



## Request for Deadwood Alive Programing

Deadwood Alive is requesting funding from the Historic Preservation Commission for the 2022 calendar year for Deadwood Alive programing at the same level as our funding for 2020 and 2021. Funding at \$148,000, the same as last year, would allow us to present comparable programing and levels of entertainment our local community and visitors have come to expect from us year after year.

Deadwood Alive continues to create high quality, historically accurate, free entertainment to enhance the Visitor's experience in Deadwood. We have developed additional educational shows tailored for the Outlaw Square, providing more free entertainment options.

The Deadwood Alive board of Directors and seasoned cast are dedicated to continuing our long tradition of nationally recognized quality family entertainment. Your funding provides:

- Shoulder season performances (spring and fall, 9 weeks each) to 2 gunfights each day on Fridays and Saturdays (either on the Outlaw Square stage or on Main Street).
- Memorial Day through the 3<sup>rd</sup> week of September Main Street shootouts 3 times a day, 6 days a week; the capture and trial of Jack McCall nightly, 6 days a week; Main Street stagecoach rides daily, weather permitting. Mini-shows and vignettes dispersed throughout the day.
- Marketing and promotional opportunities for conventions, travel shows, political gatherings, etc. with Deadwood Alive reenactors.
- Year-round full time executive director providing additional year-round programing opportunities and providing historically accurate storytelling and educational programs for area school children.

If additional funding is available Deadwood Alive would request the following additional funding options be considered:

- \$20,000 for unforeseen revenue shortfalls caused by the relocation of the Trial of Jack McCall to a smaller, less convenient, non-ADA space due to the structural issues at our location for the last 20 years at the Masonic Temple. We will cover this shortfall in 2021 by drawing down our cash reserves, but without additional funding, will be forced to cut expenses and cast members in 2022.

- \$20,000 for revamping of our wage structure due to the economic realities of the Deadwood marketplace. It has become apparent that the board needs to provide a competitive wage scale for our seasonal employees and we believe we need to develop the following scale to attract the top talent for Deadwood Alive:

- Base wage- \$15.00/hr.
- Cast wage- \$18.00/hr.
- Team Leader wage- \$21.00/hr.

This additional funding will allow us to offer this wage scale in 2022.

We have only one goal-to bring the Old West Alive!

Thank you for your past support of our program and we ask that you continue funding Deadwood Alive again in 2022.

Sincerely,  
Andy Mosher  
Deadwood Alive Executive Director

A handwritten signature in black ink, appearing to read 'Andy Mosher', with a long, sweeping underline that extends to the right.

**Profit and Loss Statement**  
**Deadwood Alive**



**For 2022**

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**2022**  
**Budget**

<b>Sales Revenue</b>	
City of Deadwood	\$ 148,000
Special Appearances	\$ 600
Trial Sales	\$ 44,000
Stagecoach Ticket sales	\$ 49,000
Tours	\$ 2,000
donations/sponsorship	\$ 10,000
Misc (chamber)	\$ 8,500
<b>Total Sales Revenue</b>	<b>\$ 262,100</b>

<b>Gross Profit</b>	<b>\$ 262,100</b>
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<b>Operating Expenses</b>	
<b>Sales and Marketing</b>	
Advertising	\$ 20,000
Badges	\$ 8,500
Other expenses	\$ 100
<b>Total Sales and Marketing Expenses</b>	<b>\$ 28,600</b>

<b>General and Administrative</b>	
Wages and salaries	\$ 157,500
Payroll taxes	\$ 15,500
Employee Insurance	\$ 10,000
Credit Card fees	\$ 435
Insurance Worker's Comp	\$ 3,500
Outside services	\$ 3,000
Office Supplies-Tickets	\$ 1,800
Meals and entertainment	\$ 1,500
Commissions	\$ 2,000
Stagecoach	\$ 45,700
Rent	\$ 15,500
grant costs	\$ 3,000
Costumes	\$ 1,800
Stage/set supplies	\$ 1,850
Professional fees	\$ 4,500
Misc.	\$ 300
Insurance	\$ 4,000
Repairs and maintenance	\$ 1,500
Penalties	\$ 500
Licenses/fees	\$ 150
Dues	\$ 300
Travel	\$ 465
<b>Total General and Administrative Expenses</b>	<b>\$ 274,800</b>

<b>Total Operating Expenses</b>	<b>\$ 303,400</b>
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<b>Income from Operations</b>	<b>\$ (41,300)</b>
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<b>Other Income</b>	<b>\$ 500</b>
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<b>Other Income/Expense</b>	
Depreciation	\$ 1,200
	\$ 1,200

<b>Net Profit</b>	<b>\$ (42,000)</b>
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