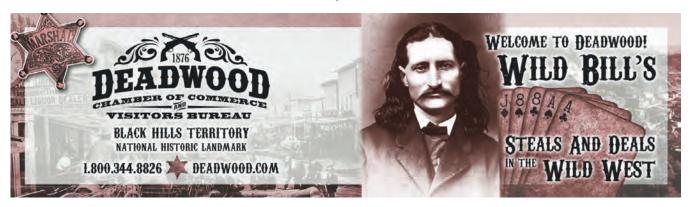
Deadwood Visitor Guide 2024



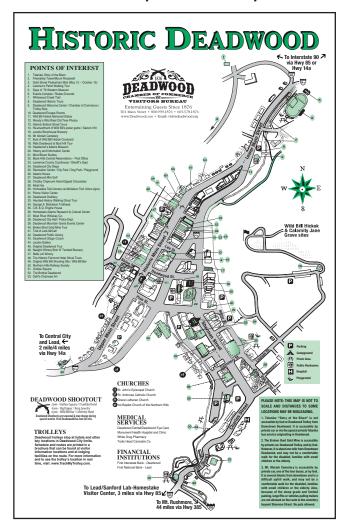


PRINT COLLATERAL

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



NTA Contact Program



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



PRIZES - Magnet & Sticker



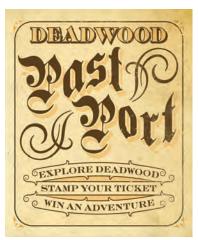


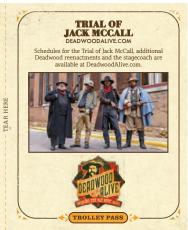
PASTPORT PROGRAM: Memorial Weekend - Late September

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

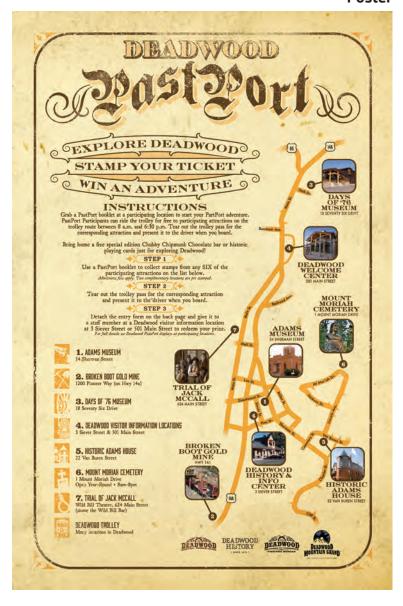
Booklet/ Trolley Vouchers







Poster

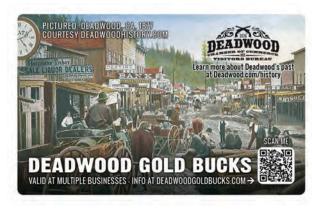


DEADWOOD GOLD BUCKS:

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

Best Brews at 11n 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 Jack's Casino Bar
Casino Bar at The Lodge at Deadwood
Celebrity Bar

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 Social Citib
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 Cold Comping Resort (Rev)

rirst 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 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 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 Cabirity Hotel

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

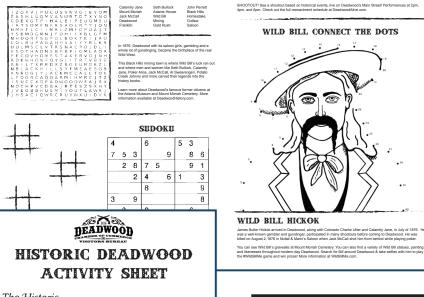
Tru by Hilton Deadwood at Cadillac Jack's Gaming Resort Twin-City Hardware, Lumber, Rental, & Office Supply VIP Bar at Event Center at Deadwood Mountain Grand

West River Whiskey Co.

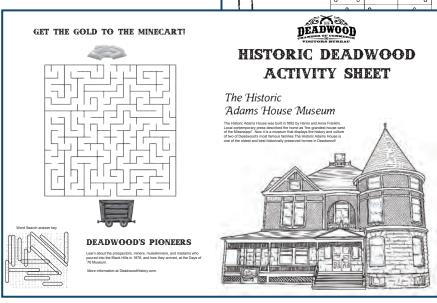
KID'S ACTIVITY SHEET:

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

DEADWOOD WORD SEARCH

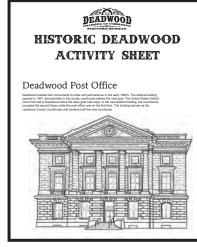


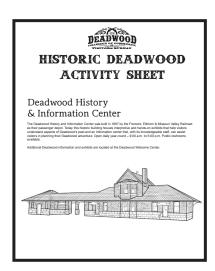
SHOOTOUT!











BLACK HILLS & BADLANDS STICKER TRAIL



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.



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.

PROMOTION

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

- Web/Social campaign though 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



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.























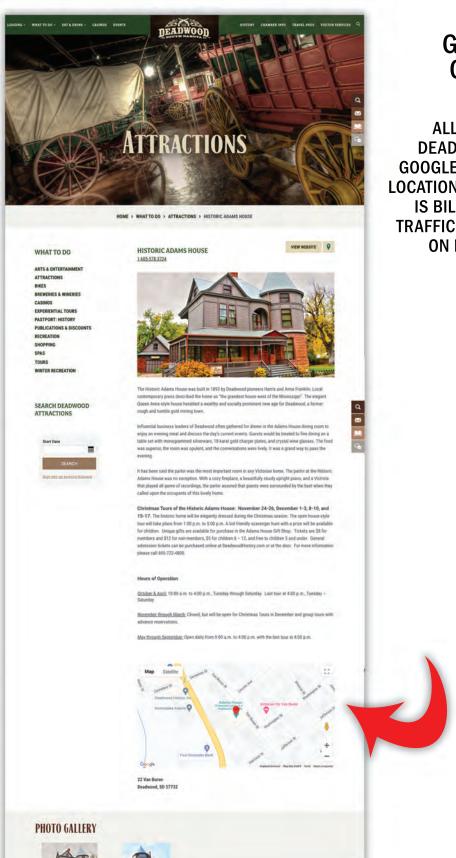








DEADWOOD.COM GOOGLE MAPS

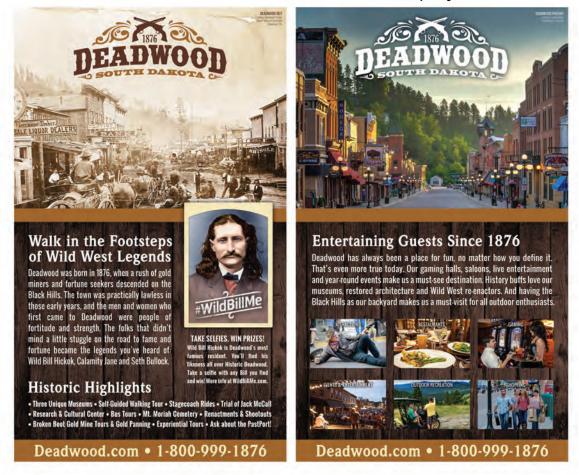


GOOGLE API OVERAGES

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

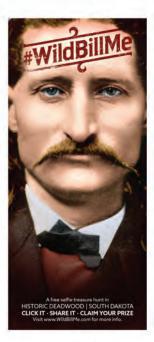
BLACK HILLS & BADLANDS VISITOR CENTER

Black Hills & Badlands VIC Custom Display Panel



Includes display space for 1 magazine and two rack cards:









VIDEO & AUDIO SPOTS - 2023 & 2024

Visit 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
So... you wanna squeeze in one more trip.
To follow your curiosity. To wander into wonder Where crisper air brings sharper focus and a view that's just for you. Deadwood is waiting. There's so much South Dakota, So little time.

Video Screen Shots





































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

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Video Screen Shots































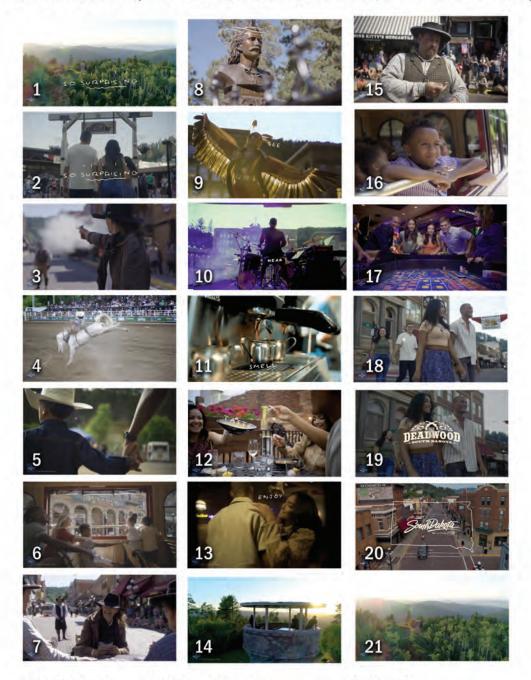






VIDEO

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.

Deadwood is waiting.

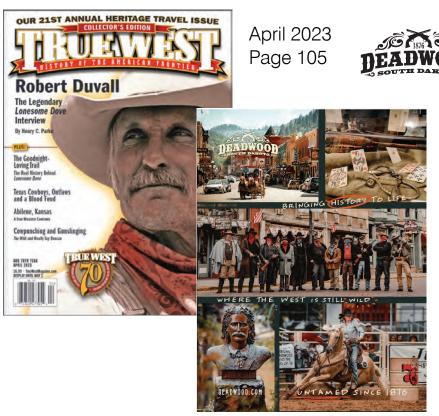
There's so much South Dakota.

So little time.



DEPARTMENT OF TOURISM

PRINT - 2023 & 2024 - TRUE WEST MAGAZINE







September/October 2023

November/December 2023



April 2024



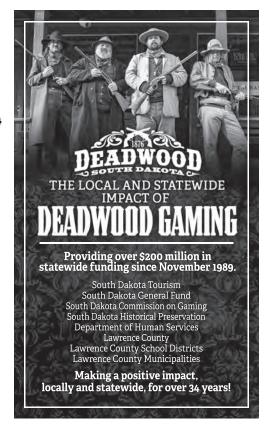
PRINT - 2023 & 2024

South Dakota Visitor Guide & Destination Deadwood 2024





Legislative Handbook 2024



PRINT - 2023 & 2024

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

Jearn-Shop-Play on your Black Hills Winter Getaway







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:

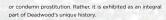
- display of historic photos comparing Deadwood in 1898
- Legends of Deadwood, featuring well-known characters such as Wild Bill Hickok and Calamity Jane as well as other legends like Tootsie the Coyote, Lucretia Marchbanks, Fee Lee Wong, Madam Dora DuFran, and Potato Creek Johnny.
- Risky Business, 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 J.B. raggini, learning trie insit engine in the Black. miles 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

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,









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

Deadwood among the beauty of the Black Hills, including Deatwood allong the beauty of the bleak place of the bleak place of the beauty of the bleak place of the ble



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 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 and www.deadwoodhistory.com (605) 578-1876

Black Hills Visitor Magazine 2024

PRINT - 2023 & 2024



Vikings Yearbook 2023-2024 Season



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 horels. 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

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

Buffalo Chip Gazette Summer 2023

CTA (30)

CTA 1: Find Lodging

CTA 3:

CTA (30)

CTA 2: Book Now

CTA 4:

CTA 5:

CTA 3: Embrace Your Wild Side

CTA 5: Discover Deadwood

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)

Become a part of Historic Deadwood's famed history.

Discover the stories of Deadwood's infamous Wild West past.

And stick around to write your own.

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

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

Deadwood - Gaming FB/IG Static Social Posts

Images







Image 3







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:

Body Copy (125)

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.

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

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

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

SOCIAL MEDIA

Paid Schedule: Facebook, Instagram



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

























Social Media - Shoulder Media Fall 2023 ** Sports Betting Mini Schedule **

STATIC PIX GENERAL VISITION - 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 histo-

ry 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

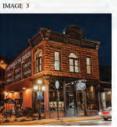
GENERAL VISITOR - PROSPECTING CAMPAIGN

DEADWOOD PEAK PROSPECTING











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 ages 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.

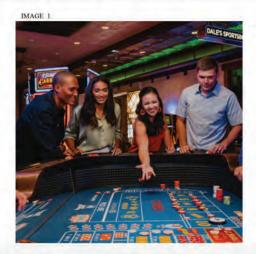
LINK DESCRIPTION (30) Plan Your Trip to Deadwood, SD

Peak 2024

SOCIAL MEDIA/FACEBOOK

GENERAL VISITOR - REMARKETING CAMPAIGN

DEADWOOD PEAK RETARGETING











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

300x600 px



160x600 px



120x600 px



2023 Peak

300x250 px











300x600 px



160x600 px



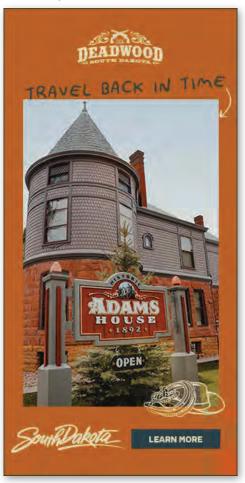


120x600 px

728x90 px



300x600 px



160x600 px



120x600 px



728x90 px



300x250 px



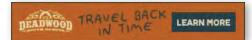
180x150 px



2023 Peak



300x50 px



300x600 px





120x600 px

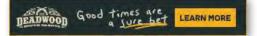


2023 Peak

300x50 px



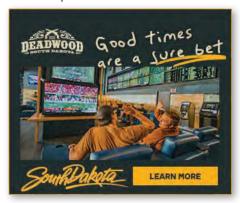
320x50 -x



728x90 px



300x250 px



180x150 px





DIGITAL DISPLAY ADS

GENERAL DISPLAY ADS - THREE SLIDES ANIMATED







REMARKETING DISPLAY ADS - THREE SLIDES ANIMATED











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 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 Ads - Shoulder Media 2024 **ALL MARKETS**

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













Wildly adventurous







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









Digital Ads - Shoulder Media 2024
Minneapolis and Denver











Digital Ads - Winter 2024

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.

Where Do You Stack Up?

already saving for retirement.

Discover if your peers are

Creating a Stronger

Workforce

The work of this anthropologist can affect US

Photos:



Shopping Goes Virtual

Virtual reality will change how



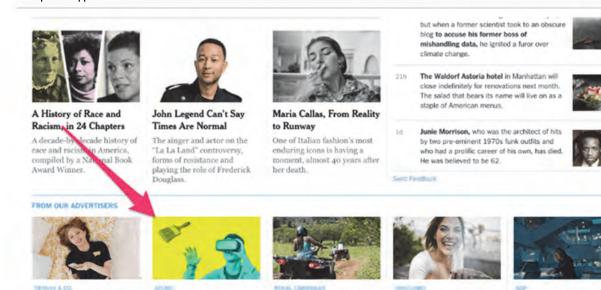




Example: Ad appears like editorial content

Hacking the Art World

How art has adapted to the



Path



Bobsled and jump waterfalls

Section 6 Item a.

2024 Peak

DIGITAL - NATIVE ADS "STORYGIZE" PHOTOS

EXAMPLE

LINKS TO WWW.DEADWOOD.COM/HISTORY/



ONLINE TRAVEL AGENCY PARTNERSHIP

2023 Peak - TripAdvisor - Digital Display, Video & Social

Image





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/

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

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





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: Mmmmmmm

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.

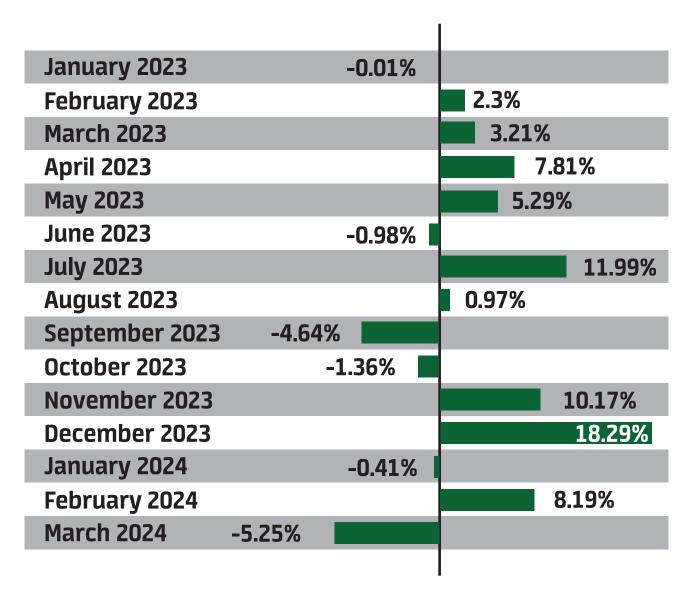






DEADWOOD GAMING REVENUE

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

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2501	\$105,595,127.60	\$9,545,941.63	90.96%

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%
Totals	88	\$6,493,696.50	\$1,352,766.59	77.75%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	6	\$910.311.55	\$123.365.45	86.45%

Handle Comparison

		% Change from	Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$105,595,127.60	0.4	2%	\$105,595,127.60	0.42%
Table Games	\$6,493,696.50	-7.5	66%	\$6,493,696.50	-7.56%
Sports Wagering	\$910,311.55	8.9	9%	\$910,311.50	8.99%
Total Handle	\$112,999,135.65	-0.0	1%	\$112,999,135.60	-0.01%
	Tax Calculation			Tax Distributio	<u>on</u>
Total Statistical Win		\$11,022,073.67	Total 9% Tax Collected		\$936,043.55
Less: Non Cashable Pro	Less: Non Cashable Promo Play		1% to State General Fund per 42-7B-28.1		\$104,004.84
Plus: Non Cashable Promo Wins		\$1,438,491.06	8% to Be Distributed per 42-7B-48		\$832,038.71
Less: Wide Area Progres	ssive Deduction	(\$9,089.82)	40% Allocated to T	ourism	\$332,815.48
Less: City Slots (Net of F	Promo)	(\$467,830.36)	10% Allocated to La	awrence County	\$83,203.87
Plus: Expired Vouchers		\$21,052.64	50% Commission Fund		\$416,019.36
Less: Federal Excise Tax		(\$2,275.78)			
Amended Returns		(\$3,614.11)			
Taxable Adjusted Gross Revenue		\$10,400,483.90			
		9%			
	Tax Due	\$936,043.55			

South Dakota Gaming Statistics Monthly Summary February 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2465	\$102.058.534.20	\$8.975.529.11	91.21%

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%
Totals	89	\$6,887,522.05	\$1,262,156.85	80.57%

Sports Wagering

	Number of Casinos Reporting Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$717,136.70	\$82,853.41	88.45%

Handle Comparison % Change from Same Month,

		% Change from	Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$102,058,534.20	2.2	6%	\$207,653,661.80	1.32%
Table Games	\$6,887,522.05	2.7	0%	\$13,381,218.55	-2.55%
Sports Wagering	\$717,136.70	4.6	0%	\$1,627,448.20	7.01%
Total Handle	\$109,663,192.95	2.3	0%	\$222,662,328.55	1.11%
	Tax Calculation			Tax Distributio	<u>n</u>
Total Statistical Win		\$10,320,539.37	Total 9% Tax Collected		\$870,224.63
Less: Non Cashable Pror	Less: Non Cashable Promo Play		1% to State General Fund per 42-7B-28.1		\$96,691.63
Plus: Non Cashable Promo Wins		\$1,333,883.40	8% to Be Distributed per 42-7B-48		\$773,533.00
Less: Wide Area Progres	ssive Deduction	(\$411.80)	40% Allocated to To	ourism	\$309,413.20
Less: City Slots (Net of F	Promo)	(\$475,937.92)	10% Allocated to La	wrence County	\$77,353.30
Plus: Expired Vouchers		\$15,002.78	50% Commission Fu	nd	\$386,766.50
Less: Federal Excise Tax		(\$1,792.84)			
Amended Returns		(\$40,027.78)			
Taxable Adjusted Gross Revenue		\$9,669,162.54			
		9%			
	Tax Due	\$870,224.63			

South Dakota Gaming Statistics Monthly Summary March 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2573	\$125,352,701.80	\$11,011,470.72	91.22%

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%	
Totals	88	\$7,933,721.50	\$1,453,144.20	80.63%	

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$923,904.14	\$161,368.10	82.53%

		% Change from	Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$125,352,701.80	3.0	0%	\$333,006,363.60	1.94%
Table Games	\$7,933,721.50	7.8	0%	\$21,314,940.05	1.06%
Sports Wagering	\$923,904.14	-5.2	7%	\$2,551,352.39	2.21%
Total Handle	\$134,210,327.44	3.2	1%	\$356,872,656.04	1.89%
	Tax Calculation			Tax Distribution	Į.
Total Statistical Win		\$12,625,983.02	Total 9% Tax Collecte	d	\$1,068,584.53
Less: Non Cashable Pro	mo Play	(\$1,624,818.13)	1% to State General F	und per 42-7B-28.1	\$118,731.61
Plus: Non Cashable Pro	mo Wins	\$1,462,336.32	8% to Be Distributed	per 42-7B-48	\$949,852.91
Less: Wide Area Progres	ssive Deduction	(\$27,894.56)	40% Allocated to	Tourism	\$379,941.17
Less: City Slots (Net of I	Promo)	(\$588,293.34)	10% Allocated to	Lawrence County	\$94,985.29
Plus: Expired Vouchers		\$13,641.76	50% Commission	Fund	\$474,926.46
Less: Federal Excise Tax		(\$2,309.76)			
Amended Returns		\$14,516.11			
Taxable Adjusted Gross	Revenue	\$11,873,161.42			
		9%			
	Tax Due	\$1,068,584.53			

South Dakota Gaming Statistics Monthly Summary April 2023

Slot Machines

	Number of Units Reporting			
Denomination	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%
Totals	2496	\$102.232.221.68	\$8.967.947.27	91.23%

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%	
Totals	80	\$6 503 263 00	\$1,001,361,41	82 42%	

Sports Wagering

	Number of Casinos Reporting Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$493,044.90	\$22,503.27	95.44%

		% Change from	n Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$102,232,221.68	7.8	8%	\$435,238,585.28	3.28%
Table Games	\$6,593,263.00	5.2	6%	\$27,908,203.05	2.02%
Sports Wagering	\$493,044.90	33.7	79%	\$3,044,397.29	6.27%
Total Handle	\$109,318,529.58	7.8	1%	\$466,191,185.62	3.22%
	Tax Calculation			Tax Distribution	
Total Statistical Win		\$10,081,811.95	Total 9% Tax Collected		\$858,961.84
Less: Non Cashable Promo	o Play	(\$1,396,619.90)	1% to State General Fund	per 42-7B-28.1	\$95,440.20
Plus: Non Cashable Promo	o Wins	\$1,256,957.91	8% to Be Distributed per 4	12-7B-48	\$763,521.63
Less: Wide Area Progressi	ve Deduction	(\$3,877.51)	40% Allocated to Tou	rism	\$305,408.65
Less: City Slots (Net of Pro	omo)	(\$415,694.27)	10% Allocated to Law	rence County	\$76,352.16
Plus: Expired Vouchers		\$19,155.52	50% Commission Fun	d	\$381,760.82
Less: Federal Excise Tax		(\$1,232.61)			
Amended Returns		\$3,519.33			
Taxable Adjusted Gross R	evenue	\$9,544,020.42			
		9%			
	Tax Due	\$858,961.84			

South Dakota Gaming Statistics Monthly Summary May 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2825	\$130,547,005.79	\$11,704,407.95	91.03%

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%
Totals	101	\$7,090,256.50	\$1,324,615.26	79.24%

Sports Wagering

	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$528,562.48	\$22,535.58	95.74%

		% Change from	n Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$130,547,005.79	6.0	2%	\$565,785,591.07	3.90%
Table Games	\$7,090,256.50	-8.8	30%	\$34,998,459.55	-0.37%
Sports Wagering	\$528,562.48	71.6	51%	\$3,572,959.77	12.61%
Total Handle	\$138,165,824.77	5.2	9%	\$604,357,010.39	3.69%
	Tax Calculation			Tax Distribution	<u>on</u>
Total Statistical Win		\$13,051,558.79	Total 9% Tax Collected		\$1,132,842.06
Less: Non Cashable Pro	omo Play	(\$1,547,101.23)	1% to State General Fund	per 42-7B-28.1	\$125,871.34
Plus: Non Cashable Pro	omo Wins	\$1,392,391.11	8% to Be Distributed per 4	12-7B-48	\$1,006,970.72
Less: Wide Area Progre	essive Deduction	(\$83,508.34)	40% Allocated to Tou	rism	\$402,788.29
Less: City Slots (Net of	Promo)	(\$539,181.48)	10% Allocated to Law	rence County	\$100,697.07
Plus: Expired Vouchers		\$16,042.21	50% Commission Fund	d _	\$503,485.36
Less: Federal Excise Tax	x	(\$1,321.41)			
Amended Returns		\$298,254.33			
Taxable Adjusted Gross	s Revenue	\$12,587,133.98			
		9%			
	Tax Due	\$1,132,842.06			

South Dakota Gaming Statistics Monthly Summary June 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2521	\$124,902,270.97	\$11,456,264.52	90.83%

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%
Totals	87	\$7,321,242.50	\$1,262,788.56	81.86%

Sports Wagering

Number of Casinos Reporting

	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$417,024.67	(\$9.254.26)	102.22%

Last Year -1.74%	Calendar YTD \$690,687,862.04	Previous Year
-1.74%	\$690,687,862.04	2 82%
		2.03 /0
12.01%	\$42,319,702.05	1.57%
38.45%	\$3,989,984.44	14.85%
-0.98%	\$736,997,548.53	2.82%
	38.45%	38.45% \$3,989,984.44

<u>Tax Calculation</u>		Tax Distribution	1
Total Statistical Win	\$12,709,798.82	Total 9% Tax Collected	\$1,056,132.05
Less: Non Cashable Promo Play	(\$1,485,807.34)	1% to State General Fund per 42-7B-28.1	\$117,348.01
Plus: Non Cashable Promo Wins	\$1,337,226.61	8% to Be Distributed per 42-7B-48	\$938,784.04
Less: Wide Area Progressive Deduction	(\$4,078.03)	40% Allocated to Tourism	\$375,513.62
Less: City Slots (Net of Promo)	(\$505,383.84)	10% Allocated to Lawrence County	\$93,878.40
Plus: Expired Vouchers	\$23,538.19	50% Commission Fund	\$469,392.02
Less: Federal Excise Tax	(\$1,042.56)		
Amended Returns	(\$339,451.33)		
Taxable Adjusted Gross Revenue	\$11,734,800.52		
	9%		
Tax Due	\$1,056,132.05		

South Dakota Gaming Statistics Monthly Summary July 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2543	\$136,375,365.10	\$12,556,626.39	90.79%

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%
Totals	84	\$8,502,003.00	\$1,588,233.14	80.16%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$413,368.45	\$20,086.81	95.14%

		% Change from	1 Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$136,375,365.10	12.5	58%	\$827,063,227.14	4.32%
Table Games	\$8,502,003.00	1.9	1%	\$50,821,705.05	1.63%
Sports Wagering	\$413,368.45	59.4	19%	\$4,403,352.89	17.95%
Total Handle	\$145,290,736.55	11.9	99%	\$882,288,285.08	4.22%
	Tax Calculation			Tax Distribution	<u>on</u>
Total Statistical Win		\$14,164,946.34	Total 9% Tax Collected		\$1,214,227.40
Less: Non Cashable Pror	no Play	(\$1,486,228.05)	1% to State General Fund	per 42-7B-28.1	\$134,914.16
Plus: Non Cashable Pror	mo Wins	\$1,337,605.25	8% to Be Distributed per 4	- 12-7B-48	\$1,079,313.24
Less: Wide Area Progres	ssive Deduction	(\$8,618.31)	40% Allocated to Tour	rism	\$431,725.30
Less: City Slots (Net of F	Promo)	(\$531,059.32)	10% Allocated to Law	rence County	\$107,931.32
Plus: Expired Vouchers		\$15,742.37	50% Commission Fund	·	\$539,656.62
Less: Federal Excise Tax		(\$1,033.42)			
Amended Returns		\$60.67			
Taxable Adjusted Gross	Revenue	\$13,491,415.53			
		9%			
	Tax Due	\$1,214,227.40			

South Dakota Gaming Statistics Monthly Summary August 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2650	\$158,207,453.00	\$14,265,235.66	90,98%

Table C	ames
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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%
Totals	86	\$9,015,028.00	\$1,356,965.08	0.00%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	- 6	\$518,051.95	\$37,452.52	92.77%

Handle Comparison

		% Change from Same Month,		CYTD% Change from
	Current	Last Year	Calendar YTD	Previous 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%
Total Handle	\$167,740,532.95	0.97%	\$1,050,028,818.03	3.69%

Tax Calculat	tion	Tax Distributio	<u>n</u>
Total Statistical Win	\$15,659,653.26	Total 9% Tax Collected	\$1,337,441.50
Less: Non Cashable Promo Play	(\$1,696,681.71)	1% to State General Fund per 42-7B-28.1	\$148,604.61
Plus: Non Cashable Promo Wins	\$1,527,013.54	8% to Be Distributed per 42-7B-48	\$1,188,836.89
Less: Wide Area Progressive Deduction	(\$7,822.42)	40% Allocated to Tourism	\$475,534.76
Less: City Slots (Net of Promo)	(\$645,208.80)	10% Allocated to Lawrence County	\$118,883.69
Plus: Expired Vouchers	\$25,017.03	50% Commission Fund	\$594,418.44
Less: Federal Excise Tax	(\$1,295.13)		
Amended Returns	(\$214.66)		
Taxable Adjusted Gross Revenue	\$14,860,461,11		

\$1,337,441.50

CYTD% Change from

South Dakota Gaming Statistics Monthly Summary September 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2643	\$131,505,657.19	\$12,069,575.65	90.82%

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%
Totals	89	\$7,634,913.43	\$1,381,922.47	80.84%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$979,693.67	\$170,128.51	82.63%

Handle Comparison % Change from Same Month,

Current	Last	Year	Calendar YTD	Previous Year
\$131,505,657.19	-5.1	8%	\$1,116,766,337.33	2.60%
\$7,634,913.43	1.4	0%	\$67,471,646.48	1.54%
\$979,693.67	37.6	58%	\$5,901,098.51	25.25%
\$140,120,264.29	-4.6	54%	\$1,190,139,082.32	2.63%
Tax Calculation			Tax Distribution	
	\$13,621,626.63	Total 9% Tax Collected		\$1,163,437.51
o Play	(\$1,542,759.40)	1% to State General Fund	l per 42-7B-28.1	\$129,270.83
o Wins	\$1,388,483.46	8% to Be Distributed per	42-7B-48	\$1,034,166.68
ive Deduction	(\$14,329.90)	40% Allocated to Tou	ırism	\$413,666.67
romo)	(\$545,611.56)	10% Allocated to Lav	vrence County	\$103,416.67
	\$22,123.14	50% Commission Fur	nd	\$517,083.34
	(\$2,449.23)			
	\$0.33			
Taxable Adjusted Gross Revenue				
	9%			
Tax Due	\$1,163,437.51			
	\$131,505,657.19 \$7,634,913.43 \$979,693.67 \$140,120,264.29 Tax Calculation o Play o Wins ive Deduction omo)	\$131,505,657.19	\$131,505,657.19	\$131,505,657.19

South Dakota Gaming Statistics Monthly Summary October 2023

Slot Machines

Number	of	Units	Reporting
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	rumber of omes reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2667	\$123,724,778.26	\$11,334,961.21	90.84%

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%
Totals	86	\$7,633,578.50	\$1,395,447.32	79.91%

Sports Wagering

Number of Casinos Reporting

Tax Due

Slot Machines

	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$1,021,660.02	\$174,906.32	82.88%

Handle Comparison

		CYTD% Change from	
Current	Last Year	Calendar YTD	Previous Year
\$123,724,778.26	-1.46%	\$1,240,501,115.59	2.18%
4= 600 ==0	4.0.404		

 Table Games
 \$7,633,578.50
 -1.94%
 \$75,105,224.98
 1.17%

 Sports Wagering
 \$1,021,660.02
 18.50%
 \$6,922,758.53
 24.21%

 Total Handle
 \$132,380,016.78
 -1.36%
 \$1,322,529,099.10
 2.22%

Tax Calculation		<u>Tax Distribution</u>	<u>1</u>
Total Statistical Win	\$12,905,314.85	Total 9% Tax Collected	\$1,108,261.53
Less: Non Cashable Promo Play	(\$1,577,375.71)	1% to State General Fund per 42-7B-28.1	\$123,140.17
Plus: Non Cashable Promo Wins	\$1,419,638.14	8% to Be Distributed per 42-7B-48	\$985,121.36
Less: Wide Area Progressive Deduction	(\$11,164.93)	40% Allocated to Tourism	\$394,048.54
Less: City Slots (Net of Promo)	(\$460,991.35)	10% Allocated to Lawrence County	\$98,512.14
Plus: Expired Vouchers	\$23,518.56	50% Commission Fund	\$492,560.68
Less: Federal Excise Tax	(\$2,554.15)		
Amended Returns	\$17,631.56		
Taxable Adjusted Gross Revenue	\$12,314,016.97		

9%

\$1,108,261.53

South Dakota Gaming Statistics Monthly Summary November 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2743	\$113 607 671 40	\$10 155 045 54	91.06%

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%
Totals	86	\$6.441.333.00	\$1.042.453.63	83.01%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$967,993.68	\$49,887.44	94.85%

		% Change from	Same Month,		YTD% Change from
	Current	Last '	Year	Calendar YTD	Previous Year
Slot Machines	\$113,607,671.40	10.0	00%	\$1,354,108,786.99	2.80%
Table Games	\$6,441,333.00	12.8	9%	\$81,546,557.98	2.01%
Sports Wagering	\$967,993.68	12.3	4%	\$7,890,752.21	22.62%
Total Handle	\$121,016,998.08	10.1	7%	\$1,443,546,097.18	2.84%
	Tax Calculation			Tax Distribution	
Total Statistical Win		\$11,247,386.61	Total 9% Tax Collected	d	\$955,345.89
Less: Non Cashable Pror	no Play	(\$1,740,172.88)	1% to State General Fo	und per 42-7B-28.1	\$106,149.54
Plus: Non Cashable Pror	no Wins	\$1,566,155.59	8% to Be Distributed	per 42-7B-48	\$849,196.35
Less: Wide Area Progres	ssive Deduction	(\$2,289.51)	40% Allocated to	Tourism	\$339,678.54
Less: City Slots (Net of F	Promo)	(\$496,828.52)	10% Allocated to	Lawrence County	\$84,919.63
Plus: Expired Vouchers		\$31,924.84	50% Commission	Fund	\$424,598.17
Less: Federal Excise Tax		(\$2,419.98)			
Amended Returns		\$11,198.22			
Taxable Adjusted Gross	Revenue	\$10,614,954.37			
		9%			
	Tax Due	\$955,345.89			

South Dakota Gaming Statistics Monthly Summary December 2023

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2757	\$98,179,750.56	\$8,601,985.98	91.24%

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%
Totals	85	\$8.145.353.00	\$1,474,424,48	80.74%

Sports Wagering

	Number of Casinos Reporting Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8	\$1,143,938.37	\$154,098.09	86.53%

		% Change from	n Same Month,		CYTD% Change from
	Current	Last	Year	Calendar YTD	Previous Year
Slot Machines	\$98,179,750.56	16.9	96%	\$1,452,288,537.55	3.64%
Table Games	\$8,145,353.00	32.3	31%	\$89,691,910.98	4.18%
Sports Wagering	\$1,143,938.37	50.9	99%	\$9,034,690.58	25.61%
Total Handle	\$107,469,041.93	18.2	29%	\$1,551,015,139.11	3.78%
	Tax Calculation			Tax Distributio	<u>n</u>
Total Statistical Win		\$10,230,508.55	Total 9% Tax Collected		\$864,452.02
Less: Non Cashable Pror	no Play	(\$1,888,609.32)	2) 1% to State General Fund per 42-7B-28.1		\$96,050.22
Plus: Non Cashable Pror	no Wins	\$1,699,748.39	8% to Be Distributed per 4	2-7B-48	\$768,401.79
Less: Wide Area Progres	sive Deduction	(\$3,321.86)	40% Allocated to Tour	ism	\$307,360.72
Less: City Slots (Net of P	Promo)	(\$461,665.32)	10% Allocated to Law	ence County	\$76,840.18
Plus: Expired Vouchers		\$27,442.83	50% Commission Fund	_	\$384,200.90
Less: Federal Excise Tax		(\$2,859.85)			
Amended Returns		\$3,779.00			
Taxable Adjusted Gross	Revenue	\$9,605,022.42			
		9%			
	Tax Due	\$864,452.02			

South Dakota Gaming Statistics Monthly Summary January 2024

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2765	\$105,607,768.26	\$9,327,201.06	91.17%

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%
Totals	86	\$6,057,987.50	\$1,329,038.92	76.42%

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$868,815.03	\$94,755.61	89.09%

Handle Comparison

		% Change from	Same Month,	(CYTD% Change from
	Current	Last '	Year	Calendar YTD	Previous Year
Slot Machines	\$105,607,768.26	0.0	1%	\$105,607,768.26	0.01%
Table Games	\$6,057,987.50	-6.71%		\$6,057,987.50	-6.71%
Sports Wagering	\$868,815.03	-4.56%		\$868,815.03	-4.56%
Total Handle	\$112,534,570.79	-0.41%		\$112,534,570.79	
	Tax Calculation			Tax Distribution	
Total Statistical Win		\$10,750,995.59	Total 9% Tax Collected		\$916,019.88
Less: Non Cashable Pro	mo Play	(\$1,805,145.88)	1% to State General Fur	nd per 42-7B-28.1	\$101,779.99
Plus: Non Cashable Pro	lus: Non Cashable Promo Wins \$1,624,631.29 8% to Be Distributed p		er 42-7B-48	\$814,239.89	

lotai Statisticai Win	\$10,750,995.59	Total 9% Tax Collected
Less: Non Cashable Promo Play	(\$1,805,145.88)	1% to State General Fund per 42-7B-28.1
Plus: Non Cashable Promo Wins	\$1,624,631.29	8% to Be Distributed per 42-7B-48
Less: Wide Area Progressive Deduction	(\$707.85)	40% Allocated to Tourism
Less: City Slots (Net of Promo)	(\$409,006.27)	10% Allocated to Lawrence County
Plus: Expired Vouchers	\$19,403.21	50% Commission Fund
Less: Federal Excise Tax	(\$2,172.04)	
Amended Returns	\$0.56	
Taxable Adjusted Gross Revenue	\$10,177,998.61	
	9%	

\$916,019.88

Tax Due

\$325,695.96 \$81,423.99 \$407,119.95

South Dakota Gaming Statistics Monthly Summary February 2024

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2761	\$110,814,312.72	\$9,865,342.30	91.10%

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%		
Totals	85	\$7,133,093.00	\$1,441,044.44	78.20%		

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$696,016.94	(\$38,405.75)	105.52%

		% Change fron	i Same Month,		CYTD% Change from
	Current	Last Year		Calendar YTD	Previous Year
Slot Machines	\$110,814,312.72	8.5	8%	\$216,422,080.98	4.22%
Table Games	\$7,133,093.00	3.5	7%	\$13,191,080.50	-1.42%
Sports Wagering	\$696,016.94	-2.9	5%	\$1,564,831.97	-3.85%
Total Handle	\$118,643,422.66	8.1	9%	\$231,177,993.45	3.82%
	Tax Calculation			Tax Distribution	
Total Statistical Win		\$11,267,980.99	Total 9% Tax Collected		\$964,369.16
Less: Non Cashable P	romo Play	(\$1,734,775.31)	1% to State General Fund per 42-7B-28.1		\$107,152.13
Plus: Non Cashable P	romo Wins	\$1,561,297.78	8% to Be Distributed per 42-7B-48		\$857,217.03
Less: Wide Area Prog	ressive Deduction	(\$4,581.29)	40% Allocated to T	ourism	\$342,886.81
Less: City Slots (Net o	of Promo)	(\$384,997.20)	10% Allocated to L	awrence County	\$85,721.70
Plus: Expired Vouche	rs	\$22,107.42	50% Commission F	und	\$428,608.52
Less: Federal Excise T	'ax	(\$1,740.04)			
Amended Returns		(\$10,079.44)			
Taxable Adjusted Gro	oss Revenue	\$10,715,212.91			
		9%			
	Tax Due	\$964,369.16			

South Dakota Gaming Statistics Monthly Summary March 2024

Slot Machines

	Number of Units Reporting			
Denomination	Revenue	Handle	Statistical Win	Avg. Payout %
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%
Totals	2780	\$117,160,656.53	\$10,576,323.48	90.97%

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%		
Totals	88	\$8 767 970 50	\$1 473 461 14	82.39%		

Sports Wagering

	Number of Casinos Reporting			
	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	7	\$1,242,270.27	\$91,215.38	92.66%

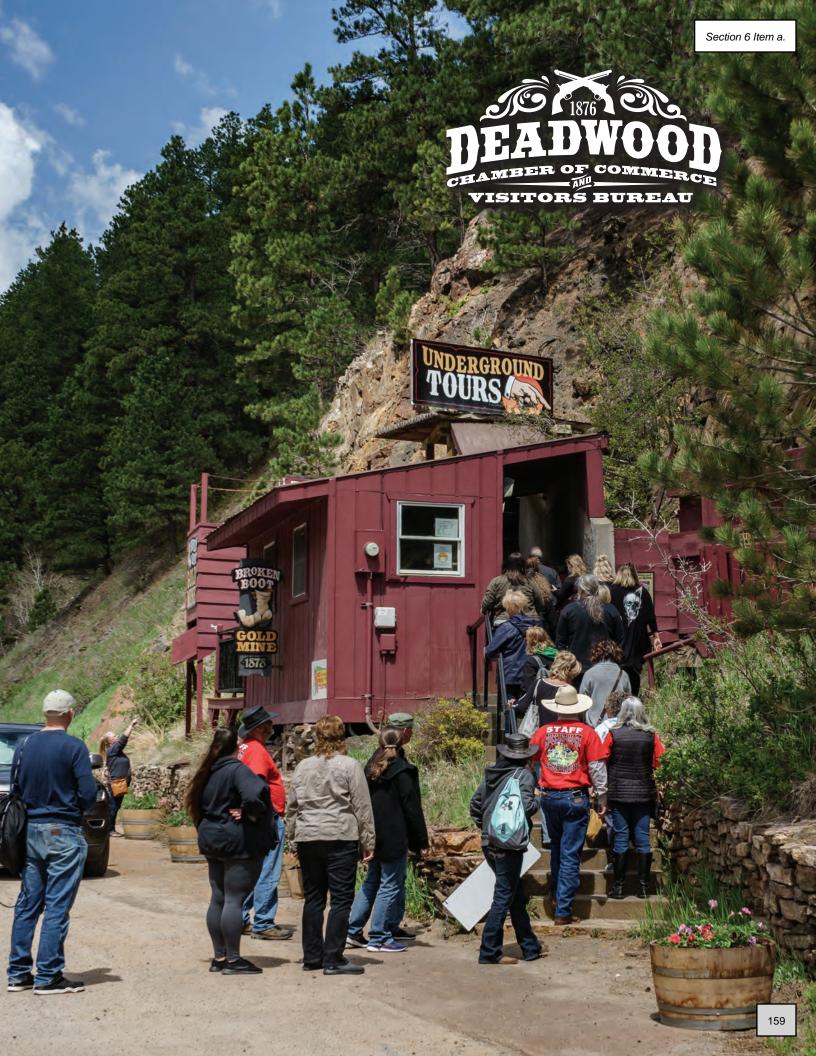
Handle Comparison

% Change from Same Month,

	Current	Last Year		Calendar YTD	Previous Year
Slot Machines	\$117,160,656.53	-6.5	54%	\$333,582,737.51	0.17%
Table Games	\$8,767,970.50	10.5	52%	\$21,959,051.00	3.02%
Sports Wagering	\$1,242,270.27	34.4	46%	\$2,807,102.24	10.02%
Total Handle	\$127,170,897.30	-5.2	25%	\$358,348,890.75	0.41%
	Tax Calculation			Tax Distribution	
Total Statistical Win		\$12,141,000.00	Total 9% Tax Collected		\$1,034,843.82
Less: Non Cashable Pr	romo Play	(\$1,742,563.89)	1% to State General Fund per 42-7B-28.1		\$114,982.65
Plus: Non Cashable P	romo Wins	\$1,568,307.50	8% to Be Distributed per 42-7B-48		\$919,861.18
Less: Wide Area Prog	ressive Deduction	(\$2,190.79)	40% Allocated to Tourism		\$367,944.47
Less: City Slots (Net o	of Promo)	(\$481,145.85)	10% Allocated to Lawrence County		\$91,986.12
Plus: Expired Vouche	rs	\$17,961.62	50% Commission Fu	und	\$459,930.59
Less: Federal Excise Ta	ax	(\$3,105.68)			
Adjustments for Amended Returns and Audit Findings		\$1.78			
Taxable Adjusted Gro	oss Revenue	\$11,498,264.69			
		9%			
Tax Due		\$1,034,843.82			

CYTD% Change from

Section 6 Item a.



Section 6 Item b.

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

From:

Lana Anderson < landerson@meadecounty.org>

Sent: To: Friday, April 26, 2024 10:33 AM 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,

Rana Anderson Meade Pounty Register of ≥eeds

1300 Sherman St / Ste 138 Sturgis SD 57785 Office: 605.347-2356

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.

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 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.

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
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

Date: May 2, 2024

To: Deadwood Historic Preservation Commission

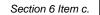
From: Kevin Kuchenbecker, Planning, Zoning and Historic Preservation Officer

Re: Purchase of two HP laptops for Coordinator positions

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.





2727 N Plaza Dr. Rapid City, SD 57702

Phone 605-348-6529 Fax 605-342-1160

Quote

No.: **71521**

Date: 5/1/2024

Prepared for:

Amy Greba 605 578 2082 Deadwood City Of-Finance

102 Sherman Street Deadwood, SD 57732 USA Phone: (605) 578-2600 Fax: (605) 578-2084

Account No.: 92

Qty	Description	иом	Sell	Total
2	HP ProBook 450 G10 15.6" Notebook - Full HD - i5-1334U 10-Core 1.30 GHz - 16GB RAM - 512GB SSD - Win 11 Pro - Webcam - 802.11ax - 1yr Warranty	EA	\$1,019.00	\$2,038.00
2	HP Care Pack - 3 Year - Service - 9 x 5 x Next Business Day - On-site - Maintenance for ProBook 450	EA	\$130.00	\$260.00
1	PC Installation & Configuration	EA	\$1,440.00	\$1,440.00

Your Price: \$3,738.00

Total: \$3,738.00

Prices are valid for 30 days from quote date.

Prepared by: Chris Bernard, chrisbernard@goldenwest.com **Date:** 5/1/2024

Accepted by: _____ Date:____

Disclaimer

Unless otherwise specified, all labor is charged on a time and materials basis. Any additional service charge or travel will apply. Any quoted cable runs assume that there is an available cable pathway; if not, additional charges may apply. Applicable taxes and/or shipping charges may be added to the invoice.

Terms: A 30% down payment may be required for sales of \$10,000 or more, with the balance due 15 days from the invoice date. Large, long-term projects are subject to progress billing.

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

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

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.



PSP Metal Solutions 80 Commerce Drive Spearfish, SD. 57783

Quotation

QUOTE NUMBER

0060829

To:

SODAK CASH SALES ONLY FULL PAYMENT PRIOR TO SHIP 80 COMMERCE DRIVE SPEARFISH, SD 57783

Atten To:

FULL PAYMENT PRIOR TO SHIP SPEARFISH, SD 57783

CUSTOMER#	TERMS		YOUR PO#	QUOTE DATE	EXPIRE D	ATE	SALE	SPERSON
00-SDCASH	PAYMENT REC	PRIOI	CITY OF DEADWOOL	4/17/2024	5/17/202	4		PMS
ITEM#	QTY		DESCRIF	PTION		UNIT PRI	CE	PRICE
CMS	15.0000	LIGHT PO	DLE PLANT BRACKETS			346.	6700	5,200.05
		PRICE IN AND DEL	CLUDES MATERIAL, FAB IVERY	RICATION, PAINT				
		CITY TO	PROVIDE PAINT CODE T	O MATCH				
NOTE2	0.0000	standard alteration subject to review Al	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	purchase	e: To be determined upo order and all information o production has been su	n necessary for		0.	0000	0.00
NOTE5	0.0000	changing	tainless steel prices and daily. ot guarantee price prote			0.	0000	0.00

 Net Order:
 5,200.05

 Less Discount:
 0.00

 Freight:
 0.00

 Sales Tax:
 322.40

Order Total:

5,52<u>2 45</u>

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

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.

Fewillerat 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
 \$2700.00

 \$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

Section 6 Item f.

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 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 INCO

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.

Section 8 Item a.

OFFICE OF PLANNING, ZONING AND HISTORIC PRESERVATION

108 Sherman Street Telephone (605) 578-2082 Fax (605) 578-2084



FOR OFFIC Case No. 24006 Project Approval ☐ Certificate of Appropriateness Date Received 4 129124 Date of Hearing 5/8/2

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 INFO	RMATION REGARDIN	G THIS FORM, CALL 60	15-578-2082						
PROPERTY INFORMATION									
Property Address: 171 Charles St Dealwood, SD 57732									
Historic Name of Property (if known):									
APPLICANT INFORMATION									
Applicant is: □ contractor □ architect □ consultant □ other									
Owner's Name: Patrick L	1 6 11								
Address: 171 Charles S	St. 1 Billie	Address:							
City: Dealers State: Si) zip: <u>57733</u>	City:	State: Zip:						
Telephone: 605-578-2773Fax:		Telephone:	Fax:						
E-mail: Suthides enice 1570	Duflookeon	E-mail:							
Contractor's Name:		Agent's Name:							
Address:		Address:	Address:						
City:State:	Zip:	City:	State: Zip:						
Telephone: Fax:		Telephone:	Fax:						
E-mail:		E-mail:							
TYPE OF IMPROVEMENT									
☐ Alteration (change to exterior)									
New Construction	☐ New Building	☐ Addition	☐ Accessory Structure						
☐ General Maintenance	☐ Re-Roofing	☐ Wood Repair	☐ Exterior Painting						
	☐ Siding	☐ Windows	☐ Porch/Deck						
□ Other	☐ Awning	☐ Sign	☐ Fencing						

	ACTIVITY: (CHECK AS APPLICABLE)							
Project Start Date: Ney 2024 P			Project Completion Date (anticipated): August 2024					
	ALTERATION	☐ Front	☐ Side(s)	Rear				
	ADDITION	☐ Front	☐ Side(s)	☐ Rear				
	ROOF	□ New	☐ Re-roofing					
		☐ Front	☐ Side(s)	☐ Rear ☐ Alteration to roof				
	GARAGE	∑ New	☐ Rehabilitati	ion				
		☐ Front	☐ Side(s)	Rear				
	FENCE/GATE	□ New	☐ Replacemen	ent				
		☐ Front	☐ Side(s)	□ Rear				
	Material	S	tyle/type	Dimensions				
	WINDOWS □ STORM	WINDOWS [DOORS	☐ STORM DOORS				
		☐ Restoration	n	☐ Replacement ☐ New				
		☐ Front	☐ Side(s)	□ Rear				
	Material	S	tyle/type					
	PORCH/DECK	☐ Restoration	n	☐ Replacement ☐ New				
		☐ Front	☐ Side(s)	□ Rear				
	Note: Please provide of	detailed plans/	drawings					
	SIGN/AWNING	□ New	☐ Restoration	n □ Replacement				
	Material	s	tyle/type	Dimensions				
	OTHER – Describe in d	etail below or ı	ise attachments	S				
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 Sive stall Garage on Property								

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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.

SIGNATURE OF OWNER(S)	M-28-24	SIGNATURE OF AGENT(S)	DATE
SIGNATURE OF OWNER(S)	Oman 4-28-24	SIGNATURE OF AGENT(S)	DATE
SIGNATURE OF OWNER(S)	DATE	SIGNATURE OF AGENT(S)	DATE

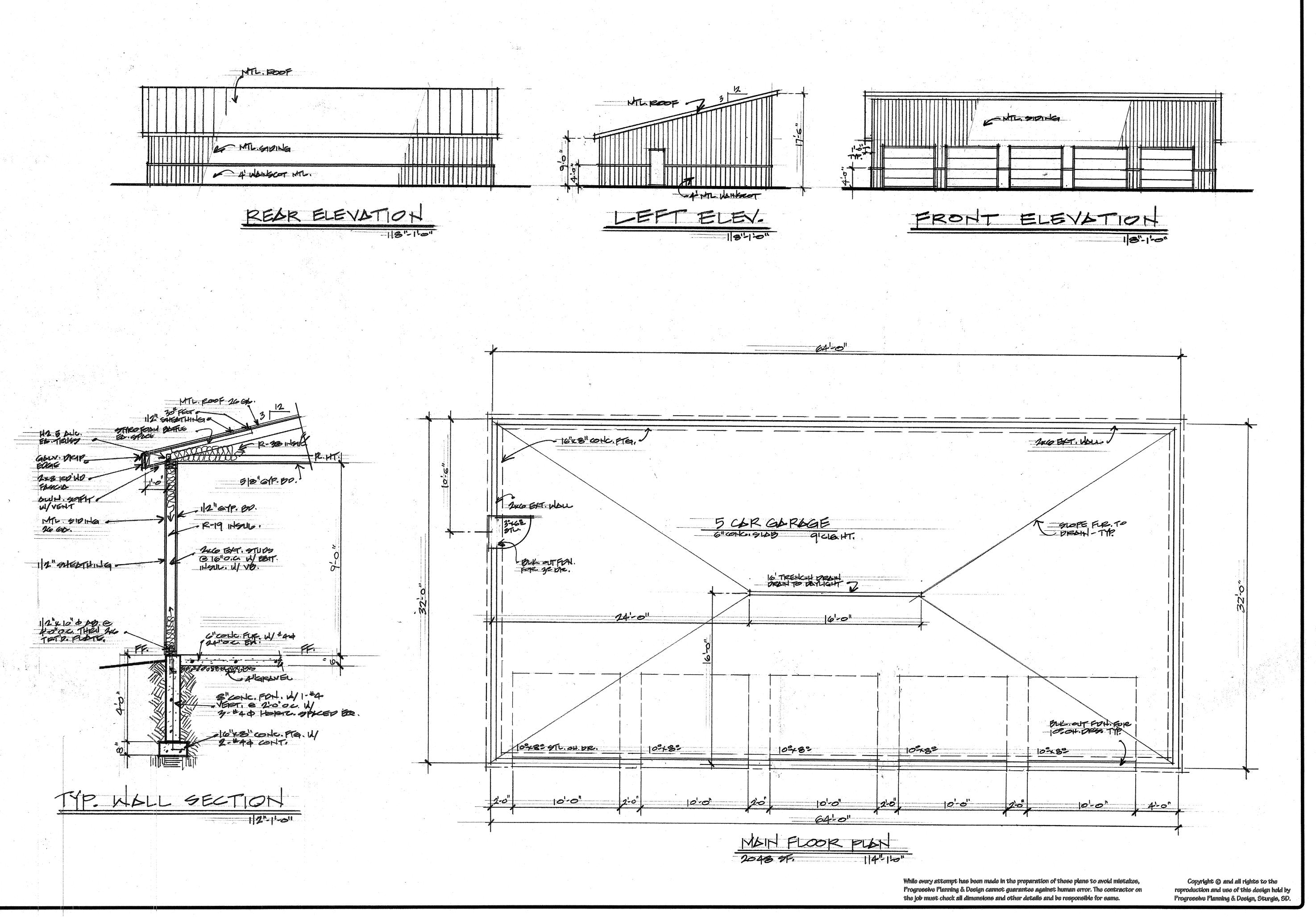
APPLICATION DEADLINE

This form and all supporting documentation **MUST** arrive by 5:00 p.m. on the 1st or 3rd 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.

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revisions ...

Planning

PAT. 9. |0-||-23 AS SHOWN JOB NO.

SHEETS

