# Buffalo Bytes

CUSTER
Chamber of Commerce

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

### 16 Questions to Use to Prepare for Small Business Season Success

Do you find yourself wondering how you're going to compete with larger, national stores with big marketing budgets and attractive loss leaders that bring in a crowd? How will you capture the attention of local shoppers, dinner, or service users? Well, we're here to equip you with a set of insightful questions to ask yourself, your employees, and your customers for big returns this holiday. By embracing these questions, you will not only position your business for the holiday rush (and revenue!) but also foster a stronger connection with your local audience.

## Self-Reflection Questions for Small Business Owners (That's you!)

- What unique holiday offerings can my business provide? How am I helping? Is it a direct way like providing the perfect gift or an indirect way like cleaning the house to make way for family? Use that angle to get right to how you're solving your customer's problems or needs.

- How can I enhance the shopping experience for customers during the holidays? The longer they stay (in-person or online), the more they will buy.

- Am I effectively leveraging social media and other marketing channels to promote my seasonal promotions? Yes, you do have enough time in the day! Schedule posts while watching TV. Have fun with them. Do some video.

## Employee Engagement Questions (You need loyal employees during the maddening holidays)

- How can we streamline our processes to handle increased holiday traffic?

- Are my current employees already burned out?

- What training or support do employees need to provide exceptional customer service during peak times?

- Are there creative ways to boost team morale and motivation during the busy holiday season?

## Customer-Centric Questions

- What products or services are our customers most interested in during the holidays?

- How can we gather feedback from customers to improve their shopping experience?
Traditional surveys are becoming tiresome. Do something creative.

- Are there loyalty programs or exclusive deals we can offer to show appreciation for our customers' support?

## Community Engagement Questions

## Community Engagement Questions

- How can we collaborate with other local businesses to create a festive atmosphere in the community? The chamber can help match you with a solid partner.

- Are there charity partnerships or local events we can participate in to give back during the holiday season?

- In what ways can we showcase the unique aspects of our community through our business?

## Adaptability Questions

- How can we adjust inventory and company procedures to meet increased demand?

- Are there flexible payment options or gift card promotions that can attract more customers? Many businesses give a bonus $10 gift card when you buy $100. This is a nice bonus for them and often means more money for you. Especially because 61% of consumers spend more than a gift card's value when redeeming (on average $31.75 more than the card's value).

- What strategies do we have in place for online sales and curbside pickup to accommodate different shopping preferences? As nice as it is to enjoy the lights and holiday merriment, some people would rather avoid crowds and the difficulty behind trying to find a parking space.

In the spirit of Small Business Season, let these questions serve as a compass for navigating the upcoming holiday rush. By proactively addressing these aspects of your business, you not only set the stage for a successful season but also contribute to the vibrant tapestry of your local community.

*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 already has her Christmas tree up.*

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*Twitter: @christinagsmith*
*Facebook: @tellyourstorygetemtalking*
*Instagram:@christinametcalfauthor*
*LinkedIn: @christinagsmith*

Dawn Murray
Executive Director

# IMPORTANT ANNOUNCEMENTS

### Chamber Staff

Dawn Murray
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Jamie Dean

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jdean@custersd.com

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Information Associate
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## 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

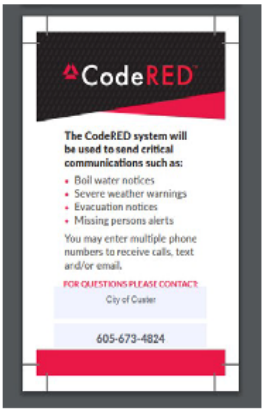
Julie Jenniges - City Liaison
Mark Naugle - School Liaison
Lydia Austin- CSP Liaison
Leah Noem- BID Board Liaison

Snow and ice permitted to gather and remain upon the sidewalks of the city is dangerous to the safety of its citizens and others using the sidewalks.
CMC 12.04.040

The central business & highway commercial districts shall have snow and ice removed to the width of the sidewalk by 9:00 a.m.

*If you have an awning in front of your building please make sure the snow is removed between the front posts of the awning and the curb.*

### HOW TO SIGN UP FOR CODE RED




**Go to custer.govoffice.com**

**Signing up for Code Red will alert you when sidewalks need to be cleared and other important information.**

### PARKING IN THE WINTER MONTHS

Any time two inches or more of snow fall in the city, there shall be deemed to be a snow alert, and during such alert it shall be unlawful for any vehicle to park on the public streets and alleys within Custer between the hours of mid-night and eight a.m., or until such time as the snow has been removed from the particular street or alley. CMC10.16.140

**Private driveways are the property owners responsibility.**

*This is provided as an informational document. For more specific and formal information please refer to the Custer Municipal Code (CMC).

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

### November 16

Chamber Mixer
5pm-7pm
Custer Beacon

### November 24-December 15

Community Christmas Cash

Custer and Hill City businesses

## December 2

Christmas Parade
5:30pm
Mt Rushmore Rd

## December 2-8

Christmas Scavenger Hunt
Downtown Custer

# WEEKLY HUMOR

## CHAMBER HAPPENINGS

We had a nice turn out for our First Membership Marketing Meeting! Here is a little of what we learned! Contact the Chamber if you would like more information.

## Improve your online presence

There are 3 types of media:

1. Owned
2. Paid
3. Earned

Owned is assets a company controls.

- Website
- Blog
- Organic social media posts

Paid is when a company pays to promote messaging.

- Pay Per Click (PPC)
- Display ads
- Social ads
- On-site banner ads

There are also traditional paid media

- Print ads

- Billboards
- Tv and radio commercials

Earned is when others spread awareness, news or other information about a company.

- Tv news segment
- Reviews
- Word of mouth

Websites are generally the first impression consumers have of your business. Make sure yours is mobile friendly, has current information and updated pictures, and is monitored often.

Easy things you can do to improve your SEO (search engine optimization)

- Content Marketing
  - Reviews
  - Google Business Profile
  - Keep your website content fresh
  - Blogs
  - Photos and videos
  - Be active on social media

# MEMBER SPOTLIGHT

"Dave's World Tours" & Shuttle Services
1880 Train
1881 Courthouse Museum
21 Electric, LLC
A Walk in the Woods
Acupuncture 4 Health
Adventure Rentals
Aflac- Carol Perrigo
Al Cornella Refrigeration
Alpha Builders, LLC
Altitude Gifts & Sweet Shoppe
American Family Insurance-Ronni Calvird Agency
American Legion Post #46
Ameriprise Financial

Art Expressions of Custer
Aspen+Pine Realty

Baker's Bakery & Cafe Inc
Barmore Enterprises
Bear Country USA, Inc
Beaver Lake Campground
Beecher Rock Vehicle Storage
Begging Burro Mexican Bistro and Tequila Bar
Big Pine Campground
Bill & Linda Young
Black Hills Aerial Adventures
Black Hills Area Community Foundation
Black Hills Balloons
Black Hills Burger & Bun Co
Black Hills Chemical & Janitorial
Black Hills Electric Cooperative, Inc
Black Hills Energy
Black Hills Federal Credit Union
Black Hills Parks & Forests Association
Black Hills Playhouse
Black Hills Power Bikes Rentals & Boutique
Black Hills Reptile Gardens
Black Hills Towing
Blind Guy Custom Window Covering
Body of Christ Ministry
Bradeen Real Estate and Auctions, Inc.
Branch Construction Services, LLC
Buffalo Ridge Camp Resort
Buglin' Bull
Busy Ewe Farm & Fiber
Calamity Jane Coffee House & Mercantile
Calamity Peak Lodge
Camp Bob Marshall
Carson Drug
Certified Folder
Chalet Motel
Chamberlain McColley's Funeral Home
Chapel in the Hills
Charley and Norma Najacht
Chief Motel
Christy chamberlain & Bob Reich
City of Custer
Claw Antler and Hide, Inc
Coca-Cola Bottling Co
Common Cents
Craig Hindle Construction
Crazy Horse Memorial
Custer Ace Hardware
Custer Ambulance Service, Inc
Custer Area Arts Council
Custer Car & Pet Wash
Custer Chiropractic, PC
Custer City Masonic Lodge #66
Custer County Airport
Custer County Candy Co
Custer County Chronicle
Custer County Conservation District

Custer County Conservation District
Custer County Democratic Party
Custer County Library Foundation
Custer County Republicans
Custer Dental Studio
Custer Do It Best Hardware
Custer Golf Corp/Rocky Knolls Golf Course
Custer Heating and Air Conditioning, Inc
Custer Hospitality (Super 8, Ecconlodge, Best Western, Comfort Inn, Holiday Inn Express)
Custer Lions Club
Custer Lutheran Fellowship
Custer Mountain Cabins & Campground
Custer Mt Rushmore KOA
Custer Mt Rushmore KOA
Custer Rotary
Custer Senior Center
Custer State Farm
Custer's Gulch RV Park & Campground
Dacotah Bank
Dakota Dream Bed & Breakfast & Horse Hotel
Dakota Greens - Custer Greenhouses & Nursery, Inc.
Days Inn
Deep Creek Gallery
Diamond Spur Events Center
Diane's Custer Vacation Rentals
Double Diamond Ranch
Eagles Landing Lodge
Edward Jones- Mark Koch
Edward Jones-Kris Zerbe Office
Elk Haven Vacation Cabins
EO Bungalows
Evergreen Media
Faith Lewis Real Estate Inc
Feel Good Hospitality (Bavarian Inn, Feel Good Café)
First Choice Lock and Key
First Interstate Bank
Floors and More Cleaning and Restoration
Four Mile Old West Town and Campground
Fred & Wendy Hlava
Freedom Hills Wealth Management
Freeman’s Electric service, Inc
French Creek RV Park
French Creek Supply, Inc
French Creek Tree Fellers, LLC
Frenchy’s Hideaways
Frontier Photo
Garland Goff, Attorney at Law, LLC
George Mickelson Trail
Gold Camp Cabins LLC
Gold Pan
Golden West Telecommunications
Good Karma Jewelry
Green Owl Media & Photography
Grizzly Gulch Adventure Golf
H & R Block

Harney Peak Chapter of DAR
Heather's Top-Notch Cleaning
Hidden Lake Campground
High Mountain Outfitters
Highmark Credit Union
Hill's Inn
Hillside Handyman
Hjem AM
Home Slice Media Group
Horatio's Homemade Ice Cream
Hounds Pugs and Hugs
Jackie Hartwick
JAM Heating and Cooling
Jenny's Floral
Jewel Cave National Monument
Jim Frank & Colleen Hennessy
John & Diana Carson
Jon G Gindhart, DC, PC
Jorgenson Log Homes Inc
K & S Stagecoach Stop
K2 Masonry & Concrete
Ketel Thorstenson, LLP
Kieffer Sanitation
Kitchens by Karla
Kleemann House
Lampert Properties
Lasting Impressions Unlimited Inc (LIU)
Laurie Arthur, Inc
Lee, Patti & Jim
LFC Veterinary Services
Life Weavings Expressions
Lifeways Inc
Living Outreach Church
LJ's Recovery & Transport
Lynn's Dakotamart, Inc
Maria's Mexican LLC
McDonald Chiropractic
McGas LLC
Mickelson Trail Affiliates, LLC
Miner's Cup
Moccasin Springs, LLC
Mount Rushmore National Memorial
Mountainview Baptist Church
Mt Rushmore Brewing Company
Murray Auto Repair LLC
Naomi Haraldson
NARFE
Nelson's Oil and Gas
New Trails Ministry Inc
Nielsen Enterprises, LLC
NXTLAW PC
Old Pine Social
Operation Black Hills Cabins
Our Place

Our Redeemer Lutheran Church
Outlaw Ranch
Pacer Minerals, LLC
Pine Rest Cabins
Pizza Mill
Pleasant Valley Farm & Cabins
Prairie Hills Transit
Premier Family Eyecare
Purple Pie Place
Rabbit Bicycle Rental & Repair
Regency CSP Resorts (*State Park Game Lodge, Sylvan Lake Lodge, Legion Lake Lodge, Blue Bell Lodge, Blue Bell Trail Rides and Buffalo Jeep Safari Tours and Rockcrest)*
Road Runner, Inc
Rock Solid
Rocket Motel
Rockin R Rides, Inc
Ronald McDonald House Charities
Rose Haven Senior Living
Rush Mountain Adventure Park
Rushmore Photo & Gifts, Inc
Sander Sanitation Service
Sentinel Federal Credit Union
Servall Uniforms & Linens
Sew What?
Shady Rest Motel
Shepherd of the Hills Lutheran Church
Signs Now
Simon Contractors of SD, Inc
Skogen Kitchen
Sousleys HillBilly Barbeque and Catering
South Dakota Outdoor Shop
Southern Hills Animal Clinic
Southern Hills Family Medicine
Southern Hills Law, PLLC
Southern Hills Screen Printing
Southern Hills Tactical, LLC
Southern Hills Title, Inc
Spokane Creek Cabins & Camp
Sprockets Fun Foundry
Star Ridge Advertisment
Starr Insurance
Steele Collision and Glass
Steve and Yolanda Davis
Stockade Lake Cabins
Stone Décor and Supply
Studt Construction, Inc
Subway
Sunset RV Park
Sunshine Storage
Sylvan Rocks Climbing School and Guide Service
Tallgrass Landscape Architecture, LLC
Tanglewood Estate
Tennyson Investments
The Blind Guy of the Black Hills, LLC
The Church at Custer

The Church at Custer
The Cruisin' Canvas
The Custer Beacon
The Custer Wolf
The Mammoth Site
The Quilted Buffalo
Thomas Home Improvement
Travel Custer
Under Canvas, Inc
United States Forest Service Supervisor's Office- BH National Forest
United Way of the Black Hills
US Flagpole Guy of the Black Hills
Valhalla Legal, PLLC
VFW Post 3442
Vineyard Black Hills
Western Skies Real Estate
Wicked Espresso/ Little Wicked Inn
Wind Cave National Park
Windsong Valley Gardens
Workplace Disability Network of the Black Hills
World Fossil Finders Museum
Xanterra, Mt Rushmore
YMCA of Custer
Zonta Club of the Southern Black Hills

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

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
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

SDDEMS

Custer County Democratic Party

# Custer County Democrats

*Coffee & Breakfast Gathering*

**Meet Your Fellow Democrats!**

Saturday, November 18th — 9:00 AM

**Laughing Water Restaurant**

*Crazy Horse Memorial*

***Looking Forward To Seeing Everyone On Saturday!***

# willow creek

CHILD CARE

## Please Join Us

for our

## Open House

11/20/2023 • 2:00-5:30 • 25263 US Hwy 385

JEWELRY
Custer, SD
ONLINE JEWELRY
BLACK
FRIDAY
Sale
30% OFF ALL ONLINE JEWELRY
11/14 - 11/24
WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD

Boutique

**NARFE Social for Southern Hills**

*(National Active and Retired Federal Employees)*

Winner's Circle Restaurant in Hot Springs
**Friday, Nov 17th at 11:30**
Mayor Bob Nelson will be the guest speaker
(15 Minutes)

(Order from the menu on your own)

NARFE membership covers all federal folks from the Veterans Affairs, Postal Service, FAA, Social Security Admin, as well as, the Forest Service, Park Service, and Fish and Wildlife Service, etc.

**If you need more information or to RSVP attendance contact Hank Whitney by Nov 10.** 605-673-3671 (Home) 443-799-0045 (cell)

GOOD KARMA JEWELRY

Custer, SD

YOU ARE INVITED TO

# SIP & SHOP

## HOLIDAY HAPPY HOUR

**NOVEMBER 18TH**

**FROM 4 - 7PM**

**50% OFF**

**BEER & SELTZERS**

**10% OFF**

**ALL NON SALE ITEMS**

507 MT RUSHMORE RD
CUSTER, SD 57730

# LEGION AUXILARY MEETING

**BECOME A MEMBER**

Who: male and female spouses, grandmothers, mothers, sisters, and direct and adopted female descendants of military members who served honorably.

Why: support veterans, military, and their families. Help to advance the mission of The American Legion. Scholorships, girls state, promote youth and support community

## MONDAY, NOVEMBER 20, 2023

## 5:30 PM

Post 46 Meeting Room located at
527 Montgomery Street, Custer, SD.

605-673-2244

**REGISTER NOW**

dawnmurray68@gmail.com

# Come To

# OUR PLACE

## For Thanksgiving Day

*Thursday, Nov. 23, 2023*

**7:00 am to 11:00 am** **BREAKFAST – Menu choices from:**
**Egg plates, Pancakes, French Toast, Biscuits & Gravy, Country Benedict**
**[Breakfast – priced as per menu listing]**

**11:00 am to 1:00 pm** **THANKSGIVING BUFFET – Turkey, Ham, Mashed Potatoes & Gravy, Dressing, Cranberries, Corn, Peas, Full Salad Bar, Homemade Pie**
**[Buffet – adults: $14.95; 6-14: $10.95; 2-5: $4.00]**

**Our Place**
**738 Mt. Rushmore Road**
**Custer, SD 57730**

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**"ARTISTS SUNDAY" - NOVEMBER 26TH 1PM - 5PM**

*Come & Support the Artists of*

ART EXPRESSIONS GALLERY AND GIFTS

17 North 5th Street, Custer, SD

Enjoy some refreshments while watching
our artists demonstrate their art skills!

And visit our Christmas Shop for affordable gift ideas!

All donations will go to the Custer Area Arts Council

Arts
COUNCIL
TALENT SHOW
NOVEMBER 30TH @ 6PM
OPEN TO ALL
The Custer Beacon
551 Washington St,
Custer SD 57730
To sign up Text Emma Brashear @ (605)-517-1619
PLEASE SEND YOUR NAME AND TALENT
BRING YOUR OWN PROPS

28th BOMB WING AT ELLSWORTH AFB
RAIDER
Holiday Cheer

# Holiday Cheer

## DONATIONS

**Bakery/Restaurant Cookies**
(No homemade baked goods)

**Individually Wrapped Goods**
- Granola Bars
- Trail Mix
- Chips
- Crackers

## COLLECTION DATES

**Sam's Club**
Sunday, November 12th, 19th, 26th
12pm-2pm

## DROP OFF

**28th Bomb Wing Headquarters**
*Ellsworth AFB*

**Dakotah Bank**
*Downtown location*

**Wings and Rings**
*SW RC Location*

**Black Hills Community Bank**
*Downtown Location*

**Sentinel FCU**
*South RC Location*

**Timmons Box Elder**

**COLLECTING UNTIL NOVEMBER 30TH, 2023**

For more information: raiderholidaycheer@gmail.com

JEWELRY
Custer, SD

ANNUAL CUSTOMER
APPRECIATION

# HOLIDAY

PARTY

DECEMBER 2ND
4:30PM - 7:30PM

JOIN US FOR SNACKS,
HORS D'OEUVRES & REFRESHMENTS.
RAFFLES & DISCOUNTS ON
IN STORE PURCHASES.

507 MT. RUSHMORE RD. CUSTER, SD

# 1st Annual Bag Exchange

## LET THE GAME BEGIN!

Bring a Handbag gift wrapped worth $25.00 or more to participate in the 1st Annual Bag exchange event.

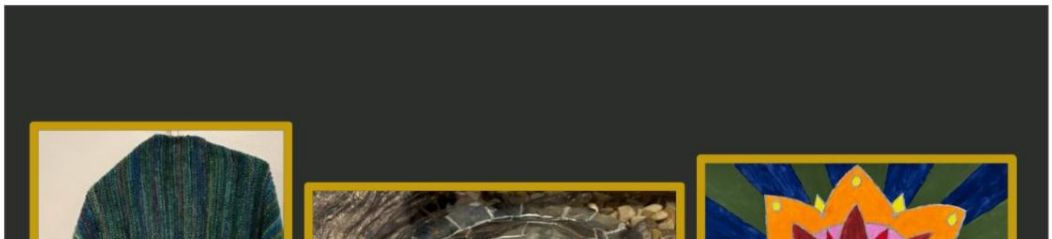
Hors d'oeuvres will be provided.

December 17th, 2023 3:00 - 5:00PM

Please RSVP to: custerslaststop.sd@gmail.com
605-673-2621

CUSTER'S
Last Stop

429 Mt. Rushmore Rd
Custer, SD 57730



Custer County Courthouse Art Gallery

420 Mount Rushmore Road, second floor

Through January 1, 2024

**Showcasing Custer County Courthouse employees and family members.**

Endorsed by Custer Area Arts Council.

Custer Area Arts Council

# ANNOUNCEMENTS

***Be a part of making someone's Christmas merrier***

# SELECT-A-GIFT

Select A Gift is a community program that has provided gifts to lower income families in Custer county. This program has been around for decades and is the only one that benefits both adults and children. Because of your generous donation adults and teenagers will receive a gift card of $25. Children will receive a toy from Santa's Toyland the day of gifting on December 16 at Custer Lutheran Fellowship.

# How to Donate?

## Before December 18th

***Mail checks to:***

Select-A-Gift, PO Box 366, Custer, SD 57730

(*make checks out to Custer Ministerial Alliance with select-a-gift in the memo*)

***or drop off cash or checks into the red boxes:***

Before or after services at: Custer Lutheran Fellowship, Custer Community Church, St. John the Baptist Catholic Church, or Our Redeemer Lutheran Church

And at Custer Chamber of Commerce, First Interstate Bank, Highmark Federal Credit Union, Dacotah Bank, Custer Beacon or Custer County building (2nd floor across from county planning office).

*Thank you for helping Custer families in need to have a happy Christmas.*

We Offer
Layaway
FLEXIBLE 30 DAY
OPTIONS
507 MT RUSHMORE RD. CUSTER, SD

11TH ANNUAL BURNING BEETLE

# Call for Burning Beetle Variety Show Performers

We are recruiting Variety Show performers for our **11th Annual Burning Beetle** event, **Saturday, January 20, 2024** in Custer, South Dakota!

The day's events include:

- 3:30-5:00 Burning Beetle Variety Show at the High School Theatre
- 5:15 March with torches to Pageant Hill
- 5:30 Burn the Beetle! Fireworks! At Pageant Hill
- 6:00-- Bug Crawl in Custer with music at several restaurants and bars

For the **Variety Show** we hope to feature beetle and environment themed acts as well as talented performers from our area. Original songs, music, dance, readings, air guitar, magic, gymnastics, skits, trick dogs, juggling…. we welcome your special talent! If you know of someone who needs to showcase their talents—either talk to them about the Variety Show or contact us and we'll make the contact. We want the show to have lots of variety, to move right along and be fun! We will be limiting acts to about 5 minutes each. We hope you'll consider joining us for a great event!

Sign-up Flier

# EVERY WEDNESDAY
## 6:30p - 8:30p

Beginning October 4th! See you there!

all acoustic instruments welcome!

CUSTER AREA ARTS COUNCIL

FIRST FILM SHOW

ALL AGES WELCOME!

TICKETS: $5 PER PERSON

REGISTER HERE!

**BHPFA and SheJumps are partnering to bring educational outdoor experiences for girls and women that nurture growth and transformation. To kick off this new partnership and to raise excitement for winter they are hosting a film series that will run through November, December, and January focused on women's stories in the outdoors.**

The first film showing, Precious Leader Woman, will take place on Saturday, November 25, 2023, at the Custer Beacon from 3:30 pm-5:30 pm. Precious Leader Woman shares the inspiring story of world-renowned snowboarder Spencer O'Brien connecting to her Indigenous roots.

she jumps

CUSTER BEACON

the TRAILHOUSE a creative gathering space

BLACK HILLS PARKS & FORESTS ASSOCIATION

Saturday, Dec. 2 - 7:30 pm

Get Your Groove On!

# NEWS FROM THE STATE

# Forest Service News Release

Media Contact: Scott Jacobson, Public Affairs Officer
(605) 440-1409
scott.j.jacobson@usda.gov

www.fs.usda.gov/blackhills

## Christmas Tree Permits Now Available

**Custer, SD; November 15, 2023** – This is the time of year to celebrate old and new traditions with family and friends, like venturing into your favorite national forest to harvest your own Christmas tree. Black Hills National Forest Christmas tree permits are now available for purchase either online at Recreation.gov, from your local Forest Service office or from private vendors throughout the Black Hills.

To purchase a permit online, visit Recreation.gov and search for Black Hills National Forest Christmas Tree Permit. It is important to carefully read the overview and need-to-know information prior to purchasing the permit. Visitors will need to set up or login to a Recreation.gov account to complete the transaction. Each permit is $10 for any tree, plus a $2.50 processing fee. Users can purchase up to five permits per account. Online permits are ready to print immediately after purchasing and must be visible as you remove your tree(s) from the Forest.

"As an added convenience, the Forest Service is selling permits through Recreation.gov as an alternative to in-person transactions," said Scott Jacobson, Black Hills National Forest Public Affairs Officer. "Whether purchased online, at Forest Service offices, or through an approved vendor, we want to make sure that everyone has convenient access to purchasing Christmas Tree permits."

The Forest Service's Christmas tree cutting program helps improve forest health by thinning densely populated stands of small-diameter trees. Removing these trees from the designated areas helps other trees grow larger and can improve wildlife habitat by creating open areas that provide food.

Many Forest roads are subject to seasonal closures. Free Motor Vehicle Use maps are available online at https://www.fs.usda.gov/detail/blackhills/maps-pubs/?cid=FSEPRD533421 or by downloading the Avenza App.

Additionally, all 4th graders throughout the United States receive a FREE Christmas tree permit, as part of the Every Kid Outdoors Program. If utilizing the online system at Recreation.gov, enter the voucher or pass number when prompted. Call your local Forest Service office for more information on the Every Kid Outdoors Program.

For more information on Christmas Tree permits, contact the Black Hills National Forest Supervisor's Office at 605-673-9200 or visit us online at: http://www.fs.usda.gov/goto/blackhills/christmastreepermit. For more information on the Black Hills National Forest, visit www.fs.usda.gov/blackhills.

SouthDakota

Travel South Dakota
November 2023
SDVisit.com

# SIGN UP FOR THE 2024 À LA CARTE PROGRAM

Registration is now open for the **2024 À La Carte Cooperative Marketing Program** . We continue to offer unique media placements at cost-effective rates that I hope you'll take advantage of. You'll find industry-favorite programs returning like the Digital Billboard Truck Co-op, the Group Tour Magazine Co-op, and Email Co-ops, along with many others to choose from, including six new programs.

Learn more about the À La Carte Program offerings and register online. Applications open today for all efforts. Each program has its own deadline and requirements, so please make sure to check out the booklet on SDVisit.com for all details.
If you have questions about any of the programs, please reach out to either Alexa Dorn or me.

Ashley Worth
Co-op Marketing Manager
Travel South Dakota

REGISTER HERE

**FOR IMMEDIATE RELEASE:** Mon., Nov. 13, 2023
CONTACT: Katlyn Svendsen, Global Public Relations & Content Services Senior Director, Travel South Dakota

**New Tourism Partnership Means Big Things for South Dakota**

*Travel South Dakota and GMS enter a first-ever partnership to promote the state in Canada*

**PIERRE, S.D.** – Travel South Dakota and marketing firm Global Marketing & Sales (GMS) have entered a first-ever travel/trade outreach partnership to promote South Dakota's tourist offerings to Canada.

"This is the first time South Dakota has had dedicated Canadian representation, and we couldn't be more excited," said Jim Hagen, Secretary of the South Dakota Department of Tourism. "We are primed and ready to welcome more of our neighbors from the north."

The partnership with GMS will include representation, research, sales calls, digital roadshow presentations, newsletter/content marketing, and a coordinated familiarization tour for up to 10 qualified travel trade professionals in 2024. The digital roadshow will consist of a series of interactive and engaging digital presentations, emphasizing South Dakota's unique selling points to travel agencies and tour operators. As part of their work with GMS, Travel South Dakota plans to partner with South Dakota destinations and suppliers to introduce and promote the state to the Canadian travel trade industry. The partnership officially began on Nov. 1, 2023, and will continue until June 30, 2024.

Based in Florida, GMS has worked with destinations such as Chicago, Dallas, Nevada, and Visit California. They have offices in Canada, Mexico, Columbia, Brazil, Chile, and Argentina.

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.

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# *Homeland Security to Make More Than 64,000 Additional H-2B Visas Available for FY 2024*

*On November 3, 2023, the U.S. Department of Homeland Security, in consultation with the U.S. Department of Labor, announced that it expects to make an additional 64,716 H-2B temporary nonagricultural worker visas available for Fiscal Year 2024, on top of the congressionally mandated 66,000 H-2B visas that are available each fiscal year. The supplemental visa allocation is intended to help address the need for seasonal or other temporary workers in industries such as hospitality and tourism where too few U.S. workers are available.*

*The H-2B program permits employers to temporarily hire noncitizens to perform nonagricultural labor or services in the United States. The employment must be of a temporary nature, such as a one-time occurrence, seasonal need, or intermittent need. Employers seeking H-2B workers must take a series of steps to test the U.S. labor market.*

*They must obtain certification from the U.S. Department of Labor that there are not enough U.S. workers who are*

*able, willing, qualified, and available to perform the temporary work for which they seek a prospective foreign worker, and that employing H-2B workers will not adversely affect the wages and working conditions of similarly employed U.S. workers.*

*More information about the **H-2B Temporary Non-Agricultural Workers Program** can be found on the U.S. Department of Homeland Security and the U.S. Department of Labor websites.*

# Custer Senior Center

November Schedule

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

Custer School District October Newsletter

## WEEKLY INSPIRATION

# HELP WANTED

## JOIN OUR INTERVIEWING TEAM!

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

Position Overview:

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

Work schedule:

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

Qualifications and Other Key Requirements:

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

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

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

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

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

RECENT RETIREES ARE HIGHLY ENCOURAGED TO APPLY

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

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

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

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

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

Laughing Water
RESTAURANT®
AT CRAZY HORSE MEMORIAL®
KorczaK

The Custer Senior Center Board of Directors is accepting

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

# ARE HIRING!

PLEASE EMAIL
SKOGEN@SKOGENKITCHEN.COM

Job Positions

- Line cooks
- Dishwashers
- Full time
- Part time

**Ph:** 605.673.2241
**E:** skogen@skogenkitchen.com
**W:** www.skogenkitchen.com

GOOD KARMA JEWELRY
Custer, SD

NOW

# NOW HIRING

## SEASONAL PART TIME

- SALES ASSOCIATE
- CUSTOMER SERVICE
- SALES EXPERIENCE
- GREAT PEOPLE SKILLS
- 21 OR OLDER
- WILLING TO WORK WEEKENDS & EVENINGS

**CONTACT US:**

(605) 673-3047

507 Mt Rushmore Rd Custer, SD

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**VACANCY ANNOUNCEMENT**

**PAID ON-THE-JOB EXPERIENCE OPPORTUNITY**

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:**


CUSTER
Chamber of Commerce

**Our Address:**
615 Washington Street
Custer, SD 57730

**Phone Numbers:**

605-673-2244
800-992-9818

Send Us An Email

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Visit our website