



*We Tell Your Story*

Black Hills Mining Museum  
2022 SD Mineral Industries Banquet  
at the Roundhouse-Lead, SD

### ABSTRACT

You can become a vital part of the telling of this amazing Black Hills mining story. Join with the museum as it prepares to “tell your story” into the future. The Black Hills Mining Museum has been preserving and educating about our area’s rich mining history since 1986. Now we want to tell this GREAT story even BETTER and with your help we will.

# THE 2022 SD MINERAL INDUSTRIES BANQUET

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## Introduction

The Black Hills Mining Museum (BHMM) is a South Dakota 501(c)3 educational exempt organization established in 1986 by individuals associated with G.O.L.D. (Greater Old Lead-Deadwood) for the purpose of preserving the rich mining heritage of the Black Hills and especially that of the Homestake Mining Company in Lead, South Dakota. BHMM is a formal membership organization currently managed by a Board of Directors. While not the only mining-focused attraction in the Hills, BHMM stands above the rest as a ***complete mining educational experience.***

Its signature feature of a recreated level of the Homestake gold mine is a “360-degree,” immersive display that was developed and crafted by 140 real miners. This unique experience allows visitors to better understand the overall processes and evolution of the work in a mine, rather than just its unique underground environment. This authenticity sets BHMM apart from other venues.

There are many places to see and things to do in the Hills, but BHMM provides unparalleled context to anyone who wants to understand how settlement in western South Dakota came to be. ***Because of its important role in preserving the history of South Dakota and the Black Hills, the South Dakota State Legislature designated the Black Hills Mining Museum as the state’s official mining museum in 2014 (HB 1192). The statute was signed into law by Governor Dugaard on March 14, 2014.*** (Appendix B)



Figure 1 Motorman on Compressed Air Locomotive

## Significance

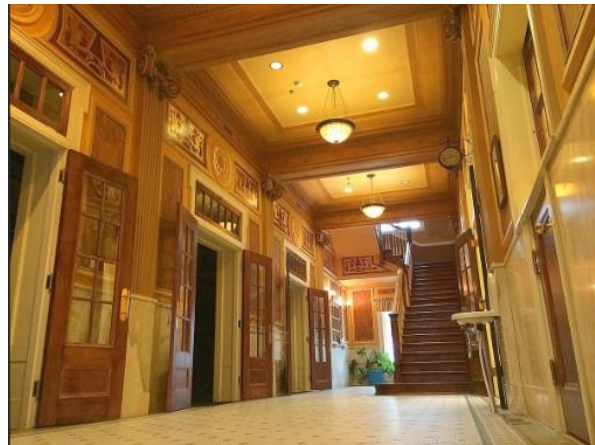
Every place has a story, and many of these places have a venue to tell their story. While the story of a place is generally important and interesting to its people, not every place-story reveals significance or appeal beyond its own setting. The BHMM has had marked success not just because it has told its own place-story well, but even more so because its place-story is one of great significance and appeal that is worth hearing.

# We Tell Your Story



Why our place-story of mining in the Black Hills is worth telling.

- Ours is a **human** story of individuals that is interwoven with elements of suspense, danger, wonder, and the quest of mesmerizing fortunes. It is a story of their great successes. It is a story of their bitter disappointments.
- Ours is a **mining** story that is mysterious and unfamiliar to the multitude of surface dwellers. It is a familiar story to the hardrocker, but one that many of them never grow tired of repeating or embellishing.
- Ours is an **evolving** story that begins with plenty of brawn but transforms in time into one of incredible technological feats and amazing accomplishments. It is a story that changes as neither our communities nor the industry are static for long.
- Ours is a **beneficial** story that reveals how natural resources contribute to an increased standard of living. A story of how mining companies can contribute meaningfully to their communities.



*Figure 2 Historic Homestake Opera House*

We were able to start telling this great place-story because of the incredible community support that contributed 17,000-man hours and \$130,000 in capital funds to open our doors in a refurbished grocery store on Lead's Main St. Our efforts have achieved our founders' goals and caught the attention of the public as we are highly ranked on TripAdvisor™ and rated a 5-star attraction by AAA™.

## Opportunity

### *An Expanding Tourism Market*

According to SDVisit.com, the South Dakota Department of Tourism research website, 13.8 million people visited South Dakota in 2021. What the local numbers reveal-

- Visitors to nearby Pennington County (Rapid City) produced \$320.8 million in taxable tourism sales, a 46% increase over the previous year.
- Lawrence County (where Lead is located) produced \$110.7 million in taxable tourism sales, a 41.4% increase over 2020.
- Nearby Deadwood, SD (~4 miles away) draws more than 2 million people annually and generated \$1.514 billion in gaming revenue alone in 2021 (*Deadwood Lead Economic Development*).



*Figure 3 Replica Square Set Timber Stope*

As the global pandemic weakens, the tourism, bus/motor coach industry is also rebuilding post-COVID, and tour companies are seeking new opportunities to help revive their business.

Furthermore, the area is also experiencing a burgeoning short-term, vacation rental market. The Powder House Pass development, when completed, will have around 1,300 homes with an estimated 75% of them as short-term rentals. New development is planned as well at Deer Mountain, adding to already established areas of Gilded Mountain and Terry Peak.

The obtainable market for the museum is vast, growing, and largely untapped. Currently, there are a limited number of dedicated, family-oriented activities and sites in the immediate area. BHMM is uniquely positioned to leverage this gap in the marketplace, offering families who visit the northern Black Hills a premium, fun, experiential learning opportunity that is a highlight of their vacation experience.

### *A Re-invigorated, Modern Mining Industry*

In addition, a reinvigorated, modern precious metals mining industry is experiencing growth in the Black Hills with some current interests expanding and other emerging interests exploring in earnest. With this mining economic activity percolating, there is arising alongside of it various support interests.



## Mission

The mission is to preserve records and materials documenting the rich heritage of mining in the Black Hills of South Dakota and to tell the story of that history by educating, informing, and entertaining visitors using mining displays, interpretations, demonstrations, and various forms of information.

## Vision

The Museum aspires to be the **leading authority** of Black Hills mining history including its people, its processes, its progression into the modern era, its challenges, and its contributions to society, and to be the **premier family choice** for an experiential, educational encounter in the Black Hills.

With clear momentum of increased seasonal visitors as well as year-round residents choosing the Black Hills and revitalized economic activity that the city has not seen in many years expanding, now is the right time for the museum to move forward in a bold way.



Figure 4 Conceptual rendering of BHMM's New Facility

To fulfill that vision and considering a growing marketplace, the BHMM is seizing the opportunities before it to significantly upgrade its facilities and programming. Therefore, the museum has begun a capital raise to relocate the museum to what is envisioned as a **legacy** facility at Gold Run Park at the east gateway of Lead.

This new facility will greatly benefit the museum in several ways in our storytelling.

- We will benefit from a location grounded in our mining story as it was Homestake's South Mill site.
- We will benefit from a building that enables us to attract more people to our story with an impressive, historical-based façade, improved parking options, and full ADA access.
- We will be able to better preserve the artifacts of our story for future generations with up-to-date environment controls.
- We will also be able to efficiently rotate some of our exhibits bringing a continual degree of freshness to the story.

## Need

The construction of a new facility and the relocation of the museum's collections will require significant funds. Presently, the general estimates indicate that the museum needs to raise **\$12 million** to fully fund this project.

To date, the community itself through over 100 individual donors has raised \$62,000 in just six months of fundraising. The area business community will begin its involvement here shortly. Just as in its beginning, broad-based grassroots support for the museum is evident!

The museum has official letters of support for this project from the City of Lead, Lawrence County, and the Deadwood-Lead Economic Development Corp. (*See Appendices C-E*)

The mining museum now seeks the material support of the mining industry it serves. Would you take the time to seriously consider what significance, long-term support to which your company can commit? There are options for direct capital contributions, matching funds, or even exhibit sponsorships. Financial commitment forms for either entities or individuals are included in these materials. The museum is open to additional collaboration, so please reach out to New Facility Coordinator, Gordon Phillips ([gordon.phillips@outlook.com](mailto:gordon.phillips@outlook.com)), to discuss your ideas for a mutually beneficial commitment.

*Thank You!*



Figure 5 2021 BHMM Directors, Staff, & Volunteers