



July 3, 2026

Kevin Kuchenbecker
Historic Preservation Office & Commission
City of Deadwood
108 Sherman Street
Deadwood, SD 57732

Dear Historic Preservation Staff & Commission Members,

On behalf of the Deadwood Chamber of Commerce & Visitors Bureau, I respectfully request \$484,000 in Historic Preservation funding for 2027 to support visitor services, tourism marketing, and cultural tourism promotion efforts that complement the City's historic preservation goals.

We are grateful for the Historic Preservation Commission's continued investment in our organization and have worked diligently to be good stewards of the funding we receive. We are proud of the operational efficiencies implemented in 2026, which have allowed us to accomplish as much (or more) while operating with the same level of funding provided in previous years.

Historic Preservation funding plays an important role in supporting visitor services and helping guests connect with Deadwood's history and attractions. The Chamber hires and trains Deadwood experts who genuinely enjoy helping visitors make the most of their trip by directing them to museums, historic sites, attractions, tours, and cultural experiences throughout the community.

In 2025, this funding helped the Chamber:

- Welcome 169,395 visitors to the staffed Deadwood Welcome Center and History & Information Center.
- Stock the Pluma Rest Area with Deadwood visitor information and promotional materials.
- Fund operations of the Deadwood Main Street Information Chuckwagon from May through September.

Annual funding also supports the Chamber's marketing partnership with the Historic Preservation Office. The Chamber works closely with Historic Preservation staff to craft messaging and campaigns that support the department's historic and cultural tourism goals. Historic Preservation staff are involved throughout the creative and approval process, and the Chamber submits creative examples and supporting documentation with invoices involving media placement and related marketing expenses.

In 2025, this funding helped the Chamber:

- Generate 28,288,205 media impressions across traditional and digital advertising platforms promoting Deadwood's history, recreation, attractions, and cultural experiences.
- Drive visitors to Deadwood.com, which recorded 1.9 million sessions, nearly 3.7 million pageviews, and more than 1 million users.
- Distribute 69,000 printed and nearly 2,600 digital official Deadwood Visitor Guides, as well as 80,000 Attraction Maps, through the Deadwood Information Centers, Interstate Visitor Centers, local businesses, and other visitor distribution channels, while also mailing nearly 6,500 visitor guides directly to prospective visitors.
- Collaborate with Historic Preservation staff throughout campaign development to ensure messaging accurately reflected Deadwood's historic preservation and cultural tourism goals.

The impact of this funding is further amplified through strategic matching opportunities. Approximately 64% of the Historic Preservation-funded marketing budget is matched through the South Dakota Department of Tourism's Travel South Dakota cooperative marketing program, resulting in a combined campaign investment of approximately \$528,000. Campaign performance metrics demonstrate an estimated return on advertising investment ranging from \$77:1 to \$144:1, depending on the platform. This investment generates a significant return for Deadwood, strengthening the local economy and supporting the community's tax base.

This expanded reach allows Deadwood to maintain a strong regional and national marketing presence that would otherwise not be possible. The additional exposure drives visitation, increases tourism spending, and supports local businesses throughout the year. Together, these efforts help Deadwood continue to welcome four million visits annually.

We sincerely appreciate the Historic Preservation Commission's continued partnership and support of the Chamber's efforts to promote Deadwood's history, culture, and tourism economy.

Thank you for your consideration of this request.

Sincerely,



Amanda Kille
Executive Director
Deadwood Chamber of Commerce & Visitors Bureau
501 Main Street • Deadwood, SD • 605-578-1876
amanda@deadwood.org • www.Deadwood.com