



City of Lead  
State of Community

Dustin Heupel ~ Mayor

September 2025





# City of Lead Elected Officials

## Mayor

Dustin Heupel



## City Commission

Rob Carr

Kayla Klein

Roger Thomas

Al Rohrer





# Lead is starting to thrive once again!

The City of Lead adopted a new Comprehensive Plan in 2025 and a public survey completed by 481 residents showed comments such as:

- *“The Love for this community runs DEEP.”*
- *“I love our community. It is small enough to feel close-knit, but ambitious enough to seek new opportunities.”*
- *“I love the small-town feel of Lead. I love how friendly everyone is. Lead has such character and history that make it a wonderful place to live.”*
- *“That Lead is on the right path. The business and growth are improving.”*

*\*The 2025 Comprehensive Plan is available on the City of Lead website under comprehensive plan!*



*Aerial view of Mountain Top Field, 1958*



- Mil levy will be 5.404  
(Down from 5.734 for 2025)
- Sales tax revenue: \$1,500,000
- Increased street repair budget to ~\$100,000
- Budgeted \$80,000 for City Shop Facility planning
- Included over \$65,000 for water/sewer upgrades, including a much-needed backup generator for the South Mill lift station
- Set aside \$60,000 to update our Facility Plan allowing the City to apply for federal, state and local funding for future infrastructure projects
- Supported local organizations
- Working on a plan to assume operations of the Handley Center after May 2026
- Plan to use surplus auction revenue and excess sales tax revenue for street department upgrades at the end of FY 2025

## 2026 Budget Highlights



*City Officials recently took a pickleball lesson on the Lead courts!*

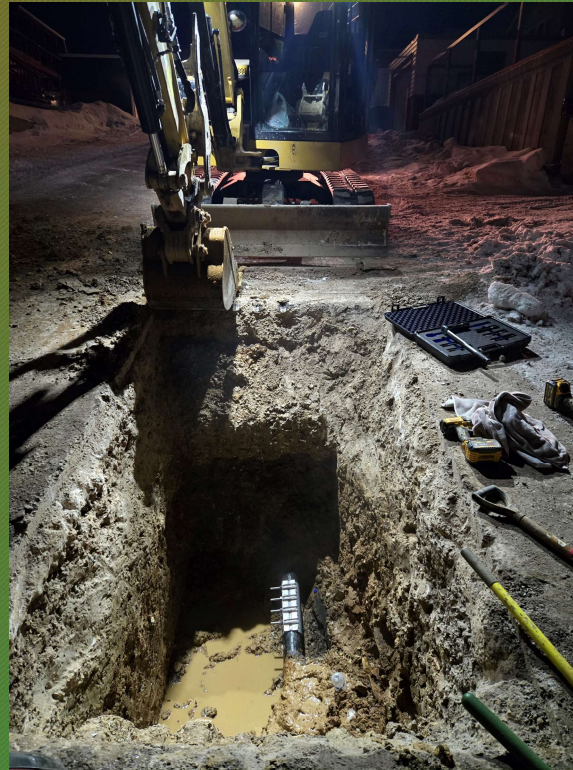


# Infrastructure

The City of Lead continues to make strides toward improving the public services that we provide!

Water Loss: The City crew has continued to improve the water distribution system after purchasing a water correlator. The correlation program along with a dedicated team has allowed the City of Lead to reduce our water loss from 66% to less than 33% over the last few years!

19 water leaks so far in 2025: This year was not short on action in the water department, maintaining a 120+ year old water system is not for the faint of heart!



*Wall Street Water Leak  
February 5-6, 2025  
750,000 gallons of water lost  
2 days to complete  
10" "Homestake concrete" and 3' of  
frost in below zero temperatures*



*Above: Alert Street Leak*

*Below: Milliken Street Leak*





# Infrastructure



*Deadwood Supply Line Plans*



*Deadwood Supply Line Project photos*

The Deadwood Supply Line Project, which began the planning phase in 2023, will be completed this week!

This project upgraded ~2,500' of a 6" water line that serves all of Deadwood, Mile High and Grizzly Gulch to an 8" line.

This was a joint project with the City of Lead and the Lead Deadwood Sanitary District.

The project is located on SDSTA property.

Halme Inc. is the contractor that was awarded the bid.

We are hopeful this project will help reduce our water loss in this area of the system. As well as reduce maintenance costs since it cost ~\$30,000 to fix a water leak in this area due to the depth of the water line, which happened to break about once a year.

We are excited to continue to make improvements to our water distribution system!



# Infrastructure

Washington Street was our paving project this year and was just completed last week; Sacrison Paving was the contractor for that project.



The City crew is working toward completion of fixing a nearly 200' long retaining wall that failed that supports Houston Street.





# Development

For 2025, we have had 4 new homes and one commercial auto shop building permit.

We also had an ATV rental business and the Dollar General move to town, among other businesses!

July of 2025 was the 3<sup>rd</sup> highest month for sales tax revenue in 7 years.







# Lead Parks!

Throughout the comprehensive plan update process, Lead was praised repeatedly about our public parks! We added pickleball last year and it has been a great addition to our park options. The City is also collaborating with the Kiwanis to update the Par Course Park, or purple park on McClellan.





# Hearst Library

## Summer Reading Program Numbers!

### Children's Programming

9 Programs hosted from June – August

521 attendees

849 children's books checked out from  
June 1<sup>st</sup> – August 28<sup>th</sup>

### Adult Programming

Reading Bingo

8 Participants

1,143 adult books checked out from June  
1<sup>st</sup> – August 28<sup>th</sup>







### A joint effort!

Been on the wish-list for over 30 years!

Collaborative effort with Lawrence County, BHE, the City of Lead, Lead Area Chamber, DLEDC and Barry's Electric!

\$50,000 project cost to add 9 power pedestals

Supporting local economic development through businesses and events .

Project started in September and should be completed next week.

## Electrical Upgrades at Manuel Brother's Park Parking Lot





# LEAD POLICE DEPARTMENT UPDATE

August 2025 Stats  
633 calls for service with 7 Officers

17 Disturbances	1 DUI's
7 Domestic Assaults	107 Traffic Stops
11 Traffic Accidents	10 Welfare Checks
21 Animal related calls	2 Warrants Served
137 Extra Patrol's	53 Violation of City Ordinances
25 EMS related calls	14 Theft related calls
5 Harassment related calls	13 Suspicious Circumstance related calls
18 Information Items	3 Community Policing
2 Intoxicated Person	6 Civil related calls
4 Keep the Peace	12 Traffic Complaints*
10 Motorist Assists	1 Mental Committal/Evaluations
30 Parking related calls	4 Suicide threat/committed calls
	3 Drug Related investigations



2026 Grants Awarded!

Total: \$29,400

Federal Speed and  
Seatbelt Enforcement  
Grant for 2026

Federal Impaired Driver  
Grant



# Upcoming Awards



City of Lead has earned the:

**Gold and Platinum** Level Safety & Loss Control Recognition Awards from the SD Public Assurance Alliance and the SDML Work Comp Fund.

Awards will be presented next week in Pierre during the SDML Conference!

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**Safety & Loss Control Recognition Awards, Safety Benefits, Inc.**

Recognizes SDML Work Comp and SD Public Assurance Alliance members who strive to ensure a safe workplace and manage entity liability. Applications accepted for three levels of awards. Presented by Safety Benefits, Inc. at the SDML Conference each fall.



# CITY OF LEAD RECEIVES TRAVEL SD GRANT!



FOR IMMEDIATE RELEASE: Tues. Sep. 16, 2025  
CONTACT: [Kallyn Svendsen](#), Global Public Relations & Content Services Senior Director, Travel South Dakota

## Lead and Wessington Springs Selected for Travel South Dakota's New Destination Development Program

PIERRE, S.D. – Travel South Dakota is proud to announce that the communities of Lead and Wessington Springs have been selected as the first participants in the state's **Destination Development Program**, a new initiative designed to strengthen and expand tourism in rural communities in South Dakota.

The program works in partnership with **George Washington University Institute for Tourism Studies** and **Crosscurrent Collective** to equip rural communities with strategic planning assistance, access to subject-matter experts, professional development, and marketing opportunities. These resources help communities create welcoming environments, develop authentic visitor experiences, and build sustainable tourism growth that benefits both residents and the local economy.

"Developing and supporting tourism offerings, especially in rural areas, is a key part of our strategic plan, and we are thrilled to get to work with these two communities," said **James Hagen, Secretary of the South Dakota Department of Tourism**. "Lead and Wessington Springs both impressed us with their vision, community engagement & dedication, and commitment to building unique, high-quality visitor experiences. We see tremendous potential in both communities."

The application pool was competitive with quality applications. A total of 15 communities submitted proposals for review. Both Lead and Wessington Springs displayed an eagerness to focus on a vision that will lead their communities into the future, focused on sustainable tourism development that positively impacts residents and visitors alike. While only two communities were selected for the pilot program, many communities will benefit with templates and guides generated through the process that will be shared with the entire industry.

"The trail enthusiasts of Wessington Springs are thrilled about our partnership with Travel South Dakota's Destination Development Program," said **Troy Duxbury**, Wessington Springs Chamber of Commerce board member. "We are honored to be selected for this pilot program. With the backing of the State, our project has never felt more realistic. This will put our community on the map for generations to come."

"Receiving the Travel South Dakota Destination Development Program grant is a powerful affirmation of Lead's unique charm and potential," said **Emma Garvin**, Executive Director of Lead Economic Development Corp. "We are excited to work with community leaders to magnify and sustain the tourism experiences that make Lead an unforgettable destination for visitors from near and far."

Travel South Dakota is eager for Lead and Wessington Springs to serve as models for rural tourism development across the state, showcasing how strategic investment and community-driven planning can create long-term economic and social benefits.

More information about Travel South Dakota's Destination Development Program can be found at [SDVisit.com/Destination-Development](https://SDVisit.com/Destination-Development).

The South Dakota Department of Tourism consists of Travel South Dakota and the South Dakota Arts Council, under the leadership of Secretary James D. Hagen.

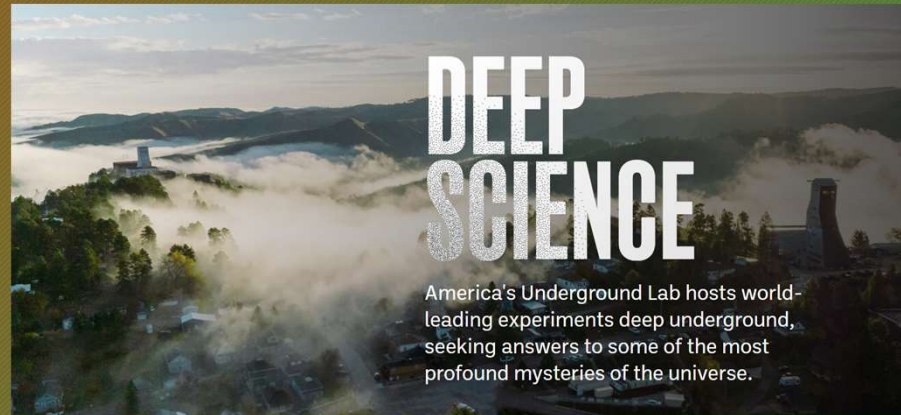
Congratulations to Emma Garvin, the director of DLEDC, who with a stakeholder team from Lead, were awarded this Destination Development Program grant opportunity.

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*"Receiving the Travel SD Destination Development Program grant is a powerful affirmation of Lead's unique charm and potential. We are excited to work with community leaders to magnify and sustain tourism experiences that make Lead an unforgettable destination for visitors from near and far" – Emma Garvin*

Congratulations





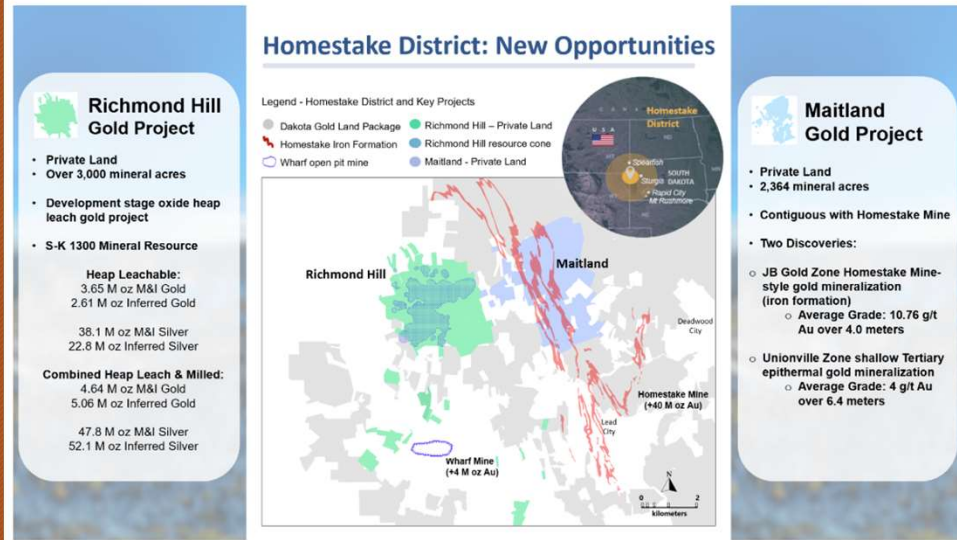
- SURF has been identified the preferred research location for particle physics by an international panel of physicists that meets once a decade!
- This designation will provide continued support for neutrino and dark matter experiments for many years to come here in Lead!
- SURF collaborates with over 2,000 scientists from over 200 institutions worldwide hosting about 30 experiments.
- They have been advancing world-leading science and inspiring learning across generations.
- SURF provides STEM professionals with a robust education and outreach program that reaches some 20,000 students and 400 teaches annually.
- Sanford Lab Homestake Visitor Center saw over 40K global visitors so far this year!



# DAKOTA GOLD



## DAKOTA GOLD PROJECTS IN THE HOMESTAKE DISTRICT



Dakota Gold is an exploration company exploring the Homestake District in the Black Hills.

They have 42 employees and have been active in the community for the past 4 years.

Dakota Gold provides this wonderful space at no cost to various community organizations and non-profit groups in the community throughout the year.

You can find them online at:  
[dakotagoldcorp.com](http://dakotagoldcorp.com)

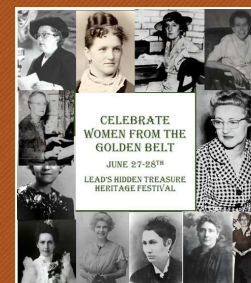


# Events in Lead

- Local collaboration with the City of Lead, Lead Historic Preservation, the Chamber, Deadwood-Lead Economic Development Corporation, SURF, Fermi, the Historic Homestake Opera House and other local businesses have hosted many family-friendly, historic, science and cultural events all throughout the year!
- Gold Camp Jubilee Days 2025 saw the highest attendance yet at 15,200 visitors on July 4, 2025, and 7,200 visitors on July 3<sup>rd</sup>!

## Other Lead events:

- **Winterfest** hosted by the Chamber
- **Hidden Treasure Heritage Festival** hosted by Lead Historic Preservation
- **Neutrino Days** hosted by SURF
- **Skate Night and Lead Live** hosted by the Handley Center
- **Second Saturdays** hosted by Main Street Businesses
- **Sunset Summer Concert Series** hosted by the Historic Homestake Opera House
- **Arts and Apps: Monthly Creative Escape** hosted by Historic Homestake Opera House, Gnarly Pine Maker Space and Lead Dwd Arts Center
- **Fall in Love with Lead** hosted by the Chamber
- **Ask a Scientist and Deep's Talks** hosted by Sanford Lab Homestake Visitor Center
- **Skate, Scoot and Bike Competition** hosted by Live Like Cash Productions
- **Schools Out Bike Bash and Repair Clinic** hosted by Northern Hills Recreation
- **Mile High Basketball Tournament** hosted by the Handley Center
- Many other events hosted by Hearst Library, Dakota Shivers, Miners and Merchants, the Opera House, Greenfield Pub





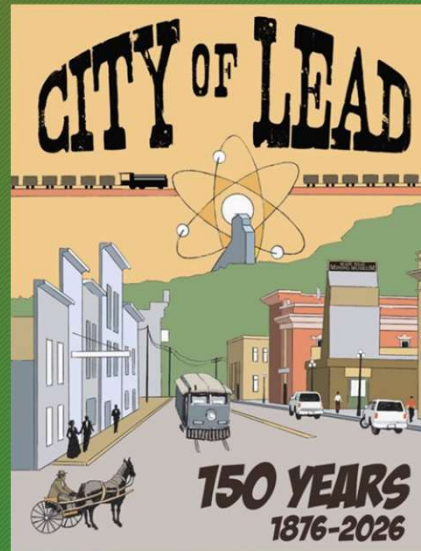
# 150<sup>th</sup> Anniversary of the City of Lead – 2026!

- 250<sup>th</sup> Anniversary of the United States of America
- 150<sup>th</sup> Anniversary of the City of Lead
- 150<sup>th</sup> Anniversary of the discovery of Gold and Homestake
- 100<sup>th</sup> Anniversary of Gold Camp Jubilee Days (First hosted by Homestake on Labor Day weekend 1926)

## Stay tuned for...

- Rock the Hills at Mountain Top Classic Rock Concert
- Lead-Deadwood All-school Reunion
- Mining Games
- Lead v. Deadwood Vintage Baseball Game
- Car Show
- Biggest fireworks show yet!
- Family friendly and Community Centered Event!

Full schedule of events can be found at:  
Lead Chamber website  
[www.leadmethere.org/events](http://www.leadmethere.org/events)









# 150<sup>th</sup> Anniversary of the City of Lead - 2026!

## Local Sponsorship Opportunity!

Partner with us to host this grant event,  
6 sponsorship levels available!  
Contact Robin Lucero for details!



**4<sup>TH</sup> OF JULY 2026!**  
**SEE YOU THERE**  
LEAD, SOUTH DAKOTA

**"Rock the Hills at Mountain Top" city concert and more...**

**JULY 2-5, 2026**

 **LEAD**  
CITY OF LEAD

Contact Robin Lucero for details!



 **LEAD**  
CITY OF LEAD

## Sponsorship Opportunities!

**Friends of the 150th Celebration**  
With a donation of at least \$100 you will be recognized in the programs & social media, with your business name listed

**\$1,000 Sponsor**

- Recognition through marketing services for the Grand 4th of July event
- Logo featured on printed flyers
- Sponsorship recognition at the city concert

**\$5,000 Sponsor**

- All \$1,000 level benefits
- Small logo on printed banners
- 4 general admission tickets to the city concert

**\$7,500 Sponsor**

- All \$5,000 level benefits
- Large logo on printed banners
- 6 general admission tickets to the city concert

**\$10,000 Sponsor**

- All \$7,500 level benefits
- Large logo on printed banners
- 8 general admission tickets to the city concert
- 2 VIP tickets to the city concert
- 2 complimentary VIP Fireworks tickets at the Visitor Center

**\$25,000+ Sponsor**

- All \$10,000 level benefits
- Large logo on printed banners
- 8 general admission tickets to the city concert
- 4 VIP tickets to the city concert
- 4 complimentary VIP Fireworks tickets at the Visitor Center
- Private VIP Historic Lead Tour, hosted by Lead Historic Preservation (For a group of 25-30)

**Choose to contribute for both 2025 & 2026 and receive a higher level of sponsorship!**



# Lead Flowers

**Truly a Joint  
Community  
Effort!**

- Lead Beautification
- City of Lead Crew
- Volunteers
- City Commission



*Best flowers yet! Wow!*



Questions?



Thank you!