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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!

CUSTER CONNECTIONS

Win at First Impressions

You've heard the old saying "You never get a second chance at a first impression." For businesses, that isn't just a cliché, it's reality. Customers size up a business long before they make a purchase and often before anyone on your team even says hello. Those first 10 seconds set expectations, shape decisions, and influence how people feel about doing business with you.

No matter what industry you're in, your business is constantly sending signals about what customers can expect. The good news is that with a few intentional tweaks, you can make those signals work in your favor.

Your Curb Appeal

No matter what your product or service is, customers start forming an opinion the moment they approach your building. They're asking themselves an unspoken question: Does this place look like it knows what it's doing? Curb appeal can also speak to how professional your business comes across and how successful. People will decide whether your business is for them or not by looks alone (that goes for your website too).

A few simple checks go a long way:

- Are your signs clean and readable from the street?
- Is your entry area clutter-free and welcoming?
- Do your posted hours match your online hours?
- Can customers tell which door to use or where to park?

If someone has to guess how to enter or what to expect, tension rises before they step inside. A polished exterior tells customers they're in good hands.

The Digital First Impression

Long before customers show up in person, many have already "visited" you online. Your website, Google Business profile, and social media pages create the first impression for a large portion of your audience. They're looking for clarity, accuracy, and ease (even if they're not conscious of it).

A strong digital first impression includes:

- Updated hours and services
- Clear photos that reflect what customers will see in person
- A short, friendly description of what you do in real language that your audience uses
- Quick access to booking, ordering, or calling
- The kind of design that resonates with who your audience is (or wants to be)

When your online footprint is clean, current, and helpful, customers show up confident rather than confused.

The Welcome

This one seems painfully obvious, but we've all walked into a business where the employee is on an obviously personal call or simply doesn't recognize our existence. How did that feel? Doesn't make you interested in buying, that's for sure. Once a customer walks through the door, the clock starts again. Those opening seconds inside your space shape how long they'll stay and how much they'll trust you. No matter your industry, these moments matter.

One of the fastest ways to earn trust is through a genuine welcome. A simple smile or greeting sets the tone for the visit. Customers want to feel seen and valued, not like an interruption or inconvenience.

Encourage your team to greet customers in whatever way feels natural to your brand. It doesn't need to be formal or robotic. Even a quick "Hi there, we'll be right with you" works wonders. When customers feel acknowledged early, they're more patient, more open to suggestions, and more comfortable asking questions.

Consider:

- Are customers greeted promptly or at least acknowledged with eye contact (and an "I'll be right with you," if you're in the middle of something)?
- Does the space feel organized and intentional?
- Can customers easily understand where to go or what to do next?
- Are staff members engaged or absorbed in side conversations?

You don't need to rush over and follow them around your business. You simply need to make people feel acknowledged and appreciated when they come in.

The Sensory Experience

First impressions aren't just visual. Customers respond to the full environment, even when they can't articulate why something feels "off."

Pay attention to:

- Lighting that feels warm rather than dim or harsh.
- Music that fits your brand and isn't too loud.
- Temperature that's comfortable for customers, not just employees.
- Clean, pleasant scents or, more importantly, no unpleasant ones but keep them subtle, too much may drive people away.

Small adjustments make customers feel at ease, which makes them more likely to stay longer and return more often.

Why First Impressions Shape Customer Loyalty

First impressions influence today's visit AND shape whether customers will come back, how likely they are to recommend you, and how much they trust your business.

A positive experience in the first ten seconds:

- Lowers customer stress
- Builds confidence
- Increases perceived value
- Reduces complaints
- Boosts loyalty and spending

And the best part is that improving first impressions doesn't usually require a big budget. It requires awareness and consistency.

A Simple First Impression Checklist

Here's an easy way to evaluate your business:

- Walk up to your location from the customer's point of view
- Step inside and pause for five seconds
- Look around with fresh eyes
- Note anything that feels confusing, cluttered, or outdated
- Ask a friend or fellow business owner to do the same
- Make quick fixes where possible and plan larger improvements over time

These small shifts add up quickly to create a strong competitive advantage.

*Christina Metcalf is a ghostwriter 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: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

2025 EVENTS CALENDAR

A full list of 2025 events by the Chamber and other organizations.

[Click to download calendar](#)

MARK YOUR CALENDAR

November 20th

Chamber Mixer
hosted by Jared Slagle at the Custer Beacon
5:00PM-7:00PM

November 27-30th

Chamber closed for Thanksgiving
see you Monday December 1 at 9:00 AM

IMPORTANT ANNOUNCEMENTS

18th Annual Stuff-A-Truck FOOD DRIVE

FOOD DONATIONS NEEDED:

Canned fruit cocktail

Canned cranberry sauce

Canned mandarin oranges

Canned green beans

Cake mix

Canned corn

Tubs of frosting

Stuffing mix

Large boxes of jello

Bring donations to the Custer Chamber
by Thursday, November 20th



Together, our efforts will help stock the shelves at the Custer Food Pantry and ensure they have everything needed for their Christmas food baskets.

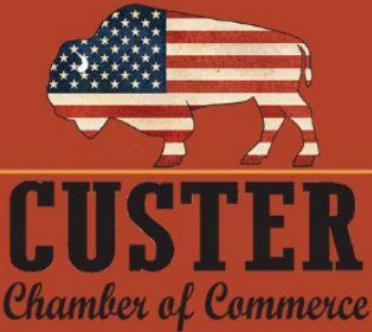
ADOPT A RESIDENT FOR CHRISTMAS



petite poinsettias for
all residents at Custer
Care & Rehab Center
and Monument Health
Assisted Living AND
those in the Meals on
Wheels Program

(will be delivered week of
Thanksgiving)

\$20 each



Chamber Mixer —

Hosted By:

Edward Jones®

Jared Slagle

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

Held At the Custer Beacon

351 Washington St, Custer, SD 577300

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





In order for staff to enjoy
a little extra family time,

**THE CUSTER CHAMBER
OF COMMERCE**

will be closing at noon on
Wednesday, November 26th and
will remain closed through the
weekend.

SEE YOU MONDAY!

CUSTER
Chamber of Commerce

Christmas Scavenger Hunt



Get your business signed up today!

December 6th, 2026

Kids will pick up a part of a Christmas figurine at
your business

Call 605-673-2244 or [click here](#) to sign up

[Click here to sign up](#)



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 17- STARR INSURANCE



Chamber Board Meetings

November 19th 1:00 P.M

Follow Us on Facebook & Instagram



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

385
SD DEPARTMENT OF
TRANSPORTATION

WEEKLY HUMOR



Thank you
for renewing your
Chamber Membership

Thank you so much for renewing your membership with the Custer Chamber! We truly appreciate your continued support and partnership.

- 1. 1880 Train
- 2. 1881 Courthouse Museum

- 135. Highmark Credit Union
- 136. Hills Inn

3. 21 Electric	137. HJEM am
4. A & B Business Solutions	138. Holiday Inn Express
5. A Walk in the Woods	139. Homestead Carpet Care
6. Abundant Life Fellowship of Custer SD	140. Horatio's Homemade Ice Cream
7. Aflac -Carol Perrigo	141. Hounds, Pugs, and Hugs
8. Al Cornella Refrigeration	142. J & M Lawn Care
9. All Net Connections	143. Jacqueline Hartwick
10. ALPHA Builders, LLC	144. JAM Heating and Cooling LLC
11. American Family Insurance- Ronni Calvird Agency	145. Jewel Cave National Monument
12. American Legion Post #46	146. John & Diana Carson
13. Aspen Federal Credit Union	147. Jon G Gindhart, D.C., PLLC.
14. Aspen+Pine Realty	148. Jorgensen Log Homes Inc
15. Bakers Bakery	149. JQ Clothing Co
16. Bavarian Inn	150. K & S Stagecoach Stop
17. Bear Country USA	151. K2 Masonry & Concrete Inc
18. Beaver Lake Campground	152. Ketel Thorstenson
19. Beecher Rock Vehicle Storage	153. Kieffer Sanitation
20. Begging Burro Mexican Bistro and Tequila Bar	154. Kitchens by Karla
21. Best Western	155. Lampert Properties
22. Big Pine Campground	156. Lasting Impressions Unlimited
23. Black Hills Balloons	157. Laurie Arthur
24. Black Hills Bronco Adventures	158. Lenny Merriam CPA, CFE, PLLC
25. Black Hills Burger & Pizza Co	159. LFC Veterinary Service
26. Black Hills Chemical & Janitorial	160. Living Outreach Church
27. Black Hills Electric Cooperative, Inc	161. LJ's Recovery and Transport, LLC
28. Black Hills Enclave	162. Local Black Hills
29. Black Hills Energy	163. Lynn's Dakotamart
30. Black Hills Federal Credit Union	164. Marci & John O'Connell
31. Black Hills Parks & Forests Association	165. Maria's Mexican Restaurant
32. Black Hills Pizza Hut	166. McCoy PC dba Custer Lawyer PLLC
33. Black Hills Playhouse	167. McGas Propane
34. Black Hills Power Bikes Rentals and Boutique	168. Mickelson Trail Affiliates, LLC
35. Black Hills Preservation Project	169. Miner's Cup, LLC
36. Blind Guy Custom Window Coverings	170. Moccasin Springs
37. Bradeen Real Estate and Auctions	171. Monument Health- Custer Hospital/Clinic
38. Branch Construction Services, LLC	172. Mountainview Baptist Church
39. Buffalo Ridge Camp Resorts	173. Mt Rushmore Brewing Co/ Pounding Fathers
40. Buglin' Bull	174. Murray Auto Repair LLC
41. Busy Ewe Farm & Fiber	175. My XO Adventures
42. Calamity Jane Kitchen	176. Naomi Haraldson
43. Calamity Peak Lodge	177. NARFE
44. Carr Electric, Co, LLC	178. Nelson's Oil & Gas
45. Carson Drug	179. New Trails Ministry, Inc
46. Certified Folder Display Service, Inc	180. Nielsen Enterprises, LLC
47. Chalet Motel	181. NXTLAW PC
48. Chamberlain McColleys Funeral Home	182. Operation Black Hills Cabins
49. Chapel in the Hills	183. Our Place
50. Charley and Norma Najacht	184. Our Quilty Things
51. Chief Motel	185. Our Redeemer Lutheran Church
52. Christy Chamberlain & Bob Reich	186. Outlaw Ranch
53. City of Custer	187. Pain & Movement Solutions
54. Claw Antler and Hide	188. Patti & Jim Lee
55. Coca-Cola Bottling Company	189. PDQ Construction
56. Colleen Hennesy and Jim Frank	190. Peaceful Meadows
57. Comfort Inn & Suites	191. Petals & Pages
58. Common Cents	192. Pizza Mill
59. Community Education of the BH	193. Pleasant Valley Farm and Cabins LLC
60. Crazy Horse Memorial	194. Plenty Star Ranch Retreat
61. Crossroads Church	195. Prairie Hills Transit
62. Custer Ace Hardware	196. Premier Family Eyecare

63. Custer Ambulance Service	197. Purple Pie Place
64. Custer Area Arts Council	198. Pye-Barker Fire & Safety
65. Custer Cares	199. Rabbit Bicycle Rental & Repair
66. Custer Chiropractic, PC	200. Reed's Chimney Sweeping, Handyman & Caretaking
67. Custer City Masonic Lodge #66	201. Regency CSP Resorts
68. Custer County Airport	202. Reptile Gardens
69. Custer County Candy Company	203. Rise Custer
70. Custer County Chronicle	204. Road Runner Inc
71. Custer County Conservation District	205. Rock Solid
72. Custer County Democratic Party	206. Rocket Motel
73. Custer County Library Foundation	207. Rod and Avis Converse
74. Custer County Republicans	208. Ronald McDonald Charities
75. Custer Dental Studio	209. RP Lumber Co Inc
76. Custer Golf Corp/ Rocky Knolls Golf Course	210. Rush Mountain Adventure Park
77. Custer Heating & Air Conditioning	211. Rushmore Photo & Gift, Inc
78. Custer Lions Club	212. Rushmore Vacation Rentals
79. Custer Lutheran Fellowship	213. Sage Creek Grille
80. Custer Mile High Garden Club	214. Sentinel Federal Credit Union
81. Custer Mt. Rushmore KOA	215. Servall Uniforms & Linens
82. Custer Piecemaker Quilt Guild	216. Sew What
83. Custer Rotary	217. Shady Rest Motel
84. Custer Senior Center	218. Shepherd of the Hills
85. Custer State Farm- Steve Engelbrecht Agent	219. Simon Contractors of SD, Inc
86. Custer State Park	220. Skogen Kitchen
87. Custer Subway	221. Sleep Better South Dakota, LLC
88. Custer's Gulch RV Park & Campground	222. Sousleys HillBilly Barbeque Catering
89. Custer's Rendezvous	223. South Dakota Outdoor Shop
90. Dacotah Bank	224. South Dakota Parks & Wildlife Foundation
91. Dakota Greens - Custer Greenhouses & Nursery, Inc.	225. Southern Hills Animal Clinic
92. Dakota Photographic	226. Southern Hills Family Medicine, PLLC
93. Dave's Rock Shop	227. Southern Hills Law, PLLC
94. Days Inn	228. Southern Hills Tactical
95. Deep Creek Art Gallery	229. Southern Hills Title Co.
96. DGR Engineering	230. Splish Splash Car, RV and Dog Wash
97. Diane Dennis	231. Spokane Creek Cabins & Camp
98. Don & Arlayne Barmore	232. Sprockets Fun Foundry
99. Double Diamond Ranch	233. St John the Baptist Catholic Church
100. Eagle's Landing Lodge	234. Star Ridge Advetisments
101. Early Learner Custer	235. Starr Insurance
102. Econolodge	236. Stars and Stripes by Steph
103. Edward Jones- Mark Koch	237. Steele Collision & Glass
104. Edward Jones-Jared Slagel	238. Steve and Yolanda Davis
105. Edward Jones-Kris Zerbe	239. Stockade Lake Cabin
106. Elk Haven Vacation Cabins	240. Studt Construction, Inc
107. enCore Energy Corp	241. Sturgis Mustang Rally
108. EO Bungalows	242. Sunset RV Park
109. Evergreen Media	243. Sunshine Storage
110. Faith Lewis Real Estate Inc	244. Super 8
111. Feel Good Café	245. Sweet Clover and Sage Salon
112. First Choice Lock and Key	246. Sylvan Rocks Climbing School and Guide Service
113. First Interstate Bank	247. Tallgrass Landscape Architecture
114. Floors and More Cleaning and Restoration	248. Tanglewood Estate
115. Four Mile Old West Town & Campground	249. Tennyson Investments
116. Fred & Wendy Hlava	250. The Cruisin' Canvas
117. Freedom Hills Wealth Management	251. The Custer Beacon
118. Freeman's Electric Service, Inc.	252. The Custer Wolf Food & Drink
119. French Creek Campground & RV Park	253. The Mammoth Site
120. French Creek Supply- NAPA Auto Parts	254. Thomas Home Improvement
121. French Creek Tree Fellers, LLC	255. Travel Custer
122. Frenchy's Hideaways	256. United Way of the Black Hills

123. George Mickelson Trail
124. Gideons International Southern Hills Camp
125. Gold Camp Cabins, LLC
126. Gold Pan Saloon/ Calamity Jane
127. Gold Valley Camp
128. Golden West Telecommunications
129. Good Karma Jewelry
130. Green Owl Media
131. Grizzly Gulch Adventure Golf
132. Growing Roots, Inc
133. H&R Block
134. Harney Peak Chapter, NSDAR

257. Valhalla Legal, PLLC
258. Vector Design Print and Tech
259. VFW Post #3442
260. Vineyard Black Hills
261. Western Skies Real Estate
262. Western Tire Chain LLC
263. Windsong Valley Gardens
264. Workplace Disability Network of the Black Hills
265. World Fossil Finders Museum
266. Xanterra
267. YMCA
268. Zonta Club of the Southern Black Hills



The Hills Finest-Bridal by Michelle
Don't Panic, LLC
Rising Hope Counseling, LLC
Custer Laundry
Lintz Brothers Pizza

Around the Map Travel
Winmore, LLC
Bridle Ridge Horse and RV Camp LLC
Bottoms Up Taphouse
Grant Administration & Consulting LLC
Aflac- Matti (Kelley) Schryvers
Quilted Buffalo
Performance Outdoor Services
Western Dakota Tech Foundation
Encompass Payroll
South Dakota Department of Labor &
Regulation
On The Water
Elk Mountain Retreats and Tours
Rushmore Custom T's
Drover's Ridge
Black Hills Open-Top-Tours
Village of Boyd
Boyds Antiques and Unique's, Inc
Custer Sheds- by Old Hickory
Nomad Vancamp & RV Park

MEMBERSHIP SPOTLIGHT



2025 Custer Chamber

Member Spotlight

Branch Construction Services



Phone: 605-574-2506 or 303-908-2825
Email: branchconstructionservices@gmail.com

#Membership Monday

This week, we're shining the spotlight on Branch Construction! Here's what the wonderful team had to say about their business

"Here at Branch Construction, we are a family owned and operated business in South Dakota. We build all over the area and surrounding states. We specialize in the building of custom homes and supplying our clients with the best of modular homes! We have also been helping people in the area with building metal buildings/shops. We are striving for the best of customer service and the best of relationships. We are

always happy and excited to help people and families achieve there building needs and forever homes!"

More Info: <https://custersd.com/mem.../branch-construction-services-llc>

◆◆ **Membership Spotlight Time!** ◆◆

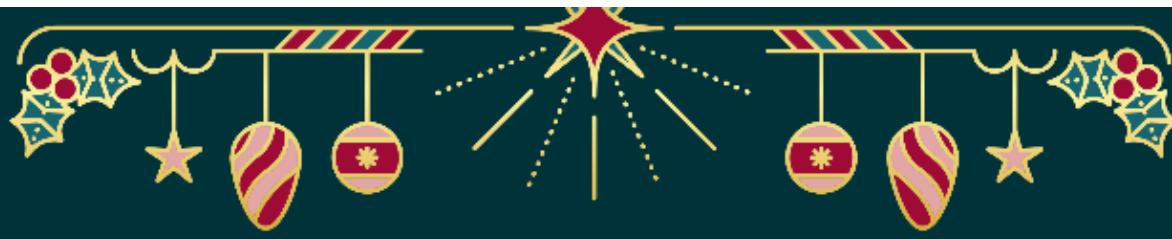
We love shining a light on the amazing businesses that make our community great! ◆◆

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



ENCHANTED “WONDER” LAND

A Holiday Market

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

NOVEMBER 10TH - DECEMBER 24TH

833 MT. RUSHMORE ROAD

MONDAY - FRIDAY
9:00AM-4:00PM

SATURDAYS
9:00AM-3:00PM



BLACK HILLS
**PARKS &
FORESTS**
ASSOCIATION

BHPFA.ORG

*A non-profit organization supporting wonder
and exploration through stewardship of
YOUR public lands.*





Workforce Knowledge Series

Discover opportunities
and programs to help your
business/organization.

An Overview of South Dakota Labor Laws

Thursday, Nov. 13 | 11:30 a.m. CST/10:30 a.m. MST | Microsoft Teams

**Join us for an overview of the employment laws
that affect workplaces across South Dakota,
including common rules and requirements.**

Registration required.



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

tinyurl.com/dlr-workshops



Equal Opportunity Program

U.S. DOJ Funded



November Story Time Schedule

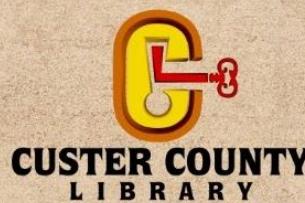


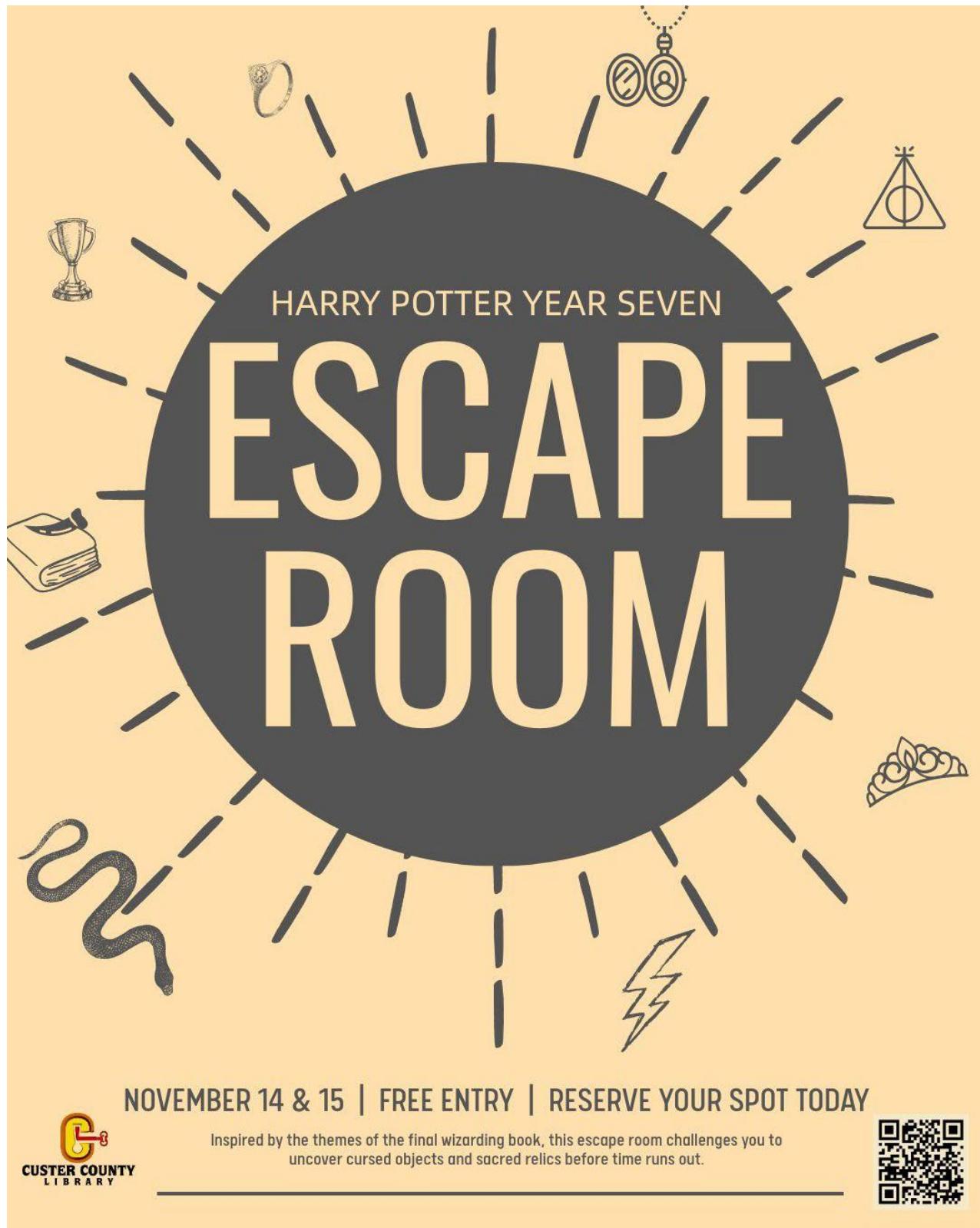
11/7 - Special Event: Storytime & book signing at the 1881 Museum

11/14 - Pickles (National Pickle Day since 1949!)

11/21 - Creation Station & STEAM(8+)

11/28 - No Story Time/Thanksgiving break





A promotional poster for a Harry Potter-themed escape room. The central feature is a large, dark grey circle containing the text "HARRY POTTER YEAR SEVEN" at the top and "ESCAPE ROOM" in large, bold, gold letters below. The circle is set against a light orange background that is decorated with various Harry Potter icons: a ring, a necklace with two circular pendants, the Deathly Hallows symbol, a trophy, a book, a crown, a lightning bolt, and a snake. The entire poster is framed by a thick brown border.

HARRY POTTER YEAR SEVEN

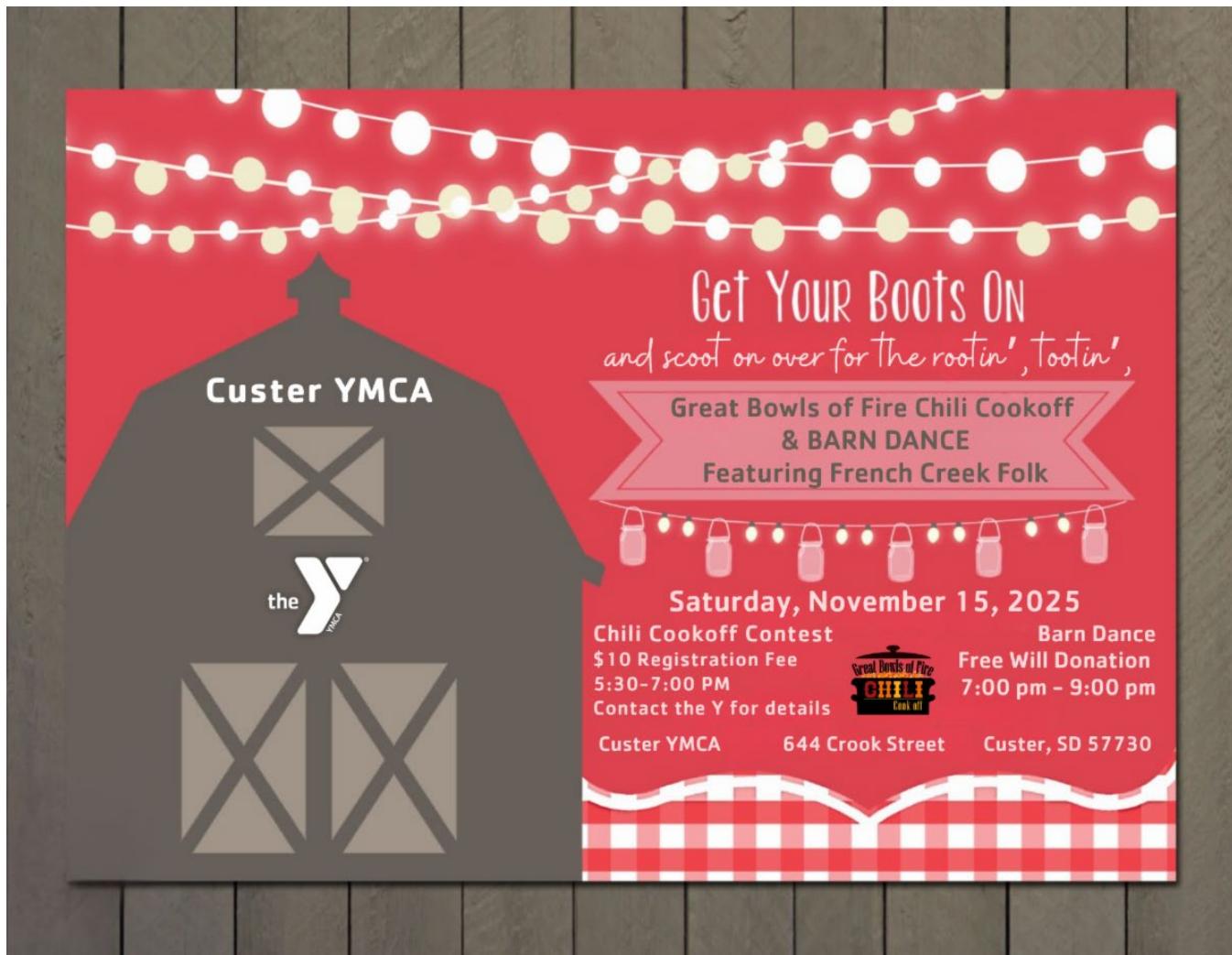
ESCAPE ROOM

NOVEMBER 14 & 15 | FREE ENTRY | RESERVE YOUR SPOT TODAY

Inspired by the themes of the final wizarding book, this escape room challenges you to uncover cursed objects and sacred relics before time runs out.

CUSTER COUNTY LIBRARY

QR CODE





Custer Mile High Garden Club ANNUAL FUND RAISER

WREATHS \$25



CHARMS \$25



SWAGS \$25



To order call or text: 1-831-596-2755

Or contact a Garden Club Member you may know.

*Orders must be received by Nov. 18th

*Pick-up at Dakota Greens, before Nov. 25th



Funds support Custer Library gardening programs and resource material, scholarships, area gardening projects at Black Hills Playhouse and Custer Museum, County Fair Horticulture program, Gold Discovery Days Flower Show, Summer Garden Tour.



Thank you!

HAPPY HOLIDAYS!

Ladies Night at The Cruisin' Canvas

Tuesdays: 6pm to 8pm



October 28
November 4, 11, 18
December 2, 9, 16
January 6, 13, 20, 27



THE BLUEPRINT

Custer County Democratic Party



Saturday, Nov. 1st, 9:00AM, Pancakes & Perspectives

Monthly Breakfast Get-together at Crazy Horse Memorial

Laughing Water Restaurant ~ 1215 Avenue of the Chiefs, Custer, SD

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



Saturday, Nov. 8th, 4:00PM - 8:00PM
stART Talking ~Giving voice. Sharing concerns.
The Custer Beacon ~ Custer SD
In a new community event connecting us through art, we aspire to use art media as a way to bring people together to express how people are being impacted by current events.
Sponsored by the Custer Area Arts Council, The Custer Beacon, & the Custer Co Democratic Party



Tuesday, November 11th, 2:00 PM
Veterans Day Social with the Custer School District
Custer Armory ~ 527 Montgomery Street, Custer, SD

Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com
<https://www.facebook.com/custercountydemocratsofsouthdakota>

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

Wednesday, November. 19th Business Meeting

**** Note Date Change ****

6:00 pm ~Custer Co Courthouse Annex Pine Rm~ 447 Crook St, Custer, SD
To join our email list please send a request to ccsddp21info@gmail.com.

Help Us DOUBLE Every Dollar You Give!

Join Growing Roots Preschool on the South Dakota Day of Giving for a fun-filled night that directly supports student safety!

Your ticket purchase is more than just admission—it's an investment in securing the future of our licensed preschool. We are urgently raising funds to help our partners at CLF replace their fire sprinkler system, a vital project needed to maintain our school's license and keep our community safe.

Thanks to a generous anonymous donor, we have a \$3,000 Match Challenge!



Every donation to the sprinkler fund is DOUBLED until the fund runs out!
What You Need to Know:

Decorate: Your \$15 ticket includes admission, warm drinks, and a full cookie decorating kit (multiple cookies, frosting, and sprinkles!).

The Mission: Every ticket helps us unlock the match. You can easily upgrade your support by sponsoring a Sprinkler Head: Your \$100 gift becomes \$200 for safety!

The Treats: You can also pre-order our delicious take-home cookie dozens right from the ticket link. (Pre-order deadline is Monday, Nov 17th—don't miss out!)

Stay for Carols: Your ticket also grants you access to the Community Christmas Sing-Along beginning at 6:45 PM.

Get Your Tickets Now!

19
NOV.
5:30 PM



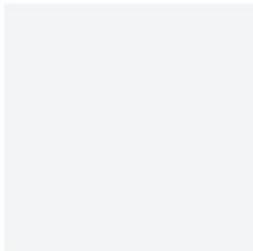
Vinyl *record* **CLUB**

GOOD MUSIC. GOOD CONVERSATION.



Edward Jones®

> edwardjones.com | Member SIPC



Edward Jones® Chamber Mixer

The Edward Jones offices of Kris Zerbe, Mark Koch, and Jared Slagle invite all fellow Custer Chamber members to their Chamber Mixer November 20th at The Custer Beacon.

hors d'oeuvres, iced tea, and coffee provided

When

November 20, 2025
5:00 pm – 7:00 pm

Where

The Custer Beacon
351 Washington St

Live Music featuring
Erik Hjortnaes from
HJEM A.M

© 2025 EDWARD D. JONES & CO., L.P. ALL RIGHTS RESERVED. AEG SPAD

Custer Senior Center

Happy Thanksgiving

AUTUMN BAKE SALE

NOVEMBER 20TH 2025
STARTING AT 9AM

Stop by the Custer Senior Center to pick up
all your Thanksgiving baked goods while
supporting a local nonprofit organization!

538 Mt. Rushmore Rd.
Custer, SD 57730





Custer Senior Center's

SOUP & PIE FUNDRAISER

Join us for our monthly Soup & Pie Fundraiser!

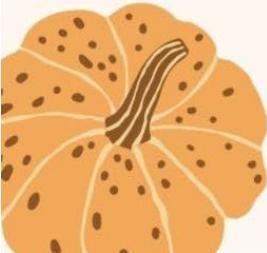
For just \$10.00, enjoy a warm bowl of soup, freshly baked bread, and a delicious slice of pie –all while supporting the Custer Senior Center.

November 20th from 11AM to 1PM

538 Mt. Rushmore Rd.
Custer, SD 57730



Follow us on Facebook to stay up to date on our monthly soup selections and other upcoming events!



18th Annual Stuff-A-Truck FOOD DRIVE

FOOD DONATIONS NEEDED:

Canned fruit cocktail

Canned cranberry sauce

Canned mandarin oranges

Canned green beans

Cake mix

Canned corn

Tubs of frosting

Stuffing mix

Large boxes of jello

**Bring donations to the Custer Chamber
by Thursday, November 20th**



Together, our efforts will help stock the shelves at the Custer Food Pantry and ensure they have everything needed for their Christmas food baskets.

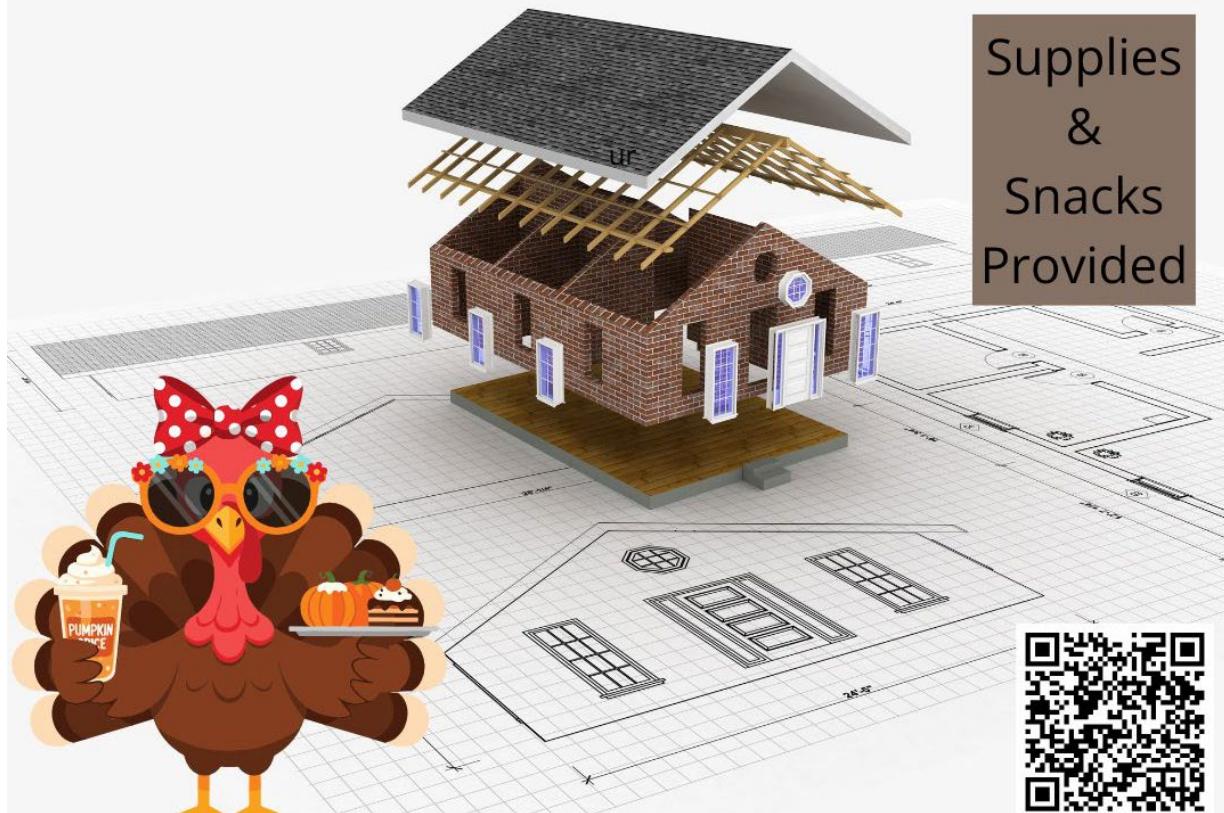
STEAM -Friday, Nov. 21st

10:00 am

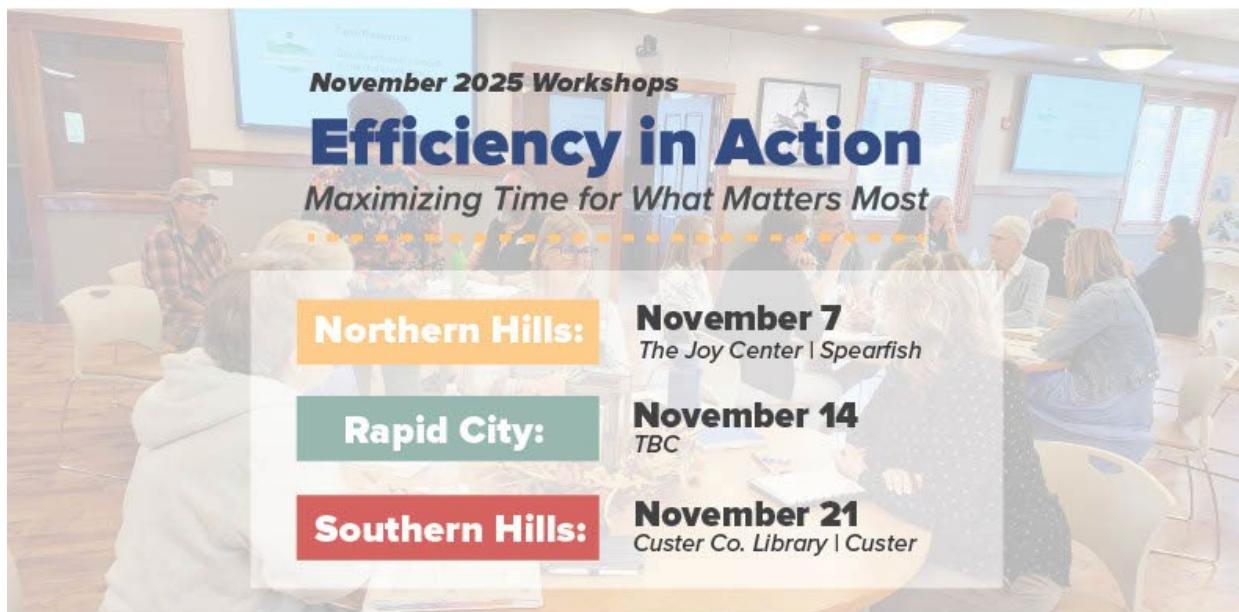
Focus: Engineering

Dilemma: Turkey needs a home

Solution: Curious students ages 8+ will build structures for turkeys



Registration recommended.



November 2025 Workshops

Efficiency in Action

Maximizing Time for What Matters Most

Northern Hills: November 7, The Joy Center | Spearfish

Rapid City: November 14, TBC

Southern Hills: November 21, Custer Co. Library | Custer

Tools for Optimizing Workflows & Maximizing Productivity

Join us for an engaging and practical training session designed specifically for nonprofit professionals who juggle multiple priorities while striving to make a meaningful impact.

This session will introduce **time management strategies**, **digital tools**, and **workflow techniques** to help streamline daily operations, reduce stress, and enhance organizational performance.

This isn't just a presentation, it's a hands-on learning experience. Participants will take part in **interactive activities** and **guided exercises** that apply directly to their own work environments.

Together, we'll explore ways to:

- Identify and eliminate time-wasters and bottlenecks
- Implement effective scheduling and prioritization methods
- Use technology tools to automate and simplify routine tasks
- Strengthen collaboration and communication across teams
- Develop personalized action plans for immediate implementation

By the end of the session, attendees will leave with practical tools, templates, and next-step strategies to boost productivity and sustain efficiency across their roles and departments.

Register today! www.innovnp.com/npc-blackhills

Sponsored by:



Nonprofit
Connections



WREATH MAKING

**NOVEMBER 22
11 AM**

FREE

**AGES 16+
REGISTRATION
REQUIRED**





CUSTER SENIOR CENTER PRESENTS



The Kitchen Band is Back!



TUESDAY, NOVEMBER 25TH AT 1PM



CUSTER SENIOR CENTER

538 MT. RUSHMORE RD.

FREE
OPEN
TO THE
PUBLIC



ABOVE, THE KITCHEN BAND IS
PICTURED PRACTICING THEIR
TALENTS ALONGSIDE THE
LOCAL SHERIFF'S DEPARTMENT.

NOV-FEB
6:00- 7:30 PM
\$10 AT DOOR

Black Hills Parks & Forests Presents

CABIN NATURE CHATS AT THE TRAILHOUSE

148 GORDON ST, CUSTER, SD 57730

Join us for a series of interactive nature programs held in the warm and welcoming Trailhouse. Explore, learn, and connect with the natural world in a cozy setting.

NOV 6
Field Notes: Stories and Skills from the Natural World
Explore the art of observation through photos, videos, and stories that bring tracking, survival, and local plants and wildlife to life. Interactive Q&A included.

DEC 4
Introduction to Survival
Learn the core skills of survival: shelter building, fire without matches, making water safe to drink, and basic snares for food.

JAN 8
Nature's Clues: Intro to Animal Tracking
Discover how to recognize tracks, scat, and other animal signs and interpret what they reveal about behavior, movement, and the ecology of the area.

FEB 5
Voices of Nature: Learning the Language of Wildlife
Tune in to the calls, movements, and behaviors of birds and mammals to detect hidden wildlife and move through nature with greater invisibility.



Learn more



TRAILHOUSE
a creative gathering space
www.TRAILHOUSEARTS.COM

BLACK HILLS PARKS & FORESTS ASSOCIATION

www.bhpfa.org | 605-745-7020



Details

Date: Saturday 13 December 2025

Time: 4:00 pm – 10:00 pm

Cover Charge: Free for all ages!

Location: The Custer Beacon!



JUNE 13, 2026



The
Big Mick
CENTURY &
HALF CENTURY
RIDE

Bike it like you mean it!
George S. Mickelson Trail

109 Miles • 1 Day
1/2 Century Ride: 49 miles

Register Now!
MickelsonTrailAffiliates.com

We Ride at Dawn!
Event starts in Deadwood, ends in Edgemont
Registration Includes: Meals • Snacks
Day Pass • Rider Support • T-Shirt • Trail Swag

ANNOUNCEMENTS





*Every weekend from
Thanksgiving to Christmas Eve*

RESERVATIONS - 1880TRAIN.COM



Holiday RAFFLE

DRAWING WILL BE DECEMBER 6TH

FOR EVERY \$25 YOU SPEND GET 1 FREE RAFFLE TICKET

OR BUY 1 TICKET FOR \$5 OR 5 TICKETS FOR \$20

TOP 3 PRIZES WILL BE MAILED IF WINNER IS OUT OF STATE

-TOP PRIZE-

BLACK HILLS GOLD WOMEN'S WATCH - OR - HANDMADE DAMASCUS
DINO BONE INLAYERED FOLDING KNIFE WITH SHEATH - ESTIMATED
RETAIL PRICE \$650

-2ND PRIZE-

LARIMAR STERLING SILVER BRACELET -
ESTIMATED RETAIL PRICE \$360

-3RD PRIZE-

TITAN INTERNATIONAL HANDMADE VIKING
INSPIRED AXE WITH SHEATH - ESTIMATED VALUE \$150

AS WELL AS MANY OTHER PRIZES FOR LOCALS SUCH
AS CINCH, KIMES, PANHANDLE, BLACK HILLS GOLD
APPAREL AND ACCESSORIES, AND WITH THE WIND WINERY
AND MANY MORE.

507 MT RUSHMORE RD
CUSTER, SD



DONATIONS NEEDED



- Empower Job Corps Classes -



Donate your old (working) sewing machines to Job Corps to aid in helping students build the skills and gain the hands-on experience needed to launch a successful career, pursue higher education, or join the military.

**Drop off your donations
at Custer Senior Center**

Support Our Vets RAFFLE

PROCEEDS BENEFIT OPERATION BLACK HILLS CABIN

\$5/ 1 ENTRY

\$25/ 6 ENTRIES



Scan QR codes to
view basket details!

NOV 1-14

WINNERS DRAWN ON NOVEMBER 17

All baskets are on display at Black Hills Federal Credit Union >> 1135 Mt Rushmore Rd







MILITARY FAMILY MONTH
**IN APPRECIATION TO THOSE WHO SERVE
AND SUPPORT.**

To celebrate Military Family Month, all YMCA locations across the Black Hills will offer a \$0 Joiner Fee for all active-duty service members, National Guard/reserves and military veterans during the month of November.

A \$40 savings!

To redeem this offer you must sign up in person at your preferred YMCA location with a valid military/government-issued photo ID. Other restrictions may apply.
Offer valid November 1-30, 2025.

For a better us.®

the YMCA

**FIND YOUR Y.
JOIN TODAY**

QUESTIONS? CONTACT US AT
MEMBER@RCYMCA.ORG

RAPID CITY YMCA
LIBERTY CENTER YMCA (BOX ELDER)
CUSTER YMCA
EDGEMONT YMCA



Announcing Holiday Pass Sale for Season 80 Tickets at the Black Hills Playhouse

Save up to 23% on Tickets from November 1-December 31!

For Immediate Release

SOUTH DAKOTA — Theatre 605 Black Hills Playhouse is excited to announce its annual holiday pass sale, offering exclusive savings on flexible ticket packages for the highly anticipated 2026 season. Running from **November 1 to December 31**, this special sale is one of the year's biggest for theatergoers. With discounts of **up to 23%**, it's the perfect opportunity to plan ahead and secure flexible tickets for an unforgettable summer of theatre in the scenic Black Hills. **The Holiday Pass Sale goes live online on November 1 and by phone via the Box Office on November 4.**

The holiday ticket packages come in a variety of options to suit any budget or gift-giving need:

- **Stocking Stuffer:** Includes 2 flexible tickets
- **Secret Santa:** Includes 4 flexible tickets
- **Shout it From the Rooftop:** Includes 8 flexible tickets
- **Shining Star:** Includes 16 flexible tickets

Each ticket package provides flexibility for attendees. Tickets can be redeemed for any 2026 season regular show performance and used by anyone, making them ideal for sharing with friends or family. Whether as a thoughtful gift or a personal treat, these passes offer convenience and value for all theatre lovers.

Season 80, titled **250 Years and Counting...Celebrating America's past, present, and imperfect progress** features a stellar lineup of four productions sure to captivate audiences:

- ***The Complete History of America (Abridged)***
- ***1776***
- ***Come From Away***
- ***What the Constitution Means to Me***

These flexible ticket packages are the perfect gift for the holiday season, and the Theatre 605 team is ready to assist you with your purchase. Tickets can be purchased conveniently online at theatre605.org starting November 1 or by calling **605.255.4141** starting November 4.

Don't miss out on this opportunity to share the magic of live theatre with loved ones while enjoying exceptional savings!



NOVEMBER

MONTH LONG BLACK FRIDAY DEALS

-10% OFF-

PAINTINGS - ORNAMENTS - CANDLES - OIL LAMPS
POTTERY - WOOD DECOR - WILLOWS TREE
NATIVE AMERICAN ART

-15% OFF-

MIRRORS & GALLERY COLLECTION

-20% OFF-

BUTTERFLIES & METAL ART

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CUSTER, SD**



Yoga Teacher Training 200HR Certification

Our 200-hour Yoga Alliance Registered Teacher Training is designed for dedicated practitioners who feel called to expand their knowledge and impact others through teaching.

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www.moccasinsprings.com





Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

ATTENTION! PERSONAL USE FUELWOOD PERMITS AVAILABLE

**During the government shutdown, Personal Use Firewood Permits may be purchased at one of the offices below during the days/times indicated
(please ring the bell or call the phone number listed)**

Office Location	Sundance, WY	Spearfish, SD	Rapid City, SD	Custer, SD
Day/Times				***
Monday (8am-1pm)		X	X	
Tuesday (8am-1pm)				X
Wednesday (8am-1pm)			X	
Thursday (8am-1pm)	X			
Friday (8am-4pm)	X	X	X	X

*** Beginning October 21, 2025

Bearlodge Ranger District 101 S. 21 st St. Sundance, WY 82729 (307) 283-1361 ext 3450	Northern Hills Ranger District 2014 N. Main St Spearfish, SD 57783 (605) 443-3055	Mystic Ranger District 8221 Mount Rushmore Rd Rapid City, SD 57702 (605) 716-1858	Hell Canyon Ranger District 1019 N. 5 th St. Custer, SD 57730 (605) 673-9292
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We apologize for any inconvenience this may cause.

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

FALL HOURS UPDATE

ADVENTURE RENTALS &
HOLLY'S CHIC BOUTIQUE

6 DAYS A WEEK
8AM – 6PM

- 📍 HILL CITY CLOSED MONDAYS
- 📍 CUSTER CLOSED TUESDAYS

COME ENJOY CRISP FALL DAYS
WITH AN OFF-ROAD ADVENTURE
OR A COZY SHOPPING TRIP



Black Hills National Forest 2025/2026 Off-Season Campground Information						
Campground Name	Start of Reduced Off-Season Rates	Daily Fee	Units	Lake or Stream	Spur Length (Maximum)	Remarks
Bearlodge	Sept. 8	\$15	8	None	25 ft	Closes 12/15
Beaver Creek	Sept. 8 - Dec. 15	\$0	8	Beaver Creek	45 ft	Sites are outside of the main campground gate. Closes 12/15
Bismarck Lake	Sept. 29	\$15	5	Bismarck Lake	45 ft	Sites are outside of the main campground gate.
Boxelder Forks	Sept. 8 - Dec. 15	\$15	3	Boxelder Creek	45 ft	Sites are outside of the main campground gate.
Black Fox	Sept. 8 - Nov. 30	\$0	9	Rapid Creek	45 ft	Closes 12/1 for snowmobile routes.
Castle Peak	Sept. 8	\$0	9	Castle Creek	45 ft	Historic mining sites are available nearby.
Comanche Park	Sept. 8	\$15	5	None	25 ft	Sites are outside of the main campground gate.
Cook Lake	Sept. 8	\$4 Day Use \$15 Night	15	Cook Lake	45 ft	B Loop is open. All other loops are closed. Closes 12/15
Custer Trail	Sept. 8	\$0	16	Deerfield Lake	50 ft	
Dalton Lake	Sept. 8	\$15	11	Dalton Lake	45 ft	Closes 12/1 or as access allows due to snow
Ditch Creek	Sept. 8	\$0	13	Ditch Creek	50 ft	Off-season access may require a snowmobile or skis.
Dutchman	Sept. 8	\$0	9	Deerfield Lake	50 ft	Top Loop is open. All other loops are closed.
Hanna	Sept. 8	\$15	6 - Tent Only	Spearfish Creek	0 ft	Walk-in tent sites are open during the off-season.
Redbank Springs	Sept. 8 - Nov. 30	\$15	4	None	50 ft	Closes 12/01
Reuter	Sept. 8	\$15	24	None	30 ft	Closes 12/15
Rod & Gun	Sept. 8 - Nov. 30	\$15	7	Little Spearfish	50 ft	Closes 12/1
Roubaix	Sept. 8	\$15	9	Roubaix Lake	25 ft	C Loop is open. All other loops are closed.
Sheridan Lake South	Sept. 29	\$15	30	Sheridan Lake	60 ft	Woodsy Loop is open. All other loops are closed.
Summit Ridge Cabin	Year Round	\$75	1	None	N/A	Reserve at www.recreation.gov - Area roads are not maintained; off-season access may require a snowmobile or skis.
Sundance (Horse Camp)	Sept. 8	\$15	10	None	50 ft	Horse facility (corrals & stalls). No water after 09/11
Timon	Sept. 8 - Nov. 30	\$15	7	Little Spearfish	60 ft	Closes 12/1
Whitetail	Sept. 8	\$0	17	Deerfield Lake	50 ft	Lower Loop (including toilet) is open. Upper Loop is closed.
Closed for the Off-Season on Sept. 8:		Bear Gulch Group Campground, Dalton, Grizzly, Pactola Reservoir, Sheridan Lake North Group Sites, Steamboat Rock, and Strawberry.				
Closed for the Off-Season on Sept 29:		Bismarck, Horsethief Lake, and Oreville. NOTE: Oreville Campground and Iron Creek and Willow Creek Horse Camps are open through October 31 (Weather Permitting).				
<p>* Fees: Self-Pay at all open campgrounds. The Stay Limit is 14 days at all developed campgrounds.</p> <p>* Roads: Not maintained during the off-season. Sites above are open until weather prohibits access or closed on date(s) noted above.</p> <p>* Garbage: Pack It In, Pack It Out at all sites.</p> <p>* Plan Ahead: All campsites are first come, first serve and offer a picnic table and fire ring. Vault toilets are available. Drinking water is NOT available.</p> <p>* All information is subject to change, due to inclement weather, decreased staffing, and sporadic conditions beyond control.</p>						

September and October offer some of the best camping conditions in the region. Shoulder season temperatures are comfortable, roadways are less congested, and recreational opportunities still abound on the Forest. Whether you are a local enthusiast or a passing traveler, please see the off-season camping calendar from our friends at the Black Hills National Forest. #FindYourForest



LOVE LOCAL GIVE LOCAL

HELP LOCAL PROJECTS THAT MATTER TO YOU
& YOUR BUSINESS!

CHAMBER MEMBERS:
PLEASE CONSIDER A BUSINESS DONATION

HIGHLIGHT YOUR BUSINESS & SUPPORT CUSTER'S FUTURE!

DONATE AT THE CITY OFFICE OR SPEAK TO A COMMITTEE MEMBER

CURRENT PROJECT:

REBUILD & REVIVE WEST DAM AND PARKS



FUTURE PROJECTS MAY INCLUDE: CITY PARKS & CUSTER COMMUNITY CENTER

MAKE A TAX DEDUCTABLE DONATION - SCAN QR CODE OR VISIT:
[HTTP://BIT.LY/CUSTERWESTDAM](http://bit.ly/custerwestdam)

LEARN MORE ABOUT THE PROJECT:
[WWW.CUSTERCDF.COM](http://www.custercdf.com)

NEWS FROM THE STATE

Government Shutdown Alert

Because of the federal government shutdown, www.doi.gov is not being updated and will not be able to respond to inquiries until appropriations are enacted. For more information please visit: <https://www.doi.gov/shutdown>

Breadcrumb

1. [Home](#) Operations In The Absence of Appropriations

Operations in the Absence of Appropriations

Bureau/Office Contingency Plans

- *Assistant Secretary for Indian Affairs (ASIA)*
- *Assistant Secretary for Insular and International Affairs (ASIIA)*
- *Bureau of Indian Affairs (BIA)*
- *Bureau of Indian Education (BIE)*
- *Bureau of Land Management (BLM)*
- *Bureau of Ocean Energy Management (BOEM)*
- *Bureau of Reclamation (BOR)*
- *Bureau of Safety and Environmental Enforcement (BSEE)*
- *Bureau of Trust Funds Administration (BTFA)*
- *U.S. Fish and Wildlife Service (FWS)*
- *National Park Service (NPS)*
- *Office of the Inspector General (OIG)*
- *Office of the Secretary (OS)*
- *Office of Surface Mining Reclamation and Enforcement (OSMRE)*
- *Solicitor's Office (SOL)*
- *U.S. Geological Survey (USGS)*

PRESS RELEASE



FOR IMMEDIATE RELEASE: Wed., Nov. 5, 2025

CONTACT: [Katlyn Svendsen](#), Global Public Relations & Content Services Senior Director, Travel South Dakota

Travel South Dakota Brings the Spirit of The Mount Rushmore State to the
2026 Rose Parade®

PIERRE, S.D. – Travel South Dakota will kick off America's 250th anniversary celebration on one of the nation's most iconic stages: the Rose Parade® presented by Honda. On Jan. 1, 2026, the state will roll through Pasadena with its most spectacular float yet, showcasing South Dakota's spirit, beauty and adventure to millions of viewers around the world.

Travel South Dakota's float, named "Carved in Stone; A Legacy of Teamwork" will feature larger-than-life icons, cultural treasures, and the bold spirit that defines South Dakota with the focal point being Mount Rushmore National Memorial. The float will feature nearly 40,000 floral elements, including corn, wheat, sunflowers, textured rust cornsilk for the bison's coat, and light blue iris petals.

Parade viewers can expect the state's famous faces to rise above a landscape bursting with adventure, from thundering bison and the cultural reverence of the Dignity: of Earth and Sky sculpture to iconic native grasses and florals that showcase South Dakota's beauty.

Nearly 15 million visitors journey to South Dakota each year to marvel at its monuments and explore the state's wide-open spaces, agritourism offerings, and unique cities. The float celebrates those unforgettable experiences while introducing the world to the flavors, heritage, and sense of wonder that make South Dakota more than just a stop along the way.

"As we kick off 2026 and our nation's 250th birthday, our goal is to showcase the majesty of South Dakota to millions of viewers watching the parade around the world," said James Hagen, Secretary of the South Dakota Department of Tourism. "With our float, we're highlighting the iconic landmarks that define South Dakota, and sharing some of our hidden treasures that make us an unforgettable destination."

South Dakota's celebration in southern California will extend beyond the parade. During Decorator's Week in Pasadena, the Travel South Dakota team will offer immersive experiences that give visitors a taste of the state, including locally inspired treats, interactive moments, and social media sharing opportunities.



This is **Travel South Dakota's** second appearance in the Rose Parade, the first being 10 years ago in 2016. **Travel South Dakota's** 2026 "Carved in Stone; A Legacy of Teamwork" float is being designed and built by Artistic Entertainment Services.

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: [See this link for a photo](#) of the rendering of Travel South Dakota's "Carved in Stone; A Legacy of Teamwork" 2026 float.

About the Pasadena Tournament of Roses® and Rose Parade® presented by Honda:
The Pasadena Tournament of Roses® is a volunteer organization *that hosts America's New Year Celebration®* with the Rose Parade® presented by Honda, the Rose Bowl Game® presented by Prudential and a variety of accompanying events. *The Association's 935 Members supply more than 80,000 volunteer hours, which will drive the success of the 137th Rose Parade, themed "The Magic in Teamwork," on Thursday, January 1, 2026, followed by the College Football Quarterfinal at the Rose Bowl Game presented by Prudential.* Visit www.tournamentofroses.com, follow us on [Instagram](#), [TikTok](#), [YouTube](#) and [X](#), and like us on [Facebook](#).

TravelSouthDakota.com



**BLACK HILLS
PARKS &
FORESTS
ASSOCIATION**

Supporting
Wonder and Exploration
since 1946

FOR IMMEDIATE RELEASE

BHPFA Supports Women's Stewardship Project on Black Elk Peak Trail

Custer, S.D. — Oct 29 — At the beginning of October, Black Hills Parks & Forests Association partnered with Wilderness Volunteers and SheJumps to host a women's stewardship project in the Black Hills.

The weeklong project brought together 10 women from across the country for hands-on leadership training to prepare them to co-lead future Wilderness Volunteers projects nationwide. The effort was funded through a grant partnership with the National Forest Foundation and Athletic Brewing Company. The organizations provided full scholarships for all participants to attend the training.

Despite adjustments due to the recent federal government shutdown, the group's impact was substantial. Volunteers cleared overgrown vegetation and trimmed brush along two miles of trail and built more than 80 drainage features to improve erosion control and water management on the Custer State Park portion of the popular Black Elk Peak Trail 9 South.

"We are grateful for the support of the trail crew and leadership at Custer State Park, who helped us pivot due to the government shutdown," said Andrea Fountain, Program Manager for BHPFA. "We helped Custer State Park with much needed work that has a positive effect on our Forest Service partner, too, since Trail 9 starts in Custer State Park and continues into Black Hills National Forest. This project provided valuable hands-on experience and equipped participants with the skills to lead future conservation efforts across the United States."

The collaboration exemplifies how partnership, stewardship, and shared purpose can empower women leaders and strengthen the future of public lands.

About Black Hills Parks & Forests Association

Black Hills Parks & Forests Association is a nonprofit partner supporting education, interpretation, and conservation efforts across national parks, forests, and grasslands in the Black Hills and Nebraska Panhandle. Through retail operations, donor support, and project funding, BHPFA helps protect public lands and enhance the visitor experience.

26611 US Hwy 385 | Hot Springs, SD 57747 | 605.745.7020
www.blackhillsparks.org

At 11 a.m. MT today, Monday, Oct. 6, 2025, a road construction project is scheduled to begin on U.S. Highway 16A near Custer. The reconstruction project to replace a box culvert structure and multiple pipe culverts is located 14 miles east of Custer or nine miles west of the S.D. Highway 79

intersection.

Highway 16A will be closed from the intersections of Highway 16A/Iron Mountain Road to Custer State Park's Wildlife Loop. This closure will be in place until April 2026. Additional work will include replacing multiple pipe culverts, building gabion walls, and mill and overlay asphalt from Custer State Park's east entrance to the west entrance for 13 miles. Custer State Park's Wildlife Loop and Iron Mountain Road will remain open throughout the project.

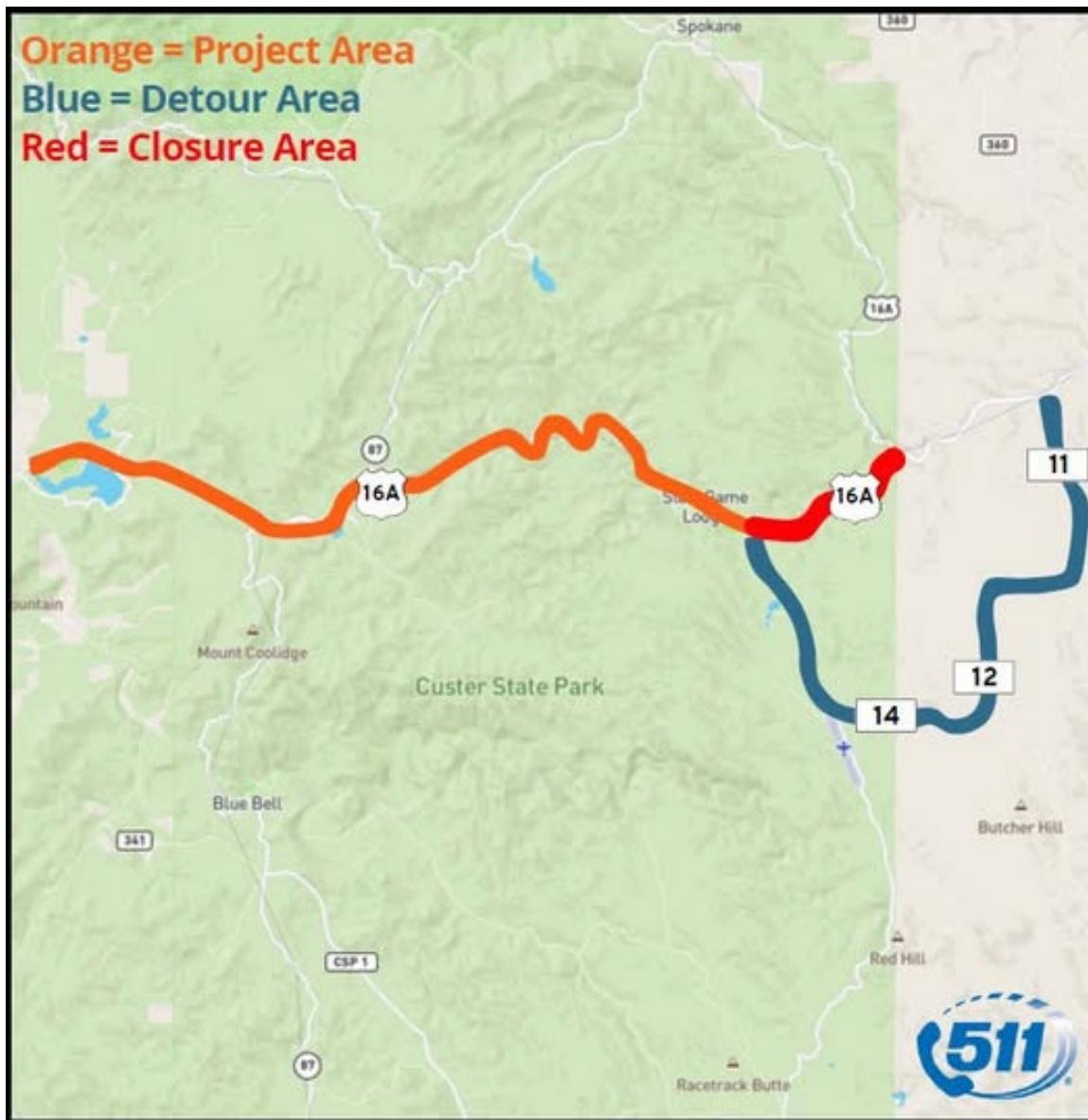
During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County's Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of LH Road, west approximately two miles on LH Road to Custer State Park's Wildlife Loop Road, and then north two miles on the Wildlife Loop Road back to Highway 16A. Motorists should be aware that the detour on Ritterberger Road, Cobb Road, and LH Road includes six miles of gravel. The Wildlife Loop Road is two miles of asphalt with a reduced speed limit of 25 mph.

S.D. Highway 40 between Hermosa and Keystone also provides a detour option for area motorists.

Find additional project information at <https://dot.sd.gov/16a-culverts>. This website includes project updates, photos, and a downloadable map that demonstrates the project area and detour route.

The overall project completion date is October 2026.

#SDDOT #SD511



South Dakota DOT Update





CLOSURE E

Pactola Dam to Custer Gulch Road

Oct. 20, 2025 – March 6, 2026

*Local access to Victoria Lake Road maintained



Project Update

Monday, Nov. 3, 2025

Current Construction:

- Closure E (Pactola Dam to Taylor Ranch Road) is currently in place and ends on Friday, March 6, 2026. Outside of the closure, construction crews continue to work on the roadway.
 - The intersection of Custer Gulch Road and U.S. Highway 385 has been temporarily moved 300 feet to the north. A temporary diversion is in place while the contractor places a pre-cast box culvert.
 - Roadway grading is taking place between Sheridan Lake Road and McCurdy Gulch Road.
 - The contractor is working to move traffic from the diversion just north of Sheridan Lake Road to the new roadway alignment, which is over the newly completed box culvert. By Friday, Nov. 7, 2025, all traffic movements will be switched in this location.

Upcoming Construction:

- Over the winter, the roadway within the construction area will be a combination of pavement, blotter (hard, packed roadway surface that resembles asphalt), and gravel driving surfaces. Gravel surfacing will be in place on Highway 385 from Wrinkle Valley Road to 1/2-mile from South Sanders Ranch Road and from Sheridan Lake Road to 1/2-mile 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.**

Custer Senior Center

November Activities

Custer Senior Center Activities Calendar - NOVEMBER 2025						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
NOTE: ** Until Further Notice Center Hours will be 9:00 AM - 4:00 PM **						1
BUY YOUR TICKET FOR THE HOLIDAY RAFFLE BASKET BEFORE DECEMBER 15						
2	3	4	5	6	7	8
 SET YOUR CLOCK3 BACK 1 HR	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM Vets Pool 9:00 AM PROGRAMS & WAYS & MEANS MEETING 12:00 PM Pinochle	7:00 AM Fitness Time 8:00 AM Morning Coffee	1:00 PM Ladies' Billiards	TRANSIT BUS TO RAPID & RETURN 7:00 AM Fitness Time 8:00 AM Morning Coffee 12:00-3:00 PM 1881 COURTHOUSE MUSEUM HOSTS SOUTHERN BLACK HILLS MUSEUM ALLIANCE KICK-OFF MEETING	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM LINE DANCING-2 10:00 AM LINE DANCING-1 11:00 AM STRENGTH STEP & STRETCH 12:30 PM Bingo 2:30 PM Newsletter Meeting	
9	10	11	12	13	14	15
		 CLOSED CENTER	9:00 AM-3:00 PM SHIINE MEDICARE INFO SHARE REQUIRES APPOINTMENT 1:00 PM Ladies' Billiards 1:00 PM PAINT CLASS WITAMI SHOWERS	7:00 AM Fitness Time 8:00 AM Morning Coffee	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM LINE DANCING-2 10:00 AM LINE DANCING-1 12:30 PM Bingo	
16	17	18	19	20	21	22
			7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM Vets Pool 12:00 PM Pinochle 2:00 PM MEMBERSHIP MEETING NOMINATE BOARD CANDIDATES	1:00 PM Ladies' Billiards 12:00-3:00 PM CELEBRATION OF LIFE LUNCHEON FOR ROWENA RICHARDSON 9:00 AM HOLIDAY BAKE SALE 11:00 AM-1:00 PM SOUP & PIE FUNDRAISER	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM LINE DANCING-2 10:00 AM LINE DANCING-1 11:00 AM STRENGTH STEP & STRETCH 12:30 PM Bingo	
23	24	25	26	27	28	29
30	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM Vets Pool 12:00 PM Pinochle	7:00 AM Fitness Time 8:00 AM Morning Coffee 12:00 PM MEMBERS POTLUCK 1:00 PM MUSIC-BY KITCHEN BAND	1:00 PM Ladies' Billiards	 CENTER CLOSED	CENTER CLOSED Enjoy time with your families (or shopping for bargains) MAKE GOODIES FOR THE COOKIE/CANDY WALK ON DECEMBER 5th	



To educate every student
to his or her potential

[Latest Newsletter](#)

WEEKLY INSPIRATION



HELP WANTED

WE ARE HIRING

**LOOKING FOR A FLEXIBLE, PART-TIME POSITION IN A
POSITIVE, HEALTHCARE SETTING?**

**PAIN & MOVEMENT SOLUTIONS IS 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



What Moves You?

Belle Fourche • Sturgis • East Rapid City
West Rapid City • Custer



Hiring Experienced Server

**\$12 per hour
plus tips**

605-745-7626

soakinhotsprings@gmail.com





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

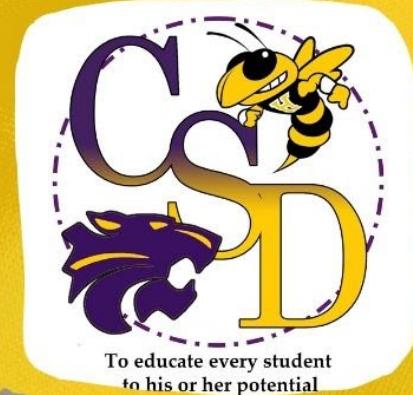


Outlaw Ranch is looking for a part-time assistant cook/baker. Our beautiful space offers a welcoming working environment. Experience preferred, will train. Pay DOE. Hours for this position vary throughout the year, as we host a wide variety of retreats from August-April, and we host summer camps for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

- ASST. DISTRICT TECHNOLOGY COOR/NETWORK ADMIN
- FULL-TIME SPED PARA @ CUSTER ELEM
- PART-TIME CUSTODIAN @ CUSTER JR/SR HS
- Activities Advisors & Coaches in Hermosa & Custer
- 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



**GOOD KARMA
JEWELRY
JOIN OUR TEAM
GREAT PAY + EXTRA PAY
FOR EVENING SHIFTS**

PREFERABLY AGE 21+
SALES ASSOCIATE
WILLING TO WORK
DAYTIME, EVENINGS &
WEEKENDS

RESPONSIBLE & MATURE
CUSTOMER SERVICE EXPERIENCE
SALES EXPERIENCE
GREAT PEOPLE SKILLS
SEASONAL POSITIONS AVAILABLE

APPLY IN STORE
507 MT RUSHMORE RD
CUSTER, SD 57730
FOR MORE INFO:
605-673-3047

WE ARE HIRING



- Part Time or Full Time flexible employment opportunity with great pay
- Looking for friendly smiling dependable energetic individuals.
-
- Retail associates to work retail shop in town. Cashier and/or packaging shipping orders.
-
- Retail associates at factory store 7 miles West of town.
-
- Must be neat in appearance, able to stand on feet, engage with customers, complete tasks with minimal supervision. Schedule is flexible. Great pay. Perfect summer job for teachers or high school seniors & those with outgoing personalities.
- If you meet these qualities please call or email Pam at:
- (605) 440-0028
- Blackhillscandleco@gmail.com
-

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

Chamber Staff & Board of Directors



CHAMBER STAFF

Dawn Murray
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dmurray@custersd.com

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Information Associate
fbaumann@custersd.com

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2025

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Our Address:
615 Washington Street
Custer, SD 57730

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



[Visit our Website](#)

dmurray@ustersd.com / ustersd.com

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