

# 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

### Happy Thanksgiving!!

Small Business Saturday (always the Saturday after Thanksgiving) is a great opportunity and reminder to Shop Small and support the small businesses in our communities. As American Express, the founders of Small Business Saturday, said, "With the retail landscape evolving, it's more important than ever to back the small businesses that are vital to creating thriving communities."

One of the ways that the Custer Chamber promotes shopping small in Custer is through our annual Community Christmas Cash Program. We're partnering with the Hill City Chamber again this year and will be giving out a total of \$1000 in Christmas Cash. The Christmas Cash is almost exactly like Custer Cash-it spends just like cash, change will be given if the full amount is not spent, and the participating businesses that will accept the Christmas Cash are listed on the back. Look for the boxes at participating businesses throughout both Custer and Hill City and get signed up to WIN!!

We'll collect the sign-up slips each Friday and drawings will be held LIVE at 2:30pm on our Chamber Facebook page on December 1, 8, and 15.

So today, and every day, make a difference by shopping small and local!

# 2023 COMMUNITY CHRISTMAS CASH DRAWINGS

December 1 - (6) \$50 winners  
December 8 - (6) \$50 winners  
December 15 - (4) \$100 winners

*SIGN UP AT THESE PARTICIPATING BUSINESSES EACH WEEK!*

## Custer Businesses

A Walk in the Woods  
Adventure Rentals  
Art Expressions  
Aspen+Pine Realty  
Black Hills FCU  
Black Hills Power Bikes  
Calamity Jane's Coffee Shop  
& Grill  
Carson Drug  
Chamber Office  
City of Custer  
Claw Antler & Hide Inc  
Common Cents  
Custer Ace Hardware  
Custer Beacon  
Custer County Candy Co.  
Custer County Chronicle

Custer County Library  
Custer Dental Studio  
Custer Do it Best  
Custer Senior Center  
Custer VFW  
Custer's Last Stop  
Dacotah Bank  
Deep Creek Art Gallery  
First Interstate Bank  
Gold Pan Saloon  
Good Karma  
Highmark Credit Union  
Jenny's Floral  
Lynn's Dakotamart  
McGas  
Miner's Cup  
Old Pine Social  
Our Place

Pizza Hut  
Pizza Mill  
Premier Family Eyecare  
Quilted Buffalo  
Sentinel FCU  
South Dakota Outdoor Shop  
Southern Hills Family  
Medicine  
Starr Insurance  
State Farm  
Subway  
The Buglin' Bull  
The Custer Wolf  
The Shed at Dakota Greens  
The Wellness Way Hill City  
Vector Design & Print  
Western Skies Realty



**CUSTER**  
Chamber of Commerce

*Sponsored by*

**Custer Area  
Chamber  
of Commerce**  
*and*

**Hill City  
Chamber  
of Commerce**



**HILL CITY**

HEART OF THE BLACK HILLS™

## Hill City Businesses

Addie Camp  
Alpine Inn  
ArtForms  
Beef Jerky Experience  
Black Hills Bistro  
Black Hills Institute /  
Everything Prehistoric  
Country Store at Three Forks  
Dakota Stone  
Discount Bargain Barn  
Gold Diggers  
Grace Gallery & Gifts

Granite Sports  
Gypsy Rose Studio  
Heart of the Hills Antiques,  
Firearms & Collectables  
Heart of the Hills Exxon  
Heart of the West Conoco  
High Country Guest Ranch  
Hill City Cafe  
Hills City Dental  
Hill City Hardware  
Hill City Subway  
HippieRockStar Boutique, Wine & Beer Bar

Jewel of the West  
Jon Crane Gallery  
Krull's Market  
Mangiamo! Pizzeria  
Miner Brewery  
Perky Pine Cafe  
Prairie Berry Winery  
Stage Stop Leather & Gifts  
The Farmer's Daughter  
The Wellness Way Hill City  
Turtle Town



**Dawn Murray**  
Executive Director

## IMPORTANT ANNOUNCEMENTS

### Chamber Staff

Dawn Murray  
Executive Director  
[dmurray@custersd.com](mailto:dmurray@custersd.com)

Jamie Dean  
Administrative Assistant  
[jdean@custersd.com](mailto:jdean@custersd.com)

Fred Baumann  
Information Associate  
[fbbaumann@custersd.com](mailto:fbbaumann@custersd.com)

Amy Brazell

Information Associate

[abrazell@custersd.com](mailto:abrazell@custersd.com)

Pat Hattervig

Information Associate

[phattervig@custersd.com](mailto:phattervig@custersd.com)

Holly Voges

Information Associate

[hvoges@custersd.com](mailto:hvoges@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



# Happy Thanksgiving

Custer Chamber will be closed  
Wednesday at noon & reopen  
Monday, November 27th.

## SNOW REMOVAL

### Here's the Scoop



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.

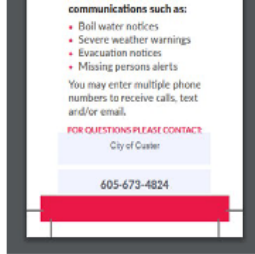
*If you have an awning in front of your building please make sure the snow is removed between the front posts of the awning and the curb.*

### HOW TO SIGN UP FOR CODE RED



Go to [custer.govoffice.com](http://custer.govoffice.com)

Signing up for Code Red will



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 midnight 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](mailto: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 24-December 15**

**Community Christmas Cash**  
**Custer and Hill City businesses**

# **December 2**

**Christmas Parade**

**5:30pm**



5:30pm  
Mt Rushmore Rd

December 2-8

Christmas Scavenger Hunt

Downtown Custer

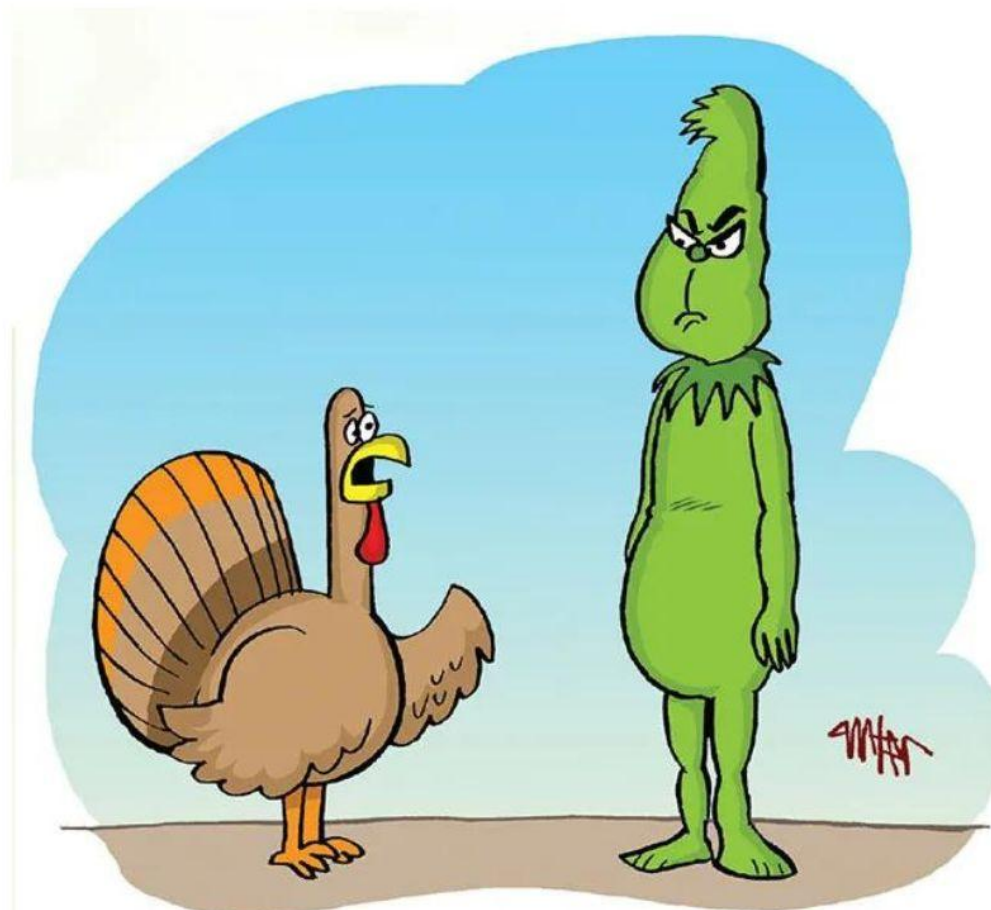
December 14

Chamber Mixer

5pm

Mt Rushmore Brewing Company  
Hosted by: Highmark Credit Union

## WEEKLY HUMOR



**"We'd like to hire you to steal Thanksgiving."**

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



# Chamber Mixer

Hosted by: Highmark Credit Union

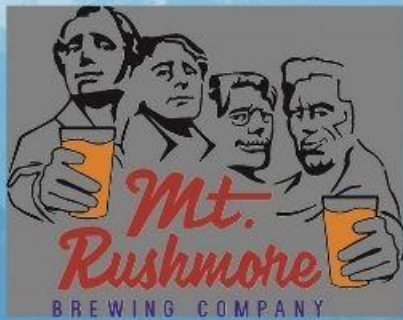


December 14

5 p.m. - 7 p.m.



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



Located at:

**Mt. Rushmore Brewing Co.**

**140 Mt Rushmore Rd**

## MEMBER SPOTLIGHT



**Thank you**  
**for renewing your**  
**Chamber Membership**

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 & Café 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 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, Econlodge, 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  
Franklin Hill World Museum

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

McKerison Hair Accessories, 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 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





# Welcome

## New Members

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  
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

LOOKING FOR A  
*Special Gift?*

STOCKING STUFFER  
2 tickets | \$68  
+\$8 processing fee

SECRET SANTA  
4 tickets | \$130  
+\$8 processing fee

SHOUT IT FROM  
THE ROOFTOP  
8 tickets | \$256  
+\$8 processing fee

SHINING STAR  
16 tickets | \$505  
+\$8 processing fee

SAVE UP TO 20% ON TICKETS DURING  
OUR HOLIDAY SALE UNTIL DEC. 31

BLACKHILLSPLAYHOUSE.COM



ONLINE JEWELRY  
**BLACK  
FRIDAY**  
*Sale*

30% OFF ALL ONLINE JEWELRY  
11/14 - 11/24

[WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD](http://WWW.ETSY.COM/SHOP/GOODKARMAJEWELRYSD)

CHRISTMAS SALE

CHRISTMAS & ALL



**Clothing**  
**UP TO**  
**60% OFF**



**Accessories**  
**and Decor**  
**20% OFF**



**Bike Rentals**  
**50% OFF**

**BLACK HILLS POWER BIKES RENTALS & BOUTIQUE**  
**1029 MT RUSHMORE RD STE A CUSTER, SD 57730**





# Come To **OUR PLACE**

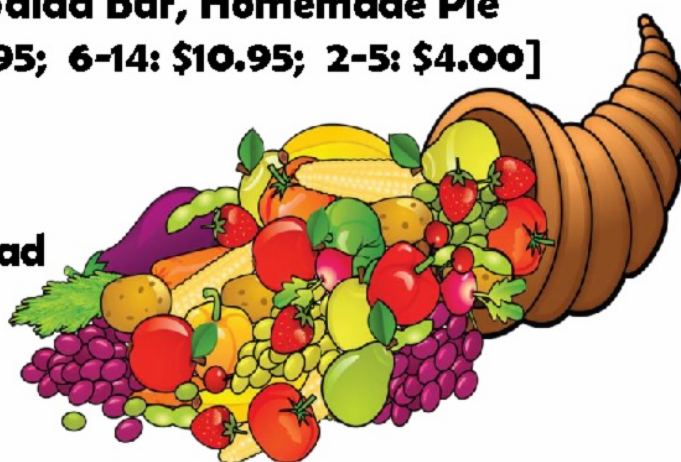
## For Thanksgiving Day

*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



"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



**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

## DONATIONS

### Bakery/Restaurant Cookies

(No homemade  
baked goods)

### Individually Wrapped Goods

- Granola Bars
- Trail Mix
- Chips
- Crackers

## COLLECTION DATES

### Sam's Club

Sunday, November  
12<sup>th</sup>, 19<sup>th</sup>, 26<sup>th</sup>  
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](mailto:raiderholidaycheer@gmail.com)



1881 Courthouse Museum  
**HOLIDAY OPEN HOUSE**





Join us for a festive journey back in time at the  
**1881 Courthouse Museum's Holiday Open House!**

Date: December 2nd

Time: 4:00 PM - 7:00 PM

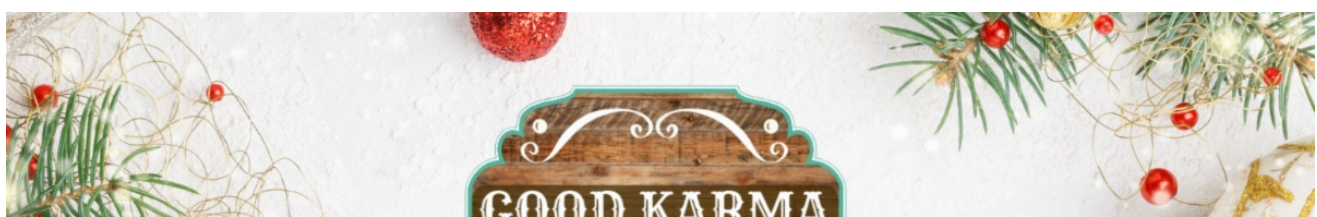
Where: 411 Mt. Rushmore Rd. Custer, SD

Step into the enchanting world of Grandma's Kitchen, where Christmas trees sparkle with nostalgia and the spirit of the season comes alive. Each tree decorated with historic, handwritten recipe cards.

Don't miss your chance to win fabulous prizes, including a copy of Paul Horsted's latest book - Exploring with Custer 4th Edition!

Indulge in homemade cookies and refreshments served in the courtroom. Explore the museum, adorned with delightful holiday decor, and immerse yourself in the rich history of Custer County.

For history enthusiasts and shoppers, our bookstore will be open – the perfect opportunity to find unique gifts for everyone on your list! Mark your calendars, bring your friends and family, and make this holiday season truly special.







**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**

**SDDEMS**



# Monthly Meeting

Tuesday, December 5<sup>th</sup>, 2023

11:30 am

**Get up to date on state Democratic Party activities and how to gear up for the 2024 elections.**



## Speakers:

*Dan Ahlers - State Executive Director*

*Jessica Meyers - State Vice Chair*

*Toni Diamond - State Secretary*



**Custer County Library - Pine Room**  
447 Crook St



## Custer County Republicans

The Custer County Republicans will meet Tuesday, December 5 at 5:30pm, at Custer's Last Stop on main street Custer (Old Pizza Works). We will have a cash bar, a raffle, and a drawing for a \$1000 prize. We will also have a presentation on the upcoming election.



a short business meeting, and then share in festivities and socializing. If you would like to join in a gift exchange, we will host a "grab bag" exchange and you should bring a wrapped gift under \$25, either thoughtful or funny is OK. Our meetings are open to any interested parties, and all Custer County Republicans are encouraged to attend.

Please RSVP to [CCRepubs@goldenwest.net](mailto:CCRepubs@goldenwest.net) to get a headcount for food.

Check us out on Facebook at CusterCountySDRepublicans.



### **South Dakota Enhanced Conceal Carry Class**

**This is a One day Class**

**Saturday Dec. 9th 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 can e-mail the instructor at [echo.ft.sd@gmail.com](mailto:echo.ft.sd@gmail.com), call the shop at 605-673-3222 or e mail us [southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)

**Santa Claus is coming to...**

**On...**

# Custer!

## PHOTOS with SANTA

Come take photos with Santa and enjoy some free, family-friendly Christmas activities.



Saturday, December 16th

1PM-3PM

Steele Collision

1025 Crook Street, Custer, SD



- Ornament Decorating
- Cookie Decorating
- Face Painting
- Christmas Games
- Photos with Santa himself





## **South Dakota Enhanced Conceal Carry Class**

**This is a One day Class**

**Saturday Dec. 16th 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](http://www.sodakian.com), contact us at  
605-673-3222 or by e-mail at  
[southernhillstactical@gwtc.net](mailto:southernhillstactical@gwtc.net)

# **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](mailto:custerslaststop.sd@gmail.com)  
605-673-2621



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.



## 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





**VARIETY Show!**

Showcase your beetle and enviroment themed act!  
3:30-5:00p

**Saturday, January 20, 2024**

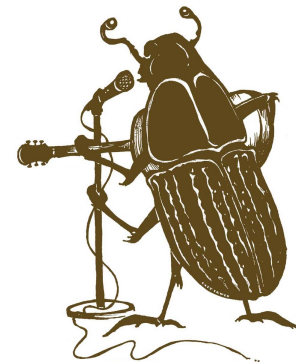
📍 CUSTER HIGH SCHOOL 📞 605-440-1405 ✉️ [hankfridell@gmail.com](mailto:hankfridell@gmail.com)

## 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](#)

# Open Bluegrass Jam



# EVERY WEDNESDAY

## 6:30p - 8:30p

Beginning October 4th! See you there!

all acoustic instruments welcome!



CUSTER AREA ARTS COUNCIL



SHEJUMPS & BHPFA HOST  
**WINTER FILM SERIES**  
SHOWING: PRECIOUS LEADER WOMEN

**NOVEMBER 25TH**  
**3:30PM - 5:30PM**  
**THE CUSTER BEACON**

FIRST FILM SHOWING!

ALL AGES WELCOME!  
TICKETS: \$5 PER PERSON



REGISTER HERE!



## PRECIOUS LEADER WOMAN



A KIDDO ORIGINAL FILMS production in association with TELUS ORIGINALS  
DIRECTED BY CASSE DE COLLING DIRECTOR OF PHOTOGRAPHY LEO HOORN  
EDITED BY HAYLEY MORN & MACK STANNARD  
CASTING BY DANITA MORTON MUSIC BY MATTHEW CARDINAL  
WRITTEN BY SPENCER O'BRIEN & ELLE MALIN TALPEATHERS  
DIRECTING PRODUCERS LEAH NELSON & MICHAEL GRAND  
STORY BY SPENCER O'BRIEN, AYS O'BRIEN, KELLY CLARK, LEANNE PELOS  
CASTING PRODUCERS JAMES ANDERSON, ANNA GASSER & MARIE-FRANCE ROY

KIDDO [www.preciousleaderwoman.com](http://www.preciousleaderwoman.com) TELUS originals

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.



the  
TRAILHOUSE  
a creative gathering space  
[www.trailhousearts.com](http://www.trailhousearts.com)



BLACK HILLS  
PARKS &  
FORESTS  
ASSOCIATION

Saturday, Dec. 2 - 7:30 pm  
Get Your Groove On!



**70's Dance Party**

**Featuring DJ Colt 45**

**If You Dig It,  
Boogie on Down  
for a Hip Night  
of 70's Dress-Up  
& Dancing!**

 **Bee Gees**  
**The Beatles**  
  
**Fleetwood Mac**  
**LED ZEPPELIN**

 **KOOL & THE GANG**  
**CCR**  
**ABBA**  
**Elvis**  
**QUEEN**  
**AC/DC**  
**Bread**

**THE CUSTER BEACON**  
351 WASHINGTON ST - CUSTER SD

 **Bone Up**

Presented by:



Helen Nichols, RD LN  
CDCES

## Location

CUSTER SR.

CENTER

## Time

MONDAY, JANUARY

22ND

2PM-4PM

## NEWS FROM THE STATE



BLACK HILLS  
**PARKS &  
FORESTS**  
ASSOCIATION

Supporting  
**Wonder and Exploration**  
since 1946

Black Hills Parks & Forests Association invites you to celebrate Giving Tuesday on November 28 & beyond.  
*For Immediate Release*

Contact: Brad Keizer [bkeizer@blackhillsparks.org](mailto:bkeizer@blackhillsparks.org)

November 14, 2023

Black Hills Parks & Forests Association kicks off their season of giving and they're asking for your help! Please donate any amount from Giving Tuesday on November 28<sup>th</sup> through December 31<sup>st</sup>.

If you've seen a child excited about local nature and wildlife, or you've enjoyed a Black Hills area (Park or Forest) visitor's center; chances are you've witnessed the impact you can make by donating to Black Hills Parks & Forests Association (BHPFA).

This year, BHPFA is encouraging donations on Giving Tuesday and all through the giving season. Funds raised support their education programming in 2024. In addition to generosity of donors, they rely on memberships, store (& online) sales and volunteerism to help support 7 public land partners. You can smile when you see a family learning outdoor stewardship, responsible recreation &/or cultural, historical appreciation as a result of BHPFA;

knowing that you helped provide that opportunity.

When asked about supporting BHPFA, local volunteer, Tara Yonce, shared “This organization is serious about helping the Black Hills area in not only assisting visitors with info about the great natural areas in the region, but their volunteer programs are absolutely amazing!

They provide so many educational programs like learning about local animals, Leave No Trace training, art contests, Indigenous history and everything in between! This organization really strives to help our beautiful National Forests & Parks. When helping to support BHPFA, you will see your donation used in awesome ways.” Giving Tuesday is a day that encourages people to do good. This idea has grown into a global movement that inspires hundreds of millions of people to give, collaborate, and celebrate generosity. BHPFA is also part of a local giving initiative, the South Dakota Day of Giving. BHPFA is an official non-profit partner of the National Park Service and USDA Forest Service, with the mission to support wonder and exploration through stewardship of your public lands.

If you are interested in supporting wonder and exploration and joining BHPFA’s Giving Tuesday initiative, please visit [www.blackhillsparks.org](http://www.blackhillsparks.org), call 605-745-7020, or mail to 26611 US Hwy 385, Hot Springs, SD 57747.

####



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

## Forest Service News Release

Media Contact: Scott Jacobson, Public Affairs Officer (605) 440-1409

[scott.j.jacobson@usda.gov](mailto:scott.j.jacobson@usda.gov)

[www.fs.usda.gov/blackhills/](http://www.fs.usda.gov/blackhills/)



### 2024 Season Passes – One Day Sale Half-Price Sale for Recreation Facilities

Rapid City, S.D., Nov. 17, 2023 — Forest Recreation Management (FRM) will be hosting their annual Half Price Pass Sale for the 2024 season on Friday December 1, 2023.

This one-day sale will be held at The Lions Building on the Central States Fairgrounds in Rapid City, SD from 8 a.m. - 5 p.m. The passes will also be available for sale at Black Hills National Forest offices. These passes are for USFS recreation facilities located within the Black Hills National Forest fee areas and should not be confused with South Dakota State Park Passes.

The Premium passes (which includes the Sheridan and Pactola complexes) will be \$20 (regularly \$40), and the Standard passes (which are for all FRM operated day use areas except the Sheridan and Pactola complexes) will be \$12.50 (regularly \$25). Please pay with cash or check; credit cards not accepted.

Requests made by mail will be honored if postmarked between Dec 1-3. Send to FRM, PO Box 1168, Hill City, SD 57745. Please include a self-addressed return envelope with a check for the appropriate amount.

The number of passes available for purchase per individual is unlimited, making them great gifts for stocking stuffers, gift exchanges and prizes for drawings. No other discounts are accepted with this offer. Those with senior or access passes as part of the America the Beautiful – National Parks and Federal Recreational Lands Pass Series can receive this reduced price any time.

“While purchasing a recreation pass at a Forest Service location, consider picking up a Christmas Tree Permit, along with a 2024 Motorized Vehicle Use Trail Permit,” said Bradley Block, Recreation Program Manager, Black Hills National Forest. Block further comments, “The Forest also partners with the Black Hills Parks and Forests Association, which offers stores inside Forest offices that provide Smokey Bear products, souvenirs, and gift ideas for the upcoming holidays.”

Under a special use permit, FRM operates Black Hills National Forest campgrounds and other recreation facilities. FRM has been operating these facilities since 1999. For more information on the 2024 Season Pass - half price sale event, contact Forest Recreation Management at 605-574-4402.

For more information on the Black Hills National Forest, visit [www.fs.usda.gov/blackhills](http://www.fs.usda.gov/blackhills).

###

USDA is an equal opportunity provider, employer, and lender



Forest Service  
U.S. DEPARTMENT OF AGRICULTURE

Black Hills National Forest

## Forest Service News Release

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

[www.fs.usda.gov/blackhills](http://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](http://Recreation.gov), [from your local Forest Service office](#) or from [private vendors](#) throughout the Black Hills. To purchase a permit online, visit [Recreation.gov](http://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 4<sup>th</sup> 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](http://www.fs.usda.gov/blackhills).

*South Dakota*

Travel South Dakota  
November 2023  
[SDVisit.com](http://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](http://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



**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.

-30-

## ***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.*

## PRESS RELEASES



### Custer Senior Center

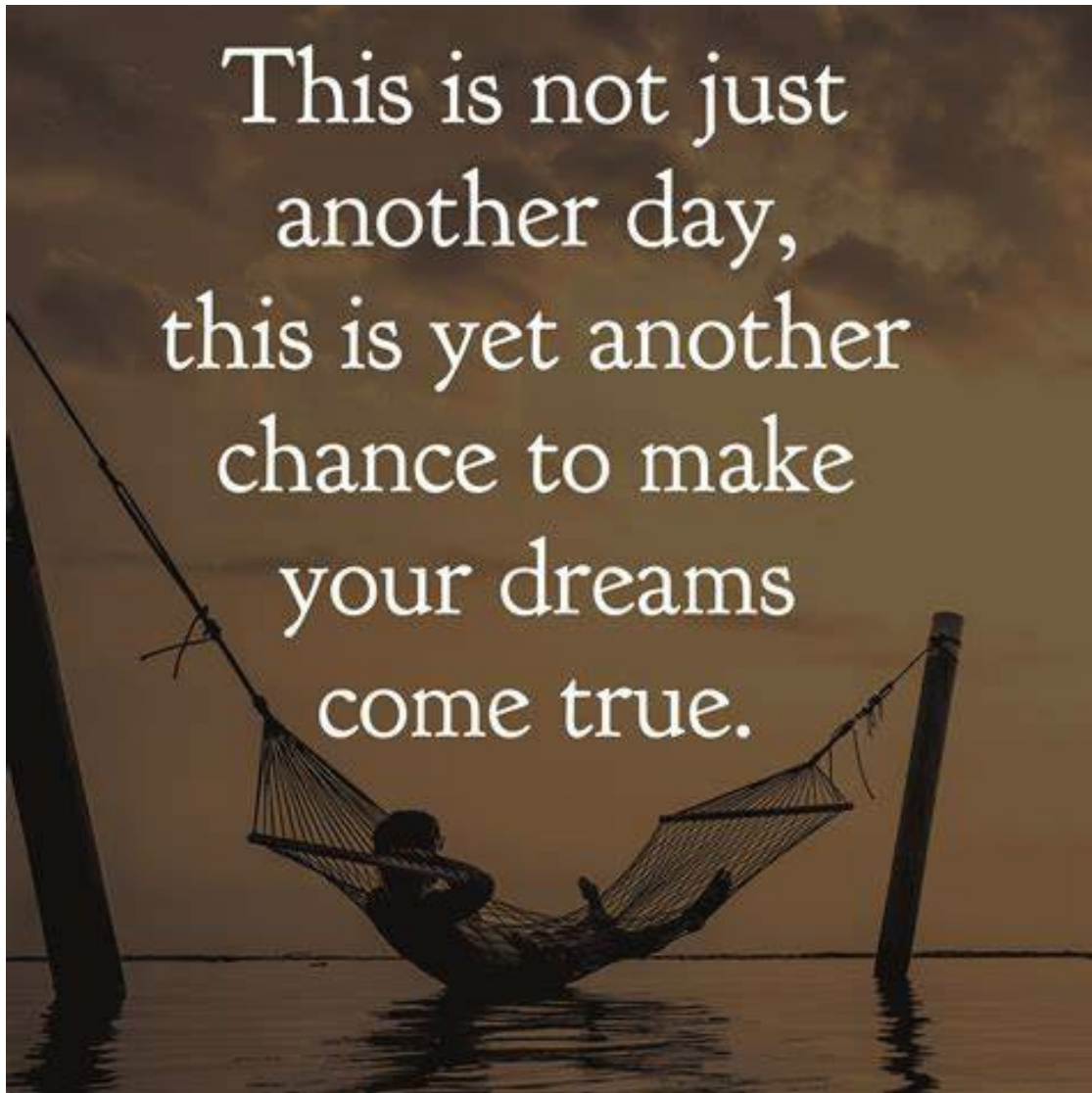
November Schedule

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





## WEEKLY INSPIRATION



## HELP WANTED

JOIN OUR INTERVIEWING TEAM!

AWESOME! We are looking for individuals who are interested in helping us with 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](mailto:info@mmi-2.com)

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

RECENT RETIREES ARE HIGHLY ENCOURAGED TO APPLY

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

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

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

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

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



*Laughing Water*  
**RESTAURANT®**  
AT CRAZY HORSE MEMORIAL®

The Custer Senior Center Board of Directors is accepting



resumes for the full-time position of Custer Senior Center Director. The primary administrative duties are grant-request writing, working with the Center's finances, and facility management. QuickBooks or a similar bookkeeping program is advantageous. The position is full-time, 40 hours per week. Insurance and retirement benefits are not available at this time. Year-end bonuses may be earned. For more information and a copy of the position description, please send an email to [cscdirvac@gmail.com](mailto: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](mailto:SKOGEN@SKOGENKITCHEN.COM)

## Job Positions

- Line cooks
- Dishwashers
- Full time
- Part time

Ph: 605.673.2241  
E: [skogen@skogenkitchen.com](mailto:skogen@skogenkitchen.com)  
W: [www.skogenkitchen.com](http://www.skogenkitchen.com)



# 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

## 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:](#)**

#### **Our Address:**

615 Washington Street  
Custer, SD 57730

#### **Phone Numbers:**

605-673-2244  
800-992-9818

[Send Us An Email](#)

#### **Connect With Us**



[Visit our website](#)

