

LEAD ME HOME

Lead, South Dakota

LEAD HOSTS FIRST RENAISSANCE FAIR

-Christine Allen

Huzzah! We had a blow out success for the first ever Black Hills Renaissance Festival! We are feeling pretty proud of an event that was held with just three months of planning, a shoe-string budget, and several other barriers to success. We ball park that the event brought over 1500 attendees! There were six acts that had several performances throughout the day and twenty vendors participated by selling everything from wands, to books, to fortune telling experiences. There was also a free STEAM class for the kids, Axe throwing for adults, and food for all!

One of the barriers this year is that getting food vendors was a challenge.

This was partly due to the fact that most of them are short staffed (like everyone) and it was a weekend full of other events in the Black Hills (Hills Alive and Art in the Park). We worked to solve this problem by asking local businesses and nonprofits to pitch in their efforts and make food. This means that almost all the money raised by food sales stayed right here in Lead!

We all had a lot of fun and cannot wait to host this event again in 2022! Until next year we are dreaming of turkey legs and taking any volunteers for next year that want to perform, vend, volunteer, and help plan this event. Please contact me at christine@leadmethere.org



JULY CHAMBER MEMBERS

NEW MEMBERS - Fun Size Design

NEW & RENEWING FRIENDS - Dexter & Dardis Forsberg, Thomas Kassube, Martin Fabens, Mary Ommen, Matthew (Scott) Heise, Mike & Debbie Minter

RENEWING BUSINESS MEMBERS - Century 21 Associated Realty, Dakota Territory Resource Corp, Deadwood Elks Lodge #508, Delzer Chiropractic, First Gold Hotel & Gaming, Gold Star Concessions, Hickok's Hotel & Casino, Homestake Mining Co., Jacobs Welding & Machining, Lead Country Club, Mile High Mini-Storage, Northern Hills Recreation Association, Quality Quick Print, Shepherd of the Hills Lutheran Church, Whitetail Creek Resort, Hidden Valley Campground

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

THYSSEN MINERS SAVE LIVES



The shift of miners who rescued the residents were recognized at their shift change with a reading of the proclamation by City Commissioner, Kayla Klein, treats from the Chamber and Golden Hills Baptist Church and the Thyssen Administration.

-Sierra Ward

On July 10 flames shot out of a window at the apartment building on Julius and Stone street. In an odd turn of events the Thyssen Mining miners on shift that morning had gotten stuck at the Dry (their locker building) because there was an issue at the Ross Shaft. As they waited around, they saw smoke coming from the building across the street and rushed in to alert the residents and drag Mike Larson from the fire that had started in his apartment. The time before the fire departments arrived would have easily been the difference between life and death for Larson. The community is thankful for what the miners on this shift did even though as Erin Morgan, Community Liaison for Thyssen Mining says, "Our miners just want to be normal guys, they feel weird being everyday heroes." But heroes are in fact everyday people, who in the right place and at the right time choose to do the right thing. We are very grateful for their contribution to our community.

At the July 19 City Commission Meeting, Mayor Ron Everett read the following proclamation, announcing Friday, July 23 as Thyssen Mining Company Employees Day.

CITY OF LEAD PROCLAMATION Office of the Mayor Thyssen Mining Company Employees Day

WHEREAS, the Thyssen Mining Company has become a member of the City of Lead and has established an office and mine dry in downtown Lead; and
WHEREAS, the Thyssen Mining Company is a tenant in the new mine dry at the corner of Julius and Stone

Streets in Lead; and
WHEREAS, numerous Thyssen employees use this mine dry at all hours of the day, all days of the week; and
WHEREAS, on July 10, 2021 the apartment building across the street caught on fire; and
WHEREAS, Thyssen employees, without hesitation, entered the smoke-filled apartments and affected the evacuations of numerous residents; and
WHEREAS, Thyssen employees then opened the mine dry to the residents to provide comfort, safety and services; and
WHEREAS, Thyssen employees continued on the scene assisting the firefighters and first responders with the firefighting efforts; and
WHEREAS, the mine dry remained available throughout the day to allow the use of the facilities for rest and recovery;
NOW, THEREFORE I, Ron Everett, by virtue of the authority vested in me as Mayor of the City of Lead do hereby proclaim July 23, 2021 as THYSSEN MINING COMPANY EMPLOYEES DAY
Within the City of Lead
AND, encourage all citizens of Lead to take the time to thank the Thyssen Mining Company and their employees for their heroic efforts and support and to welcome them to the City of Lead and extend every courtesy to these fine individuals.
IN WITNESS WHEREOF, I have hereunto set my hand and caused to be affixed the Great Seal of the City of Lead, this 19th day of July, 2021.
Ron Everett, Mayor

Car Shortage Causing Cost Spike in Used Cars: Queen City Motors Explains

-Wendy Pitlick

The new and used car market is a difficult one for the customer to navigate these days, and Randy Harms of Queen City Motors wants to make sure his customers educate themselves to get the best deal.

Originally from Yankton, Harms got into the new and used car business when he came to the Black Hills to go to college. After just a year in school, he shifted his focus to the automotive industry, where he has been for the last 35 years. With that much time under his belt, Harms knows a thing or two about how to make a good deal. Unfortunately, he's never seen the industry so high priced, when very often new vehicles are sold for less money than used vehicles "book" for.

It started with the COVID-19 pandemic, Harms said. When the government shut down automotive production as a non-essential business, major companies such as GM, Dodge and Ford stopped ordering the electronic chips that supply power to just about every part of a new car.

CARS CONTINUES ON FLIP >>



CARS CONTINUED FROM FRONT
When that happened, chip companies in Taiwan and Japan stopped manufacturing for the auto businesses, and started ramping up for the personal computer industry – which was booming.

“They didn’t know how long they were going to be shut down and so they quit ordering semiconductor chips,” Harms said of the automotive companies. “A chip senses electrical current in a vehicle and they’re used in many different areas. Almost anything that has electricity running through it has a chip in it. So the personal computer business was doubling their orders for chips. It made up for the loss in the automotive industry. When the car business got back on track and tried to get back to ordering parts again, the chip manufacturers weren’t able to give them the chips that they had given them before. Therefore, you’ve got this chip shortage that is affecting all manufacturers.”

Harms said some automotive companies were more affected than others. Honda and Toyota, for example, never stopped ordering chips and therefore don’t have as much of a shortage.

Since new cars aren’t as abundant, dealerships have been struggling to get old cars that would typically be traded in or sold at auction. Therefore, he said dealerships will often advertise to buy vehicles from customers – including leased vehicles.

“We’re letting people know that you can turn anything in here,” he said. “You can turn in your leased Mercedes here. Any way to get you to bring your vehicle here. A dealer, when turning in a lease to Mercedes, we usually have the chance to buy it. We don’t have any other way to do it without an auction to buy them at, we need to buy them from the public.”

But buyers should be aware, Harms said. Because all of that demand for vehicles is driving the cost of used cars up beyond the prices for new. In fact, he said it has become common for vehicles that sold for \$70,000 brand new last year, would have a book value this year of \$80,000. At the same time, that same type of vehicle, fresh off the assembly line, would cost about \$75,000.

“I cannot buy vehicles for more than I sell them,” he said. “So I wouldn’t give that customer \$80,000 for that (used) truck and he would understand that it’s not worth that, having only paid \$70,000 a year ago. If he’s going to come in and buy a new truck, I might give him \$70,000 for it. I might do that. He would still pay a lit-

tle difference to buy the new truck. Keep that in mind. I just bought that truck for \$70K, what I feel it’s really worth. But when you list that on the used market, someone that’s out there looking for used cars, the book value says it’s worth \$80,000. Well, any customer who would pay \$80,000 for that truck, perhaps hasn’t shopped new ones.”

If there aren’t new vehicles on the lot, how can customers know what’s out there?

“You’re never seeing our new vehicles that come in on the lot for sale, typically because they’re selling before they get here,” Harms said. “We’re not going to have a selection to pick from, but I can tell you what I’ve got coming. People are buying those and the day it gets here they come in and pick it up and take it home. I can sell that customer a new truck for \$75,000 if he can just wait a few weeks, instead of a used one for \$80,000.”

Harms also went on to explain that across the country, third-party companies are on the hunt for new and used vehicles at dealerships such as Queen City Motors – offering dealerships top dollar for the used trucks and selling them for even more. That’s why, he said, buyers need to do their research before jumping into the market.

“The used book values can be too high,” he said. “Customer looking for it calls the banker, banker says it’s worth \$80,000 and they buy it. I say, you’ve overpaid. It’s not worth \$80,000 because new are \$75,000. People typically don’t shop new and used, they shop one or the other. They have this understanding that is built up with decades of car shopping that you don’t buy new vehicles because they depreciate. I would say, you’ve got to get rid of the old cliché of don’t buy new and look at both.”

If a customer is unsure before making a purchase, Harms said it’s important to get advice from a trusted professional.

“The customer is in a tough spot today,” he said. “They look for new and there are none on the lots. They look for used and they’re priced at book. I gotta tell you, you’re making a mistake. There are still new being built, they’re just not plentiful. You have to actually call the dealer and find out if they have stuff coming in.”

Harms lives in Spearfish with his family. Queen City Motors has been a longtime supporter of the Lead Area Chamber of Commerce and its many events.

----- Wendy owns deSales Writing can be contacted about her services here: (605) 580-0650

HARD WORK PAYS OFF FOR BOYS & GIRLS CLUB

-Christine Allen

We want to spotlight one of our non-profit members, The Boys and Girls Club of Lead Deadwood. Their staff has been tirelessly working at our recent events including, Gold Camp Jubilee and The Black Hills Renaissance Festival, in order to boost their fundraising efforts. The kids have also run a lemonade stand over by the club and in the month of July they are happy to report that they have raised over \$2,000! We applaud them on their hard work, their presence in the community, and their steadfast commitment towards quality programming for kids.

The Boys and Girls Club is an excellent addition to our community offering child care for an affordable price and guaranteeing a safe and fun place to take your children. They have programs that span a wide range of interests. These programs focus on the arts, history, homework help, and even field trips!

Like everyone this year, the Boys and Girls Club continues to search for great staff to help round out their team. If this sounds like an organization you would like to work with in any capacity (volunteer, staff, childcare) please see their website at BGC.org for more information!



UPCOMING EVENTS

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

Pie Social - The last pie social of the summer! Thursday 8/5 from 4-6pm. Pies donated by Shepherd of the Hills Church. All are invited to come down and enjoy one last summer hurrah!

RALLY FUN-draiser - Join Aspire Boutique and friends for Rally fun each day from 1-5pm 8/8-8/13. Live music, cold beer, and food! A portion of all proceeds will go to the medical fund for Mike Larson. Interested in sponsoring this event? Email Emilylarsemily@gmail.com

Biker Breakfast Returns - This long standing event hosted by Trinity United Methodist church is back in 2021! From 7-11am 8/8 to 8/13 come join for a great breakfast (you don’t have to be a biker to enjoy!) \$7.00 base

UnLeaded LEAD! Enjoy a car show open to all car aficionados on Saturday August 28 at the Sanford Lab Homestake Visitor Center from 9am to 11am. See Cars & Coffee BH on Facebook for more info

Party Like it's 1914! The Homestake Opera House will be celebrating it’s anniversary on Tuesday, 8/31. Come dressed in your best 1914 opera outfit to celebrate with free tours, beer & wine and some light entertainment.

GOLD TOURNAMENT! Enjoy the Lead Country Club in the Chamber’s 2nd Annual golf tournament! Even bigger and better than last year - we’re excited to offer two flights! Call Sierra for more information and to register! (605)584-3110

NEWS & NOTES

Fire Department Auxiliary - The Lead Volunteer Fire Department is excited to announce their new Lead Volunteer Auxiliary, which will provide support and services to the department, fundraising and community involvement, and aid firefighters during a fire. If you are interested in joining our local auxiliary or have any questions, please call or text Amelia at (307)746-8382

Jeanette Larson - We were sad to hear of the passing in June of one of our LACC members and previous Executive Directors. Find her obituary here: kinkadefunerals.com/obituary/jeanette-larson

MOPS - Mother’s of Preschoolers will restart their meetings for moms on September 12 at Shepherd of the Hills Church (use basement door off parking lot) each 2nd and 4th Sunday, 3:30-5:30pm. Childcare provided. Call Sierra for info (605)584-3110

SCHOOL IS STARTING SOON! - See these LACC Members for more information: **Lead - Deadwood School District** - Lead-Deadwood School District- <https://www.lead-deadwood.k12.sd.us>

The Northern Hills Alliance for Children -www.nhfirststep.com
The Boys & Girls Club - Provides high quality after school programming for all kids. They’ll resume winter hours the last week of August, see info: bgcblackhills.org/ourclubs/leaddeadwood

NOTES FROM THE DIRECTORS



Sierra Ward, Executive Director
Sometimes people ask me how I manage everything I'm involved in. I'm overseeing two non-profits, going to school (which includes an internship), spending time with kiddo, helping with the administration side of my husband's business, leading MOPS, and starting a new business on the side! To be honest, I'm not always sure, but I do know that part of my secret is scheduling and time management. I put everything on my many calendars - which has replaced my to do list. But also

I've tried to maximize the power of small chunks of time.

Five minutes is actually plenty of time when you really start to realize what you can pack in. It's more than enough time to start a load of laundry or empty the dishwasher. It's enough time to return most emails, phone calls or texts. If you started timing yourself on your mundane household and office jobs you will probably find that there are lots and lots of them that don't take any time at all. And you can start to get so much done! If we maximize this time we can also keep our lives in order - it doesn't even take a minute to put away the clothes you take off at night, make your bed or clean your desk off. And these things go a long way to mental sanity.

It does take some self discipline because five minutes is also really easy to fritter away on your phone, or in about ten million other ways we all waste time. But it's also enough time to center your thoughts and take a break, maybe you need to put the phone down and NOT accomplish anything. Maybe you need to remember where you're going and what really matters. It's easy to get bad news or criticism and let yourself get upset or frustrated, so maybe it's time to take five minutes to take a few deep breaths and remember the big picture too. Let me know how you're maximizing your time, I'd love to hear your ideas! // sierra@leadmethere.org.



Leigha Patterson, Assistant Director
When I was a kid taking road trips every summer to the Black Hills of South Dakota, I would make a game out of the license plates and try to see if I could find all 50 states. This summer I will be driving in the opposite direction and it will be interesting to see if just as many states are traveling East than were traveling West back in the days of my youth! I have been asking and overhearing our staff talking with visitors that come into the Sanford Lab Homestake Visitor Center (SLHVC), "Where are you coming from?" and it's interesting to know how many states are coming into Lead. Making a game out of that would be overwhelming! With over 50,000 visitors to the Sanford Lab Homestake Visitor Center, we can see how awesome this year has been for Lead's economy.

In August I will transition out of my role at the Chamber to focus solely on the SLHVC as the Assistant Director. At first I was sad because I felt like I would lose my connection with assisting Lead businesses grow, but then I realized part of my role with the SLHVC is assisting with driving sales up Main Street by keeping our guests (from all those 50 states) informed about places to eat, which store has additional super cute merchandise, and other awesome things to see and do in town. I will also have more time to focus on the community by enhancing the SLHVC's community outreach with STEAM education and other programming. So this is not a goodbye, but a hello from a different capacity. If it's been a while since you've come to visit please come say hello!



Christine Allen, Outreach & Membership Director
Hi Lead! What a month July has been. The Chamber helped throw two major events that brought over 4,000 people to our town! What a great way to show people all the changes in Lead! The "changes" are something we hear commented about all the time from our tourists and locals. Whether it was a returning alumni for the highschool reunion in June, a child loving the splash park on the 4th of July, or a knight in shining armor commenting on the changes at the Black Hills Renaissance Festival, people are astonished by the changes Lead is constantly going through. Next month we get to introduce all of these changes to our biker friends! Did you know that Lead's old City motto was "Lead - the town on the move?" Sure, that motto may have been poking fun at our constantly downward drifting houses but in other ways it is still true today. The transformation of this town is constant and our ability to be

scrappy and adapt is one of the things I love most about Lead! As we start winding down our summer season what do we need to change about ourselves? What might we need to change about our business models? What do we need to do to change as a town? Send me your thoughts! "Yesterday I was clever, so I wanted to change the world. Today I am wise, so I am changing myself." -Rumi // Christine@LeadMeThere.org

LETTERS TO THE EDITOR

"Hi, a fun thing I'm doing for our home and property is a journal. ...We built our home so I have where the logs came from and their journey getting here. We planted a 2 foot Colorado blue spruce in our yard for Mike's 1st Father's Day and have the history of how tall the pictures of our son were when it was planted and all the years as the tree and Tanner grew. When we decide down the road to sell our place I will leave the little journal here with the house for the next people. ..."
Good job, have a good day!
Rita Loeffen

COMMUNITY COMMENTS

Q: Why were the vendors on the grass for Ren Fair but not 4th of July? We like vendors on the grassy area of Manuel Brothers Park!

A: The City prefers that vendors do not drive their vehicles on the grass to set up. This is stressful to the grass, and also to the sprinkler system. Because we cannot set up the inflatables on the pavement an exception was made. However this did damage a sprinkler head. Not driving means vendors must haul their equipment and gear into the space. Most prefer the ease of access of the parking lot, which is better suited to cooking and high traffic damage. Ren Fair brought many more vendors of wares, who easily set up on the grassy area.

Q: Why did the Chamber not have the Show & Shine event as part of 4th of July? It's been such a great part of previous years events.

A: The Show and Shine is an event that has been organized by the Nelson Family of Lead. When Chamber staff called them to ask about the event, they let us know that due to some health issues they decided not to host the event this year. This is not our event so we did not feel it was appropriate to take it over. We look forward to hosting Cars and Coffee at the end of August alongside the organizers of that event.

Q: Why were there political floats allowed in the 4th of July Parade.

A: We feel that the 4th of July is a perfect venue for political floats - as we celebrate our country's unique ability to spotlight our freedom of speech! For this reason we open our parade to all view points and opinions. If you would like to be part of next year's parade please do so!

Thank You to our
2021
ANNUAL SPONSORS

GOLD



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TIN +



TIN



AUGUST 2021

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 5pm City Commission @ City Hall	3	4	5 4-6pm PIE SO-CIAL: Shepherd of the Hills Church @ Ray Davis Patio	6 Sturgis Rally	7 10am Basic Survival Course, EF&A* Sturgis Rally
8 THRU FRIDAY: 7am Biker Breakfast, CMC* 1-5pm Rally Fun @ Aspire Boutique Sturgis Rally	9 Sturgis Rally	10 10am Guided Rally Ride, EF&A*	11 Sturgis Rally	12 Sturgis Rally	13 Sturgis Rally	14 10am-6pm, 2nd Saturday's on Main Street Sturgis Rally
15	16 5pm City Commission @ City Hall	17 5-8pm LEAD LIVE! hosted by Handley Rec Center @ Manuel Bros Park	18 4pm STEAM class, Boys & Girls Club 7pm Free Movie "The Goonies" @ HOH*	19 8:15am SLHVC & LACC Board Meeting	20	21 Summit 5K, EF&A*
22	23 All Week: Big Horn Backpacking Trip, EF&A*	24	25	26 GOLDEN FOLD 10:30 snacks 11 folding, SLHVC*	27 12pm History on the Lawn - DHI* Kool Deadwood Nites, Deadwood	28 UnLeaded Lead Kool Deadwood Nites, Deadwood
29 Kool Deadwood Nites, Deadwood	30	31 Open House Party @ HOH*	1	2	3	4

*LACC - Lead Area Chamber of Commerce // *SLHVC - Sanford Lab Homestake Visitor Center // *EF&A - Explore Fitness & Adventures // DHI - Deadwood History Inc. // *HOH - Homestake Opera House // *CMC - Christian Ministry Center

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*

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

Want to make sure your member event is listed here? Be sure to let us know before August 20 for the September Edition.

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, Amanda Stock, Sami O'Neil, 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

PRESORTED
STANDARD
US POSTAGE

PAID
Lead, SD
Permit No. 2

**CARS & COFFEE
BLACK HILLS**

Sanford Lab Homestake Visitor Parking Lot
All welcome!
See Facebook for more details

**8/28
9-11am**



Summer
PIE SOCIAL

Thursday, August 5 - 4-6pm - Pie, Music, Drinks & Fun!
Davis Ring Patio (inside if inclement weather) Sanford Lab Homestake Visitor Center

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

