

2027 Marketing - Historic Preservation Funding - Projected Marketing Spend				
CATEGORY	VENDOR	Billing Frequency + Season/Month	Promotion	Est. Budget - Annual
SDT MATCH	L&S	January + February 2027	Shoulder 2026-2027 - Leisure Travel (Estimated remaining schedule)	\$ 45,000.00
	7203000 L&S	March-->August 2027	Peak 2027	\$ 124,000.00
	L&S	September --> December 2027	Shoulder 2027	\$ 95,000.00
DHPC PRINT	TBD	Annual	Historic Preservation Print Projects - TBD	\$ 13,000.00
	7203000 Seaton Publishing/BH Pioneer	Annual	PastPort - Portion of printing costs	\$ 1,500.00
CHAMBER	Quality Quick Print / Midstates	Annual	Wild Bill Me Rack Cards (20,000)	\$ 1,300.00
PRINT DSTRBTN	Various	As needed	Wild Bill Me Prizes and related expenses	\$ 2,500.00
COLLATERAL & PROGRAMS	Clark Printing	Annual - January	Digital Coupon Books	\$ 1,000.00
	MS Mail	Annual - May	Deadwood Attraction Tear-off Map	\$ 7,000.00
	7208000 MS Mail	Monthly	Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber)	\$ 12,500.00
	Certified Folder	Annual - Summer	Visitor Guide & WBM Distribution	\$ 9,000.00
	Black Hills & Badlands	Annual - January	Guide requests/leads, Listing, VIC Display includes guide + 2 extra rack cards	\$ 2,500.00
	Black Hills & Badlands	Annually - January	Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers)	\$ 125.00
	Black Hills & Badlands	Annually - January	SD Vacation Guide Extra Words	\$ 50.00
	Multiple Vendors - Journal Entry	Annual - Summer	PastPort Partnership	\$ 500.00
	Speedee and/or USPS	Summer	Shipping guides to out-of-state visitor centers	\$ 500.00
	MS Mail	Annually - June	Marketing books for HPC Commission and Chamber board	\$ 2,000.00
EMAIL	TDG Communications	Monthly	Email Monthly Mailchimp fee, Content Development & Mailing List Management	\$ 18,000.00
MARKETING	7211000			
WEBSITES + Digital + Kiosks	L&S	Annual - January	Hosting & Quarterly Web Updates	\$ 4,500.00
	L&S	Monthly - Mostly Summer	Website Troubleshooting and Licensing + Google Map Fees - Charged to high traffic sites	\$ 5,500.00
	L&S	Annual	ADA Accessibility Widget Annual Licensing	\$ 1,490.00
	7213000 GoDaddy.com	Annual - Fall	Discount Domain Membership	\$ 250.00
	GoDaddy.com	Monthly	Domain Renewals	\$ 275.00
	AllNet	One Time	Kiosk setup for VisitWidget and Trouble Shooting - IF UPDATING SCREENS IN 2027	\$ 1,500.00
	TBD	Monthly	Management System for Kiosk Content - estimating \$500 per month IF UPDATING SCREENS IN 2027	\$ 6,000.00
	VisitWidget	Monthly	\$400 per month for Kiosks, Jan-Dec (\$100 each screen x 4) - Including tax IF UPDATING SCREENS IN 2027	\$ 4,800.00
	VisitWidget	Monthly	\$599 + tax Monthly fee for base level app functionalist Jan-Dec - including tax	\$ 8,000.00
ADVERTISING Chamber Contracted	Michels Publications	Annual	Multiple placement print package	\$ 2,500.00
	Multiple Vendors	May-->June	Wild Bill Days 2027 MARKETING	\$ 7,500.00
	Kinsy Selby	June	Wild Bill Days 2027 Event Photography	\$ 500.00
	7216000 SD Chamber of Commerce	Annual - January	Legislative Handbook	\$ 550.00
	BH&B	Annual	International Profile Sheet Ad	\$ 500.00
	BH&B	Annual	Digital Ad - Landing Page Web Listing (3 month run)	\$ 300.00
	BH Pioneer	Monthly	Community Pages - Full year	\$ 150.00
	TDG	Annual	SD Vacation Guide Coop Ad - Design (2027)	\$ 250.00
	TDG	Annual	Destination Deadwood Ad (update from SDT guide)	\$ 150.00
	Park Bench - A&J Screening	Annual	Sticker for BH&B DMO "Sticker Trail" promotion	\$ 1,365.00
	BH Pioneer	Annual - March	Our Towns Ad	\$ 550.00
	Deadwood History Inc	Annual - Summer	Destination Deadwood Coop Ad	\$ 475.00
MARKETING RESOURCES	BeaconStac	Annually - August	QR Code Tracking - gold bucks and other marketing	\$ 65.00
	Envato	Annual	Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos	\$ 500.00
	7218000 Box.com	Annually - June	Photo Library for PR - annual	\$ 550.00
	Flickr	Annually - February	Public Photo Library - annual	\$ 80.00
	Dropbox Account 1 "Amanda's" + HP Ad Files	Annually	Marketing Online Backup and Storage	\$ 130.00
	X (formerly known as Twitter)	Annually	Premium Plus	\$ 90.00
	Dropbox Account 2 (General Marketing)	Annually	Marketing Online Backup and Storage	\$ 130.00
	SurveyMonkey	Annually - January	Surveys for marketing, training, community/City, giveaways	\$ 500.00
	Adobe	Monthly/Annual	Creative Cloud Software - Annual costs for marketing staff	\$ 2,400.00
OTHER	Placer.ai	Annual - August	Tracking service and reporting January through December 2027, INCLUDES USE TAX ESTIMATE	\$ 12,500.00
	7221000 Deadwood Alive	Annual - Summer	Information Wagon Staffing and performances at three events	\$ 8,350.00
	The Hotel By Gold Dust	Annual	Gold Rush Giveaway Prize - Lodging	\$ 500.00
	Gold Bucks	Annual	Gold Rush Giveaway Prize - TBD, NO Gold Bucks or other gift cards allowed	\$ 575.00
	DHI	Annual	Gold Rush Giveaway Prize -Brothel and Adams Museum Admission	\$ 50.00
	Travel South Dakota	One Time	Deadwood Sponsorship (reduced from previous packages)	\$ 1,500.00
	Vintage Baseball 2027	Annual	Marketing (if the Cities of Deadwood and Lead want to continue this event)	\$ 3,500.00
Marketing Budget \$414,000				
TOTAL MARKETING REQUEST				\$ 414,000.00
HISTORY & INFORMATION CENTER - Wages & Payroll Funding Request				
History & Information Center Staff				\$ 70,000
REQUESTED 2027 FUNDING				\$ 484,000.00