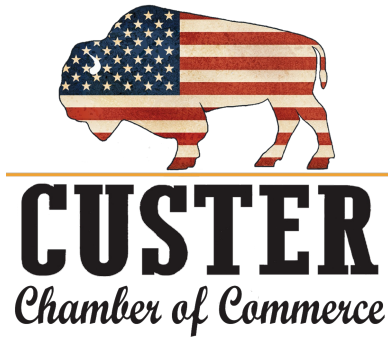


Buffalo Bytes



Minutes, Not Miles, From Adventure

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

CUSTER CONNECTIONS

We are excited to introduce you to our newest staff member, Holly!



Hi my name is Holly Voges. My fiancé and I are quickly approaching our second year of living in Custer with our two small dogs. I am originally from a very small town called Worthing, SD. Being such a small town, we were part of the Lennox School District where I eventually graduated from Lennox High School in Lennox, SD. Growing up and even now I have always loved volunteering and being a part of the community. I began volunteering in elementary school and haven't been able to stop since. I also enjoy traveling, seeing things I never knew existed and visiting places with rich history and culture. I recently came back from a trip visiting Greece, Italy, and Croatia; truly an unforgettable experience. I am ecstatic to be a part of the Custer team. I have a lot to learn, but with each new thing I learn I become more dedicated and motivated towards what we do.



Dawn Murray
Executive Director

IMPORTANT ANNOUNCEMENTS

Chamber Staff

Dawn Murray
Executive Director
dmurray@custersd.com

Jamie Dean
Administrative Assistant
jdean@custersd.com

Fred Baumann
Information Associate
fbauermann@custersd.com

Amy Brazell
Information Associate
abrazell@custersd.com

Pat Hattervig
Information Associate
phattervig@custersd.com

Holly Vogess
Information Associate
hvogess@custersd.com

2023 Board Of Directors

Amy Bailey - President
John Stahl - Vice President
Michelle Fischer - Treasurer
Amanda Allcock
Craig Reindl
Diane Dennis
Corey Virtue
Bobbi Schmidt
Miranda Boggs

Julie Jenniges - City Liaison
Mark Naugle - School Liaison
Lydia Austin- CSP Liaison
Leah Noem- BID Board Liaison

Mickelson Trail Trek Hospitality Night Sponsors Needed \$100

Thursday, September 14th

The Chamber hosts a welcome
banquet for over 600 bicyclists.

Contact Dawn at dmurray@custersd.com



SEPTEMBER 3, 2023



South 6th Street

Closed

5 am to 3 pm



To have things added to Buffalo Bytes, please send to Jamie: jdean@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

September 3

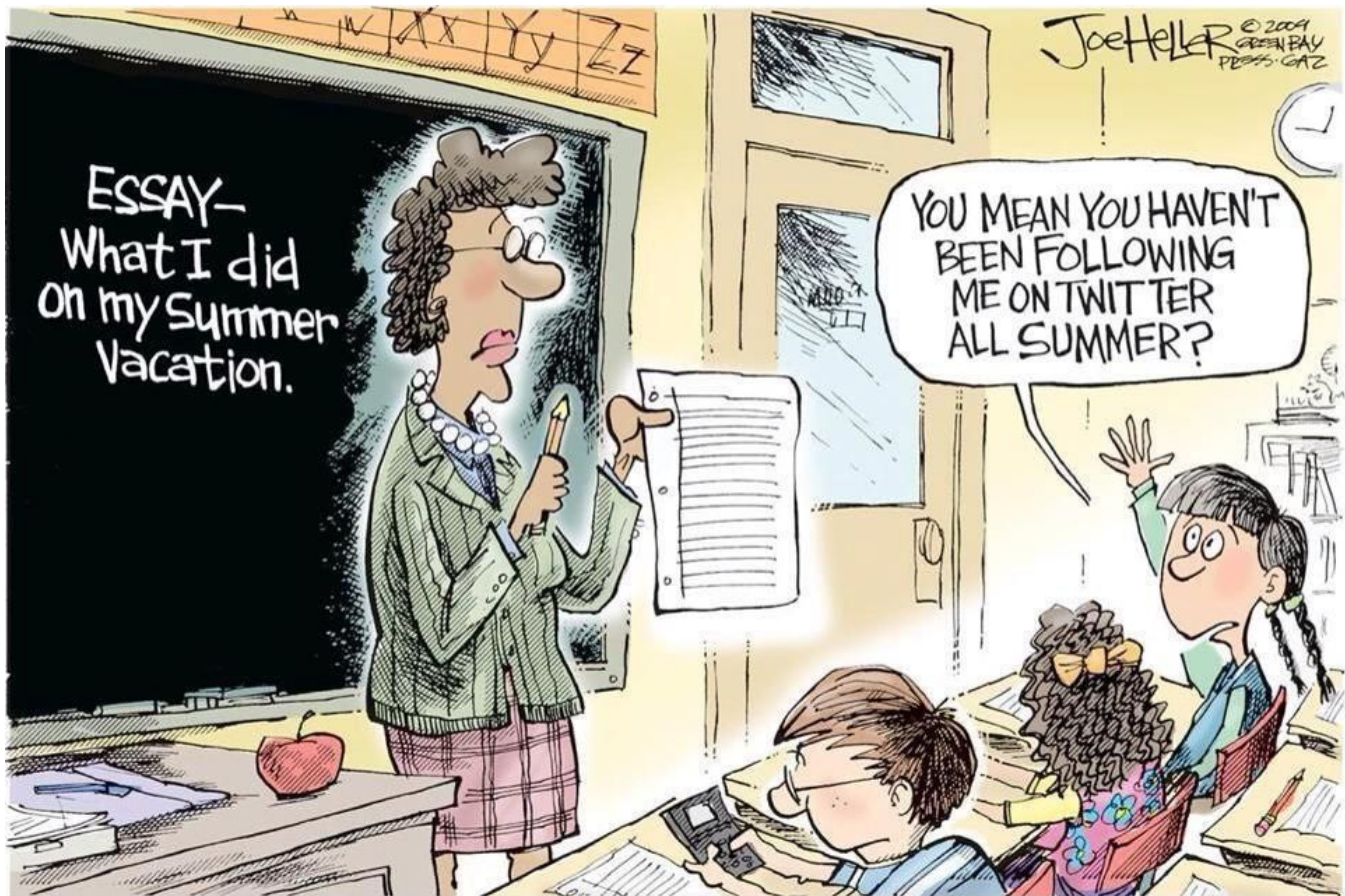
Studebaker Car Show
10am-3pm on 6th Street

September 21

Chamber Mixer at Gold Pan Saloon

5pm-7pm

WEEKLY HUMOR



CHAMBER HAPPENINGS

Please join us on Friday, September 1 at 4:45pm for Growing Roots Preschool Ribbon Cutting & also their open house from 5pm-7pm!

Ribbon Cutting

FRIDAY, SEPTEMBER 1

@4:45PM

12622 US HWY 16A



Chamber Mixer

September 21, 2023

5pm-7pm

Hosted by Gold Pan Saloon

508 Mt Rushmore Rd



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

Chamber mixers are a great way to mix, mingle and network with your fellow Custer Chamber Members. Get signed up today to host yours in 2024. *To ensure everyone gets a fair chance we ask that members who have hosted a mixer in 2023 let other Chamber Members have a turn.

Host a Chamber Mixer

2024 Dates Available

January 25

May 16

February 15

September 19

March 21

November 21

April 18

December 19



CUSTER
Chamber of Commerce

**CALL US AT 605-673-2244 OR EMAIL
DMURRAY@CUSTERSD.COM TO
SCHEDULE YOUR MIXER!**

Merchants' Trick-or-Treat on Halloween



**Tuesday, October 31st
4:00 pm – 6:00 pm**

**Get your business signed
up now!**

**Sponsored by:
Custer Area Chamber of Commerce
605-673-2244 - info@custersd.com**

***YOU are essential to our Chamber, the Black Hills and
to the Southern Hills Vacation Guide, which brings
visitors to us.***

Check out the 2023 digital guide [here](#)
and the Southern Hills guide website [here!](#)



A UNIQUE PUBLICATION MADE FOR YOU THE SOUTHERN HILLS VACATION GUIDE

Community Profiles • Dining Guide
Member Index • Events Calendar
Lodging Listings • Maps



360k

ANNUAL READERSHIP

- Young Families
- Active Couples
- Bucket Listers



75k

COPIES PRINTED
ANNUALLY

STIMULATING CONTENT DIGITAL ENGAGEMENT

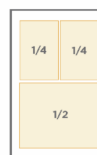
- 3,600+ yearly impressions
- 8 minute average read time
- 89% advertisement clicks
- 55% mobile device viewers

120+

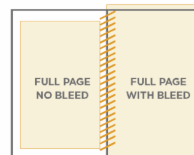
DISTRIBUTION LOCATIONS

- In-room, Hotels & AirBnB
- Campgrounds, Cabins
- Travel Centers, CVB's

SOUTHERN HILLS VACATION GUIDE



1/4 PAGE 2.35" x 4"
1/2 PAGE 4.875" x 4"
FREE Lodging or
Dining Listing with
a 1/2 page or larger



**FULL PAGE
NO BLEED**
4.875" x 8"



**FULL PAGE
WITH BLEED**
Safety: 4.875" x 8"
Trim: 6" x 9"
Bleed: 6.125" x 9.25"

SPREAD WITH BLEED
Safety: 11" x 8"
Trim: 12" x 9"
Bleed: 12.25" x 9.25"

IMPORTANT: Full Page with bleed and Spread with bleed
all content 1/2" from gutter

FORMAT & REVISIONS

High resolution Acrobat PDFs (a minimum of 300 dpi) preferred.

We also accept TIF, JPG, PSD, INDD, and EPS. Please convert all Pantone or RGB colors to CMYK.

We do NOT accept Quark or any PC, IBM, Windows or DOS formats (including Publisher).

Email your press-ready PDF ad file to info@egmrc.com

Ad design is included in your purchase with three proofs, free of charge, for revisions.

Revisions after the third proof: \$15/proof.

If you would like to purchase your ad's high-resolution artwork file: \$75.

INVESTMENT OPTIONS

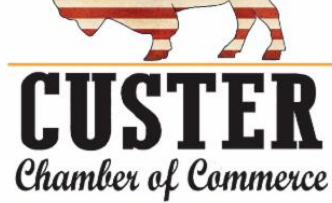
1/4 PAGE	1125	FULL PAGE	4005
1/2 PAGE	2250	2 PAGE	7255
		COVER	3850 (Inside Front Cover) 3850 (Inside Back Cover) 4700 (Back Cover)



329 MAIN STREET - STE. 1 • RAPID CITY



Your Custer-area magazine!
**Everything you need to know about
Custer, Custer County, and beyond!**



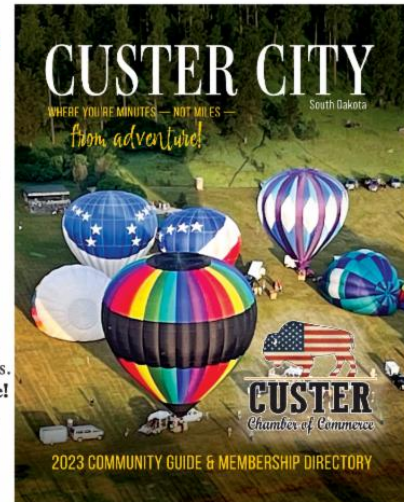
**2024 Custer Area Chamber of Commerce
Business and Membership Directory**

Your Custer Area Chamber of Commerce & Visitors Bureau is producing the 2024 Chamber Business and Membership Directory with helpful features for chamber members, Custer visitors and potential residents. This beautiful, full-color directory will include great photography, a community profile, a calendar of special events, accommodations, attractions, restaurant listings and a complete categorical directory of all chamber members in full magazine-size layout.

We'll print 15,000 copies of this directory, which will be distributed to prospective visitors and residents who call our community seeking information about traveling to the region, or relocating their home or business to the Custer area. In addition, thousands of copies will be distributed at our Visitor Information Center and at chamber businesses such as local motels, restaurants and campgrounds. **This will be our primary economic development and business recruitment piece!**

If you'd like to distribute your message to thousands of potential customers who will visit Custer or are inquiring about living here, just give the folks at Southern Hills Publishing a call at 673-2217. Don't miss this opportunity. Thanks for your continued support.

Amy Bailey
Chamber President



Full Page Size 7.708" wide x 10.139" tall <small>With bleed (8.875" wide x 11.305" tall)</small>	1/2 Page Size 7.708" wide x 5" tall		
	<table border="1"><tr><td>1/4 Page Size 3.75" wide x 5" tall</td><td>1/8 Page Size 3.75" wide x 2.5" tall</td></tr></table>	1/4 Page Size 3.75" wide x 5" tall	1/8 Page Size 3.75" wide x 2.5" tall
1/4 Page Size 3.75" wide x 5" tall	1/8 Page Size 3.75" wide x 2.5" tall		

We'll be happy to compose your ad for you **AT NO EXTRA CHARGE**. All camera ready ads should be e-mailed to custerads@gwtc.net in the appropriate size at 300 dpi. Acceptable formats are JPG or PDF files.

Advertising Rates
Full-Color Ad

Full page ad	\$1600
Half page ad	\$850
Quarter page ad	\$575
One eighth page ad	\$425

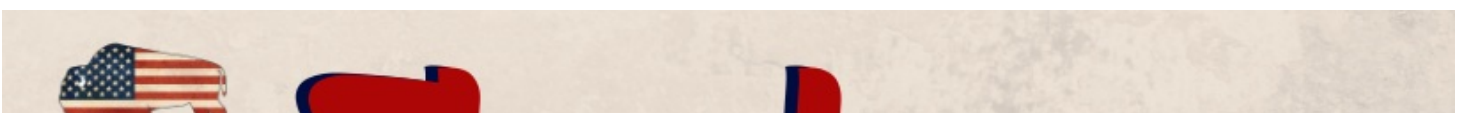
Premium pages are back page, inside front, inside back page, and page 3 and are an additional \$100.

DEADLINE: Oct. 20, 2023

For Space Reservations, Call Kate Najacht at 605-440-1248
or email Kate at chroniclewriter2@gmail.com
Southern Hills Publishing Inc. • PO Box 551 • 522 Mt. Rushmore Rd. • Custer, SD 57730

MEMBER SPOTLIGHT

To have your business featured in our Member Spotlight, please contact Jamie Dean at jdean@custersd.com



Thank you

for renewing your Chamber Membership

1. 1881 Courthouse Museum
2. Alpha Builders, LLC
3. Ameriprise Financial
4. Art Expressions of Custer
5. Bear Country USA, Inc
6. Black Hills Area Community Foundation
7. Busy Ewe Farm & Fiber
8. Chalet Motel
9. Chamberlain McColley's Funeral Home
10. Chapel in the Hills
11. Chief Motel
12. City of Custer
13. Claw Antler and Hide, Inc
14. Coca-Cola Bottling Co
15. Common Cents
16. Crazy Horse Memorial
17. Custer Ambulance Service, Inc
18. Custer County Chronicle
19. Custer Golf Corp/Rocky Knolls Golf Course
20. Custer Hospitality (Super 8, Econlodges, Best Western, Comfort Inn, Holiday Inn Express)
21. Custer Lutheran Fellowship
22. Custer Mt Rushmore KOA
23. Custer Senior Center
24. Custer State Farm
25. Deep Creek Gallery
26. Diamond Spur Events Center
27. Double Diamond Ranch
28. Eagles Landing Lodge
29. Edward Jones- Mark Koch
30. Faith Lewis Real Estate Inc
31. First Choice Lock and Key
32. First Interstate Bank
33. Freedom Hills Wealth Management
34. Freeman's Electric service, Inc
35. French Creek Tree Fellers, LLC
36. Gold Pan
37. Golden West Telecommunications
38. Good Karma Jewelry
39. Green Owl Media & Photography
40. Grizzly Gulch Adventure Golf
41. Hidden Lake Campground
42. Hill's Inn

43. Jim Frank & Colleen Hennessy
44. John & Diana Carson
45. Lasting Impressions Unlimited Inc (LIU)
46. Laurie Arthur, Inc
47. Lee, Patti & Jim
48. LFC Veterinary Services
49. Life Weavings Expressions
50. Lynn's Dakotamart, Inc
51. Mickelson Trail Affiliates, LLC
52. Miner's Cup
53. Mountainview Baptist Church
54. New Trails Ministry Inc
55. Nielsen Enterprises, LLC
56. NXTLAW PC
57. Operation Black Hills Cabins
58. Our Place
59. Pizza Mill
60. Pleasant Valley Farm & Cabins
61. Prairie Hills Transit
62. Purple Pie Place
63. Rock Solid
64. Rockin R Rides, Inc
65. Ronald McDonald House Charities
66. Rush Mountain Adventure Park
67. Rushmore Photo & Gifts, Inc
68. Sander Sanitation Service
69. Sentinel Federal Credit Union
70. Sew What?
71. Shady Rest Motel
72. South Dakota Outdoor Shop
73. Southern Hills Animal Clinic
74. Southern Hills Family Medicine
75. Southern Hills Title, Inc
76. Spokane Creek Cabins & Camp
77. Sprockets Fun Foundry
78. Starr Insurance
79. Steele collision and Glass
80. Steve and Yolanda Davis
81. Stockade Lake Cabins
82. Stone Décor and Supply
83. Sunshine Storage
84. Tanglewood Estate
85. The Blind Guy of the Black Hills, LLC
86. Under Canvas, Inc
87. United Way of the Black Hills
88. Valhalla Legal, PLLC
89. VFW Post 3442
90. Vineyard Black Hills
91. World Fossil Finders Museum



Welcome

New Members

Growing Roots, Inc
Homestead Carpet Care
Lenny Merriam CPA, CFE, PLLC
PDQ Construction Inc
Homeopathic Clinic of the Black Hills
Stage Stop Trading Post
Custer's Last Stop
Peaceful Meadows
TC Horsecamp LLC
Tegan Franz Photography
Mile High Garden Club

AREA EVENTS



South Dakota Enhanced Conceal Carry Class

This is a One Day Class

Saturday August 26th, 2023

9:00am to 4:30pm

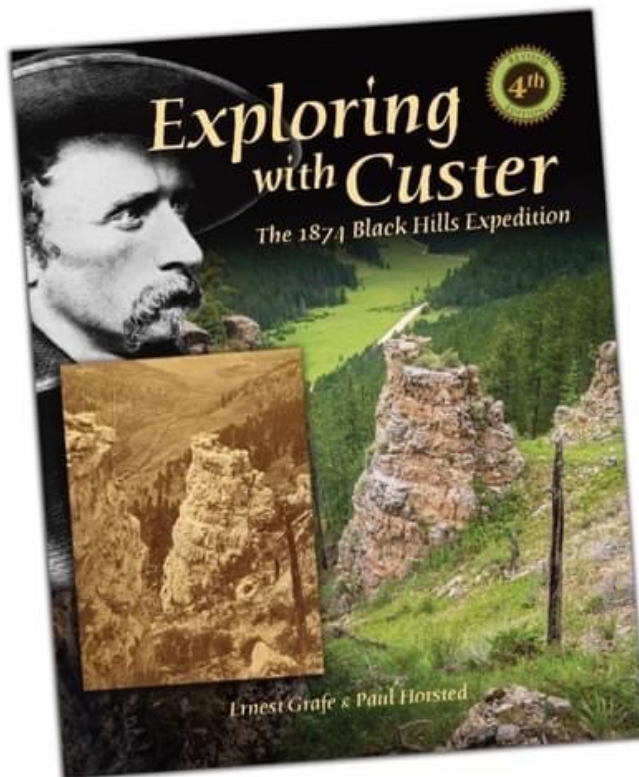
The Enhanced Permit allows you carry in 38 states including
MN, NE, WI, NV, NH, WA, and SC

Class size is limited so register early.

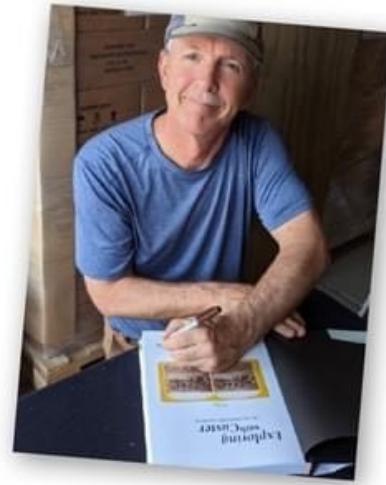
For additional information or to register for the class you may
contact the instructor at www.sodakian.com, contact us at
605-673-3222 or by e-mail at
southernhillstactical@gwtc.net

PHOTOGRAPHER/AUTHOR

PAUL HORSTED



Free Program and Book Signing



Paul gives a slide presentation about his latest project, the completely revised 4th edition of "Exploring with Custer" with all-new photographs and many new discoveries. This history is all around us in Custer so please join Paul for this program, suitable for all ages. Door prizes and a book sale/signing will follow!

Sat., Aug. 26 @ 2 p.m.

Custer County Library, Pine Room, 447 Crook St.

For more information call 605-673-3685 or email paul@paulhorsted.com.

*This book is available to check out at the Library,
or purchase at the 1881 Courthouse Museum or at www.paulhorsted.com.*



Sponsored by Custer County Library.

COURTHOUSE ART GALLERY

420 Mount Rushmore Road, second floor
Custer, South Dakota



**Showcasing the photography of
Kimberly Nelson.**

THROUGH AUGUST 31, 2023

Endorsed by Custer Area Arts Council

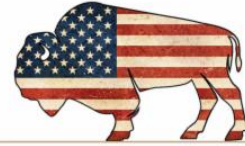


BLACK HILLS

BLACK HILLS LABOR DAY WEEKEND STUDEBAKER *Event*



**45TH ANNUAL
SHOW**



CUSTER
Black Hills

FREE CAR SHOW



**SUNDAY, SEPTEMBER 3, 2023
DOWNTOWN CUSTER, SD
10AM - 3PM**

**VOTE FOR
YOUR
FAVORITE
VEHICLE**



SEPTEMBER 4, 2023

TIME: 11 - 1 COST: \$7

BENEFIT MEALS ON WHEELS



HOT DOGS
& CHIPS,
CONDIMENTS
& WATER

PARKING LOT NEXT TO
THE SENIOR CENTER

SPONSORED BY THE FRIDAY BINGO BUNCH

HAPPY LABOR DAY

Free

childhood



Early Childhood DEVELOPMENTAL SCREENINGS



Sept. 5 in Hermosa (8-3pm)
Sept. 6 in Custer (8am-12pm)
Both by appointment only.

To make appointments please call
Custer: (605)-673-2171
Hermosa: (605) 255-4345

IF YOUR CHILD IS BETWEEN THE AGES OF 3-5 YEARS-OLD (AND IS NOT ENROLLED IN KINDERGARTEN), YOU MAY WANT TO CONSIDER THE CSD DEVELOPMENTAL SCREENING.

THIS IS FOR PARENTS WHO HAVE CONCERNS ABOUT THEIR EARLY CHILDHOOD AGED CHILD, IN ANY OF THE FOLLOWING DEVELOPMENTAL AREAS: COMMUNICATION, MOTOR, CONCEPTS, VISION AND/OR HEARING.

EVEN IF YOU DON'T HAVE ANY CONCERNS, BUT JUST WANT TO SEE HOW YOUR CHILD IS DOING OVERALL AND WANT IDEAS OF WHERE THEY MIGHT NEED TO IMPROVE, IT CAN BE BENEFICIAL TO SET-UP AN APPOINTMENT.

FOR FREE DEVELOPMENTAL SCREENINGS FOR CHILDREN UNDER 3-YEARS, PLEASE CONTACT JENNIFER BIGGERS WITH BLACK HILLS BIRTH-TO-THREE AT 605-721-7433.

**VOLUNTEER APPRECIATION
& MONTH OF CARING KICK-OFF**



JOIN US FOR A COMMUNITY PROJECT

.....
SEPTEMBER
7TH 3:30PM
TO
6:30PM
.....

HARBACH PARK
615 WASHINGTON ST
CUSTER, SD

Learn more about the
United Way of the Black Hills
& how we serve many non-
profits in our communities
& Month of Caring projects!

Trash collection along Mickelson
Trail, within Custer City Limits
Followed by a free cookout of hot
dogs, chips, cookies & water



COLD SPRINGS HISTORICAL SOCIETY





CELEBRATION

OF OWNERSHIP

September 10, 2023

12:30 to 2:30



**Sloppy Joes, Beans, Chips,
Dessert, Drinks**

Free will donation

Music by Southern Rail Drifters

EVERYONE WELCOME

FUN FOR ALL AGES



Corn Hole toss contest
\$5 entry fee winner
splits pot.



Wagon Rides



Pie Eating Contest \$10 entry
fee winner splits pot.



\$1 per ticket or
12 tickets for \$10



Directions from Custer: 385 south to Beaver Creek Road, Beaver Creek Road to Flynn Creek Road, Flynn Creek Road to 1st driveway on right.

Directions from Hot Springs: Take 385 towards Wind Cave then take 87 (the road in wind cave) then take Beaver Creek rd. (near Rankin ridge) to Flynn Creek rd. First road on right to the Schoolhouse

www.facebook.com/CSHSSD

VETERANS MEMORIAL PARK

SEPTEMBER 11, 2023 • FLAG RETIREMENT PROGRAM

6:00 PM - 8:00 PM

**TO MEMORIALIZE THE EVENTS OF 9-11 AND HONOR THE
FIRST RESPONDERS & CITIZENS & MILITARY PERSONNEL
WHO GAVE EVERYTHING ON THAT DAY.**

**IF YOU HAVE A FLAG YOU WOULD LIKE RETIRED BRING IT BY
5:30 PM. CIVIL AIR PATROL WILL FOLD & RETIRE THE FLAGS**



Let's get together

We're hosting a new event, and we'd love to see you there. Join us for BHCED Small Business RoundUp, September 14, 2023 at 5:00 PM.

Register soon because space is limited.

We hope you're able to join us!



BLACK HILLS
COMMUNITY ECONOMIC DEVELOPMENT

SMALL BUSINESS *Roundup*

Thursday, September 14, 2023

Prairie Berry Winery / Addle Camp General Store

23835 US-385, Hill City, SD 57745

5PM Food & Drinks • 6PM Awards Presentation

RSVP to Sydney Tarrell: starrell@wrbsc.com

Get Registered

CUSTER SENIOR CENTER

538 Mt Rushmore Rd

SEPTEMBER
15TH
5:30-7



Spaghetti Dinner \$12



*Includes Garlic Bread
Tossed Salad
Chocolate Chip Cookie
Water or Lemonade*

Gather for
Good Food
& New Friends!



**16th ANNUAL
WILDCAT GOLF**



SCRAMBLE

WHERE: Rocky Knolls Golf Course, Custer, South Dakota

WHEN: September 23, 2023 -- 10:00 AM (Shotgun Start)

FORMAT: 4 – Person Scramble; 18 Holes

COST: \$65 per person - Includes 18 holes plus a meal!
(Cart rental is NOT included)

PRIZES AWARDED for 1st place, last place, pin prizes..... !!!

Sponsorship Opportunity

Promote your business and support local youth!

Hole sponsorship: \$100.00 (logo advertisement on tee box)

Team and hole sponsorship: \$300.00 (includes entry for team of 4 and hole advertisement)

GREAT FUN FOR ALL!!!

If you don't have a team, please call or show up day of scramble and we will help put a team together for you!!

HOSTED BY:

CHS Boys Golf - Wrestling - Boys Basketball



For questions and information contact: Paul Kelley @ (605) 673-8952
Jared Webster @ (605) 390-4848

Members are invited to the
71st Annual Meeting

Saturday September 23, 2023

Wall Community Center,
501 Main Street, Wall, SD

Registration: 8:30 to 10 a.m.

Meeting Called to Order: 10 a.m.

Meal tickets distributed after the meeting.

Register for the \$500 grand prize,
plus numerous cash and other prizes.
Must be present to win.

1-855-888-7777, option 3
goldenwest.com/annualmeeting

Authorization to Vote for Non-Individual Members

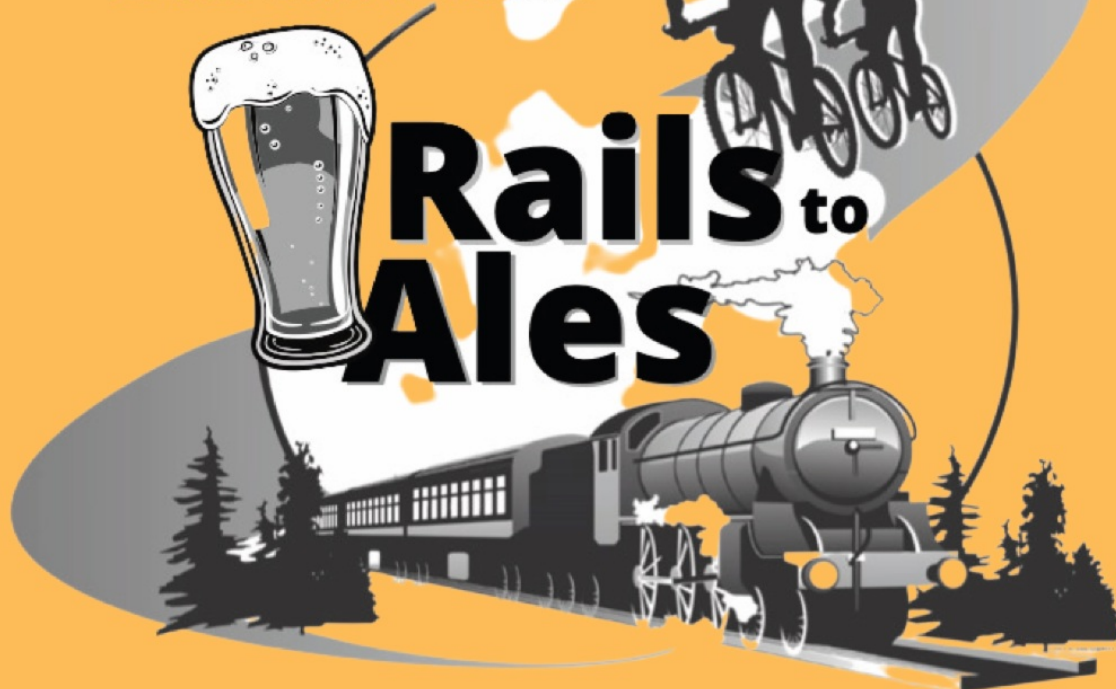
The process for voting authorization that
enables non-individual members to vote
at the Annual Meeting is the same this
year as last year. Non-individual members
must request, complete, and return an
Authorization to Vote form by 2 p.m.
Tuesday, Sept. 19, 2023.

Examples of a non-individual member
include a school district, town, church,
corporation, LLC, etc. For more information
about this change, visit goldenwest.com/annualmeeting.



September 23, 2023

Black Hills



Hill City to Custer

16 Miles on The George S. Mickelson Trail

starts at Tracy Park in Hill City ends in Custer at:

Mt. Rushmore Brewing Company

registration includes: Lunch • MT Day Pass

Live Musical Entertainment • *Event Beer Glass

***first 50 registrants**

event details & registration: MickelsonTrailAffiliates.com



United Way of the Black Hills

FUNDRAISER

to benefit the United Way of the Black Hills
in the Southern Hills



LIP SYNC BATTLE

**FRIDAY,
OCT 6TH**
AT THE CUSTER BEACON

Fun begins at 6pm • Lip Sync Battle starts at 7pm
Silent and Live Auction: Everyone can participate!

BRING CASH FOR 50/50 RAFFLE AND TEAM VOTING

Free will donation admission!

CASH, CHECK, AND CREDIT CARDS WILL BE ACCEPTED

EVENT SPONSORED BY:



**REGISTER
EARLY OR
DAY OF EVENT**
605-440-1884

***For more information,
please contact
Lori Burnham:
605-440-1884**



Elevate, recharge, & fuel your business journey at the 12th Annual Women's Business Summit!
Location: The Box Events Center | 631 Watiki Way, Box Elder SD

Date: October 19, 2023
Time: 9:00am - 4:00pm

The full-day experience boasts our keynote speakers, our popular business showcase, the graduation of our Women in Leadership 2023 class, and themes in emotional intelligence, psychological safety, and customer and employee loyalty strategy to help everyone be personal and polished in the



entrepreneur and intrapreneur environment.

We are thrilled to celebrate women making a difference in our communities, supporting women-owned small businesses all while connecting with each other.

For more information

ANNOUNCEMENTS

1881 Courthouse Museum in Custer, SD



summer volunteer
opportunities





LABOR DAY SALE

SALE RUNS 9/1-9-4

25% OFF BLACK HILLS GOLD

(LOWEST SALE OF THE SEASON)

20% OFF WHITE BUFFALO AND TURQUOISE

20% OFF SELECT JEWELRY

25-50% OFF SELECT MEN'S & WOMEN'S CLOTHING

50% OFF SANDALS

507 MT. RUSHMORE RD. CUSTER, SD

CUSTER COUNTY
COURTHOUSE ART
GALLERY

420 Mount Rushmore Road, second floor

Custer, South Dakota



**Showcasing the photography of
Kimberly Nelson.**

THROUGH AUGUST 31, 2023

Endorsed by Custer Area Arts Council



NEWS FROM THE STATE



FOR IMMEDIATE RELEASE: Wed., Aug 23, 2023

CONTACT: [Katlyn Svendsen](#), Global Media & Public Relations Director, South Dakota Department of Tourism, 605-773-3301

TRAVEL SOUTH DAKOTA RECEIVES NATIONAL TOURISM MARKETING AWARD
"So Much South Dakota, So Little Time" Named Best Integrated Campaign in the Nation

PIERRE, S.D. – Travel South Dakota's "So Much South Dakota, So Little Time" was honored as the nation's best tourism integrated marketing campaign by the U.S. Travel Association and industry peers at the annual ESTO (Educational Seminar for Tourism Organizations) conference in Savannah, Georgia.

“Travel South Dakota continues to push the envelope by creating unique ways to tell South Dakota’s incredible story,” said Governor Kristi Noem. “Their efforts are attracting visitors from across the world to our beautiful state. This prestigious award is a testimony to the great work our tourism team is doing to share South Dakota’s Freedom, fresh air, and so much more.”

“So Much South Dakota, So Little Time” aimed to remind potential visitors that South Dakota has more than Mount Rushmore National Memorial. It built awareness of South Dakota’s diverse offerings, including outdoor adventure, culture, arts, and culinary attractions. The campaign worked to inspire visitors and encourage them to immerse themselves in the state’s vast tourism offerings as well as to discover its mystic and rugged beauty. The award-winning campaign launched in 2022 as the debut campaign following Travel South Dakota’s brand refresh. Travel South Dakota created the winning campaign in partnership with advertising agency Karsh Hagan, following extensive research on visitor sentiment and consumer behaviors, which enlightened campaign tactics and creative.

“We have been thrilled to share this campaign with consumers across the globe, so it’s truly an honor to be recognized at a national level,” said James Hagen, Secretary of Travel South Dakota. “Not only did the campaign achieve outstanding media and economic impact results, it also inspired visitors to look at our state in a fresh way.”

The “So Much South Dakota, So Little Time” shoulder campaign began in November 2022 and continued into early 2023. The creative work resonated with travelers and provided an expansive view of South Dakota which led to an increased interest in the state. Success from the campaign surpassed record-breaking 2019 results and led to an increase in visitation by 7.6% compared to 2019, and increased visitor spending by 28% over 2019.

The Mercury Awards recognize excellence and creative accomplishment in destination marketing from state tourism offices and are open to all U.S. state and territory tourism offices that are members of the U.S. Travel Association.

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

MEDIA NOTES:

A link to campaign material can be found [here](#).

PRESS RELEASES

Wind Cave National Park News Release

Release Date: August 22, 2023

For Immediate Release

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

After 55 summers, Wind Cave ranger hangs up his hat ***Ranger Don Frankfort began working at Wind Cave in 1967***

HOT SPRINGS, S.D. – Seasonal park ranger Don Frankfort is retiring after working 55 summers at Wind Cave National Park. He began his ranger career in 1967, and since then he estimates he led more than 100,000 people through the cave.

“My favorite place is the visitor center’s information desk, Frankfort said. “I want to be the first person to greet the visitors coming in the door.”

His life changed from a chance encounter with a park ranger at Carlsbad Caverns while on a family trip in 1962. His mother happened to ask a park ranger about his job, and the ranger replied that he was a seasonal employee. Years later, when he was looking for a summer job, Frankfort remembered that encounter and that the National

Years later, when he was looking for a summer job, Frankfort remembered that encounter and that the National Park Service hired summer workers.

Having grown up in New York City, he wanted to explore a classic western national park with mountains, waterfalls, and open spaces. He applied to ten parks, but the only response he received was a telegram from the Superintendent at Wind Cave National Park offering him a job for the summer of 1967. He planned to stay a year.

One summer turned into two, then three. Eventually he would meet his wife, Kim Mogen, a fellow ranger, and it later turned into a family affair when his son, Sam, and future daughter-in-law, April, also worked as seasonals at the park. But after 55 summers, and reaching his 78 birthday, he decided it was time to retire.

“I’m going to miss the people I’ve worked with the most,” said Frankfort. “There is a real sense of community here. It was especially noticeable during my early summers when I lived in park housing with the same neighbors year after year. Every unit in the National Park System has stories of meaning and significance to be told. I’m going to miss telling those stories of the significance of Wind Cave National Park to the visiting public.”

There will be a brief retirement ceremony before he gives his last evening campfire program at 8 p.m. on Saturday, September 2, at the park’s Elk Mountain Campground.



Photo Caption: Ranger Don Frankfort has led an estimated 5,400 tours through Wind Cave during his 55 seasons working for the National Park Service. (NPS Photo)

Mount Rushmore National Memorial News Release

For Immediate Release: August 21, 2023

Contact: Earl Perez-Foust, moru_information@nps.gov, 605-574-3115

Tourism to Mount Rushmore National Memorial contributes \$385.6 million to local economy

KEYSTONE, SD — A new National Park Service (NPS) report shows that 2,440,449 visitors to Mount Rushmore National Memorial in 2022 spent \$385.6 million in communities near the park. That spending supported 5,694 jobs in the local area with a cumulative effect of \$551 million in economic output. “People come to Mount Rushmore

in the local area with a cumulative effect of \$23.9 billion in economic output. “People come to Mount Rushmore National Memorial to vacation with their families and friends while learning the history of the park and region,” said Superintendent Wheatley. “We recognize that tourism is a critical driver to the local economy and work closely with our tourism partners to support their initiatives.”

Below are a few highlights regarding park visitors in 2022:

- Over 71% stayed in local area lodging;
- Approximately 5% of visitors were local area residents;
- Over 55% of visitors indicated that Mount Rushmore National Memorial was the primary reason they visited the area.

The peer-reviewed visitor spending analysis was conducted by economists at the NPS. The report shows \$23.9 billion of direct spending by nearly 312 million park visitors in communities within 60 miles of a national park. This spending supported 378,400 jobs nationally; 314,600 of those jobs are found in these gateway communities. The cumulative benefit to the U.S. economy was \$50.3 billion.

As for the economics of visitor spending, the lodging sector had the highest direct effects, with \$9 billion in economic output nationally. The restaurants sector had the second greatest effects with \$4.6 billion in economic output nationally.

“Since 1916, the National Park Service has been entrusted with the care of our national parks. With the help of volunteers and partners, we safeguard these special places and share their stories with more than 300 million visitors every year. The impact of tourism to national parks is undeniable: bringing jobs and revenue to communities in every state in the country and making national parks an essential driver to the national economy,” says National Park Service Director Chuck Sams.

Report authors also produced an interactive tool that enables users to explore visitor spending, jobs, labor income, value added, and output effects by sector for national, state, and local economies. Users can also view year-by-year trend data. The interactive tool and report are available at the [NPS Social Science Program webpage](#).

www.nps.gov

About the National Park Service. More than 20,000 National Park Service employees care for America’s 424 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](#), [Twitter](#), and [YouTube](#).



PHOTO CREDIT: dozens of people standing in front of Mount Rushmore under a overcast sky.

Photo Credit: NPS Photo / Abby Jo Rimstidt

Wind Cave National Park News Release

Release Date: August 21, 2023

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

Tourism to Wind Cave National Park contributes \$52.7 million to local economy

Report shows visitors spending money in gateway communities, creating jobs

Report shows visitor spending supports 741 jobs in nearby communities

HOT SPRINGS, SD – A new National Park Service (NPS) report shows that 607,418 visitors to Wind Cave National Park in 2022 spent \$52.7 million in communities near the park. That spending supported 741 jobs in the local area and had a cumulative benefit to the local economy of \$75 million.

“Since 1916, the National Park Service has been entrusted with the care of our national parks. With the help of volunteers and partners, we safeguard these special places and share their stories with more than 300 million visitors every year. The impact of tourism to national parks is undeniable: bringing jobs and revenue to communities in every state in the country and making national parks an essential driver to the national economy,” said **National Park Service Director Chuck Sams**.

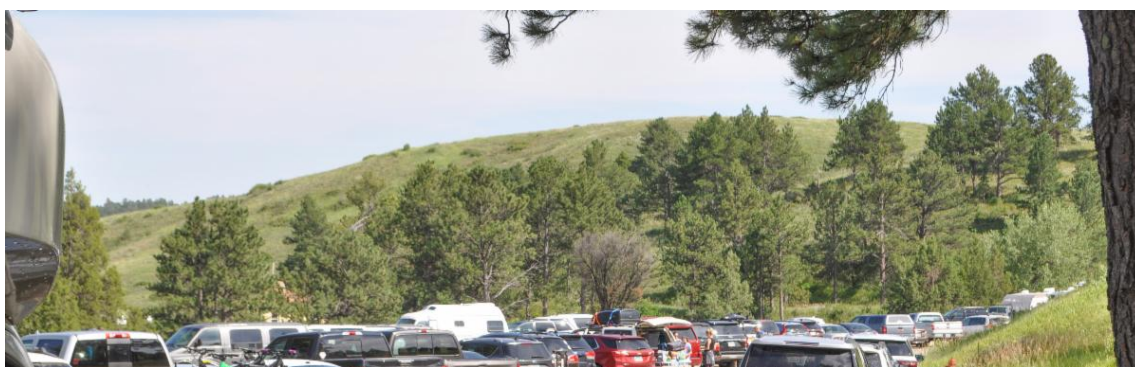
“People come to Wind Cave National Park to view the cave and our wildlife,” said **Superintendent Leigh Welling**. “We recognize that this tourism is a critical driver to the local economy, bringing 741 jobs and \$52.7 million revenue to communities within 60 miles of the park.”

The peer-reviewed visitor spending analysis was conducted by economists at the National Park Service. The report shows \$23.9 billion of direct spending by nearly 312 million park visitors in communities within 60 miles of a national park. This spending supported 378,400 jobs nationally; 314,600 of those jobs are found in these gateway communities. The cumulative benefit to the U.S. economy was \$50.3 billion.

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Report authors also produce an interactive tool that enables users to explore visitor spending, jobs, labor income, value added, and output effects by sector for national, state and local economies. Users can also view year-by-year trend data. The interactive tool and report are available at the NPS Social Science Program webpage: [Visitor Spending Effects - Economic Contributions of National Park Visitor Spending - Social Science \(U.S. National Park Service\) \(nps.gov\)](https://www.nps.gov/social-science/visitor-spending-effects).

To learn more about national parks in South Dakota and how the National Park Service works with South Dakota communities to help preserve local history, conserve the environment, and provide outdoor recreation, go to www.nps.gov/SOUTHDAKOTA.





Looking down rows of cars in a parking lot bordered on the right by a grass lawn. There is a small hill in the background with green grass and trees on it.

www.nps.gov/wica

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Keeping customers safe: Black Hills Energy offers 5 tips to avoid hidden risks

RAPID CITY, SD. – August 7, 2023 – It’s an activity on the rise in summer months that many homeowners and businesses do, but they’re unknowingly putting themselves and others in a dangerous situation. Digging without locates could result in costly fines, damage to property, or result in harm to yourself and others.

That’s why Black Hills Energy is working with communities to recognize Aug. 11 as 811 Day, an opportunity to urge residents to call 811 at least two business days prior to any digging project to have underground utility lines marked. Summer months are heightened times for working outside and hit lines, making it incredibly important for everyone to focus on being safe.

“Our most important responsibility is the safety of our customers, employees and the communities we serve. That includes safe digging any time of year,” said Michael Pogany, General Manager of South Dakota operations. “On Aug. 11 and throughout the year, we remind homeowners and professional contractors alike to use the free 811 service before digging to reduce the risk of striking an underground utility line. As we continue to rely on important utilities to keep us connected and safe, calling 811 or visiting www.sdonecall.com is really the only way to know which utilities are buried in your area so that you can dig safely.”

Black Hills Energy reminds you:

1. Call or Click Before You Dig. Always “Call or Click Before You Dig” at least two working days in advance to have utility lines marked. You can call 811 toll-free or schedule online at www.sdonecall.com.

2. At no charge to you, utility locators will respond within two business days to mark the approximate location of buried utility lines at your site with color-coded paint or flags.

3. Mark Your Planned Excavation Site. Using white spray paint, stakes, or flags, mark the area around your planned excavation site before you call. “White-lining” helps the utility locator understand your plan and reduces the chance of project delays if the utility locator must return to locate additional areas.
4. Respect the Marks. Always dig with care and use a shovel within 18 to 24 inches of any utility lines as opposed to using heavy equipment. Just a nick can create a weak spot that may develop into a gas leak, cause an electrical or internet outage or result in injury.
5. Don’t Rely on Old Line Locate Marks. If you don’t dig within 10 days of having utility lines marked, contact South Dakota 811 again. At no charge, utility locators will gladly return to re-mark the lines as quickly as possible. Never rely on outdated information.

When calling 811, homeowners and contractors are connected to South Dakota 811, which notifies the appropriate utility companies of the intent to dig. Installing a mailbox, building a deck, or planting a tree are examples of digging projects that need a call to 811 before starting. Requests can also be made online at www.sdonecall.com at no cost to you. Professional utility locators will arrive at the digging site to mark the approximate location of underground utility lines with flags, spray paint or both.

Every few minutes, an underground utility line is damaged because someone decided to dig without first contacting 811. Striking a single line can result in injury, repair costs, inconvenient outages, and fines. For every digging project, no matter how large or small, call or click 811 – it’s free, it’s safe, and it’s the law. Visit www.sdonecall.com or www.blackhillsenergy.com/safety and click on “Call 811 before you dig” for more information about 811 and safe digging practices.

Media Contacts:

Lynn Kendall, Community Relations Manager
(605) 399-5180
Lynn.kendall@blackhillsenergy.com
24-Hour Media Assistance:
888-242-3969

About Black Hills Energy

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





Custer Senior Center

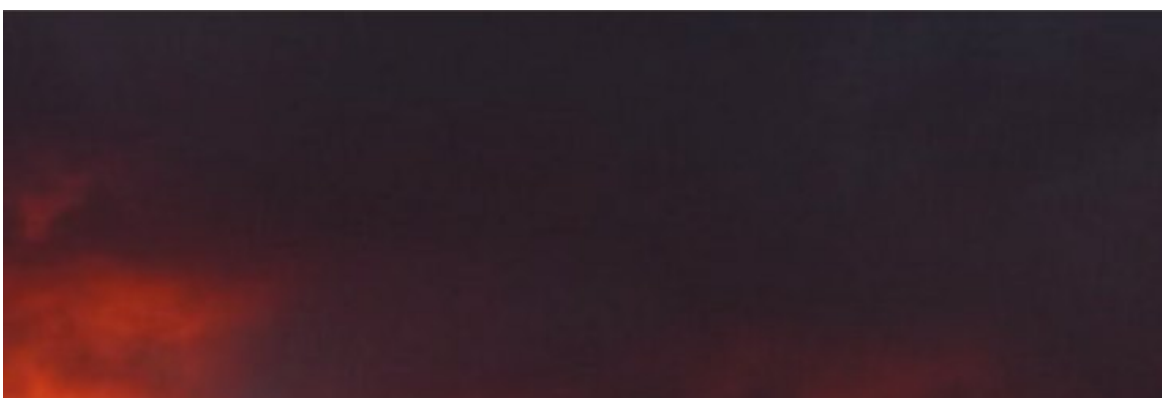
August Schedule

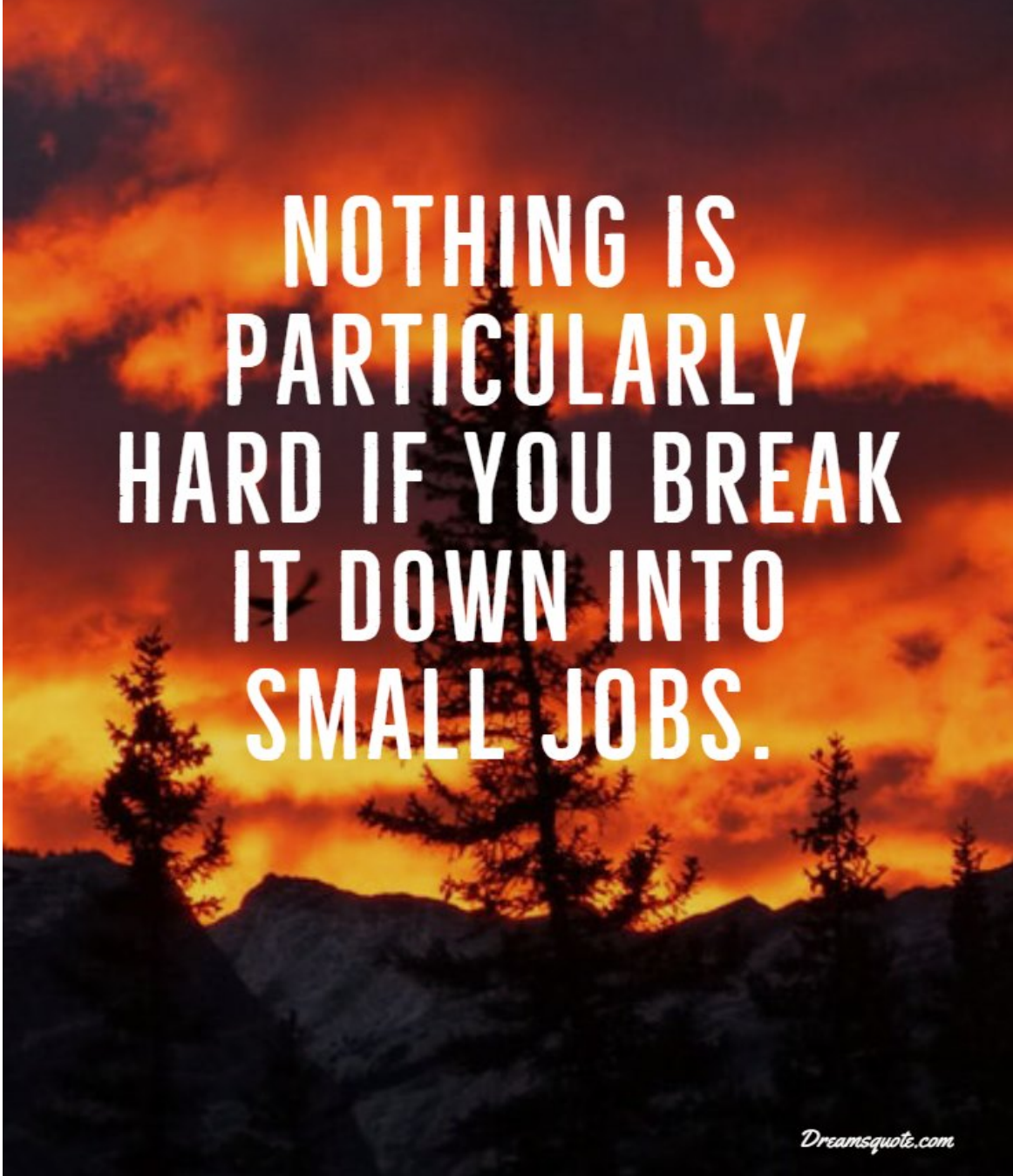
[Click here to Check out the Custer School District Calendar for upcoming school events!](#)



Custer School District August Newsletter

WEEKLY INSPIRATION





NOTHING IS
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HARD IF YOU BREAK
IT DOWN INTO
SMALL JOBS.

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HELP WANTED

CUSTER SENIOR CENTER EMPLOYMENT OPPORTUNITIES
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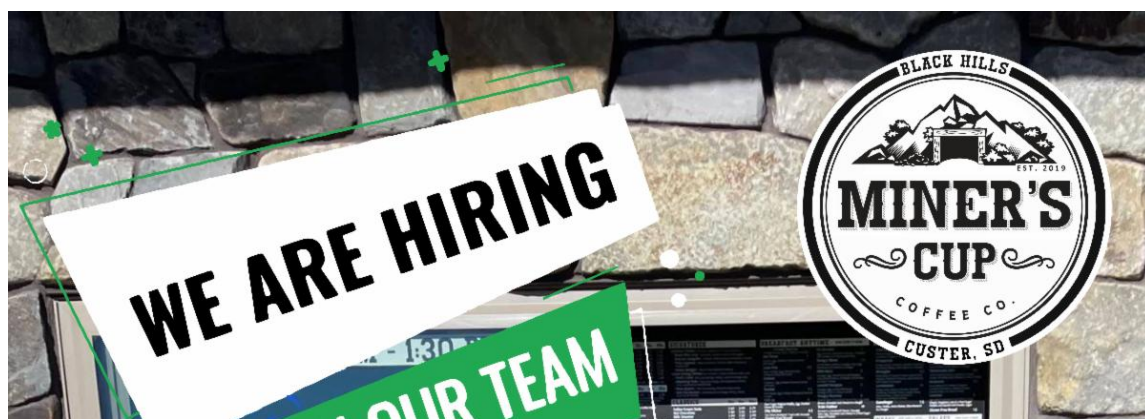
CUSTER SENIOR CENTER DIRECTOR

CUSTER SENIOR CENTER DIRECTOR

The Custer Senior Center Board of Directors is accepting resumes for the full-time position of Custer Senior Center Director. The major administrative duties include grant-request writing, facility oversight, rental management, financial management, budget planning, and the use of automated bookkeeping software. The position is full time. The beginning salary is \$34,435 per year, with sick and annual leave. Insurance benefits are not available at this time. Year-end bonuses may be earned. For more information and a copy of the position description, send an email to cscdirvac@gmail.com; or stop by Custer Senior Center, 538 Mt. Rushmore Road, to receive an information packet. The Senior Center is a small non-profit organization, and is an equal employment opportunity employer.

CUSTER SENIOR CENTER ACTIVITIES LEADER

The Custer Senior Center Board of Directors is accepting resumes for the part-time position of Custer Senior Center Activities Leader. The major duties include coordination and oversight of various committees and activities, to include the general activities of the small Center gift shop, and promotion of a positive, friendly environment for all Senior Center members, guests, and visitors. The beginning salary is \$14.75 per hour. For more information and a copy of the position description, send an email to cscdirvac@gmail.com; or stop by Custer Senior Center, 538 Mt. Rushmore Road, to receive an information packet. The Senior Center is a small non-profit organization, and is an equal employment opportunity employer.





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- » BE A TEAM PLAYER AND HAVE THE ABILITY OF MEETING ASSIGNED TARGETS.

For full job description & to fill out an application, visit our website at:
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BE A PART OF PRESERVING EDUCATION & INTERPRETATION IN OUR NATIONAL PARKS

CONTACT US

Patty Ressler

Executive Director

605|745|1264

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VACANCY ANNOUNCEMENT

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WHERE: CUSTER SENIOR CENTER

TITLE: CUSTODIAN

SCHEDULE: PART TIME

SCHEDULE: PART TIME

PAY - \$10.80 PER HOUR

THIS POSITION IS PART OF THE SENIOR COMMUNITY SERVICES PROGRAM (SCSEP)

SCSEP is an on-the-job experience and employment program designed to help low-income individuals age 55 and older update their jobs skills, build work experience and confidence, and continue to have economic security and well-being.

Eligibility:

Individuals applying for the SCSEP must meet specific eligibility requirements in order to participate:

- A resident of South Dakota
- 55 years of age or older
- Unemployed
- A limited household income of no more than 125 percent above of the federal poverty level

Participant Benefits:

As a participant of the SCSEP will:

- Earn income – South Dakota Minimum Wage
- Receive training and experience to help develop employment skills
- Receive free annual physical exams
- Have the chance to obtain full- or part-time unsubsidized employment upon completion of program
- Partake in meaningful social and physical activities
- Engage in activities to support independence

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

Our Address:

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Custer, SD 57730

Phone Numbers:

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800-992-9818

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