



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

It's Time for a Content Audit. No, Seriously.

I can already hear the groaning—nobody reads, nobody likes to write. While we can argue these points forever and ever, it's probably been a while since you looked at your business' website content. If your content is stale and doesn't resonate with your target audience, you need to fix that stuff now—even if you think no one reads anymore.



Why Audit Your Website Content?

Ineffective content is akin to a rude receptionist working at your front desk. But unlike the receptionist, with bad content you may not be aware how many people are losing interest in you. At least if you have an unprofessional receptionist, you might hear them yelling at clients or bungling calls and set them straight. With ineffective content, someone will be on your site, not find what they want, and never return. The only thing they'll leave behind is perhaps a ding to your “time on page” rating with Google.

How Do You Conduct a Website Audit?

Begin by getting a few things together. Whether that's on paper or in your brain is up to you but here's what you want to be clear on—your audience. Who are they, what do they do? What do they like? What troubles them? What do they need? Come to the audit with this knowledge in mind.

You also want to be clear on your business goals. What do you want people to do on your website? Are they buying from you? Getting to know you? Figuring out how you're different from your competition? Or all of these things?

Content Audit Checklist

When going through your content, ask the following questions about it. If something falls short, place it on a list to be refurbished. Don't forget to add the “why” behind the rework. You won't remember. Write it down.

- **Does this content make my ideal customer think, feel, or act?** Could it be more compelling in any of these areas?
- **What's on the “top fold” of the site?** Hint: it should be the main reason someone might look you up. If you're not sure what that is—or if you have multiple—think about the one that has the best conversion rates. For instance, if you're in real estate and you handle sales and rentals, but selling homes is your sweet spot, content about that should take up the prime real estate on your site.
- **Is the content understandable for someone who knows nothing about buying what you sell?** Is it clear what is being offered, how you would choose to buy it (why buy), and how you could buy it? Do you use language that someone new to your services would understand?
- **Does it make it clear what can be expected when buying from you or using your services?** No one will buy from you if they're not sure what to expect and if they'll be welcome. For instance, if I'm out of shape and looking for a gym, I want to find something that will welcome all ages and levels of fitness. I don't want to be fat-shamed by people who look like the Rock. The personality of your gym is important. Many gym owners think offering a trial solves that problem, but most people won't even try if they're not sure.

- **Does your word choice fit your audience?** I used the word “akin” with a client the other day. She laughed and said I sounded like a bot. That word didn’t work for her or her audience. You want your visitors to have an ah-ha moment and feel like they know you and want to support you. Using language that doesn’t resonate with them is a no-no.
- **Are you telling your story? Telling your story is a way to be memorable and help people connect with you. That’s seldom done through sharing the timeline of your business opening. You must go deeper than that. What’s behind what you do and how does what you do help your customers? Your story is *their* story.**
- **Where are your testimonies/reviews?** Are they easy to find?
- **Do your words accomplish what you set out to do?** What are your goals for each webpage? Do your words move the visitors closer to that end goal? If not, rewrite.
- **Are your stats and references up to date?** Nothing screams “closed business” more than an out-of-date site.
- **Do you have content for current customers?** We’re often so busy selling that we forget about the people who already like us. What are you doing to make your brand a lifestyle? If you have a business that is not traditionally thought of as “sexy,” try incorporating a little humor to make your business a cult favorite. For instance, if you’re a plumber you could create t-shirts or business cards that read “We’re #1 in the #2 business.”

Content Audit for Advanced Marketers

If you have a carefully delineated sales cycle and customer journey, you’ll want to do all the above questions plus consider a few advanced audit concepts.

However, if you don’t have a sales cycle/customer journey mapped, don’t worry. You may not need one. It depends on what you sell and the time it takes for a customer to decide to go with you. Short sales cycles (like buying gum) are impulsive purchases and don’t require a content-assisted sales journey. You don’t need to nurture customers as they decide over a pack of Wrigley’s in the same way you would when someone is thinking about converting to solar.

For lengthier sales cycles, look at each piece of content or page on your website. Does it speak to educating someone on why they need your product/service, why they need you specifically, who you are/what you do, and other content aligned with each step of your buying cycle?

Additionally, don’t forget SEO. There’s a content audit for that too. This is a great idea if you have years’ worth of content (including blogs or articles) on your site. Not only do writing and stats need an update but the search engine optimization on each post could be lacking as well. This is a great article about *how to perform an SEO content audit*

After performing a content audit, you should have many pages of notes/answers. The next thing you’ll want to decide is how you will address holes in (and changes to) your content. Don’t get overwhelmed. Hire someone to do it. If that’s not in your budget and you don’t have someone on staff to help, take it slow. Chip away at it a little at a time. Focus first on your home page and then on your second most often visited page. You’ll get it together in no time. (Okay, that’s a rotten oversimplification. But when you do get it completed, you’ll be more interesting to customers and rank higher organically.)

It’s a large undertaking but a content audit helps you see how your content aligns with your goals. When your content is valuable to your ideal audience, it makes them think, feel, and act. It should be clear about how you can help and what you want them to do when they are visiting your site. If your content doesn’t do that, it’s time to rework 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 is currently reading three books at once.

Medium: @christinametcalf

Facebook: @tellyourstorygetemtalking

Instagram: @christinametcalfauthor

LinkedIn: @christinagsmith



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

CHAMBER STAFF

Dawn Murray
Executive Director

dmurray@custersd.com

Fred Baumann
Information Associate

fbauermann@custersd.com

Amy Brazell
Information Associate

abrazell@custersd.com

Pat Hattervig
Information Associate

phattervig@custersd.com

Andrea Spaans
Information Associate

bytes@custersd.com

Adrianna Burgess
Information Associate

assistant@custersd.com

2024

Board Of Directors

Amy Bailey - President



2024
Membership Referral Program

The Custer Chamber of Commerce has announced a new referral rewards program aimed at continuing to strengthen the organization.

The Referral Rewards program aims to reward members who play an active role in helping the Chamber grow its membership, understanding the importance in contributing to the greater Custer area and enhancing member businesses.

For every new Chamber member that a member organization refers, they will receive \$20 in Custer Cash. Upon referring 5 new Members, the Referring Member will receive \$250 in Custer cash or their membership FREE for one (1) year.

The new member must put the referring organization on their application, and must complete their membership obligations, including paying their membership dues in full.

Andy Dancy - 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



**NEW CENTURY,
NEW LOGO!**

**BIG
NEWS
BIG
NEWS
BIG
NEWS**



**WE ARE ACCEPTING
NEW LOGO IDEAS FOR
THE 2024 GOLD
DISCOVERY DAYS!**

**SUBMIT YOUR DESIGNS
BY MAY 1, 2024**

Exciting news folks!!! This year, we are revamping the Gold Discovery Days logo and want your help! We will be accepting designs thru email, bytes@custersd.com, or by dropping it off to the Custer Chamber of Commerce by May 1st. When you start your design, keep in mind it should include a 3 -4 color scheme and it can be hand drawn or done digitally. We look forward to all the wonderful ideas that will be flooding in!

This new logo will be used on all marketing material including the 2024 Gold Discovery Days event shirt.

All submitted logos become the property of the Gold Discovery Days committee and the Custer Chamber.

2/22/24

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





Chamber Members:

We have been approached via BH&B by Dan Bilka, coordinator for the Greater Northwest Passenger Rail Coalition, to write a letter of support for an investment in rail transportation infrastructure. As this is something that could impact all of us, I am passing along the information to you as well. He has asked that interested parties send letters of support to Senator Thune, Senator Rounds, and Representative Johnson, encouraging them to get on-board with passenger rail and help ensure that it is a national priority moving forward.

Comments to the Federal Railroad Administration regarding the Amtrak Daily Long-Distance Service Study can be submitted at

<https://fralongdistancerailstudy.org/comments/> and are requested by March 8.

Attached are examples and below is additional information which was provided, including a link to Letters and Resolutions of support/interest" page: <https://allaboardnw.org/our-work/resolutions-and-letters-of-support/>

If you have questions you would like to address with Mr. Bilka, you can reach him at dan@allaboardnw.org.

Sample Letter

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

March 21

Chamber Mixer

5pm-7pm

Garland Goff Law Office

April 11

Spring Fling

5pm-8pm

The Custer Beacon

April 18

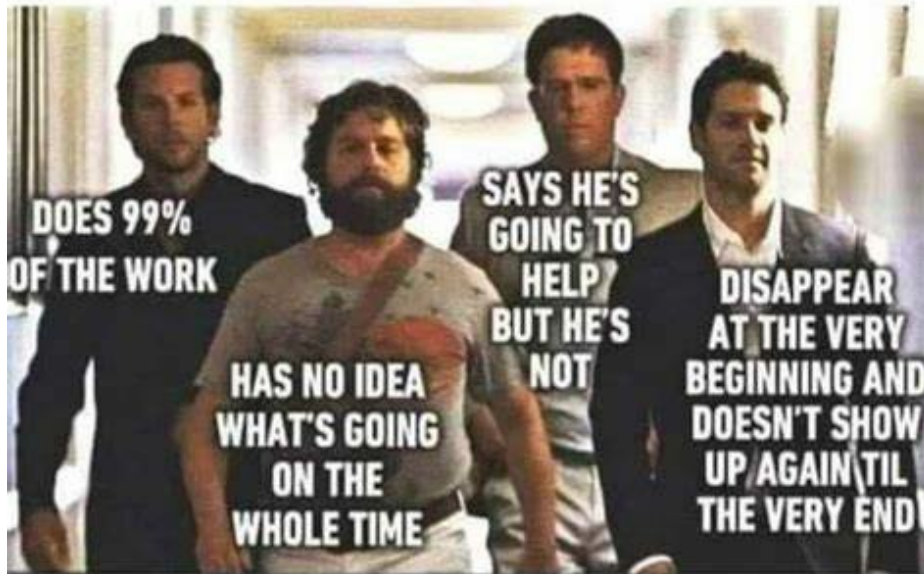
Chamber Mixer

5pm-7pm

Lewis Realty

WEEKLY HUMOR

EVERY WORKPLACE TEAM



CHAMBER HAPPENINGS

The Custer Volunteer Fire Department has been providing excellent fireworks to our community for over 70 years!!!

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

Many visitors to the Black Hills attend our fireworks display every year. We hear that our fireworks rival many much larger city's displays. We are so grateful that our little volunteer fire department continues to provide this service for us and hope that you, like us, see the value in supporting them.

Please consider placing this poster and a donation bucket in your business this upcoming season.

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

Support the Custer Volunteer Fire Department



**DONATE TO THE
FIREWORKS HERE**



Printable Poster



CUSTER
Chamber of Commerce

Chamber Mixer

Hosted By:



March 21st from 5 p.m. - 7 p.m.

Held At the Garland Lee Goff Attorney at Law
220 N 5th St, Custer, SD 57730

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

2/22/24





Spring Fling

Sponsors Needed

Sponsoring this event is an opportunity to showcase your business and show your community support. Your sponsorship will be announced during the banquet and printed on all published materials.

Gold Sponsor ~ \$300

includes 3 free meals

Silver Sponsor ~ \$200


includes 2 free meals

Brnze Sponsor ~ \$100

includes 1 free meal

**If you are interested in being a sponsor,
contact Dawn at dmurray@custersd.com
or 673-2244**





*2024 Chamber's
Annual
Spring Fling*

**Thursday, April 11
at Custer Beacon**

5:00pm Social Hour

6:00pm Heavy Hors D'oevres

\$35 per person

**Please RSVP to Dawn by April 2nd
dmurray@custersd.com or 673-2244**

3/7/24

MEMBER SPOTLIGHT



WELCOME NEW MEMBERS!

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
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

Aspen Federal Credit Union



Address: 4956 5th St, Rapid City, SD 57701 Phone: (605) 342-7776 Email: samy@aspenfcu.com

Aspen Federal Credit Union began in a small janitor sized closet in the old Bennett-Clarkson Hospital. We started providing financial services and meeting the banking needs of the local Rapid City medical community. Over time, we have grown into a successful financial institution serving not only the Monument Health employees but all Rapid City and Black Hills surrounding areas!

To belong to our credit union, you must first become a member. The only requirement for membership is that you must live, work, or worship within Pennington, Meade, Custer or Lawrence Counties. That's it!

AREA EVENTS



Firecracker **Tuesday**

Come play bingo to raise money for
Custer Volunteer Fire Department's
4th of July fireworks show!
6 pm - 10 pm Every Tuesday

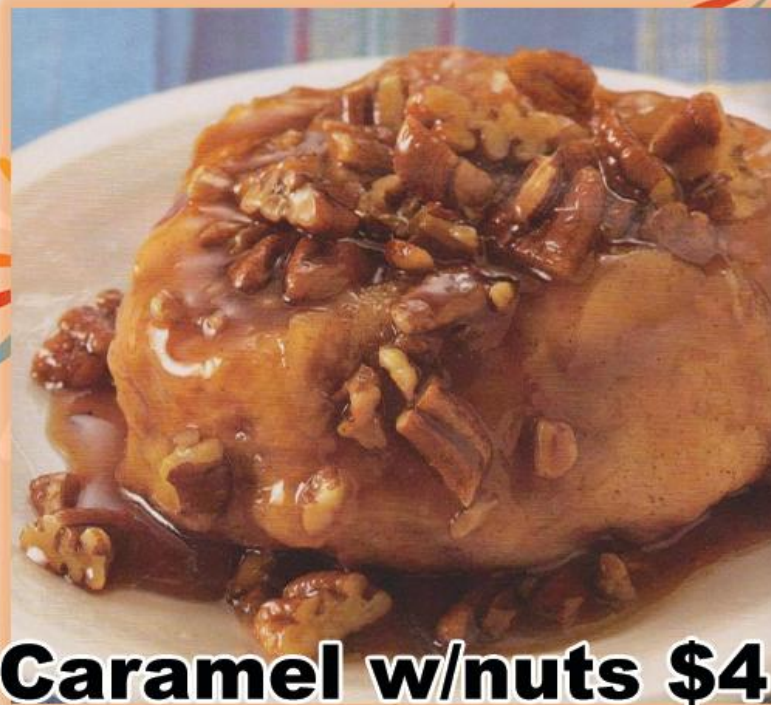


- *Drink specials*
- *Asian Food*
- *Prizes*

Gold Pan Saloon

Sponsored by Custer Chamber of Commerce

**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

March 1st, 8th, 15th, 22nd & 29th

538 Mt. Rushmore Rd., Custer

9AM UNTIL THEY'RE GONE!

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

Call 605-673-2708

National Active and Retired Employees Luncheon(NARFE)

Friday, March 15, 2024 at 11:30
Jalapenos Restaurant
Highway 18 Bypass
Hot Springs, SD

Guest Speaker Tom Johnson
Veteran's Administration
Black Hills Health Care



All active and retired feds, spouses and spouse annuitants are invited. For more info or
RSVP contact Hank Whitney at 605-673-3671
email narfechapter2200@gmail.com.

Welcome to Spring--Somewhere!

3/14/24

Our Gallery Re-opens For 2024

Join Us March 16th

Open House

**Saturday, March 16th
11 AM-6 PM**

New Artists • New Art • New Look



***Art Expressions
Gallery and Gifts***

17 N 5th St 605-673-3467

A Cooperative Enterprise Driven by 26 Local Artists

3/14/24



**JUNIOR KINDERGARTEN and KINDERGARTEN ROUNDUP
AND**

REGISTRATION

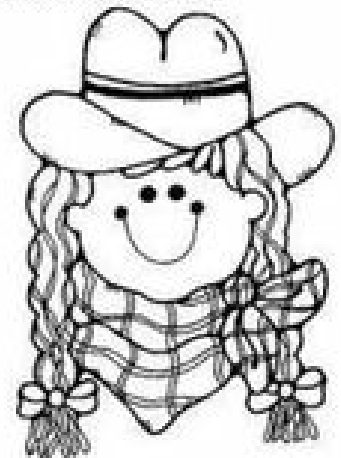


Wednesday & Thursday, March 20 & 21, 2024
Children from the Custer Area

Roundup will be held at the
Custer Elementary School
1415 Wildcat Lane

Call (605)673-4483

- WHO:** Children turning 5 on or before Sept. 1, 2024 come at their chosen appointment time. Parents attend also.
- WHAT:** A time to learn about child development and receive an evaluation of your child's strengths and needs. A nurse will be available to check vision and hearing. Please bring your child's updated immunization record and a certified birth certificate.
- WHEN:** March 20 & 21, 2024. Appointments are necessary. Please allow at least an hour.
- WHERE:** Custer Elementary School. Please enter the front of the school facing the high school.
- WHY:** To become acquainted with school staff; to learn what school programs are available, to have your child participate in a developmental "check-up"; to confer with a kindergarten teacher; and to pre-register for junior kindergarten or kindergarten.
- o If you have questions or wish to make an appointment, call (605) 673-4483
 - o Please pass the word to friends and co-workers with young children.
 - o Attendance is important for children eligible to enter Junior Kindergarten and Kindergarten in the Fall of 2024.



Thank you for your interest and support!





MONTHLY MEETING

3rd Thursday of the Month

Thursday, March 21st - 6:00 PM

*Custer County Library - Pine Room
447 Crook St*

***Support Democracy
It's An Election Year!***

Email: ccsddp21info@gmail.com

PO Box 5065 Custer, SD 57730



Facebook:

@custercountymocratsofsouthdakota

The Great Custer

Easter Egg Hunt



Organized by:  **Custer State Farm**

Friday, March 22nd
4PM-6PM

Join Custer State Farm starting at 4PM at their office at 302 Mt. Rushmore Road. Children will receive an Easter Basket (Compliments of Custer State Farm) and a map to local businesses participating in the Great Easter Egg Hunt.

Then follow the map around town and visit local businesses to get your child's basket filled with Easter goodies!





South Dakota Enhanced Conceal Carry Class

This is a One day Class

Saturday Mar. 23rd 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

2/29/24

Jordan's Senior Project

Chili Feed

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

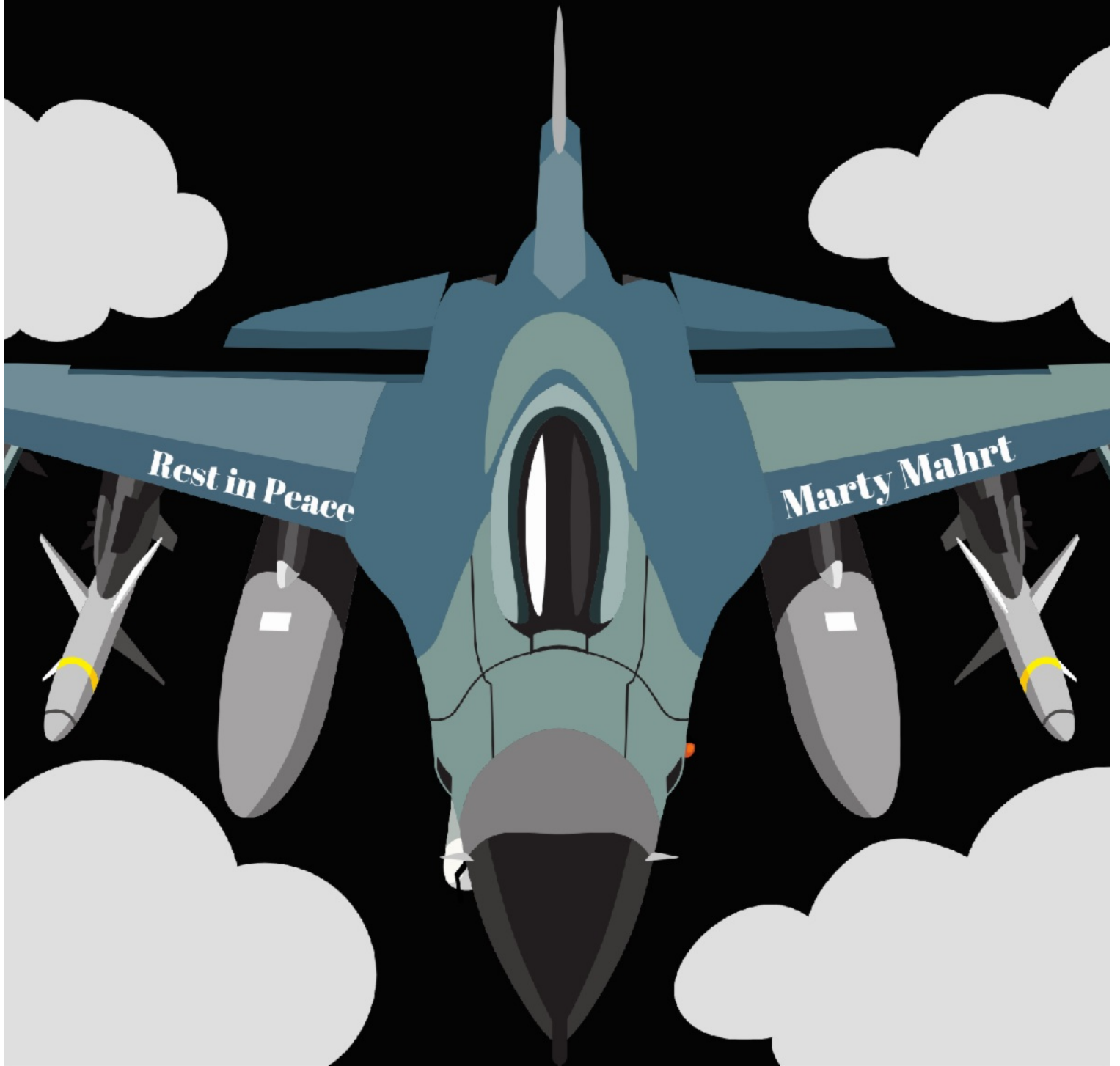
3/14/24

Marty Mahrt

Tune In.....

Colonel Marty Mahrt, a Custer hometown hero who passed away in January, was profiled in February, 2021 on PBS TV. The program, which aired nationwide in 2021, will be rebroadcasted on SDPB Thursday, March 28 at 7:30 P.M. MT and again on Sunday, March 31 at 12:30 P.M. MT. Marty's 88th combat mission was in his F-105 over Vietnam

was in his F-105 over Vietnam.



3/7/24



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

AN EGG-CITING EASTER EGG-STRAVAGANZA

CUSTER YMCA
THE CUSTER VFW AUXILIARY
BEGGING BURRO MEXICAN BISTRO
SOUTHERN HILLS TITLE COMPANY
MT. RUSHMORE BREWING COMPANY

Hop on over to Harbach Park across from the Custer Chamber of Commerce. Bring your baskets and be ready to collect eggs stuffed with special treats courtesy of the Custer VFW Auxiliary, Begging Burro Mexican Bistro, Southern Hills Title Company & Mt. Rushmore Brewing Company. Have your camera ready & snap a photo with the Easter Bunny! This event is free for all children ages 0 to 8 years old. No registration is required.

DATE: SATURDAY, MARCH 30, 2024
TIME: 9:00 AM
FEE: FREE
AGES: INFANT – 3RD GRADE
LOCATION: HARBACH PARK
(Across from The Custer Chamber of Commerce)
Washington Street
Mickelson Trail
Custer, SD 57730
605.673.5134
<http://www.rcymca.org>



111237 04/12

POOL Tournament

CONTEST AND CHILI COOK-OFF



APRIL

6

**VFW 721 MT RUSHMORE RD
CUSTER, SD**

1 PM

CONTACT:

COREY VIRTUE 605-517-0193

ENTRY FEE

\$25

**Kaiyah McDonnell 605-391-9293
KM4304@k12.sd.us**

**PROCEEDS TO BENEFIT THE
SGT. COLTON LEVI DERR
FOUNDATION**



**SGT COLTON LEVI DERR
FOUNDATION**

2/29/24

ANNOUNCEMENTS



SUPPORT YOUR FURRY FRIENDS!

During the month of March, Lewis Realty is collecting **DONATIONS** for Battle Mountain Humane Society!

Join us in making a paw-sitive impact on the lives of our furry friends at Battle Mountain Humane Society. Your generous donations can make a world of difference for animals in need.



WHY DONATE?

- Your contributions help provide a safe haven for animals awaiting their forever homes.
- Help BMHS ensure that every pet receives nutritious meals and proper care.
- Assist in covering medical expenses for injured or sick animals in care of BMHS.
- Contribute to the well-being of pets by providing cozy beds, blankets, and toys.

Deadline for Donations: March 31st, 2024

Check out the website!

battlemountainhumanesociety.org/donations

to see what other ways you can help.



Scan to visit the website!



BIGGEST NEEDS:

1. Purina Dog Chow
2. Friskies Canned Food- Pate

Other Items Needed:

- Purina Dog or Cat Chow
- Purina Canned Cat or Dog Food
- All sizes of animal beds
- Cedar shavings, blankets, rugs
- Metal Chop Saw, Gas Chainsaw
- Cat & Dog Treats
- Dog Houses
- Lumber, tin, gravel

Ready to donate? Stop by one of our TWO convenient drop-off locations in March!



Lewis Realty
14 Mt Rushmore Road
Custer, SD 57730

Massa Dental Offices
602 Jennings Avenue
Hot Springs, SD 57747

We are also accepting monetary donations. Thank you for supporting Battle Mountain Humane Society. Your compassion makes a lasting difference in the lives of our four-legged friends! 🐾💙



CUSTER MILE HIGH GARDEN CLUB

To Whom it may concern;

January 2024

The Custer Mile High Garden Club annual scholarship program has two scholarships available for 2024 in the amount of \$1,000.00 each. Our Mission is to promote community and home beautification while improving the environment and conserving native plants.

Applicant must be a current Custer County or Fall River County resident pursuing post-secondary studies. Scholarship applicants must be currently enrolled in a recognized horticulture, agriculture, botany, or ecology program in such as college, technical school, or trade school. The recipient must provide all documentation requested in the application. The scholarship is to be used within one calendar year of the scholarship selection.

Direct any questions or request electronic forms from:
Brenda Anderson
25743 Carroll Creek Road
Custer, SD 57730
Cell #: (605) 440-0316
busyewefarm@gmail.com

2024 Scholarship applications must be postmarked by Monday, April 22, 2024. Application postmarked after April 22, 2024 will be evaluated on an individual basis.

Scholarship recipients will be notified by May 8, 2024.

Respectfully,
Custer Mile High Garden Club, Scholarship Committee
Jenny Behlings
Brenda Anderson
Jill Schanzenbach
Peggy Williams

3/7/24

MARCH 25TH - APRIL 13TH | 2024



BLACK HILLS SHOP HOP

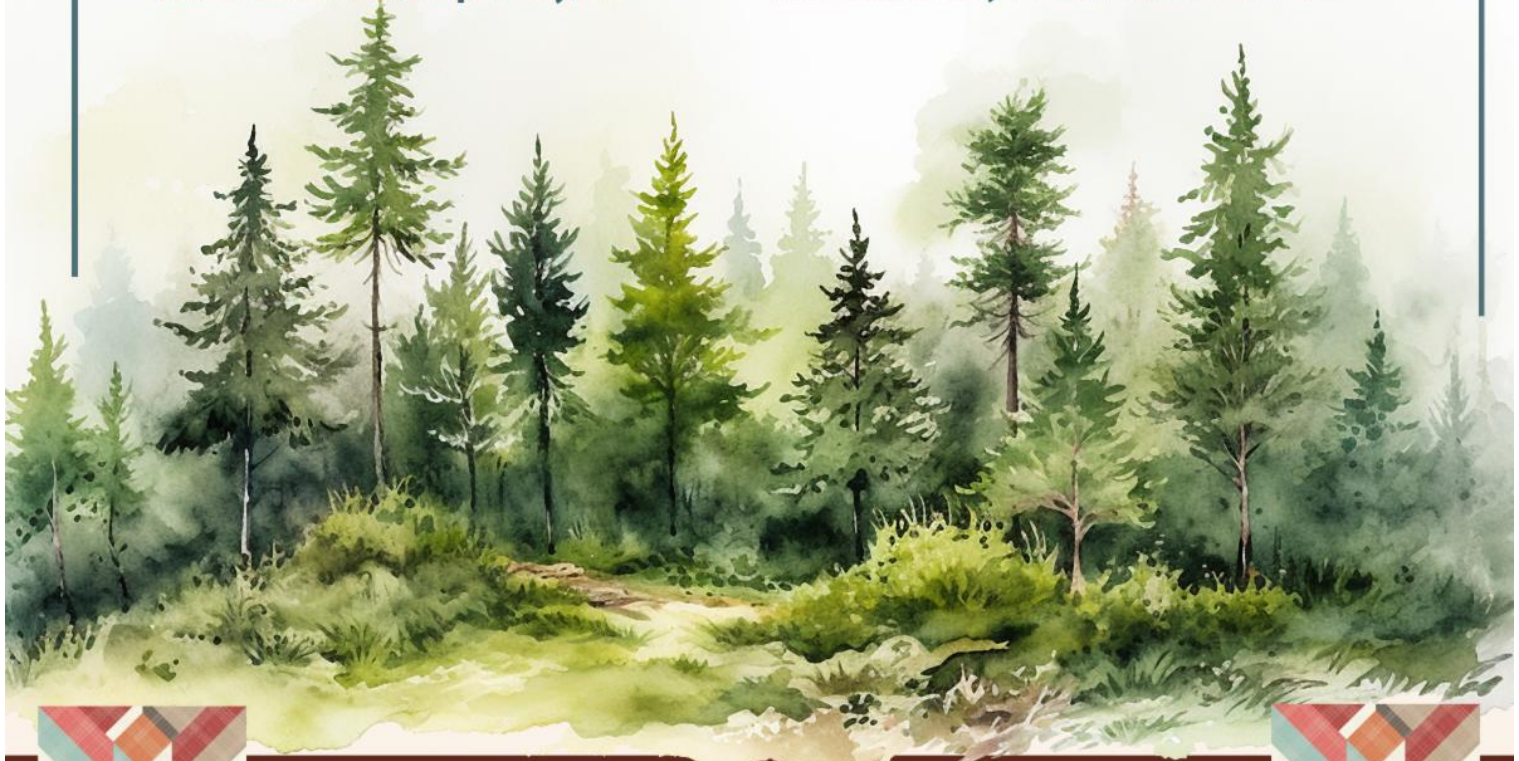
SOUTH DAKOTA



SHOP WITH US!

Fabric Junction, Sturgis, SD
Heartfelt Quilt Shop, Spearfish, SD
Nuts & Bolts, Edgemont, SD
Outwest Quilts, Wall, SD
Quilt Connection 2, Buffalo, SD
Quilt Connection, Rapid City, SD

Quilted Buffalo, Custer, SD
The Bakery Fabrics, Belle Fourche, SD
The Farmer's Daughter, Hill City, SD
The Knothole, Spearfish, SD
The Sewing Center, Rapid City, SD
The Strawberry Patch, Newcastle, WY



Collect Patterns and Sign Up for Door Prizes!
Visit All Participating Shops for a Chance to Win the Grand Prize!

 **Like Black Hills Shop Hop for updates and more info.**





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.



“Tasunke Witco”

“I was inspired to create a piece inspired by the Warrior Crazy Horse (Tasunke Witco). He only wore one feather and carried an earstone behind his ear. His Horse was as fierce a warrior as he. Crazy Horse carried sacred medicines on himself, including a heart stone.
The center stone of the piece represents the heart stone.
It is from the mountain carving itself. I wanted to honor his spirit.”

3/7/24

CUSTER’S LAST STOP LOVES LOCALS

We appreciate your support and want to offer some of our

We appreciate your support and want to offer some of our fresh handmade meals at great deals! Every day we will have a special discounted price on select menu items!

Monday – Hot Dog Day

50 % off any of our delicious gourmet grilled Hot Dogs, including our quarter pound Bison Dogs

Ten Dollar Tuesday

Founding Fathers Pepperoni Pizza for only \$9.99

Wagyu Wednesday

Wonderfully Tasty Wagyu Beef Burger \$10.99

Gold Nugget Thursday

Custer's Gold Nuggets for only \$6.99

Fluffy Cow Friday

Try our new Fluffy Cow Pizza \$11.99

Slider Days

Saturday - Bison Sliders for only \$9.99

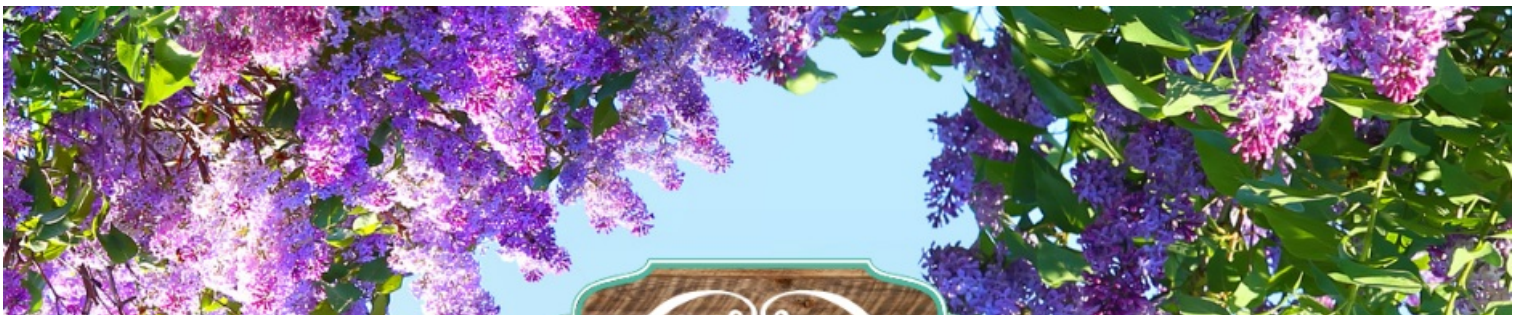
Sunday - Gold Chicken Sliders for only \$7.99

Offers expire April 30th stop in today before they are gone!

Thank you so much for your continued support!

429 MT RUSHMORE RD

(605)673-2621





**GOOD KARMA
JEWELRY**

Custer, SD

NEW SEASONAL HOURS

**MONDAY - SUNDAY
10AM - 5PM**

507 MT RUSHMORE RD. CUSTER, SD - PHONE : 605-673-3047

3/14/24



www.kevin.bhsdrealty.com

605-431-5094

kevinkennedy605@gmail.com

Kevin Kennedy, BrokerAssociate



BLACK HILLS
— REALTY —



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



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



**TBD Silver Creek 7.17 beautiful acres in the heart
of the Black Hills National Forest
\$430,200**



**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

3/14/24



Homestead Carpet Care

Commercial Deals

Commercial Deals

1st Booking 15% off

Set up Annual Cleanings 20% off

Set up Bi-annual Cleanings 30% off

Experts in Cleaning

Carpet, Tile and Grout, Upholstery, Mattresses, Hardwood Floors and More

Call today

(605) 440-1094

DRYMASTER[®]
• • • AUTHORIZED AFFILIATE • • •



2/29/24

PRESS RELEASES

Wind Cave National Park News Release

Release Date: March 8, 2024

For Immediate Release

Contact: Tom Farrell, tom_farrell@nps.gov, 605-745-1130

Wind Cave Rangers focus on surface programs during elevator modernization this summer

HOT SPRINGS, S.D. – Wind Cave will be closed to tours beginning May 1 while the elevator system is replaced and modernized. The elevator system provides access to the cave for approximately 130,000 visitors annually. Many repairs to the elevators have taken place over the years and the existing system includes parts dating back to the 1930s. This is the first time a complete rebuild has happened and the work is expected to continue into the fall.

“We’re excited to finally be able to completely rebuild the old elevators, including replacement of the cabs, motors, cables, and electrical equipment,” said Park Superintendent Leigh Welling. “We appreciate everyone’s patience while we improve access to the cave and remind you that there are still many things to do at the park. In addition to ranger led talks and hikes, we have new exhibits being installed in the visitor center this spring that include several interactive stations, a walk-through cave, and a prairie diorama. These exhibits are truly beautiful and tell a more current and accurate story of this land.”

Rangers will also be offering virtual tours of the cave in the visitor center auditorium. The program uses LIDAR technology to give a tour of the Natural Entrance Tour route.

Surface activities include talks about nature, culture, and history at the Natural Entrance and at the visitor center and hikes across the prairie.

For more information, contact the park at 605-745-4600.

About the National Park Service. More than 20,000 National Park Service employees care for America's 429 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at www.nps.gov.



Photo Caption: Rangers at Wind Cave will be offering virtual tours of the cave this summer while the cave is closed for elevator modernization. (NPS Photo)

3/14/24

Mount Rushmore National Memorial News Release

For Immediate Release – March 11, 2024
Contact: Earl Perez-Foust
Phone: (605) 574-3115
Email: moru_information@nps.gov

Avenue of Flags to Feature New Utah and Minnesota State Flags in 2024

KEYSTONE, SD — The park will make two changes to the iconic Avenue of Flags in 2024. Utah and Minnesota legislatures have both passed legislation changing their respective state flag designs. The new Utah flag was installed on March 9, while Minnesota's will be installed May 11. Utah's new flag will centrally feature a beehive. Minnesota's will have colors representing the shape of the state and the numerous lakes which comprise that state.

The *Avenue of Flags* was first established at Mount Rushmore National Memorial in 1976. This was to commemorate the Bicentennial of the United States of America. The Avenue features fifty-six flags representing fifty states, one district, three territories, and two commonwealths of the United States of America. The design of the Avenue of Flags has changed over the decades, with the current version having been completed in June 2021.

The flags are arranged in alphabetical order with the A's on the walkway near the café and gift shop buildings and the W's on the opposite side near the Grand View Terrace. The names of each state, district, commonwealth or territory are listed on the pillars directly below each flag. If you have trouble locating your flag during a visit to the park, please ask a park ranger for assistance.

www.nps.gov

About the National Park Service: More than 20,000 National Park Service employees care for America's 429 national parks and work with communities across the nation to help preserve local history and create close-to-home recreational opportunities. Learn more at *www.nps.gov* and on Facebook, Instagram, X, and YouTube.

Earl Perez-Foust, *he/him*
Program Manager
Interpretation and Education
Office: 605-574-3115
Mount Rushmore National Memorial

3/14/24



South Dakota Hall of Fame Seeks Acts of Excellence Recommendations for 2024

For Immediate Release

Every day, South Dakotans do extraordinary things. The South Dakota Hall of Fame's Acts of Excellence (AOE) program, sponsored by Sanford Health, recognizes the individuals and organizations who are building a culture of excellence in South Dakota.

The South Dakota Hall of Fame is proud to announce that the Acts of Excellence Program is now accepting recommendations for this year's Acts of Excellence awards through March 31st, 2024. The public's input is valuable to the organization in identifying excellence across the state. We encourage South Dakotans to look for the excellence taking place in their communities and submit a recommendation today.

Awardees will be announced later this spring, with a special ceremony to honor the awardees taking place on Saturday, June 1, 2024, at the Visitor and Education Center in Chamberlain, South Dakota. This event will be a celebration of their achievements and contributions. Furthermore, the Visitor and Education Center will feature a year-long display showcasing the awardees, offering a tribute to their excellence and impact on their communities.

To learn more about The Acts of Excellence program, as well as the recommendation process, individuals can visit the South Dakota Hall of Fame's website at: <https://www.sdhalloffame.org/acts-of-excellence>

FOR MORE INFORMATION:

Laurie Becvar, Ed.D., M.A.
CEO, South Dakota Hall of Fame
lbecvar@sdhalloffame.org
605-234-4216

ABOUT THE SOUTH DAKOTA HALL OF FAME

The South Dakota of Fame is a 501c3 nonprofit organization designed to Honor, Inspire, and Educate. The Hall's mission is to *Champion a Culture of Excellence* and the public charity is built upon the recognition, celebration, and preservation of the stories of South Dakotans instrumental in establishing that culture. **More on the South Dakota Hall of Fame [here](#).**

3/7/24

NEWS FROM SD DOT



Project Update

Friday, March 1, 2024

Phase 1 Traffic Impacts Begin March 12, 2024

Phase 1 construction will begin on March 12, 2024 and will continue through winter of 2025. Phase 1 include a number of traffic impacts, including shoofly detours (detours on gravel roads built parallel to the existing roadway), diversions (smaller-scale shoofly detours) complete closures from S.D. Highway 44 to the northern end of Pactola Dam, rock blasting with temporary closures, and pilot cars with wait times.

Users of the roadway can expect delays of 20 minutes during construction in areas that remain open to traffic and up to 1-2 hours during rock blasting. To avoid unknown wait times, consider using the posted detour of S.D. Highway 44 and U.S. Highway 16.

PHASE 1 CONSTRUCTION

Spring 2024 - Winter 2025

WHAT TO EXPECT DURING CONSTRUCTION:



Pilot car lines and wait times



Rock blasting



Loose gravel road surface



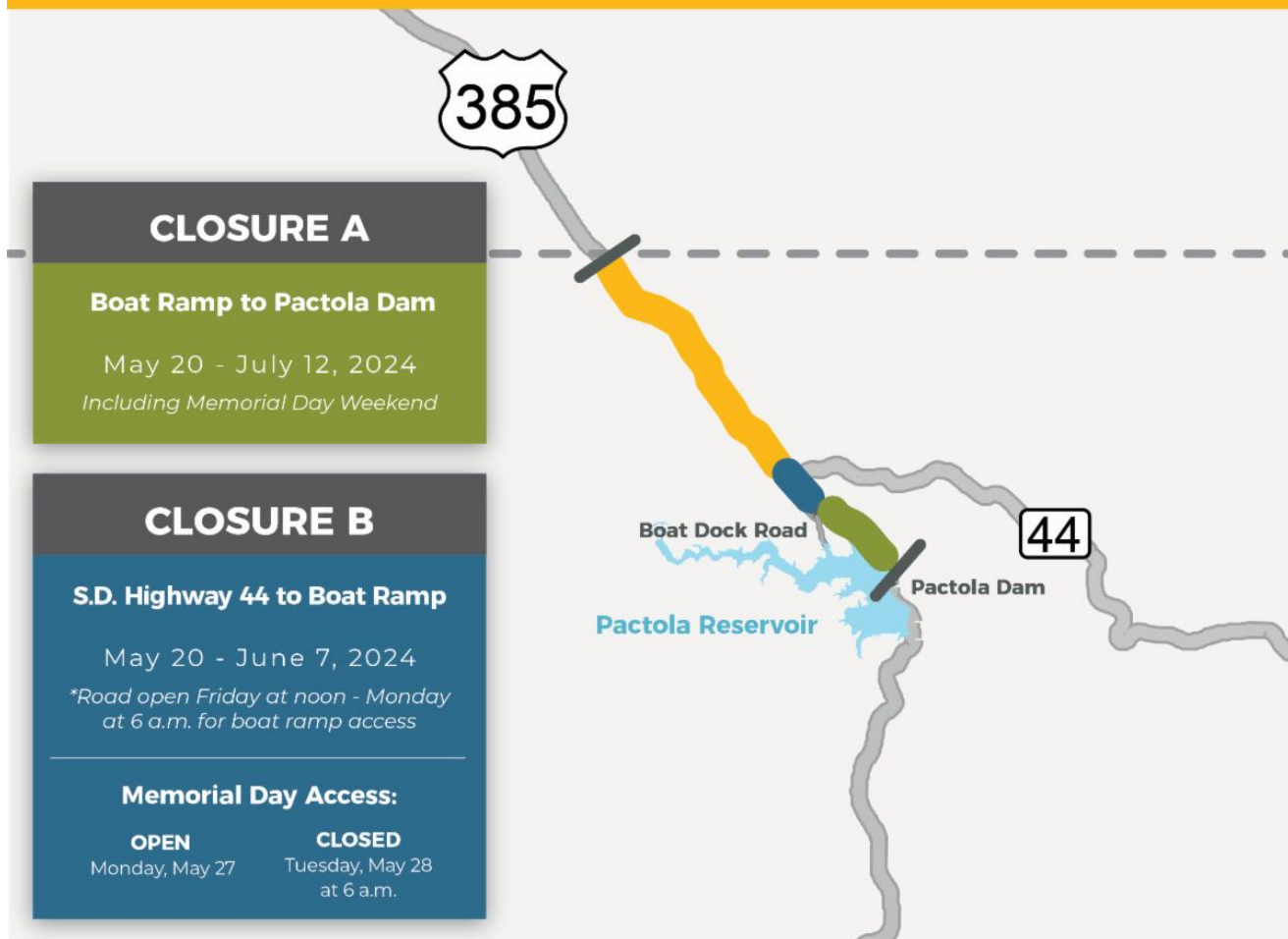
Narrowed driving lanes



Large construction equipment



Temporary road closures



Visit the project website for the most updated information, including pictures and videos of construction progress.

[View Construction Updates](#)

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 will be used to communicate any major traffic changes. To subscribe, simply text "US385" to 605-566-4041. Subscribers can unsubscribe at any time.



U.S. HIGHWAY 385 CONSTRUCTION

PENNINGTON-LAWRENCE COUNTY LINE TO SHERIDAN LAKE

Thank you for joining the SDDOT U.S. Highway 385 Text Update List! You will now receive the latest updates on this project via your mobile device. Thank you!

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



3/7/24

NEWS FROM THE STATE





Hello, Industry Friends!

Following the launch of the *Forever 605 industry toolkit* in January and all the *Forever 605* excitement generated at the Governor's Conference on Tourism, we want to keep things rolling and build on that energy and enthusiasm into the 2024 peak season and beyond.

Just a refresher: the overarching goals of the Forever 605 campaign are to encourage citizens and visitors to treasure our beautiful, natural resources and cultural heritage, respect frontline workers, shop locally, and strike the right balance between all the many positive impacts visitors have on our state while encouraging respectful travel.

We continue to build ways for the *industry to get involved* with the campaign. We'll be emailing tips in the coming months, and we know that you'll have some of your own great ideas, too. In the meantime, 1) if you haven't already done so, request your *Forever 605 Toolkit* (limit one per entity), 2) sign up for the *Forever 605 Webinar* on **April 2**, 3) review the deck from the *Forever 605 Breakout* at the conference, and 4) take and share the **Forever 605 Pledge** at Forever605.com.

Join us in being forever curious. Forever adventurous. Forever wild. Forever proud. **Forever 605!**

All our best,
Jim and Team

APRIL 2ND, FOREVER 605 WEBINAR

Join us **Tuesday, April 2, 2024 at 10 a.m. CT/9 a.m. MT**, for Travel South Dakota's Forever 605 webinar. In this *webinar* you'll hear from Travel South Dakota's Chief Marketing & Creative Officer, Mike Gussiaas, and Industry Outreach & Development Representative, Calvin Bloemendaal, as they share updates about what's been happening with Forever 605 and what's to come.

[REGISTER NOW >>](#)

3/14/24



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Public Comments Sought for GAOA Mitchell Dam Project on the Mystic Ranger District

Rapid City, SD, February 20, 2024 — The Black Hills National Forest is proposing a project to address the

Rapid City, SD, February 29, 2024. The Black Hills National Forest is proposing a project to address the deferred maintenance of the dam at Mitchell Lake, located on Spring Creek just east of Hill City along Highway 16. The project is called the Great American Outdoors Act Mitchell Dam Project.

The proposal is to either decommission (remove) the dam or repair the dam and remove the built-up silt. The current state of the dam does not meet requirements to protect life and property downstream for a probable maximum flood event where over 56,000 cubic feet of water per second flows at the dam. Significant damage and potential loss of life could result in the event of a dam failure.

If the dam is decommissioned, riparian habitat would be restored, and the stream would be designed to enhance the recreational fishing experience. Through decommissioning, the dam would be removed completely, and thus would no longer pose a threat to downstream populations and infrastructure. The natural Spring Creek river channel is proposed to be restored through the existing reservoir pool area to match the natural channel materials and features prior to creation of the reservoir.

The entire sediment pool would also be revegetated with a native seed mix. The existing floodplain of the channel would be restored with native shrubs, trees, and grasses. Graveled parking areas and walking trails would be considered to provide better access to the restored floodplain and channel for the public.

If the dam is repaired, the overall height would be reduced slightly. Rehabilitation would include removal and reconstruction of the existing auxiliary spillway and outlet works, as both are significantly deteriorated and not capable of routing the design storm events. Sediment removal to restore the original storage capacity of the dam is also proposed. The primary spillway outlet intake, control, and conduit would also be reconstructed. The overall lake size would remain relatively the same.

Nearly two-thirds of the reservoir's capacity has been filled with sediment since construction. The original 1937 drawings for the dam show storage of 53.35 acre-feet at the auxiliary spillway crest, and the most recent bathymetric survey shows only 17.8 acre-feet of storage. To restore the reservoir to its previous capacity, approximately 35 acre-feet of sediment would need to be removed. Onsite disposal is likely not feasible as the reservoir is constricted by steep canyon walls and Highway 16.

The third option is a No-action Alternative: Categorized as a high hazard dam, if left alone, the estimated damages and loss of life are high. The costs of no action range up to \$14.9 million with an additional \$2 million or more in deferred maintenance and sediment removal costs.

The Mystic Ranger District has a public involvement plan identifying specific public involvement objectives, including collaborative efforts, methods to achieve the objectives, estimated times and dates for any activities and the people organizations to involve. A public meeting is planned for this project on March 13 from 6-8 p.m. at the Community Center in Hill City.

The scoping document is now available for the proposed Great American Outdoors Act (GAOA) Mitchell Dam Project. The preliminary assessment is to evaluate this proposal as a categorical exclusion (CE), 36 CFR 220.6 (e)(18), categorically excluded from documentation in an Environmental Analysis or Environmental Impact Statement. The scoping document is currently available for a 30-day agency and public review period. Documents relating to this project can be found on the Black Hills National Forest website: <https://www.fs.usda.gov/project/blackhills/?project=65637>.

Forest Service specialists will analyze potential effects on resources such as water, wildlife, cultural resources, recreation, and timber. Required consultation with other federal, state, and tribal entities, such as the U.S. Fish and Wildlife Service, South Dakota State Historic Preservation Office, and Tribal Historic Preservation Offices, will also occur prior to the decision.

Electronic comments are preferred and must be submitted to the Comment Reviewing Officer online at <https://cara.fs2c.usda.gov/Public/CommentInput?Project=65637>. An automated response should confirm your electronic comment has been received. Comments can also be sent via U.S. mail to Mystic Ranger District Office, Attn: GAOA Mitchell Dam Project, 8221 S. Mount Rushmore Rd., Rapid City, SD, 57702 or by fax at 605-343-7134. While the Forest welcomes comments on this proposal at any time, it would be most helpful if the comments are received by March 29, 2024. It is the responsibility of the sender to ensure timely receipt of any comments submitted. Comments submitted, including names and addresses of commenters, are public information.

For additional information, or if there are questions on this proposed project, please contact Brittany Coupe, Civil Engineer, at (605) 642-4622 or Jim Gubbels at the Mystic Ranger District office in Rapid City, SD, at (605) 343-1567, Monday through Friday between 8:00 a.m. and 4:30 p.m., mountain daylight time.

For more information on the Black Hills National Forest.

visit: www.fs.usda.gov/blackhills

or follow Facebook: <https://www.facebook.com/blackhillsnf>

and/or Twitter: <https://twitter.com/BlackHillsNF>

3/7/24

Beretta and Johnson Gulch Roads to be Temporarily Closed for Safety

Rapid City, S.D., March 1, 2024

Black Hills National Forest officials will temporarily close Beretta Road (Forest System Road 366.3) and Johnson Gulch Road (Forest System Road 674), west of Rapid City from March 4-7, March 18-21, and April 1-4, 2024, from 7 a.m. - 4 p.m. daily.

These two roads are located approximately 4 miles west of Rockerville, SD or about 4 miles north of Keystone, SD. They are very popular roads used by the public for recreational target shooting on the Forest. The road closures are being put into effect to protect Forest Service employees from shooting activities while they conduct field work, including engineering surveys and timber work in the area.

“We are asking for the public’s cooperation and assistance to avoid this area during these times to ensure the safety of our employees that will be working on critical forest road and timber projects in the area,” said Jim Gubbels, Mystic District Ranger.

The closure order prohibits motor vehicle use on the roads except for:

- a. Persons with a special use authorization from the Forest Service specifically exempting them from the order,
- b. Any federal, state, or local law enforcement officer or any member of an organized rescue or fire fighting force in the performance of an official duty.

A map of the area and the closure order are posted online at:

<https://www.fs.usda.gov/detail/blackhills/notices/?cid=STELPRDB5117120>. For more information on the Black Hills National Forest, visit <http://www.fs.usda.gov/blackhills>.

3/7/24





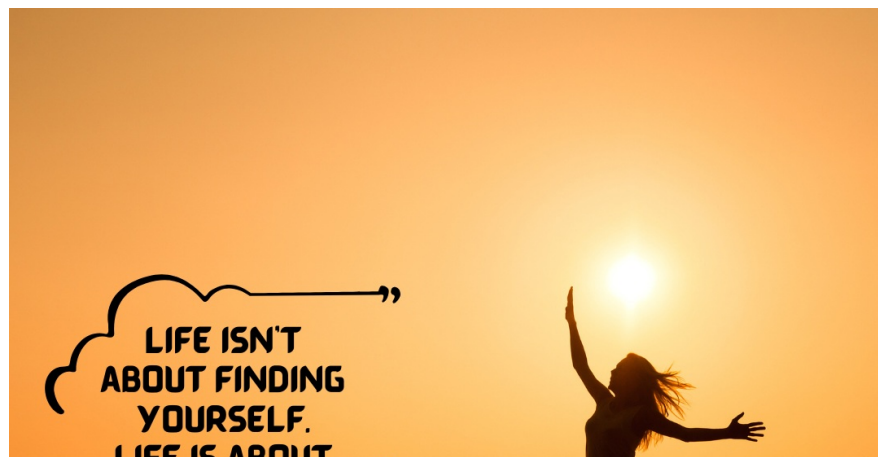
Custer Senior Center

March Activities



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

WEEKLY INSPIRATION





HELP WANTED

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.

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



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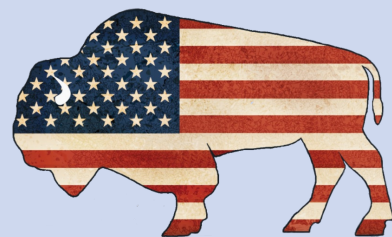
Be sure to check out the Help Wanted section on our [Website](#):

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615 Washington Street
Custer, SD 57730

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

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