



June 24, 2026

City of Deadwood
Sign Review Commission
108 Sherman Street
Deadwood, SD 57732

Dear Commissioners,

First Gold Gaming Resort would like to request a variance for a new sign that will be located on the east side of the building. Listed below are a few conditions regarding the variance request.

- First Gold Gaming Resort is the first building visitors see when they come down the hill into Deadwood. First Gold Gaming Resort gets camouflaged into the beauty of the hills. A beautiful sign will help visitors know our business located there.
- Anyone driving into Deadwood down 4-lane Hwy 14A, which runs directly in front of our building, drives 35 miles per hour. At this speed, we need a very eye-catching, beautiful sign to draw attention to our business!
- First Gold, Inc. has made major improvements to our property and our buildings since 2025 and are continuing major improvements to the exterior and interior of the building. This sign is a very nice improvement to the exterior of the building.
- We are asking for a 1' height variance. The additional 1' in height does add to the aesthetic look on the side of the building and will help with the effectiveness of the sign for visitors wanting to visit First Gold Gaming Resort.

We are asking for your consideration and approval for the variance of 1' in height for the First Gold Gaming Resort sign. Thank you in advance for your time.

Regards,

A handwritten signature in blue ink that reads "Terri A. Ward".

Terri A. Ward, General Manager
First Gold, Inc.
270 Main Street, Deadwood, SD 57732
[605]578-9777 x1110
terriw@firstgold.com

Compliant with ordinance



Layout 10B

Overall Size: 7' x 11.5'



(605) 342-0481
Fax: (605) 342-9474
1650 Samco Rd.
Rapid City, SD 57701

**ROSENBAUM'S
SIGNS**

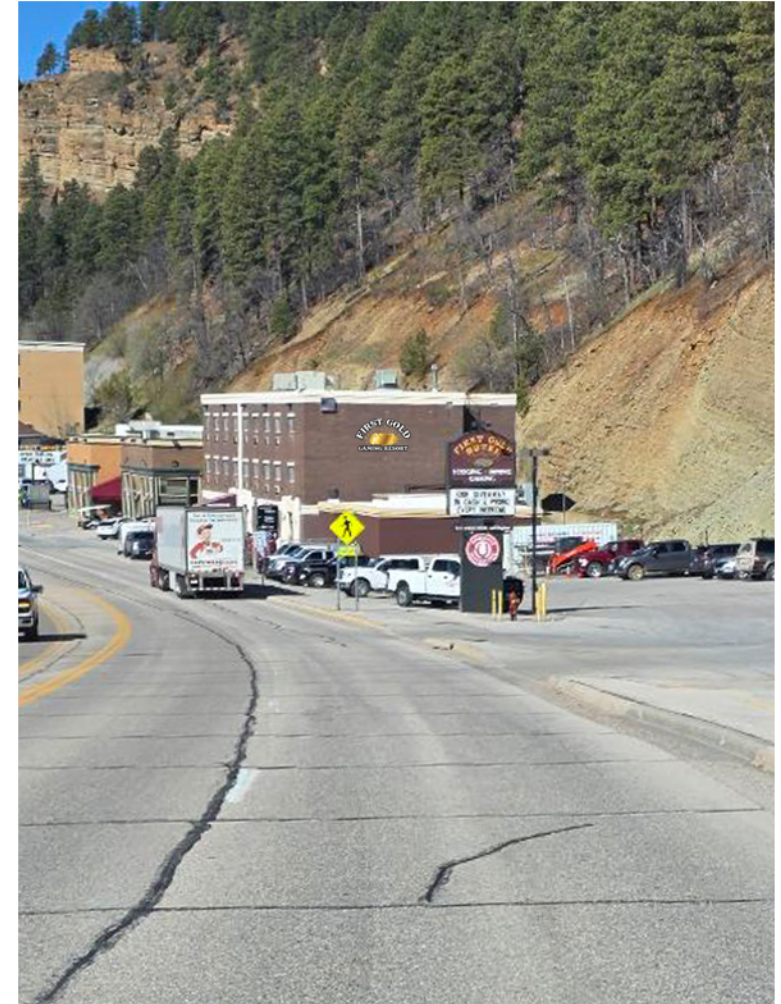
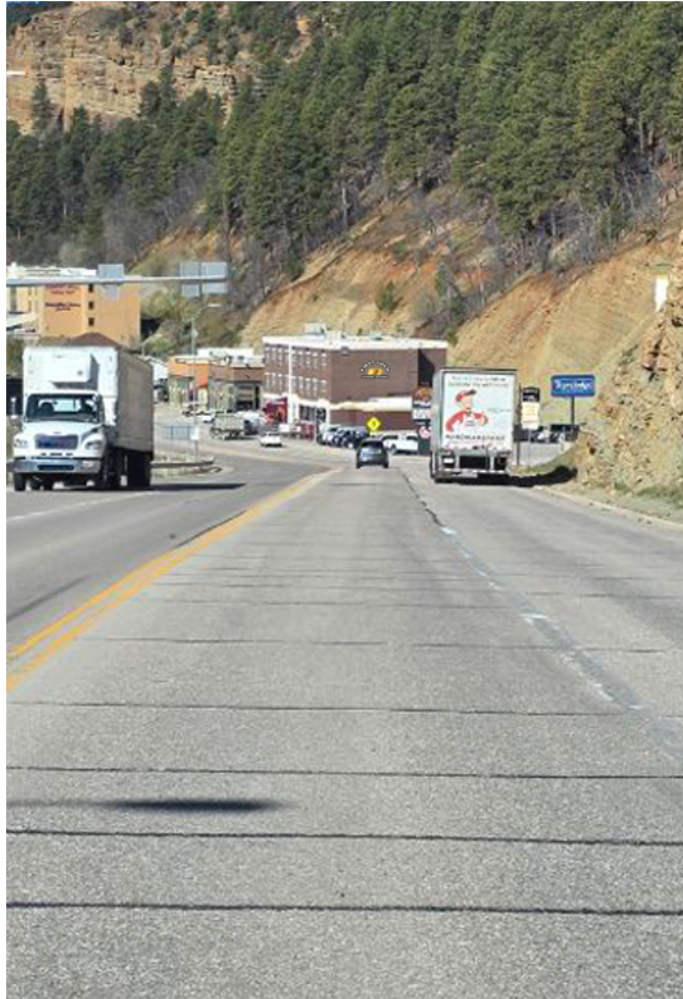
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Customer:
First Gold Hotel

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

**Layout 10B
Distance
Mockups
(Sign is
7' x 11.5')**



**(605) 342-0481
Fax:(605) 342-9474
1650 Samco Rd.
Rapid City, SD 57701**

**ROSENBAUM'S
SIGNS**

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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

Layout 10B

Day:



Night:

(Spotlight to be installed by customer at later date, may create shadows depending on location of spotlight)



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Customer:
First Gold
Gaming Resort

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

Proposed sign requiring variance



Layout 10D

Overall Size: 8' x 13.25'



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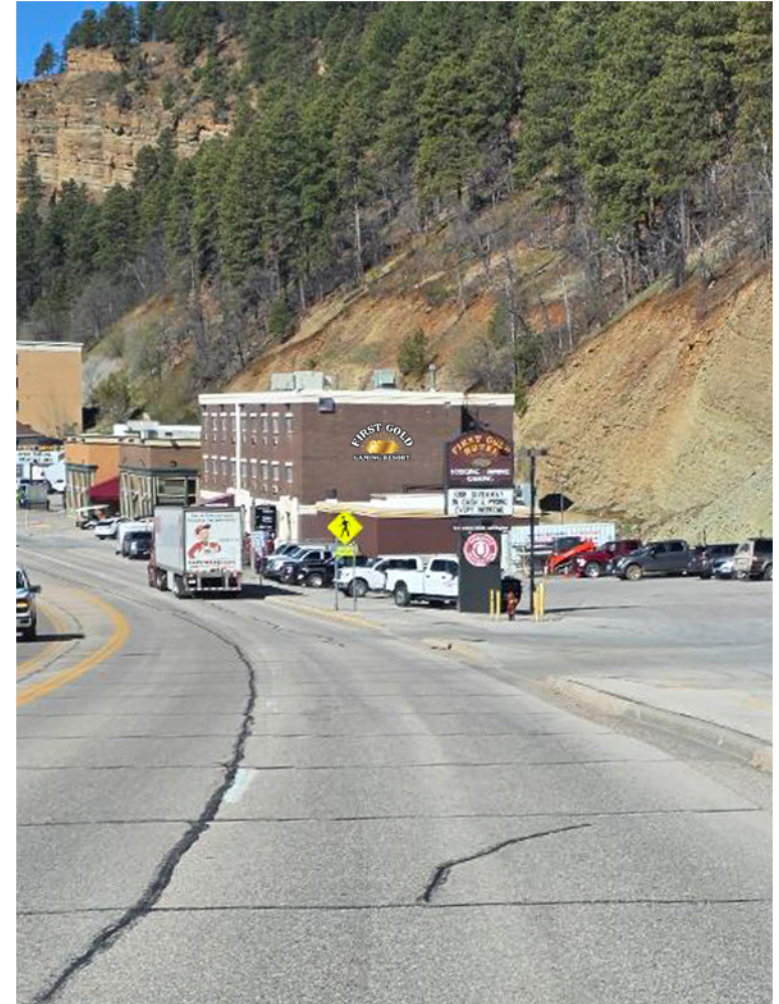
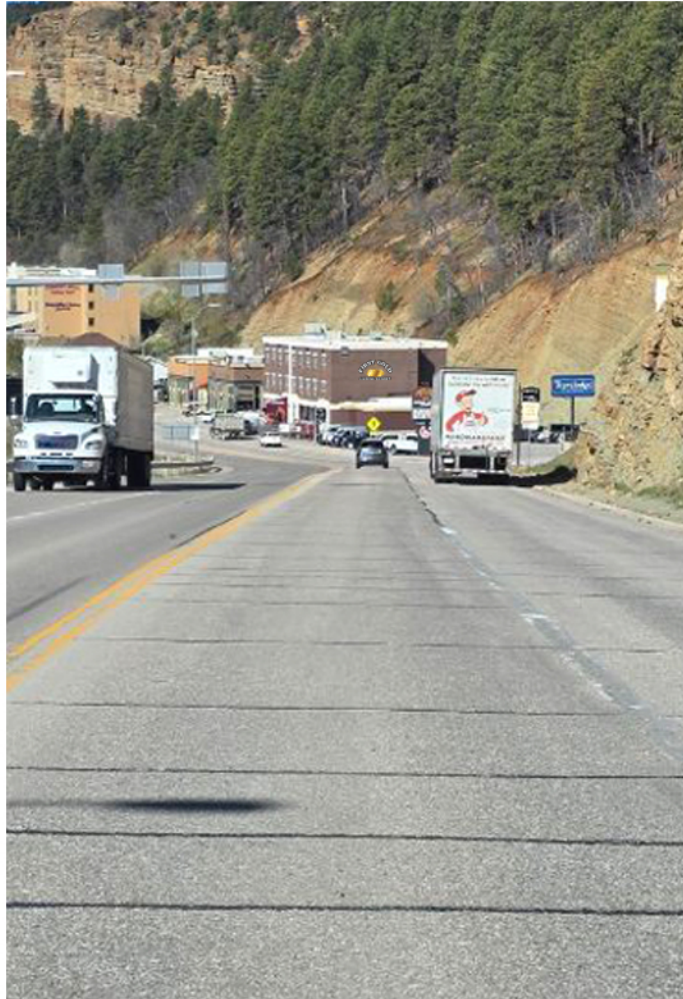
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Customer:
First Gold Hotel

Drawn By: Jonni
Date: 6/3/2026

Customer Signature: _____ Date: _____

**Layout 10D
Distance
Mockups
(Sign is
8' x 13.25')**



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Date: 6/3/2026

Customer Signature: _____ Date: _____

Layout 10D

Day:



Night:

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