

Sanford Lab Homestake Visitor Center (SLHVC)

- The Sanford Lab Homestake Visitor Center served as a key venue for the 17th annual Neutrino Day on July 12, 2025.
 - Welcomed a record number of attendees, hosted interactive activities and information booths, along with the underground livestream.
 - Hosted the Neutrino Day Kick-Off, bringing together volunteers, donors, and speakers.
 - In the lead-up to Neutrino Day, Visitor Center team members supported other regional events, such as the Journey Museum Summer Festival, by hosting Neutrino Day booths with hands-on activities. This allowed the sharing of SURF science and marketing of Neutrino Day to new audiences.
- In collaboration with the Institute, the SLHVC hosted several Institute events:
 - The Center for Theoretical Underground Physics and Other Related Areas (CETUP*) utilized the Visitor Center for their socials and Deeper Talks presentations.
 - The Quantum Partnership Workshop social took place at the Visitor Center in July.
- The SLHVC worked closely with the Director of Strategic Partnerships and External Relations and Community Relations to put on a variety of events for partners and community members:
 - Lead Library Summer Storytime
 - Lead Leaders Day
 - Black Hills State University Rural Postsecondary & Economic Development summer camp
 - Rapid City Oceti Sakowin Essential Understandings Professional Development workshop
 - Sicangu Co Summer Camp
 - Cheyenne River Youth Project Leadership Tour
 - Čhaŋgléška Wakháŋ open house and ice cream social
- The science team has expanded their support of the Visitor Center during peak tourist season with an additional Ask-a-Scientist event during the summer months. These events have grown, with a number of regular attendees.
- As an extension of Čhaŋgléška Wakháŋ, the SLHVC's garden beds were turned into native plant gardens. As the front garden beds are exposed to different environmental conditions, salt tolerant plants were selected for these spaces.
- To allow for more interactive exhibits and additional hands-on activity spaces, the SLHVC is minimizing the museum store. The first exhibit and activities being developed revolve around the garden spaces.
- The City of Lead received a Destination Development grant through a SD Department of Tourism pilot program. The SLHVC is a part of the core team for this program.
- The SLHVC also remains active in planning for the Lead 150 celebration.
- The SLHVC is participating in Lead's Mile High Market, which is the community's Second Saturday event. Every month, the SLHVC develops unique hands-on STEAM activities for families to enjoy throughout the day.
- It has been a strong bus tour season at the SLHVC. Relationships have been built with many tour providers, and several companies return consistently year-to-year. This year, a

few new bus companies were recruited as well. Tour providers work with the Visitor Center team to develop experiences unique to their groups.

- In May, the book *The Price of Gold* was released. This collection of oral histories and photographs by Erin Woodward and Nick Hubbard explores the history of the Homestake Mine and the transition to SURF. A book release and author signing event was held at the Visitor Center, with over 100 people in attendance.
- The Lead Area Chamber of Commerce held its annual Gold Camp Jubilee VIP fireworks party at the Visitor Center on the 4th of July, welcoming over 100 guests.
- The SLHVC was able to participate in a wide variety of poker rallies throughout the summer months, allowing the story of SURF science to be shared with event participants from around the world.
- On September 27, the SLHVC developed a variety of activity booths for families to enjoy for the Association of Children's Museums and Nickelodeon's Worldwide Day of Play.
- September welcomed the beginning of field trip season, and the SLHVC team works with E&O to host and add activities to the field trip experience.
- The Sanford Lab Homestake Visitor Center continues to provide needed space for SURF and community groups, as evidenced by recent reservations, including:
 - Fermilab trainings and meetings
 - KAJV monthly All Hands meetings
 - Monthly Lead Area Chamber of Commerce meetings
 - Monthly Northern Hills Prospectors meetings
 - Community HOA meetings