



To: City of Lead

From: Lead Area Chamber of Commerce

Subject: Request for Allocation of Remaining \$10,000 Budgeted for Marketing for 2025

Date: 10/8/2025

Dear Mayor and Members of the City Commission,

On behalf of the Lead Area Chamber of Commerce, I would like to formally request the allocation of the remaining **\$10,000 budgeted for marketing** in this fiscal year. These funds will be used to continue promoting Lead as a destination for both visitors and residents while supporting our local businesses and community events.

The Chamber plans to allocate the funds as follows:

- **\$8,000** – Black Hills & Badlands Tourism Association membership and publications, ensuring Lead is represented in regional marketing materials and visitor outreach for the upcoming year.
- **\$1,000** – Marketing and promotional materials for Shop Small Saturday/Light Up Lead /Christmas Vendor Fair, etc. encouraging local shopping and community engagement during the holiday season.
- **\$1,000** – Pine Girl Arts for ongoing marketing efforts for local businesses and community events through the holiday shopping and travel season

These investments will help us maintain strong visibility for Lead, attract visitors to our community during the slow season, and continue to support local commerce.

Thank you for your continued partnership and support of the Chamber's efforts to promote and grow Lead.

Sincerely,
Jami Grangaard
Executive Director
Lead Area Chamber of Commerce
director@leadmethere.org