

LEAD ME HOME

Lead, South Dakota

GOLD CAMP JUBILEE
JULY 2-4, 2021
LeadMeThere.org/GoldCampJubilee

CREED BOOKKEEPING OPENS LEAD BRANCH OFFICE



-Sierra Ward

Jennifer Creed and her crew have opened a Lead branch of their bookkeeping office to support the continued growth of businesses in Lead. With seventeen years of experience, Jennifer has been part of the explosive business growth in our area over the last few years, "It seems like I just keep hiring more people to keep up with demand!" Located in the Gold Rush Plaza building (previously the Wells Fargo on Main Street) they are now accepting new clients. "In these current times, partnering with our clients and keeping an open line of communication with accuracy at the forefront is key. Our client's achievements and success is important to our team as it in turn helps our business grow," says Jennifer. Daniel Ward of Danny's Plumbing Service adds, "I'm always happy with her ability to answer my questions and provide clarity. I would highly recommend her services and am super happy to see her open an office in Lead."

JUNE CHAMBER MEMBERS

NEW MEMBERS - Early Bird Cafe & Watering Hole, Gold Rush E-Bikes, Twin City Construction, The Peachy Nomad, Megan Williams, 605 Magazine, Wandering Mynds

RENEWING MEMBERS - Ada Henninger, Illustra Advisory, Johns & Kosel - Attorneys at Law, Northern Hills Federal Credit Union, Sled Haus, Taco Johns of Deadwood,

The Rustic Nook Bakery, Town Hall Inn & Jailhouse Taps
NEW ANNUAL SPONSORS - Dakota Territory Resource Corp., Agnico Eagle

GOLD CAMP JUBILEE SPONSORS - Powerhouse Pass, Terry Peak Ski Area, Mary Ommen, First Interstate Bank, Whitetail Creek Resort, Deadwood Eye Care, Taco Johns of Deadwood & Sturgis, Dexter & Dardis Forsberg, Northern Hills Credit Union, MartyAnn Apa, Vilas Pharmacy, Dakota Financial Services

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

LEAD 4th of JULY HEAPED in TRADITION, HISTORY, MEMORIES of GOOD TIMES!



-Wendy Pitlick

From tightrope walking across the Open Cut to unplanned firework explosions that sent firefighters running for cover, the Fourth of July in Lead has been a spectacular event through the ages. The following are just a few excerpts from old newspaper accounts, as well as some memories that longtime Lead residents have shared about a favorite holiday celebration in Lead.

It is difficult to find much of a record of a Lead Fourth of July celebration before the 1900s, although in June of 1882 the Weekly Pioneer Review reported a bit of a scuffle between the cities of Lead and

Deadwood, over Deadwood's decision **GOLD CAMP CONT. ON FLIP**

to enthusiastically move forward with Fourth of July festivities. Residents in Lead expressed concern that the festivities would detract from those in Lead, but Deadwood would not be dissuaded from spending the nearly \$2,000 that businesses had donated for the celebration, opting instead to invite neighboring communities to take part in the celebration.

It appears that was one of the last times Deadwood would hold a larger party than Lead for our nation's birthday. Shortly after the city was incorporated in 1890, Lead began hosting the celebration for which it would become known throughout the century.

LACC, SLHVC Work Together As Separate Entities for Lead's Benefit

-Wendy Pitlick

On Tuesday, June 22nd, representatives from the two organizations held a Public Clarification Meeting to discuss the roles of each organization, their staffing structure, and financial information.

Marsha Nichols, president of the board that governs the two organizations, began by explaining the history of the relationship between the Visitor's Center and the Chamber, which started about approximately twenty years ago when Homestake began to shutter operations. Recognizing the need to have this facility in Lead, the Chamber secured a \$100,000 loan to purchase the building, trolley tours, and gift shop. At that time, Nichols said, the Chamber opted to continue to run the Visitor's Center as a separate organization, with separate financial records, but with a single oversight board and single executive director that would divide time between the two organizations. Though there have been some changes over the years, this business model is currently followed as a means of efficient management.

Nichols explained that Executive Director Sierra Ward is a quarter time employee for each of the two organizations. She receives two separate paychecks and is paid hourly based on her time spent on both organizations. Her focus is to manage both entities including assuming responsibility for maintaining a cash flow for both organizations through fundraising and sponsorships. She also does most of the graphic design and oversees the marketing for the two organ-

izations. Leigha Patterson, the assistant executive director, works 30 hours per week to support Ward's position for both organizations, dividing her time between both. Outreach and Events Director, Christine Allen, works for the Chamber and continues to help develop the newly formed Visit Lead office, the arm designed specifically to boost tourism. Visit Lead is also taking over the trolley tours, with a tour staff who is now specifically trained to promote Lead.

Expenses and income for both entities have benefited from the staffing organization and separation. An overview analysis of 2019 and 2020 financials show that the gift shop continues to be the most significant income driver for the Visitor's Center, but in 2020 Ward reported that a focused effort to diversify income was fruitful with office space rentals and donations. Soon, she said, KDSJ will be broadcasting from the Visitor's Center as its home base.

In 2019, the Chamber introduced a sponsorship program that yielded an additional \$30,000 in revenue.

Overall, Ward made the point that working together as two separate organizations, the LACC and the SLHVC have been able to achieve a great deal on a very limited budget for the entire town and all of the businesses. "The Visitor Center is a gateway to Lead, and we have worked hard to keep it functioning not only as a testament to our history and exciting future, but also for all that there is to do and see in Lead!"

Both organizations welcome input email to hello@leadmethere.org



GOLD CAMP CONT. FROM FRONT

In fact, a newspaper report from the June 30, 1900 Lead Daily Call reported that the city would take extra care to ensure the greatest amount of fanfare, as Lead would be the only city in the Black Hills to host a celebration.

"The decorations of the main streets will be on an elaborate scale, more funds having been apportioned for this purpose than was ever done upon like occasions," the report states. It goes on to report that band stands located on the corner between Berger's dry goods and the Springer Hotel would be erected, along with a bowery dancing pavilion, the fireman's dance in the Miner's Union Hall, and various games and sports. "Lead wants all her guests upon this occasion to have a pleasant time and her citizens will do the right thing in this direction," the report continues. "This is the only city in the Hills to celebrate this year and there will undoubtedly be a large representation from the surrounding country."

Just a few years later, on July 7, 1902, the Lead Daily Call reports that the city of Lead had gotten quite good at hosting the celebration – declaring that year's party as the "greatest, grandest, and most successful celebration of the anniversary of American Independence that the Black Hills has ever witnessed." The report goes on to explain that, "it was the greatest, because the crowds that flocked to Lead from all parts of western South Dakota from Nebraska and even from Wyoming were such in size as to tax the accommodations of a city that is not wanting in its ability to handle throngs in any-wise commensurate with its extent."

The same paper goes on to describe the beginning of what would become some of Lead's hottest traditions through the century. Cash prizes of up to \$20 were given for athletic track and field events, including a wheelbarrow race and sack races, and miners who participated in the rock drilling contests won up to \$75. Then, on July 5 Lead's firemen showed their quality with the annual hose races, with cash prizes up to \$150 offered. Those are big prizes today, imagine how happy the winners must have been in 1902!

All of that money had to come from somewhere, and while Homestake had a heavy hand in supporting the celebration, especially through the mining games, community members were always tasked with raising funds for the event. According to a June 1907 report in the Lead Daily Call, three men named Andrews, Stillman and Kelley were just the hustlers for the job, as just a few hours collecting money on the streets yielded more than \$500. "The fact of the matter is however, it is useless to deny them, for they won't take 'no' for an answer," the report states.

The parade has always been a major part of the Fourth of July celebration, and in May of 1904 the Lead Daily Call reports that the introduction of floats would be a major attraction. "This feature has been missing for several years in connection with the Fourth of July celebration, and is always well received where practiced," the report states. "A good parade is a pretty good fore-runner of a successful celebration."

Of course, once neighboring communities, and even neighboring states became aware of Lead's festivities, many visitors flocked to Lead to participate in the fanfare. Traveling to Lead was pretty economical back then, since the Burlington Railroad ran specials, advertising "very low rates" of just 25 cents, July 2-5.

As the festivities grew, so did the entertainment. But perhaps one of the most thrilling activities through the years was in 1916, when the Lead Daily Call reported that renowned tight-wire walker and aeronaut Ivy Baldwin (pictured at right >>) would walk across the Open Cut. Baldwin's manager, Tom Daily, is quoted in the Lead Daily Call saying, "I believe it will prove one of the most sensational exhibitions ever attempted in the Black Hills. Most everyone in and around the Hills knows of the great Homestake Open Cut, it's depth and extent. In his balloon ascension and parachute leap, Baldwin uses no straps, whatsoever, to secure himself. He also performs on the bar of the trapeze while making the flight. One of the features of Baldwin's work is that he is always on time with his exhibitions and the spectators do not have to sit around, idly, for hours, waiting for him to appear, as is unfortunately the failing of some performers who seem to imagine they impress the public with their importance, by forcing them to wait."

Just like fire danger is always taken into consideration for today's Fourth of July celebrations, state officials in 1919 also urged caution to Lead residents who were eager to celebrate the homecoming of their heroes from World War I. "As a result of the glorious victory achieved by



our boys, the temptation to go to extremes will undoubtedly be great this year as the stimulus to celebrate was never greater," the Lead Daily Call reports in June of 1919. "Therefore, the need of restraint is correspondingly great, and as the lesson of restraint was well learned during the war, let everyone continue to apply it in times of peace ... It is the hope and desire of the fire marshal that when these great celebrations are over we can look back and point with pride to the fact that not one single life has been sacrificed or one building destroyed by fire."

Many decades later, lifetime Lead residents reported that just such a danger was posed when the annual Lead fireworks show ended with unexpected explosions.

"I remember when the Fourth of July fireworks lasted 10 minutes," said Pete Fuller about the incident that occurred in the 1980s. "Everything went off at once! All the guys up there lighting it had a barricade and they jumped over the barricade and hunkered down while all of that stuff was going up and up. Dave Tesch got burned."

Karen Everett remembers that spectacle too, "I think they shot one up and it came right back down into their pile," she said. "Mallory was little. She would say, 'I like the spaghetti ones.' That was scary. It was exciting for a minute when they all went off at once, but then you worried for safety of everyone."

Everett said other Fourth of July memories include carnivals, mining competitions, and cozying up to her brand-new sweetheart inside the Open Cut to watch the fireworks.

"It was when Ron and I were first dating," she said. "We sat on the edge of the original Open Cut and you could hear the echo. It was loud!"

The mining games, sponsored by Homestake, were always a big attraction during the Fourth of July festivities. Mike Stahl, who coordinated the games from 1988 to 2001 said they included everything from jackleg drilling competitions, swede sawing, rail standing, mucking, track tie tossing, and more.

"It always took place at the Rod & Gun Club and it was a full boar celebration," Stahl said. "The school would bring bleachers down and they would set up at 6 a.m. for the competition that started at 9 a.m. We had to haul a big rock in the Open Cut to drill into, and we would start looking for that right at the beginning of the warm weather. We actually gave gold coins to the winners. The engineering department at the mine would be tasked with designing and building a trophy. Towards the end, Homestake gave one ounce of gold to the winner at that time, which was maybe worth \$320. That ounce of gold is worth \$2,000 now."

The bandshell was once one of the main attractions for the Fourth of July celebrations, Bob Phillips said. A huge structure that stretched from Lotus Up, across today's Mill Street, and over to the Subway location, the bandshell hosted the Homestake Band that comprised between 45 to 50 members.

Baseball games and talent shows were also prevalent during the Fourth of July celebration. "I probably was between 5 and 8 years old, and Homestake used to have a baseball game where the track is now," said Terry Weisenberg. "Before the game they set up a platform and had a talent contest. Chuck Mobley and I sang the theme from Maverick. My mom and his dad had cowboy clothes made for us. We got some silver dollars and I still have that. It was a big deal, and we still laugh



about that."

The weather has not always cooperated with the festivities, and everyone who has lived in Lead for a length of time knows how quickly it can change from sunshine, to snow, to rain. "There was one year when the fog was so heavy and we were all out in winter coats," said Tim Johns. "They finally had to call it off because you couldn't see 10 feet in front of you. We've had all extremes where it was so blasted hot, or it was so cold you couldn't believe it."

But no matter what the weather or the activities were, the Fourth of July in Lead has always proven to be a spectacular event, filled with fun, friends and memories. What are your Fourth of July memories? Please share them with us on our Facebook page, at

facebook.com/leadsdchamber

---- Wendy Pitlick owns **deSales Writing** // Thanks to the **Black Hills Mining Museum** for furnishing the



Second Saturdays Taking Off in Lead

-Wendy Pitlick

Lead business is booming, and on the second Saturday of every month more than 30 businesses, organizations, vendors and artisans – collectively referred to as Lead's Antique and Arts Row – join together to promote shopping in Lead.

The idea for Lead's Antique and Arts Row Second Saturday event was first conceived by a group of six Main Street business owners, as a way to encourage foot traffic through Lead's many eclectic stores and restaurants throughout the year.

"In a discussion moving forward with Lead's revitalization and future, Antique Row was created by Carol Oolman," said Miners Tin Cup owner Amme Deibert. "Arts was added later, as part of a dream that Lead will become an artistic center for all kinds of arts."

The Second Saturdays event features a specific theme every month, with July's theme centering around Neutrino Day. On these Saturdays, local artisans and entertainers join Lead businesses to provide entertainment while shoppers take advantage of discounts and specials. The event features an open container permit, so shoppers can take their drinks with them from store to store on Main Street.

"Our thought is to have people come up for the day and spend their time eating, drinking and shopping in Lead on Main Street," Sarah Hannah, of Sarah's Hair Studio said. "We will get live music outside if we can. If the weather is nice we will do a sidewalk sale." // PC: CJ Yushta

NOTES FROM THE DIRECTORS

Sierra Ward, Executive Director

It has come to our attention that some tax paying businesses of the town want to make sure that the taxes (informally known as the Bed & Booze tax) are spent promoting all business, and not just Chamber business - since every business contributes. This is a fair statement, and we appreciated the feedback as it has helped us define how we use our city income (approximately \$50k/year). June is the time to submit our funding request and supply our proposed 2022 budget to show exactly how we intend to use said funding.

Taking these comments in hand, we decided to directly allocate the city-funds towards fireworks and events that will benefit the entire community. This doesn't significantly change how we spent the money in past years, but it gives us a clear directive, and helps further define how we do our events (mostly advertising Lead), who's included (anyone in city limits) and why we do them (to promote our town).

If funded for 2022, we will spend approximately half the city funds on fireworks for Winterfest and Fourth of July. The rest will be on advertising Lead, and events throughout the year that benefit all. Fireworks are a huge economic driver, and benefit the entire town. If we are forced to delay the fireworks again the additional funds will be put into advertising our town. // sierra@leadmethere.org.

Leigha Patterson, Assistant Director

The other morning, I took a drive around the town. I tried to imagine Lead as a town of yore with 10,000 people, when right now it seems so small with its lonely strip of Main Street. Sometimes a town is only defined by its Main Street. However, Lead is not defined solely on this one stretch of highway. I decided to take a drive just a little further out towards Cheyenne Crossing (as my toddler was sleeping in the car and needed the nap!). Did you know that Cheyenne Crossing is actually part of the Lead district.... and Spearfish Canyon Lodge as well? I bet not many of you knew that! Lead exceeds way beyond what many may think. It curves around Lynn's Dakotamart down to Blackstone Lodge, beyond to Bloomers in Central City, and all the way into Spearfish Canyon.

By definition a Chamber of Commerce is an association that promotes and protects the interests of its member businesses. It provides access to resources, referrals, and relationships that allow its member businesses to market their products/services. As a Chamber of Commerce, we try our very best to promote and advertise all the member businesses in Lead as well as member businesses in Deadwood, Spearfish, Sturgis, and Rapid City. If we focused solely on one section of Lead by giving precedence over just those businesses, Lead would not grow like it has done in the past two years and the Lead Area Chamber of Commerce would not be fairly servicing its members. We need support in order to give support to all - be it downtown business, to outside city limits businesses, to outside the hills businesses. In the end we all have the common goal of making sure your business thrives. // Leigha@LeadMeThere.org

Christine Allen, Outreach & Membership Director

We've all worked in tourism in some way or another over our years living here. Whether it be giving directions or taking our guests on their own private tour, we know people have a lot of questions! One of my favorite questions was asked by a lady who had toured Mount Rushmore earlier that day and stopped by for dinner at a restaurant I worked at. She asked me "What do they do with Mount Rushmore in the winter".... It was late and me being the smart alec I am, I said "They haul it over and put it in Rushmore Cave!"

Don't get caught like me without an answer! Come to the Sanford Lab Homestake Visitor Center, the Homestake Opera House, and the Black Hills Mining Museum to check your facts on Lead. Or do it the easy way and bring your guests to hear a tour by our entertaining tour guides! // Christine@LeadMeThere.org

UPCOMING EVENTS

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

Summer Vacation Bible School - For kids 4 years old - just finished grade 5 - sign your kids up for one or both!

Rocky Railway - Jesus Power Pulls Us Through

July 11-15, 5:30-7:45pm (includes dinner)

Location: Manuel Brothers Park (alt location - Assembly of God)

For more information: Steph (701)213-5841

Register: vbspro.events/p/leaddeadwoodvbs

Roar - Life is Wild, God is Good

July 18-22, 5:45-8pm

Location: Christian Ministry Center (CMC)

Register: LeadTUMC.com

Youth Summer Day Camps - Deadwood History Inc. and Black Hills State University are offering week long day events in various topics and themes for kids and high schoolers! See their websites for all details.

NEWS & NOTES

ROUNDHOUSE BUILDING NEW HOME TO DAKOTA TERRITORY RESOURCES CORP - We're excited to have this company utilizing one of Lead's most beautiful and iconic buildings! We're also looking forward to seeing the restaurant side open soon.

GOLDEN HILLS LODGE - Mysterious construction continues underneath the scaffolding on the hotel at the top of the hill. We're sad to learn that convention and restaurant space won't be included in the remodel but covered parking will feature! Looking forward to the reveal of one of Lead's crown jewel businesses.

NEW ANNUAL SPONSORS

Dakota Territory Resources - (DTRC) is revitalizing one of America's greatest gold districts in the heart of the Black Hills. Dakota Territory is a South Dakota based company dedicated to the responsible exploration and development of sustainable gold operations to benefit the company, our employees, the community and State of South Dakota. Find out more: dakotatrc.com

Agnico Eagle - Agnico Eagle is a senior Canadian gold mining company that has produced precious metals since 1957. With mines located in Canada, Finland, and Mexico - exploration activities in each of these countries as well as in the United States and Colombia. Agnico Eagle employs 11,000 people and produced 1.736 million ounces of gold in 2020. Agnico Eagle has been selected as top-ranked mining company appearing on the 2021 Global 100 Sustainable Corporations and highest ranked mining company. Locally, Agnico Eagle USA Limited, the U.S. Exploration Division of Agnico Eagle Mines has been gathering information to better understand the environmental conditions and mineral resource potential at the Gilt Edge Mine. For the curious Agnico = Ag-Silver, Ni - Nickel, Co - Cobalt. agnicoeagle.com

RIBBONS CUT

Deb Elliot of **LIFE LIGHT CREATIVE** opened a physical office after several years of working at home. We celebrated with her at the new digs on Grant Street in Belle Fourche.



The **SANFORD UNDERGROUND RESEARCH FACILITY'S FOUNDATION** joined the chamber and held a ribbon cutting at their campus.



What is a Ribbon Cutting? New members can have us come and spotlight their new accomplishments with a ribbon cutting! Never got one? Want one? It's never too late! Call to schedule today! (605)584-3110

Thank You to our
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TIN



JULY 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1 4-6pm PIE SOCIAL: Shepherd of the Hills Church / Lead MOPS @ Ray Davis Patio	2-3 GOLD CAMP JUBILEE Vendors, Music, Dancing, Kids stuff, inflatables, tours, food, fireworks, fun! LeadMeThere.org/GoldCampJubilee	
4 GOLD CAMP JUBILEE CONT. LeadMeThere.org/GoldCampJubilee	5 4th of July observed LACC closed SLHVC* open	6 5pm City Commission @ City Hall	7	8 8:15am SLHVC & LACC Board Meeting	9 12pm History on the Lawn - DHI* 6pm FREE Movie: "BABE" - HOH*	10 Virtual Neutrino Days - SURF*
11 5:30pm - Vacation Bible School @ Manuel Bros Park (thru 7/15)	12	13 4pm STEAM class, SLHVC*	14 4pm STEAM class, SLHVC*	15	16	17 RENAISSANCE FAIRE, LACC*
18 5:45pm - Vacation Bible School @ Christian Ministry Center (thru 7/22)	19 5pm City Commission @ City Hall	20 5-8pm LEAD LIVE! hosted by Handley Rec Center @ Manuel Bros Park	21	22	23 Backpacking Clinic 3 - Explore Fitness & Adventures	24 Backpacking Clinic 3 - Explore Fitness & Adventures
25 Backpacking Clinic 3 - Explore Fitness & Adventures	26	27	28	29 GOLDEN FOLD 10:30 snacks 11 folding, SLHVC*	30	31

*LACC - Lead Area Chamber of Commerce // *SLHVC - Sanford Lab Homestake Visitor Center // SURF - Sanford Underground Research Facility // DHI - Deadwood History Inc. // *HOH - Homestake Opera House // *BHSU - Black Hills State University

Weekly & Monthly

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

WEEKLY:
Mondays: **Kiwanis Meetings** - 5:30pm at the Christian Ministry Center.

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

Wednesdays: **Skate Night** - 5:30-7:30pm at the Handley Recreation Center.

MONTHLY:
Weekly Youth Day Camps continue with DHI* & BHSU* - various ages & themes

Free Community Dinner - First Saturday at 5pm, Assembly of God Church

VFW Meeting - First Tuesdays at 7pm

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

Second Saturdays on Main Street - Explore Main Street (and adjacent) with specials, sales, vendors - 10am-4pm

Shepherd's Pantry - 2nd and 4th Wednesdays from 9-12, SoTH*

Makers Market - Vendors and artists! Third Saturdays, 9:30-3:30pm, SLHVC*

Classes in fitness, adult and children's dance, zumba & 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 / Christine Allen, Outreach & Events Director - christine@leadmethere.org / Daniel Egemo, Tourism Coordinator - daniel@leadmethere.org

Seasonal Staff

Perry Oien, Debbie Minter, Mariana Pitlick, Amadna Stock, Sami XXX, Kady Hopkins, Wayne Karpinen

Board of Directors - terms go through years listed

President, Marsha Nichols, ('20-'23)
Vice President, Scott Engel ('19-'22)
Secretary, Kim Huber ('20-'23)
Treasurer, Dave Brueckner ('20-'23)
Autumn Anderson, ('20-'23)
Greg Hershman, ('21-'24)
Duston Morehead ('18-'21)

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

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Renaissance themed entertainment and games. Discover exquisite items in the village shoppes and marvel at the artisan demonstrations. Feast on food and drink fit for royalty including local mead, ale and wine. Three stages, merchants row and a Games at Revelry Tournament Area for never ending fun. 10am to 9pm

Armed Tournaments
Belly Dancers
Drunk Shakespeare

Dragon Handlers
Fire Breathers
Roaming Minstrels

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