



Buffalo Bytes



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CUSTER CONNECTIONS

Beyond Likes & Follows: Finding the Ideal Social Media Superhero for Your Business



Social media is a Hulk-size time suck, but it is also one of the most effective ways to connect with your audience. That's also why it's so dicey to freelance that kind of thing out. But there are a lot of really talented folks out there who can help you expand your reach and connect. You just have to find the right ones. And since everyone thinks they can post to social, there are a lot of ineffective people posing as social media superheroes. Here's how you can separate the talent from the try-hards:

Ways to Tell a Social Media Trixter from a Superhero

It's tempting to hand your social media over to an intern or the nearest teenager in your life. After all, they're on the platforms all the time. But they're connecting in a social way, amassing followers and likes and not concentrating on conversions. You need someone who understands how to nurture a relationship to end in a sale. That's not to say a teen can't do that. But you need to have a conversation with them to make sure you are on the same page about your ultimate goals behind social media. Additionally, you'll want to talk about the following things:

- **Stats and KPIs.** If you're working with someone to help you reach more people and increase your sales, you'll want to know they have a track record of doing so already. If you're their first client, make sure they can show you how they will gather the analytics and tell what's working and what isn't. Identify KPIs. If they tell you "Let's try this and see." That's not enough. How will you "see"? If they guarantee 100 new followers before the end of the month, ensure you know what kind of followers they are. Speaking of...
- **Know the target.** Make sure your social media person understands audiences and the value of a like as it equates to your business goals. My TikTok is beginning to finally amass some likes. But guess what? They're all from my teenage sons' friends who enjoy making fun of my videos. They may "like" my stuff, but they will *never* buy from me. These are bogus numbers from a business perspective. Make sure your guru understands who you're trying to target.
- **Understand the offerings.** Social media is not a science. What works for your ideal audience may not work for others. That's why social media packages vary as much as restaurant food prices. Some people do retainers, some monthly and some hourly fees. Know what you're paying for.

After you've narrowed down your list of social media people who seem capable, dig deeper into understanding how you would work together. Ask them to draw up a proposal or editorial calendar. Pay them for their time. Examine their ideas on how they plan to reach a larger audience. You're looking for creativity here as well as things you may have already tried that didn't work. No reason to work with someone who's doing exactly what you've already done.

If They're Going to Be You, They Must Know You

Finally, communication is key when looking for someone who will be representing you on social media. While a good social media person should ask you the following things about your business, if they don't, make sure you communicate these important details.

1. Give specifics on your ideal audience.
2. Share past triumphs and trials.
3. Communicate the tone you want on your posts.
4. Agree upon the posting review process. Will you see posts before they go out?
5. Understand who oversees responses. If you do, will they call them to your attention, or will you need to monitor each day?
6. How far out will they schedule? Communicate how you want holidays to be handled and if there are any topics you don't want to mention.
7. Will you supply content ideas and important dates to your business? This should be a partnership. If you're running a sale, for instance, you should give your social media superhero notification of it and look for best ways to leverage this information.
8. Be clear about how you feel about content curation versus creation. Your social guru should have a strong understanding of how to leverage curated content for a larger audience without getting into permission problems.

The hardest part of handing your social media over to someone else is making sure their efforts fit your goals and remain authentically "you." Don't expect that putting someone else in charge means that they will take it off your hands in a "set it and forget it" kind of way. You want to remain a part of the social side of your business. After all, the success in that area is about building relationships and you don't want to pay someone to do that for you. They can assist with the day-to-day posting, but the relationship should remain yours.

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 talks to her dog like she can understand every word.

Instagram: @christinametcalfauthor
Facebook: @tellyourstorygetemtalking
Medium: @christinametcalf
LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

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2024

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice President

Michelle Fischer - Treasurer

Amanda Allcock

Bobbi Schmidt

Carrie Moore

Corey Virtue

John Stahl

Miranda Boggs

Julie Jenniges - City Liaison

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison

CHAMBER
WILL BE
CLOSED FOR
PRESIDENT'S
DAY

2/19/2024





CUSTER CITY MAP

Once again, the Custer Chamber is working with Evergreen Media to produce a Custer City Map. This map will primarily be used for Custer tourism, and most Custer Chamber member businesses will be listed.

CHAMBER MEMBER ADVERTISING OPPORTUNITIES



YOUR AD ON BACK OF MAP:

SINGLE ADS: \$250

DOUBLE SPACES AVAILABLE

Limited spots available!
First come, first serve basis.

Sizes:

3.3" x 1.8" **Single** (WxH)

3.3" x 3.75" **Double** Vertical (WxH)

6.7" x 1.8" **Double** Horizontal (WxH)

PREMIUM BUSINESS LISTING

ON FRONT OF MAP:

\$100 PER BUSINESS

Be one of only
a few Premium Businesses!
First come, first serve basis.

Includes business name,
phone number, and
website

CONTACT DAWN FOR MORE INFORMATION:

dmurray@custersd.com
605-673-2244

DEADLINE:
APRIL 1ST

Spaces are available for this year's Custer City Map.

Call Dawn TODAY to reserve yours!

****Ad spaces available on a first come first serve basis****

2023's Map





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

March 2
Trade Show
9am-3pm
Custer High School

March 21
Chamber Mixer
5pm-7pm
Garland Goff Law Office

WEEKLY HUMOR

SIX CHIX

BY RINA PICCOLO



CHAMBER HAPPENINGS



CUSTER
Chamber of Commerce

Chamber Mixer

Hosted By:



February 15th from 5 p.m. - 7 p.m.

Held At the Gold Pan 508 Mt Rushmore Rd

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



Trade Show

SATURDAY, MARCH 2ND

9am-3pm



The Trade Show hosts a wide variety of exhibitors, ranging from financial services and building materials to jewelry and artwork. Concessions will be served throughout the day. Admission is a free will monetary donation to the Civil Air Patrol. For more info: custersd.com/Custer-Trade-Show

Printable Registration Form

2/1/24

MEMBER SPOTLIGHT



WELCOME



WELCOME NEW MEMBERS!

Sturgis Mustang Rally
Early Learner Custer
Sow Native/Wild Ones
Custer Care and Rehabilitation Center
Game On! LLC
Red Sands Ridge
Black Hills Realty
Custer Piecemakers Quilt Guild
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



2024 Custer Chamber

Member Spotlight

H&R Block

**H&R
BLOCK**



Small business tax prep

File yourself or with a small business certified tax professional.



Business formation

Form your business and you could get potential tax savings.



Bookkeeping

Let a professional handle your small business' books.



Payroll

Payroll services and support to keep you compliant.



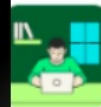
935 million+
tax returns worldwide



20 million+
filed with us in 2023



5 million+
switched to Block in 2023



File online

Simple steps, easy tools, and help if you need it.



File with a tax pro

At an office, at home, or both, we'll do the work.



Address: 648 Mt. Rushmore Rd, Suite 1, Custer, SD 57730 **Phone:** 605-673-6063

This week's member spotlight features our new member **H&R Block**. H&R Block can handle all your tax needs. Get professional tax preparation, including help with earned income tax credit, a tax refund or tax return, and more. Whatever your situation, they know what to do. Full-service offerings include a dedicated account manager to take care of all paperwork on your behalf, monthly reconciliation delivered to your inbox, and tax-ready books sent to your tax pro with 100% accuracy guaranteed.

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

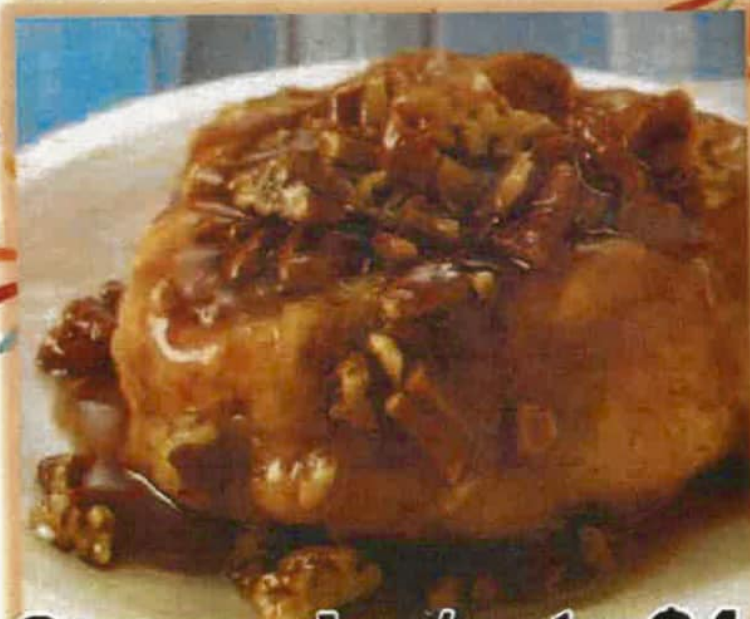
12230 Aviation Way, Custer, SD

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

TIME: 6:00 – 8:30 pm

Get Registered

**Cinnamon Rolls are
back at the Custer
Senior Center!!!!!!**



**Caramel w/nuts \$4.
or w/o nuts \$3.50
Frosted & Plain \$2.50**

**Every Friday
February 2nd, 9th, 16th & 23rd**

538 Mt. Rushmore Rd., Custer

9AM UNTIL THEY'RE GONE!

**Advance Orders by Wednesday
at Noon are Recommended.**

Call 605-673-2708



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](https://prairieberry.com/all-events)

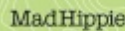


PRAIRIE BERRY LLC | HILL CITY, SD

girls out



JEWEL CAVE NATIONAL
MONUMENT VISITOR CENTER, SD



SATURDAY, MARCH 9th

9:30 am - 2:30 pm

**LET'S GET WOMEN AND GIRLS OUTSIDE,
"CHOOSE YOUR OWN JEWEL CAVE ADVENTURE!"**

Choosing your adventure means that you can hike by yourself, with your friends, or join one of the meetup options. In addition to surface hikes, we are also offering a FREE Scenic Cave Tour with a Jewel Cave ranger.

FOR MORE INFORMATION
& REGISTRATION

(SPOTS FOR THE
SCENIC TOUR ARE LIMITED)



Questions? Contact Andrea afountain@shejumps.org

605|745|7020
BLACKHILLSPARKS.ORG

ADVENTURE OPTIONS

ALL AGES WELCOME

SCENIC CAVE TOUR: 10:20 am - An exclusive FREE tour just for Get the Girl Out participants! To go in the cave you must be on a guided tour. Please reserve your spot in the checkout process. If you are interested in other tour availabilities please visit Recreation.gov.

ROOF TRAIL: Hike along this short loop and enjoy the story of Baxter the Bat.

CANYONS TRAIL: Meet up group at 12 pm - This is a loop trail that explores Lithograph and Hell Canyon.

HELL CANYON: Meet up group at 10 am - A scenic trail that explores the upper portion and bottom of Hell Canyon.

HIKING CHALLENGE

HOW TO ENTER THE HIKING CHALLENGE

If you complete 2 out of 4 adventure options at Jewel Cave on March 9th you will be entered in a drawing for sweet prizes from AllTrails, Stio, Pit Viper, & Mad Hippie.

Stop by the Info table before your adventure. Punch your card at the end of each hike and drop the card off at the info table. Join us for the drawing at 2:00 pm!

2/8/24

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.



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!

Save the Date

The Great Custer Easter Egg Hunt



Friday, March 22nd 4PM-6PM



Contact Caitlin for more information

Caitlin@protectcuster.com

2/15/24

Donations Needed

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

Donations
Accepted Til
Mar. 1st



Chili
Cook Off

Contact:

Corey Virtue 605-517-0193

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

1/25/23

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.



Art Expressions Gallery and Gifts

17 North 5th Street • Custer • South Dakota • 57730 • 605-673-4467

Find us on Facebook at Art Expressions Gallery of Custer

Call for Artists

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

Small Pieces Art Show

"I was born here, in this place that would come to be called the Old West. But, to my kind, the land was ageless. It had no beginning and no end, no boundary between earth and sky. Like the wind and the buffalo grass, we belonged here, we would always belong here." Matt Damon in the movie Spirit

May 7th – May 28th, 2024

- We welcome any art your creative juices produce. However, the art piece that, in the judge's opinion, best interprets our theme wins our theme award.
- We will accept work in any medium. The piece must be the artist's original work presented in its original medium. Prints are acceptable only from original work in a digital or film medium.
- Although it may be smaller, **the piece must fit in an 8x8x8 inch wall space. All pieces hang on the wall, so a hanger that will supports your art piece is required.**
- Adult and two Youth divisions. Teen: age 13 through 17. Junior: age 12 and younger.
- \$15 Entry Fee for Adult, \$10 Teen, \$5 for Juniors, to be paid at the time the artwork is submitted.
- No jury selection.
- Art Expressions Gallery reserves the right to refuse any submission that is inappropriate.
- Art Expressions gallery is not responsible for loss of or damage to the displayed artwork.
- No show submission may be removed until the end of the show.
- If you choose, we will list your item for sale. Art Expressions receives a 40% commission if we sell your piece while it is part of our show.

Timeline

Although we will accept pieces for display throughout the run of the show, judges will name the pieces receiving ribbons and other prizes before the show opens on May 7th. People's Choice will be named on May 28th during the closing reception. Bring your entries to the gallery or mail them to arrive in the two weeks before the show opens. To make other arrangements, contact the gallery.

- May 1st -7th – Bring your work to the gallery.
- May 6th -- Judges select pieces receiving ribbons and other awards.
- May 7th – Small Pieces Show Opens.
- May 28th – Small Pieces Show Closing Reception at Art Expression Galley, 4-7 P.M. Please make every effort to attend. We will take your picture with your work. Awards will be officially presented, and pictures will be taken about 5:30 PM. You may take your piece(s) with you at 7 PM.
- May 28th – June 1st -- Art can be picked up at the gallery during normal business hours.

Awards

- Cash and gift certificate prizes will be awarded in categories including Best of Show, People's Choice, Best Junior, Best Teen, Best Interpretation of the Theme and more.

More Information

ANNOUNCEMENTS



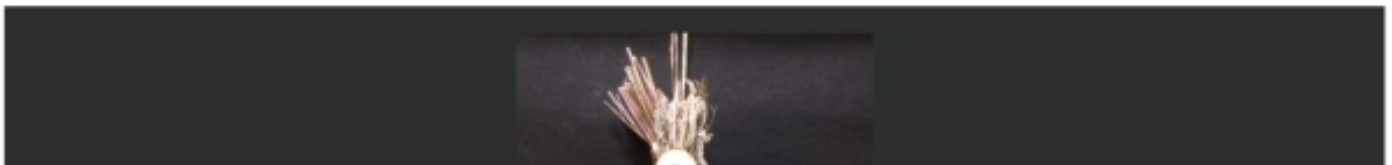
NEW RELEASE

Black Hills Gold

NOW AVAILABLE ON OUR WEBSITE

PURCHASE IT ONLINE:

WWW.GOODKARMACUSTERSTORE.COM





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.



"Sacred Wrap"

This Sacred Wrap was created to educate people about the Lakota medicine. The herbs are used for smudging, to clear the energy. There are three of the Lakota's Sacred herbs in the wrap. The fourth, tobacco, is the most sacred item. This is a fragrant piece of art, and most beneficial for protection.

Materials: sage, sweetgrass, cedar, tobacco, jasper, green aventurine, mother of pearl.

2/15/24




BLACK HILLS
— REALTY —



Kevin Kennedy
Broker Associate

Top closing agent for January!

605-431-5094

email - kevinkennedy605@gmail.com

website - kevin.bhsdrealty.com

- Residential
- Commercial
- Lots/Acerage
- Farm/Ranch



I'm starting the year off strong and ready to help you achieve your real estate goals. I'm so proud to have earned this achievement working among such amazing colleagues. Thank you everyone in my office for all your support and wisdom and to my clients for trusting me with such great responsibility.

2/8/24



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!



2/1/24

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.

2/1/24

NEWS FROM THE STATE





FOR IMMEDIATE RELEASE: Wed., Feb. 14, 2024

CONTACT: Ciara Forest, Global Media & Public Relations Representative, Travel South Dakota

Travel South Dakota Triumphs at International Marketing Awards Celebration

Travel South Dakota Is the Biggest Winner of the Evening, Garnering Two Platinum Awards, Including One Coveted Best-of-Show

PIERRE, S.D. – Travel South Dakota was the most awarded entity of the evening at the Hospitality Sales and Marketing Association International (HSMAI) Adrian Awards celebration for travel marketing excellence on Feb. 13, 2024, in New York City, New York.

In addition to taking home five 2023 Adrian Awards as part of its prestigious international marketing competition, including two Platinum awards and the coveted Best-of-Show recognition, Travel South Dakota's Katlyn Svendsen, Global Public Relations & Content Services Senior Director, was recognized within the Top 25 Extraordinary Minds for 2023 for her exceptional accomplishments.

Travel South Dakota's efforts were selected from more than 800 global entries submitted for 2023. The Adrian Awards recognize travel marketing organizations for innovative sales & marketing efforts in advertising, public relations, and digital marketing. Travel South Dakota, in partnership with Karsh Hagan and Lou Hammond Group, took home the following 2023 Adrian Awards:

Platinum and Best of Show: Travel South Dakota | South Dakota Celebrates the Corn Kid

When Tariq "The Corn Kid" gained global stardom across social media channels, the team at Travel South Dakota connected the dots quickly to convert the viral momentum into media results and actionable steps inspiring tourism to South Dakota. Through a variety of tactics, including securing an official proclamation from Governor Noem naming Tariq the state's "Corn-Bassador," the campaign generated 46.6 billion impressions, 2,329 earned media placements, more than 7 million views across social channels, and nearly \$70 million in media value. The gold award was fast-tracked to be honored with a Platinum and Best of Show distinction, which distinguishes the very best of the best campaigns.

Platinum President's Award: Travel South Dakota | "So Much South Dakota, So Little Time" Integrated Campaign (Business to Consumer)

With 180 million impressions to date, more than 2,700 flight bookings, 112,000+ hotel bookings, and more than \$28 million in hotel revenue, Travel South Dakota's "So Much South Dakota, So Little Time" campaign enhanced brand awareness and qualified traffic to TravelSouthDakota.com through behavior-based placement and strategic tactics designed to inspire mystery-starved travelers in their dream phase of vacation planning, ultimately influence bookings to South Dakota.

Top 25 Extraordinary Minds: Katlyn Svendsen, Travel South Dakota

Selected by a panel of top industry executives, the Top 25 Extraordinary Minds are high achievers who stand out through their creativity and innovation, cutting-edge campaigns, triumph in challenging situations, and efforts that resulted in dramatic gains. Since Svendsen joined Travel South Dakota in 2011, her proactive approach to working with local, regional, national and international media has inspired travel to South Dakota and fueled wanderlust throughout the state. Her deep relationships with media friends over the course of her career, as well as the internal team she's developed, have kept South Dakota's tourism industry and its partners at the core of her work.

Silver President's Award: Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Connected TV/Streaming/Linear)

South Dakota was positioned as a haven for jaded, mystery-starved travelers with this campaign, "So Much South Dakota, So Little Time" earned 9,608,662 impressions, contributing to more than 29,000 hotel and flight bookings and fueling a larger integrated campaign that has generated more than \$28 million in hotel revenue.

Bronze: Travel South Dakota | "So Much South Dakota, So Little Time" Advertising (Print Collateral)

Celebrating South Dakota as an undiscovered and uncomplicated travel destination, print ads were designed to create a personal connection, inspiring the love for mystery and spontaneity during travel while daring audiences to take on a destination that lives outside of comfort zones. Ultimately, throughout the duration of the campaign, the ads helped bolster an integrated campaign that generated more than \$28 million in hotel revenue and surpassed a record-breaking 2019 for visitation and visitor spending. Placements reached more than 6.3 million potential visitors nationwide through publications like *Outside Magazine* and *National Geographic*.

Bronze: Travel South Dakota | “So Much South Dakota, So Little Time” Advertising (Brand Campaign)

Utilizing current data alongside “So Much South Dakota, So Little Time” integrated campaign elements like hand-drawn iconography and text, a media plan was executed involving TV & video, podcasts & streaming audio, digital, social, and traditional targeting people to South Dakota who would stay longer, advocate for the state, and become repeat visitors.

“What an unbelievable evening. We are still basking in the glow of the ceremony. The Adrian Awards are the most prestigious marketing awards in the tourism industry. I am so incredibly happy for our team and our state. The team at Travel South Dakota, including all of our marketing agencies, are beyond passionate about South Dakota and work tirelessly to produce captivating marketing that catches consumers’ attention and inspires visitation to The Mount Rushmore State,” said James Hagen, Secretary of the South Dakota Department of Tourism. “Creatively harnessing South Dakota’s story while meaningfully engaging and expanding our priority audiences is something our team and partners take great pride in doing every day. It’s humbling to see that work honored on an international level. Katlyn Svendsen has been such an integral part of our department’s success for more than a decade, and we are thrilled to celebrate her achievements with the entire industry. We couldn’t be more proud of her and grateful for the incredible talents she brings to the Travel South Dakota Team.”

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

2/15/24

PRESS RELEASES





Custer Senior Center

February Activities



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

WEEKLY INSPIRATION



*Always believe that something
wonderful is about to happen*

HELP WANTED

JOIN OUR INTERVIEWING TEAM!

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

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.

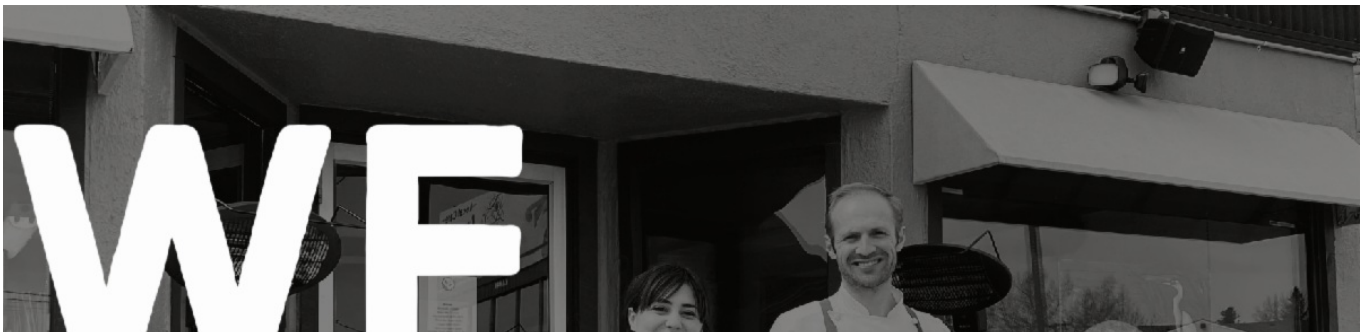
Please contact HR@CrazyHorse.org or call (605) 673-4681 for more information!



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.



WE ARE HIRING!

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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:](#)

Our Address:

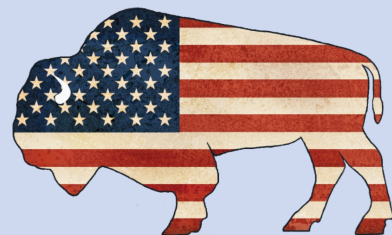
615 Washington Street

Custer, SD 57730

Phone Numbers:

605-673-2244

800-992-9818



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