

2025 Marketing - Historic Preservation Funding - Projected Marketing Spend								
CATEGORY	VENDOR	Billing Frequency + Season/Month	Promotion	Est. Budget - Annual	Account Number	BILLED AMOUNT	Difference	Invoice Numbers
SDT MATCH	Love Communications	January + February 2025	Shoulder 2024-2025 - Leisure Travel (Estimated remaining schedule)	\$ 45,000.00				
	Love Communications	March->August 2025	Peak 2025 - Leisure Travel	\$ 128,000.00				
	Love Communications	September --> December 2024	Shoulder 2024-2025 - Leisure Travel: apply for \$148,000 total (95K Sept-Dec, + 45,000 Jan & Feb, + \$8,000 Events not HP)	\$ 95,000.00				
DHPC PRINT	TBD	Annual	Historic Preservation Print Projects	\$ 14,000.00				
CHAMBER	Quality Quick Print / Midstates	Annual	Wild Bill Me Rack Cards (20,000)	\$ 850.00				
PRINT DSTRBTN	Various	As needed	Wild Bill Me Prizes and related expenses	\$ 3,500.00				
COLLATERAL & PROGRAMS	Clark Printing	Annual - January	Coupon Books - Groups + Leisure, Tradeshow and Welcome Bags	\$ 18,000.00				
	MS Mail	Annual - May	Deadwood Attraction Tear-off Map	\$ 10,000.00				
	MS Mail	Monthly	Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber)	\$ 15,000.00				
	Certified Folder	Annual - Summer	Visitor Guide & WBM Distribution	\$ 8,300.00				
	Black Hills & Badlands	Annual - January	Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards	\$ 2,500.00				
	Black Hills & Badlands	Annually - May	Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers)	\$ 120.00				
	Multiple Vendors	Annual - Summer	PastPort Partnership	\$ 500.00				
	Speedee and/or USPS	Summer	Shipping guides to out-of-state visitor centers	\$ 300.00				
	MS Mail	Annually - June	Marketing books for HPC Commission and Chamber board	\$ 300.00				
				\$ 2,300.00				
	EMAIL MARKETING	TDG Communications	Monthly	Email Monthly Mailchimp fee, Content Development & Mailing List Management	\$ 14,000.00			
WEBSITES	L&S	Annual - January	Hosting & Quarterly Web Updates	\$ 4,000.00				
	L&S	Monthly - Mostly Summer	Website Troubleshooting and Licensing + Google Map Fees - Charged to high traffic sites	\$ 3,500.00				
	TDG Communications	Annually - April	Event Center Website Hosting	\$ 420.00				
	GoDaddy.com	Annual - Fall	Discount Domain Membership	\$ 250.00				
	GoDaddy.com	Monthly	Domain Renewals	\$ 200.00				
	TDG Communications	Annually - Spring	Days of 76 Event Center Website Updates	\$ 400.00				
ADVERTISING	Michels Publications	Annual	Multiple placement print package	\$ 1,600.00				
Chamber	Multiple Vendors	May->June	Wild Bill Days 2024	\$ 6,000.00				
Contracted	Kinsky Selby	June	Wild Bill Days 2024 Event Photography	\$ 500.00				
	SD Chamber of Commerce	Annual - January	Legislative Handbook	\$ 450.00				
	Epic Outdoor Advertising	As needed	Order new vinyl	\$ 1,600.00				
	Epic Outdoor Advertising	Annual - June & September	Labor cost and materials to switch to vinyl	\$ 1,700.00				
	Tom Burnham	Bi-Annual	Leasing land for Billboard - Exit 30	\$ 4,800.00				
	Black Hills Nationals	One Time	Sponsor wrestling mat, to include Deadwood-themed graphics	\$ 2,500.00				
	BH Pioneer	Monthly	Community Pages - Full year	\$ 150.00				
	BH Pioneer	Annual - March	Our Towns Ad	\$ 525.00				
	Deadwood History Inc	Annual - Summer	Destination Deadwood Coop Ad	\$ 475.00				
MARKETING RESOURCES	BeaconStac	Annually - August	QR Code Tracking - gold bucks and other marketing	\$ 60.00				
	Envato	Annual	Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos	\$ 474.71				
	Multiple Vendors	Occasionally	Font purchases	\$ 300.00				
	Box.com	Annually - June	Photo Library for PR - annual	\$ 540.00				
	Flickr	Annually - February	Public Photo Library - annual	\$ 80.00				
	Dropbox Account 1 "Amanda's" + HP Ad Files	Annually	Marketing Online Backup and Storage	\$ 127.67				
	X (formerly known as Twitter)	Annually	Premium Plus	\$ 168.00				
	Dropbox Account 2 (General Marketing)	Annually	Marketing Online Backup and Storage	\$ 127.67				
	SurveyMonkey	Annually - January	Surveys for marketing, training, community/City, giveaways	\$ 487.66				
OTHER	Vendor TBD	Annual	Sticker for BH&B DMO "Sticker Trail" promotion	\$ 1,000.00				
	BH&B	Annual	International Profile Sheet Ad	\$ 500.00				
	Placeral	Annual - August	Tracking service and reporting	\$ 11,200.00				
	Deadwood Alive	Annual - Summer	Information Wagon Staffing	\$ 7,100.00				
	Federal Government	Annual - TBD	SAM Number Renewal (Required for use of federal funds and some state programs)	\$ 500.00				

TOTALS \$ 409,405.71  
CONTINGENCY BUDGET AMOUNT \$ 4,594.29

**HISTORY & INFORMATION CENTER - Wages & Payroll Taxes**

History & Information Center Staff	\$ 75,500
Supplies	\$ 1,000
<b>Total History &amp; Information Center</b>	<b>\$ 76,500</b>

**TOTAL 2025 FUNDING REQUEST \$ 490,500.00**

	PERCENT OF BUDGET
SD TOURISM CO-OP - FUNDS ARE MATCHED	268,000.00 65%
DEADWOOD HISTORIC PRESERVATION PRINT PROJECTS	14,000.00 3%
CHAMBER PRINT DISTRIBUTION, COLLATERAL PRINTING & PRINT PROGRAMS	61,670.00 15%
EMAIL MARKETING	14,000.00 3%
WEBSITES	8,770.00 2%
GENERAL ADS + OUT OF HOME - CHAMBER CONTRACTED	20,300.00 5%
MARKETING RESOURCES	2,365.71 1%
OTHER	20,300.00 5%