

LEAD ME HOME

Lead, South Dakota

SMOOTH TRANSITIONS IN REAL ESTATE:

Beth Staeckeler working to promote Lead housing market

-Wendy Pitlick

Freedom in the great outdoors is what Beth Staeckeler craved when she and her then-fiance, Mickey moved from New York to Lead in 2014.

Now, as one of the newest real estate agents for the Christians Team of Keller Williams, Beth wants to help others experience that freedom by connecting them with everything they need to relocate to the Black Hills, in order to make the transition easy and the move enjoyable. She was drawn to the Christians Team specifically, because the real estate group helps more than 300 families a year.

"We came here just completely blind," Beth said of when she and Mickey moved to Lead. The pair were introduced to the beauty of the Black Hills when Mickey attended the Sturgis Motorcycle Rally. Shortly after that first visit, they had moved to Lead and started a small deli on Main Street. That deli, which Beth says is really Mickey's passion, is now a thriving restaurant in Lead – The Sled Haus.

But with the business firmly established, Beth said she wanted to focus on helping others who are making plans to move to the Black Hills, while doing what she can to promote Lead and Deadwood. Her specialty is helping people who are moving from other

states.

Beth's specialty combined with her strong work ethic that comes from her hard working father, her mother who homeschooled Beth and her siblings, and a lifetime of working in the big city translates into a sales record that smashed \$1 million marks almost immediately after she got her license on Nov. 5.

"I'm a New Yorker and it's a rat race for every job I've ever had," Beth said. "My first job I had working in retail clothing. If I didn't do my job, there were 25 people behind me who wanted my job. So, you need a work ethic in New York. It's just ingrained in me.

"I have sold \$3.5 million since Nov. 5," she continued. "The market's crazy. I'm going to do another \$1 million in May in the Northern Hills. I mainly sell Spearfish, Sturgis and Lead-Deadwood. I'm really trying to focus on Lead-Deadwood because I feel like there's a gap in the market here."

Though many of her customers come looking for housing options in Rapid City or Spearfish, Beth said she makes sure to educate them about all that Lead-Deadwood has to offer. "Lead is the gateway to the outdoors," she said.

BETH - CONTINUED ON FLIP



The first annual Thomas J. Grier day on Tuesday 5/18/21 was a success! Joining us for the trash clean up was a crew from Thyssen Mining, and Monument Health! Over twelve bags of trash was picked up around our beloved town. Another crowd gathered at Christ Church Episcopal to enjoy red velvet cake from Rustic Nook Bakery and enjoy a short presentation about Thomas Grier from David Vardiman, as well as a write up provided by Bill Stone about Mr. Grier's involvement in the church. Mayor Everett proclaimed each May 18th Thomas Grier Day in Lead to celebrate his birthday and contributions.

LOVING LEAD

Marsha Nichols Happy to Call This Her Hometown



heart in 1984, and raised all of her children here in town.

In fact, a year-long hiatus in Phoenix, Ariz. helped Marsha realize that Lead really is the only place she ever wants to be.

"We were two bumpkins from Lead, thinking we wanted to get away to the Southwest and away from the snow," Marsha said. "It was a totally different existence in an urban area like that and we didn't last.

"I never got very far away from home and I don't intend to get very far away from home," she continued. "We love it out there and it's gorgeous, and that's my family's farm. I have a deep-seeded love for our farm."

The family farm has changed a lot over the years, Marsha said, as it seems that more wildlife frequent her land than ever before. Though Marsha's family no longer operates a farm on the property, they lease land to an area rancher so grazing cows are common.

MARSHA - CONT ON FLIP



MAY CHAMBER MEMBERS

NEW MEMBERS - Carsten Cottages, Deadwood Mountain Grand, Comfort Inn & Suites, Sacred Mountain Retreat

EVENT MEMBERS - Ann Charles Fan Weekend

RENEWING MEMBERS - Deadwood Eyecare, Big Trout Deli, DFS Insurance, Exit Realty, Fidler-Isburg Funeral Chapel & Crematory, Golden Hills Lodge, Jay & Kathy Jacobs, Jason Rakow Construction, John & Cindy Sternhagen

Thanks for being a part of all that we're doing in Lead! You make Lead, Miles Beyond Ordinary



BETH - CONT FROM FRONT

"We have Terry Peak. We have access to Spearfish Canyon. We have 400 miles of snowmobile trails and we have some of the best views in the area."

Currently, Beth said the housing market is booming so fast that customers often want to purchase homes using the Christians Team's 3-D virtual tour, and other photos visible online. That's why it's important for buyers to be prepared when they start shopping. It's also important, she said, for sellers to take advantage of free property evaluations that can help potential sellers understand what their home is worth and



how much they would walk away with after selling.

"If you're coming to this area and you need a house, you should have that pre-approval letter because that will save so much time," Beth said. "You can look at a house and we can write an offer inside the home if you have that preapproval letter. It is a crazy market right now but it is going to calm down and flatten out. We have a ton of people who need to realize that having me come into their house and tell them what it's worth is free. People don't realize how much money they are sitting in."

Beth also said that it's important for buyers and sellers to recognize the value of working with a realtor. A realtor is a trained professional, who is committed to looking out for the best interests of clients. For sellers, a realtor can help navigate through a multitude of offers and explain why the offers with the most money may not be the best. For buyers, Beth puts her own personal touch into working with clients by putting them in touch with potential employers, rental car services, lenders, and more to help facilitate their transition. - For more information about how Beth can help with your real estate needs, contact her at 1-631-902-6095 or visit Beth.buyandsellblackhills.com. // deSales Writing Services

MARSHA - CONT FROM FRONT

But, as most people can guess, the cows aren't the only animals in the area.

"It's interesting that we have all of these claws and teeth now that we didn't have when I was a kid," Marsha said, referencing the recent bear sightings just over the hill from her house at Mystic Hills, and frequent mountain lion sightings. "Growing up in the country, it used to be that if you saw a wild turkey, you really saw something. Now we have the mountain lion, the wild turkey, and the elk, which we never had before. Our wildlife has really changed in the last 50 years I have lived there. My dad built that place and he never saw elk on his own ranch. Then, shortly after he died, that following Fall, the elk came in. So, to me my dad just brought them to us."

Going to school with a graduating class of 147 was a welcome adventure, filled with amenities, Marsha said. Sometimes, she said, it was hard to remember that not everyone was able to attend a gorgeous high school or live in a town with an opera house and a recreation center within walking distance. The outdoor recreation that could be accessed in the backyard was also a major perk to Marsha's childhood.

"We took those things for granted as kids, being able to walk across the street and have swimming lessons or being able to go skiing right here in our backyard," Marsha said. "It was wonderful. It was a great place to grow up. I treasure the education I got at Lead High School, because it applies today. I think of my English and math teachers so often because I think we got a heck of a good education."

In addition to the many activities, Marsha said the business community in Lead was outstanding when she was growing up. From Morcum's Dress Shop and Finolas, to the dime store at Rexall Drug, Main Street was hopping. Marsha raised her children on goods from Alco, and the residents enjoyed just about every kind of business right here in town.

Marsha, who said her husband, Mike Nichols, worked at Homestake for many years before the mine began its closure, said she and her family were some of the fortunate ones who did not have to leave town. Mike was able to get a job at First Western Bank, and Marsha became only the third person in 70 years to have a position as the customer service representative at the Black Hills Power office in Deadwood.

"When Homestake left town of course it was a crushing blow to a lot of families," Marsha said. "I feel really lucky that we were able to stay here and really lucky that Black Hills Power hired me. It was a job that just didn't come open very often, and a blessing in my life for sure." Now, as the key account manager for Black Hills Power, Marsha commutes to Rapid City from her home in Lead. Her job frequently takes her to surrounding communities throughout the Northern and Southern Hills that she enjoys, but Lead is still the best.

"Lead has so many unique and awesome quirks and perks about it that I think we can leverage and talk about," Marsha said. "I think we have just scratched the surface of what we can do to become that place people love to go. I would compare us to an Estes Park in Colorado. It's an escape and a neat place to just go for the day."

Having lived during Lead's booming days of Homestake, and through the depression of Homestake's closure and the hopeful possibilities of a lab development, Marsha said it is very gratifying to see her beloved hometown growing strong once again. She looks forward to the day when residents no longer talk about "Lead's glory days," because the glory days are happening right now.

"It's exciting now to see things starting to build some momentum with SURF being here and these new and exciting projects coming to town," she said. "It's really gratifying and gives me a lot of hope that businesses are coming back. We're seeing entrepreneurs come to town and people who want to support the

UPCOMING EVENTS

For a full list of upcoming events see our website calendar: business.LeadMeThere.org/events

FLOWER PLANTING DAY - Wed 6/2 at 8:45am. Lead Beautification will meet volunteers at the Visitor Center. Bring gardening tools, gloves, drinking water and a friend.

SECOND SATURDAYS on MAIN - Join the downtown businesses for 2nd Saturdays! Sales, treats and specials 10am-4pm.

2021 BIKE RODEO - Kids ages 5-12 are invited out on 6/19. This event will teach safety, and bike skills! Sponsored by Lead Police, Thyssen Mining, Lynn's Dakotamart, Ace Hardware, LACC & SLHVC. Register your kid by calling the City 584-1401 before 6/2!

CLARIFYING MEETING - 6/22, 6pm to the Visitor Center and learn more about what we do, how we're organized and why we share staff between the Chamber and Visitor Center.

SCIENCE ROCKS - The Sanford Lab Homestake Visitor Center will host on Thursday 6/24 at 5pm free beer, snacks and fun!

ALL SCHOOL REUNION - Don't forget the last weekend in June! Celebrations include cook out, golf tournament, parade and individual class meet ups! See full schedule:

lead-deadwood.k12.sd.us/page/2021-all-school-reunion

NEWS & NOTES

BLACK HILLS MINING MUSEUM - Would like to thank **THYSSEN MINING** for their donation of the ADA door opener at the museum. We appreciate their community involvement.



1st Thursday of June, July, August, September
Pie, Music, Drinks & Fun!, @ Davis Ring Patio (rain location inside)



This summer, Black Hills State University will be offering four academic summer camps for Elementary, Middle and/or High School students:

PHOTOGRAPHY

HIGH SCHOOL STUDENTS // JUNE 21-24, 2021

CAMP INVENTION

K-5TH GRADE // JUNE 21-25, 2021

ENTREPRENEURSHIP

AGES 14-18 // JULY 6-9, 2021

CREATIVE WRITING

AGES 10-17 // JULY 13-16, 2021

CONTACT

Class sizes are limited. Register today or find more information at www.BHSU.edu/SummerCamps. There is a fee for each camp.

community and really work towards a common goal. That's exciting to me." In fact, Marsha said she wants to be part of that growth in town, and that's what lead her to join the Lead Area Chamber of Commerce board. Additionally, Marsha is on her final year as a member of the Belle Fourche Economic Development board, where she has started taking training to receive accreditation and a certified economic developer.

"I want to bring some of that knowledge back around," she said. "(I love) the people here and everybody who cares so deeply about our community. That gives me a lot of satisfaction and drive to be part of working toward those better things." // deSales Writing Services

NOTES FROM THE DIRECTORS

Christine Allen, Tourism Director

I want to give a big THANK YOU, to Ray Black, a Deputy Chief for the Lead Volunteer Fire Department. He started in the department as a teen in 2001 and has been an active member for the last 20 years. He also works for the SD Wildland Fire office, currently located in Lead. We all know how precious our forest is, both to us locals and to our millions of tourists. Without volunteer firemen like Ray we wouldn't have the protection we need for our forests and our homes! Thank You, Ray Black and your family for serving our community! // Christine@LeadMeThere.org



Leigha Patterson, Assistant Director

I have fond memories of my childhood when my aunt, cousin, and I played Yahtzee on our "long" two hour drive to my grandma's on Lake Erie. We always competed to see who could get the top bonuses as well as that dreaded long straight. My aunt was the Yahtzee master! This last April when I went back to Ohio my daughter enjoyed a round of Yard Yahtzee with giant wooden dice in the grass. Fun times were had by all!

The Yahtzee Run is back! This family friendly event is our answer to the ever popular Poker Run. Happening during Gold Camp Jubilee on 7/4 from 11am - 7pm, member businesses can participate for free and it's just \$50 for non-members. It's our hope this will continue to drive business up through Main Street. Participants will receive a Yahtzee score card and map at our info booth and visit participating businesses/organizations for a roll. Cards will be returned for a prize drawing. Call to register. // leigha@leadmethere.org.

Gold Camp Jubilee

YAHTZEE RUN

Sunday 7/4 - 11am-7pm

Participants visit each stop, roll the dice, do the activity, and ENJOY MAIN STREET!

Register your biz/org to participate by calling Christine 584-3110

Sierra Ward, Executive Director

Gossip is generally seen to be bad. But what is gossip really? Is it just talking about other people? That isn't inherently problematic. We are, afterall, herd animals. Talking about each other keeps us connected and aware of potential dangers in the world. Is gossip saying mean things? Sometimes we share true things that didn't need to be shared. Is it spreading malicious rumors? Making up untrue things because we're angry and hurt? It appears there's a fine line between discussing events/people and gossiping. Sometimes that fine line is hard to find in small town life. We're interested in each other's lives but we don't always have the facts. Things get spread quickly and not always accurately.

It has come to our attention that there's some confusion regarding what the Chamber does (or doesn't) do, how we handle our finances, how we are funded, the structure of the Visitor Center itself, and many other confusing bits of rumor. To quell and educate we are holding a **PUBLIC CLARIFYING MEETING on Tuesday 6/22** at 6pm here at the Visitor Center. Please submit your questions (no question is stupid!) before then or that night. We'll do our best to present the Frequently Asked Questions that we know, and answer ones brought to us that night. Thanks for helping us spread the truth, and for caring! // sierra@leadmethere.org.

NEW MEMBERS

- Deadwood Mountain Grand** - With a full service resort, DMG has a great lineup of concerts this year + fantastic event space.
- Comfort Inn & Suites** - Offering the chain you know + bar, mini golf and fun!
- Carsten Cottages** - Joyce Carsten offers unique lodging with a backdrop of the beautiful remoter Black Hills on the way towards Rochford.
- Sacred Mountain Retreat** - The center seeks to honor the service and sacrifice of our nation's wounded, ill or injured Veterans, First Responders, & Gold Star families. They are a catalyst for positive change in the lives of these heroes, helping to eliminate the noise of everyday life and encourage healing through exposure to nature, alternative healing methods, and open communication.
- Ann Charles Fan Party Weekend** - Meet the author!
- 6/24, Java Joint 6pm
 - 6/25, Chubby Chipmunk 11am
 - 6/25, Homestake Opera House 12pm
 - 6/26, L/D Arts Center, 10am
 - 6/26, Homestake Opera House, 11am
 - 6/26 - Fan Party 4:30pm
 - RSVP: anncharles.com
 - 6/27, Sanford Lab Homestake Visitor Center - 10am

Thank You to our
2021
ANNUAL SPONSORS

GOLD



SILVER



COPPER



BRONZE



TIN +



TIN



2020 SOUTH DAKOTA COMMUNITY IMPACT

Even with the unique challenges caused by COVID-19, we continued to share our energy with the communities we serve through charitable giving, outreach and employee volunteerism.

\$167 MIL

DIRECT ECONOMIC IMPACT

Serving more than 71,000 electric utility customers in 29 communities, our direct economic impact in South Dakota included charitable giving, compensation to almost 800 South Dakota employees, payments to suppliers and property, sales and use taxes paid.

\$1.6+ MIL

CHARITABLE GIVING

Our charitable giving included contributions and sponsorships for nonprofits, chambers and economic development organizations, United Way, energy assistance, in-kind donations, scholarships and investments in trees.

\$688,000

CONTRIBUTIONS & SPONSORSHIPS

Invested by our South Dakota utility and corporate foundation in the great work of hundreds of worthy local organizations and nonprofits.

\$547,000

ECONOMIC DEVELOPMENT

Aided local organizations and Chambers of Commerce working to grow our communities and help businesses impacted by COVID-19.

Learn more at [blackhillsenergy.com/community](#)

FOR SALE

HISTORIC TOWN HALL INN - Completely turn key, includes all furnishings, appliances, equipment, website. Will train. Financials available for 7.75 years of ownership - reflects true earnings. Hotel boasts best rating on Trip Advisory in the Lead/Deadwood area. - \$1.25 million

JUNE 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31 <i>MEMORIAL DAY</i> <i>Visit Lead Tours, Open SLHVC* open</i>	1	2 8:45am Lead Beautification Planting Day	3 4-6pm PIE SOCIAL: Allied Construction @ Ray Davis Patio	5 9am-6pm FREE BEER, Miners & Merchants Trading Post - fundraiser to support Twin City Animal Shelter! 6pm "Women in History" dance recital, EF&A*	
6	7 5pm City Commission @ City Hall	8 4pm STEAM class, SLHVC*	9 4pm STEAM class, B&G Club	10	11 6pm FREE Movie: "SHORT CIRCUIT" sponsored by Danny's Plumbing Service, HOH*	12 7am - Community Wide Garage Sale 6-8pm Live Music, EF&A*
13	14 First Day of many Summer Day Camps from DHI*	15	16	17 8:15am SLHVC & LACC Board Meeting	18 12pm History on the Lawn DHI*	19 11am - Bike Rodeo 2pm - Pride Hike & 6pm - Live Music, EF&A*
20	21 BHSU Academic summer camps 5pm City Commission @ City Hall	22 6pm Public Clarifying Meeting, LACC & SLHVC*	23	24 GOLDEN FOLD 10:30 snacks 11 folding, SLHVC* 5pm - SCIENCE ROCKS, SLHVC*	25 ALL SCHOOL REUNION 5pm - Book Reading, Susan Enderby, SLHVC*	26 ALL SCHOOL REUNION Backpacking Clinic, EF&A*
27	28	29	30	1 4-6pm PIE SOCIAL: Soth* @ Ray Davis Patio GOLD CAMP JUBILEE	2 GOLD CAMP JUBILEE	3 GOLD CAMP JUBILEE > 7/4

**EF&A - Explore Fitness & Adventures // *SLHVC - Sanford Lab Homestake Visitor Center // Soth - Shepherd of the Hills Church
DHI - Deadwood History Inc. // *HOH - Homestake Opera House // *HARCC - Homestake Adams Research & Cultural Center

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...

FIREWORKS ARE NOT FREE

Do you like fireworks? I LOVE them! I especially love them in Lead! Did you know the average fireworks show costs between 10-30 THOUSAND dollars? This is paid by the Chamber of Commerce, with just a quarter paid by the city of Lead. I implore you to make any kind of donation you can to keep our fireworks show in Lead!

-Anonymous resident

PRESORTED
STANDARD
US POSTAGE

PAID
Lead, SD
Permit No. 2

Join Susan Enderby for the release of her book about growing up in Lead - based on the serialized stories from this newsletter April-Dec '20!



The Story of the Blue Fur Coat
An EnderSueBee Misadventure

Reading & Book Signing
Friday 6/25 - 5pm
Sanford Lab Homestake Visitor Center



ANN CHARLES
DEADWOOD MYSTERY SERIES

Book Signing
6/27 - 10am
Sanford Lab Homestake Visitor Center

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



GOLD

CAMP

JUBILEE

JULY 2-4, 2021

Celebrate Independence Day in Lead

**FIREWORKS - MUSIC - VENDORS - FOOD
TOURS - INFLATABLES - PARADE - FUN**

LeadMeThere.org/GoldCampJubilee
for full schedule of events



THYSSEN MINING
local challenges | GLOBAL SOLUTIONS



This side intentionally blank - please hang this poster from your office door/window to help us promote our celebration! Thanks!