

# Carl's Bait Shop



Sign Outside Carl's Bait shop

The Museum of the South Dakota State Historical Society needs your help to preserve and exhibit an iconic piece from the Pierre/Fort Pierre area. Last year, the sign that stood in front of Carl's Bait Shop for multiple generations was donated to the museum. Plans for the sign include restoring both sides for display. We are working with our fundraising partner, the South Dakota Historical Society Foundation, to raise funds for the project.



Original photo of Carl's Bait Shop Sign

Why should we restore the sign? The sign's iconic value to the local community is important, but fishing is one of the most popular outdoor activities in America and contributes over \$271 million to South Dakota's economy as one of the drivers of the state's economic engine. It is a sport and a business - and it has supplied generations of families with a common activity, food on the table and great memories.



Current Condition of Carl's Bait Shop Sign



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We cannot do this alone, with assistance from individuals and corporate donors, we can restore the lighted neon sign and display it in our museum gallery. To learn more or to find out how you can help support the sign restoration project, please call 605.773.6003 or visit: <http://www.sdhsf.org/CarlsBaitShop>. No donation is too small to help our effort. Donations are also accepted in person at the South Dakota Cultural Heritage Center in Pierre. Thank you for your time and your consideration.