

Buffalo Bytes



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CUSTER CONNECTIONS



2024 Mickelson Trail Summer Trek



Sponsored by



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray
Executive Director

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Information Associate

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\$125 value



**MEMBERS ONLY
EXCLUSIVE OFFER**

FREE Digital Audit



Chamber Member Exclusive: FREE Digital Audit (\$125 Value) from Evergreen Media

Business operations are demanding, and the constantly evolving digital landscape only adds to the pressure. Evergreen Media knows the challenges, and has the expertise to help your business overcome them! Evergreen Media is offering a members-only comprehensive digital audit, a \$125 value, at no cost. The in-depth evaluation of your brand's online "footprint" will focus on SEO, Website, Local Listings, Keyword Analysis, and Social Media.

SEO improves search engine rankings, while a fast, functional website converts visitors into customers. Local Listing Optimization and

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2024

Board Of Directors

Amy Bailey - President

Craig Reindl - Vice President

Michelle Fischer - Treasurer

Amanda Allcock

Carrie Moore

Corey Virtue

Eric Butler

John Stahl

Miranda Boggs

Julie Jenniges - City Liaison

Mark Naugle - School Liaison

Lydia Austin - CSP Liaison

Jessica Noteboom - BID Board Liaison

converts visitors into customers. Local Listing Optimization and Keywords ensure your business is easily found by searching consumers. A strong social media presence engages your audience and creates loyalty. Each category is influential to your customers' experience.

The audit provides personalized scores and insights, highlighting areas of success and opportunities for improvement. We will schedule a meeting with you to review each category in depth. Once reviewed, Evergreen Media then delivers customized solutions to enhance your digital presence. Our solutions include ongoing support and guidance to ensure your business continues to thrive in the digital space.

Our team of experts is dedicated to helping you achieve sustained growth and a competitive edge. Don't miss out on this opportunity to transform your online presence and reach new heights with Evergreen Media! Empower your business with our expertise—schedule your Digital Audit!



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.

MARK YOUR CALENDAR

July 4th

10am B-1 Flyover, Kids & Patriots Parade
11am-4pm Children's Fair at Way Park
Dusk- Fireworks on Pageant Hill

July 6-7

Independence Day Farmer's Market and Craft Fair at Way Park
Saturday-8am-6pm
Sunday- 8am-3pm

WEEKLY HUMOR

Some days the only thing
keeping me from
becoming a
serial killer
is my distaste
for manual labor.



your e cards
someecards.com

Fourth of July Sponsors needed

FREEDOM

\$250

PATRIOT

\$150

STARS & STRIPES \$ 75

FIREWORKS Any \$ Amount

Contact Dawn at dmurray@custersd.com



4TH OF JULY



CELEBRATION

THURSDAY-JULY 4-

10:00AM- B-1 FLYOVER, KIDS & PATRIOTS
PARADE

10:30AM-4PM- PATRIOTS ALLEY ON 6TH STREET

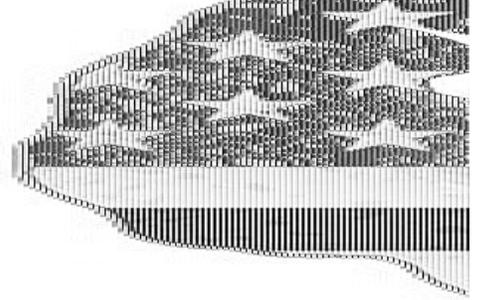
11AM- FLAG CEREMONIES AT VETERAN
MEMORIAL PARK
(WASHINGTON & 5TH STREET)

11AM-2PM- PATRIOT HOT DOG STAND
(6TH STREET)

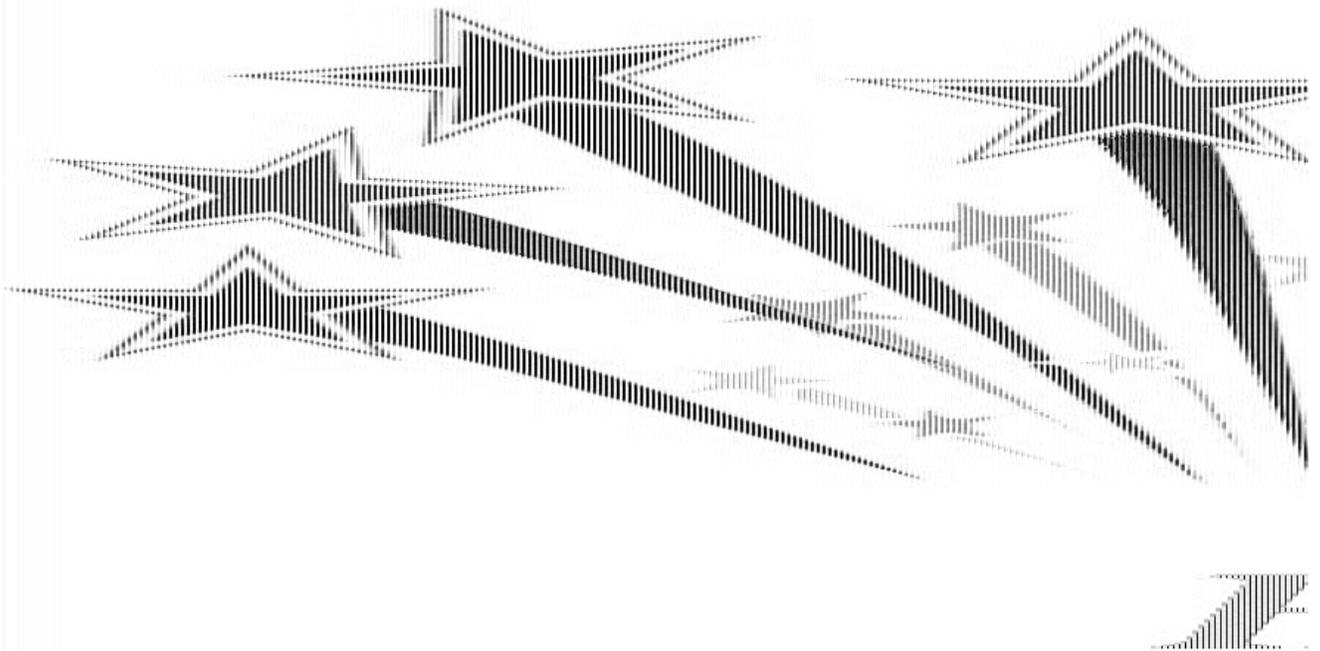
11AM-4PM- CHILDREN'S FAIR AT WAY PARK

6PM-11PM- VETERANS TRIBUTE STREET DANCE
FEATURING MIDNIGHT SUN
(5TH & WASHINGTON STREET)

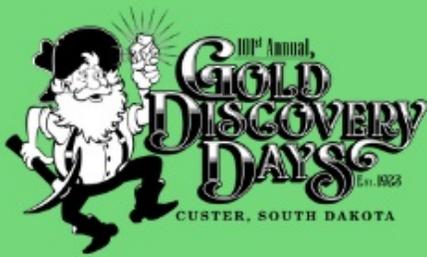
DARK 9:30PM- FIREWORKS AT PAGEANT HILL
PUT ON BY THE CUSTER VOLUNTEER FIRE
DEPARTMENT



CELEBRATION



USA



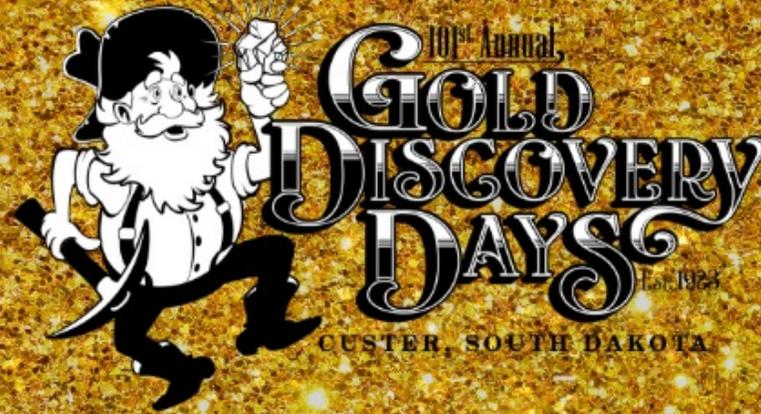
Let's make Gold Discovery Days fun for everyone!

Approximately 155 students in the Custer School District have been identified as students in need. If you or your business would like to sponsor wristbands to be given to local students, please contact the Chamber at 605-673-2244 or dmurray@custersd.com



Gold Discovery Days, Custer, SD
ADVANCE SALES COUPON
\$25 PER Person
Good for any one session
*Present this card to Mac's Carnival
Ticket box to receive Arm Band*
JULY 18 - JULY 21, 2024
ALL CHILDREN MUST BE A MINIMUM OF 36 IN TALL

Sponsors needed



Mother Lode Sponsor- \$500+

Gold Panner Sponsor- \$250

Miner Sponsor- \$150

Prospector Sponsor- \$75

Contact Dawn

dmurray@custersd.com

[Printable Sponsorship Form](#)

Don't miss out

Do you offer a Military Discount?

The Custer Chamber would like to help get the word out to our military members, veterans and their families about the discounts available to them.

Thank you for your support of our troops and their families.

Email your discount information to
info@custersd.com

We are so EXCITED! The Custer Chamber of Commerce is helping with the fundraising for the Annual Custer 4th of July Fireworks Display.

This approximately 30-minute fireworks display, at no charge to spectators, costs around \$25,000 each year and is funded strictly by donations.

around \$25,000 each year and is funded strictly by donations.

We have surpassed our goal for this year's event and would like to get a jump start on fundraising for next year's show.

Please contact the Chamber if you have any questions and/or to participate.

605-673-2244

615 Washington St

dmurray@custersd.com

Support the Annual Custer Fireworks



Display



CUSTER
Chamber of Commerce

DONATE HERE



Printable Poster



WELCOME NEW MEMBERS!

Black Hills Bronco Adventures
Sage Creek Grille
Rod & Avis Converse
Black Hills Bungalows
Black Granite Construction
The Honest Painting Co
Encore Energy Corp.
605 Property Services
JQ Clothing Company
J&M Lawn Care LLC
T&M Concrete Construction
Black Hills Sauce & Dough Co.
Plenty Star Ranch Retreat
Carr Electric Co, LLC
Vibin' Vocals Karaoke Entertainment
Aspen Federal Credit Union
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
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

MEMBER SPOTLIGHT



2024 Custer Chamber Membership Spotlight

Ace Hardware



Phone: 605-673-2227 Address: 833 Mt. Rushmore Rd, Custer
Website: <https://www.custersd.com/Custer-Ace-Hardware>

Here are some words from the owners: "We opened our doors in the Summer of 2012 and have been making Pizzas ever since. When we first opened this was my parents' operation but having us involved was very important to them. We helped with the day-to-day operations and made sure the ship was running smoothly. Over the years my wife (then girlfriend) and I became more interested in the inner workings of the business. My dad mentored us along the way and the plan was set into motion for my wife and I to purchase the business one

day.

Fast forward almost ten years and here we are! It has been a wild journey so far, and it will continue to be."

AREA EVENTS





CUSTER FARMER'S MARKET

SATURDAYS

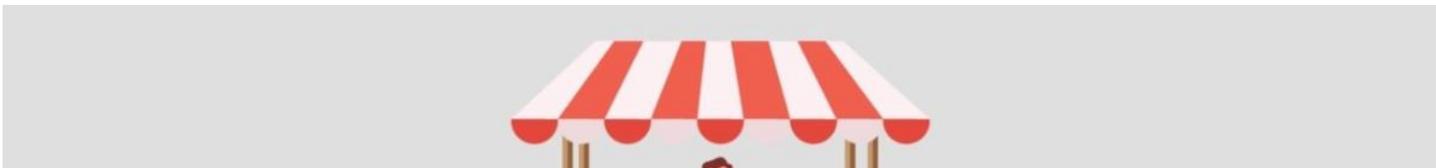
8:00 AM – 12:30 PM

June through October

Located in Way Park in front of
Custer County Courthouse

Featuring produce, food and crafts
from local farmers and artisans

For more information contact
GORDON CLEVELAND
605-673-5230





Hot Springs Farmers Market 9am Every Saturday



MOCCASIN SPRINGS
NATURAL MINERAL SPA
HOT SPRINGS, SD

FREE Yoga Class Centennial Park Saturdays 9am-10am

6/20/2024

2024

FREE
SPORTS PHYSICALS

ALL
YEAR!

We are offering FREE sports physicals all year long. We are just asking that you call first to make an appointment.



SOUTHERN HILLS FAMILY MEDICINE

1369 MONTGOMERY ST, CUSTER, SD 57730

DR. BRANDY TARAP



ADVENTURE
— BEGINS AT —

ADVENTURE



YOUR LIBRARY.

**SATURDAY
JUNE 15
9:00 AM**

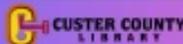
SUMMER READING KICK OFF PARTY!!

All are invited to attend
this free summer event.

Light brunch and social
followed by a performance
from the talented, interactive
hoop dancer, Tara Kingi.



Thank you to our sponsors:



ADVENTURE BEGINS AT YOUR LIBRARY.



**REGISTER TODAY-
START LOGGING
JUNE 16TH**



ADVENTURE BEGINS AT YOUR LIBRARY.

Come adventure with the Mammoth Site
at Custer County Library
Saturday, June 29th at 10:00 am
TOOTH CASTING

Students learn about the function of different types of teeth and how paleontologists use teeth to identify different species of animals. Students mix plaster and pour into molds of different mammoth teeth.

RSVP online or to a librarian
so enough kits are purchased



CUSTER COUNTY LIBRARY

**Join us at the
community gardens
this summer for
stories & activities.**

MEET AT THE COMMUNITY GARDEN PLOTS,
LOCATED BY CUSTER HIGH SCHOOL
OFF SIDNEY PARK ROAD

9:30 A.M.

JUNE 13TH
JUNE 27TH
JULY 18TH
AUGUST 1ST
AUGUST 15TH



Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Custer, SD

Exhibition of art by

APRIL REED

**Paintings of the Black Hills flora and fauna
displayed through June 28, 2024**

Endorsed by Custer Area Arts Council.



6/10/2024





South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday June 29th 2024 9:00am to 4:30pm

Basic Pistol Class.

This class is for new and intermediate shooters. It will cover sight alignment, stance, trigger control and much more.

Class size is limited so register early.

For additional information or to register for the class you may contact the instructor at echo.ft.sd@gmail.com

You can contact us at 605-673-3222 or by e-mail at

southernhillstactical@gwtc.net





Recognition of Juneteenth

Saturday June 29th 1-4 pm

Hosted by Deb & Dennis Crowley
12416 Pass Creek
Custer, SD



(Please no dogs for safety of horses)

Join Us For

- **Wagon Rides • Cornhole Tournament**
- **Foam Axe Throwing • Family Friendly**
- **Lively Conversations!**



**Hors d'oeuvres and drinks provided.
Snacks & desserts welcome!**



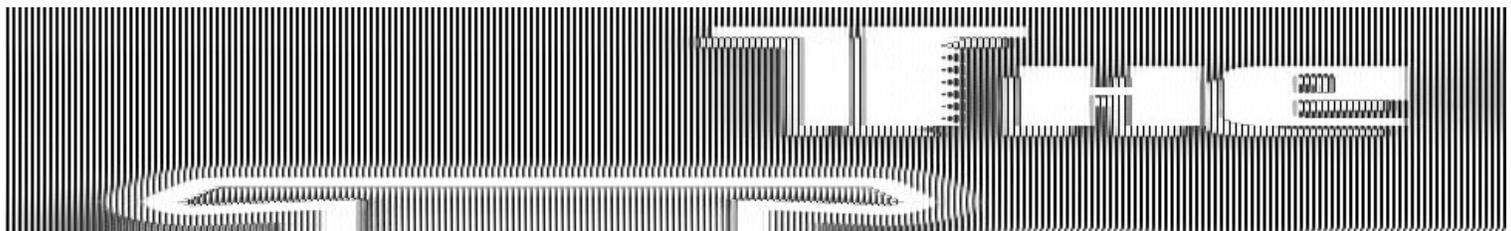
RSVP via email, or — 605.673.5783

Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730



Facebook: [@custercountydemocratsofsouthdakota](https://www.facebook.com/custercountydemocratsofsouthdakota)





5/30/2024

2006 GTO with 440 Horse Power on a 1938 Chevy Master Deluxe

Miller Welder-Antique Mayer Trip Hammer-1979 F700 Dump Truck-1961 Ford F100

DON SOUTH AUCTION

ONLINE BIDDING CLOSES: 4PM MONDAY, JULY 1ST, 2024

Property located at 12342 Beaver Den Dr. Custer, SD

1.25 miles north of Pringle, SD on Hwy. 385, East on Beaver Den Dr.

ONLINE BIDDING OPEN: FRIDAY, JUNE 28TH, 2024



Don South is a Mechanical Engineer, Maintenance Machinist, Welder, Artist, Blacksmith and can fix almost anything. On February 13, 2021 Don South suffered a massive stroke that blew out his speak center. Making it difficult for him to speak, read or write. Consequently, most of his projects came to a stop. Although Don South was robbed of his speech he can still weld but decided to let the Miller Welder go. Don South still does Blacksmithing but decided to let the Antique Mayer Trip Hammer go. Still working with metal but the English Wheel and the Shrinker Stretcher goes. Before the stroke, Don South was working on putting a 2006 GTO with 440 Horse Power on a 1938 Chevy Master Deluxe. This is Half 1938 Frame and Half 2006 GTO UniBody and added a Heidt's rear end. The fenders were widened with lead due to the large tires on the GTO. The whole car and fenders are primed. Don South bought the windshield and all the glass. The Headliner also has all the GTO interior and much more. Shaved the doors with Dakota Digital latches already bought. Another project was a 2004 Chevy Colorado was going under a 1961 Chevy Apache. A 1961 Ford F100 and Haul-Mark Enclosed Trailer. His Allis Chalmers WD 45 and 1970 John Deere Back Hoe. An Avion Travel Trailer, post hole driver on a stand, cement mixer, NSU motorcycle engine and model A bumpers and carburetors. Don South has produced a lot of yard art, most of which is selling. He is also selling a 1979 F700 Dump Truck, he used it to fill in a trout pond he had on his property. His wind generator and battery box and all the electrical components. His 1946 Ford and lots more.

TERMS & CONDITIONS: ONLINE AUCTION ONLY. NO BUYER PREMIUM! Complete detailed photos, descriptions, inspection dates & registration at- www.bradeenauction.com.

Property Inspection: Property will be available for inspection at 12342 Beaver Den Dr. Custer, SD on Friday June 28th, from 10am-3pm or see the detailed descriptions & photos in the online catalog.

Settlement & Pickup: Wednesday July 3rd at 12342 Beaver Den Dr. Custer, SD. All items must be settled for and picked up Wednesday July 3rd between 9am & 3pm.

See complete details & photos on www.bradeenauction.com

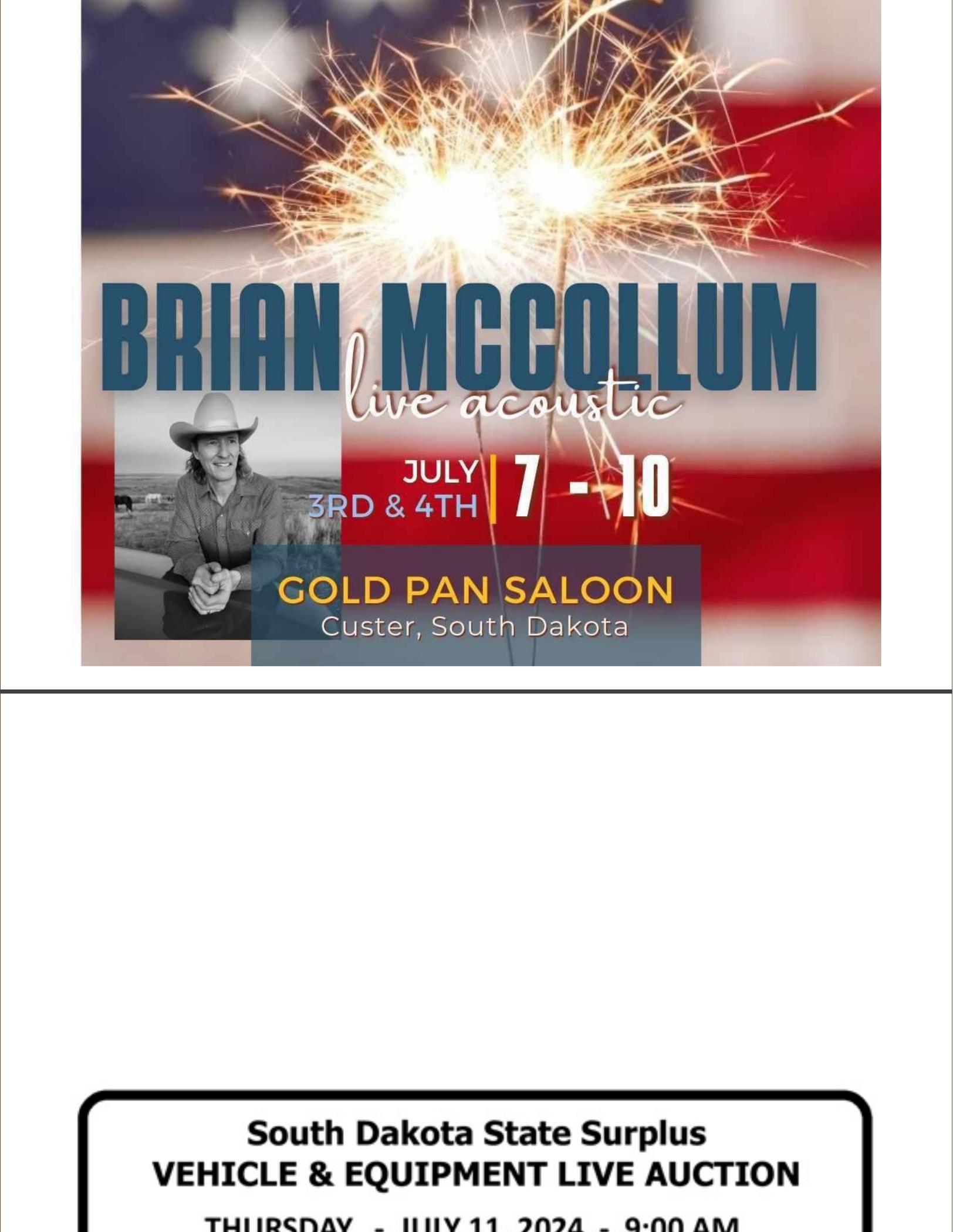
Owners:

**Don & Mary Kay
South**

BRADDEEN
100 YEARS
REAL ESTATE & AUCTIONS

Ron Braddean - Jeff Storms - Travis Mayer, Auctioneers
605-673-2629 - Custer, SD
www.bradeenauction.com





BRIAN MCCOLLUM

live acoustic



JULY | 7 - 10
3RD & 4TH

GOLD PAN SALOON
Custer, South Dakota

**South Dakota State Surplus
VEHICLE & EQUIPMENT LIVE AUCTION**

THURSDAY - JULY 11, 2024 - 9:00 AM

THURSDAY - JULY 11, 2024 - 9:00 AM
South Dakota State University Campus

1207 Medary Ave., Brookings SD

16 – VEHICLES -16

(4) '07-'14 Impalas; '08 Uplander; '06 Caravan; '06 Crown Vic; '06 Taurus; '05 Explorer; '04 Chevy 2500 PU, 4x4; '02 Dodge Ram 2500 4x4; '01 Chevy S-10 ExCab 4x4; '01 Dodge Ram 1500 4x4; '93 Ford F-350 Crew Cab 4x2; '81 Ford F-350 4x2 w/Dump box.

RECREATIONAL & LAWN

JD Gator; 72" Grasshopper mower; JD 54" riding mower; Kubota 72" mower; 16' Monark flat boat; 2 boat trailers; fish cleaning tables; (19) 30-amp RV pedestals; Polaris snowmobile; Yamaha sound board; assorted sound equipment and MUCH MORE!

EQUIPMENT

8' Roto Press Silage Bagger; Pull Type Rock Picker; Leaf Blower; Toro Push Mower; Cemb SM825 Tire Machine; Drill Press; 3 Point Blade; Air Compressors; Grinder on Stand; JD 336 Small SQ Baler; 18' Flatbed Hay Wagon; 30' Flex Drag; Coats 1055 Tire Balancer; Survey Equipment; 5x7 Trailer; Wire Welder; Stihl 2 Man Post Digger; New Holland Bar Rake; Farm Implements Food Plot Size, Tools and MUCH MORE!

LAB & KITCHEN EQUIPMENT

Air Impingement Oven; New Cookie Oven; Laminar Flow; Invest Eclipse Workstation; Atomic Absorption Spectrometer; Spectra Physics GCR-11; GBC HG3K Gas Retardant Acid Sampler; Robot Seiko; Misc. Scientific Equip.; Misc. Engineering Equip. and MUCH MORE!

OFFICE & HOME EQUIPMENT

Carpet Cleaning Equip.; Metal Lockers; Floor Scrubbers & Burnishers; Small Safe; Desks; Tables; Study Corrals; Décor; Dress Making Mannequin's; Filing Cabinets; Bookshelves; Chairs; Card Racks; Projector Screens; Photographic Supplies; Store Display Shelves; Paper Shredder; Furniture; Appliances; Assorted Garden Supplies and MUCH MORE!

Auctioneers Note: This is a LARGE auction of interesting surplus items. We will be operating 2 auction rings at one time, attend with a friend. Vehicles sell approx. 12 noon. Loadout help available, bring your trailer and enjoy a fun day with us in Brookings!

Terms & Conditions: Payment by cash, credit card (+3.75%), in State bankable checks. Out of State checks with Bank letter of guarantee only! Selling As-Is, No Warranties. Removal Auction Day. Complete Terms & Conditions, listing, photos, info at www.sdsurplusproperty.com Also, call SD State Property Management at 605-773-4935.



South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday July 13thth 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 e-mail the instructor at echo.ft.sd@gmail.com, call the shop at 605-673-3222 or e mail us southernhillstactical@gwtc.net

AN OLD TIME

DOGV N DOLL

ROCK N ROLL



DANCE PARTY

FEATURING



**SPINNING
HITS
FROM THE
'50s & '60s**



*Come in
Costume!*



**SATURDAY
JULY 13
7:30PM**

351 WASHINGTON ST. CUSTER, SD

6/13/2024

A Fabulous Display of Beautiful
Local Plants & Flowers
by the



Sponsored by
Custer Mile High Garden Club
Viewing is free and open to the public



Friday & Saturday,
July 19 & 20, 2024

14th Annual Caroline Hatton Flower Show

held at the Custer Senior Center in conjunction
with Gold Discovery Days. Don't miss it!

This judged show is open to all adults and youths!

Judging begins at noon on Friday.

See rules & classification list for the complete
time schedule & rules. For questions or
additional information, please call 605-673-3319



FRIDAY, JULY 19

9:00 AM – 11:30 AM Bring your entries to the Senior Center.
There is NO charge to participate.

12:00 – 2:00 PM Entries will be judged. Ribbons and prizes
will be awarded.

2:00 – 5:00 PM Open for public viewing

SATURDAY, JULY 20

9:00 AM – 1:00 PM Open for public
viewing

1:00 – 2:00 PM Participants need
to pick up their entries

Pick up the
rules & classification list
at Jenny's Floral, The Library,
Custer Senior Center or
Custer Chamber of Commerce.

6/20/2024



Custer Area Arts Council
with the
Custer Piecemakers Quilt Guild
present





QUILT & Fiber Arts

Show & Sale

2024

July 19, 20 & 21
9-4 pm

Custer School District Armory
527 Montgomery Street • Custer, SD
(5th Street Entrance)

\$5 admission



Southern Hills Tactical LLC

GUNS

OPTICS | AMMO | ACCESSORIES

South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday July 20th 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, contact us at 605-673-3222 or by e-mail at southernhillstactical@gwtc.net

150th Anniversary Commemoration 1874 Custer Expedition and Start of the Black Hills Gold Rush

July 21, 2024 on historic camp site 3 miles east of Custer, SD.

Tentative schedule: 10 a.m.-noon—Presentations at Custer High School. Noon-5 p.m.—Events on the site pictured. Gold panning, reenactors, historic photography, music, Native American culture, blacksmithing and more!

Free admission — Official Gold Discovery Days event.

Donations and sponsorships benefit Custer County Historical Society and BHSU's Case Library.
Sponsorship awards and more info at www.bit.ly/4c0XdQc or email horsted@gwtc.net or call 605-673-3685.



SOUTH DAKOTA STATE HISTORICAL SOCIETY © PAUL HORSTED.COM

Aug. 1-5, 1874 1874 Black Hills Expedition Photo Site - "Permanent Camp" Aug. 5, 2020

Visit our Website





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday July 27th 2024 9:00am to 4:30pm

Basic Pistol Class.

This class is for new and intermediate shooters. It will cover sight alignment, stance, trigger control and much more.

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

ANNOUNCEMENTS

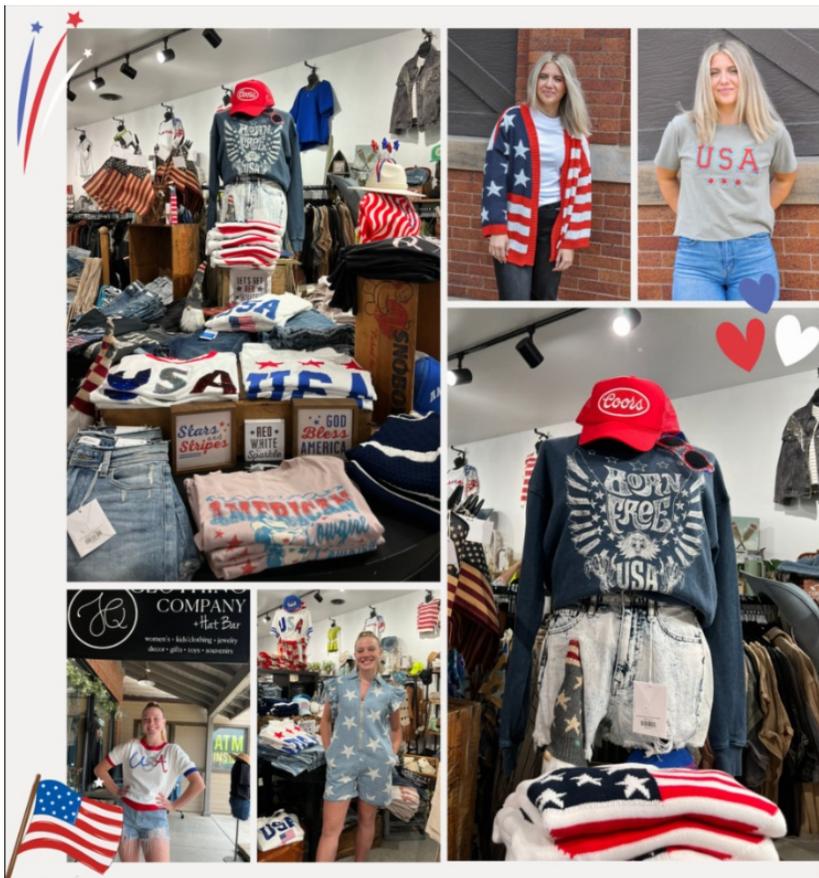


4th



4th of July

Due to Independence Day being on a Thursday this year, Buffalo Bytes will go out on Wednesday, July 3rd. Thus, anything wanting to be included will need to be sent to bytes@custersd.com by Tuesday at noon.



Shop HILL CITY
for all your **4th of July** wear

224 Main Street
Hill City SD
☆ ☆ ☆ ☆ ☆ ☆
Open Daily
9am to 8pm

6/20/2024



4TH OF JULY

STORE WIDE SALES



WESTERN WEAR, BOUTIQUE, MAN CAVE, CONCEAL CARRY, MINNETONKA, BLACK HILLS GOLD, MONTANA SILVER, KIMES, CINCH, NATIVE AMERICAN JEWELRY

SALE RUNS 6/25-7/4

507 MT. RUSHMORE DR. CUSTER, SD (605) 673-3047

GOOD KARMA JEWELRY

WANTED

EXTENDED HOURS

MONDAY - SUNDAY

10AM - 8PM

507 MT. RUSHMORE RD. CUSTER, SD

6/13/2024



ASPEN+PINE
REALTY





Western style building featuring native rock exterior on busy Mt. Rushmore Road in Custer, SD is available for your new business venture.

Property features retail space with office/storage space and restroom upstairs. (Once was a grocery store so there's even a walk-in cooler.) The walkout basement is fully finished with a living space for owner's quarters or a vacation rental. It has a separate entrance and nice private yard that is fully fenced. Lower level has fresh paint, new carpet and vinyl plank flooring. A two car garage with additional workshop space provides parking, storage and workspace. The building has amazing curb appeal and reminds you of the American Frontier, Old West or Wild West folklore and entices visitors to stop! Whether your business is western-inspired or not, this location has plenty of parking, space and possibilities. Would make a great boutique, small restaurant, gift shop, photography business, snack shop, souvenir shop, office location or service industry location. Building only for sale; but owner is willing to talk about inventory. Property is zoned commercial. New roof in 2023. Garage is 23'x34' with a 7'x29' workshop attached. Also, additional exterior storage shed (10'x16') on east side of building. \$499,000 MLS 80632
Call Andrea Ronning for private showing at 605-517-1130

NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Wed., May 22, 2024

CONTACT: *Katlyn Svendsen*, Global Media & Public Relations Representative, Travel South Dakota

Travel South Dakota's Summer Campaign Off to Hot Start

PIERRE, S.D. – With Memorial Day nearing, summer travel is on the minds of many, including those who have seen Travel South Dakota's newly launched iteration of "So Much South Dakota, So Little Time." The campaign is seeing early success, having already generated an estimated \$21.4 million in revenue through more than 97,200 hotel and flight bookings.

Launched in March, the campaign has generated 82 million impressions, reaching more than 9.7 million individuals. Web traffic to TravelSouthDakota.com is up 53% since the campaign launch.

Travel South Dakota's campaign seeks to remind prospective travelers of the joys that arise from letting go, following intuitions, and being spontaneous. This year's creative direction taps into nostalgia in a place where travel is less complicated and more raw and transformational.

"People are attracted to South Dakota's natural beauty, outdoor adventures, arts and culture, and the opportunity to experience the wonder and awe of authentic experiences," said James Hagen, Secretary of the South Dakota Department of Tourism. "Staying in front of target audiences with our message reminds people of the great places that await them in South Dakota, and that there is so much more to experience and explore in our state than most realize." Launched in March and continuing through October 2024, the "So Much South Dakota, So Little Time" peak campaign

will continue to increase brand awareness, change perception, and drive qualified traffic to the Travel South Dakota website. The length of the campaign has been extended through October to prepare for seasonal shifts, take advantage of key travel planning timing, and reduce shoulder season gaps.

As video performance for Travel South Dakota's campaigns has been consistently excelling and this year's plan focuses on video content in a variety of lengths. Creatively, the campaign includes never-before-seen footage from across the state. To relate to the different audiences, there are several storylines. A consumer may follow a friend group's statewide adventure that goes from sailing in Yankton to a concert in Historic Deadwood; a family that goes from watching a rodeo to exploring the Children's Museum of South Dakota in Brookings; or a couple that goes from fine dining in Sioux Falls to rock climbing in the Black Hills.

The campaign aims to garner more than 138 million impressions regionally and 80 million impressions nationally across a mix of paid media channels including TV, video, audio, print magazine, out-of-home, podcasts, display, and paid social. Also in the mix are podcast host reads coming from Atlas Obscura, Bobby Bones, Hannah Brown, Office Ladies, and others. The out-of-home efforts are focused in Minneapolis, Minnesota and Denver, Colorado. Also new this year, Kansas City, Missouri has been added to the list of key markets.

Based on recent research from Longwoods International, the "So Much South Dakota, So Little Time" campaign is resonating with potential visitors as 63% were aware of the advertising and reported it improved their overall perception of the state. After exposure to the campaign, consumers reported increasing their thoughts as the state being "an exciting place," a "fun spot for a vacation," and a "must-see destination."

The "So Much South Dakota, So Little Time" peak campaign promises to restore the mystery in people's lives and offer summer travelers a chance to escape and leave feeling transformed and fulfilled.

For more inspiration and travel planning resources, visit TravelSouthDakota.com.

Tourism industry members looking to receive more information about the 2024 campaign can visit this [link](#).

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

-30-

Media Notes:

For downloadable examples of the creative for the "So Much South Dakota, So Little Time" campaign, click [here](#)

PRESS RELEASE



4011 Triple Crown Dr
Rapid City SD 57701-2098
605.923.1405 ☐ 888.923.1400
Fax 605.342.2055

PRESS RELEASE

For Immediate Release For more information contact: Beth Hottel, Marketing Director
Sentinel Federal Credit Union Phone: 605-923-6782
Email: bethh@sentinelfcu.org



Groundbreaking Ceremony Announced for New Box Elder Branch of Sentinel Federal Credit Union

Box Elder, SD – June 12, 2024 – Sentinel Federal Credit Union (SFCU) is excited to announce the groundbreaking ceremony for its new Box Elder branch, located at the corner of Liberty Boulevard and N. Ellsworth Road, next to the

Air and Space Museum and before the Main Gate of Ellsworth Air Force Base. The event will take place on Monday, June 17, 2024, and all community members are invited to attend.

The ceremony marks a significant milestone in SFCU's mission to enhance accessibility and provide exceptional financial services to its members. This new branch will further SFCU's commitment to supporting the financial well-being of the Box Elder community and its surrounding areas. The building's design will mimic an airplane hangar, paying homage to Sentinel's roots at Ellsworth AFB.

Event Details:

- Date: Monday, June 17, 2024

- Time: 10:00 AM

Location: Corner of Liberty Blvd. and N. Ellsworth Rd., Box Elder, SD

"We are thrilled to expand our Box Elder presence in a convenient location," said Dorothy Voorhees, Interim CEO and CFO of Sentinel Federal Credit Union. "This new branch will allow us to better serve our members and continue our mission of building stronger, healthier communities in the Black Hills region."

Since its inception in 1955 on Ellsworth AFB, SFCU has remained dedicated to protecting the financial future of its members. As a member-owned, not-for-profit financial cooperative, SFCU serves over 9,000 members, including individuals and business owners. With branches in Box Elder, Custer, Ellsworth AFB, Hill City, Rapid City, and Winner, SFCU plays a crucial role in fostering enduring connections and supporting South Dakotans in reaching their financial goals.

Join us for this historic occasion and witness the beginning of a new chapter in SFCU's journey to support the financial health of our community.

For more information about Sentinel Federal Credit Union and its services, please visit www.sentinelfcu.org

Mammoth Site Celebrates 50 Years With Two-Day Celebration

HOT SPRINGS, S.D. – The Mammoth Site of Hot Springs, South Dakota is celebrating fifty years of discovery with Mammoth Days, a two-day community event on Friday and Saturday, June 21 and 22, 2024.

June 21 will be a Family Fun Night at The Mammoth Site from 6 p.m. to 8 p.m. Events will include:

- Bounce houses
- Freewill BBQ
- Yard games

The fun continues all day on June 22. Saturday's events are:

- Bounce houses and food trucks from 10 a.m. to 8 p.m.
- Atlatl throwing competition, sponsored by Liv Hospitality, from 9 a.m. to 2 p.m.
 - \$5 entry fee
 - 9 a.m. ages 10-13 bracket
 - 11 a.m. ages 14-17 bracket
 - 1 p.m. ages 18+ bracket
 - Liv Hospitality Stay and Play packages awarded to the winner of each bracket
- Dedication of the Lang Family Dig Building at 3 p.m.
- Street dance with music from Wild Blue and beer garden from 6 p.m. to 8 p.m.

"As The Mammoth Site marks its 50th anniversary, it's not just a celebration of the past but a testament to the ongoing journey of discovery," said Preston Gabel, COO/Business Manager. "From a potential housing development to a world-renowned paleontological dig site and museum, we remember our humble beginnings as we look to the future and continue educating the general public about the last Ice Age. Please celebrate with us."

The Mammoth Site was discovered in June 1974, when land developer Phil Anderson's housing development project was stopped by the discovery of a mammoth tusk. Over the next fifty years, over 60 mammoths (58 Columbian and three woolly) and 87 other late Ice Age species have been discovered, making The Mammoth Site the world's largest mammoth research facility.

For more information, contact Claire Scarborough at 605-745-6017 or news@mammothsite.org

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Claire Scarborough

Public Relations Coordinator

The Mammoth Site of Hot Springs, SD

605-745-6017 ext. 221

She/Her/Hers



National Park Service
U.S. Department of the Interior

Midwest Regional Office
Public Affairs
601 Riverfront Drive
Omaha, NE 68102

Phone: 870-849-9942
Email: MWR_Communications@nps.gov



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

News Release

Release Date: June 5, 2024

Contact: Meredith Mingledorff, 870-849-9942, Meredith_Mingledorff@nps.gov

Plague confirmed in Badlands-Conata Ecosystem

PENNINGTON COUNTY, S.D. - The National Park Service and U.S. Forest Service have confirmed plague as the cause of a prairie dog die off in Badlands National Park, Buffalo Gap National Grassland, and the greater Conata-Badlands ecosystem, in South Dakota based on a test result received 5/31.

The risk to humans remains low, however, plague is concerning. The disease has not been detected in Conata Basin since 2009, when it was responsible for killing more than 80 percent of the remaining population black-footed ferrets, one of the most endangered mammals in the world.

Plague is a non-native bacterial disease that occurs in rodents and their fleas throughout the western United States. It was introduced into the U.S. from rats aboard ships in the early 1900's and has since become endemic through the western U.S.

Approximately seven human cases occur every year, primarily in the southwestern U.S. and California. Most cases are transmitted through the bite of an infected flea, but humans can also be infected through contact with infected rodents, including animal carcasses, or by breathing infectious particles from an infected animal, sick pet, or sick human. South Dakota has never reported a human plague case, although cases in rodents such as prairie dogs were first reported in 2005.

Symptoms usually begin 2-6 days after exposure and include flu-like symptoms such as fever, chills, and muscle aches, as well as painful swelling at the site of a flea bite and the nearest lymph node. Symptoms can progress to blood infection and severe respiratory illness if not treated promptly. Plague can be treated with antibiotics but can be fatal if treatment is delayed. Although rare, infections acquired by breathing in infectious bacteria develop symptoms within 1-3 days and are most often fatal if not treated shortly after the onset of symptoms.

Plague is a rare disease but is a risk throughout much of the western United States. Plague can be prevented by practicing the following recommendations:

- Avoid contact with rodents and their fleas and burrows.
- Wear insect repellent when working or recreating outdoors. Wear long pants tucked into socks and closed-toe shoes.
- Never touch or approach a sick or dead animal, and never feed wildlife.
- Do not pitch tents near rodent burrows.
- Keep pets leashed and current on a flea and tick preventative.
- Know the signs and symptoms of plague. If you develop fever, chills, swelling at the site of an insect bite or nearby

lymph node, seek medical care immediately and inform your doctor you may have been exposed to plague.

“We are concerned about the impacts to the black-footed ferret population and are taking necessary action to protect this important keystone species,” said Eric Veach, Superintendent of Badlands National Park. “Extensive conservation efforts in 2009 to manage the spread of plague were able to preserve a black-footed ferret population in the Conata-Badlands ecosystem, where the largest free-ranging black-footed ferret population in the world now resides.”

FOR

IMMEDIATE RELEASE

Black Hills Parks and Forests Association, SheJumps, and Sylvan Rocks Announce Women's Beginners Rock Climbing Course

Contact: Andrea Fountain, bhpf@blackhillsparks.org

HOT SPRINGS, S.D. – Do something you never thought you could. Black Hills Parks and Forests Association and SheJumps are partnering with Sylvan Rocks Climbing School to offer a beginner's rock climbing course exclusively for women. Set for Sunday, June 23, in Custer, SD the Discover Rock Climbing Course aims to introduce participants to the sport in a supportive environment.

“Rock climbing can be a great way to challenge yourself mentally and physically while connecting to nature,” said Andrea Fountain, BHPFA program manager. “We’re thrilled with this new partnership with Sylvan Rocks Climbing School. The team and I appreciate how excited they are to introduce women to climbing!”

The course is designed for women 18-years-old and older interested in learning the basics of rock climbing from and with other women. Sylvan Rocks’ professional female climbing guides will teach participants how to move effectively and safely on the rocks. They’ll also teach vital basic skills including tying into the rope and belaying a partner on top rope.

The course costs \$110. Contact Sylvan Rocks directly to register by calling 605-484-7585.

BHPFA is a non-profit partner of the USDA Forest Service and National Park Service, with the mission to support wonder and exploration through stewardship of your public lands. This year, BHPFA is providing \$100,000 to their public land partners for educational materials and programs.

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Photo Caption: Black Hills Parks and Forest Association and SheJumps are partnering with Sylvan Rocks Climbing School to offer a beginner's rock climbing course exclusively for women on June 23 in Custer, S.D. *Courtesy of Micheli Stills*

FICAF

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

Curtis.tyler@nb.com

The First Interstate Custer Area Fund is accepting applications for grants from qualified 501 (C) 3 organizations in the Custer area thru September 30. Recipients will be selected and grants funded during the Month of October 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 \$293,784.00 and have benefited a variety of local projects, historical organizations, and the arts and humanities.

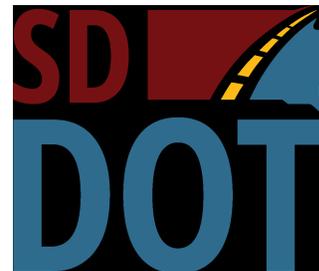
If your non-profit organization would like to be considered in the disbursement of funds, please complete the First Interstate Custer Area Fund application form and return it to any board member or mail the form to First Interstate Custer Area Fund, 648 Mt Rushmore Rd, Custer, SD 57730. Completed applications 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 September 30, 2024.

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

6/27/2024



Project Update

Friday, May 31, 2024

Current Conditions:

- Closure A (the road to the North Boat Ramp to Pactola Dam) is in place through Friday, July 12, 2024.
- Users of the roadway can expect delays of approximately 15 minutes and the use of pilot cars and flaggers from S.D. Highway 44 to the Pennington-Lawrence county line and from Highway 44 to the road to the North Boat Ramp.
- Traffic is being diverted on two gravel diversions (a temporary at-grade roadway next to the original road)

- Diversion 1 is approximately 3/4-mile north of the intersection of U.S. Highway 385 and Highway 44. A width restriction of 12 feet is in place.
- Diversion 2 is immediately south of the Pennington-Lawrence county Line. A width restriction of 12 feet is in place.
- The contractor is now working Saturdays until Phase 1 construction is completed.

[View Construction Updates](#)

Road Closures Beginning May 20, 2024

- The Pactola North Boat Ramp will not be accessible during weekdays from Monday, May 20, 2024 through Friday, June 7, 2024 (accessible on weekends and Memorial Day from the north). After Friday, June 7, 2024, the Pactola North Boat Ramp will only be accessible from the north. Access will be available to the Pactola North Boat Ramp from all directions after Friday, July 12, 2024.
- Access to the Pactola South Boat Ramp will not be impacted during these closures. Boaters can access the South Boat Ramp via Highway 16/Highway 385 or Sheridan Lake Road/Highway 385.
- The posted detour will be S.D. Highway 44 and U.S. Highway 16. Locals may find alternative routes, but the SDDOT recommends travelers exercise caution when using non-maintained roadways.
- Emergency services are aware of these closures and are closely collaborating to provide response coverage.
- Non-closed areas within the project limits (Pennington-Lawrence County Line to Highway 44) will be under construction during closures.

PHASE 1 CONSTRUCTION

Spring 2024 - Winter 2025

WHAT TO EXPECT DURING CONSTRUCTION:



Pilot car lines and wait times



Rock blasting



Loose gravel road surface



Narrowed driving lanes



Large construction equipment



Temporary road closures



CLOSURE A

Boat Ramp to Pactola Dam

May 20 - July 12, 2024

Including Memorial Day Weekend

CLOSURE B

S.D. Highway 44 to Boat Ramp

May 20 - June 7, 2024

**Road open Friday at noon - Monday at 6 a.m. for boat ramp access*

Memorial Day Access:

OPEN

Monday, May 27

CLOSED

Tuesday, May 28
at 6 a.m.



□ 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" to605-566-4041. Subscribers can unsubscribe at any time.



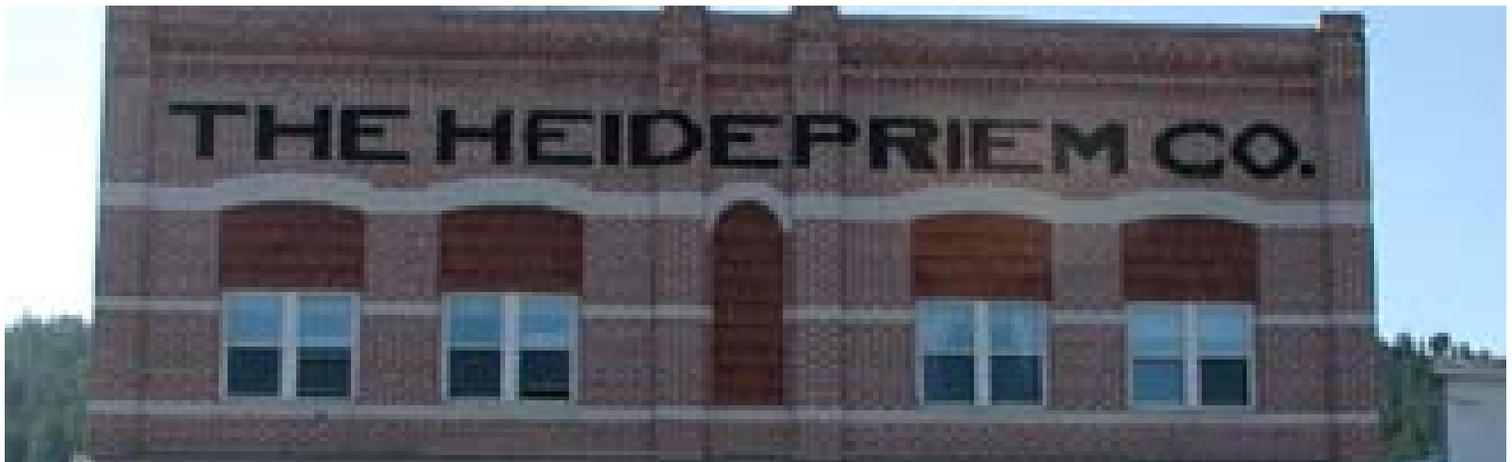
U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

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



printable copy





Custer Senior Center

June Activities



[Click here to Check out the Custer School District Information](#)

WEEKLY INSPIRATION

**“Miracles happen
everyday, change your
perception of what a
miracle is and you'll see**

them all around you.”

-Jon Bon Jovi

Boamsuma.com

HELP WANTED





**WE'RE
HIRING**

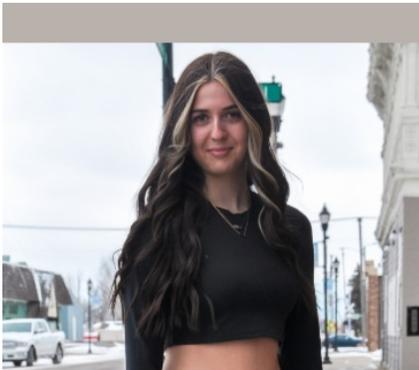
Custer County Historical Society 1881 Courthouse Museum

Custer County Historical Society is accepting applications for the position of Museum Director to help shape the museum's future & increase the museum's value to the community. The purpose of the 1881 Courthouse Museum is to collect, preserve, exhibit, research and publish material for the study of history in Custer County and the adjacent Black Hills area.

Working closely with the Board of Directors, the Museum Director oversees all aspects of the organization's day to day operation. The museum is open to the public May through September. Year-round position - reduced hours during the off-season.

For the full job description email

1881courthousemuseum@gwtc.net • 605.673.2443



EST. CO. 2013

We're Hiring

SALES ASSOCIATES

JQ Clothing Co in Hill City

is seeking energetic + hard working sales associates

Must love people + fashion! Apply today - great pay + perks!

CONTACT US

JESSICA @ 701.710.0234

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

Our Address:

615 Washington Street
Custer, SD 57730

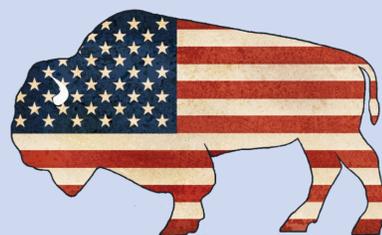
Phone Numbers:

605-673-2244
800-992-9818

dmurray@custersd.com / custersd.com

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