

LEAD ME THERE

Lead, South Dakota

LIGHT UP LEAD WINNERS ANNOUNCED AT LEAD LIVE CHRISTMAS MARKET



Winners were announced on Tuesday, 12/3 for the residential light decorating contest that was part of a bigger push to invite tourists to our fair town to enjoy plowed streets, beautiful scenery and great shopping!

-Leigha Patterson

Hosted by the Handley Center, Lead Live is a night where local vendors set up tables to showcase their merchandise, ranging from apparel to home decor to jewelry. Lynn's Dakotamart contributed hotdogs and chips, Tyke from Java Joint provided sundaes and hot cocoa, and also DJ'd the event. There were fun activities for kids to keep them entertained while parents shopped. Thank you to the citizens of Lead for supporting our small businesses and local artisans.

Thank you to all of our participants that registered for Light Up Lead. Even with the snow, everyone put in the effort and made their houses look spectacular! Judging

was tough, but the panel of judges decided on the three winners. Congratulations to Jim & Cathie Aberle for coming in 1st place and winning \$1000. Second place for \$250 was Jake & Nicole Coons and third place, receiving a gift basket full of gift cards and goodies, was Dennis Schumacher! If you would like to see these houses or check out the other participating houses, addresses can be found on our website at www.LeadMeThere.org/LightUpLead. Thank you as well to the sponsors of this event: **Black Hills Energy, Ace Hardware of Lead, First Interstate Bank, Black Hills Badlands Tourism Assc.**, with other support from our Annual Sponsors and Twin City Hardware

Holiday Fun Abounds in Lead



-Leigha Patterson

Small Business Saturday/Shop Local Kick Off Party - In Spite of Winter Storm Ezekial, many adventurous shoppers came to Miners & Merchants Trading Post for the Shop Local Kick Off Party. If you didn't risk the weather, we still have about 20 goodies bags left filled with special offers from participating businesses. A rescheduling will be held 12/7 and you can pick up punch cards at any of the participating businesses. Maps are available listing the businesses www.LeadMeThere.org/ShopLocal. Remember to drop fully punched cards off at the Lead Area Chamber of Commerce before Dec

19th to be entered into a drawing for some awesome prizes!

Festival of Trees - The Historic Homestake Opera House held their annual Festival of Trees Dec 4th & 5th, as well as hosted the Lead & Deadwood Chamber Mixer. Many local businesses and individuals donated trees and wreaths which were judged and then live auctioned. There was also a raffle and silent auction filled with wonderfully unique items. Even Santa arrived with his helper elves and workshop so kids could partake in all the excitement. All proceeds from the Festival of Trees will benefit the Opera House for programming, preservation, and presentation.

Don't miss seeing Santa on 12/6 and 12/7, and the Tree Lighting on 12/6 at 7pm. See calendar for deets.

Lead Breaks Sales Tax Records



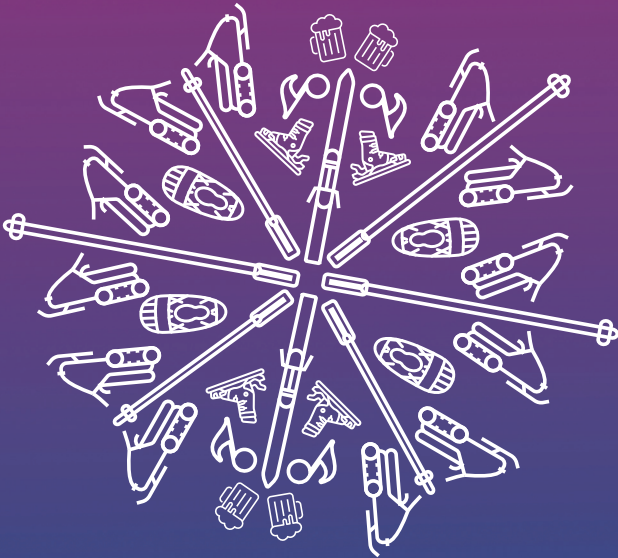
David Vardiman, city commissioner and Mike Stahl, city manager had a bet about sales tax exceeding \$800k. Vardiman bet a Fat Tire that we would meet the goal, which we exceeded by almost \$50k by 10/31! It was a celebratory moment for all!

-Sierra Ward

It's exciting times here in Lead! We're raking in more sales tax than the city has ever seen! When we asked mayor, Ron Everette what he thought the reason for this was he said he attributed it to the general health of the town. We agree! There's a lot of activity going on at the Lab, with the new underground expansion, the surface building and such, but it's also because there's more businesses opening. The money is moving around! Have you driven down Main Street in the middle of the day? Crossed the street during lunch hour? Lead is bustling in a way that hasn't happened for a long long time. I was featured along with several business owners on KOTA, and KeloLand news features about Lead's booming economy. Can we hit a million by the end of the year? Stay tuned!

WinterFest20

January 31-February 2 - Lead, South Dakota



Come celebrate winter with us! Fireworks, Parade of Lights, Bonfire, Snowshoeing, Winter Rocks: Music Festival, Cool Beans Contest & more!

www.LeadMeThere.org/Winterfest

DECEMBER CHAMBER MEMBERS

Thank You to NEW BUSINESS MEMBERS - 4 Paws Broadcasting (KDSJ) // Sander Sanitation

Thank You to RENEWING MEMBERS - All Net Connection, Alpine Impressions, Aspire Boutique, AV Productions, Black Hills Title Company, Bob's Silver Star Lounge, CAT Scratch Studios, Cheyenne Crossing, Danny's Plumbing Service, Deadwood Connections, Deadwood Springs Outdoors, F3 Gold LLC, First National Bank, Forcoli & Sons Painting, Good Shepherd Clinic, **Gary & Joanne Goodrich**, Lynn's Dakotamart, **Rita Meis**, Nellie Enderby Christians Team Realty, Northern Hills Subway, Rangel Construction Re/Max in the Hills, Sanford Lab Homestake Visitor Center, The Stampmill Restaurant, & Saloon, Triple K Tire & Repair, United Way of the Black Hills

Another big thank you to First Interstate Bank, Ace Hardware of Lead, Twin City Hardware and Black Hills Badlands and Tourism Association for continued sponsorship of our winter events! We're so happy you're a part of everything we do!



2020-2021 Lead Magazine

Our beautifully designed (and full-color) 48-page publication highlights fun places to visit, stay, and play in the local area. Flip it over and readers can enjoy a helpful relocation guide with information on the community and the many services we offer for residents (and visitors alike)! Last year we had visitor centers along I-90 on the Eastern side of the state call and beg us to send even more boxes of the magazine mid-summer. We engaged in a distribution program in 2019 that had our issues stocked all over the Black Hills – and we literally ran out of all 10,000 issues printed. The 2020-2021 Issue will have a run of 15,000 (increased by 50%). Don't miss this chance to be part of our increasingly popular Lead magazine! Get your 15% discount by paying for your add in full before 12/31/19! Call us for all the details (605)584-1100



Thank You to the Lead Area Chamber of Commerce 2020 ANNUAL SPONSORS



Want to be showcased as a pillar in our community? Annual sponsorship positions your company as a significant contributor to the financial and social wellbeing of Lead and its citizens. Your company name will be featured in all our advertising campaigns and at events—where your brand will be prominently displayed in front of thousands. With annual sponsorship, your company has the unique opportunity to build brand awareness and customer trust. Additionally, your team will enjoy complimentary tickets to events that can be gifted as you see fit. Annual sponsorship is a way to support our exciting community-improvement initiatives while solidifying your name as an important community leader. see more www.LeadMeThere.org/Sponsorship2020

WINTERFEST SCHEDULE THURS 1/30 - SUN 2/2

All events and times are subject to change. For the latest and most up to date schedule check out www.LeadMeThere.org/winterfest

Thursday - 1/30

5-7pm - LACC Mixer @ Whitetail Creek Resort

Friday - 1/31

WINTER ROCKS - music festival starts
More Winter Rocks events being scheduled!

Saturday - 2/1

ALL DAY - SLEDDING HILL, Siever St. Provided by City
8am - SNOWMOBILE POKER RUN, Steel Wheel
9am - SNOW YOGA - SLHVC on deck, \$10 per participant
11am - Winter Rocks: Zoe Keehn @ Lotus Up Espresso
1-3pm ADULT SLEDDING PARTY - Whitetail Creek Resort
1-3pm - Winter Rocks: TBA @ Whitetail Creek Resort
2-6pm - Tap Takeover: Dakota Point Brewery @ Stewart Lodge, Terry Peak
2-6pm - Winter Rocks: My Second Rodeo (part of the Jammin' the Peak Brews and Tunes Music Series) @ Stewart Lodge, Terry Peak
3-5 - Winter Rocks: Zoe Keehn @ Miners & Merchants Trading Post
4-7pm FLANNEL & FLAME PARTY @ Homestake Opera House patio
4-7pm Winter Rocks: 6 Mile Road @ Homestake Opera House patio
6pm - WINTER'S FAT CLASSIC: fat tire bike race, Mickelson Trail - through Lead (register at dirtychain.co)
6pm - VIP Fireworks Viewing Party @ SLHVC (tickets: EventBrite.com)
7pm - PARADE (registration coming soon)
8pm - FIREWORKS, over Open Cut
8:30pm - BONFIRE, Visitor Center parking lot

SUNDAY - 2/2

9am, SNOWSHOE HIKE @ Homestake Trail
11am-3pm, COOL BEANS bean cook-off contest - *registration and details coming soon! Be sure to check out website for all upcoming details*

Holiday Party Packages

at the

Sanford Lab Homestake Visitor Center

Book your company holiday party at the swankiest location in the Northern Hills! Boasting an amazing view of the Open Cut and lots of accessible parking, the Visitor Center is the perfect location for showing your staff how much you appreciated their hard work in 2019!

Packages for all size groups. Includes catering, facility, staff, rentals and decor.

Package 1: Cocktail Party \$21/pp Includes standing tables, beer and wine bar (2 tickets per guest), cold and hot appetizers, decorations, blue tooth speaker
Package 2: Cocktail Party \$24/pp Includes standing tables, beer and wine bar (2 tickets per guest), cold and hot appetizers (deluxe), decorations, blue tooth speaker
Buffet Dinner \$40/pp Includes round tables, your choice of entree, beer and wine bar (2 tickets per guest), decorations, all rentals, blue tooth speaker (max 80 guests)
Prime Rib Dinner \$50/pp Includes round tables, prime rib, beer and wine bar (2 tickets per guest), decoration, all rentals, blue tooth speaker (max 80 guests)

Have other needs? Want a custom package? We're here to help!
Call (605)584-3110 to book now!
Catering provided by Old West Dutch Oven Catering Company

Winterfest VIP Fireworks Viewing Party

Saturday, February 2, 2020, 6pm

Find all details at Eventbrite.com

Tales From Lead: Dawn Marie

—Dennis W. Palczewski

Hopefully each of us has a passion for something. My passions are fishing and writing. My sisters have a passion for horses. My spouse's passions are teaching and creativity. My passion has given me a great opportunity to write about people from Lead.

This month one of our gallery artists was Dawn Paul, Aka "The Deer Lady." She earned this title by saving a fawn whose mother had been killed by a mountain lion. She placed the fawn, "Sweet Pea," under her wing and watched over her.

Dawn took every course at Lead High School that involved some form of art with photography being her first passion. Photography, band, advanced art, commercial art, etc. were her beginning notes of creativity. At that time, students had to develop their own photos in the dark room and that only added to the passion. Her favorite teacher and mentor, Don Ruleaux remains a friend and he still encourages Dawn with her art and photography. After graduation she further pursued her knowledge and skill in college.

Dawn said years ago that her photography was not very good. If that was modesty or true then, it certainly is not true now. We at Miners' Tin Cup think it's gallery quality, and all I visited with agreed. One of Dawn's photos on printed canvas is of the open cut. It looks like an oil painting, amazing and vivid - truly a work of art. Dawn seeks out artistic expression in historical buildings, vehicles, wildlife, and family photos. She enjoys walking, hiking, exploring, and learning new things about life and nature and the photos keep coming. Capturing a moment in time and bringing a smile to the observer's face is her goal. Her daughter Addy is now following in her artistic footsteps. She spent time slowly explore all the paintings and other art in the gallery during her mother's exhibition. I believe Addy will be another artist born and raised in Lead.

Dawn Paul can be found on Facebook-Breaking Dawn Photography
605-580-5775 // Visit Dennis @ Miners' Tin Cup, 209 W. Main St.



DECEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 5pm City Comis- sion Meeting @ City Hall	3 5pm Lead Live: Christmas Market @ HRC*	4 Festival of Trees @ HHOH* 7pm Rod & Gun Club Meeting	5 Festival of Trees @ HHOH*	6 5pm Santa Visits stops & 7pm Tree Lighting (see ad on back pg.)	7 6pm Sana Visits w/ Lead V. Fire Dept @ Lynn's Dakotamart
8	9	10 5pm Hearst Library Book Club	11	12	13 5pm Deep Talks @ SLHVC*	14 10am-12 Kids Holiday Gift Workshop @ Days of '76
15 11am Children's Program, lunch & Santa, 1st Pres- byterian Church	16 5pm City Comis- sion Meeting @ City Hall	17	18 8am LACC & SLHVC board meeting	19 SHOP LOCAL wrap up party @ Blackstone Lodge & Suites 7-9pm	20 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	21
22	23	24 <i>Christmas Eve</i> 11am Community Christmas Dinner @ CMC*	25 <i>Christmas</i> LACC & SLHVC closed	26	27 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	28
29	30	31 <i>New Year's Eve</i>				

*HHOH - Historic Homestake Opera House // *SLHVC Sanford Lab Homestake Visitor Center // *CMC - Christian Ministry Center

More Fun & Details

For more info and details visit
www.LeadMeThere.org or 584-1100

Tuesday Evenings - 6:30 Free Poker @
Hangar 7 Lounge @ Blackstone Lodge

Friday Evenings - 5:30-7:30pm Family
Skate Nights @ The Handley Recreation
Center, \$5 admission & skate rental

Friday Nights - 7pm Trivia Night at
Lewie's Saloon & Eatery

First Saturday of the Month - 9am North-
ern Hills Prospectors, SLYHVC*

12/7 - 9am Small Business Saturday RE-
DO! Visit Miners & Merchants, The Black
Hills Mining Museum Gift Shop, Lotus Up
and other retailers around Lead for spe-
cial deals and treats.

12/7 - 8:30-11:30am Cookie Fair @ St.
Patrick's Church

12/7 - Terry Peak Opening Weekend
(tentative, check website for all details)

12/7 - 10am-4pm Deadwood History's
Holiday Open House. Free admission to
museum, photos with Santa, children's
activities, and refreshments. @ Days of
'76 Museum

12/14 - 2pm & 7:30pm The Black Hills
Cowboy Christmas at the Historic Home-
stake Opera House

12/14 - 8-10pm Adults Only Skate Night
@ The Handley Recreation Center

12/15 - 2pm The Black Hills Cowboy
Christmas at the Historic Homestake
Opera House

12/24 - 7pm Community Christmas Eve
Service @ First Presbyterian Church

January 31-February 2 - WINTERFEST
See entire schedule:
www.LeadMethere.org/winterfest

*This Calendar of events is for our
organization and members. Have an
event that's open to the public?
Submit before 3rd Friday of month.*

JANUARY 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 <i>New Year's Day</i> LACC & SLHVC closed	2	3 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	4 9am Northern Hills Prospectors 10am Home
5	6 5pm City Comis- sion Meeting @ City Hall	7	8 7pm Rod & Gun Club Meeting	9 5pm Deep Talks @ SLHVC*	10 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	11
12	13	14 5pm Hearst Library Book Club	15	16	17 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	18
19	20 <i>Martin Luther King Jr. Day</i>	21 5pm City Comis- sion Meeting @ City Hall	22	23	24 5:30pm Family Skate @ HRC* 7pm Trivia @ Lewie's	25
26	27	28	29 10:30am Golden Fold	30 5pm - January Chamber Mixer: Whitetail Creek Resort	31 WINTERFEST <a href="http://www.LeadMe-
There.org/">www.LeadMe- There.org/ winterfest	1 WINTERFEST <a href="http://www.LeadMe-
There.org/">www.LeadMe- There.org/ winterfest

*HRC - The Handley Recreation Center // *HHOH - Historic Homestake Opera House // *SLHVC Sanford Lab Homestake Visitor Center

Lead Area Chamber of Commerce
Sierra Ward, Executive Director
Sierra@LeadMeThere.org
Leigha Patterson, Assistant Director
Leigha@LeadMeThere.org
Mission To promote and enhance to opportunities for its mem-
bership and the community; to encourage the growth of exist-
ing industries and businesses while giving all proper assistance
to any new firms or individuals ... to encourage and promote a
positive, balanced and vibrant local economy...

**Sanford Lab Homestake
Visitor Center**
Sierra Ward, Executive Director
Sierra@SanfordLabHomestake.org
Leigha Patterson, Assistant Director
Leigha@SanfordLabHomestake.org
Staff: John Moreno, Ryan Buorgo,
Butch Oien, Evan Ward
Mission In a financially sustainable way to communicate the
story of Lead's past, present, and future and to communicate
the story of Sanford Lab and its science...

Board of Directors
TJ Larson, President
Duston Morehead, Vice President
Kathy Jurgens, Secretary
Scott Engel
Mike Headley, ex-officio
Karen Kean
Matt Klein
Dan Leikvold, ex-officio
Carol Oolman
Anne Rogers-Popejoy
Moses Ward



**125th All-School
Reunion, Fri & Sat,
June 26-27, 2020**

See schedule and register
here: www.lead-dead-wood.k12.sd.us/125th-all-school-reunion

NOTICE:

**MEMBERSHIP
PRICES FOR 2020**

We've listened and tried to
better accomodate you! Our
prices are going up, but we're
offering more ways to save! Plus
new membership levels and the
option to pay by month or
bi-annually. Check out all
the details:
www.LeadMeThere.org/mem-ber-ship2020



FROM THE DIRECTORS



Sierra Ward, Executive Director, *Sanford Lab Homestake Visitor Center & Lead Area Chamber of Commerce*

2018 was full of stress, challenges, disappointments. 2019 has also been stressful, but not in the grinding way that snuffs out passion – more that it required new depths of creativity and problem solving. In fact, I can say that I’ve never been happier or felt more like I was in the right place at the right time. It feels like I’m in a job that suits me and my talents and passions where I can make a difference in people’s lives and for a town that I love so much! What a great way to end a year!

As many of you probably know by now, I’m also pregnant. People ask me if I’m ready. Well, I’ve organized my baby gifts (so many amazing gifts from wonderful friends!) painted the nursery (black and

white!) and prepared for maternity leave – but I’m not sure anyone is ever really ready for parenthood. I comfort myself with the fact that people have been doing it since the dawn of time and somehow Daniel and I will manage everything. December marks the end of this first part of the journey and we wait expectantly for baby boy, who’s due to come into the world on the darkest day of the year and bring with him so much joy and blessing.

I’ll be taking a month off, and then working at home for a few months. It will give me time to finish the 2020 magazine and a few other big yearly projects we produce. In the meantime Leigha, our amazing Assistant Director will be holding down the fort. The board will be assisting with this transition, and I’m so grateful to have their help as well. Leigha’s been an absolutely stellar Assistant Director since starting in October and I know she will make this transition and leave so much better. Thank you Lead, for making 2019 an amazing close to the decade and I look forward to everything coming in the Roaring 20’s!

Do you get the chamber weekly emails? We talk about all the cool stuff going on around town and also add some funny/interesting/random thoughts about life in Lead. We’d love to write to you too!

Sign up here: www.LeadMeThere.org/LettersFromLead

Santa Visits Lead

Santa will be in town on
Friday, December 6th

Santa will visit three stops, pass out candy and read a Christmas story and sing carols with the Builders & Key Club from Lead-Deadwood Kiwanis

5-5:30pm - Santa Stop 1: Lynn’s Dakotamart
5:40-6:10pm - Santa Stop 2: Boys & Girls Club
6:20-6:50pm - Santa Stop 3: SLH Visitor Center
(stops are subject to adjustment)

Everyone Invited to the
Tree Lighting Ceremony
7pm - Big Tree across from USPS
Hot cocoa for sale by L/D Cubscout Troop 48

Come join the fun & festivities

Sponsored by First Presbyterian Church, The City of Lead, The Lead Area Chamber of Commerce, & First Interstate Bank

Leigha Patterson, Assistant Director, *Sanford Lab Homestake Visitor Center & Lead Area Chamber of Commerce*

Where did 2019 go? Where did an entire decade go? As we prepare to roll into the Roaring 20’s, let’s reflect on the paths we choose and where we plan to go. What did you accomplish this year? Did you fulfill or start working on your dreams? Do you choose to live negatively or positively? Whatever you decide to do, hopefully you are happy with your choices. I choose to turn negatives into positives, work hard to make my dreams a reality, and accept all change. For Lead and its citizens this was a year of positive change with business growth and economic development. The positive momentum will blast our community into 2020 as a town we can be proud of and a destination people will want to visit. I challenge you in 2020 to: 1) Talk highly of our town to others – positivity is contagious! 2) Never be afraid to be who you are! The most successful people/businesses are the ones that stand out. 3) Support local businesses and each other. 4) Take moments to reflect on life and make your dreams a reality! If you are looking to open a business in 2020, a recently new business, or an established business, always remember that the Lead Area Chamber of Commerce is here to help support you in your endeavours. Comments? Email me! Leigha@leadmethere.org.



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STANDARD
US POSTAGE
PAID
Lead, SD
Permit No. 2

Lead Area Chamber of Commerce
Sanford Lab Homestake Visitor Center
160 West Main Street
Lead, SD 57754

WELCOME HOME

JUNE REILING, CNP

MACKENZI GATZKE, PA-C

CURRENTLY ACCEPTING PATIENTS

For appointments, please call 605-717-6431.

LEAD-DEADWOOD PROVIDERS

Thomas Groeger,
M.D.

Mark Ptacek,
M.D.

Elizabeth Saylor,
M.D.

James Holloway,
M.D.

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