



BUFFALO Bytes



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

Thank you!

CUSTER CONNECTIONS



WORRIED ABOUT MAKING PAYROLL? USE THIS 2:00 AM CHECKLIST

It's the middle of the night. Even the high achievers aren't awake yet. But you are. Not because of a noise, but because of a number. Specifically, the number of your bank balance, and how it compares to the number required to pay your team this Friday.

You aren't alone. For small business owners, payroll isn't just an expense; it's someone's mortgage payment. Their rent, their groceries, and their families depend on your ability to manage a spreadsheet.

When the panic hits, swirling thoughts aren't helpful. You need triage. You need the 2:00 AM Audit: a pragmatic, five-step checklist to shift you from paralysis to perception, and from perception to a plan. After all, worry isn't action and that's what you need.

1. Identify the Gap

Panic makes mountains out of molehills. Wake up fully, turn on a dim light, and get the real numbers.

- **Do not** trust the "available balance" on your mobile app. It doesn't know about the three checks that haven't cleared or the automatic SaaS deduction hitting tomorrow.
- Log into your actual accounting software or open your master spreadsheet.
- Calculate the precise amount needed for net payroll, plus payroll taxes.
- **The Triage: What is the exact dollar amount of the shortfall? Knowing you are short \$2,250 is manageable; knowing you are "short" is terrifying.**

2. Isolate Incoming Cash (The "Real" Receivables).

Now, look at who owes you money.

- Sort your accounts receivable by "Age."
- **Triage:** Ignore anyone in the "60+ days" column for tonight; they aren't helping you by Friday. Focus *only* on the "Current" and "1-30 days" columns.
- Identify the two clients most likely to pay if given a gentle, human nudge. (Example: "Hi Jane, we are doing our end-of-month reconciliation. Any chance you could slip Invoice #104 into this week's payment run?")

3. Review Outgoing Cash (The "Can Wait" List).

You cannot make money appear, but you can delay its departure.

- Review every expense scheduled between now and payroll day.
- **Triage:** Categorize them ruthlessly:
- **Must Pay:** Rent, utilities, essential raw materials.
- **Can Wait:** Software subscriptions that aren't mission-critical, marketing spend, inventory that won't turn over for weeks, and—most importantly—your own owner's draw.

4. Activate the "Last Resort" Emergency Valves.

If the gap still exists after Triage #2 and #3, it's time to review your pre-approved safety nets.

- **Triage: Check your business line of credit availability. This is exactly what it is for: smoothing out temporary cash flow valleys. If you do not have one, put "Apply for LOC" at the very top of next week's to-do list.**

5. Design the 8:00 AM Action Plan.

The goal of the 2:00 AM Audit isn't to solve the problem at 2:00 AM. It's to stop the adrenaline loop so you can sleep.

Write down the three things you will do at 8:00 AM:

1. Email/Call Client A regarding Invoice #X.
2. Log into the bank and defer payment to Vendor B.
3. If 1 & 2 fail by noon, draw \$Y from the Line of Credit.

How the Chamber of Commerce Can Help

The Chamber of Commerce isn't just for networking mixers and ribbon cuttings. We're a powerful resilience engine for small business owners facing financial stress. If payroll anxiety is a recurring theme for you, the Chamber offers structural support to help move you from survival to stability.

Check for workshops (through the Chamber or partners like SBDC or SCORE) on cash flow management, anticipatory accounting, and fractional CFO services. These sessions are designed to teach you how to predict a payroll shortfall three months out, rather than three days out.

Through its network, the Chamber connects members with local banks, credit unions, and alternative lenders who specialize in small business needs. Chamber membership can give you a warmer introduction to loan officers who understand the local economic landscape and can help you secure that essential line of credit *before* you need it.

Chambers provide access to mentorship programs (like SCORE) or a directory of vetted, reputable local CPAs and bookkeepers. Sometimes, the best way to solve payroll worry is to pay a professional to manage the daily cash, freeing you to focus on the strategy that generates it.

*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

Substack: @christinametcalf

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](#)

MARK YOUR CALENDAR

April 9th
Spring Fling
At Laughing Water Restaurant
5:00PM-7:00PM

IMPORTANT ANNOUNCEMENTS



Spring Fling

RAFFLE BASKETS
NEEDED

Donate Today

Spring Fling Raffle Baskets Needed!

We are getting ready for **Spring Fling** and are looking for businesses and organizations to donate **raffle baskets**! This is a great opportunity to **showcase your business** while supporting a fun community event.

Raffle baskets are a perfect way to promote what you offer — include products, gift cards, coupons, swag, or anything that highlights your business. Your donation will be displayed during the event and seen by both locals and visitors. If you would like to contribute a basket, please contact the Chamber or stop by to let us know.

Thank you for helping make **Spring Fling** a success!

Thank You Your Service



*For your courage and dedication,
we are forever grateful.*





**Dakota Greens
Custer Greenhouses
& Nursery** INC.

Call Us: 605-673-2510 Email Us: Dakotagreensofcuster@live.com

CELEBRATE CUSTER

IN RED, WHITE, AND BLUE



As the city transitions away from managing the baskets, we're making it easy for businesses to continue the service you've always enjoyed. Bring patriotic spirit to every corner of Custer as our community honors our nation's 250th anniversary.

Our Celebration Baskets deliver vibrant color, water-saving performance, and a festive touch to storefronts and public spaces all season long.

Celebration Basket — \$75

A beautiful red, white, and blue water-saving basket designed to thrive from spring through fall.

Perfect for showing your pride and brightening the streets during this milestone year.

**LET US HANDLE THE HARD WORK SO YOUR BASKETS STAY HEALTHY,
COLORFUL, AND CELEBRATION-READY ALL SUMMER.**

WORRY-FREE WATERING SERVICE \$100 per basket

Upgrade to our full-season care package and enjoy stunning baskets without the upkeep. Service runs May through September—from Memorial Weekend to the Buffalo Roundup, weather permitting.

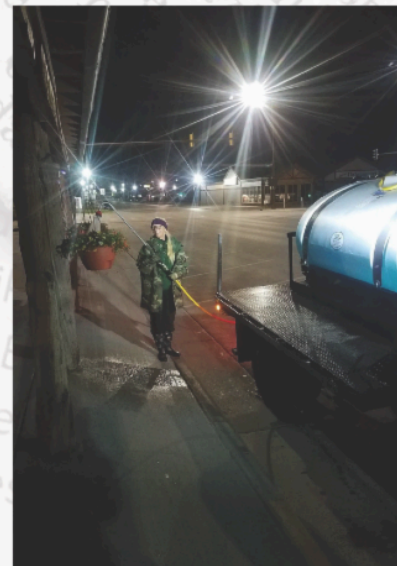
What's Included

- Consistent watering throughout the season
- Full maintenance and care
- Guaranteed replacement if damaged by hail, wind, or severe weather

Space is limited

Scan the QR code to Reserve Now

Patriotism in purchasing locally grown plants from your hometown greenhouse is very much appreciated!



Order your Today!

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 ~ \$350
includes 3 free meals

Silver Sponsor ~ \$250
includes 2 free meals

Bronze Sponsor ~ \$150
includes 1 free meal

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



2026 Chamber's Annual Spring Fling



**Thursday, April 9
at Laughing Water Restaurant**

5:00pm Social Hour

6:00pm Heavy Hors D'oevres

\$50 per person

includes drink ticket

Please RSVP to Dawn by April 2nd
dmurray@custersd.com or 673-2244



CUSTER



OFF-ROAD RALLY

JUNE 12-14-2026

2026



Register Now!

For more information:

custersd.com/events/custer-off-road-rally

Register Now

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



Chamber Board Meetings

April 15th

WEEKLY HUMOR

My email password
was hacked.

I guess it's time
to rename my
cat again!



wikiHow

Welcome New
Members



CUSTER
Chamber of Commerce

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☀️

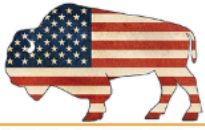
Skogen Kitchen

This week we're shining the spotlight on Skogen — a dining experience that has become a true gem in our community! About 10 years ago, the owners made the move from Southern California to Custer, and in May of 2017 they opened Skogen. In the early days, the restaurant served both breakfast and dinner, but after COVID they shifted their focus to dinner service only — allowing them to continue refining the unique experience so many locals and visitors love today.

Each year, the team takes time to travel, explore new restaurants, and gather inspiration from around the country. They bring those ideas back to Custer, helping Skogen continue to grow, evolve, and offer something truly special in the Black Hills. Their love for this community runs deep. In fact, many family members have followed them to Custer over the years. Nearly four years ago, their sister and brother-in-law opened Hjem, adding another incredible dining option and making the family's connection to Custer even stronger.

They shared that they feel incredibly lucky to be part of such a supportive and welcoming town, and they are grateful to call Custer home.

Thank you, Skogen, for being a valued Chamber member and for helping make Custer such a special place to live and visit!



CUSTER
Chamber of Commerce

2026 Custer
Chamber

Member Spotlight



skogen
kitchen®

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

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

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

AREA EVENTS

WIN A TRIP

The 14th Annual **KENTUCKY 152TM** **DERBY RAFFLE**

TO



RMHC
South Dakota

Luxury travel. Iconic event. Unmatched experience. **benefitting**

One lucky winner and five guests will enjoy an unforgettable VIP trip to the 152nd Kentucky Derby on Saturday, May 2, 2026.

The Prize Package Includes:

- Six premium seats at Churchill Downs (Section 114, Row D) on Saturday, May 2, 2026
- Private round-trip air charter from Sioux Falls to Louisville
- Private ground transportation to and from the Louisville airport and racetrack
- Rapid City winner bonus: Private car service for six to Sioux Falls, plus overnight hotel stays May 1-2 at the Canopy by Hilton

Raffle Drawing & Cocktail Reception

Thursday,
April 9, 2026

Rapid City
The Monument
LaCroix Hall
5:00-9:30 PM

Sioux Falls
Canopy
by Hilton
5:30-9:30 PM



\$150

EACH

Every raffle ticket includes admission to one of the two cocktail receptions, where you can watch the live drawing and celebrate with fellow supporters.

Winner does not need to be present at the drawing to claim the prize.

The raffle drawing will be broadcast live from Rapid City at 6:30 PM MT / 7:30 PM CT.



rmhcsodak.org/events/kentucky-derby-event

100%

of ticket proceeds support Ronald McDonald House South Dakota.

Dress in your finest Derby fashion!



Prizes awarded for best dressed!

Ronald McDonald House South Dakota Locations

Our new Rapid City house is opening in the fall of 2026!

Rapid City : 3140 Elm Avenue | (605) 336-6398 option 3

Sioux Falls : 825 South Lake Avenue | 808 East 24th Street

ANNOUNCEMENTS



Magical Christmas Markets of Germany

AmaWaterways | AmaCerto
Nov 2027

LIMITED TIME OFFER

Promotions expire June 30, 2026

Magical • Enchanting • Festive River Cruise

Cruise the Main & Rhine 7 nights through storybook villages, castles, with exceptional dining & iconic Christmas markets and guided tours all for one inclusive price

Small deposit due by June 30, 20286 - Don't delay!

CONTACT:

307.760.7175



your hometown agency

Good Karma Jewelry

Spring Etsy Sale!

30% OFF EVERYTHING
+ Free Domestic Shipping

Sale runs 3/20 - 3/31

♥ Shop at ♥

www.etsy.com/shop/goodkarmajewelrystd

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 2026

Coming Wednesday, April 15

This is your opportunity to tell everyone about your business!
Deadline is April 3, 2026



Full color included in all ad prices!

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

<p>Full Page Size 10" wide x 20.8" tall</p>	<p>1/2 Page Size 10" wide x 10.5" tall</p>
	<p>1/4 Page Size 5" wide x 10.5" tall</p>
	<p>1/8 Page Size 5" wide x 5.25" tall</p>

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	\$575	\$300	\$150
Prevailer	\$900	\$500	\$250	\$125
Combo	\$1,550 (Save \$350)	\$950 (Save \$125)	\$475 (Save \$75)	\$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



THE Reboot *Together* PLACE

This spring, hit reset with the Y. Join a community that supports your goals and helps you find your stride again.

From giving back to moving you forward — discover your place and potential at the Y.

- Summer Swim Lessons for all ages
- Over 33 types of group exercise classes to choose from including boot camp, active older adults, cycling & more!
- Youth sports: Volleyball, Basketball, T Ball & Junior Golf

Custer YMCA
605-673-5134 ▶ ymcabh.org

JOIN NOW FOR FREE
THRU APRIL 30th

JOIN
TODAY



Humane Society Senior Project

Hi, my name is Jacie Behlings, and I am a senior at Custer High School. For my senior project, I want to support the team at Battle Mountain Humane Society. I have always cared about animals, and I found an organization that deeply cares about what they do.

I went and observed what the Humane Society does. It was very eye-opening to see how many animals they have to take care of. I quickly realized how expenses can add up and make it stressful. We all know that animals do best when they are a part of a family, and the Battle Mountain team provides a great home while animals wait their forever home

Donate items for the humane society for my senior project at these locations at

- Lynns Dakotamart
- Dollar General
- Custer Chamber
- Ace
- SD Outdoor shop

If you are not comfortable leaving items in the boxes, please contact me a JB5497@k12.sd.us

DONATION WISH LIST

- Pedigree wet can dog food (chicken & rice)
- Purina dry dog and cat chow
- Friskies pate wet can cat food
- Purina one kitten food dry & wet
- Kids swimming pool
- Blankets & sheets
- Train pee pads
- Cat litter
- Dog & cat toys
- Collars and leashes

Any questions or concerns please
contact JB5497@k12.sd.us



Kylee Ellerton is a senior at Custer High School. As part of her graduation requirements, she is completing a senior project focused on helping women access essential hygiene products. This project is especially meaningful to her because it allows her to apply what she has learned while making a positive impact in the community.

Kylee is seeking monetary donations to support this effort. Contributions of any amount will go directly toward purchasing hygiene products, which will be donated to the WEAVE center in Custer. WEAVE (Women Escaping a Violent Environment) provides a safe and supportive place for women rebuilding their lives after difficult circumstances.

Community support will play an important role in helping Kylee reach her goal and make a meaningful difference for women in need.

Those interested in contributing may contact Kylee for additional details about the project. She would also be pleased to recognize supporting businesses in any presentations, reports, or displays associated with her senior project, if desired.

Contact Information:
Phone: 605-440-1005
Email: kellerton08@gmail.com

Kylee Ellerton's Senior Project

Supporting Women in Need

Raising Funds for Hygiene Products for

WEAVE

Women Escaping A Violent Environment

- ♥ Donations of Any Amount Appreciated
- ★ Helping Women in Need in Our Community

Your Support Makes a Difference!

For More Information or to Donate:

Contact Kylee Ellerton

Phone: 605-440-1005

Email: kellerton08@gmail.com



Registration Now Open for Theatre 605 Jr. Camps 2026 Milestone Year

Celebrating 10 Years of Transformative Theatre Experiences for South Dakota Youth

For Immediate Release

South Dakota — Theatre 605, formerly known as the Black Hills Playhouse, is pleased to announce that registration is now open for 2026 Theatre 605 Jr. Camps, welcoming students in grades 5 through 12 for a week of artistic discovery, skill-building, and lifelong memories. **Registration is open through June 1, 2026.**

This summer marks a significant milestone: **the 10th anniversary of Theatre 605 Jr. Camps.** In honor of this occasion, camp is moving to a new and exciting home on the University of South Dakota campus in Vermillion, South Dakota. Campers will rehearse and perform in a professional theatre facility while benefiting from expanded learning opportunities through a partnership with USD Theatre faculty. The move reflects Theatre 605's continued commitment to giving young artists meaningful, immersive experiences in real performing arts environments.

Both the 5th-8th grade and 8th-12th grade camps will run **July 19 through 25, 2026.** Throughout the week, campers will explore acting, singing, dance, and technical theatre, guided by professional instructors who encourage bold artistic choices and creative confidence. The week culminates in an end-of-camp showcase where campers celebrate and share everything they have worked toward. Beyond the stage, campers will enjoy outside activities including swimming and rock wall climbing, rounding out a full week of fun and friendship.

The enthusiasm for these camps continues to grow across the state. In 2025, Theatre 605 Jr. Camps welcomed more than 100 campers from communities all across South Dakota, a testament to the lasting impact this program has on young performers and theatre enthusiasts alike, statewide.

"This is a place where young people discover their voices, gain confidence, and form lasting friendships through the world of theatre," said Jen Luke, Artistic Director of Jr. Camps. "Year after year, we are inspired by how students grow in creativity and character, reminding us just how transformative the arts can be."



2025–2026 SCHOLARSHIP

Invest in Your Future!

Award Includes:

\$500 Cash Scholarship

Complimentary eye examinations each year the student is enrolled in a post-secondary educational institution
(college, vocational/technical school – up to 4 years)

One pair of complimentary eyewear valued up to \$200 (prescription eyewear or sunglasses)

Eligibility:

Applicants must be a high school senior enrolling in a post-secondary education program.

Requirements:

Attach a weighted transcript for grades 9–12

Attach a resume listing activities, awards, honors, and leadership positions (school & community) during grades
9–12

Include one letter of recommendation from someone who can attest to your academic improvement

Include the following information:

Name

Address

Phone Number

Email

GPA

College or trade school you plan to attend

Deadline:

Applications must be received by May 1, 2026.

Submit applications by:

Email: custereye@gwtc.net

Premier Family Eyecare

Mail: 23 N 1st St, Custer, SD 57730

Drop off: In person at our office



GOOD KARMA JEWELRY

NEW SPRING HOURS!

OPEN 11 AM - 5 PM

7 DAYS A WEEK

 507 Mt Rushmore Rd.
Custer, SD



**Custer Bluegrass Jam
at The Custer Wolf**

Mondays in March
2nd, 9th, 16th, 23rd, & 30th

2:00pm to 4:00pm

Come to pick, sing, & enjoy!

See you there!

Now
open!

BLACK HILLS NATURE SHOP

Books • Gifts • Smokey Bear • Plush

Shop unique, high-quality gifts and educational items that support national parks, grasslands, and forests!



Purchases Support Public Lands!



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION
BHPFA.ORG

833 MT. RUSHMORE ROAD
CUSTER, SD

MONDAY - FRIDAY • 9:00AM - 4:00PM

*Black Hills Parks and Forests Association is a non-profit organization supporting **wonder and exploration** through stewardship of YOUR public lands.*



Just a short drive from Custer, JQ Clothing Co. in Hill City is a must-visit Black Hills boutique for visitors and locals alike. We offer trendy and affordable women's clothing in sizes Small–3X, along with stylish accessories, jewelry, gifts, kid's items, toys, and unique Black Hills souvenirs. Whether you're exploring Custer State Park, visiting Mount Rushmore, or touring the beautiful Black Hills, stop by JQ Clothing Co. to find the perfect outfit, gift, or keepsake from your trip. Enjoy a fun and welcoming shopping experience for the whole family in the heart of Hill City.

The Dragonfly



Breakfast & Lunch



Wednesday-Sunday 8am-3pm

 www.moccasinsprings.com

 605-745-7626

Local business owners: Don't overlook retirement plans

Reported by Jared Slagle MBA,
Edward Jones, Member SIPC

If you're a local business owner, you're likely juggling growth, expenses and your team's needs, all while planning for your own future. A workplace retirement plan may be able to help with all of that, directly and indirectly.

For the business, employer contributions are tax-deductible, And as a participant in your company plan, your pretax salary deferrals are excluded from income taxes. Many plans even offer Roth options for tax-free withdrawals later. Your local business may also qualify for federal tax credits to offset startup and administrative costs, along with other expenses.

A retirement plan also can reduce risk. If you have your own net worth tied up in the business, your retirement may depend on a future sale. Building personal assets now adds flexibility and security.

And in today's competitive labor market, strong benefits help attract and keep great employees.

Not sure where to start? A qualified financial advisor can guide you through options and help align your plan with your goals.



Jared Slagle

is a Financial Advisor
with Edward Jones in
Custer, SD

He can be reached at
(605) 673-4092 or
www.edwardjones.com/jared-slagle

This article was written by Edward Jones for use by your local Edward Jones Financial Advisor. Edward Jones, Member SIPC



**We're here to help you uncover
new opportunities.
Let's prepare for your future
together.**



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Angie Svoboda
Sr. Branch Office Administrator
Aubrey Frasier
Sr. Branch Office Administrator

EJB-19325-A-E-DA-4 AECSPAD 28119777

NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Tues., March 17, 2026

CONTACT: *Katlyn Svendsen*, Global Public Relations & Content Services Senior Director, Travel South Dakota

Travel South Dakota Earns Multiple Honors at American Advertising Awards

PIERRE, S.D. – Travel South Dakota took home two marketing awards from AAF-SD for its email program and earned a Gold ADDY and a Judge’s Choice honor from AAF-CO during the 60th Annual American Advertising Awards for its "Into the Roundup" web series. The traveler-focused email series received a **Gold ADDY** in the category Advertising & Promotion: Email. A second email series, the Travel Insights Email, targeted at South Dakota’s tourism industry members, received a **Silver ADDY** in the same category. The five-episode web series "Into the Roundup" received a **Gold ADDY** in the category Branded Content & Entertainment: Non-Broadcast. The series was also selected for a special honor as one of three **Judge’s Choice** recipients, recognized for its compelling narrative and creative design.

South Dakota Department of Tourism Secretary James Hagen praised the marketing efforts.

“Over the past few years, we’ve made huge strides on both the creative and strategic sides of our email campaigns and content series,” said Hagen. “Whether through audience segmentation, personalization, or dynamic content, we’re constantly evolving how we connect with potential travelers and our tourism industry.”

The American Advertising Awards are the first tier of a three-tier national competition conducted annually by the American Advertising Federation alongside more than 200 local clubs across the country. Entries earning a Gold ADDY are recognized as having the highest level of creative excellence and advance to the next tier of the competition.

Travel South Dakota partnered with Karsh Hagan, Lou Hammond Group, Love Communications, Miles Partnership, and Lawrence & Schiller on the award-winning work.

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

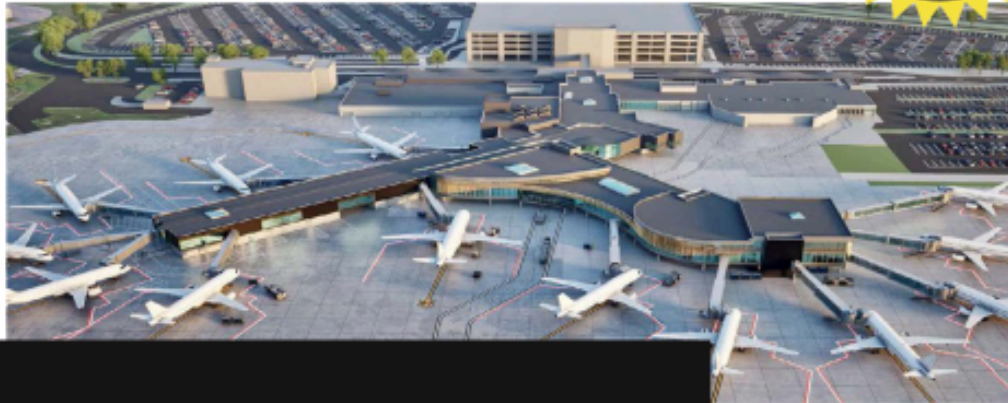
-30-

Media Notes:

For downloadable imagery representing the award-winning work, *please visit our Dropbox*. Credit: Travel South Dakota.

SENATE BILL 76

Transfer moneys from the housing infrastructure fund to the revolving economic development and initiative fund, and to authorize loans from the revolving economic development and initiative fund for airport infrastructure.



SUPPORT SOUTH DAKOTA'S PRIMARY AIRPORTS

\$15 MILLION 0% INTEREST LOAN TO FSD

SIoux FALLS EXPANSION PROGRESS

Sioux Falls Regional Airport (FSD) is South Dakota's largest airport. In September 2025, the first phase of its expansion broke ground: a \$70 million project adding five gates to keep pace with rising passenger demand.

SB 76 would help fund Phase 2, which adds apron capacity, an international-capable gate, additional seating and circulation space, and U.S. Customs and Border Protection facilities, improving day-to-day flow, supporting efficient aircraft turns, large aircraft, and positioning FSD for long-term service growth.

RECORD 2025 FSD

+5.6% PASSENGERS

1,505,874 passengers arrived or departed from FSD in 2025

+5.9% OPERATIONS

54,679 aircraft operations at FSD in 2025 - including commercial traffic, air taxi, GA, and military.

ECONOMIC IMPACT

Airports play a critical role not only as transportation gateways but also as engines of economic growth, community connectivity, and job creation nationwide.

Together, RAP and FSD contribute to 95.5% of the state's commercial air travel.

FUNDING FSD

SB76 - \$15M State Loan

\$5M Loan City of Sioux Falls

\$30M Federal Funding

\$500,000 Aeronautics Fund

\$1M Airport Funding

USES - \$51.5M

\$42.5M

Adds an international gate, U.S. Customs and Border Protection, seating and circulation.

\$8.5M

Apron Expansion



FSD Development Plans

PRESS RELEASE



Telling Stories. Changing Lives.

FOR IMMEDIATE RELEASE: 3.25.2026

Contact: Jen Luke, Artistic Director of Education

jen@theatre605.org / 605 255-4910 ext 2

Theatre 605 Program Education Program Associate Joining April 1st

Theatre 605, South Dakota's only regional professional theatre company, is delighted to announce the addition of Alex Newcomb Weiland to our team as she steps into the role of Education Program Associate. Theatre 605 Education Base is located in Sioux Falls. Alex will manage the 26-year-old Tours program, which sends artists across the region to deliver high-quality arts experiences for K-12 youth and work with the Jr. Camps program debuting in July on the USD Vermillion Campus.

Alex comes with an impressive skill set, having graduated Magna Cum Laude from The University of South Dakota with a BFA in Musical Theatre Performance and a minor in Dance in the spring of 2019. Alex is no stranger to the stage, having performed on our very own Playhouse stage during the 2017 Season. Post-grad, she took her passion and career to the stages of New York City, pursuing experiences both on and off the stage through places like Playwrights Horizons and Hangman on Broadway.

As the Pandemic hit in the spring of 2020, Alex found herself returning to her roots and to her hometown of Sioux Falls, SD, where she took a job at The Premiere Playhouse (formerly The Sioux Empire Community Theatre). Through her six years with TPP, Alex took on many roles, starting out as their Education Coordinator. Through three promotions, driven by hard work, dedication, and a passion for the craft, Alex eventually became TPP's Artistic Development Manager, serving as both their Company Manager and Manager of Education Programming. During this time, Alex's enthusiasm and knowledge of the impact theatre can have on individuals and communities alike enabled her to curate and launch numerous outreach programs, creating new opportunities in the Sioux Falls area.

Theatre 605 welcomes Alex and all her passion, knowledge, and experience to Theatre 605 Education programs. "I feel so grateful to join the T605 team," Alex says. "As an admirer of their professional standard at the Black Hills Playhouse and their mission in creating accessible and inclusive theatre opportunities statewide, I am humbled and ecstatic to be a part of this incredible team! Theatre is powerful and encourages us to lead with empathy, grace, and intentionality in our world, and I can't wait to create with this group of talented professionals."

###

FOR MORE INFORMATION:

JULY 3 FIREWORKS AT MOUNT RUSHMORE: TICKET LOTTERY OPENS APRIL 8



News Release Date: March 9, 2026

Contact: NewsMedia@nps.gov

WASHINGTON – The National Park Service today announced fireworks will again illuminate the sky above *Mount Rushmore National Memorial* on July 3, 2026, to celebrate the country’s 250th anniversary. Public tickets for the event will be available through a *lottery on Recreation.gov from April 8–12*.

After a five-year absence, the return of fireworks to this iconic national memorial reflects *President Donald J. Trump’s* vision of a “grand celebration worthy of the momentous occasion of the 250th anniversary of American Independence.”

“In partnership with the State of South Dakota, we are excited to reinstate a spectacular fireworks show as the highlight of Mount Rushmore’s Independence Day commemoration,” **said Dr. Jenifer Chatfield, Deputy Assistant Secretary for Fish and Wildlife and Parks**. “We invite the public to enjoy the show and reflect on our nation’s remarkable journey and the great patriotic leaders who established, preserved and expanded our country’s destiny.”

“In just a few short months, our nation will throw the biggest birthday party ever for the United States of America,” **said Governor Larry Rhoden**. “South Dakota is the freest state in a nation founded on the principles of freedom, so it is only fitting to celebrate in our backyard. We look forward to celebrating at the iconic Mount Rushmore National Memorial!”

Mount Rushmore’s majestic carvings honoring Presidents George Washington, Thomas Jefferson, Theodore Roosevelt, and Abraham Lincoln provide a stunning setting for a full schedule of activities during the Independence Day weekend. Details are available on the park’s *Event Calendar*.

Tickets are required to attend the July 3 festivities and fireworks. The park will close to the general public the evening of July 2 and reopen for ticketed participants only starting at 1 p.m. Mountain Time on July 3. July 3 special events in the park will take place from approximately 4–10 p.m.

Applications for the *ticket lottery* can be submitted from April 8 at 8 a.m. MT through April 12 at 9:59 p.m. MT. There is a \$1 non-refundable lottery application fee. Each applicant can apply for up to four tickets and a parking space or shuttle service. Applicants will receive lottery results on April 14. Successful notices will include additional details and instructions for attendees. As part of the Trump administration's commitment to enhancing access for American residents, the lottery and event are open only to U.S. residents. A valid, government-issued photo ID will be required for entry for ages 16 years and older. Visitors should allow ample time for security screening. There will be limitations on items allowed through security. Additional information is available on the *park's Independence Day website*.

About the National Park Service. Established in 1916, the National Park Service preserves America's most treasured natural and cultural places for the enjoyment, education and inspiration of current and future generations. Learn more at *nps.gov*.

Forest Service News Release

Contact: National Press Desk

Email: SM.FS.pressooffice@usda.gov

Forest Service announces \$182 million in retroactive Secure Rural Schools payments to support counties, schools and wildfire preparedness

(Washington, D.C., February 20, 2026) -- The U.S. Forest Service *today announced* it is issuing \$182 million in retroactive Secure Rural Schools (SRS) payments for 2024, delivering critical funding to eligible states and counties with National Forest System lands. These payments help sustain public schools, maintain local roads, strengthen wildfire preparedness, and support other essential services in rural communities.

“For many rural counties, SRS payments aren’t optional – they’re essential,” said Forest Service Chief Tom Schultz. “The Forest Service’s annual payments provide reliable, predictable funding that rural states and counties depend on. These payments strengthen local schools and infrastructure while honoring the partnership between national forests and the communities that surround them.”

The 2024 payments include Title I and Title III allocations, which help fund education, transportation infrastructure and critical community services in rural areas. They also enhance wildfire readiness at the local level by supporting Firewise

Communities programs, reimbursing counties for emergency services on national forests, and supporting the development of Community Wildfire Protection Plans — making communities safer and improving coordination with Forest Service wildfire response efforts.

Because SRS had not yet been reauthorized when 2024 payments were issued, the Forest Service initially made payments under the 1908 revenue-sharing framework, as required by law. With reauthorization, the agency is now reconciling payments to ensure counties receive the full amounts owed under the program.

Since 1908, 25% of Forest Service revenue from timber sales, mineral leases, livestock grazing, recreation fees and other sources have been shared with states and counties containing national forests. By the 1990s, long-term reductions in timber revenue significantly reduced these payments, prompting Congress to enact the Secure Rural Schools and Community Self-Determination Act of 2000 to provide more stable funding for at-risk local services.

Over the past decade, the Forest Service has distributed \$2.6 billion through the SRS program.

For more information about the Secure Rural Schools program, visit: <https://www.fs.usda.gov/working-with-us/secure-rural-schools>

This email was sent by: **USDA Forest Service**

1400 Independence Ave., SW, Washington, D.C., 20250-0003, USA

[Update Profile](#)

South Dakota DOT Update



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 ———

The graphic contains a map of the Highway 385 corridor in South Dakota. A dark red line indicates the road closure area from the Pactola Reservoir in the north to Custer Gulch Road in the south. An orange line shows the detour route, which bypasses the closure area to the east, passing through Rapid City. The map also shows other roads like 16, 44, and 251, and landmarks like Sheridan Lake. The SD DOT and US 385 logos are at the bottom left.

Project Update

Friday, March 6, 2026

Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 20, 2026. Outside of the closure area, construction crews are continuing work on the roadway.
- The overnight crew that the contractor has been utilizing to complete pipe replacement will be ending on Friday March 6, 2026. No night work is planned for the remainder of the project.
- The driving surface within the construction area is a combination of pavement, blotter (a hard, packed surface that resembles asphalt), and gravel. Portions of Highway 385 are gravel, including the segment from Wrinkle Valley Road to Taylor

Ranch Road, and the segment from Sheridan Lake Road extending 0.5 miles to the north.



[View Construction Updates](#)



Construction Zone Reminders



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

Stay Connected

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

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

HWY 385 ROUTING INITIATIVE



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

Visit Route Reimagined

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

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

Subscribers can unsubscribe at any time.



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

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



Custer Senior Center

April Activities





To educate every student
to his or her potential

April Calendar

A purple rectangular graphic with a white border. In the top left corner is the CUSD logo. To its right, a white speech bubble contains the text 'IMPORTANT REMINDER: CLOSED FOR SPRING BREAK!' with a small bee icon above it. Below the logo, the text 'Have a safe & wonderful break!' is written in a cursive font. A yellow megaphone is on the left side. A yellow box in the center contains the text 'CUSTER SCHOOL DISTRICT' and 'NO SCHOOL' (underlined) 'APRIL 2 ~ APRIL 6'. At the bottom, it says 'SCHOOL RESUMES TUESDAY, APRIL 7, 2026'. On the right side, there are four white circles stacked vertically.

**IMPORTANT REMINDER:
CLOSED FOR
SPRING BREAK!**

*Have a
safe & wonderful
break!*

CUSTER SCHOOL
DISTRICT

NO SCHOOL
APRIL 2 ~
APRIL 6

SCHOOL RESUMES
TUESDAY, APRIL 7, 2026

WEEKLY INSPIRATION

"When we strive to become better than we are, everything around us becomes better too."

PAULO COELHO, THE ALCHEMIST



women's day

HELP WANTED

WE'RE HIRING!



➤ ADMINISTRATIVE ASSISTANT

Full-Time, Benefited Position
Applications will be accepted through April 8.

➤ STAKING TECHNICIAN

Full-Time, Benefited Position
Applications will be accepted until the position is filled.

For full descriptions and how to apply visit:

www.bhec.coop/careers



Black Hills
Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 

Black Hills Electric Cooperative is an equal
opportunity provider, employer, and lender.

WE ARE HIRING

ARCADE ATTENDANTS & TAPROOM SERVER

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



OPEN YEAR ROUND  KEYSTONE, SD



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

FOREST SERVICE CAREERS

**REAL JOBS
REAL IMPACT**

NOW HIRING

**Recreation Temporary Positions
Not To Exceed 1039 Hours**



The Forest Service is hiring seasonal/temporary positions across the Nation. Positions are not to exceed 1039 hours. The job opportunities are available in a variety of exciting and rewarding locations. If your passion is working in the great outdoors the Forest Service invites you to apply!

Forestry Aids and Technicians perform most of their duties outdoors, which could include trail repair, campground maintenance, visitor information, and wilderness protection.

Apply on USAJOBS.GOV

Scan to learn how to create an effective USAJOBS resume within the new two-page limit.



Questions?

Email: SM.FS.r8recruiting@usda.gov

Scan to learn more about Forest Service careers.



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



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

We are Hiring!

Do you enjoy working hard with a fun crew all while supporting National Parks, Forests, and Monuments? If yes, then maybe one of these jobs is for YOU!

Wind Cave

Retail Sales & Information Associate



Hot Springs, SD



Part-Time WEEKEND Associate - \$13-\$15/hour



Send applications & questions to:
hthompson@blackhillsparks.org

Jewel Cave

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
rreichardt@blackhillsparks.org

BHPFA HQ

Retail Sales & Information Associate



Custer, SD



Part/Full Time Associate - \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org



Rapid City, SD



Part/Full Time Associate \$13-\$15/hour



Send applications & questions to:
nmasek@blackhillsparks.org



Scan QR Code
or visit:

<https://blackhillsparks.org/employment/>



🌟 WE'RE HIRING! 🌟

Looking for a fun, high-energy person to join our team at Xtreme Sport! ✨

If you can multi-task, serve beer 🍺, throw food in the oven 🍕, and show guests how to play our simulators 🎮, we want YOU!

🕒 Openings: Monday – Thursday, 10:30 AM – 8/9 PM
Come be part of the action and make work feel like play! 💪

✉️ Apply in person or DM us for more info!



the **Y** **NOW**
HIRING

The Custer YMCA is now hiring childcare positions!

- Afterschool Activity Assistant
- Childcare Site Coordinator & Childcare Aide
- Toddler Lead Teacher

apply online at: <https://rcymca.isolvedhire.com/jobs/>



Making a Difference Together!

Premier Family Eyecare is looking for a dependable, self-motivated, compassionate person with a customer service background and good computer skills to help at our front desk.

Candidate must be able to:

- Work as a part of a team
- Greet patients in a polite, prompt, and helpful manner
- Update patient information
- Collect patient copays
- Ensure completion of any required forms
- Inform clinical staff of patient's arrival
- Maintain orderly waiting areas
- Coordinate, schedule, and reschedule patient appointments
- Answer questions as able or assist the patient in getting questions answered
- Answer telephone, screen calls, and take messages as needed
- Assist patients with frame and lens options
- Dispense contact lenses and glasses

We are looking for a full-time employee, but maybe flexible for the right candidate.

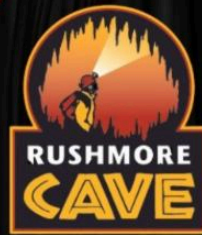
No night or weekend hours required. Experience is preferred but not required.

If interested, please contact Premier Family Eyecare at 605-673-2716 or email resumes to custereye@gwtc.net

WE ARE **HIRING**

TOUR GUIDES, RIDE OPS, SNACK SHACK ATTENDANTS, INDOOR SUPERVISOR, SPARKYS SUPERVISOR, RETAIL SUPERVISOR.

- Fun work environment
- Employee discounts
- Friends & family passes
- Flexible schedule
- Employee events



A large museum exhibit of mammoth skeletons in a naturalistic setting. The skeletons are arranged in a way that suggests a natural habitat, with large tusks and bones visible. The background is a light-colored wall with a dark railing. The text is overlaid on a semi-transparent brown rounded rectangle.

WE ARE HIRING!

CONSERVATION TECHNICIAN

Visit

www.mammothsite.org/hiring
for more information

WE ARE

HIRING



Ready for a Summer Job That's Anything But Ordinary?

If you're looking to spend your summer surrounded by South Dakota's stunning landscapes, wildlife, and adventure—this is the opportunity for you.

Custer State Park is hiring for a variety of seasonal positions that offer more than just a paycheck—they offer real-life experiences, outdoor work, and the chance to be part of something special. Whether you're interested in parks, wildlife, customer service, or just want to be part of a dynamic team, there's a spot for you.

- Applicants must be 17 or older
- Competitive wages
- Housing available

Typical season runs mid-May through Labor Day (some positions may start earlier or end later)

Most roles involve working outdoors and interacting with visitors—so if you love nature and people, this is your chance to shine.

Questions? Call the park office at 605-394-2693

We can't wait to meet our 2026 crew—come join the team and make this summer unforgettable!

#HiFromSD #SDInTheField #DiscoverBlackHills

View job descriptions and apply with the links below:

Naturalist - <https://bit.ly/4q4jnY0>
Custer State Park Campground Attendant - <https://bit.ly/48FUiNr>
Gate Attendant/Information - <https://bit.ly/4oTs2LV>
Ground Maintenance - <https://bit.ly/4j0sgiz>
Resource Technician Crew Leader - <https://bit.ly/4pHtC55>
Resource Technician - <https://bit.ly/4s1yROj> See less



We are seeking qualified candidates to join our team in the ***Black Hills Visitor Information Center***. Interested applicants should send a cover letter and resume to ara@blackhillsbadlands.com or give Ara a call at 605-355-3600.

Visitor Information Center Host: <https://bit.ly/3KKeh4f>
Visitor Information Center Supervisor: <https://bit.ly/4pMSWWF>



CARSON DRUG

WE ARE HIRING

Don't miss this opportunity

- PHARMACY TECHNICIAN
- PART-TIME OR FULLTIME
- PAY \$20.00-\$25.00
- CERTIFICATION PREFERRED
BUT NOT REQUIRED IN SD

- Stop in to apply in person
- Send Your CV to Colby at
Carsondrug@gwtc.net
- Apply on Indeed





PAIN & MOVEMENT
SOLUTIONS

JOIN OUR TEAM!



CUSTER, SD

PHYSICAL THERAPIST

- Clinic Director Opportunity, mentorship available
- Serve as primary care for all musculoskeletal conditions in general outpatient private practice.

Email office@painandmovementsolutions.com to learn more.



WE ARE HIRING

Physical Therapist Aide

Custer Location

Looking for a flexible, part-time position in a positive, healthcare setting? We're seeking a dependable, detail-oriented individual to support our clinic team and keep things running smoothly behind the scenes.

Cultivate relationships within the healthcare realm and work with industry leading therapists while serving as a crucial player in meeting our patients' goals.

- 8-10 hours/week
 - Weekdays during business hours (flexible scheduling)
- \$14/ hour, part-time
- Great for students interested in healthcare or physical therapy
- Send resume to julie@painandmovementsolutions.com for consideration



1369 Montgomery Street, Custer, SD 605-574-1802

Want to Work With Us?

We're
Hiring!





CUSTER SENIOR
CENTER

**WE'RE
HIRING!**

OUR EXECUTIVE DIRECTOR
POSITION IS OPEN. PLEASE STOP
BY THE CENTER OR EMAIL YOUR
RESUME TO
CSCDIRECTOR@GWTC.NET



For more information please call:
(605)673-2708

**538 Mt. Rushmore Rd.
Custer, SD 57730**



HELP WANTED

WE ARE LOOKING FOR PART-
TIME WORKERS YEAR-ROUND.

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

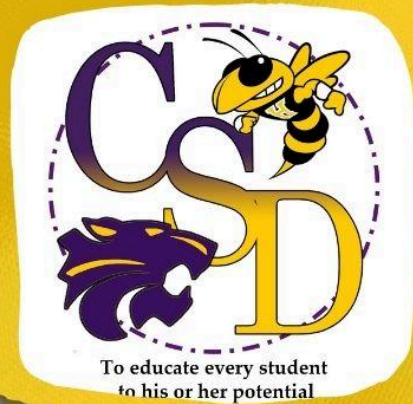
Outlaw Ranch



Outlaw Ranch is looking for a part-time assistant cook/baker. Our beautiful space offers a welcoming working environment. Experience preferred, will train. Pay DOE. Hours for this position vary throughout the year, as we host a wide variety of retreats from August-April, and we host summer camps for ten weeks from late May through July.

Please call Jamie at 605-673-4040 for more details.

Join Us.



**BE A PART OF OUR
EDUCATIONAL
TEAM!**



Current Openings:

- SPED PARAPROFESSIONAL @ CES
- Substitute Teachers & Custodians- at all schools
- To apply: <https://www.csd.k12.sd.us/page/current-career-opportunities>
- Call Custer School District 605-673-3154

www.csd.k12.sd.us

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

Chamber Staff & Board of Directors



CHAMBER STAFF

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Executive Director
dmurray@custersd.com

Fred Baumann
Information Associate
fbaumann@custersd.com

Lacey Curl
Office Assistant
assistant@custersd.com

Rachelle Woodford
Office Assistant
bytes@custersd.com

Joel Behlings
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info@custersd.com

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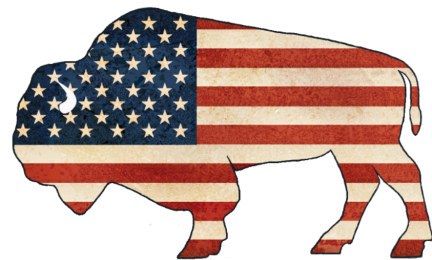
Tim Frederick - School Liaison

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Jessica Noteboom - BID Board Liaison



Our Address:
615 Washington Street
Custer, SD 57730



CUSTER
Chamber of Commerce

Phone Numbers:

605-673-2244

800-992-9818

dmurray@custersd.com /custersd.com

Visit our Website

Send Us An Email

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

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