





150th Celebration Recap

Responsible planning. Community
celebration. Public dollars protected.

July 2–5, 2026



The bottom line

Lead celebrated big, managed costs carefully, and finished with money left over.

\$184,889.56

Total revenue, 2025 and 2026

\$165,524.22

Total expenses, 2025 and 2026

\$19,365.34

Positive balance

\$5,116.34

Still under budget with
Chamber support

The City knew the approved budget, used it as the guardrail, and made decisions with taxpayer dollars in mind.



A celebration can be ambitious and financially disciplined at the same time. This one was both.

A community celebration with accountability built in

The goal was not just to host events. It was to honor Lead, support business, and protect public trust.



CELEBRATION GOALS

- Honor Lead's mining and community heritage.
- Create memorable experiences for residents and visitors.
- Strengthen community partnerships.
- Support local business and tourism.
- Showcase Lead as a Black Hills destination.

ACCOUNTABILITY GOALS

- Use the adopted budget as the spending guardrail.
- Seek sponsors, grants, and in-kind support first.
- Use quotes, RFPs, and commission review for spending.
- Deliver a full public recap of financial results.

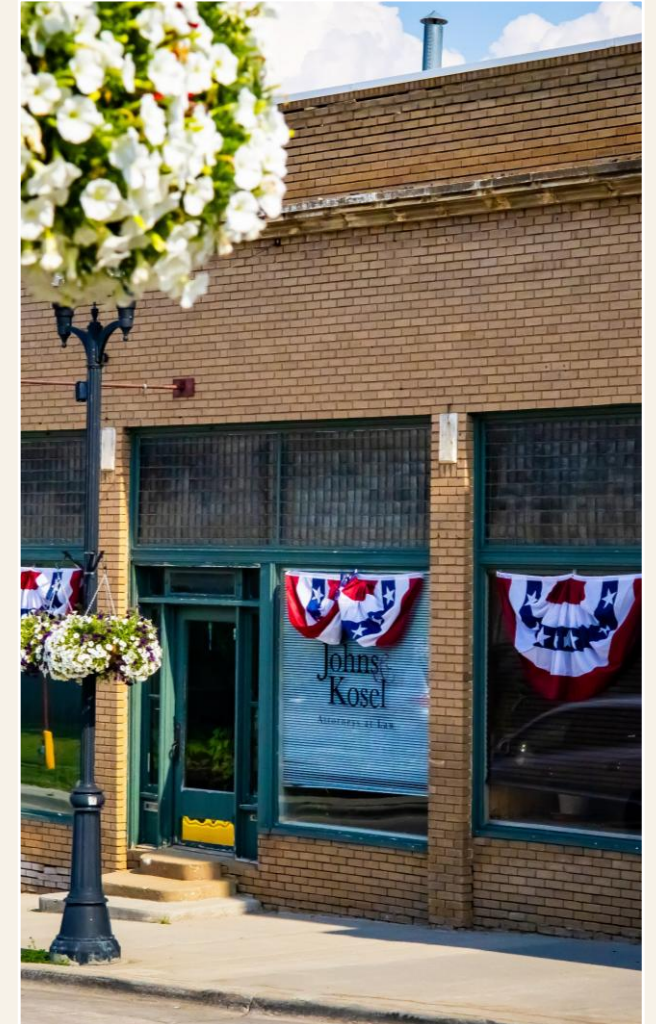
The celebration honored the past while showing careful stewardship of taxpayer money.

18+ months of public planning

Open meetings, recurring updates, and community participation kept the celebration organized and transparent.

- **Mid 2024** Planning committee announced publicly and opened to interested community members.
- **2024–2025** Monthly planning meetings with City staff, nonprofits, organizations, businesses, and residents.
- **2025** Sponsorship outreach, grant writing, marketing RFP, performers, venues, and programming.
- **May–July 2026** Weekly execution meetings, final logistics, public safety, vendors, and community coordination.

The budget was known early, and the planning process stayed tied to that approved framework.



Four days, one community story

Programming balanced heritage, family activities, music, alumni pride, and local business traffic.



July 2

HP decoration contest, art show, walking tours, “More Than Gold” performance.



July 3

Car show, bands, bounce houses, corn hole, Rock the Hills concert.



July 4

Gold Camp Jubilee activities and Lead-Deadwood All-School Reunion.



July 5

Vintage baseball, community picnic, “Echoes of Lead,” time capsule dedication.

The event was bigger than any one department. It was a city-wide effort with shared credit and shared accountability.

Reach and participation

The celebration brought people into Lead, filled activities, and created visible community energy.

33,700

Out-of-market visits

328

Concert tickets sold

26

Sponsors

27

Community partners

40+

Volunteers

10

Vendors

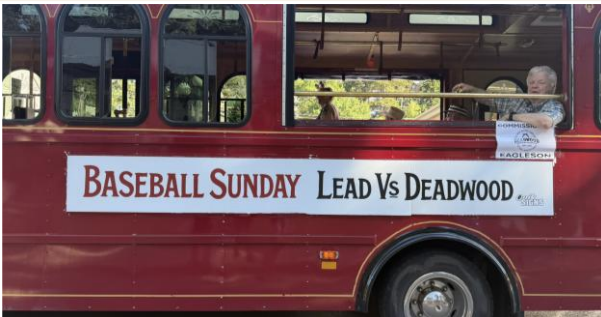


Main Street businesses reported one of their busiest days, and several food vendors sold out.

That kind of activity matters when public dollars are used to support community events.

Partnerships stretched the budget

Sponsorships, grants, volunteers, and in-kind support helped reduce the taxpayer load.



\$48,150

Cash sponsorships

\$56,233

Sponsorships and donations

\$11,288

Grants

\$7,835

Fermi table donation

\$13,200

Ticket sales

\$11,307.56

Merch, beverages, donations

Being frugal did not mean doing less. It meant finding more partners, more sponsorships, and more ways to avoid unnecessary taxpayer expense.

Marketing brought the celebration to the region

The campaign mixed traditional media, social media, partnerships, interviews, and local placement.



CAMPAIGN INCLUDED

- Regional advertising, print, radio, television, and billboards.
- Social media promotion and website updates.
- Tourism partnerships, interviews, and local business visibility.
- Marketing services selected through an RFP with four proposals.

\$29,544.82

Marketing expense

Marketing spending was intentional: **attract people to Lead, support local business, and document the value of the event.**

Financial stewardship was not an afterthought

Budget discipline was part of the process before the celebration ever started.



Official budget process

Funds were budgeted in 2025 and 2026 before spending authority was used.

Commission review

Bills and invoices went through the regular commission approval process.

Quotes and RFPs

Large purchases were controlled through multiple quotes and a marketing RFP.

Annual audit

City finances are reviewed by an independent third-party firm each year.

The record supports a clear message: **leadership knew the budget and managed the celebration within it.**

Budget discipline in plain English

The celebration was not funded by guesswork. The budget was known, tracked, and protected.

WHAT DISCIPLINED MANAGEMENT LOOKED LIKE

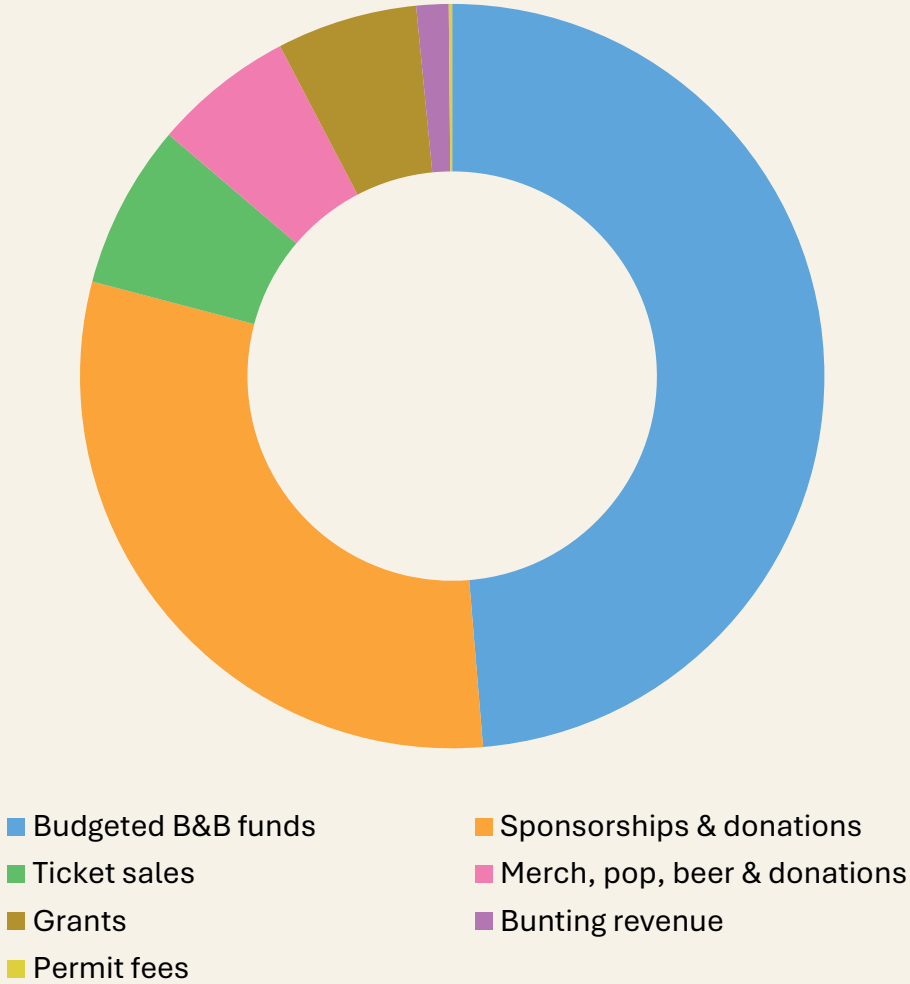
- The City understood the approved budget and kept spending tied to that limit.
- Large decisions were backed by quotes, proposals, or commission-approved invoices.
- Sponsorships, grants, sales, and donations were pursued to offset public costs.
- In-kind trades were used when they made financial sense.
- Unspent funds and the final positive balance show the budget was respected.

Conscientious and frugal with taxpayer money does not mean cheap. It means careful, documented, and purpose-driven.



Revenue: the City did not carry this alone

More than half of the revenue came from sponsorships, grants, sales, donations, fees, and other support.



\$184,889.56
Total revenue

\$90,000
Budgeted B&B funds

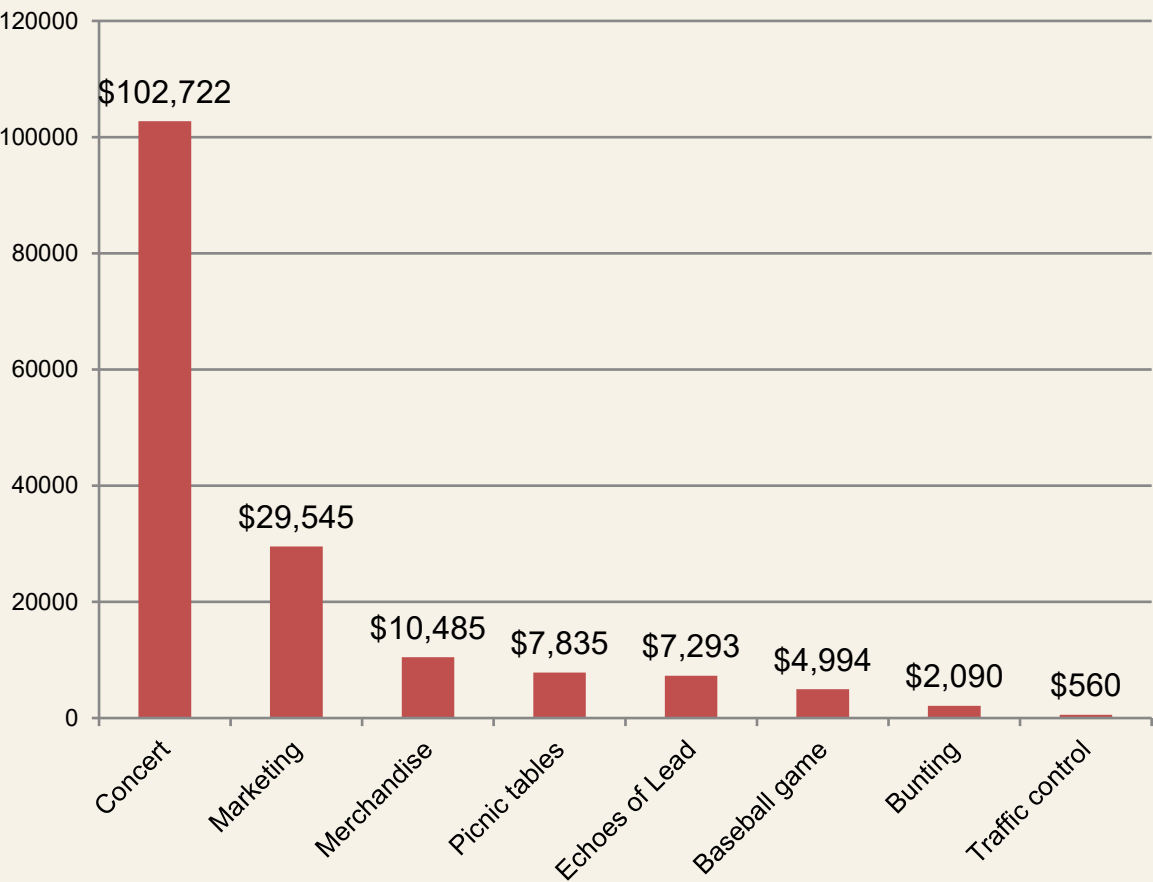
\$94,889.56
Non-city generated support

\$56,233
Sponsorships and donations

Our budget story is stronger because the City leveraged outside support instead of relying only on taxpayer funds.

Expenses: spending matched the public benefit

The largest expenses were the major public-facing components: concert production, marketing, park improvements, and event operations.



\$165,524.22

Total expenses

\$102,722.35

Concert

\$29,544.82

Marketing

\$7,835

Long-term park asset

Responsible management is visible in the outcome: **the City delivered the full celebration and did not overspend the total available budget.**

The financial outcome: positive balance

The final numbers show the approved budget was respected.

\$184,889.56

Total revenue

– \$165,524.22

Total expenses

\$19,365.34

Positive balance

This is the clearest budget message: **the celebration ended with more revenue than expense.**

The City can confidently state that the budget was known, tracked, and honored.



Even with added Chamber support, still under budget

The conservative test still leaves the celebration under budget.



Positive balance

\$19,365.34

Less additional Chamber-related 4th of July expenses

– \$14,199.00

Still under budget

\$5,116.34

That is a strong answer to the budget question: **even with the extra support included, the celebration remains under budget.**

Economic activity showed up in the numbers

The celebration coincided with record July sales tax and B&B tax receipts for the City of Lead.



\$331,454.55

July sales tax

\$20,450.55

July B&B tax

\$351,905.10

Combined total

July 2026 was reported as the single largest sales tax and B&B tax month the City of Lead had ever received!

The celebration also supported a broader financial picture: the general fund was reported as its healthiest in more than 10 years, excluding COVID relief grants.

Disclosure: this four-day event did not create every dollar of tax revenue, but it clearly contributed to a strong July visitor and business environment.

What taxpayer stewardship looked like

The City invested in a once-in-150-years celebration while keeping a disciplined financial posture.

Conscientious

Decisions were reviewed through the budget, commission, and purchasing process.

Frugal

The City pursued quotes, grants, sponsorships, donations, and in-kind trades.

Transparent

The recap shows revenue, expenses, and the final balance.

Community-minded

Public money supported events, business activity, park assets, and civic pride.

The final story is not “we spent money.” The final story is “our 150th celebration was a grand success.”





Thank you



To the residents, volunteers, sponsors, businesses, staff, community partners, City Commission, and visitors who helped Lead celebrate 150 years.



Honored the past. Protected the public trust. Invested in the future.

Appendix: financial recap at a glance

Summary view for commissioners, staff, and anyone wanting the numbers in one place.

Category	Amount	Message
Total revenue	\$184,889.56	All revenue sources combined.
Total expenses	\$165,524.22	All expenses for 2025 and 2026.
Positive balance	\$19,365.34	Celebration ended revenue-positive.
Additional Chamber support scenario	– \$14,199.00	Conservative extra-expense test.
Still under budget	\$5,116.34	Budget still respected even after extra support.
Budgeted B&B funds	\$90,000.00	Approved City budgeted funds, 2025 and 2026.
Non-city generated support	\$94,889.56	Support beyond City budgeted funds.