



Buffalo Bytes



CUSTER
Chamber of Commerce

When viewing on a mobile device- please scroll down and click on "view entire message" to view Buffalo Bytes in correct formatting

To be included in Buffalo Bytes, please email your items to bytes@custersd.com.
Submissions must be received by Wednesday at 5:00 PM to be included in that week's issue.
Thank you!

CUSTER CONNECTIONS



Rally Week is Here – Let's Welcome Riders to Custer!

The **86th Sturgis Motorcycle Rally** and **Custer Cruisin'** have officially arrived! This is one of the busiest and most exciting weeks of the year for our community, bringing thousands of visitors through Custer to experience our incredible scenery, businesses, restaurants, attractions, and hospitality.

The Chamber has been busy preparing for Rally week, and we wanted to share a few updates along with ways you can help us make this a fantastic experience for our visitors.

Rally Rush is Back!

We're excited to once again partner with the **State of South Dakota** for the **Rally Rush** campaign!

This year we've created new Canva marketing templates featuring the "**Minutes, Not Miles from the Best Ride Yet**" campaign to help remind riders that Custer is just a short ride away from unforgettable experiences.

Throughout Rally week we'll also be giving away **FREE Rally Rush swag** on our social media pages, so be sure to follow along and encourage your customers to do the same!

Helping Bring Visitors to Your Business

The Chamber has once again provided a list of our local restaurants to be included in the official Sturgis Rally swag bags distributed to attendees. It's another great opportunity to encourage visitors to venture into Custer to eat, shop, stay, and explore.

We've also included a special coupon inviting Rally visitors to stop by the Custer Area Chamber to receive **Custer Cash**, which can be redeemed at participating local businesses. It's one more way we're encouraging visitors to spend time—and dollars—throughout our community while supporting our Chamber members.

Showcasing Our Chamber Members

One of the highlights in preparation of Rally week has been visiting our Chamber member businesses and sharing what makes each one special!

We've already stopped by several businesses to create short videos featuring them and any unique offerings they chose to share—and we'll be visiting even more throughout the week as time allows.

These videos are being shared on the Custer Area Chamber's social media channels during Rally week, giving visitors a firsthand look at the amazing businesses that make Custer such a great place to shop, dine, stay, and explore.

If we haven't made it to your business yet, we hope to see you soon! We appreciate everyone who has welcomed us in and helped us showcase the best of Custer.

Welcome Riders to Custer!

You'll notice our **Welcome Riders** posters displayed throughout town as we roll out the red carpet for Rally visitors.

General Custer and the reenactors will also be greeting riders at the Main Street stoplight **Monday through Wednesday from 11:00 a.m. to 1:00 p.m.**, offering a friendly Custer welcome and plenty of photo opportunities.

Don't Miss the Custer Mayor's Ride

Join us on **Tuesday** for the annual **Custer Mayor's Ride!**

- **11:00 a.m. – Registration at Mt. Rushmore Brewing Company**
- **1:00 p.m. – Ride departs**

This annual ride is another wonderful opportunity to showcase the incredible roads, scenery, and hospitality that make Custer a favorite destination for motorcycle enthusiasts.

A Friendly Safety Reminder

With thousands of motorcycles traveling through our area this week, we ask everyone to help keep our roads safe. Please remember to:

- Watch your blind spots.
- Leave extra following distance behind motorcycles.
- Look twice before turning.
- Allow extra travel time, especially downtown where center-lane motorcycle parking and increased traffic will naturally slow traffic flow.

A little extra patience goes a long way toward keeping everyone safe.

Thank You!

Thank you to all of our Chamber members, businesses, volunteers, city staff, and community partners who help make Rally week such a success each year.

Together we're showing visitors why Custer truly is "**Minutes, Not Miles from the Best Ride Yet.**"

Have a safe, successful, and memorable Rally week!



Dawn Murray
Executive Director

2026 EVENTS CALENDAR

A full list of 2026 events by the Chamber and other organizations.

[Click to download calendar](#)



August 7-14
Custer Cruisin'

August 7
Ribbon Cutting at enCore Energy
17 N 5th St, Custer, SD
2:00 PM

August 11
Custer Mayor's Ride
Registration 11am-1pm at Mt Rushmore Brewing Co.
Ride leaves at 1pm

August 21-22
Custer Crazy Days

August 22
Community-Wide Rummage Sale



Forest Service
U.S. DEPARTMENT OF AGRICULTURE



Forest Service News Release

Media Contact: Krista Landreneau, Program Specialist
(605) 673-9201
krista.landreneau@usda.gov
<https://www.fs.usda.gov/r02/blackhills>

Safety Alert: Closure for Pactola Loop B & Osprey Trail during construction

(Rapid City, SD, August 5, 2026) — The Black Hills National Forest has issued a temporary closure order for the Pactola Loop B Campground, the Osprey Trailhead, and National Forest System (NFS) Trail #58 (Osprey Trail) to ensure public safety during active construction in the area. The closure will take effect August 16, 2026, at 12:00 p.m. and remain in place through June 23, 2027, at 11:59 p.m., unless rescinded earlier.

Construction activities in and around Pactola Loop B and the Osprey Trail include improvements that require heavy equipment, restricted work zones and ongoing site modifications. The closure is necessary to prevent injury or harm to individuals and protect public health and safety while crews conduct work within and along Pactola Loop B. Forest Service personnel have attempted to address safety concerns through on-site education and public notification; however, the nature of the construction work requires fully restricting access. The Forest will post closure maps and signs at all practical locations near the area and trailheads.

The Forest is committed to reopening the area as soon as construction is completed. For more information on this temporary closure, contact the Black Hills National Forest Supervisor's Office at (605) 673-9200 or visit <https://www.fs.usda.gov/r02/blackhills>.

About the Forest Service: The Forest Service has brought people and communities together to answer the call of conservation for more than 100 years. Grounded in world-class science and technology — and rooted in communities — the Forest Service connects people to nature and recreation opportunities. The agency manages 193 million acres of public land, supports the nation's forest industry and energy needs, and operates the largest and most respected wildland fire and forestry research organizations in the world. By providing assistance to state and private landowners and working with tribes and other partners, the Forest Service also helps steward an additional 900 million forested acres within the U.S.

###

USDA is an equal opportunity provider, employer and lender.



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

STAGE 2 FIRE RESTRICTIONS

The current restrictions are in effect starting 12:01 a.m. on Monday, July 27, 2026, through December 27, 2026, unless rescinded earlier.

Fires, Campfires, and Stove Fires



PROHIBITED: Building, maintaining, attending or using a fire, campfire, or stove fire, including charcoal and briquettes.

Propane and Liquid Petroleum Devices



PERMITTED: Devices fueled by liquid petroleum or LPG fuels that can be turned on and off. Such devices can only be used in an area that is barren or cleared of all overhead and surrounding flammable materials within 3 feet of the device.



Vehicles

PROHIBITED: Possessing or using a motor vehicle off established roads, motorized trails or established parking areas, except when parking in an area devoid of vegetation within 10 feet of the vehicle.



Explosives

ALWAYS PROHIBITED: Using explosives, including fireworks, flares, exploding targets, or other incendiary devices.

Smoking



PROHIBITED: Smoking, except within an enclosed vehicle, or building.

Welding



PROHIBITED: Welding or operating an acetylene or other torch with open flame

Black Hills National Forest

1019 N. 5th Street

Custer, SD 57730

<https://www.fs.usda.gov/r02/blackhills>

(605) 673-9200

USDA is an equal opportunity provider, employer, and lender.

Printable Copy



DEFENDER SERVICE AWARDS

PRESENTED BY CHASE 

FINALIST

HELP US WIN A \$100K RESCUE TRUCK!



**We are 1 of 5
National Finalists!**

- Vote Daily: July 29 – Aug 14
- 1 Vote Per Email every 24 hours
- 100% Free

SCAN ME



SCAN HERE

VOTE DAILY!

[Vote Now](#)

How to Use the Rally Rush Canva Templates

Rally Rush: Minutes, Not Miles from the Best Ride Yet

Thank you for helping us showcase Custer during the Sturgis Motorcycle Rally!

We created these ready-to-use Canva templates to make it easy for Chamber members to promote their business and welcome riders to Custer.

Access the Canva Templates Here:

<https://canva.link/z2umxf28xsu0y9i>

How to Use the Templates

1. **Click the Canva link above.**
2. Canva will open the Rally Rush template collection.
3. Select the design you would like to use.
4. Choose **"Use Template"** to create your own editable copy.
5. Customize the design with your business information, photos, specials, hours, or logo.

6. Download and share on your business social media pages.

Don't worry about changing the original designs — Canva will create your own copy for you to edit.

Suggested Post Wording

Each Canva graphic includes suggested wording in the **Notes section** of the design.

To view the suggested wording:

- Open the design in Canva.
- Click on the page.
- Open **Notes** to see the recommended caption.
- Copy, edit, and personalize it for your business.

Feel free to adjust the wording to match your business voice!

Make It Your Own!

These posts are designed as a starting point. We encourage you to:

- ✓ Add your business logo
- ✓ Include your own photos
- ✓ Add your hours, specials, events, or promotions
- ✓ Change colors or design elements to match your brand
- ✓ Share your own stories and experiences

The more personal your posts are, the more they will connect with visitors!

Important Campaign Branding

You do **not** have to post these in a specific order. Share them when they work best for your business and schedule.

The one thing we ask is that every Rally Rush post includes one of the following:

Rally Rush

Custer Rally Rush

Rally Rush: Minutes, Not Miles from the Best Ride Yet

This helps create a consistent message across Custer and lets riders know they are only **Minutes, Not Miles from the Best Ride Yet!**

Suggested Hashtags

#RallyRush

#CusterSD

#MinutesNotMiles

#RideToCuster

#BlackHillsAdventure

#SupportLocal

Thank you for helping us spread the word and show riders why Custer is one of the best stops in the Black Hills!

Rally Rush: Minutes, Not Miles from the Best Ride Yet

BUSES ARE COMING

**August
Schedule**

COLLETTE BUS TOUR

BUS TIMES

11:15 AM - 12:45 PM

THURSDAY & SATURDAY

1:00 PM - 2:15 PM

TUESDAY & SUNDAY

INSIGHT VACATION

BUS TIMES

1:00 PM - 2:00 PM

FRIDAY



CHAMBER ANNOUNCEMENTS

2026 *Ribbon Cutting*

ENCORE ENERGY



WHEN: FRIDAY, AUGUST 7TH
WHERE: 17 N 5TH STREET, CUSTER
TIME: 2:00 PM



Crazy Days

SALE

AUGUST 21-22

**SIGN UP
TODAY**

DMURRAY@CUSTERSD.COM

Sign up Today!

2026 MIXER DATES

JANUARY 29-GOLD PAN
FEBRUARY 19-PREMIER EYE CARE
MARCH 19- CUSTER'S RENDEZVOUS
MAY 21- LEWIS REALTY
SEPTEMBER 10-CAMP BOB MARSHALL
NOVEMBER 19- BRADEEN REAL ESTATE
DECEMBER 10- STARR INSURANCE



Follow Us on Facebook & Instagram



August 19th



Network Troubleshooting & Installtion LLC

John's Handyman Service

The Black Hills Bakery- Gluten Free

Black Hills Disc Golf Club

Hobo's Healing Heart

Black Hills Roofing

Wolff's Plumbing & Heating

Aardvark Pest Management

Custer Reloading Center

Fort Welikeit Campground

Black Hills Sewer and Drain Solutions

KND Accounting Solutions

Weather Tite Exteriors

Black Hills Lifestyle Magazine

Wild Spruce Market

Fly Badlands

PDQ Specialty Products

Xtreme Sports Simulators

The Christians Team-Broker Heath Shields

The Hills Finest-Bridal by Michelle

Don't Panic, LLC



2026 Custer
Chamber

Member
Spotlight



This week, we're highlighting one of America's most remarkable natural treasures—Wind Cave National Park!

Just minutes from Custer, Wind Cave National Park is home to one of the longest and most complex caves in the world and is famous for its rare boxwork formations, found in greater abundance here than anywhere else on Earth. Above ground, the park protects a beautiful mix of prairie and pine forest where visitors can experience wildlife, scenic hiking trails, and breathtaking Black Hills landscapes.

What makes Wind Cave National Park a must-visit:

- Ranger-guided cave tours showcasing incredible underground formations
- One of the world's largest collections of rare boxwork formations
- More than 30 miles of hiking trails through prairie and ponderosa pine forests
- Opportunities to see bison, elk, pronghorn, prairie dogs, deer, and other wildlife
- Year-round opportunities for outdoor adventure and exploration

Whether you're venturing beneath the surface or exploring the rolling hills above, Wind Cave National Park offers unforgettable experiences for nature lovers, photographers, hikers, and families alike. It's a true Black Hills gem that reminds us why Custer is Minutes, Not Miles, from Adventure!

26611 US Highway 385, Hot Springs, SD
(605) 745-4600
Wind Cave National Park

Thank you, Wind Cave National Park, for preserving one of our nation's most extraordinary landscapes and for inspiring visitors from around the world to discover the beauty of the Black Hills!

We love shining a light on the amazing businesses that make our community great! 🧡

Would you like to see your business in the spotlight? ✨

Send a short write-up and a few photos to assistant@custersd.com — we can't wait to feature YOU! 📸





Custer County Republicans

The Custer County Republicans will meet next on Tuesday, August 4, at 5:30 pm in the Pine Room. We'll be catching up on events from the summer, planning upcoming events and November election. Please RSVP to CCRepubs@goldenwest.net for a headcount for food.

Hope to see you soon!

Please RSVP to CCRepubs@goldenwest.net to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans

Online at <https://www.custercountyrepublicans.org/custer-sd-republicans>



THE BLUEPRINT

Custer County Democratic Party



August Breakfast Get-together

Saturday, August 1st 9:30AM @ Maria's Mexican Restaurant

216 W Mt Rushmore Road, Custer

RSVP by Friday noon, July 31st to ccsddp21info@gmail.com

Order your Custer County Democrat shirt and grab some Summer Raffle tickets to pass along in the community.



CCDP Parade Float at the Custer County Fair in Hermosa

Sunday, August 9 10:00 AM Line-up & Judging / 11:00 AM Parade

If you're able to volunteer as a walker, please let us know. We'd love to have you with us.

August Business Meeting

Thursday, August 20th : 5:30 PM Potluck Hors d'oeuvres 6:00 PM Meeting

Custer County Library - Pine room - 447 Crook St, Custer, SD 57730

Custer Rummage Sale
Saturday, August 22nd

MORE INFORMATION
COMING SOON!

DemsWork: Medical Debt
Relief Through Oct 1

Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com

[@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)

"Let the people rule." ~ Theodore Roosevelt
a lifelong naturalist, he protected lands by establishing monuments and refuges that helped launch modern conservation.

The Custer County Democrats invite everyone who values and supports our vision to promote Democracy, Economic Justice, Universal Human Rights, Environmentalism, and a Culture of Peace to join our growing community.

PAGEANT HILL THURSDAY LEAGUE



Join us every Thursday for competition
and fun!



THURSDAYS



**ROUND STARTS
5:30 PM**

**MEET AT:
THE PAVILION**

**Every Thursday,
April-October**

Contact:

✉ jellis0836@me.com

Sponsored by:



Kit Car Convertible - 9N Ford Tractor - Sporting goods - Ammo - Signs - Telescopes

Alonzo B. Seaboldt - Hot Springs, SD Online Estate Auction

Online Bidding Closes Tuesday Aug. 4th, 2026, 4:00 PM

Property is located at 27461 Pass Rd., Hot Springs, SD.



Featuring: 2004 Kit Car Convertible; 9N Ford Tractor; 1988 7x10 cargo trailer; visible gas pump; Jenson 25DC pump jack; 25x50 Quonset building; John Deere LA 115-lawn tractor; radio equipment; sporting goods; reloading supplies; tools; large amount of ammo; electronics; 1920's Pneumatic master clock; Finale computer composing station; musical instruments; furniture; agate's; jewelry; pocket watches; kitchen items; antiques & collectibles and so much more.

Property Inspection: Items will be available for inspection on Tuesday, August 4th from 11am to 2pm at 27461 Pass Rd., Hot Springs, SD. See the detailed descriptions & photos in the online catalog consisting of 795 lots, at www.bradeenauction.com.

Property Settlement & Pickup: All items must be settled for at 27461 Pass Rd. Hot Springs, SD on Thursday, August 6th between 10am to 2pm. No Exceptions. Shipping is available on many items.

See complete details & photos on www.bradeenauction.com

OWNER:

Alonzo B.
Seaboldt Estate
Hot Springs, SD

BRADEEN
100 YEARS

REAL ESTATE & AUCTIONS

Ron Bradeen - Jeff Storm - Travis Mayer, Auctioneers
605-673-2629 • Custer, SD
www.bradeenauction.com



Hogs for Haws

D'Licious thick cut

PORK CHOPS



Aug 6,7,8 & 9, 2026

11 AM til 2 PM

South Dakota
Pork Producers
Council



Lynn's
DAKOTAMART



Custer Senior Citizen's Center

Downtown Custer

Pork Chop ~ \$12.00

Bottled Water ~ \$1.00



Music in Harbach Park

Summer 2026

Custer, SD

Live Looping with
QUAKEQUATION

June 23rd

August 11th

September 8th

6:30-8:30 PM

Sponsored by



R.I.S.E.

SUICIDE PREVENTION & REMEMBRANCE WALK



*Sometimes the bravest thing we can do is simply show up—
for ourselves and for each other.*

Join us for a morning of hope, healing, remembrance, and community
as we come together to honor loved ones, support one another,
and raise awareness for suicide prevention.



TOGETHER, WE WALK.
TOGETHER, WE HEAL.
TOGETHER, **WE RISE.**

The R.I.S.E. Suicide Prevention & Remembrance Walk is more than a walk—it's an opportunity to remind one another that no one has to face life's struggles alone.

EVENT SCHEDULE



Custer Lutheran Fellowship
12622 US Hwy 16A
Custer, South Dakota



7:00 a.m. – Registration Opens
8:15 a.m. – Walk Begins



Together we'll enjoy a peaceful walk around the beautiful shoreline of Stockade Lake, taking time to reflect, remember, encourage one another, and celebrate the lives that continue to inspire us.



Whether you're walking in memory of someone you've lost, supporting a friend or family member, or simply standing alongside your community, every step helps send a powerful message:

Hope is real. Help is available. You are never alone.



Together, we can
make a difference—
one conversation,
one connection, and
one step at a time.



MEMORIAL BUTTONS

We invite you to honor someone special with a memorial button during the walk. If you would like a memorial button created for a loved one, please complete the memorial button request form and email it (along with a photo and the name of your loved one). We'll have your button ready for you before the walk begins.



VISIT [RISE-CUSTER.COM](https://rise-custer.com) FOR THE MEMORIAL BUTTON REQUEST FORM



Workforce Knowledge Series

Discover opportunities and programs to help your business/organization.

Guarding the Gate:

Cybersecurity Essentials for Protecting Employee Data

Thursday, Aug. 13 | 11:30 a.m. CDT/10:30 a.m. MDT | Microsoft Teams

Learn ways to keep employee information safe. We'll share:

- Why this data matters
- Types of online threats to look for
- Security habits to use at work
- Policies and responsibilities employers should know
- What to do if something goes wrong
- Tools to protect information

Registration required.



Scan QR code or go to link. Click on calendar listing to register.

tinyurl.com/dlr-workshops



Equal Opportunity Program



SOUTH DAKOTA
RETAILERS
HOSPITALITY • RETAIL • TRADES

**SAVE THE
DATE**

**FREE
SEMINAR**

20

**AUGUST
2026**

TOPICS:

CREDIT CARD SURCHARGING, OWNER
OCCUPIED PROPERTY TAX RELIEF, AND MORE



South Dakota Enhanced Conceal Carry Class

This is a One day Class

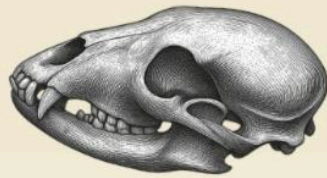
Saturday Aug 22nd 2026 9:00am to 4:30pm

The Enhanced Permit allows you carry in 39 states including
MN, NE, WI, NV, NH, WA, NM and SC

Class size is limited so register early.

For additional information or to register for the class you may
contact the instructor at echo.ft.sd@gmail.com, contact us at
605-673-3222 or by e-mail at
southernhillstactical@gwtc.net

BLACK HILLS PARKS & FORESTS ASSOCIATION PRESENTS



Field Notes

Escape the *Rally*... Find the *Wild*



Animal Tracking

· Black Hills Flora & Fauna ·

Wildlife Signs & Calls



With Tom Tonkin, Education Specialist

1.5 hours

\$10 per person

Family rate option

Interactive

Whether you're here for the rally or in spite of it, this is your chance to discover the Black Hills in a way that few see it.

WHAT WE'LL EXPLORE

Animal tracking and survival techniques explained through real-world examples

The plants and wildlife of the Black Hills and surrounding ecosystems

Hidden meanings behind animal calls and signs

Interactive Q&A where you can test your knowledge and curiosity



BLACK HILLS
PARKS &
FORESTS
ASSOCIATION

-Purchase tickets here-



August 14th • 5PM-6:30PM • 833 Mt Rushmore Rd

BHPFA.ORG · BLACK HILLS, SOUTH DAKOTA





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Aug 29th 2026 9:00am to 4:30pm

The Enhanced Permit allows you carry in 39 states including
MN, NE, WI, NV, NH, WA, NM and SC

Class size is limited so register early.

For additional information or to register for the class you may
contact the instructor at **www.sodakian.com**, contact us at
605-673-3222 or by e-mail at
southernhillstactical@gwtc.net

Dementia Dialogues®

Dementia Dialogues® is a 5-module, evidence-informed nationally registered training course designed to educate community members and caregivers for persons who exhibit signs and symptoms of Alzheimer's disease and related dementias (ADRD).

JOIN US FOR THIS FREE TRAINING WORKSHOP

HOSTED BY

CUSTER SENIOR CENTER

Continuing education approved for EMS, Dental, Long Term Care Administrators, Social Work, Occupational Therapy, Chiropractor and CHW/CHR professionals



Location: Custer Senior Center 538 Mt. Rushmore Rd. | Custer, SD 57730



Scan the QR
Code to Register
Today

Part 1 -September 10, 2026 9:00am to 1:00pm

Module 1 - The Basic Facts: An Overview of Alzheimer's Disease and Related Dementias

Module 2 - Keep the Dialogue Going: Strategies for Effective Communication

Part 2 - September 11, 2026 9:00am to 1:00pm

Module 3 - It's a Different World: Understanding the Impact of the Environment & Ways to Promote Independence

Module 4 - It's Nothing Personal: Addressing Challenging Behaviors

Module 5 - Now What Do We Do? Creative Problem Solving

For more information: Contact Tonya Moschell email: tonya.moschell@sdfmc.org

SOUTH DAKOTA
Foundation for Medical Care



Office for the Study of Aging
Arnold School of Public Health
UNIVERSITY OF SOUTH CAROLINA

R.I.S.E.

SUICIDE PREVENTION & REMEMBRANCE WALK



Sometimes the bravest thing we can do is simply show up—for ourselves and for each other.



TOGETHER, WE WALK.
TOGETHER, WE HEAL.
TOGETHER, **WE RISE.**

Join us for a morning of hope, healing, remembrance, and community as we come together to honor loved ones, support one another, and raise awareness for suicide prevention.

SEPTEMBER 12, 2026

The R.I.S.E. Suicide Prevention & Remembrance Walk is more than a walk—it's an opportunity to remind one another that no one has to face life's struggles alone.

Together we'll enjoy a peaceful walk around the beautiful shoreline of Stockade Lake, taking time to reflect, remember, encourage one another, and celebrate the lives that continue to inspire us.



EVENT SCHEDULE



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Hope is real. Help is available. You are never alone.



Together, we can make a difference—one conversation, one connection, and one step at a time.



MEMORIAL BUTTONS

We invite you to honor someone special with a memorial button during the walk. If you would like a memorial button created for a loved one, please complete the memorial button request form and email it (along with a photo and the name of your loved one). We'll have your button ready for you before the walk begins.

(Visit [Rise-Custer.com](https://rise-custer.com) for form)



LEARN MORE AT [RISE-CUSTER.COM](https://rise-custer.com)

You are not alone. Help is here. 

September 12, 2026



Black Hills Rails to Ales

George S. Mickelson Trail



from Hill City to Custer

16 Scenic Miles on

The George S. Mickelson Trail

starts at Tracy Park in Hill City ends in Custer at:

Mt. Rushmore Brewing Company

\$79 registration includes:

Lunch at Mt. Rushmore Brewing Company
Live Music & Door Prizes • Branded Beer Glass

event details & registration: MickelsonTrailAffiliates.com



LATE SUMMER SAVINGS



WHILE SUPPLIES LAST
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

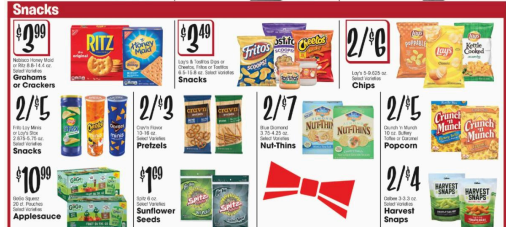
Lynn's DAKOTAMART



Prices Valid: August 5-11, 2026

WEEKEND SALE

Prices Valid August 7-9 While Supplies Last



© 2026 DAKOTA DART

Meat & Cheese

\$0.49
lb.

USDA Choice
CBI Boneless
Cross Rib
Roast

\$10.99
lb.

USDA Choice
CBI Boneless
Tri Tip Roast

Family Pack

\$1.99
lb.

Steak & Roasted
Pork Chops

\$5.99
lb.

Pork Loin & Baby-Cut
Carrots

Snack Classics

2/15

Fiesta Chicken & Bean
Soup

2/15

Fiesta Chicken & Bean
Soup

Parmesan Cheese

2/15

Fiesta Chicken & Bean
Soup

2/15

Fiesta Chicken & Bean
Soup

Sausage Links

2/15

Fiesta Chicken & Bean
Soup

2/15

Fiesta Chicken & Bean
Soup

Produce

\$3.99
each

Whole Pineapple

\$1.49
lb.

USDA 115
Granny Smith
or Pink Lady
Apples

Melon of the Week

Piel de Sapo (Santa Claus)
Make any day, winter with our "Santa Claus" melons, also known as Christmas melons. Originating in Spain, this beautiful melon is cold in shape and offers a dark green rind with pale green flesh that tastes delicious year round.

4/15
lb.

Melon

Bakery

\$1.99
ea.

Baking French
Bread

\$6.99
ea.

Peanut Butter Bars

Sweet Treats

\$1.99
ea.

Baking French
Bread

\$6.99
ea.

Peanut Butter Bars

Deli

\$7.00
ea.

Deli & Italian Deli
Sandwiches

\$7.00
ea.

Deli & Italian Deli
Sandwiches

Pickled Snacks

\$7.00
ea.

Deli & Italian Deli
Sandwiches

\$7.00
ea.

Deli & Italian Deli
Sandwiches

Cheese

\$7.00
ea.

Deli & Italian Deli
Sandwiches

\$7.00
ea.

Deli & Italian Deli
Sandwiches

Hours vary by store, see website or contact store for details

WHILE SUPPLIES LAST - ALL ITEMS SUBJECT TO AVAILABILITY WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Belle Fourche, Box Elder, Custer, Hot Springs, Lead, Sturgis, Summerset, SOUTH DAKOTA

Lynn's
DAKOTAMART

SAVE ON BRANDS YOU KNOW & LOVE

\$5.49
ea.

Mayo

\$1.99
ea.

Tomato Ketchup

\$2.49
ea.

Vegetable Juice

\$2.99
ea.

Punch

\$5.99
ea.

Tea

\$2.49
ea.

Juice Boxes

\$2.79
ea.

Fruit Cups

\$2.79
ea.

Cereal

\$4.99
ea.

Original Oatmeal

Savings That Add Up!

\$8.49
ea.

Pizza

\$1.99
ea.

Pizza

\$2.99
ea.

Toaster Strudels

\$5.99
ea.

Taquitos

\$2.99
ea.

Biscuits

\$3.49
ea.

Cream Cheese

\$2.99
ea.

Go-Gurt

\$2.99
ea.

Cookie Dough

\$3.49
ea.

Taco Shells

\$3.99
ea.

Granola

\$7.49
ea.

Tissue

At Home

99¢
ea.

Canning Lids or Rings

\$3.49
ea.

Deodorant

\$6.99
ea.

Cold & Flu Relief

\$12.99
ea.

Dishwasher Detergent

\$3.49
ea.

Air Freshener

\$3.49
ea.

Facial Tissue

\$10.49
ea.

Trash Bags

\$2.99
ea.

Body Wash

Savings for home & health

44778-0000 05/2024 3

I can help simplify life insurance



Steve Engelbrecht
Agent

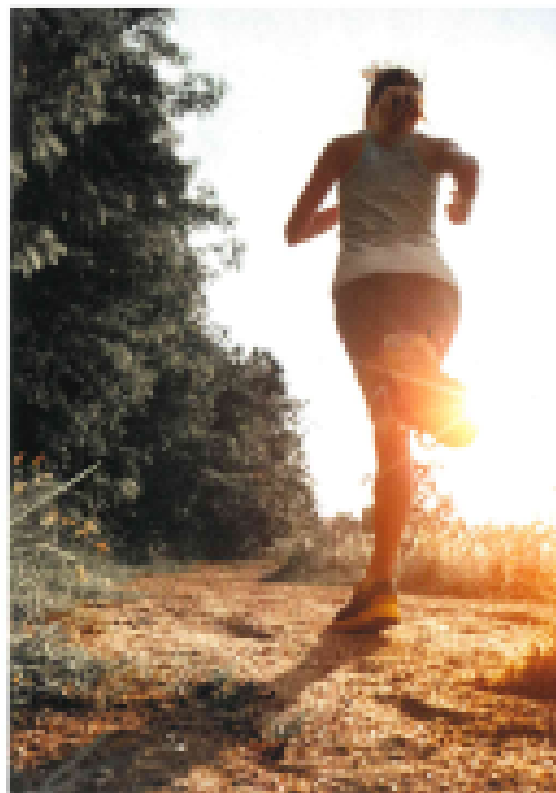
750 West Mt. Rushmore Rd, Unit 6
Custer, SD 57730

Bus: 605-673-4141
www.protectcuster.com
steve@protectcuster.com

Talking about life insurance can be intimidating. That's where I come in. I can help you determine how life insurance will best fit your individual needs, and there's no guesswork with policy type, amount or budget. Contact me today.

Like a good neighbor, State Farm is there.®

State Farm Life Insurance Company (Not licensed in MA, NY or WI)
State Farm Life and Accident Insurance Company (Licensed in NY and WI)
Bloomington, IL



EVERY TUESDAY, ALL SUMMER LONG!

TUESDAY NIGHT GROUP RUN

Join us every Tuesday night in Custer for a 3-4 mile group run! Plus, stick around for drinks and social hour afterwards and enjoy 50% off your first beverage and 10% off one item in the store!

We will be meeting at the South Dakota Outdoor Shop at 5:30pm every Tuesday from June 2nd through September.

All Ages and abilities welcome, including walkers.



**429 MOUNT RUSHMORE RD.
CUSTER, SD 57730**

5:30PM EVERY TUESDAY

For all questions please contact Kurt J.
at (605) 744-5504



5 SESSIONS - ONLINE

DETAILS



Wed., July 15th -
Fri., July 24th
Every Other Week Day



10:30 A.M. -
12:30 P.M. MDT



100% Online



No Cost
Registration
Required



SCAN TO REGISTER

CO.STARTERS® BOOTCAMP™

DISCOVER

PROMOTE

BUILD

LAUNCH

ABOUT THE BOOTCAMP

The Rural CO.STARTERS Online Bootcamp is a fully virtual, hands-on program designed for aspiring entrepreneurs across **South Dakota and neighboring states**. In just five focused sessions, you'll collaborate with peers and experienced facilitators to shape your idea and take real steps toward launching a business.

This interactive experience guides you through five key stages: **Ideate** your concept, **Discover** your customer, **Promote** your value, **Build** your model, and **Launch** with clarity and confidence.

Whether you're starting from scratch or refining an existing idea, this bootcamp equips rural entrepreneurs with practical tools, personalized support, and a community of like-minded doers.

HOSTED BY

Brookings Regional Growth Alliance, Dakota Resources, Dakota Wesleyan University, Glacial Lakes Area Dev., Northern Innovation and Startup Center, Southern Hills Economic Dev., Sturgis Economic Development Corp.

CUSTER COUNTY BURNING REGULATIONS

Black Hills Fire Protection District • Custer County, South Dakota

These regulations apply to all state and private lands (excluding municipalities) within the [Black Hills Fire Protection District](#) located in Custer County, South Dakota.

These regulations do not apply to lands owned by the Federal Government. Permits are issued by the [South Dakota Department of Public Safety](#) – Wildland Fire. Permits are not required for open burning outside of the Black Hills Forest Fire Protection District, including campfires, burn barrels, and slash pile/debris burning.

WARNING: Violation of Ordinance 20 may result in a fine of up to \$500, imprisonment for up to 30 days, or both.

BURNING RESTRICTIONS

All burning activities are subject to current weather watches, warnings, and county burn restrictions.

Condition	Gas Grills / Gas Fireplaces	Charcoal Grills	Campfires (By Permit Only)	Burn Barrels (By Permit Only)	Slash Piles / Debris Burning (By Permit Only)	Broadcast Burning
No Watches or Warnings	Allowed	Allowed	Allowed	Allowed	Allowed	Not Allowed
High Wind Watch	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
High Wind Warning	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Fire Weather Watch	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Red Flag Warning	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
County-Wide Burn Ban	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed

ADDITIONAL INFORMATION

- Visit the [National Weather Service](#) website for current watches and warnings.
- Slash pile permits within the City of Custer are issued through the [Custer Volunteer Fire Department](#).
- Slash pile burning season runs from November 1 through March 31.
- Small slash piles (up to 6 ft × 6 ft) require a minimum of 2 inches of continuous snow cover.
- Large slash piles (greater than 6 ft × 6 ft) require a minimum of 6 inches of continuous snow cover.
- Charcoal grills are permitted unless a county-wide burn ban is in effect.

REFERENCE INFORMATION

- [Custer County](#) Open Burning Regulations (excluding municipalities) – Ordinance 20
- [City of Custer](#) – Ordinance No. 944
- United States Forest Service Restrictions – [Black Hills National Forest](#)



South Dakota

JUNE 2026
SDVISIT.COM



GREAT FACE PROGRAM & GREAT PLACE PROGRAM

With another busy summer in full swing, we wanted to send a quick reminder about the **South Dakota Great Face Program** and the **South Dakota Great Place Program**.

These programs put a spotlight on the people and businesses that exemplify great service. We truly appreciate those who consistently and continuously go above and beyond to help visitors at every opportunity, and here's one way to let them know.

South Dakota Great Face

Nominations must include:

- Three (3) or more positive comments or feedback from customers regarding the nominee during January-September.
- Positive comments from peers.
- A testimonial from the manager or supervisor as to why they believe the nominee is worthy of the *South Dakota Great Face* recognition.
- Additional information regarding the nominee's community involvement outside of work.
- Completion of the *Online Hospitality Training* program or a hospitality training assigned by a supervisor during January-September.

Great Face nominations must be *submitted online* no later than September 30.

For helpful strategies on how best to gather the necessary information for your nominations, we recommend *watching the recording* of our recent Insider Session on the Great Face Program.

South Dakota Great Place

Applications must include:

- Evidence of excellent customer service, including:
 - Current year visitor feedback and positive reviews.
 - A current employee recognition program. (The *Great Face Program* is a sufficient program.)
 - Participation in a hospitality training program. (The *Online Hospitality Training* program is sufficient for this training.)
- Examples of updates made to enhance the customer experience. This can include upgrades to your business, welcome gifts for visitors, upgraded conference facilities, upgrades to lodging, flowers designed to welcome visitors, etc.
- Information about the business' involvement in the local tourism industry and community.

The deadline for **Great Place** applications is also **September 30** and the application(s) must be *submitted online*. Each **Great Place** applicant who filled out the final page of the application will be automatically considered for the *George S. Mickelson Award*, which is presented at the annual South Dakota Governor's Conference on Tourism in January.

Go to *SDVisit.com* for more information. If you have any questions, contact Industry Training & Legislative Relations Manager, *Bailey Tysdal*.

TRAVEL SOUTH DAKOTA WINS TWO PRESTIGIOUS TELLY AWARDS

FOR IMMEDIATE RELEASE: Thurs., June 18, 2026

CONTACT: *Katlyn Svendsen*, Global Public Relations & Content Services Senior Director, Travel South Dakota, (605) 773-3301

PIERRE, S.D. – Travel South Dakota won two prestigious awards at the 2026 Telly Awards. Standing out among over 13,000 global entries, Travel South Dakota, in partnership with Karsh Hagan and Matador Network, earned the following awards:

- Silver for “Into the Roundup,” Travel & Tourism – Series
- Bronze for “Unexpected South Dakota,” Travel & Tourism – Campaigns

"Into the Roundup" is a five-episode video series spotlighting not only the annual Custer State Park Buffalo Roundup, but also Western culture and the preservation efforts to protect one of North America's most iconic animals—the American bison. The series, produced in partnership with Karsh Hagan, offers a rare, immersive look at South Dakota's proud traditions.

"Unexpected South Dakota" is a three-episode series, produced in partnership with Matador Network, highlighting the unexpected sights, sounds, and tastes of The Mount Rushmore State. With an emphasis on preserving heritage, history, and the delicate balance of natural spaces, each episode shows viewers how to experience South Dakota in new and meaningful ways.

Winning a Telly Award is a highly respected mark of excellence among peers, agencies, and brands. Founded in 1979, The Telly Awards celebrate the best work created within television and across video for all screens. Receiving more than 13,000 entries globally from six continents and all 50 states, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world. Travel South Dakota's work was selected by a judging body of over 250 executives from television networks, production companies, global agencies, immersive content studios, and streaming platforms around the world.

The South Dakota Department of Tourism is comprised of Travel South Dakota and the South Dakota Arts Council. The Department is led by Secretary James D. Hagen.

-30-

Media Notes:

Each series can be accessed by clicking on the red links in the copy above or by clicking [here](#) for “Into the Roundup” and [here](#) for “Unexpected South Dakota.”



BADLANDS NATIONAL PARK DESIGNATED INTERNATIONAL DARK SKY PARK

FOR IMMEDIATE RELEASE: Thurs., July 23, 2026

CONTACT: *Katlyn Svendsen*, Global Public Relations & Content Services Senior Director, Travel South Dakota, (605) 773-3301

PIERRE, S.D. – South Dakota is gaining international recognition as one of the world's premier destinations for experiencing the night sky.

Badlands National Park was designated an International Dark Sky Park by DarkSky International at a special evening ceremony Friday, July 17, becoming the first and only International Dark Sky Park in South Dakota and **one of only two in the National Park Service's Midwest Region.**

The internationally recognized designation places the park among an elite group of only 40 National Park Service units nationwide celebrated for protecting some of the world's darkest and most pristine night skies.

The designation is one of the most prestigious recognitions a place can receive for night sky conservation and visitor experience. Earning the designation requires years of planning, collaboration and investment to meet rigorous standards for sky quality, responsible lighting, public education and long-term stewardship.

"This designation is more than an incredible achievement for Badlands National Park. It's a milestone for South Dakota," said **James Hagen, Secretary of the South Dakota Department of Tourism.** "It reinforces what visitors have long known: South Dakota's wide-open spaces offer experiences that are becoming increasingly rare. Standing beneath an unspoiled sky, watching the Milky Way stretch overhead, spotting the International Space Station, viewing constellations and planets, and experiencing true darkness is something travelers from around the world are actively seeking."

The recognition comes as interest in astrotourism continues to grow, with travelers planning vacations around destinations known for exceptional stargazing, astrophotography and nighttime outdoor experiences. The designation elevates South Dakota's profile among both domestic and international travelers while adding another world-class experience to the state's renowned outdoor recreation opportunities.

"This designation reflects years of collaboration and a shared commitment to protecting one of our most valuable natural and cultural resources," said **Eric Veach, Badlands National Park Superintendent**. "It also represents an opportunity to expand how visitors experience the park, through science, storytelling and a deeper connection to the night sky."

Few places are better suited for the honor than Badlands National Park. Its rugged buttes and pinnacles, remote setting, and exceptionally low levels of artificial light create an unforgettable backdrop for viewing the Milky Way, meteor showers, and thousands of stars with remarkable clarity. Combined with the park's rich paleontological resources, wildlife, Indigenous cultural significance, and breathtaking scenery and scenic drives, the Badlands offers visitors an experience unlike anywhere else in the region.

"This accomplishment is deeply personal to me. I grew up on a farm in the middle of South Dakota, where seeing the Milky Way each night felt ordinary," said **Marissa Marshall, executive director of the Badlands National Park Conservancy**. "It wasn't until recently that I realized how rare that experience has become. Protecting our night skies ensures future generations can experience that same sense of wonder."

Badlands National Park now joins more than 250 International Dark Sky Places around the world—an exclusive network of destinations recognized for preserving one of the planet's increasingly rare natural resources: truly dark skies.

For Travel South Dakota, the recognition reinforces the state's growing reputation for outdoor recreation and authentic experiences, encouraging visitors to extend their stays and discover South Dakota after sunset.

The South Dakota Department of Tourism is comprised of Travel South Dakota and the South Dakota Arts Council. The Department is led by Secretary James D. Hagen.

-30-

Media Notes: Media assets from the night sky in Badlands National Park are located *here*. Credit assigned per image.



THEATRE 605

BLACK HILLS PLAYHOUSE

Theatre 605 Black Hills Playhouse Presents *Come From Away*

Tickets are [on Sale](#) Now!

For Immediate Release

Black Hills, S.D. — Theatre 605 **Black Hills Playhouse** presents *Come From Away*, the Tony award-winning musical and true story about the small town of Gander playing host to the world after the events of 9/11. *Come From Away* opens **July 19 and runs through August 2**, featuring 15 performances.

What started as an average day in a small town turned into an international sleepover when 38 planes, carrying thousands of people from around the globe, were diverted to Gander's airstrip on September 11, 2001. Undaunted by culture clashes and language barriers, the people of Gander cheered the stranded travelers with music, an open bar, and the recognition that we're all part of a global family.

A Meet & Greet Reception will be held after the 2:00 pm opening matinee. Audience members are invited to enjoy refreshments and appetizers and to meet the cast and crew who bring this story to life.

A Pay-What-You-Can performance of *Come From Away* will be held on July 18 at 7:30 pm. Plan to arrive early, as this is expected to be a well-attended preview performance, and seating is first-come, first-served. Concessions available on site.

[Click here for more information](#), or call the friendly box office staff at 605-255-4141.

Book, Music and Lyrics by Irene Sankoff and David Hein

***Custer State Park passes are required and can be purchased in the snack bar.**

****10+, Language, brief adult moments, and mature topics, including discussion of events surrounding 9/11. Musical.**

###

FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW:

Linda Anderson

Executive Director

605 939-5271

linda@theatre605.org

About the Black Hills Playhouse

Telling Stories. Changing Lives.

Live theatre in Custer State Park.



-National Park Service
U.S. Department of the Interior

Jewel Cave
National Monument

11149 US Hwy 16
Building B12
Custer, SD 57730
605-673-8300 phone
605-673-8397 fax

Jewel Cave National Monument News Release

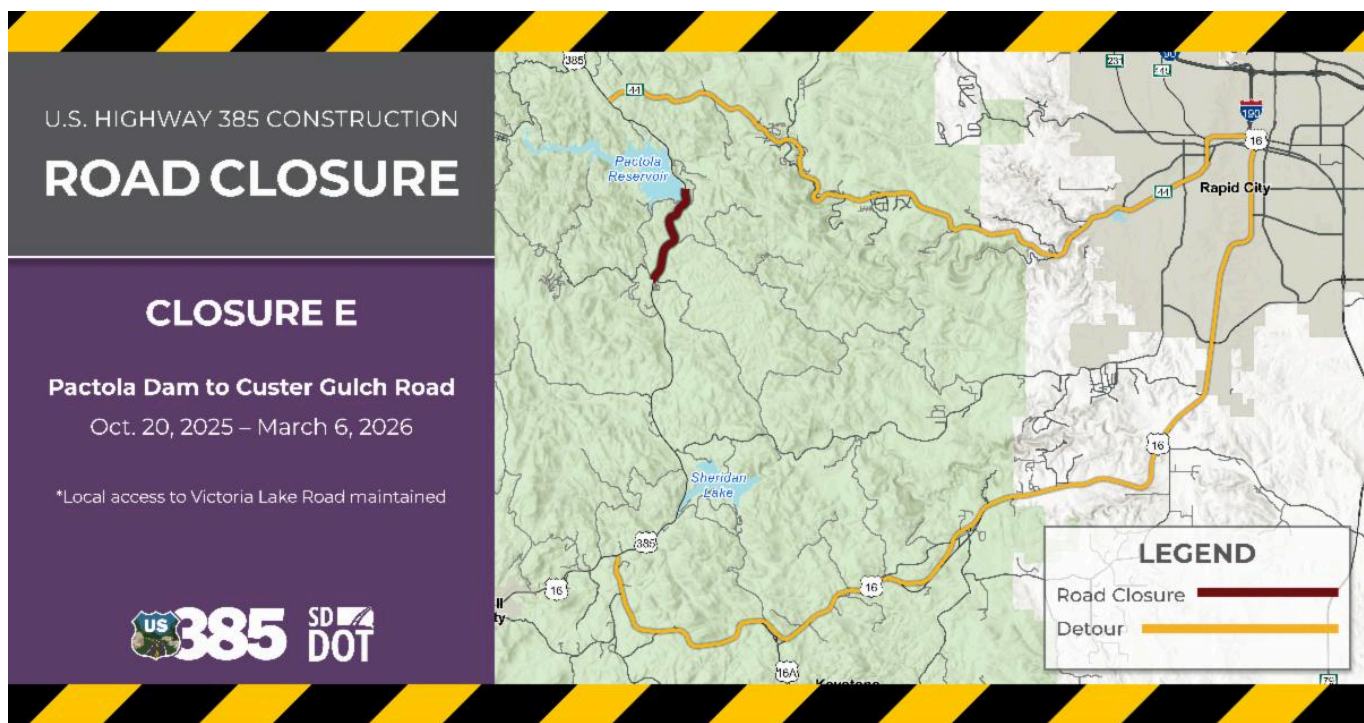
Release Date: July 2, 2026

For Immediate Release

Contact: Aimee Murillo / Chief of Interpretation/ aimee_murillo@nps.gov

Jewel Cave Hosts Blue Star Families Volunteer Group CUSTER, SD – Jewel Cave National Monument hosted a volunteer project with Blue Star Families on Saturday, June 20. Blue Star Families worked with monument staff to pick up trash in the monument’s Historic Area. Seven volunteers with Blue Star Families met at the Jewel Cave visitor center and then hiked on the Canyons Trail to the Historic Area, where they spent nearly two hours picking up multiple bags of trash – including nearly the entire front end of a car. While it was forecasted to be a rainy day, fortunately the rain held off for the trash-pick up and hike, and afterwards the volunteers were able to join a cave tour. Blue Star Families is the largest nonprofit serving and representing military and veteran families. This nonprofit was founded in 2009 by military family members to empower military families to connect with their civilian neighbors to create strong communities of support. The June 20 event was part of the “Military Families Outdoors” program. Military Families Outdoors, administered by Defense Health Agency and the National Park Service, brings together the expertise of Blue Star Families, and Wilderness Inquiry, to provide engaging outdoor wellness experiences for service members and military families across the country. Jewel Cave National Monument appreciated this collaborative effort and working with Blue Star Families.



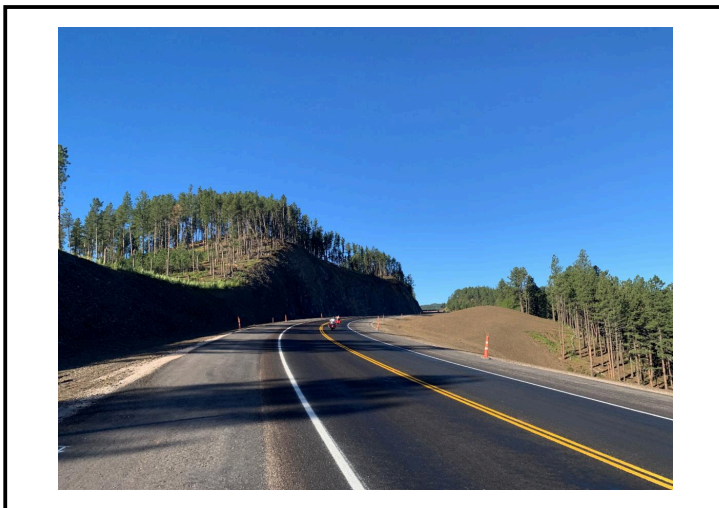


Project Update

Friday, July 24, 2026

Current Construction:

- Minor construction activities are continuing in the U.S. Highway 385 construction area (Pactola Dam to Calumet Road).
- Currently, the driving surface within the construction area is oiled blotter (a hard, packed surface that resembles asphalt) with pavement markings. The surface may feel slick, so drivers are encouraged to be cautious and allow additional stopping time, especially in wet conditions.



Upcoming Construction:

- Construction Activity Paused During Sturgis Motorcycle Rally: Construction activities will be paused for the Sturgis Motorcycle Rally starting on Wednesday, Aug. 5, 2026, and will resume on Tuesday, Aug. 18, 2026. Motorists are asked to remain alert for any traffic adjustments should they become necessary during the Rally.
- Sturgis Motorcycle Rally Traveler Information: Find additional information, including frequently asked questions, on the SDDOT [Rally Traveler Information page](#).

- Final Surfacing: Final surfacing from Pactola Dam to Calumet Road is expected to be completed in the summer of 2027.

View Construction Updates



Construction Zone Reminders



- Follow posted speed limits in construction zones.
- Be aware of flaggers and other construction workers in the construction area.
- If you are following a pilot car, stay with the line, and do not stop or exit your vehicle in the project area.
- It is illegal to go beyond cones and barriers within construction zones even when the contractor is not working.

Stay Connected

Take a moment now to share this email with neighbors, friends, coworkers, and anyone else who might be interested in the U.S. Highway 385 Construction Project. Then encourage them to sign up for these project email updates at <https://us-385.com>.

A free text-in service is being used to communicate any major traffic changes. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.

HWY 385 ROUTING INITIATIVE



BH&B is sharing information related to the upcoming *Hwy 385 infrastructure improvement project* that will include *routing options* and continuous business promotion. BH&B's goal is to educate and to explain that this simple detour will not prevent, nor should it discourage visitors from enjoying their vacation in the Black Hills.

Visit Route Reimagined

A free text-in service is being used to communicate major traffic changes.

To subscribe, simply text "US385" to 605-566-4041.

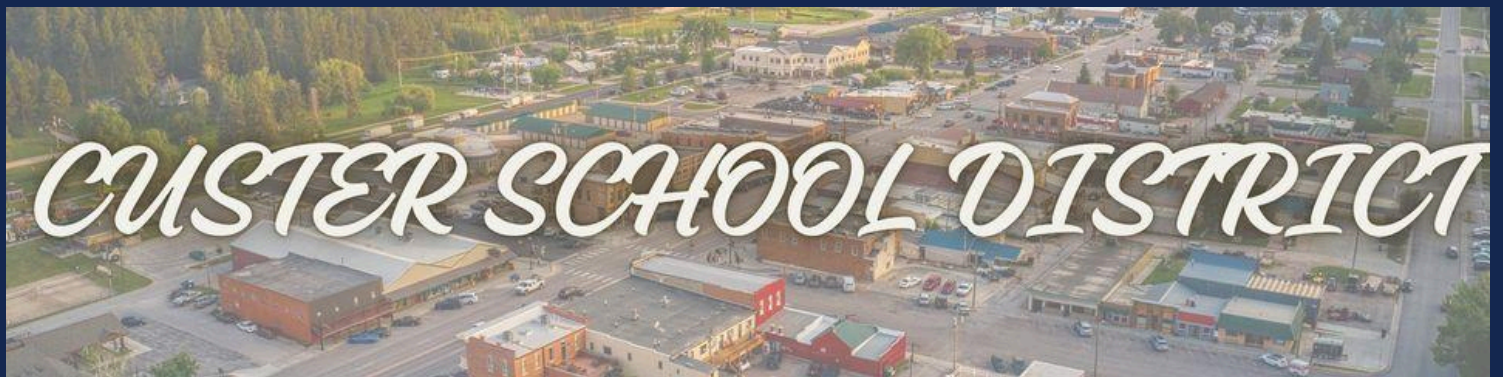
Subscribers can unsubscribe at any time.

**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

FREE TEXT ALERTS:
Text "US385" to 605-566-4041



June Activities





To educate every student
to his or her potential

Schools Out For SUMMER!!



Job Available;

Custer Senior Center

Gift Shop Manager/Center Assistant

This job is for someone 55 years or older
as it is a grant from NICOA.

35- 40 hours a week

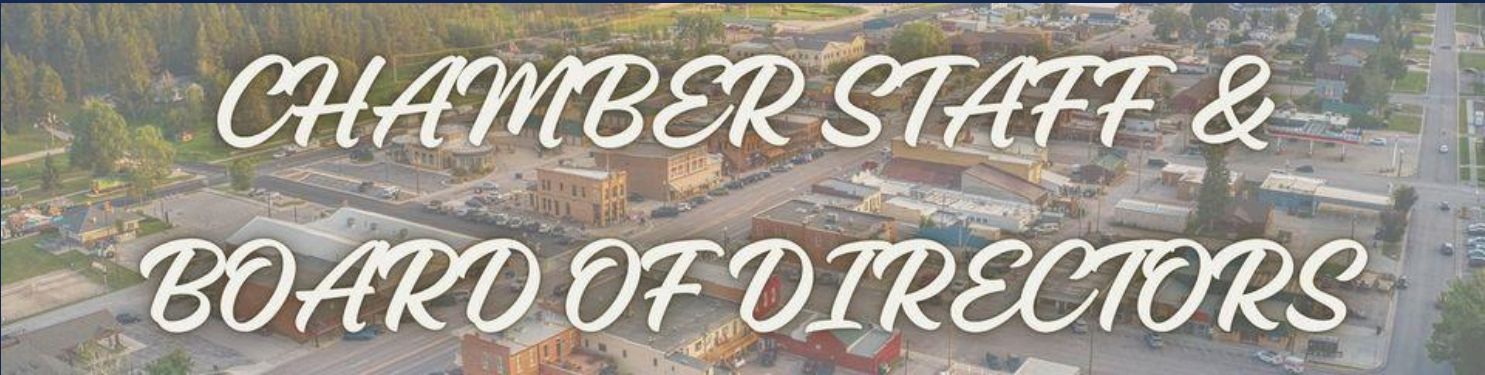
10 AM until 5 PM

Monday through Friday

Please contact Lori

at the Custer Senior Citizen's Center
in person or at **605-673-2708**





CHAMBER STAFF & BOARD OF DIRECTORS

CHAMBER STAFF

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2026

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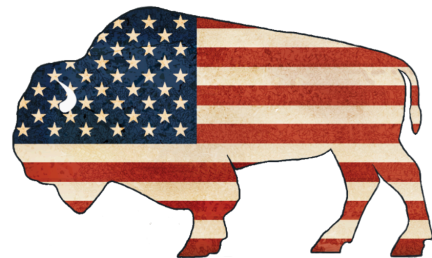
Jessica Noteboom - BID Board Liaison



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