



June 10, 2021

Dear Deadwood Historic Preservation Commissioners:

Our great town is full of people who get things done, even during a pandemic – and we always have been ready to step up to a challenge. This past year, we all worked together and navigated through a pandemic and certainly faced many challenges along the way. We want to thank you for your continued commitment to the preservation of the community and for your support of the Deadwood Chamber of Commerce & Visitors Bureau. We're grateful to work with a staff and board such as yours that is dedicated to growing the visitor industry while at the same time staying true to preservation.

While the pandemic's brunt may be behind us, it's more important than ever that we continue to market Deadwood's story to potential visitors around the globe. When potential visitors become more comfortable in traveling and all borders open, we want Deadwood to be at the top of travel itineraries. Our marketing efforts have a direct effect on both the number of visitors that come to town along with visitor spending, both of which are critical to the success of not only all of the businesses in town but also the overall Historic Preservation budget. The more impressions we can gain through our marketing efforts, the more successful all will continue to be.

The Historic Preservation Commission's efforts to continue making the necessary budget allotments for us to continue marketing at a high level is greatly appreciated. The Chamber takes great pride in its expansive, researched marketing campaigns. Our goal with these campaigns is simple – increase visitation to town. Through your support, we are able to increase our marketing presence greatly, which in turn helps everyone in the community.

Deadwood is a key component in South Dakota's tourism product; because of that, dollars that Historic Preservation provide to the Chamber for marketing are matched by the South Dakota Department of Tourism, dollar for dollar, which makes your support even more important. Every dollar you provide for marketing is matched, doubling our campaign investment. We understand the budget constraints and HPC commitments in and around Deadwood, and we also know how important marketing and attracting visitors is to ongoing preservation funding efforts. Studies have shown that for every dollar we as a Chamber spend marketing, community businesses – and tax coffers – see a return of 300 to 600 times of that initial investment.

Our annual request for funds also includes a section for front-line staff who greet thousands of visitors annually on Main Street and in our Welcome Centers. We also plan to assist in the development of the Commission's printed materials.

We'll continue to work as hard as we can to market this wonderful community, and we simply can't do it without your help. We'd be more than happy to attend your budgeting meetings so we can answer any questions. Our organizations have worked extremely well together over the years, and we look forward to continuing these efforts.

Sincerely,

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

Louie Lalonde, President

A handwritten signature in black ink that reads 'Lee Harstad'.

Lee Harstad, Executive Director

Historic Preservation Commission - 2022 Funding Request

MARKETING & ADVERTISING

Website/Deadwood.com		
Website: Monthly and Seasonal Content Updates (programming changes)	\$	3,000
Website Annual Hosting	\$	3,000
Website Tech Support as-needed	\$	2,300
Print Advertising:		
National Publications		
TrueWest	\$	8,500
Professional Sports - Annual Programs	\$	3,000
Regional Publications		
Rally Publications	\$	1,000
Western Writers of America "Roundup" magazine/similar	\$	1,000
605 Magazine	\$	3,000
South Dakota Festival of Book Program	\$	900
Legislative Handbooks	\$	600
Local Publications		
Destination Deadwood/Similar	\$	700
Digital Marketing:		
Regional "Peak": Remarketing, Display, Expanding Guides, Pre-roll	\$	29,000
Regional "Shoulder/Winter": Remarketing, Display, Expanding Guides, Pre-roll	\$	40,500
Social Media: Sponsored posts/boosts, ads (general advertising)	\$	16,500
Targeted Emails (90,000 list +/-12xs per year), (16,000 list +/-12xs per year)	\$	17,000
Deadwood Website Builder - Programming, digital ads, followup/leads	\$	16,000
Pay-Per-Click Advertising	\$	16,000
Television:		
Broadcast (SD, ND, WY, ND, MN, CO)	\$	38,000
Cable (SD, ND, WY, ND, MN, CO)	\$	31,000
Alternative TV - Hulu (SD, ND, WY, ND, MN, CO)	\$	27,000
Event Advertising: 14 events per year		
Traditional Media (TV, Radio, Print, etc)	\$	35,000
Digital and Social	\$	22,000
Print Collateral:		
Wild Bill Coupon books for multi-night visitors, groups and conventions	\$	11,000
Visitor Guide Regional Distribution (SD, WY, NE, ND) + Mailing/Postage	\$	19,000
Deadwood Tear-off Maps: 100,000+	\$	6,500
Misc. Printing - event posters, event cards, promotional signage, etc	\$	7,000
Public Relations		
PR/Promotions, Media Tracking FAM Tours, Contests, Professional Photo/Video	\$	16,000
Printing of Historic Preservation Brochures/Rack Cards/Guides/etc	\$	14,000
Outdoor, Inspiration, Advocacy and Lobbying		
Inspiration/Sponsorship Ads - Regional	\$	7,000
Maintenance (Traditional Boards) Vinyl + Install + Lighting	\$	2,500
In-State Public Relations/Lobbying/Media/Fairs/Travel Shows/Conferences	\$	9,500
#WildBillMe - Historic Treasure Hunt		
Advertising: printing cards	\$	1,200
Redemption Prizes	\$	4,000
Certified Folder Distribution - Black Hills Area - 6 months	\$	1,300
Total Marketing & Advertising	\$	414,000

HISTORY & INFORMATION CENTER - Wages & Payroll Taxes

History & Information Center Staff	\$	68,500
Portable Visitor Information Center "Chuckwagon"	\$	7,100
Supplies	\$	1,000
Total History & Information Center	\$	76,600