



Buffalo Bytes



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

CUSTER CONNECTIONS

Get Over Your Fear of Video and onto YouTube

There's an untapped goldmine out there for your business—YouTube. Beyond the fact that it is the second-largest search engine globally (behind its parent Google), YouTube offers a unique space for businesses to connect with their audience, showcase expertise, and build lasting relationships. It's time to get over your fear of video and embrace the world of YouTube because it can significantly impact your business growth and reach.

Why YouTube?

YouTube is not just a platform; it's a community, a space where you can showcase your personality, values, and expertise. Unlike traditional advertising, YouTube allows you to engage with your audience authentically, fostering a genuine connection that goes beyond a transactional relationship. But that's not all. There are several other reasons why you should be using YouTube:

It's The 2nd Largest Search Engine

When it comes to online searches, Google reigns supreme. What many people don't realize is that YouTube, owned by Google, is the second-largest search engine globally. This means when users are looking for answers, solutions, or information, they turn to YouTube, especially those under 30. By creating valuable content related to your business, you position yourself to be discovered by a broader audience seeking what you offer.

Business Videos Are Not Interruptive, But Informative

Unlike traditional advertising methods and social media platforms where talking about your business interrupts a user's experience, YouTube users have a search in mind. Many viewers come to the platform with a purpose, actively searching for solutions to their problems or seeking information. By providing helpful content, your business becomes a welcome presence in their journey for answers or examples, leading to a more positive perception and engagement.

Some businesses are hesitant to share their knowledge because they think DIYers will glean what they can from them and never become a customer. While this may be the case in some circumstances, you can safeguard against this by not offering everything you know.

Additionally, creating videos solving issues you don't want to handle can help ensure only pre-qualified customers contact you. For instance, if you sell tires do you really want people to come in just to get their tire pressure checked? Probably not as it ties up your employees in an activity that likely won't turn into a sale. Instead, create a video showing people how to check it and how to know what their pressure should be for their car, and they'll remember you as a knowledgeable, helpful person/business. They'll likely come to you when they need a tire.

Multipurposed Content

Video offers a lot of opportunity to repurpose content. YouTube videos don't have to be lengthy, just valuable to your target audience. Creating a 10-minute video allows you to delve into topics in-depth, providing comprehensive insights. Afterward, extract shorter clips from the video to cater to different audience preferences and consumption habits (on Reels and TikTok, for instance).

Additionally, you can transcribe your videos into blog posts (or have AI do it for you). This improves accessibility for different audiences and enhances your online presence. Search engines love text-based content. A blog post allows you to target relevant keywords, boosting your discoverability across platforms. This repurposing strategy ensures a broader audience.

The Things No One Wants to Admit: Okay, this has not been verified so it's just a guess on my part. But...I believe Google gives preference to high-performing content on its own platforms. There. It had to be said.

Revenue Share and Monetization

YouTube offers a Partner Program that allows eligible content creators to earn money through revenue sharing. By monetizing your videos (after reaching the minimum 1,000 subscribers and 4,000 watch hours over the past year), you open an additional stream of income for your business. This financial incentive can support your content creation efforts, making it a sustainable strategy for the long run.

Email List Growth and Retention Potential

One of the most significant advantages of a YouTube presence is its ability to grow your email list. By encouraging viewers to subscribe to your channel and join your email list, you create a direct line of communication. On average, YouTube subscribers tend to stay on an email list longer than subscribers attained other ways) and are more likely to become clients sooner. This probably has something to do with seeing the person (as opposed to just reading their words) and feeling like you know them.

Speaking of...

Establishes Know, Like, and Trust

YouTube is a powerful tool for building the 'Know, Like, and Trust' factor. Through your videos, viewers get to know your business, like your brand personality, and trust your expertise. This emotional connection is invaluable when it comes to converting leads into customers.

Even though we love our electronics, we still are social creatures. We want to see who we're doing business with and get to know them. YouTube can help you build that human connection.

Finally, YouTube is not just a platform for cat videos and celeb interviews (although those are fun); it's also a potent tool for small businesses to connect with their audience, build trust, and increase revenue. By embracing YouTube, you can position yourself as an approachable industry leader, providing valuable content that resonates with your target audience. So, get over not liking the way you look on camera and start creating and sharing. Make YouTube a cornerstone of your business's digital marketing strategy and Google might just love you for it.

Christina Metcalf is a writer/ghostwriter 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 loves road trips, hates exclamation points, and has now convinced herself that the next thing she must do is become a YouTube sensation.

Medium: @christinametcalf

Twitter: @christinagsmith

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray

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Information Associate

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2024

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice President

Michelle Fischer - Treasurer

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Carrie Moore

Corey Virtue

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Miranda Boggs

Julie Jenniges - City Liaison

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison

COMMUNITY MEETING

Come hear survey results and give your feedback on the
Harbach Park Phase 3 Design

Thursday, February 8th at 6pm

At the Pine Room, Custer County Library Annex

Come share your great ideas!

Everyone welcome!



Online attendance
option on City website
day of the meeting!



COMMUNITY MEETING



YOU ARE INVITED TO A PUBLIC WORKSHOP ON THE
CONCEPTUAL DESIGN OF THE CUSTER COMMUNITY CAMPUS

TUESDAY, FEBRUARY 13TH AT 6PM

AT THE PINE ROOM, CUSTER COUNTY LIBRARY ANNEX

PLEASE JOIN US AS WE FOCUS ON THE RECREATION CENTER
COMPONENT! **EVERYONE WELCOME!**

*ONLINE ATTENDANCE OPTION ON CITY WEBSITE DAY OF THE MEETING!

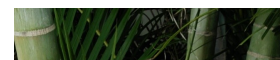


MEET THE NEW STAFF



My name is Adrianna Burgess. I am a recent graduate BHSU with my degree in tourism and hospitality management. I am super excited to be a part of the Chamber and put my best foot forward to help promote our local businesses and the town of Custer as a whole.

My name is Andrea Spaans (Conlon) and I was born and raised in Pringle, SD. After many years, I have moved back and am enjoying every bit of it. There's no place like home and I'm finally back in the heart of the hills and



home! My family and I enjoy ATVing thru the hills and spending time outdoors. I look forward to getting back into the community and help serve you thru the Chamber.



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

MARK YOUR CALENDAR

February 15

Chamber Mixer

5pm-7pm

Gold Pan

hosted by: Starr Insurance/Western Skies Real Estate/ 21 Electric

February 26-March 2

Restaurant Week

Custer, SD

March 2

Trade Show

9am-3pm

Custer High School

March 21

Chamber Mixer

5pm-7pm

Garland Goff Law Office

WEEKLY HUMOR

When you sit in your car after lunch and
contemplate going back to work or
starting a new life on a different planet



CHAMBER HAPPENINGS



GRAND





GRAND OPENING

Your Invited!!



Please Join us on February 1st from 4-6pm for the
Joint Ribbon Cutting and Grand Opening of
Wellness Way In Hill City.

451 E Main St, Hill City, SD 57745





Email Dawn:
dmurray@custersd.com

FEBRUARY 26
- MARCH 2

CUSTER RESTAURANT WEEK



GOLD: \$300
SILVER: 200
BRONZE: \$100



VENDORS WANTED

Custer Trade Show

March 2nd,
2024
9am - 3pm

Custer High School
~1645 Wildcat Lane



[Printable Registration Form](#)

MEMBER SPOTLIGHT



WELCOME

NEW MEMBERS!

Wild Ones
Custer Care and Rehabilitation Center
Game On! LLC
Red Sands Ridge

Black Hills Realty
Custer Piecemakers Quilt Guild

Custer Professionals & More
All Net Connections
Grooming by Brenna
Gold Valley Camp
Black Hills Candles
Black Hills Family Vacations
Hillcrest HVAC and Appliance Pros
Reed's Chimney Sweeping, Handyman & Caretaking
Jubilee J Photography
Willow Creek Child Care
Broken Boot Dispensary
Growing Roots, Inc
Homestead Carpet Care
Lenny Merriam CPA, CFE, PLLC

WEEKLY MEMBER SPOTLIGHT

Today we would like to shine a spotlight on our member, American Family Insurance-Ronni Calvird Agency (@[Ronni Calvird, American Family Insurance Agent - Custer, SD](#)). Being local to Custer, they are an honest insurance agency that will not only assist you in protecting your dreams but also customize their products based on your life and needs. With over 14 years' experience and great reviews, it helps ease your mind while on your search for the perfect Insurance for you. Contact them for all of your auto, home, business, and life insurance needs.

Visit our website at: <http://www.custersd.com/American-Family-Insurance--Ronni...>

[#CusterSD](#) [#ChamberSpotlight](#) [#Grateful](#) [#ThankYou](#)



2024 Custer Chamber





Address: 43 N 6th St,
Custer, SD

Phone: 605-673-4492

American Family Insurance- Ronni Calvird Agency, Inc

AREA EVENTS



BIBLICAL CITIZENSHIP

IN MODERN AMERICA

IT'S TIME TO TAKE A STAND!

Throughout our history, American churches have played a vital role in the preservation of liberty. In this time of crisis, where we see our freedoms under attack like never before, we are calling on every Biblical Christian in America to step up and join us in defending liberty.

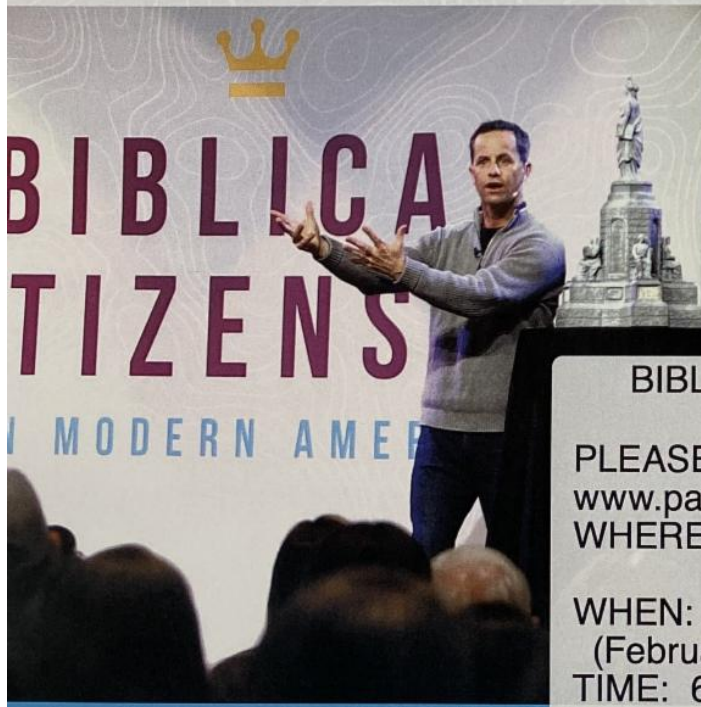
**Know your Religious
Liberties**

**Gain more Constitutional
Knowledge**

**Learn Tangible Action Steps
for Preserving Liberty**

**Be entertained, inspired,
and educated**

**Learn the Biblical, Historical,
and Constitutional
Foundation of Freedom**



**SIGN UP TODAY TO ATTEND BIBLICAL
CITIZENSHIP IN MODERN AMERICA!**

BiblicalCitizens.com

BIBLICAL CITIZENSHIP CLASS - FREE!!

From the Patriot Academy

PLEASE REGISTER at:

www.patriotacademy.com/coach/register/7509

WHERE: Mountainview Baptist Church

12230 Aviation Way, Custer, SD

WHEN: Eight Sessions beginning February 5th
(February 5, 12, 19, 26 & March 4, 11, 18, 25)

TIME: 6:00 – 8:30 pm

Get Registered

- 16 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600
- 18 BHPFA & SHEJUMPS - SUNSET HIKE** SheJumps Registration Required
Harbach Centennial Park, Custer, SD » 4 pm - 5 pm
Hike the Skywalk Trail from Harbach Park to enjoy amazing evening views. The Skywalk trail is ½ mile uphill.
- BHPFA & SHEJUMPS - WINTER FILM SCREENING** SheJumps Registration Required
The Custer Beacon - Custer, SD » 6:30 pm - 8:30 pm
Pasang: In the Shadow of Everest, a quest to become the first Nepali woman to summit Everest in 1993.
Come out for food, drinks, and fun. All ages are welcome!
Tickets: \$5 per person - Purchase your ticket ahead of time and be entered in a drawing to win a pair of K2 skis!
- 25 BHPFA - FULL MOON NATURE EXPERIENCE** Family Programming Registration Required
Whitney Preserve - Hot Springs, SD » 6 pm - 8 pm
Come join experienced instructors for a fun-filled learning experience under the full moon. Families welcome.
Cost: Family (2 adults, 2+ children under 12) - \$20 | Individual - \$10 | Children Under 12 - \$4

FEBRUARY 2024

- 18 BHPFA & SHEJUMPS - GETTING STARTED WORKSHOP** SheJumps Registration Required
Lost Cabin Brewery - Hill City, SD » 1 pm - 2 pm
New to the area? Want to try a new outdoor activity? Workshops are great for beginners? This workshop will cover Winter Travel: where to go, safety, lessons learned (the hard way), and what gear to bring.
- 10 BHPFA - ANIMAL TRACKING** Family Programming Registration Required
The Trailhouse - Custer, SD » 6 pm - 8 pm
This program will begin in a classroom and then into the field to expand our knowledge. Families welcome.
Cost: Family (2 adults, 2+ children under 12) - \$45 | Individual - \$20 | Children Under 12 - \$10
- 13 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600
- 27 WIND CAVE ADVENTURES IN NATURE** Park Reservation Encouraged
Wind Cave National Park » 10 am - 12 pm
Winter Children's Program. Ages 4-10. Email: WICA_interpretation@nps.gov Phone: 605-745-4600



she jumps
Registration
« « « « «



BHPFA
Family
Programming
Registration
« « « « «



Visit us online!
Click on the
"EVENTS" tab to
see more info!
« « « « «

605|745|7020 BlackHillsParks.org



Custer County Republicans

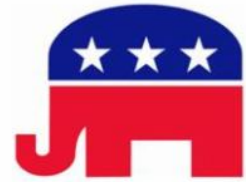
The Custer County Republicans will meet Tuesday, February 6, at 5:30pm.



Custer County Republicans will meet Tuesday, February 9, at 6:00pm, in the Pine Room at the Custer County Library Annex. Our speaker this month will be Qusi R. Al-Haj. Qusi Al-Haj is State Deputy Director/Air Force Adviser to US Sen. John Thune. He is also a highly-experienced National Security expert on Middle Eastern and International affairs, and he will be giving information pertinent to the current state of conflicts in the Middle East. Our meetings are open to any interested parties, and all Custer County Republicans are encouraged to attend.

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

Check us out on Facebook at CusterCountySDRepublicans.



Donate Blood American Legion Post 46 **Donate Blood**
Be the One – Help Save a Life

Thursday, February 8th, 2024
9:30 a.m. – 5:00 p.m.

Custer City Masonic Lodge #66
220 N. 6th St., Custer, SD 57730



Scan this QR Code to schedule a donation time >>>>>>



Contact Legionnaire, Jeff Cathcart, at 919-200-1809 if you have any questions.
Jeff will also be happy to schedule your donation time for you.

About The American Legion:

The American Legion is the largest wartime veterans service organization with about 1.7 million members in roughly 12,000 posts across the nation. Chartered by Congress in 1919, The American Legion is committed to mentoring youth and sponsoring wholesome community programs, advocating patriotism and honor, promoting a strong national security and continued devotion to servicemembers and veterans.

If you would like to be a part of our **Custer American Legion Post #46**, please contact us at: 605-673-3930 or adjutant@custerlegion46.org. We are **Veterans Strengthening America!**

HEALTHY LUNCHEON



at the
CUSTER BEACON
351 Washington Street, Custer, SD.

sponsored by Rec. & Wellness
& The Custer Senior Center

Thursday, February 8, 2024

Noon to 2 pm \$13

***Included w/lunch: A Heart Health presentation by
Registered Dietician, Helen Nichols
of Monument Health.***

tickets on sale at The Custer Area Chamber



South Dakota Enhanced Conceal Carry Class

This Is A One Day Class

Saturday February 10th, 2024

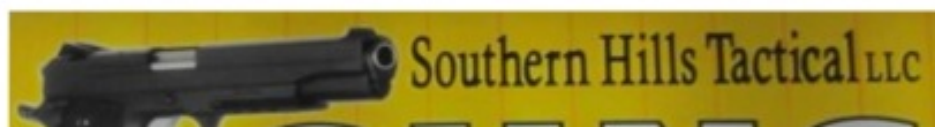
9:00am to 4:30pm

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

Class size is limited so register early.

For additional information or to register for the class you can email the instructor at **echo.ft.sd@gmail.com**

Or call the shop at 605-673-3222 or email us **southernhillstactical@gwtc.net**





South Dakota Enhanced Conceal Carry Class

This Is A One Day Class

Saturday February 17th, 2024

9:00am to 4:30pm

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

Class size is limited so register early.

For additional information or to register for the class you may
contact the instructor at **www.sodakian.com**

Or contact us at 605-673-3222 or by e-mail at
southernhillstactical@gwtc.net



FEBRUARY 17 & 18 | ALL-DAY LONG!

Enjoy two days of all-day fun that includes live music, outdoor firepits, a mulled wine, spiked & non-spiked hot cocoa bar, outdoor games, touch-a-firetruck for the kids, Craft Beer & Bingo, specialty food tent and so much more! It's free and open to everyone! *Dress warm for outdoor activities!*

SATURDAY ACTIVITIES:

- | | |
|--------------|---|
| 10 AM - 5 PM | Pop Up Shopping Event with the Love of Craft, The Sour, & more! |
| 12 - 5 PM | Winter Festival Food Tent at Miner Brewing Co. |
| 12 - 3 PM | Miner Mutt Dash <i>Sponsored by Bar K-9</i> |
| 4 PM | Live Music at Miner Brewing Co. <i>The Two Tracks</i> |

SUNDAY ACTIVITIES:

- | | |
|--------------|---|
| 12 - 5 PM | Winter Festival Food Tent at Miner Brewing Co. |
| 12 - 1:30 PM | Craft Beer & Bingo <i>Proceeds benefit the Hill City Fire Dept.</i> |
| 2 - 4 PM | Touch-A- Truck <i>Hill City Fire Dept</i> |
| TBD | Cookie Decorating Class or Wine & Cheese Class |
| 4 PM | Live Music at Miner Brewing Co. <i>Harbor and Home</i> |

BAR K-9



DOG PARK AND BAR

Details at prairieberry.com/all-events



PRAIRIE BERRY LLC | HILL CITY, SD

Please join us March 9th, 2024 from 10-2 at Custer Elementary School for the Southern Hills Family Resource Fair where children and families can learn about everything our community has to offer for children 0-8!

Businesses, please get involved and register for a booth at no cost to you! This is a great way to get involved and share what you can offer children 0-8 and their families! Scan the QR code to register!

Space is limited, so register today!

Hey Custer Businesses and Organizations!

Check out this fantastic opportunity & click on the poster below to register today!

SOUTHERN HILLS FAMILY RESOURCE FAIR

MARCH 9, 2024
10 AM TO 2 PM
CUSTER ELEMENTARY SCHOOL

Early Learner Custer Family Resource Fair

Join us for a unique opportunity to connect with young families and elevate your impact!

👤 Who Should Participate? Organizations and businesses serving children ages 0-8 and their families.

🌈 Why Participate? Connect directly with families, gain brand visibility, and be part of a community-focused event.

WHAT'S IN IT FOR YOU?

- 👤 **NETWORKING:** CONNECT WITH BUSINESSES, PROVIDERS, AND FAMILIES.
- 🌐 **EXPOSURE:** FEATURE YOUR ORGANIZATION IN EVENT PROMOTIONS.
- 🚀 **EXPERTISE:** POSITION YOUR ORGANIZATION AS A CHILD-CENTRIC LEADER.

🎉 **EVENT HIGHLIGHTS:**
GIVEAWAYS AND PRIZES
CHILDREN'S ACTIVITIES
FREE FOOD!



NO FEE



SCAN TO REGISTER

DON'T MISS OUT! RESERVE YOUR BOOTH NOW TO CONTRIBUTE TO OUR COMMUNITY'S YOUNGEST MEMBERS' GROWTH AND WELL-BEING.



Donations Needed

Jordan's Senior Project

Jordan's Senior Project

Live Benefit Auction

All Proceeds Go to Christmas for Kids

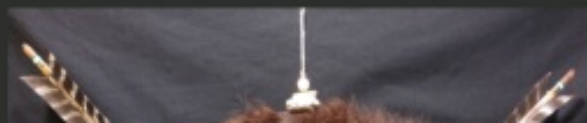
Saturday March 23rd at 6 PM
VFW Post 3442 in Custer



Contact:

Corey Virtue 605-517-0193

Jordan Steed 605-440-0994 or email js5323@k12.sd.us





Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Through March 29, 2024

**Showcasing the artwork of
Tracy Harrison.**

Endorsed by Custer Area Arts Council.



"Circle of Life"

This dreamcatcher represents the circle of life and our connectedness to all things. We give thanks when we receive from mother earth. The turtle represents mother earth and the native American calendar year. The arrows represent life.

Materials: Bison fur, turtle shell, arrows, deer antler, sage, sweetgrass.

ANNOUNCEMENTS



GOOD KARMA
JEWELRY

Custer, SD

VALENTINE'S DAY

SALE

10-25% OFF SELECT JEWELRY

10% OFF NON-SALE ITEMS

30% OFF BLACK HILLS GOLD

507 MT RUSHMORE RD. CUSTER, SD

**Camp Bob Marshall Spring
Clean-Up Day**

Saturday, April 20 (weather permitting)
9 a.m. - Noon

RSVP online at www.campbobmarshall.org





Registration is highly encouraged so we can plan and organize volunteers for the camp spring clean-up day. Duties may include raking debris from around all cabins, raking sand volleyball court, stacking wood, staining cabins, sweeping cabins, cleaning windows etc. Bring your work gloves, all other tools will be provided.

Show Your School Spirit With Your Wildcats Debit Card.



| highmarkfcu.com | 800-672-6365

This is our newest Spirit Debit Card. Each card swipe of this custom debit card will result in a donation to the CHS Activities fund.

META GOT YOU DOWN?





MAYBE YOU NEED A SOCIAL MEDIA MANAGER!

Struggling to navigate the ever-evolving world of social media? Green Owl Media can help! We manage your Facebook/Instagram content so you can focus on what matters ... running your business!

contact us today!

Limited openings for hospitality/tourism based businesses in the southern Black Hills.



Ann Cunningham • *Photographer/Media Manager*
605.440.2400 Green.Owl@goldenwest.net
www.GreenOwlMedia.com



www.kevin.bhsdrealty.com
605-431-5094
kevinkennedy605@gmail.com





Kevin Kennedy, Broker Associate



**Perfect spot overlooking Angostura
2.3 Acres, building site
\$285,000**



**2 mile Rd., Custer
40 Outstanding Acres
\$289,000**



**TBD Silver Creek 6.73 beautiful acres in the heart
of the Black Hills National Forest
\$403,800**



**TBD Rochford Rd. 6.06 Acres surrounded
by creeks, trees and valleys.
Plans for electric and water to be brought
to the building site. \$363,600**

**Call Kevin for your personal tour or
to hear about all of our listings!**

605-431-5094



All properties are listed with Black Hills Realty



VIDEO GAME TRUCK

BOOK YOUR PARTY TODAY!

2 HOUR PARTY STARTS AT \$250
\$50 FOR ADDITIONAL HOUR

BIRTHDAY PARTIES SCHOOL EVENTS
HOLIDAY CELEBRATIONS
SPECIAL OCCASIONS CORPORATE EVENTS
COMMUNITY FESTIVALS FUNDRAISERS
BLOCK PARTIES YOUTH GROUP EVENTS
AND SO MUCH MORE!

WE BRING THE FUN TO YOU!



Valentine's Day





Silent Auction

\$250 value!

Package includes:

- 1 Night Stay at Black Hills Bungalow, Hermosa, SD (use by Oct. 1, 2024)
- Wooden Wheel Vineyards Red Wine
- Locally Handcrafted, Decadent Chocolates



Bid in person at upcoming breakfasts and meetings, or by emailing bid to

ccsddp21info@gmail.com



Top bidder will be notified on February 3rd, 2024 at the Custer Co. Democrats Breakfast Gathering. Need not be present to win.

Custer County Democrats

Coffee & Breakfast Gathering

Meet Your Fellow Democrats!

Saturday, February 3rd — 9:00 AM

Laughing Water Restaurant

Crazy Horse Memorial

NEW SCHEDULE IN 2024

Breakfast Gathering

1ST Saturday of The Month

Looking Forward To Seeing

Everyone On Saturday!



2023 - 2024

CUSTER STATE PARK



WINTER TRAIL CHALLENGE

❄️ **Barnes Canyon Trail** ❄️

❄️ **The Lost Trails** ❄️
Upper Loop

❄️ **Needles Highway** ❄️
North Side and only when road is closed

❄️ **Grace Coolidge Trail** ❄️

❄️ **Badger Hole Trail** ❄️

❄️ **Bison Trail** ❄️

❄️ **“Snowshoe It”** ❄️

*Check out some snowshoes from the park and
give it a try on any trail listed above*

You can use your own snowshoes as well

- ❄️ *The Winter Trail Challenge runs from Nov 24, 2023 to April 1, 2024.*
- ❄️ *All forms must be turned in by April 5, 2024.*
- ❄️ *At one point along each trail is a Winter Trail Challenge Selfie Sign. To complete the Trail Challenge, participants must hike all the listed trails and take a selfie at each Winter Trial Challenge Sign. Bonus points for fun photos.*
- ❄️ *Stop in the park Visitor Center or Park Office, show off your photos and earn a 2023 Winter Trail Challenge Pin. (Note Pictures can also be mailed to the address below)*
- ❄️ *All completed forms must be submitted by April 4, 2024.*

FOR MORE INFORMATION CALL 605.394.2693 OR EMAIL CUSTERSTATEPARK.COM

FICAF

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

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 organizations in the Custer area thru March 29. Recipients will be selected and grants funded during the Month of April, 2024.

Disbursements by the local board of directors are determined according to the needs of the community. Past disbursements from 1999 to date have totaled \$269,534.00 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

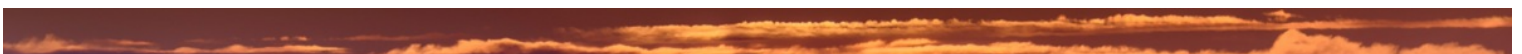
If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730. Completed applications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

Grant application forms are available from any local board member, please call Jenny Behlings 673-5436, Curtis Tyler 673-2215, Donna Cullum 673-2215, Nathan Wiederholt 673-2716 or Misty Fish 673-4848.

The deadline for completed applications for the annual disbursement of funds will be March 29, 2024.

Funds will be disbursed during the month of April, 2024.

NEWS FROM THE STATE





THE MILE MARKER

Hello, Friends!

Happy end of January!

To start, what a wonderful Governor's Conference on Tourism we had! It was so great to be back together and see all of you. I feel energized and hope you do, too. We can't wait to tackle 2024. THANK YOU for all your support and enthusiasm throughout the conference. We had much to celebrate and much to look forward to. I want to offer a special thanks to our sponsors, without whom we wouldn't be able to host such an amazing conference. And CONGRATS once again on setting all-time visitation and visitor spending records in 2023. We couldn't be prouder of each and every one of you.

Speaking of the conference, I am so amazed by the awesome reception to our Forever 605 stewardship campaign at the conference. This program is surpassing all expectations! If you have yet to request a Forever 605 Toolkit, you can do so at this [link](#). Stay tuned for exciting and new Forever 605 initiatives for you to plug into this year.

Some of our team will be heading to the Los Angeles Travel & Adventure Show this week to promote The Mount Rushmore State to Southern Californians. We anticipate another excellent show. The interest in our state at this show the past few years has been nothing short of exceptional. In another couple of weeks, we'll be at the first-ever Phoenix Travel & Adventure Show. We're excited to see what Arizonans want to know about South Dakota.

If you didn't have a chance at conference, please welcome our new team member, Kyler Flock. We are so excited to have him on the team. You can learn more about Kyler further down in the Mile Marker.

Keep in touch and let us know all the good things happening in your city or region. THANKS for all you do!

Here's to a great 2024,

Jim and Team





YOU'RE INVITED

Join us **Tuesday, February 6, 2024, at 10 a.m. CT/9 a.m. MT**, for Travel South Dakota's Passport Program webinar featuring Bandwango. In this webinar you'll hear from members of Travel South Dakota's Marketing Campaign & Projects Manager, Alexa Dorn, and Bandwango's Client Success Specialist IV, Krystal Rosado, as they discuss the Passport Program in South Dakota, how it works and its benefits.

What: South Dakota Passport Program

Date and Time: Tuesday, February 6, 2024 @ 10 a.m. CT/9 a.m. MT

Presented By: Alexa Dorn and Krystal Rosado

Cost: Free!

You'll learn...

- What Bandwango is and how it works
- Explore the success of the Travel South Dakota passport program, showcasing statistics and insights into engagement and participation
- How Bandwango passports benefit local businesses
- What businesses can do to promote passports
- Common practices to make the best user experience.

Please *register* ahead of time. This *webinar* will be hosted by Travel South Dakota via Zoom. Please contact Industry Training & Legislative Relations Manager *Bailey Tysdal* with any questions.

How to Connect

This webinar will be available via Zoom. For most participants, joining the webinar will be as simple as clicking the link provided in the confirmation email. If you are uncertain if you can connect, you can read about the system requirements on the [Zoom website](#).

Once you call into the session, please turn your phone or computer to mute during the webinar. Participants will be able to submit questions by typing them into the messaging functionality during the webinar. There will also be time for Q&A at the end of the session. If you only want to listen and/or run into any problems with logging on to Zoom, phone-only access is an option.

This webinar will be recorded. A link to the recording will be sent to participants following the presentation and will be available on [SDVisit.com](#).

PRESS RELEASES

SOUTH DAKOTA RETAILERS ASSOCIATION
NEWS RELEASE

For Immediate Release: January 9, 2024



Skogen Kitchen of Custer Named Restaurant of the Year

PIERRE, SD – Skogen Kitchen in Custer has been selected as the South Dakota Retailers Association's Restaurant of the Year. Presented annually, the award recognizes a restaurant with a reputation of excellence in food, service, and atmosphere.

Skogen Kitchen is a chef-driven fine dining restaurant concept that offers a unique dining experience with each visit.

Owners Chef Joseph and Eliza Raney met while working in the restaurant industry in southern California. After moving to Custer and working for other restaurants, they decided to open their own restaurant in the summer of 2017. The name Skogen is a nod to Joseph's Norwegian heritage. In Norwegian, the word Skogen means "forest" – a fitting name given the location.

Their ever-changing menu incorporates a variety of American cultural cuisines featuring fresh foods from across the country, including many locally sourced foods.

"He takes a lot of fun ingredients and puts it together to make this masterpiece," Eliza says of her husband. "He is so good about his flavors and layers of flavors. It's really a party in your mouth!"

Nathan Sanderson, Executive Director of the South Dakota Retailers Association, says the Raney's have more than met their goal of being unique but not pretentious.

"Skogen Kitchen's menu and the excellent service combine to deliver a dining experience that draws rave reviews," Sanderson said. "Local customers, visitors from across the country, and restaurant review publications sing their praises."

Joseph notes that the restaurant and the menu are small by design, to allow them to take really good care of each person and serve the customer best.

"If you have an idea and you have an ability, you can try that anywhere," Joseph said. "But we want to make sure that we're advocating to our employees that you can follow your dreams whatever they are, just appreciate where you are. You're in South Dakota."

To learn more about the Raney's and the Retailers Association's additional award recipients, [visit sdra.org/awards](https://sdra.org/awards).



Black Hills Energy Prepares for Extreme Cold, Encourages Customers to Do the Same

Utility Issues Important Conservation and Safety Reminders

Rapid City, SD – Jan. 11, 2024 – Black Hills Energy is closely monitoring the National Weather Service forecast this week for a winter storm and extreme cold temperatures predicted to impact the Black Hills. Our electric operations teams are preparing for ice and below freezing temperatures, which are expected to last through next week.

Energy Conservation Reminders

With sustained cold and freezing temperatures in the forecast, energy use can increase and lead to higher monthly bills. Black Hills Energy is ready to help customers reduce energy use by sharing these conservation reminders and tips:

1. According to the U.S. Dept. of Energy, you can save as much as 10% a year on heating and cooling costs simply by turning your thermostat down by a few degrees for eight hours a day.
2. Did you know as much as 7-12 percent of a building's heating and cooling loss occurs around windows and doors? Jettison those leaks and weather-strip to seal around movable joints like doors or windows.
3. Lower your water heater setting. Lowering your temperature setting a few degrees can save energy. Lowering your temperature to under 120 degrees can save you up to 10% on your water heater costs.
4. Limit laundry and chores until later in the week when temperatures normalize. If you must do laundry or wash dishes, consider energy efficiency strategies to lessen the impact. For example, run complete loads of laundry, rather than partial loads, to avoid using more hot water than necessary. Changing dishwasher settings to air dry is another way to save energy.
5. Make sure your fireplace damper closes tightly when you're not using it. Closing the damper could save 8% of your home's heat.
6. You could save as much as 30% of your energy costs by better insulating your attic or top floor.
- 7.

Electric Safety Reminders

Black Hills Energy is also urging our customers to keep their homes safe with the following guidelines.

In an event that you experience an unexpected outage in your home or business, please follow these guidelines for staying safe:

If your power goes out, see if your neighbors have power. If they do, check your home for blown fuses or a tripped circuit breaker.

- If your neighbors don't have power or if you can't locate the problem, report the outage at www.blackhillsenergy.com/outages.
- If you see damaged outdoor electric power equipment, please contact us at 1-800-890-5554.
- Do not try to remove any debris if it is on a powerline or outdoor electrical equipment.
- If you are outdoors, never touch or attempt to pick up a fallen powerline. Assume any downed power line is energized.
- During an outage, unplug sensitive computer and electronic equipment or protect them with a high-quality surge protector.

Helpful Links

Stay up to date by visiting www.blackhillsenergy.com/weather. Customers can also find winter energy conservation and billing resources at www.blackhillsenergy.com/winter-ready. To receive outage notification on your mobile device, please log into your Black Hills Energy account at: <https://www.blackhillsenergy.com/>

About Black Hills Energy

Black Hills Corp. (NYSE: BKH) is a customer focused, growth-oriented utility company with a tradition of improving life with energy and a vision to be the energy partner of choice. Based in Rapid City, South Dakota, the company serves 1.3 million natural gas and electric utility customers in eight states: Arkansas, Colorado, Iowa, Kansas, Montana, Nebraska, South Dakota and Wyoming. More information is available at www.blackhillscorp.com and www.blackhillsenergy.com.

Media Contact

Lynn Kendall, Community Affairs Manager (605) 399-5180
lynn.kendall@blackhillsenergy.com



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Forest Service Features January 2024



Custer Senior Center

February Activities



[Click here to Check out the Custer School District
Calendar for upcoming school events!](#)

WEEKLY INSPIRATION



HELP WANTED

JOIN OUR INTERVIEWING TEAM!

MMI 2 International Research is seeking dependable, self-motivated people with strong

MMI-2 International Research is seeking dependable, self-motivated people with strong customer service skills, reliable transportation and a love of the outdoors. If you are looking for temporary, intermittent part-time work, and live in or near Hill City, Custer, Merritt, or Rapid City, South Dakota, this might be a great job for you! Please see below for all the details.

Position Overview:

- Conduct one-on-one, in person, exit surveys with visitors leaving the Black Hills National Forest. This is done by asking a series of pre-set questions from a computer tablet, recording responses in the tablet, and submitting the data electronically at the end of your shift.

Work schedule:

- Temporary, intermittent, part-time work through September 2024
- 6-hour shifts including a 30-minute paid lunch
- Variable days (including Saturdays/Sundays and possible holidays)
- Flexible schedule

Qualifications and Other Key Requirements:

- Must live in or near Hill City, Custer, Merritt, or Rapid City, South Dakota
- Must be proficient using technology like tablets, cell phones, GPS, e-mail, and Wi-Fi
- Must have strong in-person customer service, ability to work/think independently, and problem solve
- Must be dependable, self-motivated, and possess a strong work ethic
- Must possess a valid U.S. driver's license & have reliable transportation. 4WD a plus
- Must be willing and able to drive to forest survey sites. Distances vary
- Must be willing to work outdoors in varied weather conditions
- Must be willing to work part-time hours and variable shifts including Saturdays/Sundays, and possible holidays
- Must be willing to commit to position through September 2024

Compensation Information: (All shifts are 6 hours and include a 30-minute paid lunch)

- Starting pay is \$125 per shift plus a \$25 fuel allowance per shift for a total of \$150 per shift
- \$225 bonus paid after every 10 survey shifts/days worked
- Paid training

If you think you would be a good fit for this position, email your resume and/or tell us a little bit about yourself. Please note "Hell Canyon/Mystic RD" in the email subject line and send to: info@mmi-2.com

We will not respond to applicants who live outside of the target area.

RECENT RETIREES ARE HIGHLY ENCOURAGED TO APPLY

Laughing Water Restaurant at Crazy Horse Memorial® is currently searching for a FULL -TIME YEAR-ROUND LINE COOK.

Prior experience in working kitchen line in a fast paced - small restaurant or food service environment is a must.

Position is full-time, year-round at 35/40 hours per week w/ Evening, Holiday & Weekends required and some overtime.

This is an hourly position with the benefits associated with full-time, year-round employment, which include medical, dental, optical, and AFLAC insurances, Paid Personal Leave, and a retirement plan.

Please contact HR@CrazyHorse.org or call (605) 673-4681 for more information!



Laughing Water
RESTAURANT®
AT CRAZY HORSE MEMORIAL®



The Custer Senior Center Board of Directors is accepting resumes for the full-time position of Custer Senior Center Director. The primary administrative duties are **grant-request writing, working with the Center's finances, and** facility management. QuickBooks or a similar bookkeeping program is advantageous. The position is full-time, 40 hours per week. Insurance and retirement benefits are not available at this time. Year-end bonuses may be earned. For more information and a copy of the position description, please send an email to cscdirvac@gmail.com; or call the Center at 605-673-2708. The Senior Center is a non-profit organization, and is an equal employment opportunity employer.



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W: www.skogenkitchen.com

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- ***WILLING TO WORK WEEKENDS & EVENINGS***



CONTACT US:
(605) 673-3047

507 Mt Rushmore Rd Custer, SD

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

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615 Washington Street
Custer, SD 57730

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800-992-9818

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