



Buffalo Bytes



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

CUSTER CONNECTIONS

Spring is a season of rejuvenation, growth, and vibrant energy. After winter, most people are thrilled to be outdoors and thinking about warmer weather. It's a time for us all to come out of sleepy hibernation and explore our areas. Spring is also the perfect time for you to connect with your customers, boost employee morale, and inject fresh life into your operations.

Here are a few fun ideas to celebrate the spirit of spring:

Embrace the Sensory Delights of Spring

One of the first things people notice in spring is the change of the smells in the air. It's easy to create an inviting space by keeping this in mind. But smells aren't the only captivating part of this joyful season.

You might build on this by:

- **Bringing the Outdoors In:** Fill your workspace with the sights and scents of spring. Use fresh flowers, potted plants, or even nature-inspired artwork to create a refreshing atmosphere.
- **Using Seasonal Scents:** Use diffusers with light, floral, or citrusy essential oils to create an uplifting ambiance.
- **Playing Spring-Inspired Music:** Create a playlist of light, upbeat music.

Cultivate Growth and Renewal

Spring is an ideal time to start fresh. You might do this by decluttering, organizing, and/or refreshing your physical and digital spaces. Update your website, streamline your processes, and clear out any outdated materials.

Get your employees (or clients) excited about what's to come by offering workshops, training sessions, or team-building activities that encourage growth and learning.

Additionally, we're now almost through with Q1. It's time to reassess your business goals and set new targets for the coming months.

Connect with Your Community

Winter is often seen as a season of hunkering down and hibernation. Spring, on the other hand, is a time for gathering.

You can play this up in your business by:

- **Hosting a Spring Open House:** Invite customers to explore your business, enjoy refreshments, and learn about your latest offerings.
- **Partnering with Others:** Collaborate with other businesses or community groups to host a spring-themed event, fundraiser, or deals.
- **Support Local Farmers and Artisans:** Feature seasonal products from local vendors, showcasing the best of your community.

Introduce Something New

Spring is about rebirth and freshness. You might offer discounts, special packages, or limited-time products and services that reflect the season.

If weather allows, you could host outdoor events or activities, such as a sidewalk sale, a pop-up shop, or a picnic for your team.

Help customers break out of their "winter shell" by creating interactive displays that encourage customer engagement, such as a spring inspiration board, a photo booth with seasonal props, or the ability to "try before you buy."

You could also offer light, healthy snacks and beverages, such as fruit-infused water, salads, or smoothies. You needn't be a food business to try this. For instance, a boutique might make cucumber water available to guests.

Marketing Strategies for Spring Success

If you want to bring new life to your business, keep in mind that spring is the perfect time to:

- Emphasize the themes of renewal, growth, and positive energy in your marketing and messaging.
- Use social media, email marketing, and in-store interactions to connect with your customers and share the spirit of spring—fun, festive, and bright!
- Foster a sense of optimism and enthusiasm among your team members and your customers.

By embracing the growth and joyful themes of spring, you can create a vibrant and engaging experience for your customers and employees alike. Capitalize on the positive energy of the season and you're sure to grow throughout the year.

*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.*

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS



CHAMBER STAFF

Dawn Murray
Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

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Information Associate
phattervig@custersd.com

IMPORTANT ANNOUNCEMENT from Rockin' R Rides:

Peggy and Randy - have retired from the trail ride business! After 25 years of offering trail rides in the Black Hills, including 20 seasons at Heritage Village and 2 seasons at Willow Creek, it's time for a new chapter!

We are eternally grateful to the Custer Chamber (members since 2003!) for all the support and referrals over the years.

And a huge Thank You to all the other businesses who have faithfully referred riders to us. We appreciate the relationships/friendships forged over the past decades!

We will be staying in Custer and working on the next phase, including a couple of new businesses. For some history on Rockin R, you can check out our website www.rockingrtrailrides.com.

Happy Trails!

Adrianna Burgess
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Joel Behlings
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2025

Board Of Directors

Amy Bailey – President

Craig Reindl – Vice
President

Michelle Fischer –
Treasurer

Carrie Moore– Secretary

Amanda Allcock
Corey Virtue
Keely Mahony
Miranda Boggs
Ronni Calvird

Printable contribution Form

Julie Jenniges – City
Liaison

Mark Naugle – School
Liaison

Lydia Austin – CSP Liaison

Jessica Noteboom – BID
Board Liaison



2024 CHAMBER ANNUAL REPORT

[Click To View](#)

Follow Us on Facebook & Instagram



To have things added to Buffalo Bytes, please send to bytes@custersd.com. Items need to be received by Wednesdays at noon in order to be added to weekly Buffalo Bytes. Thank you!

MARK YOUR CALENDAR

March 20th

Dacotah Bank Mixer
35 S 6th Street
5-7PM

April 3rd

Ribbon Cutting
Pain & Movement Solutions
1369 Montgomery St, #103
5-7PM

April 7th

Ribbon Cutting
Petals and Pages
21 N 4th St
4:30PM

April 10th

Spring Fling
Laughing Water Restaurant
12151 Ave of the Chiefs

April 17th

Faith Lewis Realty Mixer
14 Mt Rushmore Rd
5-7PM

April 18th

**Ribbon Cutting
Custer Rendezvous
537 Mt Rushmore Rd
5-7 PM**

April 24th

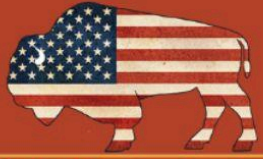
**Service Animals, the ADA, and Your Business
Pine Room at Library
447 Crook St
1 PM**

WEEKLY HUMOR

CHAMBER HAPPENINGS

Mixer Tonight!!

Bring a friend and come mix and Mingle while enjoying some great food!



CUSTER
Chamber of Commerce

Chamber Mixer

Hosted By:



March 20th from 5 p.m. - 7 p.m.

Held At Dacotah Bank

35 S 6th St, Custer, SD 57730

**MIXERS ARE A GREAT WAY TO MEET, MIX, AND MINGLE
PLEASE BRING A FRIEND AND ENJOY SOME REFRESHMENTS**

Ribbon Cutting

CUSTER
Chamber of Commerce

Rescheduled

PAIN AND
MOVEMENT
SOLUTIONS

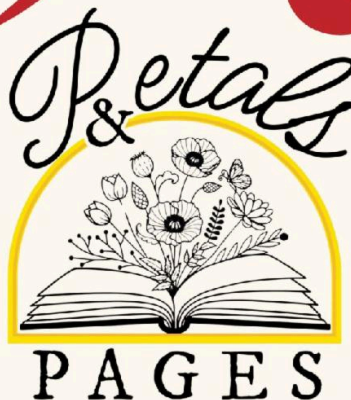


WHEN: APRIL 3, 2025

**WHERE: 1369 MONTGOMERY ST
CUSTER SD
TIME: 5 PM**



Ribbon Cutting



A FLOWER SHOP WITH A LITERARY TWIST

WHEN: APRIL 7TH
WHERE: 21 N 4TH ST, CUSTER
TIME: 4:30 PM



2025 Chamber's Annual Spring Fling



Thursday, April 10
at Laughing Water Restaurant



5:00pm Social Hour
6:00pm Heavy Hors D'oevres
\$35 per person

Please RSVP to Dawn by April 3rd
dmurray@custersd.com or 673-2244

Spring Fling

Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support. Your sponsorship will be announced during the banquet and printed on all published materials.



Gold Sponsor~ \$300
includes 3 free meals

Silver Sponsor~ \$200
includes 2 free meals

Bronze Sponsor~ \$100
includes 1 free meal

**If you are interested in being a sponsor,
contact Dawn at dmurray@custersd.com or 673-2244**

Ribbon Cutting

CUSTER'S RENDEZVOUS



WHEN: APRIL 18TH, 2025
WHERE: 537 MT RUSHMORE RD,
CUSTER
TIME: 5 PM

Workplace Disability Network
of the Black Hills
&
Custer Chamber of
Commerce
Presents

Service Animals, the ADA, and Your Business

Understanding Service
Animals in Businesses
and Other Public Spaces

Join us for an informative
training session covering
essential topics related to
service animals under the
Americans with Disabilities Act
(ADA) and what businesses
need to know to ensure
compliance and inclusivity.

Date: April 24, 2025
Time: 1:00 pm
Location: Pine Room,
Custer Library
447 Crook St #4, Custer,

Who Should Attend?
Business owners, professionals,
customer service staff,
managers, and
anyone interested in learning
how to support individuals
with service animals.



4TH OF JULY QUILT RAFFLE TICKETS



PROFITS WILL GO TO
4TH OF JULY FIREWORK FUND

DRAWING WILL BE HELD AT THE
2025 SPRING FLING

TICKETS AVAILABLE FOR PURCHASE AT THE
CHAMBER OFFICE



[Purchase Tickets Here](#)

Get registered today!

Join us for the 7th Annual Custer Off-Road Rally June 13-15, 2025.

We have some exciting events, such as the Mayor's Ride, Presidents Ride, Selfie Poker Run, Happy Hour, Live Entertainment, and more.

There is sure to be something for everyone!



[Register Here](https://www.custersd.com/events/custer-off-road-rally)



WELCOME
NEW
MEMBERS!



Game On Arcade
Custer Lawyer, PLLC

South Dakota Parks & Wildlife Foundation
Black Hills Preservation Project
My XO Adventures
Local Black Hills
555 Pro Books
A & B Business Solutions
CJR Painting
Dave's Rock Shop
St John the Baptist Catholic Church
Black Hills Glass Restoration
Sleep Better South Dakota LLC
Our Quilty Things
Gideons International- Southern Hills Camp
Pain & Movement Solutions
ZenBusiness
Sweet Clover and Sage Salon

MEMBERSHIP SPOTLIGHT

#MembershipMonday#

This week's membership spotlight is all about **My XO Adventures**. Here are some words about my xo adventures from the staff there.

"In March 2020, while leading a tour group in Cuba, Daniel faced a new challenge—the onset of a global pandemic. Forced to pivot, he returned to the U.S. and began brainstorming ways to keep his travel business alive. Stripping his life down to the essentials, Daniel transformed his van into a mobile home and hit the road, embarking on an epic journey across 38 states.

This bold move led him to the Black Hills of South Dakota, where he fell in love with the region's breathtaking landscapes, rich history, and cultural significance. Inspired by the area's beauty and potential, Daniel decided to make the Black Hills his new home and the foundation of My XO Adventures' operations.

Daniel believes in the power of travel to inspire, connect, and heal. His experiences taught him that obstacles are opportunities for growth and that dreams are worth pursuing, no matter the odds. From supporting local businesses during the pandemic to immersing himself in Indigenous cultures in Ecuador, Daniel's journey reflects his dedication to making a positive impact.

Today, My XO Adventures is proud to offer exceptional tours in the Black Hills and Badlands region, blending education, adventure, and respect for nature and culture. The company remains committed to sustainability, inclusivity, and creating unforgettable moments for every guest.

Whether you're seeking the legends of the Wild West, the stunning beauty of South Dakota's landscapes, or a deeper connection with nature, My XO Adventures welcomes you to join the journey.

For more information, email us at info@myxoadventures.com or explore our tours."

AREA EVENTS

MIDWEST CAMPERS & RECREATION – Rapid City, SD

COMPLETE DISPERSAL – ABSOLUTE ONLINE AUCTION

2 BIG DAYS - WEDNESDAY MARCH 19 & WEDNESDAY APRIL 16, 2025

Located at 3045 Pool Drive, Rapid City, SD, across from the Windmill Pilot Travel Center at I-90 & Deadwood Ave.

First Auction Public Showings: Friday March 14 and Wednesday March 19 (Auction closing day) from 9:00 am to 1:00 pm each day. (Please inspect on showing dates only!)

Settlement-Pickup Day: Friday March 21 from 9:30 am to 4:00 pm – Addn. pickup date Saturday March 22 from 10:00 am to 1:00 pm (if settlement has been made).

Featuring: '22 Kubota R540 Articulating Wheel Loader, with lg. material bucket and "Steve's Hitch" hydraulic trailer moving quick tach., 400+- hours, A-1; '22 Regal LX4 24' Bow Rider Runabout, w/Yamaha 250 outboard, bow thruster, power folding wake tower, restroom, custom cover, like new condition!

Selling a HUGE inventory of quality Recreational Vehicle – Camper – Trailer Parts and accessories including plumbing, electrical, electronics, leveling, jacks, towing, lighting, housewares, rooftop air conditioners, SEVERAL HUNDRED OF LOTS, ALL NEW INVENTORY!

ALSO: Toyota Diesel Forklift, Van storage trailers, ConEx storage container, Quick'tach Hydraulic Sweeper; quality slot-wall and gondola shelving, office items, LARGE asst. of quality tools, power tools and shop items, new wheel balancer, large mechanics tool chests, heavy duty shop shelving, new tires, LARGE inventory of new trailer skinning materials, siding, windows, doors, roofing, etc.

Several used Campers, trailers, boats: Rockwood Premier travel trailer, Volvo totter home, several RV's of all types, 4 New Hoosier pontoon boat trailers, 5 runabout boats,

Auctioneers Note: As the property has sold, Midwest Campers & Recreation will liquidate its ENTIRE new and used inventory, as well as vehicles, tools, and equipment used in the business. If you own an RV or trailer (s), do not miss this opportunity to purchase quality items, in large and small lots, where YOU set the price. . . All selling WITHOUT MINIMUM OR RESERVE BID! This is a LARGE Auction utilizing online bidding only. See photos, descriptions, info and BIDDING at www.bradeenauction.com. Call ahead for assistance if you are unable to bid online. Thank you for making Bradeen Auctions YOUR Auctioneers for over 100 years!

Terms: Cash, Credit Card +3%, Bankable Check or Wire Transfer. 10% Buyer's Premium. Selling as-is without warranty of any kind. Descriptions believed accurate but are not guaranteed.

See complete details & photos on www.bradeenauction.com



CUSTER SENIOR CENTER

Soup & Pie Fundraising Event

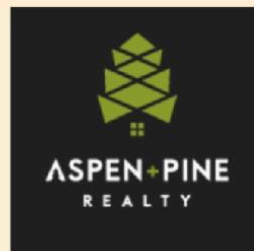
Thursday, March 20th, 2025
11:00 AM - 1:00 PM

Soup Choices: Chili, Zuppa Toscana
Soup, Calico Bean Soup



**Join us for a delicious bowl of
soup, freshly baked bread, and a
slice of pie, all for just \$10!**

**Thank you to our
March Sponsor!!**





March 2025 - EVENTS



Saturday, March 1st - Breakfast 9:15 am

Laughing Waters Restaurant @ Crazy Horse Memorial

RSVP via email by Friday, 2.28.25

Saturday, March 1st - Custer Trade Show Booth

Custer Armory — 9 am - 3 pm

Thursday, March 20th - Meeting 6:00 pm


Custer County Courthouse Annex — Pine Room

Saturday, April 5th - Breakfast 9:15 am

Laughing Waters Restaurant @ Crazy Horse Memorial

RSVP via email by Friday, 4.04.25

Email: ccsddp21info@gmail.com

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



Tractors-Horseless Carriage-Tools-Furniture-Appliances

Sedlesky & Guests

ONLINE BIDDING OPENS - Friday - March 21st, 2025 –

Closing Tuesday - March 25th, 2025, 4:00PM MST

3 Locations: 1) 25216 US Hwy 385, Custer, SD.

2) 120 Centennial Dr., off Hwy 385, Custer, SD.

3) Sunshine Storage – 25176 US Hwy 385, Custer, SD. Units 104 & 107

Featuring: 1800 Replica Horseless Carriage; Farmall B Tractor; Farmall M Tractor; Farmall A Tractor; Farmall Cub Tractor; Allis-Chalmers R, B, G & WD Tractors; Ford 9N Tractor; 1938 John Deere L Tractor; Flatbed trailer; Ferguson 3pt. Dirt Mover; Fagor kegerators; Kenmore kitchen appliances; Vintage pulleys; Wood chairs; gutters; drains; cove heaters; Dewalt tools; saddles; coolers; patio clock; camping gear; ice fishing poles; Craftsman tool box; work bench; furniture; air-compressors; Char-broil grill; lamps; chandeliers; gantry hoist and much more.

TERMS & CONDITIONS: ONLINE ONLY AUCTION. 10% Buyer's Premium. Complete detailed, Photos, Descriptions, terms & registration at www.bradeenauction.com.

Property inspection: Properties will be available for inspection on March 21st, 2025, at locations listed above from 11AM - 2PM MST.

Property Settlement & Pickup: All items must be settled for at Bradeen Auctions Office ~ 9 W. Mt. Rushmore Rd., Custer and then picked up at property addresses, list provided at office, on March 25th, 2025, from 10AM to 3PM MST. No Exceptions.

Shipping Available Determined by Lot.

See complete details & photos on www.bradeenauction.com

OWNER:
Ed Sedlesky
& Guests





March Open Sew – March 21 & 22, 2025

Register for one day or both

10AM – 4PM

\$15 per day

Rag Quilt Class – March 31, 2025

9AM – 3PM

\$30

Chenille Hot Pad Class – April 14, 2025

9AM – 3PM

\$30

April Open Sew – April 25 & 26, 2025

Register for one day or both

10AM – 4PM

\$15 per day

**Please register by the
Monday prior to class by
contacting**

Jody Tomac 307.746.8550

OurQuiltyThings@gmail.com

OurQuiltyThings on FaceBook



SOUTHERN HILLS

FREE Nonprofit Workshop

Building Sustainable Income



March 21, 2025



11:00 AM - 2:00 PM



Custer County Library

Designed for staff at all levels!

This workshop will empower you to take control of your organization's financial future with a diversified fundraising strategy.

We will discuss pathways to income including:

Events
Appeals
Grants
Donors



Register today: → www.innovnp.com/npc-blackhills

**CUSTER ELEMENTARY
JUNIOR KINDERGARTEN and KINDERGARTEN ROUNDUP
AND
REGISTRATION**



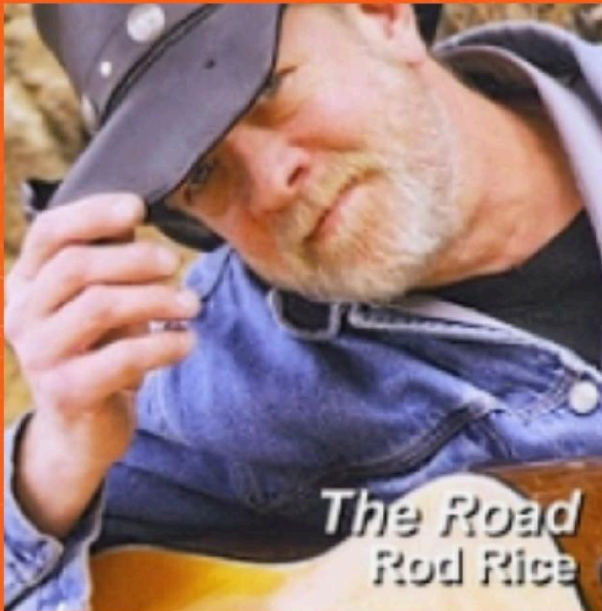
**March 24th and 25th
At Custer Elementary School for
Children turning 5 on or before September 1st
Call 673-4483 for an appointment.**



LIVE MUSIC



JOIN US AFTER THE
CENTER'S POTLUCK FOR
SOME WONDERFUL
ENTERTAINMENT BY ROD
RICE.



PERFORMANCE BY

ROD RICE

25 MARCH 2025 AT 1PM

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

OPEN TO THE PUBLIC

ORDER YOUR TICKET AT WWW.REALLYGREATSITE.COM

Medicare Questions and Answers with

**Steve from
Custer State Farm**

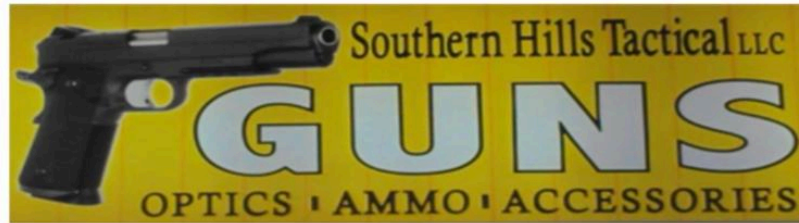


**Tuesday, March 25th
5:30pm-7:00pm
609 Mt. Rushmore Road, Custer**

**Join us for an informational session about
Medicare and Medicare Supplement Insurance.
Steve is an expert in both and will clear up any
questions you have about either.**

**605-673-4141
steve@protectcuster.com**





South Dakota Enhanced Conceal Carry Class

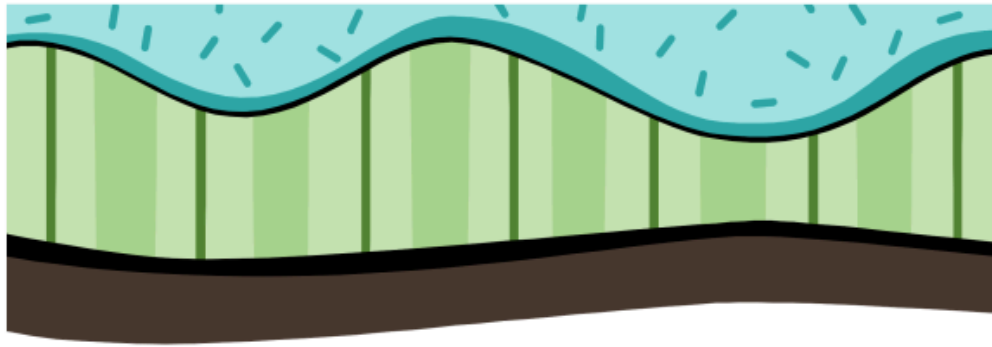
This is a One day Class

Saturday March 29th 2025 9:00am to 4:30pm

The Enhanced Permit allows you carry in 38 states including MN, NE, WI, NV, NH, WA, and SC

Class size is limited so register early.

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



Custer Piecemakers Quilt Guild
Seeking vendors and sponsors

For our annual Quilt Show
July 18-20, 2025!!

Sponsor application due by April 1st, 2025
to be included on advertising posters.

Vendor applications due by April 10th, 2025.
Both applications can be found on our website,
custerpiecemakersquiltguild.com
or by emailing CusterQuilters@gmail.com



**MUFFINS
&
MUFFLERS**

Prizes
Available

A SENIOR PROJECT
BY TAYCEN BARNES



SATURDAY, APRIL 5TH

DAY- OF REGISTRATION
\$30 PER VEHICLE
11AM



SHOW AT 11:30 AM
351 WASHINGTON ST

Attention all classic car and muffin enthusiasts! Join me
for a delightful midday snack as we enjoy our prized
vehicles together. Choose from Monkey Bread, Apple
Cinnamon, Blueberry, and Banana Nut Muffins!

Proceeds supporting: Friends of Custer County Search & Rescue

EASTER EGG HUNT

AGE DIVISIONS:

3 AND UNDER | 4 - 7 YEARS OLD | 8 - 10 YEARS OLD

Happy

SATURDAY, APRIL 19TH

Easter

10:00 AM - SHARP!

HERMOSA BASEBALL FIELDS

FREE ADMISSION - BRING YOUR BASKET!



Black Hills
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative



SMALL PIECES ART SHOW

2025

May 14th - June 4th

"To see in color is a delight for the eye, to see in black and white is a delight for the soul."
..... *Anders Gaultswell*

10TH ANNUAL • YOUTH, TEEN AND ADULT CATEGORIES
ENTRY DETAILS ON AE FACEBOOK PAGE
OR AT THE GALLERY • VOTE FOR PEOPLE'S CHOICE •
CLOSING RECEPTION WEDNESDAY, JUNE 4TH

HOSTED BY ART EXPRESSIONS GALLERY
17 NORTH 5TH ST CUSTER SD 605•673•3167
LOCAL CONTACT: JIM TILLER • JTILLER@HOTMAIL.COM



Call for Artists

Art Expressions Gallery in Custer, South Dakota is asking for your work to be displayed in our 10th annual

Small Pieces Art Show

"To see in color is delight for the eye, to see in black and white is a delight for the soul" ... Andri Caldwell

May 14th – June 4th, 2024

- **Your entry DOES NOT have to reflect our theme.** The Theme Award, for the best interpretation of our theme, is only one of many awards given.
- We will accept work in any medium. The piece must be the artist's original work presented in its original medium. Prints are acceptable only from original work in a digital or film medium.
- Although it may be smaller, **the piece must fit in an 8x8x8 inch wall space. All pieces hang on the wall**, so a hanger that will support your art piece is required.
- Adult and two Youth divisions. Teen: age 13 through 17. Junior: age 12 and younger.
- \$20 Entry Fee for Adult, \$15 Teen, \$5 for Juniors, to be paid at the time the artwork is submitted.
- No jury selection.
- Art Expressions Gallery reserves the right to refuse any submission that is inappropriate.
- Art Expressions Gallery is not responsible for loss of or damage to the artwork displayed.
- No show submission may be removed until the end of the show.
- If you choose, we will list your item for sale. Art Expressions receives a 40% commission if we sell your piece while it is part of our show.

Timeline

Although we will accept pieces for display throughout the run of the show, judges will name the pieces receiving ribbons and other prizes before the show opens on May 14th. People's Choice will be named on June 4th during the closing reception. Bring your entries to the gallery or mail them to arrive in the week before the show opens. To make other arrangements, contact the gallery.

- **May 4th – 10th – Bring your work to the gallery.**
- **May 13th -- Judges select pieces receiving ribbons and other awards.**
- **May 14th – Small Pieces Show Opens.**
- **June 4th – Small Pieces Show Closing Reception at Art Expression Galley, 4:30-6 P.M.** Please make every effort to attend. We will take your picture with your work. Awards will be officially presented, and pictures will be taken about 5:30 PM. You may take your piece(s) with you at 6 PM.
- **June 4th – June 11st -- Art can be picked up at the gallery during normal business hours.**

JUNE 14, 2025



Bike it like you mean it!

George S. Mickelson Trail

109 Miles • 1 Day

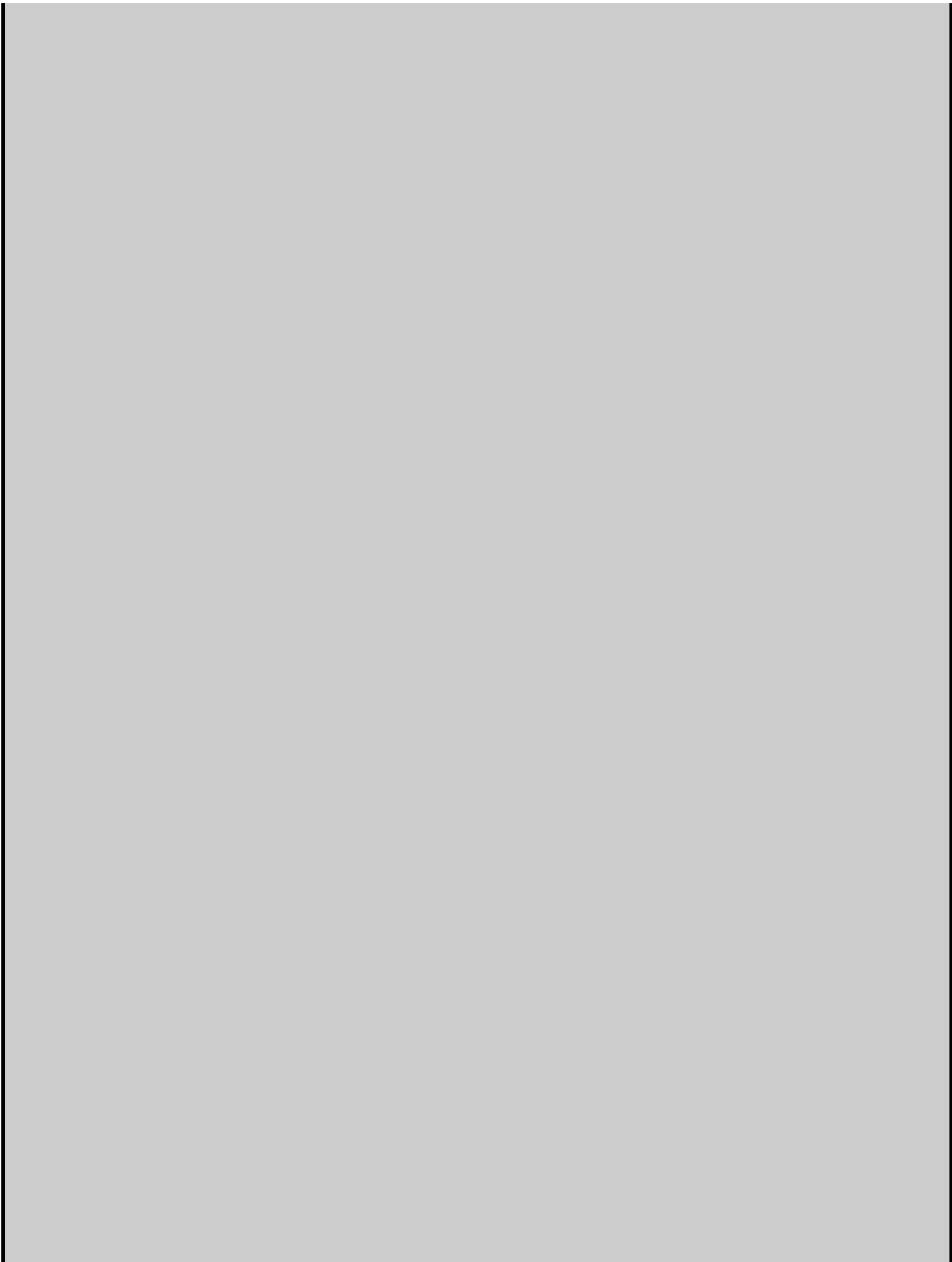
1/2 Century Ride: 49 miles

Registration is Open!

MickelsonTrailAffiliates.com

**This event wouldn't be possible without
our volunteers & sponsors! If your
business or organization is interested in
supporting The Big Mick, we'd
love to hear from you!**

MickelsonTrailAffiliates@gmail.com





MICKELSON TRAIL TREK

3 Days | 109 Miles | Food | Music

Black Hills, South Dakota → 2025

JUNE 20 - 22, 2025

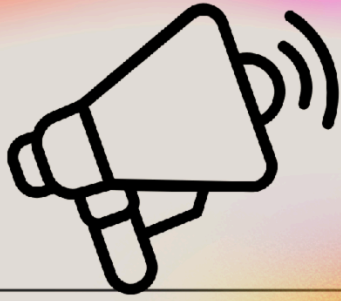
- The Mickelson Summer Trek is an annual three-day bicycle ride covering the trail of South Dakota's George S. Mickelson Trail.
- Riders can enjoy the beauty of the heart of the Black Hills, travel through the scenic valleys, old railroad tunnels, and historic mining towns.
- The registration fee includes daily trail passes, shuttle service, six snacks, two meals, and two meal vouchers for Hill City or Custer and Deadwood.



For More Information:
call (605) 584 - 3896
email mickelsontrail@state.sd.us
visit mickelsontrail.com



ANNOUNCEMENTS



Calling all
artists!



Fine Art Festival 2025

6th and Washington
St in Custer, Sd

14-15 June 2025

Event is Juried and awards will be given



For more information

deepcreekart@yahoo.com

312-505-4592

A photograph of three women in a gym setting, performing a side-body stretch. They are all leaning to their right with their left arms extended upwards. The woman on the left is wearing a blue t-shirt and black leggings. The woman in the middle is wearing a black tank top and purple leggings. The woman on the right is wearing a blue t-shirt and black leggings. In the background, there are exercise balls and gym equipment.

FIND YOUR STRENGTH FIND YOUR Y

At the Y, our supportive community will inspire you to find your inner strength so you can expand your health in spirit, mind and body.

CUSTER YMCA
605-673-5134
[RCYMCA.ORG/MEMBERSHIP](https://rcymca.org/membership)



JOIN TODAY! >>

For a better us.®

The Cruisin' Canvas

STUDIO Class Schedule

MARCH & APRIL 2025

(Minimum of 6 students per class preferred)

Ladies Night

Tuesday evenings, 6:00-8:00 PM

March 4th, 11th, 18th & 25th

April 1st, 8th, 15th, 22nd & 29th

ART with Seniors

Wednesday Afternoons, 1:00-3:00 PM

March 12th & 26th

April 2nd, 23rd & 30th

Kids Klub (Age 10+)

Friday Afternoons, 1:00-3:00 PM

March 7th, 14th, 21st & 28th

April 4th, 11th & 25th

Please call ahead or email to reserve your seat!

Tami@thecruisincanvas.com OR Call (970)481-8183



**CUSTER BLUEGRASS JAM HAPPENING AT THE
CUSTER WOLF ON MONDAYS
2:00-4:00 P.M.**



MUSIC

Relax

Enjoy



Wednesday-Sunday
7:30am-7:30pm

Guest Favorites

Crustless Quiche

Steak Bowl

The Melt Burger

14oz Ribeye



www.MoccasinSprings.com



We love to you see!

JQ CLOTHING CO.
EST. 2013

224 Main Street | Hill City, SD
701.742.5638
www.jqclothingco.com

MONDAY-SATURDAY 10AM-6PM
SUNDAY 12PM-4PM

40% off Clothing



GOOD KARMA JEWELRY
Custer, SD

LUCKY YOU

ST. PATRICK'S DAY SALE

25% OFF
ONLINE JEWELRY
3/4 - 3/17

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD



STORE *hours*

MONDAY - SUNDAY

10AM - 5PM

LOCATED AT

507 MT RUSHMORE RD
CUSTER, SD
605-673-3047

Now welcoming new clients

**Your customers are online—are you?
Social media isn't just a trend; it's your ticket to:**

- Building trust with your audience
- Attracting new customers without breaking the bank
- Showcasing your unique story and products
- Driving traffic to your website

In today's world, if you're not on social media, you're invisible to countless potential customers! Let's grow your brand, connect with your community, and drive sales—all with the power of strategic social media content.



**MAYBE YOU NEED
SOCIAL MEDIA
MANAGER**



GREEN OWL
MEDIA & PHOTOGRAPHY

605.440.2400
GreenOwlMedia.com

Serving the Black Hills
Digital Marketing / Commercial Photography

A quick hello from Southern Hills Publishing!

In December, our website saw more than 258,000 hits! Yes, that is correct! And that is a huge amount of traffic! We offer many advertising opportunities for our website; contact me to discuss!

It's time for our annual Progress Edition of the Chronicle and Prevailer! This reports on all the good news from our communities: new businesses, growth to existing businesses, infrastructure and community upgrades, a tourism outlook and much more! This edition is the biggest and best-read issue of the Chronicle and Prevailer all year, so it's one you don't want to miss. (insert promo sheet)
It's also time for the 2025 Black Hills Adventure Guide! With 35,000 copies distributed Memorial Day weekend and throughout the summer, as well as online, this is your summer tourism magazine! Our

Certified Folder rep said these fly off the shelves at the SD Department of Tourism Welcome Centers in Spearfish and Chamberlain. Another don't miss opportunity! (insert promo sheet)

Contact Kate at 605-440-1248 or chroniclewriter2@gmail.com to discuss how you can get the most bang for your buck with your Southern Hills Publishing marketing plan!

Progress Edition

You will want to be included in the largest and most informative issue of the year where we spotlight all the good things that are happening in our area.

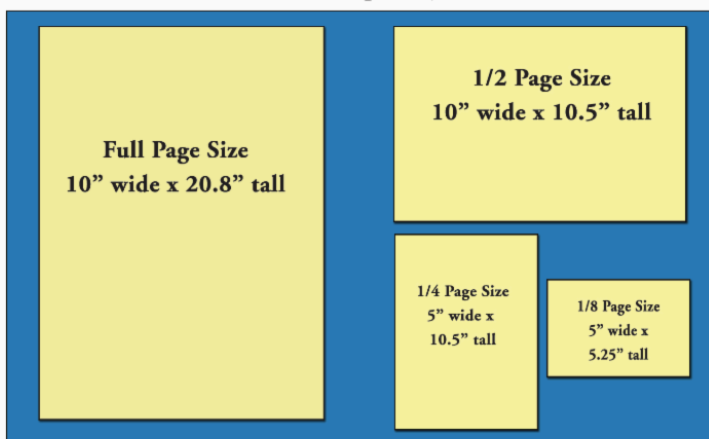
Custer County Chronicle

HILL CITY
Prevailer♥News

Progress 2025

Coming Wednesday, April 16

This is your opportunity to tell everyone about your business!
Deadline is April 4, 2025



**Full color
included
in all ad
prices!**

This is one of our most well read editions and a great opportunity to advertise your business!

Progress Advertising Rates

<u>Full Page</u>	<u>1/2 Page</u>	<u>1/4 Page</u>	<u>1/8 Page</u>
Chronicle \$1,000	Chronicle \$575	Chronicle \$300	Chronicle \$150
Prevailer \$900	Prevailer \$500	Prevailer \$250	Prevailer \$125
Combo \$1,550 (Save \$350)	Combo \$950 (Save \$125)	Combo \$475 (Save \$75)	Combo \$240 (Save \$35)

We'll be happy to compose your ad for you AT NO EXTRA CHARGE. All camera ready ads should be emailed to custerads@gwtc.net in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

**For space reservations call: Kate Najacht at 605-440-1248
or email Kate Najacht at chroniclewriter2@gmail.com**

Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730

What do our visitors want?

Studies have shown they want: **1) An "Experience" & 2) History.**
You provide the first. We'll provide the second!



2025 Black Hills Adventure Guide

**Featuring the best of the Black Hills:
 History • Stories • Photos • You!**

Let's give our visitors what they really want: Fun, adventure, stories, history, beautiful photos, a behind-the-scenes look at the Hills and a one-of-a-kind experience. Off the beaten path, no endless lists of businesses. Can't-miss events, activities and opportunities to create memories for a lifetime. This is your Black Hills Adventure Guide!

**Our website receives
 Up to 250k
 visits per month!**

**35,000
 Printed Copies!
 PLUS on
 myblackhillscountry.com**

Full Page Size
7.708" wide x 10.139" tall
With bleed (8.875" wide x 11.305" tall)

1/2 Page Size
7.708" wide x 5" tall

1/4 Page Size
3.75" wide x 5" tall

1/8 Page Size
3.75" wide x 2.5" tall

Advertising Rates Full-Color

Full page ad	\$1,950
Half page ad	\$1,000
Quarter page ad	\$675
One eighth page ad	\$450

Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.

DEADLINE: May 2, 2025

We'll be happy to compose your ad for you **AT NO EXTRA CHARGE**. All camera ready ads should be emailed to custerads@gwtc.net in the appropriate size at 300 dpi as JPG or PDF files.

To ensure your space, call Kate Najacht at 605-440-1248

or mail: chroniclewriter2@gmail.com

Southern Hills Publishing Inc. • PO Box 551

522 Mt. Rushmore Rd. • Custer, SD 57730

The logo consists of the letters 'FICAF' in a white, sans-serif font, centered within a white rectangular border. This border is set against a dark blue background that features a wavy, abstract shape in a lighter blue color on the right side.

FICAF

First Interstate Custer Area Fund
648 Mt Rushmore Rd
605-673-2215
Curtis.Tyler@fib.com

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 organizations in the Custer area thru March 31. Recipients will be selected and grants funded during the Month of April, 2025.

Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$304,784.00 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730. Completed applications can also be emailed to donna.cullum@fib.com.

Grant application forms are available from any local board member, please call Jenny Behlings 673-5436, Curtis Tyler 673-2215, Donna Cullum 673-2215, Nathan Wiederholt 673-2716, Misty Fish 673-4848 or Jen Hartshorn 605-255-5373
The deadline for completed applications for the annual disbursement of funds will be March 29, 2025.
Funds will be disbursed during the month of April, 2025.

Feel like you're the **only** business not relocating this Spring?

*Well, don't feel left out, here are some commercial
opportunities for you to grow your business!*



Custer

1.5 acres just off of Hwy 16 close to
golf course. Level lot, utilities close and
high traffic area!
MLS 81403 \$230,000



1100 sf on 6th Street-just one block of
central business district in Custer!
Remodeled. Can be retail or office!
MLS 82092 \$325,000

Hill City

Remodeled Log Office/Retail Building in
Hill City. 1426 sf
Super-Duper high traffic area!
451 E Main St, Hill City
MLS 82641 \$399,000



1 acre at Three Forks area in Hill City
Level lot and high traffic area! Ideal for
short term rental, office, winery, strip
center & more.
MLS 80978 \$219,000



Aspen+Pine Realty
Andrea Ronning, Owner/Broker
605-517-1130
andrea@aspenandpinerealty.com





Black Hills Playhouse Brings the Luck of the Irish with Exclusive Pass Sale

For Immediate Release

SOUTH DAKOTA – Get ready to embrace the luck of the Irish! The **Black Hills Playhouse** is celebrating the season with a **special limited-time offer**—the **Luck of the Irish Pass Sale**, available **March 1–17**. This is your chance to experience an unforgettable night of live theatre at a discounted rate—but act fast before this deal disappears.

What's Included for Just \$72.00 (+\$8.00 processing fee)?

- Two tickets to any upcoming **Black Hills Playhouse** performance
 - One large box of their famous popcorn
 - A total savings of \$18.00

Now, the only question is—which **incredible show** will you choose?

Season 79: "The Impossible Must Be Possible"

This season's lineup features four captivating productions that will transport audiences into worlds of mystery, music, and theatrical magic:

- **Agatha Christie's Murder on the Orient Express** – A thrilling whodunit filled with intrigue
 - **Legally Blonde: The Musical** – A high-energy, feel-good Broadway hit
 - **Waitress: The Musical** – A heartfelt story with show-stopping songs
- **The Book of Will** – A love letter to Shakespeare and the power of storytelling

Don't Miss Out

This **exclusive offer** is only available until **March 17**, so don't wait—**secure your Luck of the Irish Pass today** and get ready for an unforgettable theatre experience.

Purchase your pass now: <https://www.blackhillspayhouse.com/passes>

FOR MORE INFORMATION:

Kassi Blue-Scates

Community/Development Associate

kassi@blackhillspayhouse.com

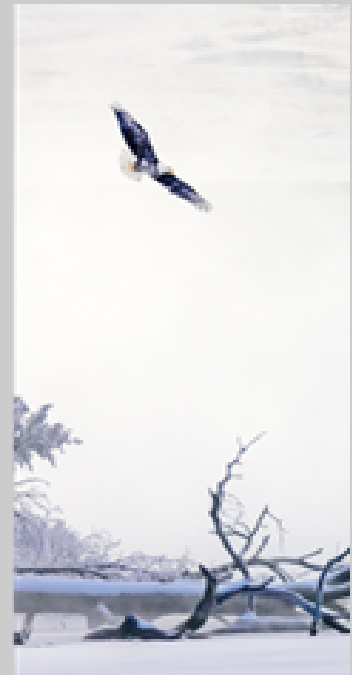
Custer State Park Announces Trail Upgrades and Temporary Closures

Pierre, S.D.— The South Dakota Game, Fish and Parks today announced the start of a significant trail upgrade project aimed at enhancing the visitor experience and preserving the natural beauty of Custer State Park.

To facilitate these improvements, *portions of the Sylvan Lake Shoreline Trail will be temporarily closed, while the entire Sunday Gulch Trail will be closed starting September 9, 2024, and continue into the spring of 2025.*

For more information about the trail upgrades or the Sylvan Lake Master Plan, please visit custerstatepark.com or contact Lydia Austin at Lydia.Austin@state.sd.us

NEWS FROM THE STATE



FEBRUARY 2025
SDVISIT.COM

Hello, Tourism Partners!

Greetings from Los Angeles!

As I write this quick message, Calvin Bloemendaal, our Research Manager, and I just finished the two-day Los Angeles Travel & Adventure Show at the LA Convention Center. It was an INCREDIBLE showing for The Mount Rushmore State!

The LA show had record-breaking attendance, and our booth was swamped with Southern Californians looking for adventure in our beautiful, inspiring, creative and unique state. We had dozens and dozens of folks who told us our state is definitely on their vacation bucket list. We also had SO MANY attendees stop and tell us that of all the trips they have taken in the USA, South Dakota was their very favorite.

The excitement, genuineness, and sparkle in the eyes of those who shared their South Dakota vacation memories with us was nothing short of inspiring. I will be staying in Los Angeles for a few more days this week as I visit with members of the travel media as well as meet with a potential marketing partner whose event could very well put South Dakota in the spotlight in a big way in 2026. Stay tuned!

Be sure and check out all kinds of great updates in the newsletter below. You'll read about Cole's recent Brand USA mission to India, Calley's work at the American Bus Association Marketplace in Philadelphia, and a deadline for completing our *Destination Development Program* survey (February 28). If you have questions about any of these items, please don't hesitate to reach out.

The 2025 legislative session is halfway over, and we want to take a moment to thank the Tourism Coalition of South Dakota (TCSD) for their outstanding work in keeping tabs on bills that affect the tourism industry in our state. As I shared at last month's tourism conference, we are so fortunate to have a newly revamped, dynamic, and strong advocacy arm for tourism in South Dakota that is working hard to make sure our industry's voice is heard in the halls of our state capitol. If you are not yet a member of the TCSD, please consider joining today. You can learn more about the Tourism Coalition [here](#).

In closing, I want to share a very warm email message we received from two recent visitors to our state. It sums up so perfectly just how very special our state and its citizens are. The recent visitors wrote:

"We came to America over 50 years ago, and this trip to South Dakota felt like discovering its beauty all over again. The landscapes were incredible, but it was the warmth of the people that truly touched us. Even when we got stuck in the snow, two amazing drivers stopped to help us without hesitation. We were so grateful and moved ❤️. Thank you @travelsouthdakota for an experience we'll cherish forever!"

It doesn't get much better than that!

THANK YOU, friends, for being such kind people and for taking such great care of every guest who crosses the borders of our state. Keep up the great work! We are proud of you.

All our best,

Jim and Team

PRESS RELEASE



Project Update

Friday, March 7, 2025

Current Construction:

- Phase 2 construction operations currently involve off-road grading, tree clearing, and logging operations. The contractor is using a pilot car and flaggers as needed from 7 a.m. to 6 p.m. (MT) on weekdays and some Saturdays.
- Rock blasting is anticipated to take place on U.S. Highway 385 one-half mile north of Sheridan Lake Road during the week of March 17, 2025. Blasting times are yet to be determined. Users of Highway 385 can expect temporary road closures causing up to one hour of delay during rock blasting and subsequent

rockfall cleanup. The public is advised to stay away from the drilling and blasting area during this time. To avoid unknown wait times, please consider using an alternative route.

Upcoming Construction:

- Phase 1 (Pactola Dam to the Pennington-Lawrence County Line) permanent surfacing takes place this summer and will be completed by the end of July 2025. Currently, there are approximately two miles of gravel and three miles of hard surface between Pactola Dam and the Pennington-Lawrence County Line. During this time period, roadway users can expect the use of flaggers and pilot cars with delays up to 15 minutes.
- Closure C (Sheridan Lake Road to Be Still Road) takes effect on Monday, April 28, 2025, and ends Friday, June 13, 2025. During this time period, the closed roadway will not be open to through traffic. Outside of the closure, but within the construction area, travelers can expect pilot cars and wait times, the use of large construction equipment, narrowed driving lanes, and loose gravel surfacing.
- Closure D (Be Still Road to Calumet Road) begins on Tuesday, Aug. 12, 2025, and ends on Friday, Oct. 17, 2025. Closure E (Pactola Dam to Taylor Ranch Road) begins on Monday, Oct. 20, 2025, and ends on Friday, March 6, 2026.

PHASE 2 CONSTRUCTION

Spring 2025 - Fall 2026

WHAT TO EXPECT DURING CONSTRUCTION:



Pilot car lines and wait times



Rock blasting



Loose gravel road surface



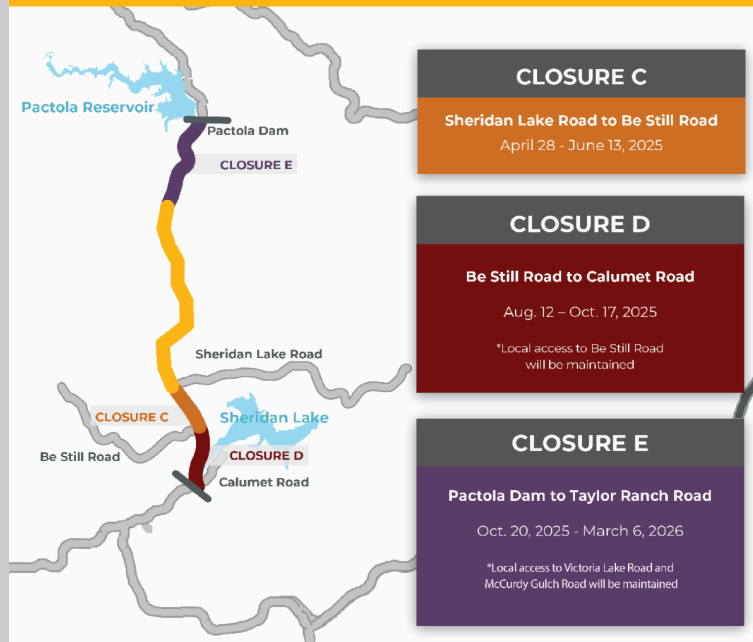
Narrowed driving lanes



Large construction equipment



Temporary road closures



[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.



U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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




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.



Custer Senior Center

March Activities



March Newsletter

WEEKLY INSPIRATION

HELP WANTED



CUSTER BEACON **IS HIRING** FOR SUMMER SEASON

- ✓ **Marketing Manager**
- ✓ **Bartenders**
- ✓ **Servers**
- ✓ **Kitchen Team**
- ✓ **Dish Washers**

APPLY IN PERSON
351 WASHINGTON ST.



We're Hiring!



**JOIN US FOR THE 2025 SEASON
SEASONAL POSITIONS AVAILABLE**

**Gift Shop
Bus to Base Tour/Driver Guide
Laughing Water Restaurant
Snack Shop**

Apply Online at:

<https://korczaksheritage.khonline.biz/open-positions?show-leaving-site-message=true>



WE'RE HIRING!

JOIN OUR TEAM

THE GOLD PAN SALOON

WE'RE HIRING! Join our FUN team! We're hiring bartenders at the Gold Pan Saloon! If you're reliable, friendly, enthusiastic, and have a passion for crafting great drinks and providing excellent customer service, we'd love to hear from you. Some experience preferred but not required. If you're the right fit, we'll train! Must be able to work well independently, or as a team. Bartenders are responsible for all aspects of their respective shift (stocking, cleaning, keg/soda changes, tills, opening or closing duties, etc), so self-motivation is a must. Seriously, we're looking for someone who brings the fun! A great personality is a must. If you can chat with customers, make them feel welcome, and add to the overall atmosphere of the Gold Pan, you're exactly who we're looking for. Stop by the saloon for more information and/or to leave a resume.

Ask for Hannah. #GoldPanSaloon #BartenderJobs #Hiring #CusterSD #blackhillsjobs #blackhills

Our friends down at
@moccasinsprings are hiring




thedragonfly2024



**Hiring
Full Time Dishwasher
\$14hr
Wed-Sun**

Email: soakinhotsprings@gmail.com

TXT: 605-891-9271

thedragonfly2024 Join our kitchen team as a dishwasher!
\$14hr Full Time hours!  ...



APPLYING FOR NATIONAL PARK SERVICE JOBS



STEPS

To apply for a job, there are 4 basic steps:

- **STEP 1: Create an Account on USAJOBS.GOV**
 - Enter your profile information and create a resume.
 - Consider the Helpful Resume Tips. →
 - Note: Visit [USAJOBS' Help Center](#) for more information on Getting Started
 - You do not need to create a USAJOBS account to search for jobs, but you do to create an account to apply for jobs.
- **STEP 2: Search Jobs**
 - Use the USAJOBS search feature to view jobs filtered by position and location or use the advanced search function search with more filters like pay or grade-level.
 - Review job opportunity announcements and save those of interest.
 - Carefully review the "Qualification and Evaluation" section to determine whether you could qualify for the position.
- **STEP 3: Apply For Jobs**
 - Carefully follow the instructions in the "How to Apply" section for each job announcement.
 - Submit any supporting documentation to verify your qualifications.
 - Leaving out a required document may result in you not being found eligible and/or qualified.
- **STEP 4: Manage Your Career**
 - Log into your USAJOBS account to obtain application status for positions for which you have applied.
 - Contact the agency for the specific follow-up questions or those related to the particular job.
 - The agency contact information is listed in the "How to Apply" section of the job announcement.

HELPFUL RESUME TIPS

- Make your resume includes your specialized experience as it relates to the duties section of the job announcements in [USAJOBS](#).
- Include hours of work or full-time/part-time status for each job you include in the work experience section on your resume.
- Make your resume searchable.

COMMON SUPPORTING DOCUMENTS

- College Transcripts
- DD-214 (Certificate of Discharge)
- Recent Performance Appraisals
- SF-15 (App for Vet Preference)
- SF-50s (Official Personnel Actions)
- Vocational Certificates/Licenses

THE NPS HIRING EXPERIENCE

- Apply to a Job Announcement
- Notification of Results sent to Candidate
- Possible Invitation to Interview
- If Selected, a Tentative Offer Letter
- Completion of a Background Check
- A Firm Offer Letter with a Start Date
- Entrance on Duty
- Successful Completion of a Probationary Period (if not previously completed)
- An Amazing Career with the NPS!

FOR QUESTIONS, PLEASE CONTACT:
NATIONALRECRUITMENTTEAM@NPS.GOV



KITCHEN CREW NEEDED

Part time
Dishwashers!

Skogen Kitchen is hiring!
Tips plus hourly wage
(20\$hr average)

Family Meal

Fun Atmosphere

Stop in to meet us!





MOCCASIN SPRINGS
NATURAL MINERAL SPA

HOT SPRINGS, SD

Hiring Full Time Massage Therapists

**-Great Wages
-Employee Membership
-Flexible Schedule**



**Contact: soakinhotsprings@gmail.com
605-745-7625**

**Job Description: Delivery Driver****Job Description Summary:**

The Delivery Driver successfully executes the delivery of propane gas to patron locations, while providing excellent customer service. The Delivery Driver reports to the Service Manager.

Essential Functions:

Delivery of propane gas to customers as routed by dispatch.

Other duties as assigned (tank maintenance, assisting service department, basic vehicle maintenance).

Requirements:

Class B license with airbrakes and hazmat (X) endorsement

Education: High school diploma preferred

Willingness to learn company software and procedures

Physical:

Body Positions: Sitting, standing, driving, bending, crawling, climbing

Body Movements: Sitting, standing, driving

Strength: Some lifting is required, up to 100 lbs

Working Conditions: Outside environment, driving and delivering in all weather conditions.

Travel: Daily travel to customer homes and business locations, other company facilities, no overnights.

Hourly Rate: \$24/ hr and up, DOE. Opportunities for overtime and advancement. Other compensation includes health insurance, 401(k) match, and PTO.

Please email your resume to stefany@mcgas.biz or call the office at 605-347-3811.

**Job Description: Service Technician****Job Description Summary:**

The Service Technician executes the installation, repairing, and operation of company equipment and appliances, while providing excellent customer service. The Service Technician reports to the Service Manager.

Essential Duties:

Tank delivery and setting.
Diagnose and solve customer problems.
Connect appliances.
Install furnaces and heaters.

Requirements:

Hazmat CDL license.

Class B license with airbrakes.

High school diploma preferred.

At least 2 years of commercial driving experience preferred, but not required.

At least 2 years of maintenance/repair experience preferred, but not required.
Excellent problem-solving skills.
Attention to detail.
Ability to collaborate with others in the organization.
Enthusiasm, communication skills, and a passion for safety.

Body Positions: Sitting, standing, driving, bending, crawling, climbing
Strength: Lifting up to 150 lbs

Working Conditions: Outside environment

Travel: Daily travel to customer homes and business locations, as well as other company facilities. No overnights.

Hourly Rate: \$25-\$35 DOE

Please email your resume to stefany@mcgas.biz or call the office at 605-347-3811.

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

Our Address:
615 Washington Street
Custer, SD 57730

Phone Numbers:
605-673-2244
800-992-9818



Visit
our
Website

dmurray@custersd.com / custersd.com

Send Us An Email

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

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!