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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



You already know this but you will never out-doorbuster the big box stores. You are not supposed to. Your power is not in pallets of TVs sold near cost to get people in the door. It is in how people feel when they walk through your door. If you lean into experience, Black Friday can shift from “we cannot compete” to “we own this lane.” Here’s how:

6 Ways to Win at Black Friday

Black Friday is loud, crowded, and a little unhinged. Use that to your advantage by being the opposite. Think of your business as a holiday oasis.

Ideas you can try:

- **Quiet Hours Shopping.** Offer “calm hours” in the early morning or later evening with softer lighting, relaxed music, and a limited number of shoppers by RSVP. This is an ideal way to stand out.
- **Cozy Comfort Station.** Set up a hydration and warmth bar. Think hot cocoa, tea, cucumber water, and maybe a simple snack. You are literally refueling tired shoppers.
- **Phone Drop Zone.** Create a “scroll break” basket where people can put their phones while they browse. Add a small sign: “You will not find peace in your notifications. Try here instead.”

You become the place where shoulders drop and breathing slows. That alone is a competitive edge.

People love to feel like insiders. Use that instinct.

Ideas to elevate the day:

- **By-Appointment Shopping.** Offer 30-minute mini appointments for styling, gifting help, or product demos. Shoppers leave with decisions made and gifts checked off.
- **First Look Access.** Give your email list, top customers, or loyalty members early access to your best bundles or limited items. Frame it as a thank you, not a gimmick.
- **“Done and Dusted” Gift Packages.** Curate grab and go gift sets for specific people: “Teacher TLC,” “Hostess Hero,” “Self-Care Sunday,” “Office Secret Santa.” The value is not only in the items. It is in the decision fatigue you remove.

You are not trying to be the cheapest. You are trying to be the easiest and the most thoughtful.

If the big box experience feels like a stampede, yours can feel like a respite.

Add small, memorable touches:

- **Gratitude Wall.** Invite customers to write what they are grateful for on tags or sticky notes and hang them on a wall or tree. It creates a moment of reflection and looks great on social.
- **Photo Moments.** Set up a simple photo nook. A decorated chair, a small backdrop, a “We survived Black Friday together” sign. Offer to take photos for customers on their phones.
- **Word of Mouth Marvels.** Ideally, word of mouth testimonials will come from customers in the form of reviews or social posts. But you can also use the help of your employees. Help customers feel more confident about their purchases by telling them things like, “That’s one of our biggest sellers” or “I bought that for my son’s teacher and she loved it.” These short employee-led testimonials work in-person and even as physical signs near a popular product or service. If you’re not a believer, check out how Amazon designates some of its products as “Amazon’s Choice.”

Use all five senses to stand out.

- **Sight.** Make your best bundles and gift solutions front and center. Use clear signage like “Gifts under \$25” or “Perfect for the person who has everything.”
- **Sound.** Choose a playlist that fits your brand. Calm acoustic, jazzy holiday, or upbeat pop. Just be deliberate.
- **Smell.** A subtle holiday scent can make your store feel warm and inviting. Candles, diffusers, or even a simmer pot if it is safe.
- **Taste.** If allowed, offer small sips or bites. Think sample cocoa, infused water, or a local treat.
- **Touch.** Invite people to try, test, feel, and flip through. Hands-on experiences make products more real and more likely to be purchased.

You want people to feel like they have stepped into a curated world, not just another errand.

You do not have to do Black Friday alone. Collaboration makes everything bigger without blowing your budget.

Ideas:

- **Oasis Trail.** Partner with nearby businesses to create a “Holiday Sanity Route.” Each shop offers a comfort element or mini perk. Share a simple map online and in print.
- **Shared Experiences.** Host a pop-up inside your store featuring a local baker, maker, or artist. It brings their audience to you and gives your customers something extra to enjoy.

This is how you turn one good experience into a whole neighborhood story.

A great experience still needs promotion.

- Share your Black Friday “experience menu” on social media, your website, and via email.
- Focus the message on how people will feel. Less “10 percent off.” More “Skip the chaos and actually enjoy your holiday shopping.”
- Let your chamber know what you’re doing. They may share it in their newsletters or social feeds and send more people your way.

If you can make Black Friday feel human, calm, and a little bit magical, you will not just survive it. You will stand out from all the noise and become a place people seek out year after year. They’ll feel like you understand their needs. You don’t want to compete in the race to the bottom on price. You are competing in something much more powerful: the memory of how your business made people feel in the middle of holiday madness.

*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.*

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Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

Custer Loyal2Local Shop Hop

Shop at participating Custer businesses
on Small Business Saturday, November 29

- ✓ Save your receipts dated November 29
- ✓ Bring receipts into the Custer Chamber Office on December 1 or 2.
- ✓ Each receipt = one entry into our Custer Cash drawing!

Let's show our small businesses some BIG hometown love on Small Business Saturday!



The more you shop, the more chances you have to win.

Printable Copy

2025 EVENTS CALENDAR

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

[Click to download calendar](#)

MARK YOUR CALENDAR

November 27-30th

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

November 28th

Custer Loyal2Local Shop Hop
throughout Custer

December 18th

Chamber Mixer
hosted by South Dakota Outdoor Shop
5:00PM-7:00PM

IMPORTANT ANNOUNCEMENTS



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

Be sure to VOTE

**Custer Area Chamber of Commerce
Board of Directors
2026-2028**

Get your ballots turned in by December 18

Remember, only one (1) vote per Chamber Membership

[Click To Vote](#)

**REMINDER TO HAVE YOUR
CHRISTMAS CASH BOXES READY
AND OUT NOV 28TH**

1ST DRAWING DEC 5TH





Gift Wrapping Fundraiser for Fireworks

Join us at *The Hills Finest* for a special gift wrapping fundraiser

Bring your gifts and let us wrap them beautifully for you!

Donation only and all proceeds go to the Custer Chamber of
Commerce for the 4th of July Firework display.

Where: The Hills Finest Address: 26 S. 6th St When: Fri-Sun Starting 11-28-12-21-25

Wanna help or donate? Call Michelle at (605) 517-5588

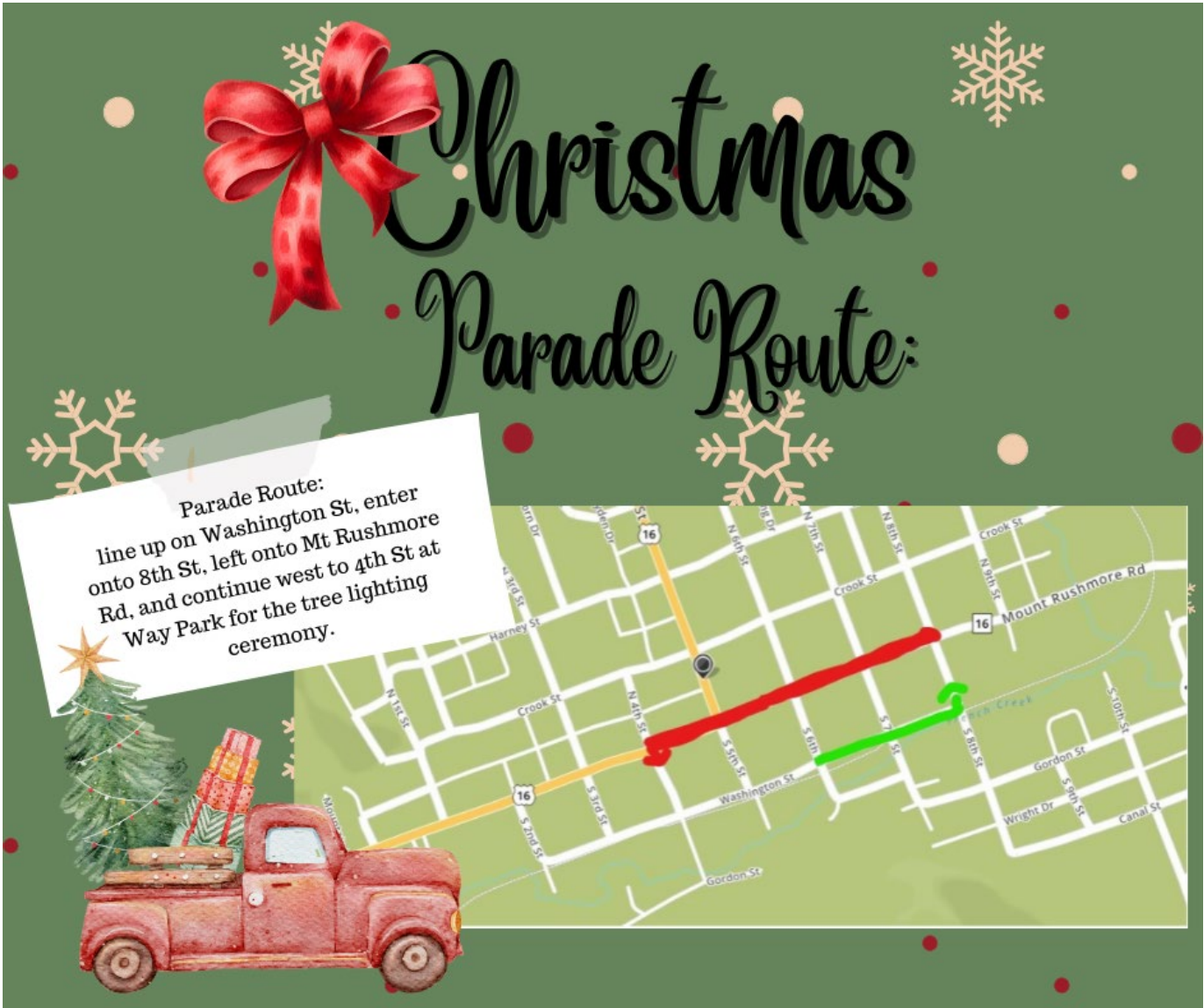
Wrapping times are 11am-4pm Friday thru Sunday

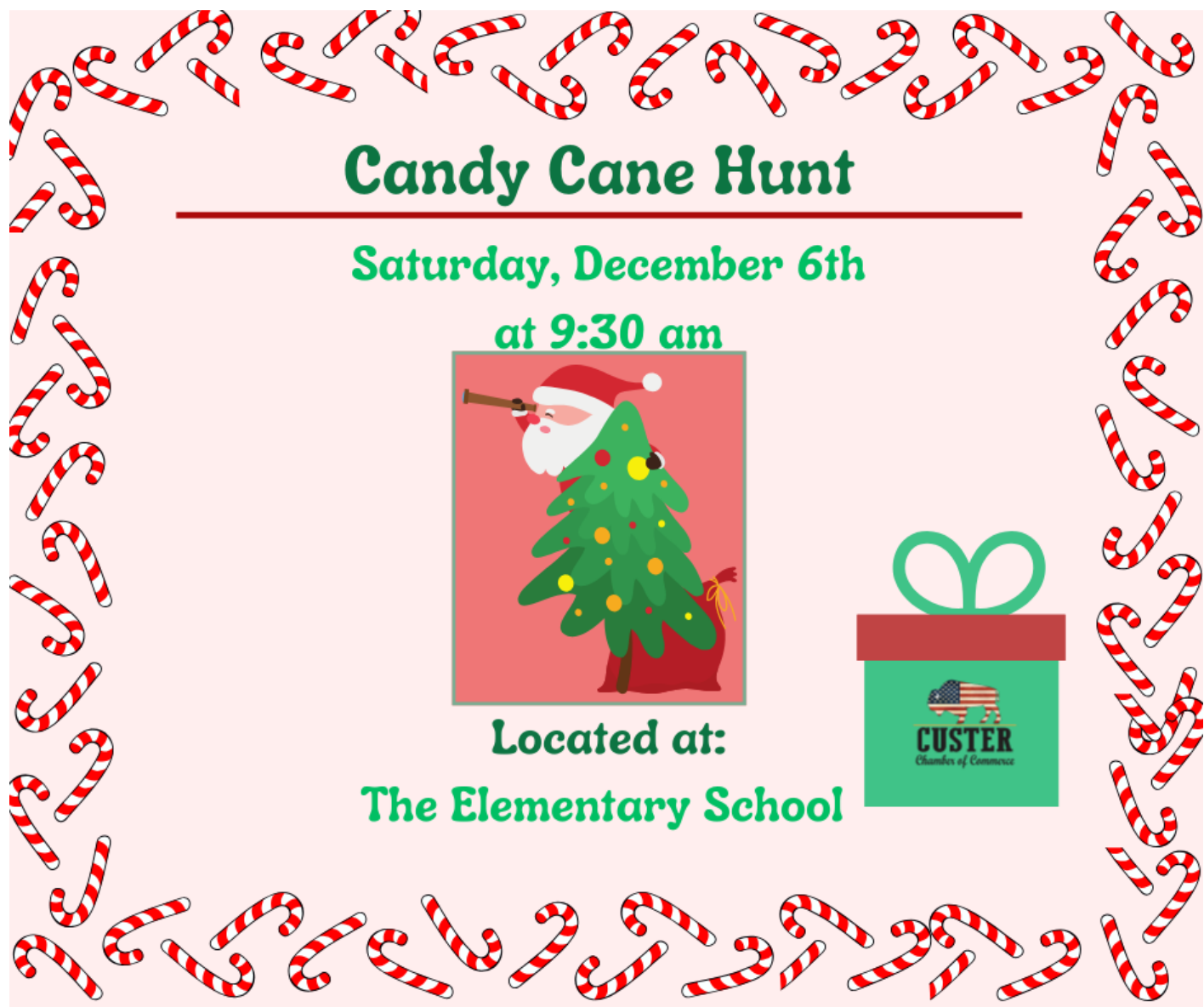






[Sign Up Here](#)







Get your business signed up today! Call 605-673-2244





Follow Us on Facebook & Instagram



Chamber Board Meetings

December 17th 2:00 P.M

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 | 139. Highmark Credit Union |
| 2. 1881 Courthouse Museum | 140. Hills Inn |
| 3. 21 Electric | 141. HJEM am |
| 4. A & B Business Solutions | 142. Holiday Inn Express |
| 5. A Walk in the Woods | 143. Homeslice Media Group |
| 6. Abundant Life Fellowship of Custer SD | 144. Homestead Carpet Care |
| 7. Aflac -Carol Perrigo | 145. Honest Paint Co |
| 8. Al Cornella Refrigeration | 146. Horatio's Homemade Ice Cream |
| 9. All Net Connections | 147. Hounds, Pugs, and Hugs |
| 10. ALPHA Builders, LLC | 148. J & M Lawn Care |
| 11. American Family Insurance- Ronni Calvird Agency | 149. Jacqueline Hartwick |
| 12. American Legion Post #46 | 150. JAM Heating and Cooling LLC |
| 13. Aspen Federal Credit Union | 151. Jewel Cave National Monument |
| 14. Aspen+Pine Realty | 152. John & Diana Carson |
| 15. Bakers Bakery | 153. Jon G Gindhart, D.C., PLLC. |
| 16. Bavarian Inn | 154. Jorgensen Log Homes Inc |
| 17. Bear Country USA | 155. JQ Clothing Co |
| 18. Beaver Lake Campground | 156. K & S Stagecoach Stop |
| 19. Beecher Rock Vehicle Storage | 157. K2 Masonry & Concrete Inc |
| 20. Begging Burro Mexican Bistro and Tequila Bar | 158. Ketel Thorstenson |
| 21. Best Western | 159. Kieffer Sanitation |
| 22. Big Pine Campground | 160. Kitchens by Karla |
| 23. Black Granite Construction | 161. Lampert Properties |
| 24. Black Hills Badlands | 162. Lasting Impressions Unlimited |
| 25. Black Hills Balloons | 163. Laurie Arthur |
| 26. Black Hills Bronco Adventures | 164. Lenny Merriam CPA, CFE, PLLC |
| 27. Black Hills Burger & Pizza Co | 165. LFC Veterinary Service |
| 28. Black Hills Chemical & Janitorial | 166. Living Outreach Church |
| 29. Black Hills Electric Cooperative, Inc | 167. LJ's Recovery and Transport, LLC |
| 30. Black Hills Enclave | 168. Local Black Hills |
| 31. Black Hills Energy | 169. Lynn's Dakotamart |
| 32. Black Hills Federal Credit Union | 170. Marci & John O'Connell |
| 33. Black Hills Parks & Forests Association | 171. Maria's Mexican Restaurant |
| 34. Black Hills Pizza Hut | 172. McCoy PC dba Custer Lawyer PLLC |
| 35. Black Hills Playhouse | 173. McGas Propane |
| 36. Black Hills Power Bikes Rentals and Boutique | 174. Mickelson Trail Affiliates, LLC |
| 37. Black Hills Preservation Project | 175. Miner's Cup, LLC |
| 38. Blind Guy Custom Window Coverings | 176. Moccasin Springs |
| 39. Bradeen Real Estate and Auctions | 177. Monument Health- Custer Hospital/Clinic |
| 40. Branch Construction Services, LLC | 178. Mountainview Baptist Church |
| 41. Buffalo Ridge Camp Resorts | 179. Mt Rushmore Brewing Co/ Pounding Fathers |
| 42. Buglin' Bull | 180. Murray Auto Repair LLC |
| 43. Busy Ewe Farm & Fiber | 181. My XO Adventures |
| 44. Calamity Jane Kitchen | 182. Naomi Haraldson |
| 45. Calamity Peak Lodge | 183. NARFE |
| 46. Camp Bob Marshal | 184. Nelson's Oil & Gas |
| 47. Carr Electric, Co, LLC | 185. New Trails Ministry, Inc |
| 48. Carson Drug | 186. Nielsen Enterprises, LLC |
| 49. Certified Folder Display Service, Inc | 187. NXTLAW PC |
| 50. Chalet Motel | 188. Operation Black Hills Cabins |
| 51. Chamberlain McColeys Funeral Home | 189. Our Place |
| 52. Chapel in the Hills | 190. Our Place |
| 53. Charley and Norma Najacht | 191. Our Quilty Things |
| 54. Chief Motel | 192. Our Redeemer Lutheran Church |
| 55. Christy Chamberlain & Bob Reich | 193. Outlaw Ranch |
| 56. City of Custer | 194. Pain & Movement Solutions |
| 57. Claw Antler and Hide | 195. Patti & Jim Lee |
| 58. Coca-Cola Bottling Company | 196. PDQ Construction |
| 59. Colleen Hennesy and Jim Frank | 197. Peaceful Meadows |
| 60. Comfort Inn & Suites | 198. Petals & Pages |

61. Common Cents	199. Pizza Mill
62. Community Education of the BH	200. Pleasant Valley Farm and Cabins LLC
63. Crazy Horse Memorial	201. Plenty Star Ranch Retreat
64. Crossroads Church	202. Prairie Hills Transit
65. Custer Ace Hardware	203. Premier Family Eyecare
66. Custer Ambulance Service	204. Purple Pie Place
67. Custer Area Arts Council	205. Pye-Barker Fire & Safety
68. Custer Cares	206. Rabbit Bicycle Rental & Repair
69. Custer Chiropractic, PC	207. Reed's Chimney Sweeping, Handyman & caretaking
70. Custer City Masonic Lodge #66	208. Regency CSP Resorts
71. Custer County Airport	209. Reptile Gardens
72. Custer County Candy Company	210. Rise Custer
73. Custer County Chronicle	211. Road Runner Inc
74. Custer County Conservation District	212. Rock Solid
75. Custer County Democratic Party	213. Rocket Motel
76. Custer County Library Foundation	214. Rod and Avis Converse
77. Custer County Republicans	215. Ronald McDonald Charities
78. Custer Dental Studio	216. RP Lumber Co Inc
79. Custer Golf Corp/ Rocky Knolls Golf Course	217. Rush Mountain Adventure Park
80. Custer Heating & Air Conditioning	218. Rushmore Photo & Gift, Inc
81. Custer Lions Club	219. Rushmore Vacation Rentals
82. Custer Lutheran Fellowship	220. Sage Creek Grille
83. Custer Mile High Garden Club	221. Sentinel Federal Credit Union
84. Custer Mt. Rushmore KOA	222. Servall Uniforms & Linens
85. Custer Piecemaker Quilt Guild	223. Sew What
86. Custer Rotary	224. Shady Rest Motel
87. Custer Senior Center	225. Shepherd of the Hills
88. Custer State Farm- Steve Engelbrecht Agent	226. Simon Contractors of SD, Inc
89. Custer State Park	227. Skogen Kitchen
90. Custer Subway	228. Sleep Better South Dakota, LLC
91. Custer's Gulch RV Park & Campground	229. Sousleys HillBilly Barbeque Catering
92. Custer's Rendezvous	230. South Dakota Outdoor Shop
93. Dacotah Bank	231. South Dakota Parks & Wildlife Foundation
94. Dakota Greens - Custer Greenhouses & Nursery, Inc.	232. Southern Hills Animal Clinic
95. Dakota Photographic	233. Southern Hills Family Medicine, PLLC
96. Dave's Rock Shop	234. Southern Hills Law, PLLC
97. Days Inn	235. Southern Hills Tactical
98. Deep Creek Art Gallery	236. Southern Hills Title Co.
99. DGR Engineering	237. Splish Splash Car, RV and Dog Wash
100. Diane Dennis	238. Spokane Creek Cabins & Camp
101. Don & Arlayne Barmore	239. Sprockets Fun Foundry
102. Double Diamond Ranch	240. St John the Baptist Catholic Church
103. Eagle's Landing Lodge	241. Star Ridge Advetisments
104. Early Learner Custer	242. Starr Insurance
105. Econolodge	243. Stars and Stripes by Steph
106. Edward Jones- Mark Koch	244. Steele Collision & Glass
107. Edward Jones-Jared Slagel	245. Steve and Yolanda Davis
108. Edward Jones-Kris Zerbe	246. Stockade Lake Cabin
109. Elk Haven Vacation Cabins	247. Studt Construction, Inc
110. enCore Energy Corp	248. Sturgis Mustang Rally
111. EO Bungalows	249. Sunset RV Park
112. Evergreen Media	250. Sunshine Storage
113. Faith Lewis Real Estate Inc	251. Super 8
114. Feel Good Café	252. Sweet Clover and Sage Salon
115. First Choice Lock and Key	253. Sylvan Rocks Climbing School and Guide Service
116. First Interstate Bank	254. Tallgrass Landscape Architecture
117. Floors and More Cleaning and Restoration	255. Tanglewood Estate
118. Four Mile Old West Town & Campground	256. Tennyson Investments
119. Fred & Wendy Hlava	257. The Cruisin' Canvas
120. Freedom Hills Wealth Management	258. The Custer Beacon

- | | | | |
|------|---|------|--|
| 121. | Freeman's Electric Service, Inc. | 259. | The Custer Wolf Food & Drink |
| 122. | French Creek Campground & RV Park | 260. | The Mammoth Site |
| 123. | French Creek Supply- NAPA Auto Parts | 261. | Thomas Home Improvement |
| 124. | French Creek Tree Fellers, LLC | 262. | Travel Custer |
| 125. | Frenchy's Hideaways | 263. | United States Forest Service Supervisor's Office |
| 126. | George Mickelson Trail | 264. | United Way of the Black Hills |
| 127. | Gideons International Southern Hills Camp | 265. | Valhalla Legal, PLLC |
| 128. | Glen Erin Campground | 266. | Vector Design Print and Tech |
| 129. | Gold Camp Cabins, LLC | 267. | VFW Post #3442 |
| 130. | Gold Pan Saloon/ Calamity Jane | 268. | Vineyard Black Hills |
| 131. | Gold Valley Camp | 269. | Western Skies Real Estate |
| 132. | Golden West Telecommunications | 270. | Western Tire Chain LLC |
| 133. | Good Karma Jewelry | 271. | Windsong Valley Gardens |
| 134. | Green Owl Media | 272. | Workplace Disability Network of the Black Hills |
| 135. | Grizzly Gulch Adventure Golf | 273. | World Fossil Finders Museum |
| 136. | Growing Roots, Inc | 274. | Xanterra |
| 137. | H&R Block | 275. | YMCA |
| 138. | Harney Peak Chapter, NSDAR | 276. | Zonta Club of the Southern Black Hills |



PDQ Specialty Products
Xtreme Sports Simulators

The Christians Team-Broker Heath Shields
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

Workplace Disability Network of
the Black Hills



Address: 505 Kansas City Street, Rapid City, SD, 57701
Phone: 605-786-8311
Email: director@wdnbh.org

#Membership Monday

This week, our member in the spotlight is WDN of the Black Hills. Here is what Heidi had to say about WDN of the Black Hills and the services they provide.

"The Workplace Disability Network of the Black Hills (WDNBH) educates and equips businesses to confidently hire, support, and retain employees with disabilities. We provide training, consultation, and resources that help employers identify and remove workplace barriers, strengthen teams, and build sustainable, inclusive workplaces. Unlike traditional business consultants, WDNBH focuses on helping employers remove workplace disability barriers. We combine practical training, real-world tools, and community partnerships to give businesses confidence in hiring, supporting, and retaining employees with disabilities. With over a decade of impact across the Black Hills, WDNBH bridges the gap between disability resources and business success—making accessibility a compliance requirement and a strategy for stronger workplaces."

More Info: <https://custersd.com/members/workplace-disability-network-of-the-black-hills>
#custersd #chambermembership #workplacedisability #chamberspotlight

◆◆ 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

OUR PLACE Will Be Open Thanksgiving Day

7am –10:30am Breakfast Buffet

11am-2:30pm Ham & Turkey Buffet

COME JOIN US FOR YOUR HOLIDAY

Steve & Diane

BREAKFAST BUFFET

Scrambled Egg, Bacon, Sausage Links, Sausage Patties, Biscuit & Gravy, & French Toast.

Adults \$16.95 Kids 6-14 \$11.95 5-2 \$5.00

DINNER BUFFET

Ham, Turkey, Mash Potatoes, Dressing, Cranberries, Corn, Peas, Green Bean Casserole, Salad Bar, and Homemade Pie.

Adults \$18.95 Kids 6-14 \$12.95, 5-2 \$6.00



A festive poster for a gingerbread house competition. The background is teal with white snowflake patterns. At the top, various gingerbread cookies (bells, stars, trees, candy canes) hang from strings. The title 'GINGERBREAD' is in large white block letters, and 'House Competition' is in a stylized orange script font. Below the title, text in white and orange describes the contest details. At the bottom, two gingerbread houses with red roofs and white icing decorations are shown, each with a gingerbread man in a Santa hat standing in front. The Custer County Library logo is at the bottom center.

GINGERBREAD

House Competition

It's time for another gingerbread house contest
at the Custer County Library!

We will have **sign ups and starter kits** available for
pick up at the library (while supplies last)
starting Monday, November 17th.

All entries must be dropped off by December 6th.
December 8th - 31st voting by patrons

***Prizes awarded January 2026!!!**

 **CUSTER COUNTY**
LIBRARY

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.*



November Story Time Schedule

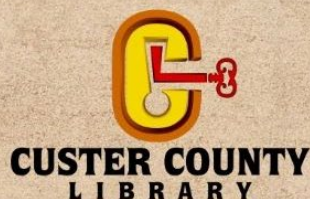


11/7 - Special Event: Storytime & book signing at the 1881 Museum

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

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

11/28 - No Story Time/Thanksgiving break





Custer VFW Post #3442 Gun Bash

**November 28, 2025
Drawing to be held immediately following
Queen of Hearts at 6 p.m.**

**\$20/Card
or
\$100 for Six Cards**

Winner gets a choice of one gun out of 10

Need to be present to win

Contact Joey at the VFW with questions



Adopt A Resident

**Spread holiday cheer
this year!**

PICK UP TAGS DROP OFF BY
12/1/2025 12/19/2025

HOW CAN YOU HELP?

- GRAB A TAG FROM THE TREE.
SHOP FOR YOUR RESIDENT.

Spread the Joy!

Custer Care & Rehab Center
1065 Montgomery St.
605-673-2115





Custer County Republicans

The Custer County Republicans will meet Tuesday, December 2, 5:30 pm in the Tap Room of the Mt. Rushmore Brewery (on the south side of the Brewery). We will be celebrating the holiday season and a great year over dinner. We will also hear a bit about the generosity of our Custer County community and some of the great projects that happen.

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

Check us out on Facebook at CusterCountySDRepublicans

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



Vehicle-Trailer-Toy Trains- Collectibles-Firearms-Coins-Tools **ESTATE AUCTION**

**The Roger Behlings Estate & Guests,
Custer, SD**

**Closing Tuesday · December 2nd,
2025, 4:00PM**



Highlights include: 2017 Ford F150 4x4, 4 dr pickup, 14645 miles A-1; snow mobile trailer; Luigi Franchi Semi-auto 12 ga.; Mossberg Model 500 12 ga.; Henry Golden Boy 22 Cal.; Henry Big Boy 44 Rem Mag/44 SPL; Henry Big Boy 30/30 Win.; Ruger New Model Black Hawk, 24 Kt Gold Plated; Romarm/Cugir/Wasr-10; Minnesota Arms Co. double barrel 12 Ga.; PW Arms Model M91/30 caliber 7.62 X 54R; Cabela's 50 Cal. BP Hawken w/set trigger; Thompson Center 50

Cal. New Englander Muzzelloader; BPI New Frontier 50 Cal.; Thompson Center 45 Cal. Hawken Muzzelloader; large selection of coins & proof sets; 100+ locomotives and train sets, model cars; wood working tools; lawn/patio furniture; Riding lawn mower; tools & shop items; modern & antique furniture; antique & collectible; pocket watches; art work and MUCH MORE!



BRADEEN
100 YEARS
REAL ESTATE & AUCTIONS

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

EILEEN MCDONALD ESTATE - BUFFALO GAP SD



SELLING AT ONLINE AUCTION - BIDDING CLOSES DECEMBER 3, 2025

BID ONLINE AT WWW.BRADEENAUCTION.COM

PROPERTY LOCATED AT 410 N. 3RD STREET, BUFFALO GAP SD

REAL ESTATE CONSISTS OF A LARGE CORNER LOT ON THE NORTH EDGE OF BUFFALO GAP AT THE CORNER OF N 3RD. STREET AND DUDLEY STREET, FEATURING A WOOD FRAME SHOP WITH ELECTRIC HEAT & AIR CONDITIONING, AIR COMPRESSOR, AND MORE. ALSO FEATURES A FIVE STALL STORAGE BUILDING WITH 5 INDIVIDUAL ROLL UP DOORS AND A FINISHED OFFICE. ALSO INCLUDES AN EXISTING SEPTIC SYSTEM AND CITY WATER HOOKUP TO ADD A RESIDENCE IF DESIRED. ALSO INCLUDES A WELL FOR GARDEN/LAWN WATER, GARDEN AREA, SHADE TREES GARDEN SHED AND MORE.

TERMS & CONDITIONS: ABSOLUTE AUCTION, SELLING TO THE HIGHEST BIDDER WITHOUT MINIMUM OR RESERVE BID. 15% DOWN AUCTION DAY WITH THE BALANCE IN 30 DAYS. ADMINISTRATORS DEED & TITLE INSURANCE PROVIDED. SELLING "AS-IS WHERE-IS" WITHOUT WARRANTY OF ANY KIND, INSPECT TO THE EXTENT DEEMED NECESSARY, BOTH ON AND OFF PREMISE AND RELY UPON YOUR OWN JUDGEMENT WHEN BIDDING. SEE WWW.BRADEENAUCTION.COM FOR ADDITIONAL TERMS, CONDITION, INSPECTION, PHOTOS, ONLINE BIDDING, ETC.

PERSONAL PROPERTY INCLUDES AN ATLAS TWIN POST FREE STANDING HOIST, COATS TIRE MACHINE, FULL LINE OF SHOP TOOLS, SOME HOUSEHOLD ITEMS, 1956 FORD F-600 TRUCK WITH DUMP BOX - PARTIALLY RESTORED IN RUNNING CONDITION, JD RIDING LAWN MOWER, AND MUCH MORE!

AUCTIONEERS NOTE: WHETHER YOU ARE SEARCHING FOR A SHOP WITH PLENTY OF STORAGE AND ROOM TO EXPAND OR LOOKING FOR A HOMESITE OR MOBILE HOME SITE WITH UTILITIES, LOOK NO FURTHER. THIS IS AN ATTRACTIVE OFFERING IN THE QUIET, BUT GROWING COMMUNITY OF BUFFALO GAP. INSPECT THIS INTERESTING PROPERTY, HAVE ARRANGEMENTS SECURED, AND MAKE PLANS TO PARTICIPATE IN THE ONLINE BIDDING, **AS THIS PROPERTY WILL SELL WITHOUT RESERVE!**

**EILEEN MCDONALD ESTATE
LORI SHORB, PERSONAL REPRESENTATIVE**



JOIN US FOR OUR ANNUAL

Christmas

COOKIE & CANDY WALK

Support the Custer Senior Center and stock up on your favorite holiday cookies, candies, breads, and other Christmas goodies—only \$12.00 per pound!



**December 5th, starting
at 8am to 12pm**



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

\$12

per pound

Bring your family and friends—and skip the holiday baking! Let the Custer Senior Center take care of the treats so you can enjoy the season.



1881 COURTHOUSE MUSEUM HOLIDAY OPEN HOUSE

Saturday, December 6th

• 4pm - 6:30pm •

411 Mt. Rushmore Rd. Custer, SD

tour the museum: free admission

**enjoy refreshments
in the courtroom**

**holiday shopping
in the bookstore**



SANTA'S VILLAGE CRAFT FAIR



Shop for Christmas gifts
Support local vendors/businesses
Concessions available
Pictures with Santa from 10 AM-12 PM
Hourly door prizes
And lots more!

Date and time:
December 6th, 9 AM-3 PM
1645 Wildcat Lane, Custer SD



For More Information:
605-673-2222
erinw@rcymca.org

[Registration Form](#)

**OPEN TO
THE
PUBLIC**

THE SANDSTONE SINGERS

6 DECEMBER 2025

538 Mt. Rushmore Rd. | Starts at 2 pm



THIS THE SEASON FOR HOLIDAY CHEER! COME JINGLE ALL THE WAY WITH US FOR AN AFTERNOON OF FUN, LAUGHTER, AND FESTIVE DELIGHTS. CHRISTMAS OUTFITS ENCOURAGED!





► **QUILTED BUFFALO,
DEEP CREEK GALLERY &
OUR QUILTY THINGS**

Cordially Invite you to our

Holiday Open House

Saturday, December 6th, 2025

Noon – Through the Lighted Parade

757 Mt Rushmore Rd, Custer, SD

**Door Prizes, Goodies, Hot Coco, View
the Lighted Parade, Gift Shopping!!**

Custer Senior Center Holiday Open House



Step into the magic of the season at the Custer Senior Center! Enjoy a performance by The Sandstone Singers, delicious cookies, and festive refreshments.

December 06 | 2-4 PM

538 Mt. Rushmore Rd.
Custer, SD 57730



THE BLUEPRINT

Custer County Democratic Party



Holiday Gathering

Saturday, December 6th | 4-7pm

Trailhouse ~ 148 Gordon St, Custer, SD

RSVP by 5pm, Monday Dec. 1st - ccsddp21info@gmail.com

Fun Evening of Good Food, Friendly Conversation, Door Prizes,
and Holiday Cheer!



Throughout the month of December
Visit the Custer County Democratic Party's Tree!
At the Custer State Park Visitor Center

Join us as we participate in the Third Annual Festival of Trees
in Custer State Park.



Custer County Democrats of SD
PO Box 5065 - Custer, SD 57730
ccsddp21info@gmail.com
[@custercountymocratsofsouthdakota](https://www.facebook.com/custercountymocratsofsouthdakota)



Saturday, January, 3rd, 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, December 31st to ccsddp21info@gmail.com

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.



PLEASE JOIN US!

Custer High School

SENIOR PROJECTS COMMUNITY EXPO

Monday, December 8th

6:00 p.m. - 7:30 p.m.

Custer High School Commons

GALLERY-WALK STYLE

OPPORTUNITY TO CELEBRATE OUR SENIORS'

HARD WORK



Custer Senior Center

Painting Class with Tami



DECEMBER
10TH @ 1:00PM

SIGN UP
AT THE
CENTER

538 Mt. Rushmore Rd.
Custer, SD 57730



House guitar
available

Dec 12th
7:30pm

OPEN MIC
NIGHT

EST 1876
THE GOLD PAN
SALOON
CUSTER SD



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Dec 13th 2025 9:00am to 4:30pm

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

Class size is limited so register early.

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



CHRISTMAS FOR KIDS 2025

The 34th Annual Christmas for Kids event will take place at the Custer High School on Saturday December 13th, 2025 Noon-3:00 P.M.

All children residing in Custer County, ages 0-10years, are welcome to attend this free event but must be registered.

Registration via email at custerchristmas4kids@gmail.com, registration will start on Saturday November 17th and end on December 5th.

A reply email will confirm your registration and will let you know what time to arrive. Kids and parents will enjoy lunch, holiday games, crafts and kids will visit with Santa and Mrs. Claus.

If you would like to donate to this event to assist with our toy purchases, or have any questions, please contact Corey or Jana Virtue at custerchristmas4kids@gmail.com or at 605-890-0458.



Details

Date: Saturday 13 December 2025

Time: 4:00 pm - 10:00 pm

Cover Charge: Free for all ages!

Location: The Custer Beacon!



Custer Senior Center's

CHRISTMAS RAFFLE

DRAWING ON DECEMBER 15TH

The most wonderful time of the year brings amazing prizes! **Join our holiday raffle for your chance to win two \$50 Lynn's Dakotamart gift cards, one \$25 Ace Hardware gift card, a deluxe travel game set, red & black oven mitts, crocheted pot holders, a bottle of Prairie Berry wine, two wine glasses, and other fun miscellaneous items.** Feel the excitement of winning while celebrating the season together!

Purchase your
tickets at
538 Mt.
Rushmore Rd.

Tickets are \$1
for 1 ticket or
\$5 for 6
tickets!



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



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



**BLACK HILLS
PARKS &
FORESTS
ASSOCIATION**

www.bhpfpa.org | 605-745-7020

JUNE 13, 2026



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



CUSTER COUNTY CWPP

Community Wildfire Protection Plan

Custer County is updating its CWPP in cooperation with representatives from local, state, and federal agencies and other organizations with a stake in wildfire preparedness and mitigation. The project is being facilitated and supported by contract staff from Bintel Inc.

The CWPP is a plan developed by a community in an area at risk from wildfire. The Community Wildfire Protection Planning process is the collaboration between communities and agencies interested in reducing wildfire risk.

We welcome your feedback on how wildfire affects you for the purposes of the CWPP.

Survey Topics:

- county wildfire risks
- landowner mitigation
- evacuation planning



Scan for Survey



What is included in a CWPP?

- fire history, behavior, and probability
- firefighting capabilities & water supplies
- evacuation routes
- wildfire community hazard ratings
- wildfire mitigation recommendations
- home ignition zone recommendations

For more information about the project contact
sesser@custercountysd.com



Take Survey



**FREE
ad design
included!**

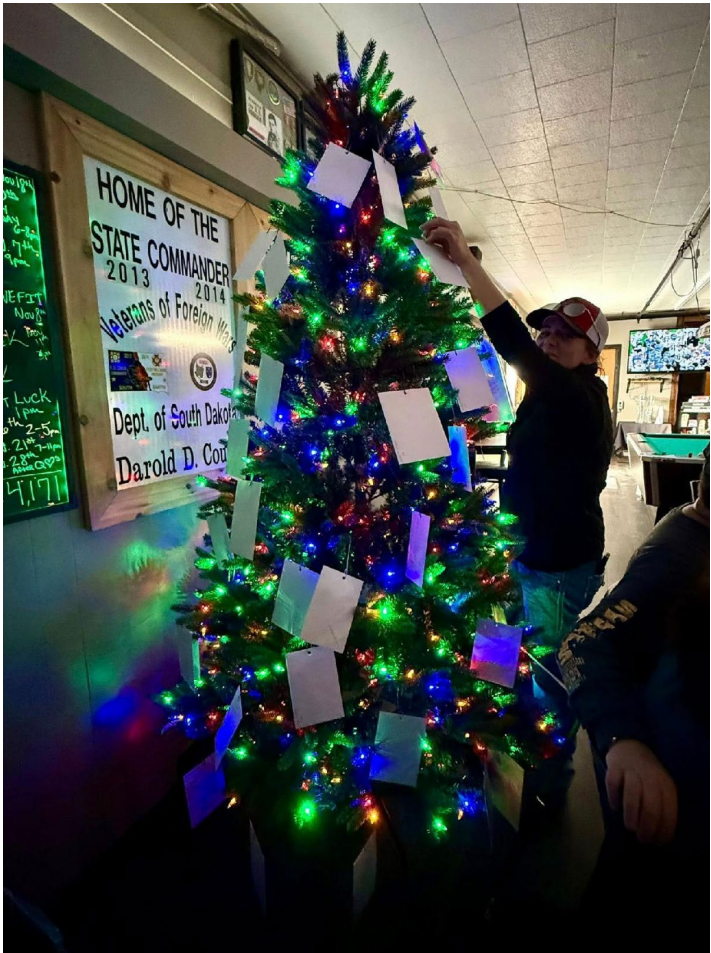
Reserve your holiday ad space now!
Thank your friends, neighbors and community for a wonderful year!

Chronicle only 3.25" wide by 5" tall: \$120 6.625" wide by 5" tall: \$220	COMBO (both papers) 3.25" wide by 5" tall: \$220 6.625" wide by 5" tall: \$400	Prevailer only 3.25" wide by 5" tall: \$120 6.625" wide by 5" tall: \$220
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**DEADLINE:
December 12**

Contact Kate now to be included!
chroniclewriter2@gmail.com
call or text 605-440-1248

**With kids'
letters to
Santa!**



VFW Post 3442 Angel Tree

There are 71 envelopes on the tree. Each envelope has a number and that number is assigned to a resident at the State Veterans Home in Hot Springs. Inside each envelope is a list of what that veteran would like for Christmas. Most of the lists are very short, but nothing says you can't buy more for that person.

When you pick a card, you will be Christmas shopping for that veteran. Please fill out your name and phone number on the sheet provided next to the number that you picked.

There will also be a contact card in the envelope for you to list your name, phone number and mailing address in case that veteran wants to personally thank you.

Please have all gifts back to the VFW by Dec 15th so we can deliver them later that week.

We would prefer that you wrap the gifts or at least put them in a holiday gift bag so that it really feels like Christmas to the heroes at the State Vets home.

Hats on, Gloves up! Let's Warm The
Community



Winter Hat & Glove Drive

DROP OFF LOCATION
EDWARD JONES: KRIS ZERBE
245 MT. RUSHMORE RD
CUSTER, SD 57730



**Donate: Hats/gloves brand new or
clean in good condition**

All sizes needed from infant to teenager!



For more information call Aubrey at 605-673-4092 or
email at aubrey.frasier@edwardjones.com



Forest Service
U.S. DEPARTMENT OF AGRICULTURE



CHRISTMAS TREE **PERMIT**

GET YOURS AT
RECREATION.GOV

Cut down your own Christmas tree
and bring home a story!



Cutting your own tree delivers gifts for the forest and families

- 📦 Removing trees in designated areas helps other trees grow and can open areas that provide forage for wildlife.
- 📦 The adventure of hiking through the forest and the memories made can create traditions worth carrying on for generations.

For information on how to obtain your Christmas Tree Permit and important Know Before You Go steps visit recreation.gov/tree-permits or you can scan the bar code.



Fourth Graders with Every Kid Outdoors Passes are Eligible for a **Free** Christmas Tree Permit.



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

RECREATION.gov
BRING HOME A STORY



Get a **\$25**

Lynn's Gift Card
when you spend at least **\$200**
in a single transaction.

Wed., November 19th - Tues., December 2nd.

Store locations...

Belle Fourche • Custer • Hot Springs • Lead • Sturgis • Summerset
Box Elder • Faith • Fort Thompson

Buffalo, WY • Glenrock, WY • Greybull, WY • Dubois, WY • Hardin, MT



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**



“November Nonsense Sale”

“Bundle up” for Fall!

10 Admission Bundle

Normally \$200

Sale Price \$150

605-745-7625

***limit 2**

Holiday Express

HOLIDAY EXPRESS


*All aboard for
a magical ride!*



.1880 TRAIN.



*Every weekend from
Thanksgiving to Christmas Eve*



RESERVATIONS - 1880TRAIN.COM



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 INLAYED 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**



Eagles Landing Lodge



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**

**GOOD KARMA
JEWELRY**
Custer, SD

*Extended
Holiday Hours*

NOW THROUGH DECEMBER 24TH

MONDAY - THURSDAY 11AM - 5PM
FRIDAY & SATURDAY 11AM - 7PM
SUNDAY 11AM - 5PM

507 MT. RUSHMORE RD. CUSTER, SD



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!



A promotional banner for Good Karma Jewelry's Etsy Shop Cyber Week Sale. The background is black, decorated with red balloons in the corners, silver confetti, and red streamers. At the top center is a wooden sign logo for 'GOOD KARMA JEWELRY' with 'Custer, SD' below it. The main text reads 'ETSY SHOP CYBER WEEK' in large, bold letters, with 'CYBER' in white outline and 'WEEK' in solid white. Below this, 'Sale' is written in a red cursive script. The offer '35% OFF ALL ONLINE JEWELRY' is in white, followed by the dates '11/24 - 12/2'. A red banner at the bottom contains the website URL 'WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD' in white.

GOOD KARMA JEWELRY
Custer, SD

ETSY SHOP
CYBER WEEK
Sale

35% OFF ALL ONLINE JEWELRY
11/24 - 12/2

WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD



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.**

605-745-7625
www.moccasinsprings.com

A vertical rectangular graphic with a light beige background. It is decorated with numerous autumn leaves in shades of orange, yellow, and brown, scattered around the text. The text is centered and reads:

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**

<div><div></div><div>Black Hills National Forest</div><div>2025/2026 Off-Season Campground Information</div></div>						
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	Woody 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).				
* Fees: Self-Pay at all open campgrounds. The Stay Limit is 14 days at all developed campgrounds.						
* Roads: Not maintained during the off-season. Sites above are open until weather prohibits access or closed on date(s) noted above.						
* Garbage: Pack It In, Pack It Out at all sites.						
* 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.						
* All information is subject to change, due to inclement weather, decreased staffing, and sporadic conditions beyond control.						

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



JQ CLOTHING CO.
HOURS

STARTING AUGUST 31ST

MONDAY - SATURDAY
10A TO 6P

SUNDAY 12P - 4P



244 MAIN STREET

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



Hello, Industry Partners!

I love this holiday and time of year. It's a season in which we are reminded to slow down, take a breath, and be thankful. As I've shared in past years, at the top of our list of things to be grateful for this year are you, your teams, our industry, and calling South Dakota home.

As I write this month's comments, we have learned of the devastating fire at Reptile Gardens (in an off-exhibit building) that killed a number of the Gardens' alligators and tortoises. Like me, I am sure you were absolutely gutted and devastated when the news of the fire first hit your phone or email inbox. Our dear friends at Reptile Gardens absolutely mean the world to the tourism industry in our state. They have been entertaining visitors for decades with warmth, hospitality, humor and a world-class experience. And the entire Brockelsby Family – and especially the iconic "Johnny B" – also mean so much to us. Reptile Gardens has reported that literally thousands have reached out to them with their love, prayers, and expressions of sympathy. That tells you all you need to know about the impact the team there has had on the lives of hundreds of thousands (dare I say, millions) of our guests throughout the years. Reptile Gardens is reporting that they are OPEN for business and are grateful the fire didn't do even more damage. Their gratefulness and positivity are inspiring and worth emulating during this special season. Our love and prayers continue to be extended to the entire team.

The major item I want to share this month is that we are only about a month and a half away from the [2026 Governor's Conference on Tourism](#)! Early registration closes **Thursday, December 18**, so make sure you take advantage of the discounted price now. There is also still time to support us with a sponsorship. Thank you for considering a sponsorship that helps us host one of the premier state tourism conferences in the nation. Please visit the [South Dakota Tourism Conference](#) website to learn more about sponsorship and exhibitor opportunities, registration, lodging, and our full schedule (including speaker bios).

As you read through the Mile Marker, check out important information about:

1. The 2026 A La Carte Cooperative Marketing Program
2. A **December 9** webinar about 2025 visitation to our state
3. Our winter marketing campaign
4. Brand USA Travel Week in London
5. Our latest MEET THE CREW series featuring Teresa Tople, our department's wonderful Admin Assistant and Tourism Board Liaison

Please reach out if you have questions about any of these items.

On behalf of your team and friends at Travel South Dakota, I want to wish you and your families a Happy Thanksgiving. We are thankful to be your partners in promoting The Mount Rushmore State. Your friendship and support are such gifts to us. Enjoy this wonderful time of the year. God bless you and your families.

All our best,

Jim and Team

PRESS RELEASE



Black Hills Parks & Forests Association

Supporting wonder and exploration through stewardship of **your** public lands.

FOR IMMEDIATE RELEASE

Contact: Patty Ressler

Email: pressler@blackhillsparks.org

Government Shutdown Leaves Public-Lands Partner with More Than \$105,000 in Lost Revenue

HOT SPRINGS, SD – Black Hills Parks and Forests Association, a nonprofit that supports National Park Service and U.S. Forest Service sites in South Dakota and Nebraska, reports more than \$105,000 in lost revenue following the 43-day federal government shutdown. The financial hit affects the organization's ability to fund educational programs that thousands of visitors rely on each year, including Junior Ranger activities at several national parks and forests.

BHPFA operates 16 stores inside federal land agency facilities across the region, including Wind Cave National Park, Jewel Cave National Monument, Scotts Bluff National Monument, Agate Fossil Beds National Monument, and ranger district offices for the Black Hills and Nebraska National Forests. These locations provide most of the nonprofit's operating income.

"Our partner retail operations make up 89 percent of our operating revenue," said BHPFA Executive Director Patty Ressler. "October is usually a strong sales month for us. Losing this revenue will impact how we support our federal partners, especially the education programs families count on."

Because the shutdown closed federal facilities to visitors, BHPFA's stores were unable to operate during one of the most active visitor periods of the fall season. The organization says the shortfall threatens funding for interpretive materials, youth education, and community outreach programs that help connect people with public lands.

To stabilize its budget, the nonprofit is launching a year-end fundraising effort supported by a \$50,000 matching gift. The appeal aims to prevent interruptions to partner support and to maintain staffing levels for the organization's nine full-time employees.

"A gift at this time will assure our federal partners there will be no gaps in funding their education programs," Ressler said. "It also helps us keep our staff employed so we can continue serving the parks and forests our communities care about."

BHPFA has also opened a holiday market at its new headquarters at 833 Mt. Rushmore Road in Custer, offering seasonal hours through Dec. 24.

About Black Hills Parks & Forests Association:

Black Hills Parks & Forests Association (BHPFA) is a nonprofit partner of the U.S. Forest Service and National Park Service. The organization supports wonder and exploration through stewardship of public lands. In 2025, BHPFA has provided over \$100,000 to its agency partners for educational programming, interpretive materials, and public outreach across South Dakota and Nebraska.

Proud non-profit partner of Wind Cave National Park, Jewel Cave National Monument, Scotts Bluff National Monument, Agate Fossil Beds National Monument, Black Hills National Forest, Nebraska National Forests & Grasslands, & the National Grasslands Visitor Center

26611 US HIGHWAY 385 | HOT SPRINGS, SD 57747 | 605.745.7020

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.

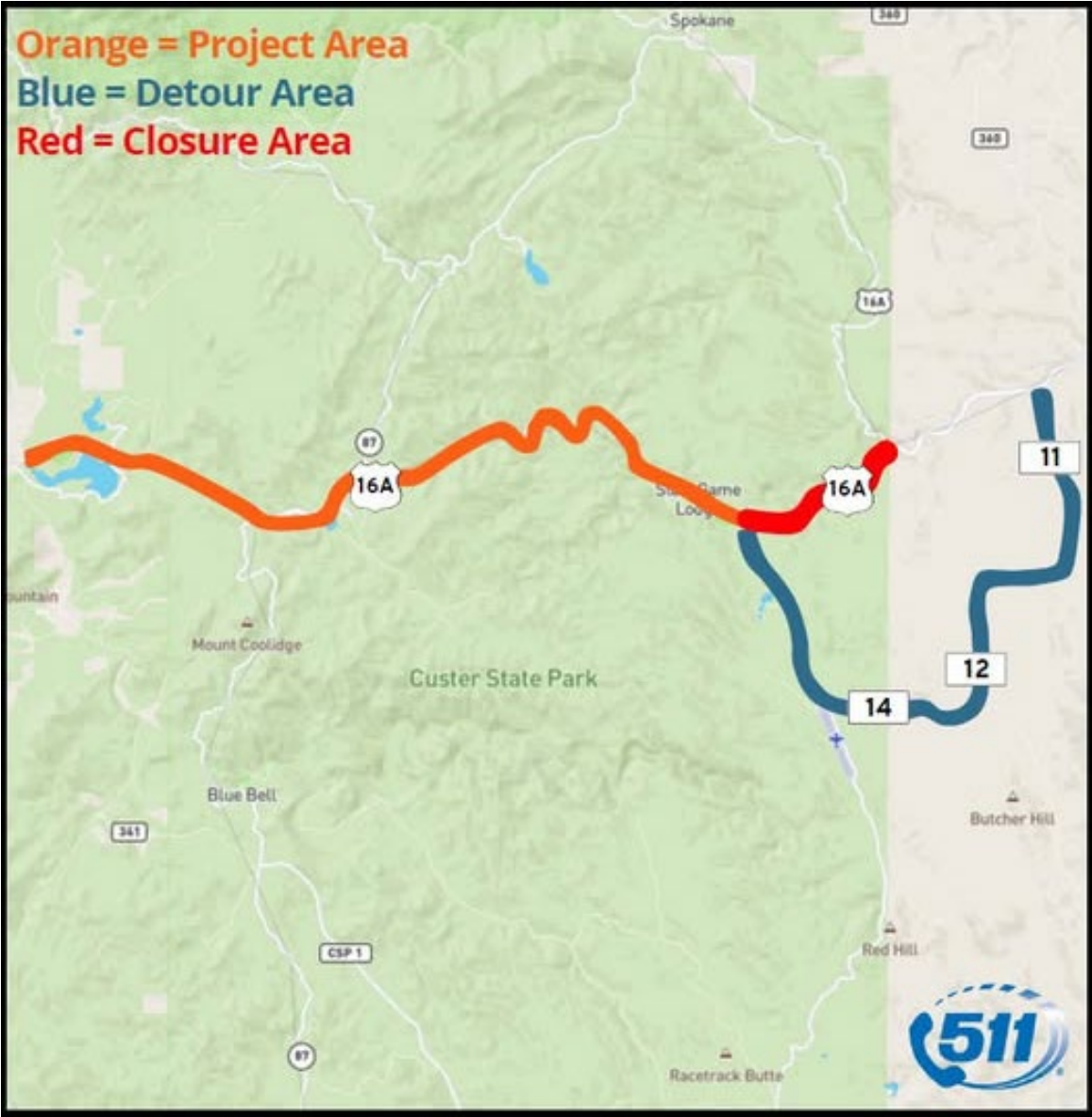
During the Highway 16A closure, there will be a detour in place. The detour route is from the intersection of S.D. Highway 36 and Custer County's Ritterberger Road, south two miles to Cobb Road intersection, west one mile on Cobb Road, south one and one-half miles on Cobb Road to the intersection of 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





Project Update

NOVEMBER 14th

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 area, 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 continues work on a box culvert in this area.
- In preparation of winter weather, the contractor has placed road markers and reflective delineators along the roadway between Sheridan Lake Road and Calumet Road.
- Roadway grading is taking place between Sheridan Lake Road and McCurdy Gulch Road.
- Within the closure area, the contractor is currently conducting planned rock blasts, excavating and replacing culverts, and grading the roadway.

Upcoming Construction:

- Throughout the winter, the roadway surfacing within the construction area will be a combination of pavement, blotter (hard, packed surface that resembles asphalt), and gravel. The surface of 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 will be gravel.



[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

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 **						
BUY YOUR TICKET FOR THE HOLIDAY RAFFLE BASKET BEFORE DECEMBER 15						
Center will be closed November 11 in honor of Veterans Day November 27 & 28 Thanksgiving Day and the following day		PRAIRIE HILLS TRANSIT BUS Transit Bus to Rapid City from the Center 1st & 3rd Thursdays Leaves Custer between 7:00-8:00 AM - Arrives Custer At 3:00 PM CALL 1-877-673-3687 24 Hours in Advance for Reservations. \$20 Rapid City Round Trip - \$4 Round Trip for Custer Destinations				
2	3	4	5	6	7	8
 SET YOUR CLOCKS BACK 1 HR	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM Men's Pool 9:00 AM PROGRAMS & WAYS & MEANS MEETING 12:00 PM Pinchle	7:00 AM Fitness Time 8:00 AM Morning Coffee	1:00 PM Ladies Billards	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
	7:00 AM Fitness Time 8:00 AM Morning Coffee 9:00 AM BOARD OF DIRECTORS MTG	 CLOSED CENTER	9:00 AM-3:00 PM SHIINE MEDICARE INFO SHARE REQUIRES APPOINTMENT 1:00 PM Ladies Billards 1:00 PM PAINT CLASS W/AM! 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 Men's Pool 12:00 PM Pinchle 2:00 PM MEMBERSHIP MEETING NOMINATE BOARD CANDIDATES	7:00 AM Fitness Time 8:00 AM Morning Coffee	1:00 PM Ladies Billards 12:00-3:00 PM CELEBRATION OF LIFE LUNCHEON FOR ROWENA RICHARDSON	TRANSIT BUS TO RAPID & RETURN 7:00 AM Fitness Time 8:00 AM Morning Coffee 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 Men's Pool 12:00 PM Pinchle	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 Billards	 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

Thanksgiving



Holiday Break



Closed Nov. 26 - 27 - 28, 2025

School resumes Mon., Dec. 1, 2025

WEEKLY INSPIRATION



HELP WANTED



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Carsondrug@gwtc.net
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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



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**For more information please call:
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**538 Mt. Rushmore Rd.
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HELP WANTED

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

APPLY TODAY

CUSTERCANDYCO@GMAIL.COM

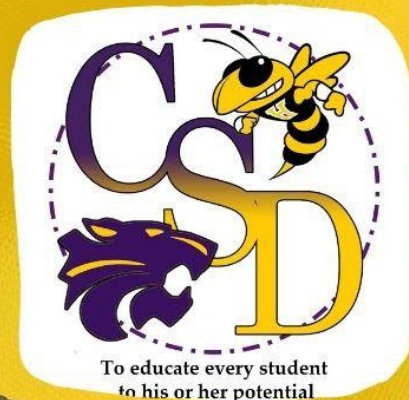
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Outlaw Ranch is looking for a part-time assistant cook/baker. Our beautiful space offers a welcoming working environment. Experience preferred, will train. Pay DOE. Hours for this position vary throughout the year, as we host a wide variety of retreats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



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- **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



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WILLING TO WORK
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WEEKENDS**

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CUSTOMER SERVICE EXPERIENCE
SALES EXPERIENCE
GREAT PEOPLE SKILLS
SEASONAL POSITIONS AVAILABLE**

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

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2025

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Our Address:
615 Washington Street
Custer, SD 57730

Phone Numbers:
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800-992-9818



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dmurray@custersd.com /custersd.com

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