

LEAD ME HOME

Lead, South Dakota

2021 LEAD MAGAZINE

-Thomas Golden

It is time for us to prepare the ever-popular Lead Magazine for another thrilling year of distribution and promotion. Last year we printed 15,000 copies of this resource for tourists and new residents and we were almost out of them within nine months. For our new edition we are looking at an increased run of 18,000. It is a great way to get your business out there to visitors as well as those who have decided to relocate here.

We can feature anyone's ad, but we only include members in the editorial content of the magazine. Contact me for more information! Space is already filling up fast, so don't miss out! thomas@leadmethere.org



February Mixer & Ribbon Cutting by Explore Fitness & Adventures

-Thomas Golden

Join us on **THURSDAY, FEBRUARY 18, from 4-6pm** for this month's mixer. We are excited to be hosted this by Explore Fitness and Adventures at 457 South Main Street. We'll also be doing their ribbon cutting at 5:30pm for their exciting new location.

Katrina Hutchison founded Explore Fitness and Adventures in September of 2019. She was able to operate without a building for the first year of business, and is excited to have started in her current location as of November of 2020. "I have been a member of the LACC for about a year now," Katrina says, "Chamber membership is important because it is a great way to support local businesses, network with professionals, and get your name out there."

Katrina loves to be outside in the Hills and to stay active, a passion she brings out in her business making the things she loves most accessible to

others. What can you do at Explore Fitness and Adventures? If it involves movement, she has got you covered. She has classes that will get you moving for fitness, dance, or off on adventures. Her building can also be rented for private parties and events, just give her a call. You can find out more about the classes and adventures offered by Explore Fitness and Adventures by going to their website explorefitnessandadventures.com or check out the community calendar at leadmethere.org to see what is going on.

"I have so much coming up in the new year! Tons of adventures, outdoor events, dance and fitness classes, and a fully operational kitchen!"

We hope you will come out and meet Katrina, check out the new place, and get to know many of the other businesspeople and residents who make Lead so awesome!



LACC & SLHVC Banquet to Proceed

-Sierra Ward

The 2020 Annual Banquet which was going to celebrate all of 2019's accomplishments and awesome new businesses was a victim of the panic that we all experienced last spring. While the country is still not completely back to normal we're determined to continue celebrating Lead and all our accomplishments, especially how resilient we were in 2020! Some of you have expressed how ready you are to party face to face! We hear you! We're working to make this banquet as fun as our time way back in 2019. We know not all of you are ready for in person events so we're making this a hybrid one - since there's very little cost to attend virtually tickets are free if you want to attend online. We still need you to register as it will be a closed online event. In person attendees will enjoy a social hour, dinner catered by Cheyenne Crossing and a live dessert auction to benefit our two organizations. We'll have a short presentation summarizing the progress our two organizations made and how we survived and thrived in 2020! We have limited space so get your tickets soon!

JANUARY CHAMBER MEMBERS

NEW MEMBERS - Gold Standard Cabinetry, Axbow

RENEWING MEMBERS - M.S. Mail, Ace Hardware of Lead, Marc & Pat Asmussen, Bear Country USA, Black Hills Rod & Gun Club, Black Hills Trails Office, Bullock Properties, Ed Carr, Cheri & Travis Covell, Creed Bookkeeping Services, Deadwood History, Deadwood-Lead Economic Development, First Presbyterian Church, Herb & Joan Grasser, Hearst Library, Life Light Creative, Lynn Buldhaupt, Maya Jo's Bed & Breakfast, Miners & Merchants Trading Post, Maxine Morcome, Ponderosa Land Surveys, SAGE Industrial Sales Inc., Sarah's Hair Studio, Dave & Spencer Rossi, Tim & Susan Szutz, The Lodge at Deadwood, VFW Post #5969, Lloyd (& Virginia) Rich **Thanks for being a part of all that we're doing in Lead!**

boutique gym
online training
personal training
group & dance classes
outdoor adventures
dance studio
guided adventures
restaurant

457 S. MAIN ST, LEAD SD / 605-389-3551
EXPLOREFITNESSANDADVENTURES.COM



Annual Award Nominations

Please nominate an entry for each of the following awards before Friday 2/19. Voting will take place in person or via email from 3/1-3/12. Anyone may submit award nominations but only LACC Members may submit votes (1 vote per membership). 2020 winners and board members are not eligible.

Thomas J. Grier Award: An individual who has demonstrated a positive impact on Lead through their efforts in volunteering and other community service. Last Year’s Winner: Jerry Apa, past mayor

Lead the Way Award: An individual or business that has demonstrated their belief in the future of Lead by making a significant investment in their business in the past year. Last Year’s Winner: Golden Hills Lodge

Miles Beyond Ordinary: A new business that has shown grit, courage and innovation in starting. Last Year’s Winner: Miners’ Tin Cup

Phoebe Hearst Education Award: An individual who exhibits excellence in

education and who inspires those whom they serve. Someone whose time and commitment is invested in shaping those around them. Last Year’s Winner: Dave Scherer, Historic Homestake Opera House

Business/Org Member of the Year: An organization that has exhibited commitment and help to the Chamber and community. Last Year’s Winner: The Handley Recreation Center

Chamber Champion of the Year: An individual who has gone above and beyond to promote the Chamber its mission. Last Year’s Winner: Daniel Ward, Danny’s Plumbing Service

To nominate someone please call 584-3110 or email sierra@leadmethere.org

We Attend Tourism Conference

-Leigha Patterson
Recently I attended the South Dakota’s Governor’s Tourism Conference in Pierre. 2020 was projected to be the best year yet for South Dakota Tourism, but then you know what happened, and reality of the situation set in. While the nation was down 50% in tourism, South Dakota was only down 18%. With the drive for people to go outdoors and see National Parks, for the first time ever, South Dakota had national media coverage across all 50 states. We had 12.6 million visitors to the state and they spent \$3.4 billion dollars! Luckily our small community of Lead benefitted from the success of South Dakota during this pandemic and made a record high of \$1.4 million in sales tax.
It was very encouraging to see just how resilient our travel industry is and how we will continue to rebound significantly as 2021 comes along. If you need any support or advice please do not hesitate to call the Chamber Offices at (605)584-3110.

Member Spotlight: Tax Prep & Financial Services

-Leigha Patterson
The season is upon us in which we need to start thinking about getting our personal and business taxes together and submitted to the IRS. YAY!! Please consider the following businesses when it comes to your tax preparation needs.

H&R Block is located right here in Lead next to the Subway and is now open and offering drop off service or face to face tax preparation. They do have covid procedures in place for health and safety. Dick Tschetter is the franchise owner and stated that they will give a \$3500 refund advance to qualifying individuals. While tax returns are not being accepted by the IRS until February 12th, it is still good to go ahead and get your taxes done so you can submit immediately upon the opening date for acceptance. In addition to tax services, H&R Block also has full bookkeeping services and three preparers certified in small business preparation. (605) 584-3034

Creed Bookkeeping Services: Located in Spearfish, owner Jennipher Creed has been in the accounting field for over 15 years. Whether you are a business in Spearfish or Lead, Creed Bookkeeping will travel to your location. Jennipher and her team assist with monthly & quarterly tax filing, reconciliation, year end reporting for your CPA, accounts receivable, and many other services. Jennipher takes pride in being able to assist busi-

nesses with staying organized and compliant with their bookkeeping. Jennipher is also a Quickbooks Certified ProAdvisor.
Danny from Lead’s own Danny’s Plumbing Service says, “I can’t say enough about how great it is to have Jenn help me get and keep my business organized. She keeps me on track and makes sure everything is running smoothly. You can’t NOT afford to hire a bookkeeper and Jenn is awesome, I highly recommend her services!” (605) 645-4679

Garret TenBroek CPA prepares income tax returns for businesses and individuals. Garret and his staff also offer a variety of additional services such as; bookkeeping, consulting, and financial statements. Garret TenBroek is a Quickbook Professional Advisor. (605)717-5410

While you're in the mind set of financials and fresh starts, you might as well take the time to consider your insurance as well. This is a great time to make sure it is meeting your needs and goals. Here are our insurance members:

DFS Insurance
Tami Crandall - (605)720-6766
HUB International Insurance
Chris Roberts - (605) 578-3456
Spearfish InsuranceBrokerage
Deb Meyer - (605) 722-1965
State Farm Insurance
Eric Fowler - (605) 578-1410

WELCOME NEW MEMBERS

Gold Standard Cabinetry - Welcome to Zach Nelson who provides fully custom residential and commercial cabinetry and millwork. He can help with every step of the process from design to installation. We’re thrilled to see more craftsmen making Lead their home base!
Axbow - We are also excited to welcome Axbow LLC to the chamber. Axbow provides bike rentals and transportation to the trail. Keep them in mind for your spring and summer adventure plans.
NEWS & NOTES
DAKOTA RESOURCES PURCHASES ROUNDHOUSE - Jerry Abe-rele recently purchased the Roundhouse. His mining company will put apartments into the top floor to house some of their temporary staff and transform the former gift shop and theater space into their offices. They hope to ramp up exploratory operations soon and lease the restaurant and bar space out. We’re excited to see a beautiful business in Lead undergo some transformation and be brought back to life.
MOPS - Shepherd of the Hills is sponsoring a Mothers of Preschoolers Group! Meetings are every second and fourth Sunday afternoons from 3:30-5:30. Snacks, childcare and fun! Call Sierra for more information 584-3110. You can also visit mops.org
PIE SOCIAL HOSTS WANTED - Instead of mixers we hold pie socials in the summer months. It’s a great casual way to spotlight your business, especially if you don’t have a location to hold a traditional mixer. Sponsors support musical entertainment, food, drinks and anything else you can think of. Give Thomas a call to schedule your event today! 584-3110
HELP WANTED - We’re looking to begin our staff up for the 2021 season! We’ll be bringing back the trolley tour and it will be better than ever! We’re looking for trolley drivers (CDL license required), tour guides, concierge desk assistants and gift shop staff. Competitive pay, flexible scheduling and a great way to learn about Lead! Pleaes contact us if you’re interested or for more info.

Board Member Openings

Due to the fact that we had several board members resign their term early we only have one spot up for renewal this spring. We thank TJ Larson for his many years of participation and all that he helped us accomplish while serving our two organizations. Applying for his open spot is Greg Hershman.
“In consideration for a position as a member of the Board of LACC_SLHVC, I submit the following background information. I have over 40 years of Business experience (mostly in Manufacturing). My wife (Nancy) and I successfully managed the Dakota Spur Hotel for seven years. During that time, we initiated LAB 4 Lead, a group of Lead business owners, and those interested in building Lead, who met to improve communication, develop new ideas, and promote the City of Lead. After managing the meetings of the group for five years, I turned the group over to the Chamber. [Now that Nancy and I have retired from Dakota Spur] I feel a desire to again contribute to the prosperity of Lead. One thing I can do is work with the Board to help promote Lead. The LACC/SLHVC has made great strides in the past few years in promoting both Lead and Sanford Lab but I believe that I can help promote new ideas and carry them to their successful completion. I truly look forward to your support, Greg Hershman

Other individuals of the LACC membership are invited to submit their letter of intent for our one board position before 2/19 to sierra@leadmethere.org

SCIENCE ROCKS:


Spinal Discs to 3D Printed Objects

Dr. Katrina Donovan

Materials & Metallurgical Engineering at SD Mines

Tues 2.23.21 / 5-7pm

All ages welcome / Snacks, Drinks, Free Beer



SANFORD LAB HOMESTAKE VISITOR CENTER

160 W. MAIN ST. LEAD, SD

605-584-3110

NOTES FROM THE DIRECTORS



Sierra Ward, Executive Director

I bought a beautiful pink poinsettia over Christmas, which I enjoyed until I failed to take care of it properly. It's hard to get them to thrive in this super dry climate (at least I really struggle). It was on its last legs and I felt sad every time I saw it. I finally decided to chuck it. This bummed me out (poor plant) but ultimately it was time. I was getting stressed when I saw it instead of feeling joyful. I felt so much happier once I got rid of my half dead plants, once I cleaned up my space. Small external fixes can have a big internal impact!

February is self check month. On top of our routine physical checks (hello, skin check!) that we should be doing monthly it's important to look at our environment and emotional health. How are these things affecting us? How are we feeling? Are there easy fixes we can make to improve these things? Winter can be an especially important time to do these self checks because the cold, lack of outdoor activity and the gloom can definitely take a toll.

Don't judge yourself for struggling or beat up on yourself for not being perfect. Would you find a skin thing on your arm and feel like a loser and a failure? I hope not! The hardest part of a self check is actually doing it. Actually looking around and inside ourselves to notice what's going on. Sometimes we're stubborn and afraid, that somehow if we do this it will present problems and issues we'd rather not even know about. I promise you, you're going to have to deal with it all - either smaller issues now or bigger ones later. The poinsettia is an insignificant example, but I literally had to recognize how it was making me feel in order to solve the problem. Sometimes fixes can be as simple as dumping our dead plants.

I hope you'll put self care and self checks on your list to do this month. Try to look at yourself, your health, your emotional well being, your business and your surroundings as if you were your best friend who deeply cared about your happiness and success instead of your own worst enemy. Comments? Questions? Suggestions? sierra@LeadMeThere.org



Leigha Patterson, Assistant Director.

As I write this, I am sitting in a hotel room in Pierre freshly back from a session of the SD Governor's Tourism Conference. During the first three hours, all they talked about was Covid this and Covid that, which at the time I felt was incredibly dull and redundant, but as I sit here now, thinking back at that, Covid really does have a huge impact on everyday life from employment to tourism to economics and business. And that may sound incredibly "blonde" of me, but sometimes it's easy for us in a small town to almost feel sheltered from the outside world, and sometimes the phrase, "Ignorance is bliss", is very true.

Moving forward into 2021, the trend in tourism is toward outdoor activities and National Parks. (Here we go!) Even with Covid still lingering in the air, the more tourism we get in Lead, the better our economics and employment will be. 2021 could mark an almost back to pre-covid normal for Lead and the Black Hills when it comes to the tourism industry. I know there are sceptics out there, but I really feel that if we practice safe and healthy procedures and not let politics get in the way, we can come together as a strong community and continue to build Lead into a town that will support and continue to allow small businesses to thrive. Here is to 2021 and hoping Covid goes away so we can all stop talking about it! Let us move forward, persevere, and commit to change! Questions, comments? Message or call me at 605-584-3110 or leigha@leadmethere.org.



Thomas Golden, Membership Director

And just like that, January was in the bag. Welcome to February! A month where we celebrate our relationships (or lack thereof) and hope and pray for enough snow to make it worth it, but not so much that we have to cancel everything. The best part of this month for me is Valentine's day. Primarily because my wife and I have a long-standing pact that we do not expect anything from the other, so when I get her chocolates, she is willing to share.

I am happy to report that the state of chamber membership is really solid. So many businesses struggled through the last twelve months, but it has not impacted membership in any remarkable way. Our members realize that we are stronger when we partner together and weather the tough times as a community. Am I allowed to quote scripture in this newsletter? It is relevant regardless of your worldview, so I will go for it. The wisdom of Solomon in the book of Ecclesiastes says that a cord of three strands is not easily broken. The application is fairly straightforward. We do better in community than we do in isolation. While that instruction is given in context to ancient Israel, we can definitely glean something valuable from it today as well. Lead has had a pretty great year despite all the mess, and we look forward to partnering with you to support your growth and development as we press on into February.

Thank you to our members and sponsors who have made 2021 spectacular from the start! Questions, comments? Message or call me at 605-584-3110 or thomas@leadmethere.org.

Thank You to the Lead Area Chamber of Commerce 2021 ANNUAL SPONSORS

Welcome January Sponsors

-Thomas Golden
We added five new annual sponsors in January. Please help us in thanking them for their support of our community.

White's Queen City Motors in Spearfish has a large selection of Buick and Chevrolet vehicles. "We do not stop until and unless our customer is satisfied with our service." Just our interactions with them regarding membership and sponsorship were awesome and we were really impressed by their friendly staff, management and general attitude! If you are looking for cars at a great price, we invite you to think of them!

VFW Post #5969 Their mission: "To foster camaraderie among United States veterans of overseas conflicts. To serve our veterans, the military, and our communities. To advocate on behalf of all veterans." The group is always looking for new memers so if you're a veteran of a foreign war feel free to stop by for a membership application.

Monument Health is a community-based health care system with a mission to make a difference, every day. Monument Health offers care in 33 medical specialties and serves 20 communities across western South Dakota and in eastern Wyoming.

Black Hills Title is a full service title company offering title insurance and escrow closing services in the Black Hills area of South Dakota and Wyoming. Black Hills Title offers a level of convenience and efficiency unmatched in our service area. Whether you are working with us for the first time or have been a valued client for years, our team appreciates the opportunity to meet your needs and exceed your expectations. We're happy to have their partnership this year in Lead especially with real restate moving at the pace that is has lately!

KEVN is a local TV station covering the Black Hills region located in Rapid City. They're diversifying into more internet advertising and Facebook advertising and have affordable options for every business. We're excited to partner with them this year with a sponsorship.

We're please to feature all of these annual sponsors as partners with us for 2021. Big things are happening in Lead and we'd love if you'd like to be a part of it. Annual sponsorship comes with extra perks, tickets nad mention on top of your annual membership. If you'd like to learn more or see how sponsorship could benefit your business please reach out to me. Thoms@leadmethere.org

GOLD



SILVER



COPPER



BRONZE



TIN +



TIN



FEBRUARY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1 LACC* closed 5pm City Commission @ City Hall	2	3	4	5	6 5pm - Free Community Dinner @ Assembly of God Church
7	8	9	10	11 8:15am SLHVC & LACC Board Meeting	12	13
14 Valentine's Day	15 President's Day	16 5pm City Commission @ City Hall	17 2pm Public Planning Meeting: Q2 events @ SLHVC*	18 12pm - Preservation Thursday: The Q's High Line to Deadwood - A 130 Year Retrospective @ HARCC* 4-6pm Chamber Mixer @ EF&A*	19	20 9:30am Makers Market @ SLHVC* 11am Chinese New Year event for K-6 @ HARCC* 6:30pm - Galentine's Cabaret @ SLHVC*
21/28	22	23 SCIENCE ROCKS: 3D Printing with SD Mines @SLHVC*	24	25 10:30am GOLDEN FOLD @ SLHVC*	26	27

*LACC - Lead Area Chamber of Commerce // *EF&A - Explore Fitness & Adventures // *SLHVC - Sanford Lab Homestake Visitor Center // *DHI - Deadwood History Inc. // *HARCC - Homestake Adams Research & Cultural Center

Weekly & Monthly

For more info and details visit www.LeadMeThere.org or 584-3110

WEEKLY:

Mondays:
Kiwanis Meetings - Monday evenings at 5:30pm at the Christian Ministry Center. Catered dinner and program for \$10.

Tuesdays:
Poker for Fun - Texas Hold'em, 7pm at Hangar 7 Lounge at Blackstone Lodge.

Wednesdays:
Trivia Night - 6pm at Jailhouse Taps on Siever Street.

Thursdays:
Beer Bingo - 3pm at Jailhouse Taps on Siever Street.

Cheyenne Crossing Cooking Class - 6pm. Call for reservations 584-3510

MONTHLY:

VFW Meeting - First Tuesdays at 7pm

Rod & Gun Club Meeting - First Wednesdays at 7pm - Clubhouse

Northern Hills Prospectors - First Saturdays at 9am, SLHVC*

Mothers of Preschoolers (MOPS) - 2nd and 4th Sundays 3:30-5:30, Shepherd of the Hills Lutheran Church

Classes in fitness, adult and children's dance and yoga @ EF&A*

Lead Area Chamber of Commerce
501(c)6
(605)584-3110
Office Hours: 9am-5pm Monday - Friday

Mission To promote and enhance to opportunities for its membership and the community; to encourage the growth of existing 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...

Staff
Sierra Ward, Executive Director
sierra@leadmethere.org

Leigha Patterson, Assistant Director
leigha@leadmethere.org

Thomas Golden, Membership Director
thomas@leadmethere.org

Board of Directors
President, Duston Morehead ('18-'21)
Vice President, TJ Larson ('17-'20)
Treasurer, Dave Brueckner ('20-'23)
Secretary, Scott Engel ('19-'22)
Kim Huber ('20-'23)
Marsha Nichols, ('20-'23)
Autumn Anderson, ('20-'23)

Ron Everett, ex-officio
Mike Headley, ex-officio
Dan Leikvold, ex-officio

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Lead Area Chamber of Commerce
160 West Main Street
Lead, SD 57754



Galentine's Cabaret

Gather your gals & enjoy a night out

Sat, Feb 20, 2021 - 6:30pm
\$25 - non-member / \$20 - member
ticket includes 1 drink & heavy apps

Call for tickets and reservations
(605)584-3110

This event is a fundraiser for the Sanford Lab Homestake Visitor Center

Many thanks to our members, partners and annual sponsors for their support!