

MARKETING DATA, APRIL 2023-APRIL 2024

PREPARED FOR
DEADWOOD HISTORIC PRESERVATION COMMISSION



Visit

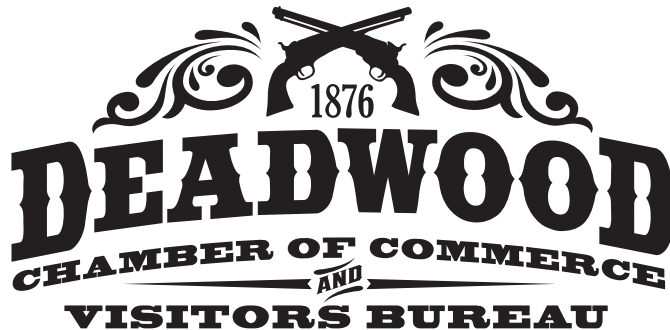
www.DeadwoodMarketing.com
for a copy of this report and creative examples.

The site includes all ad examples in this report as well as those that aren't adequately represented in a printed report.

- Video Ads
- Audio Ads

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Please contact us with questions and feedback.

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A photograph of a man and a woman standing in a museum, looking at a display of historical firearms. The woman, on the left, has short blonde hair and is wearing a blue and white patterned jacket and blue jeans. The man, on the right, has short grey hair, wears glasses, a striped button-down shirt, and blue jeans. They are positioned in front of a large glass display case. Inside the case, several long-barreled rifles are mounted on a wall. To the left of the rifles is a framed diagram with the text "U. S. WINCHESTER" and "Repeating Firearm". To the right, there is a diorama of soldiers in a battle scene. A sign in the foreground reads "YANKEE IN". The floor is polished wood, and the background shows more museum exhibits and lighting.

**HISTORIC
PRESERVATION
MARKETING FUNDS –
HOW ARE THEY USED?**

2024 Marketing - Historic Preservation Funding - Estimated Expenses		
CATEGORY	VENDOR	Billing Frequency + Season/Month
SDT MATCH	Love Communications	January + February 2024
	Love Communications	March-->August 2024
	Love Communications	September --> December 2024
	Love Communications	One Time
DHPC PRINT	TBD	Annual
	Midstates/QQP	Annual
	TBD	Annual
CHAMBER PRINT DSTRBTN	Quality Quick Print / Midstates	Annual
COLLATERAL & PROGRAMS	Various	As needed
	Mostly Chocolates	As needed
	4imprint	As needed
	Clark Printing	Annual - January
	MS Mail	Annual - May
	MS Mail	Monthly
	Certified Folder	Annual - Summer
	Black Hills & Badlands	Annual - January
	Black Hills & Badlands	Annually - May
	Multiple Vendors	Annual - Summer
	Speedee and/or USPS	Summer
	MS Mail	Annually - May
	EMAIL MARKETING	TDG Communications
TDG Communications		One Time
TDG Communications		Monthly
WEBSITES	L&S	Annual - January
	Network Solutions	Once per 5 years
	L&S	Monthly - Mostly Summer
	TDG Communications	Annually - April
	GoDaddy.com	Annual - Fall
	GoDaddy.com	Monthly
ADVERTISING Chamber Contracted	Michels Publications	February
	Michels Publications	September
	Multiple Vendors	May-->June
	Kinsy Selby	June
	SD Chamber of Commerce	Annual - January
	Epic Outdoor Advertising	Annual - June & September
	Tom Burnham	Bi-Annual
	Black Hills Nationals	One Time
	BH Pioneer	Monthly
	BH Pioneer	Annual - March
Deadwood History Inc	Annual - Summer	
MARKETING RESOURCES	BeaconStac	Annually - August
	Envato	Annual
	Multiple Vendors	Occasionally
	Amazon	One-Time
	Box.com	Annually - June
	Flickr	Annually - February
	Dropbox Account 1 "Amanda's" + HP Ad Files	Annually
	X (formerly known as Twitter)	Annually
	Dropbox Account 2 (General Marketing)	Annually
SurveyMonkey	Annually - January	
OTHER	South Dakota State	Bi-Annual - July
	Parkbench	Annual
	BH&B	Annual
	U of WY	Annual - January
	Placer.ai	Annual - August
	Deadwood Alive	Annual - Summer
	Federal Government	March
	South Dakota Tourism	Annual - January
	Love Communications	One Time

Promotion	Est. Budget - Ann
Shoulder 2023-2024 - Leisure Travel (ESTIMATED remaining schedule)	\$ 59,517.51
Peak 2024 - Leisure Travel	\$ 117,000.00
Shoulder 2024-2025 - Leisure Travel: 90K Sept-Dec, + 45,000 Jan & Feb	\$ 90,000.00
Edit Peak 2024 video spot to include new museum footage	\$ 800.00
HP Brochure - Walking Tour, 50K	\$ 8,000.00
HP Mount Moriah Part 2 (of 2)	\$ 882.66
HP Printing - TBD Publication	\$ 5,117.34
Wild Bill Me Rack Cards (20,000)	\$ 830.70
Wild Bill Me Prize - Tissue Paper	\$ 3.98
Wild Bill Me Prize - "Deadwood" Chocolate Gold Coins	\$ 499.09
Wild Bill Me Prize - Deadwood Pouches	\$ 1,060.26
Coupon Books - Groups + Leisure, Tradeshows and Welcome Bags	\$ 17,325.00
Deadwood Attraction Tear-off Map	\$ 9,000.00
Visitor Guide Mailing/Postage (does not include guides mailed directly by Chamber)	\$ 15,000.00
Visitor Guide & WBM Distribution	\$ 8,205.00
Guide requests/leads, Itinerary, VIC Display includes guide + 2 extra rack cards	\$ 2,475.00
Spring Lit Swap (Distribute maps & guides to I-90 & I-29 Visitor Centers)	\$ 105.00
PastPort Partnership	\$ 500.00
Shipping Guides to out-of-state visitor centers	\$ 300.00
HP Marketing Booklets/Report "Marketing Bible"	\$ 800.00
Email - Purge inactive addresses	\$ 900.00
Edit colors on email template	\$ 150.00
Email Monthly Mailchimp fee, Content Development & Mailing List Management	\$ 16,000.00
Hosting & Quarterly Web Updates	\$ 3,800.00
Deadwood.com and Deadwood.org Domain Renewals	\$ 392.84
Website Programing & Licensing + Google Map Fees (API)	\$ 4,500.00
Event Center Website Hosting	\$ 420.00
Discount Domain Membership	\$ 250.00
Domain Renewals	\$ 200.00
Winter Travel Ad	\$ 750.00
Fall Travel Ad	\$ 500.00
Wild Bill Days 2024	\$ 5,500.00
Wild Bill Days 2024 Event Photography	\$ 488.00
Legislative Handbook	\$ 450.00
1/2 Labor & materials swap vinyl to Boot	\$ 950.00
Leasing land for Billboard - Exit 30 (split with Boot)	\$ 1,050.00
Sponsor wrestling mat, to include Deadwood-themed graphics	\$ 2,500.00
Community Pages - Full year	\$ 150.00
Our Towns Ad	\$ 520.00
Destination Deadwood Coop Ad	\$ 453.00
QR Code Tracking - gold bucks and other marketing	\$ 60.00
Subscription w/3 licenses - stock photos, graphics, fonts, audio and videos	\$ 474.71
Font purchases	\$ 300.00
Purchase 2 harddrives for video asset backups	\$ 254.75
Photo Library for PR - annual	\$ 540.00
Public Photo Library - annual	\$ 80.00
Marketing Online Backup and Storagee	\$ 127.67
Premium Plus	\$ 168.00
Marketing Online Backup and Storagee	\$ 127.67
Surveys for marketing, training, community/City, giveaways	\$ 487.66
Deadwood Logo Trademark cls35	\$ 125.00
Sticker for BH&B DMO "Sticker Trail" promotion	\$ 1,000.00
International Profile Sheet	\$ 500.00
Sponsorship/Advertising - Post Season 2023-2024 TBD	\$ 2,000.00
Tracking service and reporting	\$ 11,200.00
Information Wagon Staffing	\$ 7,100.00
SAM Number Renewal (Required for use of federal funds & some state programs)	\$ 500.00
2024 Tourism Conference Sponsorship	\$ 3,000.00
Sports Betting/Gaming Mini Campaign Cancelation Fee	\$ 2,630.00

**2024
MARKETING
BREAKDOWN
CURRENT
AS OF
04/26/24**

TOTALS \$408,020.84
REMAINING BUDGET AMOUNT \$ 5,979.16

		PERCENT OF BUDGET
SD TOURISM MATCH	\$ 266,517.51	65%
DEADWOOD HISTORIC PRESERVATION PRINT PROJECTS	\$ 14,000.00	3%
CHAMBER PRINT DISTRIBUTION, COLLATERAL PRINTING & PRINT PROGRAMS	\$ 56,104.03	14%
EMAIL MARKETING	\$ 17,050.00	4%
WEBSITES	\$ 9,562.84	2%
GENERAL ADS + OUT OF HOME - CHAMBER CONTRACTED	\$ 13,311.00	3%
MARKETING RESOURCES	\$ 2,620.46	1%
OTHER	\$ 28,055.00	7%



Mount Moriah Brochure/Map



Notables Brochure



"OTHER" category includes Main Street Information Wagon - Staffing cost paid to Deadwood Alive.

■ **65% of HP marketing funds are matched by the South Dakota Department of Tourism's Marketing Co-op Program resulting in a combined marketing budget of over \$533,000 for these efforts.** Co-op marketing funds can not be used to cover expenses detailed in other categories of the marketing expense sheet.

■ HP marketing funds allocated to the Deadwood Chamber cover the majority of general marketing efforts on behalf of the town.

■ Event marketing is covered through the Chamber's BID 1-6 funds. Wild Bill Days is an approved DHP marketing expense and the only exception. **No other event marketing budgets are funded by DHP.** The Chamber received one TAP Grant from the state for Snocross 2024. TAP grants can only be used towards a percentage of event marketing expenses.

■ The Deadwood Chamber received a DMO Marketing Grant from the State of SD for 2023, 2024, 2025 and 2026. These funds have similar restrictions to the state's Co-op Program. The majority of these funds are used for general advertising, utilizing creative developed for the Co-op Marketing Program. Additionally, the Chamber used these funds to acquire video and photo resources for future advertising, and share those resources with local entities (like DHI). We are targeting visitors interested in outdoor recreation and gambling. (Gaming-specific efforts were removed from the Co-op Marketing strategy starting March 2024 at DHP's request.) We also use these funds to subsidize event advertising, promote spending the holidays in Deadwood and launch new efforts to target younger adults, ages 21-25.

INFORMATION CENTER STATS



INFORMATION CENTER STAFF

Clara Garvin Grable (Information Center Manager), Orville “French” Bryan, Marie VanSickle, Maria Moser Jean Makley, Diane Verba, Aly Scheurenbrand, Darcy Latuseck, Abigail Reich, Haley Hill, Melanie Allander



- Deadwood Welcome Center - 501 Main St.
 - History & Information Center (Depot) - 3 Siever St.
- Both locations are open 7 days a week, year-round.

- Information Wagon - Main Street
- Operating 6 days a week, seasonal
Funded from Chamber HP Marketing Budget



Welcome Center & Depot Door Counts

	2019			2020			2021		
	HIC	WC	TOTAL	HIC	WC	TOTAL	HIC	WC	TOTAL
January	483	1,725	2,208	681	1,672	2,353	540	1,243	1,783
February	317	1,013	1,330	706	1,787	2,493	527	1,150	1,677
March	802	2,613	3,415	548	1,027	1,575	1,494	2,454	3,948
April	1,218	3,742	4,960	0	0	0	1,714	3,308	5,022
May	2,697	8,747	11,444	1,133	634	1,767	5,172	9,103	14,275
June	7,278	27,267	34,545	8,452	6,490	14,942	10,429	26,158	36,587
July	12,560	31,369	43,929	9,231	17,271	26,502	10,952	18,988	29,940
August	9,227	25,900	35,127	5,333	15,816	21,149	6,628	22,492	29,120
September	10,180	18,193	28,373	6,827	11,693	18,520	8,798	17,114	25,912
October	3,081	5,399	8,480	3,397	5,235	8,632	3,325	7,040	10,365
November	845	1,535	2,380	1,001	1,674	2,675	1,006	2,556	3,562
December	841	2,013	2,854	962	1,375	2,337	787	1,974	2,761
Totals	49,529	129,516	179,045	38,271	64,674	102,945	51,372	113,580	164,952

	2022			2023			2024		
	HIC	WC	TOTAL	HIC	WC	TOTAL	HIC	WC	TOTAL
January	547	1,782	2,329	483	1,639	2,122	463	1,462	1,925
February	527	2,408	2,935	564	2,504	3,068	661	2,698	3,359
March	1,166	3,618	4,784	800	2,905	3,705	1,189	3,806	4,995
April	1,280	3,461	4,741	423	4,174	4,597			-
May	4,561	10,097	14,658	4,102	10,296	14,398			-
June	9,441	21,779	31,220	8,328	22,629	30,957			-
July	8,974	25,791	34,765	7,753	23,753	31,506			-
August	5,294	22,597	27,891	5,284	25,500	30,784			-
September	7,717	17,456	25,173	5,416	17,662	23,078			-
October	3,522	9,046	12,568	2,973	7,834	10,807			-
November	736	2,060	2,796	871	2,675	3,546			-
December	526	1,856	2,382	64	2,256	2,320			-
Totals	44,291	121,951	166,242	37,061	123,827	160,888	2,313	7,966	10,279

**NEW REPORTS:
DEADWOOD.COM
PLACER.AI
SOCIAL MEDIA**



GOOGLE ANALYTICS - GA4



DEADWOOD.COM

JAN. 1, 2023 - DEC. 31, 2023 | GOOGLE ANALYTICS

Total Sessions: 2,044,937
Pageviews: 4,253,589
Users: 1,142,199

Device Usage:
Mobile: 60%
Desktop: 35%
Tablet: 6%

Demographics:



Male: **51%** | Female: **49%**

Age:

18-24 9% | 25-35 16%
35-44 21% | 45-54 20%
55-64 20% | 65+ 14%



Top TEN

City: (NOTE: Metro Areas not available in GA4)

- 1) Chicago
- 2) Omaha
- 3) Denver
- 4) Englewood
- 5) Minneapolis
- 6) Rapid City
- 7) Dallas
- 8) Phoenix, AZ
- 9) Sioux Falls
- 10) Bismarck



Top TEN

Pages/Categories:

- 1) Webcam
- 2) Homepage
- 3) What To Do/Attractions
- 4) Events
- 5) Lodging
- 6) Casinos
- 7) Kool Deadwood Nites
- 8) History
- 9) Deadwood Visitor Guide
- 10) Eat & Drink



Top FIVE

Referral Sites:

- 1) travelsouthdakota.com
- 2) southdakotarides.com
- 3) daysof76.com
- 4) deadwoodconnections.com
- 5) outlawsquare.com



Top TEN

States:

- 1) South Dakota
- 2) Colorado
- 3) Nebraska
- 4) Minnesota
- 5) Illinois
- 6) Texas
- 7) North Dakota
- 8) Arizona
- 9) Wyoming
- 10) California



2023 VISITOR GUIDE REQUESTS

**JANUARY 1, 2023 -
DECEMBER 31, 2023**

2023 YTD Guides Bulk Direct Mail: 10,066 (does not include guides mailed individually)

2023 YTD Guides Downloaded: 4,672

2023 YTD Distribution Locations: 236 Rack sites + 6 Visitor Centers on I-90 & I-29



Placer.ai

NEW IN 2023!
Funded by DHP Marketing funds.
Found in “other” category on
expense breakdown sheet.

WHAT IS PLACER.AI?

Placer.ai is a location analytics company that studies visit trends, trade areas, and demographics. Their product is based on location insights for big box stores to look at brand dominance, consumer visitation and demographic insights, competitive benchmarking, industry trends, among other things.

Placer’s Methodology Placer.ai aggregates location data from users’ mobile apps usage. When a geographic polygon or radius is drawn in Placer.ai’s platform, a mobile user who spends more than 2 minutes (duration adjustable) within that point of interest (POI) is counted as one activity or movement. This is aggregated into visitation trends and demographic trends when there are enough counts to meet a privacy threshold. Placer.ai overlays its trade area analytics datasets from a large marketplace of data partners. From this, they can create insights based on national and statewide benchmarks about consumer information, demographics, work and lifestyles, and online activity.

- **Placer.ai tracks +25 million devices in the United States. From those, a proprietary algorithm is used to estimate the remaining devices in a geofenced area.**
- **Data is available back to 2019 and 2017, depending on the geofenced area.**
- **Geofenced zones are unlimited. Deadwood currently has the following:**
 - Deadwood City Limits
 - Mount Moriah Cemetery
 - Outlaw Square
 - Days of ‘76 Museum (DHI)
 - Adams Museum (DHI)
 - Adams House (DHI)
 - Days of ‘76 Event Grounds
 - Main Street Event Area = Outlaw Square + Main St. from Wall to Deadwood.
 - Deadwood Mountain Grand
 - Deadwood Hotels (grouped)
 - Deadwood Welcome Center
 - Deadwood History & Information Center
- **Deadwood Chamber of Commerce & Visitors Bureau will use this service to track and report visitation numbers, Chamber event attendance, and reports as requested by the City of Deadwood/Historic Preservation.**
- **Placer.ai is an annual subscription. August 1, 2023 to July 31, 2024**

Deadwood - 2023

Jan 1 - Dec 31, 2023

Property:

 **Deadwood City Limits**
Deadwood, South Dakota, United States

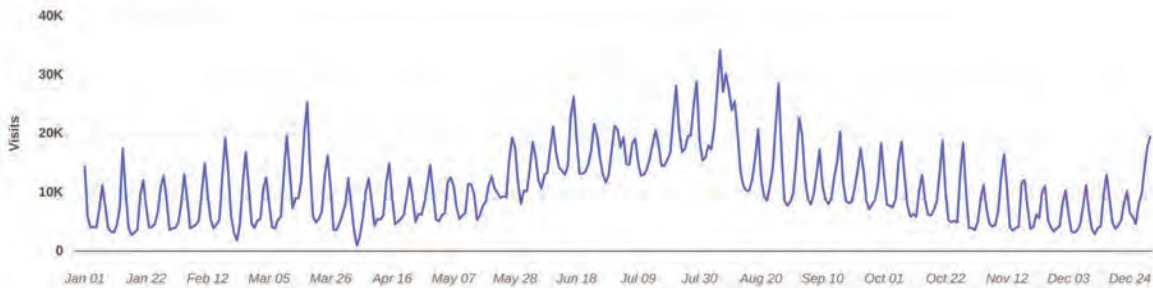
Metrics

Deadwood City Limits
Deadwood, SD

Visits	3.9M	Avg. Dwell Time	429 min
Visitors	1.1M	Visits YoY	+2.3%
Visit Frequency	3.61		

Visits Trend

Deadwood City Limits
Deadwood, SD

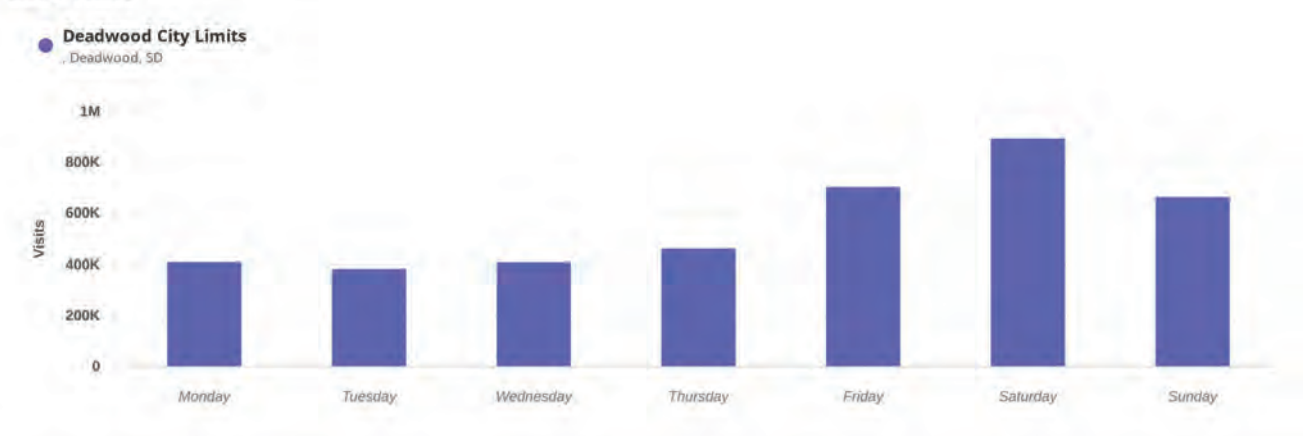


Audience Overview

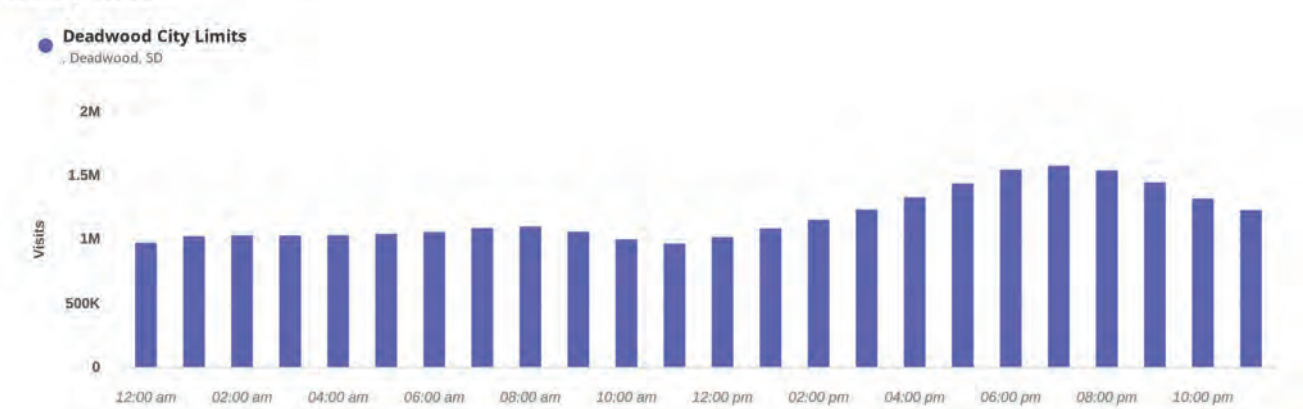
Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Deadwood City Limits Deadwood, SD	\$57K	29.8%	37.6	White (80.5%)	2.44
South Dakota	\$64.1K	30.0%	36.7	White (80.8%)	2.55

Daily Visits



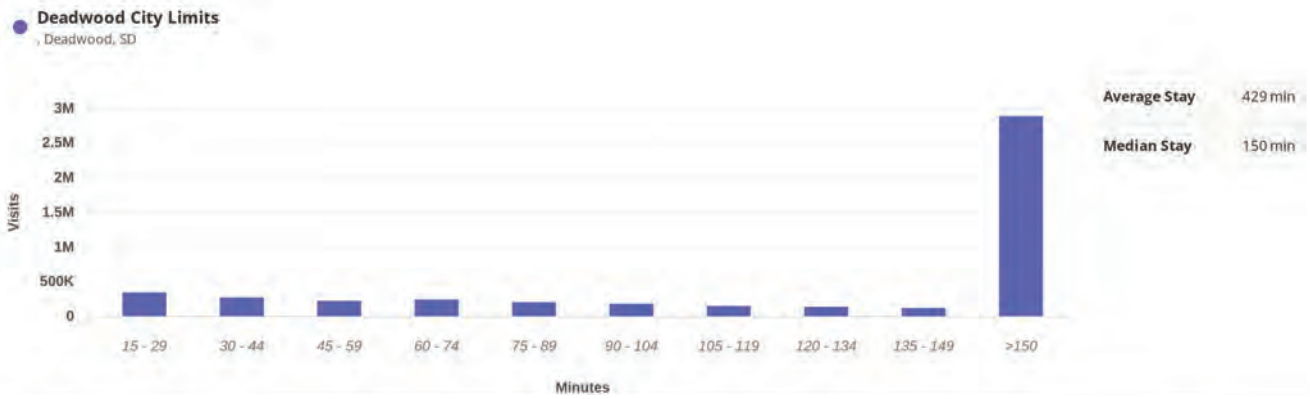
Hourly Visits



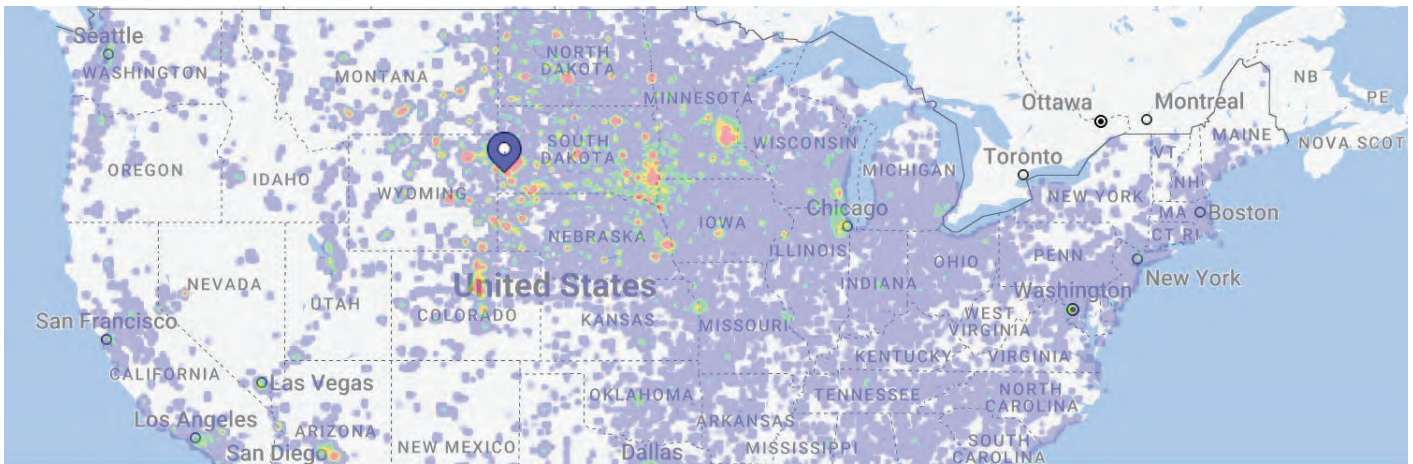
Favorite Places

Deadwood City Limits / Deadwood, SD			
Rank	Name	Distance	Visitors
1	Rushmore Crossing / 1225 Eglin St, Rapid City, SD 57701	32.9 mi	319.8K (29.1%)
2	Silverado Franklin Historic Hotel & Gaming Complex, Legends Steakhouse & Silverado Grand Buffet / 709 Main St, Deadwoo...	0.5 mi	306.9K (27.9%)
3	Mount Rushmore National Memorial / 13000 SD Highway 244, Bldg 31, Ste 1, Keystone, SD 57751-0268	37.2 mi	292.2K (26.6%)
4	Uptown Rapid / 2200 N Maple Ave, Rapid City, SD 57701	31.6 mi	237.7K (21.6%)
5	Mustang Sally's / 634 Main St, Deadwood, SD 57732	0.3 mi	235.7K (21.4%)
6	Saloon No. 10 / 657 Main St, Deadwood, SD 57732	0.4 mi	211.6K (19.3%)
7	Denver International Airport / 8500 Peña Blvd, Denver, CO 80249	316.5 mi	192.4K (17.5%)
8	Wall Drug Store Inc / 510 Main St, Wall, SD 57790	78.2 mi	182.5K (16.6%)
9	Crazy Horse Memorial / 12151 Avenue of the Chiefs, Custer, SD 57730	38.4 mi	174.5K (15.9%)
10	Walmart / 1200 N Lacrosse St, Rapid City, SD 57701	32.5 mi	161.6K (14.7%)

Length of Stay



Visitors By Origin



Zipcode / City	Visits (% of Total)
57783 Spearfish, SD	227K (5.8%)
57754 Lead, SD	214.4K (5.4%)
57785 Sturgis, SD	162.5K (4.1%)
57701 Rapid City, SD	134.6K (3.4%)
57702 Rapid City, SD	108.3K (2.8%)
57732 Deadwood, SD	71.7K (1.8%)
57717 Belle Fourche, SD	63.5K (1.6%)
82718 Gillette, WY	46.4K (1.2%)
57703 Rapid City, SD	43.3K (1.1%)
57718 Black Hawk, SD	29.7K (0.8%)

82716 Gillette, WY	26K (0.7%)
57719 Box Elder, SD	25.6K (0.7%)
57793 Whitewood, SD	24.1K (0.6%)
57759 Nemo, SD	23.9K (0.6%)
58601 Dickinson, ND	23.8K (0.6%)
57501 Pierre, SD	22.1K (0.6%)
57401 Aberdeen, SD	22K (0.6%)
57730 Custer, SD	20.6K (0.5%)
58554 Mandan, ND	19.3K (0.5%)
58503 Bismarck, ND	18.2K (0.5%)
57106 Sioux Falls, SD	18K (0.5%)
57769 Piedmont, SD	17.2K (0.4%)
58504 Bismarck, ND	16.5K (0.4%)
82801 Sheridan, WY	15.5K (0.4%)
57006 Brookings, SD	14.8K (0.4%)
69301 Alliance, NE	14.7K (0.4%)
57301 Mitchell, SD	14.4K (0.4%)
58501 Bismarck, ND	13.5K (0.3%)
57745 Hill City, SD	13.4K (0.3%)
57201 Watertown, SD	13.1K (0.3%)
82604 Casper, WY	12.6K (0.3%)
82601 Casper, WY	11.7K (0.3%)
57103 Sioux Falls, SD	11.5K (0.3%)
57105 Sioux Falls, SD	11.4K (0.3%)
69361 Scottsbluff, NE	11K (0.3%)
82240 Torrington, WY	10.6K (0.3%)
57108 Sioux Falls, SD	10.5K (0.3%)
59301 Miles City, MT	10.2K (0.3%)
57779 Saint Onge, SD	10.1K (0.3%)
82633 Douglas, WY	9.6K (0.2%)
82701 Newcastle, WY	9.5K (0.2%)

NEW SOCIAL MEDIA REPORT FORMAT

A new social media report format began in January 2024. HP marketing reports in the future will have an annual total for each Chamber-owned channel and platform (10) using the format shown below.

Historic Deadwood

Facebook

March 1 - March 31, 2024

Followers	127.3K
Page Likes	124,139
Posts Stories	64 7
Reach	348.9K
FB Visits	12.5K
Link Clicks	9.2K
Content Interactions	10.6K +6.5%

90 Day Overview

Jan. 3 - Apr. 1, 2024

Reach	1M
FB Visits	40.6K
Content Interactions	34.7K
Link Clicks	40.7K

Audience

Age & gender

62.2% Women, 37.8% Men

Top cities

Rapid City, SD	3.2%
Sioux Falls, SD	2.5%
Gillette, WY	2%
Bismarck, ND	1.5%
Casper, WY	1.4%
Spearfish, SD	1%
Billings, MT	0.9%
Dickinson, ND	0.9%
Aberdeen, SD	0.7%
Sturgis, SD	0.7%

Top Performing Posts

Highest Reach 24,747	Highest Reactions 855	Highest Comments 77
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Historic Deadwood

Instagram

March 1 - March 31, 2024

Followers	28K
Profile Visits	995 +37.2%
Posts Stories	60 4
Reach	23.4K
Content Interactions	4.3K

90 Day Overview

Jan. 3 - Apr. 1, 2024

Reach	102.2K +63.5%
IG Visits	2.5K
Content Interactions	9.7K
Link Clicks	773 +47.2%

Audience

Age & gender

57.7% Women, 42.3% Men

Top cities

Rapid City, SD	2.1%
Sioux Falls, SD	3.1%
Spearfish, SD	1.3%
Gillette, WY	1.2%
Bismarck, ND	1.1%

Top Performing Posts

Highest Reach 5.5K	Highest Likes 365	Highest Comments 8
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SD TOURISM CO-OP MARKETING REPORTS & MEDIA PLACEMENT



Metric Definitions & Benchmarks – Paid Search

- **Impressions:** The number of times that a user saw an ad.
- **Clicks:** The number of people who clicked on an ad.
- **Click-Through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 3.17% (dependent on keywords)
- **Avg. Cost Per Click (Avg. CPC):** Sum of link clicks, post reactions, post saves, post comments, and post shares.
 - Benchmark: \$2.69 (dependent on keywords)
- **Top Impression Share:** The percentage of keywords that are ranking in the top 3 results for a given search.
- **Absolute Impression Share:** The percentage of keywords that are ranking as the number 1 result for a given search.

Metric Definitions & Benchmarks – Display

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
 - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 0.08% - 0.30%

Metric Definitions & Benchmarks – GA4

- **Sessions:** The number of times user interactions occurring within a given timeframe.
- **Users:** The number of individuals who have initiated a session on your website.
- **New Users:** The number of individuals who have initiated a session a session on your website for the first time within a given timeframe.
- **Pages per Session:** The average number of pages users are visiting during a session.
- **Engaged Sessions:** The number of users whose session lasts longer than 10 seconds, registers 1+ conversion events, or visits 2+ pages.
- **Engagement Rate:** The total number of engaged sessions divided into sessions.
- **Avg. Engagement Time:** The average length of time that the website had focus within the user's browser.

Metric Definitions & Benchmarks – Paid Social

- **Impressions:** The number of times that a user saw an ad.
- **Reach:** The number of people who saw an ad at least once.
- **Frequency:** The average number of times each person saw an ad.
- **Total Engagements:** Sum of link clicks, post reactions, post saves, post comments, and post shares.
- **Engagement Rate:** Sum of all post engagements divided by the total number of impressions delivered.
 - Benchmark: 1.00%
- **Landing Page Views:** The number of times a person clicked on an ad link and then successfully loaded the destination webpage.
- **Video Views:** The number of times your video starts to play. This is counted for each impression of a video and excludes replays.
- **Video View Rate:** The number of video views divided by the total impressions delivered by video ads.
 - Benchmark: 50%

Metric Definitions & Benchmarks – Video

- **Impressions:** The number of times that a user saw an ad.
- **Post Impressions:** A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.
- **Post Impression Rate (PIR):** The sum of post impressions divided into impressions.
 - Benchmark: Varies
- **Clicks:** The number of times that users clicked on a creative during the specified reporting period. A click is recorded even if the user does not actually reach the landing page.
- **Click-through Rate (CTR):** Sum of all clicks divided by the total impressions delivered.
 - Benchmark: 0.08% - 0.30%
- **Video Views:** The number of impressions for which a video clip was played.
- **Video View Rate:** The number of video views divided by the total impressions delivered by video ads.
 - CTV Benchmark: 98% - 99% | Pre-Roll & YouTube Benchmark: 60%
- **Video Completion Rate:** The number of video completions divided by the number of video views.
 - CTV Benchmark: 95% | Pre-Roll & YouTube Benchmark: 90% for 6 second ad, 50% for 15 second ad, 40% for 30 second ad, 20% for 60 second ad or longer.



Feb '23				Mar '23				Apr '23			
6	13	20	27	6	13	20	27	3	10	17	24

Digital Media		March Madness				NHL Play							
SEM General Visitor	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
Sports Betting Focus & Gaming													
<i>SD, ND, WY, NE, MN, CO</i>													
Programmatic OLV/CTV	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
Sports Betting Focus & Gaming													
RT Display	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
<i>SD, ND, WY, NE, MN, CO</i>													
FB/IG General Visitor	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
Sports Betting Focus & Gaming													
<i>SD, ND, WY, NE, MN, CO</i>													
Digital Audio General Visitor	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
Sports Betting Focus & Gaming													
<i>SD, ND, WY, NE, MN, CO</i>													
OTA Programmatic	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
<i>Travel Intenders: Custom South Dakota Travel Intenders (US IPs looking at South Dakota plus competitive states)</i>													
Local/Regional Digital	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
<i>SD, ND, WY, NE, MN, CO</i>													
Linear Cable TV	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
<i>Denver, Minn-St. Paul & Minot/Bismarck/Dickinson</i>													
Print - Full Page Ads	Attractions, History, Outdoor Rec, Events, Restaurants, Lodging, Retail, Etc												
<i>True West</i>													
Local Event Buys - PLACED BY THE DEADWOOD CHAMBER													

Audience Breakdown	
Searchers (25 - 44) HHI \$50k - \$100K, No children in traveling party	
Wanders (50+) HHI \$100K+, Empty nesters	
Outdoors (Males 35 - 60) HHI \$80K+, Married	
Geo Budget Allocations	

PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Parameters

Campaign At-A Glance



Goal: The goal of this campaign is to boost awareness for Deadwood in order to ultimately drive bookings and revenue into the destination.



Geo's: SD, ND, WY, NE, MN, CO



Audiences: Searchers (25 - 44) HHI \$50k - \$100K, No children in traveling party, Wanderers (50+) HHI \$100K+, Empty nesters, Outdoors (Males 35 - 60) HHI \$80K+, Married



Timing: 2/20 – 9/2

Key Performance Indicators

Building Awareness

Impressions
Post Impression Rate
Click-Through Rate (Paid Search)
Avg. CPC (Paid Search)
Website Sessions

Generating Engagement

Engagement Rate (social)
Engagement Rate (GA4)
Avg. Engagement Time

Driving Action

Visitor Guide Downloads
Lodging Clicks
Newsletter Sign-Ups
Contact Form Requests
Phone Calls
Bookings

Campaign Performance

Executive Summary



21,864,667
Impressions Deliv.



0.75%
Post Impression Rate
106,270 post impressions



17.80%
Paid Search CTR
~5% benchmark



2.04%
Paid Social CTR
1.00% benchmark

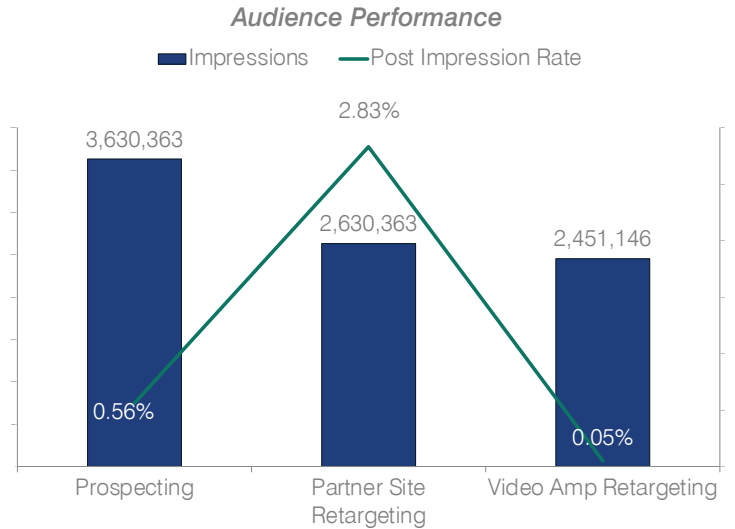
- This campaign delivered over 21.8M impressions, with a paid social CTR of 2.04% and a paid search CTR of 17.80%.
- Our top-performing programmatic partner in terms of post-impression rate was **Sojern** at 1.10%. If we wanted to improve web traffic in future efforts, we would recommend this partner.
- If we wanted to improve paid social CTR performance, we would recommend focusing on the **Gaming** Campaign. They were our top-performing campaign by CTR at 2.72%. Our top-performing placement for the Gaming campaign was Wanderers (MN) and our top-performing placement for our Leisure campaign was Wanderers (CO).

PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

Sojern Performance Overview

- 8,711,872 impressions
- 4,191 clicks
- 0.05% click-through rate (ctr)
- 1.10% post-impression rate
 - 95,901 post impressions
- **490 conversions**
 - 62 Visitor Guide Requests, 428 Outbound Lodging Clicks



Sojern GEO Performance

Top DMAs (campaign-wide):

1. Billings, Montana: .08% CTR
2. Minneapolis-St. Paul, Minnesota: .08% CTR
3. Mankato, Minnesota: .08% CTR
4. Rochester-Austin, Minnesota-Mason City, Iowa: .08% CTR
5. Casper-Riverton, Wyoming: .08% CTR
6. Grand Junction-Montrose, Colorado: .08% CTR
7. Rochester-Austin, Minnesota-Mason City, Iowa: .08% CTR
8. Sioux Falls(Mitchell), South Dakota: .08% CTR
9. Colorado Springs-Pueblo, Colorado: .07% CTR
10. Denver, Colorado: .07% CTR



NOTE: POST IMPRESSIONS

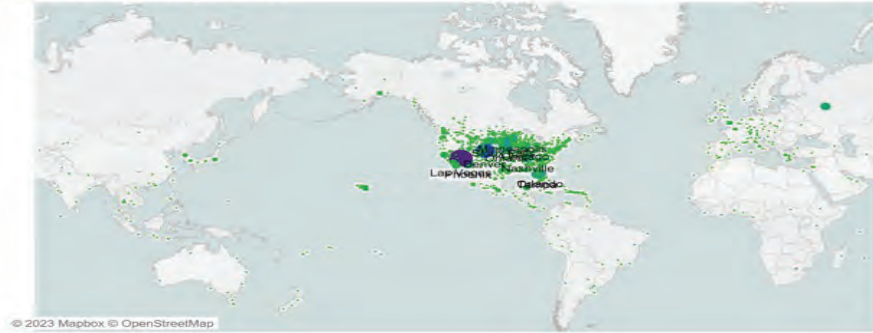
A post impression occurs when someone sees one of our ads and later visits a website that we have pixelated, inclusive of both those who click on an ad or those who see the ad, don't click, and later visit said website.

Sojern Economic Impact Report

Alternate Searches & Bookings

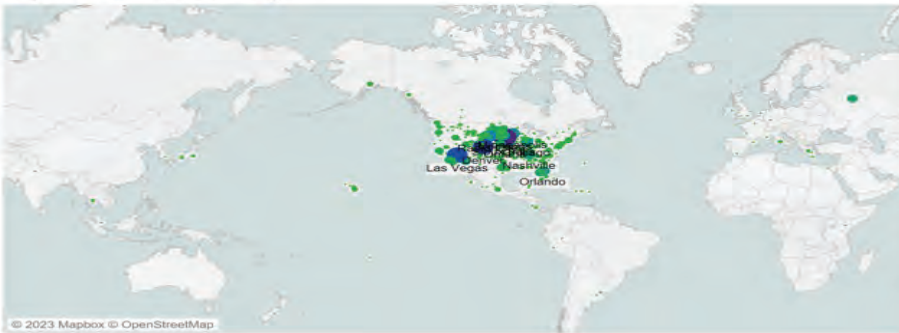
Of the people who were impressed and didn't book, where did they search and book ?

Top 10 Alternate Searches



Destination City & Country	Percentage
Las Vegas, NV	8.9%
Denver, CO	7.7%
Sioux Falls(Mitchell), SD	6.5%
Rapid City, SD	3.8%
Minneapolis-St. Paul, MN	3.7%
Omaha, NE	2.9%
Phoenix, AZ	2.5%
Orlando-Daytona Beach-Melbourne, FL	2.3%
Tampa-St Petersburg (Sarasota), FL	2.3%
Nashville, TN	2.1%

Top 10 Alternate Bookings

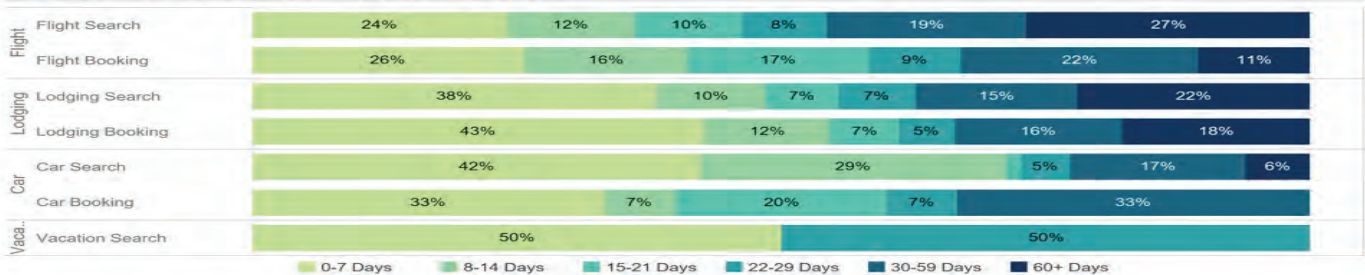


Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	12.0%
Denver, CO	6.8%
Rapid City, SD	6.8%
Minneapolis-St. Paul, MN	5.1%
Las Vegas, NV	4.5%
Omaha, NE	3.4%
Salt Lake City, UT	2.7%
Orlando-Daytona Beach-Melbour..	2.2%
Phoenix, AZ	2.1%
Lincoln & Hastings-Kearney, NE	2.1%

Sojern Economic Impact Report

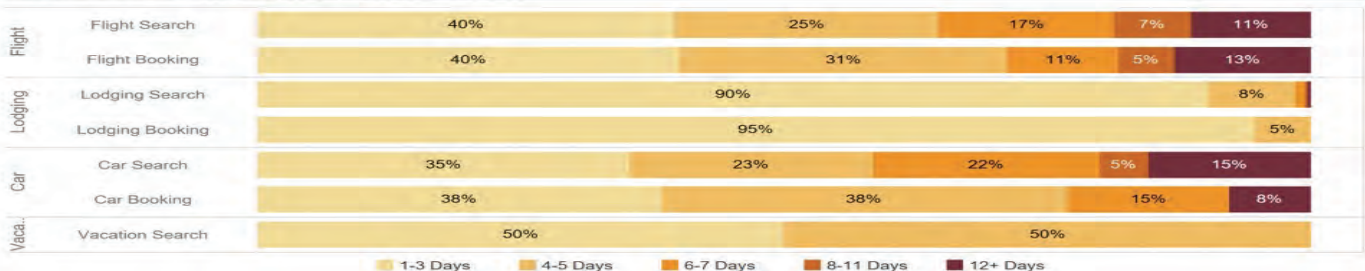
Trip Planning

How far in advance are travelers planning and booking for their trip?



Length Of Stay

How long are impressed travelers staying in Deadwood, SD?



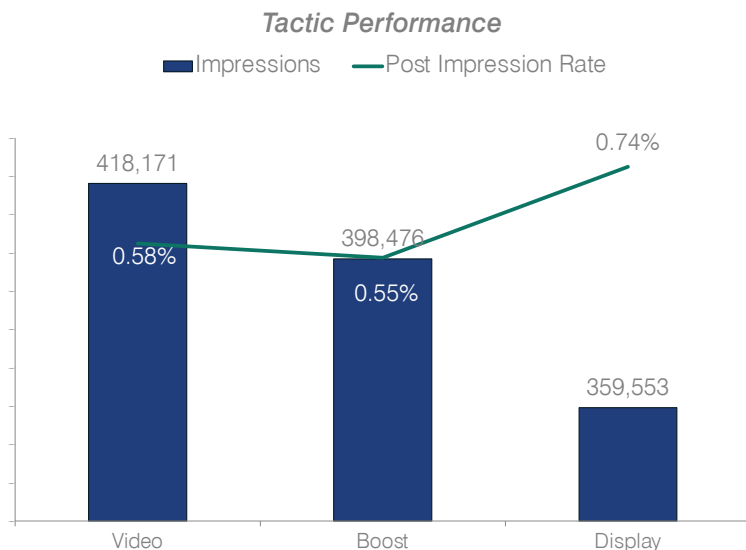
PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

2/20 8:57

Campaign Performance

Trip Advisor Performance Overview

- 1,176,200 impressions
- 1,221 clicks
- 0.10% click-through rate
- 0.62% post-impression rate
 - 7,263 post impressions
- **9 conversions**
 - 9 Phone Calls



TripAdvisor GEO Performance

<i>Display</i>			<i>Explorer Video</i>			<i>Social Boost</i>		
<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>	<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>	<i>Region</i>	<i>Total imps</i>	<i>Total clicks</i>
Colorado	45,566	19	Colorado	47,002	64	Colorado	34,839	38
Texas	22,453	12	Texas	27,812	43	Texas	21,922	24
Illinois	19,442	10	Illinois	22,985	43	Illinois	20,011	19
Utah	17,491	8	Iowa	22,197	34	Nebraska	19,849	24
Nebraska	16,948	7	Nebraska	20,970	34	Iowa	18,182	20

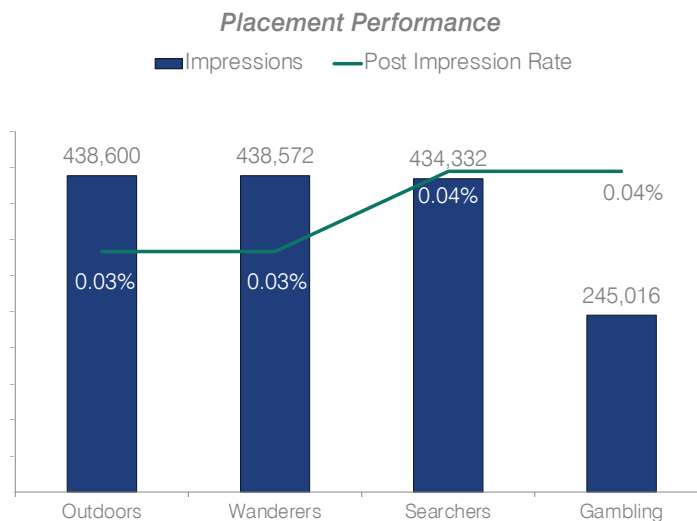
imps = impressions

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Campaign Performance

Pandora Performance Overview

- 1,556,520 impressions
- 77 clicks
- <0.01% click-through rate (ctr)
- 0.03% post-impression rate
 - 494 post impressions
- **0 conversions**



Pandora GEO Performance

Video Placements				
State	Impressions	CTR	Reach	Frequency
Colorado	23,849	0.10%	17,642	1.42
Minnesota	22,401	0.20%	16,313	1.38
Nebraska	11,375	0.20%	7,865	1.46
South Dakota	4,304	0.00%	3,131	1.38
North Dakota	4,050	0.21%	2,778	1.47
Wyoming	2,829	0.20%	2,054	1.39

Pandora GEO Performance

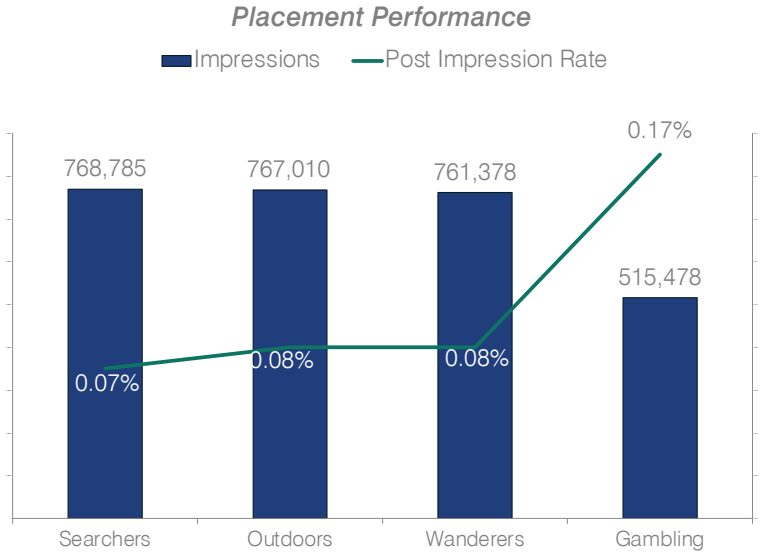
Audio Placements					Banner Placements			
State	Impressions	CTR	Reach	Frequency	State	Impressions	Reach	Frequency
Minnesota	36,636	0.06%	19,950	1.85	Minnesota	440,410	179,675	2.49
Colorado	23,792	0.07%	13,706	1.75	Colorado	306,199	140,695	2.21
Nebraska	14,141	0.08%	7,473	1.90	Nebraska	176,824	70,531	2.54
South Dakota	7,772	0.05%	3,919	1.99	South Dakota	91,578	32,901	2.82
North Dakota	7,219	0.03%	3,622	2.02	North Dakota	84,224	29,816	2.87
Wyoming	5,005	0.06%	2,546	1.99	Wyoming	58,988	21,335	2.81

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Campaign Performance

Video Amp Performance Overview

- 2,812,651 impressions
- 6,753 clicks
- 0.24% click-through rate (ctr)
- 0.09% post-impression rate
 - 2,612 post impressions
- **0 conversions**



VideoAmp Leisure GEO Performance

State	VCR	Impressions
Nebraska	98.05%	628,120
Colorado	94.91%	442,198
Minnesota	94.91%	442,198
South Dakota	97.96%	314,637
North Dakota	98.13%	241,514
Wyoming	98.15%	216,370

All States exceeded the VCR KPI of 75%.

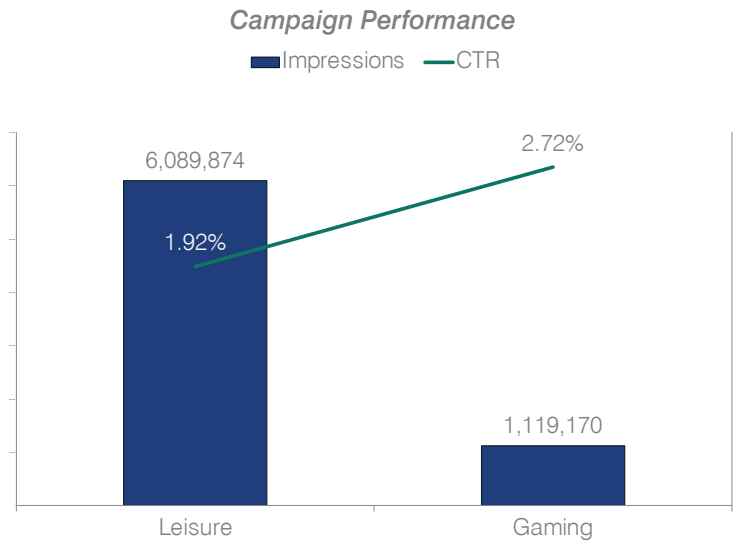
GEO = Geographic Area
 VCR = Video Completion Rate
 KPI = Key Performance Indicator

PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

Campaign Performance

Paid Social Performance Overview

- 7,209,044 impressions
- 835,143 reach (8.63 frequency)
- 118,776 engagements
 - 101,470 link clicks, 909 comments, 15,150 reactions, 1,027 shares, 220 saves
- 2.04% click-through rate (ctr)
- \$0.36 cost per link click
- **552 GA4 conversions**
- **482 Visitor Guide Downloads or Requests, 60 Outbound Lodging Clicks**



FB Leisure GEO Performance

Region	Reach	Frequency	Impressions	CTR
Minneapolis – St. Paul	317,558	4.91	1,556,261	2.38%
Sioux Falls	73,435	8.20	748,699	1.65%
Lincoln & Hastings	71,130	3.16	674,577	1.71%
Fargo – Valley City	68,698	7.02	503,939	1.87%
Omaha	56,148	2.61	439,682	1.76%
Denver	58,902	4.53	430,686	1.75%
Minot - Bismarck	35,405	3.50	371,266	1.52%

FB Creative Performance

Creative	Impressions	Clicks	CTR
Static	3,625,694	56,172	1.55%
Video	3,582,446	91,085	2.54%

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Linear Cable

Flight Dates: 4/10/2023 - 5/21/23

Denver

373 Spots
832,304 impressions
15% Reach / 3x Frequency A25-54

Minneapolis-St. Paul

373 Spots
425,002 impressions
10% Reach / 3x Frequency A25-54

Minot-Bismark-Dickinson

709 Spots
11,904 impressions
7% Reach / 3x Frequency A25-54

Cable Attribution

3,693 website visits

+3.42% lift in immediate visitors (w/in 30 minutes of ad)

+10.4% lift in return visitors (w/in 14 days of ad)

Campaign Performance

Paid Search Summary



398,380

Impressions Deliv.

325k prev. report



17.80%

Click-Through Rate

17.82% prev. report,
~5% benchmark



\$0.27

Avg. Cost per Click

\$0.27 prev. report, ~\$3
benchmark

- The paid search portion of this campaign delivered over 398k impressions, with a CTR of 17.80% and an avg. CPC of \$0.27.
- Our top-performing campaign by CTR and impressions was *Visit Deadwood*.
- Our top-performing keyword by CTR was “*deadwood*,” followed by “*what to see in deadwood sd.*”

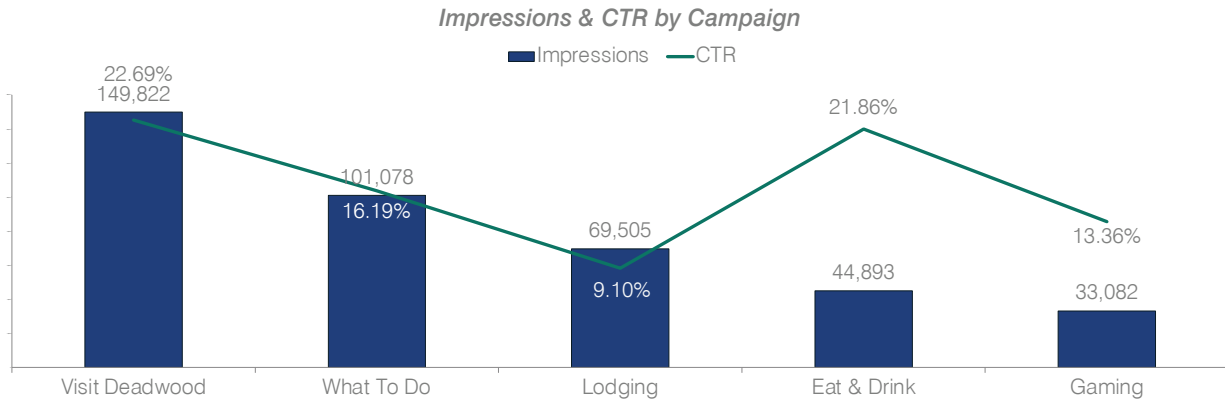
CTR = Click Through Rate

CPC = Cost Per Click

PEAK 2023 ■ MARCH 2023 - AUGUST 2023 ■ CAMPAIGN REPORT

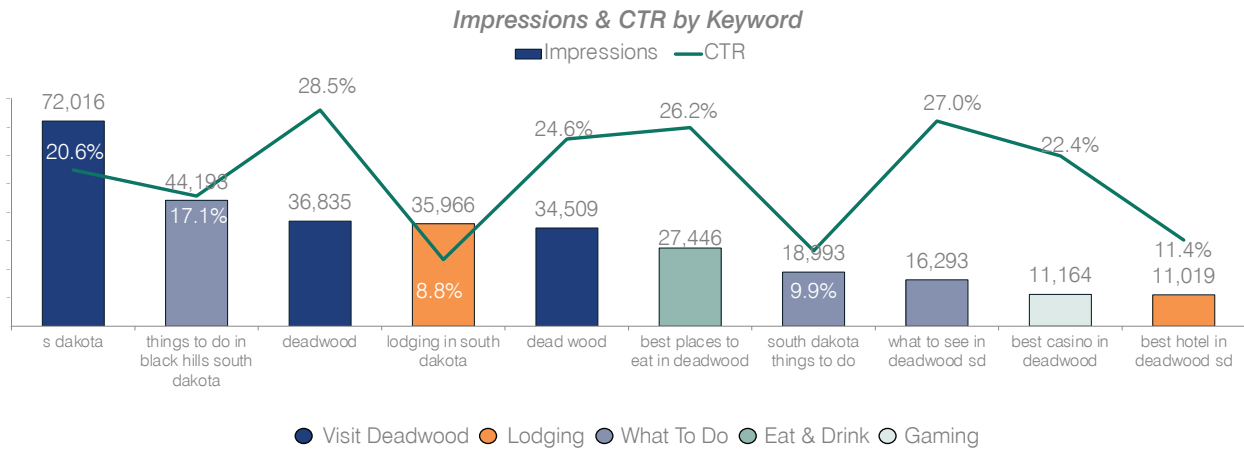
Campaign Performance

The top-performing campaign by CTR and impressions was *Visit Deadwood*.

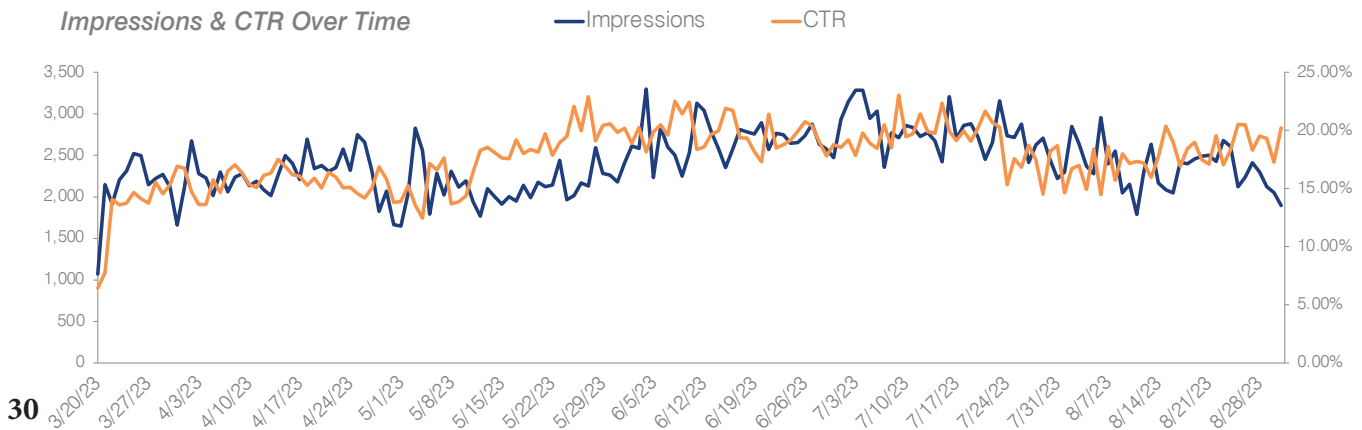


Keyword Performance

The top-performing keyword by CTR was *“deadwood,”* followed by *“what to see in deadwood sd.”*



Impressions & CTR Over Time



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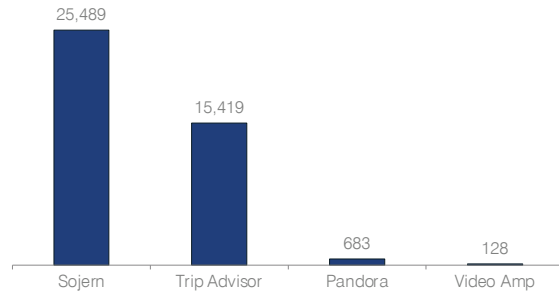
Bookings Summary (Statewide)

When looking at the state as a whole (i.e., those who have been exposed to our advertising and booked *anywhere* in South Dakota) we are just over 41k since the start of the campaign.

41,287

Bookings that occurred within the state of South Dakota as a result of our advertising efforts

Statewide Bookings by Partner



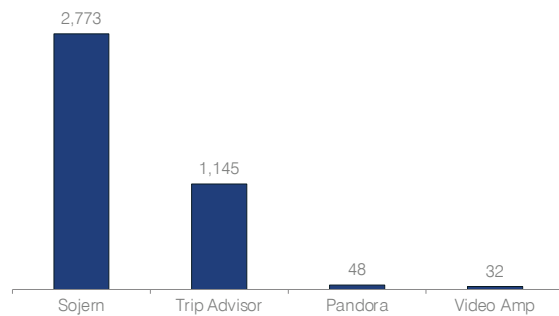
Bookings Summary (In-Destination)

When we solely look at bookings that have occurred in Deadwood *specifically* as a result of our advertising, we are just over 3.8k since the start of the campaign, led by Sojern.

3,870

Bookings that occurred within Deadwood as a result of our advertising efforts

Deadwood Bookings by Partner

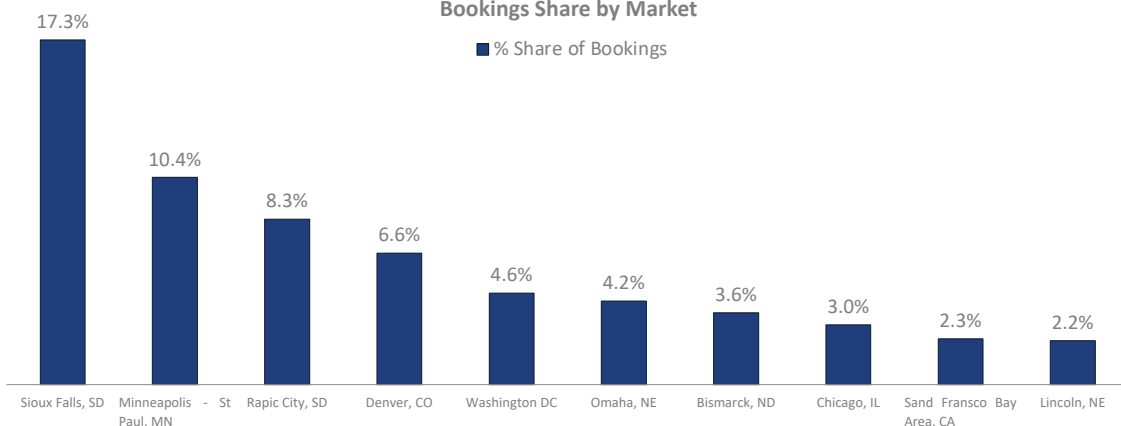


Bookings Market Performance (Peak23)

Sioux Falls and Minneapolis – St Paul were our top two performing markets when looking at bookings, followed by Rapid City.

Bookings Share by Market

■ % Share of Bookings



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GA4 Campaign Performance Overview

- 148,343 sessions
- 123,398 users
- 34.4% engagement rate
(43.6% site avg.)
- 0:24s avg. engagement time
(0:27 site avg.)
- 2.27 pages per session

Source / Medium	Sessions	Engagement Rate	Avg. Engagement Time
<i>Paid Social</i>	110,245	12.5%	0:02
<i>Paid Search</i>	108,173	72%	1:02
<i>Trip Advisor / Social</i>	42,920	8.2%	0:00
<i>Sojern / Display</i>	18,988	12.9%	0:05
<i>Video Amp / Preroll</i>	14,292	11.6%	0:00
<i>True West Mag / Email</i>	1,047	63.1%	1:22
<i>Trip Advisor / Preroll</i>	1,000	23.8%	0:00
<i>True West Mag / Display</i>	748	50.5%	0:59
<i>Trip Advisor / Boost</i>	620	24.5%	0:00
<i>Trip Advisor / Display</i>	314	28.7%	0:00
<i>True West Mag / Facebook</i>	222	40.5%	0:51
<i>True West Mag / Native</i>	164	64.3%	1:34
<i>Pandora / Display</i>	156	9%	0:38

PEAK 2023 MEDIA CALENDAR

SEPTEMBER 2023 - JANUARY 2024



	Sept '23				Oct '23					Nov '23				Dec '23				Jan '24				
Deliverable	4	11	18	25	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29
Total Media																						
SEM All Visitors																						
SEM Gaming & Sports Betting Mini Campaign																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	23,660 Clicks																					
Programmatic OLV/CTV All Visitors																						
OLV/CTV Gaming & Sports Betting Mini Campaign																						
OLV/CTV Winter - Mini Campaign																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	2,730,000																					
Programmatic Display All Visitors																						
Display Gaming & Sports Betting Mini Campaign																						
Display Winter- Mini Campaign																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	7,280,000																					
FB/IG All Visitors																						
FB/IG - Gaming & Sports Betting Mini Campaign																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	20,222 Clicks																					
Native - All Visitors																						
Native - Gaming & Sports Betting Mini Campaign																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	2,528,000																					
Online Travel Agency Placement - All Visitors																						
Travel Intenders	3,125,000																					
Local/Regional (Omaha Mag) - All Visitors																						
Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)	909,000																					
Linear Cable TV - All Visitors																						
Denver, Minot/Bismarck/Dickinson	1,736,842																					
True West - All Visitors																						
Full Page Ad	120,000																					
Programmatic Out of Home - All Visitors																						
Minot (ND), Minneapolis/StP (MN), Denver (CO)	1,375,000																					
University of WY - All Visitors																						
Deadwood Local Events - RUNNING VIA DEADWOOD CHAMBER																						
Ad Serving																						
	19,803,842																					
	43,882 clicks																					

*Agency commission 9%

Audience Breakdown	Target Geo
Searchers (25 - 44) HHI \$50k - \$100k, No children in traveling party	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)
Wanderers (50+) HHI \$100k+, Empty nesters	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)
Outdoors (35-60) Males, HHI \$80k+, Married	Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Campaign Parameters

Campaign At-A Glance



Goal: The goal of this campaign is to boost awareness for Deadwood in order to ultimately drive bookings and revenue into the destination.



Geo's: Minot (ND), Minneapolis/StP (MN), Denver (CO), Billings (MT), Rapid (SD), Sioux Falls (SD), Lincoln (NE), Sioux City (IA), Des Moines (IA), Omaha (NE)



Audiences: Searchers (25 - 44) HHI \$ 50K - \$100K, No children in traveling party, Wanderers (50+) HHI \$100K+, Empty nesters, Outdoors (Males 35 - 60) HHI \$80K+, Married



Timing: 9/1/23 – 1/31/24

Executive Summary



21,121,362
Impressions Deliv.
9M prev. report



0.35%
Post Impression Rate
74,632 post impressions,
0.27% prev. report



2.16%
Paid Social
Click-Through Rate
1.00% benchmark,
1.76% prev. report



9.14%
Paid Search
Click-Through Rate
~5% benchmark,
10.25% prev. report

- This campaign has delivered over 21M impressions so far, with a post-impression rate of 0.35% and a paid social click-through rate of 2.16%.
- Paid search is doing well with a CTR of 9.14%, exceeding the global benchmark of 5%.
- Our top-performing programmatic partner by PIR was Storygize at 0.78%.
- We saw that our efforts drove 48,486 bookings statewide.

Key Performance Indicators

Building Awareness

Impressions
Post Impression Rate
Click-Through Rate (Paid Search)
Avg. CPC (Paid Search)
Website Sessions

Generating Engagement

Engagement Rate (social)
Engagement Rate (GA4)
Avg. Engagement Time

Driving Action

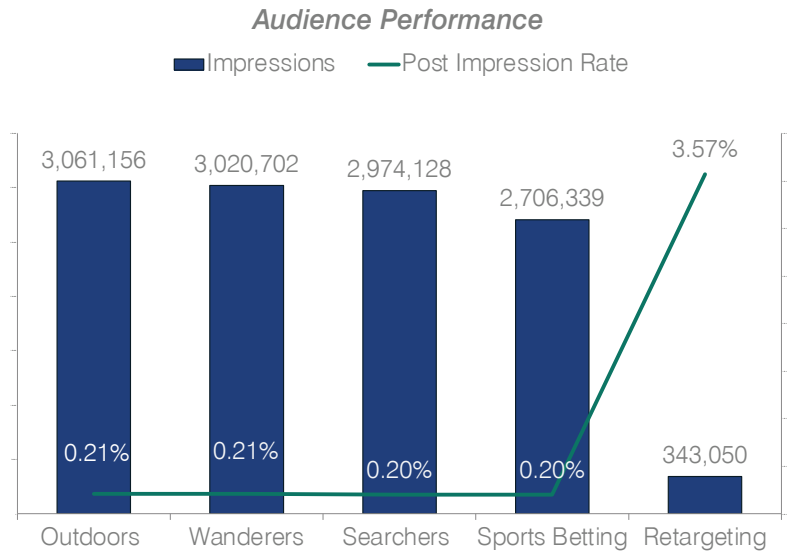
Visitor Guide Downloads
Lodging Clicks

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Campaign Performance

Sojern Performance Overview

- 12,105,375 impressions
- 2,794 clicks
- 0.02% click-through rate (0.3% prev. report, 0.08% - 0.30% benchmark) (ctr)
- 0.30% post-impression rate (0.28% prev. report)
 - 36,467 post impressions
- **562 conversions**
 - 521 lodging clicks, 41 visitor guide downloads



Sojern GEO Performance

DMA	Impressions	PIR
<i>Sioux Falls/Mitchell</i>	2,070,256	0.18%
<i>Omaha</i>	1,491,336	0.16%
<i>Minneapolis/Saint Paul</i>	1,406,010	0.22%
<i>Chicago</i>	1,335,801	0.14%
<i>Denver</i>	1,295,420	0.27%
<i>Lincoln/Hastings/Kearney</i>	884,461	0.12
<i>Rapid City</i>	823,575	0.61%


DMA = Designated Marketing Area
PIR = Post Impression Rate

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

SOJERN LEISURE CAMPAIGN ECONOMIC IMPACT REPORT

Post-Impression Travel Summary

How many travel events did the campaign drive to **Deadwood, SD**?

		Total Events		Total Travelers		Hotel Night Stays		
		Flight Search	6,690	3,198				
		Flight Booking	500	576				
		Lodging Search	3,964	1,966	7,664			
		Lodging Booking	479	190	932			
Vertical	Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days			
Flight	Flight Search	6,690	3,198	49	3			
	Flight Booking	500	576	32	2			
Lodging	Lodging Search	3,964	1,966	42	2			
	Lodging Booking	479	190	37	2			
Car	Car Booking	36	27	30	6			
	Car Search	117	85	31	5			
Vacation	Vacation Search	1	2	31	3			
Grand Total		11,787	6,044	36	2			
		Total Events		Total Travelers		Hotel Night Stays		
Total Bookings		1,015		784		932		

*Total events is the overall volume of searches and bookings travellers have conducted for their trips. Search events convey how many times travelers are searching to look at different travel options, while booking events can include a singular booking of a single trip or multiple bookings of other trips.

**Total Travelers includes the person who is performing the travel search/booking activity in addition to other people who will be traveling with the individual in their party.

*** Hotel Night Stays takes account of no. of rooms searched/booked multiply by the number of night stay by traveler.

How much revenue is the campaign bringing to **Deadwood, SD** with average spend of **700 USD** per traveler?

Economic Impact

$$\text{Confirmed Total Travelers} \times \text{Avg. Spend Per Traveler} = \text{Total Est. Traveler Spend}$$

$$548,800$$

**LEISURE AUDIENCE = \$10.80 VISITOR SPEND
FOR EVERY \$1 SPENT ON ADS**

SOJERN GAMING/SPORTS BETTING CAMPAIGN ECONOMIC IMPACT REPORT

Post-Impression Travel Summary

How many travel events did the campaign drive to **Deadwood, SD**?

		Total Events		Total Travelers		Hotel Night Stays		
		Flight Search	3,330	1,532				
		Flight Booking	243	290				
		Lodging Search	1,978	1,047	3,971			
		Lodging Booking	196	97	394			
Vertical	Event Type	Total Events	Total Travelers	Avg. Lead Times In Days	Avg. Length of Stay In Days			
Flight	Flight Booking	243	290	35	2			
	Flight Search	3,330	1,532	47	2			
Lodging	Lodging Search	1,978	1,047	39	2			
	Lodging Booking	196	97	37	2			
Car	Car Search	53	38	22	7			
	Car Booking	24	16	24	3			
Grand Total		5,824	3,020	34	2			
		Total Events		Total Travelers		Hotel Night Stays		
Total Bookings		463		399		394		

*Total events is the overall volume of searches and bookings travellers have conducted for their trips. Search events convey how many times travelers are searching to look at different travel options, while booking events can include a singular booking of a single trip or multiple bookings of other trips.

**Total Travelers includes the person who is performing the travel search/booking activity in addition to other people who will be traveling with the individual in their party.

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How much revenue is the campaign bringing to **Deadwood, SD** with average spend of **700 USD** per traveler?

Economic Impact

$$\text{Confirmed Total Travelers} \times \text{Avg. Spend Per Traveler} = \text{Total Est. Traveler Spend}$$

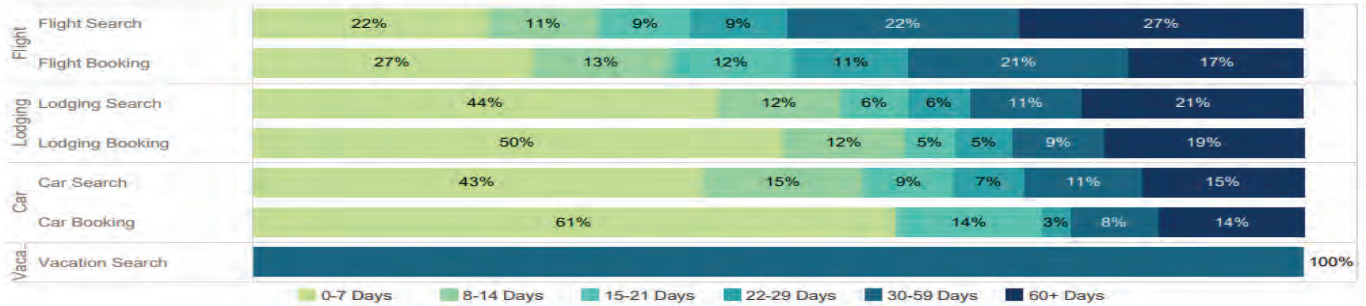
$$279,300$$

**GAMING AUDIENCE = \$21.90 VISITOR SPEND
FOR EVERY \$1 SPENT ON ADS**

Sojern Leisure Economic Impact Report

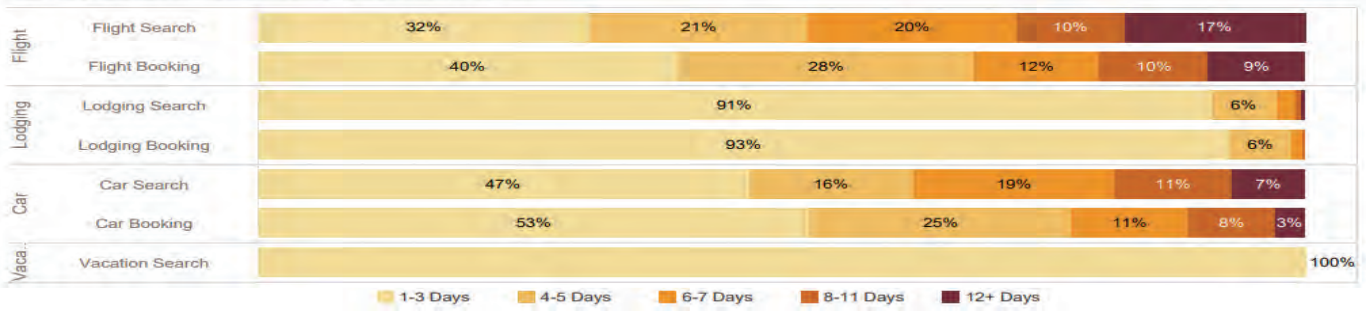
Trip Planning

How far in advance are travelers planning and booking for their trip?



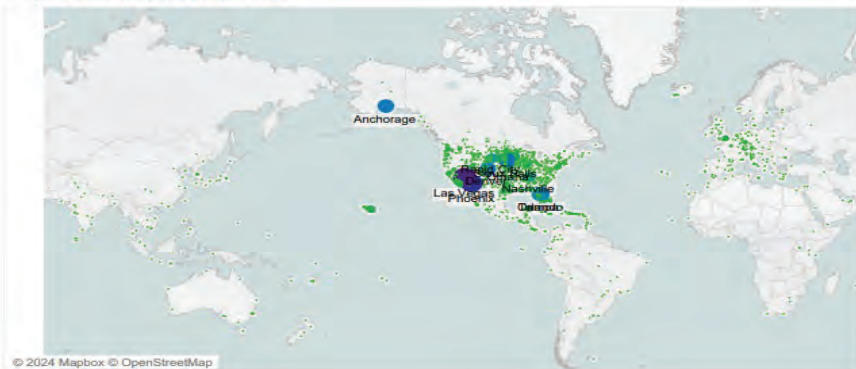
Length Of Stay

How long are travelers staying in Deadwood, SD?



Sojern Leisure Economic Impact Report

Top 10 Alternate Searches



Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	8.0%
Phoenix, AZ	7.7%
Las Vegas, NV	7.7%
Denver, CO	5.0%
Orlando-Daytona Beach-Melbourne, FL	4.2%
Anchorage, AK	4.0%
Rapid City, SD	3.5%
Tampa-St Petersburg (Sarasota), FL	3.5%
Miami-Ft. Lauderdale, FL	3.1%
Minneapolis-St. Paul, MN	2.7%

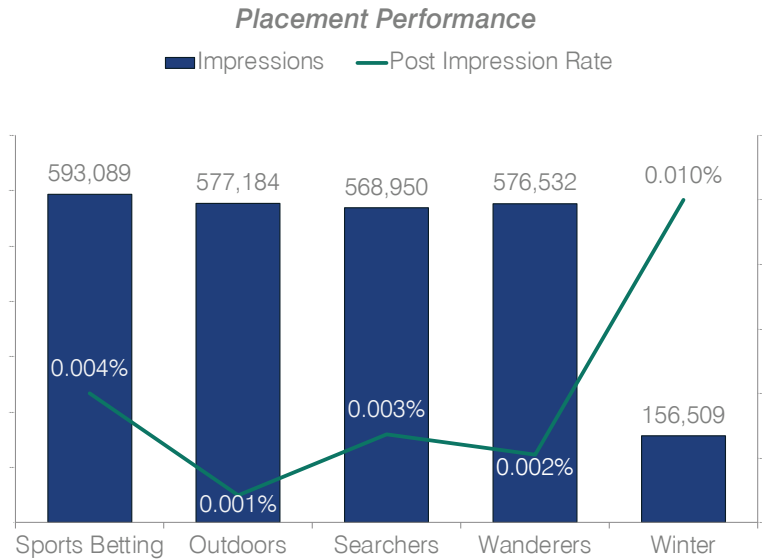
Top 10 Alternate Bookings



Destination City & Country	Percentage
Sioux Falls(Mitchell), SD	20.8%
Rapid City, SD	9.6%
Phoenix, AZ	6.2%
Denver, CO	5.8%
Las Vegas, NV	4.2%
Minneapolis-St. Paul, MN	3.6%
Omaha, NE	3.4%
Orlando-Daytona Beach-Melbour..	2.4%
Salt Lake City, UT	1.9%
Fargo-Valley City, ND	1.8%

VideoAmp Performance Overview

- 2,472,264 impressions
- 246 clicks
- < 0.01% click-through rate (<0.01% prev. (ctr) report, 0.08% - 0.30% benchmark)
- 0.003% post-impression rate (0.002% prev. report)
 - 74 post impressions
- **0 conversions**



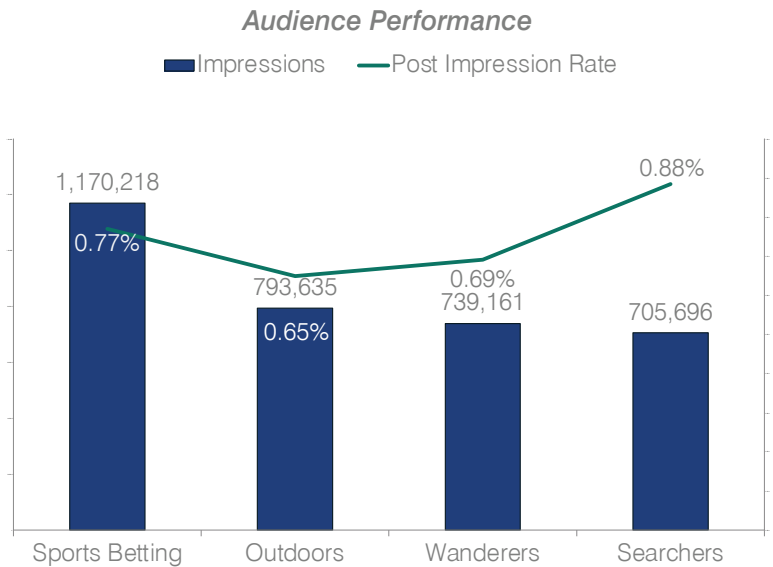
DMA	Impressions	VCR	PIR
Denver	792,781	95.02%	0.001%
Minneapolis/Saint Paul	746,594	95.15%	0.002%
Chicago	177,879	95.99%	0.005%
Omaha	173,487	94.92%	0.003%
Des Moines/Ames	118,975	94.85%	0.003%
Sioux Falls/Mitchell	116,123	95.45%	0.004%
Lincoln/Hastings/Kearney	87,997	95.16%	0.000%

DMA = Designated Marketing Area
 VCR = View Through Rate
 PIR = Post Impression Rate

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Storygize Performance Overview

- 4,273,286 impressions
- 10,425 clicks
- 0.24% click-through rate (0.21% prev. report, (ctr) 0.08% - 0.30% benchmark)
- 0.78% post-impression rate (0.73% prev. report)
 - 33,302 post impressions
- **390 conversions**
 - 351 lodging clicks, 39 visitor guide downloads



Storygize GEO Performance

DMA	Impressions	CVR	PIR
Minneapolis/Saint Paul	1,963,359	0.91%	0.35%
Denver	468,403	3.59%	0.52%
Des Moines/Ames	303,044	0.13%	0.23%
Sioux Falls	286,581	5.17%	1.16%
Lincoln/Hastings/Kearney	231,715	3.72%	0.49%
Rapid City	198,471	15.58%	3.25%
Minot/Bismarck/Dickinson	168,347	11.87%	1.98%

Storygize Sport Betting Creative Performance

Top Image Performance by CTR

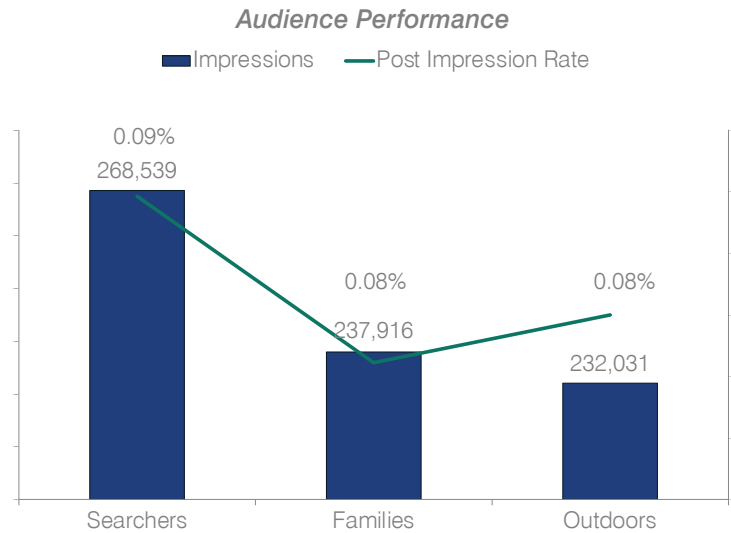
CTR 0.21%

Top 3 Headlines by CTR

- Become Part of Deadwood's Famed History CTR 0.24%
- Visit Deadwood for a Trip That Will Go Down in History CTR 0.23%
- Deadwood: Where You Can Play All Day and All Night CTR 0.22%

Omaha Mag Performance Overview

- 738,486 impressions
- 699 clicks
- 0.09% click-through rate
- 0.08% post-impression rate
 - 619 post impressions
- **4 conversions**
 - 4 lodging clicks



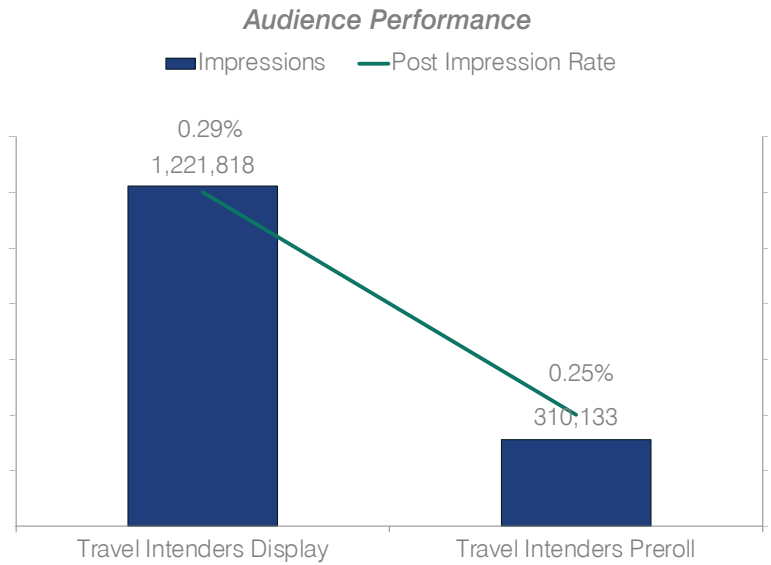
Omaha Mag GEO Performance

<i>DMA</i>	<i>Impressions</i>	<i>PIR</i>
<i>Minneapolis/Saint Paul</i>	205,425	0.05%
<i>Denver</i>	187,766	0.04%
<i>Omaha</i>	59,362	0.06%
<i>Des Moines/Ames</i>	45,419	0.04%
<i>Lincoln/Hastings/Kearney</i>	33,695	0.04%
<i>Sioux Falls/Mitchell</i>	28,368	0.26%
<i>Sioux City</i>	12,706	0.10%

DMA = Designated Marketing Area
PIR = Post Impression Rate

Tripadvisor Performance Overview

- 1,531,951 impressions
- 864 clicks
- 0.06% click-through rate
- 0.28% post-impression rate
 - 4,275 post impressions
- **4 conversions**
 - 24 lodging clicks, 4 visitor guide requests



Tripadvisor GEO Performance

<i>DMA</i>	<i>Impressions</i>	<i>PIR</i>
<i>Denver</i>	515,288	0.12%
<i>Minneapolis/Saint Paul</i>	308,629	0.12%
<i>Omaha</i>	103,739	0.27%
<i>Lincoln/Hastings/Kearney</i>	36,298	0.21%
<i>Sioux City</i>	31,854	0.15%
<i>Sioux Falls/Mitchell</i>	28,971	0.40%
<i>Des Moines/Ames</i>	26,363	0.33%

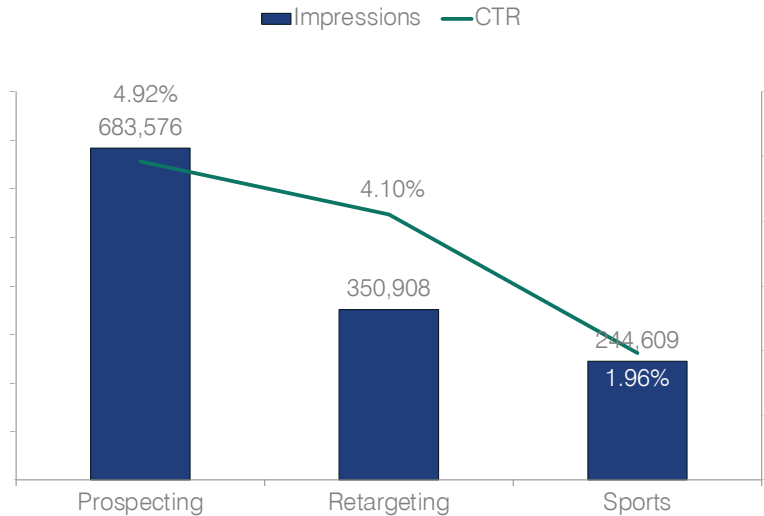
DMA = Designated Marketing Area
PIR = Post Impression Rate

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Paid Social Performance Overview

- 1,279,093 impressions
- 284,018 reach (4.50 frequency)
- 52,060 engagements
 - 23,048 link clicks, 342 comments, 7,769 reactions, 470 shares, 68 saves
- 4.13% click-through rate (2.15% prev. report, (ctr) 1.00% benchmark)
- \$0.43 cost per link click (\$0.39 prev. report)
- **541 GA4 Conversions**
 - 308 Visitor Guide downloads/clicks, 120 Lead Gen Thank You pageviews, 98 Lodging clicks and 15 phone call interactions.

Campaign Performance



FB Creative Performance

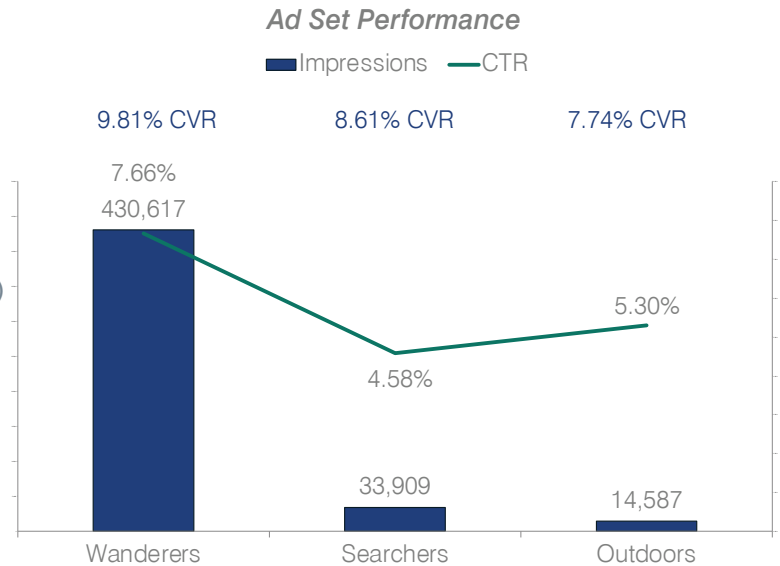
Creative	Impressions	Clicks	CTR
Static	957,851	44,399	4.64%
Video	321,242	8,405	2.62%



Entertaining Guests

Lead Generation Performance Overview

- 479,113 impressions
- 120,313 reach (3.21 frequency)
- 20,363 engagements
 - 4,831 link clicks, 382 comments, 4,727 reactions, 296 shares, 61 saves
- 7.37% click-through rate (1.00% benchmark) (ctr)
- \$0.17 cost per link click
- **1,431 conversions**
 - 9.60% conversion rate

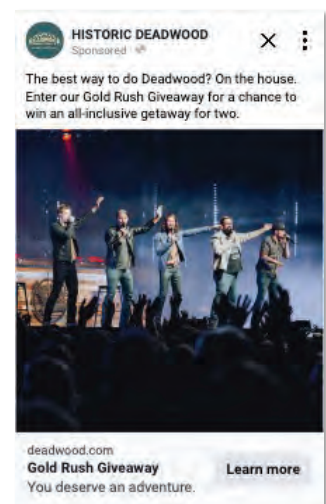


Lead Generation = Deadwood Giveaway Sign-ups on Social Media & Deadwood.com

Entries included name, phone, address and email.

FB Creative Performance

Creative	Impressions	Clicks	CTR
Static	479,113	35,325	7.37%



Gold Rush Giveaway

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

Paid Search Summary



553,305
Impressions Deliv
381,555 prev. report



9.14%
Click-Through Rate
3.17% benchmark,
10.25% prev. report



\$0.46
Avg. Cost per Click
\$2.69 benchmark,
\$0.48 prev. report

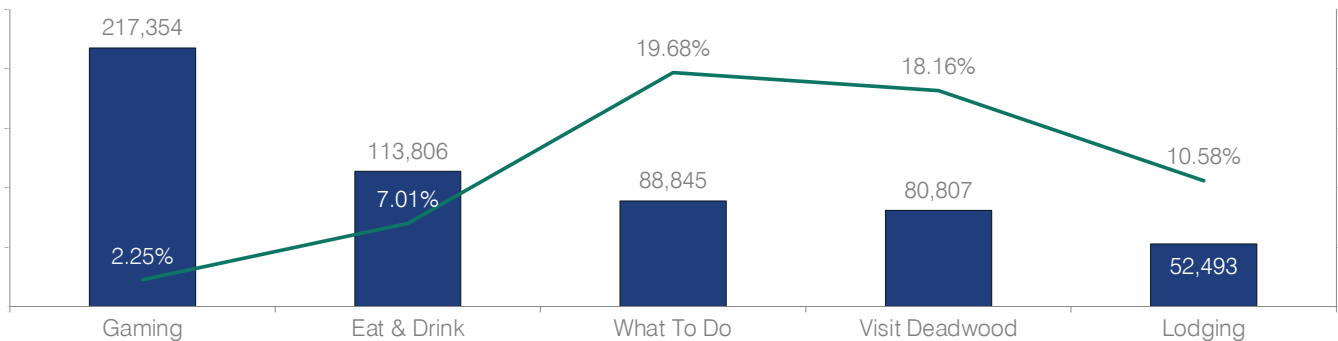
- Paid search delivered 553K impressions with a CTR of 9.14% and an avg. CPC of \$0.46, both of which are ahead of benchmark thresholds we observe with this channel.
- Our top-performing campaign by CTR was *What To Do*, followed by *Visit Deadwood*.
- The top-performing keyword by CTR was “*things to do in black hills south dakota*” followed by “*best places to eat in deadwood.*”

Campaign Performance

The top-performing campaign by CTR was *What To Do*, while the top-performing campaign by impressions was *Gaming*.

Impressions & CTR by Campaign

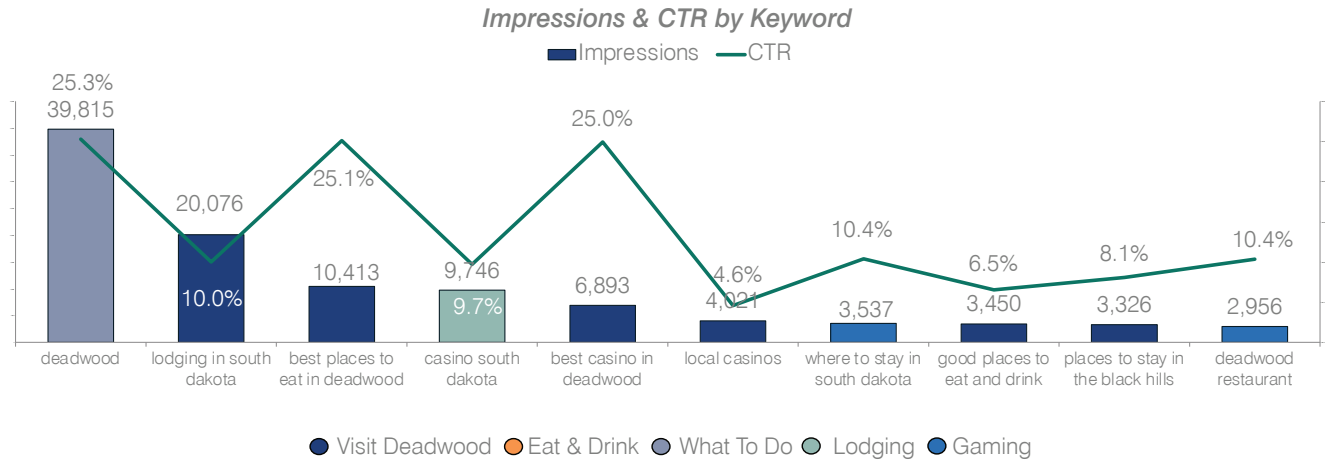
■ Impressions — CTR



CTR = Click Through Rate

Keyword Performance

The top-performing keyword by CTR was “*things to do in black hills south dakota*” followed by “*best places to eat in deadwood.*”



GA4 Campaign Performance Overview

- 96,319 sessions
- 78,448 users
- 43.03% engagement rate (41.32% prev. report)
- 20s avg. engagement time (44s prev. report) 78,448
- 2.26 pages per session (2.27 prev. report)
- **2,086 GA4 Conversions** (all)
 - 1,079 Lodging outbound clicks, 729 Visitor Guide requests/downloads, and 278 Phone call interactions.

Source / Medium	Sessions	Engagement Rate	Avg. Engagement Time
Paid Search	51,573	67.11%	1:15
Facebook / Paid	17,159	21%	0:12
Sojern	10,330	12.6%	0:06
Storygize	8,029	19.3%	0:11
Omaha Mag	3,992	2.9%	0:01
Facebook / RT	4,141	43.4%	0:45
Trip Advisor	716	28.5%	0:25
VideoAmp	379	9.8%	0:01

GA4 = Google Analytics 4

SHOULDER 2023-2024 ■ SEPT. 2023 - JAN. 2024 ■ CAMPAIGN REPORT

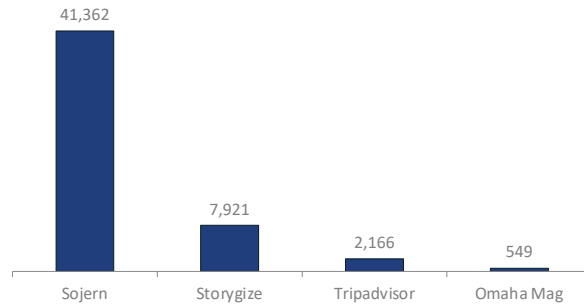
Bookings Summary (Statewide)

When looking at the state as a whole (i.e., those who have been exposed to our advertising and booked *anywhere* in South Dakota) we are over 48K since the start of the campaign.

48,486

Bookings that occurred within the state of South Dakota as a result of our advertising efforts

Statewide Bookings by Partner



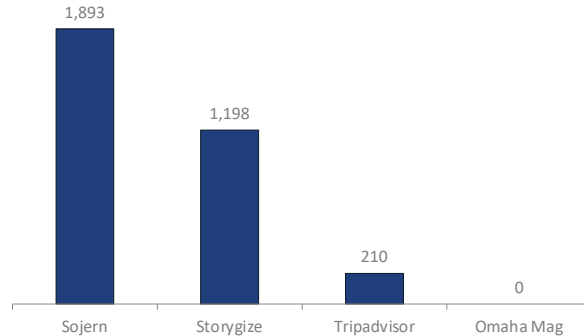
Bookings Summary (In-Destination)

When looking solely at bookings that occurred in Deadwood as a result of our advertising, we are over 3K since the start of the campaign.

3,005

Bookings that occurred within Deadwood as a result of our advertising efforts

Deadwood Bookings by Partner

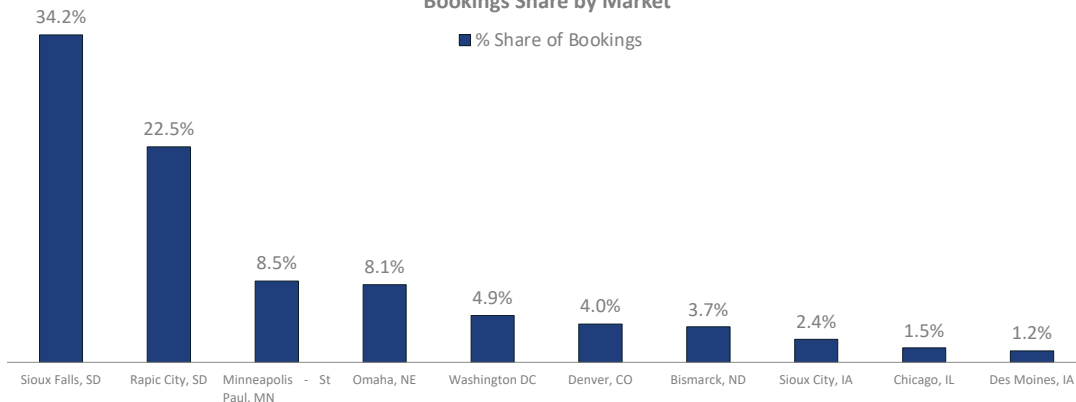


Bookings Market Performance (Shoulder23/24)

Sioux Falls and Rapid City were our top two performing markets when looking at bookings, followed by Minneapolis – St. Paul.

Bookings Share by Market

■ % Share of Bookings



GOING WITH THE FLOW

Water is one of the main forces in the story of the Black Hills. The movement of water has generated dramatic thunder and hail storms, produced deadly floods, hollowed out world-class caves, sculpted the landscape, and laid down the vast sedimentary strata of the region. Every aspect of the landscape shows the work of water.

Human activity, both past and present, has impacted the flow and quality of water. For example, all levees in the Black Hills are man-made. Mining has redirected and altered the natural characteristics of water throughout the Black Hills. Whitewood Creek, which runs through Deadwood, was once so polluted that it was a Superfund cleanup site.

Human activity can also indirectly impact water such as through the implementation of local, state, and federal fire control policies. These programs allow more trees to grow and the trees consume more water, which decreases the amount of water flowing out through area streams.

The story of water in the Black Hills reminds us that it flows through all of our daily lives, our homes, and our own bodies.

EMAIL MARKETING



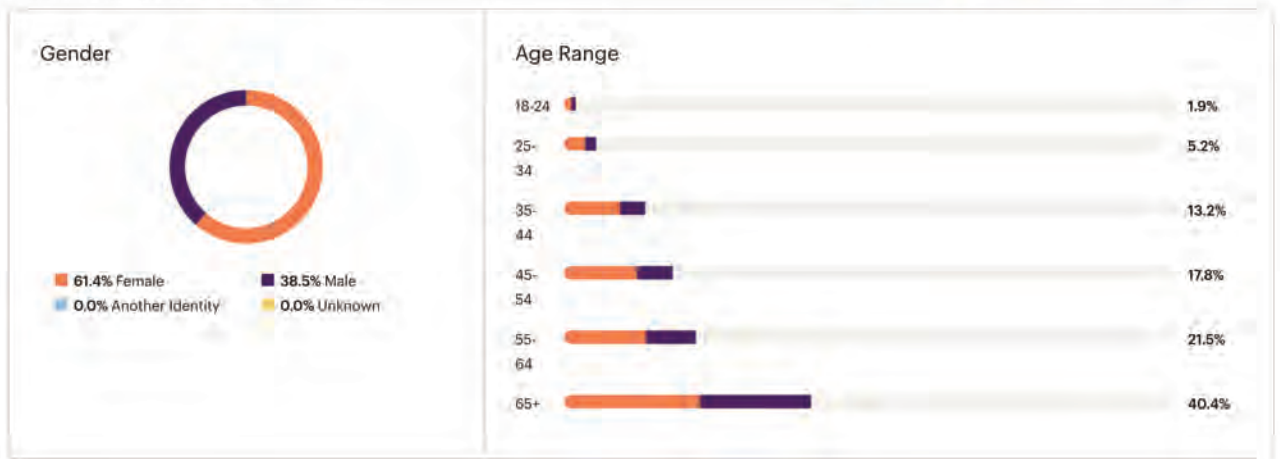
EMAIL MARKETING STATS

TOURIST LIST - 100,603 SUBSCRIBERS (AS OF 4/29/24)

16-20 Emails developed and deployed per year

Uses Groups, Segments & Tags to Customize List by Interest

Predicted demographics



LOCAL BUSINESS LIST - 675 SUBSCRIBERS

E-News Sent Weekly + Additional Email Announcements & Reminders

PUBLIC RELATIONS LIST - 220 SUBSCRIBERS

Multiple emails per month - All Press Releases for the Chamber & DGA

EMAIL MARKETING REENGAGEMENT CAMPAIGN

Beginning in March 2024, the Deadwood Chamber launched a reengagement campaign for our "Tourist" subscriber list (+100K subscribers). Fees associated with maintaining an email marketing database are directly correlated with the size of the list, and this is a large one. The primary goal of this effort is to lower the cost of email marketing by purging unresponsive subscribers and preserving those who regularly engage with our messaging. The campaign consists of three emails, spaced 6 weeks apart prompting unresponsive subscribers to update their preferences. Simply opening the message and *not* choosing to unsubscribe is enough of an action to maintain their status on the list. These efforts should be complete by July.

The reengagement campaign could result in the removal of up to 45,000 email addresses who haven't opened one of our messages in the last 6 months. This would result in a cost savings of over \$300 per month. The cost of implementing the reengagement campaign will be entirely offset by the monthly subscriber list savings by the end of 2024 and a net savings of \$2,400-\$3,600 in 2025, depending on how fast the list continues to grow.



EAT & DRINK

A HISTORY OF GRAND DINING
Come hungry for the Black Hills' best food!

Historic Deadwood is best known for great entertainment, exciting gaming and first-rate special events. But the Wild West town can also hang its hat on something else — outstanding dining.

Today's dazzling dining is far from the no-frills grub miners gobbled down in 1876. Back then, the diet of the denizens of the once gritty gold camp consisted mainly of beans, bacon, sludge-like coffee, pancakes, and local fish and game. Fortunately, as Deadwood flourished, things got better—a lot better. By the 1880s, restaurants serving freshly prepared meals abounded.

A century and a half later, that's still the case here. Nowadays, you will encounter food options from world-class chefs sampling distinctive local flavors like bison, chislic, elk, and more. Food is top-chef sans the snooty ambience you'd expect from fine dining.



Chef signature cuisine to down-home favorites, here are some of the best and most unique cuisine options in Historic Deadwood:

- Reggae Tatarika Burger
- Smoked Pork Steak
- Tuaca Pheasant Pasta
- Lapsang Souchong Chicken
- Hand-made pasties
- Poutine
- Bone-in, slow-roasted prime rib
- Fresh lobster
- Elk Steak
- Oyster Stew
- Braised Bison Short Ribs

Pair your dining delights with your favorite microbrew, wine, specialty cocktail, or straight-up whiskey. After all, you're in Deadwood, so dig in, indulge, and enjoy!

DISCOVER DINING



FEATURED EVENT
FORKS, CORKS & KEGS
April 14 & 15

Sample a variety of beer and wine as you make your way to tasting venues, each featuring their chef's finest culinary creation paired with the perfect complimentary beverage. *Must be 21 to participate.

BUY TICKETS



INFAMOUS DEADWOOD

SETH BULLOCK

Seth Bullock spent a lifetime trying to make Deadwood a permanent, prosperous place for future generations.

He and his business partner Sol Star arrived in Deadwood to open a hardware store in August 1876. Two days before they arrived, Wild Bill Hickok was gunned down. After the killing, the town decided it needed a sheriff. Bullock, a former lawman in Montana, took the job.

When the hardware store burned in 1894, Bullock and Star decided not to rebuild but construct Deadwood's first hotel instead. The three-story, 64-room Bullock Hotel was the most luxurious of its time, with steam heat and indoor bathrooms on each floor. The building is still a Main Street fixture today.

He also engaged in several other businesses, including a flour milling company, mining ventures, and a ranch near present-day Belle Fourche.

He met future president Teddy Roosevelt in 1884, and the men developed a lifelong friendship. Bullock and 50 South Dakota cowboys rode horses in Roosevelt's inaugural parade in 1905.

Seth Bullock is buried at the top of the hill in Deadwood's Mount Moriah Cemetery.

LEARN MORE

FEATURED PARTNER

THE LODGE AT DEADWOOD

THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming and dining, the Lodge at Deadwood Gaming Resort offers luxurious accommodations, the area's largest free guest parking, a 24 hour fitness room, free wi-fi, and an indoor water playland. For your dining pleasure, enjoy fine dining at the Deadwood Grille or experience the excitement of Dogie's Sports Bar. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing Lodging Specials, including the Two Nights Lodge Package that includes \$25 in dining credit and \$25 in free casino play. A true gamer's paradise, the Lodge casino features a spacious gaming floor with the most popular table games and slots with new games arriving every month! Our new Red Lodge Sportsbook features a 42 foot seamless video wall, comfortable seating, Sportsbook personnel, and all your favorite major sports. Please visit DeadwoodDogie.com or call 1.605.584.4800 for hotel reservations.

BOOK NOW



DEADWOOD HISTORY

PATSY'S DAY

Saturday, April 22

Support our furry friends. Share in this annual celebration honoring Patsy, the beloved terrier of William Emery Adams. Guests who make a donation of any pet product for the Twin City Animal Shelter will receive free admission to the Historic Adams House. Tours on Patsy's Day are hourly, the first tour leaving at 10:00 a.m. and the last tour of the day leaving at 4:00 p.m. Photos of cats and dogs available for adoption will be on display. For more information, please call 605-578-3724.

LEARN MORE

UPCOMING EVENTS

Preservation Thursday: Three Kings of Cowboy Poetry
April 13 | Hornetlake Adams Research and Cultural Center | Deadwood

Grand Funk Railroad & Jefferson Starship
April 13 | Deadwood Mountain Grand | Deadwood

Forks, Corks & Kegs
April 14 - 15 | Deadwood

Larry The Cable Guy
April 14 | Deadwood Mountain Grand | Deadwood

Deadwood Citywide Job Fair
April 20 | Deadwood Welcome Center | Deadwood

Aaron Watson
April 27 | Deadwood Mountain Grand | Deadwood

StardustFest
April 29 | Deadwood Mountain Grand | Deadwood

DEADWOOD
SOUTH DAKOTA




FUN FOR ALL! IN DEADWOOD

📍 WHAT TO DO

SCHOOL'S OUT FOR SUMMER!

...And that means summer vacation has officially begun. Deadwood might not be the first destination that jumps to mind for family vacations, but there are plenty of reasons it should be at the top of your list.

Best Family-Friendly Adventures in Deadwood

- Numerous options for seeing the sites include renting a side-by-side, bicycle, e-bike, or hitching a ride on one of the [narrated bus tours](#).
- Museums, museums, museums. [All the museums!](#)
- [Free shootouts from the Deadwood Alive crew](#) happen six days a week (no killin' on Sunday) starting at 1:45 at various locations on Main Street beginning May 20.
- The [Broken Root Gold Mine](#) offers a narrated mine tour and real gold panning starting May 27!
- A moderate hike to the [Friendship Tower on Mt. Roosevelt](#) will offer panoramic views of the Black Hills.
- If your kids love trains (and what kid doesn't), there's a terrific, [Black Hills-themed model train setup](#) in the basement of [Deadwood Butlands](#).
- Hop aboard an authentic [Deadwood Stagecoach](#) for a unique ride on Historic Main Street beginning in late May.

Pro tip: Hotel and restaurant decisions can be fun or, for some families, downright daunting. In Deadwood, though, there are plenty of options. Here are just a few... [Mustang Sally's](#) offers a great kids' menu (with Shakes!) and even a few arcade games. A pool with a view can be found at the [Springhill Suites](#) - or with a [Pirate Ship](#) at the [Lodge at Deadwood](#). Mini golf and an arcade are available at the [Deadwood Comfort Inn & Suites](#). And a free pinball machine accompanies some great pizza at [Stan & Ollie's](#), in the downstairs of the [Iron Horse Inn](#).


For the Lil' Outlaws (and the Big-uns, too!)

Right in the heart of Main Street sits [Outlaw Square](#) - where summertime means family. [Monday nights](#) feature a family-friendly movie on the big screen under the stars. Tuesdays are family fun nights with kids' entertainment, activities, and games. Wednesday is the Squares' [FREE summer concert series](#). Plus, many more events happen all summer. Check www.outlawssquare.com for the latest information.

We'll see you this summer in Historic Deadwood, where families have fun!

FIND LOGGING


Continued



FEATURED EVENT
BACK WHEN THEY BUCKED
May 28

Back When They Bucked: An All-Day Rodeo returns to the Days of '76 Event Complex. A full day of action includes WPRA Ladies Breakaway (some of the fastest roping you have ever seen), PRCA Xtreme Bronc Riding (30 cowboys), and more!

LEARN MORE



FEATURED EVENT
DEADWOOD PBR
June 9 - 10

The cowboy gladiators of the arena, the bull riders of the PBR (Professional Bull Riders), are coming to the Days of '76 Event Complex. Join us for two days of intense action featuring top bull riders and elite bulls in one of the most extreme sports known to man!


LEARN MORE

PRESENTATION THURSDAYS

PRESERVATION THURSDAY

Alice Roosevelt Longworth - What They Say About Me is True!
PRESENTED BY LUTHER HERBERT FURNBERG PHOTO THEATRE

MAY 4, 2023 • 12:00 NOON
Homestead Adams Research and Cultural Center
FREE FOR DOW MEMBERS
\$5 FOR NON-MEMBERS
DEADWOOD HISTORY



CHARLES WINDOLPH: ALICE ROOSEVELT LONGWORTH - WHAT THEY SAY ABOUT ME IS TRUE!

Thursday, May 4, 2023

Have an encounter with Alice Roosevelt Longworth. Audience members will be involved as reporters at a press conference in Alice's home. As members of the press, the audience gets to ask predetermined questions. Via a PowerPoint™ presentation, the answers will give an account of Alice's colorful life, her relationship with her father, stepmother, and other family members as well as the times in which she lived. Audience members will learn about this lively, witty, clever, acerbic, and delightfully rebellious daughter of Theodore Roosevelt, the 26th President of the United States. Presented by Phyllis Schrag, an accomplished actor and living history performer from Ames, Iowa Homestead Adams Research and Cultural Center, 12:00 p.m.; free for members and \$5 for non-members.

LEARN MORE

Continued

📅 UPCOMING EVENTS

Preservation Thursday: Alice Roosevelt Longworth
May 4, 2023 | Homestead Adams Research and Cultural Center

Foreigner
May 7, 2023 | Deadwood Mountain Grand

Mother's Day Tours
May 14 | Historic Adams House

Summer Kickstart FREE Concerts
May 26 - 27 | Outlaw Square

Black Hills Motorcycle Show
May 27 | Deadwood Mountain Grand

Back When They Bucked: An All-Day Rodeo
May 28, 2023 | Deadwood Event Center



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DEADWOOD
SOUTH DAKOTA

WHY WE'RE WILD ABOUT BILL

IN DEADWOOD

HISTORY

WHAT'S THE BIG DEAL ABOUT WILD BILL?

Most people who have visited Historic Deadwood (or perhaps know a little about Old West History) have undoubtedly heard the name Wild Bill Hickok. They may even know he was shot and killed in Deadwood and might be familiar with the "dead man's hand." But what made Wild Bill such a legendary historical figure?

Born in Illinois, James Butler Hickok was known as one of the West's premiere gunfighters. The legend started in Nebraska, where a disgruntled landowner and his farm hands came to collect payment on the land. Hickok, a young station hand at the time, shot and killed all three men during a dispute. The story quickly spread in newspapers and dime novels. Eventually, tales evolved outlandishly, perhaps most famously in Harper's New Monthly Magazine, which claimed Hickok killed 10 men that day and over 100 during his lifetime.

Other legendary stories cast Hickok as a Union spy in the Confederate Army and a gunfighting duelist. Some say he killed a bear with only his bare hands and a knife. Other tales claim he was a crack-shot from nearly any distance.



Calamity Jane stands next to Wild Bill's grave. Today, you can visit both of their graves (her grave is right by his) at Mount Morfan Cemetery.

With all Hickok's fame, separating fact from fiction can be tricky. We know that later in his life, he became a sheriff in unruly towns in Kansas. His strict enforcement brought lawfulness to these communities.

In the summer of 1876, like so many others, Hickok came to Deadwood seeking fortunes in gold. After only a few weeks, he met a different fate at the hands of Jack McCall, and the rest, as they say, is history.

Wild Bill may have met his fate here, but Deadwood celebrates the life of the West's Greatest Legend each year during **Wild Bill Days** – three days of FREE concerts, activities, and fun.

[LEARN MORE](#)



#WildBillMe


#WildBillMe is a selfie treasure hunt in Historic Deadwood. Wild Bill's likeness can be seen throughout Deadwood, including statues, paintings, reenactors, historic photos, storefronts, and much more. Find Bill and take a selfie with him.

Bring your phone or camera into one of Deadwood's Visitor Centers (501 Main Street or 3 Siever Street) and show us your #WildBillMe selfie collection.

10 selfies, you'll win a #WildBillMe sticker. 15 gets a magnet. 25 Wild Bills and we'll add \$5 in Deadwood Gold Bucks, redeemable at over 30 locations in Deadwood, to the first two prizes.

[ABOUT #WILDBILLME](#)

Continued



FEATURED EVENT
WILD BILL DAYS 2023
June 15 – 17


Outlaw Square hosts a free concert on Thursday, June 15 featuring Xpedition. The music moves to Main Street with LoneStar on Friday, June 16, and Mark Chesnut on Saturday, June 17. Along with free concerts, enjoy Doc's Dogs, a classic car auction, gold panning and more right on Historic Main Street! Book your room today!

[LEARN MORE](#)


FEATURED EVENT
MONSTER TRUCK DESTRUCTION TOUR
June 30 - July 1

Make your motor-head family scream to the most thrilling, action-packed monster mash of smashing steel Deadwood has ever seen! At the Days of '76 Event Complex.

[LEARN MORE](#)



FEATURED PARTNER



HISTORIC DEADWOOD PACKAGE

CADILLAC JACK'S GAMING RESORT

Prepare to embark on a remarkable journey that will transport you back in time, immersing you in the legendary heritage and allure that has made Deadwood an icon of American history. Step into the captivating world of the Wild West with the **Historic Deadwood Room Package**, exclusively available when you book a room at any of the three top-rated hotels at **Cadillac Jack's Gaming Resort**.

Discover the authentic ambiance of Deadwood, where the echoes of legendary figures and gripping tales still resonate in the air. Stroll along the same streets that notorious outlaws once roamed and visit renowned landmarks that have witnessed the triumphs and trials of pioneers. Learn the hidden stories behind Deadwood's rich history, including the **Historic Adams House & Museum**, **The Brothel Deadwood**, and the **Days of '76 Museum**!

After a day of immersing yourself in the past, retreat to the plush haven of your luxurious room. Unwind in the infinity pool, visit one of our satisfying food options, or try your luck on Deadwood's largest gaming floor. You can relax and rejuvenate, knowing that every modern amenity is at your disposal.

Don't miss this exclusive opportunity to experience the allure of the Old West with the **Historic Deadwood Room Package**. Book your stay at **Cadillac Jack's Gaming Resort** today and prepare to be captivated by the spirit of **Deadwood**, where the past comes alive, and history becomes an unforgettable adventure."

[BOOK NOW](#)

Continued

DEADWOOD HISTORY

June 16
History on the Lawn
An Open Secret: The Story of Deadwood's Most Notorious Bordellos at the Historic Adams House Lawn.
1:00 p.m. to 6:00 p.m.

AN OPEN SECRET
CHRIS ENSS

June 17
Official Book Signing
Stop by to meet Chris Enss and tour The Brothel Deadwood. Snacks and beverages will be served throughout the day.
1:00 p.m. to 6:00 p.m.

HISTORY ON THE LAWN: AN OPEN SECRET: THE STORY OF DEADWOOD'S MOST NOTORIOUS BORDellos

Friday, June 16 | Historic Adams House Lawn

The official launch of American author Chris Enss' latest book, *An Open Secret*, focuses on infamous cat houses like the Beige Door, those individuals who managed the businesses, their employees, their well-known clientele, the various crimes committed at the locations, and their ultimate demise. Bring a lunch and enjoy the Historic Adams House lawn, 12:00 noon, free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestead Adams Research and Cultural Center (HARCC).

[LEARN MORE](#)

OFFICIAL BOOK SIGNING PARTY WITH CHRIS ENSS AND DEADWOOD HISTORY

Saturday, June 17 | The Deadwood Brothel

Chris Enss is a New York Times Best Selling author, scriptwriter, and comedienne. Enss will be signing copies of her book, *An Open Secret*, from 11:00 a.m. to 6:00 p.m. at The Brothel Deadwood. This event is open to the public. Donations are appreciated. Stop by to meet Chris Enss and tour The Brothel! Snacks and beverages will be served throughout the day.

[LEARN MORE](#)

UPCOMING EVENTS

Deadwood Moto Show
June 2 - 3 | Days of '76 Event Center

Mickelson Trail Marathon
June 3 - 4 | Mickelson Trail - Deadwood Trailhead

"Dragons on the Case" Puppet Productions
June 6 | Outlaw Square

Family Fun Tuesdays
June 6 - 27 | Outlaw Square

The Summer of 1876: Outlaws, Lawmen, and Legends
June 7 | Adams Museum

Deadwood PBR
June 9 - 10 | Days of '76 Rocker Grounds

Wild Bill Days 2023
June 15 - 17 | Deadwood

History on the Lawn: Deadwood's Most Notorious Bordellos
June 16 | Historic Adams House

Wild Deadwood Reads
June 17 | The Lodge at Deadwood

McPherson Classic Car Auction
June 17 | Deadwood Mountain Grand

Deadwood Shrine Circus
June 24 | Deadwood Days of '76 Arena

Gabriel Iglesias
June 25 | Deadwood Mountain Grand

Monster Truck Destruction Tour
June 30 - July 1 | Days of '76 Event Complex

Kolby Cooper
June 30 | Deadwood Mountain Grand

DEADWOOD
SOUTH DAKOTA

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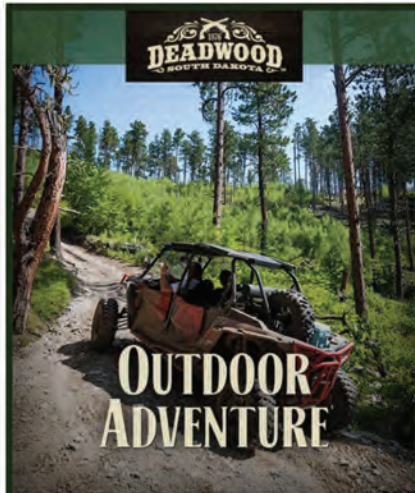
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JULY 2023 VISITOR EMAIL



AREA RECREATION

MAKE HISTORIC DEADWOOD THE BASECAMP FOR YOUR NEXT ADVENTURE

Basecamp can be defined as a main encampment providing supplies, shelter, and communications for persons engaged in wide-ranging activities. This is the perfect description of Historic Deadwood all year long - basecamp for endless activities and the perfect location for sustenance.

The activities and options you can find are endless, so strap in because here's a quick list to get you started:

- The [Mickelson Trail](#) is a 100+ mile trail that outdoor enthusiasts hike, run, bike and walk.
- There are numerous lakes in and around the Hills that are great for boating, canoeing, paddle boarding, fishing and swimming.
- E-bikes are all the rage these days and ideal for the vertical terrain in the Black Hills.
- Join the side-by-side club by bringing your own or renting one and enjoy the [back trails](#) with a side of thrill.
- Want something with some actual horsepower? There are trail ride options in the Black Hills and even a [stagecoach ride](#) on historic Main Street.
- If hiking is your jam, there are numerous trails in and around Deadwood. You'll find difficulty levels both easy and more challenging, and even some with historic info along the way.



PRO TIPS

- **Don't have your own equipment?** No problem, [numerous places](#) in the northern Black Hills rent bikes, e-bikes, paddle boards, side-by-sides, and fishing equipment, and some even deliver to your location.
- **If you're looking to fish,** make sure you get a [license](#). Licenses are required to fish on all public land.
- **Smaller lakes generally mean no motorized boats,** making it perfect for paddle boards and canoes.
- **Want to stay fit on your vacation?** Be sure to visit the [Deadwood Rec Center](#) for a wide variety of fitness options.

Whether you're looking for a quick afternoon family activity or multiple days of outdoor adventure, Historic Deadwood offers a little of something for everyone. For more information on what there is to do, visit our website at www.deadwood.com

LEARN MORE



FEATURED EVENT DEADWOOD 3-WHEELER RALLY

July 9 - 14

This 5-day 3-Wheeler event is based out of Historic Deadwood at the Deadwood Event Complex (a.k.a. Rodeo Grounds) with daily destination rides to sites throughout the Black Hills area.

MORE INFO

FEATURED EVENT DEADWOOD DAYS OF '76

July 23 - 29

This is truly one of the best outdoor rodeos in the country. Make plans to attend and [book your room](#) today. For more information on rodeo events and tickets, visit the [Days of '76 official website](#).

MORE INFO



HISTORY ON THE LAWN



GABRIELLE KNIFE & FAMILY: KEEPING CULTURE ALIVE THROUGH SONG & DANCE

Friday, July 21, 2023

Gabrielle Knife will provide a brief family background as well as song and dance demonstrations that will explore the different styles of popular dances within the Native American communities and Powwow circuit. Gabrielle will explain many of the historical backgrounds to the dances; where they originated and how those styles differentiate and evolved into today. During the late 1800s, Native American ceremonial songs and dances were banned and outlawed. Many tribes and individuals were being showcased in "Wild West" shows and therefore, utilized this opportunity to continue to carry on songs and dances. They did this as a way to stay connected to their beliefs and practices both legally and publically. Over time these songs and dances evolved into contemporary social events (also called Powwows) which have allowed Native Americans to stay grounded in their identity. Bring a lunch and a chair and enjoy the Historic Adams House lawn, 12:00 p.m., free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestake Adams Research and Cultural Center (HARCC).

LEARN MORE

FEATURED PARTNER



CADILLAC JACK'S GAMING RESORT

Prepare to embark on a remarkable journey that will transport you back in time, immersing you in the legendary heritage and allure that has made Deadwood an icon of American history. Step into the captivating world of the Wild West with the [Historic Deadwood Room Package](#), exclusively available when you book a room at any of the three top-rated hotels at [Cadillac Jack's Gaming Resort](#).

Discover the authentic ambiance of Deadwood, where the echoes of legendary figures and gripping tales still resonate in the air. Stroll along the same streets that notorious outlaws once roamed and visit renowned landmarks that have witnessed the triumphs and trials of pioneers. Learn the hidden stories behind Deadwood's rich history, including the [Historic Adams House & Museum](#), the [Brothel Deadwood](#), and the [Days of '76 Museum](#)!

After a day of immersing yourself in the past, retreat to the plush haven of your luxurious room. Unwind in the infinity pool, visit one of our satisfying food options, or try your luck on Deadwood's largest gaming floor. You can relax and rejuvenate, knowing that every modern amenity is at your disposal.

Don't miss this exclusive opportunity to experience the allure of the Old West with the Historic Deadwood Room Package. Book your stay at [Cadillac Jack's Gaming Resort](#) today and prepare to be captivated by the spirit of [Deadwood](#), where the past comes alive, and history becomes an unforgettable adventure."

BOOK NOW

UPCOMING EVENTS

Revisiting Creedence - FREE Concert
July 2 | Outlaw Square

Independence Day Celebration
July 2 - 3 | Deadwood

Randall King
July 6 | Deadwood Mountain Grand

Deadwood 3-Wheeler Rally
July 9 - 14 | Deadwood Event Complex

Tracy Byrd
July 16 | Deadwood Mountain Grand

Days of '76
July 23 - 29 | Days of '76 Event Complex



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AUGUST 2023 VISITOR EMAIL



DEADWOOD IN MOTION History and Fun on the Move

Historic Deadwood has been "in motion" since its founding, from stagecoaches and steam engines to classic cars and motorcycles. Transportation through horse-drawn wagons and the railways allowed pioneers to move west and for gold to be discovered in Deadwood Gulch in 1875. It drove a gold rush and exponential growth over the following decades. Today, Deadwood celebrates "getting around" as part of many of our biggest events and attractions.



Deadwood's Best "In-Motion" Experiences

Experience the essence of Deadwood's on-the-move history through these great attractions, activities, and events:

- **Days of '76 Museum** - The **Days of '76 Museum**, located adjacent to the Days of '76 Event Complex, features a plethora of horse-drawn wagons, stagecoaches and carriages.
- **Deadwood Alive Stagecoach Rides** - Experience what it was like to travel by horse-drawn stagecoach with **rides on Deadwood Main Street**. Rides run Tuesday through Saturday in the summer.
- **Mickelson Trail** - Once a railroad extending 109 miles from Deadwood to Edgemont, the **Mickelson Trail** was reclaimed for hiking, bicycling, horseback riding, and even cross-country skiing during the winter. The **Deadwood trailhead** grants easy access (including parking and other amenities) to picturesque scenery, numerous bridges, tunnels and plenty of history.
- **Rentals** - Transportation **rentals** in Deadwood include side-by-sides, bikes and e-bikes, allowing visitors to experience the great outdoors in the Black Hills.

- **Sturgis Motorcycle Rally** - Every year in August for ten days, the entire Black Hills hosts the largest gathering of motorcycles in the world! The **Deadwood Legends Ride** is the perfect way to kick off the Rally. Come experience bikes, babes and the best party in the Black Hills!
- **Kool Deadwood Nites** - At the end of each August, as the evening temperatures cool down, the fun heats up as Deadwood celebrates the classics - classic cars, that is! Literally thousands of them! Also, enjoy classic concerts all weekend and classic fun for all ages during **Kool Deadwood Nites**.

Deadwood offers a fantastic mix of historical influence and present-day fun related to transportation. For more information, visit www.deadwood.com.

FIND LODGING



FEATURED EVENT SUBLIME WITH ROME

August 10 at Outlaw Square
Sublime with Rome currently has nearly 122 million all-time streams and more than 562,000 monthly listeners on Spotify. See Sublime with Rome at Outlaw Square (this show is produced by Rockinno by Hard Rock.)

GET TICKETS



FEATURED EVENT KOOL DEADWOOD NITES August 23 - 27

Kool Deadwood Nites brings car lovers together for five days full of classic cars, music and fun. Enjoy a parade, show and shine and FREE concerts on Main Street featuring the biggest names in rock 'n roll history.

LEARN MORE



FEATURED PARTNER



THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming and dining, the Lodge at Deadwood Gaming Resort offers **luxurious accommodations**, the area's largest free guest parking, a 24 hour fitness room, free wi-fi, and an **indoor water playland**. For your dining pleasure, enjoy fine dining at the **Deadwood Grille** or experience the excitement of **Oogie's Sports Bar**. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing **Lodging Specials**, including the **Two Nights Lodge Package** that includes \$25 in dining credit and \$25 in free casino play. A true gamer's paradise, the Lodge casino features a spacious **gaming floor** with the most popular table games and slots with new games arriving every month! Our new **RedLodge Sportsbook** features a 42 foot seamless video wall, comfortable seating, Sportsbook personnel, and all your favorite major sports. Please visit DeadwoodLodge.com or call 1.605.584.4800 for hotel reservations.

BOOK NOW

HISTORY ON THE LAWN



HISTORY ON THE LAWN: OLD WEST SHOWDOWN

Friday, August 18, 2023

There are always at least two sides to every story. Authors Kellen Cutsforth and Bill Markley have co-written two books covering ten controversial Old West stories: Will Rogers Medallion Award finalist *Old West Showdown* and its sequel *Standoff at High Noon*. For the first time, Cutsforth and Markley will debate in front of a live audience on such topics as: who was the real Calamity Jane and did Jack McCall kill Wild Bill Hickok for humiliating him over a card game or was he a paid assassin? Was the defeat of Lieutenant Colonel George Armstrong Custer at the Little Big Horn due to his miscalculations or did Captain Frederick Benteen disobey orders and was Major Marcus Reno drunk? If time permits, the dueling authors will cover topics that are covered in the books. The authors will have their books available for purchase. Bring a lunch and a chair and enjoy the Historic Adams House lawn; 12:00 p.m.; free for members and \$5 for non-members. In case of inclement weather, the lecture will be moved to the Homestead Adams Research and Cultural Center (HARCC).

LEARN MORE

UPCOMING EVENTS

Family Fun Tuesdays: Deadwood's History

August 1 | Outlaw Square

Legends Ride

August 7 | Historic Main Street Deadwood

Sublime with Rome

August 8 | Outlaw Square

Family Fun Tuesdays: Hidden in the Midden

August 15 | Outlaw Square

History on the Lawn: Old West Showdown

August 18 | Historic Adams House

Badlands Steer Roping

August 19 | Days of '76 Rodeo Grounds

Family Fun Tuesdays: Deadwood's Chinese Community

August 22 | Outlaw Square

Kool Deadwood Nites

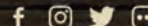
August 23 - 27 | Deadwood

Happy Together Tour

August 27 | Deadwood Mountain Grand

Family Fun Tuesdays: Hidden in the Midden

August 29 | Outlaw Square



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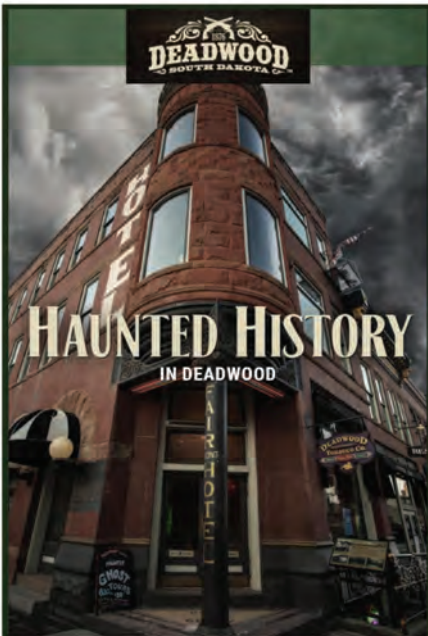
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SEPTEMBER/OCTOBER 2023 VISITOR EMAIL



DEADWOOD LORE Tall Tales or Terrifying Truth?

Historic Deadwood's legendary past goes far beyond the wild and woolly characters we celebrate today. There's a darker side as well. The question is, do you believe in ghost stories?

The town's history is riddled with mysterious deaths, unexplained phenomena, and downright spooky stories. This isn't unexpected from a town that averaged a murder per day in its early years. From grisly ends by whiskey bottle, bear attack, buffalo goring, or, our personal favorite, death by fractured hump bone, Deadwood's deaths took on a life of their own. How ironic.

Perhaps those strange demises might explain reports of cigar smoke in an empty room, rocking chairs swaying with no one in them, mysterious and shadowy figures roaming the halls at night, or sudden gusts of cool air.

It's all part of what makes Deadwood so legendary.

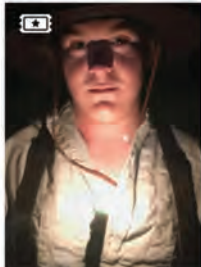
Deadwood's Best "Paranormal" Stories

Just a taste of the unexplained in Historic Deadwood:

- **Historic Bullock Hotel** - The story of the [Bullock Hotel](#) and its mysterious figures became so infamous it was featured on "Unsolved Mysteries" in the early 90s. It's rumored that the hotel's namesake, Seth Bullock, still roams the halls to this very day.
- **Fairmont Hotel and Oyster Bay** - [Nightly ghost tours](#) happen here for a reason! The third floor is enough to send chills down your spine. You might hear the phantom voice of "Grumpy Man," who is angry over his prostitute, "Maggie," who threw herself out the third-floor window.
- **Historic Adams House** - The [Adams House](#) is well-known for its decor and beautiful imagery captured at dusk. But look closely, and you might see a mysterious figure staring back at you from the top-floor window. Intrigued? [Join in the paranormal investigations](#) hosted there during October.

Ghost tours are featured at various locations throughout Deadwood in October. [Visit our website](#) for more spooky sites, terrifying tours, and eerie events!

[FIND TOURS](#)



FEATURED EVENT HAUNTED MINE TOURS

October 20 - 31

Take a spooky tour by candlelight, 300 feet under the surface in a 143-year-old, historic mine. These haunted house-style tours of the Broken Boot Gold Mine are available October 20, 21, 27, 29, 30 & 31. Ages 12 and up. \$10 per person. Walk-up tickets only.

[SCHEDULE](#)

FEATURED EVENT DEADWEIRD

October 27 - 28

Celebrate Halloween in Deadwood. It's a little crazy, a little spooky and a WHOLE lot of fun! Live band and dancing at the 11th annual Monster Ball on Friday, Oct. 27. Costume Contest with more than \$10,000 in cash and prizes on Saturday, Oct. 28. Both events are FREE, so come in costume or just come to watch!

[LEARN MORE](#)



FEATURED PARTNER



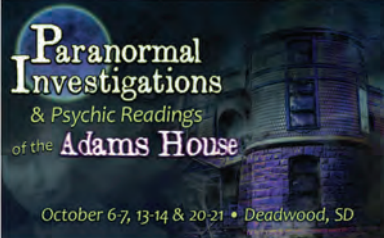
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**DEADWOOD
TIME**

Historic Hotel
24/7 Slots & Table Games
Deadwood Legends Restaurant
Silverado Grand Buffet

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DEADWOOD HISTORY



Paranormal
Investigations
& Psychic Readings
of the **Adams House**

October 6-7, 13-14 & 20-21 • Deadwood, SD

PARANORMAL INVESTIGATIONS OF THE ADAMS HOUSE

October 6-7, 13-14, and 20-21

Join Deadwood History and Black Hills Paranormal Investigations (BHPI) for an exclusive ninety-minute paranormal investigation of one of Deadwood's most haunted sites. Participants will search for paranormal activity in the Adams House with the BHPI team using parascopes, par lanterns, the Tempest, Rem-Pod, Onvoy ghost box, Pharaoh Box, Flux 2, Ovilux, digital audio recorders, laser grids, divining rods, K2s, and EMF meters. Investigations are offered at 6:00, 7:30, 9:00, and 10:30 p.m. Tickets are \$35 and limited to 20 people per investigation. You must be at least 12 years old to participate. Ages 12 - 16 must be accompanied by an adult. Psychic readings with Dani Jo Butler, owner of Sacred Soul LLC, will be available following each investigation in the gentleman's smoking room for \$25 per person. These are group sessions, and individual readings are not guaranteed. Must be an adult to participate, and limited to eight people per session. Reservations are required. Purchase tickets online at [DeadwoodHistory.com](#) or call 605-722-4800 for more information.

[BUY TICKETS](#)

UPCOMING EVENTS

Oak Ridge Boys
October 1 | Deadwood Mountain Grand

Oktoberfest
October 6 - 7 | Deadwood

Wild West Songwriters Festival
October 12 - October 14 | Deadwood

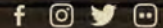
Haunted Mine Tours
October 20 - 31 | Broken Boot Gold Mine

Rodney Carrington
October 21 | Deadwood Mountain Grand

Deadweird
October 27 - 28 | Deadwood

Trunk or Treat
October 28 | Days of 76 Event Complex

KidWeird 2023
October 31 | Deadwood Mountain Grand



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Deadwood Info: 1-800-999-1876 • Booking Info: 1-800-344-8826

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HALLOWEEN 2023 VISITOR EMAIL



HALLOWEEN

DEADWOOD'S HAUNTED MINE TOURS DEADWEIRD & MORE!

 **FEATURED EVENT**

Halloween Happenings in Deadwood Start this Weekend!

Options Available for All Ages

DEADWOOD HALLOWEEN EVENTS FOR UNDER 21

Haunted Tours of the Broken Boot Gold Mine – For ages 12 and older
Take a spooky tour by candlelight, 300 feet under the surface in a 143 year-old, historic mine. These haunted house-style Halloween tours of the Broken Boot Gold Mine are only available October 20, 21, 22, 27, 28, 29, 30 and 31. Ages 12 and up; \$10 per person; Walk up tickets only.

Haunted Mine Schedule:
Friday, October 20: 5 p.m. – 8:30 p.m.
Saturday, October 21: 5 p.m. – 8:30 p.m.
Friday, October 27: 5 p.m. – 8:30 p.m.
Saturday, October 28: 5 p.m. – 8:30 p.m.
Sunday, October 29: 5 p.m. – 8:30 p.m.
Monday, October 30: 5 p.m. 8:30 p.m.
Tuesday, October 31: 5 p.m. 8:30 p.m.

Trunk or Treat – October 28 – All Ages Welcome
Enjoy family-friendly trick or treating in Deadwood on Saturday, October 28 outdoors at the Days of '76 Event Complex – Trunk or Treat – All are welcome! Treats from trunks of vehicles will be served from 3 p.m. to 5 p.m.

KidWeird Halloween event – October 31 – For ages 12 and under

NeighborWorks® Dakota Home Resources will hold the 22nd annual KidWeird Halloween event in the Deadwood Mountain Grand Event Center again this year, October 31st from 5 – 8 p.m. There will be costume contests & prizes (<12 years of age), also a haunted house, candy giveaways and games. The event is free to all. Invite your friends. The more the merrier and scarier.

DEADWOOD "DEADWEIRD" HALLOWEEN EVENTS FOR +21

Come celebrate Halloween in Deadwood. Deadweird is a little crazy, a little spooky and a WHOLE lot of fun! Make plans for the 11th annual Monster Ball on Friday, Oct. 27, 2023 with a live band and dancing; and the annual Costume Contest with more than \$10,000 in cash and prizes for the best costumes on Saturday, Oct. 28, 2023. Both of these events are FREE, so come in costume or just come to watch – it is quite the sight!

Friday, OCTOBER 27 • 6-10 p.m. • Monster Ball at Deadwood Mountain Grand Event Center

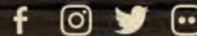
Live music by Flannel, People's Choice Costume Contest, Dancing & FUN! People's Choice winners will be announced at 9:00 p.m. Must be present to win. Additional door prizes awarded throughout the evening. **MUST BE 21 TO PARTICIPATE.**

SATURDAY, OCTOBER 28 • 6-10 p.m. • COSTUME CONTEST & PARTY • Outlaw Square + Historic Franklin Hotel

Register for the contest at Outlaw Square. Judging in the Franklin Hotel from 6-9pm. All participants must register prior to judging. Winners are announced at 9:30 p.m. on the stage in the Historic Franklin Hotel. Music & dancing from 6pm-10pm at the Historic Franklin. \$10,000 In Cash & Prizes! **MUST BE 21 TO PARTICIPATE.**

Deadweird is sponsored by Quality Brands of the Black Hills, Midco and KEVN Black Hills Fox.

[GET INFORMATION](#)



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NOVEMBER 2023 VISITOR EMAIL



WELCOME HOLIDAY GROUP GATHERINGS

HAVE HISTORIC DEADWOOD HOST YOUR HOLIDAY PARTIES

The Holiday Season is upon Historic Deadwood once again! And with it comes all sorts of gifts: picturesque mountains with a fresh dusting of snow, nonstop activities for folks of all ages, festive food experiences with countless options, and more. We can't wait to welcome you to our winter wonderland. But why keep this beloved holiday destination all to yourself? After all, 'tis the season. How about bringing along your whole party?

Company holiday soiree? Big family gathering? No worries! We've been entertaining parties of all sizes since 1876. There are huge hotels and convention halls with turn-key party planners. Or maybe quaint lodges and private rooms with a more intimate feel are your style. [Deadwood can handle it.](#)

And don't let the fun stop with one get-together. There's plenty more to do in and around town. [Skiing](#), [ice skating](#), [holiday shopping](#), and [live entertainment](#). [Gaming](#), [fine dining](#), and [sports betting](#). Limitless options will keep your crew going all season long.

It's the best time of year in the best town around. Be sure to book your room today!

[FIND LODGING](#)



FEATURED EVENT
DEADWOOD'S BIG WHISKEY
November 11

Participants can expect to select from more than 30 different Whiskeys, including Rye, Scotch, Irish, Bourbon, Japanese & Canadian, at several different locations during the [Big Whiskey Festival](#). Tickets are limited.

[GET TICKETS](#)

FEATURED EVENT
HOLIDAY OPEN HOUSE
December 2

Join us at Deadwood History's annual Holiday Open House celebration at the Days of '76 Museum from 10:00 a.m. to 4:00 p.m. for children's activities, great holiday gifts for family and friends, free museum access, and photos with Santa and Mrs. Claus.

[LEARN MORE](#)



FEATURED PARTNER




THE LANDMARK DEADWOOD

DEADWOOD'S NEWEST CASINO

OPENING NOVEMBER 13 AT NOON

Free Landmark t-shirt for first 500 players club members.
Free Champagne through November.
Easy parking in the rear of the building.
100+ new slots.

MAKE YOUR MARK! Historic Downtown Deadwood, 33 Sherman Street, Across from The Adams Museum



CHRISTMAS TOURS of the Historic Adams House

November 24-26
December 1-3, 8-10, 15-17
1:00P.M. - 5:00P.M.

Tickets at [DeadwoodHistory.com](#) or call 605.722.4800

CHRISTMAS TOURS OF THE HISTORIC ADAMS HOUSE

November 24-26, December 1-3, 8-10, and 15-17

The historic home will be elegantly dressed during the Christmas season. The open house-style tour will take place from 1:00 p.m. to 5:00 p.m. A kid-friendly scavenger hunt with a prize will be available for children. Unique gifts are available for purchase in the Adams House Gift Shop. Tickets are \$8 for members and \$12 for non-members, \$5 for children 6 - 12, and free to children 5 and under. General admission tickets can be purchased online at [DeadwoodHistory.com](#) or at the door. For more information please call 605-722-4800.

[LEARN MORE](#)

UPCOMING EVENTS

Preservation Thursday: From Problem to Prize-winning
November 2 | Homestake Adams Research and Cultural Center

Ask A Scientist
November 9 | Sanford Lab Homestake Visitor Center | Lead

Deadwood's Big Whiskey
November 11 | Historic Main Street


Hairball
November 11 | Deadwood Mountain Grand

Clay Walker
November 17 | Deadwood Mountain Grand

Williams & Ree
November 25 | Deadwood Mountain Grand

Grand Funk Railroad & Jefferson Starship
November 30 | Deadwood Mountain Grand

Holiday Open House
December 2 | Days of '76 Museum



[f](#) [i](#) [t](#) [m](#)

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DECEMBER 2023 VISITOR EMAIL

DEADWOOD
HISTORIC SOUTH DAKOTA

Deadwood - South Dakota

STRIKE HOLIDAY GIFT GOLD IN DEADWOOD

NAUGHTY OR NICE – ADD DEADWOOD CHARM TO YOUR CHRISTMAS SHOPPING!

Visions of Christmas morning dance in our head. A warm fire crackling. The aroma of fresh coffee brewing. The pitter-pattering feet of lil' uns (and big' uns!) gathered around the twinkling tree. You can feel the anticipation of opening gifts – wonderful gifts like those found in the local shops in and around Historic Deadwood.

If those are the types of gifts you're looking for, here's a helpful guide on your options:

- **Fine Art** - At [Jacobs Gallery](#), you find one-of-a-kind fine artworks from Harley Davidson-inspired, wine and spirits, abstract, contemporary photography, and more. Stop in their Main Street location to see the art and other unique merchandise for sale.
- **Chainsaw Art** - [Dahl's Chainsaw Art](#) features amazing, original chainsaw carvings master-crafted from local timber by the Dahl brothers. No two pieces are ever the same; now that's unique!
- **Jewelry** - Many locations throughout town feature fine jewelry hand-crafted using the purest Black Hills Gold or Montana Silver. Great spots include [Berg Jewelry](#), [Dakota Sky Stone](#), [First Deadwood Souvenirs](#), [Miss Kitty's Mercantile](#), and [many more](#).
- **Clothing Boutiques** - Add a dash of Deadwood flare to your holiday fashions with a gift from one of Deadwood's apparel boutiques. From Boho to Western to casual and everything in between, one can never go wrong with quality clothing – unless it's socks (although we've seen some pretty cute socks, too.)
- **Wine and Spirits** - How about something sassy for the grownups? You'll find white and red wines, whiskey, scotch... And even moonshine – it wouldn't be Deadwood without it.
- **Sweet Treats** - We're talking seriously sweet, award-winning chocolate at [Chubby Chicomunk](#). Discover delectable Deadwood-themed truffles. Scrumptious chocolate confections of all sorts, shapes, sizes, and flavors! All are handmade in Deadwood. It's a choco-lover's dream come true!

The best time of year features [the best shopping around](#) in Historic Deadwood. [Plan your visit today](#) and experience all the fun and excitement Historic Deadwood offers.

[DEADWOOD SHOPPING](#)

[FIND LOGGING](#)

FEATURED EVENT
TREE LIGHTING & SANTA
December 8

Celebrate the holiday season with us at [Outlaw Square's](#) 4th anniversary! Enjoy FREE ice skating, s'more making, treats, cocoa, Christmas tree lighting, and a visit from Santa.

[SCHEDULE](#)

FEATURED EVENT
NEW YEAR'S EVE WEEKEND
December 29 - January 1

Ring in the New Year all weekend long in Historic Deadwood! Enjoy live music, DJs, and dancing. Witness the Black Hills' Best Ball Drop on Deadwood's Main Street, and so much more...

[LEARN MORE](#)

FEATURED PARTNER

THE LANDMARK DEADWOOD

DEADWOOD'S NEWEST CASINO

NOW OPEN!

100+ new slots
Easy parking in the rear of the building
Free drinks while playing

MAKE YOUR MARK!

Historic Downtown Deadwood
33 Sherman Street
Across from The Adams House

DEADWOOD HISTORY

CHRISTMAS TOURS
of the
Historic Adams House

November 24-26
December 1-3, 8-10, 15-17
1:00 P.M. - 5:00 P.M.

Tickets at [DeadwoodHistory.com](#) or call 605.722.4800

CHRISTMAS TOURS OF THE HISTORIC ADAMS HOUSE

December 1-3, 8-10, and 15-17

The historic home will be elegantly dressed during the Christmas season. The open house-style tour will take place from 1:00 p.m. to 5:00 p.m. A kid-friendly scavenger hunt with a prize will be available for children. Unique gifts are available for purchase in the Adams House Gift Shop. Tickets are \$8 for members and \$12 for non-members, \$5 for children 6 - 12, and free to children 5 and under. General admission tickets can be purchased online at [DeadwoodHistory.com](#) or at the door. For more information please call 605-722-4800.

[LEARN MORE](#)

UPCOMING EVENTS

- Deadwood History's Holiday Open House**
December 2 | Days of '76 Museum
- A Very Potter Christmas**
December 7 | Deadwood Mountain Grand
- Community Christmas Tree Lighting & Santa**
December 8 | Outlaw Square
- Jay Leno**
December 16 | Deadwood Mountain Grand
- Christmas in Deadwood**
December 22-26 | Deadwood
- New Year's Eve Weekend**
December 29, 2023 - January 1, 2024 | Deadwood
- Deadwood Mountain Grand Red Dirt Festival**
January 12-13, 2024 | Deadwood Mountain Grand
- Pro Snocross Races**
January 26-27, 2024 | Deadwood Event Center (Days of '76 Rodeo Grounds)

DEADWOOD
HISTORIC SOUTH DAKOTA

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2024 JANUARY VISITOR EMAIL

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FIVE THINGS TO TAKE ON IN 2024

Fill your Deadwood Bucket List with Fun and Adventure

As the calendar reveals and 2024 is upon us, we start the year anew with the hope and promise of something better. Something different. Something exciting! January is the month of resolutions. Perhaps you're considering embarking on a healthier lifestyle. Or taking up a new hobby. Or, maybe it's to cross a few adventures off your bucket list.

The friendly folks in Historic Deadwood figured we'd pitch a few ideas as you contemplate what the year might offer. Here's our Top 5 Bucket List Ideas to Do in Deadwood in 2024:

- **The Slopes Are Calling** - Learning something new can be intimidating, but 2024 is finally your year to master downhill skiing! From grasping the basics of balance and turning -- to gaining confidence on steeper slopes, the learning curve is both challenging and immensely rewarding. [Terry Peak Ski Area](#) is just a few miles away. It offers diverse terrain, from beginner slopes to demanding black diamond runs. They also have a great ski school for young and old alike. Need more personal direction? There are also private lessons. For more information, visit www.terrypeak.com.
- **Run Like the Wind** - One of the more popular resolutions is getting in shape. The easiest way to do that is to set an achievable goal. What better fitness goal than completing a marathon, a half-marathon, a team-relay, or a 5k? The [Deadwood Mickelson Trail Marathon](#) is one of the region's most popular running events, held each June. Runners push themselves while also enjoying picturesque views of the Black Hills. Signup is easy - visit www.deadwoodmickelsontrailmarathon.com for more details.
- **Howdy Partner** - Want to play cowboy? Ain't no better place than Historic Deadwood! Start by getting the proper get-up in any of our [Western clothing boutiques](#). Get boots, jeans, a button-up, and, of course, the icon hat. Want something to commemorate the moment? Get your Old-Time photos taken on Main Street. While you're there, say "Howdy Partner" to Wild Bill, Calamity Jane, and all your ol' west pals. Catch the [Deadwood Alive](#) re-enactors at any of their performances throughout the summer. Or "mosey-on" up to [Mount Moriah Cemetery](#) to pay your final respects to the legendary duo.
- **Are You the Next Mozart?** If music is your jam, then Deadwood is a deal for you. It's time to debut that ballad you've been composing in secret. Regional songwriters can submit their original songs as part of the [Annual Wind West Songwriters Festival](#). From these, 15 lucky winners will be chosen to move on to the "National Songwriting Rounds" with world-renowned songwriters and a grand prize of \$2,500 cash. Even if your song is not selected, you'll still have an opportunity to perform during the local music rounds during the Festival.
- **Do Your Research** - Always want to take a deep dive into the history of Deadwood and the Black Hills? The [Homestake Adams Research and Cultural Center \(HARCC\)](#) is the place for you! The HARCC provides public access to one of the nation's largest collections of Black Hills archival materials. Whether you want to conduct serious research, browse tens of thousands of historic photographs, view rare and unique documents, attend a lecture, or take part in a workshop, you will find it at the Homestake Adams Research and Cultural Center.

If you're ready to embrace something new in 2024, there's no better place to do it than Historic Deadwood. Be sure to book your next adventure today.

WHAT TO DO

FIND LODGING

FEATURED EVENT PRO SNOCCROSS RACES

January 26 - 27

More than 200 of the top pro-Snoocross racers will descend on the historic town's Deadwood Event Complex for a weekend of high-flying, high-speed, high-octane snowmobile racing.

LEARN MORE

FEATURED EVENT K9 KEG PULL

January 27

Calling all K9s! We invite all dogs to compete in this exciting winter race. Man's best friend will be assigned a division based on their weight. Dogs wear a harness attached to an appropriately sized keg to pull past the finish line. The races will take place on Main Street by [Owlfire Squires](#).

LEARN MORE

PRESERVATION THURSDAY

BLACK HILLS BANDITS AND BADMEN

JANUARY 25 • 12:00 NOON • HARCC

BLACK HILLS BANDITS AND BADMEN

Thursday, January 25, 2024

Listen to stories of murder, mayhem, and miraculous survival in early Deadwood's past with Deadwood Alive Assistant Director Ty Sanford and Deadwood Alive Executive Director Andy Mosher. At times, the Old West was equal parts truth and legend and Deadwood and the Black Hills were no different. When bringing history to life you can find yourself leaning toward the legends rather than the truth, but one should always remember that the truth is stranger than fiction. Homestake Adams Research and Cultural Center, 12:00 p.m.; free for members and \$5 for non-members.

MORE INFO

FEATURED PARTNER

DEADWOOD MOUNTAIN GRAND PRESENTS 9TH ANNUAL RED DIRT FESTIVAL

Get ready to kick up some dust at the 9th annual Deadwood Red Dirt Festival on January 12 & 13! Join us for two unforgettable nights of foot-stomping music, good vibes, and down-home fun. Featuring headliners Corey Kent & Jackson Dean, along with guests Ned Ledoux, Tanner Usrey, Braxton Keith & Clayton Mullen. Save the date and grab your tickets today!

FRIDAY 12 JAN
COREY KENT
NED LEDOUX
BRAXTON KEITH

SATURDAY 13 JAN
JACKSON DEAN
TANNER USREY
CLAYTON MULLEN

GET TICKETS

INFAMOUS DEADWOOD

AL SWEARINGEN AND HIS "GEM THEATER"

Ellis Albert "Al" Swearingen was one of Deadwood's most infamous and brutal citizens. He opened his "Gem Theater" in 1876 as one of the first entertainment venues in town. Swearingen lured desperate women from all around and then lured and beat them into becoming prostitutes. The Gem Theater, along with the rest of Deadwood, burned down on September 26, 1879. But that didn't stop Swearingen. He rebuilt the Gem, bigger and better than it was before.

Then, in 1894, the Gem burned again when another massive fire destroyed Deadwood's Main Street business district. Determined to keep his lucrative business alive, Swearingen rebuilt the Gem for a second time. He also formed strategic political alliances that kept him from being a part of any efforts to clean up the rough-and-tumble town.

In 1899, the Gem Theater caught fire for a third time. When firefighters arrived at the scene, they discovered that someone had stolen the hydrant wrenches. All they could do was watch the building burn. After the third fire, Al Swearingen decides to leave Deadwood and head to Colorado. A few years later, his body was found near a streetcar track in Denver, but authorities never determined if his death was accidental or foul play.

MORE HISTORY

UPCOMING EVENTS

Deadwood Mountain Grand Red Dirt Festival
January 12 - 13 | Deadwood Mountain Grand

Pro Snoocross Races
January 26 - 27 | Deadwood Event Center (Days of '76 Rodeo Grounds)

K9 Keg Pull
January 27 | Deadwood Street by Owlfire Squires

Mardi Gras
February 9 - 10 | Deadwood

Wine, Cheese & Chocolate Stroll
February 17 | Deadwood

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2024 FEBRUARY VISITOR EMAIL



LOVE IS IN THE AIR IN HISTORIC DEADWOOD

Everything you need to know about a romantic getaway in Deadwood in the Historic Deadwood, date night uniquely blends Old West charm and boundless entertainment. Your romantic evening begins as you and your sweetie stroll down our iconic Main Street. Enjoy the ambiance of historic architecture set amongst the mountain pines. On the way, you'll find local clothing boutiques, souvenir shops, and art galleries – the perfect opportunity to indulge in a little "Deadwood-style" retail therapy.



After you've worked up an appetite, you'll encounter a wide selection of restaurants. There's something for every taste and mood (especially the mood for romance), from the region's best steakhouses to eclectic and modern international offerings to hearty South Dakota cuisine. And for appetites as big as your love, an all-you-can-eat buffet option is sure to satisfy.



Relaxed, recharged, and ready to play, it's time for more grown-up fun! Swing into any of Deadwood's casinos echoing the town's gold rush era. Cheer on your sweetheart, or try your own luck at slots, card tables, poker, dice games – whatever your favorite!



Finally, a date night would only be complete with a little (or not so little) nightlife. The drink options in Deadwood are limitless, with whiskey distilleries, wine bars, breweries, and Old West bars and saloons mixing fantastic cocktails.



Pro Tip: Be sure to score some fantastic chocolate ahead of time and have it waiting for your significant other when you get back to the room. A local favorite is *Chubby Chocolates*' *Black & White* *Chocolates*, which has many unique, Deadwood-inspired flavors. Deadwood also offers plenty of other *chocolate shops* to tempt your sugar's sweet tooth, so check out

With its blend of history, entertainment, and culinary delights, a date night in Historic Deadwood will create lasting memories for you and your true love.

P.S. Don't forget the critical ingredient to the Deadwood love potion: *Love*.

[FIND LODGING](#)



W.E. ADAMS: TRUE ROMANTIC

W.E. Adams was a prominent Deadwood citizen and founder of the Adams Museum. Adams and Mary Visich married on June 30, 1927. In this 1930 letter from W.E. to Mary, he discusses wondering what she is doing, the snow, the glorious Christmas they shared – and his hope that they have many together. The text reads:

Tuesday 28, 1930
Dearest,

Just now returned from lunch. Twenty four hours ago this minute we were posting at the station. I wonder where you are now and what you are doing. Plenty of snow in the desert yesterday, but it did not seem like the cold kind. Today snow is _____ and it is the cold kind and snappy air outside. Not much to relieve the monotonous today and wish very much I had your lovely companionship.

I suppose Martha has dropped back into her old run with Bobbie for her only companion. When you cut the big tree down, please don't let it fall towards the house and see that you are well out of the way. What a glorious Christmas we had Mary and I fondly hope we shall have many such together. A few enclosures for you, all of which speak for themselves and much love to you dear.

W.E.

SOURCE: Deadwood History, Inc.

[MORE INFO](#)



FEATURED EVENT DEADWOOD MARDI GRAS

February 9 – 10

Come to Deadwood for the best Mardi Gras celebration north of the Bayou! Enjoy a weekend full of free food, a parade, parties, themed cocktails & music. Plus, special open container zones (beer & wine only). Book Your Booth today! This is one of our most popular parties.

[SCHEDULE](#)



FEATURED EVENT WINE, CHEESE & CHOCOLATE STROLL

February 17

Deadwood's finest businesses serve up samples of select fine wines, pleasing cheeses & sweet chocolates to toasty holders. Tickets are limited to 300 people, so *Buy Early* and don't miss out on great times in Deadwood this Winter.

[LEARN MORE](#)



CADILLAC JACK'S® GAMING RESORT

Located in historic Deadwood, Cadillac Jack's® Gaming Resort is the Black Hills' hottest full-service casino and hotel. Whether you come to get lucky or simply come to experience the natural beauty of the Black Hills, there's something for everyone at Cadillac Jack's®. Get in on the action with poker or

blackjack, take a spin on one of our 240 slot machines, try our craps and roulette tables, or place your bets at The Book, our newly remodeled Sportsbook. Whatever your pleasure, fun at Cadillac Jack's® Gaming Resort is a sure bet with the gaming floor open 24 hours a day, 7 days a week!

Satisfying your cravings is easy at Cadillac Jack's® with four delectable dining options. From the brand-new Guadalupe's Mexican Restaurant to "The World's Greatest Hot Sandwich" at Earl of Sandwich, or try a flyer for breakfast, lunch, dinner or dessert at FLYT Steakhouse by Alpine Inn. No matter what you're craving, we offer a wide variety of delicious dining and restaurant options!

Staying the night? Experience the luxury of plush hotel rooms and convenient on-site accommodations from three top-rated properties: DoubleTree by Hilton, TRU by Hilton and SpringHill Suites by Marriott. Unwind in the infinity pool while you relax and rejuvenate, knowing that every modern amenity is at your disposal. Reserve a room for your next visit and see why Cadillac Jack's® Gaming Resort is one of the best places to stay in the Black Hills! The only thing left to answer is, how will your night play out?

[VISIT WEBSITE](#)



CALAMITY'S SHINDIG: DEADWOOD HISTORY'S FUNDRAISER

February 23, 2024

DEADWOOD HISTORY'S ANNUAL FUNDRAISER

Friday, February 23

No one threw a better party than Calamity Jane! Join us for musical entertainment by Kenny Putnam, Cody Landstrom, Boyd Bristow, and Mike Connor; Sarah Carlson as the adventurous wildcat of the West Calamity Jane, and Deadwood Alive's Andy Moster as Marshal Con Shindig; heavy hors d'oeuvres catered by Cheyenne Crossing; cash bar and auctions. The live auction will be hosted by Terry Hupp. Homestake Adams Research and Cultural Center; 6:00 p.m. – 9:00 p.m.; admission \$50 per person. Advance reservations are required. Purchase online at DeadwoodHistory.com or call 605-722-4800.

[LEARN MORE](#)

UPCOMING EVENTS

Deadwood Mardi Gras

February 9 - 10 | Deadwood

Chinese New Year

February 10 | Homestake Adams Research and Cultural Center

1864: The Tribute

February 10 | Deadwood Mountain Drip

Bachman-Turner Overdrive

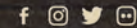
February 16 | Deadwood Mountain Grand

Wine, Cheese & Chocolate Stroll

February 17 | Deadwood

Calamity's Shindig

February 23 | Homestake Adams Research and Cultural Center



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801 Main Street | Deadwood, SD 57722

Deadwood Info: 1-800-999-1576 | Booking Info: 1-800-544-8026

2024 MARCH VISITOR EMAIL



FEATURED EVENT

DEADWOOD'S ST. PATRICK'S CELEBRATION SURVIVAL GUIDE

Sure, it's easy to have fun in Deadwood during our [Annual St. Patrick's Day Celebration](#) March 14-16, but there's always room for improvement. Whether on your own or one of the team (around here, we call them clans), here are some pro tips and tricks to maximize your rollicking good time.

St. Patrick's Day Survival Guide:

1. **Be sure to fuel up before game time.** There are bunches of brunch options, including Eggs and Kegs, at the [Deadwood Social Club](#) (above the Saloon 10).
2. **The early crawler gets the worm** – or at least avoids the lines by being early. The Saturday, March 16th Pub Crawl registration opens at 11 am at the [Franklin Hotel](#).
3. **It's a marathon, not a sprint.** Take your time. After all, you have all night (since you're staying in Deadwood, anyhow.)
4. **Stay active.** "Cross-fitting" your way into the casinos to play a few slots or hands of blackjack is fine.
5. **Have a plan.** Efficiency is the name of the game to get the most out of your experience. Check out [Deadwood.com](#) for more info.
6. **Have a Designated Driver or grab a cab.** Don't be that clan!



Local pub crawl legend Shameless O'Stilts shares a few extra pro tips:

1. **No shots at the first stop.** Or you'll be doing the wrong sort of crawling too soon.
2. **Never, under any circumstances, lose your clan.**
3. **There's no such thing as too much green or too many pictures** unless you're in witness protection.
4. **Skip the green beer.** Drink Guinness!

So there you have it – the best way to have a good time in Deadwood come St. Patrick's Day. Be sure to get your clan together and [find lodgings](#) because we can't wait to see you this March!

EVENT INFO

FEATURED EVENT

MARTY STUART & HIS FABULOUS SUPERLATIVES

March 15

Five-time Grammy Award winner Marty Stuart brings his multi-instrumental, award-winning band to the Deadwood Mountain Grand stage.

GET TICKETS



HISTORY NUGGET

JOHN J. MANNING

John Manning was born in County Kilkenny, Ireland, and immigrated to America in 1847. When gold was discovered in the Black Hills, he was one of the early arrivals to the mining camp that became Deadwood. In August 1876, Manning quickly opened one of the first saloons, the Senate Saloon, with partner John Mahan. At the saloon, Manning dealt cards to Wild Bill Hickok shortly before being shot and killed by Jack McCall.

In 1877, Manning became the first elected sheriff of Lawrence County, defeating Seth Bullock (who was appointed to the position by the Governor). He defeated Bullock again the next year. While he was sheriff, the local Deadwood jail was popularly known as the "Hotel de Manning."

Manning died in 1911 and is buried at Deadwood's St. Ambrose Cemetery.

MORE HISTORY

FEATURED PARTNER



Foundation for Health
LEAD • DEADWOOD • BEYOND



FOUNDATION FOR HEALTH

We are the Foundation for Health, serving Lead, Deadwood and Beyond! You may know us as the Tough Enough to Wear Pink shirt campaign, fundraising for breast cancer during Days of 76, but we've been helping the community in many ways since 1986! If you live in the Black Hills of South Dakota or have family and friends in the area, you or someone you know likely received support or benefited from a donation, equipment, or services the Foundation for Health has been part of. We are a small foundation meeting big needs year-round... and your donations are the reason we can help in so many ways!



Community Gifts Include:

- Wheelchairs for local attractions
- Bicycles, strider bikes, helmets, yoga mats & thermometers benefiting the school district and local children's organizations.
- The Lord's Cupboard
- Meals on Wheels
- Assistance for individuals on a journey of cancer or major illness
- Lead-Deadwood Hospital diagnostic, treatment and therapy equipment and upgrades.
- Ambulance Items
- ... and many more!

Working together, we are better!

DONATE

PRESERVATION THURSDAY

The 1862 U.S. - Dakota War through Sarah Wakefield's Eyes

March 21 • HARCC
DeadwoodHistory.com

PRESENTATION THURSDAYS

THE 1862 U.S. - DAKOTA WAR THROUGH SARAH WAKEFIELD'S EYES

Thursday, March 21, 2024

Hear captivating stories based on *Beneath the Same Stars*, a historical novel written by Phyllis Cole-Dai. The novel dives into Minnesota's 1862 U.S.-Dakota War from the perspective of Sarah Wakefield. Sarah was a doctor's wife who got caught up in the conflict. You will learn about a largely forgotten war that still haunts the Upper Plains. Homestake Adams Research and Cultural Center; 12:00 p.m.; free for members and \$5 for non-members.

LEARN MORE

UPCOMING EVENTS

Grand Opening Weekend at The Landmark Casino
March 1 - 3 | The Landmark Casino

St. Patrick's Celebration
March 14 - 16 | Deadwood

Marty Stuart & His Fabulous Superlatives
March 15 | Deadwood Mountain Grand

Preservation Thursday: 1862 War Through Sarah Wakefield's Eyes
March 21 | Homestake Adams Research and Cultural Center

John Waite
March 23 | Deadwood Mountain Grand

The Guess Who
March 29 | Deadwood Mountain Grand

This email was sent to: [Email Address]

This email was sent by: Deadwood Chamber of Commerce & Visitors Bureau
501 Main Street • Deadwood, SD 57732

Deadwood Info: 1-800-999-1876 • Booking Info: 1-800-344-8826

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2024 APRIL VISITOR EMAIL



AREA ATTRACTIONS

HISTORIC DEADWOOD ODDITIES Where odd meets Old West

Feeling stir-crazy after being cooped up all winter? Historic Deadwood gets it. We got a little kooky, too. And, that's okay. In fact, it's great! Here are some Deadwood "Oddities" to help chase away the winter doldrums as we welcome spring to the creek-carved canyons of Deadwood Gulch!

Our Favorite Deadwood Oddities:

- **Hand-carved Nudist Colony at Adams Museum** – This collection of historic wood carvings by Robert Poe features miniature naked people dancing, shooting arrows, and playing volleyball. Of the 97 figures, 96 are women. Strange, right?
- **Raw Oysters at A&B Pizza at Oyster Bay** – Who doesn't love a good raw oyster? Especially in the upper Midwest, as far from an ocean as you can get. Perhaps a weird treat, but delicious nonetheless (if you're into that sort of thing). Located in the Historic Fairmont Hotel at 626 & 628 Main Street.
- **Wild Bill's Death Chair at Saloon #10** – Saloon #10 has been called "the only museum in the world with a bar." One of the infamous artifacts on display there is the chair Wild Bill was supposedly sitting in when he was shot from behind by Jack McCall. Dubious or authentic, you be the judge. Either way, it's a great story, and there's a bit of an eerie feeling around the chair.
- **Conjoined Calf at Adams Museum** – There's a theme here. The Adams Museum has some weird artifacts. Were these calves conjoined? Was it just two-headed? Both? Decide for yourself as you view this taxidermy marvel.
- **Detailed Model Train at 812 Main Street Basement** – Okay, maybe not a complete oddity, considering Deadwood's history with trains, but this model train's sheer detail and scale are really a sight to see!

There you have it, some Deadwood oddities to keep you on your toes for your next trip to Deadwood. Be sure to book your next trip today!

PLAN YOUR VISIT



FEATURED EVENT FORKS, CORKS & KERGS April 12 & 13

Sample distinctive brews, wine and food as you make your way to tasting venues throughout Deadwood. Hurry – Get your tickets today!
Must be 21 to participate.

[MORE INFO](#)

FEATURED EVENT
KAMERON MARLOWE
April 26

With 144 million streams, 10.4 million listeners, an appearance on The Voice, and being named '2024's Next Big Thing' by Music Row, Kameron Marlowe is making a name for himself in Country music. Catch his nationwide tour at Deadwood Mountain Grand.

[MORE INFO](#)

HISTORY NUGGET



THOEN STONE

Historians will tell you that gold was discovered in the Black Hills in 1874 during the Custer expedition. But if the inscription on the Thoen Stone is to be believed, prospectors were here 40 years before that.

The sandstone slab, about 8 by 10 inches, was found near Lookout Mountain near Spearfish in 1887 by the Thoen brothers, who were local stone masons. It bore an inscription that began, "Came to these hills in 1833 seven of us." It ends with, "All dead but me, Ezra Kind ... Got our gold June 1834. Got all the gold we could carry. Our ponies all got by the Indians. I have lost my gun and nothing to eat and Indians hunting me."

The Thoen Stone is on display at the Adams Museum in Deadwood.

[LEARN MORE](#)

FEATURED PARTNER



THE LODGE AT DEADWOOD GAMING RESORT

The Locals' Choice for lodging, gaming, and dining, the Lodge at Deadwood Gaming Resort offers luxurious accommodations, the area's largest free guest parking, a 24-hour fitness room, free wi-fi, and an indoor water playground. Experience the fun atmosphere of [Giggie's Sports Bar](#), as you enjoy amazing entrées, unique appetizers, and local taps. Plan on visiting Deadwood and the beautiful Black Hills? Check out our amazing Lodging Specials, including the Two Nights Lodge Package, which includes \$25 in dining credit and \$25 in free casino play. The Lodge casino features a fresh gaming floor with the most popular table games and newest slots available. Our [BetLodge Sportsbook](#) features a 42-foot seamless video wall, comfortable seating. Sportsbook personnel, and all your favorite major sports. Please visit [DeadwoodLodge.com](#) or call 1.605.584.4800 for hotel reservations.

[BOOK NOW](#)

PRESENTATION THURSDAYS

PRESENTATION THURSDAY

History, Mystery, and More!

Stories and Tales of the Frawley Ranch and Spearfish

April 11 • 12:00 Noon

PRESENTATION THURSDAY: HISTORY, MYSTERY, AND MORE! STORIES AND TALES OF THE FRAWLEY RANCH AND SPEARFISH

Thursday, April 11, 2024

Alan Maas and JR Hamblet will give a talk on the history of the Frawley Ranch and their experiences with Hank Frawley prior to his passing. Maas will also cover the mystery of the Thoen Stone and how it shaped his writing of *The Kind Whisper*. Homestake Adams Research and Cultural Center; 12:00 p.m.; free for members and \$5 for non-members.

[LEARN MORE](#)

UPCOMING EVENTS

Preservation Thursday: Tales of the Frawley Ranch
April 11 | Homestake Adams Research and Cultural Center

Forks, Corks & Kergs
April 12 - 13 | Deadwood

Deadwood Citywide Job Fair
April 25 | Deadwood Welcome Center

Kameron Marlowe
April 26 | Deadwood Mountain Grand

Casey Donahew
May 10 | Deadwood Mountain Grand

StardustFest
May 11 | Deadwood Mountain Grand

Deadwood's Craft Beer Fest: Hops and Hogs
May 17 - 18 | Deadwood

Free Concert: Neal McCoy
May 24 | Outlaw Square

Free Concert: Big Head Todd & the Monsters
May 25 | Outlaw Square

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501 Main Street • Deadwood, SD 57732

Deadwood Info: 1-800-999-1876 • Booking Info: 1-605-344-8826

Don't forget to add info@deadwood.org to your address book so we'll be sure to land in your inbox

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SOCIAL MEDIA MANAGEMENT



**DAYS OF
'76
MUSEUM**





FACEBOOK PAGE MANAGEMENT

(AS OF APRIL 29, 2024)

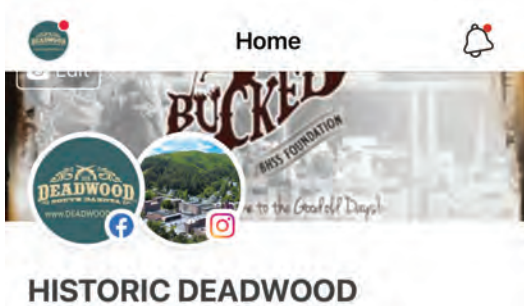
@HistoricDeadwood - 127K followers

@DeadwoodChamber - 10K followers

@Deadwood-History-Information-Center - 3.2K followers

@KoolDWDNites - 3.2K followers

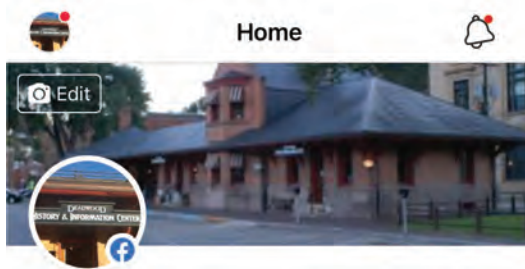
Kool Deadwood Nites Private Group - 4,505 members



HISTORIC DEADWOOD



Deadwood: Chamber of Commerce



Deadwood History & Information Center



Kool Dwd Nites



Kool Deadwood Nites >



TOP PERFORMING ORGANIC POSTS

HISTORIC DEADWOOD
Published by Marianna DeSalvo · December 22, 2023 ·

This day in 1883, Deadwood was illuminated for the first time! Construction for erecting the poles and stringing wire was approved by the Deadwood Mayor Nov. 16 of the same year. It took just a little over a month for the installation to be completed. Deadwood, SD had electricity almost 10 years before the White House did! (Photo Credit: [Deadwood History Inc.](#), Adams Museum Collection.)

ADWOOD HISTORY

Boost this post to reach up to 3103 more people if you spend \$42. **Boost**

1.9K 80 438

HISTORIC DEADWOOD
Published by Marianna DeSalvo · February 22 ·

Headliners confirmed for Kool Deadwood Nites Aug. 20-25, 2024!!!
Peter Noone Herman's Hermits, ABBA Revisited Canada, and Elton Dan and the Rocket Band will be our Headliners for Kool Deadwood Nites this year! For more info visit [deadwood.com!](#)

Kool DEADWOOD NITES 2024 • AUGUST 20-25

Boost this post to reach up to 3103 more people if you spend \$42. **Boost**

197 25 133

HISTORIC DEADWOOD
Published by Marianna DeSalvo · March 30 ·

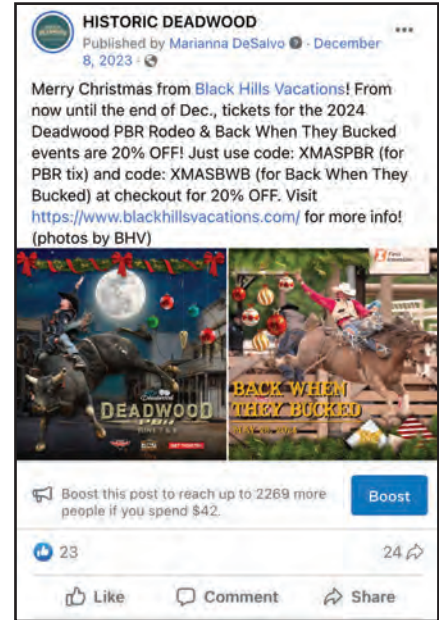
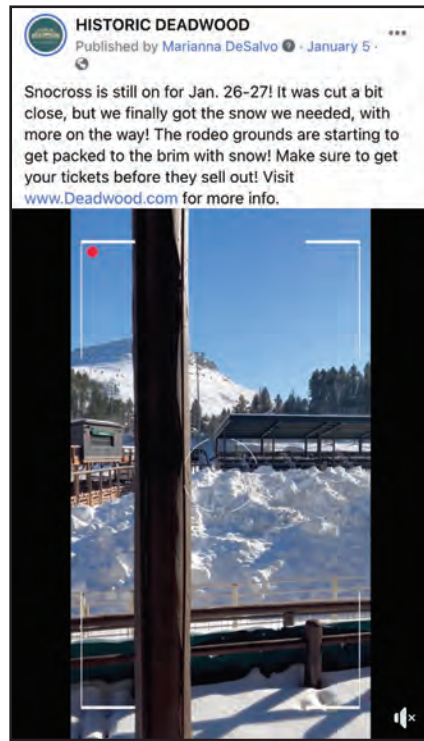
Photo of current day Deadwood, SD. Come visit us sometime!

Boost this post to reach up to 2269 more people if you spend \$42. **Boost**

898 78 24



TOP PERFORMING ORGANIC POSTS






INSTAGRAM PAGE MANAGEMENT

(AS OF APRIL 29, 2024)

@HistoricDeadwood - 28K followers




@DeadwoodChamber - 2.1K followers

historicdeadwood 9+ + ☰ 1




1,666 Posts **27.4K** Followers **575** Following

Deadwood
Landmark & Historical Place
Your resource for everything Deadwood!
501 Main Street, Deadwood, South Dakota
www.deadwood.com


 Welcome!  Main St. Tour  New

Professional dashboard
69K accounts reached in the last 30 days.

[Edit profile](#) [Share profile](#) [Contact](#)



deadwoodchamber 9+ + ☰







1,363 Posts **2,082** Followers **416** Following

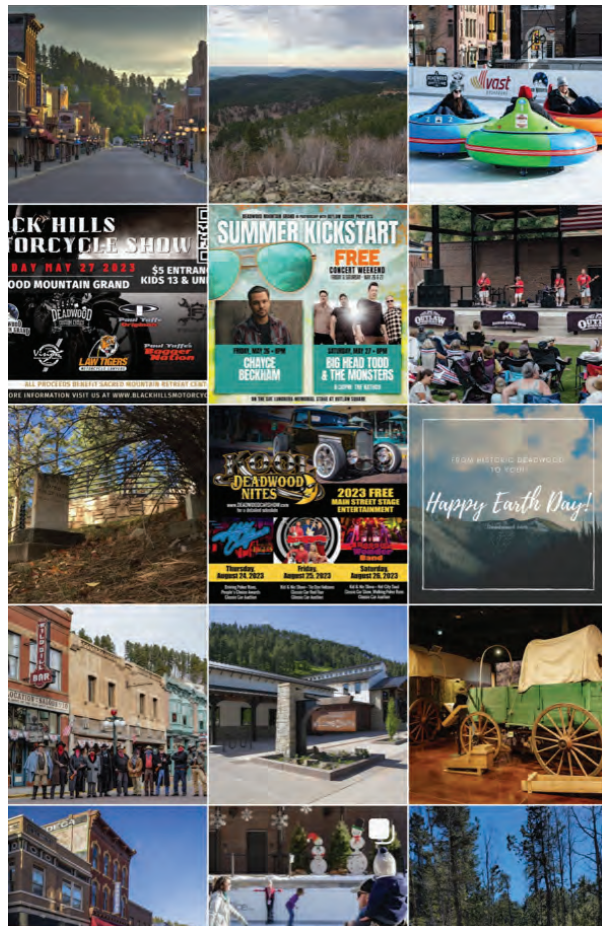
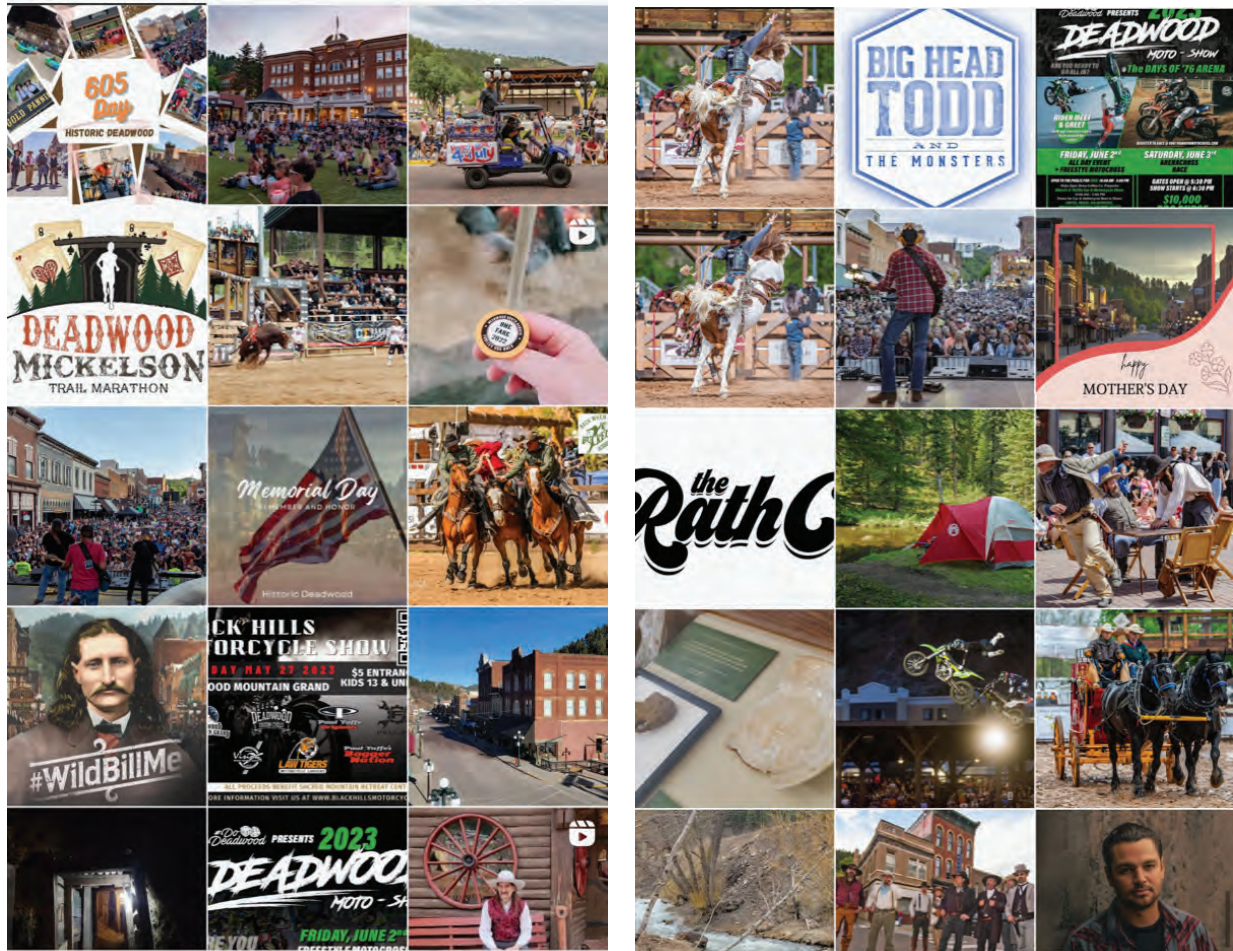
Deadwood Chamber of Commerce
Community Organization
501 N Main St, Deadwood, South Dakota
www.deadwood.com

Professional dashboard
1.6K accounts reached in the last 30 days.

[Edit profile](#) [Share profile](#) [Contact](#)

 Sports Betti...  Welcome!  New



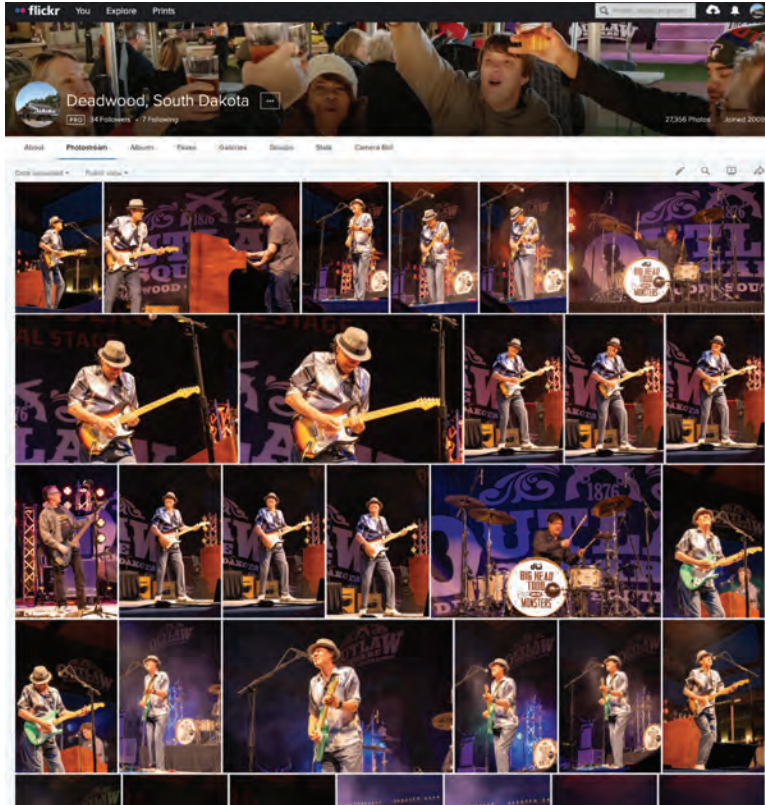




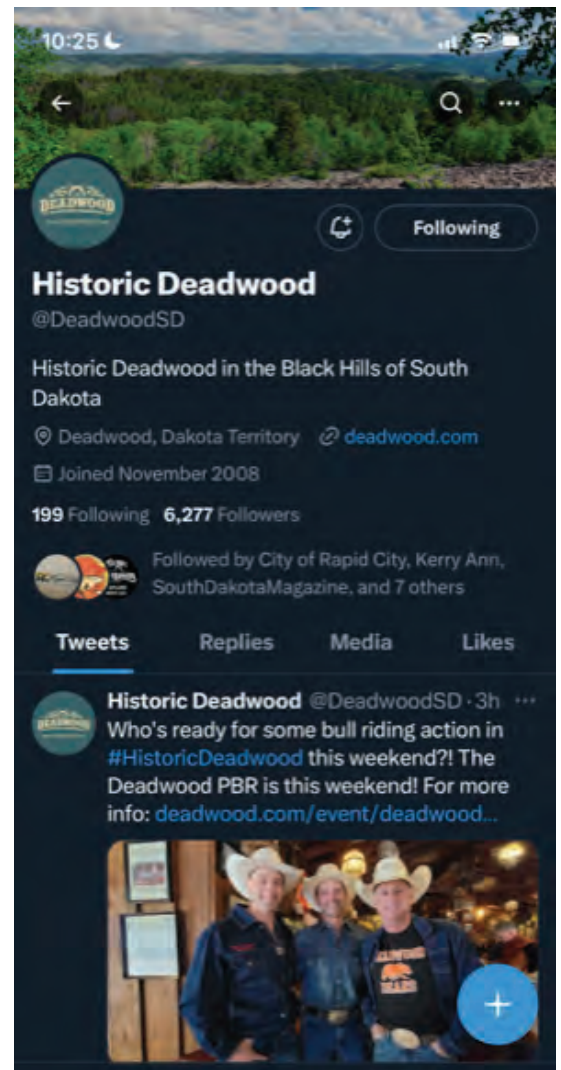
FLICKR & TWITTER MANAGEMENT

Flickr - 29,449 photos and growing

www.flickr.com/photos/deadwoodsouthdakota



X (Twitter) - [@DeadwoodSD](https://twitter.com/DeadwoodSD)
6,330 Followers





YOUTUBE MANAGEMENT

71 VIDEOS

www.youtube.com/channel/UCuRn23Jq28Yia5TuIBFRwSw

The screenshot shows the YouTube channel page for 'Deadwood, South Dakota'. At the top, there is a navigation bar with 'HOME', 'VIDEOS', 'PLAYLISTS', and 'CHANNELS'. Below this is a banner image featuring the 'DEADWOOD 1876 SOUTH DAKOTA' logo and three men in Western attire. The channel name 'Deadwood, South Dakota' is prominently displayed, along with a 'SUBSCRIBE' button and subscriber information: '54 subscribers · 49 videos'. A short description follows: 'Deadwood, South Dakota, is where Old West meets new luxury. Enjoy Wild West history and modern amenities in...'. Under the 'Uploads' section, a list of nine videos is shown, each with a thumbnail, title, and view count. The videos include: 'Back When They Bucked - All Day Rodeo - May 29...', 'Forks, Corks & Kegs 2022 in Deadwood', 'The Flag at Mt. Moriah Cemetery in Deadwood, South...', 'Overlook Time Lapse from Mt. Moriah Cemetery in Dead...', 'Deadwood Main Street - Sunny Day - April 7, 2020', 'Deadwood South Dakota Tour - A Snowy Day - April 1...', 'Forks, Corks & Kegs 2020', and 'Wild Bill - The History of Deadwood, South...'. Each video entry also indicates the number of views and when it was uploaded.

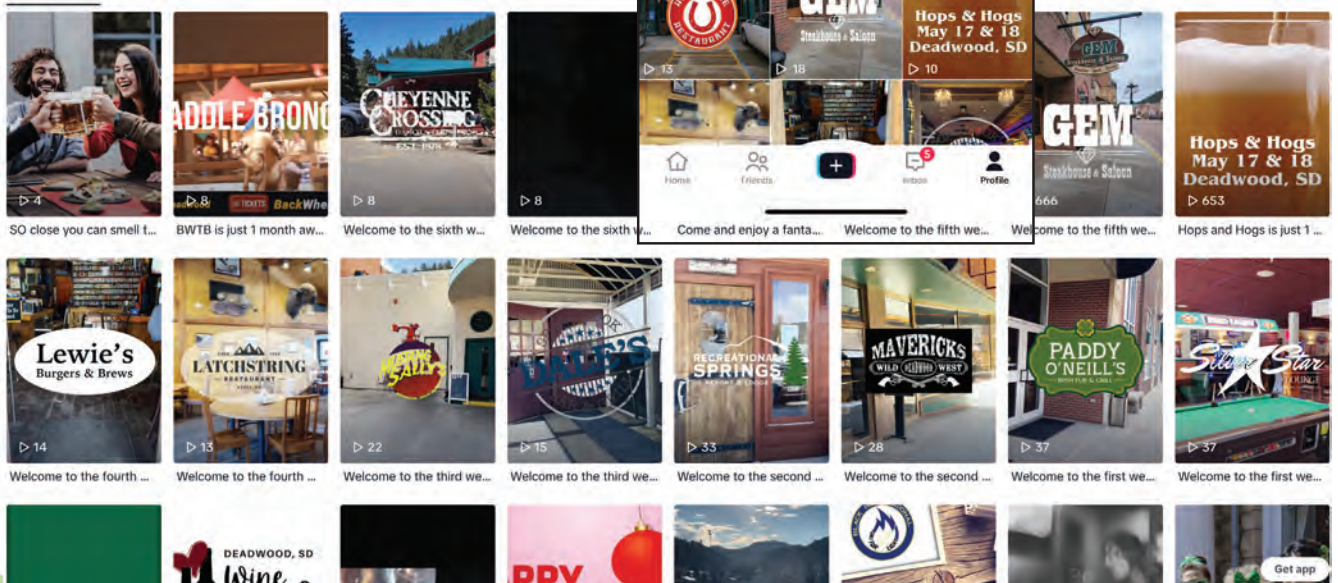
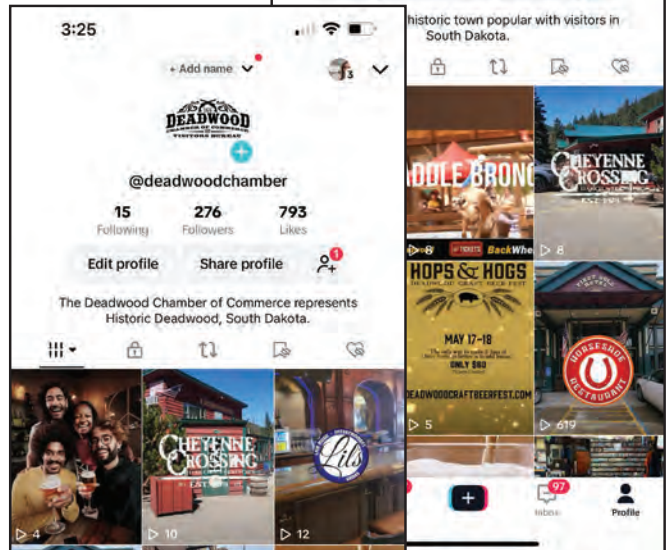
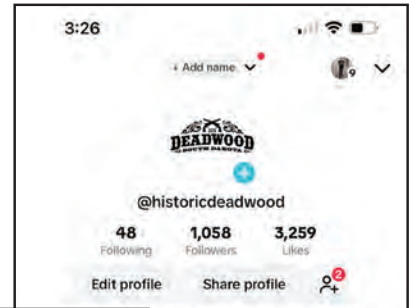
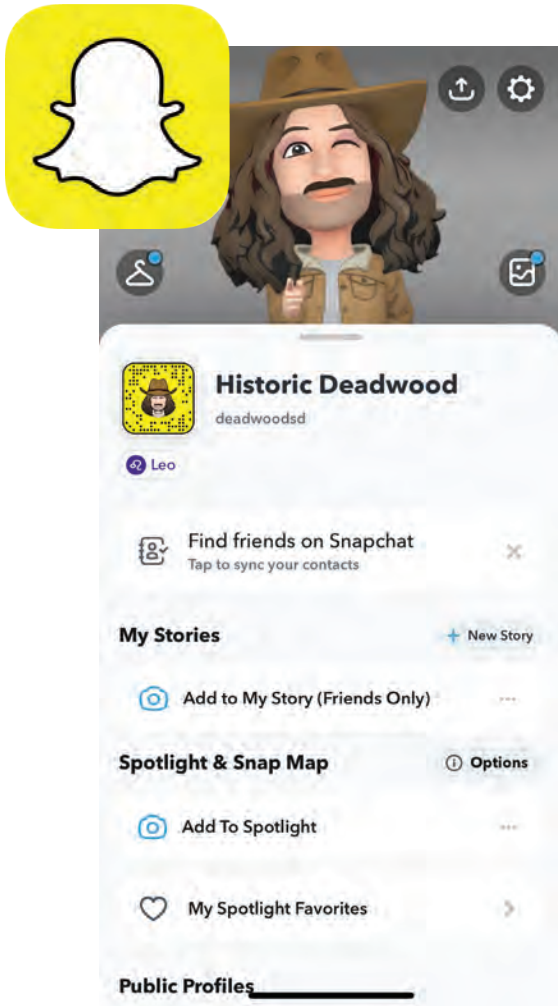
GOOGLE BUSINESS MANAGEMENT

The screenshot displays the Google Business Profile Manager interface. At the top, the 'Google Business Profile Manager' logo is visible. Below it, the 'Businesses' section lists several profiles, each with a checkbox and an upward arrow icon. The listed businesses are: 'Business', 'Broken Boot Gold Mine' (located at 1200 Pioneer Way, Deadwood, South Dakota 57732), 'Days of '76 Event Complex & Rodeo Grounds' (located at 76th Dr, Deadwood, SD 57732), 'Deadwood Chamber of Commerce' (located at 501 Main Street, Deadwood, SD 57732), 'Deadwood History & Information Center' (located at 3 Siever Street, Deadwood, SD 57732), and 'Deadwood Welcome Center' (located at 501 Lower Main Street, Deadwood, SD 57732). Each entry is separated by a horizontal line.

SNAPCHAT & TIKTOK MANAGEMENT

TikTok: @HistoricDeadwood and @DeadwoodChamber

SnapChat: @DeadwoodSD



ANNUAL PROJECTS & PARTNER PROGRAMS



PRINT COLLATERAL

Deadwood Visitor Guide 2023



Deadwood Visitor Guide 2024



LEARN ABOUT THE OLD WEST IN DEADWOOD

Deadwood was born in 1876, when a rush of gold miners and fortune seekers descended on the Northern Black Hills in the hopes of making a better life for themselves. The town was practically lawless in those early years, and the men and women who first came to Deadwood were people of fortitude and strength - folks who didn't mind a little struggle on the road to fame and fortune.

These folks were responsible for a number of lasting legends. The dime novel exploits of **Wild Bill, Calamity Jane, Deadwood Dick** and other heroes captivated the turn-of-the-20th-century America. In many ways they still define modern Deadwood.

That means that when you visit Deadwood, you're diving head-first into living history. You don't have to pore over old records or listen to lectures to know what Deadwood was like 148 years ago - though you can. Just walk the brick-paved streets, and you'll immerse yourself in continental America's last great gold rush.

Want to learn more? There are plenty of ways to put yourself in Deadwood's Wild West past.

ADAMS MUSEUM

The oldest history museum in the Black Hills, the **Adams Museum** at 54 Sherman Street originally had a Victorian cabinet-of-curiosities philosophy: collect anything that looks cool and put it in a glass case. The museum still has an eclectic collection, including a one-of-a-kind plesiosaur fossil, Potomac Creek Johnny's massive gold nugget, the mysterious Thoren Stone and a mining locomotive.

The recently renovated museum features modern displays that use artifacts to tell the important stories of Deadwood's past. The lower level's natural history exhibits are hands-on, perfect for kids. Ask about special programs and temporary exhibits. Open year-round.

HISTORIC ADAMS HOUSE

Built in 1892, the Queen Anne home at 22 Van Buren Street was occupied by some of Deadwood's most influential merchant families. Its furnishings, hand-painted canvas wall coverings, stained glass windows and 19th-century plumbing sat undisturbed for almost 60 years during the middle of the 20th century. Guided tours of the fully restored house are open April through October. Ask about special events such as musical performances and history lectures during the summer on the lawn.

BROTHEL TOURS

Deadwood's last houses of prostitution closed following a raid in 1940. Now, visitors are able to

DEADWOOD TIMELINE

1874 Col. George Armstrong Custer's expedition discovers gold on French Creek in the Southern Hills.

1876 A much richer gold deposit is discovered in Deadwood Gulch. The town of Custer is abandoned and miners stream north to stake claims.

1876 Deadwood becomes an official town, although rough around the edges. Wild Bill Hickok is gunned down, and the Manuel brothers strike gold near present-day Lead.

1877 Mining mogul George Hearst buys the Manuel brothers' claim for \$70,000 and establishes the Homestake Mining Co. It would operate for 126 years.

1879 Fire rages through the city, destroying buildings and leaving 2,000 people homeless.

1890 The Fremont, Elkhorn & Missouri Valley Railroad begins passenger service to Deadwood.

1904 The Franklin Hotel opens; Calamity Jane dies.

1906 The Homestake Siline Plant (now the Deadwood Mountain Group) is constructed.

1908 The Lawrence County Courthouse is completed.

8

2024 - 2025 DEADWOOD VISITOR GUIDE

WWW.DEADWOOD.COM

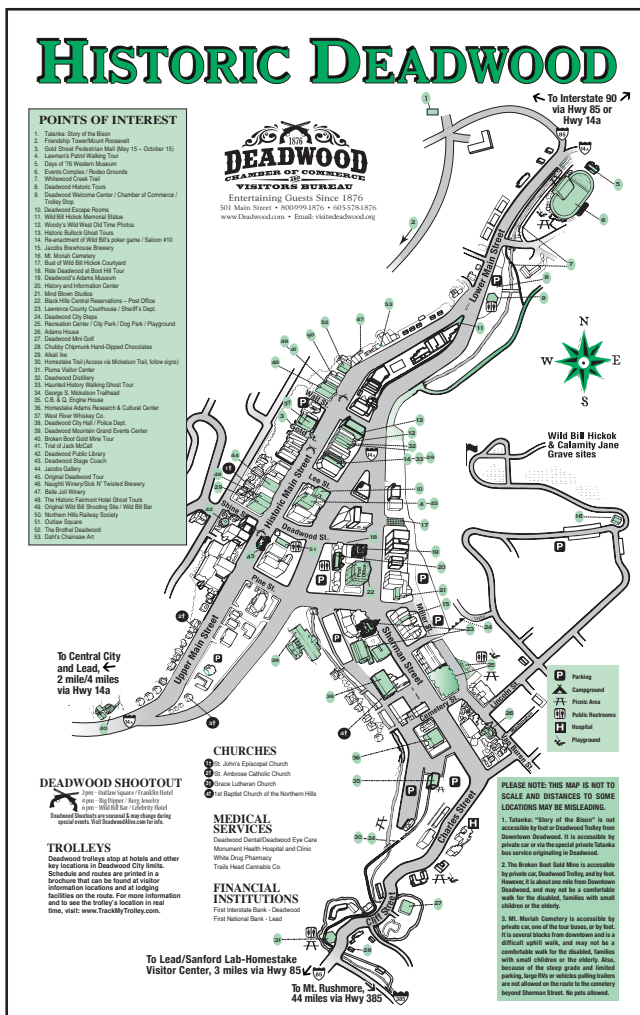
9

PRINT COLLATERAL

Deadwood Coupon Books - 2024



Attraction Map - 2023 to early 2024



An updated full-color attraction map for 2024 is in development.

The new map will have historic attractions highlighted in a specific color.

TRAVEL SHOWS - CONSUMER & TRADE

ABA - February 2023 (Trade)

NTA Contact - March 2023 (Trade)

Minneapolis Northwest Sports Show – March 2023 (Consumer)

University of Wyoming Tailgate Booth - Fall 2023 (Consumer)

NTA November 2023 (Trade)

ABA – January 2024 (Trade)

Dallas TX Adventure Sports Show - March 2024 (Trade & Consumer)

NTA Contact May 2024 (Trade)

PARTNERS (Funding)

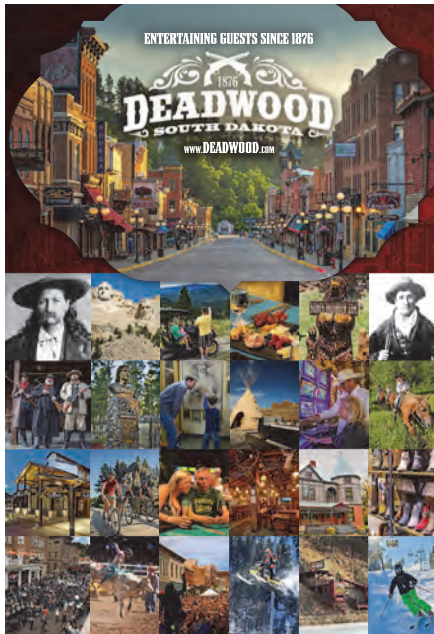
- Deadwood Chamber of Commerce & Visitors Bureau
- Bid 8
- Bed & Booze
- Historic Preservation (University of WY + Collateral/Promotional Materials at shows)
- Local Business Partners: Saloon #10, Deadwood Mountain Grand, The Lodge at Deadwood, Silverado/Franklin, Sanford Lab Homestake Visitor Center, Deadwood Gulch Resort and BH Badlands Tourism Association



Dallas, TX



TRAVEL SHOWS - CONSUMER & TRADE



HISTORY, RECREATION, GAMING, ENTERTAINMENT.

- One of the largest historic restoration projects in the USA - Deadwood is a National Historic Landmark
- Over 1,700 hotel rooms
- Casino Gambling: table games, slots, sportsbooks at locations throughout town
- 40+ restaurants, casual & fine dining
- Adams Museum, Adams House, Days of '76 Museum, The Brothel all with group pricing
- Live Entertainment
- Year-round events
- Recreation for all seasons
- Unique shopping
- Free daily living history presentations (Mon-Sat)
- Great motorcycle parking
- Welcome packets with coupon booklet

UNIQUE DEADWOOD EXPERIENCES

- Ride the Mickelson, one of the Top 10 "rails-to-trails" in the U.S. You can rent your ride and jump on the trail in Deadwood. Choose from a traditional bike or e-bike, and see more on an e-bike.
- Visit The Brothel, Deadwood. You'll learn the stories of "working women" in the Old West and how they impacted Deadwood until 1900 when a federal raid closed the illegal establishments after 10 years of operation.
- Have a "spooky" experience by taking a ghost tour or booking a paranormal investigation.
- Get a taste of Deadwood, literally. Choose samples from a variety of locally and regionally made adult beverages including beer, wine, whiskey and moonshine.
- *That's not all! Contact us to learn about more uniquely-Deadwood options.

DEADWOOD ATTRACTIONS & ACTIVITIES

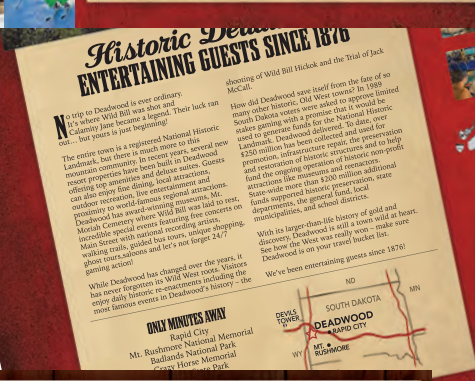
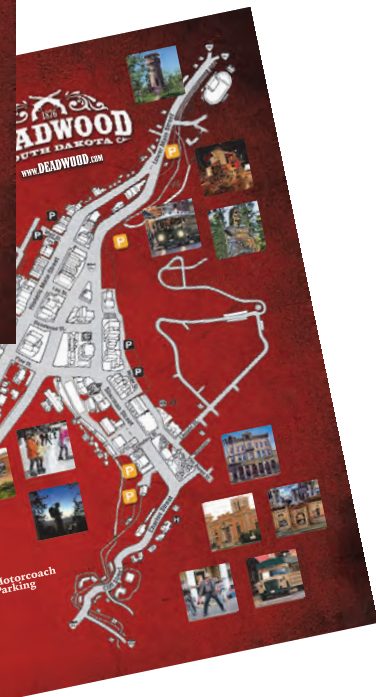
- Day Spas & Salons
- ATV, hiking & biking trails
- Broken Rock Gold Mine
- Specialty Treats & Baked Goods
- Deadwood Mini Golf
- Deadwood Trolley
- Escape Rooms
- Full litage sonic drives & hikes
- Urban Trail System
- Ghost Tours
- Gold panning
- Guided Deadwood tours
- Guided horseback and trail rides
- Historic Adams House
- Historic Adams Museum
- Mount Moriah Cemetery
- Narrated Stagecoach Tours
- Old time photos
- Retail shopping
- Saloon 419
- Scott Jacob's Gallery
- Showcases on Main Street
- Trial of Jack McCall
- The Brothel, Deadwood
- Wild Bill Bar - Tour the historic site of Wild Bill Hickok's murder.
- Guided Walking Tours
- Wine, Whiskey, Moonshine & Beer Tastings
- Welcome Center with public restrooms & large parking spaces
- NEW! Landmark Casino
- NEW! Rockstone Casino
- NEW! Stop-on-Guide

AVAILABLE MARKETING TOOLS

- Visitor Guides & Coupon Books
- Brochures
- Maps
- Videos
- Promotional Items
- High Resolution Imagery
- Industry Resources at www.PlanDeadwood.com

DAWN BURNS
DIRECTOR OF SALES
DEADWOOD CHAMBER OF COMMERCE & VISITORS BUREAU
501 34 Historic Main Street
Deadwood, SD 57732
DAWN@DEADWOOD.ORG
WWW.DEADWOOD.COM - 1-800-999-1876

Profile Sheet



Historic Deadwood ENTERTAINING GUESTS SINCE 1876

NAMED "TOP TRUE WEST TOWN" BY TRUE WEST MAGAZINE!

HISTORIC DEADWOOD has award-winning museums & attractions, Mt Moriah Cemetery where Wild Bill and Calamity Jane were laid to rest, incredible special events, walking trails, guided tours, unique retail shops, fine dining and spas - and let's not forget 24/7 gaming action, including sports betting! This National Historic Landmark is a mountain resort town that offers Old West History and new modern luxuries, including more than 1,700 hotel rooms.

BOOTH #2105: Ask about our lodging, dining, shopping, events and attractions!

For more information go to PlanDeadwood.com.
Dawn@Deadwood.org
1-800-999-1876 • www.DEADWOOD.COM



NTA TrexPress Daily Sheets

NTA Contact Program

Historic Deadwood

ENTERTAINING SINCE 1876

Historic Deadwood has award-winning museums & attractions, Mount Moriah Cemetery where Wild Bill and Calamity Jane were laid to rest, incredible special events, walking trails, guided tours, unique retail shops, fine dining and spas - and let's not forget 24/7 gaming action, including sports betting! This National Historic Landmark is a mountain resort town that offers Old West History and new modern luxuries, including more than 1,700 hotel rooms.

1-800-999-1876 | www.Deadwood.com
clara@deadwood.org | www.PlanDeadwood.com

2023-2024 GOLD RUSH GIVEAWAY "LEAD GENERATION"

BENEFITS

- Gather physical addresses and email addresses from a qualified audience
 - Addresses added to visitor email list
 - Used to generate customer lists and lookalike audiences (social ads)
- Generates visits to Deadwood.com and in return remarketing

18,812 Contacts Generated from 50 states, Guam, USVI, D.C. and Canada

Largest amount of entries in order:

SD, MN, ND, NE, WY, MT, IA, CO, WI, CA, FL, TX

STATIC GIVEAWAY - TEXT OPTIONS

Head: Gold Rush Giveaway

The best way to do Deadwood? On the house! Enter our Gold Rush Giveaway for a chance to win an all-inclusive getaway for two.

Link Description: You deserve an adventure.

CTA: Learn More

GIVEAWAY - PRIZE PACKAGE

ENTER FOR A CHANCE TO WIN A DEADWOOD GETAWAY FOR TWO!

Feeling lucky? Enter today for your chance to win an all-inclusive, all-out-awesome Deadwood getaway. You'll have adventures as you explore the streets of an Old West town. Take a look below to see everything that's up for grabs:

Giveaway Package:

*must be 21

- Two night stay for two people in a Deadwood hotel (valid March 18-December 30, 2024 - some blackout dates may apply)
- Two passes into Deadwood museums and attractions (Adams Museum, Days of '76 Museum, and Brothel Museum)
- \$550 Deadwood Gold Bucks Gift Card valid at over 30 locations (cannot be used for gambling)
- Deadwood swag
- Deadwood coupon book

Value: Up to \$1,300



#WildBillMe - COLLECT SELFIES. WIN PRIZES.

2017-2023 Participants: 2,296

DIGITAL AD



NEW PRIZE in 2024
Deadwood "treasure" pouch
with custom gold coins that
say "Deadwood
South Dakota 1876
National Historic
Landmark"



RACK CARD



Grab Your Camera and
FIRE AWAY!

(Sorry, Bill)

Wild Bill Hickok remains Deadwood's most famous resident, even though he was only in town a few short weeks – and he's been dead since 1876. You'll find his likeness all over Historic Deadwood – reenactors, photos, paintings, statues, signs, life-size cutouts and more.

Now you can explore that history through a fun game! #WildBillMe is a selfie treasure hunt in Historic Deadwood (and the surrounding area). Find Bill (any likeness will do) and take a selfie with him.

CLAIM YOUR PRIZE

Bring your phone or camera into one of Deadwood's Visitor Centers (501 Main Street or 3 Siever Street) and show us your #WildBillMe selfie collection.

10 selfies wins a #WildBillMe sticker; 15 and you'll get a magnet; 25 Wild Bills and we'll add pouch of Deadwood gold coins (chocolate), to the first two prizes.

You can only count each Bill once, but trust us, it won't be that hard. Bill is EVERYWHERE in Deadwood, you just need to explore a little to find him!



Program managed by:



Sponsored in part by:



For more information visit WildBillMe.com

PRIZES - Magnet & Sticker



PASTPORT PROGRAM: Memorial Weekend - Late September

PARTNERS

- Deadwood Chamber of Commerce & Visitors Bureau
- Mt. Moriah Cemetery/Historic Preservation
- Deadwood History Inc: Adams House, Adams Museum, Days of '76 Museum
- Broken Boot Gold Mine
- Deadwood Alive/Trial of Jack McCall
- Deadwood Trolley

Booklet/
Trolley
Vouchers



Poster



INSTRUCTIONS

PastPort Participants can ride the trolley for free to participating attractions on the trolley route between 8 a.m. and 6:30 p.m. Tear out the trolley pass for the corresponding attraction and present it to the driver when you board.

ADAMS MUSEUM • BROKEN BOOT GOLD MINE • DAYS OF '76 MUSEUM
DEADWOOD VISITOR INFORMATION LOCATIONS • DEADWOOD TROLLEY
HISTORIC ADAMS HOUSE • MOUNT MORIAH CEMETERY • TRIAL OF JACK MCCALL

Bring home a free special edition Chubby Chipmunk Chocolate bar or historic playing cards just for exploring Deadwood!

STEP 1

Use this PastPort card to collect stamps from any SIX of the participating attractions on the list above.
Admission fees apply. Two complimentary locations are pre-stamped.

STEP 2

Tear out the trolley pass for the corresponding attraction and present it to the driver when you board.

STEP 3

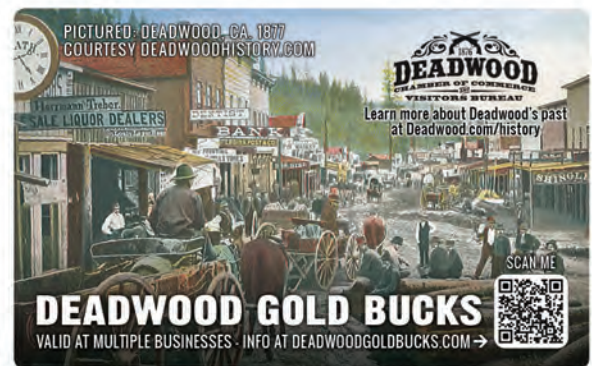
Detach the entry form on the back page and give it to a staff member at a Deadwood visitor information location at 3 Siever Street or 501 Main Street.
For full details see Deadwood PastPort displays at participating locations.

DEADWOOD GOLD BUCKS:

Deadwood Gold Bucks are citywide gift cards redeemable at many local businesses in and around Deadwood. Gold Bucks can be used for shopping, dining, attractions and lodging at participating locations. **GOLD BUCKS CAN NOT BE USED FOR GAMING.** Gold Bucks are issued in denomination amount you prefer and can be purchased at the Deadwood Chamber of Commerce. Businesses are reimbursed 100% of face value. **In 2023, with the support of Deadwood Historic Preservation this program transitioned to a credit card based system.**

PARTNERS

- Deadwood Chamber of Commerce & Visitors Bureau
- Historic Preservation



Gold Bucks Participating Locations

- 1889 Inn
- Adams Museum
- Beef Jerky Experience
- Berg Jewelry & Gifts Black Hills Gold and Diamonds
- Best Brews at Tin Lizzie Gaming Resort
- Bloody Nose Saloon
- Boston's Restaurant & Sports Bar at Deadwood Gulch Resort
- Bullock Hotel Gift Shop
- Bully's Restaurant at the Bullock
- Cadillac Jack's Gift Shop
- Cadillac Jack's® Gaming Resort
- Cadillac Jacks Casino Bar
- Casino Bar at The Lodge at Deadwood
- Celebrity Bar
- Charlie Utter Theatre at Saloon #10
- Chubby Chipmunk Hand-Dipped Chocolates
- Dakota Sky Stone
- Dales Sports Bar & Grill at Deadwood Mountain Grand
- Days of '76 Museum
- Deadwood Badlands & Brothel Bar
- Deadwood Day Spa
- Deadwood Distilling Company
- Deadwood Escape Rooms
- Deadwood Eyecare
- Deadwood Gulch Resort
- Deadwood Harley-Davidson
- Deadwood History & Information Center
- Deadwood Social Club
- Deadwood Tobacco Co. and Cigar Bar
- Deadwood Welcome Center
- DoubleTree by Hilton Deadwood at Cadillac Jack's Gaming Resort
- Earl of Sandwich at Cadillac Jack's Gaming Resort
- Event Center Bar at Deadwood Mountain Grand
- First Deadwood Cottages
- First Gold Gaming Resort (Bar)
- First Gold Players Club
- FLYT Steakhouse at Cadillac Jack's Gaming Resort
- Fog N' Droz
- Four Points by Sheraton Deadwood at Tin Lizzie Gaming Resort
- Four Points Market at Tin Lizzie Gaming Resort
- Gold Country Inn
- Gold Dust (Bar #1)
- Gold Dust C-Store
- Gold Dust Casino Bar #2
- Hampton Inn Deadwood at Tin Lizzie Gaming Resort
- Happy Days Gift Shop
- Historic Adams House
- Historic Bullock Hotel
- Historic Franklin Hotel
- Holiday Inn Express & Suites Deadwood-Gold Dust Casino
- Holiday Inn Resort at Deadwood Mountain Grand
- Horseshoe Restaurant at First Gold Gaming Resort
- Hotel By Gold Dust
- Iron Horse Inn
- Jakes Fine Dining at the Midnight Star
- Legends Steakhouse at the Historic Franklin
- Lil's at the Midnight Star
- Lizzie Burgers at Tin Lizzie Gaming Resort
- Lou Lou's Bombdiggities Pasties & Coffee Shop
- Madame Peacock's
- Made Market at Cadillac Jack's Gaming Resort
- Main St. Espresso
- Marco's Pizza at Cadillac Jack's Gaming Resort
- Mavericks Steak & Cocktails at the Gold Dust
- Miss kitty's Mercantile
- Mustang Sally's
- Old Time Photos Woody's Wild
- Oyster Bay and A&B Pizza
- Paddy O'Neill's Irish Pub & Grill at Tin Lizzie Gaming Resort
- Pam's Purple Door
- Pink Door Boutique
- Players Club at Deadwood Mountain Grand
- Pump House at Mind Blown Studio
- Rocksino by Hard Rock Deadwood
- Rocksino by Hard Rock Deadwood Gift Shop
- Saloon #10 Bar
- Saloon #10 Gift Shop
- Seth's Celler at The Bullock
- Silverado Franklin Historic Hotel and Gaming Complex Bars
- Silverado Grand Buffet
- Snitches at Tin Lizzie Gaming Resort
- Spotlight Store and Box Office at Deadwood Mountain Grand
- SpringHill Suites by Marriott Deadwood at Cadillac Jack's
- Starbucks at Tin Lizzie Gaming Resort
- The Brothel Deadwood
- The Casino bar at Tin Lizzie
- The Celebrity Hotel
- The Lodge at Deadwood Gift Shop
- The Lodge at Deadwood Hotel
- The Midnight Star Bar
- Tin Lizzie Club House
- Travelodge By Wyndham at First Gold
- Travelodge By Wyndham Gift Shop at First Gold
- Tru by Hilton Deadwood at Cadillac Jack's Gaming Resort
- Twin-City Hardware, Lumber, Rental, & Office Supply
- VIP Bar at Event Center at Deadwood Mountain Grand
- West River Whiskey Co.

KID'S ACTIVITY SHEET:

Available for free at the Deadwood Welcome Center, History & Information Center and at businesses around town. Alternative front covers are available.

DEADWOOD WORD SEARCH

Calamity Jane
 Mount Moriah
 Jack McCall
 Deadwood
 Franklin

Seth Bullock
 Adams House
 Wild Bill
 Mining
 Gold Rush

John Perret
 Black Hills
 Homestead
 Outlaw
 Saloon

In 1876, Deadwood with its saloon girls, gambling and a whole lot of gunning, became the birthplace of the real Wild West.
 This Black Hills mining town is where Wild Bill's luck ran out and where men and women like Seth Bullock, Calamity Jane, Poker Alice, Jack McCall, Al Swearengen, Potato Creek, Johnny and more carved their legends into the history books.
 Learn more about Deadwood's famous former citizens at the Adams Museum and Mount Moriah Cemetery. More information available at DeadwoodHistory.com.

SHOOTOUT!

SHOOTOUT! See a shootout based on historical events, live on Deadwood's Main Street Performances at 2pm, 4pm, and 6pm. Check out the full menueschedule at DeadwoodLive.com.

WILD BILL CONNECT THE DOTS

SUDOKU

4	6	5	3		
7	5	3	9	8	6
2	8	7	5	9	1
	2	4	6	1	3
		8			9
3	9				8

HISTORIC DEADWOOD ACTIVITY SHEET

The Historic Adams House Museum

The Historic Adams House was built in 1892 by Harris and Anna Franklin. Local contemporary press described the home as "the grandest house west of the Mississippi". Now it is a museum that displays the history and culture of two of Deadwood's most famous families. The Historic Adams House is one of the oldest and best historically preserved homes in Deadwood!

GET THE GOLD TO THE MINERCART!

Word Search answer key

DEADWOOD'S PIONEERS

Learn about the prospectors, miners, multi-millionaires, and madams who poured into the Black Hills in 1876, and how they arrived, at the Days of '76 Museum.

More information at DeadwoodHistory.com.

HISTORIC DEADWOOD ACTIVITY SHEET

Broken Boot Gold Mine

Eager to enter the uncharted frontier and become rich on the gold that was surely concealed in it, Chief Sam and James Nelson came to the Black Hills and dug a mine just outside Deadwood in 1876. Known simply as Sam's Mine, it produced about 15,000 ounces of gold for its two young owners over a period of 20 years - which wasn't very much. In fact, the men averaged only about 1.5 ounces of the yellow metal per day.

But gold wasn't the only reward Sam and James found in their mine. They also found plenty of iron pyrite, or fool's gold. Fortunately for the miners, iron pyrite was in demand. Since it could be used to make sulfuric acid, which was used in the processing of raw gold, the mine could get decent money for iron pyrite. Indeed, the mine made more profit from selling fool's gold than they did real gold.

But eventually even the iron pyrite wasn't enough to support the mine. It closed in 1904, only to reopen briefly in 1917. With World War I raging, demand rose high for iron and sulfur - crucial components of gunpowder - and Sam's Mine had enough to become profitable again. But when the war ended in 1918, so did the mine's luck on the hill.

HISTORIC DEADWOOD ACTIVITY SHEET

Saloon #10

Where it all started & where it all still happens!

Gold Masher during broad daylight in a boozier's saloon on a near hopeless gold claim - all keys in the pages of Deadwood's lore and tale just entered into the new world famous Saloon #10. Where Wild Bill Hickok met his demise and the scandal 400 covers the floor.

For more than a century, the Legendary Old Style Saloon No. 10 has defined the historic town of Deadwood. Thousands of artists and visitors grace the walls and ceiling. The focus of history lies in hundreds of historical photographs of Deadwood's most famous and infamous characters. It remains the "go to" experience for locals and visitors alike to step back into Deadwood's colorful past.

HISTORIC DEADWOOD ACTIVITY SHEET

Deadwood Post Office

Deadwood needed two courthouses to order and permanence in the early 1890s. The federal building opened in 1891 and activities in the county courthouse dated the next year. The United States Courthouse Court had met in Deadwood since the early gold rush days. In the new federal building, the courthouses occupied the second floor while the post office was on the first floor. The building served as the Lawrence County Courthouse until workers built the new courthouse.

HISTORIC DEADWOOD ACTIVITY SHEET

Deadwood History & Information Center

The Deadwood History and Information Center was built in 1987 by the Fremont, Elkhorn & Missouri Valley Railroad as their passenger depot. Today this historic building houses interactive and hands-on exhibits that help visitors understand aspects of Deadwood's past and an information center that, with its knowledgeable staff, can assist visitors in planning their Deadwood adventure. Open early year-round - 9:00 a.m. to 5:00 p.m. Public restrooms available.

Additional Deadwood information and exhibits are located at the Deadwood Welcome Center.

BLACK HILLS & BADLANDS STICKER TRAIL

**BLACK HILLS
& BADLANDS SD**
TOURISM ASSOCIATION

STICKER PROGRAM

PROGRAM GOALS

The goal of the BH&B Tourism Association Sticker Program is to strategically place keepsake stickers throughout the region that would coax visitors to stop at the various visitor centers and communities throughout the Black Hills and Badlands Region.

The program will encourage visitors to explore our region and collect stickers unique to the various communities.

Visitors will have access to a sticker map to help plan routes throughout the region to pick up their free sticker.



DETAILS

PARTNERS

The Sticker Program is currently limited to DMO, Cities, and CVBs.

COST

Qualifying partners will be placed on the sticker map created by BH&B free of charge. To qualify, partners must offer a free sticker for visitors at their location.

Printing expenses are paid by the partner. Parkbench Apparel has special pricing available for qualifying partners.

STICKER DESIGN

BH&B will design stickers for partners free of charge or partners can design their own stickers. We recommend a 2" round sticker (example above) to maintain a cohesive look and feel across all participating partners.



**FOR MORE INFORMATION CONTACT ARA BAUMSTARK: ARA@
OR MICHELLE THOMSON: MICHELLE@BLACKHILL**

605.355.3600 • BlackHillsBadlands.com | 1851 Discovery Circ

PROMOTION

BH&B will be advertising the program in three main ways:

- Web/Social campaign through Facebook, Instagram, and targeted display ads.
- Display ad in the Black Hills & Badlands Vacation Guide
- Promotion in the Black Hills Visitor Information Center

WATER BOTTLE & STICKER SHEET

The Black Hills Visitor Information Center will be selling an exclusive water bottle and regional National Park sticker sheet that will complement the program.

AVAILABLE STICKERS



WATER BOTTLE DESIGN



Deadwood's Sticker

PHOTO & VIDEO SHOOTS

FUNDED BY A DMO GRANT FROM THE STATE OF SOUTH DAKOTA

The Deadwood Chamber is using a multi-year grant to fund photo and video shoots at a variety of locations around Deadwood. These shoots feature Main Street, the Trolley, attractions and events. One of the most recent shoots featured the Days of '76 Museum and Adams Museum. Examples are pictured below and on some of the section intro pages in this report. These assets were shared with DHI.



DEADWOOD.COM GOOGLE MAPS

DEADWOOD
SOUTH DAKOTA

LOGGING - WHAT TO DO - EAT & DRINK - CASINOS - EVENTS - HISTORY - CHAMBER INFO - TRAVEL PROS - VISITOR SERVICES

ATTRactions

HOME > WHAT TO DO > ATTRactions > HISTORIC ADAMS HOUSE

WHAT TO DO

- ARTS & ENTERTAINMENT
- ATTRactions
- BIKES
- BREWERIES & WINERIES
- CASINOS
- EXPERIENTIAL TOURS
- PASTPORT: HISTORY
- PUBLICATIONS & DISCOUNTS
- RECREATION
- SHOPPING
- SPAS
- TOURS
- WINTER RECREATION

SEARCH DEADWOOD ATTRactions

Start Date:

SEARCH

SHOW ALL RESULTS/REFINE

HISTORIC ADAMS HOUSE

1-505-578-3724

[VIEW WEBSITE](#)



The Historic Adams House was built in 1892 by Deadwood pioneers Harris and Anna Franklin. Local contemporary press described the home as "the grandest house west of the Mississippi". The elegant Queen Anne-style house heralded a wealthy and socially prominent new age for Deadwood, a former rough and tumble gold mining town.

Influential business leaders of Deadwood often gathered for dinner in the Adams House dining room to enjoy an evening meal and discuss the day's current events. Guests would be treated to fine dining on a table set with monogrammed silverware, 18-karat gold charger plates, and crystal wine glasses. The food was superior, the room was opulent, and the conversations were lively. It was a grand way to pass the evening.

It has been said the parlor was the most important room in any Victorian home. The parlor at the Historic Adams House was no exception. With a cozy fireplace, a beautifully sturdy upright piano, and a Victrola that played all genres of recordings, the parlor assured that guests were surrounded by the best when they called upon the occupants of this lovely home.

Christmas Tours of the Historic Adams House: November 24-26, December 1-3, 8-10, and 15-17. The historic home will be elegantly dressed during the Christmas season. The open house-style tour will take place from 1:00 p.m. to 5:00 p.m. A kid-friendly scavenger hunt with a prize will be available for children. Unique gifts are available for purchase in the Adams House Gift Shop. Tickets are \$8 for members and \$12 for non-members, \$5 for children 6-12, and free to children 5 and under. General admission tickets can be purchased online at [DeadwoodHistory.com](#) or at the door. For more information please call 605-722-4800.

Hours of Operation

October & April: 10:00 a.m. to 4:00 p.m., Tuesday through Saturday. Last tour at 4:00 p.m., Tuesday - Saturday.

November through March: Closed, but will be open for Christmas Tours in December and group tours with advance reservations.

May through September: Open daily from 9:00 a.m. to 4:00 p.m. with the last tour at 4:00 p.m.



22 Van Buren
Deadwood, SD 57732

PHOTO GALLERY

GOOGLE API OVERAGES

ALL BUSINESSES ON DEADWOOD.COM HAVE A GOOGLE MAP SHOWING THEIR LOCATION. THIS FUNCTIONALITY IS BILLED BASED ON WEB TRAFFIC TO PAGES WITH MAPS ON DEADWOOD.COM.



BLACK HILLS & BADLANDS VISITOR CENTER

Black Hills & Badlands VIC Custom Display Panel

Walk in the Footsteps of Wild West Legends

Deadwood was born in 1876, when a rush of gold miners and fortune seekers descended on the Black Hills. The town was practically lawless in those early years, and the men and women who first came to Deadwood were people of fortitude and strength. The folks that didn't mind a little struggle on the road to fame and fortune became the legends you've heard of: Wild Bill Hickok, Calamity Jane and Seth Bullock.

Historic Highlights

- Three Unique Museums • Self-Guided Walking Tour • Stagecoach Rides • Trial of Jack McCall
- Research & Cultural Center • Bus Tours • Mt. Moriah Cemetery • Renactments & Shootouts
- Broken Boot Gold Mine Tours & Gold Panning • Experiential Tours • Ask about the PastPort!

Deadwood.com • 1-800-999-1876

Entertaining Guests Since 1876

Deadwood has always been a place for fun, no matter how you define it. That's even more true today. Our gaming halls, saloons, live entertainment and year-round events make us a must-see destination. History buffs love our museums, restored architecture and Wild West re-enactors. And having the Black Hills as our backyard makes us a must-visit for all outdoor enthusiasts.

Deadwood.com • 1-800-999-1876

Includes display space for 1 magazine and two rack cards:



2023-2024





ADDITIONAL CREATIVE EXAMPLES



Examples with these two logos indicates creative used in the co-op marketing program where the Department of Tourism is matching our dollars.

VIDEO & AUDIO SPOTS - 2023 & 2024

Visit www.DeadwoodMarketing.com to view this creative.

- 2024 Peak General Visitor Video Spot with Museums - :15 Seconds
- 2024 Peak General Visitor Video Spot with Museums - :30 Seconds
- 2024 Peak General Visitor Video Spot - :15 Seconds
- 2024 Peak General Visitor Video Spot - :30 Seconds
- 2023-2024 Winter Rec Video Spot – :30 Seconds
- 2023-2024 Winter Rec Video Spot – :15 Seconds
- 2024 Fall General Visitor Video Spot – :30 Seconds
- 2024 Fall General Visitor Video Spot – :15 Seconds
- 2024 Fall Gaming Video Spot – :30 Seconds
- 2024 Fall Gaming Video Spot – :15 Seconds
- 2023 Peak Gaming Video Spot - :15 Seconds
- 2023 Peak General Visitor Video Spot - :15 Seconds
- 2023 Peak Gaming Video Spot - :30 Seconds
- 2023 Peak General Visitor Video Spot - :30 Seconds
- 2023 Peak General Visitor Audio Spot - :30
- 2023 Peak Gaming Audio Spot - :30



Video - Shoulder Media 2024

Broadcast/Cable + Social Media + Digital
Trip Advisor/Online Travel Agency

:30 script

So... you wanna squeeze in one more trip.
To follow your curiosity.
To wander into wonder.
Because as the weather gets cooler, sunsets get warmer
Where changing seasons inspire changing perspectives,
Less daylight means more nightlife,
And crisper air brings sharper focus
To a view that's just for you.
So, go ahead.
Deadwood is waiting.
There's so much South Dakota,
So little time.

:15 script

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Video Screen Shots



Video - Shoulder Media 2024

Broadcast/Cable + Social Media + Digital
Trip Advisor/Online Travel Agency

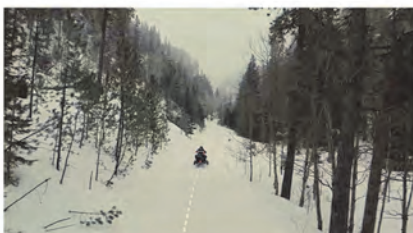
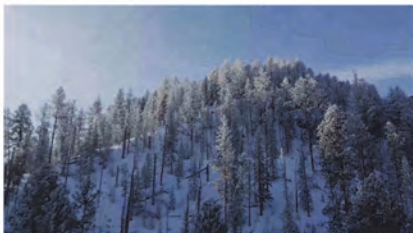
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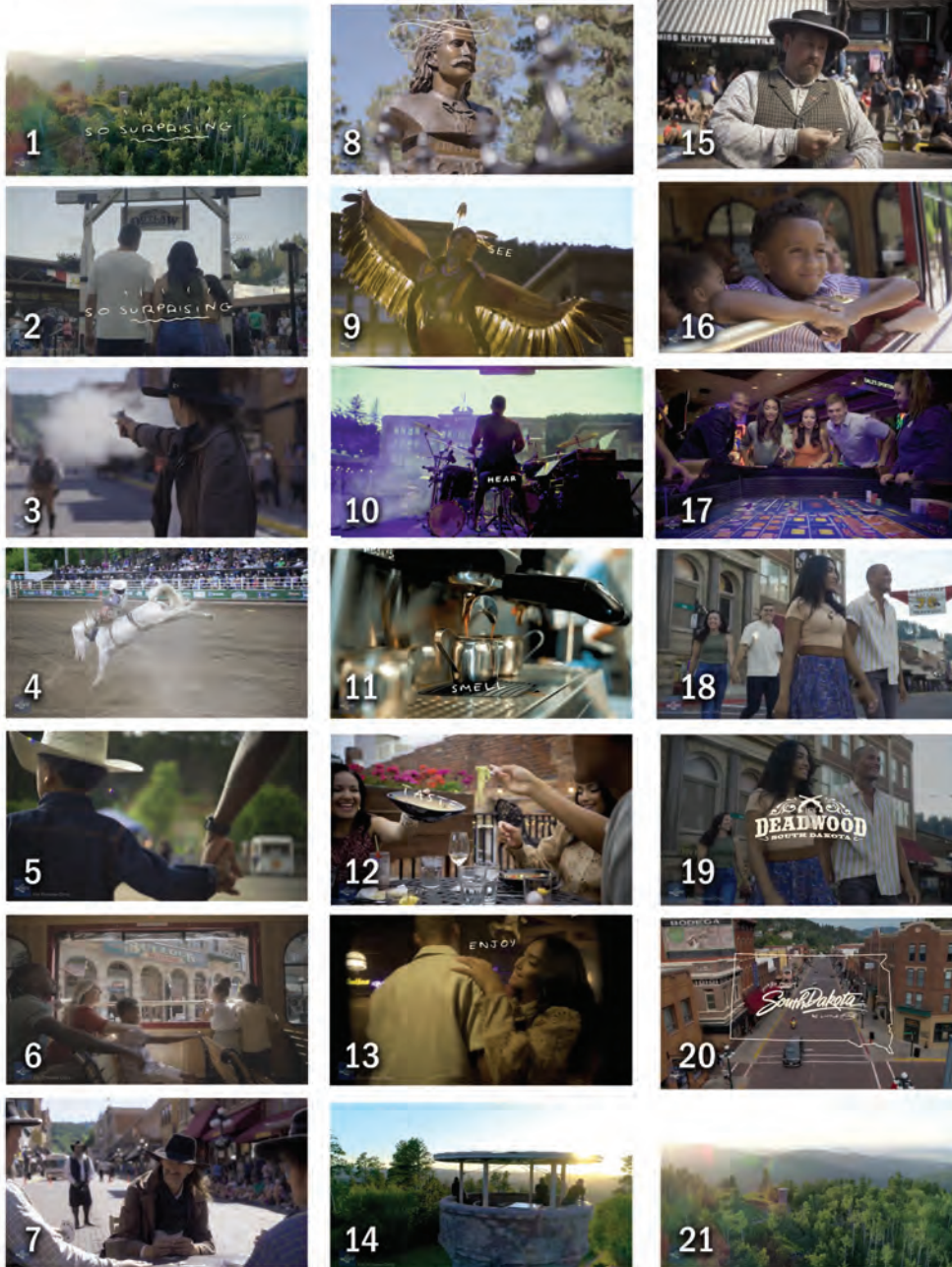
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Video Screen Shots



VIDEO

DIGITAL, SOCIAL MEDIA/FACEBOOK, SOJERN, CABLE TV, PROGRAMMTIC OLV/CTV



SCRIPT :30 - Screen shots from :30 version

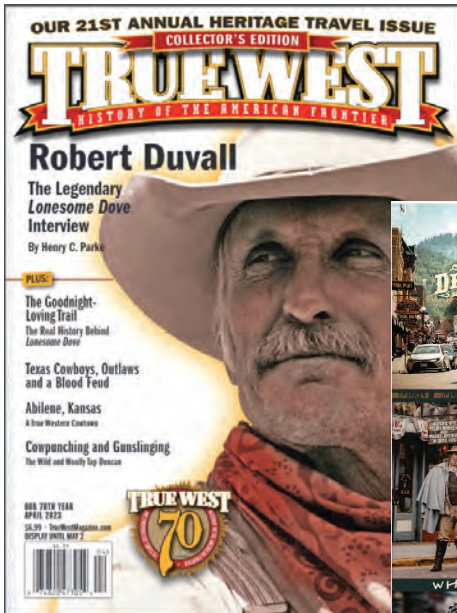
So surprising.
 So not flat. So not just that.
 So untamed. So much historical fame.
 So not what you expected.
 So much to see, hear, smell, taste, enjoy.
 So out there.
 Yet so close.
 So pack your bags. Fill the tank. Hit the road. Strike gold.
 Deadwood is waiting.
 There's so much South Dakota.
 So little time.

SCRIPT :15

So surprising.
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 So much historical fame.
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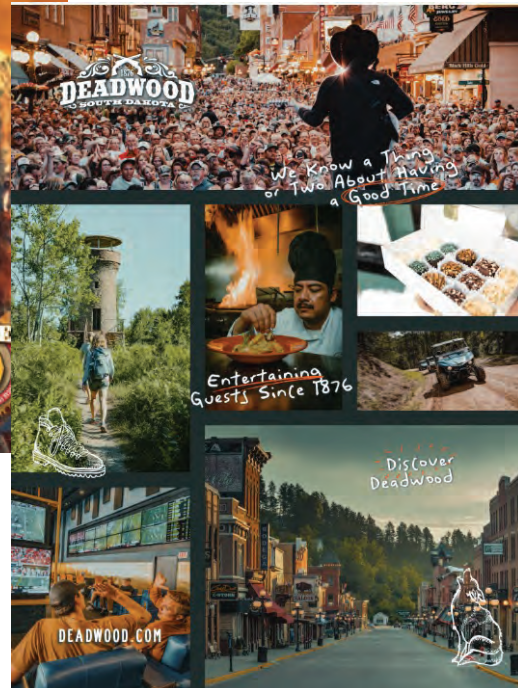
PRINT - 2023 & 2024 - TRUE WEST MAGAZINE



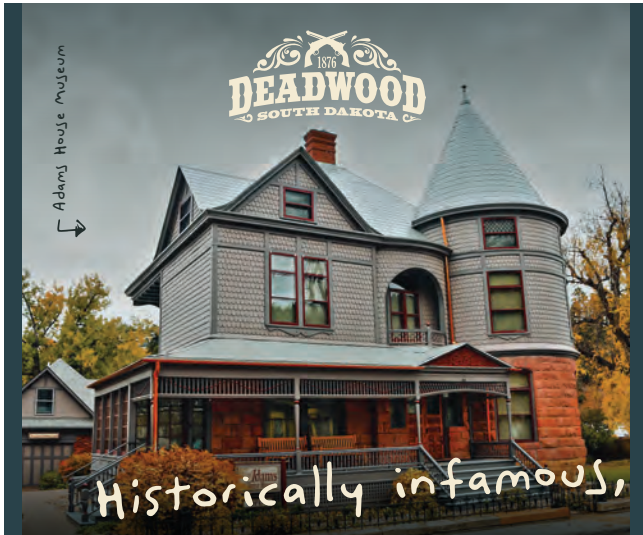
April 2023
Page 105



July/August 2023
Back Cover *Free Upgrade!



120,000 Print Impressions



September/October 2023

November/December 2023



April 2024



PRINT - 2023 & 2024

South Dakota Visitor Guide & Destination Deadwood 2024

1.800.344.8826
WWW.DEADWOOD.COM
Free Visitor Guide
DEADWOODVISITORGUIDE.COM

1876
DEADWOOD
SOUTH DAKOTA

EXPERIENCE HISTORIC DEADWOOD



Year-Round Events

Deadwood is home to many annual free city-wide events in addition to free entertainment at Outlaw Square, including live music, movie night, glide skating, ice bumper cars and other family-friendly activities.

Info at OutlawSquare.com



Mount Moriah Cemetery

Final resting place of Wild Bill Hickok, Calamity Jane, Seth Bullock and many others.

Cemetery Open Year-Round
Ticket Booth Open 8am-9pm from May - October



Stagecoach Rides

The Deadwood Stagecoach is one of the most recognizable Old West icons in existence. Immerse yourself in history and take a ride through historic Deadwood.

DeadwoodAlive.com
May - September
(Weather Permitting)



Broken Boot Gold Mine

Tour a historic underground gold mine & pan for gold.

BrokenBootGoldMine.com
Memorial Day Weekend - Labor Day

Call for info and availability
605-578-9997



Deadwood History

Uncover Deadwood's past at the Adams Museum, the Brothel Deadwood, Days of '76 Museum, and the Historic Adams House.

DeadwoodHistory.com



Deadwood Alive!

Street theater at its best: Main Street shootouts and the capture and trial of Jack McCall.

Check website for schedule
DeadwoodAlive.com
Summer 2024

UNTAMED SINCE 1876

Make history and stay in Historic Deadwood during your South Dakota vacation. Spend a few days touring the historic town's famous attractions and enjoying live entertainment, events, outdoor recreation and a hopping nightlife. Then, branch out to nearby national and state parks, monuments, memorials and attractions.

Ask about the **DEADWOOD BASE CAMP ITINERARY & PACKAGE**, starting at four nights, three days.

GAMING PACKAGES are also available starting at **\$169 PER PERSON** in peak season and **\$89 PER PERSON** off peak (double occupancy).

More packages & lodging deals can be found on DEADWOOD.COM or call **800-344-8826**.

1.800.344.8826
WWW.DEADWOOD.COM
Free Visitor Guide
DEADWOODVISITORGUIDE.COM

1876
DEADWOOD
SOUTH DAKOTA

EXPERIENCE HISTORIC DEADWOOD



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Info at OutlawSquare.com



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Final resting place of Wild Bill Hickok, Calamity Jane, Seth Bullock and many others.

Cemetery Open Year-Round
Ticket Booth Open 8am-9pm from May - October

DeadwoodAlive.com
May - September
(Weather Permitting)



STAGECOACH RIDES

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DeadwoodAlive.com
May - September
(Weather Permitting)



BROKEN BOOT GOLD MINE

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BrokenBootGoldMine.com
Memorial Day Weekend - Labor Day

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DEADWOOD ALIVE!

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ENTERTAINING GUEST SINCE 1876


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Legislative Handbook 2024



1876
DEADWOOD
SOUTH DAKOTA

THE LOCAL AND STATEWIDE
IMPACT OF
DEADWOOD GAMING

Providing over \$200 million in
statewide funding since November 1989.

South Dakota Tourism
South Dakota General Fund
South Dakota Commission on Gaming
South Dakota Historical Preservation
Department of Human Services
Lawrence County
Lawrence County School Districts
Lawrence County Municipalities

Making a positive impact,
locally and statewide, for over 34 years!

Empire Lifestyle Magazine (Michels Publication, East River, South Dakota) - February 2024

Learn - Shop - Play on your Black Hills Winter Getaway

By: Lauren Johnson



Adams Museum
Photo By: Brittany Schoenfelder



J.B. Haggin at the Adams Museum
Photo By: Deadwood History Inc.



Brothel Deadwood
Photo By: Travel South Dakota

Whether you come to play the casinos, shop local boutiques, soak up some history, or enjoy winter sports, Deadwood and the Black Hills offer a spectacular winter getaway for adults and kids alike.

Deadwood History, Inc. brings the legendary history of Deadwood to life at five unique properties, four of which are open year-round. The museums in Deadwood are not a one-and-done attraction—they are constantly evolving with new artifacts and exhibits and would be a memorable highlight to add to your winter travel plans.

The **Adams Museum** is the oldest history museum in the Black Hills, and the main floor has undergone a 90% remodel in the past seven months. Highlights include:

- Deadwood or Bust, featuring a five-minute video of the Deadwood fire of 1873, and a Deadwood Then and Now display of historic photos comparing Deadwood in 1898 to today.
- Legends of Deadwood, featuring well-known characters such as Wild Bill Hickok and Calamity Jane as well as other legends like Tootsie the Coyote, Lucretia Marchbanks, Fee Lee Wong, Madam Dora DuFran, and Potato Creek Johnny.
- Risky Business, featuring expanded exhibits with new artifacts that detail the vice in Deadwood's rich history, including gambling, alcohol, prostitution, and crime.
- J.B. Haggin, featuring the first engine in the Black Hills and the backstory of this important locomotive and how it arrived in Lead in 1879 and came to be on display at the Adams Museum.
- An 800 pound stampmill is on display, which describes its crushing power and how it changed the mining industry by January 1878.

The **Brothel Deadwood** was recently launched with guided tours of the Shasta Rooms or Beige Door at 610 Main Street on the second floor. The tours focus on the interpretation of the century-long history of the brothels in Deadwood, but does not attempt to glamorize, approve,



Days of '76 Museum
Photo By: Deadwood History Inc.



Madame Peacocks
Photo By: Deadwood.com



Snowmobiling at Terry Peak
Photo By: Travel South Dakota



Downhill Skiing at Terry Peak
Photo By: Travel South Dakota

or condemn prostitution. Rather, it is exhibited as an integral part of Deadwood's unique history.

The **Days of '76 Museum** commemorates the history of the award-winning Days of '76 celebration and rodeo, featuring a stunning collection of American Indian artifacts, a historic firearms collection, and a vast working collection of wagons, carriages, and stagecoaches, including some that have not been on display since the opening of the museum in 2012.

The **Homestake Adams Research and Cultural Center** houses, preserves, and provides public access to one of the nation's largest collections of Black Hills archival materials dating from the 1870s to the present. Visitors can make an appointment to conduct research, browse through tens of thousands of historic photographs and view rare and unique historic documents.

Outdoor adventures and winter recreation abound in Deadwood among the beauty of the Black Hills, including downhill skiing and snowboarding at nearby Terry Peak, cross country skiing, snowmobiling, and showboating (visitors can borrow snowshoes for free at the Deadwood Welcome Center). There's even ice skating and bumper cars at Outlaw Square.

When the day's outdoor activities are finished, warm up and relax at one of Deadwood's restaurants, saloons, casinos, and retail stores. All are open year-round and are just a short walk or trolley ride away. Live entertainment is available in saloons, and concerts and comedy shows are showcased regularly at Deadwood Mountain Grand. Stop by and see The Landmark, one of Deadwood's newest casinos housed in a massive historic building on Sherman Street (opened November 2023). The Rocksino by Hard Rock also opened in 2023. It is the only Rocksino anywhere in the world.



Discover more at
www.deadwood.com and
www.deadwoodhistory.com
(605) 578-1876

Black Hills Visitor Magazine 2024



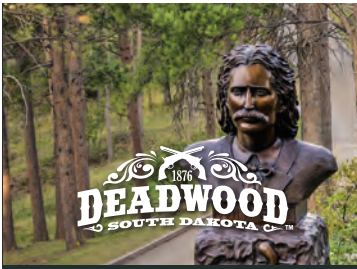
DEADWOOD. THE REAL WILD WEST.

The history of Deadwood is no gimmick. Explore a storied piece of frontier past when you visit museums and historic cemeteries, take a guided tour, ride on the stagecoach and watch a shootout reenacted on Main Street. Inside the historic store fronts you'll find gaming halls, shopping, dining, saloons and live entertainment.



Get Info & Deals at
www.Deadwood.com
1-800-344-8826

PRINT - 2023 & 2024



Vikings Yearbook
2023-2024
Season



UNTAMED
SINCE 1876.

It doesn't take much to imagine Deadwood as it was in 1876: real, raw, untamed and bursting at the seams with adventure. Today, Deadwood is the perfect place for a safe and memorable getaway. Visitors will have their choice of Wild West history and museums, day spas, shopping and resort hotels. Then, ante up in one of Deadwood's 24/7 casinos featuring slots, blackjack, poker, craps, roulette and sportsbooks. Enjoy live music, cold beverages and delicious delicacies in one of the town's many saloons and restaurants. And having the Black Hills as our backyard makes us a must-visit for outdoor enthusiasts, in all seasons.

CALL OR CLICK FOR DEALS AND INFO:
800-344-8826 • DEADWOOD.COM



Buffalo Chip
Gazette
Summer 2023

Historic Deadwood ENTERTAINING GUESTS SINCE 1876



RIDE INTO HISTORY ON THE STREETS OF HISTORIC DEADWOOD

Deadwood has Wild West history attractions; day spas, fine dining, shopping, resort hotels and outdoor adventures. Ante up in one of Deadwood's 24/7 casinos featuring slots, black jack, poker, craps, roulette and sports betting. Enjoy live music and cold beverages in one of our many saloons.

FREE BIKE PARKING IN DEADWOOD

Main Street: July 30-Aug. 13, 10am to 2am • History & Information Parking Lot: Aug. 3-Aug. 13, 24 hours

CLICK OR CALL FOR DEALS
1-800-344-8826 || www.DEADWOOD.COM



Facebook & Instagram 2023
Dynamic Images and Text Optimize for
each user.

SOCIAL MEDIA
 Paid Schedule: Facebook, Instagram



Deadwood – General FB/IG Static Social Posts

Images



Image 1

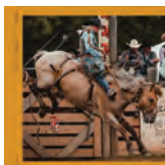


Image 2



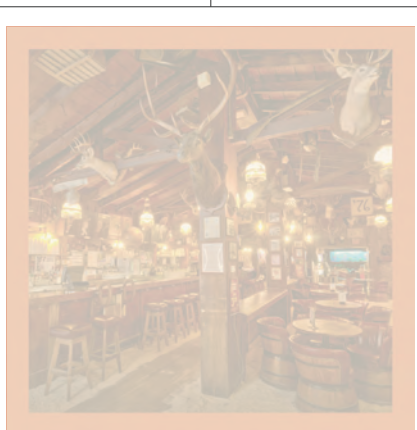
Image 3



Image 4



Image 5



HEADLINE (40)

BODY COPY (125)

CTA (30)

Headline (40)

- HEADLINE 1:
Untamed Since 1876
- HEADLINE 2:
Bringing History to Life
- HEADLINE 3:
Entertaining Guests Since 1876
- HEADLINE 4:
How Will You Do Deadwood?
- HEADLINE 5:
Where the West is Still Wild

CTA (30)

- CTA 1:
Find Lodging
- CTA 2:
Learn More
- CTA 3:
Plan Your Trip
- CTA 4:
Get Inspired
- CTA 5:
Discover Deadwood

Body Copy (125)

- COPY 1:
Become a part of Historic Deadwood's famed history.
- COPY 2:
Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.
- COPY 3:
We know a thing or two about having a good time. Come raise a glass and uncover all that Deadwood has to offer.
- COPY 4:
Explore the wonders of the Wild West, from legendary tales to epic trails. Then, grab some grub, let loose and try your luck.
- COPY 5:
The spirit of adventure is alive and well in Historic Deadwood, and there's so much for you to explore.

Deadwood – Gaming FB/IG Static Social Posts

Images

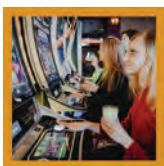


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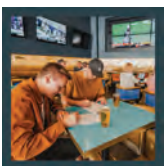


Image 2



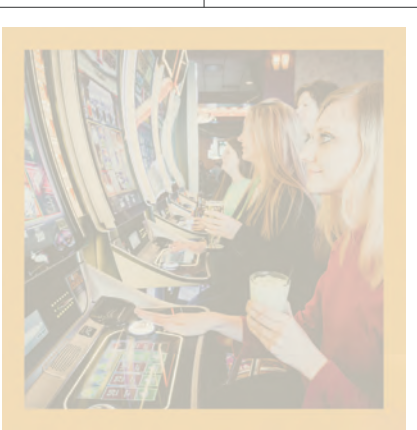
Image 3



Image 4



Image 5



HEADLINE (40)

BODY COPY (125)

CTA (30)

Headline (40)

- HEADLINE 1:
Uncover the Best of the Wild West
- HEADLINE 2:
Play All Day, Party All Night
- HEADLINE 3:
Discover Something Unexpected
- HEADLINE 4:
Let the Good Times Roll
- HEADLINE 5:
Wild Adventures Await

CTA (30)

- CTA 1:
Come Play
- CTA 2:
Book Now
- CTA 3:
Embrace Your Wild Side
- CTA 4:
Book Now
- CTA 5:
Learn More

Body Copy (125)

- COPY 1:
If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.
- COPY 2:
They don't call it the Wild West for nothing. Visit Deadwood for a vacation that'll go down in history as your best yet.
- COPY 3:
Up the ante on your next vacation in Historic Deadwood. From a spirited history to vibrant nightlife, it's a win-win.
- COPY 4:
Whether you're looking to explore history, nature or maybe your wild side, a trip to Historic Deadwood is a sure bet.
- COPY 5:
Whatever you're searching for, we reckon you can find it here.

SOCIAL MEDIA

Paid Schedule: Facebook, Instagram



Facebook & Instagram 2023 - Dynamic Images and Text Optimize for each user. Image refresh mid-Peak 2023

deadwood.com
Uncover the Best of the Wild West [Learn more](#)

HISTORIC DEADWOOD ...
Sponsored · 🌐

Explore the wonders of the Wild West, from legendary tales to epic trails. Then, grab some grub, let loose and try your luck.

deadwood.com
Where the West is Still Wild [Learn more](#)

Like Comment Share

HISTORIC DEADWOOD ...
Sponsored · 🌐

Explore the wonders of the Wild West, from legendary tales to epic trails. Then, grab some grub, let loose and try your luck.

deadwood.com
How Will You Do Deadwood? [Learn more](#)

Like Comment Share

HISTORIC DEADWOOD ...
Sponsored · 🌐

Become a part of Historic Deadwood's famed history.

deadwood.com
Where the West is Still Wild [Book now](#)

Like Comment Share

HISTORIC DEADWOOD ...
Sponsored · 🌐

Whatever you're searching for, we reckon you can find it here.

deadwood.com
Wild Adventures Await [Learn more](#)

Like Comment Share

HISTORIC DEADWOOD
Sponsored · 🌐

We know a thing or two about having a good time. Come raise a glass and uncover all that Deadwood has to offer.

DEADWOOD.COM!
Entertaining Guests Since 1876 [Learn more](#)
Get Your FREE Visitor's Guide.

HISTORIC DEADWOOD
Sponsored · 🌐

They don't call it the Wild West for nothing. Visit Deadwood for a vacation that'll go down in history as your best yet.

DEADWOOD.COM
Play All Day, Party All Night [Learn more](#)
Book your Deadwood Stay!

Instagram

historicedeadwood
Sponsored

Learn more

historicedeadwood Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.



Social Media - Shoulder Media Fall 2023

** Sports Betting Mini Schedule **

STATIC PIX GENERAL VISION - TEXT OPTIONS

Head: Do Deadwood This Fall

Hit the trail, then the tavern. You'll find the spirit of Deadwood is just as wildly alive at night as it is during the day.

Link Description: Get the most out of your trip.

Head: Unleash Your Wild Side

In Deadwood, explore a destination that's historically infamous, perfect for the wildly adventurous.

Link Description: Get your fall trip itinerary.

Head: The Legends Are True

Uncover Deadwood's untamed past, while embracing its still thriving spirit of adventure.

Link Description: Create your own story.

Head: Entertaining Guests Since 1876

Step back in time in historic Deadwood, where good times, rugged natural beauty, and Wild West legends meet.

Link Description: Get ready for a getaway.

Head: Gamble on Adventure

As the weather gets cooler, the tables heat up. In Deadwood, good times are a sure bet.

Link Description: Plan your visit this fall.

VIDEO GENERAL - TEXT

Head: Discover the Secrets of a Frontier Town

Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits.

Link Description: Find trip planning tips.



SOCIAL MEDIA

Paid Schedule: Facebook, Instagram



Social Media - Winter 2024 ** AFTER SNOW FALLS **

STATIC GENERAL WINTER - TEXT OPTIONS

Head: It's Always a Party

Play in the snow outside or cozy up at an infamous saloon. Either way, the fun never stops in historic Deadwood.

Link Description: Warm up your winter.

Head: A Wild Winter is Waiting

Hit the slopes, then the slots. From casinos and concerts to history and outdoor adventure, discover the spirit of Deadwood.

Link Description: Plan a seasonal escape.

Head: Good Times are Guaranteed

The snow is falling, Deadwood is calling. Whether you prefer fast runs or slow sips, here you're free to winter your way.

Link Description: Find trip planning tips.

Head: Head West for the Winter

The Wild West, that is. As the weather gets colder, the night life heats up. Go all in on Deadwood, South Dakota.

Link Description: It's time to let loose.

Head: An Adventure Wonderland

Deadwood, South Dakota, is where the Wild West meets a snow globe. Shake up your winter with a legendary adventure.

Link Description: Discover winter in Deadwood.

VIDEO GENERAL

Head: Untamed in Every Season

Winter is wilder in Deadwood, South Dakota, where snowy days and rowdy nights will keep you coming back for more.

Link Description: Make plans to get away.



Social Media - Shoulder Media 2024

** Sports Betting Mini Schedule **

STATIC PIX SPORTS BETTING - TEXT OPTIONS

Head: Here, You're Always in Luck

Place your bets and watch the game from the comfort of Deadwood's sports betting lounges. That's what we call a win-win.

Link Description: The ultimate fan experience.

Head: Game on in Deadwood

Deadwood is starting a new game day tradition. Experience the excitement of our 24/7 sports betting lounges.

Link Description: Good times are a sure bet.

Head: Hit the Jackpot

Watching the games from Deadwood's sports betting lounges means you're already a winner.

Link Description: Play on.

Head: Feel the Rush

The best way to keep an eye on big bets? Big screens. Deadwood's sports betting lounges now available 24/7.

Link Description: Don't miss any of the action.

Head: Kick Off Football Season with a Win

The game is always on in Deadwood, in sports betting lounges that are now available as part of our 24/7 gaming lineup.

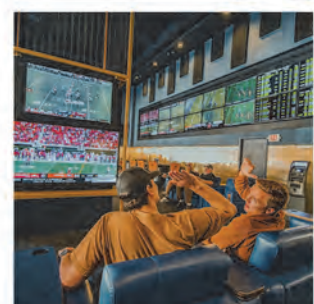
Link Description: Try your luck.

VIDEO SPORTS BETTING

Head: Go All In

In Deadwood, it's game day every day. Place your bets and cheer on your teams from the comfort of our sports betting lounges.

Link Description: Enjoy a winning atmosphere.



SOCIAL MEDIA/FACEBOOK

GENERAL VISITOR - PROSPECTING CAMPAIGN

DEADWOOD PEAK PROSPECTING

IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5



DEADWOOD PEAK PROSPECTING

HEADLINE (40)

HEADLINE 1—Every Moment—Historic

HEADLINE 2—Play All Day & All Night

HEADLINE 3—Entertaining Guests Since 1876

HEADLINE 4—Be in the Moment, Remember the Past

HEADLINE 5—Welcome to Summer Freedom

BODY COPY (125)

COPY 1—Live like a legend in the Wild West town of Deadwood, South Dakota, where every trip is sure to go down in history.

COPY 2—Explore the area's natural and historic attractions by day, then hit the bars, saloons, and casinos when the sun goes down.

COPY 3—Discover a special blend of past and present in Deadwood, SD, where history is every bit as lively as the infamous nightlife.

COPY 4—Experience authentic South Dakota history and culture with Deadwood's one-of-a-kind events, reenactments, and museums.

COPY 5—Deadwood invites you to let loose, try your luck, and get a little wild. Take your travel plans to a new, or old, frontier.

LINK DESCRIPTION (30)

LINK DESCRIPTIONS
Plan Your Trip to Deadwood, SD



HL (40) Every Moment—Historic

BC (125) Live like a legend in the Wild West town of Deadwood, South Dakota, where every trip is sure to go down in history.

LINK (30) Plan Your Trip to Deadwood, SD

DEADWOOD PEAK PROSPECTING

HEADLINE (40)

Deadwood is Waiting

BODY COPY (125)

There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

LINK DESCRIPTION (30)

Plan Your Trip to Deadwood, SD



HEADLINE (40) Deadwood is Waiting

BODY COPY (125) There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

LINK DESCRIPTION (30) Plan Your Trip to Deadwood, SD



SOCIAL MEDIA/FACEBOOK

GENERAL VISITOR – REMARKETING CAMPAIGN

Peak 2024

DEADWOOD PEAK RETARGETING

IMAGE 1



IMAGE 2



IMAGE 3



IMAGE 4



IMAGE 5



DEADWOOD PEAK RETARGETING

HEADLINE (40)

HEADLINE 1—Let the Good Times Roll

HEADLINE 2—You're in for a Wild Ride

HEADLINE 3—For a Not-So-Quiet Getaway

HEADLINE 4—History Everywhere You Roam

HEADLINE 5—Hear the legends. Live your own.

BODY COPY (125)

COPY 1—Keep the fun going 24/7 at Deadwood's casinos, resorts, saloons, and sports betting lounges. Here, the good times never stop.

COPY 2—Saddle up for experiences you won't find anywhere else, like Wild West outlaws, historic rodeos, and rocking shows.

COPY 3—Named one of America's best party towns by Thrillist, Deadwood's remained untamed for more than a century.

COPY 4—Explore Deadwood's legacy of adventure, in the museums, saloons, and sites both in town and in the surrounding Black Hills.

COPY 5—Weave your own story into the legendary fabric of Deadwood's adventurous past.

LINK DESCRIPTION (30)

LINK DESCRIPTIONS
Book Your Trip to Deadwood, SD



HL (40) Let the Good Times Roll

BC (125) Keep the fun going 24/7 at Deadwood's casinos, resorts, saloons, and sports betting lounges. Here, the good times never stop.

LINK (30) Book Your Trip to Deadwood, SD

HEADLINE (40)

Summer's Best in the Wild West

BODY COPY (125)

Go all in on a Deadwood adventure, from outdoor adventure and historic discoveries to legendary names and wild games.

LINK DESCRIPTION (30)

Book Your Trip to Deadwood, SD



HEADLINE (40) Summer's Best in the Wild West

BODY COPY (125) Go all in on a Deadwood adventure, from outdoor adventure and historic discoveries to legendary names and wild games.

LINK DESCRIPTION (30) Book Your Trip to Deadwood, SD



DIGITAL - DISPLAY & REMARKETING DISPLAY

300x600 px



160x600 px

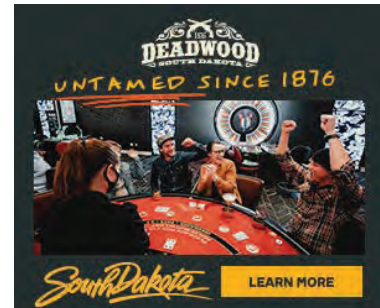


120x600 px

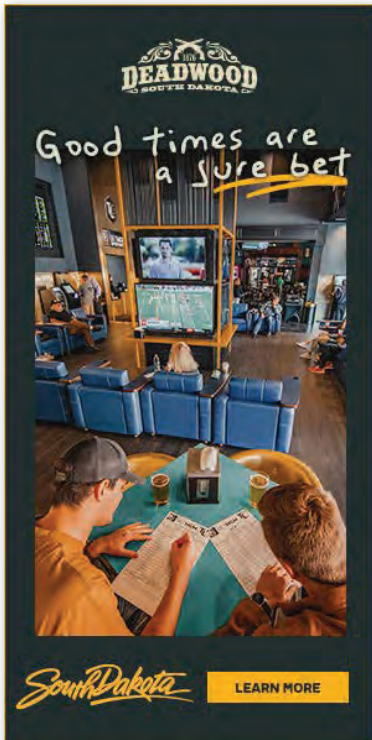


2023 Peak

300x250 px



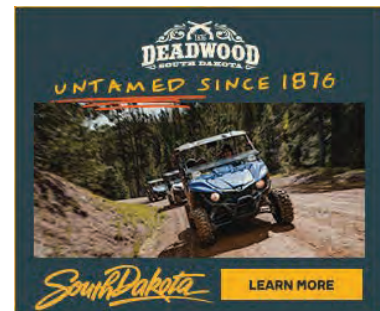
300x600 px



160x600 px



120x600 px

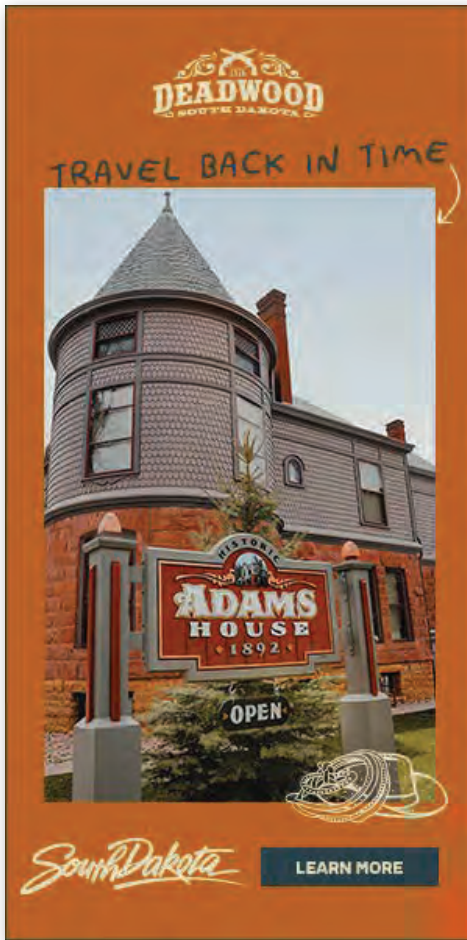


728x90 px



DIGITAL - DISPLAY & REMARKETING DISPLAY

300x600 px



160x600 px



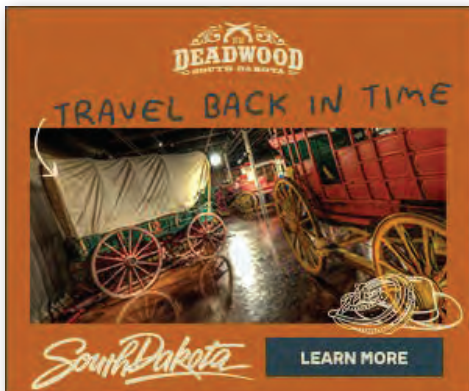
120x600 px



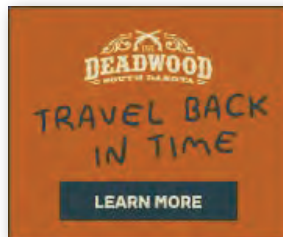
728x90 px



300x250 px



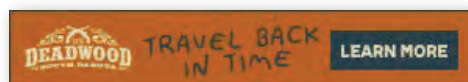
180x150 px



2023 Peak



300x50 px



DIGITAL - DISPLAY & REMARKETING DISPLAY

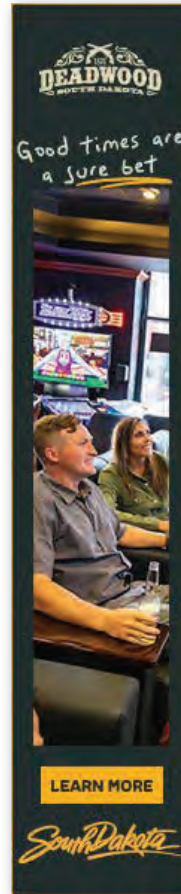
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160x600 px

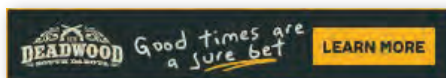


120x600 px



2023 Peak

300x50 px



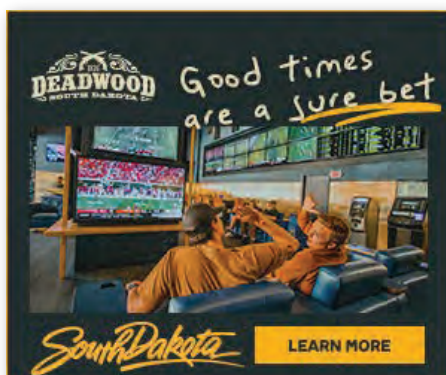
320x50 -x



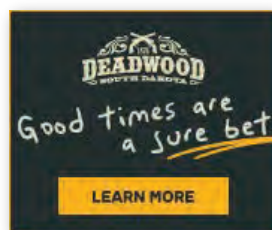
728x90 px



300x250 px



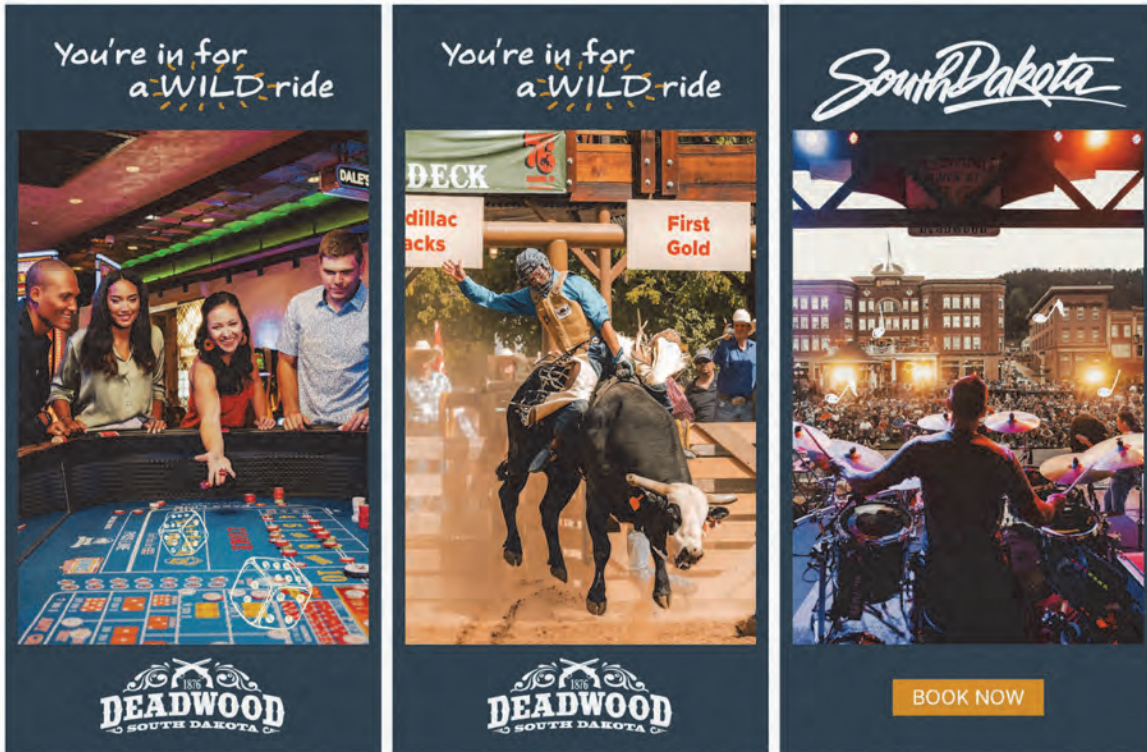
180x150 px



GENERAL DISPLAY ADS - THREE SLIDES ANIMATED



REMARKETING DISPLAY ADS - THREE SLIDES ANIMATED



DIGITAL - DISPLAY & REMARKETING DISPLAY

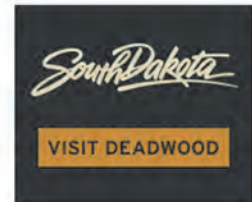


Digital Ads - Shoulder Media 2024 **Western North Dakota**

Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



DIGITAL - DISPLAY & REMARKETING DISPLAY



Digital Ads - Shoulder Media 2024 **Sports Betting Mini Campaign**

Slides 1...2...3...



Slides 1...2...3...

Slides 1...2...3...



Slides 1...2...3...



Slides 1...2...3...



DIGITAL - DISPLAY & REMARKETING DISPLAY



Digital Ads - Shoulder Media 2024 **ALL MARKETS**

Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



DIGITAL - DISPLAY & REMARKETING DISPLAY



Digital Ads - Shoulder Media 2024
Minneapolis and Denver



DIGITAL - DISPLAY & REMARKETING DISPLAY

Digital Ads - Winter 2024

Slide 1...2...3...



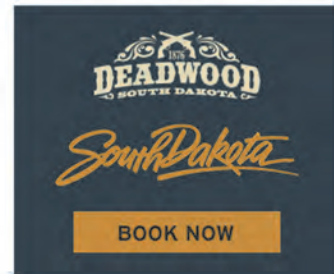
Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



Slide 1...2...3...



DIGITAL - NATIVE ADS "STORYGIZE"

2023-2024 Shoulder

Headlines

Short:

- The Legends Are True
- Untamed Since 1876
- Do Deadwood
- Unleash Your Wild Side
- Deadwood is Waiting

Medium:

- Historically Infamous, Wildly Adventurous
- Entertaining Guests Since 1876
- Uncover the Secrets of a Frontier Town
- Become Part of Deadwood's Famed History
- Legendary Adventures Await

Large:

- Discover Deadwood's Untamed Past and Enduring Spirit of Adventure
- Experience Deadwood's Legendary Wild West Past, and Present
- Historically Infamous, Perfect for the Adventurous
- Visit Deadwood for a Trip That Will Go Down in History
- Come Play in Deadwood, Where Good Times Are a Sure Bet

Ad Descriptions

- Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits.
- Discover Deadwood, where good times, rugged natural beauty, and Wild West legends meet.
- Explore the wonders of the Wild West in Deadwood, from legendary tales to epic trails.

Photos:



Example: Ad appears like editorial content

The screenshot shows a news feed layout. At the top, there are three editorial-style articles with images and headlines: 'A History of Race and Racism, in 24 Chapters', 'John Legend Can't Say Times Are Normal', and 'Maria Callas, From Reality to Runway'. To the right, there are three smaller articles with headlines like 'but when a former scientist took to an obscure blog to accuse his former boss of mishandling data...', 'The Waldorf Astoria hotel in Manhattan will close indefinitely for renovations next month.', and 'Junie Morrison, who was the architect of hits by two pre-eminent 1970s funk outfits and who had a prolific career of his own, has died.' Below these is a section titled 'FROM OUR ADVERTISERS' with five native ads: 'Hacking the Art World' (Tiffany & Co.), 'Shopping Goes Virtual' (Adorn), 'Vacation Off the Beaten Path' (Royal Caribbean), 'Where Do You Stack Up?' (Investment.com), and 'Creating a Stronger Workforce' (AEP). A red arrow points from the text 'Example: Ad appears like editorial content' to the 'FROM OUR ADVERTISERS' section.



DEADWOOD PEAK

PHOTOS



EXAMPLE

Native Display Screenshot

Publisher

travelandleisure.com

Headline

Visit Deadwood for a Trip That Will Go Down in History

TRAVEL + LEISURE

TRIP IDEAS DESTINATIONS WORLD'S BEST TIPS + PLANNING CRUISES TRAVEL PRODUCTS NEWS ABOUT US

Visit Deadwood for a Trip That Will Go Down in History

Feel the pulse of the Wild West in historic Deadwood, where legendary adventure awaits.

Learn More

Packing Tips

Seasoned travelers know that packing for a trip is much more scientific than throwing clothes in a suitcase. It helps to have some wisdom (always roll, never fold) and organizational tools (cubes, jewelry holders) in your arsenal. We've sourced some of the best packing tips from the jet set, whether your aim is to avoid additional luggage fees or sneak your Thanksgiving dinner past security. And because even the best packers are only as good as their luggage, we bring you the latest in bag innovation: suitcases, backpacks, laptop bags, carry-ons, and you-name-it.

INTELLIGENT TRAVELER TRAVEL PHOTOGRAPHY TRAVEL BUDGETING + CURRENCY CELEBRITY TRAVEL COOL GADGETS

CUSTOMS + IMMIGRATION GROUND TRANSPORTATION MOBILE APPS OFFBEAT PACKING TIPS POINTS + MILES

RESPONSIBLE TRAVEL TRAVEL AGENTS TRAVEL ETIQUETTE TRAVEL TRENDS TRAVEL WARNINGS WEATHER

LINKS TO WWW.DEADWOOD.COM/HISTORY/



ONLINE TRAVEL AGENCY PARTNERSHIP

2023 Peak - TripAdvisor - Digital Display, Video & Social

Image



Headline (37)
The Best of the Wild West

Description(125)
Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.

CTA (30)
Learn More

HEADLINE (40) The Best of the Wild West

BODY COPY (125) Discover the stories of Deadwood's infamous Wild West past. And stick around to write your own.

CTA (30) Learn More

URL: <https://www.deadwood.com/>

Image



Sponsor (22)
Deadwood

Headline (37)
The Wild West

Description(125)
If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.

AUTHOR (30)
Deadwood

SPONSOR (22) Deadwood

HEADLINE (37) The Wild West

DESCRIPTION(125) If you're looking for a quiet, sleepy town, this ain't it. In Deadwood, South Dakota, wild is welcome.

AUTHOR (30) Deadwood

Deadwood – TripAdvisor Video

Video



Headline (30)
Untamed Since 1876

Body (80)
Become a part of Deadwood's famed history.

**2023 Peak
General
:15 Video**



Trip Advisor and Online Travel Agencies - Shoulder Media 2024

STANDARD

Head: Historically Infamous, Wildly Adventurous
CTA: Visit Deadwood

BOOST Option 2:

Head: The Legends Are True

Description: Step back in time in historic Deadwood, where good times, rugged natural beauty, and Wild West legends come together.

Sponsor: Deadwood, South Dakota

EXPLORER VIDEO Option 1:

Head: Untamed Since 1876

Body: Feel the pulse of the Wild West in Deadwood, where legendary adventure awaits.



+



ONLINE TRAVEL AGENCY PARTNERSHIP

TRIP ADVISOR

DEADWOOD PEAK

SPONSOR NAME (22)

Deadwood, South Dakota

HEADLINE (37)

You're in for a Wild Ride

DESCRIPTION (150)

There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

AUTHOR (30)

Deadwood, South Dakota



SPONSOR NAME (22) Deadwood, South Dakota

HEADLINE (37) You're in for a Wild Ride

DESCRIPTION (150) There's always something to do in Deadwood—from infamous history and natural beauty to exciting events and wild nightlife.

AUTHOR (30) Deadwood, South Dakota

HEADLINE (30)

Every Moment—Historic

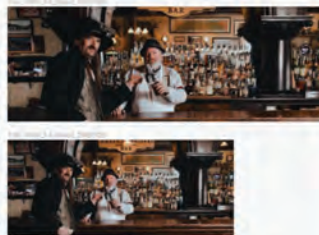
BODY COPY (80)

Live like a legend in Deadwood, South Dakota, where good times are guaranteed.



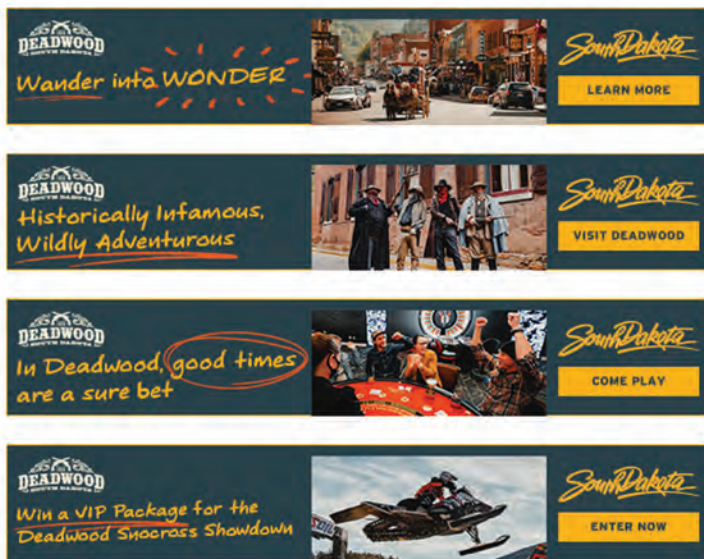
HEADLINE (30) Every Moment—Historic

BODY COPY (80) Live like a legend in Deadwood, South Dakota, where good times are guaranteed.



University of WY Sponsorship Ads & Booth

Digital Ads



"SO LITTLE TIME" DEADWOOD GENERAL AUDIO SCRIPT :30

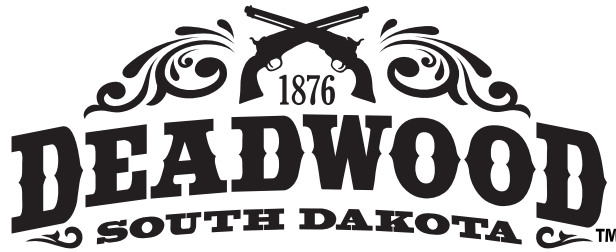
Deadwood, South Dakota in 30 seconds, GO:

VO1: Wild West
 VO2: Outlaw Square
 VO1: Living History
 VO2: Black Hills
 VO1: More outlaws than anywhere
 VO2: Mount Moriah Cemetery
 VO1: History made
 VO2: Like Wild Bill?
 VO1: That's gold!
 VO2: Concerts
 VO1: Cuisine
 VO2: Buffalo burger anyone?
 SFX: Food sizzling
 VO1: Mmmmmm
 VO2: And there's more!
 VO1: National Forest
 VO2: Black Hills
 VO1: You said that already
 VO2: Well, go again!
 VO1: Go off-roading
 VO2: Biking
 VO1: Hiking
 VO2: Gambling
 SFX: Slot machine
 VO1: Hearts racing
 SFX: Heartbeats
 VO2: Rodeo-ing!
 VO1: Rodeo-ing?
 VO2: It's buck-wild!
 VO1: Can we go now?
 VO2: The tank is full!
 VO1: There's so much Deadwood.
 VO2: So little time.



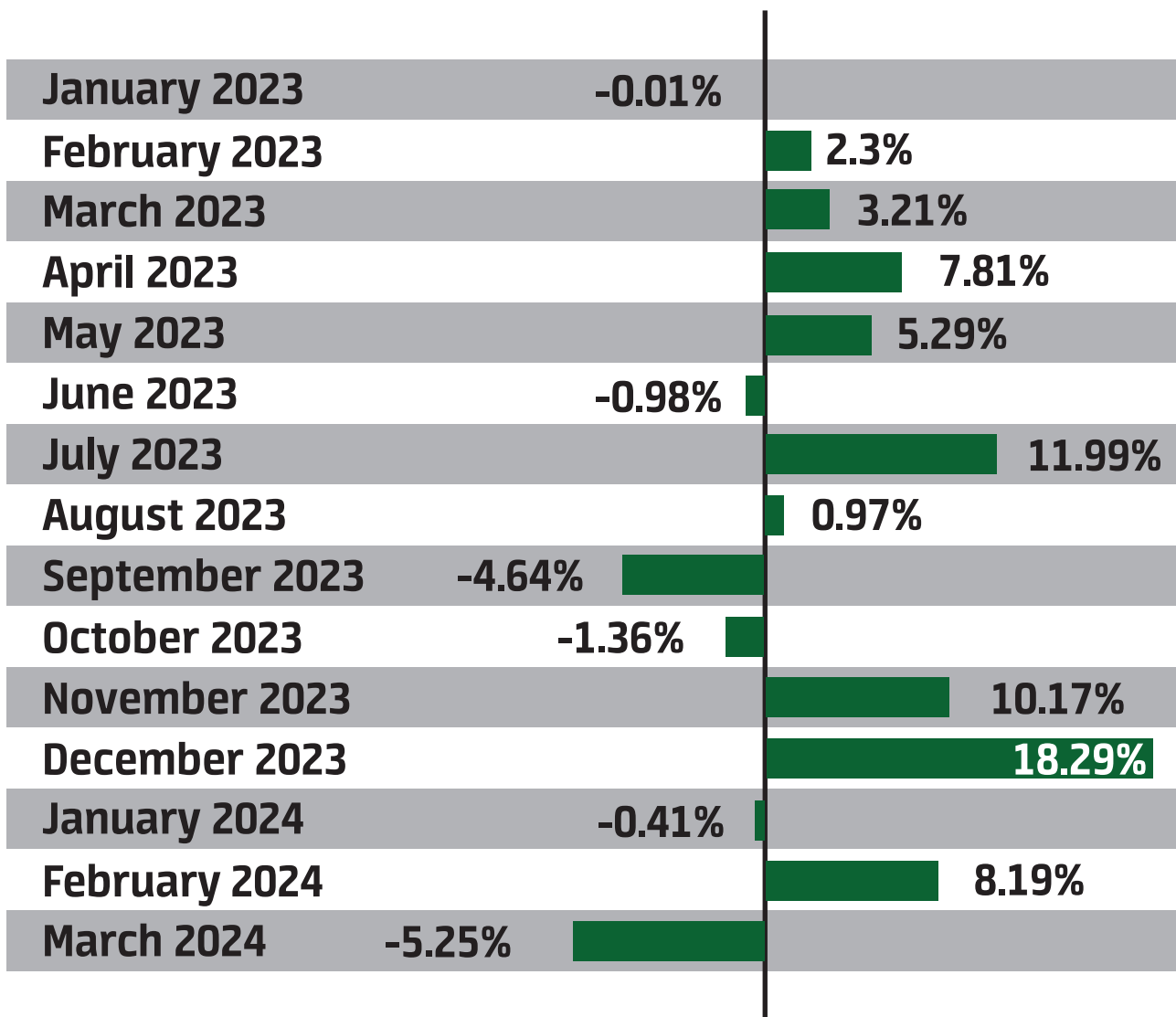
DEADWOOD GAMING STATS





DEADWOOD GAMING REVENUE

Percentage Change from Same Month, Last Year



The 2023 total gaming handle was \$1,551,015,139.11, a +3.76% increase from 2022. This is Deadwood's largest annual (calendar year) gaming handle to date.

DEADWOOD GAMING REVENUE

Statistical Points of Interest

- 2023 gaming revenue was Deadwood's largest on record and an increase of \$36,027,074 over 2021, Deadwood's previous top year.
- November and December had large, double digit gains likely due to mild weather, however, the lack of snow and winter recreation impacted hotel occupancy at the end of 2023.
- Sports wagering was 2023's biggest gain, showing an increase of 25.61% over 2022.
- Sports Betting was offered in four properties at the beginning and is now available at the following seven locations: Cadillac Jack's® Gaming Resort, Gold Dust Casino, Tin Lizzie Gaming Resort, Dale's Sportsbook Bar & Grill, Landmark, The Lodge at Deadwood, and Mineral Palace
- In 2023, Deadwood's most popular sports betting options (based on handle) are, in order: NCAA Men's Basketball (51%), NFL (29%), NBA (8%), NHL (4.5%), and MMA/ UFC (3%).
- Slot machines are Deadwood's largest revenue generator with \$1,452,288,537 of the \$1,551,015,139 total gaming revenue.



**South Dakota Gaming Statistics Monthly Summary
January 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$214,950.00	\$18,475.00	91.40%
5 Dollars	59		\$3,577,165.00	\$231,289.20	93.53%
1 Dollar	218		\$9,380,874.97	\$761,484.05	91.88%
50 Cents	5		\$225,205.50	\$18,111.00	91.96%
25 Cents	128		\$2,692,173.56	\$280,427.82	89.58%
10 Cents	2		\$44,142.70	\$4,177.30	90.54%
City Slot	52		\$4,997,008.98	\$475,555.20	90.48%
5 Cents	33		\$924,399.79	\$73,241.28	92.08%
1 Cents	1997		\$83,539,207.10	\$7,683,180.78	90.80%
Totals	2501		\$105,595,127.60	\$9,545,941.63	90.96%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,888,962.00	\$595,872.22	79.37%
House Banked Poker	27	\$2,073,276.50	\$517,185.37	75.05%
Player Banked Poker	13	\$749,865.00	\$74,986.50	N/A
Craps	3	\$472,578.00	\$111,568.50	76.39%
Roulette	7	\$309,015.00	\$53,154.00	82.80%
Totals	88	\$6,493,696.50	\$1,352,766.59	77.75%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	6		\$910,311.55	\$123,365.45	86.45%

Handle Comparison

	Current	% Change from Same Month,		CYTD % Change from Previous Year
		Last Year	Calendar YTD	
Slot Machines	\$105,595,127.60	0.42%	\$105,595,127.60	0.42%
Table Games	\$6,493,696.50	-7.56%	\$6,493,696.50	-7.56%
Sports Wagering	\$910,311.55	8.99%	\$910,311.50	8.99%
Total Handle	\$112,999,135.65	-0.01%	\$112,999,135.60	-0.01%

Tax Calculation

Total Statistical Win	\$11,022,073.67
Less: Non Cashable Promo Play	(\$1,598,323.40)
Plus: Non Cashable Promo Wins	\$1,438,491.06
Less: Wide Area Progressive Deduction	(\$9,089.82)
Less: City Slots (Net of Promo)	(\$467,830.36)
Plus: Expired Vouchers	\$21,052.64
Less: Federal Excise Tax	(\$2,275.78)
Amended Returns	(\$3,614.11)
Taxable Adjusted Gross Revenue	\$10,400,483.90
	9%
Tax Due	\$936,043.55

Tax Distribution

Total 9% Tax Collected	\$936,043.55
1% to State General Fund per 42-7B-28.1	\$104,004.84
8% to Be Distributed per 42-7B-48	\$832,038.71
40% Allocated to Tourism	\$332,815.48
10% Allocated to Lawrence County	\$83,203.87
50% Commission Fund	\$416,019.36

**South Dakota Gaming Statistics Monthly Summary
February 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$268,150.00	\$6,775.00	97.47%
5 Dollars	62		\$4,820,496.89	\$296,995.43	93.84%
1 Dollar	206		\$8,906,234.84	\$690,912.80	92.24%
50 Cents	4		\$263,280.00	\$20,762.30	92.11%
25 Cents	120		\$2,712,705.37	\$272,131.10	89.97%
10 Cents	2		\$53,594.80	\$9,019.40	83.17%
City Slot	52		\$4,670,820.46	\$482,180.73	89.68%
5 Cents	34		\$788,401.66	\$64,539.12	91.81%
1 Cents	1979		\$79,574,850.18	\$7,132,213.23	91.04%
Totals	2465		\$102,058,534.20	\$8,975,529.11	91.21%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,073,544.55	\$535,333.09	82.58%
House Banked Poker	28	\$2,261,198.50	\$517,041.76	77.13%
Player Banked Poker	13	\$807,120.00	\$80,712.00	N/A
Craps	3	\$416,919.00	\$93,401.00	77.60%
Roulette	7	\$328,740.00	\$35,669.00	89.15%
Totals	89	\$6,887,522.05	\$1,262,156.85	80.57%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$717,136.70	\$82,853.41	88.45%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$102,058,534.20	2.26%		\$207,653,661.80	1.32%
Table Games	\$6,887,522.05	2.70%		\$13,381,218.55	-2.55%
Sports Wagering	\$717,136.70	4.60%		\$1,627,448.20	7.01%
Total Handle	\$109,663,192.95	2.30%		\$222,662,328.55	1.11%

Tax Calculation

Total Statistical Win	\$10,320,539.37
Less: Non Cashable Promo Play	(\$1,482,092.67)
Plus: Non Cashable Promo Wins	\$1,333,883.40
Less: Wide Area Progressive Deduction	(\$411.80)
Less: City Slots (Net of Promo)	(\$475,937.92)
Plus: Expired Vouchers	\$15,002.78
Less: Federal Excise Tax	(\$1,792.84)
Amended Returns	(\$40,027.78)
Taxable Adjusted Gross Revenue	\$9,669,162.54
	9%
Tax Due	\$870,224.63

Tax Distribution

Total 9% Tax Collected	\$870,224.63
1% to State General Fund per 42-7B-28.1	\$96,691.63
8% to Be Distributed per 42-7B-48	\$773,533.00
40% Allocated to Tourism	\$309,413.20
10% Allocated to Lawrence County	\$77,353.30
50% Commission Fund	\$386,766.50

**South Dakota Gaming Statistics Monthly Summary
March 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$371,550.00	\$53,187.11	85.69%
5 Dollars	56		\$4,092,919.00	\$259,058.37	93.67%
1 Dollar	217		\$11,396,500.43	\$881,667.36	92.26%
50 Cents	4		\$280,483.50	\$36,309.50	87.05%
25 Cents	127		\$3,337,775.06	\$296,076.19	91.13%
10 Cents	2		\$135,267.90	\$3,420.50	97.47%
City Slot	52		\$5,807,923.88	\$596,906.78	89.72%
5 Cents	34		\$853,023.43	\$62,079.08	92.72%
1 Cents	2075		\$99,077,258.60	\$8,822,765.83	91.10%
Totals	2573		\$125,352,701.80	\$11,011,470.72	91.22%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,412,451.50	\$563,725.36	83.48%
House Banked Poker	27	\$2,665,020.00	\$639,101.84	76.02%
Player Banked Poker	13	\$890,490.00	\$89,049.00	N/A
Craps	3	\$588,073.00	\$117,556.50	80.01%
Roulette	7	\$377,687.00	\$43,711.50	88.43%
Totals	88	\$7,933,721.50	\$1,453,144.20	80.63%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	8		\$923,904.14	\$161,368.10	82.53%

Handle Comparison

	Current	% Change from Same Month,		CYTD	% Change from Previous Year
		Last Year	Calendar YTD		
Slot Machines	\$125,352,701.80	3.00%		\$333,006,363.60	1.94%
Table Games	\$7,933,721.50	7.80%		\$21,314,940.05	1.06%
Sports Wagering	\$923,904.14	-5.27%		\$2,551,352.39	2.21%
Total Handle	\$134,210,327.44	3.21%		\$356,872,656.04	1.89%

Tax Calculation

Total Statistical Win	\$12,625,983.02
Less: Non Cashable Promo Play	(\$1,624,818.13)
Plus: Non Cashable Promo Wins	\$1,462,336.32
Less: Wide Area Progressive Deduction	(\$27,894.56)
Less: City Slots (Net of Promo)	(\$588,293.34)
Plus: Expired Vouchers	\$13,641.76
Less: Federal Excise Tax	(\$2,309.76)
Amended Returns	\$14,516.11
Taxable Adjusted Gross Revenue	\$11,873,161.42
	9%
Tax Due	\$1,068,584.53

Tax Distribution

Total 9% Tax Collected	\$1,068,584.53
1% to State General Fund per 42-7B-28.1	\$118,731.61
8% to Be Distributed per 42-7B-48	\$949,852.91
40% Allocated to Tourism	\$379,941.17
10% Allocated to Lawrence County	\$94,985.29
50% Commission Fund	\$474,926.46

**South Dakota Gaming Statistics Monthly Summary
April 2023**

Slot Machines

Denomination	Number of Units Reporting	Revenue	Handle	Statistical Win	Avg. Payout %
25 Dollars	6		\$277,050.00	\$59,850.00	78.40%
5 Dollars	55		\$2,667,732.00	\$117,330.47	95.60%
1 Dollar	227		\$7,910,510.70	\$627,515.17	92.07%
50 Cents	4		\$201,845.50	\$18,851.00	90.66%
25 Cents	121		\$2,859,805.12	\$271,108.97	90.52%
10 Cents	2		\$110,039.50	\$10,292.40	90.65%
City Slot	50		\$4,655,422.28	\$423,070.94	90.91%
5 Cents	30		\$874,024.49	\$47,641.96	94.55%
1 Cents	2001		\$82,675,792.09	\$7,392,286.36	91.06%
Totals	2496		\$102,232,221.68	\$8,967,947.27	91.23%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	39	\$2,640,907.00	\$458,164.29	82.65%
House Banked Poker	27	\$2,310,655.50	\$438,033.37	81.04%
Player Banked Poker	13	\$896,412.50	\$89,641.25	N/A
Craps	3	\$521,330.00	\$52,790.00	89.87%
Roulette	7	\$223,958.00	\$52,732.50	76.45%
Totals	89	\$6,593,263.00	\$1,091,361.41	82.42%

Sports Wagering

	Number of Casinos Reporting	Revenue	Handle	Statistical Win	Avg. Payout %
Totals	8		\$493,044.90	\$22,503.27	95.44%

Handle Comparison

	Current	% Change from Same Month, Last Year	Calendar YTD	CYTD% Change from Previous Year
Slot Machines	\$102,232,221.68	7.88%	\$435,238,585.28	3.28%
Table Games	\$6,593,263.00	5.26%	\$27,908,203.05	2.02%
Sports Wagering	\$493,044.90	33.79%	\$3,044,397.29	6.27%
Total Handle	\$109,318,529.58	7.81%	\$466,191,185.62	3.22%

Tax Calculation

Total Statistical Win	\$10,081,811.95
Less: Non Cashable Promo Play	(\$1,396,619.90)
Plus: Non Cashable Promo Wins	\$1,256,957.91
Less: Wide Area Progressive Deduction	(\$3,877.51)
Less: City Slots (Net of Promo)	(\$415,694.27)
Plus: Expired Vouchers	\$19,155.52
Less: Federal Excise Tax	(\$1,232.61)
Amended Returns	\$3,519.33
Taxable Adjusted Gross Revenue	\$9,544,020.42
	9%
Tax Due	\$858,961.84

Tax Distribution

Total 9% Tax Collected	\$858,961.84
1% to State General Fund per 42-7B-28.1	\$95,440.20
8% to Be Distributed per 42-7B-48	\$763,521.63
40% Allocated to Tourism	\$305,408.65
10% Allocated to Lawrence County	\$76,352.16
50% Commission Fund	\$381,760.82

**South Dakota Gaming Statistics Monthly Summary
May 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$295,025.00	\$21,080.06	92.85%
5 Dollars	69		\$3,969,404.00	\$272,890.66	93.13%
1 Dollar	227		\$10,290,050.32	\$780,194.50	92.42%
50 Cents	4		\$249,786.50	\$28,379.50	88.64%
25 Cents	130		\$3,742,165.02	\$378,464.86	89.89%
10 Cents	2		\$119,720.40	\$7,295.00	93.91%
City Slot	62		\$6,136,408.70	\$548,000.21	91.07%
5 Cents	29		\$1,299,079.50	\$115,068.91	91.14%
1 Cents	2296		\$104,445,366.35	\$9,553,034.25	90.85%
Totals	2825		\$130,547,005.79	\$11,704,407.95	91.03%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	42	\$2,868,665.50	\$544,167.58	81.03%
House Banked Poker	31	\$2,161,764.00	\$479,979.68	77.80%
Player Banked Poker	18	\$1,371,330.00	\$137,133.00	N/A
Craps	3	\$443,148.00	\$125,848.50	71.60%
Roulette	7	\$245,349.00	\$37,486.50	84.72%
Totals	101	\$7,090,256.50	\$1,324,615.26	79.24%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	8		\$528,562.48	\$22,535.58	95.74%

Handle Comparison

	Current	% Change from Same Month,		CYTD% Change from Previous Year
		Last Year	Calendar YTD	
Slot Machines	\$130,547,005.79	6.02%	\$565,785,591.07	3.90%
Table Games	\$7,090,256.50	-8.80%	\$34,998,459.55	-0.37%
Sports Wagering	\$528,562.48	71.61%	\$3,572,959.77	12.61%
Total Handle	\$138,165,824.77	5.29%	\$604,357,010.39	3.69%

Tax Calculation

Total Statistical Win	\$13,051,558.79
Less: Non Cashable Promo Play	(\$1,547,101.23)
Plus: Non Cashable Promo Wins	\$1,392,391.11
Less: Wide Area Progressive Deduction	(\$83,508.34)
Less: City Slots (Net of Promo)	(\$539,181.48)
Plus: Expired Vouchers	\$16,042.21
Less: Federal Excise Tax	(\$1,321.41)
Amended Returns	\$298,254.33
Taxable Adjusted Gross Revenue	\$12,587,133.98
	9%
Tax Due	\$1,132,842.06

Tax Distribution

Total 9% Tax Collected	\$1,132,842.06
1% to State General Fund per 42-7B-28.1	\$125,871.34
8% to Be Distributed per 42-7B-48	\$1,006,970.72
40% Allocated to Tourism	\$402,788.29
10% Allocated to Lawrence County	\$100,697.07
50% Commission Fund	\$503,485.36

**South Dakota Gaming Statistics Monthly Summary
June 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$396,400.00	\$62,730.94	84.17%
5 Dollars	57		\$3,803,914.00	\$220,012.33	94.22%
1 Dollar	224		\$9,868,234.28	\$763,952.25	92.26%
50 Cents	4		\$243,659.00	\$33,185.00	86.38%
25 Cents	116		\$3,934,993.62	\$386,000.03	90.19%
10 Cents	2		\$124,422.10	\$12,864.40	89.66%
City Slot	50		\$5,574,200.40	\$512,683.05	90.80%
5 Cents	28		\$1,347,048.43	\$83,370.71	93.81%
1 Cents	2034		\$99,609,399.14	\$9,381,465.81	90.58%
Totals	2521		\$124,902,270.97	\$11,456,264.52	90.83%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	37	\$3,232,271.00	\$494,993.42	84.69%
House Banked Poker	27	\$2,432,183.00	\$552,246.14	77.29%
Player Banked Poker	13	\$800,820.00	\$80,082.00	N/A
Craps	3	\$565,225.50	\$80,757.00	85.71%
Roulette	7	\$290,743.00	\$54,710.00	81.18%
Totals	87	\$7,321,242.50	\$1,262,788.56	81.86%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	8		\$417,024.67	(\$9,254.26)	102.22%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$124,902,270.97	-1.74%		\$690,687,862.04	2.83%
Table Games	\$7,321,242.50	12.01%		\$42,319,702.05	1.57%
Sports Wagering	\$417,024.67	38.45%		\$3,989,984.44	14.85%
Total Handle	\$132,640,538.14	-0.98%		\$736,997,548.53	2.82%

Tax Calculation

Total Statistical Win	\$12,709,798.82
Less: Non Cashable Promo Play	(\$1,485,807.34)
Plus: Non Cashable Promo Wins	\$1,337,226.61
Less: Wide Area Progressive Deduction	(\$4,078.03)
Less: City Slots (Net of Promo)	(\$505,383.84)
Plus: Expired Vouchers	\$23,538.19
Less: Federal Excise Tax	(\$1,042.56)
Amended Returns	(\$339,451.33)
Taxable Adjusted Gross Revenue	\$11,734,800.52
	9%
Tax Due	\$1,056,132.05

Tax Distribution

Total 9% Tax Collected	\$1,056,132.05
1% to State General Fund per 42-7B-28.1	\$117,348.01
8% to Be Distributed per 42-7B-48	\$938,784.04
40% Allocated to Tourism	\$375,513.62
10% Allocated to Lawrence County	\$93,878.40
50% Commission Fund	\$469,392.02

**South Dakota Gaming Statistics Monthly Summary
July 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$365,900.00	\$38,825.00	89.39%
5 Dollars	57		\$4,786,173.00	\$388,069.56	91.89%
1 Dollar	222		\$11,469,639.00	\$902,912.67	92.13%
50 Cents	4		\$293,274.50	\$19,154.00	93.47%
25 Cents	128		\$4,372,616.34	\$439,687.52	89.94%
10 Cents	2		\$139,887.00	\$9,775.50	93.01%
City Slot	55		\$6,227,576.19	\$539,234.80	91.34%
5 Cents	28		\$1,487,730.16	\$108,247.32	92.72%
1 Cents	2041		\$107,232,568.91	\$10,110,720.02	90.57%
Totals	2543		\$136,375,365.10	\$12,556,626.39	90.79%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	36	\$3,785,574.50	\$650,331.79	82.82%
House Banked Poker	26	\$2,701,365.50	\$624,083.35	76.90%
Player Banked Poker	12	\$1,001,785.00	\$100,178.50	N/A
Craps	3	\$661,550.00	\$124,352.00	81.20%
Roulette	7	\$351,728.00	\$89,287.50	74.61%
Totals	84	\$8,502,003.00	\$1,588,233.14	80.16%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$413,368.45	\$20,086.81	95.14%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$136,375,365.10	12.58%		\$827,063,227.14	4.32%
Table Games	\$8,502,003.00	1.91%		\$50,821,705.05	1.63%
Sports Wagering	\$413,368.45	59.49%		\$4,403,352.89	17.95%
Total Handle	\$145,290,736.55	11.99%		\$882,288,285.08	4.22%

Tax Calculation

Total Statistical Win	\$14,164,946.34
Less: Non Cashable Promo Play	(\$1,486,228.05)
Plus: Non Cashable Promo Wins	\$1,337,605.25
Less: Wide Area Progressive Deduction	(\$8,618.31)
Less: City Slots (Net of Promo)	(\$531,059.32)
Plus: Expired Vouchers	\$15,742.37
Less: Federal Excise Tax	(\$1,033.42)
Amended Returns	\$60.67
Taxable Adjusted Gross Revenue	\$13,491,415.53
	9%
Tax Due	\$1,214,227.40

Tax Distribution

Total 9% Tax Collected	\$1,214,227.40
1% to State General Fund per 42-7B-28.1	\$134,914.16
8% to Be Distributed per 42-7B-48	\$1,079,313.24
40% Allocated to Tourism	\$431,725.30
10% Allocated to Lawrence County	\$107,931.32
50% Commission Fund	\$539,656.62

South Dakota Gaming Statistics Monthly Summary
August 2023

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$699,775.00	\$54,420.44	92.22%
5 Dollars	58		\$5,381,551.00	\$311,493.72	94.21%
1 Dollar	228		\$14,498,963.08	\$1,045,272.53	92.79%
50 Cents	4		\$371,230.00	\$42,245.00	88.62%
25 Cents	127		\$5,859,366.17	\$531,597.94	90.93%
10 Cents	2		\$207,950.60	\$15,412.20	92.59%
City Slot	50		\$6,868,037.07	\$655,275.83	90.46%
5 Cents	29		\$1,448,205.87	\$107,065.20	92.61%
1 Cents	2146		\$122,872,374.21	\$11,502,452.80	90.64%
Totals	2650		\$158,207,453.00	\$14,265,235.66	90.98%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$4,151,904.00	\$401,843.72	90.32%
House Banked Poker	26	\$2,781,428.00	\$654,961.36	76.45%
Player Banked Poker	12	\$1,100,785.00	\$110,078.50	N/A
Craps	3	\$629,454.00	\$123,141.00	80.44%
Roulette	7	\$351,457.00	\$66,940.50	80.95%
Totals	86	\$9,015,028.00	\$1,356,965.08	0.00%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	6		\$518,051.95	\$37,452.52	92.77%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$158,207,453.00	0.80%		\$985,270,680.14	3.74%
Table Games	\$9,015,028.00	1.14%		\$59,836,733.05	1.55%
Sports Wagering	\$518,051.95	94.26%		\$4,921,404.84	23.04%
Total Handle	\$167,740,532.95	0.97%		\$1,050,028,818.03	3.69%

Tax Calculation

Total Statistical Win	\$15,659,653.26
Less: Non Cashable Promo Play	(\$1,696,681.71)
Plus: Non Cashable Promo Wins	\$1,527,013.54
Less: Wide Area Progressive Deduction	(\$7,822.42)
Less: City Slots (Net of Promo)	(\$645,208.80)
Plus: Expired Vouchers	\$25,017.03
Less: Federal Excise Tax	(\$1,295.13)
Amended Returns	(\$214.66)
Taxable Adjusted Gross Revenue	\$14,860,461.11
	9%
Tax Due	\$1,337,441.50

Tax Distribution

Total 9% Tax Collected	\$1,337,441.50
1% to State General Fund per 42-7B-28.1	\$148,604.61
8% to Be Distributed per 42-7B-48	\$1,188,836.89
40% Allocated to Tourism	\$475,534.76
10% Allocated to Lawrence County	\$118,883.69
50% Commission Fund	\$594,418.44

**South Dakota Gaming Statistics Monthly Summary
September 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$447,150.00	\$8,925.00	98.00%
5 Dollars	60		\$4,172,012.00	\$401,904.24	90.37%
1 Dollar	226		\$10,810,398.14	\$917,989.81	91.51%
50 Cents	4		\$258,900.50	\$35,279.50	86.37%
25 Cents	122		\$4,322,229.34	\$406,809.91	90.59%
10 Cents	2		\$167,113.20	\$16,540.30	90.10%
City Slot	50		\$5,456,256.68	\$554,115.86	89.84%
5 Cents	29		\$1,279,367.67	\$75,656.74	94.09%
1 Cents	2144		\$104,592,229.66	\$9,652,354.29	90.77%
Totals	2643		\$131,505,657.19	\$12,069,575.65	90.82%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,359,066.50	\$495,775.66	85.24%
House Banked Poker	29	\$2,554,006.50	\$594,061.28	76.74%
Player Banked Poker	12	\$887,051.00	\$88,705.10	N/A
Craps	3	\$560,337.00	\$118,619.00	78.83%
Roulette	7	\$274,452.43	\$84,761.43	69.12%
Totals	89	\$7,634,913.43	\$1,381,922.47	80.84%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$979,693.67	\$170,128.51	82.63%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$131,505,657.19	-5.18%		\$1,116,766,337.33	2.60%
Table Games	\$7,634,913.43	1.40%		\$67,471,646.48	1.54%
Sports Wagering	\$979,693.67	37.68%		\$5,901,098.51	25.25%
Total Handle	\$140,120,264.29	-4.64%		\$1,190,139,082.32	2.63%

Tax Calculation

Total Statistical Win	\$13,621,626.63
Less: Non Cashable Promo Play	(\$1,542,759.40)
Plus: Non Cashable Promo Wins	\$1,388,483.46
Less: Wide Area Progressive Deduction	(\$14,329.90)
Less: City Slots (Net of Promo)	(\$545,611.56)
Plus: Expired Vouchers	\$22,123.14
Less: Federal Excise Tax	(\$2,449.23)
Amended Returns	\$0.33
Taxable Adjusted Gross Revenue	\$12,927,083.47
	9%
Tax Due	\$1,163,437.51

Tax Distribution

Total 9% Tax Collected	\$1,163,437.51
1% to State General Fund per 42-7B-28.1	\$129,270.83
8% to Be Distributed per 42-7B-48	\$1,034,166.68
40% Allocated to Tourism	\$413,666.67
10% Allocated to Lawrence County	\$103,416.67
50% Commission Fund	\$517,083.34

**South Dakota Gaming Statistics Monthly Summary
October 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$295,329.00	\$35,975.50	87.82%
5 Dollars	56		\$4,014,185.00	\$310,046.28	92.28%
1 Dollar	222		\$9,844,052.60	\$746,427.41	92.42%
50 Cents	3		\$153,399.00	\$20,313.00	86.76%
25 Cents	123		\$3,722,731.20	\$410,347.54	88.98%
10 Cents	2		\$78,611.10	(\$184.40)	100.23%
City Slot	52		\$5,175,931.58	\$469,152.76	90.94%
5 Cents	29		\$1,282,183.29	\$94,397.02	92.64%
1 Cents	2173		\$99,158,355.49	\$9,248,486.10	90.67%
Totals	2667		\$123,724,778.26	\$11,334,961.21	90.84%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,145,585.00	\$548,525.13	82.56%
House Banked Poker	26	\$2,290,218.50	\$541,936.19	76.34%
Player Banked Poker	12	\$1,370,335.00	\$137,033.50	N/A
Craps	3	\$543,336.00	\$128,506.00	76.35%
Roulette	7	\$284,104.00	\$39,446.50	86.12%
Totals	86	\$7,633,578.50	\$1,395,447.32	79.91%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$1,021,660.02	\$174,906.32	82.88%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$123,724,778.26	-1.46%		\$1,240,501,115.59	2.18%
Table Games	\$7,633,578.50	-1.94%		\$75,105,224.98	1.17%
Sports Wagering	\$1,021,660.02	18.50%		\$6,922,758.53	24.21%
Total Handle	\$132,380,016.78	-1.36%		\$1,322,529,099.10	2.22%

Tax Calculation

Total Statistical Win	\$12,905,314.85
Less: Non Cashable Promo Play	(\$1,577,375.71)
Plus: Non Cashable Promo Wins	\$1,419,638.14
Less: Wide Area Progressive Deduction	(\$11,164.93)
Less: City Slots (Net of Promo)	(\$460,991.35)
Plus: Expired Vouchers	\$23,518.56
Less: Federal Excise Tax	(\$2,554.15)
Amended Returns	\$17,631.56
Taxable Adjusted Gross Revenue	\$12,314,016.97
	9%
Tax Due	\$1,108,261.53

Tax Distribution

Total 9% Tax Collected	\$1,108,261.53
1% to State General Fund per 42-7B-28.1	\$123,140.17
8% to Be Distributed per 42-7B-48	\$985,121.36
40% Allocated to Tourism	\$394,048.54
10% Allocated to Lawrence County	\$98,512.14
50% Commission Fund	\$492,560.68

South Dakota Gaming Statistics Monthly Summary

November 2023

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$300,550.00	\$72,200.00	75.98%
5 Dollars	56		\$3,121,771.00	\$93,924.03	96.99%
1 Dollar	231		\$8,448,614.09	\$712,768.86	91.56%
50 Cents	4		\$210,922.00	\$32,281.50	84.70%
25 Cents	130		\$2,822,784.89	\$259,347.12	90.81%
10 Cents	2		\$219,769.20	\$13,231.90	93.98%
City Slot	50		\$4,929,551.81	\$505,869.54	89.74%
5 Cents	29		\$1,529,282.78	\$73,461.20	95.20%
1 Cents	2235		\$92,024,425.63	\$8,391,961.39	90.88%
Totals	2743		\$113,607,671.40	\$10,155,045.54	91.06%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,838,764.50	\$320,638.25	88.71%
House Banked Poker	26	\$2,219,642.00	\$468,206.38	78.91%
Player Banked Poker	12	\$739,000.00	\$73,900.00	N/A
Craps	3	\$410,268.50	\$113,685.00	72.29%
Roulette	7	\$233,658.00	\$66,024.00	71.74%
Totals	86	\$6,441,333.00	\$1,042,453.63	83.01%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	8		\$967,993.68	\$49,887.44	94.85%

Handle Comparison

	Current	% Change from Same Month,		CYTD % Change from Previous Year
		Last Year	Calendar YTD	
Slot Machines	\$113,607,671.40	10.00%	\$1,354,108,786.99	2.80%
Table Games	\$6,441,333.00	12.89%	\$81,546,557.98	2.01%
Sports Wagering	\$967,993.68	12.34%	\$7,890,752.21	22.62%
Total Handle	\$121,016,998.08	10.17%	\$1,443,546,097.18	2.84%

Tax Calculation

Total Statistical Win	\$11,247,386.61
Less: Non Cashable Promo Play	(\$1,740,172.88)
Plus: Non Cashable Promo Wins	\$1,566,155.59
Less: Wide Area Progressive Deduction	(\$2,289.51)
Less: City Slots (Net of Promo)	(\$496,828.52)
Plus: Expired Vouchers	\$31,924.84
Less: Federal Excise Tax	(\$2,419.98)
Amended Returns	\$11,198.22
Taxable Adjusted Gross Revenue	\$10,614,954.37
	9%
Tax Due	\$955,345.89

Tax Distribution

Total 9% Tax Collected	\$955,345.89
1% to State General Fund per 42-7B-28.1	\$106,149.54
8% to Be Distributed per 42-7B-48	\$849,196.35
40% Allocated to Tourism	\$339,678.54
10% Allocated to Lawrence County	\$84,919.63
50% Commission Fund	\$424,598.17

**South Dakota Gaming Statistics Monthly Summary
December 2023**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$172,625.00	\$26,925.00	84.40%
5 Dollars	56		\$2,481,102.00	\$211,973.28	91.46%
1 Dollar	225		\$7,330,864.38	\$615,584.52	91.60%
50 Cents	4		\$167,822.50	\$22,345.50	86.69%
25 Cents	133		\$2,421,291.56	\$220,088.19	90.91%
10 Cents	2		\$100,846.80	\$4,417.40	95.62%
City Slot	53		\$4,554,789.49	\$470,823.51	89.66%
5 Cents	29		\$659,840.07	\$45,608.19	93.09%
1 Cents	2249		\$80,290,568.76	\$6,984,220.39	91.30%
Totals	2757		\$98,179,750.56	\$8,601,985.98	91.24%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,658,653.50	\$559,132.51	84.72%
House Banked Poker	25	\$2,558,314.00	\$614,529.97	75.98%
Player Banked Poker	12	\$1,020,105.00	\$102,010.50	N/A
Craps	3	\$611,835.50	\$133,511.50	78.18%
Roulette	7	\$296,445.00	\$65,240.00	77.99%
Totals	85	\$8,145,353.00	\$1,474,424.48	80.74%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	8		\$1,143,938.37	\$154,098.09	86.53%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$98,179,750.56	16.96%		\$1,452,288,537.55	3.64%
Table Games	\$8,145,353.00	32.31%		\$89,691,910.98	4.18%
Sports Wagering	\$1,143,938.37	50.99%		\$9,034,690.58	25.61%
Total Handle	\$107,469,041.93	18.29%		\$1,551,015,139.11	3.78%

Tax Calculation

Total Statistical Win	\$10,230,508.55
Less: Non Cashable Promo Play	(\$1,888,609.32)
Plus: Non Cashable Promo Wins	\$1,699,748.39
Less: Wide Area Progressive Deduction	(\$3,321.86)
Less: City Slots (Net of Promo)	(\$461,665.32)
Plus: Expired Vouchers	\$27,442.83
Less: Federal Excise Tax	(\$2,859.85)
Amended Returns	\$3,779.00
Taxable Adjusted Gross Revenue	\$9,605,022.42
	9%
Tax Due	\$864,452.02

Tax Distribution

Total 9% Tax Collected	\$864,452.02
1% to State General Fund per 42-7B-28.1	\$96,050.22
8% to Be Distributed per 42-7B-48	\$768,401.79
40% Allocated to Tourism	\$307,360.72
10% Allocated to Lawrence County	\$76,840.18
50% Commission Fund	\$384,200.90

South Dakota Gaming Statistics Monthly Summary
January 2024

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	7		\$351,862.00	\$48,401.00	86.24%
5 Dollars	56		\$3,515,614.00	\$395,508.32	88.75%
1 Dollar	223		\$8,542,674.28	\$616,705.36	92.78%
50 Cents	3		\$131,327.50	\$18,151.00	86.18%
25 Cents	129		\$3,117,491.60	\$296,530.33	90.49%
10 Cents	2		\$257,637.30	(\$137.60)	100.05%
City Slot	53		\$4,228,745.71	\$416,751.87	90.14%
5 Cents	29		\$852,417.71	\$52,872.46	93.80%
1 Cents	2263		\$84,609,998.16	\$7,482,418.32	91.16%
Totals	2765		\$105,607,768.26	\$9,327,201.06	91.17%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$2,539,939.50	\$509,144.19	79.95%
House Banked Poker	26	\$2,134,159.00	\$578,162.18	72.91%
Player Banked Poker	12	\$733,505.50	\$73,350.55	N/A
Craps	3	\$456,508.00	\$147,652.00	67.66%
Roulette	7	\$193,875.50	\$20,730.00	89.31%
Totals	86	\$6,057,987.50	\$1,329,038.92	76.42%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$868,815.03	\$94,755.61	89.09%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$105,607,768.26	0.01%		\$105,607,768.26	0.01%
Table Games	\$6,057,987.50	-6.71%		\$6,057,987.50	-6.71%
Sports Wagering	\$868,815.03	-4.56%		\$868,815.03	-4.56%
Total Handle	\$112,534,570.79	-0.41%		\$112,534,570.79	-0.41%

Tax Calculation

Total Statistical Win	\$10,750,995.59
Less: Non Cashable Promo Play	(\$1,805,145.88)
Plus: Non Cashable Promo Wins	\$1,624,631.29
Less: Wide Area Progressive Deduction	(\$707.85)
Less: City Slots (Net of Promo)	(\$409,006.27)
Plus: Expired Vouchers	\$19,403.21
Less: Federal Excise Tax	(\$2,172.04)
Amended Returns	\$0.56
Taxable Adjusted Gross Revenue	\$10,177,998.61
	9%
Tax Due	\$916,019.88

Tax Distribution

Total 9% Tax Collected	\$916,019.88
1% to State General Fund per 42-7B-28.1	\$101,779.99
8% to Be Distributed per 42-7B-48	\$814,239.89
40% Allocated to Tourism	\$325,695.96
10% Allocated to Lawrence County	\$81,423.99
50% Commission Fund	\$407,119.95

**South Dakota Gaming Statistics Monthly Summary
February 2024**

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$150,075.00	\$12,684.41	91.55%
5 Dollars	56		\$3,896,607.00	\$227,317.63	94.17%
1 Dollar	226		\$9,193,844.73	\$701,891.94	92.37%
50 Cents	4		\$311,440.50	\$53,416.50	82.85%
25 Cents	127		\$2,880,586.82	\$274,417.57	90.47%
10 Cents	2		\$147,280.80	\$11,219.80	92.38%
City Slot	52		\$4,378,878.04	\$393,875.91	91.01%
5 Cents	28		\$784,009.69	\$59,457.34	92.42%
1 Cents	2260		\$89,071,590.14	\$8,131,061.20	90.87%
Totals	2761		\$110,814,312.72	\$9,865,342.30	91.10%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,097,199.00	\$526,280.25	83.01%
House Banked Poker	26	\$2,345,004.50	\$644,455.94	72.52%
Player Banked Poker	12	\$966,202.50	\$96,620.25	N/A
Craps	3	\$467,787.00	\$121,679.00	73.99%
Roulette	6	\$256,900.00	\$52,009.00	79.76%
Totals	85	\$7,133,093.00	\$1,441,044.44	78.20%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$696,016.94	(\$38,405.75)	105.52%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$110,814,312.72	8.58%		\$216,422,080.98	4.22%
Table Games	\$7,133,093.00	3.57%		\$13,191,080.50	-1.42%
Sports Wagering	\$696,016.94	-2.95%		\$1,564,831.97	-3.85%
Total Handle	\$118,643,422.66	8.19%		\$231,177,993.45	3.82%

Tax Calculation

Total Statistical Win	\$11,267,980.99
Less: Non Cashable Promo Play	(\$1,734,775.31)
Plus: Non Cashable Promo Wins	\$1,561,297.78
Less: Wide Area Progressive Deduction	(\$4,581.29)
Less: City Slots (Net of Promo)	(\$384,997.20)
Plus: Expired Vouchers	\$22,107.42
Less: Federal Excise Tax	(\$1,740.04)
Amended Returns	(\$10,079.44)
Taxable Adjusted Gross Revenue	\$10,715,212.91
	9%
Tax Due	\$964,369.16

Tax Distribution

Total 9% Tax Collected	\$964,369.16
1% to State General Fund per 42-7B-28.1	\$107,152.13
8% to Be Distributed per 42-7B-48	\$857,217.03
40% Allocated to Tourism	\$342,886.81
10% Allocated to Lawrence County	\$85,721.70
50% Commission Fund	\$428,608.52

South Dakota Gaming Statistics Monthly Summary
March 2024

Slot Machines

Denomination	Number of Units Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
25 Dollars	6		\$336,925.00	\$83,300.00	75.28%
5 Dollars	56		\$3,350,484.00	\$316,893.47	90.54%
1 Dollar	232		\$10,561,853.20	\$752,873.29	92.87%
50 Cents	4		\$352,083.00	\$21,504.50	93.89%
25 Cents	123		\$3,358,073.44	\$292,920.20	91.28%
10 Cents	2		\$163,811.20	\$15,294.70	90.66%
City Slot	50		\$4,543,656.15	\$490,509.75	89.20%
5 Cents	26		\$745,875.14	\$81,879.23	89.02%
1 Cents	2281		\$93,747,895.40	\$8,521,148.34	90.91%
Totals	2780		\$117,160,656.53	\$10,576,323.48	90.97%

Table Games

Games	Units	Handle	Statistical Win	Avg. Payout %
Black Jack	38	\$3,773,643.00	\$523,569.19	86.13%
House Banked Poker	28	\$3,042,460.00	\$725,526.20	76.15%
Player Banked Poker	12	\$929,222.50	\$92,922.25	N/A
Craps	4	\$715,754.00	\$69,777.50	90.25%
Roulette	6	\$306,891.00	\$61,666.00	79.91%
Totals	88	\$8,767,970.50	\$1,473,461.14	82.39%

Sports Wagering

	Number of Casinos Reporting		Handle	Statistical Win	Avg. Payout %
	Revenue				
Totals	7		\$1,242,270.27	\$91,215.38	92.66%

Handle Comparison

	Current	% Change from Same Month,		Calendar YTD	CYTD% Change from Previous Year
		Last Year			
Slot Machines	\$117,160,656.53	-6.54%		\$333,582,737.51	0.17%
Table Games	\$8,767,970.50	10.52%		\$21,959,051.00	3.02%
Sports Wagering	\$1,242,270.27	34.46%		\$2,807,102.24	10.02%
Total Handle	\$127,170,897.30	-5.25%		\$358,348,890.75	0.41%

Tax Calculation

Total Statistical Win	\$12,141,000.00
Less: Non Cashable Promo Play	(\$1,742,563.89)
Plus: Non Cashable Promo Wins	\$1,568,307.50
Less: Wide Area Progressive Deduction	(\$2,190.79)
Less: City Slots (Net of Promo)	(\$481,145.85)
Plus: Expired Vouchers	\$17,961.62
Less: Federal Excise Tax	(\$3,105.68)
Adjustments for Amended Returns and Audit Findings	\$1.78
Taxable Adjusted Gross Revenue	\$11,498,264.69
	9%
Tax Due	\$1,034,843.82

Tax Distribution

Total 9% Tax Collected	\$1,034,843.82
1% to State General Fund per 42-7B-28.1	\$114,982.65
8% to Be Distributed per 42-7B-48	\$919,861.18
40% Allocated to Tourism	\$367,944.47
10% Allocated to Lawrence County	\$91,986.12
50% Commission Fund	\$459,930.59

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