



August 10, 2025

Dear Deadwood Historic Preservation Commissioners,

We extend our sincere gratitude for your continued support of the Deadwood Chamber of Commerce & Visitors Bureau. Working alongside your staff is a privilege we deeply value.

Deadwood continues to experience remarkable growth, and the marketing efforts funded by the Deadwood Historic Preservation Commission are central to this success. Your investment helps attract visitors, increase spending, and stimulate local economic activity, which in turn strengthens our entire community and supports the preservation initiatives that make Deadwood unique.

The Chamber takes pride in its carefully researched and results-driven campaigns. Our mission is simple: to increase visitation and visitor spending in Deadwood. This is achieved through the strategic guidance of our members, Board of Directors, and colleagues—made significantly stronger through our partnership with the Deadwood Historic Preservation Commission.

One of the most effective ways we leverage your support is through the South Dakota Department of Tourism's cooperative marketing program, which matches 68% of eligible Historic Preservation contributions. For 2026, your funding of \$414,000 is projected to combine with \$275,000 in state matching funds, creating a total marketing footprint of \$689,000. This collaboration places Deadwood at the forefront of South Dakota tourism and positions us strongly for future industry developments, including potential changes to the gaming formula.

Included in our annual funding request is support for the wages of our front-line staff—59% of the cost to welcome and assist the millions of visitors who come to Main Street and our Information Centers each year. These ambassadors of our community ensure visitors leave with a positive, memorable impression of Deadwood.

We remain dedicated to promoting our exceptional community through robust, research-backed marketing initiatives, and your continued support is essential to that mission. As always, we welcome the opportunity to answer any questions you may have.

Thank you,

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

Dory Hanson, Executive Director