



Buffalo Bytes



CUSTER
Chamber of Commerce

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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



Your Best Customers Probably Don't Know Everything You Offer

You might think your best customers already know everything your business does. After all, they've bought from you before. They follow you on social media. They're on your email list. They've been in your store, visited your website, or worked with your team. Maybe they've even sent work your way.

But they probably don't know nearly as much as you think they do.

Everyone's busy these days. Your business is central to you. If you're fortunate, to your customers, your business is just one part of a very full day filled with work, family, errands, bills, appointments, deadlines, and scrolling on social media.

Small business owners often assume that if they've mentioned a product, service, upgrade, event, or special once, their audience knows about it. Most people need to hear something several times, in several ways, before it truly registers. Then they need a few more sightings before they act on it.

That means one of your biggest growth opportunities may not be finding a brand-new audience. It may be helping the people who already like and trust you understand more of what you can do for them.

Think about the customer who comes to a bakery every Saturday for pastries but has no idea the store also makes corporate gift boxes. Or the homeowner who hires a landscaping company for mowing but doesn't realize it offers seasonal cleanups, irrigation checks, or holiday lighting. Or the client who works with an accounting firm once a year at tax time but doesn't know it can help with bookkeeping, payroll, or business planning.

If a loyal customer doesn't know these things about your business, you have a communication problem. Existing customers are your warmest audience. They already know you and have decided you are worth paying. But if they don't know the full range of what you offer, they can't buy it, ask about it, or refer people to it.

You don't need a complicated marketing funnel to fix this; just better visibility inside the customer relationships you currently have.

Appealing to Your Customers

Start by looking at your customer interactions. Where do people already encounter your business? Your receipts, invoices, email signatures, appointment reminders, packaging, menus, waiting area, website, voicemail, social media bios, and follow-up emails are all places where customers can learn something useful. For example, instead of a receipt that reads "thank you," a retailer could add, "Ask us about private shopping appointments." A service business could

include a short note on invoices: “We also offer maintenance plans for ongoing support.” A salon could include a seasonal reminder in its appointment confirmation: “Need color, conditioning, or bridal styling? We can help with that too.”

This is helpful. You’re not shouting “buy more from us.” You’re giving gentle reminders to people who already like you by saying, “Here are other ways we may be able to help.”

You can also create simple “Did You Know?” content. This works well in newsletters, social posts, lobby signs, short videos, and even table tents. The format is easy and direct:

“Did you know we also offer delivery?”

“Did you know we can create custom orders?”

“Did you know members receive early access?”

“Did you know we handle repairs, not just new installations?”

These reminders may feel obvious to you because you live inside your business every day. Your customers don’t. What feels repetitive to you may be the first time they’ve heard it.

Another strong strategy is to organize your services by customer need instead of by internal category. Many businesses list what they sell, but customers are usually looking for a solution to a problem, not a list they have to search and apply to their problem. Instead of simply saying, “We offer design, printing, signage, and promotional products,” a business could say, “Planning an event? We can help with banners, invitations, branded giveaways, programs, and directional signage.”

That kind of framing helps people connect the dots. It turns a list into a solution that customers can easily act on.

It’s also worth training your team to mention related products or services in a natural way. Not every interaction needs to be but staff can be trained to listen for opportunities.

If a customer mentions they’re planning a party, your team can say, “Just so you know, we also do custom trays.” If someone books one service, your team can mention the next logical service. If a customer buys a product that requires maintenance, your staff can explain what support is available.

The key is relevance. Good cross-selling feels like service. Bad cross-selling feels like someone trying to meet a quota.

Cleaning House

Your website deserves attention too. Many business websites hide valuable offerings under vague tabs or buried pages. Make sure your homepage clearly communicates who you help, what you offer, and what customers should do next. If someone has to hunt for your services, they probably won’t. Most of us are not known for our patience when we’re looking for something specific.

You can also use stories to educate customers. Instead of only announcing services, show examples. Share a short post about how you helped a client prepare for a big event, solve a last-minute problem, refresh a space, save time, or choose the right option. Stories make your offerings easier to remember because they show the service in action.

Don’t bombard your customers; just make your business easier to understand and work with.

Before spending more money trying to reach strangers hoping they’ll like you, take a closer look at the people who already do.

What do they buy from you now? What else might they need? What do they still not know? Where could you add a helpful reminder, a clearer explanation, or a better invitation?

Your best customers may be ready to do more business with you. They may be happy to refer you. They may even need exactly what you offer. But they can’t act on what they don’t know.

Christina Metcalf is a writer and women's speaker who believes in the power of story. She works with small businesses, chambers of commerce, and business professionals who want to make an impression and grow a loyal customer/member base. She is the author of The Glinda Principle, rediscovering the magic within.

Facebook: @metcalfwriting

Instagram: @christinametcalfauthor

LinkedIn: @christinametcalf5



Dawn Murray
Executive Director

2026 EVENTS CALENDAR

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

[Click to download calendar](#)



July 3rd-4th
4th of July Celebrations

July 17th- 19th
Gold Discovery Days



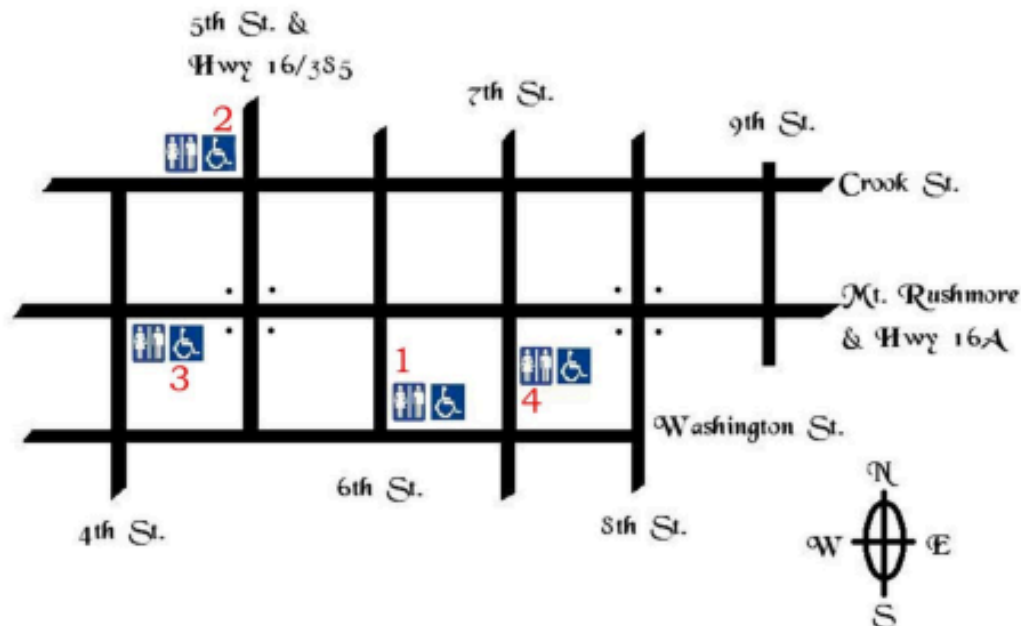
REMINDER: NICOTINE SALE CHANGES

Effective July 1, if you sell any type of nicotine product -tobacco, vape products, or nicotine pouches- you will now need a license. When South Dakota lawmakers passed [SB 221](#) and [HB 1220](#) they established a comprehensive licensure system for all nicotine products. Find out how to get licensed and the new fee structure for nicotine retailers, nicotine distributors, and tobacco wholesalers/distributors by clicking [here](#).

PUBLIC RESTROOMS

Are Located At:

- 1. The Custer Area Chamber of Commerce and Visitors Bureau during business hours (6th Street & Washington Street)**
- 2. The Courthouse Annex building 8:00am – 5:00pm weekdays South or East entrances (5th St & Crook St)**
- 3. Way Park during 7:00am – 10:00pm (4th Street & Main)**
- 4. City Park during 7:00am – 10:00pm (summer season only) (by tennis courts, 7th Street & Washington)**



Brought to you by Custer City, the Custer Area Chamber of Commerce and Visitors Bureau, and this establishment.

Asus- office > Chamber Signs & Forms >PUBLIC RESTROOMS 2025 Spring/Summer



5 SESSIONS - ONLINE

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.

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

BUSES ARE COMING

June 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 Mickelson Trail Summer Trek Reception



Sponsored by

Lynn's



Dakotamart
CUSTER, SOUTH DAKOTA



Custer's July 4th Celebration

THURSDAY JULY 2

10AM Patriotic Story Time at 1881 Courthouse Museum

FRIDAY JULY 3

10AM – 5 PM Old Time Country Fair at 1881 Courthouse Museum

6 PM Live Music (VFW)

6 PM Trivia Night (Custer Beacon)

9 PM Freedom 250 at Mount Rushmore Watch Party
(Custer Beacon and VFW)

SATURDAY JULY 4

9AM – 5 PM Old Time Country Fair at 1881 Courthouse Museum

10:10 AM Kids' & Patriots' Parade
(Mt Rushmore Rd between 8th St and 2nd St)

10:30 AM– 2 PM Patriot Hot Dog Stand on 6th Street

10:30 AM – 3 PM Patriot's Alley on 6th Street

11 AM Flag Ceremonies at Veterans Memorial Park
(Washington & 5th Street)

11 AM – 4 PM Children's Fair at Way Park

6 PM– 10 PM Veterans Tribute Street Dance– featuring
Johnny Lonesome Band (Washington St)

7 PM– 11 PM Live Music **BH Allstars** (Custer Beacon)

Dark (9:30 PM) Fireworks put on by Custer Chamber and
Friends (at Pageant Hill)

Minutes not miles

From Patriotic Fun!

[Printable Copy](#)

WANTED



MOTHERLODE SPONSOR \$500+

GOLD PANNER SPONSOR \$300

MINER SPONSOR \$200

PROSPECTOR SPONSOR \$100

SPONSORS



Business Name:	
Contact Person:	
Address:	
City, State, ZIP:	Phone:
Email:	

Please check the following sponsorship opportunities that interest you:

Gold Discovery Days Sponsorship

- Mother Lode Sponsor- \$500+
- Gold Panner Sponsor- \$300
- Miner Sponsor- \$200
- Prospector Sponsor- \$100

Bounce House Wrist Band Sponsor- \$25 each

*Purchase wristbands from the Chamber to be given to area students in need.
(as identified by the Custer School District and the Custer YMCA)*

Wristbands _____ @ \$25= \$ _____

Gold Discovery Days Car Show Sponsor

- Event Sponsor- \$ _____

Gold Discovery Days Royalty Banner Sponsor

Banners _____ @ \$70= \$ _____

- Invoice Immediately
- Invoice Before Event

Total \$

*Please submit your company logo as you would like it presented in all event materials, to Dawn at dmurray@custersd.com

Please return form by **June 26, 2026** in order to be included on the GDD shirts & Poster

Questions? Contact: Dawn Murray, Office Manager | dmurray@custersd.com | 605-673-2244

Mail to: Custer Area Chamber of Commerce | PO Box 5018, Custer, SD 57730 | **Fax:** 605-673-3726



Let's make Gold Discovery Days fun for everyone!



Approximately 224 students in the Custer School District have been identified as students in need. If you or your business would like to sponsor wristbands to be given to local students, please contact the Chamber at 605-673-2244 or dmurray@custersd.com



GOLD DISCOVERY DAYS EVENT CUPS



**PURCHASE GOLD DISCOVERY DAYS
CUPS FROM THE CHAMBER FOR
\$3.00**

SELL EMPTY CUPS FOR \$5.00

pre-purchase cups by Monday, July 6



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



July 15th







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



Membership Spotlight: Black Hills Playhouse

This week, we're shining the spotlight on one of the Black Hills' most treasured cultural experiences— *Theatre 605 Black Hills Playhouse!*

Nestled in the heart of Custer State Park, Black Hills Playhouse has been bringing professional live theatre to audiences since 1946. As one of the nation's longest-running summer stock theatres, it offers unforgettable performances in a truly unique setting surrounded by the beauty of the Black Hills.

What makes Black Hills Playhouse special:

Professional theatre productions featuring talented performers from across the country

Musicals, comedies, dramas, and family-friendly entertainment

A historic venue located in scenic Custer State Park

Opportunities for students and theatre professionals to grow their craft

A beloved summer tradition for both locals and visitors

From opening night excitement to standing ovations under the pines, every performance creates lasting memories and showcases the power of the arts in our community.

24834 S Playhouse Rd, Custer, SD

(605) 255-4141

BlackHillsPlayhouse.com

Thank you, Black Hills Playhouse, for enriching the Black Hills through creativity, storytelling, and world-class live theatre!



CUSTER
Chamber of Commerce

2026 Custer
Chamber

Member
Spotlight

THE BLACK HILLS
PLAYHOUSE



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@ustersd.com — we can't wait to feature YOU! 📸

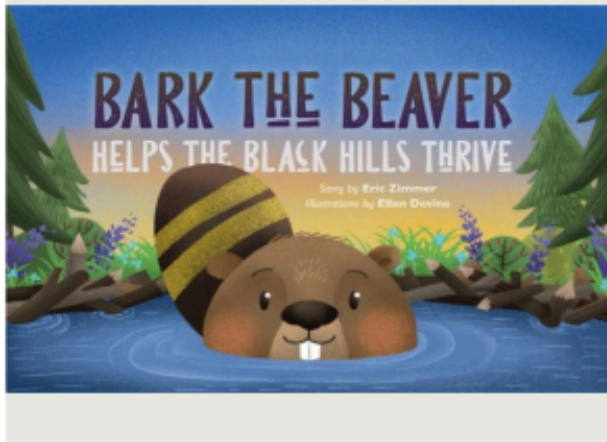


AREA EVENTS

✦ JOIN A NATURE EVENT ✦

Bark the Beaver Helps the Black Hills Thrive

Bring your family to a free nature event to launch a local children's book!



About the Book Launch

This special book commemorates the Black Hills Parks & Forests Association's **80th Anniversary** and the Black Hills Area Community Foundation's **20th Anniversary**. Written by Eric Zimmer and illustrated by Ellen Devine, the story celebrates how everyone plays an important role in helping the Black Hills thrive.

Every purchase of the book and accompanying stuffed toy supports BHPFA's conservation mission. ♻️



JUNE EVENTS

SAT JUNE 27

10:00–11:30 AM

**Riparian Restoration
Education Event**

📍 Meet at the Hole-in-Wall Picnic Area,
Custer State Park
(Caravan to Project Site)

Hands-on event with the Black Hills Watershed Collaborative. Bring sunscreen & water!

🌿 **Outdoors · All Ages**

SAT JUNE 27

12:00–2:00 PM

Reading & Book Signing

📍 Black Hills Nature Shop, 833 Mt. Rushmore Rd, Custer

Meet author Eric Zimmer & illustrator Ellen Devine. Pizza & refreshments provided!

🏠 **Indoors · All Ages ·**
🍷 **Food provided**

SUN JUNE 28

12:00–2:00 PM

**Grant Announcement +
Reading + Book Signing**

📍 Outdoor Campus West-4130 Adventure Trail, Rapid City

Beautiful Black Hills 2026 Grant Announcement + Bark the Beaver reading with Eric & Ellen.

🏠 **Indoors · All Ages ·** 🎁
🍷 **Food provided**



CUSTER FARMER'S MARKET

SATURDAYS

8:00 AM – 12:30 PM

June through October

Located in Way Park in front of
Custer County Courthouse

Featuring produce, food and crafts
from local farmers and artisans

For more information contact
GORDON CLEVELAND
605-673-5230



FOLLOW US ON
FACEBOOK

Early Learner Summer Challenge



Beginning June 1st,
Early Learner Custer is hosting a Summer Challenge for
Custer-area families with children ages 0-8!

Over the summer complete activities,
explore our area, and win an awesome prize!

How to Participate:

1. **Scan the QR Code! Scan the code to get all the details - see all the participating organizations, events, and much more!**
2. **Keep Track of Your Sheet!** Keep this sheet and fill with stickers or details of your adventures!
3. **Complete Adventures & Collect a Sticker!** Visit a local participating businesses, organizations, or events, do the activity, and get an official sticker from the staff!
 - Honor System: Doing an honor system activity? Just have a parent initial the box and jot down a quick detail about the challenge.
5. **Turn in your sheet** with 10 completed activities to the Custer Library or Custer Chamber of Commerce by Saturday, August 15th, 2026.

Contact us at earlylearnercuster@gmail.com with questions.



Participating Organizations: Sentinel Federal Credit Union, Custer Lutheran Fellowship, Custer State Farm, Custer Area Chamber of Commerce, South Dakota Public Broadcasting*, Custer State Park, Jewel Cave National Monument, Black Hills Reads*, Growing Roots Preschool, Custer YMCA Child Development Center, Modern Woodmen of America, Custer County Library and MORE!

*Honor System Participants

[Printable Copy](#)

1965 Chevy Impala-Jeep – Harley Davidsons – Kubota Tractor – Tools – Household

Auction

Pelto Family Irrevocable Trust, Donald E. Pelto Trustee, Hill City, SD

ONLINE BIDDING OPENS Friday · June 26th, 2026

- Closing Tuesday · June 30th, 2026, 4:00 PM

Property located at the residence 23807 Penalua Gulch RD Hill City, SD



Featuring: 1965 Chevy Impala 2 door convertible; 1989 Jeep; 1966 Harley Sportster; 1971 Harley Electraglide; 1985 Honda GL1200 Goldwing; 1995 Yamaha TW200G motorcycle; 1978 L245DT Kubota tractor; Coop tractor; Several small outboard motors Evenrude, Johnson, Clinton; Aluminum boats & trailers; Smoker craft canoe; King Kutter 3pt landscape rake, 3pt blade; 3pt pto rotary mower; shop made wood splitter; 500 gal. propane tank; '65 Aristocrat camper; 1989 6'x20' stock trailer; Husqvarna chainsaw; craftsman chest tool box; power tools; table saw; Car caddy carriers; Camping items; 4 saddles; bridals and tack; rawhide snow shoes; Char grill; Golds Gym system NIB; boat seats; MT Bikes; Claw foot tub & extra feet; Bobcat bow & arrow; Pressure washer NIB; deer antlers; fishing poles & reels; Barn wood; Galvanized roof metal used; 12 volt weed sprayer; wood stove; Rubbermaid stock tank; shop vac; log tongs; misc. household and much more yet to be discovered. **Auctioneers Note:** Don has a wide variety of items Harley's, Impala, boats & motors, tractors and more. Plus, many very interesting, unique and one-of-a-kind items. Take time to inspect the online catalog for complete photos & details. **THESE VEHICLES, TRAILERS, ETC. WILL SELL WITHOUT RESERVE!**

Property Inspection: Items will be available for inspection at the property on Tuesday June 30th, from 11am to 2pm. See the detailed descriptions & photos in the online catalog, at www.bradeenauction.com.

Property Settlement & Pickup: All items must be settled for Thursday July 2nd between 10:00am & 2:00pm at the residence 23807 Penalua Gulch RD Hill City, SD . No Exceptions. Shipping available on select items.

OWNER:

Pelto Family
Irrevocable Trust,
Donald E. Pelto
Trustee
Hill City, SD

BRADEEN
100 YEARS
REAL ESTATE & AUCTIONS

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



FOR IMMEDIATE RELEASE

Book Signing and Speaker at the Custer Senior Center

538 Mt Rushmore Road

Custer, SD

Author Matthew Davis to Present “Biography of a Mountain” at Custer Senior Center

The Custer Senior Center, in partnership with the Custer County Library and the 1881 Courthouse Museum, is pleased to welcome author **Matthew Davis** for a special book signing event on **Monday, June 29, 2026**.

The event will begin at **10:30 AM** at the **Custer Senior Center**, where Davis will speak about his new work, ***Biography of a Mountain***, for approximately **45 minutes**. Following the talk, attendees will have the opportunity to meet the author and have their copies of the book personally signed.

Biography of a Mountain offers an in-depth exploration of the natural, cultural, and historical significance of some of the region’s most iconic peaks, blending engaging storytelling with meticulous research.

This event is free and open to the public. Copies of the book will be available for purchase on-site.

Event Details:

- **What:** Matthew Davis, author of *Biography of a Mountain* – Talk and Book Signing
- **When:** Monday, June 29, 2026, at 10:30 AM
- **Where:** Custer Senior Center, Custer, SD
- **Co-Sponsors:** Custer County Library & 1881 Courthouse Museum

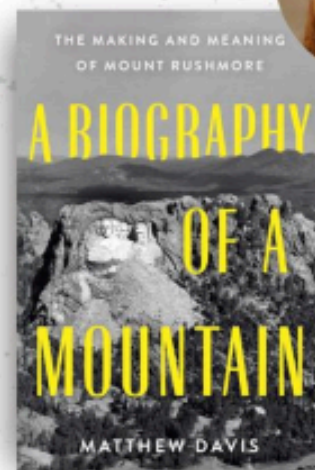
For more information, please contact the Custer Senior Center at 605-673-2708 or the Custer County Library at 605-673-4803 or the 1881 Courthouse Museum at 605-673-2443.



ONE BOOK 2026

A BIOGRAPHY OF A MOUNTAIN BOOK TOUR

With Author Matthew Davis





★ ★ ★ ★ ★
The JOIN US FOR
OLD TIME
COUNTRY FAIR

★ ★ AT THE ★ ★
1881 COURTHOUSE MUSEUM
★ ★ *Custer, South Dakota* ★ ★

★ ★ **JULY 3** ★ ★
10AM - 5PM

★ ★ **JULY 4** ★ ★
9AM - 5PM

★ ★ ★ ★ ★
20+
VENDORS!
★ ★ ★

★ ★ **FAMILY FRIENDLY!** ★ ★
FOOD ★ | **FUN** ★ | **ENTERTAINMENT** ★ | **LOTS OF SHOPPING!**

★ *Celebrate Independence Day Weekend the Old-Fashioned Way!* ★

**STOP BY THE
CUSTER SENIOR
CENTER**

LOCATED DOWNTOWN

JULY 4TH



**TO ENJOY AN
ICE CREAM
FLOAT !!**

**ROOT BEER,
ORANGE,
CREAM SODA,
PEPSI \$5**



Celebrating 55 years!

PLENTY OF SEATING INSIDE



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION



CUSTER COUNTY
LIBRARY

FIELD NOTES

**A BLEND OF NATURE TRIVIA
&
STORY TIME!**

Through pictures, videos, and stories, you'll learn about naturalist skills and tracking survival techniques and gain deeper insight into our local flora and fauna. Test your knowledge as we dive into questions about the natural world and uncover the hidden meanings behind animal signs and calls!

**THURSDAY
JULY 9TH @ 4 PM**



Music in Harbach Park

Summer 2026

Custer, SD

Live Looping with

QUAKEQUATION

June 23rd

August 11th

September 8th

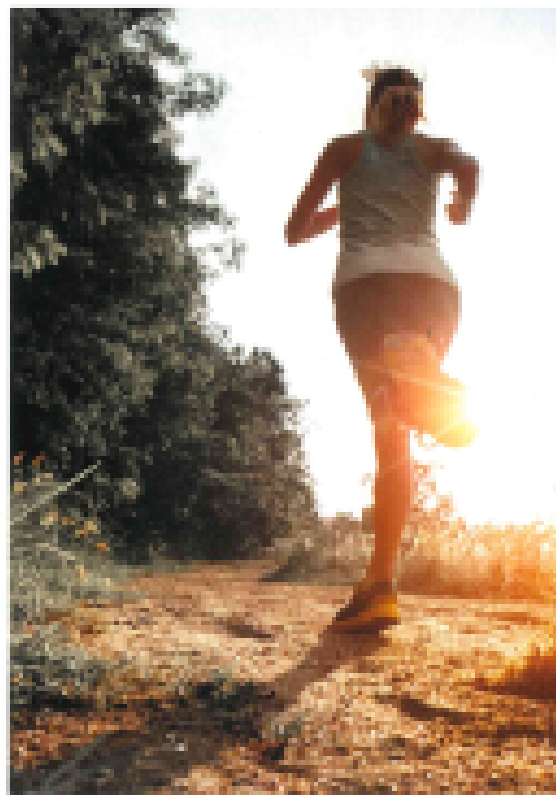
6:30 - 8:30 PM

Sponsored by





ANNOUNCEMENTS



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 (530) 744-5504

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](#)

GOOD KARMA

★ JEWELRY ★

NEW & EXCITING

Wine Flights

\$20

With The Wind
WINE FLIGHT

3 - 3oz Pours

★
Belle Joli
WINE FLIGHT

3 - 3oz Pours



SIP. SAVOR. SUPPORT LOCAL.
LOCALLY MADE. DELICIOUS. PERFECT FOR ANY OCCASION.

★ 507 MOUNT RUSHMORE RD., CUSTER, SD ★

NEWS FROM THE STATE



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.

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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.”



THEATRE 605

BLACK HILLS PLAYHOUSE

Theatre 605 Black Hills Playhouse Presents 1776

Tickets are [on Sale](#) Now!

For Immediate Release

Black Hills, S.D. — Theatre 605 **Black Hills Playhouse** presents *1776*, the award-winning musical about the signing of the Declaration of Independence. *1776* opens **June 28 and runs through July 12**, featuring 15 performances, including a special **4th of July Matinee**. It's the summer of 1776, and the nation is ready to declare independence ... if only our founding fathers can agree to do it! It's hot as hell in Philadelphia. The Revolutionary War is in full swing. John Adams, Ben Franklin, and Thomas Jefferson are trying to convince the members of the Second Continental Congress to vote for independence from the shackles of British tyranny. Treason is on the line. What will they do?!

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 1776 will be held on **June 27 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 by Peter Stone, Music & Lyrics by Sherman Edwards.

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

****Rating: Musical • Kids 9+, some suggestive humor**

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FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW:

Linda Anderson

Executive Director

605 939-5271

linda@theatre605.org

T THEATRE 605
BLACK HILLS PLAYHOUSE

FICTIONAL MUSICAL ACCOUNT OF
THE SIGNING OF THE DECLARATION
OF INDEPENDENCE

1776

JUNE 28 - JULY 12
BOOK BY PETER STONE
MUSIC AND LYRICS BY SHERMAN EDWARDS



National Park Service
U.S. Department of the Interior

Wind Cave National Park
26611 U.S. Highway 385
Hot Springs, SD 57747

605-745-4600 phone
www.nps.gov

Wind Cave National Park News Release

Release Date: June 16, 2026

Contact: mwr_communications@nps.gov

Three Bats Test Positive for Rabies at Wind Cave National Park

HOT SPRINGS, S.D. – Since May, Wind Cave National Park has identified three bats that tested positive for rabies. The first was found deceased near the Elevator Building on May 5, while the second, discovered near the Visitor Center’s entrance on May 28, was alive but unable to fly. The third bat was found deceased at the park’s campground. Fortunately, there have been no reported instances of visitors contacting these bats. Resource management staff with personal protective equipment collected the animals for testing.

Rabies is a fatal, but preventable viral disease if prompt medical care is received following a potential exposure. Rabies in humans is contracted by exposure to a rabid animal, typically through a bite, scratch, or contact with saliva. Any direct contact with a bat (alive or dead) is considered a potential rabies exposure because bites and scratches from bats can be harder to detect. More information about rabies can be found on the South Dakota Department of Health [website](#).

The park is working with South Dakota Department of Health and the National Park Service’s Office of Health and Safety and Wildlife Health Branch on this issue. This coordinated effort underscores the park’s commitment to public health and safety while keeping visitors informed and protected. The last rabies-positive bat discovered in the park was in 2019, which was an isolated case.

If you believe you or your family members (including pets) had contact with a bat, please contact the South Dakota Department of Health at 1.800.592.1861, along with your medical provider.

For more information please visit www.nps.gov or call 605-745-4600.



Photo Caption: Three bats recently tested positive for rabies at Wind Cave National Park. Bats are important for healthy ecosystems and provide valuable insect pest control services. Typically, less than 1% of bats in nature have rabies, but it is a serious disease that is fatal in animals and humans without prompt medical care.

Theatre 605 Black Hills Playhouse Presents *The Complete History of America* (abridged)

Tickets are [on Sale](#) Now, With 15 Chances to See It Before It's Gone!

For Immediate Release

Black Hills, S.D. — Theatre 605 Black Hills Playhouse kicks off the 80th Season with *The Complete History of America (abridged)* on **June through June 21**, featuring 15 performances.

Three actors, 600 years of history in 6000 seconds ... this irreverent romp through history will never be the same! The Boston Herald compares the play to *The Daily Show* if it were hosted by the Marx Brothers.

From Washington to Watergate, yea verily from the Bering Strait to Baghdad, from New World to New World Order – The Complete History of America (abridged) is a comedic, ninety-minute rollercoaster ride through the glorious quagmire that is American History, reminding us that it's not the length of your history that matters — it's what you've done with it!

June 7 is the season opener for T605 Black Hills Playhouse, and will feature a **champagne toast at 1:40 pm before the show**, courtesy of The Custer Wolf. An Artist Reception will also 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.

The Pay-What-You-Can performance for *The Complete History of America (abridged)* will be held on **June 6 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.

By Adam Long, Reed Martin, Austin Tichenor. The Complete History of America (abridged) is produced by special arrangement with Broadway Play Publishing Inc, NYC.

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

****Rating: Teens/Adults, Adult Themes and Humor**

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FOR MORE INFORMATION:

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.





U.S. HIGHWAY 385 CONSTRUCTION
ROAD CLOSURE

CLOSURE E

Pactola Dam to Custer Gulch Road
Oct. 20, 2025 – March 6, 2026

*Local access to Victoria Lake Road maintained

LEGEND
Road Closure ———
Detour ———

Project Update

Friday, June 12, 2026

Current Construction:

- Construction activities are continuing in the U.S. Highway 385 construction area (Pactola Dam to Calumet Road). Traffic is controlled by flaggers, and motorists can expect delays of up to 15 minutes on weekdays and some Saturdays. Work generally occurs during daylight hours.
- The contractor is monitoring for and repairing potholes as needed.
- Blotter operations are underway. Currently, the driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. By the end of July, blotter material will be fully installed throughout the construction area, creating a uniform driving surface.

- Additionally, oil is being applied to the blotter layer of the new road surface to help bind the material and create a smoother, more durable roadway. While the oil is fresh, the surface may feel slick, so drivers are encouraged to be cautious and allow additional stopping time, especially in wet conditions.
- The contractor is placing grass seed in areas adjacent to the newly constructed roadway.



Upcoming Construction:

Independence Day: Construction activities will not take place on Saturday, July 4, 2026.

Sturgis Rally: Construction activities will be paused starting on Wednesday, Aug. 5, 2026, and will resume on Tuesday, Aug. 18, 2026.

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.

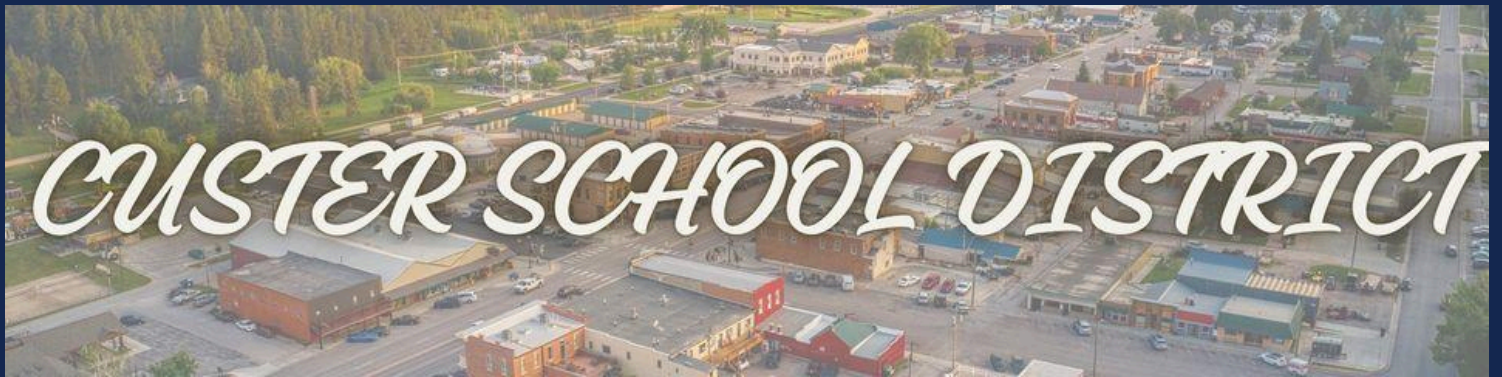
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**U.S. HIGHWAY 385
CONSTRUCTION**
PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



June Activities



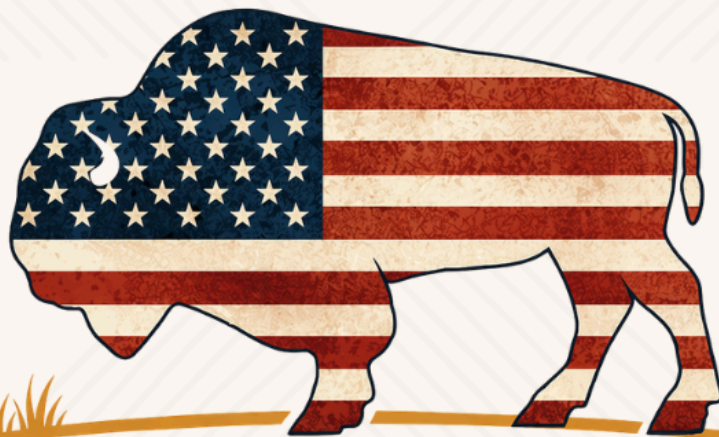
To educate every student
to his or her potential

Schools Out For SUMMER!!



“It isn’t normal to know what we want. It is a rare and difficult psychological achievement.”

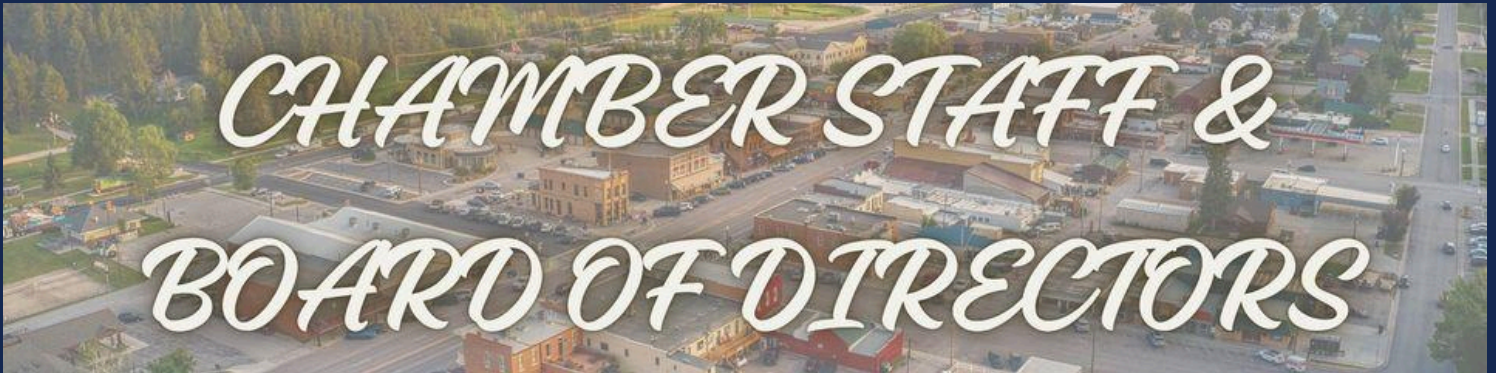
(Abraham Maslow)



PRAIRIE ★
POSITIVITY ★



Be sure to check out the Help Wanted section on our [Website](#):



CHAMBER STAFF

Dawn Murray
Executive Director
[**dmurray@custersd.com**](mailto:dmurray@custersd.com)

Fred Baumann
Information Associate
[**fbaumann@custersd.com**](mailto:fbaumann@custersd.com)

Lacey Curl
Office Assistant
[**assistant@custersd.com**](mailto:assistant@custersd.com)

Office Assistant
[**bytes@custersd.com**](mailto:bytes@custersd.com)

Joel Behlings
Information Associate

2026

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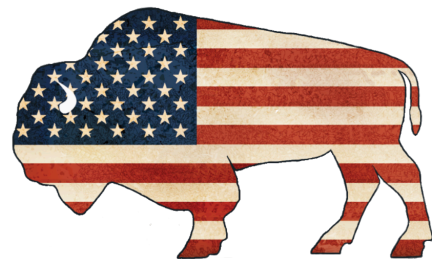
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Our Address:



CUSTER
Chamber of Commerce

615 Washington Street
Custer, SD 57730

Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com /custersd.com

Visit our Website

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Custer Area Chamber of Commerce | 615 Washington St. PO Box 5018 | Custer, SD 57730 US

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