

102 Sherman Street
Deadwood, SD 57732



Phone: (605) 578-2600
Fax: (605) 722-0786

VEHICLE FOR HIRE: Livery Vehicle Application

☐ Renewal ☐ New Application For Year: 2021

License Type: Livery Vehicle

Business Information

Business Name (as it will appear on license): Deadwood Alive, Inc.

Business Address: PO Box 190, Deadwood, SD 57732

Business Phone: 605-920-0258

SD Sales Tax Number: 46-1456623

If business is a partnership or corporation, please provide name and address of each partner/officer

Name: _____ Address: _____

Name: _____ Address: _____

Name: _____ Address: _____

Person Completing Application

Applicant Name: Andy "Cookie" Mosher

Home Address: 37 Lee Street, Deadwood, SD 57732

Home Phone/ Cell Phone: 605-920-0258 Date of Birth: 11/03/1967

Is applicant also the contact person? ☐ Yes ☐ No If not, who is the contact person for this application:

Contact Name: _____ Address: _____

Home Phone/ Cell Phone: _____

Location from which the vehicle(s) will operate: Historic Main Street

Number of vehicles proposed to be operated: n/a Insurance Company: Black Hills Insurance Agency, Inc.

Policy Number: CL185291550 Expiration Date: 05/25/2021

Previous experience in motor vehicle transportation business: See attached operation and management plan

Fourth year of operating historic stagecoach on Main Street as part of City Contract for re-enactments, street performances, Trial of Jack McCall and stagecoach operations

A general statement of reason supporting the granting of the application: See attached operations and management plan

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Year of Vehicle	Make	Model	Seating Capacity (Excluding Driver)	License Plate #
n/a				

Application made this 03 Day of March, 20 21

X

Applicant's Signature

TO BE COMPLETED BY CITY OF DEADWOOD

A 6-month fee of \$75 has been paid to the City Finance Office as per chapter 5.20.040 recorded on:

Receipt No:

Dated:

Approved by Deadwood Police Department

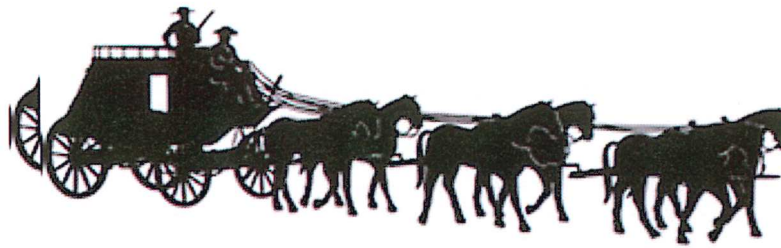
License fee is not refundable. License is not transferable

Submit completed application to:

Casey Nelson, City of Deadwood Police Department, 100 Sherman St. Deadwood, SD 57732 • (605) 578-2623.

Exercise your right to vote! Are you registered to vote at your current Deadwood Address? If you are not, please visit the City Finance Office or your County Auditor's Office.

Requirements: Provide proof of insurance (minimum \$1,000,000 liability, with City of Deadwood co-insured).



DEADWOOD STAGECOACH OVERVIEW

Perhaps one of the most recognizable Old West icons in existence is the famous Deadwood Stagecoach. The Deadwood Stage was featured for many years by Buffalo Bill in his Wild West shows all over America and Europe and is still notorious throughout the globe today. The stagecoach was the primary mode of travel in areas that had little or no rail transportation. This is especially true for Deadwood as the stagecoach was used extensively to carry mail, express, gold, and people from 1876 until the arrival of the railroad to Deadwood in December 1890.

Deadwood Alive proposes to implement the summer operation of a Deadwood Stagecoach to assist in the interpretation, education and preservation of the legacy of the stagecoach which was integral to the development of Deadwood and the balance of the western United States in the 19th century.

Beyond continuing the romanticism and legacy of the Deadwood Stage, summer operation of the stagecoach will continue to strengthen Deadwood's brand as well as provide another daily activity and option for the nearly two million visitors to this National Historic Landmark.

Operated by Deadwood Alive, the stagecoach will further expand the offerings of this organization which continues to fulfill the expectations of our visitors with a look and feel of the Old West. The stagecoach driver and shotgun messenger will be in period clothing and compliment the troupe of Deadwood Alive.

The stagecoach on Historic Main Street will be an added heritage tourism endeavor which should be viewed as an economic development initiative. Attracting additional visitors to Deadwood is a good source of revenues for both the private and public sectors through additional expenditures on goods and services as well as increasing the tax receipts. Capitalizing on heritage assets is particularly important, since numerous studies have shown heritage tourists stay longer and spend more than other tourists.

Deadwood Alive believes the stagecoach will afford yet another reason for the visitor to engage in history and stay longer in our community. With options of on-site ticket purchases as well as advanced booking options Deadwood can further develop our destination as a basecamp for the Black Hills region vacations.

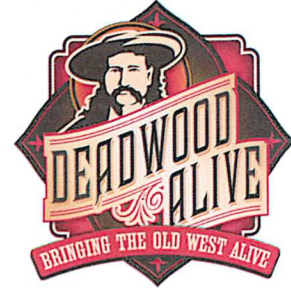
Silverton, CO; Jackson, WY; Yellowstone National Park, WY; Medora, ND; Ft. Worth, TX; Dodge City, KS; and Tombstone, AZ are some of the other destination communities which feature stagecoach ride offerings. Visitors coming to Deadwood expect a feel for the Old West and this project will help us deliver on those expectations while complimenting the outstanding efforts of Deadwood Alive as well as Deadwood History, Inc.

The following pages provide a more detailed overview of the proposed operations and management plan. This undertaking is dependent on receiving appropriate underwriting to ensure Deadwood Alive can deliver an authentic experience for the visitor and successfully launch this initiative.

DEADWOOD STAGECOACH OPERATIONS AND MANAGEMENT PLAN

Management & Operations

- ☆ Managed and operated by Deadwood Alive
- ☆ Contract teamster – Jill & Todd Weber
- ☆ One to two teams in rotation
- ☆ “Shotgun Messenger” as assistant & tour guide
- ☆ Insurance provided to meet City Codified Ordinances
- ☆ Teams to be stalled at Shiloh Horse Rescue
- ☆ Period style wood water barrel and pump to water horses curb line
- ☆ Hand-painted wood sign to let visitor know which team pulling stage daily
- ☆ Professional quality A-frame sign at stagecoach location indicating board here
- ☆ Deadwood style fence on street for safety of horses



in

Dates & Times

- ☆ 2021 Season: March 19, 2021 through November 21, 2021
- ☆ Hours of operation 12:00 p.m. to 5:00 p.m.
 - Spring Season - Friday, Saturday, Sunday – 03/19/2021–05/16/2021
 - Summer Season – Saturday through Sunday – 05/21/2021–09/23/2021
 - Fall Season - Friday, Saturday, Sunday – 09/24/2021–11/21/2021
- ☆ Non-operational during major scheduled events
- ☆ Non-operational during major weather related afternoons

Tickets

- ☆ Available at Black Hills Central Reservation and The Lucky Horse Stage Stop
- ☆ On-line booking engine through Deadwood Alive website and others
- ☆ Adult pricing \$12.00 – Child (6-12) - \$7.00 – Children (3-5) - \$3.00

Stagecoach Route

- ☆ Round trip from in front of the Celebrity Hotel on the half hour
- ☆ Turn around at the Deadwood Welcome Center and Upper Main Street
- ☆ Crossings of Pioneer Way at signals
- ☆ Travels on Historic Main Street both directions

Stagecoach

- ☆ Owned by Days of 76 Committee
- ☆ Well maintained with disc brakes
- ☆ Replica built by Hansen Wheel & Wagon for Deadwood HPC



Route

