



July 1, 2024

Dear Deadwood Historic Preservation Commissioners,

We extend our sincere gratitude for your steadfast support of the Deadwood Chamber of Commerce & Visitors Bureau. Working alongside a dedicated staff and board such as yours, committed both to fostering visitor industry growth and preserving our rich heritage, is a privilege we deeply appreciate.

Deadwood is currently experiencing significant growth. The Deadwood Chamber marketing endeavors funded by Deadwood Historic Preservation Commission play a crucial role in attracting visitors and stimulating local economic activity, which are vital for the prosperity of all businesses and essential to preservation initiatives.

The Chamber takes pride in its meticulously researched marketing campaigns, as highlighted in the Sojern Leisure Campaign Economic Impact Report, where every \$1 spent on ads results in \$10.80 in visitor spending. Our objective is straightforward: to enhance visitation and spending in Deadwood. The collaborative support from our members, Board of Directors, and colleagues guides our strategic direction, bolstered significantly by the partnership with the Deadwood Historic Preservation Commission to amplify our marketing footprint, benefitting the entire community.

One of the ways we use this funding is through partnerships with agencies across the state, such as Travel SD. Their co-op marketing program matches 65% of the contributions from Deadwood Historic Preservation for our marketing efforts, resulting in a combined budget totaling \$533,000. Deadwood holds a central position within South Dakota's tourism landscape and improved communications over the last year have resulted in a great partnership. This will be key when approach changing the gaming formula in the future.

Included in our annual funding request is support for 63% the wages of our front-line staff, crucial in welcoming and assisting millions of visitors each year on Main Street and at our Information centers. Their presence is fundamental to ensuring a positive visitor experience.

We remain dedicated to promoting our exceptional community through robust marketing efforts, and your continued support is indispensable to our success. As always, we are available to answer any questions you may have.

Sincerely,

A handwritten signature in blue ink that reads 'Louie LaLonde'.

Louie LaLonde, President

A handwritten signature in blue ink that reads 'Dory Hanson'.

Dory Hanson, Executive Director