

**City of Deadwood  
Special Event  
Permit Application and  
Facility Use  
Agreement for**

3 Wheeler Rally SHOW-SHINE 2023

**Instructions:**

To apply for a Special Event Permit, please read the Special Event Permit Application Instructions and then complete this application. Submit your application, including required attachments, no later than forty-five (45) days before your event. Facility Use Agreements should also be completed at this time (if applicable).

## EVENT INFORMATION

### Type of Event:

☐ Run ☐ Walk ☐ Bike Tour ☐ Bike Race ☒ Parade ☐ Concert  
☐ Street Fair ☐ Triathlon ☒ Other

Event Title: Deadwood 3 Wheeler Rally Show n Shine & Night Light Parade

Event Date(s): July 12 /13 , 2023 Total Anticipated Attendance: 1500-2000  
(month, day, year) (# of Participants 100+ # of Spectators 1500+)

Actual Event Hours: (from): ShownShine 11:15am- 2 p AM / PM (to): Parade 8:30 pm to 9 pm AM / PM

Location / Staging Area: Deadwood Event Complex

Set up/assembly/construction Date: S&S- July 14 @11:15 Start Time: 11:30 AM AM / PM

Please describe the scope of your setup / assembly work (specific details):

S & S setup up barricades, get trikes arranged by group downtown. Parade has no set-up

Dismantle Date: S & S July 14 Completion time: 2 pm AM / PM

List any street(s) requiring closure as a result of this event. Include **street name(s)**, **day, date** and **time** of closing and time of re-opening:

Show & Shine - Wall to Shine St. / The night parade will run the length of historic main

- Any request involving 25 or less motor vehicles will utilize Deadwood Street and will be barricaded at both ends of Deadwood Street.
- Any request involving 25-50 motor vehicles (not including motorcycles) - will park on the north side of Main Street, which will not require street closure.
- Any request involving 50 or more vehicles (which would require an entire street closure From Wall Street to Shine Street and security must be provided at Shine Street and Main Street and Wall Street and Main Street to direct traffic.

## APPLICANT AND SPONSORING ORGANIZATION INFORMATION

☒ Commercial (for profit) ☐ Noncommercial (nonprofit)

Sponsoring Organization: First Gold, Inc

Chief Officer of Organization (NAME): Mike Gustafson

Applicant (NAME): Michele Pierce Business Phone: (605) 717-7174

Address: 270 Main Deadwood SD 57732  
(city) (state) (zip code)

Daytime phone: (605) 578-9777 Evening Phone: (307) 391-541 Fax #: (    )     

Please list any **professional event organizer** or **event service provider** hired by you that is authorized to work on your behalf to produce this event.

Name: \_\_\_\_\_

Address: \_\_\_\_\_ (city) \_\_\_\_\_ (state) \_\_\_\_\_ (zip code)

Contact person "on site" day of event or facility use \_\_\_\_\_ Pager/Cell #: \_\_\_\_\_

**(Note:** This person must be in attendance for the duration of the event and immediately available to city officials)

**REQUIRED:** Attach a written communication from the Chief Officer of the organization which authorizes the applicant or professional event organizer to apply for this Special Event Permit on their behalf.

### FEES / PROCEEDS / REPORTING

- | NO                                  | YES   |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Is your organization a "Tax Exempt, nonprofit" organization? If <b>YES</b> , you must attach a copy of your IRS 501C Tax Exemption Letter to this Special Event Permit application (providing proof and certifying your current tax exempt, nonprofit status). |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> Are admission, entry, vendor or participant fees required? If <b>YES</b> , please explain the purpose and provide amount(s):   |

### OVERALL EVENT DESCRIPTION: ROUTE MAP / SITE DIAGRAM / SANITATION

Please provide a **detailed description** of your proposed event. Include details regarding any components of your event such as use of vehicles, animals, rides or any other pertinent information about the event:

These events are part of the 9th Annual Deadwood 3 Wheeler Rally that is being held at the Deadwood Event Complex July 9-14, 2023

The trike show n shine is designed to allow trike owners to compete for a ranking and prizes in various predetermined categories. The event will last 2 hours.

The night light parade will be held on Thursday July 13th. Trikes will line up in the Deadwood Event Complex and be escorted by local police department beginning at 8:30 pm. The parade should not take more than 20-30 minutes. SD DOT permits will be obtained.

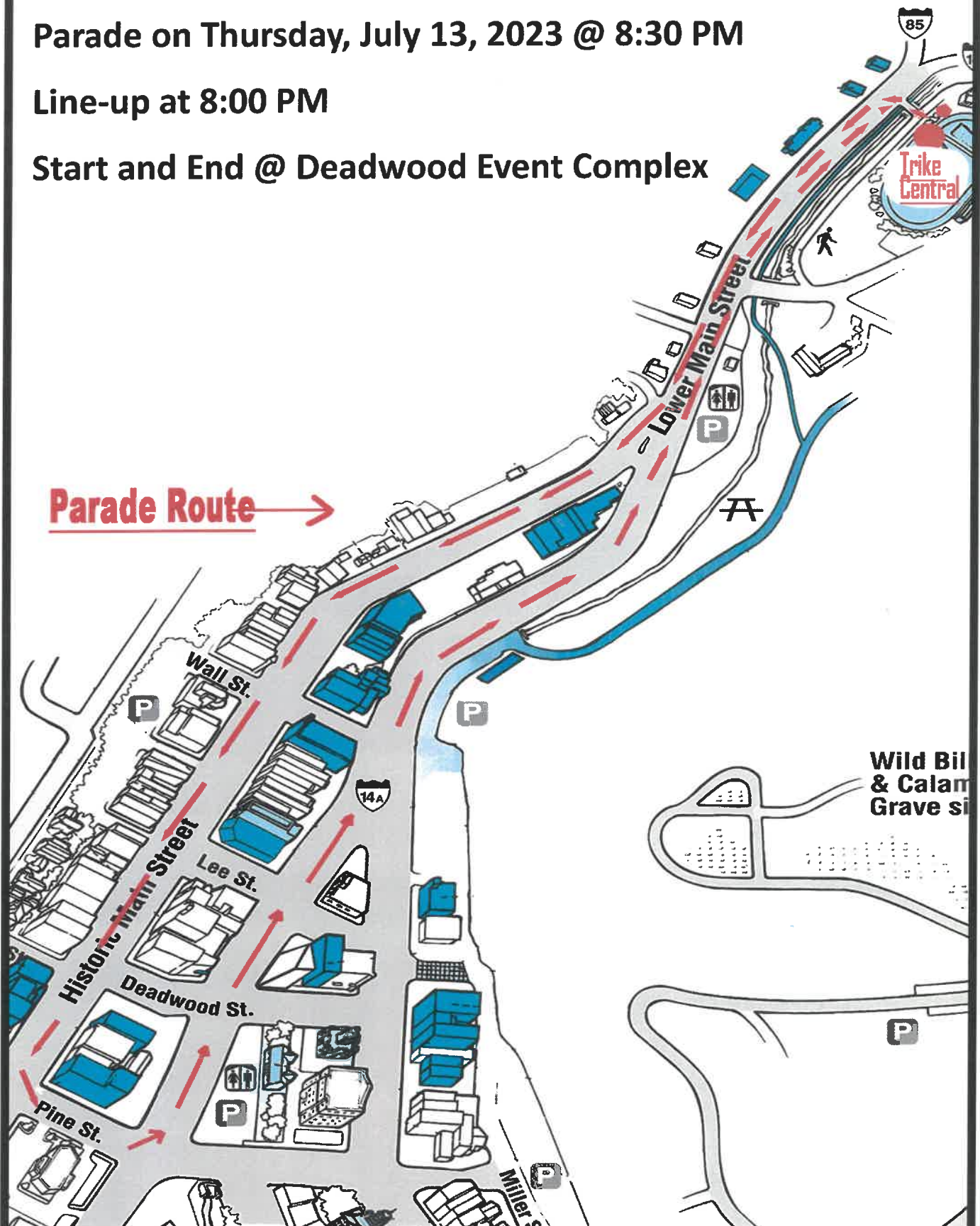
Please see the attached maps for both events.

# D3WR "Night Light Parade" Route Map

Parade on Thursday, July 13, 2023 @ 8:30 PM

Line-up at 8:00 PM

Start and End @ Deadwood Event Complex



## **PROPOSED CHANGES**

### **9<sup>th</sup> Annual Deadwood 3 Wheel Rally July 9-14, 2023**

**Outlaw Square Activities** – We want to collaborate with and promote more of the Outlaw Square Activities. Many of our attendees come in on Saturday and we want to draw more attention to what is happening downtown before they get here as well as what is happening throughout the week. We will be proposing having the D3WR Show n’ Shine awards given out from the Outlaw Square on Wednesday afternoon following the event to keep riders close and draw spectators into town.

**Road Warrior Foundation** – For the past 6 years, D3WR has been working with the Road Warrior Foundation. Their mission is to provide adventures to military veterans by empowering them through challenges that honor their service. Last year the streets of Deadwood were lined with 100’s of people welcoming this group as they rode through Deadwood’s Main Street. D3WR was able to raise over \$2400 for them through a pie social. In 2023 we want to increase awareness and funds raised for this worthy organization. D3WR organizers will work with local businesses and media to achieve this goal.

Note: Deadwood receives recognition and promotion throughout the year from this organization in preparation for their ride here each year.

**Wild Bill Me**– In 2023 we will incorporate the Deadwood Chamber’s “Wild Bill Me” selfie campaign. To “sweeten the pot” and encourage people to participate we will give away ten \$100 vouchers that can be used toward their 2023 D3WR lodging in Deadwood. The vouchers will only be good for services at Bid 8 Properties and are non-transferrable.

#### **In Conclusion**

The Deadwood 3 Wheeler Rally appreciates the support of Bid 8 and are asking that you fund the 9<sup>th</sup> annual Deadwood 3 Wheel Rally at the same amount you did in 2022 which was \$30,000. We are open to your ideas and suggestions as we work to improve the rally and draw more people on trikes to the area and into your businesses.

Respectfully submitted,

Michele Pierce  
D3WR Event Coordinator  
[michelep@firstgold.com](mailto:michelep@firstgold.com)  
307-391-1541

## **Deadwood 3 Wheel Rally**

### **OVERVIEW & FUTURE PLANS**

The Deadwood 3 Wheeler Rally is an annual 5-day event is based out of Historic Deadwood, SD at the Deadwood Event Complex with daily destination rides to sites in and throughout the Black Hills area. A variety of activities also take place in downtown Deadwood and at various venues throughout town.

Despite the lingering effects of Covid-19, we had a record-breaking year in 2021 and this event continues to grow each year as indicated by the numbers below.

#### **2021 Final Attendee Numbers:**

- 819 Registrants from 41 states (up 381 participants from 2020 or 46.5% increase)
- 553 Trikes (up 245 trikes from 2020 or 44% increase)

#### **2020 Final Attendee Numbers:**

- 438 Registrants from 38 states (down 36% from 2019)
- 308 Trikes (down 35% from 2019)

#### **2019 Final Attendee Numbers**

- 690 Registrants from 39 states and 5 Canadian Provinces
- 476 Trikes

#### **2021 Overview of Events**

As always, our goal is to organize this event in such a way that the attendees spend as much time as possible in Deadwood if they are not out riding. The organized event activities for 2021 were as follows:

#### **Happenings within Historic Downtown Deadwood:**

- Trike Show n' Shine on Main Street
- Road Warrior Foundation Parade through Main Street
- Night trike parade on Main Street
- Downtown Deadwood Walking Trivia
- VFW Pancake Fundraiser- at VFW
- Outlaw Square Entertainment

#### **Happenings at Deadwood Event Complex:**

- Vendors
- Socials/Live Music/Karaoke on select evenings
- Meal on Thursday Night/Awards
- Entertainment
- Trike Games of Skill

#### **Happenings Outside Deadwood**

- Poker run
- Destination rides

## **Vendors**

- In 2021, D3WR had a 25% increase in vendor in participation
- Supply chain issues had an affect on vendor attendance
- More vendors are expected to attend in 2022 which naturally draws more people to the event.

## **Security**

- Provided nightly by Badlands Security Company.
- No reported incidents or mishaps.
- They have been hired again for 2022.

## **Marketing 2021 -**

\$500 in Facebook ads placed

\$2500 in Local Radio Campaign

Collaborated with Black hills Badlands for various ad placement

Ads placed in South Dakota magazine, Quick Throttle Magazine

Direct mail to over 1000 past attendees

500 posters mailed to trike dealerships in a 6 state region

Live Facebook posts made daily by Quick Throttle Magazine and Bob and Tam's Adventures

In 2021 - Bid 8 properties were given an opportunity to put a Free ½ page ad in the event Guide

## **Assisting with Fundraising for Others**

\$4200 for Ellsworth AFB's First Sergeants Operation WarmHeart

\$2400 Road Warriors Foundation.

Local VFW Pancake Feed

## **Wrap-up**

Overall, the attendees were happy and felt safe. We were thanked repeatedly for forging ahead with the event and in the end, we were one of the only trike events that took place in 2021. Our attendees LOVE Deadwood, the Black Hills and what it has to offer, and they assure us they will be back to do it all over again.